

The background of the entire page is a close-up photograph of a brick wall. Numerous cookies are scattered across the bricks, each decorated with colorful icing and various toppings like sprinkles, beads, and small candies. The cookies are shaped like faces with different expressions and colors (pink, blue, green, purple, orange).

on the move

maitland

ISSUE 26

JANUARY - MARCH 2024

**Progressing our
Delivery Program**

2022-2026

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Wonnarua People as the Traditional Owners and Custodians of the land within the Maitland Local Government Area. Council pays respect to all Aboriginal Elders, past, present and future with a spiritual connection to these lands.

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REPORTING TO OUR COMMUNITY

On the Move provides an overview of Council's performance and achievement for each of the city's four themes, demonstrating our commitment to deliver on our Maitland +10 vision.

In addition to meeting our legislative obligations, the objectives of On the Move are to:

- communicate our vision and priorities to the community
- instill community confidence in our ability to show strong leadership and deliver on our promises
- demonstrate our commitment to being open and transparent
- celebrate the achievements of our organisation.



Scan the QR code for more information about our Delivery Program and Operational Plan.

Smoking ceremony, Maitland



Norm Chapman Oval, Rutherford

MESSAGE FROM OUR MAYOR AND GENERAL MANAGER

Welcome to issue 26 of On the Move, capturing the activities of Council in delivering the 2022-2026 Delivery Program for the period 1 January 2024 to 31 March 2024.

Our On the Move aligns to our Delivery Program and Operational Plan, which was adopted by Council in June 2023. A statement of commitment to our community, translating the vision and priorities from Maitland +10 into clear actions.

On the Move is presented under the four themes of our Delivery Program and Operational Plan. Our list of projects and actions extends across the city, with investments in community infrastructure, facilities and services that will help make Maitland an even greater place to live.

Let's connect with each other

One of our primary objectives is to enrich our communities by investing in new playgrounds and sporting facilities.

In this quarter, we saw the upgrade to Rous Street Park and Somerset Sportsground, providing an enhanced space for everyone to enjoy.

Our sporting facilities are undergoing enhancements with new floodlights installed at Norm Chapman Oval in Rutherford and Thornton Oval. Thornton Oval also received a new irrigation system for the playing field.

Let's create opportunities

We had a number of fantastic opportunities for our community to come together and enjoy live music with over 4,500 enjoying the Soundswell event held at Morpeth in January which featured an impressive array of Australian artists.

We also hosted two Newcastle Jets Women's fixtures at Maitland Regional Sportsground which was attended by thousands of enthusiastic fans.



Philip Penfold
Mayor



Jeff Smith
General Manager

Let's live sustainably

Our community came together in full force, with a total of 17 community groups, along with groups of residents and individuals, actively participating in Clean Up Australia Day activities across Maitland in March. In addition, 12 schools also participated in Schools Clean Up Day on 1 March.

Our new MyCouncil customer portal also saw an increase in the number of bin repair requests being lodged, assisted by the new streamlined process.

Let's achieve together

To advance our priorities set out in Council's Delivery Program, we have actively applied for 29 grants year to date, receiving a total \$23.4 million to invest in projects.

Council claimed top honours at the 2024 Community Cricket Awards in March, with Robins Oval in Maitland Park named Community Facility Project of the Year after a \$1.9 million upgrade to the facility in 2023.

We have made significant progress through our passion and commitment to making our city a great place to live, work and play.

Together, we make Maitland.

OUR VISION

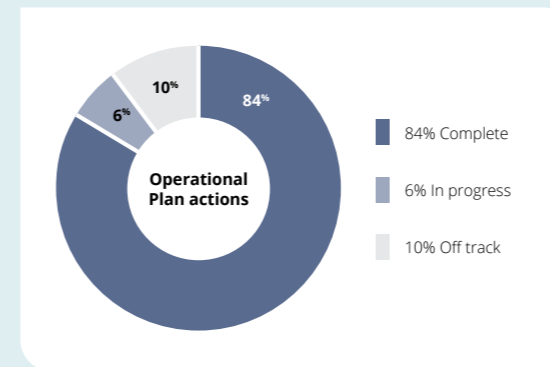
We are a proud and changing community, celebrating our heritage and future potential. Our housing choices are diverse, with education and job opportunities for all. We have everything we need close to home, from parks to sports and culture. The iconic Hunter River shapes our landscape, bringing both opportunities and challenges. We aim to live sustainably, restoring our natural environment and reducing waste where we can. Our leaders are always listening, and let the community know about decisions made. Together, we make Maitland.



HOW TO READ THIS DOCUMENT

OUR COMMITMENT TO OUR COMMUNITY

Our reporting documents including our Delivery Program and Operational Plan, are presented in the four themes of our Maitland +10.



How we are progressing the outcomes in our Operational Plan

Operational actions show progress and performance against our delivery program and move the council towards achieving the objectives identified in Maitland +10.

To promote readability and accessibility, abbreviations and technical terminology have been kept to a minimum. The abbreviations and key terms used are explained below in plain English.

