

# Agency Information Guide

A GUIDE TO ACCESSING  
COUNCIL INFORMATION

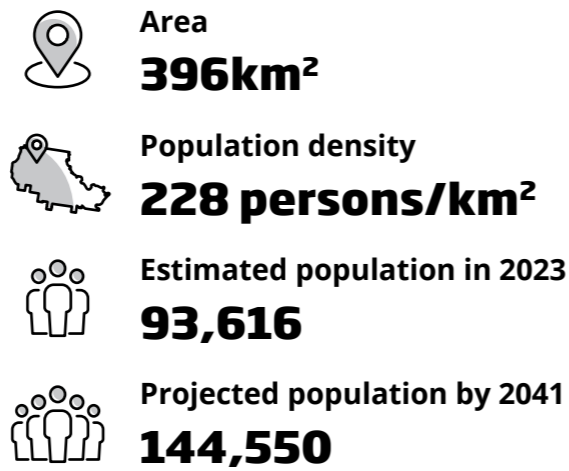




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# Our city



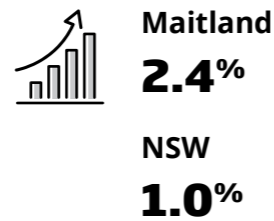
Located in the lower Hunter region of New South Wales, Maitland is a 90 minute freeway drive to Sydney and 30 minutes to the vineyards, Newcastle and Port Stephens, with the airport, shipping terminals and freight rail access. You won't find a better place than Maitland.

The Wonnarua people are the traditional land owners and custodians of the Maitland area and their lands extend throughout the Hunter Valley. A Dreamtime story explains how the hills and rivers in the Hunter Valley were created by a spirit called Baiame. Neighbouring nations to Wonnarua include Geawegal, Worimi, Awabakal, Gamilaroi, Wiradjuri, Darkinjung and Birpai.

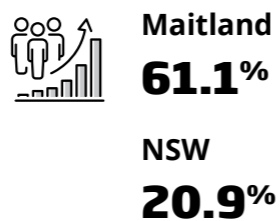
Maitland is one of the oldest regional centres in Australia, built on the banks of the Hunter River, and a key centre in the Hunter Region. The city provides a diverse mix of iconic heritage sites, historic villages and town centres. The river and floodplains provide a distinctive mix of rural, agricultural, residential and commercial lands.

Over 93,000 residents live within the town centres, new and growing suburbs and quiet rural areas spread over the 396 square kilometres of the city limits. We welcome around 2,000 new people each year, and we expect the population to grow with an additional 54,800 residents between 2021 (from 89,750) and 2024 (to 144,500), representing a forecasted population growth of 61 per cent over the next 20 years.

