



# CapeROC

## Capes Region Organisation of Councils

### MINUTES

**19<sup>th</sup> February, 2020  
at 9.45am**

**MINUTES OF THE CAPES REGION ORGANISATION OF COUNCILS MEETING****HELD ON 19<sup>th</sup> FEBRUARY, 2020 AT 9.45AM AT THE CITY OF BUSSELTON****TABLE OF CONTENTS**

<b>ITEM NO.</b>	<b>SUBJECT</b>	<b>PAGE NO.</b>
1.	<b>ATTENDANCE AND APOLOGIES</b> .....	<b>3</b>
2.	<b>CONFIRMATION OF MINUTES</b> .....	<b>4</b>
	2.1 Minutes of the meeting of CapeROC 15 <sup>th</sup> November, 2019 .....	4
3.	<b>PRESENTATIONS/GUESTS</b> .....	<b>4</b>
	3.1 David Willcox, Common Ground Trails .....	4
4.	<b>BUSINESS ARISING FROM PREVIOUS MEETINGS</b> .....	<b>4</b>
5.	<b>GENERAL UPDATES</b> .....	<b>4</b>
	5.1 Regional Trails Strategy .....	4
	5.2 City of Busselton Wadandi Track Development Strategy .....	6
	5.3 'Our Unbeaten Track' Proposal.....	7
	5.4 Busselton Margaret River Airport Project Update .....	9
	5.5 CapeROC Budget Update.....	9
6.	<b>REPORTS</b> .....	<b>11</b>
	6.1 Events Calendar .....	11
7.	<b>GENERAL DISCUSSION ITEMS</b> .....	<b>12</b>
	7.1 The Focus of CapeROC – Stephanie Addison-Brown and Mike Archer .....	12
	7.2 Roundtable Discussion .....	13
8.	<b>NEXT MEETING</b> .....	<b>13</b>
9.	<b>CLOSURE</b> .....	<b>13</b>

**1. ATTENDANCE AND APOLOGIES**

Cr. Henley welcomed all to the meeting and noted attendance and apologies.

**ATTENDANCE**

Chairperson:	Cr. Grant Henley	Mayor, City of Busselton
Members:	Cr. Ian Earl	Shire President, Shire of Augusta Margaret River
	Cr. Kylie Kennaugh	Shire of Augusta Margaret River
	Cr. Paula Cristoffanini	Shire of Augusta Margaret River
	Cr. Kelly Hick	Deputy Mayor, City of Busselton
	Cr. Kate Cox	City of Busselton
	Ms. Stephanie Addison-Brown	CEO, Shire of Augusta Margaret River
	Mr. Mike Archer	CEO, City of Busselton
Secretariat	Ms. Julie Rawlings	Strategic Projects/Grants Officer, City of Busselton
Officers: (as required)	Mr. David Nicholson	Manager, Asset Services, Shire of Augusta Margaret River
	Mr. James Shepherd	Director, Corporate and Community Services
	Naomi Searle	Director, Community & Commercial Services
	Mr. Oliver Darby	Director, Engineering Works and Services, City of Busselton
	Daniell Abrahamse	Manager, Engineering and Technical Services
	Ms. Peta Tuck	Events Co-ordinator, City of Busselton
Guests:	David Willcox	Common Ground Trails

**APOLOGIES**

Tony Brown WA Local Government Association (WALGA)

## 2. CONFIRMATION OF MINUTES

### 2.1 Minutes of the meeting of CapeROC 15<sup>th</sup> November, 2019

**RECOMMENDATION:** That the minutes of the meeting of the Capes Region Organisation of Councils held 15<sup>th</sup> November, 2019 be confirmed as a true and correct record.

#### **CAPEROC DECISION:**

**Moved** Cr. Earl **Seconded** Cr. Hick

That the minutes of the meeting of the Capes Region Organisation of Councils held 15<sup>th</sup> November, 2019 be confirmed as a true and correct record.

**CARRIED UNANIMOUSLY**

## 3. PRESENTATIONS/GUESTS

### 3.1 David Willcox, Common Ground Trails

David Willcox is the consultant that has prepared the Regional Trails Strategy funded by CapeROC.

## 4. BUSINESS ARISING FROM PREVIOUS MEETINGS

ACTION ITEMS			
Item	Responsible Officers	Timeframe	Progress
Nil.			

