



# CapeROC

## Capes Region Organisation of Councils

### MINUTES

**9<sup>th</sup> August, 2019**

**MINUTES OF THE CAPES REGION ORGANISATION OF COUNCILS MEETING**  
**HELD IN THE COUNCIL CHAMBERS ON 9<sup>th</sup> AUGUST, 2019 AT 10.10 AM AT THE CITY OF BUSSELTON**

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**MEETING – 9<sup>TH</sup> AUGUST, 2019**

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**TO: MEMBERS OF CAPEROC**

A meeting of the Capes Region Organisation of Councils was held in the Council Chambers at the City of Busselton, 2 Southern Drive, Busselton on Friday 9<sup>th</sup> August, commencing at 10.10am.

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**1. ATTENDANCE AND APOLOGIES****ATTENDANCE**

Chairperson:	Cr. Grant Henley	Mayor, City of Busselton
Members:	Cr. Pam Townshend Cr. Naomi Godden Cr. John McCallum Cr. Kelly Hick Ms. Stephanie Addison-Brown Mr. Mike Archer	Shire President, Shire of Augusta Margaret River Shire of Augusta Margaret River City of Busselton City of Busselton CEO, Shire of Augusta Margaret River CEO, City of Busselton
Officers:	Mr. David Nicholson  Mr. Saul Cresswell  Ms. Jennifer May  Ms. Julie Rawlings Ms. Naomi Davey  Mr. Jason Cleary	Acting Director Infrastructure Services, Shire of Augusta Margaret River Sustainable Economy Officer, Shire of Augusta Margaret River Manager Commercial Services, City of Busselton (until 10.30am) Strategic Projects/Grants Officer, City of Busselton Community Development Officer, City of Busselton (from 10.40am to 11.15am) Coordinator Community Planning & Development, Shire of Augusta Margaret River
Guests:	Nil	

**APOLOGIES**

Cr. Mike Smart	Shire of Augusta Margaret River
Mr Tony Brown	WALGA
Ms. Anne Banks-McAllister	WALGA

## 2. CONFIRMATION OF MINUTES

### 2.1 Minutes of the meeting of CapeROC 8<sup>th</sup> February, 2019

**RECOMMENDATION:** That the minutes of the meeting of the Capes Region Organisation of Councils held 8<sup>th</sup> February, 2019 be confirmed as a true and correct record.

**CAPEROC DECISION:**

**Moved** Cr. McCallum **Seconded** Cr. Hick

**CARRIED 5/0**

## 3. PRESENTATIONS/GUESTS

Nil.

## 4. BUSINESS ARISING FROM PREVIOUS MEETINGS

ACTION ITEMS			
Item	Responsible Officer	Timeframe	Progress
Nil.			

## 5. GENERAL UPDATES

### 5.1 Cape Region Tourist Directional Signage Strategy

<b>RESPONSIBLE OFFICER</b>	Jennifer May (CoB), David Nicholson (SAMR)
<b>ATTACHMENTS:</b>	Nil.

### **IN BRIEF**

The following recommendation arose from the minutes of CapeROC meeting held on 8<sup>th</sup> February, 2019:

“That CapeROC support the City of Busselton and Shire of Augusta Margaret River to review previous work to develop an overall Joint Tourism Directional Signage Strategy for the region; and that Margaret River Busselton Tourism Association be consulted prior to any decision being made”.

### **BACKGROUND**

The City of Busselton and Shire of Augusta Margaret River had previously resolved to endorse a review of tourism directional signage and roadside visitor information bays with a predominantly unified approach to branding and function across both municipal areas.

The project which originally included a review of all tourism directional signage and a proposed new approach to reduce the amount of signage and implementation of layby signage was prepared and shared with stakeholders, including MRBTA, tourism and accommodation providers, business owners and relevant state government bodies. The project was deferred from final endorsement and implementation in 2015/16, with a decision made by CapeROC to procure an audit and condition report of all tourism direction signage located

on primary tourist drives and main roads. The Audit report, which also included recommendations was completed by GHD in late December 2018 and presented to CapeROC in early 2019 (refer to the Minutes of CapeROCs meeting on 8 February 2019), whereby CapeROC endorsed the recommendation that each Council fund the replacement of identified non-complaint signage within their own municipal boundaries from their respective Council budgets.

City of Busselton and Augusta Margaret River Officers have recently met with Main Roads representatives to discuss the Tourism Direction Signage proposal and will present an update on the proposed next steps.

Officers provided a verbal update on the progress of this initiative (via PowerPoint presentation) to the meeting and sought from CapeROC its support of the trial to implement the proposed tourism directional signage at the intersection of Bussell Highway and Metricup Road, removing existing signage and including layby signage.

