



LATE ITEMS ORDINARY MEETING

AGENDA

25 AUGUST 2020

Your attendance is required at an Ordinary meeting of Council to be held in the Council Chambers, 232 Bolsover Street, Rockhampton on 25 August 2020 commencing at 9:00am for transaction of the enclosed business.

In line with section 277E of the Local Government Regulation 2012, it has been determined that it is not practicable for the public to attend Council meetings in person at the current time. Until further notice, Council meetings will instead take place via videoconference and will be livestreamed online.

A handwritten signature in black ink, appearing to be "C. P.", is positioned above the printed name of the Chief Executive Officer.

CHIEF EXECUTIVE OFFICER
21 August 2020

Next Meeting Date: 08.09.20

Please note:

In accordance with the *Local Government Regulation 2012*, please be advised that all discussion held during the meeting is recorded for the purpose of verifying the minutes. This will include any discussion involving a Councillor, staff member or a member of the public.

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10 OFFICERS' REPORTS

10.16 REGIONAL AUSTRALIA INSTITUTE - REGIONAL ACTIVATORS ALLIANCE

File No:	1291
Attachments:	1. Regional Activators Alliance - Proposal
Authorising Officer:	Evan Pardon - Chief Executive Officer
Author:	Angus Russell - Acting Executive Manager Advance Rockhampton

SUMMARY

This report details an invitation for Council to become a part of Regional Australia Institute's 'Regional Activator Alliance' programme.

OFFICER'S RECOMMENDATION

THAT Council:

1. approves and accepts the invitation from Regional Australia Institute to become a part of the Regional Activator Alliance programme; and
2. appoints Mayor Margaret Strelow to represent Rockhampton Regional Council for the Regional Australia Institute's Regional Activator Alliance programme.

COMMENTARY

Council has received an invitation from the Regional Australia Institute (RAI) to become part of the Regional Activator Alliance (RAA) programme. The RAA is in effect a mechanism to support a national awareness campaign to help develop a new narrative for the regions and drive a societal shift around the perception of regional Australia.

The campaign will be a multi-dimensional and multi-channel campaign targeted at metropolitan populations. The programme is anticipated to run over three years and the RAI is seeking funding from the Federal Government to support the campaign's development and delivery.

The cost of participation of \$20,000 for an initial duration of one year is anticipated to provide value for money for Council with the collective impact of a national campaign amplifying both the voice of regional Australia and the voices of individual regions.

Further details of the invitation and benefits of by being a part of the RAA are detailed in the attached proposal.

BACKGROUND

Since its establishment in 2012, the RAI has evolved into a credible research and advocacy organisation that has strong linkages with the Federal Government in particular.

Council is also a member of the Queensland Futures Institute (since April 2018) and Regional Capitals Australia (since July 2015) the objectives of which include engaging in public policy reform (QFI) and advocating for outcomes that make our regional capital cities more connected and liveable through increased investment (RCA).

Participation in the RAA in partnership with the RAI will complement these other forums as well as Council's own in-house regional promotion activities around attracting and retaining workers and their families and attracting investment to, and reinvestment in the region.

PREVIOUS DECISIONS

There are no relevant previous decisions.

BUDGET IMPLICATIONS

The total cost of membership is \$20,000 (excluding GST) which will be funded within the Advance Rockhampton 2020/2021 operational budget.

LEGISLATIVE CONTEXT

There is no relevant legislation applicable.

LEGAL IMPLICATIONS

There are no legal implications relevant to this matter.

STAFFING IMPLICATIONS

Council's participation in the Regional Activator Alliance programme will be administered and facilitated by Advance Rockhampton and Office of CEO staff.

RISK ASSESSMENT

There is no delegated authority provided through participation in the Regional Activator Alliance programme.

