

\$Narrogin COVID Dollars



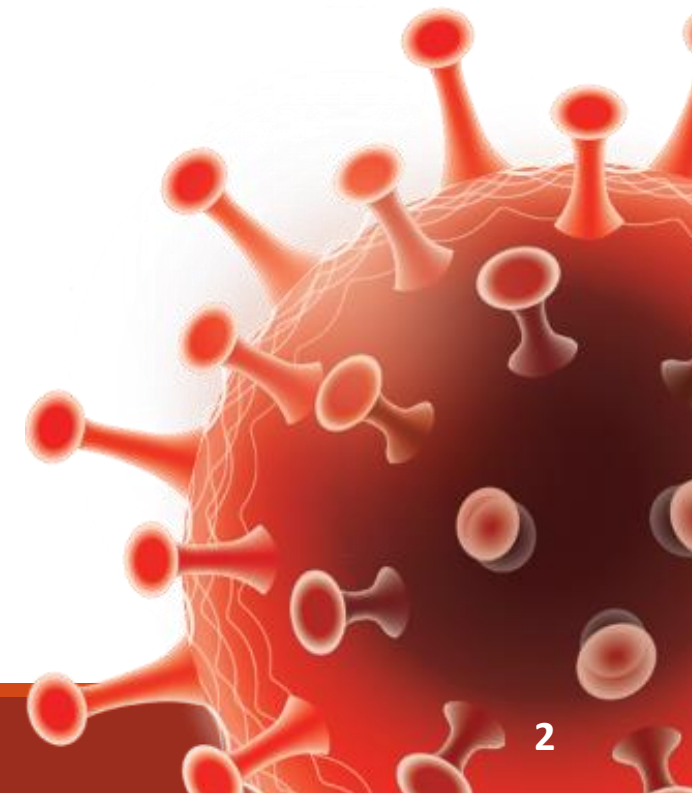
Shire President Leigh Ballard



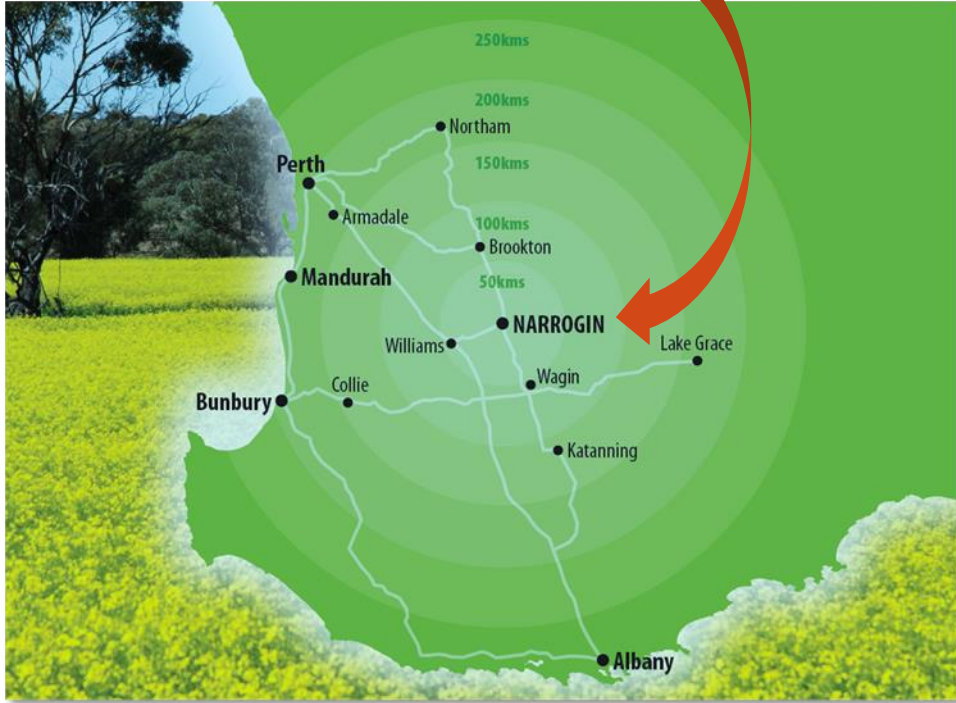
CEO Dale Stewart