### **Discussion**

Members suggested a range of things to be considered as follows:

- signage should be neutral of specific branding/marketing as these things can change quickly
- consistency in signage and symbols is important in the region (and Australia wide)
- a preference to not clear land to accommodate layby areas was expressed; and
- include signage indicating an Information Bay is ahead

It was noted that Bluetooth connectivity was preferred over QR Codes as the Bluetooth technology meant that a 'wifi hotspot' was established on or in the vicinity of the sign and therefore phone reception was not essential.

It was also noted that Main Roads WA were supportive of the trial and have indicated they are prepared to fund the signs leaving the Shire/City to fund the layby areas.

Officers advised they would be working closely with Margaret River Busselton Tourism Association and Main Roads WA.

### **RECOMMENDATION**

That CapeROC:

1. Notes the progress of the Joint Tourism Directional Signage Strategy for the region;
2. Supports the trial to implement the proposed tourism directional signage at the intersection of Bussell Highway and Metricup Road that includes removing existing signage and including layby signage on Metricup Road; and
3. That a further progress update be provided to the next meeting.

**CAPEROC DECISION:**  
**Moved** Cr. Townshend **Seconded** Cr. McCallum

**CARRIED 5/0**

**5.2 Our Town (Television Series)**

<b>RESPONSIBLE OFFICER</b>	Naomi Searle (CoB)
<b>ATTACHMENTS:</b>	Nil.

**IN BRIEF**

The City was approached by Visage Productions to be involved in an episode of the Our Town television series. Our Town is a 10 episode series broadcast throughout Western Australia on Channel 7 in a weekend afternoon timeslot. The aim of the series is to promote why people should visit, live, work, play and invest in regional and metropolitan locations. Each episode is allocated to a particular town or region, with possibilities for multiple-town collaborations. Episodes run for 30 minutes and feature the organisations, companies, projects and people that are involved in the development of the region and can be used for marketing purposes. The City previously participated in the series as a stand-alone location in 2014.

To participate in the program a \$20k cash contribution was required from the City, which would be combined with a contribution of \$20k from developers and tourism operators. An option to partner with the Shire of Augusta Margaret River was discussed at CapeROC and then with the City's Events and Marketing Reference Group (MERG) who make recommendations to Council on the allocation of the City's events and marketing funds. MERG considered the option and considered that inclusion of two regions would significantly dilute the City's coverage and given the number of projects and developments undertaken in recent years within the City it was determined that the City would pursue the opportunity without the Shire.

**RECOMMENDATION**

That CapeROC notes the information.

<b>CAPEROC DECISION:</b> <b>Moved</b> Cr. Godden <b>Seconded</b> Cr. McCallum	<b>CARRIED 5/0</b>
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**5.3 Regional Trails Strategy**

<b>RESPONSIBLE OFFICER</b>	David Nicholson (SAMR)
<b>ATTACHMENTS:</b>	Nil.

**IN BRIEF**

The project is approximately 50% complete with the consultant having completed a large number of stakeholder interviews and web based community survey. The two local governments have been briefed and the consultant has commenced preparation of a draft report. Further consultation will be required with some stakeholders to refine the recommendations. The estimated completion date is early October.

**RECOMMENDATION**

That CapeROC:

1. Notes the information; and
2. That a further progress update be provided to the next meeting.

**CAPEROC DECISION:**  
**Moved** Cr. Townshend **Seconded** Cr. McCallum

**CARRIED 5/0**

## 6. REPORTS

### 6.1 My Community Directory

<b>RESPONSIBLE OFFICER</b>	Naomi Davey (CoB), Jason Cleary (SAMR)
<b>ATTACHMENTS:</b>	Business Case – My Community Directory
<b>PRESENTATION:</b>	A presentation will be given via PowerPoint

#### **IN BRIEF**

The 'My Community Directory' is a comprehensive one stop shop for community information that is accessed by the public, community sector, local governments, and other government agencies. It is free to use to access information and free to list any community service or activity that is free, funded, or subsidised. Officers from both Shire of Augusta Margaret River and City of Busselton are proposing a joint initiative to CapeROC to fund the installation, set up and first year licensing fees in the 2019/20 budget, with an option to consider further funding to develop the additional directories during 2020/21.

#### **BACKGROUND**

Officers at both local governments have identified a significant number of manual excel and word databases of contact details and community information being maintained and updated for community groups, organisations, sporting clubs and service clubs. This information is difficult to maintain by keeping information consistent, up to date and accurate within the constrained manual resources being used trying to achieve this. Areas within local government which currently keep individual records of contacts include, but not limited to:

- sport and recreation
- arts and culture
- community services/development
- youth services
- property services
- emergency response/recovery
- environmental health
- events
- governance
- venue support services
- public relations.