## 5. GENERAL UPDATES

### 5.1 Regional Trails Strategy

<b>RESPONSIBLE OFFICER</b>	David Nicholson, Acting Director Infrastructure Services (SAMR)
<b>ATTACHMENTS:</b>	The Strategy will be sent under separate cover post the meeting.
<b>PRESENTATION</b>	Presentation by David Willcox, Common Ground Trails

### IN BRIEF

In February 2017, the need for a Capes Regional Trails strategy was identified by CapeROC members. At the November 2017 meeting CapeROC resolved to appoint the Augusta Margaret River Shire to proceed with RFQ's to prepare a Capes Regional Trails Strategy. At its February 2018 meeting CapeROC endorsed the consultant's brief and authorised the Shire of Augusta Margaret River to prepare a Request for Quotation and invite quotations from three suitably qualified and experienced consultants.

The Shire of Augusta Margaret River proceeded with advertising and recruiting an appropriately experienced consultant, David Willcox of Common Ground Trails to undertake the project, within a budget of \$30,000.

The project scope was endorsed with the following objectives:

- Review of current trails in the area
- Stakeholder consultation to identify strength and gaps in the current trail networks
- Identify present and future trails with a focus on opportunities for multiuser trails
- Identify links required to connect current and future (proposed) trails
- Review of existing relevant state and local government trails strategies and guidelines
- Identify appropriate practice, standards and style for construction of trails
- Identify modification or maintenance required on existing trails
- Identify services or facilities needed to support trails where necessary
- List the economic benefits of trails to the region, including benefits to existing businesses as well as potential for future employment, business and tourism growth opportunities (for use in future grant applications)
- Identify opportunities to develop trail based tourism with identification of target tourism markets
- Identification of management actions that will allow land managers to adequately manage the trails network and minimise environmental impacts
- Provide a regional trails strategy that addresses the above including an aerial map of all current and proposed future trails
- Recommend an action plan for implementation of the strategy including broad cost estimates
- Detail funding opportunities and resources, and governance requirements
- Deliver findings to stakeholders

David Willcox presented on the Leeuwin Naturaliste Regional Trails Strategy 2020 Report that is currently being finalised. David explained the Report is a Strategy document and includes broader outcomes, opportunities and issues.

## RECOMMENDATION

That CapeROC:

1. Receives the draft report;
2. Officers from both local governments review the draft report and request changes, if required;
3. Both local governments then release the draft report for community feedback; and
4. A report on the outcome of the community consultation be presented to the August CapeROC meeting.

### **CAPEROC DECISION:**

**Moved** Cr. Ian Earl **Seconded** Mike Archer

That CapeROC

1. Receives the verbal report;
2. Officers from both local governments review the draft report and request changes, if required;
3. Both local governments then release the draft report for community feedback.

**CARRIED UNANIMOUSLY**

## **5.2 City of Busselton Wadandi Track Development Strategy**

<b>RESPONSIBLE OFFICER</b>	Daniell Abrahamse, Manager Engineering & Technical Services (CoB) & Oliver Darby, Director Works and Services (CoB)
<b>PRESENTATION</b>	PowerPoint presentation

### **IN BRIEF**

In November a joint City of Busselton and Shire of Augusta-Margaret River (SAMR) update was presented on the Wadandi Track project. This focused on a general overview, progress to date and the various constraints impacting on the project.

This presentation focused on the strategic direction the City of Busselton intends to take over the next 3 to 10 years. It will also seek feedback from the Shire of Augusta-Margaret River on the possibility of a future stage linking through to Cowaramup.

In summary the City of Busselton's Strategy is to redirect work in the southern sector up to the SAMR boundary providing an opportunity for SAMR to plan and construct the 3km missing link through to Cowaramup. This would open a 9.5km long section extending from the Metricup Trail Head in the North to Cowaramup in the South. Resulting in approx. 42km section from Metricup Trail Head to Sebbes Road (AMR).

### **BACKGROUND**

A map of the Trail Development Plan was provided at the meeting. The detailed Trail Development Plan can be provided to any interested party upon request.

### **COMMENT**

Cr. Earl felt the proposal had merit. Mr Archer also explained that the approach may be more suitable in terms of attracting funding.

### **RECOMMENDATION**

That CapeROC notes the information and supports the strategic approach intended to be taken by the City of Busselton.

