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GEORGE TOWN COUNCIL UNCONFIRMED MINUTES

Minutes of the Ordinary Council Meeting held on **Tuesday 28 October 2025**

in the Council Chambers, 16-18 Anne Street, George Town,

commenced at 1:00 pm.

All documents presented, and recordings (audio) of this meeting are made available to the public in accordance with the Local Government Act 1993, and Local Government (Meeting Procedures) Regulations 2025.

The public are requested to pre-register if attending this meeting of Council.

Shane Power GENERAL MANAGER

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Meeting Commenced at 1:00 pm

Acknowledgement of Country

George Town Council acknowledges the palawa people from the litarimirina tribe from Port Dalrymple as the traditional custodians of the land.

We honour and give thanks for the caring of country, seas and skies of kinimathatakinta and surrounds.

We pay respect to the elders past, present and future for they hold the memories, traditions, culture and hope of pakana people in lutruwita.

AUDIO RECORDING OF COUNCIL MEETINGS

The public is advised that it is **Council Policy** to record the proceedings of meetings of Council on digital media to assist in the preparation of Minutes, and to clarify any queries relating to the Minutes that is raised during a subsequent meeting under the section "Confirmation of Minutes".

The recording does not replace the written Minutes and a transcript of the recording will not be prepared.

All meetings of the Council shall be digitally recorded as provided for by Regulation 43 of the Local Government (Meeting Procedures) Regulations 2025 except for the proceedings of meetings or parts of meetings closed to the public in accordance with Regulation 17(2).

In accordance with the requirements of Council's Audio Recording of Council Meetings Policy GTC 1, members of the public are not permitted to make audio recordings of Council meetings.

The community are requested to pre-register to attend this meeting of Council.

All documents presented, and recordings (audio) of this meeting are made available to the public in accordance with the above Act and Notice, and the standard applicable provisions of the Local Government Act 1993, and Local Government (Meeting Procedures) Regulations 2025.

The Chairperson advised the meeting that:

- (a) an audio is being made of the meeting; and
- (b) all persons attending the meeting are to be respectful of, and considerate towards, other persons attending the meeting; and
- (c) language and conduct at the meeting that could be perceived as offensive, defamatory or threatening to a person attending the meeting, or listening to the recording, is not acceptable.

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1 PRESENT

Mayor Cr Greg Kieser, Chairperson Deputy Mayor Cr Greg Dawson Cr Winston Archer Cr Heather Barwick Cr Tim Harris Cr Simone Lowe Cr Winston Mason Cr Jason Orr

1.1 APOLOGIES AND LEAVE OF ABSENCE

Cr Heather Ashley (Leave of Absence)

1.2 IN ATTENDANCE

General Manager - Mr S Power
Director Corporate & Community - Mrs C Hyde
Director Operational Performance, Strategy & Engagement - Mr R Dunn
Director Infrastructure & Development - Mr A McCarthy
Senior Executive Support and Governance Officer - Ms L Dickenson
Administration Officer - Mrs C. Roach

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2 CONFIRMATION OF MINUTES

2.1 ORDINARY COUNCIL MEETING HELD 23 SEPTEMBER 2025

Minute No. 141/25

DECISION

Moved: Cr Mason Seconded: Cr Harris

That the Minutes of Council's Ordinary Meeting held on 23 September 2025 numbered 128/25 to 137/25 as provided to Councillors be received and confirmed as a true record of proceedings as follows:

- Motion 134/25 Substantive Motion is to be removed from the minutes as it has no effect on the minutes.

VOTING

For: Cr Kieser, Cr Dawson, Cr Barwick, Cr Harris, Cr Lowe, Cr Mason and Cr Orr

Against: Cr Archer

Abstained: Nil

CARRIED 7 / 1

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3 LATE ITEMS

Nil.

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4 DECLARATIONS OF INTEREST

Nil.

5 PUBLIC QUESTION TIME

5.1 PUBLIC QUESTION TIME PROCEDURE

[Refer to Minute No. 243/16. The period set aside for public question time will be at least 15 minutes. Questions given on notice will be addressed first. Once questions on notice have been addressed, persons who have registered their interest to ask a question will be called to do so in the order in which they have registered. Persons attending Council meetings will have the opportunity to register their interest to ask a question without notice prior to the commencement of the meeting. Council staff will be on hand to assist with this process.

Participants cannot ask more than 2 questions in a row with a maximum of 2 minutes per question. If a person has more than (2) questions, they will be placed at the 'end of the queue' and may, if time permits, ask their further questions once all other persons have had an opportunity to ask questions. Persons who have not registered their interest to ask a question will be given an opportunity to do so following all those who have registered. All questions must be directed to the Chairperson.

For further information on Council's Public Question Time Rules and Procedure, please refer to George Town Council Public Question Time Policy GTC13.

Questions asked and answers provided may be summarised in the Minutes of the meeting.

Council requests that members of the public pre-register to attend meetings of Council.

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52	PUBL	IC OI	IFSTI	ONS	ON	NOT	ICF

Nil.

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5.3 PUBLIC QUESTION TIME

Commenced at: 1.14 pm

Concluded at: 1.23 pm

Mrs D. Rainbow, George Town

Preamble

I recently found a notice on an vacant land across from her residents for a proposed development on the site. This surprised her as neighbours are usually notified of such developments and seeing that it would need a change of a planning scheme. Mrs Rainbow informed the meeting that she had spent considerable time on a submission sent into Council by the due date. Mrs Rainbow wishes to read out her key areas of her submission.

The Chair asked for her question.

Mrs Rainbow continued and said that the planning application does not have the name of the applicant as this is a private dwelling at 112 Macquarie Street.

- Page 20 describes 111 Franklin Street has a setback of 3 metres, on page 24 the photo it
 is a metre away.
- It describes the buildings at the back as outbuildings, they are private residential.
- Page 10 describes that there is good vehicle access connected to public transport. It does
 not. There has been numerous accidents over the years, that a roundabout was installed.
- Photos of the street view fails to show the blind approach from Macquarie Street. Also
 there are restricted views from that roundabout coming from the north. Mrs Rainbow read
 out the planning assessment states that this does not cause unreasonable loss of amenity
 being open 60 hours a week or the traffic generation. Page 43 reads that this will exceed
 the acceptable amount of traffic.
- Page 54 and Page 55 contradicts this argument as it states that traffic generation will be about 94 trips per peak hour. This means that 94 vehicles will have 38 seconds to come in, find a place to park and collect their child and leave.
- Page 56 even though this exceeds the acceptable increase it will not have any significant impact on the operation and safety of Macquarie Street and Franklin Street.
- The report fails to mention at peak times there is a significant increase of traffic and pedestrians moving across the streets between the various three schools. Subsequent to this report, there will be a tavern opening nearby.
- Q1. If I could find these errors why did they not find them and bring to Council for correction and open discussion especially after two weeks after the close of submissions a gentlemen was doing soil tests re pollution to see if the land is viable to be built on. Now that was not available for this submission.

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Through the Chair to the General Manager, the General Manager advised that the question would be taken on notice.

Ms L. Distefano

- Q1. In regards to the waste rewards and Councillors would have received an email regarding the concerns. Could the Recycle Rewards be relocated to a different location because where it is currently cited it is not strictly a commercial area. There are people living in close proximity to the area.
- Q2. Why were the residents not informed beforehand or were the Council not informed if the government issued the Recycle Rewards?

The Chair thanked Liliana for her questions. Through the Chair to the General Manager.

The General Manager advised that the recycling vending machine and recycle rewards program is a state managed initiative. It was not a Council managed initiative. Subsequently learning about the noise and odour complaint, Council have reached out to the CEO of the City Mission who will have an agreement with Recycle Reward; the Chair of the Statewide Waste Resource Recovery Board and the logistic company. Council is awaiting on responses in regard to the noise, odour and possible relocation. Council's has not receive all responses at this stage.

In response to your second question, it is not a Council program and in this municipality City Mission is involved.

The Chair reiterated that Council is working through understanding what we do about it and Council will liaise with the residents.

Mrs D. Rainbow

Q2. Will Council be sending out abatement notices soon?

The Chair asked the Director Strategy, Performance and Development to enter the meeting.

Through the Chair the Director advised that at this time of year Council sends out reminder notices to properties that had previously received abatement notices. Council has sent out the reminder notices that land is fire safe and well prepared. There will be a second inspection of the properties closer to the end of the year, and if not addressed, abatement notices will be issued. It is an ongoing process over the next 3 - 4 months.

Mrs Rainbow requested that 113-115 Macquarie Street be included as the grass is currently long.

The Director agreed that the property will be included.

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5.4 RESPONSE TO QUESTIONS FROM PREVIOUS PUBLIC QUESTION TIME

(Refer to Minute No. 425/00, which states in part, "that a copy of all written replies to questions from the Public Gallery be included in the following Council Agenda.")



22 October 2025

Mr Don Barrett

Dear Mr Barrett.

Re: Public Question Time – 23rd September 2025 Ordinary Council Meeting

Thank you for your attendance at the 23rd September 2025 Ordinary Council Meeting where you asked the following questions:

Q1/2. Mr Barrett advised that he had spoken to the Deputy Mayor at the Hillwood Progress Association meeting. Mr Barrett's two questions were about getting Johnstons Road at Hillwood fixed and also getting a good boat ramp at Hillwood.

Council's response is as follows:

Johnstons Road

In April 2020, Council endorsed a ten-year sealed road renewal and upgrade program. This includes two sections of Johnstons Road, Hillwood:

- From chainage 97 m to 1,000 m, and
- From 1,000 m to 2,020 m (measured from the East Tamar Highway junction).

Due to the high cost of road upgrades and Council's limited annual capital works budget, these projects are delivered progressively as funding becomes available. Council uses a structured, multi-year program to prioritise road works based on:

- Road hierarchy and function
- Road condition and risk
- Traffic volume and vehicle types
- Community feedback

Using this framework, several high-priority roads have already been renewed or scheduled, such as:

- Dalrymple Road (East Arm Road to Industry Road) completed
- Dalrymple Road North Stage 1 planned for 2025/26

Council Office: 16-18 Anne Street George Town Tasmania 7253 Postal Address: PO Box 161 George Town Tasmania 7253 T: (03) 6382 8800 F: (03) 6382 8809 E: council@georgetown.tas.gov.au w: www.georgetown.tas.gov.au

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The two Johnstons Road sections remain in the ten-year program. Council has engaged Pitt & Sherry to prepare a high-level design and cost estimate to support future funding applications. Work will proceed once funding is secured, and Council continues to seek State and Federal support for this project. In the meantime, Council is undertaking maintenance to keep the road safe and serviceable. Upcoming works include:

- Surface heaving correction along the southern side
- Rock-lining in areas affected by drainage erosion

Proposed Boat Ramp - Hillwood

Council welcomes the community's interest in improved recreational facilities. While a boat ramp is not currently included in any strategic documents (including the Hillwood Open Space Plan), the feedback received will help inform future planning.

If you require additional information please contact Council on (03) 6382 8800 or email on council@georgetown.tas.gov.au

Yours sincerely,

Shane Power CENERAL MANAGER

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6 GENERAL MANAGER'S DECLARATION

I certify that with respect to all advice, information or recommendations provided to Council with this Agenda:

- the advice, information or recommendation is given by a person who has the qualifications or experience necessary to give such advice, information or recommendation; and
- where any advice is given directly to Council by a person who does not have the required qualifications of experience, that person has obtained and taken into account in that person's general advice, the advice from an appropriately qualified or experienced person.

Shane Power

GENERAL MANAGER

LOCAL GOVERNMENT ACT 1993 – SECTION 65

65. Qualified persons

- (1) A general manager must ensure that any advice, information or recommendation given to the council or a council committee is given by a person who has the qualifications or experience necessary to give such advice, information or recommendation.
- (2) A council or council committee is not to decide on any matter which requires the advice of a qualified person without considering such advice unless –
 - (a) the general manager certifies, in writing
 - (i) that such advice was obtained; and
 - that the general manager took the advice into account in providing general advice to the council or council committee; and
 - (b) a copy of that advice or, if the advice was given orally, a written transcript or summary of that advice is provided to the council or council committee with the general manager's certificate.

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7 PLANNING AUTHORITY

7.1 DA 2024/107 - 20 HENRY STREET, HILLWOOD - RESIDENTIAL (SINGLE DWELLING & OUTBUILDING/SECONDARY DWELLING)

REPORT AUTHOR: Senior Town Planner - Mr J. Simons

Town Planner - Mr N. Kumawat

REPORT DATE: 6/10/2025 **FILE NO**: DA 2024/107

The Senior Planner entered the meeting at 1.24 pm.

Minute No. 142/25

DECISION

Moved: Cr Harris Seconded: Cr Mason

That the application for use and development, Single Dwelling & Outbuilding/Secondary Dwelling at 20 Henry Street, HILLWOOD (CT 178752/8) be **APPROVED** subject to the following conditions:

1. ENDORSED PLANS

The use and/or development must be carried out as shown on the endorsed plans and described in the endorsed documents:

- a. Plans to Build, project No.- 23143, 8 Pages, dated 29/05/2025.
- b. Exceed Engineering, Stormwater Management Report and Plan, dated 01/04/2025
- c. Tasman Geotechnics, Landslide Risk Assessment Report, document reference number: TG21157/1, dated 02/06/2025.

to the satisfaction of the Council. Any other proposed development and/or use will require a separate application to and assessment by the Council.

2. STORMWATER

Prior to the commencement of works, detailed stormwater design drawings are to be submitted to the satisfaction of Council's Director Infrastructure and Development. The drawings are to:

- a) be prepared by a suitably qualified person;
- b) show all concentrated stormwater runoff from roof and hardstand areas drained to the creek located on the eastern side of the site via pipe system;

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- c) show all concentrated stormwater runoff from cut off drains surrounding the dwelling and outbuilding discharged in a manner that does not impact downstream properties. Where feasible, runoff from all cut off drain are to be discharged to the creek located on the eastern side of the site via piped system;
 - d) show all stormwater discharge points adequately protected against scour and erosion.

to the satisfaction of Council's Director Infrastructure and Operations.

2. NO POLLUTED RUNOFF

No polluted and/or sediment laden runoff must be discharge directly or indirectly into Council's drains, watercourses or the foreshore during and after development.

3. DAMAGE TO PUBLIC INFRASTRUCTURE

Any damage to public infrastructure shall be repaired at the owners cost. If any repairs are necessary, they will be undertaken in accordance with the requirements and to the satisfaction of the Director Infrastructure & Operations.

Permit Notes

- This permit was issued based on the proposal documents submitted for DA 2024/107. You should contact Council with any other use or development, as it may require the separate approval of Council. Councils planning staff can be contacted on 6382 8800.
- 2. This permit does not imply that any other approval required under any other by-law, covenant or legislation has been granted. The following additional approvals from Council may be required before construction commences:
 - a) Plumbing approval
 - b) Building approval
 - c) Approval to undertake works in the Council road reserve.
 - Approval to connect to the reticulated stormwater network.

All enquiries should be directed to Council's Permit Authority, via 6382 8800.

- 3. This permit takes effect after:
 - i. the 14 day appeal period expires; or
 - ii. any appeal to the Tasmanian Civil and Administrative Tribunal is abandoned or determined; or.
 - iii. any agreement that is required by this permit pursuant to Part V of the Land Use Planning and Approvals Act 1993 is executed; or any other required approvals under this or any other Act are granted
- 4. A planning appeal may be instituted by lodging a notice of appeal with the Tasmanian Civil & Administrative Tribunal. A planning appeal may be instituted within 14 days of the date the Corporation serves notice of the decision on the applicant. For more

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information see the Tasmanian Civil & Administrative Tribunal website www.tascat.tas.gov.au.

- 5. This permit is valid for two (2) years only from the date of approval and will thereafter lapse if the development is not substantially commenced. An extension may be granted at Council's discretion if a request is received within 6 months of the expiration.
- In accordance with the legislation, all permits issued by the permit authority are public documents. Members of the public will be able to view this permit (which includes the endorsed documents) on request, at the Council Office.
- 7. It is the responsibility of the applicant to ensure that they are acting in accordance with any Section 71 (Part 5) Agreement or Covenant registered to the title. These matters are not taken into account as part of an assessment against the planning scheme. A permit issued under the Land Use Planning and Approvals Act 1993 does not undermine or absolve any individual from any obligation imposed by such agreements. The obligations and risks associated with Section 71 (Part 5) Agreements and Covenants should be discussed with a solicitor.
- 8. If any Aboriginal relics are uncovered during works:
 - a) All works are to cease within a delineated area sufficient to protect the unearthed and other possible relics from destruction,
 - b) The presence of a relic is to be reported to Aboriginal Heritage Tasmania Phone: (03) 6233 6613 or 1300 135 513 (ask for Aboriginal Heritage Tasmania) Fax: (03) 6233 5555 Email: aboriginal@heritage.tas.gov.au; and
 - c) The relevant approval processes will apply with state and federal government agencies.
- 9. If this development application has been subject to the advertisement process, the applicant is requested to remove any planning advertising signs from the property boundary, and to dispose of it in a thoughtful and sustainable manner.

VOTING

For: Cr Kieser, Cr Dawson, Cr Archer, Cr Barwick, Cr Harris, Cr Lowe, Cr Mason

and Cr Orr

Against: Nil Abstained: Nil

CARRIED UNANIMOUSLY 8 / 0

The Senior Town Planner left the meeting at 1.28 pm.

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8 OFFICE OF GENERAL MANAGER

8.1 COUNCIL WORKSHOPS SEPTEMBER AND OCTOBER 2025

REPORT AUTHOR: General Manager - Mr S. Power

REPORT DATE: 15 October 2025

FILE NO: 14.10 ATTACHMENTS: Nil

Minute No. 143/25

DECISION

Moved: Cr Mason Seconded: Cr Orr

That Council:

 Receives the report on the Council Workshops held on the 23 September 2025 and 14 October 2025.

VOTING

For: Cr Kieser, Cr Dawson, Cr Archer, Cr Barwick, Cr Harris, Cr Lowe, Cr Mason

and Cr Orr

Against: Nil Abstained: Nil

CARRIED UNANIMOUSLY 8 / 0

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

8.2 GEORGE TOWN COUNCIL'S ANNUAL REPORT 2024/2025

REPORT AUTHOR: General Manager - Mr S. Power

REPORT DATE: 2 October 2025

FILE NO: 17.4

Minute No. 144/25

DECISION

Moved: Cr Dawson Seconded: Cr Mason

That Council:

1. Adopts the George Town Council's Annual Report 2024/2025.

VOTING

For: Cr Kieser, Cr Dawson, Cr Archer, Cr Barwick, Cr Harris, Cr Lowe, Cr Mason

and Cr Orr

Against: Nil Abstained: Nil

CARRIED UNANIMOUSLY 8 / 0

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

8.3 LGAT GENERAL MEETING NOVEMBER 2025 GENERAL MEETING VOTING PREFERENCES

REPORT AUTHOR: General Manager - Mr S. Power

REPORT DATE: 16 October 2025

FILE NO: 15.15

Minute No. 145/25

DECISION

Moved: Cr Orr Seconded: Cr Dawson

That Council determines that the Mayor be authorised to vote at the LGAT General Meeting 20 November 2025, in accordance with Council's strategic direction, policy and Council resolutions with due consideration of any conference debate on items listed for decision at that meeting.

VOTING

For: Cr Kieser, Cr Dawson, Cr Archer, Cr Harris, Cr Lowe, Cr Mason and Cr Orr

Against: Cr Barwick

Abstained: Nil

CARRIED 7 / 1

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

8.4 FUTURE OF LOCAL GOVERNMENT REVIEW - REFORMS TO COUNCILLOR NUMBERS AND ALLOWANCES

REPORT DATE: 16 October 2025

FILE NO: 14.20

Minute No. 146/25

DECISION

Moved: Cr Mason Seconded: Cr Dawson

That Council:

1. Submit feedback on the proposed reform in line with the following:

In considering implications for George Town Council, George Town Council supports the proposed reform; and provides the following:

- a. Should the government consider any strategies/guidance for council decision making where a quorum cannot be maintained? Yes
- b. Should it be mandatory for councillors' existing superannuation equivalent payments to be directed into a nominated superannuation fund? No
- c. Should the methodology and ongoing review framework for councillor allowances and numbers be embedded in legislation? Yes
- 2. Provide Council's submission to LGAT for a sector wide submission.

VOTING

For: Cr Kieser, Cr Dawson, Cr Archer, Cr Harris, Cr Lowe, Cr Mason and Cr Orr

Against: Cr Barwick

Abstained: Nil

CARRIED 7 / 1

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8.5 LOCAL GOVERNMENT AMENDMENT (TARGETED REFORM) BILL 2025 - EXPOSURE DRAFT CONSULTATION

REPORT AUTHOR:	General Manager - Mr S. Power		
REPORT DATE:	16 October 2025		
FILE NO:	15.16		

DECISION

Moved: Seconded:

That Council:

 Instruct the General Manager to write to the Office of Local Government confirming its support for the proposed amendments to the Local Government Act; adding that Council seeks an amendment to the role of councils as defined in s19A 1 (d) of the draft bill with regard to climate mitigation to recognise resource constraints of local governments.

MOTION LAPSED DUE TO NO MOVER NO VOTING TOOK PLACE

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9 INFRASTRUCTURE AND DEVELOPMENT

Nil.

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

10 CORPORATE AND COMMUNITY

10.1 DRAFT VOLUNTEER POLICY

REPORT AUTHOR:	Director Corporate and Community – Mrs C. Hyde
REPORT DATE:	20 October 2025
FILE NO:	8.3

The Director Corporate and Community entered the meeting at 1.59 pm.

Minute No. 147/25

DECISION

Moved: Cr Mason Seconded: Cr Orr

That Council:

1. Adopts the Volunteer Policy effective 28 October 2025.

VOTING

For: Cr Kieser, Cr Dawson, Cr Archer, Cr Harris, Cr Lowe, Cr Mason and Cr Orr

Against: Cr Barwick

Abstained: Nil

CARRIED 7 / 1

The Director Corporate and Community left the meeting at 2.03 pm.

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

11 STRATEGY, PERFORMANCE AND DEVELOPMENT

11.1 PETER COX TRIBUTE

REPORT AUTHOR:	Coordinator – Development Services - Ms T. Burt
REPORT DATE:	22 nd September 2025
FILE NO:	66.144, 62.11, 28.14

The Director Strategy, Performance and Development entered the meeting at 2.04 pm.

Minute No. 148/25

DECISION

Moved: Cr Dawson Seconded: Cr Archer

That Council:

- 1. In respect of naming the existing walkway in Tamar Avenue, George Town:
 - a. Supports the proposal put forward and approves the Coordinator Development Services to make application to Placenames Tasmania.

VOTING

For: Cr Kieser, Cr Dawson, Cr Archer, Cr Barwick, Cr Lowe, Cr Mason and Cr Orr

Against: Nil Abstained: Cr Harris

CARRIED UNANIMOUSLY 7 / 0

The Director Strategy, Performance and Development left the meeting at 2.14 pm.

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12 OFFICE OF THE MAYOR

12.1 MATTERS OF INVOLVEMENT - MAYOR, DEPUTY MAYOR AND COUNCILLORS

REPORT DATE: 23 October 2025 **FILE NO**: 14.11, 14.15

Mayor Cr. Cray Viscor				
Mayor Cr Greg Kieser				
September	23	Chaired Council Workshop		
	23	Chaired Ordinary Council Meeting		
	24	Met with Senator Wendy Askew		
	24	Tamar FM Interview		
October	1	Met with ReCFIT members		
	8	Attended Tamar Valley Leaders – Health and the Care Sector		
	8	Met with BBA representatives		
	10	ABC Northern Tasmanian radio interview		
	15	ABC Radio Interview		
	20	Office of Local Government – Councillor information session –		
		reforms to councillor allowances and numbers		
Deputy Mayor Cr Greg Dawson				
September	23	Attended Council Workshop		
	23	Attended Ordinary Council Meeting		
Cr Jason Orr	Cr Jason Orr			
September	26-28	Tamar NRM Boneseed Blitz		
October	15	George Town Council Senior Concert		
	21	VNT/DAP Catch Up		
	22	George Town Council Audit Panel		
	23	TEER Kanamaluka/Tamar Forum		

Minute No. 149/25

DECISION

Moved: Cr Archer Seconded: Cr Mason

That the information report from the Mayor, Deputy Mayor and Councillors on Matters of Involvement be received and the information noted.

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VOTING

For: Cr Kieser, Cr Dawson, Cr Archer, Cr Barwick, Cr Harris, Cr Lowe, Cr Mason

and Cr Orr

Against: Nil Abstained: Nil

CARRIED UNANIMOUSLY 8 / 0

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

13 PETITIONS

Nil.

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

14 NOTICES OF MOTIONS

14.1 GENERAL MANAGER PERFORMANCE REVIEW

Moved: Cr Barwick

That Council

 Pursuant to section 22 of the Local Government (Meeting Procedures) Regulations 2025 and by absolute majority, rescinds the decision made at the Council Meeting on 29 April 2025 to appoint a Councillor chosen by the Council and a proxy councillor chosen by the Council as panel members for the General Manager's Performance Review Panel.

And

2. Approves the appointment of all Councillors as members of the General Manager's Performance Review Panel, with the Annual 360° Survey being undertaken transparently with all respondents identified.

Reason:

I, Cr Heather Barwick submit this Notice of Motion in accordance with section 19 of the local Government (Meeting Procedures) Regulations 2025 to rescind part of a resolution which was adopted by Council at its Meeting held 29 April 2025. This Notice of Motion seeks to reinstate all councillors to the General Manager's Performance Review Panel alongside the Mayor and Deputy Mayor.

PROCEDURAL MOTION

Moved: Cr Orr

Seconded:

Motion to defer.

VOTING

For: Cr Kieser, Cr Dawson, Cr Harris and Cr Orr Against: Cr Archer, Cr Barwick, Cr Lowe and Cr Mason

Abstained: Nil

LOST 4 / 4

Cr Archer called a Point of Order against the Chair at 2.16 pm LG(MP)R27(c) motion requires to be seconded.

The Chair accepted the Point of Order.

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George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

DECISION

Moved: Cr Barwick Seconded: Cr Archer

That Council

1. Pursuant to section 22 of the Local Government (Meeting Procedures) Regulations 2025 and by absolute majority, rescinds the decision made at the Council Meeting on 29 April 2025 to appoint a Councillor chosen by the Council and a proxy councillor chosen by the Council as panel members for the General Manager's Performance Review Panel.

And

2. Approves the appointment of all Councillors as members of the General Manager's Performance Review Panel, with the Annual 360° Survey being undertaken transparently with all respondents identified.

Cr Archer called a Point of Order at 2.30 pm against Cr Dawson LG(MP)R 27(c) on comments may pose a risk to Council.

Chair did not accept the Point of Order at 2.31 pm and asked Cr Dawson to be cautious on his comments.

Cr Barwick called a Point of Order at 2.31 pm against Cr Dawson LG(MP)R 27(a) as comments are outside of the motion.

Chair ruled against the Point of Order at 2.31 pm and asked Cr Dawson to be cautious on his comments.

Cr Dawson called a Point of Order against Cr Archer at 2.41 pm LG(MP)R 27(c) regarding debating the Chair's answer.

Cr Archer called a Point of Order against Cr Mason at 2.43 pm LG(MP)R 27(c) regarding being able to raise a motion at a meeting.

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

PROCEDURAL MOTION

Moved: Cr Dawson

Seconded:

That the motion be put.

Cr Barwick called a Point of Order against the Chair at 2.44 pm.

Cr Archer called a Point of Order against the Chair at 2.45 pm LG(MP)R 27(c) regarding Cr Barwick's Point of Order.

Cr Barwick explained her Point of Order LG(MP)R 27(c) Cr Dawson had already spoke to the motion and can not move a motion.

The Chair declined Cr Barwick's Point of Order as Cr Dawson can move a motion.

The Chair called a Point of Order against Cr Barwick at 2.46 pm LG(MP)R 27(b) to cease speaking.

Cr Archer called a Point of Order against the Chair at 2.46 pm LG(MP)R 27(c) Cr Dawson has put a motion.

The Chair accepted the Point of Order.

VOTING

For: Cr Kieser, Cr Dawson and Cr Harris

Against: Cr Archer, Cr Barwick, Cr Lowe, Cr Mason and Cr Orr

Abstained: Nil

LOST 3 / 5

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

DECISION

Moved: Cr Barwick Seconded: Cr Archer

That Council

 Pursuant to section 22 of the Local Government (Meeting Procedures) Regulations 2025 and by absolute majority, rescinds the decision made at the Council Meeting on 29 April 2025 to appoint a Councillor chosen by the Council and a proxy councillor chosen by the Council as panel members for the General Manager's Performance Review Panel.

And

2. Approves the appointment of all Councillors as members of the General Manager's Performance Review Panel, with the Annual 360° Survey being undertaken transparently with all respondents identified.

VOTING

For: Cr Archer and Cr Barwick

Against: Cr Kieser, Cr Dawson, Cr Lowe and Cr Mason

Abstained: Cr Harris and Cr Orr

LOST 2 / 6

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

15 COUNCILLORS' QUESTIONS WITH OR WITHOUT NOTICE

Cr Barwick



20th October 2025

Cr Heather Barwick

Hand Delivered

Dear Councillor Barwick,

RE: RESPONSE TO QUESTION WITHOUT NOTICE

In response to your question taken on notice at the ordinary meeting of Council 26 August 2025:

That a complete acquittal of the Solstice event organised and run by the George Town council staff to include cost/loss/profit, comments be made available to all councillors and the public in the name of transparency.

Council allocated a budget of \$70,000 to the Events budget in 2024/2025 for the solstice. The table below outlines the costs and funding associated with the events requested:

Solstice 2025 Financials	
Expenditure	
Total Operational expenditure	\$100,937.00
Funding	
Sponsorships	\$8,500.00
Vendor Stall Fees	\$1,150.00
Ticket sales	\$28,119.00
Grants – Events Tasmania	\$5,000.00
Grants – Projection installation artist fees	\$2,000.00
George Town Council Events, Arts and Culture budget	\$56,168.00
	\$100,937.00
Profit/Loss	
Council allocated budget	\$70,000.00
Council funds utilised	\$56,168.00
Underspend (Profit) on Council budget allocation	\$13,832.00

Yours sincerely

Shane Power \
GENERAL MANAGER

Council Office: 16-18 Anne Street George Town Tasmania 7253 Postal Address: PO Box 161 George Town Tasmania 7253 T: (03) 6382 8800 F: (03) 6382 8899 E: council@georgetown.tas.gov.au W: www.georgetown.tas.gov.au

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Cr Barwick

Q1. Cr Barwick requested an itemised account of the expenses for the Solstice event.

Through the Chair, the General Manager advised that a response will be provided and included in the Ordinary Council meeting agenda.

Q2. Cr Barwick requested a mid-year financial report.

Through the Chair, the General Manager advised that a mid-year report will be provided to elected members in February through the Quarterly Performance Report.

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

16 CLOSED MEETING

16.1 INTO CLOSED MEETING

Minute No. 150/25

DECISION

Moved: Cr Mason Seconded: Cr Orr

That Council move into closed meeting at 3.01 pm to discuss the following items:

Agenda Item 16.2 Minutes of the Closed Ordinary Council Meeting held on 23 September 2025

As per the provisions of Regulation 40(6) of the Local Government (Meeting Procedures) Regulations 2025.

Agenda Item 16.3 Tender Report – Old Aerodrome Road Upgrade (Stage 3 or 5)

As per the provisions of Regulation 17(2)(e) of the Local Government (Meeting Procedures) Regulations 2025.

Agenda Item 16.4 Tender Report – Dalrymple Road Upgrade (Stage 1)

As per the provisions of Regulation 17(2)(e) of the Local Government (Meeting Procedures) Regulations 2025.

VOTING

For: Cr Kieser, Cr Dawson, Cr Archer, Cr Barwick, Cr Lowe, Cr Mason and Cr Orr

Against: Cr Harris Abstained: Nil

CARRIED 7 / 1

George Town Council 2025 10 28 Ordinary Council Meeting Unconfirmed Minutes

17 CLOSURE

Moved: Cr Barwick

Seconded:

That the decision made in closed session be endorsed out of closed and it be available onto our Ordinary Council agenda.

Cr Orr called a Point of Order against Cr Barwick at 3.15 pm LG(MP)R 27(c) Cr Barwick released confidential information.

The Chair accepted the Point of Order.

Cr Dawson left the meeting at 3.18 pm.

Cr Orr called a Point of Order against Cr Barwick at 3.18 pm LG(MP)R 27(c) debating a Point of Order.

The Chair accepted the Point of Order.

There being no further business, the meeting closed at 3.18 pm.

