



City of Busselton
Geographic Bay



CapeROC Agenda

18 August 2017

ALL INFORMATION AVAILABLE IN VARIOUS FORMATS ON REQUEST

city@busselton.wa.gov.au

CITY OF BUSSELTON

MEETING NOTICE AND AGENDA – 18 AUGUST 2017

TO: THE MAYOR AND COUNCILLORS

NOTICE is given that a meeting of the CapeROC will be held in the Committee Room, Civic Administration Building, Southern Drive, Busselton on Friday, 18 August 2017, commencing at 9:00am.

The attendance of Committee Members is respectfully requested.



MIKE ARCHER

CHIEF EXECUTIVE OFFICER

14 August 2017

CITY OF BUSSELTON

AGENDA FOR THE CAPEROC MEETING TO BE HELD ON 18 AUGUST 2017

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1. ATTENDANCE AND APOLOGIES

Chairperson:	Cr Grant Henley	Mayor, Busselton
Members:	Cr Kylie Kennaugh	A/ Shire President, Augusta-Margaret River
	Cr Terry Best	Busselton
	Cr John McCallum	Busselton
	Cr Felicity Haynes	Augusta-Margaret River
	Cr Mike Smart	Augusta-Margaret River
Officers:	Mr Mike Archer	Chief Executive Officer, Busselton
	Ms Annie Riordan	A/Chief Executive Officer, Augusta Margaret River
	Mr Dale Putland	Director Sustainable Development
	Mr Jon Berry	Economic and Business Development Coordinator, Busselton
	Ms Tracey King	Strategic Projects Officer, Busselton
	Mrs Lisa Haste	Executive Assistant to Council, Busselton
Observers:	Tony Brown - Executive Manager Governance & Organisational Services, WALGA	
	Anne Banks McAllister - Regional Capacity Building Manager, WALGA	
Apologies:	Cr Ian Earl	Shire President, Augusta Margaret River
	Mr Gary Evershed	Chief Executive Officer, Augusta-Margaret River
	Ms Cristina Smith	Marketing and Events Officer, Augusta-Margaret River

Approved Leave of Absence:

2. CONFIRMATION OF MINUTES

2.1 Minutes of the CapeROC meeting held 17 February 2017

RECOMMENDATION

That the minutes of the CapeROC meeting held on 17 February 2017 be confirmed as a true and correct record.

3. PRESENTATIONS

1. David Eaton - Commissioner, Small Business Development Corporation
Fiona Fitzgerald - CEO, Business SouthWest
2. Amanda Whiteland - Marketing Director, Margaret River Wine Industry Association
Cath Oates - President, Margaret River Wine Industry Association
3. Tony Brown - Executive Manager Governance & Organisational Services, WALGA
Anne Banks McAllister - Regional Capacity Building Manager, WALGA

4. BUSINESS ARISING FROM PREVIOUS MEETINGS

5. REPORTS

5.1 MARGARET RIVER WINE ASSOCIATION (ENTRY STATEMENT / PUBLIC ART TRAIL)/ PROPOSED SIGNAGE AT THE 'GLADSTONES LINE'

REPORTING OFFICER: Economic and Business Development Coordinator - Jon Berry, Busselton

ATTACHMENTS: Attachment A Proposed curatorial approach to the Margaret River Wine Region Public Art Trail
Attachment B Letter of Support from the South West Development Commission

IN BRIEF

The Margaret River Wine Association (MRWA) has previously been granted \$30,000 by CapeROC to progress a proposed public art trail, with the major element being an entry statement (public art sculpture, landscaping and interpretation) at the visitor information bay on the Bussell Highway bypass on the approach to Vasse in the City of Busselton.

