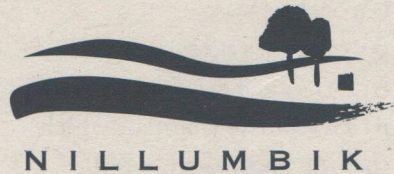


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## *A new identity for Nillumbik Shire*

WELCOME TO THE JUNE ISSUE OF NILLUMBİK NEWS

This edition celebrates the launch of the Shire's new corporate identity, which includes a new look for the community newsletter. Over the next few months you will see the logo of Nillumbik Shire at our boundaries, on municipal buildings and stationery.

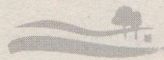
The logo has been developed over the past three months by Anna Wilson-designer, in consultation with a public advisory group and shire staff. It is the result of many hours of work and community consultation.

The design represents the communities that now comprise the Nillumbik Shire and reflects the community's commitment to the environment and the heritage of the area.

THE CORPORATE IDENTITY uses the landscape of Nillumbik to reflect the environmental focus of the Shire whilst retaining urban and rural elements working in harmony with the undulating hills. The brushstroke used for the sweep of the land reinforces the value of the arts and culture of Nillumbik. The horizontal stroke of the horizon line brings a subtle reference to the aboriginal meaning of Nillumbik 'shallow earth'. The ochre and deep blue/green work together in the logo to speak clearly against a backdrop of urban, rural and bushland environments.



*Designer-Anna Wilson presenting new logo and style manual to CEO Barry Rochford and Chairman of Commissioners Don Cordell*



### The Community

Nillumbik is a new Shire. The corporate identity will give us an image that defines the future direction of the Shire. It will encourage people to feel proud to be a part of Nillumbik.

The new logo signals to all of us the creation of the new Shire and the positive future ahead.

To mark the occasion of the corporate identity launch we have produced a magnet with the new logo and the new Customer Service telephone number, 9433 3111. We will be using this number from now on. Please keep it near by so that you can contact Nillumbik Shire Council whenever you need to.

## User friendly corporate plan draft soon ready for review and comment

Nillumbik Shire Council Commissioners and executive officers have been preparing a Corporate Plan which will spell out the main objectives and initiatives of the Council for the period 1995 to 1998. In preparing the Corporate Plan, the management team has taken account of contributions from ratepayers and residents in a range of public consultations. The format of the Corporate Plan is user friendly with distinct sections:

### **CORPORATE STATEMENTS**

*Introductions* by the Chairman of Commissioners and the Chief Executive Officer.  
*Statements of values* which have been contributed by residents and staff.

*Statements of purpose* which describe in general, functional terms, the business of the Council for the planning period.  
*Corporate objectives*, which are statements of planned achievement that encompass the entire Council, including governance objectives, economic development objectives and objectives relating to rating and savings.

### **OBJECTIVES OF COUNCIL GROUPS AND DEPARTMENTS**

*Services and operations plans* of the Council, which include engineering and environmental services and culture and community services that are produced directly for the Council's customers.

*Enabling plans*, which describe the functions that enable more efficient and effective production of services, such as organization development, budgeting and administration.

### **A SELECTION OF CORPORATE OBJECTIVES INCLUDES PLANS TO**

- Achieve \$2.8 million in savings
- Create an advisory structure that is participatory and which produces outstanding candidates to become Councillors.
- Establish Township Structure Plans that: Recognise the distinct characteristics of each township and maintain their integrity as urban environments separated by open spaces.
- Uphold the conservation and environmental focus of the new Shire.
- Prepare an economic development plan that balances environmental, residential and economic priorities.

- Establish comprehensible corporate reporting practices, including financial reporting and recording.
- Establish competitive tendering policies, procedures and market test all operations in advance of legislative requirements.
- Create a sustainable financial management strategy that features: Debt management, reduced reliance on borrowing, higher emphasis on user charges compared with rates, managed, consistent and equitable rating strategy.

Chief Executive Officer, Barry Rochford, said: "Each objective in the Corporate Plan has a measure built in to it - so that we know precisely what we are going to do, and at the end of the planning period we will be able to measure our performance against our original intentions."

The Victorian Government has certain expectations of the content and format of municipal Corporate Plans, amongst other things, they should indicate the extent of savings each Council aspires to.

"The end result is a Corporate Plan, accompanied by a financial plan, which together spell out clearly the Shire Council's management and service delivery strategies for the next three years", he said.

The Council expects drafts of the Corporate Plan to be available 3rd July 1995. Drafts will be accompanied by information sheets and a pro-forma for commentary.

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## Report debunks Eltham Shire Council's claim to be one of top five performing Councils

The former Shire of Eltham was a high rating big spending municipality which ranked from poor to average in performance against twenty-two other comparable outer Melbourne municipalities.

A finding which raises serious doubts about the position of the former Shire of Eltham which claimed in its report to the Local Government Board last year to be "...one of the five top performing councils in the State".

Evidence of the very reverse is among key conclusions in a report prepared for the Nillumbik Shire Council by one of Australia's Big Six Accounting firms, Coopers & Lybrand (C&L)

Last year the former Shire of Eltham's rates were on average \$551 per capita, well above 22 outer Melbourne's municipalities' average of \$517.

Hence, one of the C&L report's findings that the former Shire was a high rating, high spending Council.

Chief Commissioner Cordell said, "Correspondents to local newspapers and to the Commissioners have used Eltham Council's previous claims to support the argument that the Shire of Eltham was one of the best managed

Councils in Victoria or that it was one of the five best financially managed Councils in the State".

"We would have been delighted if this was true", he said.