COVID-19 Relief & RECOVERY STRATEGY

WALGA Webinar – Thu 30 Jul 2020



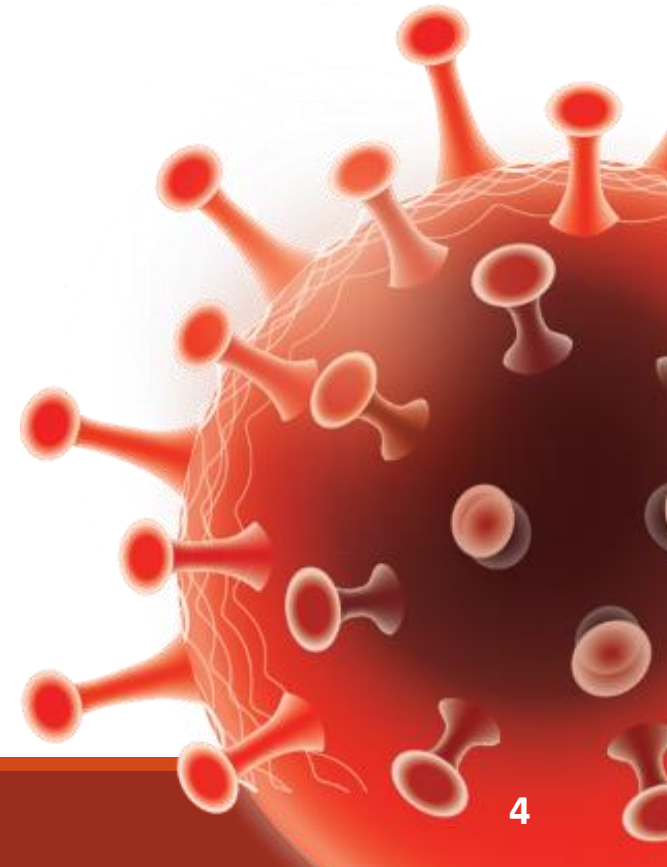
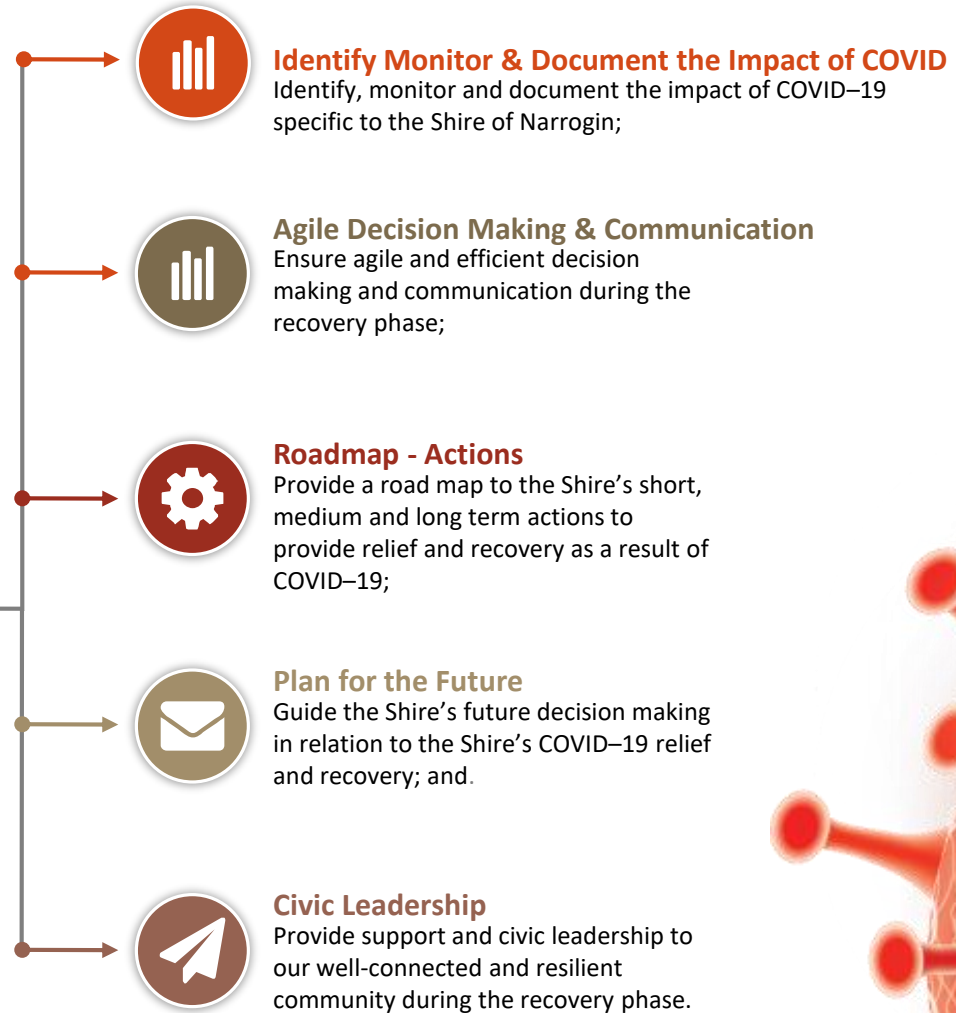
About us