#### **CAPEROC DECISION:**

**Moved** Cr. Cristoffanini **Seconded** Cr. Earl

That CapeROC notes the information and supports the strategic approach intended to be taken by the City of Busselton.

**CARRIED UNANIMOUSLY**

### **5.3 'Our Unbeaten Track' Proposal**

<b>RESPONSIBLE OFFICER</b>	Stephanie-Addison Brown, CEO (SAMR) & Naomi Searle, Director Community & Commercial Services (CoB)
<b>ATTACHMENTS:</b>	Nil
<b>PRESENTATION:</b>	A verbal update was provided at the meeting

#### **IN BRIEF**

Representatives of the Margaret River Busselton Tourism Association (MRBTA) have presented a proposal to the City of Busselton, the Shire of Augusta Margaret River and other relevant stakeholders seeking to establish a coalition to develop and maintain key tracks and trails in the Capes region.

A stakeholder meeting was held on 12<sup>th</sup> February, 2020 to discuss the initiative. A verbal update on the proposal and outcomes of that meeting will be provided to CapeROC for discussion.

#### **BACKGROUND**

The initiative aims to build and sustain a coalition of relevant stakeholders with a shared interest in a high quality network of key tracks and trails in the Capes region within the City of Busselton and the Shire of Augusta Margaret River, in order to develop and maintain them for appropriate future use by residents and visitors.

A collaboration of these stakeholders will best ensure a network which:

- Contributes to a healthy, engaged community by better promoting & providing for outdoor activity
- Gives sensitive access to the diversity of the region's natural environment & promote understanding and care for it, with quality fit-for-purpose facilities and maintenance
- Provides a sophisticated cohesive linkage to the stories, Indigenous and European heritage, interests and attractions of the region that will assist visitors and build community respect and participation
- Attracts funding support to support current investment plans

The belief of the members of the Our Unbeaten Track initiative is that an integrated approach to the tracks and trails of the region together with the power of a concerted regional effort can significantly contribute to—

- Improving healthy recreational facilities for people who live & work here
- Attraction of visitors to the region
- Unifying access to the region's natural & historical legacy
- Engaging and celebrating indigenous heritage
- Promoting environmental care and sustainability
- Promoting regional employment
- Activating economic opportunities, and
- Accessing revenue source for maintenance & development of the trails.

**COMMENT**

Mrs Searle showed on screen the “Our Unbeaten Track” Charter that in addition to the above showed the identified stakeholders governed by an alliance that includes:

- City of Busselton
- Shire of Augusta Margaret River
- South West Development Commission
- Margaret River Busselton Tourist Association
- Friends of the Cape to Cape Track
- Meelup Regional Park Committee
- Department of Biodiversity, Conservation & Attractions (Blackwood District)
- Nature Conservation Margaret River Region, GeoCatch, Lower Blackwood LCDC
- Australia’s South West
- Busselton Jetty Inc
- Department of Local Government, Sport and Cultural Industries
- Regional Development Australia (RDA) South West
- Main Roads South West

Advice and guidance will be sought from the Wadandi Traditional Custodians at each stage.

Mrs Searle explained that the proposal is for the stakeholder group to co-fund a business case to upgrade our tracks (purely tracks only) to develop as a whole tourism product to be utilised to attract funding. Mrs Searle and Ms. Addison-Brown indicated the proposal had merit and is supportive of the initiative given the economic benefit. Funding could be allocated in the next financial year for the proposal.

Mrs Searle advised that consideration of the ongoing maintenance responsibilities needs to be considered by the City of Busselton and Shire of Augusta Margaret River.

Cr. Earl indicated he was in favour of moving forward with the proposal.

**RECOMMENDATION****That CapeROC**

1. That CapeROC notes the information; and
2. Supports in-principle the proposal by the Margaret River Busselton Tourism Association to establish a coalition to develop and maintain key tracks and trails in the Capes region.

**CAPEROC DECISION:**

**Moved** Cr. Henley **Seconded** Cr. Earl

1. That CapeROC notes the information;
2. Supports in-principle the proposal by the Margaret River Busselton Tourism Association to establish a coalition to develop and maintain key tracks and trails in the Capes region; and
3. Commits in CapeROC’s 2020/21 budget \$10,000 from each Council (total \$20,000) for this purpose.