## ANNUAL GROWTH



## FORECAST POPULATION GROWTH OVER THE NEXT 20 YEARS



**Our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.4 per cent.**

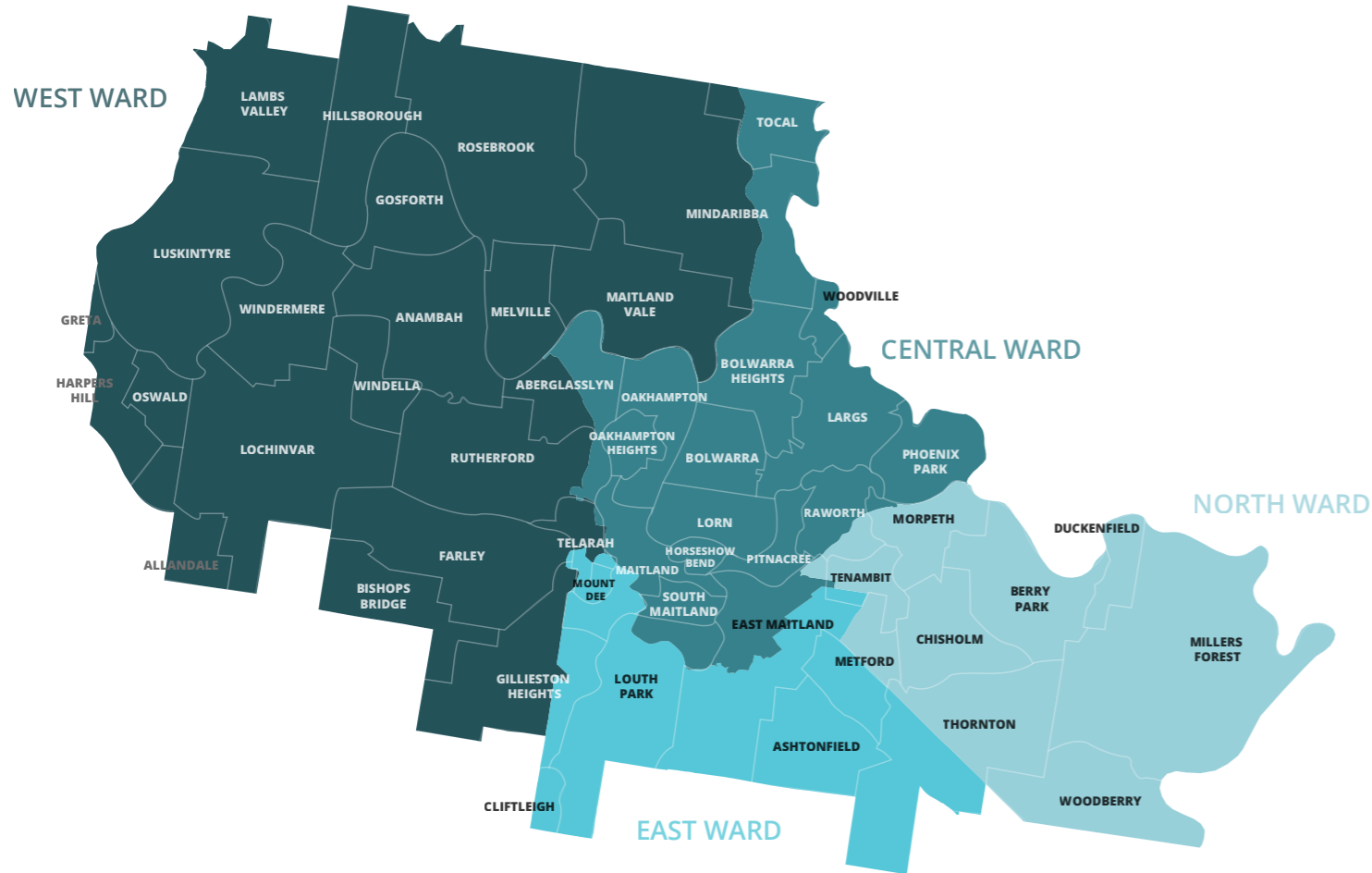
Source data: Planning NSW population projections, Census data 2021 and Remplan data 2023.



# Our elected Council

Maitland City Council has a popularly elected Mayor and 12 Councillors elected by residents in four wards: North, West, Central and East. The wards have recently been changed ahead of the 2024 election.

Elected in December 2021, Council now has the highest representation of female council members in its history.



**Mayor**  
Philip Penfold

First elected to Council in 2008, Mayor Philip Penfold was born and raised in Maitland.

He studied at Maitland Boys High School and Rutherford Technology High School, played soccer with Rutherford Football and the Maitland Magpies, and discovered a passion for martial arts.

During a stint living in the United States, where he saw first hand the positive impact of community working together, Philip was inspired to run for Council, citing a desire to have a seat at the table and make a difference.

Philip is a Justice of the Peace and has a career background in banking and finance. He is an eager contributor to his community and an advocate for causes such as support for people in crisis.

His priorities include sound fiscal management, increased focus on sporting and recreation infrastructure, and road improvements that reduce traffic congestion.

