



# **Ordinary Meeting of Council**

**24 March 2021**

**UNDER SEPARATE COVER  
ATTACHMENTS**

**ITEMS 10.5 AND 14.1**

**QUEANBEYAN-PALERANG REGIONAL COUNCIL  
ORDINARY MEETING OF COUNCIL**

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# QUEANBEYAN-PALERANG REGIONAL COUNCIL

## Council Meeting Attachment

24 MARCH 2021

ITEM 10.5 THE TREASURE TRAIL SHOP AND WIN PROMOTION 2020

ATTACHMENT 1 2020 TREASURE TRAIL SUMMARY REPORT



## SHOP & WIN 2020 INFORMATION REPORT



### A NEW LOOK FOR 2020

Shop & Win was refreshed in 2020 with new branding from QPRC's overarching tourism campaign - the 'Treasure Trail'. This partnership provided an opportunity to present a contemporary look and feel, whilst maintaining the underlying promotion format from previous years.

Combining the 'shop local' and 'retail tourism' aspects was a natural fit. The Shop & Win promotion provided an in-market activation and a call-to-action for the tourism campaign, while the associated tourism marketing in key source markets provided much greater destination and promotion awareness through an integrated marketing campaign across print, broadcast and digital.

### COVID-19

The implications of COVID-19 necessitated a change from paper-based to digital entry. This change offered the chance to modernise the competition and draw additional traffic to the [visitqueanbeyanpalерang.com.au](http://visitqueanbeyanpalерang.com.au) website, further enhancing exposure of the destinations in this region.

This change to a COVID-safe format would inevitably make the entry process more difficult for those without internet access, smart phones or who were uncomfortable with digital entries. To assist in these circumstances, the Braidwood and Bungendore library staff were trained and available to lodge entries on behalf of customers.

Three businesses responding to the post-campaign survey identified the digital entry as a challenge for some customers.

SHOP & WIN 2020 | CAMPAIGN REPORT

## BY THE NUMBERS

The digital format and an increase in marketing activity in Shop & Win 2020, allow us to receive much more accurate data on the performance of the campaign and the reach of our marketing. This will inform future economic development activities in our region.

**86**

PARTICIPATING  
BUSINESSES

**14**

NEW  
BUSINESSES

**43**

BUSINESSES  
SHARING PRIZES

**23k**

TOTAL  
ENTRIES

**74%**

LOCAL  
ENTRIES

**47k**

CAMPAIGN WEBSITE  
PAGEVIEWS

**21k**

SOCIAL MEDIA  
IMPRESSIONS

**1226**

SOCIAL MEDIA  
ENGAGEMENTS

**17k**

INFLUENCER  
AUDIENCE



The total spend across Braidwood and Bungendore's businesses during S&W 2020 was 19.7% higher than during the previous year's campaign. This is an increase of \$2.98m injected into the two towns' economies in the two month period. The largest increases were in the retail and food services sectors.

ECONOMIC SPEND DATA © SPENDMAPP

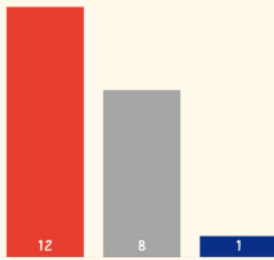
SHOP & WIN 2020 | CAMPAIGN REPORT

# CAMPAIGN MARKETING CHANNELS

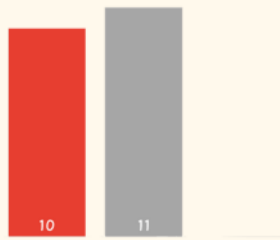


# BUSINESS SURVEY

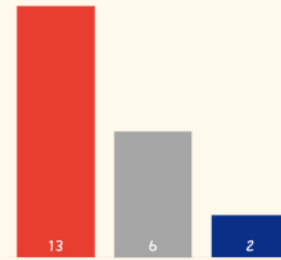
All participating businesses were sent a survey following the 2020 promotion to help us assess the changes and plan for future activities. We thank the 21 respondents and provide their responses below.



