

momentum

maitland city council news



Knights vs Eels at No. 1 Sportsground.

INSIDE

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Prosperous and vibrant city

A key driver in ensuring Maitland continues its development as a contemporary city is a focus on the thriving economy including plans, programs and activity that maintain Maitland's growing reputation as a vibrant city. This means making sure Maitland remains a great city to live, run a business, invest, work, as well as a welcoming place to visit. And we should have the infrastructure that meets the needs of a modern city.

Council, now and into the future, is working with local businesses and stakeholders to attract new industries to our city, supporting growth and investment through embracing new technology and innovation to develop into a smart city that will help improve liveability. In this issue of Momentum, we will take a look at some of the initiatives happening that are embracing the ambition of a truly prosperous and vibrant city.

KNIGHTS VS SHARKS A VIBRANT SPOTLIGHT

It's on again! Maitland will play host to a pre-season NRL trial match on Saturday 2 March 2019. This time, the nib Newcastle Knights will be taking on the Cronulla Sharks in what is sure to be some first class rugby league right here in Maitland at No.1 Sportsground. Beyond the fact that it is a great spectacle having

the Knights return, events of this scale and calibre have flow on effects for our local economy and the promotion of our city.

February's trial game attracted 6,500 people, received over \$287,000 in national media coverage, reached over 120,000 people via social media, and boosted our local economy by an estimated \$689,000.

It's clear to see the benefits for Maitland in the numbers, and this is looking at just one event. Council's continued investment in infrastructure pays off with these flow on benefits as well whilst also meeting the needs of our growing community. The upcoming development of the Maitland Regional Sports Hub, will put Maitland in an even more competitive position to bid for and host national cultural and sporting events, adding opportunities for the people of Maitland and supporting Maitland's business and visitor economies.

Tickets to the nib Newcastle Knights and Cronulla Sharks preseason trial on 2 March 2019 are currently on sale now at maitlandevents.com.au, February's game sold out so book your tickets now and come support your favourite team.



MESSAGE FROM THE MAYOR

'Prosperous and vibrant city' is one of the five key themes in Council's Delivery Program. It focuses on developing our local economy through innovation and diversification, creating pride in our city and promoting the area as an easy place to work, a welcoming place to visit and a wise place to invest.

It's probably no surprise to hear that I love The Levee. Living close by, it's a very convenient walk across the Belmore Bridge and along the Riverside Walk. I have spent many mornings walking across to Maitland Aroma or meandering home after Live at The Levee but, mostly my walks across the bridge have taken me up High Street to explore the many shopping and restaurant options. For me, what makes this precinct so special is the people behind these beautiful shops and cafés. There are a diverse number of business traders in the precinct and I urge you to stop in, say hello and shop local this Christmas.

The Levee is a just one example of the vibrant diversified business precincts that exist across the city, a testament to the growth of the retail sector in Maitland. However, identified in the Greater Newcastle Metropolitan Plan, it is actually the construction, manufacturing and real estate industries that are currently leading our strong economy. Our city has experienced unprecedented investment in the last few years and Council continues to play its part in attracting new industries that make the city even more appealing.

It's been a busy year for our community and for Council, and as you will see in this edition, the hard work is planned to continue next year. I wish everyone a very Merry Christmas and a safe and prosperous New Year. Make sure you come and join me on 31 December on the banks of the Hunter River for the city's New Year's Eve celebrations.

Mayor, Cr Loretta Baker

#MYMAITLAND THE PLACE TO VISIT

Total visitation to Maitland remains strong, with the most recent statistics released at a local government area level by Tourism Research Australia demonstrating that Maitland's visitor economy has seen modest growth since 2016, up \$2 million to a total industry value of \$96 million annually.

Day visitors remain the largest proportion of Maitland's visitor numbers, largely driven by the vibrant calendar of events offered across the city. Other drawcards for day visitation include Maitland Regional Art Gallery, Walka Water Works, Maitland Gaol and the township of Morpeth.

On top of day visitors, there has also been an increase in overnight visitors since 2016. Domestic overnight visitation increased by around 5% to a total of 141,000 visitors annually. As expected, visiting friends and relatives remains the strongest reason for overnight visitation to Maitland and Council continues to target this market through the #MyMaitland campaign that commenced in July 2017 and is ongoing.

#MyMaitland has its focus on encouraging locals to become ambassadors for the city and discover or rediscover what's great about Maitland and sharing that with their friends and relatives, inviting them to visit, stay overnight and experience an event, activity or maybe a great night out catching up.

Although there are a range of initiatives being undertaken under the banner of #MyMaitland, the best way that locals can get involved is to remember that when you are out and about in Maitland to share your experiences by using #MyMaitland and remember that if everyone can get just one person to come and stay overnight in Maitland, our visitor economy will grow by up to \$10 million. Get some inspiration [at mymaitland.com.au](http://mymaitland.com.au)



Riverside at the 2018 Aroma Coffee & Chocolate Festival.

COUNCIL'S WEBSITE A GREAT RESOURCE

Have you visited Council's website recently? We are constantly working to enhance the capability of the site as well as the information we provide to the community, business and potential investors in our city.