Quick Stats

Number of Elected Members (includes 1 popularly elected as the Shire President) -	9
Senior Management's experience in	
Local Government -	130 years
Distance from Perth	193
Area (sq km)	1630.6
Length of Sealed Roads (km)	248.4
Length of Unsealed Roads (km)	556.2
Population (@ 2016 Census)	5,162
Number of Electors	3,256
Number of Dwelling's	2,297
Number of rateable Assessments	2,712
Total Rates Levied	\$4.9m
Total Revenue	\$14.5M
Number of Employees	99
FTEs	60
Assets under Management (Equity)	\$178m
Total Debt	\$0.9m
Total Cash Backed Reserves	\$3.8m
Financial Health Index (FHI) Score	73
Percentage of Total Budget spend on employees and local contractors	60%

Focussed, Targeted & Timely



OUR
COMMUNITY

Vulnerable
Groups

Community
Groups

Local Small
Businesses

We identified that the Health & Wellbeing of our community and small business sector were the most impacted.



16 POINT IMPLEMENTATION PLAN



01 & 15

Current Budget & Future Budget

We resolved that the 2019/20 Budget be amended to reprioritise \$220K of expenditure to immediate Recovery & Relief Strategies and Projects. This enabled funding of strategies 02, 04, 05, 06 & 08 (\$Ngn COVID Dollars).

We resolved that the Chief Executive Officer be instructed to commence framing the Council's proposed 2020/21 Budget on the following guiding parameters:

- Nil rates increase.
- A zero increase on fees and charges, including refuse and recycling, on 2019/20 levels.
- Utilising 100% of the Economic Development Reserve (\$200K).
- Reduction of the rate of interest on overdue rate amounts from 11% to 8% for the FY.
- Reducing the cap of interest for rates instalments and due debts from 5.5% to 3% for the FY.
- Maximising buy local initiatives, to the fullest extent legally possible.
- Increasing the Community Chest Grants Scheme for Community Groups from \$25K to \$100K.
- Shire employees' salaries: a \$Nil increase for employees who ordinarily earn an annual salary above \$75K.

02

Rate Relief

We resolved to provide immediate rate relief packages for businesses of the Shire who were eligible on application and assessment (total Budget pool available of \$20K GST exempt).

03

Financial Hardship Policy

We resolved to adopt a COVID-19 Financial Hardship Policy for dealing with requests for rate or debt leniency.

04, 05 & 06

Relief to Tenants Shire properties

We resolved to waive rent owed by the Hockey Association (UGSHA) for period 1 April to 30 June 2020 worth \$19K.

We resolved to waive rent on the Shire's commercial tenancies with:

- AJ's Café in Federal St,
- REED in Federal St and William Kennedy Way from 13 March until 30 June 2020, at an estimated cost of \$7.5K.

07, 13, 14 & 16

CIMT Committee & BC Plans & LEMAC

We resolved to amend the terms of reference of our Local Emergency Management Committee to expand the membership of the Committee to include a representative of the Department of Education.

We established a Critical Incident Management Team (CIMT).

We reviewed and modified our Business Continuity Plans to deal with COVID-19 operations and working from home.