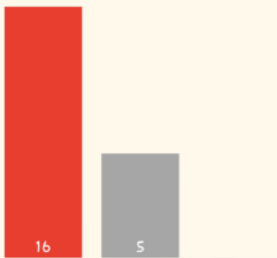
Q1. Was the use of the red and white Treasure Trail branding a positive addition to the Shop & Win campaign?



Q2. Did the promotion have a positive impact on business in your town?



Q3. Would you recommend the Shop & Win promotion to other businesses?



Q4. Are you likely to participate in Shop & Win in 2021?

- YES
- UNSURE
- NO

## IN CONCLUSION

Our goals for Shop & Win are to stimulate spend during the campaign period, reinforce the importance of shopping locally and increase awareness of Braidwood and Bungendore as visitor destinations.

Measuring the impact of economic development activities in the dynamics of a COVID (and recovery) context is challenging, however the 19.7% year-on-year increase in spend is a positive and encouraging outcome.

Braidwood and Bungendore have received unprecedented exposure as tourism destinations during the course of the Treasure Trail campaign. We continue to increase the awareness of this region as a short break and day trip destination and the co-branding with Shop & Win provided an impactful call-to-action for the spring phase of the campaign.

Planning for a shop local program in 2021 will continue in the coming months and our team welcomes feedback and ideas to ensure the prosperity of our local business community.

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# QUEANBEYAN-PALERANG REGIONAL COUNCIL

Council Meeting Attachment

24 MARCH 2021

ITEM 14.1           RESPONSES TO COUNCILLORS' QUESTIONS

ATTACHMENT 1   RESPONSES TO COUNCILLORS QUESTIONS

QPRC COUNCILLORS' QUESTIONS

| No. | Date rec'd | Question / Request   | Responsible staff | Response  | Date of reply | COMPL Y/N |
|-----|------------|--|-------------------|---|---------------|-----------|
| 288 | 18/03/21   | <p>Cr Marshall referred to a media event on 12 March 2021 where the Deputy Premier, MP for Monaro John Barilaro attended at the site of the Bungendore Sports Hub construction works, and was photographed with QPRC Mayor Tim Overall, and Councillors Mark Schweikert and Trevor Hicks, as well as QPRC staff member Tim Geyer.</p> <p>Cr Marshall stated he was previously informed this was not an event organised by QPRC, and sought the following information:</p> <p>1) Who was the organiser of this event?</p> | CEO               | <p>1. Most grant funding agreements of more than \$50,000 require funding recipients to offer the opportunity for appropriate recognition of the funding body through media opportunities such as sod turns, ribbon cuttings and official openings.</p> <p>The QPRC Communications and Engagement team aimed to work with relevant project managers and contractors to organise an official sod turn and invite relevant staff, Councillors, sporting club representatives and funding body representatives to celebrate the commencement of this major project.</p> <p>However, due to the unavailability of the appropriate funding body representative and Local Member Barilaro, between the time Council approved the DA and the time bulk earthworks commenced, an official sod turn was not possible. Instead, the QPRC Communications and Engagement team advised Mr Barilaro's office informally that should they wish to visit the site to witness the early stages of construction in the future, this may be possible upon request.</p> | 19/03/21      | Y         |

|  |  |  |   |  |  |
|--|--|--|---|--|--|
|  |  | <p>2) Who gave permission to the organiser to enter the QPRC construction site?</p> <p>3) Did the person or persons who give permission have delegated authority from yourself to do so? If not, will you be taking any action against that person or persons?</p> <p>4) If appropriate permission was not granted, will you be taking any action for the trespass against the organiser of the event?</p> <p>5) With less than six months to the council election, what steps will you be taking to ensure that councillors and others do not misuse council resources, staff and facilities to promote themselves or their associates?</p> | <p>Mr Barilaro's Office later requested a date that coincided with numerous other NSW Government announcements that Mr Barilaro was making on the same day. As a consequence, Mr Barilaro's office organised the announcement, invited media and requested access to the site for that announcement. Council staff liaised with the contractor to ensure the site visit was possible and would not impact upon works.</p> <p>The Mayor was invited to attend. The involvement of Council staff was to confirm the Mayor's attendance and liaise with the contractor to determine a suitable location for a photo.</p> <p>2. The site visit was not conducted on the construction site. It was held in a nearby vacant paddock outside of the main construction area. The paddock was used by the contractor to access the construction site. The bulk earthworks had been completed prior to the media site visit, however the contractor parked appropriate large equipment in the paddock at their own initiation for visual effect.</p> <p>3. As per response above, permission to access the site where the media visit was held was not required.</p> <p>4. As per response above.</p> <p>5. Council staff and councillors will be reminded of caretaker conventions prior to the commencement of caretaker mode. Where QPRC organises a media event or announcement, all councillors are invited. As this event was organised by Mr Barilaro's office, it was responsible for inviting members of the media and any other people they wish. Council does not see or review the invitation list.</p> |  |  |
|--|--|--|---|--|--|