BACKGROUND

The MRWA has been leading a stakeholder working group made up of wine industry representatives, South West Development Commission, Member for Vasse, Margaret River Busselton Tourism Association and local government staff from the City of Busselton and the Shire of Augusta Margaret River to facilitate the establishment of an inspiring Public Art Entry Statement and regional artwork trail. The Entry Statement was proposed to consist of a large scale public art installation and associated landscaping and interpretation to be located at the approach to the township of Vasse, which is close to the northern entry point to the Gladstone Line, the official boundary of the Margaret River Wine region (technically at Redgum Way in the City of Busselton). Its purpose was to capture the imagination and provide the visitor with a symbolic gateway to the wine region, connecting visitors with relevant geographical information and guiding them along a proposed new captivating public art trail through the region. The project proposed to combine contemporary public art with interpretive signage and digital media.

A concept designed by Artist Greg Banfield of Dunsborough was selected by the stakeholder working group as the winning entry in a design competition. The concept was a 26m high timber and metal structure symbolising a grape vine, along with an oversized seating bench (1.5m high) for visitors to sit and contemplate stories of the history of the wine industry. It also included a 4.4m entry doorway structure welcoming visitors to the wine region, landscaping and boardwalks. It was proposed to be located on Main Roads land within the Busselton Bypass information bay/rest area on the approach to the Bussell Highway turnoff at Vasse.

On 24 November 2016, CapeROC supported a funding contribution of \$30,000 (\$15,000 from each Council) towards design development of the entry statement concept. These funds were to be a contribution towards a potential budget of \$100k. MRWA was granted the CapeROC funds of \$30,000 in January 2017, with \$3,000 expended as prize monies for the winner of the design competition, leaving \$27,000 unexpended.

The total project budget for capital works for both the entry statement and proposed public art trail (not conceptualised at this point) was estimated by MRWA at circa \$1m.

A special meeting of the stakeholder working group was held on 20 February 2017 in response to industry feedback received by the MRWA in relation to the location of the entry statement. The meeting resolved that the proposed location for the entry statement work was no longer considered

suitable, due to significant, recent commercial changes to the surrounding Vasse area. The working group resolved that the project required increased stakeholder and community engagement prior to proceeding any further. The working group also resolved that with the exception of the entry statement element at Vasse, community and stakeholder support for the public art trail remained strong.

CURRENT STATUS

The MRWA is seeking to retain the balance of the \$30,000 funds allocated by CapeROC in the 2016/17 budget (\$27,000 remains unspent) to contract 'Maker and Co' to lead development of the proposed public art trail. Maker and Co are a south west based social enterprise, with a major focus on the creative industries and Aboriginal enterprise development. Maker and Co will work with the WA Indigenous Tourism Operators Council (WAITOC) to investigate innovative ways to use art and new technology to tell the Margaret River wine story in high impact ways with the Noongar Six Seasons and the corresponding seasons of the viticultural calendar as the central theme (see Attachment 1).

Specifically, MRWA are requesting the \$27k CapeROC funds are used for the following redefined work scope and deliverables:

- A significant community and industry (wine, tourism, arts, innovation) engagement campaign across the City of Busselton and the Shire of Augusta Margaret River;
- Identification of public art and interpretation concepts and potential project partners;
- Development of a detailed business case to support future funding (e.g. Building Better Regions (Federal) and State and Federal arts grants; and,
- Development and submission of funding applications and partnership agreements

The proposed timeline for the project is:

Task	Timing
Reconvene the project working group	August-September 2017
Community and industry engagement, concept development	Oct 2017-Dec 2017
Continued stakeholder and industry liaison and development of business case for art trail funding	Jan 18-Feb 18
Secure partners and submit funding applications	March 18-June 18

Options for CapeROC consideration:

MRWA is seeking to retain \$27,000 granted by CapeROC in the 2016/17 budget as a contribution towards design development of a public art entry statement concept at Vasse and use the funds for a redefined work scope and deliverables outlined above.