Cr Greg Kieser MAYOR



GEORGE TOWN COUNCIL QUARTERLY PERFORMANCE REPORT 1 July – 30 September 2025

Adopted	Council Resolution:	
File Reference		

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2.2	Community	8
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2.4	Sponsorship	15
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2.8	Building Approvals	18
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3 GOV	ERNANCE REPORT	22
3.1	General Managers Matters Of Involvement 1St Quarter 1 July 2025 - 30	
	September 2025	22
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	6.1	Annexure A - Council Resolutions	.41
	6.2	Annexure B - Annual Plan Progress Report	.5′

1 MESSAGE FROM GENERAL MANAGER

Welcome to the first quarterly report of the financial year. Council's Annual Report for 2024/2025 was adopted by Council with a result of \$70k in operating surplus. This is in line with 1% target set out within Council's Financial Strategy. If you have the opportunity, I encourage you to read the Annual Plan and the wonderful highlights from the year gone by.

Pleasingly, I can report that year-to-date expenditure is favourable by almost \$250k and almost 80% or \$12.6m of annual revenue has been received.

Great progress is being made across several key projects in our region.

I can confirm that Council has secured a tenant for the Anzac Drive bar and restaurant.

The Aquatic, Health and Wellbeing Centre - Construction is moving into the bulk excavation phase, and the building footprint is now clearly visible on site. The team is currently focused on ground improvement works beneath the main pool hall. Once ground preparation is complete, the project will move into the next phase, including the installation of concrete footings and early structural elements. These works pave the way for upcoming structural construction in the months ahead.

Other Capital Works

- Mackenzie Drive Upgrade Now complete, delivering improved drainage, and accessibility
- Annual Reseal Program Tender awarded for this year's road resurfacing works.
- Dalrymple Road North (Stage 1) Tender awarded, with works set to enhance safety and capacity.
- Old Aerodrome Road (Stage 3) Tender awarded, continuing upgrades to improve drainage and road pavement.

Council remains committed to investing in quality infrastructure that supports a safer, healthier, and more connected community.

I am proud of the amazing efforts our staff put in to achieve positive outcomes for our community. These efforts have been recognised by the George Town Chamber of Commerce Business Excellence Awards held recently. I wish to congratulate the team for being awarded best marketing campaign two years running for the Solstice in the Square event, Trainee of the Year – Charlotte Littlejohn, and Community Contribution, awarded to the George Town Youth Impact Council. Special mention also to Jody Maurer, finalist for Excellence in Customer Service, and again to the broader team for being finalists in Excellence in Tourism and Hospitality, for the Solstice in the Square event.

Impressively, the team continue their success in obtaining external funds. Some grants of note include:

- \$550k SRRP Old Aerodrome Road
- \$450k SRRP Dalrymple Road
- \$100k BBA grant for Trail Head amenities
- \$10k Australia Day

- \$100K Changing Places Grant
- \$110k Reuse facility
- \$5k marketing Solstice in the Square

Some further highlights this quarter include the Naidoc week event which delivered a week of cultural and creative activities celebrating First Nations voices and knowledge.

- Flag Raising Ceremony held in the First Nations Gathering Space, followed by a morning tea and community connections.
- Kelp Workshop led by Susan Mansell, local Aboriginal artist, exploring traditional materials and cultural practices.
- Film Screening of In My Blood It Runs, an observational feature documentary following 10-year-old Arrernte boy Dujuan as he grows up in Alice Springs.

These activities supported deeper cultural understanding and strengthened community partnerships.

Members of the Youth Impact Council participated in a Finance Literacy Workshop, facilitated by YNOT in Launceston.

The **1000 Hearts** project collected over 700 hearts in the first 6 weeks. With schools, community groups and young individuals all participating, we anticipate the 1000 hearts to be collected by October. The project will be celebrated with a 1000 hearts mural behind the Indie School with all participants invited to contribute to the mural.

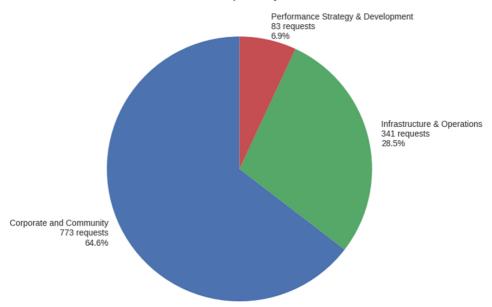
We also experienced a strong start to the Healthy George Town program in September, with sessions averaging between 16-30 participants during the month.

Shane Power General Manager

2 SERVICE DELIVERY

2.1 ORGANISATIONAL CUSTOMER SERVICE





Total Customer Requests	Category	Directorate
772	Phone Message	Corporate and Community
1	Rates	Corporate and Community
1	Cemetery	Infrastructure & Operations
10	Operation Centre	Infrastructure & Operations
13	Operation Centre - Drainage	Infrastructure & Operations
6	Operation Centre - Footpaths	Infrastructure & Operations
3	Operation Centre - Graffiti	Infrastructure & Operations
26	Operation Centre - Miscellaneous	Infrastructure & Operations
56	Operation Centre - Roads	Infrastructure & Operations
13	Operation Centre - Security / Vandalism	Infrastructure & Operations
25	Operation Centre - Trees	Infrastructure & Operations
6	Operation Centre - Vegetation/Reserves	Infrastructure & Operations
5	Parks and Waterways	Infrastructure & Operations
1	Planning	Infrastructure & Operations
13	Technical Services	Infrastructure & Operations

163	Waste Services	Infrastructure & Operations
57	Animals	Strategy, Performance and Development
1	Environmental	Strategy, Performance and Development
6	Health	Strategy, Performance and Development
19	Rangers and Governance	Strategy, Performance and Development

Total 1197

2.2 COMMUNITY

Healthy George Town

Our Healthy George Town Program started on Monday the 22nd of September 2025. Included in this program there are several information sessions running between September and November. The first session was Living Well with Arthritis.

Information Sessions

	Date	Attendees		
Living Well with Arthritis	23 rd September 2025	5		

Program July 2025 - September 2025

Facilitator	Program	Number of Sessions	Sept Attendees	Total Attendees	Average per Session
Sun Flow Therapy	Yoga	1	12	12	12
Sherrif Health and Fitness	Armchairs George Town	2	60	60	30
Sherriff Health and Fitness	Armchairs Hillwood	1	14	14	14
Sherriff Health and Fitness	Aqua Fitness	1	15	15	15
George Town Racquet	Pickle Ball	1	15	15	15
Heather Ferguson	Zumba	2	44	22	22
Iron Lotus	Tai Chai	2	41	41	21
Sun Flow Therapy	Meditation	2	31	31	16

Facility Bookings July 2025 – September 2025

			ı	
Memorial Hall	3	9	11	23
Graham Fairless Centre	23	13	8	44
Supper Room	4	7	1	12
Kitchen	2	4	-	6
York Cove Centre	25	24	23	72
Hillwood Hall	4	3	2	9
Jim Mooney Gallery	-	1	1	2
Macquarie Room	6	3	3	12
George Town Sports Complex	2	3	-	5
Weymouth Hall	1	-	-	1
Community Centre YMCA	26	28	-	54
Bass and Flinders Maritime Museum	-	1	-	1

Event Approvals July 2025 - September 2025

We had a total of 23 events hosted across our facilities this quarter. Among these events, NAIDOC Week Film Screening, TEC Polling, George Town Boxing Club Tournament, George Town Neighbourhood House Trivia Night, MND Fundraiser, Bell Bay Aluminium/TSO Live Session and the Australian Army Band Performance.

	April Approvals 2025	May Approvals 2025	June Approvals 2025	Total Event Approvals
Memorial Hall	3	3	1	7
Graham Fairless Centre	1	3	-	4
Supper Room	3	2	1	6
Jim Mooney Gallery	1	-	-	1
Regent Square	1	-	-	1
Hillwood Hall	1	1	-	2
Weymouth Hall	1	-	-	1
York Cove Centre	-	-	-	-
East Beach	-	1	-	1
Lagoon Beach	-	-	-	-
	-	-	Total	23

Visitor Information Centre:

The Visitors Information Centre recorded the following visitation numbers in the quarter.

	Total	GT	TAS	NSW	VIC	QLD	SA	WA	NT	O/S
				/ACT						
July:	180	33	58	13	24	32	6	4	2	8
August:	151	26	48	18	26	19	7	3	0	4
Sept:	186	18	37	17	30	58	4	13	0	9
Total:	517	77	143	48	80	109	17	20	2	21

Watch House:

The Watch House recorded the following visitation numbers in the quarter.

	Total	GT	TAS	NSW	VIC	QLD	SA	WA	NT	O/S
				/ACT						
July:	65	18	20	2	9	5	0	4	0	7
August:	107	62	16	1	9	14	4	0	0	1
Sept:	92	9	39	10	11	18	0	4	0	1
Total:	264	89	75	13	29	37	4	8	0	9

Bass & Flinders:

The Bass & Flinders Maritime Museum recorded the following visitation numbers in the quarter.

	GT		NSW							
Total		TAS	/ACT	VIC	QLD	SA	WA	NT	O/S	OTHER
129	23	41	17	6	26	4	10	0	2	0
196	21	64	12	12	14	8	2	2	4	57
126	3	21	22	25	21	12	18	0	4	0
451	47	126	51	43	61	24	30	2	10	57
	129 196 126	Total 129 23 196 21 126 3	Total TAS 129 23 41 196 21 64 126 3 21	Total TAS /ACT 129 23 41 17 196 21 64 12 126 3 21 22	Total TAS /ACT VIC 129 23 41 17 6 196 21 64 12 12 126 3 21 22 25	Total TAS /ACT VIC QLD 129 23 41 17 6 26 196 21 64 12 12 14 126 3 21 22 25 21	Total TAS /ACT VIC QLD SA 129 23 41 17 6 26 4 196 21 64 12 12 14 8 126 3 21 22 25 21 12	Total TAS /ACT VIC QLD SA WA 129 23 41 17 6 26 4 10 196 21 64 12 12 14 8 2 126 3 21 22 25 21 12 18	Total TAS /ACT VIC QLD SA WA NT 129 23 41 17 6 26 4 10 0 196 21 64 12 12 14 8 2 2 126 3 21 22 25 21 12 18 0	Total TAS /ACT VIC QLD SA WA NT O/S 129 23 41 17 6 26 4 10 0 2 196 21 64 12 12 14 8 2 2 4 126 3 21 22 25 21 12 18 0 4

Our Futures Youth Project

This quarter has featured the Seagulls to Chips youth leadership program, Finance Literacy Workshop, Community Members Morning Tea, public speaking workshops, student leader support, Launchpad Drop ins, 1000 Hearts Project, and supporting the Youth Impact Council members with their endeavors.

24 young people have signed up and are participating in the 2025 **Seagulls to Chips** program. The program commenced with team building and creative based activities in Launceston with an Escape Room experience and seagulls pottery at Paint the Town Red. With a focus on kindness projects and sharing stories, the seagulls participants meet weekly and have held workshops around public speaking with professional mentor Dylan Hesp, learnt photography with Hawthorn Hawks photographer Bradley Moylon, learnt podcasting, and learnt leadership techniques. The program has heavily featured kindness projects including a presentation from 1000 Hearts, with the Seagulls youth leading the project for George Town, VR activities at the library for local youth, a creative drawing activity for the George Town Child and Family Learning Centre, and discovering new opportunities to provide kindness for the George Town community.

The **1000 Hearts** project collected over 700 hearts in the first 6 weeks. With schools, community groups and young individuals all participating, we anticipate the 1000 hearts to be collected by October. The project will be celebrated with a 1000 hearts mural behind the Indie School with all participants invited to contribute to the mural.

The Launchpad Drop-In program continues to grow with numbers of youth ranging from 5-25 attending on a weekly basis. The Launchpad is proving to be a place of safety and connection for local young people, and we expect further opportunities to arise in the near future. Creative, active and youth-based services continue to provide support at the Launchpad Drop In.

The **Youth Impact Council** has been integral in representing young people through monthly meetings and speaking to Council. They are currently preparing to deliver a mock council meeting at the October Council workshop, moving a range of motions that have been raised by young people.

Members of the Youth Impact Council participated in a Finance Literacy Workshop, facilitated by YNOT in Launceston. The 7 members who attended reported positive outcomes and engagement of all participants and have shared their desire to participate in further short courses.



NAIDOC Week (July)

Delivered a week of cultural and creative activities celebrating First Nations voices and knowledge.

- Flag Raising Ceremony held in the First Nations Gathering Space, followed by a morning tea and community connections.
- Kelp Workshop led by Susan Mansell, local Aboriginal artist, exploring traditional materials and cultural practices.
- Film Screening of In My Blood It Runs, an observational feature documentary following 10-year-old Arrernte boy Dujuan as he grows up in Alice Springs.

These activities supported deeper cultural understanding and strengthened community partnerships.



2.3 COMMUNITY ASSISTANCE GRANTS

Community Assistance Grants Round 1

Applications Opened: 4th of August 2025 **Applications Closed:** 29th of August 2025

Workshop: 9th of September 2025

Council Meeting: 23rd of September 2025

Community Group	Project	Amount
East Tamar Landcare Group	Reg Yates Memorial Interpretation Centre - Boardwalk Stage 2 completion	\$543.68
George Town Saints Netball Association	Netball Clinics	\$1,000.00
Orange Gecko Art Network	Watercolour Workshops	\$800.00
Bellingham Progress Association	Community Information Board	\$288.00
Pipers River Neighbourhood House	Extending Community Connections	\$897.39
Star of the Sea Catholic College	Term 4 School Lunch Program	\$1,000.00
Tamar Sew-Ciety	Airing of the Quilts	\$2,000.00
St Vincent de Paul	Dining with Friends- George Town	\$2,000.00
Bass and Flinders Bowls and Community Club	Building to house a BBQ for cooking when the weather is inclement.	\$2,000.00
Tam O'Shanter Golf and Community Club	Recycle Bins for the Golf Course	\$1,801.44

2.4 SPONSORSHIP

Sponsorship Type	Community Group or Individual	Amount	Project o Event	r
Individual Sponsorship	Alby Hawkins	\$500.00	Pacific Junio	r
			Soccer	
			Championship	
Individual Sponsorship	Matilda Jacobs	\$500.00	Pacific Junio	r
			Soccer	
			Championship	
Individual Sponsorship	Ryder Hawkins	\$500.00	Pacific Junio	or
			Soccer	
			Championship	
Individual Sponsorship	William Singline	\$500.00	Pacific Junio	r
			Soccer	
			Championship	

2.5 COMMUNITY CONSULTATION *

Topic	Date
George Town Mountain	Still open
Bike Trails Survey	
Tourism Strategy	Opened: 15 th of August
	Closed: 5 th of September
Peter Cox Walkaway	Opened: 20 th of August
	Closed: 17 th of September
Park Naming – Winston	Opened: 18 th of September
Little Park	Closed: 16 th of October

^{*}More details will be provided once the new Community Engagement Policy is reviewed and adopted (eg, consultation type, feedback received)

2.6 DIGITAL ACTIVITY

Websites

Website	Page View s	Top 5 viewed pages	Average engagement time	Other
George Town Council	37k	1. Home Page 2. Development Applications 3. Contact Page 4. Careers 5. Events	1 minutes & 03 seconds	
George Town Mountain Bike Trails	2.9k	1. Home Page 2. Tippogoree Hills Trails 3. Mt George Trails 4. Know before you go 5. Trail Status	40 seconds	
Bass & Flinders Maritime Museum	421	 Home Page Tom Thumb Norfolk Book Now Tours 	37 seconds	The month of September only
Wild Tamar	1.7k	 Skydiving Home Page Skydiving & Scuba Diving Rock Climbing Fishing 	30 seconds	

Social Media

Facebook/Instagram	Views	Reach	Content	Number	Follower
			Interactions	of Posts	s
George Town Council	457.1k	43.3k	4.6k	139	3.8k
Healthy George Town	44.5k	6.3k	543	52	1.2k
George Town Mountain	FB: 27.6k	FB: 8k	FB: 320	FB: 14	FB: 4.3k
Bike Trail	IN: 14.4k	IN: 1.1k	IN: 269	IN: 14	IN: 1.7k
Bass and Flinders	FB: 13.6k	FB: 6.3k	FB: 324	FB: 8	FB: 1k
Maritime Museum	IN: 732	IN: 80	IN: 53	IN: 4	IN: 200

E-newsletter

Database	Number e-news sent	Opens
George Town Council	July Newsletter	1. 357
- 550 Subscribers	2. Exhibition Call Out	2. 357
	Up-coming events,	3. 376
	information sessions and	
	workshops	

Hardcopy and electronic versions of the July Newsletter were included in the first quarter rates notices.

2.7 PLANNING

PLANNING - NPR's and PLANNING PERMITS

NPR's	July – September 2025
Dwelling	4
Dwelling Add	1
Outbuilding	2
Total	7

Planning Permits Issued	July – September 2025	
New Dwelling (inc. additions)	4	
Multiple Dwellings	2	
Outbuildings (inc. fence)	6	
Commercial	6	
Subdivision/Boundary Adjustment	5	
Change of Use to Visitor Acc.	1	
		Estimated Value
Total Q1 2024	29	\$5,240,500.00
Total Q1 2025	24	\$9,303,000.00

Note: it should be noted that the total value listed above will include value of works that is also included in the building approvals values.

2.8 BUILDING APPROVALS

BUILDING PERMITS ISSUED - CATEGORY 4

Building Permits – Month	July – September 2024	July – September 2025
Number of Permits Issued	2	2
Estimated value of Permits Issued	\$405,000.00	\$307,000.00

Building Permits – Financial Year	2024/2025	2025/2026
Financial Year to date – approvals	2	2
Financial Year to date - Estimated value	\$405,000.00	\$307,000.00

Building Permits – Calendar Year	2024	2025
Calendar Year to date – approvals	7	4

Calendar Year to date – Estimated value	\$1,035,700.00	\$597,000.00
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NOTIFIABLE WORKS ISSUED - CATEGORY 3

Notifiable Building – Month	July – September 2024	July - September 2025	
Number of Approvals Issued	31	27	
Estimated value of Approvals Issued	\$21,866,889.20	\$5,728,169.00	

Notifiable Building – Financial Year	2024/2025	2025/2026
Financial Year to date – approvals	31	27
Financial Year to date - Estimated value	\$21,866,889.20	\$5,728,169.00

Notifiable Building – Calendar Year	2024	2025
Calendar Year to date – approvals	80	88
Calendar Year to date – Estimated value	\$38,043,872.20	\$22,777,139.00

The total number of approvals for this reporting period is determined by adding the category 4 permits and category 3 notifiable works approvals together:

Total number for this period is: 27

These consist of:

Dwelling additions/alterations 3
Solar Panels 4
New dwellings/units including any outbuildings 10
Shop alterations/commercial/education 2
Shed, Carport, Garage (new and additions/alts) 8

2.9 COMPLIANCE

BUILDING & PLANNING COMPLIANCE

July - September 2025	
New	
1	
Tasks completed	
1	
Ongoing	
3	

2.10 ENVIRONMENTAL HEALTH AND IMMUNISATIONS

July - September 2025

Activity	Number carried out
Food Premises Inspections	10
Food Premises Notices	0
Food Premises change of Ownership	1
Food Premises Infringement Notices	0
Food Premises 'Show Cause' Letter	0
Housing Complaint	1
Housing Notice	1
Regulated Public Health Inspection	0
Regulated Systems (cooling towers) inspection	0
PHU (Public Health Unit of State Government) Notifiable Disease follow up	0
Onsite Wastewater assessment for plumbing permit	2
Onsite Wastewater conditions for plumbing permit	2
Onsite Wastewater inspection - final	2
Recreational water Sampling (including pools)	1
Public Health Act Notices	0
Water Cartage Contractor Vehicle inspection	0
Temporary Food Business Licences (market stalls)	2
School based Immunisation Program	0
Water sampling rainwater tanks on council buildings	0

2.11 ANIMAL CONTROL ACTIVITY

COMMUNITY COMPLIANCE CONTROL ACTIVITY (UPDATED VERSION)				
QUARTER 1	(July, Aug, Sept) 2025			
Total dogs currently registered on our system	1122			
Number of Customer Requests Received	76			
Dogs impounded	3			
Dogs rehomed	2			
Dogs microchipped	2			
Dog conflicts reported & investigated	4*			
Dogs at large	11*			
Other animal enquiries	41*			
Cat enquiries/complaints (Does not include pilot program expressions of interest via our website)	1*			
Total Category – Animals	57			
Fire Hazard enquiries / complaints	2*			
Fire Abatement Notices Issued	0			
Council proceeded to Act on abatement notice	0			
Other Rangers and Governance enquiries	17*			
Total Category – Rangers & Governance	19			
Caring for Cats Program				
Cats Desexed	11			
Cats Microchipped	11			

^{*} Denotes combined total of CRMS's received

3 GOVERNANCE REPORT

3.1 GENERAL MANAGERS MATTERS OF INVOLVEMENT 1ST QUARTER 1 JULY 2025 - 30 SEPTEMBER 2025

1. General Managers Matters of Involvement (insert) Quarter (date)

Excludes internal operational meetings.

GENERAL M	MANAGER –	MATTERS OF INVOLVEMENT – SHANE POWER		
July	3	Attended NEBHub Steering Committee		
	4	Attended TEER Strategy & Partnerships Committee		
	8	Attended Council Workshop		
	10	Attended Our Futures Morning Tea		
	10	Attended NTDC and George Town Council – Population Program Consultation		
	11	Attended NTDC State Election Priorities		
	11	Attended Northern General Managers' Regional Meeting		
	11	Met with the Mayor and Rebekah Pentland		
	15-17	ANZSOG		
	18	Met with ASPIRE		
	25	Attended Northern General Managers Meeting		
	25	Attended LGAT Climate Change meeting		
	25	Attended LGAT General Meeting and AGM		
	31	Attended BBAMZ Board Meeting		
August	6	Met with LeaderLab Directors		
	7	Met with CEO BBAMZ		
	7	Attended RDA Tasmania Board Networking Event		
	12	Attended Council Workshop		
	13	Attended Homelessness, Emergency Housing, Affordable Housing meeting		
	14	Attended CountryWide – Hydrogen Transport & Power Field Day, Tasmania		
	14	Met with BBAMZ		
	18	Attended Citizenship Ceremony		
	18	Attended Department of Justice Conference - Confidential		
	19	Presented at VNT Board Meeting		
	19	Attended Weymouth Progress Association meeting		
	21	Attended BBAMZ Strategic Planning Workshop		
	22	Attended BBAMZ Meeting		
	25	Attended meeting with H2HEnergy representative		
	26	Attended Council Workshop		
	26	Attended Ordinary Council meeting		
	27	Attended LGAT/Hobart City Council meeting		

	27	Presented at LGAT meeting (ABCD)
	29	Attended Northern General Managers' Special Workshop
	29	Attended BBAMZ meeting
September	1-5	ANZSOG Course
	15	Attended Immersive Skills Lab - Board Session - BBAMZ
	15	Met with Minister Kerry Vincent MLC and Acting Mayor Dawson
	15	Met with Minister Kerry Vincent MLC and Councillors
	16	Attended Indie School Official Opening
	16	Met Josh Willie MP, Janie Finlay MP, Jess Greene at their Coffee and Conversation event
	18-19	ANZSOG
	23	Attended Council Workshop
	23	Met with State Growth
	23	Attended Ordinary Council Meeting
	24	Met with Senator Askew and Mayor
	25	Attended BBAMZ Board Meeting
	29	Attended General Managers' Strategic Workshop

3.2 COUNCIL RESOLUTION MONITOR	
The Council Resolutions Monitor is in Annex A.	

3.3 USE OF THE COUNCIL SEAL

The Seal of the George Town Council was used on the following occasions during the reporting period.

Date	Document Details	Delegation/Minute Ref.
03.07.25	Final Plan and Schedule of Easements, 12 Lot	Delegation
	Subdivision, Pembroke Street/Gumnut Court	
08.07.25	Final Plan and Schedule of Easements Fairway Avenue	Delegation
08.07.25	Variation of Deed – George Town Aquatic, Health and	Delegation
	Wellbeing Centre	
09.07.25	2 Lot Boundary Adjustment 12 Lord Liverpool Drive	Delegation
24.07.25	Section 78 Agreement for 29-43 Thompson Avenue,	174/23
	George Town re Carpark Works	
12.08.25	User Agreement – Weymouth Hall and Cricket Ground	Delegation
14.08.25	Final Plan and Schedule of Easements Lot 1 Friend	Delegation
	Street, George Town	
25.08.25	Lease of Crown Land at 81 School Road, Pipers River	035/25

3.4 AUDIT PANEL ACTIONS

Nil.

3.5 ANNUAL PLAN PROGRESS REPORT

The Annual Plan Progress report is a snapshot of progress against the tasks of the 2023-2024 Annual Plan. It follows a traffic light system. Green indicates the task has commenced and is on schedule. Yellow light indicates the task has commenced but is slightly behind schedule. Red light indicates the task has commenced and is substantially behind schedule, or the task has not yet commenced. Clarifying remarks are located in the comments section of each task. The report is located in Annex C.

4 FINANCIAL REPORT 4.1 FINANCIAL REPORTS

Included in this section are the following financial reports:

- Financial Summary Commentary on the financial results and key variances to budget.
- Operating Statement Summary of year-to-date financial performance against budget
- Operating Statement by Program of year-to-date financial performance against budget
- Financial Reserves Summary of balances and movement in Council reserves
- Outstanding Rates report
- Capital Works Statement Summary of year-to-date capital expenditure

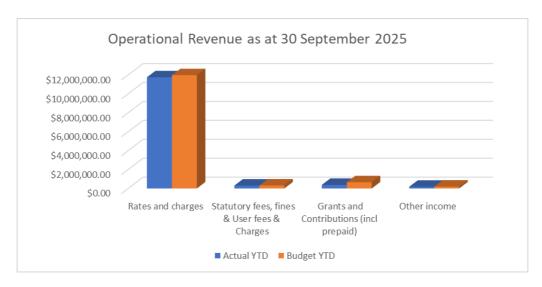
4.2 SUMMARY OF FINANCIAL RESULTS - 1 JULY TO 30 SEPTEMBER 2025

The operating income for the period to 30 September 2025 is \$12.605 m or 79.41% of total annual budget. Against year-to-date budget projections, overall income is below budget by \$0.524 m reflecting the prepayment of the financial assistance grant, which has been recorded as recurrent income in the report.

Operating expenditure year to date is \$4.245 m or 27.04% of total annual budget. Against year to date, overall expenditure is less than budget by \$0.254m with material and services, and employee costs below expected expenditure for the 3 months to end of September 2025.

Below is a summary of the operating statement compared to budget. Please see the financial statements on the following pages for further information on Council's financial performance for the quarter.

4.3 OPERATIONAL REVENUE



Key Budget Variances

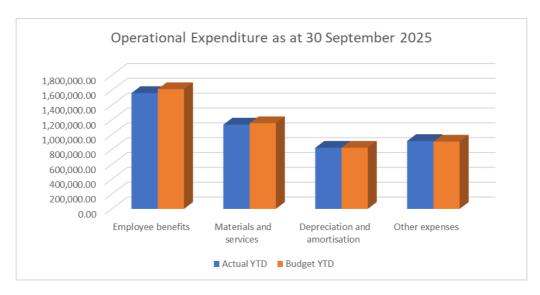
Grants and Contributions – the 2025/2026 Financial Assistance Grant was partly prepaid in June 2025; this prepayment has been recorded as recurrent income for this report. The other grant revenue is expected to trend towards budget by 30 June.

User fees – slightly lower than budgeted for the period. Expected to trend towards budget at year end.

Other Income – slightly lower than budgeted for the period. Expected to trend towards budget at year end.

Rates Income – slightly lower than budgeted for the period, due to pension remission repayments due in second quarter.

4.4 OPERATIONAL EXPENDITURE



Key Budget Variance

Employee Costs – Slightly favourable budget variance. Expected to trend towards budget at year end.

Materials and Services – Slightly favourable budget variance. Expected to trend towards budget at year end.

Other Expenses – This variance relates to the timing of annual accounts for software licensing and State Landfill levy payments. Expected to trend towards budget at year end.

4.5 OPERATING STATEMENT

GEORG	SE TOWN COUNCIL :	- OPERATIONAL BU	JDGET
(inclusive of F	uture Impact Group	Grant income and	expenditure)

Budget Year Year to Date as to Date as at Annual at 30 Variance Description Budget 30 YTD September September 2025/26 2025 2025 Income from continuing operations **Recurrent income** 11,746,002 Rates and charges 11,968,600 -222,598 11,273,537 Statutory fees and fines 126,822 125,930 893 605,510 695,073 User fees 176,555 186,461 -9,906 Grants - recurrent 2,505,350 340,811 639,928 299,117 Contributions - cash 34,452 13,185 21,267 165,553 Interest 107,166 114,999 -7,833 204,000 Other income 11,364 18,513 -7,149 198,275 Investment revenue from 226,000 **Water Corporation** 62,150 62,150 0 **TOTAL INCOME** 12,605,322 13,129,766 -524,445 15,873,298 **Expenses from continuing** operations **Employee benefits** 1,567,264 1,613,253 -52,444 5,733,124 Materials and services 1,037,571 1,154,620 -18,818 4,352,317 Impairment of receivables 0 0 0 5,000 Depreciation and 823,936 823,936 3,214,887 0 amortisation Finance costs 15,641 23,949 -8,308 63,437 Other expenses 899,656 883,031 2,319,729 16,624 **TOTAL EXPENDITURE** 4,344,789 4,498,789 -154,721 15,688,494 0 Prepaid Financial 1,353,718 0 -1,353,718

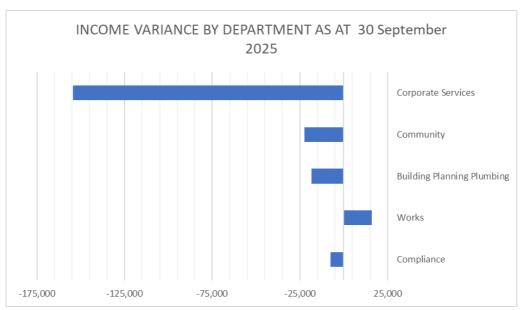
Assistance Grant				
Surplus/(Deficit)	9,623,197	8,630,977	-983,994	-184,804

OPERATING STATEMENT

The Operating Statement includes all sources of Council revenue and expenditure incurred in its day-to-day operations. Only recurrent income has been included, with insurance payments and all capital grants being excluded. Expenditure listed in the Operating Statement does not include the cost of asset purchases or sales, loan repayments, capital works expenditure or reserve funds but does include depreciation as an expense.

4.6 OPERATIONAL PERFORMANCE BY DEPARTMENT

Income



Major Income variances to budget year to date

Corporate Services – Slightly unfavourable variance when adjusted for pre-paid Financial Assistance Grant due to outstanding (\$150 k) pension remissions reimbursement from State due in October 2025.

Compliance - Slightly unfavourable variance due to timing animal registrations.

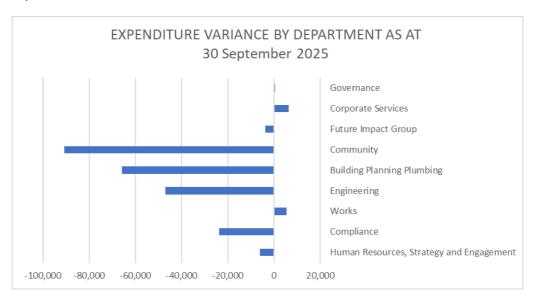
Building Planning Plumbing –Slightly unfavourable variance due to timing of building activity.

Community – Slightly favourable due to timing of grant payments.

Works – Favourable when adjusted for pre-paid road component of the Financial Assistance Grant, funding of which is higher than budgeted.

4.7 OPERATIONAL EXPENDITURE BY DEPARTMENT

Expenditure



Major Expenditure variances to budget year to date

Corporate – Slightly unfavourable variance due to timing of annual information technology contract payments.

Works – Slightly unfavourable variance due to timing of works.

Community – Favourable variance due to timing of events.

Engineering – Favourable variance due to timing of engagement of GIS consultants.

Building, Planning, Plumbing – Favourable variance due to timing of building surveying consultant works.

4.8 CASH AND RESERVES

Cash & Reserves		
As at 30 September 2025		
	<u>2024/25</u>	<u>2025/26</u>
Cash		
CASH AT BANK		
Reconciled cash at bank	2,342,807	4,119,409
Cash Investments	7,384,203	6,743,522
Cash available to meet Reserves, Provisions and Council Budget items	9,727,010	10,862,931
RESERVES & PROVISIONS		
Deposits & Trust funds	493,455	403,849
Employee Leave Provisions	835,515	790,458
Plant Replacement Reserve	180.287	214,787
Public Open Space Reserve	338,380	400,130
Footpath Reserve	909	909
Road Development Reserve	108,085	108,085
Airport Maintenance Reserve	4,253	4,253
Private Works Reserve	11,519	11,519
Working Capital Reserve	123,977	123,977
Total	2,096,380	2,057,967
Surplus/(Deficit) after funding reserves & provisions above and available to meet Council Operational and Capital Budget items	7,630,630	8,304,964

4.9 RATES ANALYSIS

Rates Analysis For period ended 30 September 2025			
Rates Arrears - 1 st July	-169,169	-140,672	
Annual Rates Levy - CURRENT	11,248,317	11,746,002	
Total Rates Payable	11,079,148	11,605,330	
Payments & Remissions	-4,884,359	-5,194,428	
Total Rates Outstanding	6,194,789	6,410,902	
Percentage Collected	44.09%	44.76%	

4.10 CAPITAL WORKS PROGRESS REPORT

Capital works are the financial investments that Council makes in the assets and infrastructure that it controls and provides for use by the community. Capital works primarily include public buildings, transport infrastructure, public space, recreational facilities, and environmental infrastructure. Annually in conjunction with the adoption of the budget, Council adopts its Capital Works Program that sets out the projects that will be delivered in the next year.