|     |         |   |  |          |   |
|-----|---------|---|--|----------|---|
| 287 | Various | <p>The following series of questions was received from Cr Marshall in relation to plans to complete unsealed sections of Butmaroo and Majara Streets:</p> <p><i>1 December 2020</i></p> <p><i>I understood that the Senior Housing development DA.2016.206 was approved with a condition that the adjacent streets would be sealed.</i></p> <p><i>So far as I can tell, these sections of street have not yet been sealed. However, there have been residents in some of the dwellings for some time (a year or two).</i></p> <p><i>Can you please find out for me why the road sealing has not taken place, and when it will be taking place?</i></p> <p><i>Early February 2021</i></p> <p><i>At the Planning and Strategy Committee of 10 June 2020, staff made a recommendation to councillors that the following sections of road be sealed, funded from the "Local Roads and Community Infrastructure Program".</i></p> <p><i>1 BGD - Butmaroo Street Seal 200m of Butmaroo Street from Foster Street to Kings Street. \$100,000</i></p> <p><i>2 BGD – Majara Street Seal 400m of Majara Street from Forster Street to Jacombs Street. \$180,000</i></p> <p><i>No further background information was provided in writing.</i></p> <p><i>These would appear to be largely the sections or roads, sealing of which</i></p> | <p>DA.2016.206 for Seniors Housing comprising 40 units and a community clubhouse was approved in February 2017.</p> <p>In the report to Council on 22 February 2017 it was noted that <i>"Forster St, Majara St and Butmaroo St to all be constructed to a sealed road with kerb and gutter along the width of the development"</i>.</p> <p>Consequently, conditions of consent required that kerb and guttering and pavement be constructed for Majara and Butmaroo Streets for the width of the development which is approximately 60m for each. It also required that kerb and gutter be constructed along the southern side of Forster Street given the Forster Street was already sealed.</p> <p>The developer completed the required kerb and gutter works in Forster Street as part of the development works. The developer then approached Council for the design specifications to construct their sections of Majara and Butmaroo Streets. Council had not completed the design for the roads and advised this was not likely to occur in the short term and would therefore take responsibility for completing the works.</p> <p>This prevented the developer from carrying out this section of work. As the developer could not complete the roadworks in kind, the alternative was to pay the required roadworks contributions which could be allocated to the works when completed by Council.</p> <p>A contribution of \$52,021 was paid for the outstanding works which was appropriately indexed to take into account CPI. These funds can be used to supplement the funds for the roadworks when Majara and Butmaroo Streets are constructed and paved by Council using LRCI grants.</p> <p>It should be noted that the developer was only required to contribute to the works adjacent to their development (approx. 60m), whereas the project Council is proposing includes sealing the whole of both roads (approx. 200m in each case). Thus, Council's total costs for the project are \$331,500 funded as follows, with \$280,000 from LRCI as resolved in February 2021:</p> | 18/03/21 | Y |
|-----|---------|---|--|----------|---|