## NORTH WARD



**Deputy Mayor**  
Mitchell Griffin



**Councillor**  
Robert Aitchison



**Councillor**  
Mike Yarrington

## EAST WARD



**Councillor**  
Peter Garnham

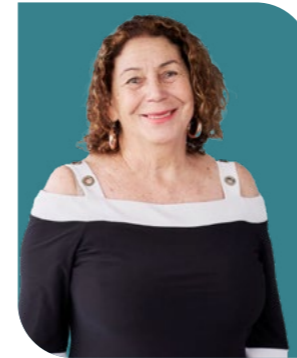


**Councillor**  
Kanchan Ranadive



**Councillor**  
Ben Whiting

## CENTRAL WARD



**Councillor**  
Loretta Baker



**Councillor**  
Bill Hackney



**Councillor**  
Sally Halliday

## WEST WARD



**Councillor**  
Stephanie Fisher



**Councillor**  
Kristy Flannery



**Councillor**  
Ben Mitchell

## ROLE OF COUNCILLORS

Councillors are entrusted with the responsibility of voicing the community's perspectives when making decisions that align with the community's welfare. They are expected to exhibit behaviours that meets the community's standards and aspirations while also overseeing the running of the organisation.

Councillors can have a major and positive impact on the health and wellbeing of the whole community. A good working relationship between councillors, the mayor, the general manager and other council staff is fundamental to an effective council. Councillors must also understand how to manage external relationships with the community, the media and other organisations including State agencies.

Under the *Local Government Act 1993*, councillors have a responsibility to:

- be an active and contributing member of the governing body
- make considered and well informed decisions as a member of the governing body
- participate in the development of the Integrated Planning and Reporting framework
- represent the collective interests of residents, ratepayers and the local community
- facilitate communication between the local community and the governing body
- uphold and accurately represent the policies and decisions of the governing body
- make all reasonable efforts to acquire and maintain the skills necessary to perform the role of a councillor.

As members of the governing body and in the interests of ensuring the organisation operates effectively to achieve the best outcomes for the community, councillors should endeavour to work constructively with council staff who are responsible for implementing council decisions.

A councillor represents residents and ratepayers, provides leadership and guidance to the community and facilitates communication between the community and Maitland City Council.

## COUNCIL MEETINGS

The elected Council conducts its business at open and publicly advertised meetings (details are available on Council's website), generally held on the second and fourth Tuesdays of the month. Meetings are live streamed and accessible via Council's Facebook page and the corporate website. Business papers and minutes are also available on the website.

Council conducts meetings under an adopted Code of Meeting Practice. The elected Council publicly exhibited and adopted Code of Meeting Practice on 28 June 2022. The Code of Meeting Practice applies to Council meetings, extraordinary meetings and Committee of Council meetings.