This section provides an update on our progress towards achieving each project.

UPDATE DATE - 30/09/2025 2025/2026 CAPITAL WORKS EXPENDITURE PROJECT FORECAST COUNCIL EXTERNAL YTD (YTD+ FORECAST TOTAL ASSET CLASS PROJECT TITLE & DESCRIPTION LOCATION NUMBER BUDGET BUDGET COMPLETION STATUS FUNDING FUNDING COMMITTED COMMITTED PROJECT COST COMPLETE ACTUAL ADJ. 2025/26 DATE Scoping - Old Aerodrome \$70,000 \$840 ŚO \$840 \$70,000 5% M - Bridge Repair Works - Program Municinal 190110 \$70,000 Feb-26 Rd Damaged Culvert Wingwall Bridges & Grant Application Safety Barrier Unsuccessful – In J90111 \$300,000 \$0 \$319,052 M - Low Head Pontoon Refurbishmen Municipal \$19.052 \$319.052 \$0 Ś0 0% TBC consultation with MAST Regarding Potential 2026/27 Funding. In Progress - Painting J90112 \$57,200 \$10,311 \$2,835 \$13,146 \$57,200 Mar-26 Bass & Flinders Building M - Painting Various Buildings & Facilities - Program Municipal \$57,200 10% & Memorial Hall Awaiting TasNetwork's M - Power Pole Renewal - Program Municipal J90113 \$52,800 \$52,800 \$0 \$0 \$0 \$52,800 0% Request Security Shutters for Cricket Club Contractor M - Fittings and Fixtures Renewal Program Municipal J90114 \$100,000 \$100,000 \$919 \$5,512 \$6,431 \$100,000 5% Apr-26 Engaged. Scoping In Progress for Other Contractor Engaged to Ungrade Security Key at M - Rekeying Various Buildings & Facilities - Program Municipal J90115 \$34,320 \$34,320 \$92 \$2,832 \$2,924 \$34,320 5% ANZAC Dr Building. May-26 Scoping In Progress for Other Projects. Continuation of York M - LED Light Replacement - Program J90116 \$22,880 \$22,880 \$0 ŚO ŚO \$22,880 Cove Lighting Upgrades. Municipal May-26 In Progress. Buildings & Contractor Engaged to George Structures GT - Electrical Switchboard Upgrade - Council Offices J90117 \$39,900 \$39,900 \$92 \$11,882 \$11,973 \$39,900 10% Feb-26 Install Existing Circuits to New Pole. Completed Change Over Switch at Beechford. Lulworth & Bellingham M - Generator Connection Points for Community Halls J90118 \$20,000 \$20,000 \$4,879 \$10,279 \$15,159 \$20,000 60% Hall. Contractor Engaged for Hillwood Hall Switchboard Upgrade. LW - Lord Liverpool Drive Distribution Board Low Head J90119 \$13,728 \$13,728 \$31 \$9,761 \$9,792 \$13,728 50% Contractor Engaged. Nov-25 George GT - Jim Mooney Art Gallery Renovation J90120 \$62,920 \$62,920 \$887 \$0 \$887 \$62,920 0% May-26 Scoping in Progress. George ŚŊ GT - Regent Square Power Supply Upgrade \$57 200 \$57 200 \$336 \$336 \$57 200 0% May-26 Scoping in Progress 190121 W - Weymouth Re-Roof, Fascia & Gutter Weymouth 190122 \$48,000 \$48,000 \$214 \$21,802 \$22,016 \$48,000 50% Feb-26 Contractor Engaged. George **GT- Memorial Hall** J90123 \$38,000 \$38,000 \$306 \$0 \$306 \$38,000 0% Apr-26 Scoping in Progress. George GT - Bass and Flinders - installation of whale boat \$6,000 \$0 190124 \$6,000 \$12,000 \$921 \$921 \$12,000 5% May-26 Design In Progress. Town Contractor Engaged for South St, Barrack St and Footpaths and M - Footpath Replacement - Program Municipal J90125 \$93,600 \$93,600 \$10,176 \$52,509 \$62,685 \$93,600 40% Mar-26 Arnold St. Scoping In Cycle Ways Progress for Other George Parks, Open GT - Blue Gum Park Entrance Improvements J90126 \$100,000 \$100,000 Ś0 ŚO Ś0 \$100,000 0% May-26 Scoping in Progress. Town Spaces and Streetscapes M - Dog Access signs and upgrade to Pound Municipal 190127 \$20,000 \$20,000 \$0 \$0 ŚO \$20,000 0% May-26 Scoping in Progress. Plant, Procured - 2025 MV Machinery M - Plant and Equipment Replacement -Program J90128 \$200,000 \$200,000 \$0 \$48,708 \$48,708 \$200,000 10% Jun-26 Triton & Mowmaster C Furniture,

Fittings & Equipment	M - Replacement 10 tonne Tipper	Municipal	J90129	\$310,000		\$310,000	\$0	\$0	\$0	\$275,000	0%		In Progress.
-4-4	M - K9 Kube (Vehicle mounted dog collection and containment cube)	Municipal	J90130	\$35,000		\$35,000	\$0	\$34,744	\$34,744	\$35,000	50%	Feb-26	Procured - K9 Kube Compliance Ute & Fittings
	M - New Corer & top dresser for sports grounds	Municipal	J90131	\$89,277		\$89,277	\$0	\$91,500	\$91,500	\$91,500	50%	Feb-26	Procured - New Redexim 7215 Vertidrain & Redexim Rink DS1600 1.63m3 Top Dresser.
	M -2025/26 Reseal - Program	Municipal	J90132	\$500,000		\$500,000	\$0	\$0	\$0	\$500,000	30%	Feb-26	Tender Report at Sep 2025 Council Meeting for Decision.
	M - Reseal Preparation Works - Program	Municipal	J90133	\$100,000		\$100,000	\$0	\$0	\$0	\$100,000	30%	Feb-26	Tender Report at Sep 2025 Council Meeting for Decision.
Sealed Roads	LH - Old Aerodrome Road Upgrade (Stage 3 of 5)	Low Head	J90134	\$713,980	\$550,000	\$1,263,980	\$0	\$11,000	\$11,000	\$1,050,000	10%	Apr-26	Tender Published. Council Report at Oct 2025 Meeting. Balance of 2024/25 Stage 2 (\$213,980) Added Under this Job No.
	GT - Andrew Street Reconstruction	George Town	J90135	\$67,700		\$67,700	\$0	\$0	\$0	\$67,700	10%	Feb-26	Procurement In Progress.
	MD - Dairymple Road Upgrade (North) - Stage 1	Mt Direction	J90136	\$30,947	\$919,053	\$950,000	\$0	\$11,000	\$11,000	\$950,000	10%		Tender Published. Council Report at Oct 2025 Meeting.
	GT - Agnes Street Indented Carpark	George Town	J90137	\$33,262	\$117,263	\$150,525	\$900	\$139,748	\$140,648	\$150,525	30%	Dec-25	Contractor Engaged. Anticipated to Commence Works During Term 3 School Break.
	GT - Friend St Road Works	George Town	J90138	\$58,000		\$58,000	\$0	\$58,000	\$58,000	\$58,000	80%	Dec-25	Construction In Progress.
Unsealed Roads	M - Gravel Road Resheeting - Program	Municipal	J90139	\$200,000		\$200,000	\$0	\$0	\$0	\$200,000	10%	Feb-26	Scoping in Progress. Potential Roads Includes; East Arm Rd, Agnes St, Den Rd and Hall Rd.
	M -Stormwater Pipe Renewal - Program	Municipal	J90140	\$80,000		\$80,000	\$0	\$0	\$0	\$80,000	0%	Apr-26	Scoping In Progress.
	M - Emergency Infrastructure Works	Municipal	J90141	\$80,000		\$80,000	\$13,668	\$0	\$13,668	\$80,000	10%	Jun-26	Ongoing.
Stormwater & Drainage	M - Kerb & Gutter Replacement - Program	Municipal	J90142	\$70,000		\$70,000	\$0	\$0	\$0	\$70,000	10%	Apr-26	Quote Received. Contractor to be Confirmed.
	M - Side Entry Pit & Lintel Upgrade - Program	Municipal	J90143	\$90,000		\$90,000	\$0	\$0	\$0	\$90,000	10%	Apr-26	Quote Received. Contractor to be Confirmed.
Domestic Waste	GT -Domestic Bins Replacement - Program	Municipal	J90145	\$28,000		\$28,000	\$0	\$21,971	\$21,971	\$28,000	50%	Feb-26	Procured. Awaiting Delivery.
	GT - George Town Cemetery Fence Renewal - Stage 4 of 4	George Town	J90146	\$92,340		\$92,340	\$0	\$76,275	\$76,275	\$92,340	40%	Apr-26	Contractor Engaged.
	M - Design & Scope for future Capital Works	Municipal	J90147	\$140,000		\$140,000	\$0	\$13,433	\$13,433	\$140,000	5%	Jun-26	Ongoing.
Other	M - Township Character Plan Implementation Program (Year 2)	Municipal	J90148	\$150,000		\$150,000	\$440	\$645	\$1,085	\$150,000	5%	May-26	Scoping In Progress.
	HW - Hillwood Open Space Implementation Program (Year 2)	Hillwood	J90149	\$50,000		\$50,000	\$0	\$0	\$0	\$50,000	5%	May-26	Scoping In Progress.
	M - Grant Matching Opportunity	Municipal	J90037	\$300,000		\$300,000	\$35,422	\$0	\$35,422	\$300,000	5%	Jun-26	Ongoing.
				\$3,974,106	\$1,892,316	\$0 \$5,866,422	\$80,433	\$624,436	\$704,868	\$5,919,665			

UPDATE DATE - 30/09/2025

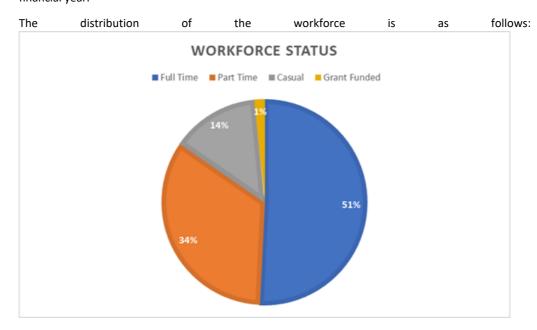
	01 DATE DATE - 30/03/2023													
	CARRY FORWARDS CARRY FORWARDS													
ASSET CLASS	PROJECT TITLE & DESCRIPTION	LOCATION	PROJECT NUMBER	COUNCIL FUNDING	EXTERNAL FUNDING	BUDGET ADJ.	BUDGET 2023/2024	YTD ACTUAL	COMMITTED	EXPENDITURE (YTD + COMMITTED)	FORECAST TOTAL PROJECT COST	% COMPLETE	FORECAST COMPLETION DATE	STATUS
	2024/2025 CAPITAL WORKS - CARRY FORWARDS													
Buildings & Structures	G - Bass and Flinders Signage	George Town	J90103	\$25,000			\$25,000	\$1,000	\$0	\$1,000	\$25,000	0%	Feb-26	Contractor Engaged.
Footpaths and Cycle Ways	GT - Esplanade South New Footpath	George Town	J90084	\$79,200			\$79,200	\$80,665	\$38,149	\$118,814	\$118,814	60%	Nov-25	Under Construction. Cost Variation to Include Unforeseen Conditions & Additional Kerbs to Match.
Stormwater &	LH - McKenzie Drive Drainage - Kerbing & Gutter (Option A)	George Town	J90101	\$108,056	\$347,544		\$455,600	\$287,036	\$122,558	\$409,593	\$420,000	80%	Nov-25	Under Construction.
Drainage	GT - 110/112 Victoria St Easement Drainage Work	George Town	J90109			\$130,962	\$130,962	\$104,270	\$20,219	\$124,489	\$130,962	80%	Nov-25	Under Construction.
	M - Replacement of Street Banner Poles	George Town	J90088	\$20,000			\$20,000	\$13,346	\$8,412	\$21,758	\$20,000	80%	Nov-25	Procured. 8 Poles to be Replaced.
						2023/2024	CAPITAL WORKS - CARRY	FORWARDS						
Others	GT - Aquatic Health & Wellbeing Centre- Redevelopment	George Town	J90071	\$ -	\$17,500,000	\$ -	\$17,500,000	\$1,326,527	\$15,618,687	\$16,945,214	\$17,500,000	20%	Oct-26	Commenced Demolition of Old Structure and Construction of New Facility.
	GT - Kanamaluka Story Telling Experience	George Town	J90034	\$100,000	\$100,000	\$ -	\$200,000	\$840	\$0	\$840	\$1,200,000	5%	TBC	Subject to Grant Funding.
	M - Record Management System Upgrade	Municipal	J90069	\$100,000	\$ -	\$ -	\$100,000	\$12,425	\$0	\$12,425	\$100,000	40%	Jun-26	Procurement In Progress.
	2022/2023 CAPITAL WORKS - CARRY FORWARDS													
	M - Computer Software	Municipal	J90000	\$500,000	\$ -	\$ -	\$500,000	\$192,628	\$18,750	\$211,378	\$600,000	90%	Jun-26	In progress.
				\$ 1,232,256	\$ 17,947,544	\$ 130,962	\$ 19,010,762	\$ 2,018,736	\$ 15,826,775	\$ 17,845,511	\$ 20,114,776			

5 WORKFORCE

5.1 WORKFORCE

WORKFORCE

The following is a summary of reportable workforce data including Workplace Health and Safety, Employment Status/Distribution and Performance Reporting for the first quarter of the 2025/2026 financial year.



5.2 WORKPLACE HEALTH AND SAFETY

Workplace Health and Safety

The following is a summary of Workplace Health and Safety Incidents during the reporting period.

Workplace Health & Safety Summary

Total Incidents Reported	6
Number of Investigations Required	0
Investigations Completed	0
Corrective Action Plans Reported	6
Corrective Action Plans Completed within 30 days	6
Number of Statutory Reportable Incidents	0

5.3 ESTABLISHMENT AND TURNOVER

Establishment and Turnover

There were 64 employees at the end of the first quarter including full-time, part-time, casual and grant-funded positions.

At the end of the reporting period, George Town Council's workforce comprised approximately 50 full-time equivalent (FTE) positions. One new employee was appointed during the first quarter of the 2025/2026 financial year, while two staff members resigned voluntarily within the same period.

Council currently has two full-time vacancies.

5.4 PERFORMANCE REVIEW COMPLIANCE

Annual Appraisals

Annual Appraisals are completed by the fourth quarter of each financial year, in line with the 2023 Enterprise Agreement. There were no out of cycle appraisals conducted in the first quarter of the 2025/2026 financial year.

6 ANNEXURES

6.1 ANNEXURE A - COUNCIL RESOLUTIONS

ANNEX A - OUTSTANDING COUNCIL MOTIONS AS AT 30 SEPTEMBER 2025

Note: Council motions that are completed will be removed from this list for the next Quarterly reporting period.

Min No.	Date	Motion	Action
PLANNING			
45/24	23/04/24	Request to Remove Part 5 Agreement – 6 Leads Avenue, Low Head That Council:	In progress.
110/05	0.5 /0.5 /0.5	1. defer the item.	
112/25	26/08/25	DA 2025/25 – 111 School Road, Pipers River – Subdivision (2 Lots) As per resolution.	Completed
129/25	23/09/25	DA 2025/26 – 86 Bellbuoy Beach Road, Low Head – Subdivision (8 Lots) As per resolution.	Completed
STRATEGY,	PERFORMANO	CE & DEVELOPMENT	
067/22	24/05/22	Proposed Acquisition of Crown Land for Public Open Space and Light Industrial Buffer That Council: 1. commence a process with the State Government through Parks Wildlife Services, Crown Land Services, or their delegated agents, to transfer a portion of land (consisting of approximately 3.5 hectares and forming part of PID:7852601) to George Town Council under a Section 12 transfer (Crown Land Act 1976), for the purposes of public open space.	On hold at the direction of State Government.
023/23	28/02/23	Consideration of Entering into a Lease with Crown Land Re: Land Between Elizabeth Street and Bathurst Street, George Town That Council: 1. In respect of the land between Elizabeth Street & Bathurst Street, George Town: a. Confirms its intention to enter into a ten (10) year lease; and b. Authorises the Mayor and General Manager to execute the lease agreement on behalf of Council.	In progress Crown advised they will be restarting the application processing.
171/24	13/11/24	Request to Separate Titles - 13 Wellington Street George Town That Council: 1. Agree to issue a certificate under section 90 of the Local Government (Building and Miscellaneous Provisions) Act 1993, relating to Sealed Plan	In progress. Awaiting planning application.

		38682/3, but only at such time that the following has occurred:	
		 a) a planning application for subdivision depicting Lots 1 and 2 on the Plan has been submitted, assessed and approved in accordance with the Land Use Planning and Approvals Act 1993; and 	
		b) all conditions of any such approval have been met.	
181/24	17/12/24	Consideration – New Crown Agreements That Council:	In progress.
		Accepts responsibility for and authorises the General Manager to enter into a ten (10) year agreements by signing and sealing the required documentation for the following:	
		a. Foreshore Site: Leam Rd Corner b. York Cove Pontoon & Boat Ramp	- Complete - Crown advised they will restart the application processing
		c. Low Head Pontoon d. Weymouth Hall	- In progress with Crown - Complete
035/25	25/03/25	Crown Land Agreement – Pipers River Recreation Ground That Council:	Complete
		Apply to update the lease without amendments and accepts responsibility for ongoing management of the Pipers River Recreation Ground and authorises the General Manager to sign and seal the required documentation.	
050/25	29/04/25	Policy – Private Signage on Council Land That Council:	Policy – adopted
		Amends the Private Signage on Council Land Policy attached to include the following in Section 3. Scope:	Procedure – in progress
		This policy does not apply to temporary event signage associated with community events for which an "event application" has been submitted to Council. Approval for signage issued under the event application process may differ from the limitations included under the <i>Temporary Event Signage</i> heading below.	
		Adopts the Private Signage on Council Land Policy as attached — With a commencement date of 1	

	ı		
		July 2025 and a fee to be included in the 2025/2026 Fees and Charges.	
		3. Rescinds Policy GTC-P1 – Signs and Footpaths	
		 Requests the General Manager to develop a procedure for implementation of the policy. 	
089/25	24/06/25	George Town Open Space Network Plan That Council:	George Town – adopted
		 Adopt the George Town Open Space Network Plan as attached; and Notes the Low Head Open Space Network requires further consultation. 	Low Head – in progress. Information session planned for the 27/11/25
105/25	22/07/25	Consideration of Entering into a Lease at Esplanade, Lulworth – Public Recreation Site That Council:	In progress with Crown
		In respect to the land on the corner of Esplanade and Beach Street, Lulworth:	
119/25	26/08/25	Proposed Motion for LGAT General Meeting That Council:	Submitted to LGAT General Meeting.
		 Submit the following motion to be put to the LGAT General Meeting Thursday 20 November 2025: 	J
		Call on the Tasmanian Government to legislate powers to Local Government under the Boundary Fences Act 1908 for:	
		 Councils to require property owners and lessee's to install, maintain and repair their property fences to prevent the escape of livestock onto Local Government controlled roads or neighbouring properties within respective local government areas. Further and as part of the provision of such powers, the Act shall clearly define the term livestock. Regulations to be developed to be provided for Local Government to issue infringement notices and standardised monetary penalties to enable enforcement of non-compliance with newly legislated powers. 	
INFRASTRUC	TURE AND OF	PERATIONS	

		That Council consider and adopt a funding method for any expense beyond the promised \$17.5m with options for rescoping, before spending any further money on the upgrade of the Aquatic, Health & Wellbeing Centre.	
111/24	25/06/24	Confidential Item - Coastal Drainage Assessment Report As per resolution.	In progress. To be presented at upcoming roadshows.
139/25	23/09/25	Closed - 2025/2026 Reseal Program – Tender Report As per resolution.	In progress.
CORPORATE	AND COMMU	JNITY	
040/23	28/03/23	George Town Colonial Heritage Storytelling Trail That Council:	In progress
		Lay the item on the table and return to the Ordinary Council meeting in April with amendments if required.	
		Invite the people that made submissions to meet with staff to correct inaccuracies in the draft Colonial Storytelling Trail.	
102/25	22/07/25	Sponsorship Request – George Town Neighbourhood House That Council: 1. Provides \$20,000 sponsorship to George Town Neighbourhood House towards the New Years Eve Event to be held in George Town on 31 December 2025.	Completed
103/25	22/07/25	Sponsorship Request – George Town Folk Club That Council: 1. Provides \$20,000 sponsorship to George Town Folk Club towards the Tamar Valley Folk Festival Event to be held in George Town on 16, 17 and 18 January 2026.	Completed
104/25	22/07/25	Annual Report of the Audit Panel for 2024/2025 and George Town Audit Panel Committee Confirmed Minutes 12 March 2025 That Council: 1 Receives the Annual Report for the Audit Panel 2024/2025; 2. Endorses the Annual Workplan for the Audit Panel for 2025/2026; 3. Requests an independent internal audit of Council's Sponsorship and Grants Programs be included in the 2025/2026 Internal Audit Schedule; and	Completed

		4. Accepts the confirmed minutes of the Audit Panel for the 12 March 2025 meeting.	
118/25	26/08/25	Health and Wellbeing Committee That Council: 1. Remove the wording "with Jo Hart being the proxy" from resolution number 91/25 of the Ordinary Council meeting held on the 24 June 2025.	Completed
126/25	26/08/25	Closed – Legal Expenditure As per resolution.	Completed
132/25	23/09/25	Community Assistance Grants Round 1 2025/2026 That Council: 1. East Tamar Landcare Group – Approve the community assistance grant application of \$543.68 2. Tasmanian Aboriginal Centre - not supported at this time – more information required 3. George Town Saints Netball Association – Support \$1,000 towards the application 4. Lions Club of George Town – Not support this application 5. Orange Gecko Art Network – Support \$800.00 towards this application 6. Bellingham Progress Association – Approve the community assistance grant application of \$288.00 7. Pipers River Neighbourhood Watch – Approve the community assistance grant application of \$897.39 8. Star of the Sea Catholic College – Support \$1,000 towards the application 9. Tamar Sew-Ciety – Approve the community assistance grant application of \$2,000 10. St Vincent de Paul - Approve the community assistance grant application of \$2,000 11. George Town Art and Artisan Guild – Not support this application 12. Bass and Flinders Bowls and Community Club – Approve the community assistance grant application of \$2,000 13. Tam O'Shanter Golf and Community Club – Approve the community assistance grant application of \$1,801.44 14. Lodge Lauriston 72TC – Not support this application	Completed
133/25	23/09/25	Draft Volunteer Policy That Council:	Completed

		1. Defers the motion	
OFFICE OF	THE GENERAL N	MANAGER	
019/22	22/02/22	Proposed Making of a By-Law – Reserves, Parks and Gardens By-Law 1/2022 That Council: Endorse the introduction of Reserves, Parks and Gardens By-law 1/2022 in accordance with the specific requirements as determined in Division 2 of Part 11 of the Local Government Act 1993.	Commenced
184/22	20/12/22	Request to Commemorate the Late Mr Peter Cox That Council: 1. In principle, confirms support for the naming of land bound by 50 Tamar Avenue and 76 Tamar Avenue to commemorate the late Mr Peter Cox; noting that the following actions need to occur:	In progress.
		 a) Ascertains if the land in question is able to be utilised as a park or reserve; b) Contacts the residents of Tamar Avenue who have supported the proposal, the private owner of number 62 Tamar Avenue and the Crown in relation to the proposal; 	Completed.
		c) Contacts the family of the late Mr. Peter Cox to obtain written consent to commemorate the deceased and obtain the required biography; d) Undertakes investigations in relation to any Aboriginal name for the area which may need to	Completed. Completed.
		be taken into consideration when naming; 2. Proceeds to a Community Consultation in line with the consultation framework set out by Placenames Tasmania and George Town Council's policies and procedures.	Consultation to close 16 Octobe 2025.
06/23	24/01/23	Notice of Motion – New and Renewed Lease Arrangements That Council:	Ongoing
		 That any new or renewed lease arrangements being considered by Council Management, under section 175 of the <i>Local Government Act 1993</i>, be brought to Council Workshop for discussion and then be scheduled for the next available Council meeting for a decision by Council. Notes, the General Manager (or their delegate) are authorised to execute leases of an operational nature. 	
061/23	26/04/23	Mt George Semaphore and Mast – Lease That Council authorise the General Manager to organise a lease agreement with Crown Land Services over Mt. George Semaphore site at his discretion.	Ongoing

112/23	27/06/23	280 Jetty Road, Hillwood – Cr Barwick Minute Number 045/23 - 280 Jetty Road, Hillwood remain on the Outstanding Council Motions list until the Section 12 agreement is executed over Crown Land adjoining Council Freehold Land PID 7852767 (known as the Hillwood Football ground).	Included on outstanding motions list.
010/25	28/01/25	Closed Meeting - Swimming Pool Report As per resolution.	In Progress.
095/25	24/06/25	Closed Meeting – Leasing of Council Property As per resolution.	In progress.
99/25	22/07/25	Local Government Association Tasmania (LGAT) General Meeting 25 July 2025 That Council: 1. Determines that the Mayor is to vote at the LGAT General Meeting 25 July 2025, against the motions.	Voting undertaken by the Mayor at the 25 July 2025 meeting.
100/25	22/07/25	Draft Annual Plan 2025/2026 That Council: 1. Adopts the 2025/2026 Annual Plan.	Annual Plan adopted and published.
101/25	22/07/25	Three Trails Tourism Project That Council: 1. Proceed with Stage One of the 'Three Trails: One Big Story' project, utilising the \$100k contribution from Bell Bay Aluminium and the \$100k Council contribution from carry forward project J90034.	On hold.
114/25	26/08/25	Quarterly Report – Quarter 4 – 1 April – 30 June 2025 That Council: 1. Receives the George Town Council 4 th Quarter Performance Report 1 April – 30 June 2025. 2. Provide public access to the report as part of Council's commitment to ongoing good governance.	Completed and published.
115/25	26/08/25	Delegations Register Review That Council: 1. Adopts the updated Delegation Register, ensuring efficient, lawful, and transparent decision-making processes.	Completed and published.
116/25	26/08/25	Policy Review – GTC-C-14 Use of the Common Seal That Council:	Completed and published.

		Adopts the GTC-C-14 Use of the Common Seal Policy effective 26 August 2025.	
117/25	26/08/25	NRM North Association Group A Membership That Council: 1. Appoints Cr Tim Harris as the George Town Council representative on the NRM North Association 'Group A' Representation at the 24 September 2025 Annual General Meeting and associated meetings.	NRM North Association advised – Completed.
121/25	26/08/25	Annual Lease Valuation of Council Owned Land – Cr Archer Council obtain an annual lease valuation from a land valuer qualified under Section 4 of the Land Valuers Act 2001, before Council activates any lease of Council owned land.	Ongoing
122/25	26/08/25	Land Purchase by Council – Cr Archer Before Council considers purchasing any land, Council must- (1) Obtain a land valuation from a suitably qualified person under Section 4 of the Land Valuers Act 2001; and (2) Obtain a Building inspection from a suitably qualified person, if the land includes any buildings or structures.	Ongoing
123/25	26/08/25	Solstice Acquittal – Cr Barwick That a complete acquittal of the Solstice event organised and run by the George Town Council staff to include cost/loss/profit, comments be made available to all councillors and the public in the name of transparency.	To be completed.
131/25	23/09/25	Youth Advisory Committee That Council: 1. Appoints Cr Dawson as representative on the Youth Advisory Group replacing Cr Mason. 2. Appoint a proxy to be the next available Councillor.	Youth Advisory Committee advised – Completed.
136/25	23/09/25	Councillor Report – Community Interest in a Designated Tip Shop at the Refuse Site That Council: 1. Acknowledges the communities interest in creating a Tip/Refuse shop at the George Town Waste Refuse Site; and 2. Receives and notes the report.	Received and noted.

OFFICE OF M	AYOR		
		Nil.	

