



CapeROC

Capes Region Organisation of Councils

AGENDA

19th February, 2020

AGENDA OF THE CAPES REGION ORGANISATION OF COUNCILS MEETING
TO BE HELD ON 19th FEBRUARY, 2020 AT 10AM AT THE CITY OF BUSSELTON

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MEETING NOTICE AND AGENDA – 19th February, 2020

TO: MEMBERS OF CAPEROC

NOTICE is given that a meeting of the Capes Region Organisation of Councils will be held in the Council Chambers at the City of Busselton, 2 Southern Drive, Busselton on Friday 19th February, 2020 commencing at 10.00am.

1. 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. Brian Daniel	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. Saul Cresswell	Sustainable Economy Officer, Shire of Augusta Margaret River
	Mr. James Shepherd	Director, Corporate and Community Services
	Naomi Searle	Director, Community & Commercial Services
	Ms. Jennifer May	Manager Commercial Services, City of Busselton
	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
	Ms. Maxine Palmer	Manager, Community Services, City of Busselton
Guests:	David Willcox	Common Ground Trails

APOLOGIES

Tony Brown	WA Local Government Association (WALGA)
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2. CONFIRMATION OF MINUTES AND TERMS OF REFERENCE

2.1 Minutes of the meeting of CapeROC 15th November, 2019

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

CAPEROC DECISION:

Moved _____ Seconded _____

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. David will give a presentation at approximately 10.30am for half hour then there will be approximately 15 minutes for questions.

4. BUSINESS ARISING FROM PREVIOUS MEETINGS

ACTION ITEMS			
Item	Responsible Officers	Timeframe	Progress
Nil.			

5. GENERAL UPDATES

5.1 Regional Trails Strategy

RESPONSIBLE OFFICER	David Nicholson, Acting Director Infrastructure Services (SAMR)
ATTACHMENTS:	The Strategy will be sent under separate cover prior to the meeting.
PRESENTATION	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

The Report is now presented to CapeROC.

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 _____ Seconded _____

5.2 Busselton Margaret River Airport Project Update

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

IN BRIEF

An update on the Busselton Margaret River Airport Development Project will be presented by PowerPoint at the meeting.

RECOMMENDATION

That CapeROC notes the information.

CAPEROC DECISION:

Moved _____ Seconded _____

5.3 City of Busselton Wadandi Track Development Strategy

RESPONSIBLE OFFICER	Daniell Abrahamse, Manager Engineering & Technical Services (CoB)
ATTACHMENTS:	Nil
PRESENTATION	PowerPoint presentation

IN BRIEF

In November a joint City of Busselton and Shire of Augusta-Margaret River 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 focuses in 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.

BACKGROUND

The detailed Trail Development Plan can be provided to any interested party upon request.

RECOMMENDATION

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

CAPEROC DECISION:

Moved _____ Seconded _____

5.4 'Our Unbeaten Track' Proposal

RESPONSIBLE OFFICER	Stephanie-Addison Brown, CEO (SAMR) & Naomi Searle, Director Community & Commercial Services (CoB)
ATTACHMENTS:	Nil
PRESENTATION:	A verbal update will be 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 12th 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

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 _____ Seconded _____

5.5 CapeROC Budget Update

RESPONSIBLE OFFICER	Julie Rawlings, Strategic Projects/Grants Officer (CoB) Megan Smith, Executive Assistant (SAMR)
ATTACHMENTS:	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 Summer 2019/20 \$4,770 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. Budget 2020/2021 \$20,406.50
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	
Potential / Total Expenditure (excluding gst)	64,591.50	21,603.25	42,988.25		
Total Unallocated	15,408.50	18,396.75	(2,988.25)		

RECOMMENDATION

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

CAPEROC DECISION:

Moved _____ Seconded _____

6. REPORTS

6.1 Events Calendar

RESPONSIBLE OFFICER	Peta Tuck, Events Coordinator (CoB)
ATTACHMENTS:	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.

Staff will provide an overview on the effectiveness of the printed events calendar at the meeting.

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.

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 _____ Seconded _____

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.

7.2 Roundtable Discussion**8. NEXT MEETING**

Friday 20th May, 2020 at the City of Busselton

9. CLOSURE