CORPORATE/OPERATIONAL PLAN

Corporate Plan 2017-2022 - Section 5.1 – Productive partnerships with all levels of government and relevant stakeholders

Corporate Plan 2017-2022 - Section 5.2 – Strong leadership that provides quality governance to support and service the community

Operational Plan 2020-2021 - 5.1.2 - Identify and pursue opportunities for advocacy for regional policy and associated outcomes that benefit the Region.

CONCLUSION

Participation in the Regional Activators Alliance will provide Council with an important opportunity and avenue to engage and collaborate with senior leaders in business, industry, the community sectors, and government to be a key part of a national campaign to promote the opportunities of living, working and investing in regional Australia for the benefit of the Rockhampton Region.

REGIONAL AUSTRALIA INSTITUTE - REGIONAL ACTIVATORS ALLIANCE

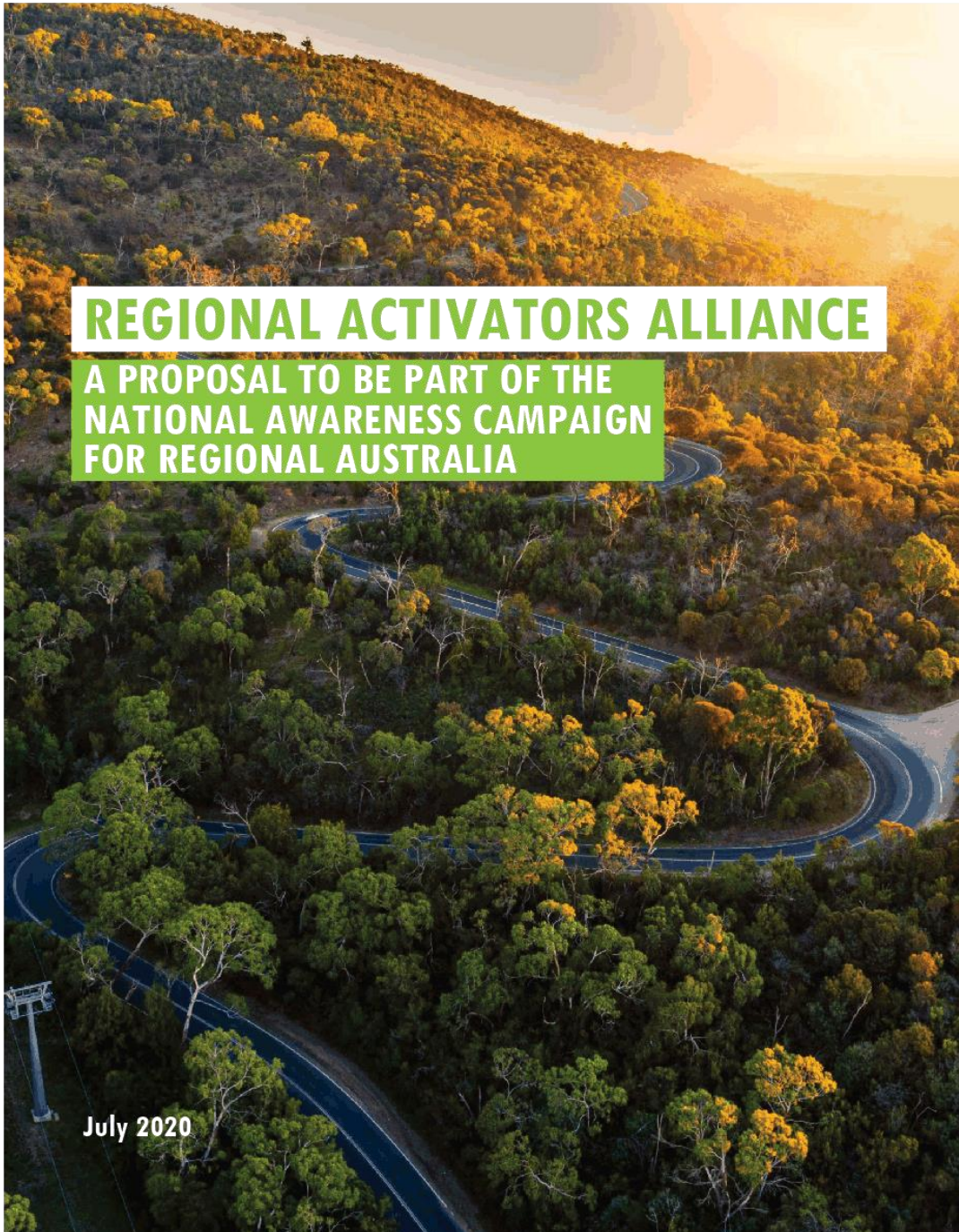
Regional Activators Alliance - Proposal

Meeting Date: 24 August 2020

Attachment No: 1



**REGIONAL
AUSTRALIA
INSTITUTE**



REGIONAL ACTIVATORS ALLIANCE

**A PROPOSAL TO BE PART OF THE
NATIONAL AWARENESS CAMPAIGN
FOR REGIONAL AUSTRALIA**

July 2020

COMMERCIAL IN CONFIDENCE



NATIONAL AWARENESS CAMPAIGN OVERVIEW

Regional Australia needs a brand overhaul.

Regional Australia is going through a transformation that brings boundless opportunities to redefine and reshape what it will look like in the future.

Australia is on track to see growth of 19 million extra people by 2056. This represents an increase of 75 per cent. Recent data modelling shows the majority of these people will choose to live in Sydney, Brisbane, Melbourne and Perth. However, we know that our megacity outlook is far from fixed. Australia has alternatives and people need choice about where they build their future. In a post-COVID-19 world, this will be increasingly relevant and important.

Following the Regional Australia Institute's (RAI's) inaugural Regions Rising National Summit in Canberra in 2019, which involved more than 250 of the country's best and brightest in regional development, participants delivered a clear message through the Policy Hack; Regional Australia needs a new narrative to help drive societal shift.

We have started this journey to change the narrative of Regional Australia and build a vision, including the development of a national awareness campaign. The campaign incorporates stakeholders from all sectors and will help drive a societal shift around the public perception of Regional Australia. This will be done at a national level to deliver results at a local level – for our regional towns and cities, as well as businesses and community groups in regions.

