



MEDIA RELEASE

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Passionate Mayor Recognised with Life Members' Award

The achievements of flamboyant Frenchman and Glamorgan Spring Bay Mayor Bertrand Cadart have been recognised with a Life Members' Award for Meritorious Service at the Local Government Conference Dinner, held this evening in Hobart.

Since his election to Council in 2005, Mayor Cadart has been a passionate advocate for the region. His flamboyant style and unique approach in building a reputation for Tasmania's East Coast nationally and internationally has shone a spotlight on the area.

Faced with issues such as poor water quality, failing marine and civil infrastructure, industry downturns, drought, bushfires, falling tourist numbers and inadequate primary health services, Mayor Cadart has used his ability to look, listen and quickly access the heart of a matter to tackle these issues head-on to take the Municipal Area forward.

Since his election as Mayor in 2007, Clr Cadart has led, revitalised and inspired Council and achieved many things including:

- The major communities of the region all have access to potable water;
- Tourism on the East Coast is now a recognised and well-supported industry;
- Marine infrastructure is now able to support and service professional and recreational fishers and tourist vessels;
- Existing bridges are safe to use and have been well-maintained;
- Primary Health is supported by Council, both administratively and financially, and Council has ensured efficient health services for the community as a whole;
- Glamorgan and Spring Bay are becoming a united region; and
- Police, Education Department, Health and Human Services, and phone books no longer divide the Municipal Areas like they used to.

Mayor Cadart has also led Council to financial sustainability through strategic cost-cutting and revenue raising initiatives. These have included trading his fuel-guzzling council car for a two-wheeled motor scooter – something more fitting for the motorcycle enthusiast and Ulysses Club member. His personal passion for two wheels has also led to Glamorgan-Spring Bay being recognised as Australia's first 'motorcycle-friendly municipality' and motorcycle enthusiasts from around the world frequently visit the area. Council also now operates a fleet of four cylinder diesel cars.

Mayor Cadart worked on and appeared in the original *Mad Max* film opposite Mel Gibson and, more recently, has seized numerous publicity opportunities for his council with visiting national and international media, including the world's largest French TV network, Réseau France Outremer, which filmed and aired a one-hour documentary on Cadart titled *Le French Mayor*.

He has also forged relationships with dignitaries and officials from several French-speaking nations, resulting in numerous official visits to the region and a high level of publicity, with the flow-on effect being a noticeable increase in national and international visitors.

Life Member, Lynn Mason said the Life Members' Award for Meritorious Service was launched in 2011 to recognise individual service and significant achievements by an elected member.

"While it is important that the Local Government Association of Tasmania recognises broader council activities that deliver a positive result for the communities they serve, the Life Members feel it is also appropriate to reward the work of an elected representative," she said.

"Award nominees must have made a demonstrable contribution to Local Government across a range of areas including innovation, entrepreneurship, new or improved services, or engagement and consultation."

In presenting the award, Lynn Mason said, "Bertrand is an inspiring, passionate, committed and visionary leader, and a deserving recipient of the Life Members' Award for Meritorious Service."

For media enquiries, please contact Paula Catchpole at PCPR on 0407 532 103.