It has been identified for some time that a cross organisational approach to information gathering and sharing is needed, however the resources and software program have not been secured to date.

The identified risk of not capturing and maintaining a correct community contact list include:

- delayed response to emergencies
- out of date community contacts
- effective communication breakdown
- disconnect between complimentary services (internal)
- hard copy directories out of date once printed

- notice of updated contact information not readily shared internally or externally
- reputational risk.

The proposed 'My Community Directory' presents a cloud based solution to centralise, automate and manage data, reducing duplication across multiple organisations and departments.

## **COMMENT**

The 'My Community Directory' is an online solution for local governments, listing organisations, and community groups that are free or subsidised to the public. The platform delivers productivity, technological and community benefits with the goal of better connecting services and events to people within the community. The platform is an accessible, secure tool that collects, validates and manages data to deliver easy to use knowledge in a consolidated resource.

The benefits of the 'My Community Directory' for local government are:

- automatic reminders
- community self input
- data analytics
- centralised data
- accessible Information
- help Desk Support
- up to date Information
- validated and auditable data systems
- secure technology.

The 'My Community Directory' provides a platform for both the Shire of Augusta Margaret River and the City of Busselton to maintain a comprehensive and up to date list of community organisations, services, clubs and groups, which will enhance connectedness with and service provision to the community.

In the event that each Council funded this initiative individually then the initial establishment and ongoing software licence fees associated with the program, based on population numbers, would be: first year annual membership for the City of Busselton \$13,231.50 and \$7,175.00 for the Shire of Augusta Margaret River.

It is recommended that CapeROC considers a two year commitment to the project to enable Officers to assess the impact and efficiencies the program will have with ongoing costs to be borne by the individual local governments following the initial period.

Officers provided a verbal update on the progress of this initiative (via PowerPoint presentation) to the meeting and sought from CapeROC its support for the Project.

## **Discussion**

All Members acknowledged the initiative had significant merit and commended officers on their work to date. Members also requested that participants be encouraged to provide their direct email address rather than only offering the embedded email form.

## **RECOMMENDATION**

That CapeROC:

1. Allocates \$20,406.50 in the 2019/20 budget and \$20,406.50 (plus indexation) in the 2020/21 draft budget with the cost to be shared 50/50 to install, establish and licence the Shire of Augusta Margaret River and City of Busselton 'My Community Directory'; and
2. A report on the progress of the initiative be presented to the next meeting.



**CAPEROC DECISION:****Moved** Cr. McCallum **Seconded** Cr. Godden**CARRIED 5/0****6.2 Budget**

<b>RESPONSIBLE OFFICER</b>	Julie Rawlings (CoB)
<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. CapeROC is asked to identify projects to be funded from this budget.

The summary below provides an update on CapeROC project expenditure for the 2018 – 2019 financial year. It is noted\* that the City of Busselton will reimburse the Joint Trail Strategy expenditure upon receipt of an invoice from the Shire of Augusta Margaret River. The City of Busselton is also investigating the reason for additional expenditure by the City for the Calendar of Events.

**Table 1.**

<b>2018/2019 CapeROC Projects</b>	<b>Approved Allocation</b> \$100,000	<b>Actual Expenditure (AMR)</b> \$50,000	<b>Actual Expenditure (BSN)</b> \$50,000	<b>Total Expenditure \$</b>
<b>Calendar of Events</b> (4 editions in Your Margaret River Magazine, plus additional copies)	21,700	10,175.00	11,097.50	21,272.50
<b>Joint Trail Strategy Development</b>	30,000	15,000.00	15,000.00*	30,000.00
<b>Tourism Signage Review</b>	30,000	12,445.00	12,445.00	24,890.00
<b>Joint Public Health Plan</b>	18,300	8,400.00	8,400.00	16,800.00
<b>Total</b>	<b>100,000</b>	<b>46,020.00</b>	<b>46,942.50</b>	<b>92,962.50</b>

The following projects within Table 2 have been put forward for consideration by CapeROC to be funded from the 2019/2020 CapeROC Budget.