|   |                | <p><i>was to be funded by the consent conditions for DA.2016.206.</i></p> <p><i>In this scenario, what happens to the contribution funds from DA.2016.206?</i></p> <p><b>3 March 2021</b></p> <p><i>Cr Marshall sought more information concerned with the probity of this matter.</i></p> |  | <table border="1"> <thead> <tr> <th colspan="4">Funds Required to Complete Construction &amp; Paving of Majara and Butmaroo Streets, Bungendore</th> </tr> <tr> <th>Project</th> <th colspan="3">Funding Source</th> </tr> <tr> <th>Component</th> <th>LCRI Grant</th> <th>Developer Contributions</th> <th>Total Project Cost</th> </tr> </thead> <tbody> <tr> <td>Butmaroo Street</td> <td>\$100,000</td> <td>\$39,500</td> <td>\$139,500</td> </tr> <tr> <td>Majara Street</td> <td>\$180,000</td> <td>\$11,900</td> <td>\$191,900</td> </tr> <tr> <td>Sub-Totals</td> <td>\$280,000</td> <td>\$51,400</td> <td>\$331,400</td> </tr> </tbody> </table> <p>Any residual funds from the contributions paid by the developer or any savings made on construction costs will remain in the Street Upgrading fund for Bungendore for use on roads elsewhere in Bungendore.</p> <p>In terms of time frame for completion, it is advised the design is nearing completion with anticipated construction in July this year.</p> | Funds Required to Complete Construction & Paving of Majara and Butmaroo Streets, Bungendore |   |  |  | Project | Funding Source |  |  | Component | LCRI Grant | Developer Contributions | Total Project Cost | Butmaroo Street | \$100,000 | \$39,500 | \$139,500 | Majara Street | \$180,000 | \$11,900 | \$191,900 | Sub-Totals | \$280,000 | \$51,400 | \$331,400 |  |  |
|---|----------------|--|--|--|---|---|--|--|---------|----------------|--|--|-----------|------------|-------------------------|--------------------|-----------------|-----------|----------|-----------|---------------|-----------|----------|-----------|------------|-----------|----------|-----------|--|--|
| Funds Required to Complete Construction & Paving of Majara and Butmaroo Streets, Bungendore |                |  |  |  |   |   |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| Project   | Funding Source |  |  |  |   |   |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| Component   | LCRI Grant     | Developer Contributions  | Total Project Cost                     |  |   |   |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| Butmaroo Street   | \$100,000      | \$39,500   | \$139,500                              |  |   |   |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| Majara Street   | \$180,000      | \$11,900   | \$191,900                              |  |   |   |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| Sub-Totals  | \$280,000      | \$51,400   | \$331,400                              |  |   |   |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| 286   | 11/03/21       | Following an email from a resident on illegal dumping, Cr Winchester requested comments from staff and steps the landowner can take.   | Portfolio GM Natural & Built Character | Confidential response provided to Councillors.   | 15/03/21  | Y |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| 285   | 04/03/21       | Cr Winchester requested a copy or link to the draft QPRC LEP.  | Portfolio GM Natural & Built Character | Copy provided to all Councillors.  | 9/3/21  | Y |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| 284   | 03/03/21       | On behalf of a resident, Cr Winchester enquired as to where the new LEP for QPRC is up to.   | Portfolio GM Natural & Built Character | All material has been submitted to the Department of Planning, Industry and Environment, and is currently being reviewed. Staff expect the comprehensive LEP to be notified (gazetted) towards the middle of the year.   | 03/03/21  | Y |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| 283   | 02/03/21       | Cr Marshall referred to the QPRC Waste Strategy that has not been completed.   | Portfolio GM Community Connection      | A Waste Strategy workshop will be held on 31 March, followed by a report to the April meeting recommending exhibition of the strategy with the Operational Plan.   | 16/03/21  | Y |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |
| 282   | 01/03/21       | Cr Marshall requested clarification on the process for reporting the dumping of illegal waste.   | Portfolio GM Community Connection      | Staff advised illegal dumping should be reported via RIDonline on Council's website. Link is on the waste page:<br><a href="https://www.qprc.nsw.gov.au/Waste-Environment/Waste">https://www.qprc.nsw.gov.au/Waste-Environment/Waste</a>   | 02/03/21  | Y |  |  |         |                |  |  |           |            |                         |                    |                 |           |          |           |               |           |          |           |            |           |          |           |  |  |