6.2	ANNEXURE B - ANNUAL PLAN PROGRESS REPORT	

ANNUAL PLAN 2025/2026

Desired Outcome	No.	Strategic Priorities	Actions	Responsible Directorate	Progress %	1st Quarter (September)
FUTURE DIRECTION RESOURCED COM		- PROGRESSIVE WELL-				
Social infrastructure and services match growth and community needs	i	Community services and social infrastructure match the aspirations and needs of growth communities.	Expression of Interest - George Town Community Centre (formally YMCA)	Infrastructure & Operations	>15%	Criteria & weighting discussed in workshops
			Advancement of Township Character Plans including implementation of Hillwood Open Space Plan	Infrastructure & Operations	25%	In progress
	v	Well designed and maintained, safe spaces and places work well.	George Town Sports Complex entrance upgrade	Infrastructure & Operations	>15%	Design completed, clubs engaged
Formal and informal sporting and recreational opportunities for all	i	An Aquatic, Health and Well-Being Centre.	Commence construction of George Town Aquatic, Health and Wellbeing Centre	Infrastructure & Operations	25%	Construction commenced August 2025
	ii	Growing membership and participation in sporting activities.	Review of George Town Sporting Ground Master Plan and Implementation Priorities	Corporate & Community	>15%	To commence in 2nd quarter
A diverse and active volunteering base	i	Diversified and increased volunteer base.	Develop community volunteering initiatives	Corporate & Community	25%	Policy developed going to Council in October 2025
Community celebrations build the areas identity	i	Cultural, artistic and seasonal produce celebrations engage and build understanding of the community and its value proposition.	Establish Arts and Culture Advisory Committee	Corporate & Community	25%	Terms of Reference developed to go to Council in November 2025

	ii	An activated and resourced events strategy.	Finalise Marketing and Tourism Strategy and Events Strategy	Corporate & Community	25%	Marketing and Tourism Strategy in final stages to go to Council in November 2025
FUTURE DIRECTION IN ALL ASPECTS OF		- PROSPERITY FOR ALL				
A diversified local economy	i	An economy transitioning from heavy industry to advanced manufacturing, renewable energy, visitor economy, care, area branded produce and niche products through a circular economy approach.	Continue to identify opportunities to promote the George Town LGA as a destination option for new development, particularly Advanced Manufacturing, Transport and Logistics	Strategy, Performance & Development	25%	Work in this area is ongoing and where specific opportunities arise
	iii	The Bell Bay Port and Advanced Manufacturing Zone is promoted in the domestic and state economy highlighting the advantages of deep water, available land, protected water, inter-nodal rail, access to services and innovation.	Supported by NTDC, lead Bell Bay Impact Study	Office of the General Manager	25%	Ongoing
Growth in tourism yield	i	Compelling value proposition, brand and narrative supports the growth of the visitor economy.	Development of marketing and tourism collateral in line with Tourism Strategy priorities	Corporate & Community	25%	Priorities identified and budget being developed

I						
	V	Cultural heritage interpretation supports a sense of place.	Progress Phase 2 of Heritage Study	Strategy, Performance & Development	25%	Letters to be sent to owners of identified properties in late October - early November 2025
Increased population across the municipality	ii	Positive contribution to the regional population growth strategy.	Continue work on Growth Scenario Planning to identify future community and infrastructure needs	Strategy, Performance & Development	25%	The Community survey identified some service supports that residents identified as needed. These will be considered.
Supported entrepreneurial endeavours and start-ups	ii	New industries foster entrepreneurial activities.	Continue to proactively work with proponents on existing and new development proposals	Strategy, Performance & Development	25%	Ongoing
A strength-based reputation	i	A strong George Town and Region brand, value proposition and narrative. Animal policies build	Commence the development of George Town - Live, Work and Investment Prospectus	Strategy, Performance & Development Strategy,	>15%	Document development quote requested
A healthy and respected environment	vii	safe animal and human interrelationships.	Maintain the free Caring for Cats Program Complete	Performance & Development	25%	In progress
Sustainable, connected housing and neighbourhoods	i	Housing developments meet Environmentally Sustainable Design principles.	Staged 1 of Dalrymple Road (North) upgrade and develop multi-year framework and costings	Infrastructure & Operations	>15%	Tender to be awarded second quarter
	ii	Renewable and clean technologies are used in new neighbourhoods.	Asset Management Improvement Program Progress	Infrastructure & Operations	>15%	Establishment of steering committee
	V	Housing supply meets demand.	George Town Housing and Future	Strategy, Performance & Development	25%	Scoping complete

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			Residential Needs Study			
FUTURE DIRECTIO	N THRE	EE - COMMUNITY PRIDE				
Everyone in our community is valued and included	i	Reconciliation is successfully planned, guided and resourced.	Support the establishment of a First Nations Advisory Group Organisational	Corporate & Community	>15%	To commence in 2nd quarter
	ii	Respect, inclusion and a sense of belonging is part of our community culture across all age groupings.	Reward Recognition and Health & Wellbeing Program	Office of the General Manager	25%	In progress
All communities take pride in their place	iii	The design and maintenance of public spaces and places reinforce community identity and reputation.	Complete Bell Buoy Beach Community Facility Concept Plan	Strategy, Performance & Development	<15%	0
			Develop Low Head Open Space Plan	Strategy, Performance & Development	25%	In progress
Responsive emergency services	ii	Communities work together with all other agencies for prevention and if necessary coordinated emergency responses.	Develop Emergency Recovery Plan	Corporate & Community	25%	In progress
FUTURE DIRECTIO GOVERNANCE	N FOUI	R - LEADERSHIP &				
A culture of engagement, communication and participation	i	Community views are heard through skilled, trust and inclusive community engagement processes.	Review rating methodology	Corporate & Community	25%	In progress to be workshopped in November
	iii	A diverse communications program utilises community networks, connectors and influencers.	Review Consultation Framework	Strategy, Performance & Development	25%	Draft Framework in final stages of completion
Capable leadership in communities	ii	Council is capable, nimble, well-resourced and responsive.	Undertake Environmental Health Compliance Activities	Strategy, Performance & Development	25%	On track

			Reconcile GIS			
			system with Asset register			
			for all asset classes.			
			Training for all			
			users and develop			
			continuous	Infrastructure		
		Courage, kindness and	improvement Continue the	& Operations	25%	In progress
		determination is	implementation	Strategy,		
		fostered when working through challenges	of the WHS improvement	Performance &		Finalising WHS
	iii	and opportunities.	action plan	Development	>15%	Manual
Young people are a supported,						
recognised		A resourced George				
community resource	i	Town Youth Strategy guides actions.	Develop Youth	Corporate & Community	25%	Ongoing
Positive and	-	guides actions.	Strategy	Community	25%	Oligoling
productive						
working relationship will		The outcomes and				
all levels of		directions sought by all	Climate	Office of the		
government and their agencies	ii	levels of government are understood.	Change - statewide	General Manager	25%	Ongoing
Collaborative						5 5
working relationships with		George Town is active in regional				
neighbouring		development works				
Councils and regional		collaboratively on beneficial regional	Continue BBAMZ	Office of the General		
organisations	ii	initiatives.	participation	Manager	25%	Ongoing
		There is community knowledge and				
		understanding of				
Fair and open planning and		planning and regulatory				Final stages of
regulatory		responsibilities and	Finalise ERP	Corporate &		assets in
processes	i	processes.	implementation	Community	25%	progress
						Financial Statements
			Compliance			signed by
			with audit requirements			Tasmanian Audit Office
			and accounting	Corporate &		29th September
			standards	Community	100%	2025
PUBLIC HEALTH						
GOALS & OBJECTIVES						
OBJECTIVES						

01 Continue to
provide an
efficient animal
control service
promoting the
amenity and
safety of the
community and
animal welfare
through:

02 Continue to promote, implement and monitor public health standards

by:

	Maintain responsive	Strategy,		
	service levels through	Performance		
	contemporary service	&		
i	delivery models	Development	25%	Ongoing
	Maintain Council's			
	Caring for Cats	Strategy,		
	Program to improve	Performance		
	outcomes for the	&		
ii	community	Development	25%	Ongoing
	Build on our positive			
	relationships with all	Strategy,		
	levels of government in	Performance		
	managing the risks to	&		
iii	wildlife	Development	25%	Ongoing
	Continue educational	Strategy,		
	programs to promote	Performance		
	responsible pet	&		
iv	ownership	Development	25%	Ongoing
	Promote responsible			
	Dog Ownership in line	Strategy,		
	with Council's new	Performance		
	Dog Management	&		
V	Policy GTC-O-10	Development	25%	Ongoing
	Providing an ongoing			
	role in the education of			
	the public and			
	compliance with	Strategy,		
	premises-activities	Performance		
	regarding public and	&		
i	environmental health	Development	25%	Ongoing
	Acting in a timely			
	manner on reports of	Strategy,		
	public and	Performance		
	environmental health	&		
ii	concerns	Development	25%	Ongoing
	Undertaking water			
	sampling of public			
	pools and primary			
	recreational water			
	sites to ensure the			
	water is suitable for			
	the intended use and	Strategy,		
	complies with the	Performance		
	Tasmanian Water	&		
iii	Quality Guidelines	Development	25%	Ongoing
	Undertaking food	Strategy,		
	sampling as part of a	Performance		
	Statewide food	&		
iv	sampling program	Development	25%	Ongoing

1					
		Ensuring onsite			
		wastewater systems			
		are installed, operating			
		and maintained in			
		accordance with			
		conditions on the			
		Council's plumbing			
		permits and the			
		Certificate of	Strategy,		
		Accreditation issued	Performance		
		by CBOS for specific	&		
	٧	systems	Development	25%	Ongoing
		Providing a school-	Strategy,		
		based immunisation	Performance		
		program for grades 7	&		
	vi	and 10 students	Development	25%	Ongoing

Destination Tourism Strategy for





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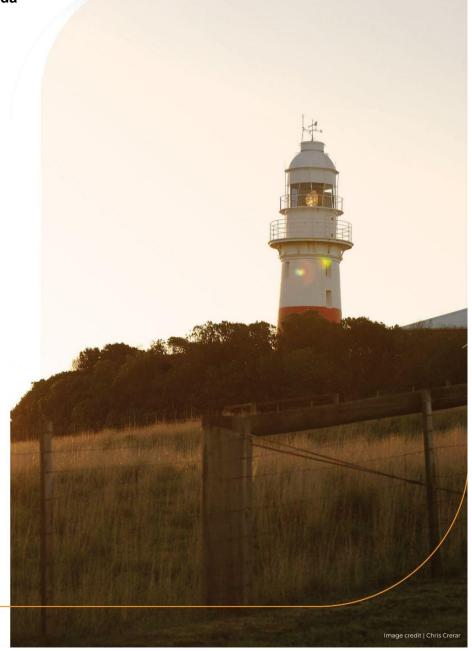
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Overview



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What is the Purpose - Mission?

To change the narrative of the region and what it has to offer. For too long, no one has been telling the story of why or where you should go, 'North of Launceston'. We're here to change that, creating a new story of locals and connections visitors will connect with, remember, and share around the dinner table.

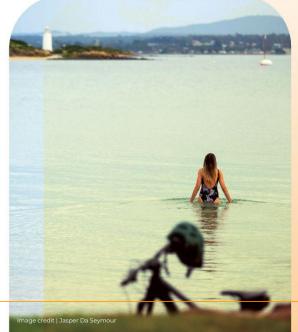




Vision

A vibrant Tasmanian region that is a 'must do' for visitors to Northern Tasmania.





Current perceptions

Through extensive stakeholder engagement, it has become evident that the region is currently hampered by an outdated public perception. This perception, however, stands in stark contrast to the reality on the ground. This community is so much more; it is a place experiencing exciting and progressive growth, rich with untapped opportunities. The challenge now is to bridge this gap between perception and reality, and to ensure that all Tasmanians, in particular, know exactly what they are missing out on.



Future perceptions

Over the next decade, we will establish the region as a must-visit destination in Tasmania, moving its identity from ambiguous to one of clear purpose and bright opportunity. This new perception will be built on tangible growth and a reputation as a welcoming, authentic, and uniquely collaborative community. We will be known as a place where businesses actively support and refer one another to create a seamless visitor experience. This will help us become a region where any journey north leads to genuine discovery, securing our future as a vital and celebrated part of the Tasmanian experience for all visitors.



Sustainable Competitive Advantage

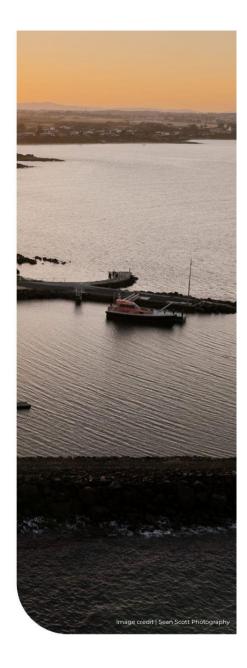
A unique Tasmanian coastal experience only 30 minutes from Launceston.





The Region's Commitment to Sustainable Tourism

At the heart of region's tourism strategy is an unwavering commitment to sustainable practices. A thriving tourism industry must not only deliver economic prosperity but also actively contribute to the enduring health of our environment, the preservation of our rich cultural heritage, and the well-being of our local community. This philosophy is built on the understanding that responsible tourism is the only path to long-term success, ensuring that the region remains an authentic, vibrant, and a cherished destination for generations to come.



Your commitment is anchored in these core principles:

Responsible Environmental Stewardship: We are dedicated to actively protecting and enriching the region's remarkable natural assets, including the stunning coastlines, the penguin colonies, and the Tamar River. Our efforts will focus on minimising ecological impact, conserving biodiversity, and fostering a deep appreciation for our natural world among all who visit and reside here.

Authentic Cultural & Heritage Preservation: We commit to celebrating and safeguarding the region's profound historical and cultural narratives. From our enduring connections to the traditional owners to our significant maritime legacy and early settlement stories, we will champion respectful, educational experiences that genuinely showcase our unique past. This ensures our heritage is a living, accessible, and valued component of the visitor experience.



Community-Centric Growth: Tourism development in the region must generate tangible, positive outcomes for our local residents and businesses. We are committed to fostering inclusive growth through creating local employment, actively supporting our diverse local enterprises, and ensuring tourism strengthens community pride and maintains our distinct local character.

Enriching Visitor Experiences: We will focus on cultivating and promoting immersive, respectful, and quality visitor experiences. These experiences will be designed to connect visitors with the true essence of the region, its people, places, and stories, encouraging deeper engagement and fostering a lasting appreciation for our destination.



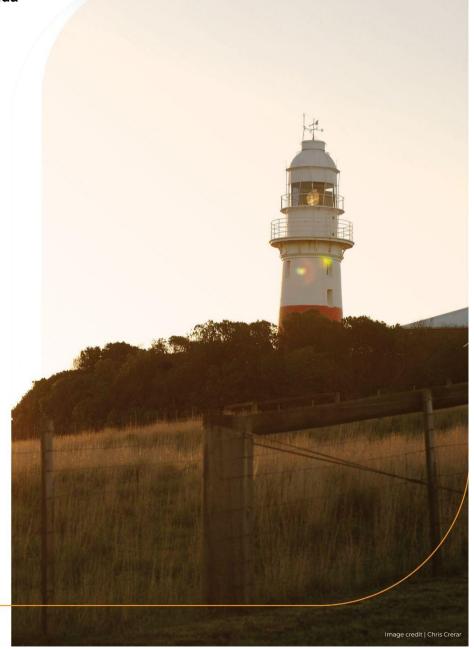
Promoting Mindful Visitation: We empower our visitors to be responsible travellers. Through clear communication and encouragement, we will guide them to minimise their footprint, respect our natural and cultural sites, support local economies, and engage thoughtfully with our community and environment.

Collaborative & Dynamic Governance: Our approach to sustainable tourism development is based on collaboration. We will work transparently and proactively with local businesses, community groups, Indigenous stakeholders, and government partners. This collaborative framework ensures our strategies are adaptive, responsive, and continuously refined to meet evolving challenges and opportunities, securing the region's future as a truly sustainable tourism destination.





Goals



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Strategy Goals

- 1 2 years increase the number and volume of day trips from Launceston.
- 2 5 years Increase overnight stays accommodation offering increases through opportunity and demand.
- 5 10 years Diversification of products and services and a vibrant tourism town/region.



Goal One: Increase the number and volume of day trips from Launceston (1- 2 Years)

The immediate focus is to capture the existing visitor traffic in Launceston and encourage day trips to the George Town municipal area. This involves changing the current perception of the region from a "side trip" to a desirable day-trip destination. The strategy aims to make it an easy recommendation for Launceston-based tourism businesses (hotel concierges, Airbnb hosts, visitor centres, airport staff, Uber drivers) by providing them with a simple, compelling narrative about "North of Launceston." This goal also includes increasing awareness among Tasmanians about what the region offers beyond its current negative reputation, encouraging them to visit and share their positive experiences.



Goal Two: Increase overnight stays - accommodation offering increases through opportunity and demand (2-5 Years)

Once day trip visitation has increased and the region's appeal is established, the next phase is to convert day-trippers into overnight visitors. This goal recognises that increased demand for the region's experiences will naturally lead to opportunities for the development of more accommodation options. The strategy is built on the idea that by successfully telling the region's story and increasing awareness, local businesses will be incentivised to develop new products and services, including lodging, to meet the growing visitor demand.



Goal Three: Diversification of products and services and a vibrant tourism town/region (5-10 years)

The long-term vision is to establish the region as a vibrant and diverse tourism destination. This involves moving beyond the initial focus on day trips to a broader expansion of the visitor economy, driven by new products and services that complement the area's existing strengths. The ultimate aim is to create a thriving and collaborative tourism ecosystem that increases visitor yield and overnight stays. This will, in turn, evoke powerful feelings of rejuvenation, energy, freedom, and discovery, inspiring visitors to become strong advocates who are eager to recommend the experience of exploring "North of Launceston".



Aligning with the Strategic Plan 2024 - 2030

Here's how the George Town tourism strategy aligns with the strategic plan for 2024-2030:

1. A compelling value proposition, brand and narrative supports the growth of the visitor economy.

This is a core pillar of the strategy. The "purpose-mission" is explicitly "To change the story of what this region is and offers" and "To rewrite the narrative of the region."



By increasing awareness and visitation (initially day trips), the strategy aims to create the demand that will encourage the development of new visitor experiences and accommodation, which in turn will lead to more overnight stays.

The strategy also highlights existing strengths like the Tamar Valley Wine Route, penguins, MTB, and maritime history, which are existing experiences that can be leveraged to increase stays.





Aligning with the Strategic Plan 2024 - 2030

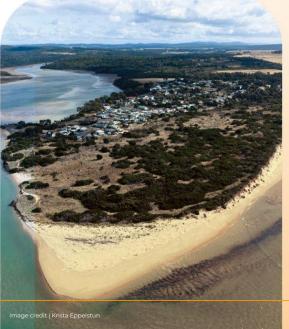
3. Local, seasonal produce and beverages promote local gastronomic offerings.

As the region becomes a more established destination, there will be greater opportunities and demand for local gastronomic offerings, which the strategy would encourage through its overall growth objectives.

New coastal eco-experiences help care for the local penguin colony and other native fauna.

The long-term goal of "Diversification of products and services" would include developing such eco-experiences while also promoting the region's natural beauty and coastal experiences.





Aligning with the Strategic Plan 2024 - 2030

5. Cultural heritage interpretation supports a sense of place.

The strategy highlights traditional owners, the kanamaluka, maritime history and historic sites as part of the region's diverse offering. By promoting these aspects and changing the narrative, the strategy inherently supports cultural heritage interpretation, which contributes to a stronger sense of place for visitors.

6. A range of visitor accommodation in the area supports the visitor economy.

The 2-5 year goal directly addresses this by aiming for an "accommodation offering increases through opportunity and demand." The strategy recognises that increased visitation will drive the need for more accommodation, thereby supporting the visitor economy.



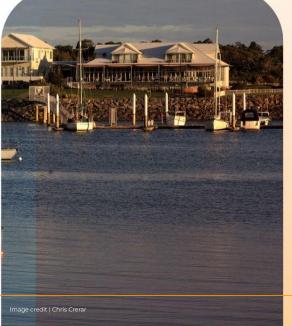
7. Promoted Wild Tamar experiences are central to the visitor experience

Through our stakeholder workshops, the term "Wild Tamar" was mentioned, though it wasn't widely understood or embraced as a unifying brand for the region. Our research suggests that while these types of experiences certainly exist and add value, they tend to appeal to more niche visitor segments rather than serving as a central or overarching drawcard. By adopting a broader narrative focused on discovery and meaningful connection to nature in the region north of Launceston, we can continue to attract these niche audiences while also resonating with a wider range of visitors, without relying solely on "Wild Tamar" as the regional brand.

8. Three Trails - one big story

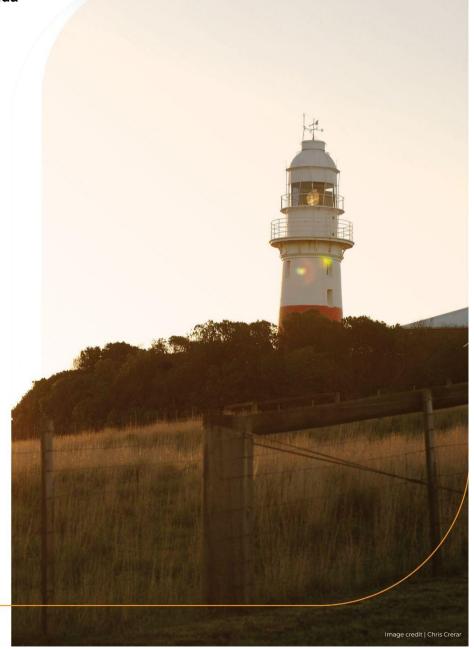
The strategy recognises the importance of the Three Trails strategy. The kinimathatakinta / George Town precinct will bring together three separate trails, extending northward from the township along the estuary to Low Head and the lighthouse, east to the old mining town of Lefroy and south to Bell Bay.







Competitor Analysis



Page 22

Competitor Analysis

The greatest opportunity for increased visitation is to leverage the visitors already coming to Launceston. The region is close enough to Launceston that many mainland visitors would see it as a day trip. We want hotel concierges and Airbnb's to recommend our region effortlessly and for our region to be top of mind.

With this approach, the biggest competitors for day trips out of Launceston (not considering niche markets such as MTB) are the West Tamar and Meander Valley (Great Western Tiers). We also considered St Helens as a potential competitor for future overnight stays.



West Tamar Valley - Day trip from Launceston

Product

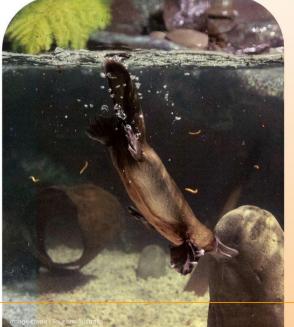
On paper, it offers a very similar offering to the region: vineyards, maritime history, museums, coastal and river landscapes, natural assets such as waterfalls, historic sites such as Auld Kirk, Supply River, Beaconsfield Mine and Heritage Centre, and significantly more accommodation options.

Marketing Assets

West Tamar Council Tourism Section wtc.tas.gov.au/tourism

While primarily a council website, it has a dedicated tourism section that highlights key attractions, events, and provides essential visitor information. It acts as a gateway, linking to more detailed tourism sites.





Tamar Valley Tasmania

tamarvalley.com.au

This is a regional website that heavily features the West Tamar, particularly its renowned wine route, natural beauty, and attractions like Platypus House and Seahorse World. It's often the first stop for visitors interested in the Tamar Valley. It does mention several sites in George Town; however, the call to action is the Tamar Visitor Centre, run by the West Tamar Council.

Visit Northern Tasmania

visitnortherntasmania.com.au

As a regional tourism body, it promotes the entire Northern Tasmania region, with the West Tamar being a key component. It often includes itineraries, blog posts, and listings specific to the area.



Tamar Valley Tasmania
4.1k followers
Call to action, Tamar Visitor Centre



@tamarvalleytasmania
3k followers





Beaconsfield Mine and Heritage Centre (West Tamar Council owned)

beaconsfieldheritage.com.au



3.2k followers



beaconsfieldheritagecentre 905 followers

Unique Selling Proposition (USP)

The topography of the valley on the Western side elevates the viewing for a driving adventure. Many cellar doors on the western side of the Tamar take advantage of the river views, so locals recommend the West of the River over the East. The Beaconsfield Mine and Heritage Centre received national recognition and draws domestic tourists down the Western side of the river.



Meander Valley (Great Western Tiers)

- Day trip from Launceston

Product

Very different to George Town. Lots of walks, rolling hills, locally grown produce, arts and quirky experiences and characters. Gateway to Northern Tasmania's icon attraction Cradle Mountain. Numerous waterfalls, stunning landscapes and cave systems.

Marketing Assets

GreatWesternTiers.net.au

This is the primary dedicated website for the Great Western Tiers and Meander Valley region, run by the visitor information centre. It provides information on accommodation, attractions, food, and drink.

- Great Western Tiers Visitor Centre
 1.7k followers
- Visit the Great Western Tiers Tasmania 883 followers
- Great Western Tiers Tas 565 followers
- Great Western Tiers Visitor Centre 567 followers



Visit Northern Tasmania

visitnortherntasmania.com.au

The regional tourism website has a dedicated "Great Western Tiers Tourist Route" section. It provides more localised content and is a key channel for visitors exploring the wider northern region.

USP

They are 'on the way to Cradle' and also the 'Spirit,' which is a unique and golden ticket for tourist towns. Traffic passes through, and the development and atmosphere of the main street of Deloraine reflect that.



St Helens

St Helens is a coastal destination with a variety of experiences appealing to an array of target audiences. Although St Helens is not known for its historic sites, its appeal is coastal holidays and it is used as a base to explore the wider region. In recent years, they have positioned themselves as a mountain biking destination, offering quality mountain biking in a coastal location ideal for families looking to incorporate mountain biking into their holiday.

There are several waterfalls and bushwalking trails within short drives from St Helens. The main point of difference for St Helens is that it is the gateway to the spectacular Bay of Fires region, which has international appeal. Various accommodation options include camping, caravan parks, hotel/motels and luxury B&Bs.



Marketing assets

East Coast Tourism

https://eastcoasttasmania.com/discover/town/st-helens/

Regional marketing page- great website for the East Coast, St Helens is listed as one of the many towns on the page with information on attractions and planning a holiday.

Youtube

https://www.youtube.com/results?search_query=st+helens+tasmania



Video on St Helens by East Coast Tourism 4k views



East Coast Tasmania 44k followers



@eastcoasttasmania 84k followers

This highly visual Instagram account showcases the breathtaking landscapes, adventure activities, and lifestyle of the East Coast, with St Helens being a major focus. It actively reposts user-generated content using hashtags like #eastcoasttasmania and #experienceeastcoasttasmania.



St Helens MTB

Mountain Bike specific page with some information on the local region's attractions.

sthelensmtbtrails.com.au



St Helens Mountain Bike Trails 9k followers



St Helens Mountain Bike Trails 7k followers

User-Generated Content (Vloggers/Influencers)

St Helens' appeal for outdoor activities like mountain biking attracts content creators who share their experiences on YouTube, providing authentic marketing.

Break O'Day Council

The council's website houses information on visiting the region.

https://www.bodc.tas.gov.au/discover/visit-us/

USP

Bay of Fires

The town serves as the primary access point to the globally renowned Bay of Fires. Visitors staying in St Helens are perfectly positioned to explore this iconic coastline.



Bridport and surrounds - Coastal holiday destination

Bustling coastal town that swells with holiday visitors and shack owners over the summer period. Many visitors are repeat holidaymakers and often have long traditions of spending their summers at Bridport.

Consequently, accommodation offerings are abundant, including b&bs, caravan parks, shacks, hotels, and Barnbougle/Lost Farm.

There are several dining options, with RSL, two pubs, Lost Farm and Barnbougle restaurants, the distillery, coffee shops and take-away options. The town has 2 supermarkets, a pharmacy, post office, skate park, half-court basketball, surf club, and scenic playground. All the services are within walking distance to beaches and accommodation with exception of Barnbougle.

The beaches are safe for swimming and well suited to families who enjoy watersports such as kayaking, fishing, water skiing and snorkelling.

Many families base their holidays in Bridport, access Derby for MTB, the swimming pool at Scottsdale, and use Bridport as a base to explore the North East.

In summer, they have a regular weekend village market, which is bustling and vibrant.



Marketing assets

The town relies on Visit Northern Tasmania's on social media and their website.



Instagram

@visitnortheasttasmania - 4,717 followers

Not specific to Bridport. Covers the whole of the North East (Dorset Council) area.



Facebook

Visit North East Tasmania - 3k followers. Not specific to Bridport. Covers the whole of the North East (Dorset Council) area.

Visit Northern Tasmania

visitnortherntasmania.com.au

As a regional tourism body, it promotes the entire Northern Tasmania region, with Bridport having a page and a one-minute video on its site.



USP

Bridport's USP is that it offers everything you could want for a seaside holiday it ticks all the boxes.

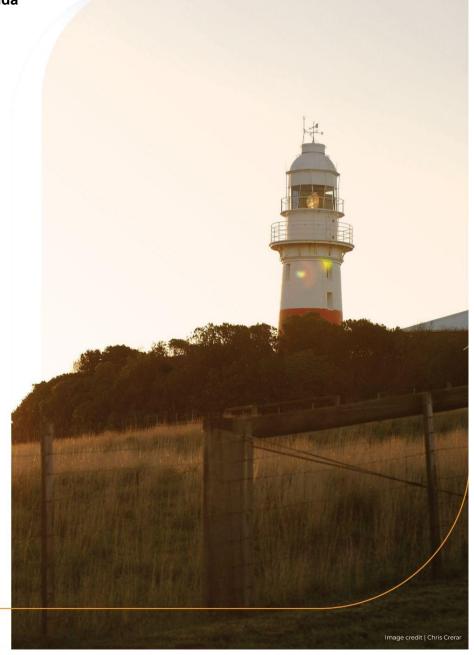
- It is a walking town, where you can walk from your accommodation to the beach and back again, then walk to the pub for a meal (or the supermarket or coffee shop) and home again. This style of holiday suits busy families and professionals, as they often rush around in their cars to get from one place to another. Walking slows everything down and is a key requisite for a relaxing beach holiday. This creates an atmosphere in the town.
- The caravan park is a major drawcard as it wraps around the bay.

 Most sites have water views and are less than 100 m from the water.





Aspiration Market



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Aspiration (Years 3-10)

When we are aspirational in our vision for the region, we look to other destinations with an appeal similar to ours that are thriving as tourism destinations. Their visitors use these regions as a destination to base their holiday on a combination of staying and playing locally and touring in the local area. In many cases, they have repeat visits as well.



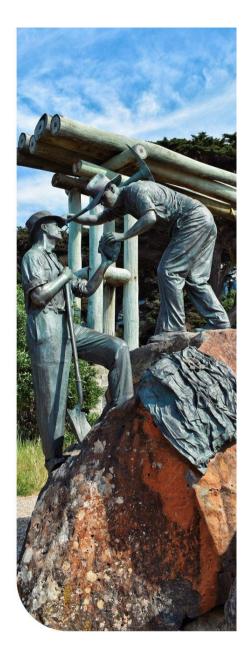
Great Ocean Road - Destination

Known for spectacular coastal scenery along the south coast of Victoria. Scattered along the coast are numerous towns, all with their distinct feel. Their tag line 'Be in your element" invites visitors to connect with themselves and with nature.

Renowned for the 12 apostles and quaint towns with a laid back feel.

Other key comparisons to the George Town region:

- 5 iconic lighthouses along the coast that can all be visited.
- Mountain biking
- Surfing
- Water activities
- Bushwalking
- Maritime historic sites



Marketing assets

VisitGreatOceanRoad.org.au

This is the primary regional tourism website, serving as a comprehensive hub for information on things to do, accommodation, food, events, and trip planning.



52k followers Visit the Great Ocean Road



82k followers @visitgreatoceanroad

Highly active channels with engaged audiences, regularly featuring new content (photos, videos, reels) to inspire and engage potential visitors. Paid advertising is used to target specific customer profiles.



YouTube and X (formerly Twitter): Used for video content and broader reach.

USP

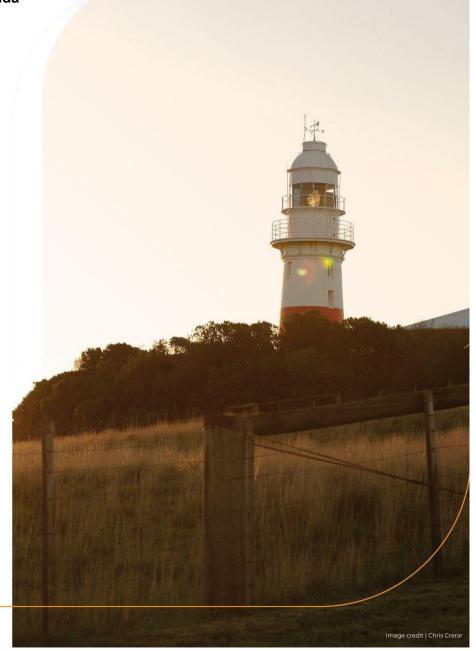
Twelve apostles

This is the undisputed core of the Great Ocean Road's appeal. The towering limestone stacks rising from the Southern Ocean are instantly recognisable worldwide. No other road trip offers such a concentrated and awe-inspiring display of coastal geological formations.





Brand Position



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Brand Direction

Before we see an increase in product and accommodation offerings in the region, we need to build awareness that there is something here worth visiting. We need to tell our story, get people curious, get Tasmanians to come, and then have them share their experiences with their friends and family.

This will build momentum and create opportunities for small businesses to see potential, innovate and develop products and services that will keep people here for longer, and in time increase the overnight stay. It's what we like to call a chicken-and-egg situation!

From a marketing perspective, the first step is to develop the story so it is easily told and easily sold!

In the past, visitors to Launceston have been sent down the West Tamar highway and by the time they drive across the Batman Bridge, the daylight hours are waning, and they drive straight back up the highway to Launceston. Alternatively they drive the East Tamar Highway and turn right onto Bridport Road before coming into George Town and Low Head.

We want visitors to Launceston to be sent down the East Tamar highway, because the experiences and communities on this side of the Tamar are "must dos!"



Brand Direction (continued).

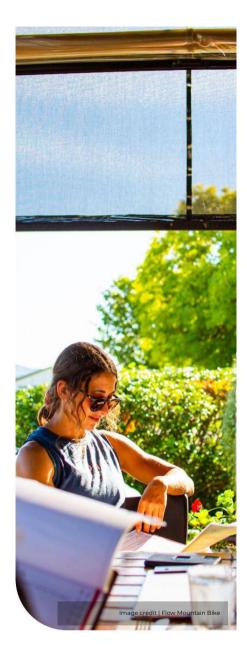
When we look at the greatest opportunity for the George Town area, it is tapping into the visitors already in Northern Tasmania - that is, getting a bigger slice of the pie.

So when Launceston residents, airport staff, Uber drivers, the Launceston visitor centre, or hotel receptionists are asked the age-old question, "We've got a car, what should we do tomorrow?" We want the answer to start with the phrase, "Go north towards the coast, down the East Tamar Highway..."

The first step in having Tasmanians recommend the George Town region is to change the current perceptions by giving them reasons to come and explore.

We need Launceston based Tasmanians to have confidence that it is worth their while making a trip, and we do this by changing the narrative, making it easy for them to buy into.

For this to happen, we need to provide them with uncomplicated language and a story that is easily told. For this reason, the concept we've developed plays with the concept of the geographic location in relation to Launceston.



Brand Rationale

We wanted to truly reflect what was important to locals while simultaneously finding the hook that would resonate with other Tasmanians and visitors to the state. We want your community to stand tall and feel proud of your little pocket of Tasmania and everything it offers.



North (of Launceston)

Geography

- It is North of Launceston (Launceston airport currently has 1.43million passengers pass through, per year).
- It's the quickest access to Tasmania's coast from Launceston
- It's the middle of the north coast of Tasmania- some might say the heart!
- Mt George lookout has an amazing view of the north coast and where the Tamar River meets Bass Strait. Top of Tasmania type stuff.

Maritime history

- North, a nautical term, signifies direction and is deeply rooted in the region's maritime heritage. It evokes images of a compass and the act of navigation.
- True North refers to the fixed, unchanging direction that points directly to the Earth's geographic North Pole. It's the "real" North that aligns with the Earth's axis of rotation. Steadfast, strong and consistent.

Spiritual

- True North is your internal compass, helping you steer a path through life and find your true self, a secluded beach can help you find this. Time to stop, take a walk, to be alone with the wind and the waves.
- When you find your true north, you discover your authentic self.
- First Nations people use star maps to guide travel and maintain cultural knowledge. Their connection to place relies on the sun, moon, and stars for navigation, symbolism and story.

Political and strategic alignment

- The North concept sits under the existing VNT brand and Tourism Tasmania's Come Down for Air campaign and target audience perfectly.
- Mt George MTB Trails "Strait to the top".
- It's a geographic region, so it will always be relevant if there are council amalgamations or regional tourism partnerships in the future. No one can take it away.



Heading North

- The north coast has an abundance of sunshine, the weather patterns across the north of the state often pass south of the coast, meaning there is technically more sunshine than in our inland towns and cities!
- There is that old concept of the sun.... the further north you are the warmer it is!
- In Australia there is a strong cultural understanding of what the 'North Coast' phrase means, encompassing a distinct lifestyle, geography, and community, one of a relaxed beach focused vibe, tourism and holiday culture, and a mix of coastal towns and inland villages.