Some recent updates include a review of the business section of the site, a resource to not only attract business, but make it easier for current and potential businesses to connect with Council and other stakeholders, as well as the implementation of the 'Report It' tool where residents can report issues or make requests to Council.

Enter your address in the My Neighbourhood section on the home page, add it to your dashboard and start building your own profile to access a range of information specific to the area of Maitland you live in.

Head to maitland.nsw.gov.au to discover more, sign up to our newsletter or follow Council on social media.



[facebook.com/maitlandcitycouncil](https://www.facebook.com/maitlandcitycouncil)



[@MyMaitland](https://www.instagram.com/MyMaitland)



[@MaitlandCityCouncil](https://twitter.com/MaitlandCityCouncil)



[Maitland City Council](https://www.linkedin.com/company/maitland-city-council)

Maitland key in Greater Newcastle Metro Plan 2036

Maitland is the fastest growing regional city in NSW and it is expected that by 2036, over 104,000 people will call Maitland home. It comes as no surprise then that Maitland is a significant player in the Greater Newcastle Metro Plan 2036, which was released in September.

Under the 'Five shaping elements of greater Newcastle', Central Maitland is emphasised as a growing administrative and civic centre, and East Maitland as an emerging health and retail service centre. These strategic centres are some of the fastest growing in regional NSW that will continue to provide housing, jobs and services for communities across the region.

This Plan identifies several 'catalyst areas', which are places of metropolitan significance that need a collaborative approach to the delivery of new jobs and homes. This approach will start a broader pipeline of transformation across the Greater Newcastle area in the short to medium term. Each catalyst area has a specific approach to achieving the desired future land uses and targets for new jobs and homes. East Maitland is included as a catalyst area and is set to grow jobs by 2,400 with an additional 550 dwellings targeted for 2036.

The plan also talks about Central Maitland, East Maitland, Morpeth and Lorn as key parts of Greater Newcastle's tourism network. Cultural assets like Maitland Regional Art Gallery and Maitland Gaol and the wide range of events that take place in

Maitland, are also included due to their capacity to attract visitors from outside the Hunter and the state.

Maitland features significantly in a range of other sections including under agriculture, transport demand, health and retail growth.

To read the Greater Newcastle Metro Plan visit planning.nsw.gov.au and search for the document.

Continued planning for growth

Council is currently undertaking a review of the Maitland Urban Settlement Strategy (MUSS), which will ensure that the ongoing, sustainable, growth of the Maitland LGA can continue.

The MUSS is influenced by the Newcastle Metro Plan, which sets out the high level, strategic vision for the region, and the important role Maitland has to play in this. It also sets out the desired vision for the key transition hub of Maitland, the Metford/East Maitland/Ashtonfield area that will evolve as the new Maitland Hospital precinct, public transport and road upgrades, and ongoing changes to Greenhills.

Another priority for Council moving forward is the completion of the various flood studies that are being undertaken across the LGA. Maitland has a significant flood history so these are being completed to ensure that risk to life and property is minimised, if another incident was to occur.

To read more go to maitland.nsw.gov.au and search 'MUSS'.



East Maitland has been identified as a 'catalyst area' in the Greater Newcastle Metropolitan Plan 2036.



East Maitland Skatepark is now open on Lawes Street.

East Maitland Skatepark and Largs multipurpose courts complete

Works have wrapped up on the East Maitland Skatepark on Lawes Street and it is now open to skaters. The park features a skate bowl and street elements, along with three small all weather shelters, social seating spaces, a water bubbler and an area that supports spill out spaces for events and competitions.

The major component is the bowl, which is around two metres deep and 20 metres by eight metres wide. It offers something completely unique to all other skateparks in Maitland. An official opening of East Maitland Skatepark and an adjoining multipurpose court which is still under construction will happen in the new year.

The redeveloped multipurpose courts at Largs have also been a welcome addition since opening in November, with local kids getting plenty of use out of the new hoops, futsal goals and wallball facilities. It's a wonderful example of a positive reuse project and adds to the vibrancy of the local area.



An example of a Lower Hunter Spotted Gum Ironbark Forest Endangered Ecological Community at Walka.

FUNDING FOR SPOTTED GUM IRONBARK FOREST

Council recently received a grant of \$100,000 from the NSW Environmental Trust to undertake a project to protect and enhance the endangered Lower Hunter Spotted Gum Ironbark Forest at three reserves in Maitland.

The announcement of the grant is timely, considering the recent reports of tree vandalism at several sites across the city.

Over the next three years Council will undertake weed removal activities, public education and enhancement activities of the ecological community to protect it as habitat. Works will be undertaken on Council reserves at Ashtonfield, Greenhills and land adjacent to the Mt Vincent Waste Management Centre.

The grant has come at a crucial time, as the reserves in question have become degraded over time by weed encroachment, human intervention such as track creation, and tree dieback.

To find out more about different environmental projects in Maitland, go to maitland.nsw.gov.au/environment



The recently completed multipurpose court at Largs.

INFRASTRUCTURE AND WORKS UPDATE

Council is undertaking a range of road works at the moment including upgrades on Brunswick Street in East Maitland, which are due for completion in early February. Over the next few months works will commence on Eurimbla Street in Thornton and on Melbourne Street in East Maitland.