14.1 Responses to Councillors' Questions  
Attachment 1 - Responses to Councillors' Questions (Continued)

|     |          |   |  |   |                         |   |
|-----|----------|---|--|---|-------------------------|---|
| 281 | 26/02/21 | On behalf of parents whose children attend QHS, Cr Winchester referred to the yellow line painted on Early Street, and enquired if the line means vehicles cannot park there.   | Portfolio GM<br>Community<br>Connection      | Staff confirmed that the yellow line does mean vehicles cannot park there. Link to information brochure:<br><a href="https://www.qprc.nsw.gov.au/Services/Parking">https://www.qprc.nsw.gov.au/Services/Parking</a>   | 26/02/21                | Y |
| 280 | 19/02/21 | Cr Winchester requested staff inspect the unsightly bollards on Thurrallilly Street (opposite the school) and possibly consider removing them or replacing them with plants.  | Portfolio GM<br>Community<br>Connection      | Staff have looked at the bollards and will have them removed.   | 26/02/21                | Y |
| 279 | 23/02/21 | Following contact from residents, Cr Winchester requested information on the changes to the Stornaway Road and Canberra Aveune intersection, which has had an impact on Ross Road.  | Portfolio GM<br>Community<br>Connection      | Staff advised that the changes were done by TfNSW with no consultation with Council.<br><br>Council has raised the issues with TfNSW and a review is currently being undertaken.  | 23/02/21                | Y |
| 278 | 18/02/21 | Following an email from a resident, Cr Marshall sought confirmation that adjoining owners were notified of a DA as stated in the report that went to Council to determine the DA.   | Portfolio GM<br>Natural & Built<br>Character | Council's records indicate that the notifications were sent to both the neighbouring owner's postal address and to the occupier of the neighbouring property.   | 18/02/21                | Y |
| 277 | 09/02/21 | Cr Marshall requested a copy of the assessments into the traffic network have been undertaken for the Bungendore High School that was referred to in a flyer distributed by the Department of Education be provided to Council.<br><br>In a further question on the matter, Cr Marshall stated "I've since seen a (partly redacted) document obtained | CEO  | Council does not have the assessments, link to latest update may be of interest:<br><a href="https://www.schoolinfrastructure.nsw.gov.au/projects/n/new-high-school-in-bungendore.html#category-project-updates">https://www.schoolinfrastructure.nsw.gov.au/projects/n/new-high-school-in-bungendore.html#category-project-updates</a><br><br>Further advice from the DoE stated the report issued via the GIPA was a rapid transport assessment.<br><br>The report School Infrastructure have just finalised (and was not available in time for the GIPA) is a detailed traffic study which directly investigates the impacts of closing Majara. This will be circulated to | 17/02/21<br><br>18/2/21 | Y |

|     |          |  |   |   |          |   |
|-----|----------|--|---|---|----------|---|
|     |          | under GIPA. While it's by no means a traffic study, it is something that Council should probably have available to inform its decision on the partial closure of Majara St."   |   | QPRC in the coming days as School Infrastructure is yet to seek the approvals to release it more broadly.   |          |   |
| 276 | 12/02/21 | Cr Winchester enquired as to when the NSW Government called for EOIs from landowners in Bungendore regarding a high school site, and if QPRC lodged an EOI putting the Mick Sherd Oval site forward as a potential option. | CEO                                     | It is understood EOIs were called late 2019, then assessed by Department of Education (DoE). Council did not lodge a submission to the EOI. The DoE approached Council with Mick Sherd Oval as a possible site after the EOI process and when it was discovered that it was on Crown land.  | 12/02/21 | Y |
| 269 | 02/02/21 | Cr Schweikert requested staff investigate the growing traffic congestion at the Queanbeyan Bus Interchange at school closure times (from 3.30 - 5.00pm).   | Portfolio GM<br>Community<br>Connection | <p>Staff advised that the bus interchange has been regularly reviewed since 2015.</p> <p>Inspections have reviewed:</p> <ul style="list-style-type: none"> <li>pedestrian behaviour including crossing compliance rates</li> <li>access of buses and vehicles out of the bus interchange</li> <li>impacts on traffic and operation of the Morisset St roundabout from bus interchange and pedestrian activity</li> <li>queue lengths on Collett St up to Morisset St roundabout.</li> </ul> <p>See table below, this captures results of inspections of the traffic exiting Queanbeyan Bus Interchange on Collett St. Counts were conducted in 2018 and in 2021. In 2018 it was identified that many of the vehicles exiting the bus interchange had entered via Morisset St and we were keen to promote the Pick-up and Drop off as an alternate traffic option to eliminate the need for vehicles to come all the way into the bus interchange. A brochure on the Bus Interchange was created including a map of how to use the bus interchange to encourage the Pick-up and Drop off area. This brochure is available on Council's webpage at <a href="https://www.qprc.nsw.gov.au/Services/Health-Safety/Road-Safety#section-10">https://www.qprc.nsw.gov.au/Services/Health-Safety/Road-Safety#section-10</a> and is circulated to schools and promoted in school safety/bus safety messaging.</p> | 02/03/21 | Y |

