



## BRIEFS

TRAVEL BAN  
LIFTED WITH NEW  
AD CAMPAIGN

Local tourism operators have received a sliver of good news with resumption of regional travel in NSW allowed from Monday, June 1.

The lifting of the ban will come as relief to struggling regional tourism operators, who have been hit by the twin disasters of both the bushfires and the coronavirus lockdown.

The welcome news follows the announcement that local tourism identities in Orange, Cabonne and Blayney are set to feature in a new visitor attraction campaign.

With the theme, 'We want you back', the campaign began this week and involves a \$30,000 tourism campaign in partnership between 10 local councils, Orange360, the Central NSW Joint Organisation and regional tourism agency, Destination Country & Outback.

Orange Mayor, Councillor Reg Kidd said the campaign will target people who plan to visit friends and relatives, a category which makes up 35-40 per cent of travellers in the region.

"The aim of the 'We want you back' campaign is to create a personal connection between the locals and the travellers that we want to welcome back," Cr Kidd said "These are the visitors who will help stimulate the economy once restrictions are lifted."

State travel bans are still in place for some jurisdictions including for Queensland and South Australia.

**BOB:** City Watch is designed to keep you informed about matters and issues that relate directly to our City and involve our local Council. I'll chat to Amanda Spalding each week about things that we feel Newswatch readers will be interested in. Our chats will be done in the form of a type of role play, I'll play your average citizen or ratepayer and Amanda will play the voice of the Council. She is well qualified to talk about Council matters, practices and protocols etc. given her extensive experience in high level public positions and having been a former General Manager of Hay Shire Council. I've asked her questions about all manner of things, sometimes they may be a bit curly, and Amanda will answer from a Council perspective, often being politically correct, other times being candid. It's a different approach, yes, but let's see what we can achieve. I hope you enjoy City Watch each week.

Amanda, so our readers can better appreciate your knowledge and experience, tell us a bit about your work life until now?

**AMANDA:** I am originally from the U.K. and am a Fellow of the Institute of Chartered Accountants in England and Wales where I have been a member for 37 years!! I left the private sector to work for Sheffield City Council in the first ever council Economic Development Department as we were trying to fight the effects of globalisation on local economies and local communities even that long ago! I worked my way up over 16 years through Sheffield, Bradford, Wakefield and Humberside becoming Director of Development and Environment at the newly formed Unitary Authority North Lincolnshire Council with a population of 150,000 people in a semi-rural setting with 7,500 staff and over 60 Councillors. I was also CEO of Lincolnshire Enterprise the private-public regional economic development partnership.

I have been a Director of a number of companies including Nottinghamshire County Cricket Club, and I moved to Australia at the turn of the century having met my future husband, Darrell Hair.

I have been Deputy General Manager/Director at 4 large Sydney Councils, General Manager of Hay Shire Council and CEO of the NSW Professional Association Local Government Managers Australia. I was also an Executive Director and Chief

Information Officer in the NSW Government and was a Director of TAFE Western in Orange.

I am now Principal of management consultancy business Amanda Spalding Consulting that specialises in good governance, procurement and grant writing and am the Treasurer of Arts OutWest and Orange Community Broadcasters.

**BOB:** Let's get started. Given your Council experience, what do you consider is the Number 1 characteristic a local Council like ours should strive to be known for? Why?

**AMANDA:** Leadership! Good leadership should be at the top of everything. In my view. Orange City Council is lacking in Leadership with a capital L.

**BOB:** If a Council gets this right, what do you see as the flow on effect?



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**AMANDA:** Councils should provide strong and effective representation, leadership, planning and decision-making (Local Government Act) to facilitate local communities that are strong, healthy and prosperous. Part of leadership is inspiring a shared vision and unity of purpose in delivering that vision.

Good leadership gets those things done that need to be done, and in a timely manner, within a framework that most of the community agree on, and does this despite any expected opposition. Fair minded people will respect good leadership, despite not always agreeing, because they have been given the opportunity to give their views and been given feedback about why a different decision has been made. It may be that our system of preferential

voting tends to cause would-be councilors to try not to offend people rather than set out a leadership agenda about what they will aim to achieve if elected.

**BOB:** Given some ratepayers think Council's main priorities should be maintaining roads, parks, vital infrastructure etc. and others would like to see Council involve itself in more entrepreneurial or adventurous projects, how should a Council go about getting the balance right? Is there a Council rule of thumb of sorts?

**AMANDA:** Achieving the right balance is part of Leadership and where that balance should be varies greatly depending on community priorities. At the start of each Council 4 year term the Council engages with the community to understand the aspirations for the next ten years. It then turns those into a 4 year accountability plan of what the Council will deliver in its term of office. Council has to consider what resources it will have, (finance, assets and people), to deliver on those priorities and that includes looking after assets like roads, parks, and buildings as well as pursuing new ideas that will ensure local communities that are strong, healthy and prosperous, like, for example, a new tourist attraction.

**BOB:** A lot of people think Orange Council, particularly our Councillors' performances, have been disappointing on many fronts - the constant recession motions, the drama over the Robertson Park toilets, the hoops and dramas associated with getting DA's approved are just some of the issues people talk about often. How do you think our Council is performing, given your comments above?

**AMANDA:** My opinion aside, the feeling I get from most people is that Orange City Council is a very poor performer. There are several basic issues on people's minds, and a lot of good projects out there that have been talked about for years, many the community regard as priorities, my feeling is people now want to see them happen.

**BOB:** Next week, we'll talk about some of the priorities that various people and groups have for our City, and then over coming weeks we'll talk about these in more detail and then try to come up with a list of say the top 5 to 10 priorities that most people agree on.



Rod Bloomfield

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