Compared to previous data

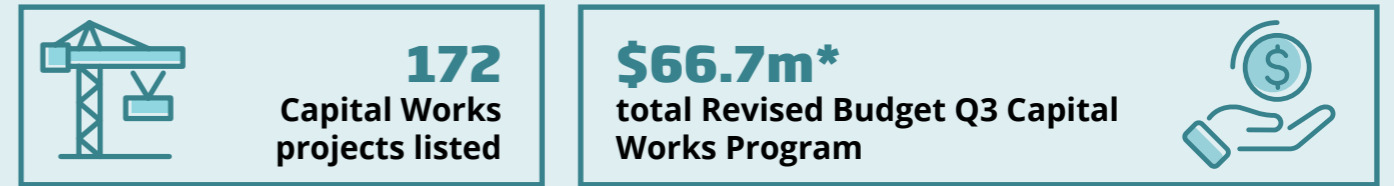
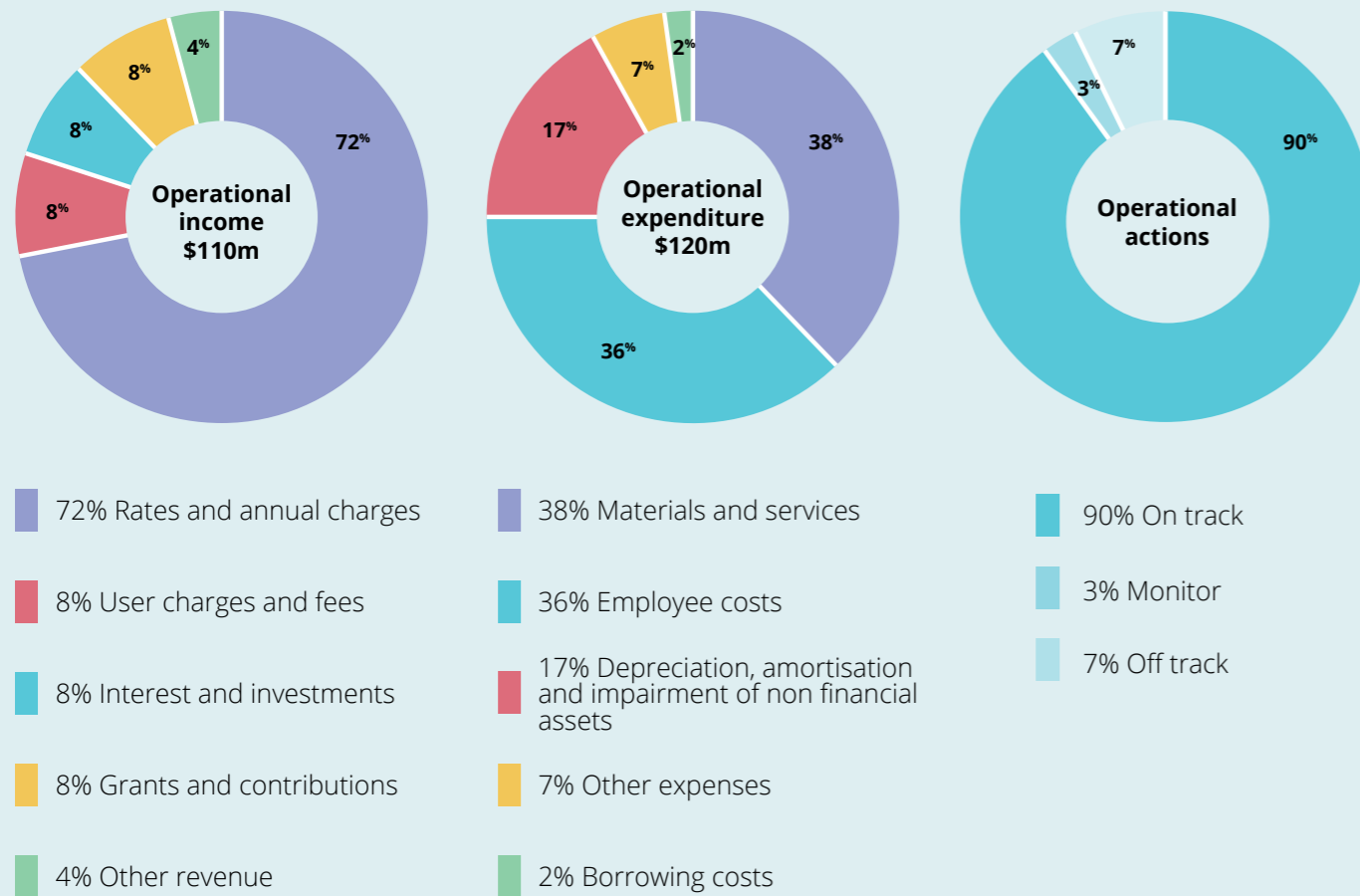
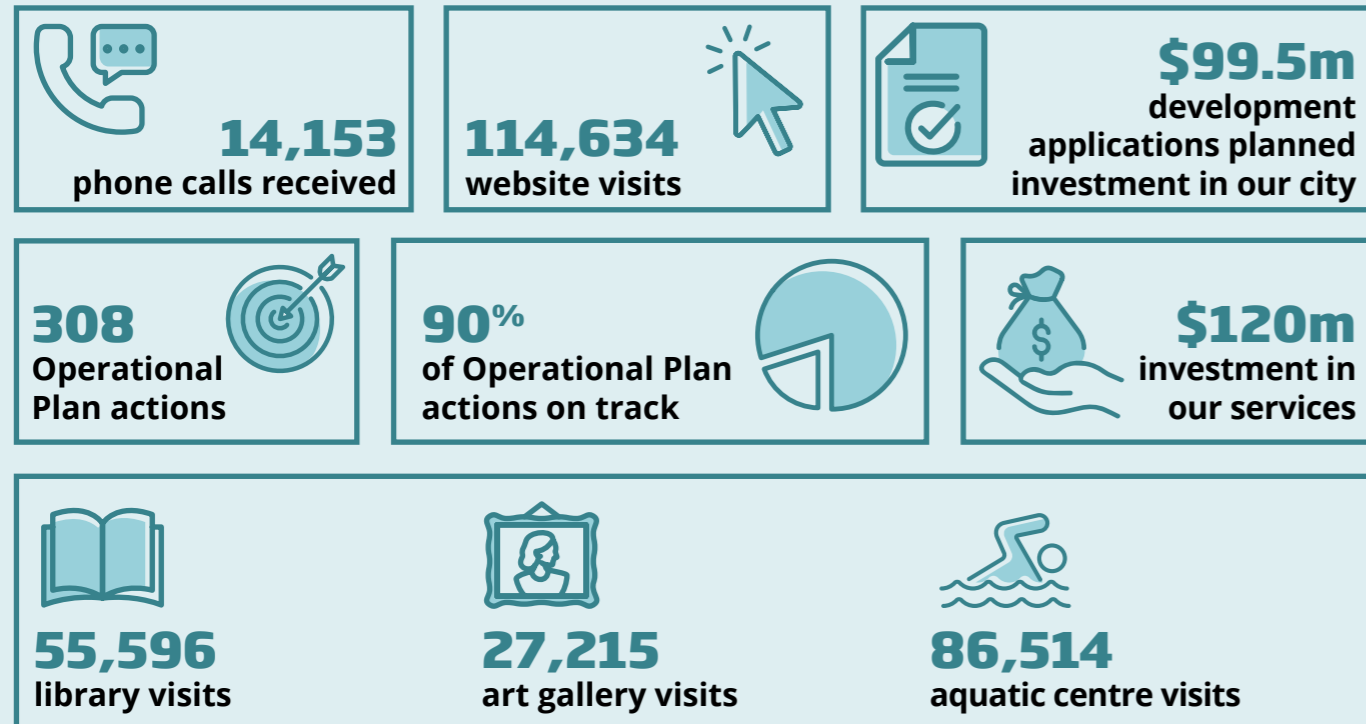
▲ Increasing ▼ Decreasing

