



CapeROC

Capes Region Organisation of Councils

AGENDA

9th August, 2019
10.00am at the City of Busselton

AGENDA OF THE CAPES REGION ORGANISATION OF COUNCILS MEETING
TO BE HELD ON 9th AUGUST, 2019 AT 10AM AT THE CITY OF BUSSELTON

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MEETING NOTICE AND AGENDA – 9TH AUGUST, 2019

TO: MEMBERS OF CAPEROC

NOTICE is given that a meeting of the Capes Region Organisation of Councils will be held in the Wonnerup Room at the City of Busselton, 2 Southern Drive, Busselton on Friday 9th August, commencing at 10.00am.

1. ATTENDANCE AND APOLOGIES

ATTENDANCE

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

APOLOGIES

| | |
|---------------------------|-------|
| Mr Tony Brown | WALGA |
| Ms. Anne Banks-McAllister | WALGA |

2. CONFIRMATION OF MINUTES**2.1 Minutes of the meeting of CapeROC 8th February, 2019**

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

CAPEROC DECISION:

Moved _____ Seconded _____

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**

| | |
|----------------------------|--|
| RESPONSIBLE OFFICER | Jennifer May (CoB), David Nicholson (SAMR) |
| ATTACHMENTS: | Nil. |

IN BRIEF

The following recommendation arose from the minutes of CapeROC meeting held on 8th 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”.

Officers will provide a verbal update on the progress of this initiative to the meeting.

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.

RECOMMENDATION

That CapeROC:

1. Notes the progress of the Joint Tourism Directional Signage Strategy for the region; and
2. That a further progress update be provided to the next meeting.

CAPEROC DECISION:

Moved _____ Seconded _____

5.2 Our Town (Television Series)

| | |
|----------------------------|--------------------|
| RESPONSIBLE OFFICER | Naomi Searle (CoB) |
| ATTACHMENTS: | 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.

CAPEROC DECISION:

Moved _____ Seconded _____

5.3 Regional Trails Strategy

| | |
|----------------------------|------------------------|
| RESPONSIBLE OFFICER | David Nicholson (SAMR) |
| ATTACHMENTS: | 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 _____ Seconded _____

6. REPORTS

6.1 My Community Directory

| | |
|----------------------------|---|
| RESPONSIBLE OFFICER | Naomi Davey (CoB), Jason Cleary (SAMR) |
| ATTACHMENTS: | Business Case – My Community Directory |
| PRESENTATION: | 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.

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'.

CAPEROC DECISION:

Moved _____ Seconded _____

6.2 Budget

| | |
|----------------------------|----------------------|
| RESPONSIBLE OFFICER | Julie Rawlings (CoB) |
| 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. 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.

| 2018/2019 CapeROC Projects | Approved Allocation \$100,000 | Actual Expenditure (AMR) \$50,000 | Actual Expenditure (BSN) \$50,000 | Total Expenditure \$ |
|---|----------------------------------|--------------------------------------|--------------------------------------|----------------------|
| Calendar of Events (4 editions in Your Margaret River Magazine, plus additional copies) | 21,700 | 10,175.00 | 11,097.50 | 21,272.50 |
| Joint Trail Strategy Development | 30,000 | 15,000.00 | 15,000.00* | 30,000.00 |

| | | | | |
|--------------------------|----------------|------------------|------------------|------------------|
| Tourism Signage Review | 30,000 | 12,445.00 | 12,445.00 | 24,890.00 |
| Joint Public Health Plan | 18,300 | 8,400.00 | 8,400.00 | 16,800.00 |
| Total | 100,000 | 46,020.00 | 46,942.50 | 92,962.50 |

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.

| PROPOSED 2019/20 CapeROC Projects | In principal Allocation \$80,000 | Expenditure (AMR) \$40,000 | Expenditure (BSN) \$40,000 | Comments |
|--|--|----------------------------------|----------------------------------|---|
| CapeROC Calendar of Events 2019/20 – Spring, Summer, Autumn Winter | 22,280.00 | 11,140.00 | 11,140.00 | 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. |
| My Community Directory | 20,406.50 | 10,203.25 | 10,203.25 | Budget 2019/2020 \$20,406.50 Budget 2020/2021 \$20,406.50 |
| Potential Total Expenditure (excluding gst) | 42,686.50 | 21,343.25 | 21,343.25 | |
| Total Unallocated | 37,313.50 | 18,656.75 | 18,656.75 | |

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:

Moved _____ Seconded _____

7. MAJOR PROJECT UPDATES**7.1 Shire of Augusta Margaret River – Ms. Addison-Brown****7.2 City of Busselton – Mr. Archer****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.

CAPEROC DECISION:

Moved _____ Seconded _____

8.2 Round Table Discussion**9. NEXT MEETING**

Friday 10th November, 2019 – City of Busselton

10. CLOSURE