

7 ADVOCACY AND COMMUNITY SERVICES

7.1 FROMELLES MEMORIAL WALL UPDATE

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File No: CS/04/011

Attachments: 1. Memorial Park - Site Map

SUMMARY

This report provides an update, following community consultation on the proposal by the Broadford RSL to construct a two-sided mosaic wall at Memorial Park in Broadford, depicting the Battle of Fromelles.

RECOMMENDATION

THAT Council approve the Broadford RSL to construct the mosaic wall subject to receiving building permit approval at Memorial Park, Broadford.

BACKGROUND

The Broadford RSL first approached Council in November 2017 with a proposal to construct a two-sided mosaic wall at Memorial Park in Broadford, with artwork and signage depicting the battle of Fromelles from World War 1 (refer to attachment 2) Discussions with the group have been ongoing since in relation to the artwork, design and requirements for the project such as permits and documentation.

The group, with in-principle support from Council unsuccessfully submitted an application for funding to the Victorian Veterans Council (VVC) – Victoria Remembers, Minor Grants Program. In the most recent round of funding for this grant program in 2019, the group was successful in obtaining \$15,000 along with additional funding from the Bendigo Bank. The group had applied for \$25,000 meaning this will be a staged project with one side of the artwork to be completed first.

The proposed artwork for the project has been assessed as having merit, relevance to subject matter and will be suitable at the park for a reflective memorial. VicRoads approval for the location of the wall has also been obtained.

To construct the mosaic wall, the contractor engaged by the Broadford RSL would need to obtain a building permit and meet the appropriate building requirements and standards.

Community consultation for the project has now concluded which sought feedback on the wall, artwork and location in the park and a positive response to the project was received.

ISSUES AND DISCUSSION

The group currently has funding to complete only one side of the artwork initially so the artwork will need to be staged. Council officers have been in dialogue with the Broadford RSL and the artist about this and are happy with the approach. The Broadford RSL are currently seeking additional funding for the project and will be

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making another submission to the next round of the Victorian Veterans Council (VVC) grants program.

CONSULTATION

The community consultation process for this project has been completed. Council, in conjunction with the RSL group ran the process via Engaging Mitchell which included a summary of the project, synopsis for each piece of artwork, proposed location and survey questions. Flyers were distributed to all households in Broadford, a sign was installed onsite at Memorial Park and there was a media release in local newspapers for the project. A drop-in session was held at Memorial Park on Monday August 26 to discuss the project with Council officers, RSL representatives and the artist.

There was a very positive community response to the project, the proposed artwork and location at Memorial Park in Broadford. Community consultation ran from August 12 to September 9 with 136 people informed through the Engaging Mitchell web page and 18 submissions to the survey. Five Facebook posts (including video), reached 8179 people with 575 engagements (likes, comments, shares or people clicking for more information). An Enewsletter, Community Voice Panel, press advertising and Talking Mitchell radio program were also undertaken.

FINANCIAL, RESOURCE AND ASSET MANAGEMENT IMPLICATIONS

The project is being funded and resourced by the Broadford RSL through grant funding. Once installed, the mosaic wall will be a gifted asset to Council as this is Council managed land. The Broadford RSL will need to include graffiti treatment on the tiles.

BUILDING PERMIT

As part of the building permit process, the following issues will be followed up and addressed:

- Disability and viewing access to and around the wall.
- Clarity of the process for first and second stages of the project.
- The staging of the installation of interpretive plaques.
- The materials used and the visibility of these plaques, currently proposed to be installed at either end of the wall.
- All building materials will need to be signed off by Council, including the need for Graffiti resistant treatments to tiles.

RISK IMPLICATIONS

Risk Ranking is determined using [ROHS201-G1- Corporate Risk Matrix](#). Risk is identified as Low, Medium, High or Very High.

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Risk	Risk Ranking	Proposed Treatments	Within Existing Resources?
Group does not obtain funding to complete the second side of the artwork	Low	Completing one side of the wall will not look like the project is unfinished. Broadford RSL currently seeking additional funding.	Broadford RSL to resource this.

SUSTAINABILITY IMPLICATIONS (SOCIAL AND ENVIRONMENTAL)

Council has a commitment to building and sustaining partnerships with local community groups to deliver projects and good outcomes for the community. This project would not be possible without the Broadford RSL group who have been working passionately to deliver the project. The Fromelles Wall will be an addition to the passive memorial space at Memorial Park in Broadford and enhance the feel of this area.

CHARTER OF HUMAN RIGHTS IMPLICATIONS

The rights protected in the *Charter of Human Rights and Responsibilities Act 2006* were considered in preparing this report and it's determined that the subject matter does not raise any human rights issues.

CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The mosaic wall is proposed to be installed at Memorial Park in Broadford which is well used by people of all ages including children and young people. There is a playground, public toilets and a memorial space at Memorial Park. Given the regular use of Memorial Park by young people, the community consultation process attempted to engage with young people using various platforms.

OFFICER DECLARATION OF CONFLICT OF INTEREST

No officers involved in the preparation of this report have any direct or indirect interest in this matter.

CONCLUSION

The Broadford RSL group have been engaging with Council officers on this proposed project for some time. Having obtained grant funding for the Fromelles Wall project as a staged project, the group is seeking Council's formal permission to construct the wall. The positive response for the project through the community consultation process, indicates clear support for the project.

FROMELLES MEMORIAL WALL UPDATE (CONT.)

MITCHELL SHIRE COUNCIL

Council Meeting Attachment

ADVOCACY AND COMMUNITY SERVICES

21 OCTOBER 2019

7.1

FROMELLES MEMORIAL WALL UPDATE

Attachment No: 1

Memorial Park - Site Map

Memorial Park, Broadford