Tables within this report use the following:

- \$k for thousand dollars
- \$m for million dollars
- \$bn for billion dollars
- NA for not applicable.

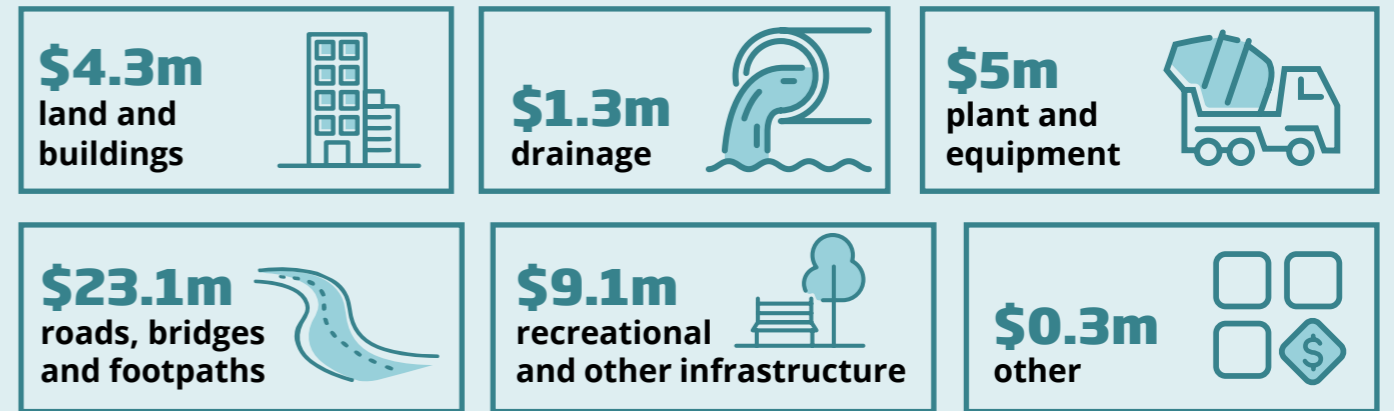
SHOWCASING OUR ACHIEVEMENTS

The action plan for achieving the community's outcomes in Maitland +10 are outlined in the Delivery Program and Operational Plan. This plan is prepared each year identifying the projects, programs and actions that Council will deliver over a 12 month period from July 2023 to June 2024. Our financial position at the end of March 2024 is represented below along with our key quarterly highlights.



*excludes principal repayments

ACTUAL EXPENDITURE PER PORTFOLIO



KEY PROJECTS COMPLETED:

- Road reseal and rejuvenation program for the financial year is now complete.
- Woodberry Road flood repair works.
- Asphalt overlay works completed at Emerald Street, Dinter Close, Hinder Street and Courtlands Street in East Maitland, Occupation Lane in Lochinvar, Budgerie Street, Endeavour Street and Wolstenholme Street in Rutherford, Collinsons Street in Tenambit, Stafford Close in Metford, Chisholm Road in East Maitland and Ashtonfield and Molucca Close in Ashtonfield.
- Major road maintenance and construction at Edwards Avenue and Haussman Drive in Thornton and Christopher Road in Lochinvar.
- Programmed pathway maintenance works throughout Lorn with particular focus on Belmore Road.
- Construction of modular amenities at Cooks Square Park, East Maitland.
- Improvements at Maitland Park outer fields including lighting and upgraded amenities and changerooms for inclusivity and accessibility. These improvements were funded by the State Government's Stronger Country Communities Fund.
- Annual aerial (helicopter) inspection to assist with maintaining priority weeds on public and private land and to manage the negative impact on our environment.

OUR ACHIEVEMENTS



Soundswell, Morpeth



1. LET'S CONNECT WITH EACH OTHER

WHAT OUR COMMUNITY WANTS:

- 1.1 To stay friendly, happy and proud as our city grows.
- 1.2 To easily get to where we want to go.
- 1.3 To acknowledge First Nations peoples and their stewardship of the land within our city.
- 1.4 To be healthy and active with access to local services and facilities.
- 1.5 To celebrate what makes our city unique - our history, our people and our river.

103
immunisations provided



44
new citizens welcomed
at one ceremony



14%
growth in digital
content at our libraries



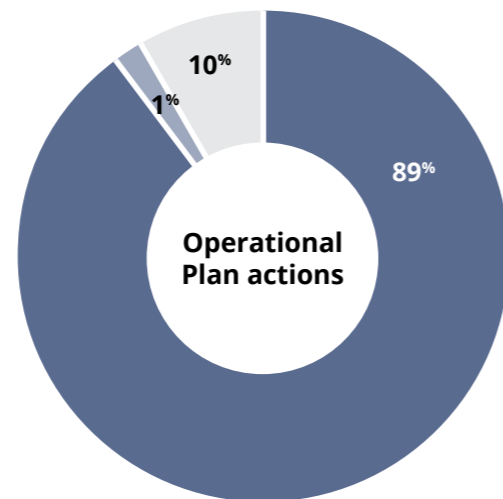
100
hours of digital literacy
programming delivered



38
school carnivals held
at aquatic centres



2,850
attendees at 191 events
held at our libraries



89% On track

1% Monitor

10% Off track

WHAT WE DELIVERED

Major infrastructure investments in our community

Council secured additional grant funding of nearly \$11 million this financial year for significant upgrades to community infrastructure, including crucial road improvements on Melville Ford Bridge, Melville Ford Road and Maitland Vale Road.