CapeROC may elect to either:

1. Request the \$27k funds held by MRWA be returned to each local government (\$13,500 each); or
2. Approve MRWA retaining the \$27k funds and apply them to a revised work scope and deliverables for a Capes region public art trail, including an engagement program, public art

and interpretation concepts, business case and funding applications (subject to the CEO's of both local governments approving a detailed scope of works, deliverables and milestones); or,

3. Approve MRWA retaining a reduced amount of the \$27k funds granted

The President of the MRWA (Ms Cath Oates) and Executive Officer (Amanda Whiteland) will present the revised scope of the public art trail as part of their presentation to CapeROC.

Proposed sign at Gladstones Line

In recognition of the 50th anniversary of the regional wine industry and recognising a major entry statement will no longer be pursued, the MRWA is also seeking endorsement for new signage recognising the boundary of the Margaret River Wine region at road entry points crossing Gladstones line. The proposed signs are proposed to include the text:

*GLADSTONES LINE
115S 18E
Welcome to the Margaret River Wine Region*

The costs of these signs will be the sole responsibility of the MRWA.

RECOMMENDATION

That CapeROC:

1. Considers the options in this report and resolves a preferred alternative;
2. Supports 'in-principle' the concept of roadside signage recognising the Margaret River Wine region boundary (*the 'Gladstones Line'*) and supports each individual local government working with the Margaret River Wine Association to identify specific locations within each municipal area with uniform design and specifications for the signage.

Proposed curatorial approach to the Public Art Trail

Cultural Considerations

This document has been developed during a research program with the utmost respect for the Noongar community. We acknowledge the Noongar people as the traditional owners of the land upon which we conduct our business. We are mindful of the need to seek appropriate permissions and approvals prior to telling cultural stories and we make a firm commitment to doing so.

Curatorial Framework

The MRWR public art trail will invite engagement with the six seasons of the Noongar calendar and the corresponding seasons of the viticultural calendar. The works will be of exceptional quality and will respectfully tell ancient and contemporary stories about the MR wine region. Stories will be brought to life from Cape Naturaliste to Cape Leeuwin using a variety of mediums and materials.

Where will the works go?

Public art offers an opportunity to activate places people may not otherwise visit. It can also offer an opportunity to engage with places and spaces in a new way. Our primary objective in selecting sites is the location's ability to tell our story of the Noongar and viticultural seasons.

We would like to be mindful of:

- Taking people on a unique cultural journey across the entire MR Wine Region which follows a logical sequence/trail of works.
- All works to fall inside the MR Geographical Indication (ie. west of the Gladstones Line).
- Whether any areas of the Cape to Cape region lend themselves strongly to any particular Noongar seasons e.g. inland areas during Makuru or Djilba, or coastal areas during Bunuru or Birak.
- Focus on bringing people into areas where there are the greatest concentration of wineries/vineyards, namely Wilyabrup and Wallcliffe, for commercial benefit and to better tell the wine/viticulture story (these are also some of the most picturesque vineyard areas) also the opportunity to speak specifically of the Cabernet Sauvignon and Chardonnay varieties, for which the MRWR is most famous.
- Cultural and viticultural significance of the two oceans, our ancient soils and our pristine/natural environment.
- Consideration to be given to a secondary entry statement at Alexandra Bridge on Brockman Hwy, at the southern entry point of the MRWR.

Each location will bring its own unique set of limitations and opportunities (especially in regards to potential partnerships).

Options include but are not limited to:

- Towns and settlements
- Information bays
- Tourist routes
- On existing trails
- Existing coastal spots with high visitation NB works must enhance, not detract from or impact on, natural beauty
- Private land NB works on private land could not be commissioned using public funds)

Six Seasons and Viticulture:

The Noongar Cultural Stories and references below were sourced from a combination of online resources. References are not necessarily specific to the Wadandi region.