08

COVID-19 \$Ngn Dollars

We authorised the Shire President and CEO to enter into a MOU with the Narrogin Chamber of Commerce, to engage them to utilise their existing \$Ngn Dollars campaign re-badged as \$NGN COVID Dollars.

Outcomes

The 3,177 electors of the Shire would each receive \$50 in \$NGN COVID Dollars. to be distributed from 2 June, and expended by 31 August 2020 at participating and eligible local businesses (est. 175), at an estimated cash cost of \$160K.

The Shire President was authorised to promote the COVID-19 RECOVERY@NARROGIN DOLLARS relief project, write to Electors and Businesses.

The Chief Executive Officer was authorised to engage with staff redeployed with the assistance of the YMCA (WA) Narrogin (in JobKeeper), to assist in distribution of the Narrogin Dollars promptly, securely and efficiently.

The Shire would reimburse the Chamber for 12 months membership of approx. 140 eligible businesses (at a cost of \$35K) to maximise participation of targeted small businesses.

09

Review services & facilities in complying with Directives

We regularly reviewed services, facilities, events and processes to respond to the Pandemic and comply with Directives as they occurred.

10-12

Communication Plan

We determined early the need to communicate frequently, clearly and concisely with Elected Members and employees.

We utilised Facebook for timely and critical messaging about the pandemic and consistent government messages.

We utilised the Mobile Message Boards (SAM) Trailers (Shire and DFES) for timely, consistent and critical messaging about the pandemic.

We created a partnership



Have we got a deal for you?



Memorandum of Understanding

Purpose

The purpose of the Memorandum of Understanding (MOU) is to agree to the arrangements for the distribution of Narrogin Recovery @ Dollars funded by the Shire of Narrogin (the Shire) and jointly administered by the Shire and Chamber of Commerce (NCC).

The Project will provide much needed injection of approximately \$160K to local businesses directly within the three months of its operation, and also provide additional direct ongoing benefit, of approximately \$35K, to an estimated 140 businesses of the Shire with free membership of the Chamber for an additional 12 months, as well as be a valuable and timely promotional tool to encourage new and ongoing sustainability of the Chamber and the principle of Narrogin Dollars, an existing well received buy-local initiative.

We threw some ideas around – and decided on \$Ngn COVID Dollars?

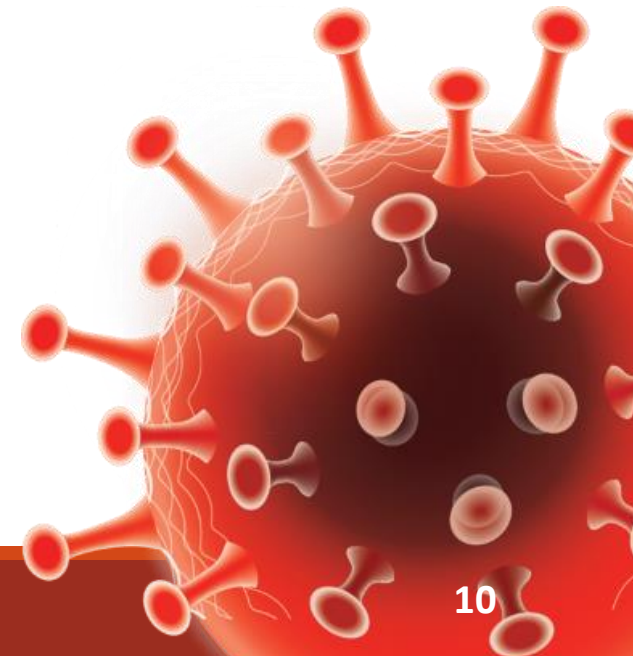
VOUCHER SCHEME

- “Strength-with-Strength” – we added value to an existing well recognised scheme.
- Give every elector \$50 (\$10 x 5 vouchers).
 - Why \$10? – We wanted residents to spend on small-value purchases and believe that \$10 equated nicely to cups of coffee at a local café – rather than a single \$50 voucher that people would be more tempted to “buy a carton”. In this way it would also spread the Dollars more widely.
- Anecdotal, it has been reported that people have been telling retailers “I wouldn’t normally buy this but it is a treat for me at present”.
- Vouchers can be redeemed at any business which is a member of the Chamber of Commerce.
- 3 months to inject into the economy (2/6 – 31/8).
- The vouchers are a free Gift Card, compliant with Australian Consumer Law.