14.1 Responses to Councillors' Questions  
 Attachment 1 - Responses to Councillors' Questions (Continued)

|     |          |   |  |   |                          |   |
|-----|----------|---|--|---|--------------------------|---|
| 267 | 27/01/21 | Cr Harrison enquired on the process for increasing the width of carparks at Council facilities to make it easier for families.  | Portfolio GM<br>Natural & Built<br>Character | Staff are considering possible options for implementation given an Australian Standard would normally be applied.   | 15/03/21                 | N |
| 76  | 26/04/18 | Cr Schweikert requested a discussion be held on fencing regulations in the LEP when residential land abuts rural land.  | Service Mgr<br>Land-Use<br>Planning          | <p>This will be considered when the Palarang Development Control Plan 2014 and the Queanbeyan Development Control Plan 2012 are combined.</p> <p>Also it needs to be noted that certain types of fencing in certain rural zones, environmental protection zones and Zone R5 are exempt development if it meets the development standards of Subdivision 18 of <i>State Environmental Planning Policy (Exempt and Complying Development Codes) 2008</i>.</p> <p>In addition it is understood that a particular area of interest was the subdivision which fronts Mecca Lane and backs onto the undeveloped area of Bungendore East.</p> <p>In this case the reason a rural fence was required at the rear property boundary and not a 1.8m solid fence was to reduce the visual impact of development, particularly when viewed from the Kings Highway. This was originally intended to be used in conjunction with a landscape buffer to provide privacy but much of this buffer has now been removed or not cared for.</p> | 15/01/19                 | N |
| 63  | 26/04/18 | Cr Schweikert conveyed a request from the Bungendore War Memorial s.355 Committee for a condition survey to be done on the Bungendore Cenotaph as water is seeping from some of the joints. The survey could assist when the Committee applies for future grant applications. | Portfolio GM<br>Community<br>Connection      | <p>Staff have liaised with the s.355 Committee and put forward options for the survey.</p> <p>Staff are also investigating remediation options to prevent further seepage.</p>  | 20/03/18<br><br>20/06/18 | N |



Additional information for Question 269:

| Inspection Date/Time            | # Buses exiting Bus Interchange | # Pedestrian using Pedestrian Crossing | # Vehicles exiting bus interchange | #Queue length on Collette St for roundabout on Morisset St  |
|---------------------------------|---------------------------------|--|------------------------------------|---|
| 8am-9am 2018<br>Morning         | 26                              | 103                                    | 100                                | N/A   |
| 8am - 9am 2021<br>Morning       | 28                              | 115                                    | 47                                 | Mostly no queue lengths – once there were around 5-6 vehicles queued on Collett St back through the ped crossing and 'keep clear' section but this cleared quickly.   |
| 3.30pm-4.30pm 2018<br>Afternoon | 28                              | 116                                    | 64                                 | Queue lengths ranged from 7-20 vehicles. From 21 queue length readings 16 (76%) of the readings were 10 or more vehicles. Queuing connected with bus interchange starts at 3.45pm and cleared by 4.20pm.                                      |
| 3.30pm-4.30pm 2021<br>Afternoon | 27                              | 217                                    | 57                                 | Queue lengths ranged from 10-16 vehicles. From 29 (34%) queue length readings 8 of the readings were 10 or more vehicles. Queueing connected with bus interchange starts at 3.45pm and cleared by 4.20pm.                                     |
| 3.30pm-4.30pm 2021<br>Afternoon | 26                              | 183                                    | 67                                 | Queue lengths ranged from 0-17. From 47 queue length readings, 12 (25%) of reading were 10 or more vehicles. Queueing connected with bus interchange starts at 3.45pm but cleared by 4.15pm. Peak is after 4pm and mostly around 4.05-4.10pm. |