Season:	Noongar Cultural Stories and references:	Vineyard stories:	Notes/Locations:
Dec/Jan: Birak (hot & dry)	<p>Season of the Young</p> <p>The 'hot and dry' was characterised by the onset of hot easterly winds. The signals of this season were the Christmas and paper bark trees blossoming. Noongar people burnt mosaic sections of scrubland through fire-stick farming. This forced animals into the open to hunt and opened the canopy to the November rains, which increased germination of summer foodstuffs. An abundance of food was found along the coastal lakes and river estuaries. The mullet, bream, marron and crabs were fat and ready for harvest.</p> <p>Marri trees blossom?</p> <p>Colours of this season are green, blue, orange and yellow.</p>	Fruit set / bunch closure	<p>Look at a story that focuses on the Marri (Medicine Tree) and the importance of healthy/timely blossoming for vineyards – ie. relieving bird pressure. What other animals benefit from these blossoms? Could be an opportunity to also talk about aboriginal use of medicinal plants?</p> <p>Consider bushland locations known for Marri? BIODIVERSITY (PRISTINE NATURAL ENVIRONMENT)</p>
Feb/Mar: Bunuru (hot easterly winds)	<p>Season of Adolescence</p> <p>Hottest part of the year</p> <p>The 'fruiting' was characterised by hot easterly conditions with afternoon sea breezes. Noongar people moved to coastal estuaries and reefs where fish and abalone constituted a portion of the seasonal diet. This was also the salmon and herring season. Large fish could be speared from overhanging trees along river banks.</p> <p>Colours of this season are yellow, orange and red</p>	Veraison (netting) / harvest	<p>Story related to the moderating influence of the 2 oceans on the natural environment and viticulture (cooling sea breezes). Inspiring Augusta coastal location, where 2 oceans meet.</p> <p>MARITIME INFLUENCE</p>
Apr/May: Djeran (cooler weather)	<p>Season of adulthood</p> <p>Cooler weather begins</p> <p>'First rains – first dew' began when the weather became cooler with winds from the southwest. Fishing continued, the emus were fat and the zamia palm nuts, bulbs, and other seeds were collected and prepared for food</p> <p>Colours of this season are red, brown and grey</p>	Harvest / (post-harvest vine & soil health nutrition)/ leaf fall	<p>Look at a story that focuses on the harvest of Cabernet Sauvignon. Aboriginal stories that have relevance for the season (specifically in Wilyabrup)? Consider locations in Wilyabrup, (famous for top Cabernets).</p> <p>CABERNET SAUVIGNON</p>
Jun/Jul: Makuru (cold & wet)	<p>Season of fertility</p> <p>Coldest and wettest time of the year, more frequent gales and storms. During the 'cold and wet' Noongar people moved inland from the coast to shelter from the cold coastal winds. The flowering sheoak trees meant the kangaroos were ready to eat. Wild carrots and several species of wild potato were ready for harvesting. Whale migration begins.</p> <p>Colours of this season are grey and black.</p>	Dormancy / (mid-row pasture & cropping, pruning)	<p>Look at a story that highlights the unique ancient soils of the region, at a time when vineyards are focusing on what they can put back into the soils through mid-row cropping. Aboriginal stories that have relevance for the season? Consider locations that speak of the ancient soils (caves?)</p> <p>ANCIENT SOILS</p>