We knew of a potential FATAL FLAW!!

*Not every business was a Member!
eg new-to-town businesses, particularly cafes, beauticians and
hairdressers forced to close as a result of Pandemic Directives.*



• SOLUTION

- Align with the Chamber and incentivise memberships to those not currently a member – qualifying new members get first 12 months FREE!....
- Qualifying existing “loyal” members get 12 months free too (Shopfront businesses).

• BENEFITS

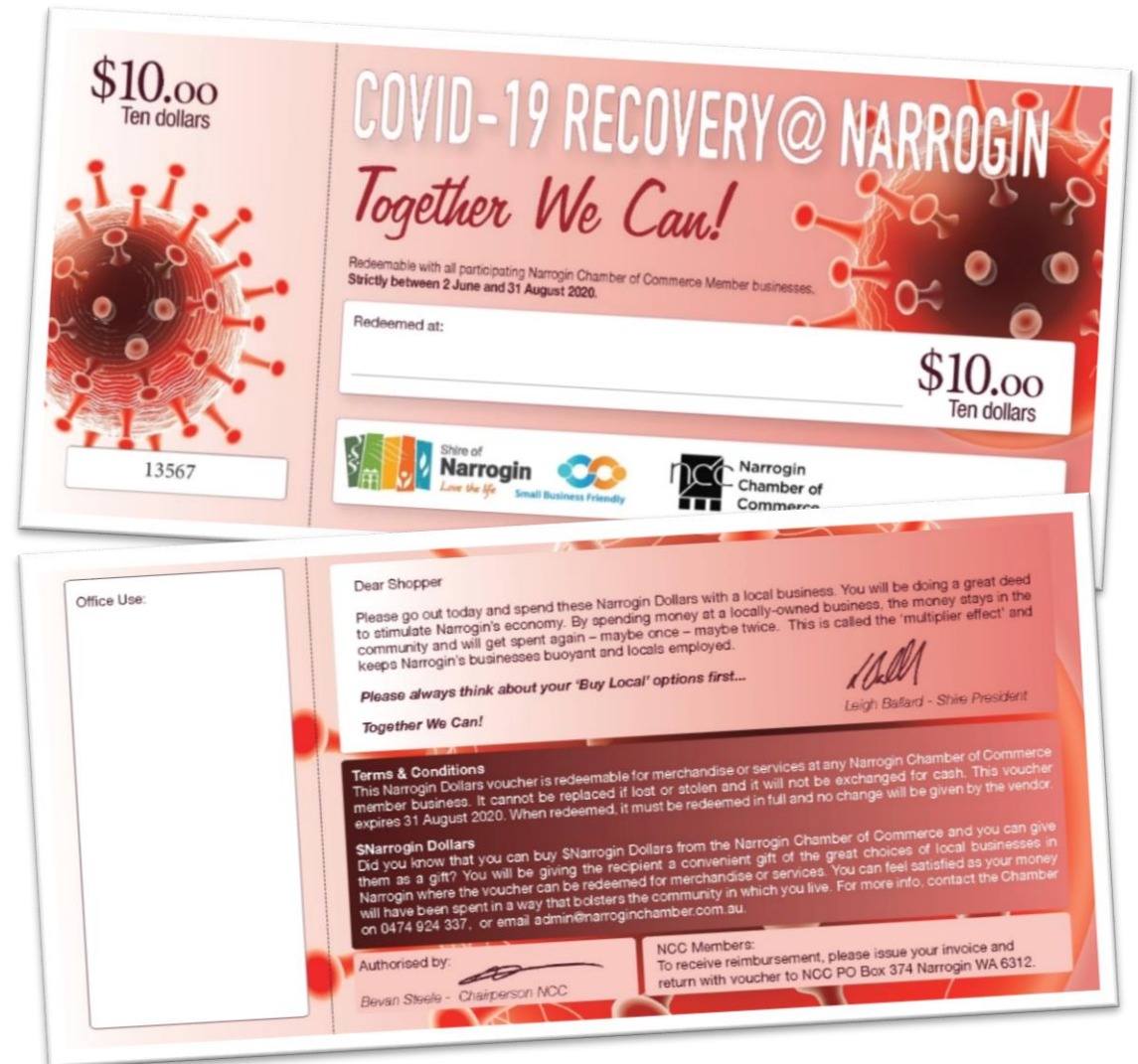
- In doing so we guaranteed continuity of our fragile Chamber, supported 140 businesses with free membership of a Chamber for 12 months and maximised participation of the \$Ngn COVID Dollars project.
- Developed a media campaign entitled “*Together We Can*”.