Brand Tagline

Find your true north



Brand Narrative

Where time slows down.

Where you can take time for yourself, to relax and appreciate the simple things in life.

Time to breathe, connect with nature, yourself and your loved ones.

Time to be inspired, invigorated, immersed, and indulged.

It's a journey of discovery,

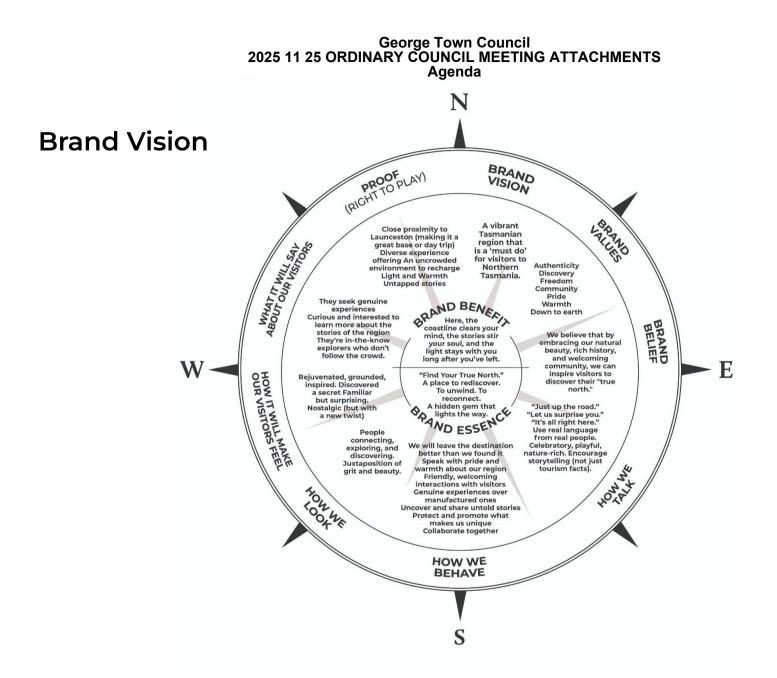
of introspection,

of you and your truth.

Find your true north, your way.

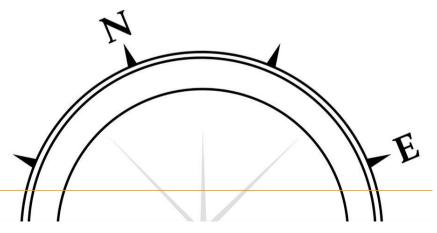
It will lead you home.





Brand Vision

A vibrant Tasmanian region that is a 'must do' for visitors to Northern Tasmania.



Brand Values

Authenticity

Discovery

Freedom

Community

Pride

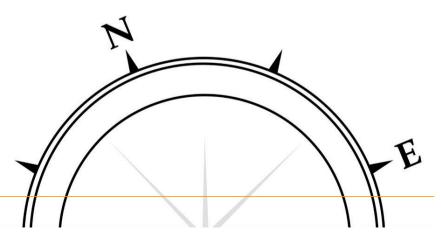
Warmth

Down to earth

E

Brand Belief

We believe that by embracing our natural beauty, rich history, and welcoming community, we can inspire visitors to discover their "true north."



How we will behave

We will leave the destination better than we found it

Speak with pride and warmth about our region

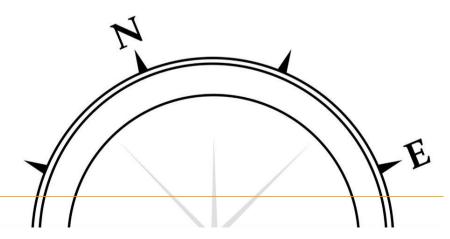
Friendly, welcoming interactions with visitors

Genuine experiences over manufactured ones

Uncover and share untold stories

Protect and promote what makes us unique

Collaborate together



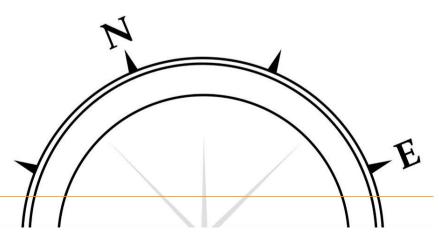
How we talk

"Just up the road." "Let us surprise you." "It's all right here."

Use real language from real people.

Celebratory, playful, nature-rich.

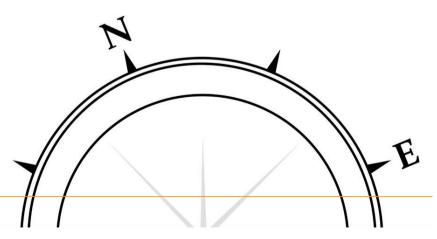
Encourage storytelling (not just tourism facts).



How we will look

People connecting, exploring, and discovering.

Juxtaposition of grit and beauty.



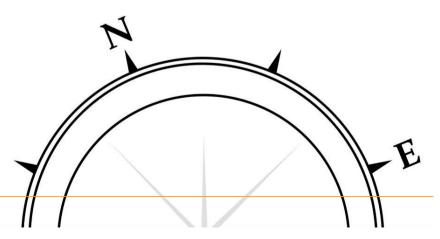
How it will make our visitors feel

Rejuvenated, grounded, inspired.

Discovered a secret.

Familiar but surprising.

Nostalgic (but with a new twist).

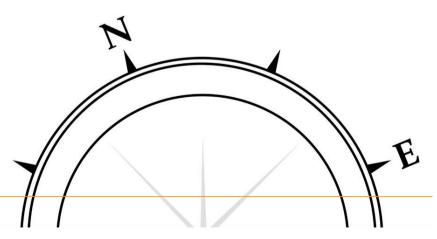


What it will say about our visitors

They seek genuine experiences.

Curious and interested to learn more about the stories of the region.

They're in-the-know explorers who don't follow the crowd.



Proof (right to play)

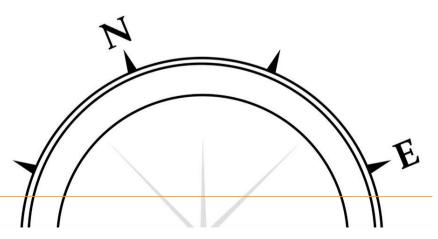
Close proximity to Launceston (making it a great base or day trip)

Diverse experience offering.

An uncrowded environment to recharge.

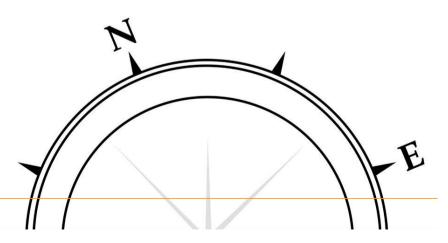
Light and warmth.

Untapped stories.



Brand Benefit

Here, the coastline clears your mind, the stories stir your soul, and the light stays with you long after you've left.

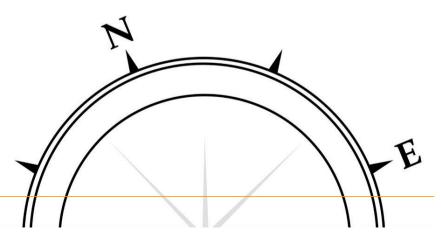


Brand Essence

"Find Your True North."

A place to rediscover. To unwind. To reconnect.

A hidden gem that lights the way.



Talking about our region - A guide for businesses

Every business in our region contributes to its unique identity and vibrant character. We are all part of a collective story of growth, resilience, and opportunity. This guide is designed to empower you, our local business community, to become powerful ambassadors for our region.

By weaving the narrative of our home into your own marketing, you not only elevate your brand but also strengthen the collective appeal of our area. This guide provides the consistent messaging to help you effectively communicate the compelling reasons why this region is an exceptional place to live, work, and invest. Let's work together to champion our shared home and drive a prosperous future for all.



What makes us unique?

Light-filled days and spectacular sunsets

Penguins, lighthouses, and untold maritime stories

Unpretentious but unforgettable

Warm, welcoming people

Hidden gems

Slow-paced, soulful experiences that stick with you



Key emotions to evoke

Use words, imagery, and tone that help visitors feel:

Curious

Inspired

Welcomed

Nostalgic (but with a twist!)



Tone of voice guidelines

Encourage businesses to speak like the region feels:

Authentic, not polished

Warm, not salesy

Relaxed, but passionate

Down-to-earth, yet inspiring

Proud, without exaggeration



Phrases to build on

Find your true north

Follow the light to the North Coast

Discover what locals already know

Come home to the coast

Tasmania's sunshine coast



Things to Avoid

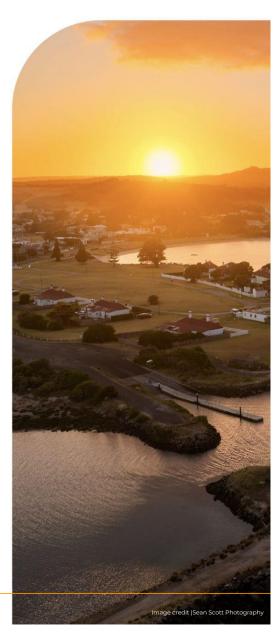
Don't lean too heavily on outdated stereotypes (e.g. industrial/grey).

Don't apologise for what we're not. Celebrate what we are.

Avoid jargon. Speak with clarity and heart.

Avoid generic terms like "great views" or "nice beaches". Use specific, sensory words.

Be mindful of language. Where possible, refer to the region as the North Coast rather than just George Town. This helps paint a broader, more inviting picture of everything the area offers.



Tell the Story

Show off the light, the textures, the faces, and the quiet moments.

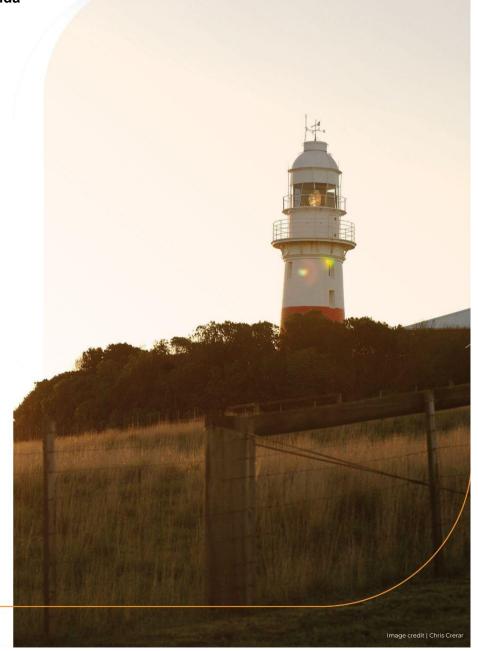
Use short, emotional captions.

Hashtags: #TrueNorthTas #NorthCoastTas #FollowTheLight





Target Audiences



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Marketing persona: The Anderson Family / The Leisure-loving Lanes

Visiting Friends and Relatives Market (VFR)

Introduction:

When Launceston residents, airport staff, Uber drivers, the Launceston visitor centre, or hotel receptionists are asked, "We've got a car, what should we do tomorrow?" We want the answer to be, "Go north towards the coast, down the East Tamar Highway." The VFR market are referrers.

Age Range: Families 30-45, Couples 45-60 Location: Launceston and Tamar Valley, Tasmania

Occupation: Professionals, small business owners, working couples easing into retirement

Income: Moderate household income, budget-conscious but willing to invest in quality experiences

Travel style: Family mini-breaks and leisurely couple escapes in regional Tasmania, often short 1-3 day trips.



Marketing persona: The Anderson Family / The Leisure-loving Lanes VFR Market

Motivation for travel:

Family (The Andersons):

Spend quality time with kids through active outdoor experiences

Create lasting memories with nature, adventure, and learning

Seek safe, family-friendly, affordable activities close to home

Couples (The Leisure-loving Lanes):
Reconnect and unwind post-family years
Enjoy quality food, wine, and coastal relaxation
Explore authentic Tasmanian nature and culture at a comfortable pace

Pain points:

- Limited awareness of coastal/north Tamar experiences beyond Launceston
- Perception of attractions being "historic only" or "for older generations"
- Difficulty finding child-friendly activities with outdoor adventure options
 Seasonal and weather concerns impacting plans
- Lack of reliable local recommendations

Media consumption:

- Facebook parenting groups, Instagram family and travel influencers
- YouTube videos, TripAdvisor for reviews and planning
- Wellness and food media for couples (magazines, blogs, Instagram)
- Value personal recommendations and online content with strong visuals
- Use Google Maps and local websites for logistics and route planning



Campaign ideas for this audience

"North Tamar: Your Family's Backyard Adventure"

- Showcase the north Tamar coastal route as the perfect family-friendly getaway
- Use social media contests, photo challenges, and kid-friendly collectible stamps
- Partner with local businesses to promote takeaway fresh seafood and casual dining options
- Feature simple 1-2 day itineraries for busy families looking for hassle-free trips

"Reconnect and Refresh: Leisure in the Tamar"

- Emphasise leisurely coastal drives, winery tastings, and quiet beach escapes
- Target couples easing into retirement seeking quality food, wine, and nature
- Share stories from local producers, craft beverage makers, and restaurateurs
- Use blog content, influencer collaborations, and tasteful video reels to inspire
- Offer 2-3 day itineraries mixing relaxation with gentle adventure and coastal history



Marketing persona: "Adrenaline Junkie Tom" Mountain Biker – Trail Seeker

Name: Tom Adams

Age: 25-to 45-year-old

Location: From Melbourne CBD **Occupation:** Investment banker

Income: \$180,000-\$220,000, high expendable income, no dependants.

Travel Style: He travels with his pack of MTBing mates. They fly, bring their own bikes, and organise a shuttle to pick them up from the airport and take them directly to their MTB accommodation.

Motivation for travel:

- Adrenaline junkie: Tom works and plays hard. He is obsessed about mountain biking and is an adrenaline junkie.
- Race his mates: Is driven by the desire to race his mates, in person or via Strava times.
- Chasing new trails: Loves visiting new or less frequented MTB trail networks for the bragability factor.
- Mateship: Off-bike activities are important to Tom, as well as the opportunity to have a
 craft beer, sit around a fire pit, and reminisce about the shenanigans of the day and past
 adventures.
- Off bike adventures: Being city based, Tom and his mates will look for other outdoor activities: fishing, surfing, go-karting, any activity that gets him outdoors.



Marketing persona: "Adrenaline Junkie Tom" Mountain Biker – Trail Seeker

Pain points:

- Not being able to access good coffee
- Access to a variety of hearty food
- Access to a bike shop for spares or repairs.
- Lack of craft breweries.

Media consumption:

- Tom is highly engaged with digital platforms relevant to his hobby.
- Instagram: follows mountain biking content creators and his favourite bike brands.
- YouTube: watching GoPro trail POVs and gear reviews.
- He is active on bike brand mailing lists like Flow MTB,
- Strava: To track his rides and connect with other MTBers. Instagram is his key platform.
- Google search: on trail networks



Campaign ideas for this audience

- "With over 100 km of trails" Emphasise the scale of the network, the quality of the trails (*World Trail* built adds credibility and a sense of status) catering to all riding styles and abilities.
- "Tasmania's newest MTB trails" Tying into Tom's obsession with riding the new trails and telling his network about it. Can also tap into the undiscovered nature of the secluded beaches and the down-to-earth nature of the region.
- **All about proximity!** Only 40 minutes from Launceston and 1 hour 15 from Derby.



Marketing persona: The Trailblazing MTB Tribe

Adventure-loving families who seek outdoor fun, mountain biking, and enriching experiences together.

Name: The Trailblazing MTB Tribe (family of 4-5)

Age Range: Parents 30-45

Location: Intrastate and interstate visitors to East Tamar Municipality

Occupation: Varied, generally highly educated

Income: Middle to higher socioeconomic status, discretionary income for holidays, they are

more geared towards budget accommodation (camping) however.

Family: Parents with children beginner to intermediate mountain bikers (often called 'pootlers'),

strong extended family and friendship networks

Travel Style: Mountain biking is part of a wider family holiday experience, with plenty of other activities integrated; camping, beach time, fishing, and local exploration. Parents are often experienced riders, kids are beginners or intermediates, preferring green and some blue trails. They bring or hire bikes and want practical, family-friendly options.

Motivations for Travel

- Experience Tasmania: Explore Tasmania's natural beauty and family-friendly outdoors.
- Family bonding: Create lasting memories through shared adventures.
- Outdoor exploration: Engage actively with nature and the environment.
- Bragability: Share fun, memorable experiences (even if not extreme biking).
- Low-stress, flexible travel: Enjoy freedom without complicated planning.
- Focus on setting and amenities: Prioritise scenic locations, family-friendly attractions, and accessible facilities over hardcore mountain biking.



Marketing persona: The Trailblazing MTB Tribe

Adventure-loving families who seek outdoor fun, mountain biking, and enriching experiences together.

Pain Points

- Lack of beginner/intermediate-friendly biking options.
- Few family-friendly amenities near trails.
- Difficulty finding trustworthy info on local activities that suit families.
- Limited bike hire or guided family tours.
- Activities that exclude younger or less experienced riders.
- Overly technical or extreme trail focus.

Media Consumption

They are a digital savvy family and have a strong preference for digital and online sources over traditional media when researching holiday destinations.

- Social media: Active on Facebook and Instagram, follows family travel blogs and parenting influencers.
- Research and planning: Thorough, reads trail info and plans itineraries pre-trip.
- YouTube: Watches trail reviews and travel tips.



Campaign ideas for this audience

Regional Appeal:

- Accessible Mountain Biking: Green & blue trails for beginners/intermediates, plus like hire and family tours.
- Diverse natural settings: Beaches, nature walks, scenic spots complementing biking.
- Family attractions: Berry farms, alpaca tours, parks (Regent Square, Windmill Point, Lagoon Bay), and community events (Christmas Parade, Winter Solstice, Sandcastle Building).
- **Historical and cultural:** Museums and historic sites for a broader experience beyond biking.
- Good food and beverage: Local produce, casual cafes, family dining options.
- **Convenience:** Easy access, clear info on activities/facilities.
- **RV-Friendly:** Facilities for caravan/motorhome travellers (if relevant).



Marketing persona: Ethical Ellie A positive impact traveller

Name: Ellie Adams Age Range: 45-64

Location: New South Wales, Victoria or Queensland

Occupation: University Lecturer

Income: Often a mid-high double income family (\$180-\$320k combined) with 1-2 teenagers. **Travel style:** She often travels with the whole family, but the kids are now at an age where she can leave them at home when she goes on holiday with her partner (See you kids! Remember to feed the dog!).

Motivation for travel:

- Immersion and connection: Ellie travels to feel deeply connected to the places she visits and the communities who call them home. She wants to belong (if only for a little while), not just observe.
- **Positive impact:** Driven by the desire to leave a destination better than she found it, Ellie actively supports local businesses, donates to causes, and participates in conservation. She's the type of tourist that'll pick up rubbish on the beach she's visiting and encourage others to do the same.
- **Sustainability and authenticity:** Values experiences that are environmentally and socially responsible, whether it's staying in a low-impact eco-lodge or joining a traditional fishing trip.
- Personal fulfilment: Seeks meaningful experiences that enrich her understanding of culture, history, and nature, helping her grow personally and emotionally.
- **Escape and renewal:** Uses travel as a restorative escape from work, prioritising wellness practices like meditation, mindfulness, and time in the wilderness. She wants to bathe in the ocean and breathe fresh air Tasmania is a haven for her.



Marketing persona: Ethical Ellie, A positive impact traveller

Pain points:

- Lack of opportunities to engage directly with local people and culture.
- Experiences that feel staged, inauthentic, or overly commercialised.
- Lack of access to nature. She wants to be in walking distance from a park/the beach/a forest etc.
- Limited access to sustainably run accommodation and activities.
- Difficulty finding reliable information on local history, culture, and environmental initiatives.
- Overcrowded destinations and peak season travel.

Media consumption:

Ellie is highly motivated to book a holiday that suits her core values, because of this she'll spend hours researching online and is highly motivated by imagery, videos and reviews.

- Ellie is influenced by family and friends, valuing their word of mouth recommendations after they've been on holiday. Always asking for their tips and what memorable experiences they had.
- She relies on online reviews to validate destinations and experiences, indicating a need for trusted endorsements.
- Airbnb is a preferred platform for her to book accommodation as she likes to engage with a local host, and stay in unique places.
- She's likely to engage with content that highlights sustainable practices, local community initiatives, and authentic cultural experiences.
- Ellie follows social media accounts of eco-travel influencers like Sarah Wilson or destination pages to discover new ideas. She often subscribes to their travel blogs on substack.
- She subscribes to newsletters from sustainable travel brands or conservation organisations.



Campaign ideas for this audience

"Off-Peak. On Purpose."

Highlight the George Town region as a purpose-driven destination perfect for slow, meaningful travel - without the crowds.

- Rediscover hidden beaches, warm locals, and nature on your doorstep.
- Short 1–3 day itineraries showing how to connect with the community and support sustainable businesses.
- Only 40 minutes from Launceston, easy to access, far from the crowds. Could have advertising that takes aim at the bigger cities in a tongue in cheek manner e.g.

"Last time I checked, they don't have penguins at The Gorge?"
"A "Sandy Bay" without the price tag."
"All the history. None of the parking meters."
"Quieter beaches. Wilder sunsets."

"George Town's hidden gems"

Tap into Ellie's love of trusted recommendations and authentic experiences.

- Collaborate with ethical travel influencers to create unpolished, real content.
- Showcase local shacks, fresh seafood, cultural sites, and quiet walks.
- Use digital ads and reels to inspire conscious travellers seeking places that align with their values.

"Where the Locals Still Wave."
"Stay Small. Discover Big."



Marketing persona: "The Roaming Retirees"

Name: Helen and Barry Wilson

Age: 65 and 68

Location: From New South Wales, but constantly travelling together.

Occupation: Retired (former teacher or tradesman)

Income: Comfortable, from superannuation and pensions.

Travel Style: Independent, self-sufficient, value for money, keen on extended stays. Travel together as a couple. Own a well-equipped caravan/motorhome. Came over via the Spirit of

Tasmania.

Motivation for Travel:

- Freedom and flexibility: No fixed schedules, can stay longer if they like a place.
- **Exploration:** Love discovering new towns, natural beauty, history, and local culture.
- **Community:** Enjoy meeting other travellers and locals; like friendly, welcoming towns. They collect friendships, sharing stories of where they have visited.
- Relaxation: Seek peaceful environments, away from city hustle.
- Active but low-impact: Enjoy gentle walks, fishing, golfing, birdwatching, historical tours, and markets. They like having access to a cafe where they can pause, have a hot drink and/ or a treat.
- **Affordability:** Conscious of budget, prefer free or low-cost activities and caravan park stays with good amenities.



Marketing persona: "The Roaming Retirees"

Pain Points: Finding suitable, well-maintained caravan parks with good facilities (power, water, dump points, communal areas).

- Access to fresh produce, local services (mechanics, medical), and reliable internet.
- Overly commercialised or crowded tourist traps.
- Lack of clear information and signage leads to local attractions and accessibility.

Media consumption:

Helen and Barry are still traditionalists with the media they consume, they still pick up a brochure and watch free-to-air TV. They will use search engines to find reviews, but rely on Facebook mainly as a means to connect with family and friends and share pictures from their travels.

- Region specific websites/what's on websites
- Google Business
- Tripadvisor
- Facebook
- Information Centres
- Television
- News and weather updates
- Emails and Digital Newsletters
- Magazines about interests and hobbies
- Leaflets and flyers



Campaign ideas for this audience

"George Town: Your Northern Tasmanian Base Camp": Emphasise George Town's strategic location as a hub for exploring Northern Tasmania, including... the Tamar Valley, Bridport, and even Launceston, allowing for day trips before returning to a peaceful seaside base. Talk about the benefits of being able to wake up and take a dog for a walk along the beach.

"History and Horizons: Uncover George Town": Focus on the rich history, maritime heritage, and stunning natural landscapes, linking historical sites with scenic drives and walks.

"Hidden Tasmanian Beaches: Park Up & Stay": Advertising what is already there and gathering awareness, reaching more people so that time of high capacity levels lengthen.

"Coastline to Cellar Door": Showcase the proximity to award winning wineries in the Pipers Brook area, and the Tamar Valley Wine Route, fresh seafood, and local produce, appealing to their love for food and wine experiences.





Hero Products Of The Region



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Introduction

To effectively champion our region, every Northern Tasmanian resident and local business needs to understand and articulate the compelling stories behind our hero products. This collective understanding and storytelling are vital for promoting the unique appeal of our destination. A prime example of a powerful local narrative is the penguin story that emerged after the Iron Baron ran aground.



Low Head Lighthouse

The Low Head Lighthouse: Built in 1888 to replace an earlier structure, this striking red-and-white lighthouse is Australia's third oldest light station and a prominent landmark on the headland.

The lighthouse is home to the only operating G-type foghorn in the Southern Hemisphere. It is sounded at noon every Sunday, creating a unique, powerful auditory experience that functions as a weekly micro-event, drawing visitors to the site.



Low Head Pilot Station Maritime Museum

Low Head is not a single attraction cluster of co-located assets that collectively form a destination in their own right. The precinct includes:

The Low Head Pilot Station: Dating from 1806, this is Australia's oldest and longest continuously active pilot station, offering a tangible link to centuries of maritime activity on the Tamar River. The site is a picturesque collection of historic cottages set against the coast.

The Maritime Museum: Housed within the 1835 convict-built "Pilots' Row," the museum is notably family-friendly, with interactive exhibits that encourage children to handle a ship's helm, operate engine room telegraphs, and sound a foghorn

The lighthouse keepers house or one of the other character filled buildings on site make for the perfect family accommodation.

Pilots Providore + Kiosk stocks Tassie-made or carefully chosen produce, including local coffee. homemade baked goods, charcuterie, cheeses, Hors d'oeuvres and treats to bundle up in a picnic basket, find a spot by the water and enjoy a picnic with a local drop.



Bass and Flinders Museum

Described by Lonely Planet as the "undoubted highlight of a visit to George Town," the Bass & Flinders Museum is the primary interpreter of the region's foundational European maritime history. Its centerpiece is the full-size, climb-aboard replica of the sloop Norfolk, the vessel in which explorers George Bass and Matthew Flinders confirmed Tasmania was an island in 1798.

The ability for visitors to not just view but physically explore the replica, including going below deck, is a key differentiator that transforms the museum from a passive display into an interactive experience. The museum also houses a varied collection of other historic vessels, maps, charts, and artifacts that tell the story of seafaring on the Tamar River. Visitor accounts describe the experience as surprisingly engaging and praise the staff's passion, highlighting its ability to exceed expectations.



George Town Mountain Bike Trail Network Mt George and Tippogoree

The George Town Mountain Bike Trails represent a major, transformative development for the region's visitor economy. With over 100 km of trails across two distinct networks, it is an asset of significant scale. The Mt George network offers 16km of gravity-focused trails designed for skill progression, while the much larger Tippogoree Hills network provides approximately 56-57 km of epic cross-country and all-mountain riding with stunning views over the kanamaluka / Tamar River and Bass Strait.

This is not an incidental development but a flagship strategic project, backed by a \$4.4 million Australian Government grant and developed through a considered process of environmental impact assessments and public consultation. The trails are explicitly positioned to "complete the North-East Tasmanian mountain biking narrative," serving as a compelling complement to the world-famous Blue Derby trails located further east.



Low Head Penguin Tours

The Low Head Penguin Tours offer a premier wildlife experience that is both intimate and compelling. The product is a fully guided, one-hour tour at dusk to watch the world's smallest penguins, the Little Penguin (also known as the Fairy Penguin), make their nightly journey from the sea to their burrows. The tour takes place at the Low Head Coastal Reserve, which is recognized as Tasmania's largest penguin rookery, ensuring a high probability of significant sightings.

A key differentiator is the tour's strong commitment to animal welfare and conservation. Guides use special, non-harmful torches, and there is a strict ban on flash photography, selfie sticks, and tripods to protect the penguins. This responsible approach is a powerful selling point for the modern, "climate-conscious" traveller prioritized in the state's 2030 strategy. The experience consistently receives glowing reviews from visitors, who describe it as "pure magic" and a highlight of their trip, making it a powerful draw for families and nature lovers alike



Wild Tamar

Wild Tamar promotes adventure tourism in the North Tamar Region, focusing on area's unique hidden treasures. The diverse range of activities includes water sports, mountain biking, wildlife observation, fishing, skydiving, underwater diving and rock climbing.

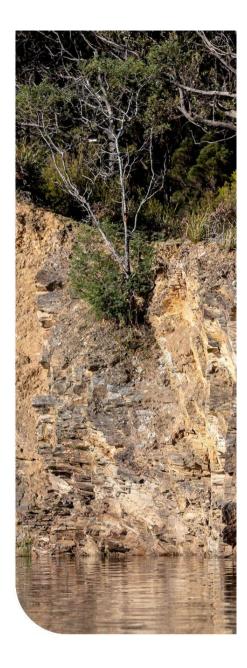
The Wild Tamar initiative is building upon existing adventure experiences and assets. This concentration of adventure activities in close proximity, coupled with established operators and assets, will be a key differentiator, unmatched by any other region in Tasmania.



Tracks and Trails

There are number of trail networks for walking or running to suit our target audiences and fitness levels. The kanamaluka Park run is 5km that can be walked or ran. Mt Direction, Mt George and Hillwood walks are on groomed trails and for the slightly more adventurous.

The Three Trail network is an exciting prospect tying to kanamaluka Trail highlighting stories of First Nations people. The Heritage Trail telling the story of early settlement and The Enterprise Trail looks at the entrepreneurs, industrialists, workers and innovators of the region.



Beaches

A mix of sheltered spots and more exposed coastal stretches:

- **East Beach** (Low Head): This is a very popular beach, particularly known for surfing and swimming. It's located near the Low Head Pilot Station and has facilities like BBQs, picnic areas, and accessible amenities.
- Lagoon Beach (Low Head): Perfect for families, Lagoon Beach offers a more sheltered swimming experience with a playground and BBQ facilities.
- Pilot Bay (Low Head): A sheltered, shallow bay located near the Pilot Station.
- Beechford Beach: This beach is part of the Beechford Recreation Ground, offering a family-friendly spot with picnic areas and a carpark. The landscape here can be dominated by shallow basalt reefs and boulder flats.
- Bellbuoy Beach: Known for picking up swell and wind, making it a good spot for water sports
- **Gibsons Beach**: Mentioned as one of the various beaches in the George Town Council area.
- **Weymouth Beach**: Located in the small coastal town of Weymouth, which is within the George Town municipality.
- **Tam O'Shanter Beach**: is the broader bay and beach, more exposed, with good surf conditions but potential rips, and generally fewer amenities.
- **Lulworth Beach** is the more sheltered, western end of Tam O'Shanter Bay, offering calmer swimming, dog-friendly access, and a quiet, relaxed vibe, though with limited on-beach facilities.
- Millers Beach (Bellingham) is renowned for its natural beauty and vast, often deserted expanses of white sand. It offers stunning views across Bass Strait, and the area is backed by sand dunes and diverse native vegetation, including grasslands, heath, and wetlands. It's a fantastic spot for those looking to escape the crowds and immerse themselves in the wild Tasmanian coastline.



Arts and Culture

A Thriving Arts and Culture Scene

Kinimathatakinta/George Town is fast becoming known for its creative energy, with a growing arts and culture sector that contributes meaningfully to local identity, community connection, and visitor experience. It is also an emerging driver of tourism, attracting visitors who seek authentic, place based experiences grounded in creativity and local stories.

The recently modernised Jim Mooney Gallery, located in the George Town Memorial Hall complex, and the Watch House Gallery on Macquarie Street both showcase a mixture of contemporary Tasmanian artists and community led projects, providing spaces for professional exhibitions and grassroots creative expression.

Council has delivered two successful iterations of the Kinimathatakinta/George Town Art Prize, which has attracted high quality applicants with meaningful connections to the region. A dedicated Youth Art Prize also supports creative expression among younger residents.

Creative events such as Solstice in the Square and the Tamar Valley Folk Festival bring live music, poetry, live art, and local produce into public spaces. Much loved community events like the George Town Christmas Carnival, Weymouth Easter Fair, Seniors Concert, and New Year's Eve Extravaganza celebrate local culture and create opportunities for participation, visitation, and connection.







Arts and Culture

Community groups including George Town Folk Club Inc, Bee Bop Dance Studios, Lighthouse Regional Arts, Outer Cove Creative Inc, and Orange Gecko Arts Network deliver exhibitions, performances, and workshops throughout the year. The George Town Art and Artisan Guild, with over 80 members, operates a permanent retail space exclusively for artists and makers from within the municipality, which draws visitors and supports local creative enterprise.

Public art also plays a role in shaping the visitor experience, with murals, sculptures, and street art installations reflecting the stories and character of the region. The Kinimathatakinta Aboriginal Gathering Space is a dedicated area for the local Aboriginal community to gather, yarn, sing, and celebrate. Designed as a wind shelter, healing circle, and fire pit, this space is a venue for cultural events and community activity, fostering a sense of unity and cultural expression.

Arts and culture in George Town is thriving, local, collaborative, and deeply rooted in place.