Continuously improving and promoting Regional Australia is a shared responsibility, and we are asking you to get on board and be part of a national movement to show the rest of this country what Regional Australia really has to offer.

The national awareness campaign will be developed throughout 2020 with the initial roll out of the public phase to begin in mid-2021. The Prime Minister will be invited to publically launch the campaign, along with support from relevant Premiers, Ministers, and public figures.

The campaign will gauge the sentiment of metropolitan Australians through qualitative research. It will span a three-year period and will focus on the development, implementation, and evaluation of an integrated marketing communications campaign to promote the opportunities of living, working, and investing in Regional Australia.

The RAI is currently seeking co-funding from the Federal Government to underpin the ongoing campaign and 'brand Regional Australia'. However, it's important to build a collective that believe and share our vision to help support the pitch. A campaign of this magnitude, needs expertise which is why the RAI is engaging a top creative agency to work with us.

Together, we will create a strong brand campaign to change the hearts and minds that appeals to everyday Australians. It is an ambitious task, but we know this challenge will ignite a movement that will elevate the regions, and we would love you and your organisation to join us on this quest.

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REGIONAL AUSTRALIA COUNCIL 2031 (RAC2031)

Making Regional Australia a priority.

The RAC2031 is one element of the national awareness campaign. It was launched by Deputy Prime Minister the Hon Michael McCormack on 4 May 2020.

The purpose of RAC2031 is to convene a group of the most influential organisations and leaders to help elevate Regional Australia. We have asked them to make Regional Australia a priority.

The Council gives corporate Australia a vehicle to support the development, investment and prosperity of our regions in a collaborative way that will enhance the lives of one-third of our population, and provide significant opportunities for diversification of our economy and society.