We have received funding from various government sources for the project to replace Melville Ford Bridge, raising the project's total budget to \$8.2 million. The new dual-lane concrete bridge over the Hunter River will enhance flood resilience.

Furthermore, \$6 million in grant funding will be used to rebuild sections of Maitland Vale Road and Melville Ford Road, making them more flood resistant.

Sportsground upgrades for our community

New floodlights have been installed at Norm Chapman Oval in Rutherford and Thornton Oval. Brand new lighting offers improved facilities for local sporting groups to play and train longer after sunset.

Thornton Oval also received a new irrigation system for the playing field.

Playspace upgrades across our LGA

Rous Street Park underwent a \$112,000 upgrade and now features brand new play equipment, seating and a shade sail.

A playground at Somerset sportsground is now open and ready for use after a \$125,000 upgrade to the play equipment, including a new slide and climbing structures. In addition a large shade sail has also been installed.

Improvements at Harvest Boulevard playspace in Chisholm has also taken place including replacement of the site's rubber softfall surface.

Cooks Square Park receives \$1 million investment for upgrades

In a major score for local footballers, Maitland City Council has delivered \$1 million worth of upgrades to Cooks Square Park in East Maitland.

Fully funded by the Australian Government, the training pitch has been extended into a full sized field with new irrigation and fencing as well as training standard floodlighting being installed.

The funding has brought necessary upgrades to Cooks Square Park, transforming it into a premier destination for local football. The investment of \$1 million goes beyond infrastructure and represents a commitment to nurturing the health and wellbeing of our Maitland football community.

LIBRARY VISITATION

(January to March period)



2023
42,031

2024
55,596

32%

Increase attributed to several new programs being run along with improved community engagement through large event partnerships.

AQUATIC CENTRES VISITATION

(January to March period)



2023
86,204

2024
86,514

0%

KEY ACHIEVEMENTS

- ✓ Staged reopening of the former Maitland Park Bowling Club site has been announced and work undertaken to facilitate public access to priority areas including the car park.
- ✓ Construction is underway to complete stage 2B of Morpeth Shared Pathway Project, linking Steamer Street to Queens Wharf Road via Morpeth Road, with work set to be completed by June 2024.
- ✓ Aboriginal dance workshop held at Rutherford and East Maitland Library in January.
- ✓ Baby Book Club held weekly at Rutherford, Maitland, East Maitland and Thornton Libraries.
- ✓ Council endorsed concept plans to upgrade Maitland Park playspace in March.
- ✓ New toilet block and carpark completed at Wirraway Park, Thornton and modular amenities completed at Cooks Square Park, East Maitland, in accordance with funding provided by the State Government's Stronger Country Communities fund.
- ✓ Amenities upgrades at Beryl Humble Oval completed.

CHALLENGES

- ✗ Maitland Library temporarily closed for four days due to traffic incident.
- ✗ Thornton Library temporarily closed for five hours due to electrical storm.



2. LET'S CREATE OPPORTUNITIES

WHAT OUR COMMUNITY WANTS:

- 2.1 To shop and work locally.
- 2.2 To afford the house in the neighbourhood we like.
- 2.3 To have central Maitland as the vibrant heart of our city.
- 2.4 To show off our city.

4,780
people attended events
in Central Maitland



12k
people took part in Free
Art January at MRAG



300
people attended
Live at The Levee



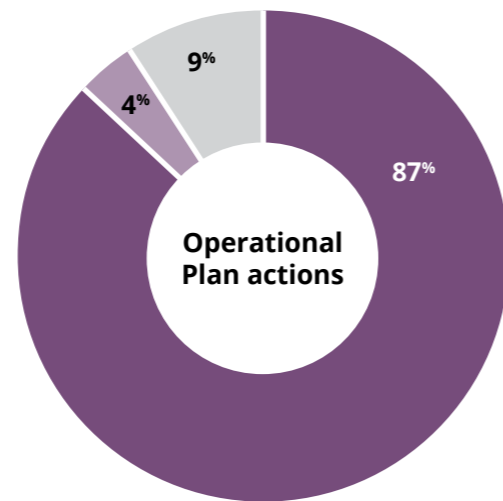
3,000
people attended
Australia Day events



4,478
attendees at 115
events held at MRAG



4,500
Number of people
attended Soundswell

- 87% On track
- 4% Monitor
- 9% Off track

WHAT WE DELIVERED

Soundswell spectacular

Morpeth welcomed music enthusiasts for a evening of live music, funded by the NSW Government. Attracting over 4,500 attendees, the event featured an impressive array of Australian artists, including the sensational Kate Miller-Heidke, Boo Seeka, Kira Puru, and The Appointments. Each performance added to the atmosphere, creating an unforgettable night for all who attended.

Live at The Levee

In March, Maitland hosted the vibrant Live at The Levee Street Party. Over 300 attendees were treated to soulful live performances by Piper Butcher and The Warning, as well as indie rock tunes by Acacia Blue.

The Levee Shared Zone, located between Bulwer and Elgin Street, was transformed into a free, all ages party zone. Live music filled the air, complemented by delicious food and refreshing drinks. Visitors had the opportunity to sample tasty bites from some of The Levee's best eateries and cafes.

A highlight of the event was the presence of Dusty Miner Craft Brewery, a beloved microbrewery based in Aberglasslyn.

Australia Day activities across Maitland

On Australia Day, Maitland Aquatic Centre hosted the annual Dive in Cinema event. Attendees had the option to take a dip in the pool or relax poolside, making it an enjoyable experience for everyone.