<p>Aug/Sep: Djilba (cold & rain decreasing)</p>	<p>Season of conception</p> <p>Mixture of wet days with increasing number of clear, cold nights and pleasant, warmer days. As the weather started to get 'warmer' Noongar groups moved to drier areas. This calmer weather allowed the bush to rejuvenate and plants begin to bloom. Eggs from water fowl, emus, swans and ducks were collected. Tortoises, berries and roots also supplemented the larger game of kangaroo, emu and ringtail possum.</p> <p>Colours of this season are black, blue and green.</p>	<p>Bud burst / (vine and soil health nutrition) / shoot growth</p>	<p>Possibly a story that focuses on 'new life' of the season - draw parallels between bud burst/shoot growth in the vineyards, start of the native wildflower season, as well as the presence of new whale calves in Geographe Bay.</p> <p>Consider suitable locations in Geographe Bay area (connected to wildflower displays, whale sightings).</p> <p>BIODIVERSITY (PRISTINE NATURAL ENVIRONMENT)</p>
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Season:	Noongar Cultural Stories and references:	Vineyard stories:	Notes/Locations:
<p>Oct/Nov: Kambarang (warm & rain decreasing)</p>	<p>Season of birth Longer dry periods The 'flowering' is the height of the wildflower season. Quandong trees were ripening, ready for harvesting later in the season, as well as other small shrubs that produced berries. Families moved towards the coast where frogs, tortoises and freshwater crayfish or gilgies and blue marron were caught. Snakes and goannas were also a source of food during this season. Colours of this season are blue and green</p>	<p>Shoot growth (wire lifting & canopy management) / Flowering</p>	<p>Story related to the wind as an element that shapes the natural environment and influences viticulture. Late storms can lead to loss of yield particularly for the early flowering Chardonnay vines. Seasonal Aboriginal stories around wind? Consider locations where wind has visually impacted the environment (stunted/shaped trees along the coast) and/or locations in Wallcliffe (famous for top Chardonnays). MARITIME INFLUENCE / CHARDONNAY</p>

Letter of Support from South West Development Commission



Maker + Co
75b Victoria Street
BUNBURY WA 6230

To Whom It May Concern

RE: NOONGAR SIX SEASONS ART TRAIL

The South West Development Commission (the Commission) would like to express its support of the proposal by the south west based social enterprise, Maker + Co, to take the lead role on the Margaret River Region Public Art Trail project. Maker + Co will work collaboratively with the West Australian Indigenous Tourism Operators Council (WAITOC).

The Commission is confident Maker + Co will take the project forward in exploring the fusion of Aboriginal art and new technology in the south west. We believe this project has the potential to generate cultural tourism opportunities which will contribute to developing opportunities for Aboriginal people in the creative industries and the tourism sector. We have previously participated in Aboriginal engagement sessions facilitated by Colette McEntee, Creative Director of Maker + Co, in partnership with WAITOC, and can attest to their demonstrated ability to engage appropriately and effectively.

Based on the information provided, Maker + Co and their project partners will:

- Build on the development work undertaken during FY16/17 which generated the six seasons' art trail concept.
- Investigate innovative ways of sharing Noongar culture, language and art.
- Explore how the newest forms of technology (augmented reality and virtual reality as examples) can assist in sharing culture, language and art in new ways.
- Work towards long term training and business development opportunities for Aboriginal people in the creative industries.
- Work towards large scale, high impact cultural installations in public places.

The project strongly aligns with the Commission's Blueprint. The Commission recently supported the development of a Noongar Strategy through Royalties for Regions funding which this project will complement and help deliver. We also recently provided a letter of support for Maker + Co's application to the Commonwealth government to deliver professional and creative development workshops to Aboriginal artists wishing to explore how new technology can share culture, language and art in high impact ways, and we believe the art trail project will be closely aligned.

The Commission is happy to support the further development and implementation of this project and looks forward to a successful outcome.

Yours faithfully



ANNA OADES
A/CHIEF EXECUTIVE OFFICER

24 May 2017

5.2 MRBTA REQUEST FOR EVENT FUNDING: CABIN FEVER WINTER FESTIVAL PROPOSAL

REPORTING OFFICER: A/Chief Executive Officer – Annie Riordan, Augusta Margaret River
ATTACHMENTS: Nil

IN BRIEF

The Margaret River Busselton Tourism Association Inc (MRBTA) sought a contribution of \$20k toward a proposed regional food and wine event in the winter months. This proposal was put to the CapeROC meeting of 24 November 2016 and endorsed in principle with the funds to come out of the 2017-2018 CapeROC budget.

BACKGROUND

MRBTA held a new annual event titled 'Cabin Fever' which provided an opportunity for visitors and locals to experience the region in the winter, with a focus on showcasing food, wine and beer produced in the region and musicians and artists from the region.