RAC2031 MEMBER ORGANISATIONS

- APPEA
- Aurizon
- Australia Post
- Bendigo and Adelaide Bank
- Commonwealth Bank
- Expedia Group
- KPMG
- NAB
- NBN Co
- Prime Super
- Telstra
- TransGrid

THE OPPORTUNITY – REGIONAL ACTIVATORS ALLIANCE

Be part of a national movement.

Agree to become a Regional Activator, and you become a co-creator. You will assist us to shape a national campaign that will change lives for the better. We are aiming high, and need your participation to see the change we need to see, across Australia, for the benefit of all Australians.

If you are passionate about seeing your region grow and prosper, join us in changing the narrative of Regional Australia.

Through this process, the RAI will also utilise the Regional Activators Alliance to gain quantitative and qualitative research to support the campaign, with the confidential results to be made available to members only.

All aspects of the campaign will focus on RAI evidence-based research relating to four key pillars, and these pillars are at the core of both RAC2031 and the Regional Activators Alliance:



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YOUR ROLE

We are working hard with our partners to produce creative, informative collateral, and media outlets to get the messages out. Vital to this process is you, because you have the key to what makes your region tick.

For this campaign to be successful and change the course of Australia's population settlement patterns, we need your insights, passion, knowledge and case studies. Work with us to show the country what makes your region unique and how you activate, support, and energise your local communities, or how and why your business supports Regional Australia.

Regional Australia is ready to grow, and your local region can be part of the transformation.

THE BENEFITS

As a Regional Activator, your region will:

- be at the forefront of a powerful national movement to change the narrative of Regional Australia and the course of history.
- be a co-creator of a national campaign to promote “brand Regional Australia” for the benefit of your region, your business and the nation as a whole – contributing to regional prosperity.
- participate in a collective workshop with the RAI, the creative agency and RAC2031 members.
- benefit from qualitative and quantitative research specific to your region. Building on the research done for The Big Movers report, the RAI will provide you with a report that highlights who is moving to your region based on age group, occupation, qualification and income. This analysis is valuable market intelligence which gives regional leaders with the ability to pinpoint the market segments their region may be missing out on, and develop a strategic response. *(Available for \$15k and \$20k packages)*
- provide feedback on the campaign for the duration of the campaign for as long as you are a Regional Activator.
- enhance your brand and reputation through alignment with RAI's mission of elevating the quality of discussion and debate on Regional Australia.
- develop, build and fortify client relationships with RAC2031 members, politicians and directors from all levels of government, and other significant figures from industry at our annual networking event, held during our annual Regions Rising National Summit.
- attend exclusive meetings with all Regional Activators, held once per quarter, featuring a relevant and prominent CEO, Minister or Regional Leader.
- have branding via corporate logo displayed on all relevant communication mediums related to the Regional Activators Alliance, including:
 - webpages on RAI's website;
 - media releases;
 - articles in RAI's regular newsletter to approximately 15,000+ subscribers;
 - RAI's social media platforms (LinkedIn, Facebook, and Twitter) of 9,500+ engaged followers;
 - a dedicated space on the campaign website to promote your region or organisation as a RAA (due to go live in 2021).
- provide a case study to the RAI on at least one person, family, or business who has made the move to your area, to be used as promotional material.
- receive two complimentary tickets for Regions Rising Summit and 50% discount on a corporate table at all Regions Rising events and webinars for as long as you are a Regional Activator.
- assist RAI to shape its longer-term strategic priorities to be a membership body and continue to provide important research and advocacy for Regional Australia.

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- receive acknowledgement through a full PR campaign designed around the impact of the Regional Activators Alliance to ensure maximum exposure across Australia. A quarterly communique will be produced after each meeting summarising the outcomes and work of the Alliance. Media will be engaged before and after these closed sessions to bring about maximum impact.
- receive acknowledgment and public awareness at other relevant RAI events and meetings.