The event provided guests with tasty food, complimentary popcorn, lawn games, and free swim time. Additionally, there was a double feature of beloved Aussie classics including *Paper Planes* and *Red Dog*.

Alongside the Dive in Cinema, Maitland City Council organised a range of Australia Day activities. These included a free BBQ and live entertainment at Maitland Park, as well as Free entry to both Maitland and East Maitland Aquatic Centres. It was a day filled with festivities and fun for over 3,000 attendees.

Record attendance at Maitland Regional Art Gallery free art workshops

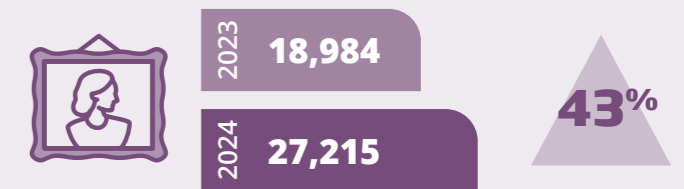
Maitland Regional Art Gallery broke its record attendance numbers for Free Art January with over 12,000 people onsite taking part in exhibitions, events and workshops. The Gallery launched its 2024 exhibition program and had forward plan and artistic program endorsed by Create NSW.

Increased attendance numbers can be attributed to change of opening hours and funding for holiday and workshop programs that enabled drop in stations. It also allowed the engagement of art tutors for art making activities throughout January in all spaces of the Gallery.

In March, the autumn series of exhibitions was launched with a diverse mix of cultural experiences across art forms.

MAITLAND REGIONAL ART GALLERY VISITATION

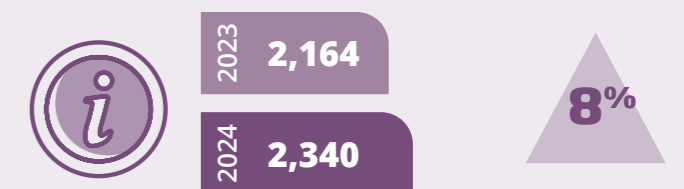
(January to March period)



Strategic marketing and funding initiatives contributed to strong attendance throughout the quarter along with record attendance achieved during Free Art January, with over 12,000 visitors.

MAITLAND VISITOR INFORMATION CENTRE VISITATION

(January to March period)



The increase in patronage this quarter can largely be attributed to the launch of Maitland Monopoly in March.

KEY ACHIEVEMENTS

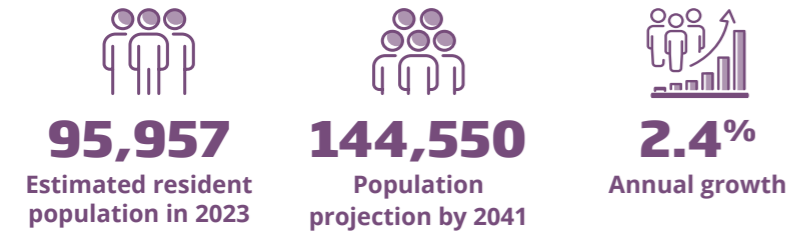
- ✓ Maitland hosted two Newcastle Jets Women's fixtures at Maitland Regional Sportsground on 17 February and 3 March.
- ✓ Maitland Monopoly game was launched in March.
- ✓ Street Eats events held at Gillieston Heights, Rutherford and Woodberry.
- ✓ Comedy show by Comedy for a Cause and Angamus Duo held in March for Seniors Festival with 144 tickets purchased.
- ✓ The 'Including You' Tent was available at the Soundswell event in January with over 115 people accessing the space.
- ✓ Maitland Regional Art Gallery partnered with the Black Dog Institute and the Art Gallery of NSW to deliver Culture Dose for Kids - a wellbeing program for kids with mild anxiety.

CHALLENGES

- ⊖ Maitland Gaol site closed in March until further notice due to fire and electrical system issues.

DEVELOPMENT IN OUR CITY

The NSW Department of Planning & Environment's (DPE) population projections released in 2022 estimate that Maitland's population will grow by an additional 54,800 residents between 2021 (from 89,750) and 2041 (to 144,550). Based on a 'common planning' scenario, this represents a forecast population growth of 61 per cent or the compound average growth rate of 2.4 per cent for the next 20 years.