The event was a major initiative of the Your Margaret River Region Wine and Food Promotional Plan supported by the South West Development Commission (SWDC) and the Margaret River Busselton Tourism Association (MRBTA).

Feedback on the event from the MRBTA was as follows:

- The Inaugural Cabin Fever Event ran over 10 days from July 14 to 24, and involved 50 local businesses working in collaboration for 35 events, held at 30 venues. Of these events, 11 were sold out
- The festival was attended by 5,500 people, with an estimated 51% of attendees being overnight visitors. It is estimated that 43% of those who attended and stayed overnights, stayed for 3 nights.
- The festival was incredibly well received by both those who attended, and the businesses involved. When asked to use a scale of 1 to 10 to indicate how likely they would be attend/being involved in the Festival next year, the weighted average was 8.5 for attendees and 9 for businesses. When asked to use a scale of 1 to 10 to indicate how likely they would be recommend the Festival to a friend, the weighted average was 8.5 for attendees and 8.3 for businesses

Given its success, the MTBTA hope that Cabin Fever 2018 will include more events and attract even more attendees, thereby making a positive impact on not only the Margaret River Region's tourism industry, but the region's economy as a whole.

The Margaret River Busselton Tourism Association Inc (MRBTA) sought a contribution of \$20k toward this wine event which was put to the CapeROC meeting of 24 November 2016 and endorsed in principle with the funds to come out of the 2017-2018 CapeROC budget. This report is required for the authorisation of the payment of those funds.

COMMENT

The event aligns with the economic development strategies of the Shire of Augusta Margaret River and the City of Busselton, which both aim to reduce seasonality of tourism visitation.

A budget of around \$85,000 was sought by MRBTA to meet event management, marketing and operational costs. MRBTA and SWDC both committed to seed-fund the event to the value of \$20,000 each, totalling \$40,000. A further \$45,000 was sought by MRBTA including \$20k from CapeROC.

Both the City of Busselton and the Shire of Augusta Margaret River were acknowledged as sponsors of the event.

RECOMMENDATION

That CapeROC contributes \$20k from the 2017/18 budget to the Margaret River Busselton Tourism Association Inc, to support the 2017 Cabin Fever event.

5.3 TOURISM DIRECTIONAL SIGNAGE AND ROADSIDE VISITOR INFORMATION REVIEW

REPORTING OFFICER: Economic and Business Development Coordinator - Jon Berry, Busselton

ATTACHMENTS: Attachment A Upgraded Information Bay Signage Using Unified Branding on Bussell Highway (Entry to Busselton) and Caves Road (near Gracetown turn off)

IN BRIEF

A Request for Quotation seeking professional services to prepare a report on the current condition and potential costs of a recommended improvement program for regional tourism directional signage and roadside visitor information has been issued.

This item recommends Caperoc consider making a budget allocation in 2017/18 following a verbal report on the responses to the RFQ (closing 15 August 2017).

BACKGROUND

Both member Councils of Caperoc have previously resolved to endorse a review of tourism directional signage and roadside visitor information bays with a (generally) unified approach to branding and function.

Stakeholder meetings have been conducted with the City of Busselton, Shire of Augusta Margaret River, Main Roads WA, Margaret River Busselton Tourism Association, South West Development Commission and the Margaret River Wine Industry Association, to confirm 'in-principle' support for upgrading of visitor information bays and specific technical standards for directional signage.

A notional amount of seed funding (\$20,000) has been allocated by Caperoc in previous budgets, with a view to seeking external matching grants to prepare a business case report and recommendations including current condition of signage, potential cost of a recommended improvement program for both directional signage and information bays and concepts for new advance warning signage including an element of unified branding.

Following a previous Caperoc decision supporting Officers to seek grant funding to match the Caperoc allocation of \$20,000, funding applications were prepared to the South West Development Commission Regional Grants Scheme, however were unsuccessful. Consequently the Caperoc funds were not expended.