**Table 2. Principle**

<b>PROPOSED 2019/20 CapeROC Projects</b>	<b>In principle Allocation \$80,000</b>	<b>Expenditure (AMR) \$40,000</b>	<b>Expenditure (BSN) \$40,000</b>	<b>Comments</b>
<b>CapeROC Calendar of Events 2019/20 – Spring, Summer, Autumn Winter</b>	<b>22,280.00</b>	<b>11,140.00</b>	<b>11,140.00</b>	Spring 2019 \$4,770 Summer 2019/2020 \$4,770 Autumn 2020 \$4,770 Winter 2020 \$4,770 Additional standalone copies (3,000 per edition) to be split between CoB and AMR Shire. Marketing and promotion of calendar.
<b>My Community Directory</b>	<b>20,406.50</b>	<b>10,203.25</b>	<b>10,203.25</b>	Budget 2019/2020 \$20,406.50 Budget 2020/2021 \$20,406.50
<b>Potential Total Expenditure (excluding gst)</b>	<b>42,686.50</b>	<b>21,343.25</b>	<b>21,343.25</b>	
<b>Total Unallocated</b>	<b>37,313.50</b>	<b>18,656.75</b>	<b>18,656.75</b>	

**Discussion**

Cr. Godden suggested CapeROC develop a 'Plastic Free' events policy for the purpose of a unified position on event waste. This includes compostable food containers, straws, bags, bins etc. Given that many events in the area cross boundaries it would provide consistency. Having a clear 'how to' manage waste at events would help event organisers. Further assistance could be provided by also developing a guide as to where these preferred products could be sourced and what infrastructure each Council currently has in place eg. Water refill stations to assist.

Cr. Henley recommended that the suggestion be taken on notice and discussed at the next meeting. In the interim the City of Busselton will review what it currently has in place.

**For consideration at the next meeting.**

**RECOMMENDATION**

That CapeROC:

1. Receives the 2018/2019 expenditure statement; and
2. Identifies Projects to be funded for 2019/2020 (noting that not all funding has to be allocated at this time).

**CAPEROC DECISION:**

1. CapeROC received the expenditure statement for 2018/2019; and
2. Identified the CapeROC 'Calendar of Events' and 'My Community Directory' as projects to be funded in 2019/2020, noting the second year commitment for My Community Directory in 2020/2021. Other projects to be funded this financial year will be considered at future meetings.

**Moved** Cr. Townshend **Seconded** Cr. McCallum

**CARRIED 5/0**

**7. MAJOR PROJECT UPDATES****7.1 Shire of Augusta Margaret River – Ms. Addison-Brown**

- The Heart (multi-purpose, highly flexible entertainment and business events complex) will open in October. A governance review has been undertaken and the Shire is looking at various models.
- Main Street refurbishment project will commence in October with completion expected in May/June 2020.
- Draft Local Planning Strategy is being presented to Council next week. It has a community focus with contemporary thinking.
- A new small shopping centre is proposed for Cowaramup that will include a café, supermarket, liquor store and few speciality shops.
- The position of Director, Corporate and Community Services will soon be advertised.

**7.2 City of Busselton – Mr. Archer**

- Budget adopted by Council with some community members unhappy at the rate rise which is actually lower than some other Council's in the region.
- A focus for a number of years has been to identify and prioritise the sealing of narrow country roads in the district.
- The City is progressing negotiations with a national carrier for the commencement of regular public transport services to the east coast.
- The Busselton Foreshore Development has been in a work in progress for 9 years and the City has recently secured the microbrewery and Hilton hotel (110 beds). The tennis club will soon relocate enabling the existing site to be revamped and once complete will better connect the foreshore to the CBD.
- The City is progressing the Busselton Entertainment, Arts & Cultural Hub (BEACH) that includes convention space with an announcement relating to funding expected next week. The BEACH will complement the Margaret River's Performing Arts Centre given the different purposes of each. It is actually expected to strengthen the regional touring agenda opportunities.
- The City has received Lotteries funding for its aging Senior Citizens Centre.

- Busselton Central Shopping Centre is expanding.
- The first five story building proposal has been received for Dunsborough that includes office space and accommodation.
- Recently signed a Memorandum of Understanding with a prominent state sporting club to utilise Bovell Park.
- The City is currently under pressure to provide additional or expanded sporting venues and this is currently being looked at.
- St. John Ambulance base is being constructed on Causeway Road, Busselton and a new Veterans Car Club is being constructed.

## 8. GENERAL DISCUSSION ITEMS

### 8.1 Rails to Trails – Wadandi Project

#### **RECOMMENDATION**

That a progress update on this joint project be provided by each Council to the next CapeROC meeting.

#### Discussion

It was identified that there may be potential to link other trails into the Wadandi track.

Cr. Henley recommended the Wadandi Project be completed first before progressing linkages to other trails.

#### **CAPEROC DECISION:**

**Moved** Cr. Townshend **Seconded** Cr. McCallum

**CARRIED 5/0**

## 9. NEXT MEETING

Friday 10<sup>th</sup> November, 2019 at the City of Busselton.

## 10. CLOSURE

The meeting closed at 12.20pm.