# Our organisation

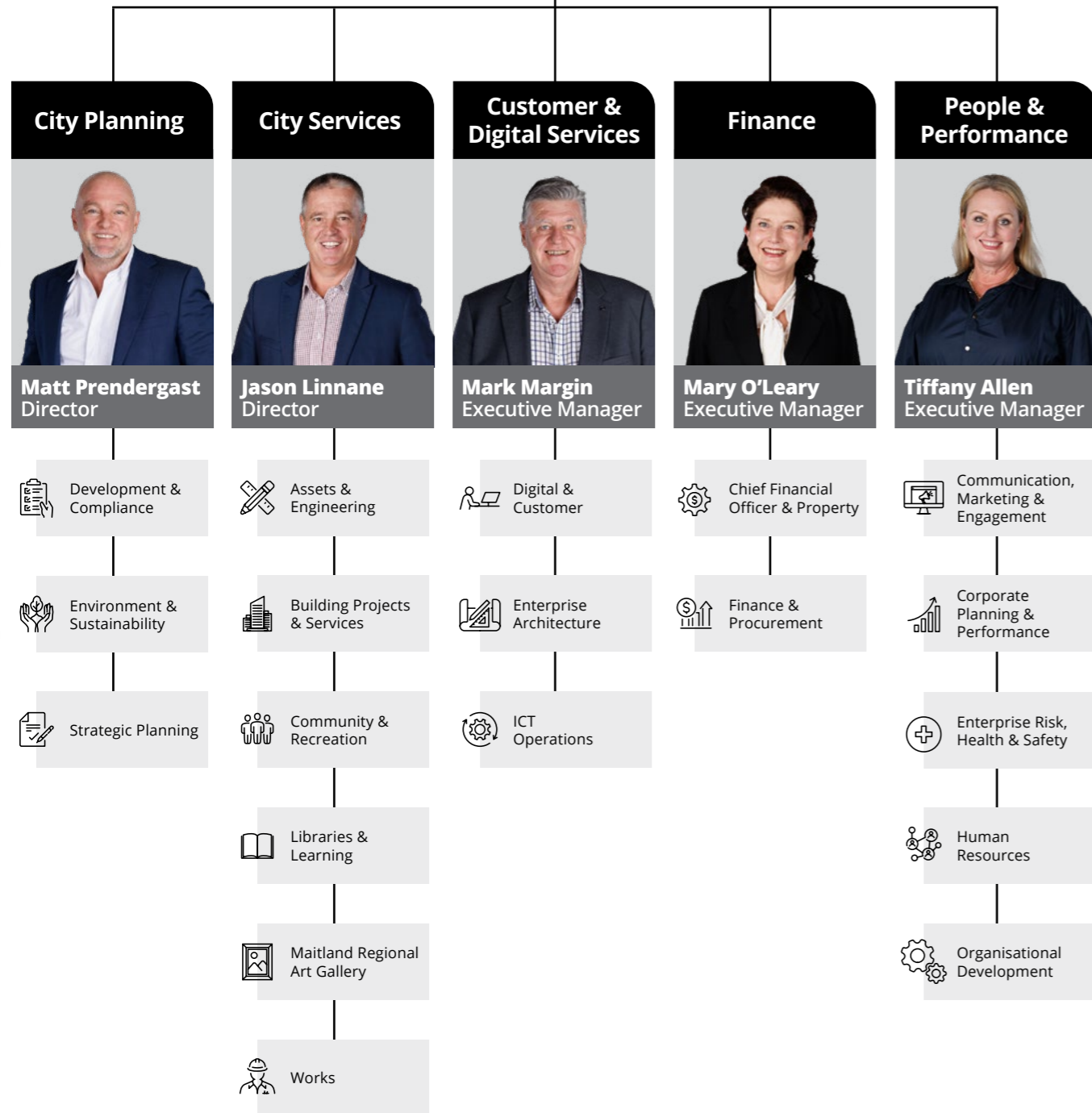
**GENERAL  
MANAGER**



**Jeff Smith**  
General Manager

Office of the  
General Manager

**EXECUTIVE**



# Our assets

**4** Public libraries

**5** District buildings

**4** Childcare centres

**16** Community halls

**1** Regional art gallery

**1** Regional sports complex

**1** Waste management facility

**We manage \$1.9bn worth of infrastructure assets.**

**4** Operational cemeteries

**5** Historic cemeteries

**426km** Creeks and rivers

**17** Bridges

**769km** Local road network

**45** Major culverts

**39** Flood gates

**83** Playgrounds

**8** Grandstands

**7** Skate parks

**342km** Cycleways and footpaths

**450ha** Passive and open spaces

**15%** Remnant bushland

**1,290** Recorded flora species

**390** Recorded fauna species

**8,354ha** Native vegetation

**34** Amenities buildings

**1** Maitland Gaol

**1** Walka Water Works

**2** Aquatic centres



# Our services

-  **Asset management and planning**
-  **Aquatic centres**
-  **Building projects and services**
-  **Cemetery operations**
-  **City and visitor economy**
-  **City events and activation**
-  **Community engagement**
-  **Community planning and development**
-  **Corporate strategy**
-  **Customer experience**
-  **Development and compliance**
-  **Digital information and security services**
-  **Emergency management**
-  **Environmental management**
-  **Finance and property**
-  **Floodplain and estuary management**
-  **Governance and leadership**
-  **Land use planning**
-  **Libraries and learning**
-  **Maitland Regional Art Gallery**
-  **Major venues and facilities**
-  **Marketing and communication**
-  **Parks and open spaces**
-  **People and culture**
-  **Risk, safety and wellbeing**
-  **Roads and transport infrastructure**
-  **Waste management**





## Asset management and planning

Responsibility - Manager Assets and Engineering

Our asset management and planning service facilitates informed decision making for Council regarding infrastructure investment, maintenance and upgrades. We oversee approximately \$1.9 billion in infrastructure assets across various classes, including roads, footpaths, drainage, buildings, and recreational facilities. Prioritising safety, sustainability and cost effectiveness, we ensure efficient delivery of essential services.