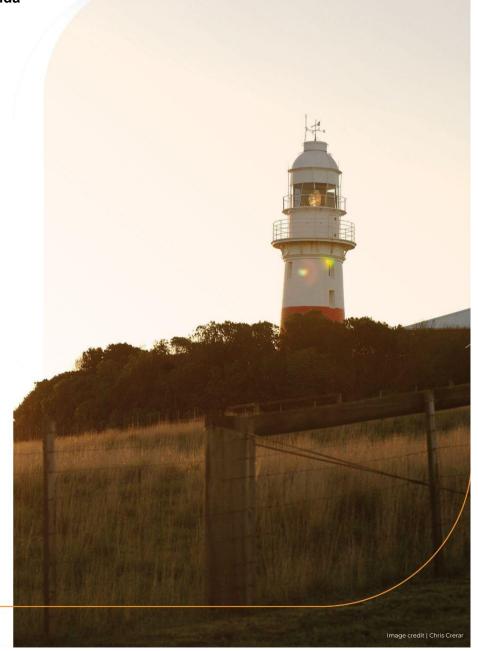
Vineyards and Distilleries

- Pipers Brook Vineyard: One of the pioneering vineyards in the region, established in 1974. They
 produce a range of wines under various labels, including Pipers Brook Estate, Ninth Island, and
 Kreglinger Sparkling. They have a cellar door and Nadine's Cafe on site, offering tastings and
 local produce.
- **House of Arras:** A highly acclaimed producer of some of Australia's finest sparkling wines. Their cellar door at Pipers River offers a structured tasting experience, focusing on their premium sparkling range, as well as Bay of Fires and Eddystone Point wines. Bookings are essential.
- **Delamere Vineyards:** A family-owned vineyard producing a solid range of both sparkling and still wines. Their cellar door offers "Tasting Flights" and food options showcasing local suppliers.
- **Sinapius Vineyard:** A boutique winery located in the heart of the Pipers Brook region. They focus on estate-grown, minimal intervention wines, including unique varieties like Ribolla Gialla and Grüner Veltliner, alongside their acclaimed Pinot Noir and Chardonnay.
- **Hillwood Berry Farm & Cafe** (formerly Hillwood Strawberry Farm): Produce fruit wines (including strawberry wine) located in Hillwood.
- Jansz Tasmania: has a beautiful cellar door experience at their vineyard on Pipers Brook Road.
 You can enjoy tasting flights of their sparkling wines, often paired with Tasmanian cheese
 platters, while overlooking a picturesque lake. It's a highly recommended visit for sparkling wine
 lovers.
- **Hinton Bay Vineyard** has hand crafted wines, a product of only estate born fruit which has been dry grown from close planted vines. The owners invite customers into their home overlooking the Tamar River for wine tastings.
- **Highclare Estate** is a single-origin vineyard that was brought back to life from an abandoned sheep farm. The estate specialises in cool-climate wines, producing a range of complex Pinot Noirs, character-rich Pinot Gris, and elegant Sparkling Tasmanian wines.
- **Hillwood Whisky** is a contemporary Australian whisky. Made in the tradition of Scottish single malt, but given a distinctive edge from the wild Tasmanian landscape and our artisanal family approach. Hidden in a unique micro valley on the banks of the Tamar River, Tamar Valley Distillery offers a rare kind of serenity perfect for sleeping barrels to age. Tastings are by appointment.
- At **Fannys Bay Distillery**, their premium whiskies are meticulously crafted and matured in hand-selected casks, from ex-bourbon to French Oak, embracing the soul of Scottish tradition. Situated in Lulworth they are open Saturday to Monday and by appointment for tastings.
- **Zenith Distillery** is a boutique craft distillery and has its tasting room co-located with-in the historic 1844 built Pier Hotel in George Town. With a chemistry background, high attention to detail and quality Tasmanian ingredients Zenith Distillery is set to become one of the world's best and most unique gins & liqueurs on offer.





Tactical Activity



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How to put the plan into action

The following document outlines the practical tactics and creative ideas that will power your strategy forward.

View the tactics here:

https://docs.google.com/spreadsheets/d/17WKUemzPt5uNoEV8DdtQf4_c3aVr0dFlI6W6x_K3phY/edit?gid=0#gid=0

Key Actions to Implement the Strategy

These are the key action points to begin with before we move on to the broader task list. Once these steps are underway, we can revisit the remaining items, assign priority levels, and allocate budget owners accordingly. The immediate focus should be to:

- Approve the proposed marketing strategy
- Endorse the brand narrative
- Confirm whether a new website and social media channels need to be established, or if existing ones will be repurposed to align with the brand narrative
- Consider appointing a key person responsible for delivering the strategy
- Establish clear KPIs to measure success
- Most importantly, develop a partner toolkit that includes the brand narrative and key messages to help businesses in the region get on board and adopt the new direction
- Conduct keyword research to understand the terms and search volume of phrases potential visitors are searching for in Google, for example, things to do in the Tamar Valley



Addendum A



Addendum A | Page 98

Methodology

The development of this tourism strategy has been a collaborative process, designed to build a robust and actionable plan for increasing the region's visitor economy. This strategy is for the Council's management team and the strategic stakeholders involved in the consultation process.

Key elements of our methodology included:

- Comprehensive Research & Analysis: This involved a thorough review of existing data, tourism statistics, and relevant strategic documents (including the George Town Council Strategic Plan 2024–2030). We undertook an in-depth competitor analysis to understand the offerings and marketing approaches of neighbouring regions, identifying their unique selling points and areas where this region could differentiate itself.
- Strategic Stakeholder Consultation: A vital part of our process was engaging with a diverse range of stakeholders invested in the region's tourism future. This included both informal and formal discussions with local businesses, community members, and tourism operators. The insights gained from these conversations were instrumental in identifying the region's unique strengths, understanding existing challenges, and collaboratively shaping the vision and brand. Their perspectives directly informed the development of the proposed brand, narrative, and marketing approaches.





Destination Tourism Strategy Addendum A | Page 99

Methodology

- SWOT-informed Planning: The analysis of the region's unique selling points, challenges, and competitive landscape inherently informed a SWOT (Strengths, Weaknesses, Opportunities, Threats) approach. This guided the identification of strategic goals and the development of actionable initiatives to leverage strengths, address weaknesses, capitalise on opportunities (particularly visitors already in Launceston and Tasmania's high repeat visitation), and mitigate potential threats to the strategy's success.
- Phased Goal Setting: The strategy was developed with a clear understanding of
 practical implementation, leading to phased goals (1-2 years, 2-5 years, 5-10 years).
 This approach allows for a logical progression from building initial awareness and
 day trips to increasing overnight stays and, ultimately, fostering a diversified and
 vibrant tourism region.
- This involved a thorough review of existing data, tourism statistics through the
 Tourism Tasmania's Tourism Visitor Survey, relevant strategic documents provided
 by council (including the George Town Council Strategic Plan 2024–2030), Tourism
 Tasmania's audience segment profiles and personas.

 We undertook an in-depth competitor analysis to understand the offerings and
 - We undertook an in-depth competitor analysis to understand the offerings and marketing approaches of neighbouring regions, identifying their unique selling points and areas where this region could differentiate itself.

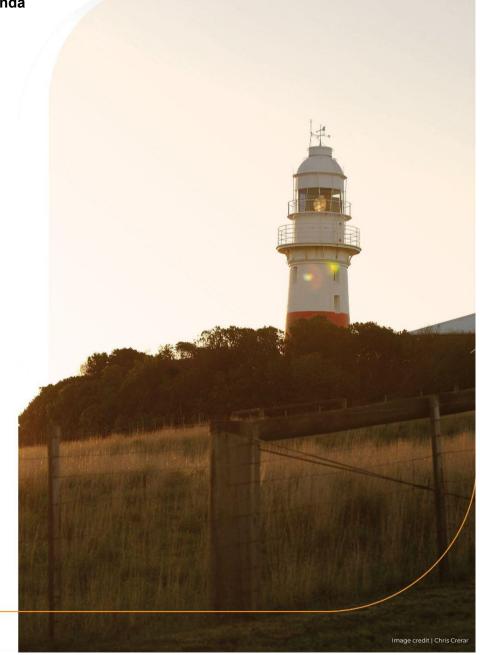




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Addendum B

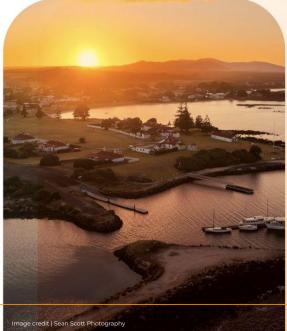


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Strengths of the Region

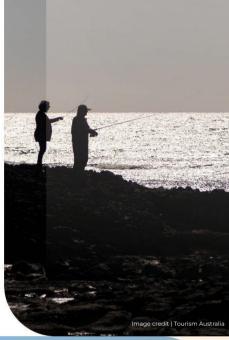
- **Location & Accessibility:** The region's strategic proximity to Launceston presents a significant opportunity to effortlessly leverage existing visitor traffic, encouraging both day trips and extended stays for those exploring Northern Tasmania.
- **Natural Wonders & Outdoor Activities:** The region is a treasure trove of natural beauty, notably home to penguin colonies offering unique wildlife encounters, complemented by a diverse tapestry of picturesque coastal vistas and tranquil river landscapes along the Tamar.
- **Mountain Biking Destination:** The region is rapidly establishing itself as a burgeoning mountain biking destination.
- **Rich Heritage & Culture:** The region is steeped in a captivating maritime history, offering compelling tales of shipwrecks, pioneering explorers, early settlers, and a profound connection to the sea.
- Undiscovered Appeal: Positioned authentically "off the beaten track," the region offers fresh, compelling content and novel experiences, making it a perfect destination for repeat visitors to Tasmania seeking new discoveries.
- **Favourable Climate:** Distinguished by the North coast's abundant sunshine, the region boasts a particularly favourable climate, providing a distinct and appealing point of difference within Tasmania.
- Panoramic Scenic Views: The iconic Mt George lookout provides visitors with expansive, breathtaking panoramic views across the majestic North coast and the expansive Bass Strait, offering unparalleled photographic opportunities.
- **Friendly & Welcoming Locals:** The region is characterised by its genuinely friendly, welcoming locals and a relaxed, appealing quality of life that enhances the visitor experience.
- Vibrant Local Events Calendar: The region benefits from a calendar of local events and festivals that together with an emerging arts scene featuring public art, vibrant gallery spaces and creative experiences, provide additional draw cards and opportunities for community engagement for visitors.
- **Vineyard and distillery experiences**: Award-winning and world-class vineyards and distilleries choose the region as their home, drawn by the ideal climate and pristine local produce at their disposal.





Weaknesses of the Region

- Reputation: A prevailing negative perception across Tasmania, often associated with heavy industry, low socioeconomic status, and high crime rate.
- Lack of a Defined Narrative: Historically, no one has effectively told the story of "why or where you should go 'North of Launceston'."
- **Limited Accommodation:** Insufficient visitor accommodation currently constraints overnight stays, though the strategy aims to address this.
- **Inconsistent Service Coverage:** Patchy mobile service and other amenities in some areas (e.g., Mt Direction/Pipers/Turners Marsh).
- **Perceived as a "Side Trip":** Currently viewed more as a brief stop rather than a distinct destination.
- **Limited Diversity in Food Offerings:** Beyond inconsistent operating hours, the region faces a challenge with a limited diversity of quality culinary experiences.
- **Product Awareness:** There is a notable lack of awareness, both among locals and among potential visitors, regarding the full breadth of the region's existing tourism products and experiences.
- Underdeveloped Tourism Assets: Several attractions and assets within the region are not yet fully "tourism ready," lacking the necessary infrastructure, consistent operational hours, or interpretive elements to maximise visitor appeal.
- **Wayfinding and Attraction Signage:** The region experiences a deficiency in clear and consistent wayfinding and attraction signage, making it challenging for visitors to navigate and discover points of interest.





Opportunities the region can leverage

- **Launceston Visitor Leverage:** Significant potential to attract day-trippers from the large visitor base in Launceston.
- **High Repeat Visitation to Tasmania:** Tasmanians are keen to explore new areas, offering a chance to introduce them to "North of Launceston."
- **Tourism Industry Partnerships:** Opportunities in Launceston to effortlessly recommend George Town.
- **New Business Development:** Changing the narrative and increasing visitation can create demand and opportunities for local small businesses to develop new products and services.
- **Experiential Travel Demand:** Capitalise on visitors' desire for rejuvenation, energy, freedom, relaxation, and discovery.
- **Word-of-Mouth Marketing:** Encourage visitors to recommend the region to their friends and family.
- **Regional Collaboration:** The geographic concept of "North" allows for future regional tourism partnerships, ensuring long-term relevance.
- **Eco-Tourism Growth:** Develop new coastal eco-experiences, particularly around the penguin colony.
- **Gastronomic Tourism:** Promote local, seasonal produce and beverages to enhance gastronomic offerings.
- **Investment Attraction:** Significant potential exists to actively attract and facilitate investment for the development of new, diverse tourism products and services, including varied accommodation options and unique visitor experiences.
- **Growth in the Recreational Vehicle (RV) Market:** A distinct opportunity lies in actively enhancing and catering to the growing market of recreational vehicle, campervan, and caravan tourists, offering tailored services and experiences.
- **Broader Sports & Recreation Tourism:** The region can capitalise on opportunities to attract and host a wider range of sports and recreational events, such as Mountain Biking events.
- **Emerging Art Scene** Opportunity to expand the region's art scene by building on existing assets and creating new experiences for visitors.

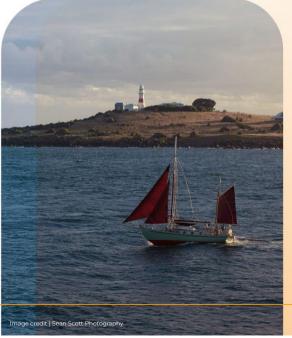


Threats to the region

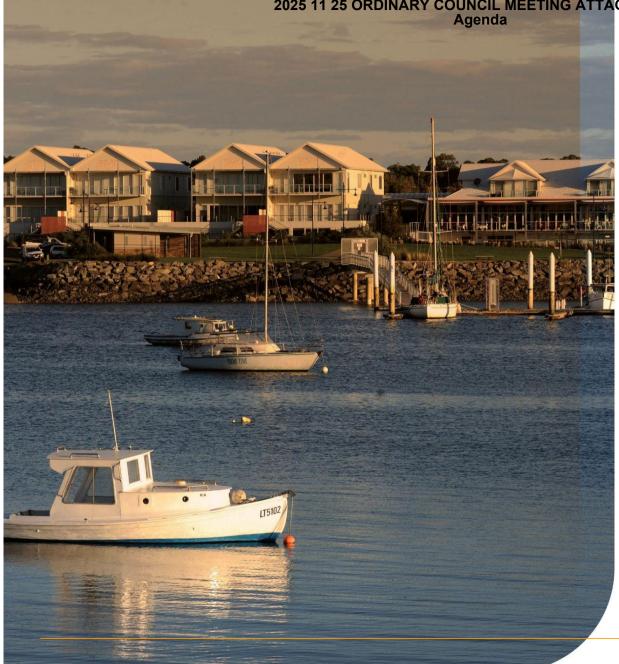
• Strong Regional Competition:

- West Tamar Valley offers a very similar product mix (vineyards, maritime history, natural assets) but significantly more accommodation and nationally recognised attractions (e.g., Beaconsfield Mine and Heritage Centre) that act as strong visitor hooks.
- Meander Valley (Great Western Tiers) Benefits from being "on the way to Cradle" and the "Spirit of Tasmania" ferry, naturally drawing through traffic and having a more developed main street in Deloraine. Also considered, the day walk capital of Australia.
- Bridport is a bustling coastal town that swells with holiday visitors and shack owners over summer. Many visitors are repeat holidaymakers and often have long traditions of spending their summers at Bridport.
- Local Buy-in: A lack of consistent local support and buy-in for tourism initiatives
 poses a threat, potentially hindering collaborative development and community
 enthusiasm.
- **Impact of Seasonality on Operations:** The significant impact of seasonality leads to inconsistent business operating hours and closures, threatening the overall visitor experience and long-term viability of tourism offerings.
- **Challenges in Attracting Investment:** The region faces a threat from difficulties in consistently attracting the necessary long-term investment for significant tourism product development and infrastructure improvements.
- **Adverse Economic Conditions:** Broader weaker economic conditions pose a threat by potentially curtailing discretionary travel and tourism expenditure.
- **Broader Market Competition:** The region faces indirect threats from lower-cost international travel options and other established Australian tourism destinations (e.g., wine regions), which can divert potential visitors from Tasmania entirely.











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George Town Des Marketing Strateg

Partner Toolkit 2025



Introduction

The George Town Destination Tourism Strategy has been developed to fundamentally change the public narrative and outdated perception of the region and its offerings. For too long, the compelling story of why visitors should travel 'North of Launceston' has gone untold. The strategy is a direct response to the challenge of bridging the gap between a currently outdated public view and the reality of a place experiencing progressive growth, rich with untapped opportunities. By creating a new story focused on locals, genuine connections, and authentic experiences, the strategy aims to establish the George Town region as a vibrant, must-visit destination in Northern Tasmania, securing its future as a vital and celebrated part of the Tasmanian experience.

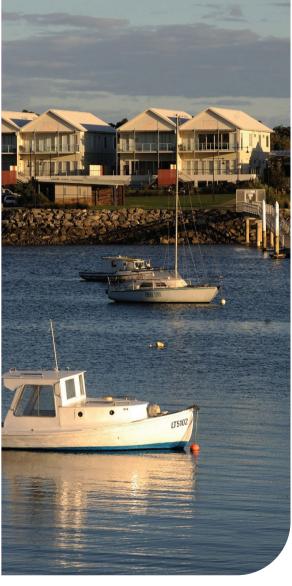
Vision

A vibrant Tasmanian region that is a 'must do' for visitors to Northern Tasmania.









Why develop a strategy

Developing a marketing strategy for the George Town Municipality offers numerous benefits, primarily by unifying efforts to promote the region effectively. It provides a clear roadmap for showcasing George Town's unique attractions, ensuring consistent messaging across all platforms, and targeting the most receptive audiences. This strategic approach will enhance brand awareness, attract new visitors, and encourage repeat visits, ultimately stimulating the local economy and fostering a sense of community pride as the region gains recognition as a vibrant and desirable destination in Northern Tasmania.

Overarching Goals

The overarching goals for the George Town Destination Tourism Strategy are phased over a 10-year period, designed to move the region from a side trip to a vibrant, must-visit destination:

- 1-2 Years (Immediate Focus): Increase the number and volume of day trips from Launceston. The immediate focus is to capture existing visitor traffic and change the perception of the region from a "side trip" to a desirable day-trip destination.
- 2-5 Years (Mid-term Growth): Increase overnight stays by expanding accommodation offerings in response to increased opportunity and demand. The goal is to convert day-trippers into overnight visitors by establishing the region's appeal, which will incentivise local businesses to develop new products, services, and lodging options.
- **5 10 Years (Long-term Vision)**: Diversification of products and services and establishment as a vibrant tourism town/region. This involves moving beyond day trips to a broader expansion of the visitor economy, ultimately creating a thriving and collaborative tourism ecosystem that increases visitor yield and inspires advocacy.



Brand Narrative

To establish a brand narrative for the region (not just George Town), a comprehensive consultation process was conducted involving business leaders, senior council members, tourism operators, Chamber of Commerce members, and business owners.

The George Town Destination Tourism Strategy's brand position is fundamentally centred on changing the region's narrative to build awareness that it is a destination worth visiting.

The Core Elements Of The Brand Are:

Brand Vision:

To establish George Town as a vibrant Tasmanian region that is a "must do" for visitors to Northern Tasmania.

Brand Narrative:

The message is that the region is a place "where time slows down," allowing visitors to breathe, connect with nature and loved ones, and be inspired, invigorated, and indulged. It is portrayed as a journey of discovery and introspection.

Unique Selling Proposition:

The region is conveniently located near Launceston, offering a diverse range of experiences, an uncrowded environment for relaxation, and a wealth of untold stories.

Key Message to Drive Action:

The strategy is built on encouraging Northern Tasmanians to recommend the area by saying, "Go north towards the coast, down the East Tamar Highway...". This focuses on tapping into existing visitor traffic by crafting a simple yet compelling story.

Tone of Voice:

Businesses are encouraged to speak authentically, warmly, relaxed but passionately, down-to-earth yet inspiring, and proudly without exaggeration. The brand avoids outdated, negative stereotypes and generic terms, instead celebrating what the region truly represents.

Brand Essence:

"Find Your True North". This concept positions the region as a hidden gem, a place to rediscover, unwind, reconnect, and find one's authentic self.







Target Audiences

Understanding our visitors, who they are and what makes them happy, is key to creating a great experience in our region. The better we know our audience, the easier it is to communicate with them in ways that inspire them to return. Once new visitors arrive, it's important that we, as a community, make them feel welcome and valued so they'll want to come back and share their experiences with friends and family.

The George Town Destination Tourism Strategy has identified five key target audiences:

1. The Anderson Family / The Leisure-loving Lanes (Visiting Friends and Relatives - VFR Market): The Anderson Family (30-45) seeks family-friendly, affordable outdoor fun and bonding with their children. The Leisure-loving Lanes (45-60) are couples seeking to reconnect and unwind, enjoying quality food, wine, coastal relaxation, and authentic nature at a comfortable pace. This market is highly important as they are key referrers, and the strategy aims for Launceston locals to recommend the region and its coastal experiences easily.

2. "Adrenaline Junkie Tom" (Mountain Biker - Trail Seeker): Tom (25-45)

is a high-earning professional who travels with his friends for intense mountain biking experiences. His motivations are driven by adrenaline, racing his mates via Strava, and the 'bragability' factor of discovering new, less-frequented trail networks. Beyond the trails, he seeks off-bike activities such as fishing, surfing, craft beer, and a diverse range of hearty foods. His media consumption is highly focused on digital platforms like Instagram, YouTube (GoPro POVs), and Strava.



3. The Trailblazing MTB Tribe (Adventure-loving Families): This target audience is made up of digital-savvy families (parents 30-45) who view mountain biking as just one part of a wider family holiday experience. They seek shared adventures, family bonding, and exploring Tasmania's natural beauty, using their holiday for camping, beach time, fishing, and local exploration. They prioritise beginner/intermediate-friendly trails (green and blue) and family-friendly attractions like berry farms, parks, and community events, preferring low-stress, flexible travel.

4. Ethical Ellie (A Positive Impact Traveller): Ellie (45-64) is a thoughtful, environmentally and socially responsible traveller who seeks deep immersion and connection to the places and communities she visits. She is highly motivated to leave a destination better than she found it, actively supporting local businesses and conservation efforts. She prioritises personal fulfilment, authentic experiences that are not overly commercialised, and restorative escapes that include wellness practices and time in nature. Ellie researches extensively online and values word-of-mouth recommendations and trusted online reviews when planning a holiday.

5. "The Roaming Retirees" (Caravan/Motorhome Market): This audience (Helen and Barry, 65-68) travels independently as a couple in their well-equipped caravan or motorhome, valuing self-sufficiency and affordability.

Their travel motivations include the freedom of no fixed schedules, discovering new towns,

Their travel motivations include the freedom of no fixed schedules, discovering new towns, and exploring history, natural beauty, and local culture at a relaxed pace. They enjoy low-impact activities like gentle walks, fishing, historical tours, and markets, and seek suitable, well-maintained caravan parks, using traditional media like brochures and regional/local websites for information.









Core messages

To promote our region successfully, we all need to share the same story. Every business in our region, including yours, contributes to its unique identity and vibrant character.

This guide is designed to empower you to become an ambassador for our region. By consistently weaving these core messages into your own marketing - on social media, your website, in brochures, or even in casual conversation - we can build a stronger, more memorable narrative.

When crafting your content, remember to incorporate the themes below, always expressed in your own unique, authentic voice.

If a potential customer rings up from Sydney wanting to know why they should come to the region instead of another Tasmanian destination, you can reply with one of the following phrases:

- · Penguins, lighthouses, and untold maritime stories.
- Unpretentious but unforgettable.
- · Warm, welcoming people.
- · Hidden gems.
- Slow-paced, soulful experiences that stick with you
- This is the place to bring your family, as there is so much to see and do

Key Emotions To Evoke

Use words, imagery, and tone that help visitors feel:

- Curious
- Inspired
- Welcomed
- · Nostalgic (but with a twist!)



What the council will action

Over the first year, the council is committed to bringing the strategy to life through the following actions:

Social Media

Have Instagram and Facebook pages that showcase the region's stories and educate Tasmanians on why they should visit.

- Feature content such as:
- Suggested itineraries
- Natural assets and landscapes
- Maritime history
- Mountain biking and adventure trails
- Arts and culture
- First Nations stories
- Vineyards and distilleries
- Wildlife and fauna
- The Wild Tamar experiences

Meta Advertising Campaign

Launch a targeted Meta (Facebook and Instagram) ad campaign using the brand story as the key messaging.

Focus on growing the audience, raising awareness of the George Town region, and encouraging people to visit and explore Northern Tasmania.





Develop a Regional Map

Create a comprehensive map for operators, businesses and visitor information centres.

The map will include:

- · Suggested itineraries for different audiences (family-friendly, adventure, historical)
- Key attractions: natural sites, historical locations, arts and culture venues, vineyards, distilleries, and wildlife viewing spots
- Local business and tourism operator locations
- Visitor information centres and essential visitor services
- The map is visually appealing, easy to navigate, and available in both digital and print formats.

Email Newsletter

Send a bi-monthly newsletter to visitors, businesses, ex-pats, operators and community members.

Share regional stories consistently to maintain engagement and reinforce key messages.

Website

Have a website that can easily be found in Google searches and features itineraries, as well as an interactive map to support visitor planning.

Canva Templates

Provide ready-to-use Canva templates for local businesses that feature the region's tagline. Businesses can simply add their own images and content, making it easy to create branded marketing materials that consistently promote the region.

Library of Images and Videos

Create a curated library of high-quality images and videos of the region for local businesses to use. These can be incorporated into their own marketing and storytelling efforts to consistently and professionally showcase the region.

How business can be involved

As a business, you are encouraged to be involved in promoting the region, utilising your own assets. The following are recommendations on how you can be involved with your own:

- 1. Social Media
- 2. Website
- 3. Collateral

Social Media

What is content? It is simply the words, images and video that you use on social media to promote your business.

Here are some rules about creating great content:

- 1. Every piece of content should align with the brand narrative and resonate with your target audience. Focus on what your followers find useful, inspiring, or entertaining.
- 2. Content should generally follow the 80/20 rule. This means for every post promoting your products or services, share four posts that educate, entertain, or provide value to your audience.
- 3. Content posted on Facebook and Instagram should be different.

Facebook content can be more 'long-winded' and informative, as this is the social channel to showcase customer experiences and tell a story.

Instagram content should focus on excellent and compelling videos and imagery.





George Town Council Partner Toolkit

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Tips For Creating Great Content:

- Use people in your photos who are similar in age to your target audience.
- Always post high-quality images.
- Filters: Stick to the same filter consistently, or use none, to maintain a cohesive look.
- Photos that show faces typically get more engagement than those without.

Encourage interaction by:

- Asking a question
 - · Using fill-in-the-blank statements
 - Asking followers to caption a photo
 - Using polls to get people to vote
- Tag locations on posts whenever possible, as this usually increases engagement.
- Use user-generated content (UGC) by sharing other people's photos, with their permission.
- Always credit the creator by tagging them to avoid copyright issues.

Your Website

Tell your business's unique story on your website, incorporating the region's brand narrative to strengthen both your brand and the area's appeal.

Use this toolkit's consistent messaging to highlight why George Town is an exceptional place to live, work, and invest. Share stories that evoke curiosity, inspiration, welcome, and nostalgia, showcasing the region's natural beauty, maritime history, unique experiences, and welcoming community.

Printed Collateral

Include the region's tagline in any printed collateral you develop.

Utilise The Council's Library Of Digital Assets

Once developed, utilise the database of images, videos, and Canva templates to support your marketing efforts. (website and social media).

ner Toolkit





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Delivery Financial Years 2025-2027						
Channel	Tactic	Action Points	Priority	Owner	Estimated financial resources	Status
Marketing Plan	Put together a marketing plan to help determine the direction of the business to achieve its goals and vision.	Review current business goals, vision, and target audience. Conduct a SWOT analysis of current marketing efforts. Define clear objectives (e.g. increase visitation, brand awareness). Outline key strategies, channels, and measurement metrics. Present the draft for stakeholder feedback and finalise.	1	КМ	Allocated	Drafted for approval
Tactical Plan	Put together a tactical plan of marketing activity to help achieve goals and vision.	- Break down strategic goals into monthly/quarterly actions Assign budgets, timelines, and responsibilities Link back to marketing strategy objectives.	1	КМ	Allocated	Drafted for approval
Narrative	Develop a refreshed visitor narrative and tagline that captures the region's unique identity and appeal. This new narrative and tagline will be officially endorsed by the Council and incorporated into the region's brand guidelines. Once approved, it will be rolled out across tourism materials, websites, signage, and local business collateral to encourage consistent messaging and wider adoption by all stakeholders.	- Draft narrative and tagline options Present to Council for endorsement Finalise and include in updated brand guidelines Distribute to all relevant partners and operators.	1	КМ	Allocated	Drafted for approval
Key Driver of Strategy	Appoint a key person responsible for driving the implementation of the tourism strategy, ensuring accountability, and acting as a central point of contact for all stakeholders.	- Determine the most effective leadership structure to drive the tourism strategy, considering existing council roles and capacity Recommend formally assigning strategy implementation to a dedicated role, such as a "Tourism Officer," to ensure accountability and a clear point of contact Update the relevant position description to explicitly include responsibilities for strategy delivery, industry liaison, and marketing coordination.		GT	ТВС	
Domain	Register domain name truenorthtasmania.com.au to align with new brand tagline and narrative	-Register domain name -Move Wild Tamar website to truenorthtasmania.com.au -Rebrand website -Feed ATDW content specific to the municipality - similar to VNT.	1	GT	\$50 - for 2 years	Not Completed
Establish Key Performance Indicators (KPIs)	Define and track a set of KPIs to measure the success of your tourism strategy. These could include website traffic, social media engagement, visitor numbers to key attractions, visitor length of stay, and visitor expenditure.	- Define key success metrics in collaboration with Kingthing Set up tracking tools like Google Analytics and a simple dashboard Establish baseline data and set clear growth targets for the next two years Generate quarterly reports to share progress with stakeholders	1	GT/KM	Part of strategy	Not Completed

Delivery Financial Years 20	025-2027					
, , , , , , , , , , , , , , , , , , , ,					Estimated financial	Status
Channel	Tactic	Action Points	Priority	Owner	resources	
	Launch and embed the new regional tourism strategy and brand narrative within the local business community to foster understanding, alignment, and active participation.	- Develop a clear, concise "Partner Toolkit" with the brand narrative and key messages Host a dedicated "Tourism Launch" event for local businesses to unveil the strategy and demonstrate the value of a unified brand Schedule a series of small-group workshops to help different sectors (e.g., accommodation, retail, hospitality) apply the brand narrative to their specific offerings Establish a regular business e-newsletter to share strategy updates, marketing opportunities, and success stories to maintain momentum and collaboration.	1	СТ	\$2k	Not Completed
	Transition the existing 'Wild Tamar' social media accounts into the official channels for the region, updating all branding, bios, and content to align with the refreshed narrative and visual identity. This approach leverages the existing audience base while ensuring consistency across all digital touchpoints.	- Rename existing Wild Tamar handles and update bios Design and upload new profile images, headers, and branding Archive or repurpose old content if needed Post a re-introduction with the new brand story and purpose.	2	СТ	Part of marketing role	Not Completed
	Update visual library of assets for use on social channels, website etc.	- Audit the existing visual assets to identify gaps in seasonality (especially winter), themes (food, heritage, nature), and diversity. - Create a detailed creative brief and "shot list" for a professional photographer/videographer that focuses on capturing authentic experiences, not just static landscapes. - Establish a centralised, cloud-based digital asset library (e.g., Google Drive, Dropbox) with clear folders and usage guidelines to ensure easy access for staff and partners. - Proactively share the updated asset library with key partners.	2	GT	Part of marketing role	Ongoing
	Create a social media content plan that outlines how you are going to communicate the regional story to visitors and locals. Consider if individual businesses would be highlighted or if you would prefer just to name places or groups of similar products	- Decide on tone, themes, and core content pillars Determine frequency and platforms (e.g. Instagram, Facebook, TikTok) Plan posts that highlight local stories, events, itineraries, and products Choose whether to feature businesses directly or promote places and categories Schedule using a content calendar and review monthly performance.	2	KT/GT	\$525	Not Completed