We printed vouchers we called \$Ngn COVID Dollars

WHAT ARE \$Ngn COVID Dollars?

- 16,000 x \$10 dollar vouchers with an validity date 2/6 – 31/8/2020
- Uniquely numbered and professionally printed and not readily able to be re-produced (counterfeited)
- Distributed as 5 x \$10 per elector
- Redeemed at any participating business – ie a member of the Narrogin Chamber of Commerce
- The participating businesses redeem the vouchers from the Chamber every week or so at their discretion.



Together - with the Chamber, we knocked on doors & got local business onboard.

Shire of Narrogin
Love the life

COVID-19 RECOVERY@NARROGIN
APPLICATION FOR MEMBERSHIP

To the NCC Committee,
We desire to become a Member of the Narrogin Chamber of Commerce Inc (NCC). In the event of my/our application to be approved we agree to:

- be bound by the rules, by-laws and constitution of the NCC; and
- pay the membership fee as set by the Committee of the NCC.

Please ensure your current contact details are recorded below. All fields are required and some of these details will be for Members' Directory on the Chamber's website.

Business Name	
Business Category (check box)	
ABN	
Telephone	
Mobile	
Email	
Website	
Social Media sites:	
Business Address:	
Postal Address:	
Number of Full Time Employees - (including owners)	
Business Representative (Contact Name)	

I believe that the above candidate/s are in all respects eligible for membership.

*Proposed by NCC Member Business Name: _____

Print Name: _____ Signature: _____

*must be a current NCC Member

OFFICE USE:	Delivered	Accepted	Filed
	MYOB	Website	Facebook
			Twitter



Narrogin Chamber of Commerce

June 25 · 6

APPLICATION FOR POTENTIAL FREE MEMBERSHIP closes 30 June 2020. Don't miss out on having vouchers redeemed with your business!

If you are not currently a Narrogin Chamber of Commerce member, wish to participate in COVID-19 Recovery@Narrogin Dollars benefits of being a Chamber member, potentially for free up to 31 March 2021), then we encourage you to sign up now. Tell your business (the Shire of Narrogin will be paying it), if y...



VOUCHERS ACCEPTED HERE
2 JUNE UNTIL 31 AUGUST 2020

Together We Can!

COVID-19 RECOVERY@NARROGIN

\$10.00
Ten dollars

COVID-19 RECOVERY@NARROGIN
Together We Can!

Redeemable with all participating through Chamber of Commerce Member business.
Valid from 2 June until 31 August 2020.