### SERVICE ELEMENTS:

- Asset planning
- Transport infrastructure and planning
- Civil design and projects
- Plant and equipment
- Subdivision and development engineering
- Flooding and drainage



## Aquatic centres

Responsibility - Manager Community and Recreation

Our aquatic centres service offers year round access to our aquatic facilities, programs and services, ensuring health and wellbeing among residents, visitors and the community. Operating seven days a week, we manage two aquatic centres with indoor and outdoor pools. Providing a safe, inclusive and enjoyable environment for individuals of all ages and abilities to engage in aquatic activities, learn essential water safety skills and foster a sense of community.

### SERVICE ELEMENTS:

- Aquatic Centre operations
- Aquatic Centre events and programs



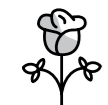
## Building projects and services

Responsibility - Manager Building Projects and Services

Our building projects and services encompass planning, design and construction of new buildings, facilities and infrastructure, to meet the evolving needs of our community. We provide specialised technical services on engineering matters related to development, recreational facilities, flooding, drainage, transport, traffic, road safety and road infrastructure, ensuring the sustainable growth and enhancement of our local area.

### SERVICE ELEMENTS:

- Building services
- Building delivery
- Building design
- Cemeteries



## Cemetery operations

Responsibility - Manager Enterprise Architecture

Our Cemetery operations service maintain comprehensive cemetery records, process burial permits, and manage applications for transferring interment rights. Our services include coordinating interment in plots or niches and overseeing monumental works. In collaboration with Council staff and external service providers, we ensure the smooth and respectful delivery of all cemetery services.

### SERVICE ELEMENTS:

- Cemetery operations



## City and visitor economy

Responsibility - Manager Strategic Planning

Our city and visitor economy service strategically drives economic development initiatives to establish Maitland as an attractive hub for residents, businesses and visitors alike. We collaborate with industry partners to stimulate sustainable economic growth, employment generation and resilience and enhance Maitland's appeal as a vibrant destination.

### SERVICE ELEMENTS:

- Investment attraction and retention
- Place making
- Walka Water Works
- Business engagement and development
- Destination development



## City events and activation

Responsibility - Manager Community and Recreation

Our city events and activation service delivers a range of community events, place activation initiatives, and activities to enhance Maitland's identity, reputation, and visitor economy. Through celebrations of culture, history, local producers, and more, we foster opportunities for community connection and contribution, enriching our city.

### SERVICE ELEMENTS:

- Flagship events
- Events development and attraction
- Central Maitland public programs
- Community and civic events
- Place activation



## Community engagement

Responsibility - Manager Communications, Marketing and Engagement

Our community engagement service fosters effective communication and collaboration between our community and staff. We prioritise meaningful, informed, and genuine engagement to ensure that community perspectives are integral to Council decision making and problem solving processes. By fostering open dialogue and transparency, we aim to build trust and confidence in Council among residents and stakeholders.

### SERVICE ELEMENTS:

- Engagement



## Community planning and development

Responsibility - Manager Community and Recreation

Our community planning and development service collaborates with the community and partners to foster a connected, inclusive, and empowered community. We facilitate community planning to meet current and future community needs, ensuring a sustainable community.

### SERVICE ELEMENTS:

- Community planning
- Community grants program
- Community health
- Community partnerships
- Community programs



## Corporate strategy

Responsibility - Manager Corporate Planning and Performance

Our corporate strategy service fosters collaboration and consistency in strategic planning. With a unified vision, program and plan, we work across departments to develop and maintain Council's strategic planning framework. Our efforts ensure alignment, promote continuous improvement and facilitate data driven decision making processes. By leveraging comprehensive reporting, we empower informed and effective service delivery, driving the Council towards its overarching goals and objectives.

