<date>

CEO  
Swan Hill Rural City Council  
45 Splatt Street  
SWAN HILL VIC 3585

Dear John,

**Re: Submission to the Special Marketing Levy**

I wish seek Council’s favour to not proceed with the Special Marketing Levy for a 7-year term. My objection is that the current levy is inequitable as it only targets commercially rateable property. At the meeting held on the evening of Monday 25, you admitted that it was an inequitable rate as it didn’t impact business that operated from home.

My submission is that you redefine the rate to include all 11500 rateable properties (which if $30 were applied to each would yield $345,000 per annum). As the visitation has been cited as improving the economy overall of the region, giving employment to many, my view is that the burden to market the region be also borne by all ratepayers, rather than a select few.

I know that objection to this would come from areas like Robinvale, but a quick review of Swan Hill Incorporated’s website shows that visitation numbers for the Swan Hill Region are drawn from, and I quote “The Swan Hill region includes: Gannawarra, Kerang, Robinvale, Swan Hill, Swan Hill Region, and Wentworth-Balranald Region.”. With areas as diverse as these included in the overall visitation numbers to the region, surely the case for the marketing costs to be borne all is easier to do based on this information.

After all, if there are no jobs, then people wont live in the district and pay rates. Let’s all work together. Please find attached a copy of the rate notice proving that I am the one paying the Special Marketing Levy at my premises.

Yours sincerely

<your name goes here>