\$Narrogin COVID Dollars



Shire President Leigh Ballard



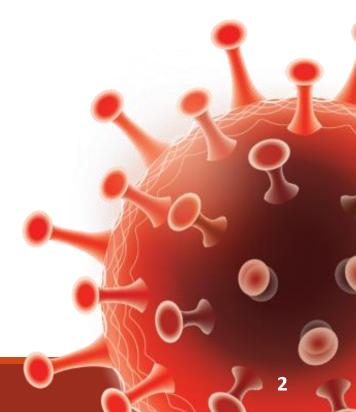
CEO Dale Stewart



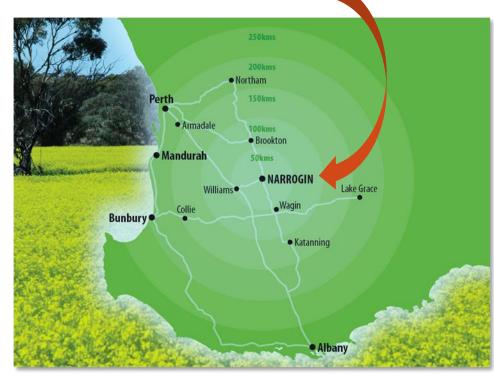
COVID-19 Relief & RECOVERY STRATEGY

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%





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







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.

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. Anecdotally, 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 <u>any</u> 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.





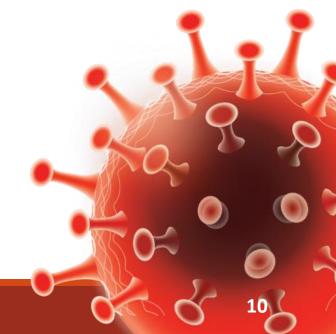


We knew of a potential FATAL FLAW!!

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.





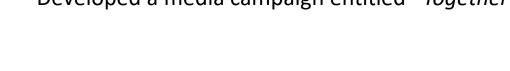


SOLUTION

- 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 reproduced (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.





We communicated





MEDIA RELEASE

\$220k in immediate Economic Stimulus and Relief measures announced by Narrogin Shire

in the coming weeks, all electors of Namogin will each receive 550 to spend locally in Namogin In the coming treats, at electors or narroger will each receive you to spend to businesses through the Council's adoption of a Could-19 Relief & Recovery Strategy.

At its meeting this week, the Shire Council made the decision to immediately stimulate the Narrog As a needing in sees, in once usually indeed the decasts or immediately business no rearranges occorrows by providing all residents, who are over the age of 15 and who are already on the Electoral economy by providing all residents, who are over the age or 10 and who are already on the brectices. Roll for Nathogin, with five (5) \$10 voluciers, re-deemable at any of the 150 plus Nathogin businesses you for reimogin, wentive (3/4 to vocument, recommance is any or me four plus mannages observables who are already members of the Harrogin Chamber of Commerce. This strategy, slong with a number amp are amongly inferious to the hearogen classifier or Commission. This seasily, along these a number of other shallegies ever passed by the Council in an effort to provide relief to its residential and business.

Shire Freedom Leigh Ballard said "That means that almost 3000 residents will each be receiving SSD once reasons Leigh satisforce or "Inat means that almost Jour reasons we each be receiving our in RECOVERY @NARROGEN Dollars". That's almost \$160,000 directly being pumped into the local IT RELAVECTS (gravites/Later Lessars ... trials a amost a toulusur areaty being pumper into the local economy, with the power of deciding which local business they want to support, totally at the discretion.

When quitzed as to where he would be spending his dollars, President Balland replied "Personally, (in years quick to be to written are notice on operating into dustrio, in content bosts going to invest in the local cases – they ve been doing it the toughest I think?

The Council also decided on additional strategies to provide some direct injection and relief to targeted The Lounce also become an auditorial sharingtes so provide some oreout reference and interest to engineers, and in an agreement with the Natrogin Chamber of Commerce, will pay the current year's Austreases, and it is an agreement with the reamogn channer of commerce, will pay the custom year a membership fees for most existing members of the Chamber and for any new members who may wish membessispires of most existing members or the unknown and or any line members into may man to join (subject to meeting certain criteria). This sit allow for businesses in the townsites of Namogin or to just people in university unitability. The en euro has vicente and the participate in the voucher . Highbury, that are not already members, to join the Chamber, and also participate in the voucher.