### SERVICE ELEMENTS:

- Strategic and corporate planning
- Performance reporting
- Service reviews
- Grant management



## Customer experience

Responsibility - Digital and Customer Program Manager

Our customer experience service provides a contemporary, customer centric approach to meet the evolving needs of the community. Through various channels such as digital, voice and face to face interactions, we ensure accessibility and convenience for residents engaging with us. This includes providing essential touchpoints through our customer service centre, call centre and online platforms, facilitating effective and positive experiences for customers while resolving inquiries efficiently. We also lead initiatives and allocate resources to strengthen the culture of customer centric service delivery within the organisation.

### SERVICE ELEMENTS:

- Customer experience
- Service design
- User experience



## Development and compliance

Responsibility - Manager Development and Compliance

Our development and compliance service undertakes the assessment and determination of development applications, construction certificates, complying development, building and subdivision certificates. We ensure alignment with state, regional and local planning policies, guiding and facilitating sustainable growth while considering social, economic and environmental factors. Additionally, we monitor and enforce compliance, addressing non-compliance relating to development, public health and the environment. Education and community awareness programs are integral to our efforts.

### SERVICE ELEMENTS:

- Development
- Compliance
- Maitland Animal Management Facility
- Fire safety
- Environmental health
- Rangers



## Digital information and security services

Responsibility - Manager ICT Operations and Manager Enterprise Architecture

Our digital information and security services provide strategic planning, design and management of our information and communication technology (ICT) infrastructure and systems. Our aim is to ensure alignment with business goals and optimise operations, enhance efficiency and facilitate continuous improvement. Through strategies and proactive management, we strive to safeguard digital assets, enhance cybersecurity measures and promote innovation in digital technologies to support council's objectives.

### SERVICE ELEMENTS:

- ICT infrastructure
- Business solutions
- Information management
- Geographic Information System
- Enterprise architecture and planning
- Digital transformation



## Emergency management

Responsibility - Emergency Management Coordinator

Our emergency management service ensures readiness across prevention, preparedness, response, and recovery phases. We empower the community through training, coordinate swift responses during crises and facilitate comprehensive recovery efforts to build resilience.

### SERVICE ELEMENTS:

- Emergency management



## Environmental management

Responsibility - Manager Environment and Sustainability

Our environment and sustainability service collaborates with the community to protect and enhance the local environment. We support resilience to natural hazards and changing climate through environmental monitoring, tree planting programs and sustainability initiatives.

### SERVICE ELEMENTS:

- Biodiversity
- Sustainability strategy and planning
- Sustainability education
- Contamination
- Responsible consumption
- Natural asset management



## Finance and property

Responsibility - Manager Finance and Procurement, Chief Financial Officer

Our finance and property service is responsible for managing our corporate finances, including revenue, expenditure and procurement activities. We ensure the accurate and timely provision of financial reporting to both internal and external stakeholders, including statutory returns and management reporting. Additionally, our service oversees the efficient and effective utilisation of council owned land and buildings. We provide the community with property advice and information related to Council owned land and buildings. We also offer property advice for strategic and operational activities of Council.

### SERVICE ELEMENTS:

- Financial management
- Expenditure
- Budgeting and statutory reporting
- Revenue
- Procurement
- Property management



## Floodplain and estuary management

Responsibility - Manager Environment and Sustainability

Our floodplain and estuary management service supports management of local floodplains and waterways in a manner consistent with the principles of ecologically sustainable development for the social, cultural and economic wellbeing of our community. Together with the NSW state government and the community we manage flood risk through the NSW flood risk management framework and develop and implement coastal management programs to improve the health of the tidal part of our river system.

### SERVICE ELEMENTS:

- Waterway health
- Natural hazards and changing climate (resilience)
- Floodplain management
- Estuary management



## Governance and leadership

Responsibility - Office of the General Manager

Our governance and leadership service supports Council to fulfill its civic and regulatory obligations regarding governance, leadership, operations and our community. We manage delegated authorities and coordinate complaint handling process. We inspire trust and confidence among elected officials, organisational leaders and community, while championing, collaboration and effective communication to navigate challenges, drive innovation and realise shared aspirations for a trusted, engaged and resilient future.