**CARRIED UNANIMOUSLY**



#### **5.4 Busselton Margaret River Airport Project Update**

<b>RESPONSIBLE OFFICER</b>	Naomi Searle, Director Community & Commercial Services (CoB)
<b>ATTACHMENTS:</b>	Nil
<b>PRESENTATION</b>	PowerPoint presentation

#### **IN BRIEF**

An update on the Busselton Margaret River Airport (BMRA) Development Project was presented by PowerPoint at the meeting.

#### **COMMENT**

Director Community & Commercial Services, Naomi Seale explained the works and timings undertaken to achieve the temporary arrivals hall and upgrade to the existing terminal and provided an overview of the new floor plan. An explanation of the marketing approach and industry readiness was also provided.

CEO, Mike Archer advised that Jetstar advised yesterday that bookings by postcode show that Busselton and Dunsborough had the highest take up of tickets in WA followed by Bunbury and Margaret River, with other centres as far away as Mandurah and Albany also making bookings. Of all ticket sales they are roughly split 50/50 between WA and Eastern State passengers.

Director Community & Commercial Services, Naomi Seale advised that Jetstar are very pleased with the take-up in WA with higher load bookings on the Melbourne- Busselton route than Melbourne-Perth. South West Coachlines are also looking at putting on a new service from regional towns to the BMRA Airport.

#### **RECOMMENDATION**

That CapeROC notes the information.

#### **CAPEROC DECISION:**

**Moved** Cr. Hick **Seconded** Cr. Earl

That CapeROC notes the information.

**CARRIED UNANIMOUSLY**

#### **5.5 CapeROC Budget Update**

<b>RESPONSIBLE OFFICER</b>	Julie Rawlings, Strategic Projects/Grants Officer (CoB) Megan Smith, Executive Assistant (SAMR)
<b>ATTACHMENTS:</b>	Nil.

#### **IN BRIEF**

In 2019-2020, the Shire of Augusta Margaret River and the City of Busselton have allocated up to \$40,000 of their respective budgets (up to \$80,000 in total) towards CapeROC approved regional economic development initiatives. This report provides an update on financial activities for the 2019-2020 financial year.

Table 1.

PROPOSED 2019/20 CapeROC Projects	In principle Allocation \$80,000	Expenditure (AMR) \$40,000	Expenditure (BSN) \$40,000	Total Expenditure \$ 2019/2020	Comments
CapeROC Calendar of Events 2019/20 – Spring, Summer, Autumn Winter	21,200.00	10,600.00	10,600.00	10,600	Spring 2019 \$4,770 paid Summer 2019/20 \$4,770 paid Autumn 2020 \$4,770 Winter 2020 \$4,770 Additional standalone copies (3,000 per edition \$530 + gst) to be split between CoB and SAMR
My Community Directory	20,406.50	10,203.25	10,203.25	20,406.50	Budget 2019/2020 \$20,406.50 Paid.
2018/2019 Expenditure	7,985.00	800.00	7,185.00	Event Calendars	<i>These figures represent funding approved in 2018/2019 but not quarantined at end of Financial Year resulting in expense in 2019/2020</i>
2018/2019 Commitment	15,000.00	-	15,000.00	Trails Strategy	
<b>Potential / Total Expenditure (excluding gst)</b>	<b>64,591.50</b>	<b>21,603.25</b>	<b>42,988.25</b>		
<b>Total Unallocated</b>	<b>15,408.50</b>	<b>18,396.75</b>	<b>( 2,988.25)</b>		
<b>FUTURE BUDGET COMMITMENTS</b>					
<i>Our Unbeaten Track Project committed at the CapeROC meeting on 19/2/20 for the 2020/2021 budget</i>	20,000.00	10,000.00	10,000.00		
<i>My Community Directory committed at the CapeROC meeting on 15/11/19 for the 2020/2021 budget</i>	20,406.50	10,000.00	10,000.00		

**RECOMMENDATION**

That CapeROC notes the current status of the CapeROC 2019-2020 budget.

**CAPEROC DECISION:**

**Moved** Cr. Earl **Seconded** Cr. Cristoffini

That CapeROC notes the current status of the CapeROC 2019-2020 budget.