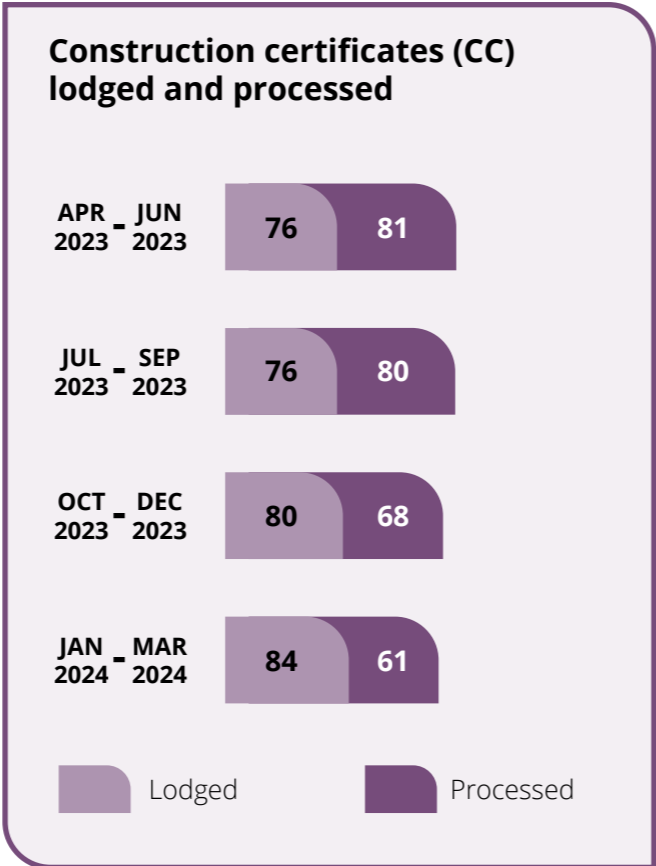
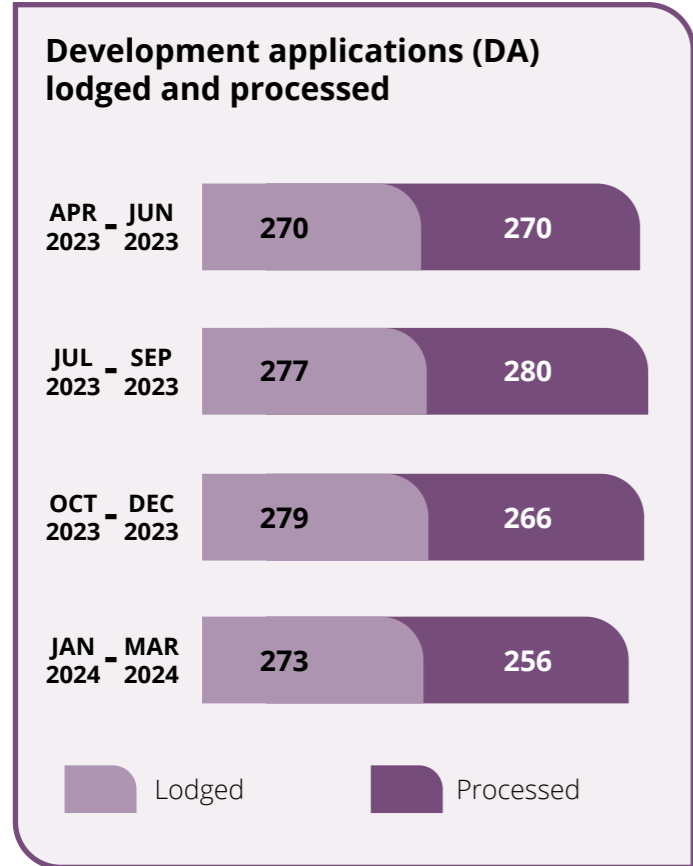


Maitland continues to be one of the fastest growing regional cities in Australia. Our approval statistics indicate the amount of building and development activity across the city and the efficiency of our processing systems. Our median processing times remain well below the Premier's target of development applications processed in under 40 days.

\$99.5m
Planned investment in our city from development applications

29 days
Median processing time for development applications

29 days
Median processing time for construction certificates



Soundswell, Morpeth



3. LET'S LIVE SUSTAINABLY

WHAT OUR COMMUNITY WANTS:

- 3.1 To love and look after our outdoors.
- 3.2 To reduce our reliance on non-renewable natural resources.
- 3.3 To be ready for more hot days, storms and floods.
- 3.4 To reduce our waste.

1,980kgs of textiles, soft plastics and electronic waste disposed



2,000 native seedlings given away across four events



31t e-waste collected



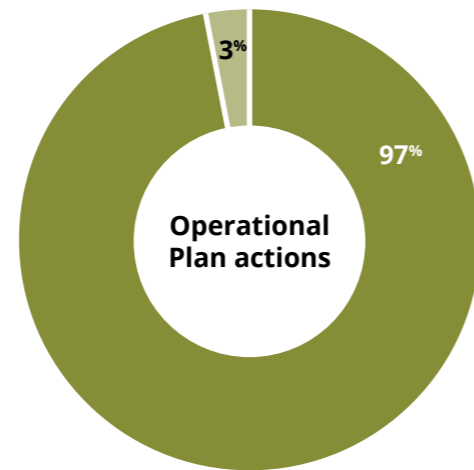
357t mixed metal collected



22t problem waste collected



12t lead acid batteries collected



97% On track

3% Monitor

0% Off track

WHAT WE DELIVERED

Maitland community unites for Clean Up Australia Day

Clean Up Australia Day, a national initiative aimed at fostering community participation in environmental conservation, was held on 3 March.

The local community came together in full force, with a total of 17 community groups, along with groups of residents and individuals, actively participating in cleaning up various areas across Maitland. In addition, 12 schools also participated in Schools Clean Up Day on 1 March.

Council partners with consultant for biodiversity corridor enhancement

Council collaborated with a consultant to carry out a biodiversity corridor analysis, which is crucial for sustaining natural ecosystems. The initiative began with an assessment and improvement of mapped corridors, which are vital for species movement and maintaining biodiversity.

Challenges were identified to restore connectivity, and improvement strategies were devised within the deadline. Progress highlighted the need for collective conservation efforts, ensuring accessible pathways for future generations.

MyCouncil customer portal boosts bin repair requests

Over 36,000 homes in the area receive garbage collection services. An improved customer experience offered by the MyCouncil customer portal means people are finding it quicker and easier to complete basic requests, like bin repairs. Despite this, we have consistently managed to repair or replace bins on schedule.

Pollinator education event creates a buzz

Council hosted an informative Pollinator Education event at the Beryl Humble Sports Complex. Attendees learned about the significance of pollinators like bees, butterflies and birds in our ecosystem and engaged in interactive presentations, guided tours, and hands on demonstrations of pollinator friendly gardening. Expert speakers emphasized the critical role of pollinators in food production, ecosystem health and biodiversity conservation.

Water education for our youth

Council recently organised a water education session at the Gillieston Heights Hub aimed at supporting Year 8 students in understanding the importance of water conservation and management. The session provided valuable insights into the local water system, emphasising sustainable practices and the significance of water conservation efforts.

Through interactive activities and informative presentations, students gained a deeper understanding of the environmental impact of water usage and learned practical tips to reduce water consumption in their daily lives.

WASTE COLLECTED AT KERBSIDE

(January to March period)



2023 6,339

2024 6,306

1%

RECYCLABLES COLLECTED AT KERBSIDE

(January to March period)



2023 1,354

2024 1,330

2%

GARDEN ORGANICS COLLECTED AT KERBSIDE

(January to March period)



2023 2,905

2024 3,200

10%

Higher volume of Garden organics waste were experienced in this quarter compared to the prior corresponding period in 2023 due to weather conditions.