'We think this is a terrific idea" said Chair of the Chamber, Bevan Steele, "There are a lot of new are annual sea as a sense uses and uses or are unablest, come orders, times are a no order.

Disputesses or businesses into have been thinking of joining the Chamber, who could benefit from this

President Ballard added, We have been carefully southising our Budget looking for expenditure we resource source would, we many overs careauty southnessing our sought recording for expendature we can cut, or defer, whilst also taking into consideration revenue that will be lost by the Shire such as can our orders, writest also listing into consideration revenue that we de lost by the bring such as income for hiting out of Shire facilities. In our deliberations we have found over \$200,000 that can be income for namy out or once sucrees. In our betweenoons we have round over successor in immediately redeployed in a number of ways, without having to out services or go into debt?

This strategy also goes hand-in-glove with the Shire's Buy Local Policy. The direct impact of keeping money in the community means that local people have a better chance of keeping their jobs and the



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Dear Member

5 May 2020

COVID-19 RECOVERY@ NARROGIN - \$50 TO SPEND NOW - TOGETHER WE CANI

The Shire of Narrogin, in collaboration with the Narrogin Chamber of Commerce, has announced an immediate major injection of cash worth \$160,000 of COVID-19 Recover@Narrogin Dollars into the local business community with effect from 2 June 2020. We refer to the enclosed letter to Electors to further explain how this will work.

All businesses, that are currently members of the Chamber of Commerce, are potentially able to benefit from this injection, as well as any new business that signs up as a member of the Chamber between now and 30 June 2020.

in addition, the Shire of Narrogin has agreed with the Narrogin Chamber of Commerce to fully subsidise the next full year of your Chamber membership (on 2019/20 levels) for 110 existing targeted Chamber of Commerce businesses. If you are one of these businesses, you will have already been contacted by the Chamber with this good news.

If you are an existing Chamber member, or registered as a Member as at 31 March 2020, you do not need to do anything. You are eligible for participation in COVID-19 Recovery® Narrogin Dollars right now.

Further, if you are not currently a Chamber member, and you wish to participate in COVID-19 Recovery@Narrogin Dollars and or the benefits of being a Chamber member, potentially for free up to 12 months (to 31 March 2021), then we encourage you to sign up now. There is no cost to your business (the Shire will be paying It), if your business meets the following eligibility

- Are registered with an ABN and as being based in the townsites of Narrogin or Highbury;
- Regularly employ someone other than yourself or a member of your immediate family;
- office available to the public in the Townsites Have a shopfront or re-
- of Narrogin or His
- Are not a mu You regist

ation or political party; and v 30 June 2020.

GREAT SOUTHERN

Narrogin OBSERVER





New Fees and Charge

Roadworks & Projects





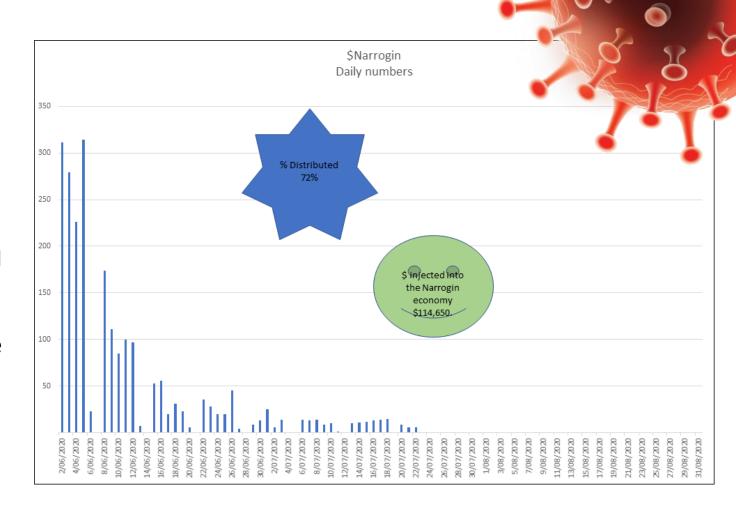


We kicked off on the 2nd of June



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.

Veronica Halligan Well done to the Shire of Narrogin for the incentive of \$10 voucher to spend in town when you stay in the local

Veronica Halligan Albany City should do this

Caravan park we will be shopping while in town

Like · Reply · Message · 2d

Like - Renly - Message - 2d



5-1-3/1CR2020813/ mg

NARROGIN

Don the Gallard

being) benefital

WA 6312



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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