**CARRIED UNANIMOUSLY**

## 6. REPORTS

### 6.1 Events Calendar

<b>RESPONSIBLE OFFICER</b>	Peta Tuck, Events Coordinator (CoB)
<b>ATTACHMENTS:</b>	Nil.

#### **IN BRIEF**

CapeROC has been funding the printed events calendar initiative for a number of years and it has been suggested that each individual Council now fund this initiative rather than through CapeROC.

#### **BACKGROUND**

Since December 2016, the Margaret River Region Calendar of Events has been produced by MRBTA with content supplied by the City of Busselton and the Shire of Augusta-Margaret River (SAMR) and included as a pullout in their quarterly Margaret River Magazine. The magazine has a distribution of 20,000 copies, with 75% going to a local regional audience and remaining 25% in Perth. There has also been an allocation of extra copies produced each edition as standalone calendars, for distribution by the respective local governments through their administrative buildings and outstations.

Funding for the Calendar of Events has been approved up to and including the current financial year through the CAPEROC budget. The cost of producing the events calendar in 2019/20, which includes 4 editions for the MRBTA magazine plus additional 3,000 standalone copies, is \$21,200 plus GST.

While it is considered that the printed calendar could be phased out and replaced with online versions eventually, at this stage it is not felt that this would reach the target audiences and demographics. This is due in part to a percentage of the population still preferring to access information in a printed form, as well as neither local governments currently having a fool proof digital online platform to deliver and promote event information.

The 3 monthly format of the calendar works well, as information is relatively up to date and we are able to capture events as they are added into the calendar throughout the year. The magazine and standalone copies are widely distributed throughout the local communities, and are often taken away by holiday makers who use them as a tool for planning future holidays around events.

It is recommended that production of the calendars is continued in its current format for the 2020/21 financial year, however with each Council funding their respective printing costs as opposed to CapeROC funding the events calendars.

CapeROC's objective is to seek to enhance the capacity of both local governments to deliver social, economic and environmental benefits to their communities and the region. This includes exploring opportunities to undertake projects of mutual benefit to the Shire and the City. The intent however is more to provide seed funding than ongoing funding.

#### **COMMENT**

Cr. Hick declared an interest as she is a member of MRBTA and expressed some concern with the publication.

Ms. Tuck reiterated that she felt the current events calendar did still have merit as outlined in the report and recommends it remain until improvements have been made in the digital space.

Cr. Hick advised that the “My Community Directory” is starting to include events. Ms. Addison-Brown advised that SAMR only use digital advertising for its new performing arts centre (HEART).

Cr. Kennaugh suggested that an online events directory could be linked to a volunteer register and by combining these together it would make things easier for event organisers to source volunteers.

## **RECOMMENDATION**

That CapeROC:

1. Supports the continued publication of the quarterly printed events calendar; and
2. Does not allocate funding for the printing of the events calendar in 2020/2021 CapeROC budget and that both Councils fund the printing of the events calendar directly from their own Council budgets.

### **CAPEROC DECISION:**

**Moved** Cr. Henley **Seconded** Cr. Earl

That CapeROC reconsiders the future of the events calendar at its May CapeROC meeting.

**CARRIED UNANIMOUSLY**

## **7. GENERAL DISCUSSION ITEMS**

### **7.1 The Focus of CapeROC – Stephanie Addison-Brown and Mike Archer**

A discussion on CapeROC’s future direction - that is focussing that direction more strategically, including region wide initiatives and joint funding opportunities etc.

#### **COMMENT**

It is suggested that strategic projects that benefit both communities and enable funding to be secured should have a greater focus for CapeROC.

Issues such as homeless, community security eg. cctv, social matters, mental health, environmental eg. , climate change, waste and alignment of road initiatives were suggested. Higher level discussion on identified issues is needed, then officers can investigate and bring back a report to CapeROC for further consideration.

Cr. Henley advised that the City is currently investigating ‘Spend Map’ a data collection on eftpos transactions that can tell you where the expense is being spent and when. Through CapeROC a better price could perhaps be achieved. There would be benefits in both economic development and events.

It was agreed that a workshop to discuss the opportunities, perhaps with agreement on 2 or 3, be included at the next meeting for focus in 2020/2021.

**7.2 Roundtable Discussion**

Nil.

**8. NEXT MEETING**

Friday 20<sup>th</sup> May, 2020 at the City of Busselton

**9. CLOSURE**

The meeting closed at 11.51am.