KEY ACHIEVEMENTS

- ✓ Squirrel glider guidelines complete.
- ✓ Landcare storage shed at Bolwarra Sporting Complex erected and ready for use.
- ✓ Two seniors week presentations at Rutherford and Thornton library which included promoting the RecycleSmart program.
- ✓ Weblands Street walking track now complete including erosion control.
- ✓ Two community sharps bins have been installed adjacent to Maitland Library and between Rutherford Library and Neighbourhood Centre.
- ✓ Review of Management of trees on public land policy approved by Council.

CHALLENGES

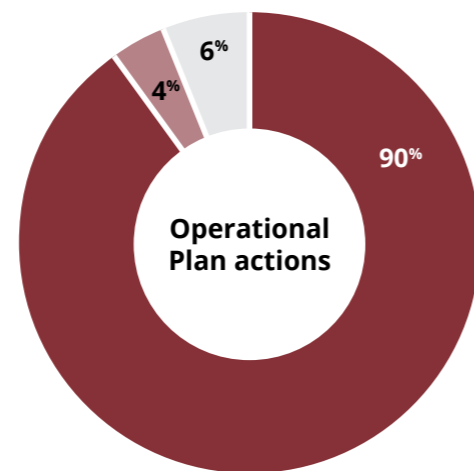
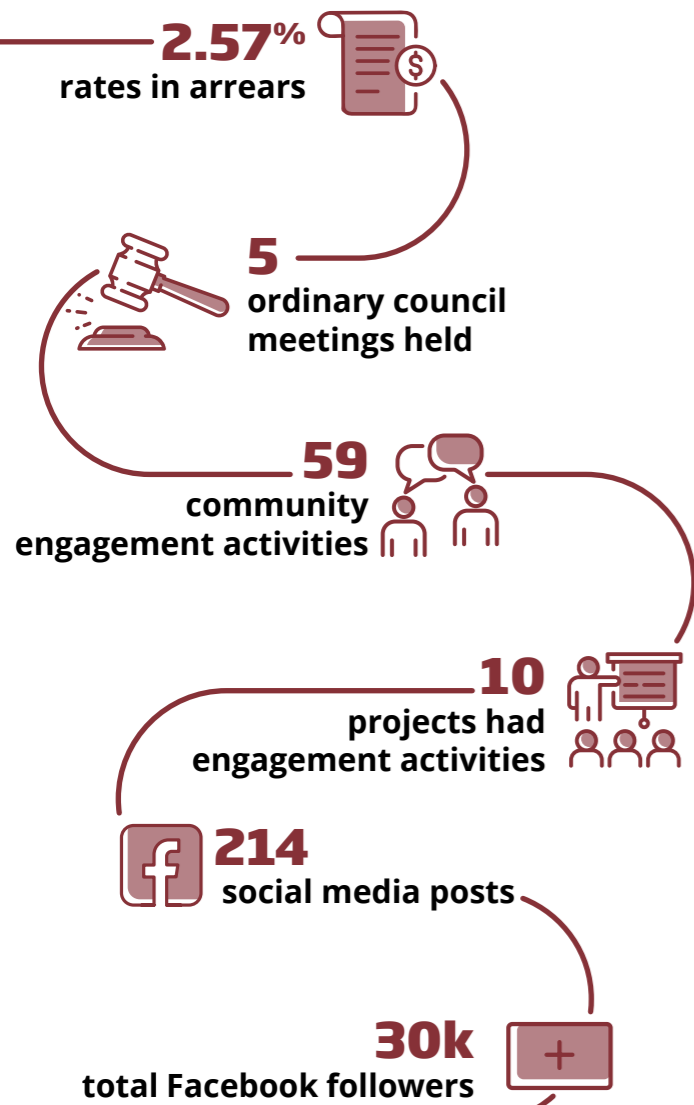
- ⊖ Fire at Maitland Resource Recovery Facility in March.



4. LET'S LEAD TOGETHER

WHAT OUR COMMUNITY WANTS:

- 4.1 To build trusted services.
- 4.2 To foster an engaged workforce.
- 4.3 To create a resilient future.



90% On track

4% Monitor

6% Off track

WHAT WE DELIVERED

New and improved online reporting system for the community

MyCouncil launched in early 2024 and has significantly enhanced the customer experience for Maitland residents. The online reporting system offers a convenient way for community members to engage with the Council, streamlining the process of reporting issues such as potholes and bin repairs.

MyCouncil platform has already processed over 4,000 requests, addressing a variety of issues including broken bins, pothole repairs, and tree maintenance.

Maitland's 2023 Annual Award Winners

President of the Maitland Regional Museum, Dr Janece McDonald and 13 year old Lachlan Sheldon were named Citizen of the Year and Young Citizen of the Year at the Council's official Australia Day ceremony.

The ceremony held in January also included additional award winners:

- Brian Coffey, The City of Maitland Service Award to recognise his outstanding individual voluntary service as executive member of Rotary Club of East Maitland for the past 15 years
- Rotary Club of East Maitland, The City of Maitland Medal awarded to an organisation or group for outstanding voluntary service
- Angie Ussher, Creative Arts Person of the Year for her work in the fields of singing and teaching performing arts for nearly two decades
- Jack Edwards, Sportsman of the Year for representing Australia at an international level in the field of touch football.

Implementation of revised structure

Following a review of Maitland City Council's organisational structure, January saw the adoption of a new, enhanced organisational structure.

The changes provide greater alignment to the goals of the Community Strategic Plan, improve Council's financial position, and ensure organisational resources are coordinated in a way that best delivers for Maitland. The realignment will allow Council's workforce to be as effective and efficient as possible while resulting in a net reduction of four management roles.

Robins Ovals win major award

Council has claimed top honours at the 2024 Community Cricket Awards in March, with Robins Oval in Maitland Park named Community Facility Project of the Year.