Don Cordell said "The Office of Local Government's publication 'Local Government Side by Side' was used by the Shire of Eltham to support its claims which are now shown by competent analysis to be misleading".

Coopers & Lybrand noted that using 'Side by Side' as the sole basis for assessing performance was inappropriate.

The C&L report said superficially, key indicators for Eltham looked better than State averages but this was a misleading guide to performance because of the diversity of municipalities in Victoria.

Compared with other similar outer Melbourne municipalities, the former Shire performed poor to average in its debt servicing, recreational and cultural/community amenities and health services.

"The reason why State averages are not a realistic basis for comparison is that some municipalities are so small (4,000 to 5,000 people), averages are severely distorted", said Commissioner Cordell.

### NILLUMBIK ART AWARD EXHIBITION

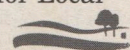
*formerly the Eltham  
Art Award  
will be held at the  
Eltham Community  
Centre from Saturday  
July 8 - Sunday July 16  
from 10am to 5pm daily  
For further information  
please call 9430 1151*

In only one key area had the former Shire out-performed the other outer Melbourne municipalities. This was in the area of administration where it had kept cost below the average of 12.9% of total expenditure, but administration costs vary considerably between Councils depending on accounting treatment.

Commissioner Cordell said that Nillumbik Shire had sought an independent financial analysis hoping to establish Eltham Council's financial performance as the benchmark for the future performance of the Shire.

"Unhappily, this has not proven to be a realistic option but it has highlighted misleading claims to the Local Government Board by the former Shire Council", he said.

The Coopers and Lybrand report cost \$3,200 and was a preliminary report prior to the completion of the Due Diligence Audit conducted on the former Eltham Council as required by the Minister for Local Government.



#### MEET WITH THE COMMISSIONERS

Nillumbik's Commissioners have met with more than 100 individuals and groups since the Shire was formed last December.

*For an appointment with the Commissioners please ph 9430 1122*



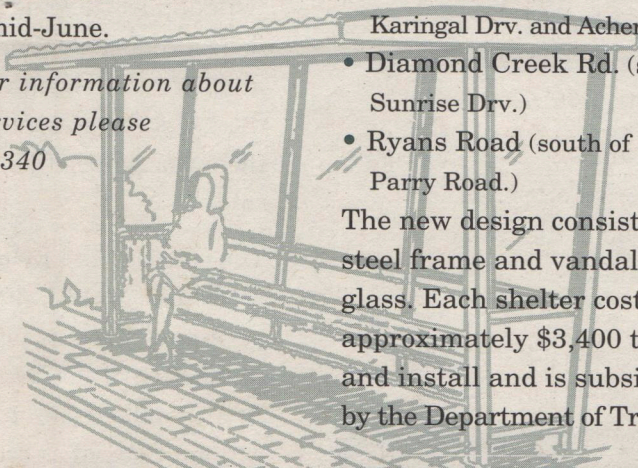
*Commissioner Kevin Abbott helps cut the cake at the Eltham Library's 1st birthday celebrations.*

### **Library's first Birthday**

The Eltham Library has just celebrated its first birthday complete with all the birthday trimmings, with the launch of our CD collection. The collection caters for musical tastes from baroque to the Baby Animals. It has been purchased with booksale and fundraising money, and is an obvious success with our borrowers. At this stage, borrowing is limited to one CD per card for a one month period.

At the beginning of July, Eltham Library will be commencing a special guest speaker programme. Alternative health issues will be among the first subjects presented in this programme. Details will be available mid-June.

*For further information about library services please  
ph: 9430 1340*



### **Tadema Park**

The Nillumbik Shire Environment Section have recently completed the first part of improvement works to Tadema Park at the northern end of Eucalyptus Road.

The concept plan provides for upgrading of the park to ensure the safety of residents who use the playground equipment and the adjoining link reserves for passive recreation.

The first stage of the improvements include the installation of timber bollards to restrict vehicle access.

### **New bus shelter design**

The Environment and Engineering section of Nillumbik are currently installing four new bus shelters. An annual allocation of funds allows for upgrading and installation of shelters in the Shire. Shelters will be installed at the following locations.

- Sherbourne Rd. (between Bridge St. and Adam Cres.)
- Weidlich Rd (between Karingal Drv. and Acheron Cres.)
- Diamond Creek Rd. (south of Sunrise Drv.)
- Ryans Road (south of Parry Road.)

The new design consists of a steel frame and vandal proof glass. Each shelter costs approximately \$3,400 to make and install and is subsidised by the Department of Transport.

**If you have any forthcoming events or newsworthy items you would like included in the Nillumbik News contact the Communications Officer on 9430 1122. There are restrictions on length and content of items so discretion as to final copy and publication must be left with the editor.**

**The deadline for the next issue is 24th July.**

Over recent years, extensive damage has been caused to the vegetation in the park by vehicles.

Developments to take place over the next 3 years will include an extensive revegetation programme and an asphalt pathway to be constructed from Diosna Rd. to Beard St. with seating placed along the way.

*For further information please contact the Environment and Engineering Section  
ph: 9430 1288.*

### **Leisure Centre Update**

***The Eltham Leisure Centre is undergoing another facelift***

Work is currently underway on much needed refurbishment of the male and female toilets which will include poolside access to the changerooms. Disabled access to the pool area will be improved with the installation of automatic doors into the pool area.

Upgrading works will include a sun canopy over the sandpit in the creche playground, the completion of partitioning in the circuit area and new carpets in the foyer areas.

Nick Ciccarelli (Manager of the Centre) said that the Leisure Centre is now in its 15th Year and in need of some refurbishment in order to maintain the Leisure Centre as the great community asset that it is.