### SERVICE ELEMENTS:

- Civic services
- General Manager's office
- Executive leaders
- Governance
- Stakeholder relationship
- Councillors



## Land use planning

Responsibility - Manager Strategic Planning

Our land use planning service considers federal, state, regional and local environmental legislation and policies to provide comprehensive land use planning solutions. Our services include precinct planning, preparation and assessment of planning proposals, local environmental plans and development control plans. We also prioritise heritage management, planning studies and the management of developer contributions and planning certificates. We manage an average income of \$16 million per year in developer contributions. By integrating community needs and infrastructure planning, we ensure that Maitland evolves in a sustainable manner, balancing the preservation of our built and natural environment.

### SERVICE ELEMENTS:

- Strategic planning
- Floodplain management
- Heritage conservation
- Development contributions



## Libraries and learning

Responsibility - Manager Libraries and Learning

Our libraries and learning service connect our community to information, knowledge, and ideas. We support lifelong learning and literacy through diverse programs, events and collections, including the promotion and care of our community's heritage. We provide access and support to technology to meet evolving digital literacy needs and provide spaces for people to meet, relax, share and be inspired.

### SERVICE ELEMENTS:

- Library spaces and places (operations)
- Technologies and inclusion
- Connected communities
- Community heritage



## Maitland Regional Art Gallery

Responsibility - Gallery Director

Our Maitland Regional Art Gallery (MRAG) service delivers innovative and engaging art exhibitions and dynamic cultural programs with an entrenched sense of pride and connection to our rich cultural heritage. We foster an atmosphere of creativity, learning and idea exchange. Our service encompasses managing and preserving our diverse art collection, ensuring its accessibility and longevity for present and future generations.

### SERVICE ELEMENTS:

- Gallery operations
- Collection management and conservation
- Cultural programs and creative learning



## Major venues and facilities

Responsibility - Manager Community and Recreation

Our major venues and facilities service manages the operation, effective management and continuous development of key venues and facilities. We ensure these spaces are optimally utilised to foster community connections, economic growth and cultural enrichment. Our service is dedicated to enhancing accessibility and inclusivity across all major venues and facilities.

### SERVICE ELEMENTS:

- Community centre operations
- Sporting and recreation facility operations
- Walka Water Works
- Maitland Administration Centre and Town Hall operations
- Maitland Gaol



## Marketing and communication

Responsibility - Manager Communications, Marketing and Engagement

Our marketing and communication service oversees brand management, marketing, communications and graphic design for Council. Internally, we engage and align employees with organisational priorities and achievements. Externally, we inform and educate our community about council services, responsibilities and decisions, fostering transparency and positive relationships.

### SERVICE ELEMENTS:

- Marketing
- Communication
- Graphic design



## Parks and open spaces

Responsibility - Manager Works

Our parks and open spaces service oversees the management and planning of various open spaces, including parks, playgrounds, skate parks and recreational facilities. With a focus on enhancing our connection to nature and promoting an active lifestyle, we aim to provide accessible and well maintained spaces for community. Our responsibilities include the maintenance of trees, weed control and the provision of amenities for recreational activities. We manage 83 playgrounds, seven skate parks, eight grandstands and 450 hectares of open spaces.

### SERVICE ELEMENTS:

- Park and open space maintenance
- Tree management
- Passive and active recreation planning
- Sportsground management
- Weed management



## People and culture

Responsibility - Manager Human Resources

Our people and culture service strives to attract and cultivate an engaged workforce that is skilled, collaborative and customer focused. We are dedicated to supporting workforce effectiveness and efficiency, fostering a culture of engagement, development and growth. Our goal is to ensure the wellbeing of our people while aligning with the council's objectives and values.

### SERVICE ELEMENTS:

- Staff attraction and retention
- Resourcing
- Organisational development



## Risk, safety and wellbeing

Responsibility - Manager Enterprise Risk, Health and Safety

Our risk, safety and wellbeing service is committed to ensuring a safe and healthy environment for all. Managing our risk ensures the council proactively identifies, assesses, and mitigates risks to maintain the continuity and quality of our services. We manage the health and wellbeing of our staff through comprehensive processes, including Workers Compensation management, Return to Work programs and proactive initiatives. Our goal is to foster a culture of safety and wellness where employees feel supported and empowered to thrive in their roles while maintaining their physical and mental health.