Redeemed at: _____

\$10.00
Ten dollars

13567

Shire of Narrogin
Love the life

Narrogin Chamber of Commerce

Shire of Narrogin
Love the life

Narrogin Chamber of Commerce

NarrogenOBSERVER

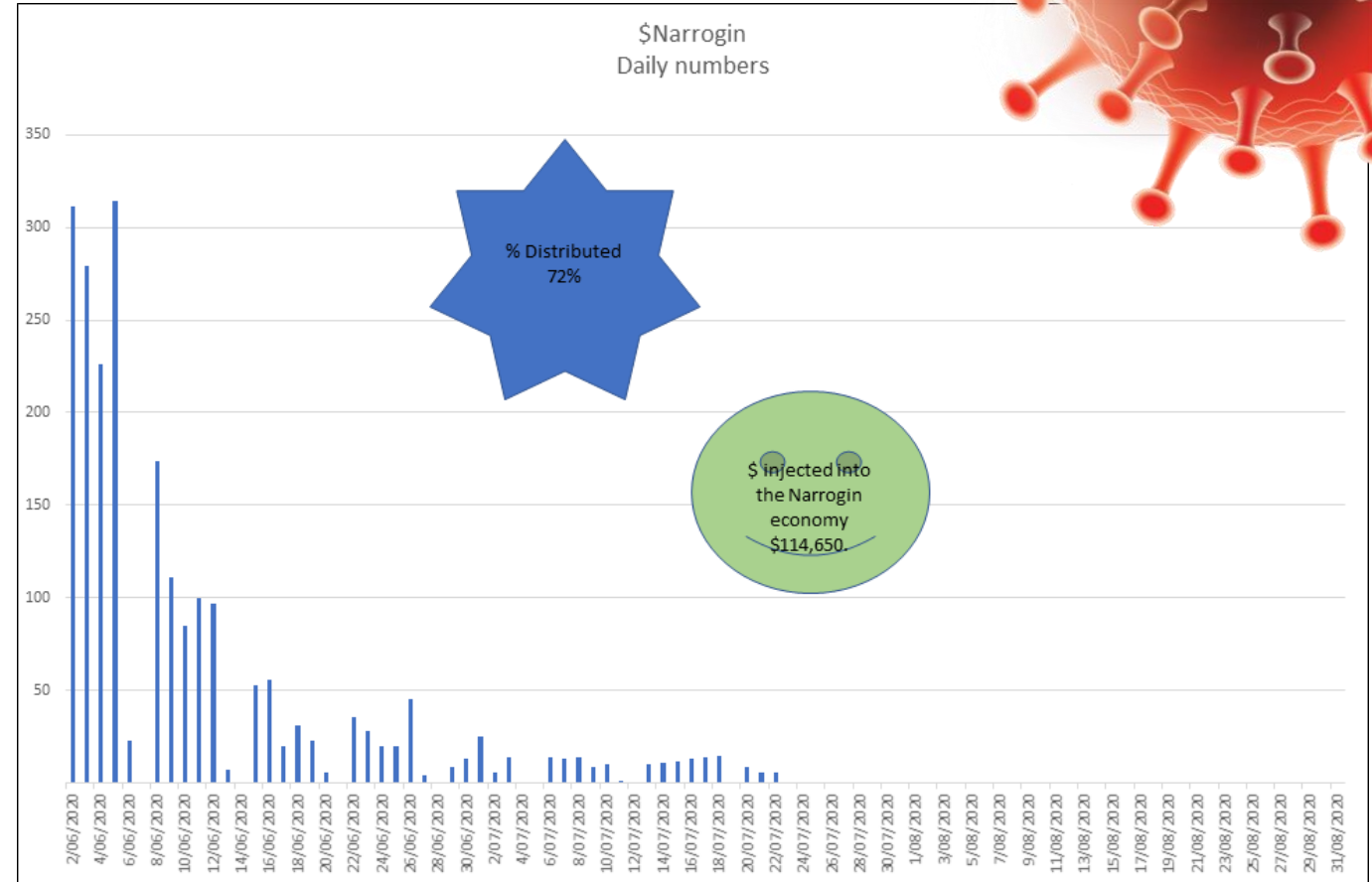
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We kicked off on the 2nd of June



