


APPENDIX A



Christmas Decorations for Darebin Retail Centres Policy 2011-2015

Objective Document ID Number:	A1238223
Date Created:	January 2012
Date Issued:	February 2012
Date to be Reviewed:	February 2015
Version Number:	V1

 <p>City of D A R E B I N</p> <p>Title: Christmas Decorations for Darebin Retail Centres Policy 2011-2015</p>	Objective Document Id No. A1238223	
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1. Purpose

The purpose of this document is to outline the City of Darebin’s policy position on the supply, installation and payment of outdoor Christmas decorations for the four major retail centres of Darebin in Preston, Reservoir, Northcote, and Fairfield.

2. Objectives

- To support the Preston Central, Reservoir Village, High Street Northcote and Fairfield Village Trader Associations with the provision of Christmas décor.
- To add vibrancy to the four major centres of Darebin during the Christmas festive period.

3. Scope


This Procedure applies to the four major retail centres of Darebin.

4. Policy Statement

Darebin City Council is committed to supporting its major strip shopping centres and this is consistent with the strategic direction of the Council Plan 2009-2013 in which Council *“will work closely with Darebin’s small business sector, and provide meaningful and practical support to Darebin’s vibrant local strip shopping centres”*.

5. Relevant Legislation/References

Local Government Act 1989 (Victoria)

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6. Definitions

Council: Means the Darebin City Council.

Contractor:

- An independent person or organisation engaged by Council under a contract of services to carry out activities or works, or to deliver services on behalf of Council.
- For the purpose of this policy, contractor includes Christmas decorations supplier engaged by the trader associations.

Trader Association: An appointed group that receives the special charge or rate that is paid by businesses and allocates the pool of money to the following:

- Marketing events
- Promotional materials
- Engaging a centre coordinator
- Improve centre décor and displays
- Enhance the appearance of the centre to attract more customers

7. Policy Guidelines

A five year strategic plan for Christmas decorations has been developed by each trader associations for their centres. The following commitments have been made by each of the centres;

- Preston Central, Reservoir and Fairfield Villages have all contributed additional funds from their Special Rate Levy to increase the amount of décor in their centres.
- Northcote will not be adding additional funds to decorations. They have chosen to coordinate a marketing campaign around Christmas for their traders. Their plan also reflects infrastructure which will be able to be utilised all year around with a particular focus on Christmas.



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Council is investing \$50,000 for the purchase, installation, removal, maintenance and storage of Christmas decorations for the four retail centres each year. Each of the centres will receive \$8,000 annually for the purchase of decorations. As the number of decorations increases, the costs for installation, removal and maintenance will also increase. This expense has been separated from the purchase of the Christmas decorations and will be allocated evenly to each of the centres on an annual basis.

Allocation of Christmas Decorations Capital Works


Retail Centre	Year 1	Year 2	Year 3	Year 4	Year 5
Preston	8,000	8,000	8,000	8,000	8,000
Fairfield	8,000	8,000	8,000	8,000	8,000
Reservoir	8,000	8,000	8,000	8,000	8,000
Northcote	8,000	8,000	8,000	8,000	8,000
Installation	13,000				
Installation & Maintenance*		18,000	18,000	18,000	18,000
Storage & shelving	5,000				

*Each year with the increase in decorations the installation costs are expected to increase. If any decorations require maintenance this expense is incurred within this allocation. In the strategic plans the trader associations have committed the additional funds to co-contribute to the installation and removal expenses.

Timing of Installation

The installation dates for each centre were varied in 2011 due to the existing contracts and arrangements that are in place with existing contractors. However, for the next 4 years all centres will be expected to have their decorations installed between 16-30 November each year.

Council will be actively seeking to engage one or two contractors across the entire City to reduce the installation and removal costs. When this occurs additional budget will be allocated to each of the Centres for additional decorations.

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Christmas decorations installation dates for 2011 to 2015

Retail Centre	2011	2012 - 2015
Preston Central	16 November	16 – 30 November
Fairfield Village	7 December	16 – 30 November
Reservoir Village	16 November	16 – 30 November
High Street Northcote	2 December	16 – 30 November

8. Responsibilities

Role of the Retail Trader Associations

- Present and update a 5 year strategic plan for Christmas decorations in their Centre.
- Responsible for sourcing and purchasing decorations.
- Responsible for co-ordinating the installation and removal of the decorations in the first year or until previous contract expires.
- Responsible to provide Council with volume (m3) of storage requirements to Council so that the correct amount of storage space can be allocated (each year).
- Responsible to coordinate any maintenance and service of any decorations.

Insurance

The Trader Associations are responsible for ensuring that the Christmas décor installers/contractors provide Council copies of the following documentation:

- Certificate of Currency
- Safe work message statements.

Role of Council

- Payment of submitted invoices for annual purchase of Christmas décor
- Storage
- Installation (where no contracts exist)
- Removal (where no contracts exist)