### SERVICE ELEMENTS:

- Workplace health and safety
- Workplace injury management
- Health and wellbeing
- Legal
- Corporate risk
- Internal audit



## Roads and transport infrastructure

Responsibility - Manager Works

Our roads and transport infrastructure service is responsible for the construction, rehabilitation and maintenance of Council's road network, car parks, footpaths, cycleways, bridges, culverts, structures, retaining walls, guardrails and drainage systems. We ensure these assets are safe, accessible and efficient to meet current and future community needs. We manage 17 bridges, 769km of local roads, 45 major culverts and 39 flood gates.

### SERVICE ELEMENTS:

- Road maintenance
- Traffic facilities
- Road corridor management
- Bridge and large culverts maintenance
- Shared pathways and footpaths
- Major road construction
- Car parks
- Kerb and guttering
- Drainage and flood infrastructure



## Waste management

Responsibility - Manager Environment and Sustainability

Our waste management service provides waste collection for households, including kerbside pickup of general waste, recyclables and organics. We manage contracts for organics collections, oversee recycling operations and handle bulky waste services. Additionally, we run education and awareness programs for the community regarding waste management.

### SERVICE ELEMENTS:

- Waste collection
- Waste education
- Waste facilities

# Accessing Council information

Maitland City Council provides access to information under the *Government Information (Public Access) Act 2009*.

Council will proactively strive to enable the public release of government information held by the Council. However, statutory responsibilities and legal obligations may restrict or prohibit the inspection of certain documents/files etc and, in some cases, may prevent us from providing a copy of the information.

The 'Examples of Open Access Information' table on the following page identifies various types of information held by the Council which is available as 'Open Access'. The table explains the manner in which Council will make certain information available to the public.

The public may obtain access to information as follows:

- By searching the Council's website to see if it is already available.
- By contacting Council and requesting the information, Council will advise whether the information is:
  - a. Open access or mandatory release – that is readily available
  - b. Can be made available as part of a proactive release of information
  - c. Will require an informal access application
  - d. Will require a formal access application

Council publishes open access, or mandatory release, information in accordance with Section 18 of the *Government Information (Public Access) Act 2009* and Schedule 1 of the *Government Information (Public Access) Regulation 2009* on its website (free of charge) unless there is an overriding public interest against disclosure or to do so would impose an unreasonable additional cost on Council. In respect of the latter the Council will make the information available for access at the Council Administration Building. Copies of information may be requested subject to a photocopying charge outlined in Council's current Schedule of Fees and Charges.

Copies of documents provided are given for information purposes only and are provided by Council to meet its requirements under relevant legislation.

Copyright laws still apply to each document. The copyright owner's consent is required if any part of the document is used for any other purpose.

Requests for amendments / corrections to our records should be addressed to the Privacy Officer and outline the basis of any objections to the information currently held by the Council. Statutory requirements may prevent amendments without submission of satisfactory documentation.

# Examples of Open Access Information

Type of government information	Open Access Information	Publicly available free of charge*	Manner in which Council will make information publicly available
Policy documents (including Code of Conduct, Code of Meeting Practice and Payment of Expenses Policy)	X	X	Website
Disclosure log	X	X	Website
Development control Plans	X	X	Website
Council registers	X	X	Some available on website, others available from the Maitland administration centre
Integrated Planning and Reporting (Corporate Reports, Plans and Strategies)	X	X	Website
Annual Report	X	X	Website
Agenda and minutes from Council meetings	X	X	Website
Pecuniary interest disclosures	X	X	Website
Approvals and orders	X	X	Website or via informal GIPA

\*If copies of information are requested, Council will impose a photocopying fee in accordance with the current Schedule of Fees and Charges.

Note: Information listed in this table is only an example of the information provided by Council under Open Access Information, for a detailed list of information available please see Section 18 of the *Government Information (Public Access) Act 2009* and Schedule 1 of the *Government Information (Public Access) Regulation 2009*.

Any requests for information which is not classified as 'Open Access' will be determined in accordance with the public interest test on a case by case basis. Please refer to Council's GIPA Product Disclosure Statement.



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[maitland.nsw.gov.au](http://maitland.nsw.gov.au)