INDICATIVE TIMELINE

DATE	LOCATION	EVENT / MEETING	DETAILS
September 2020 (TBC)	Virtual (Zoom)	Regional Activators Alliance Meeting	The formation of the Regional Activators Alliance will focus on supporting the development of the national campaign to ensure we have community and industry consultation and collaboration about impact, design and execution.
TBC/ may move to 2021	Canberra	Regions Rising National Summit	Regional Activators are encouraged to attend the whole summit, including Conference, Gala Dinner, and Masterclass with RAC2031 members. The Prime Minister will be invited to publicly launch the campaign, and endorse the activities within the campaign, including that of the Regional Activators.
December 2020	Canberra	Regional Activators Alliance Meeting	A focus on regional population strategies and potential policies
February 2021	Virtual (Zoom)	Regional Activators Alliance Meeting	A focus on regional liveability indicators and stories of people who have made the move (case studies)
June 2021	Virtual (Zoom)	Regional Activators Alliance Meeting	A focus on leadership and human capital uplift, and policies and programs to enhance this in regional Australia

Due to the ever-changing nature of COVID-19, we cannot guarantee the above timeline. We will work with the Regional Activators Alliance to make appropriate arrangements whenever necessary.

INVESTMENT

We are approaching councils, economic development organisations and industry to be part of the Regional Activator Alliance. As such, the investment tiers are categorised slightly differently for each.

As a Local Government Area (LGA), our ask is based on the LGA's population as at the 2016 Census.

TYPE	LGA POPULATION	INVESTMENT PER YEAR
Small town	Up to 10,000 people	\$5,000 +GST
Mid-sized town	Between 10,000 and 50,000 people	\$15,000 +GST
Regional city	Over 50,000 people	\$20,000 +GST

For economic development organisations and industry businesses, our ask is based on the number of employees as per the ABS business size classifications.

COMPANY SIZE	NUMBER OF EMPLOYEES	INVESTMENT PER YEAR
Micro or small business	1 to 19	\$5,000 +GST
Medium business	20 to 199	\$15,000 +GST
Large business	200 or more	\$20,000 +GST

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CONTRACT COMMITMENT FOR THE REGIONAL ACTIVATORS ALLIANCE

I/We commit to participate as a Regional Activator in the national awareness campaign led by the Regional Australia Institute for the initial duration of one year.

Name: _____

Title: _____

Company: _____

By signing this agreement, I/We will:

- ensure executive/senior-level attendance at all four meetings.
support the development of the national campaign for brand Regional Australia.
- provide data where useful and appropriate.
- support stakeholder engagement and media via our internal organisation communications functions to ensure a wider reach of the Regional Activators outputs.
- provide bespoke support drawing on our expertise and strengths (both individually and collectively) to progress agendas arising from the Alliance.
- maintain and ensure confidentiality and privacy in all dealings and communication related to proprietary information that we may become privy to as a Regional Activator.

The total value of this contract is \$ _____ + GST.

The RAI also confirms to meet the contractual obligation to ensure delivery of stated benefits to the above Regional Activator, and acknowledges that the RAI will also maintain and ensure confidentiality and privacy in all dealings and communication related to proprietary information.

Signature: _____

Date: _____

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ABOUT THE REGIONAL AUSTRALIA INSTITUTE

The voice for the regions.

The Regional Australia Institute (RAI) is Australia's only independent think tank solely focused on better outcomes for Regional Australia. Our evidence-based research and community engagement enables us to develop better policy outcomes to transform Australia's future. The RAI is the voice for the regions.

OUR VISION

To enable regions to achieve their potential for the benefit of all Australians

OUR MISSION

To be the voice for Regional Australia to improve regional prosperity

ORGANISATION PROFILE

The RAI is an Australian policy think tank and research organisation, established as an independent not-for-profit company limited by guarantee and is a registered charity.