In the sporting world, works on the resurfacing of Fieldsend Oval will take place and as well as the multipurpose court which has been completed at Largs (pictured), there will be similar courts popping up in East Maitland (adjacent to East Maitland skatepark), at Gillieston Heights, and Rutherford.

PARKING STUDY FOR CENTRAL MAITLAND

Over the next several months Council will be undertaking a parking study for Central Maitland. As part of the study, a number of parking surveys will be completed in the area, while consultation will occur with stakeholders, including transport providers, government agencies and the community.

The parking study has commenced in line with a commitment by Council in July 2017 to review parking in Central Maitland once the redevelopments at both Stockland Greenhills and The Levee had concluded. The study is scheduled for completion in mid 2019.

You can have your say on the Central Maitland Parking Study once the community consultation phase of the project begins. Visit maitlandyoursay.com.au to participate and keep up to date with all of Council's engagement opportunities.

STEER CLEAR OF MOZZIES THIS SUMMER

With the rain over recent months, warming temperatures, and a whole range of outdoor activities on offer across the city in the summer season, now is the time to ensure you are protecting yourself and your family from mosquitoes. Mosquitoes can transmit a number of serious diseases so to find out how to protect you and your family, go to maitland.nsw.gov.au/mosquitoes

LOOK WHO'S STILL TALKING AT MAITLAND CITY LIBRARY

If you love your podcasts or you're interested in the library's Look Who's Talking program, check out the new, free podcasts at soundcloud.com/maitlandlibrary. You'll be able to hear from speakers like comedian Ben Law, social analyst Hugh Mackay, philosopher Raimond Gaita and musician Mark Tinson, and gain a real insight into their stories.

The podcasts are one of a number of different ways Maitland Library is embracing new technology, following the success of their live stream of the Sydney Writers Festival at Maitland Town Hall in June. Visit maitlandlibrary.com.au to browse the available resources.



Look Who's Talking podcasts are now available from Maitland City Library.

Christmas at The Levee

This Christmas, Santa's backyard will be at The Riverlink at The Levee. Bring the family along and join Santa for a free photo on the newly decorated Santa stage right up until Saturday 22 December. Free photos are happening each Friday from 3.00pm and Saturdays and Sundays from 10.00am. For full times and details, visit theleveemaitland.com.au



Santa has once again returned to The Levee in 2018.

SUMMER AT MRAG

'Free Art January' kicks off next month! More than 7,000 visitors enjoyed the free activities last January and 2019 is set to entertain again. Everyone is invited, your family and your friends, to enjoy one of the country's most impressive regional galleries.

MRAG is hosting dozens of free events and activities catering to all ages including the super popular 'Fun Park', drop in drawing classes, yoga art tours and late night sip & sketch. Boasting some great air conditioning, the Gallery really is the coolest place to be in Maitland this summer.

To see dates and info go to mrag.org.au and search 'Free Art January'.

WHAT'S COMING UP IN MAITLAND

Maitland is a busy centre of activity all year round and there are always plenty of things to do. For a full list of what's happening around the city visit mymaitland.com.au and don't forget to share your experiences using #MyMaitland on social media.

CHRISTMAS AT THE COMMON - 14 DECEMBER

Get into the festive spirit this December and enjoy 'Christmas at the Common' from 7.00pm on Friday 14 December. The event will feature three outdoor mini cinemas showing classic Christmas movies so bring along the family, a picnic rug, chairs and snacks and enjoy a special night among the trees at Morpeth Common.

NEW YEAR'S EVE - 31 DECEMBER

PRD Nationwide Hunter Valley will present Maitland's New Year's Eve Celebrations on Monday 31 December. Kicking off at 5.00pm, there will be a wide range of stallholders, amusement rides, kid's activities, face painting, balloon twisting, live performances and of course, a spectacular fireworks display at 9.00pm.



New Year's Eve Celebrations will return to the Hunter Riverbank on 31 December.

AUSTRALIA DAY - 26 JANUARY

Proudly presented by The Mutual, Australia Day at Maitland Park kicks off at 7.30am with a free barbecue breakfast from the Lions Club. There will be an official ceremony, which will include a Citizenship Ceremony and awards for Citizen of the Year and Young Citizen of the Year, as well as wide range of children's activities, live entertainment, food stalls and free entry to Maitland Pool from 10.00am to 2.00pm

STREET EATS

Maitland's Street Eats 'Get Togethers' will be coming to a space near you this summer with locations in Lorn, Gillieston Heights, East Maitland and Morpeth on the schedule. Street Eats brings delicious mobile food to public places, with live music to add to the summer vibe. For all dates and locations from now up to April 2019 go to mymaitland.com.au/streeteats. To keep updated, join the Facebook event for the summer program on the My Maitland Facebook page.



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Disclaimer: This newsletter has been prepared by Maitland City Council from information available as at 23 November 2018. Every effort has been made to ensure the accuracy of the information herein however Maitland City Council accepts no responsibility for any consequences resulting from misdescription or inadvertent errors.