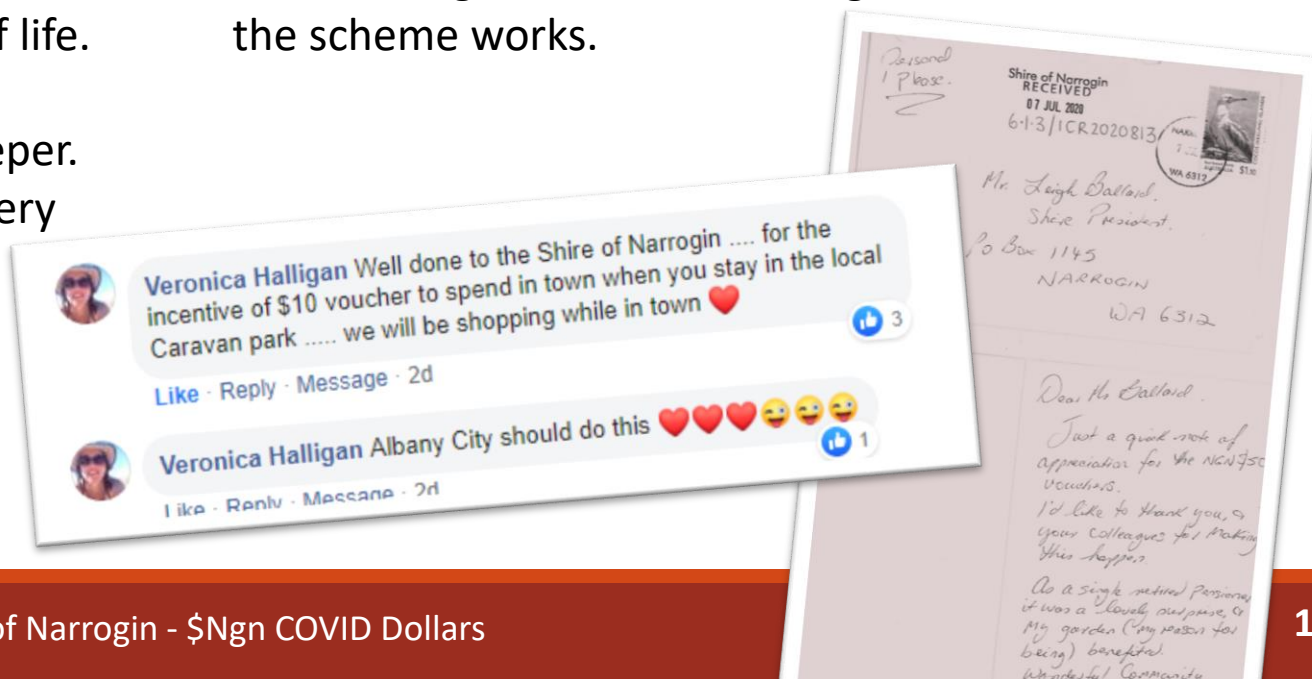
How have we gone to date?

- 72% Collected
- Equates to \$115,000 potentially redeemed
- Monthly reports provided by Chamber
 - Including where the vouchers were spent and what leverage of additional spend occurred.
 - First acquittal not due until end of August where we can analyse in more detail the leverage and spend.



What worked well

- Extremely well received by gracious residents and ratepayers
- Some retailers were initially sceptical but enthusiastically jumped on board once residents enquired with them as to whether they were accepting \$Ngn COVID Dollars.
- 20 new businesses have become members of the Ngn Chamber of Commerce (up from 150) – 13% increase.
- The Chamber has been given a new lease of life.
- \$Ngn Dollars has been rejuvenated
- Partnerships with the YMCA staff on JobKeeper.
- People invested their \$Ngn COVID Dollars very quickly upon receiving them.
- Anecdotal evidence is that people generally spent more than their \$Ngn COVID Dollars when they went to a retailer.
- CEO personally walked the CBD to encourage non-Chamber members to sign up to be eligible for \$Ngn COVID Dollars – specifically generating 12 new sign-ups.
- Extremely replicable for other communities with other local governments seeking advice on how the scheme works.





What didn't work so well

- There was a printer error that produced a number of double-ups of consecutive numbered vouchers – luckily these were picked up before being provided to Electors.
- We received two official written complaints for rate payers who were not on the electoral roll (they were non-resident ratepayers).
 - They have since become electors
- We decided not to ban particular retailers from participating eg Coles and a liquor store.
 - Anecdotally, Coles has benefited from the Scheme and whilst this was not our intent, we accepted this may be the case and recognised that if people wanted to and or *needed* to spend their vouchers for “food on the table” for their family – then who are we to deny that?
- Coles also employs 110 local people and was already a member of the Chamber.
- Anecdotal evidence that some electors have decided that they ‘don’t need’ their \$Ngn COVID Dollars and aren’t picking up what they are entitled to.
- Some electors offering to donate their \$Ngn COVID Dollars to those deemed to be in more need.
- The Council is yet to determine what to do with vouchers not picked up by electors.
- Two or three existing businesses did not sign up for Chamber membership and therefore could not participate in \$Ngn COVID Dollars due to their long held view of the Chamber (personalities).

Together We Can.



We are pleased to be able to share the following resources such as:

- MOU
- Letter to residents
- Letter to Businesses
- Sample Vouchers
- Poster
- Recovery Strategy

For the above resources:

<https://www.narrogin.wa.gov.au/documents/covid-recovery-references>

Check out the Facebook Posts:

<https://www.facebook.com/pg/shireofnarrogin/posts>



Thank you.

Are there any Questions?

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