Delivery Financial Years	2020-2021				Estimated financial	Status
Channel	Tactic	Action Points	Priority	Owner	resources	Status
Famils	Host curated familiarisation trips for Launceston-based visitor centre teams, Tourism Tasmania staff, Visit Northern Tasmania board members, and NTDC representatives. These experiences will showcase the region's updated brand, hero destinations, and product offering, equipping frontline staff and key decision-makers with firsthand knowledge to confidently promote and champion the region.	- Identify and invite participants (e.g. Launceston VIC staff, Tourism Tasmania, VNT board, NTDC). - Plan itineraries that showcase the best of the region. - Provide branded packs and talking points. - Capture content from the visits for social sharing. - Gather post-visit feedback.	2	GT	ТВС	Not Completed
Tourism Bodies	Share the new narrative, brand tools, and itineraries with VNT, Tourism Tasmania etc. to help them align their messaging and cross-promote the region.	- Send out an onboarding kit with the new brand story, logo files, tagline, and templates Host an online or in-person session to explain the tools and how to use them Offer co-branding support to operators (e.g. signage, brochures, website copy).	2	CT	Part of marketing role	Not Completed
Regional Itineraries	Design day-trip itineraries and themed routes highlighting how easy it is to explore the region from Launceston.	- Map out themed routes (e.g. wine & food, family day out, nature & hiking). - Include drive times, stop highlights, and family-friendly notes. - Design printable and digital versions with branding. - Share through website, social media, and local partners.	2	GT/KM	\$700	Drafted some itineraries for TM
Tripadvisor Listing	Create a Listing on Tripadvisor for the region	- Call the page North Coast Tasmania - Populate with images and content - Make it easy for travellers to plan their stay in the region Communicate to operators the strategy	2	GT	Part of marketing role	Not Completed
Google	Utilise the free tools that Google offer to help businesses in the region be found online.	-Presentation to DAP/industry group about how individual businesses can increase their visibility. -George Town Visitor information Google business listing -Encourage businesses to all create their own business listing -Dump points, water refill stations, and public cooking areas and public toilets are listed, pinned/ have a Google Business Profile as well as clearly road signed -Local mechanics, medical facilities, and supermarketsAttractions, walking trails (easy grades)Cafes & casual food and drinks (pubs, etc) -"What's On" calendar (markets, community events).	2	GT/KM	Part of marketing role	Not Completed
ATDW	Ensure businesses are listed on Australian Tourism Data Warehouse (ATDW) so their business is searchable across a range of digital platforms.	-Communicate to local businesses about ATDW -Encourage businesses to list their business	2	GT/VNT	Ongoing time	Ongoing

Delivery Financial Years 20	25-2027					
Channel	Tactic	Action Points	Priority	Owner	Estimated financial resources	Status
Accreditation	Tourism Industry Council Tasmania (TICT) - Tourism Accreditation program	-Communicate to local businesses about Accreditation -Encourage businesses to seek accreditation if they haven't already	2	GT/VNT	Ongoing time	Ongoing
Regular Visitor Surveys	Conduct regular surveys of visitors to gather feedback on their experience, satisfaction levels, and travel patterns. Use this data to inform future planning and marketing efforts.	- Create a short, mobile-friendly survey to capture visitor feedback Generate QR codes to easily share the survey at local businesses and attractions Offer a small incentive, like a monthly prize draw, to encourage participation Analyse feedback quarterly to identify trends and areas for improvement.	2	GT	Part of marketing role	Not Completed
Airport Signage	Leverage airport arrivals to introduce the region's story and encourage exploration through bold, branded signage and messaging.	- Design signage aligned with the new brand Include QR codes in itineraries or maps Monitor engagement or visitor feedback if possible.	3	GT	\$3k per month to advertise on digital screens	Not Completed
Targeted Social Media Campaigns	Promote the region's updated narrative using place-based content, short-form videos, and storytelling prompts on platforms like Facebook and Instagram.	- Script and shoot short videos featuring local landscapes, makers, or families. - Create image and caption templates to streamline content creation. - Track engagement and optimise based on top-performing posts.	3	СТ	\$200-\$300 per month for ad spend	Not Completed
Signage	Roadside signage indicating point of interest for historic sites in George Town and Low Head- Adjust the classification as a tourism precinct.	-Review criteria in Tasmanian roadside signs manual -Contact Transport Tasmania to discuss options. -Design sign and installation of sign	3	СТ	TBC	Not Completed
"Golden Hour" Content Campaign	Launch a targeted campaign to capture and showcase the region during its most photogenic times (sunrise and sunset), leveraging both professional influencers and community-generated content to refresh the visual brand.	Identify and map the top "Golden Hour" photo locations within the region and develop a creative brief that defines the campaign's desired mood and visual style. Engage a select group of Tasmanian photographers and	3	GT	\$500	Not Completed
Social Media Competition	Encourage visitors to post photos and stories of their experiences, increasing awareness and engagement through a simple competition mechanic.	- Create campaign theme and rules (e.g. "Your Best Day in the Region"). - Promote across social platforms with a prize incentive (using products from the region). - Encourage tags and use of branded hashtags. - Share winning entries across owned channels.	4	GT	Part of marketing role	Ongoing

Delivery Financial Years 20	025-2027					
Channel	Tactic	Action Points	Priority	Owner	Estimated financial resources	Status
Trip Advisor Reviews	Prompt visitors to leave reviews and share positive experiences to help build the region's reputation on trusted platforms.	- Create postcards or signage at key sites encouraging reviews Provide example prompts or QR codes to review pages Work with local businesses to promote the importance of reviews.	4	GT	\$500-1k	Ongoing
User-generated content	Feature visitor content across social platforms and tourism websites to amplify authentic storytelling and social proof.	- Monitor social tags for shareable visitor content Request permission to repost content Curate and schedule top photos, stories, and testimonials monthly Highlight diversity of experiences (age groups, seasons, styles of travel).	4	GT	Part of marketing role	Not Completed
Themed Visitor Trails	Beyond day-trip itineraries, develop and market themed trails like a "Heritage and History Trail," a "Food and Wine Trail" featuring local producers, or a "Coastal Arts and Artisans Trail."	- Map out themed routes (e.g., Heritage & History, Food & Wine, Coastal Arts) Develop engaging stories and must-see highlights for each stop Design branded, user-friendly maps in both digital and printable formats Promote the trails on the website, social media, and through visitor centres.	4	GT	\$700	Not Completed
Марѕ	Create branded regional maps and distribute them through Airbnbs, local accommodations, and visitor centres. Label it the North Coast Tasmania and keep use TasMap and keep it 'clean'.	- Design maps with key locations, attractions, and QR links to itineraries. - Print and distribute to Airbnb, caravan parks, visitor centres, and cafes. - Prioritise print collateral for areas with patchy mobile reception, including Mt Direction, Pipers Brook, and Turners Marsh. - Keep a digital version updated on the website.	5	GT	TBC	Not Completed
Community Tourism Forum	Host an annual community tourism forum to provide an update on tourism initiatives, gather feedback, and identify opportunities for community involvement in tourism.	- Schedule and organise an annual forum for business owners. - Promote the event widely to ensure strong community attendance. - Present updates on tourism strategy and facilitate an open feedback session. - Share a summary of key discussions and action points after the event.	5	GT	TBC	Ongoing

Delivery Financial Years 2025-2027						
					Estimated financial	Status
Channel	Tactic	Action Points	Priority	Owner	resources	
Volunteer Program	Maximize the impact of local volunteers by formally integrating	- Establish a formal partnership with VXT to designate their	5	GT	TBC	Not Completed
	them into the VXT Ambassador program and ensure they become	Ambassador program as the official training and accreditation				
	certified experts on the region's brand narrative and offerings.	pathway for all tourism volunteers.				
		- Conduct a full review of the current volunteer program, gathering				
		feedback from existing volunteers on what works and what doesn't.				
		- Create a clear communication plan for volunteers to understand				
		the brand narrative and tagline.				
		- Create a Toolkit (digital and print) with up-to-date information on				
		events, new businesses, and FAQs to ensure consistent and				
		accurate messaging.				

Years 2027-2030							
	<u>'</u>	'				Estimated financial	Status
Channel	Tactic	Action Points	Priority	Owner	Due date	resources	
Grants	Offer the community grants to support tourism businesses in the region with marketing or business development. Look at other council regions and similar grants they offer	Research grant programs from other councils to establish best-practice guidelines for co-funding, eligibility, and project types. Create a simple application form and a one-page "How to Apply" guide to make the process accessible for busy operators. Promote the grant opportunity widely through council channels and local business networks to ensure high awareness and a strong applicant pool. Form an impartial review panel to assess applications and award funding to projects with the greatest potential for growth.		СТ	2027	ТВС	Not Completed
Incentives	Launch a new rates relief policy to lower the financial barrier to entry and incentivise the establishment of new tourism and accommodation businesses within the municipality.	- Draft a formal policy outlining a tiered rates reduction for the first two years of operation for new, qualifying tourism and accommodation businesses. - Present the draft policy to the Council for consultation, refinement, and formal approval to ensure it is financially sustainable and legally sound. - Create clear guidelines and promotional materials to communicate the "New Tourism Business Rate Relief" program to potential investors, real estate agents, and entrepreneurs. - Establish a streamlined application and assessment process for the rates relief and schedule an annual review to measure the program's impact on business growth.	1	GT	2027	ТВС	Not Completed
Referral	Cultivate a robust, intra-regional referral network among tourism operators to maximise visitor retention, local spending, and a collective "we're in this together" mindset.	- Launch an official "We're in this Together" pledge through the Chamber of Commerce and DAP group, encouraging businesses to commit to referring locally first. - Host targeted networking events for tourism operators to build the personal relationships necessary to make confident referrals. - Regularly share referral success stories in business communications to reinforce the collective benefit and celebrate collaboration.		GT	2027	Part of marketing role	Not Completed

Years 2027-2030							
	l	I		'		Estimated financial	Status
Channel	Tactic	Action Points	Priority	Owner	Due date	resources	
New Business Welcome Pack	Proactively equip prospective tourism investors with a comprehensive welcome pack at the initial planning and enquiry stage to simplify their setup process and integrate them into the regional tourism ecosystem.	- Design and produce a "Tourism Development Welcome Pack" that includes a supportive welcome letter, key industry contacts, and information on essential platforms like ATDW and TICT Incorporate clear, practical guidance on local council processes, including planning, signage policies, and best practices for all tourism operations (including short-stay accommodation) Integrate the distribution of the pack into Council's formal planning application and new business enquiry workflows to ensure early and consistent delivery Establish a semi-annual review process to keep the pack's information current with regional support programs and industry changes.	2	GT	2027	\$1,500	Not Completed
Light up your soul - Winter Light Festival	Extend the Solstice in the Square celebration with a Light up your Soul winter festival.	- Expand the existing event into a weekend-long festival, incorporating a cold-water swim and landmark illuminations. Secure initial funding from Events Tasmania Secure active participation from local businesses by coordinating extended opening hours and developing signature festival products, such as a custom mulled wine from a local vineyard Launch a targeted marketing campaign focused on attracting overnight visitors Coordinate the key logistical and experiential elements, including lighting installations for regional landmarks and collaborate with authorities for unique features like the lighthouse light change.	3	GT	2027	Add to existing event budget	Not Completed
Support the development of evening activities	Address the "lack of diversity of food offerings" and evening entertainment by offering incentives or support for businesses looking to establish or expand their evening operations, such as restaurants, bars, or live music venues.	- Launch an incentive program or grant to support businesses extending their hours or creating new evening offerings (e.g., live music, unique dining) Survey visitors and locals to identify specific gaps and demand in the current evening economy Streamline council processes for any permits related to evening trade or outdoor entertainment Run a dedicated marketing campaign to promote the region's updated evening and nightlife options.	3	CT	2027	TBC	Not Completed

Years 2027-2030							
	I	!		•		Estimated financial	Status
Channel	Tactic	Action Points	Priority	Owner	Due date	resources	
Digital Information QR Codes	Install interactive digital information QR Code signage in key visitor locations (e.g. Low Head Pilot Station) to provide 24/7 access to information on attractions, events, and services.	- Develop a dedicated, mobile-first digital landing page that hosts the up-to-date information the QR codes will link to. - Design and produce durable, weather-resistant signage that clearly displays the QR code and a compelling call to action (e.g., "Scan for your guide to the North"). - Install the QR code signage at the identified locations and promote its use as a "digital concierge" through online channels and partner businesses.	2	GT	2027	\$5-10k	Not Completed
New Event	that leverages the region's unique natural assets to create a	Establish a steering committee with key community and business partners Secure funding for the inaugural event by applying for grants that prioritise regional dispersal and off-peak visitation, and by developing attractive local sponsorship packages. For eg. Events Tasmania grants Create a distinct brand and targeted marketing campaign for the new festival, emphasising it as the perfect reason for an Autumn or Spring getaway to the region.	3	GT	2027	\$10-15k	Not Completed
Economic Impact Assessment	Commission an annual economic impact assessment to measure the contribution of tourism to the local economy. This will provide valuable data for demonstrating the value of tourism and securing future investment.	- Engage a qualified economic consultant to conduct an annual assessment of tourism's value. - Gather and provide all necessary data, including visitor statistics, business revenues, and employment figures. - Summarise the final report into a clear, public-facing document. - Use the findings to demonstrate the value of tourism and advocate for future investment.	4	GT	2027	\$10-20k	Not Completed

Years 2027-2030 Channel	Tactic	Action Points	Priority	Owner	Due date	Estimated financial resources	Status
Tourism Workforce Development Initiative	Create a collaborative program to attract, train, and retain a skilled local workforce to support the growing needs of the tourism and hospitality sector.	- Partner with regional TAFEs or training organisations to promote hospitality and tourism careers to local school leavers Facilitate a "local jobs board" or network to connect tourism businesses with job seekers Support the development of short, practical training courses (e.g., barista skills, responsible alcohol service) to quickly upskill the local workforce. This could tie into programs with VXT.	5	СТ	2030	Part of marketing role	Not Completed
Tourism-Ready Infrastructure Plan	growth.	- Audit key tourism sites for infrastructure gaps, such as parking, public toilets, trail maintenance, and mobile phone coverage. - Develop a priority list of infrastructure projects to advocate for in the council's long-term capital works plan. - Investigate grant funding opportunities for tourism-related infrastructure projects (e.g., new walking trails, public art installations).	5	GT	2030	Varies	Not Completed

Years 2030-2035							
Channel	Tactic	Action Points	Priority	Owner	Due date	Estimated financial resources	Status
Grants	Offer the community grants to support new tourism businesses in the region	- Design and launch a "Tourism Innovation Crant," defining clear eligibility criteria, funding levels, and application guidelines Promote the grant opportunity widely through council channels, business networks, and local media to attract a diverse pool of high-quality applicants Establish a transparent review panel and a clear assessment process to select grant recipients whose proposals offer the most potential to enhance the visitor experience Provide ongoing support to grant winners and actively showcase their new businesses in regional marketing campaigns to celebrate local innovation and success.	1	GT	2030+	Varies	Not Completed
School & Youth Engagement Program	Within your existing program, foster a sense of local pride and an understanding of the tourism economy in the next generation.	- Develop a "Local Expert" program where tourism operators and local historians can visit schools as guest speakers. - Create a school-based competition for students to develop a new tourism idea or a promotional video for the region. - Partner with schools to facilitate work experience placements within local tourism and hospitality businesses. - Develop a "Junior Ambassador" resource kit for teachers to use, focused on local history, culture, and significant sites.	2	GT	2030+	\$5k	Not Completed
"Our Town, Our Story" Initiative	Empower local residents to become the primary storytellers of the region, embedding authenticity into the visitor experience.	- Launch a campaign to gather and share stories, memories, and photos from long-term residents through social media and local workshops. - Feature local faces and their stories prominently in marketing materials, moving beyond jus showcasing landscapes. - Establish a community content fund, offering small grants to locals who want to create photo essays, short videos, or blog posts about the region. - Work with community groups to install small plaques or signs at key locations that tell a local, personal story about that place.	3 t	GT	2030+	\$2k	Not Completed
"Tourism Gives Back" Community Fund	Create a direct and visible link between tourism success and tangible benefits for the local community.	- Establish a fund where a small portion of tourism-related revenue (or voluntary business contributions) is set aside for community projects. - Allow local community groups to apply for grants to fund small-scale projects like playground upgrades, park benches, or community garden supplies. - Ensure funded projects are clearly branded with a "Proudly supported by" sign to reinforce the positive connection. - Publicly celebrate the projects and the community groups that lead them, showcasing how tourism improves the quality of residents' lives.	5	GT	2030+	TBC	Not Completed
Smart Region Technology Integration	Leverage technology to fundamentally enhance the visitor experience and improve the efficiency of destination management.	- Develop a fully integrated regional app that combines information, booking capabilities, and interactive storytelling (e.g., augmented reality heritage tours) Investigate and implement 'smart' infrastructure, such as real-time parking availability sensors, public Wi-Fi in key zones, and digital visitor counters at popular sites. - Use data on visitor movement and behaviour (gathered ethically) to inform operational decisions, such as cleaning schedules, staffing at key sites, and managing traffic flow. - Partner with telecommunication providers to advocate for improved digital connectivity and mobile coverage across the entire municipality.		GT	2030+	TBC	Not Completed

FEEDBACK ON THE DRAFT TOURISM STRATEGY

FEEDBACK ONE

RESPONSE TO GTC DRAFT DESTINATION TOURISM STRATEGY

INDUSTRIAL IMAGE? I really feel that George Town had moved well away from its industrial image by 2000, resurfacing somewhat when the pulp mill raised it ugly head, but after that most visitors I spoke to were surprisingly unaware of the industrial area they had passed at Bell Bay and often asked where the large ships were going to and why.

However, with the developments along the entrance to town over the past few years, and the demise of a huge part of the 'buffer zone' that has always protected the town from the Bell Bay Industrial Precinct, George Town has never looked more like an industrial town in my memory!

This, along with some of the promotional videos for the MTB Trails, did more to re-brand George Town as an industrial town, rather than promote it as a tourists' destination. Statewide radio broadcasts highlighting the town's low socio-economic status do even more damage to its reputation! The removal of the "provincial" label from all prominent signage is paramount if we want to improve the image from a 'bogan city'.

to 12.30 pm each Sunday and sounds from noon.

The Marine Education Centre is in the "Old Quarters" c1830 where people of all ages can learn about the marine environment. Static displays with special activities for children. It is also open from 11.30 am for an hour each Sunday while the Foghorn is sounded, whenever there is someone working on the site or groups may visit by appointment.

Also on <u>that site</u>, <u>not at the Pilot Station</u> is the **Lightkeeper's House** and **The Queenslander** – both available as heritage accommodation. Bookings through Low Head Pilot Station Accommodation.

Page 85 – heading should be Low Head Pilot Station – is a much-loved place for locals and visitors to wander its expansive green grounds, sit and watch the river traffic, enjoy a picnic or fish from the jetty or breakwater, launch the boat from the adjacent boat ramp, etc. Heritage Accommodation available in the Boat crew's/Boatmen's Cottages, Pilot's House and Schoolhouse - the Pilots Providore is in the original Coxswains Cottage 1847

NOTE: the **Lightkeeper's House** is at the Lighthouse site – and the Queenslander is there, too. I would like to see the Museum on a page of its own as one of the Hero products, and the Pilot Station itself on a separate page.

The Low Head Pilot Station Maritime Museum – is housed in the oldest remaining building on the Pilot Station site, built by convicts in 1835 soon after they'd built the first lighthouse. With 13 rooms of displays from the days of sail and steam, there's something for everyone. It's a Children's University / Limitless Learning Destination with special activities designed by kids, for kids. Be a Pirate Captain and find your way to the treasure, search for hidden treasures on the challenge sheets or explore the old and the equivalent new items!

Page 90 – Tracks and Trails - kanamaluka Trail – is a concrete shared pathway right around York Cove in George Town out to the Low Head Lighthouse. There are more tracks and trails, around the lighthouse and along the northern coastline. "The Three Trails" - it is premature to include this as it only exists on paper and is far from being finalised I've been told recently. It is my understanding it is not a 'trail' as this categorisation implies, but a series of historical interpretations/storytelling intended to be installed along existing pathways and streets around the area. Much of this information already exists, albeit in less ambitious and extravagant forms, at the Watch House, at Mt George Lookout and the Heritage & Nature Trail, the Journey through the Tamar Valley – Through Outcast Eyes and the Low Head Experience. Some restoration in needed. ADDITIONAL HEROES TO CONSIDER:

- George Town Watch House built 1855 (not 1843 as on the outside of the building) Interpretation panels of the whole history from Aboriginal, early exploration and European arrivals, convicts, female factory, the building itself, maritime, communications, mining, industry, multi-cultural, etc, a model of George Town as planned by Govr Macquarie after his first visit in 1811, Female Factory display, original cells and a small art gallery.
- 3 Community Quilts Low Head, George Town & Bell Bay in the foyer of the Memorial Hall, depict the history, life, culture and both the natural and manmade environment of the whole municipality on land and water. Local women worked for six years to complete this 2004 Bicentenary project for the community. (Photos can be provided) [this is a smaller equivalent of the Deloraine YARNS project, with different techniques.]
- Mount George Signal Station & Scenic Lookout and Heritage & Nature Trail (interpretation panels need to be renewed). Should be Heritage Listed! Mount Direction Signal Station with replica semaphore and signal masts, interpretation where substantial convict-built ruins remain. Accessed only on foot via a 2 km well-appointed walkway. Heritage Listed.

Lorraine Wootton, Low Head. 5.9.2025

FEEDBACK TWO

Zenith Distillery Feedback - GT Tourism Strategy 2025

- The document is +100 pages long. The strategy document should be concise and easy to understand for all parties. It needs to be easily understood so it can be effectively adopted by all tourism businesses and stakeholders.
- Page 14 strategy goals. The strategy goals are too drawn out for an ever-changing and adapting tourism market. Increasing overnight stays in 2 years' time is way too long. It should be a goal as soon as possible. Increasing volume of trips from Launceston can also be initiated within the next 6 months.
- Page 21 What is the 3 trails strategy? As a tourism operator we've never heard of it till now.
- Page 45 Find your true North. While this tagline makes sense for directly targeting people from Launceston, it could lead to confusion for travellers from anywhere else in Tasmania, interstate or internationally. George Town is not the most northerly point in Tasmania and is one of the most southerly points on the north coast. The North coast of Tasmania stretches for ~200km from West to East. Woolnorth Point and Cape Portland are the locations synonymous with "North" in Tasmania.
- The consultation period for the tagline was much too short and there was only 1 days' notice given for the survey. (see below). We did not get a chance to reply with such short notice.
- The tagline and brand identity could be angled and targeted in a different direction. The Tamar Valley was named in the top 10 for the Lonely Planet and Launceston was named the UNESCO City of Gastronomy. Both designations have established local, domestic and international recognition and brand awareness. Why not utilise both achievements and apply them specifically to the GT area, like what the West Tamar Council has done.

A valley has 2 sides, and the Tamar Valley does not need to be exclusively the West Tamar only. The Tagline and brand identity could have a geographic pull based on established branding as it's recognizable and easy to translate the association to George Town. Something like a similar theme to Beaconsfield which is "Golden Heart of the Tamar" and transform the tagline to "Mouth of the Tamar Valley", "Start of the

Tamar Valley", "Top of the Tamar Valley" as examples. This directly and simply lets tourists from all localities, not just Launceston where to go.

The strategy goals should be holistic and could be 3-pronged approach with local, domestic and international tourism. The enticing people up from Launceston should be a part of the campaign, not the focus. A specific campaign to draw people up from Launceston could include a mix of media such as

- o TV campaign for the Bass and Flinders Centre Similar to the Beaconsfield Mine and Heritage centre TV advertising.
- o Billboard Advertising in Launceston with advertising to bring people up to Geore Town, e.g. Lighthouse, Penguin tours, Bass & Flinders, Pilot station, hero locations etc...
- o Radio advertising for Bass and Flinders / generally for GT region o Print campaign for the local Examiner.
- o social media campaign targeting Launceston and Northern Tasmania This would help catch Launceston locals and visitors at Launceston Airport.
- There needs to be detail on how to attract domestic and international tourists. The scope is too small to help tourism of the region grow by just focusing on Launceston.
- The "How to enact the plan" is locked behind an email address. Shouldn't this be freely available and added to the plan as an attachment?

FEEDBACK THREE

Hi, I commend you on the Tourism Strategy Plan document, which seems to include the main, already known attractions of the area. However, there appears to be one omission in it: no mention of the vibrant Arts Community that exists in town. The Council itself arranges a number of cultural events, which are not mentioned in this document, neither is the very unique Art and Artisans shop, which displays locally created arts and crafts by very talented local people. The shop already receives day trippers from the surrounding areas, but would benefit immensely, if it would be included in the Council's maps and other tourist information as well as in the Strategic Plan thus showing that the Council also believes in and appreciates the efforts of the local creative people.

Sincerely yours,

Kaija Kautto

FEEDBACK FOUR

Since our arrival to the area we have noticed that the George Town Council area offers interesting and varied opportunities for visitors – far beyond what is currently known.

As a tourist accommodation provider, we too often see the "8 hours tourists" – they arrive in time for the penguin tours, check into their site/accommodation in the dark and are gone by 9 the next morning. These people have no idea what the area has to offer.

We do our best when guests check in to provide them with information about the many and varied things to do in the area – the history, natural beauty and the local hidden gems.

Accommodation:

George Town and Low Head already have a good selection of accommodation choices available but there is definitely room to improve the visibility of what is currently available. I believe that Council would benefit from instigating a working party with representatives from the accommodation providers and potentially the Chamber of Commerce to work 'together' to educate visitors on the options available. This would benefit all current accommodation providers in boosting occupancy rates across the board. The 2-5 year time frame on the plan, I believe misses the opportunity expand the overnight/weekend market sooner. This can only lead to higher occupancy for all accommodation providers. If we can get travellers up for a day, we can provide things to see and do to keep them for 2-3 days.

There are ample opportunities to work with other sections of the tourism community in the area to provide specialised travel experiences to suit the different demographic groups.

Examples would be: Mountain biking competitions/tournaments with accommodation providers organising special deals for travellers/competitors attending the events. Mountain biking weekend trips with accommodation/transport included for guests.

Fishing and diving charter weekends with accommodation included – other inclusions could be a voucher for dinner at restaurant/pub. Winery weekends working with the wineries in our corner of the world and providing day or multiple day trips to explore the wine region.

Coastal walking tours – incorporating the many coastal walks around Beechford, Weymouth, Lulworth, Low Head and the existing Kinimathatakinta / George Town walking trails.

Before encouraging development of new accommodation prospects, there needs to be an increase in occupancy across the current providers with support to improve and diversify to retain their profitability. There is no point bringing in new accommodation providers at the expense of the current providers.

Better visibility:

A website dedicated to the region that includes all aspects of tourism (attractions, accommodation, food and wine) with the use of the tagline – Find your true north- is a great place to showcase all that is available in our region. Website development would include (with links to providers websites):

Places to stay

Things to do

Places to eat

Unique experiences

This website could incorporate the "Wild Tamar" and the wine trails in the region. Better Signage: Better signage before the Bridport Rd turnoff is needed to encourage and show visitors the possibilities available in George Town and Low Head.

Business confidence needs to be addressed as well. Existing and potential business owners need to have the confidence that both the wider municipal area, township and surrounding areas are developing and enticing locations to build businesses that encourage residents and travellers to spend money in the region.

Consistent and visitor friendly opening hours of businesses in the region – We currently attract many weekend visitors with a limiting number of food options available open. Constant changes in operating hours make it difficult as an accommodation provider to let guests know where they can get a coffee or a light lunch, or dinner. I do understand that this can be dependent on many

variables (including family commitments, staffing availability and restrictions etc).

Training opportunities Tertiary training opportunities to encourage local residents to train and work in areas of tourism to tell everyone about the rich and varied appeal to the region.

We believe that the region has a lot to offer tourists and visitors and can be a great destination with stakeholders in all areas working together to make it great.

Regards,

Craig Chobdzynski Tracey Davenport-Catlin

FEEDBACK FIVE

Dear George Town Council,

Firstly, I'd like to **commend the Council** for the fresh and exciting approach in shaping George Town's tourism strategy. **The draft itineraries** are fantastic — they showcase the town's **family-friendly nature**, scenic coastal areas, and local produce, and I especially like the focus on **safe**, **active**, **and engaging experiences for families**.

Feedback and Suggestions to Build on the Itineraries:

- George Town and surrounding areas have huge potential as a coastal destination with diverse attractions for all ages.
- Consider diverse beach experiences:

Soft sandy beaches for relaxation and swimming **Pebble beaches for kids** to explore and play, adding variety to family activities

- Regular beach maintenance or grooming could keep key beaches attractive and safe for visitors.
- Family-friendly infrastructure could enhance itineraries:

A **kids' playground** near the beach

Monkey bars or outdoor workout equipment for adults, ideally with scenic views

These additions would complement the existing itineraries, strengthen the **tourism brand**, and enhance visitor experience, creating positive word-of-mouth for George Town.

Thank you for considering this feedback — it's exciting to see the Council actively planning for the future growth and identity of George Town as a premier familyfriendly destination.

Best regards,

Ryan

FEEDBACK SIX

Hi,

Just a couple of comments on the DRAFT George Town Destination Tourism Strategy. It's great to see the Council proactively pursuing a strategy! Loads of it looks really great!

- Pg 10 Reference to Tamar River should be Kanamaluka/Tamar, as it has an official dual name. And while the whole thing is an estuary, north of Launceston it's definitely not a river :-)
- George Town Council extends across to the Pipers River at Weymouth, yet I didn't really see much mention of these eastern townships or wine regions in the strategy (I had to get around 80 pages in?). So, the strategy feels very George Town/Low Head-centric. I'm sure Ethical Ellie would love a weekend at Weymouth in a shack! And a visit to Fanny's Bay distillery.
- more could be made of some of the great coastal walks, birdwatching and fishing opportunities of the north coast Thanks for the opportunity to comment.

Kind regards,

Kathryn Pug

Facility or Service	Fee Description	GST inc	2024/2025 Fees	2025/26 Fees
Bass & Flinders – Individua	l Fntry			
Bass & Flinders Maritime	Adult Entry Fee	*	\$12.00	\$13.00
Museum -	Addit Littly Lee		\$12.00	\$13.00
Bass & Flinders Maritime Museum	Concession Entry Fee	*	\$10.00	\$10.00
Bass & Flinders Maritime Museum	Child Entry Fee	*	\$5.00	\$5.00
Bass & Flinders Maritime	Ticket of Leave – yearly	*	\$12.00 adult	\$13.00 adult
Museum	entry - Local GTC		\$10.00	\$11.00 concession
	Municipality Residents		concession	\$6 child
	and tour operators.		\$5 child	
	(Children under the age			
	of 16 must be			
	accompanied by an			
	adult.			
Bass & Flinders – Group Bo	okings			
Bass & Flinders Maritime	Non-Commercial	*	\$8 adult \$4	\$9 adult \$4.00
Museum	(Community Groups,		School groups	School groups
	School, Not for Profit)			
	entry fee per person			
Bass & Flinders Maritime	Non-Commercial	*	\$70 per hour	\$73.00 per hour
Museum	(Community Groups,			
	Not for Profit) (1)(2)			
Bass & Flinders Maritime	Commercial (1)(2)	*	\$115 per hour	\$120.00 per hour
Museum				
Bass & Flinders Maritime	Crockery Hire (3)	*	\$1.50 per set	\$1.75 per set
Museum				
Bass & Flinders Maritime	Host and Set Up Fee	*	Included in each	Included in each
Museum			group booking fee	group booking fee
Bass & Flinders Meeting Room	Room only	*	\$15 per hour	\$16.00 per hour
Bass & Flinders Family	Family Pass (2 adults, 3	*	\$28.00	\$29.00
Pass	children)			

(1) Conditions of Hourly Hire

- Minimum two-hour booking
- □ AM booking 8:30am to 10:30am, PM booking 5:00pm to midnight
- * Booked a minimum of seven days in advance
- * A Bass and Flinders host will be in attendance to assist with the running of your event

(2) Crockery Set

- * Includes 1 x plate, bowl, glass and set of cutlery.
- (3) Bar Hire
- $^{\ast}~$ Dry hire only all appropriate licenses to be the responsibility of the hirer.
- (4) Bond Facilities Hirer Bond applies. *Event without Alcohol \$200.00, * Event with Alcohol \$675.00

Facility or Service	Fee Description	GST inc	2024/2025 Fees	2025/26 Fees
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Bass & Flinders Maritime Museum -	Adult Entry Fee	*	\$12.00	\$13.00
Bass & Flinders Maritime Museum	Concession Entry Fee	*	\$10.00	\$10.00
Bass & Flinders Maritime Museum	Child Entry Fee	*	\$5.00	\$5.00
Bass & Flinders Maritime Museum	Ticket of Leave – yearly entry - Tasmanian Residents and Tour Operators. (Children under the age of 16 must be accompanied by an adult).		\$12.00 adult \$10.00 concession \$5 child	\$13.00 adult \$11.00 concession \$6 child
Bass & Flinders – Group Bo	okings			
Bass & Flinders Maritime Museum	Group bookings (minimum group of six) entry fee per person	*	\$8 adult \$4 School groups	\$9 adult \$4.00 School groups
Bass & Flinders Maritime Museum	Non-Commercial (Community Groups, Not for Profit) (1)(2)	*	\$70 per hour	\$73.00 per hour
Bass & Flinders Maritime Museum	Commercial (1)(2)	*	\$115 per hour	\$120.00 per hour
Bass & Flinders Maritime Museum	Crockery Hire (3)	*	\$1.50 per set	\$1.75 per set
Bass & Flinders Maritime Museum	Host and Set Up Fee	*	Included in each group booking fee	Included in each group booking fee
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CONFIRMED MINUTES OF THE GEORGE TOWN AUDIT PANEL MEETING HELD ON WEDNESDAY 11 JUNE 2025 IN THE COUNCIL CHAMBERS, GEORGE TOWN COUNCIL COMMENCED AT 9:00AM

Present:

Andrew Gray (Chair) Mayor Greg Kieser Cr Jason Orr

In Attendance:

Cheryl Hyde – Director Corporate and Community
James Anderson – Manager Corporate Services and Finance
Udesh Madhusanka – Accountant / Finance Officer
Kim O'Loughlin – Executive Assistant Corporate and Community
Jessica O'Grady – Tas Audit Office
Hanna Jones – Tas Audit Office
Mia Trang – Tas Audit Office

Apologies:

Shane Power – General Manager Cr Winston Archer Cr Winston Mason Rick Dunn – Director Organisational Performance and Strategy Andrew McCarthy – Director of Infrastructure and Development

General Business

1. Declaration of Pecuniary Interests/Conflict of Interest

Nil confirmed.