The objectives of the RAI as described in our constitution are:

- To research priority policy issues impacting on Regional Australia, to identify solutions that enhance the prosperity and sustainability of Regional Australia.
- To promote the results of policy research to governments and the wider community.
- To foster debate on policy issues impacting on Regional Australia.
- To engage in national activities that contribute to Regional Australia.
- To enhance our external relationships with industry and to further strengthen our government and community relationship.
- To build a membership that believes in our purpose and can support the work of the RAI.

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OUR MARKET

Home to 9.05 million people and responsible for a third of national output and jobs, Regional Australia plays an increasingly important role in securing the nation's growth and prosperity.

With a formal network of approximately 15,000 influencers, activators, interested observers and commentators of our work, the RAI is the leader on new knowledge, policy development and practical skills for regional economic development.

Segmenting the RAI's network to influence a nation-building conversation, we will actively work with government at all levels, industry and the community sector to ensure success and affect positive outcomes for regions.

MEDIA COVERAGE

In the 12 months to 30 June 2020, RAI generated the following media exposure:



This included features from major publications and broadcasters, such as:

- ABC:
 - Online
 - TV
 - Radio National
 - state-based radio programs
- Australian Community Media mastheads, including:
 - The Courier
 - Illawarra Mercury
 - The Land
 - The Canberra Times
- Channel 10:
 - The Project
- NewsCorp Australia mastheads, including:
 - The Australian
 - Weekend Australian Magazine
 - The Daily Telegraph
 - Herald Sun
 - The Courier Mail
 - NT News
- PRIME7:
 - Sunrise
 - Daily Edition

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Regional Australia Institute Ltd is registered with the Australian Charities and Not-for-profits Commission (ACNC)

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14 CLOSED SESSION

In accordance with the provisions of section 275 of the *Local Government Regulation 2012*, a local government may resolve to close a meeting to the public to discuss confidential items, such that its Councillors or members consider it necessary to close the meeting.

RECOMMENDATION

THAT the meeting be closed to the public to discuss the following items, which are considered confidential in accordance with section 275 of the *Local Government Regulation 2012*, for the reasons indicated.

15.1 Rockhampton Museum of Art - Engagement of Specialised Independent Commissioning Agent

This report is considered confidential in accordance with section 275(1)(e), of the *Local Government Regulation 2012*, as it contains information relating to contracts proposed to be made by it.

15.2 Building Acceleration Fund - Support for Application

This report is considered confidential in accordance with section 275(1)(h), of the *Local Government Regulation 2012*, as it contains information relating to other business for which a public discussion would be likely to prejudice the interests of the local government or someone else, or enable a person to gain a financial advantage.

15 CONFIDENTIAL REPORTS

15.1 ROCKHAMPTON MUSEUM OF ART - ENGAGEMENT OF SPECIALISED INDEPENDENT COMMISSIONING AGENT

File No: 12155

Attachments: Nil

Authorising Officer: Peter Kofod - General Manager Regional Services

Author: Andrew Collins - Manager Project Delivery

This report is considered confidential in accordance with section 275(1)(e), of the *Local Government Regulation 2012*, as it contains information relating to contracts proposed to be made by it.

SUMMARY

The purpose of this report is to authorise Council to enter into a contractual arrangement with Steensen Varming pursuant to Section 235(b) of the Local Government Regulations 2012.

15.2 BUILDING ACCELERATION FUND - SUPPORT FOR APPLICATION**File No:** 12534**Attachments:**

1. Correspondence
2. Program Guidelines
3. Plan

Authorising Officer: Martin Crow - Manager Infrastructure Planning
Peter Kofod - General Manager Regional Services**Author:** Jamie McCaul - Acting Manager Planning and Regulatory Services

This report is considered confidential in accordance with section 275(1)(h), of the *Local Government Regulation 2012*, as it contains information relating to other business for which a public discussion would be likely to prejudice the interests of the local government or someone else, or enable a person to gain a financial advantage.

SUMMARY

Council support has been sought for an application to the Queensland Government's Building Acceleration Fund. This request is discussed in the report and recommendations made.

16 CLOSURE OF MEETING