The win comes hot on the heels of Council completing a \$1.9 million upgrade to the facility in 2023, which included a refurbished grandstand, changerooms and a new canteen, amenities building and storage area.

CUSTOMER SERVICE REQUESTS RECEIVED

(January to March period)



2024 **4,303**

Data is not comparable to previous year due to changes in the reporting system.

TOP 5 CUSTOMER SERVICE REQUESTS FINALISED WITHIN SLA

(January to March period)



Bin repair

847



Pothole and road damage

303



Illegal parking

220



Waste collection issues

182



Illegal rubbish dumping

108

KEY ACHIEVEMENTS

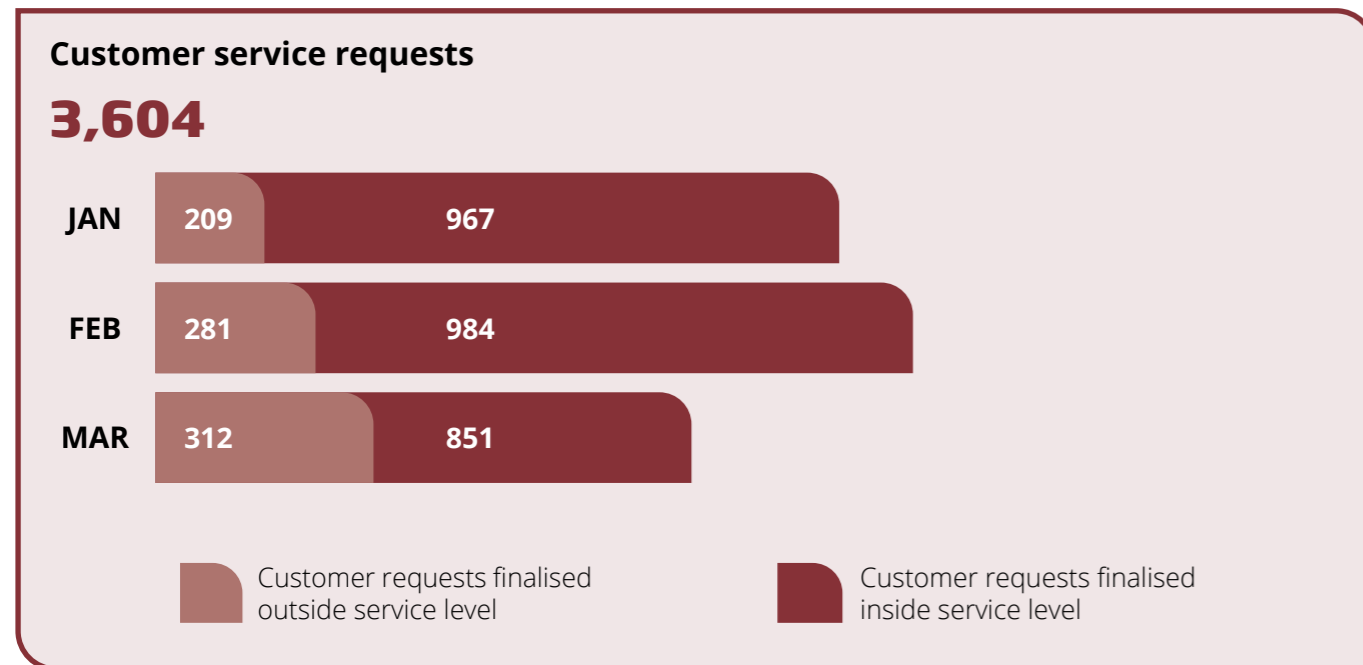
- Work has commenced on reviewing our Community Strategic Plan with community engagement taking place until June.
- Internal communication with staff and Council was supported through 13 editions of the 'Good Work' newsletter.
- Use of City of Maitland Coat of Arms policy adopted in February.
- Complaint Management policy adopted in February.
- Councillor Induction and Professional Development policy adopted in March.
- Councillor Record Keeping policy adopted in March.

CUSTOMER EXPERIENCE

Our vision is to deliver consistently great service regardless of how customers choose to interact with us.

Council's Customer Experience Team received 14,153 calls, a marginal decrease compared to the prior corresponding period of 14,381. Our corporate website received over 114,000 visits and we facilitated 1,321 live chats.

Council has agreed service levels that it aims to meet for each customer service request category, subject to the seriousness of the issue. These range from three days for waste related matters to 10 days for pothole repairs and 15 days for footpath maintenance. Of all the requests finalised during the period, we completed 78% within agreed service levels.



GRANTS SUCCESS

Grant funding is an important source of Council revenue to advance the strategic vision and priorities set out in our Community Strategic Plan, Maitland +10. Smart investment of grant funds helps deliver projects and initiatives that align with the objectives outlined in Council's Delivery Program, the activities of our Operational Plan and other strategic plans adopted by Council.

Between July 2023 to March 2024, Council applied and advocated for 29 grant applications and were successful in 21 grants, receiving a total of \$23.4 million to invest in projects that advance the priorities set out in Council's Delivery Program and Operational Plan.



HIGHLIGHTS INCLUDE:

- A total of almost \$11m from the State Election Commitment for Transport NSW and NSW Betterment Program for Regional Roads and Transport Recovery Package to fund the upgrade of Melville Ford Road and Maitland Vale Road and for the replacement of Melville Ford bridge
- \$3m from Investing in Our Communities to fund Max McMahon Oval upgrades
- \$1.2m from Local Government Recovery Grants NSW Severe Weather and Flooding for emergency works to be completed
- \$3.3m from Regional and Local Roads Repair Program to fund the repair of potholes and stabilisation of the Local and Regional Road network
- \$1m from Investing in Our Communities to fund Cooks Square Park improvements
- \$915k from Fixing Country Roads Round 6 to fund Total Road rehabilitation.



Citizenship Ceremony



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Disclaimer: Every effort has been made to ensure the accuracy of the information.