2. Adoption of Previous Minutes

Minutes of the Audit Panel Meeting held on the 12 March 2025 were received and adopted.

Document Set ID: 554956 Version: 1, Version Date: 22/10/2025

George Town Council 2025 06 11 Audit Panel Confirmed Minutes

6.3 WP 27 – Review and Approve External Audit Plan including Meeting with Tas Audit Office Representatives

Tas Audit Office Representatives Jessica O'Grady, Hanna Jones and Trang Mai joined via video link – The Audit Panel received and noted the verbal report.

3. Outstanding Actions from previous meeting – Action Sheet

The Audit Panel received and noted the outstanding actions update.

V 9.5 now installed – Bpay reference file – my Council portal in final stages of test will go live in July – Bpay reference number will change for each property

4. Review Annual Meeting Schedule and Work Plan

The Audit Panel for the forthcoming year – Sept will need to be Oct – endorsed for update and forwarding to Council

Governance and Strategy

3.1 WP 5 - Review of Council Strategic Plan

Audit Panel received and noted the Council Strategic Plan

3.2 WP 9 - Review Annual Budget and Report to Council

Audit Panel received an update on review of Annual Budget

3.3 WP 14 - Review Policies and Procedures

Audit Panel received and noted the workplan on Review Policies and Procedures

Financial and Management Reporting

4.1 WP 17 - Review most Current Results and Report any Relevant Findings to Council

Audit Panel received and noted the report on the Quarterly Performance Report. Annual Plan Update

4.2 WP 18 – Review and Business Unit or Special Financial Reports or Other Outside Professional Consultants Reports Pertaining to Finance, Tax, Strategy or Legal Matters

Audit Panel received and noted the report on legal expenditure.

George Town Council 2025 06 11 Audit Panel Confirmed Minutes

4.3 WP 20 – Review the Impact of Changes to Australian Accounting Standards

Audit Panel received and noted the report

Internal Audit

5.1 WP 21 - Consider any available Audit Reports

Audit Panel received and noted the report and update

5.2 WP 22 - Review Management's Implementation of Audit Recommendations

Audit Panel received and noted the reports

5.3 WP 23 - Review and approve Annual Internal Audit Program and Alignment with Risks

Audit Panel received and noted the report on Internal Audit Program Councilor allowances and expenses internal audit – updated Schedule to go out with the minutes

External Audit

6.1 WP 25 - Consider any Available Audit Reports

Audit Panel received and noted the nil to report

6.2 WP 26 - Review Management's Implementation of Audit Recommendations

Audit Panel received and noted the nil to report

6.3 WP 27 – Review and Approve External Audit Plan including Meeting with Tas Audit Office Representative

Audit Panel

6.4 WP 28 – Consider any Performance Audit Reports that will be Undertaken by The Tas Audit Office and address implications for the Council

Councilor Allowances

7 Risk Management and Compliance

7.1 WP 30 - Receive Material Risk Management Reports (Risk, Profile,

Audit Panel received and noted nil to report

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George Town Council 2025 06 11 Audit Panel Confirmed Minutes

7.2 WP 34 – Review Information and Communications Technology, Governance, Including Processes and Controls for Management and use of Data, Information and Knowledge

Audit Panel received and noted the report on the review

7.3 WP 37 - Review Delegation Processes and Exercise of these

Audit Panel received and noted the report on the Review of the Delegation

7.4 WP 40 – Monitor any Major Claims or Lawsuits by or Against the Council and Complaints against the Council

Audit Panel received and noted the report on the legal expenses update

7.5 WP 41 – Oversee the Investigation of any Instances of Suspected Cases of Fraud
Or other Illegal and Unethical Behavior

Audit Panel received the nil to report

8 Other

8.1 WP 43 – Report to Council Regarding Execution of Duties and Responsibilities by the Audit Panel

Audit Panel received and noted the Annual Report of the Audit Panel to Council for 2024-25 – add Mayor in as proxy and Cr Orr update will be resent

8.2 WP 44 – Initiate Bi-Annual Audit Committee Performance Self-Assessment (every Second year)

Audit Panel received and noted the nil to report until next year

Next Meeting Wednesday October 22 - invite to be sent

Meeting Closed 10:37am

Signed as a correct record

A Gray [/] Chairperson

Page | 4

From:
To:
Tamara Burt

Subject: Re: FW: ATTENTION ANDREW MCCARTHY - NAMING OF RECREATIONAL AREA KNOWN AS SECRET GARDEN - SOUTH

GEORGE TOWN

Date: Wednesday, 30 July 2025 2:20:47 PM

Attachments: <u>image001.png</u>

image002.pnq image003.pnq image004.pnq image005.pnq

CAUTION: Do not click links or attachments unless you recognize the sender and know the content is safe

Hello Tamara

Thankyou for your reply - as Dad was always known as Winston - our family would be happy with either "Winston Little Reserve" or "Winston Little Park" -

please feel free to give me a call ______ if you have any followup questions - otherwise I look forward to hearing how the naming is progressing through Council.

Regards

Suzanne Griffin

On ,Wed Jul 30 2025 13:53:20 GMT+1000 (Australian Eastern Standard Time), Tamara Burt <Tamarab@georgetown.tas.gov.au> wrote: ------- Original Message ------

Afternoon Suzanne,

Thank you for your email regarding the proposed naming of the public open space located on White Street. I acknowledge that a previous motion supported naming the park 'Harold Winston Little Reserve'. However, as noted in our correspondence to you dated 24 November 2006, alternative name suggestions were put forward.

It is unclear whether a response to that correspondence was ever received. In order for Council to proceed

and establish due recognition of your father

, could you please confirm the exact name you would like to be considered?

Given that he was widely known and respected as Winston Little, Council officers suggest

that 'Winston Little Park' would be a fitting and appropriate name for this space.

Once your preference has been established, there are some administrative processes

that Councill officers will progress to the point where a decision is made at a Council Meeting. We will however keep you informed of the progress.

We look forward to your response so we can move forward with the naming and in doing so, provide appropriate recognition of the outstanding contribution your father made to our community.

Thanks

Kind Regards,

TAMARA BURT

Team Leader – Planning & Building Services

George Town Council

16-18 Anne Street, George Town Tasmania 7253

PO Box 161, George Town Tasmania 7253

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W

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30th July 2025

ATTENTION: ANDREW MCCARTHY – George Town Council Director Infrastructure

Dear Andrew McCarthy

My name is Suzanne Griffin – I am the daughter of Harold Winston (Winston) Little (OAM) 1925 - 2004 - I understand that the George Town Council has had on its Agenda recently the naming of a Park in the White Street - South George, known as The Secret Garden.

After my father passed away in 2004, I was contacted by George Town Council or a Representative on their behalf – stating that the blocks of land set aside for Public Recreation from the original White/Lawrence Street Subdivision had not been signed over to George Town Council.

I was happy to sign the appropriate Document's; however, I requested in writing that the Recreation Area/Park be named the "Winston Little Memorial Park". I was probably remiss in not following up just presuming the naming of the area was in the process of being done.

I have enclosed a copy of my father's biography done for a Community Project around 2001 – as you can see he devoted many years to Community Service in the George Town Municipality and was duly awarded an OAM in 1983 (Service to Local Government and Community).

I believe he deserves this small recognition for his Community Service and would hope you consider my request to name the "Winston Little Memorial Park".

**I have sent this email to George Town Mayor - Councillors & Shane Power - the email address I had for you bounced so I have sent it through the General Council Emails

Thankyou for your time

Suzanne Griffin

YEAR	ORGANISATION	POSITION HELD	HON LON
1945 47			2 3 year
1952/54	APEX CLUB LAUNCESTON	N MEMBER.	2.
1955/58	PIPER'S RIVER BRANCH; TAS		
	FARMERS FEDERATION	HON., SECRETARY	3 year
1958/63 19	73/1976. 4 "	PRE SIDENT.	8
1956/63	P. RIVER'S IN DOOR GAMES	COMMITTEE MEMBER	7.
9/58/62	PIPER RIVERS CRICKET CLUB		4 "
19/66/81			Sycais
9/80/82	LILY DALE P.R. T. F.F.	PRESIDENT	2"
9/64/74	P. RIVER PARENTS & FRIENDS A		ENT. 10 "
964/70	GEORGE TOWN PRIMARY SCHOOL P. OF		6
970)74	GEORGE TOWN HIGH SCHOOL PIF	Assoc	4 "
974/76	G. T. COMBINED SCHOOLS COMMI		
964/70	NEY MOUTH PROGRESS ASSOC.	COMMITTEE MEMBER	6 .
963/84	G. T. MUNICIPAL COUNCIL	COUNCILLOR - PIPER'S RIVER WA	RD
		WARDEN : 3 YEARS, NUMBER O	
		EARS AS CHAIR MAN PLANNIN	
		OMMITTEE; LURKS COMM; OF	
		TANY SUB. COMMITTEES. 124	enrs
		CUNCIL REP. TAMAR REGIONA	
		ASTER PLANNING AUTHORITY	
	4	DEPUTY WARDEN	ON COUNCIL
178	G.T. ARMY RESERVE RECRUITH	ENT CON. COM. MEMBER	2 years
176 93	G.T TOURIST PROMOTION COMM.		15 years
78/81	G.T. Y.M.C.A.	BOARD MEMBER.	3 "
18/55	G.T. C.Y. S.S.	COMMITTEE MEMBER	4 .
78/84	BELL BAY INDUSTRY MUTUAL AIR		6 .
81 82	G.T. HUNICIPALITY COUNTER DISAST	ER " CHAIRMAN	1
81 82	G.T. KUAD SAFETY GROUP	CHAIRMAN	1 "
74/03	LIONS CLUB GT. 3	y vigt vice president	24 year
32	y y	ESIDENT, ZONE CHAIRMAN,	

YEAR	ORGANISATION	POSITION HELD	HE LON
1980/82	STATE EMERGENCIES G/T.		1055
1954/80	RURAL FIRE BRIGADE P.R.		2 yea
1980/82	TAS FARMERS & GRAZIERS ASSOC		26
1982/84	G. T. EARLY CHILDHOOD SERVICESG	TICHBER STATE PLAN NING COM	
1983	ANARDED O A	MEMBER	2 ^
1987/91	ANARDED O. A. M.	MEDAL ORDER OF AUSTRA	
1989/03	LOCAL CO-ORDINATOR SES. G.T. M.	PICIPALITY	# yeo
101/02	PROBUS CLUB. G.T.	CHARTER MEMBER; VICEPRES	DENT
10.00 10		PRESIDENT - SECRETARY ET	e 14 yea
1993 2003	10433 4 FLINDERS BOWLS CLUB.	BOARD MEMBER, VICE PRESIDEN	IT STILL I
1 4 17		SECRETARY	Duen
1984/88	DI CENTENIAL COM.	CHAIRMAN; PRESIDENT	4 .
488/2003	M.T. GEORGE SEMAPHORE COM.	CHAIRMAN	15 %
000 /2003	G.T. BICENTENIAL 2004 COM.	CHAIRMAN - NON RETIRED FOR	3 .
looi	DONATED 2 FLAG POLES TO	HEALTH REASON	
	GEORGE TOWN COUNCIL FOR COMP	LETION OF SEMAPHORE SY	STEM
		or or minere of	Jieri.
TN ,			

(PAST) WINSTON GAVE MANY HOURS OF VOLUNTRY LABOUR & USE OF OWN EQUIPMENT & TOOLS FOR THE CONSTRUCTION OF PIPER RIVER'S CRICKET GROUND; & TENNIS COURT; UPGRADIM OF P.R. HALL, PLAY GROUNDS AT WEY MOUTH & GEORGE TOWN RESERVES.

DUE TO ILL HEALTH WINSTON HAS RETIRED OFF SOME OF THE COMMITTEES, BUT IS STILL VERY ACTIVELY INVOLVED IN GEORGE TOWN'S COMMUNITY. SO FAK HE HAS PROPAGATED APPROX. 21 . ENDEMIC TREES AND DONATED TO COUNCIL FOR THE 2004 BICENTENIAL ENDEMIC FLORA PARK.

TOT 2 IS MANY EXAMINE FIFTS

From:

Subject: FW: Secret park naming

Date: Friday, 19 September 2025 10:01:35 AM

Attachments: image001.png image002.png

image002.png image003.png image004.png image005.png

Kind Regards,

KERRY DANIELS

Reception

George Town Council 16-18 Anne Street, George Town Tasmania 7253 PO Box 161, George Town Tasmania 7253 p (03) 6382 8800 | f (03) 6382 8899

w www.georgetown.tas.gov.au | e council@georgetown.tas.gov.au

















George Town Council acknowledges the pakana people as the traditional owners of the land on which we work, we acknowledge their living culture and connection to country. We acknowledge the Elders of the past, the Elders of the present and the Elders of the future and thank them for sharing this land with us.

From:

Sent: Thursday, 18 September 2025 4:56 PM **To:** council < council@georgetown.tas.gov.au>

Subject: Secret park naming

CAUTION: Do not click links or attachments unless you recognize the sender and know the content is safe

G'day GTC

Regarding the request to rename the park on White Street currently known as Secret Park, we think it would be a great gesture to rename it Winston Little Park.

Is the council still considering expanding the park? As in purchasing 24 and 26 White Street. We have had no communication since our discussion with the planning team and are interested in the future plan.

Regards

Rick, Sue Sherriff

From:

To: Abbey Allison

Subject: FW: Proposal to name park in honour of Winston Little

Date: Friday, 19 September 2025 10:05:39 AM

Attachments: image001.png image002.png image003.png

image003.png image004.png image005.png

Kind Regards,

KERRY DANIELS

Reception

George Town Council 16-18 Anne Street, George Town Tasmania 7253 PO Box 161, George Town Tasmania 7253 p (03) 6382 8800 | f (03) 6382 8899

w www.georgetown.tas.gov.au | e council@georgetown.tas.gov.au

















George Town Council acknowledges the pakana people as the traditional owners of the land on which we work, we acknowledge their living culture and connection to country. We acknowledge the Elders of the past, the Elders of the present and the Elders of the future and thank them for sharing this land with us.

From: Ian Langford

Sent: Thursday, 18 September 2025 9:53 PM **To:** council < council@georgetown.tas.gov.au>

Subject: Proposal to name park in honour of Winston Little

CAUTION: Do not click links or attachments unless you recognize the sender and know the content is safe

To whom it may concern:

I, Ian Edward Langford, currently residing at am a former resident of George Town, Tasmania.

I transferred from Newcastle Steelworks to TEMCO on 1 April 1976, and resided in Duke Avenue, then Mary Street, George Town until October 1988. During that time my late wife Beverley (Cuthbert), and I were involved with George Town Rotaract Club, George Town Apex Club, George Town Ambulance as volunteer ambulance officers,

Police Blue Light Discos, the Watch House Museum, John Batman Festival and other community events

Winston Little was a respected and energetic figure in community affairs during this period. We had frequent interactions with Winston such as with the annual John Batman Festivals (a George Town Council Special Committee at the time). I believe that it is fitting that Winston should be recognised by the proposed naming of a park in his honour.

Please contact me if you require any further information

Regards, Ian Langford

Sent: Tuesday, 14 October 2025 11:28 AM **To:** council < council@georgetown.tas.gov.au > **Subject:** Proposed naming of "Winston Little Park"

CAUTION: Do not click links or attachments unless you recognize the sender and know the content is safe

To George Town Council,

I totally support the request from (Harold) Winston Little OAM's family to name the park, which he provided, at the southern end of White Street in his honour, as it seems to have been overlooked by councils of the past.

Along with many others, I remember with affection and respect this fine gentleman who followed in his father's footsteps in serving the wider George Town community.

Winston's father Ernest Harold Little took up a Soldier Settlement property on 'Westwood' at Pipers River in 1920, he married Alice May Brown in St Alban's Church in 1923 and was very involved in that community and various organisations for many years. He also served on the George Town Council and the Commission.

Ernest Little purchased a large area of land in South George Town which, after his death in 1993 at the grand old age of 101, passed to his son Winston Little and daughter Margaret (Mrs Krushka).

When the land around White St and west towards Tamar Avenue was subdivided, an area was set aside for 'recreation'. Winston Little OAM died in October 2004 and I understand his family had to sign over the recreational blocks to the George Town Council and they asked that the area be named "Winston Little Memorial Park". Somehow that was overlooked and it became known by some as Secret Park.

Like his father, Winston was a very community minded person who contributed much during his lifetime - the notice lists only a few of his involvements. He was a member of the local Historical Society and very much involved with the 1988 Bicentenary and Semaphore project. He personally funded the flagstaffs and possibly more. He never looked for recognition, but certainly deserved his Order of Australia Medal for service to George Town.

As Winston Little OAM was the last of his line of Littles in Australia, it seems only right that the park that he donated to the town should bear his name, albeit a long overdue acknowledgement.

Thank you for allowing for comment on this issue.....Lorraine Wootton, Low Head.

OMBUDSMAN TASMANIA DECISION



Right to Information Act Review Case Reference: R2411-004

Names of Parties: Heather Barwick and George Town Council

Reasons for decision: s48(3)

Provisions considered: s35

Background

- 1 Ms Heather Barwick (the Applicant) is a resident of the George Town local government area and an elected member of George Town Council (Council). She has been in a dispute with Council administration regarding the redesign of a road.
- 2 On 27 August 2024, Ms Barwick submitted an assessed disclosure application to Council under s13 of the *Right to Information Act 2009* (the Act), seeking:

All correspondence written to the Ombudsman in the state of Tasmania re my complaint about the line marking on Industry Road

- On 23 September 2024, Council's Director Strategy, Performance & Development and delegate under the Act (Mr Rick Dunn) issued a decision on Ms Barwick's assessed disclosure application. Mr Dunn identified one 3-page letter (the letter) as responding to Ms Barwick's application. Mr Dunn applied s35 of the Act (internal deliberative information) to exempt some information contained in it from disclosure, and did not release some other information contained in it on the basis it was outside the scope of Ms Barwick's request. The remainder of the letter was released.
- 4 Ms Barwick was not satisfied with Mr Dunn's decision and on 16 October 2024, wrote to Council to seek an internal review. On 1 November 2024, Mr Dunn advised Ms Barwick:
 - . . . Council is unable to conduct the internal review that you have requested however you will be able to seek review of the original decision by the Ombudsman on Thursday 7 November 2024 by way of a deemed refusal in accordance with s44(1)(b)(ii) of the Act.
- 5 On 10 November 2024, Ms Barwick applied for external review which was accepted under s44(1) of the Act.
- On 25 August 2025, my office provided Council the then Acting Ombudsman's preliminary view that Council had not discharged its onus under s47(4) to

Page 1 of 10

establish why any information in the letter should be exempt. If Council did not agree with the Acting Ombudsman's preliminary view, it was invited to issue a fresh decision setting out its reasons for why information in the letter should not be released.

- 7 On 2 October 2025, Council issued a fresh decision to Ms Barwick and released further information in the letter to her. However, Council again applied s35 of the Act to exempt information in the fourth paragraph of the letter from release.
- 8 On 6 October 2025, Ms Barwick requested this fresh decision form part of her existing external review as Council was again unable to perform an internal review.

Issues for Determination

- 9 I must determine whether the information in the letter not released to Ms Barwick is eligible for exemption under s35, or any other section of the Act.
- As s35 is in Division 2 of Part 3 of the Act, my assessment is subject to the public interest test in s33. If I determine that information is prima facie exempt under s35, I must then determine whether it would be contrary to the public interest to release it. In making this determination, I must have regard to all relevant matters including those contained in Schedule 1 of the Act.

Relevant legislation

11 Copies of ss33, 35 and Schedules 1 and 2 of the Act are included at Attachment 1.

Submissions

Applicant

12 Ms Barwick set out some background as part of her application for external review:

My assessed disclosure application was firstly an email to the General Manager...

I completed a Right to Information form after the comments made by the General Manager to my request and handed it in to council while I was at a meeting.

I then received a redacted letter that was written to the office of the Ombudsman signed off by the George Town Council's General Manager...

The Ombudsman investigates process – the fairness of the way people have been treated. I get that.

Page 2 of 10

The redacted document relates to the point of fairness. Based on fairness, I could claim that the redacted document does not afford me natural justice.

13 Ms Barwick also made submissions regarding her substantive dispute with Council. I will not restate them here as I am not empowered to examine that matter as part of this external review.

Council

14 Council's fresh decision set out its reasoning for why information in the fourth paragraph of the letter was exempt from release pursuant to s35, and why it considers this information outside the scope of Ms Barwick's request:

. . .

- I have determined that the redaction of the fourth paragraph in the copy of the letter provided with this decision, is exempt information as it constitutes an opinion and advice prepared by an officer of a public authority.
- The opinion provided related to concerns of the General Manager about due process not being followed correctly as they relate to Council approved Policy.
- 3. The redacted paragraph does not relate in any way to the general topic of information requested as the principal information sought was your "complaint about the line marking on Industry Road."
- 15 Council's decision continued:

I have determined that the redaction of the fourth paragraph in the copy of the letter provided with this decision, is exempt information as it constitutes a record of consultation and deliberation between officers of public authorities in this instance being, the General Manager of George Town Council (a public authority) and an Intake and Investigation Officer of Ombudsman Tasmania (a public authority).

16 Council then considered the public interest test:

I conclude that the release of the requested letter in its entirety [sic] is contrary to the public interest in accordance with section 33, Schedule 1 (m);

(m) – whether the disclosure would promote or harm the interests of an individual or group of individuals.

Reason -

Page 3 of 10

1. The information redacted in the letter was provided in the context of responding to a complaint to the Ombudsman ... and not specifically related to your complaint about line marking on Industry Road.

It is reasonable to conclude that the disclosure of the information could lead to a negative interpretation of it which then shared publicly could harm the interests of an individual namely the General Manager as outlined in (m).

2. Given the complex nature of the professional relationship that typically exists throughout Local Government between General Manager and Councillors, information that is provided as deliberative between public authorities in this instance could reasonably be considered as sensitive and the incorrect interpretation of such information may harm the interests of an individual namely the General Manager as outlined in (m).

Analysis

Preliminary issue - scope

- 17 Although Council identified the information subject to this external review as being exempt under s35, Council also considers this information to be outside the scope of Ms Barwick's application.
- Council's decision as to whether information is within the scope of an assessed disclosure application is not a decision I can review as part of this decision. Nevertheless, as Council has raised the scope of Ms Barwick's application as an issue in its fresh decision, it is appropriate for me to provide the following comments.
- Ms Barwick's assessed disclosure application requested all correspondence written to my office in relation to her complaint. Therefore, it is not apparent to me why any part of Council's letter to my office would be outside the scope of her request. I will therefore assess the relevant information against Council's application of s35, as set out in its fresh decision.

Section 35 - Internal deliberative information

- 20 For information to be exempt from disclosure under s35, I must first be satisfied it consists of:
 - an opinion, advice or recommendation prepared by an officer of a public authority (s35(1)(a)); or
 - a record of consultations or deliberations between officers of public authorities (s35(1)(b)); or
 - a record of consultations or deliberations between officers of public authorities and ministers (s35(1)(c)).

Page 4 of 10

- 21 Once the requirements of one of those subsections are met, I must then be satisfied the information was prepared or recorded in the course of, or for the purpose of, the deliberative process related to the official business of Council.¹
- 22 Section 35(1) of the Act does not apply to the following:
 - purely factual information (s35(2));
 - a final decision, order or ruling given in the exercise of an adjudicative function, or a reason which explains such a decision, order or ruling (s35(3)); or
 - information which is older than 10 years (s35(4)).
- As to the meaning of 'purely factual information' in s35(2), I refer to Re Waterford and Treasurer of the Commonwealth of Australia (No 1)² where the Commonwealth Administrative Appeals Tribunal (AAT) observed that the word 'purely' in this context has the sense of 'simply' or 'merely' and that the material must be factual in quite unambiguous terms.
- 24 The phrase was considered again in Re Secretary, Department of Prime Minister and Cabinet and Secretary, Department of Infrastructure and Regional Development and Sanderson³ where the AAT considered ...it is intended to emphasise that the material must be "...wholly... [or] entirely..." comprised of factual material and cannot incorporate any material that is not factual material... It does not contain material that can be described as opinion, advice, recommendation or even conjecture.
- The meaning of the phrase 'in the course of, or for the purpose of, the deliberative processes' has also been considered by the AAT. In *Re Waterford* and *Department of Treasury (No 2)*⁴, it adopted the view that these are an agency's thinking processes the processes of reflection, for example, upon the wisdom and expediency of a proposal, a particular decision or a course of action.
- It is unclear from Council's fresh decision whether Council applied s35(1)(a) or (b) to exempt most of the information in the fourth paragraph of the letter from disclosure. However, upon reviewing this information, I note it consists of Council's General Manager's advice to my office about Ms Barwick escalating her safety concerns about roadworks directly to my office, rather than engaging directly with Council administration. I am therefore satisfied this information is prima facie exempt under s35(1)(a) of the Act for being advice prepared by an officer of Council, that was made in the course of the deliberative process related to the official business of Council.

² [1984] AATA 518 at [14].

¹ Section 35(1).

³ [2015] AATA 361 at [106].

^{4 [1984]} AATA 67 at [58].

Section 33 - Public interest test

- Section 35 is subject to the public interest test contained in s33. It is therefore necessary for me to assess whether it would be contrary to the public interest to release information I have found to be prima facie exempt pursuant to s35(1)(a) of the Act. In making this assessment I must have regard to all relevant matters including those set out in Schedule 1 of the Act.
- 28 Schedule 1 matter (a) the general public need for government information to be accessible pursues the object of the Act, and as is the case in this instance, will almost always be relevant and weigh in favour of disclosure.
- Schedule 1 matter (m) whether the disclosure would promote or harm the interests of an individual or group or individuals was identified by Council as relevant and weighing against disclosure. Council's fresh decision set out that a negative or incorrect interpretation of the information identified as prima facie exempt could harm the interests of the General Manager. I do not agree with this assessment. Council has provided no indication of how the General Manager's interests may be harmed and it is not readily apparent to me why the release of this information would harm the interests of the General Manager, or anyone else, in this instance.
- 30 Further, Schedule 2 of the Act provides that it is irrelevant, when assessing if disclosure would be contrary to the public interest, that disclosure might cause the applicant to misinterpret or misunderstand the information contained in the document because of an omission from the document or for any other reason. Accordingly, I have not considered Council's assertion that information subject to this external review might be misinterpreted as part of my assessment.
- 31 After careful consideration, I find it would not be contrary to the public interest to release the information contained in the fourth paragraph of the letter identified as prima facie exempt under s35(1)(a) of the Act. This information is largely innocuous, and it is not clear how its release would harm the interests of the General Manager, as asserted by Council.

Preliminary Conclusion

32 Accordingly, for the reasons set out above, I determine the exemption claimed pursuant to s35 is not made out.

Response to the Preliminary Conclusion

- 33 As the above preliminary decision was adverse to Council, on 16 October 2025 it was made available to Council pursuant to s48(1)(a) of the Act to seek its input before finalisation.
- 34 On 28 October 2025, Mr Rick Dunn, Council's Director Strategy, Performance and Development, made submissions in response. Mr Dunn requested these not be published in this decision.
- 35 I have carefully considered Mr Dunn's submissions and reconsidered Council's previous submissions, however I am not persuaded there is a need to alter my

Page 6 of 10

findings. The information in question was created by the General Manager of Council in the course of their usual duties and it discusses background to the Ombudsman complaint. I am not persuaded that its disclosure would be contrary to the public interest. It is not exempt under s35 and should be released to Ms Barwick.

Conclusion

36 Accordingly, for the reasons set out above, I determine the exemption claimed pursuant to s35 is not made out.

Dated: 30 October 2025

Dr Grant Davies OMBUDSMAN

Attachment 1 - Relevant Legislation

Section 35 - Internal deliberative information

- (1) Information is exempt information if it consists of -
 - an opinion, advice or recommendation prepared by an officer of a public authority; or
 - (b) a record of consultations or deliberations between officers of public authorities; or
 - (c) a record of consultations or deliberations between officers of public authorities and Ministers –

in the course of, or for the purpose of, the deliberative processes related to the official business of a public authority, of a Minister or of the Government.

- (2) Subsection (1) does not include purely factual information.
- (3) Subsection (1) does not include -
 - (a) a final decision, order or ruling given in the exercise of an adjudicative function; or
 - (b) a reason which explains such a decision, order or ruling.
- (4) Subsection (1) ceases to apply after 10 years from the date of the creation of the information referred to in that subsection.

Section 33 - Public interest test

- (1) In this Division, information is exempt information if the principal officer of the public authority or Minister considers, after taking into account all relevant matters, that it is contrary to the public interest to disclose the information.
- (2) The matters which must be considered in deciding if the disclosure of the information is contrary to the public interest are specified in Schedule 1 but are not limited to those matters.
- (3) The matters specified in Schedule 2 are matters that are irrelevant in deciding if the disclosure of the information is contrary to the public interest.

SCHEDULE 1 - Matters Relevant to Assessment of Public Interest

- 1. The following matters are the matters to be considered when assessing if disclosure of particular information would be contrary to the public interest:
 - (a) the general public need for government information to be accessible;
 - (b) whether the disclosure would contribute to or hinder debate on a matter of public interest;
 - (c) whether the disclosure would inform a person about the reasons for a decision;

Page 8 of 10

- (d) whether the disclosure would provide the contextual information to aid in the understanding of government decisions;
- (e) whether the disclosure would inform the public about the rules and practices of government in dealing with the public;
- (f) whether the disclosure would enhance scrutiny of government decision-making processes and thereby improve accountability and participation;
- (g) whether the disclosure would enhance scrutiny of government administrative processes;
- (h) whether the disclosure would promote or hinder equity and fair treatment of persons or corporations in their dealings with government;
- (i) whether the disclosure would promote or harm public health or safety or both public health and safety;
- whether the disclosure would promote or harm the administration of justice, including affording procedural fairness and the enforcement of the law:
- (k) whether the disclosure would promote or harm the economic development of the State;
- whether the disclosure would promote or harm the environment and or ecology of the State;
- (m) whether the disclosure would promote or harm the interests of an individual or group of individuals;
- (n) whether the disclosure would prejudice the ability to obtain similar information in the future;
- (o) whether the disclosure would prejudice the objects of, or effectiveness
 of a method or procedure of, tests, examinations, assessments or
 audits conducted by or for a public authority;
- (p) whether the disclosure would have a substantial adverse effect on the management or performance assessment by a public authority of the public authority's staff;
- (q) whether the disclosure would have a substantial adverse effect on the industrial relations of a public authority;
- (r) whether the disclosure would be contrary to the security or good order of a prison or detention facility;
- (s) whether the disclosure would harm the business or financial interests of a public authority or any other person or organisation;
- (t) whether the applicant is resident in Australia;

Page 9 of 10

- (u) whether the information is wrong or inaccurate;
- (v) whether the information is extraneous or additional information provided by an external party that was not required to be provided;
- (w) whether the information is information related to the business affairs of a person which if released would cause harm to the competitive position of that person;
- (x) whether the information is information related to the business affairs of a person which is generally available to the competitors of that person;
- (y) whether the information is information related to the business affairs of a person, other than a public authority, which if it were information of a public authority would be exempt information.

SCHEDULE 2 - Matters Irrelevant to Assessment of Public Interest

- 1. The following matters are irrelevant when assessing if disclosure of particular information would be contrary to the public interest:
 - the seniority of the person who is involved in preparing the document or who is the subject of the document;
 - that disclosure would confuse the public or that there is a possibility that the public might not readily understand any tentative quality of the information;
 - (c) that disclosure would cause a loss of confidence in the government;
 - (d) that disclosure might cause the applicant to misinterpret or misunderstand the information contained in the document because of an omission from the document or for any other reason.