As an interim measure, two Category 1 information bay signs that were in urgent need of replacement were upgraded using the new unified tourism branding combined with individual local government logos. These were funded by the internal resources of each local government (one at the entry to Busselton and one near the turn-off to Gracetown). These are shown in Attachment 1.

CURRENT STATUS

To better define the cost of preparing an audit and condition report with recommendations, the City of Busselton (on behalf of Caperoc) has issued a Request for Quotation (RFQ32/17) to prepare the report. Specific deliverables include:

- Electronic database of existing asset condition information (with geo-co-ordinates) supplied in MS Excel and Esri ArcGIS compatible digital format, including all photographs in digital format linked to the assets

- Written report including any assumptions, methodology used, asset condition reports (including images of signage and surrounding landscape), and recommendations and indicative replacement/upgrade costs based on the recommendations
- Design drawings (including draft graphic content design) for single prototypes of each of the POTENTIAL NEW OR REPLACEMENT signage concepts as previously endorsed by both local governments and illustrated within the RFQ for:
 - Tourism Region gateway signage
 - Advance directional signs
 - Intersectional directional signage
 - Information Bays Cat 1 and Cat 1A
 - Roadside local information points (Cat 2)
 - Finger board Signs on MRWA roads and major intersecting roads

Indicative cost estimates are being sought for design, manufacture and installation of any new signs recommended and supporting infrastructure so the capital and maintenance costs of a future upgrade program is better defined.

The RFQ closes on 15 August 2017 and responses will be communicated at the Caperoc meeting, prior to a potential allocation of funds in the 2017/18 Caperoc budget.

In addition to the above, the City of Busselton has allocated funds in its municipal budget for 2017/18 to upgrade municipal entry signs for the City of Busselton (excluding the large sign approaching Busselton from the North at the Shire of Capel boundary) so they are uniform in appearance and style with the recently upgraded Shire of Augusta Margaret River municipal entry signage.

RECOMMENDATION

That CapeROC notes a Request for Quotation for the provision of professional services to prepare a report on the current condition and potential costs of a recommended improvement program for regional tourism directional signage and roadside visitor information has been issued, with submissions closing on 15 August 2017.

Upgraded Information Bay Signs (Cat1 with unified branding)



5.4 CAPEROC BUDGET

REPORTING OFFICER: Strategic Projects Officer - Tracey King, Busselton
Megan Smith - Executive Assistant , Augusta Margaret River

ATTACHMENTS: Nil

IN BRIEF

Each year, the Shire of Augusta Margaret River and the City of Busselton allocate up to \$50,000 of their respective budgets (up to \$100,000 in total) towards CapeROC approved regional economic development initiatives.

BACKGROUND

Table 1 shows the allocations for 2016-2017

Table 1.

2016-2017 Allocations

2016 CapeROC Projects	Approved Allocation \$100,000	Expenditure (AMR)	Expenditure (BSN)	Total Expenditure	Comments
Margaret River Wine Association – 50 th Anniversary	\$20,000	\$10,000.	\$10,000	\$20,000	Exc GST
Tourism Directional Signage	\$20,000	0	0	0	Unspent- provided as a request for 2017/18 budget.
Margaret River Region Calendar of Events	\$25,000	\$6,937.50	\$6937.50	\$13,875	Capes Calendar Printing Costs
Margaret River Wine Association - Public Art Trail	\$30,000	\$15,000	\$15,000	\$30,000	
Total Approved Allocations	\$95,000				
Total Expenditure		\$31,937.50	\$31,937.50	\$63,875	

CapeROC is asked to identify projects to be funded from the 2017/18 budget allocation of up to \$100,000.

The following projects within Table 2 have been previously identified as supported in principle to be funded from the 2017/18 CapeROC Budget.

Table 2:

2017-18 in Principle Allocations

2017/18 CapeROC Projects	In principal Allocation \$100,000	Expenditure (AMR) \$50,000	Expenditure (BSN) \$50,000		Comments
Margaret River Busselton Tourism Association – 2017 Cabin Fever Event	20,000	10,000	10,000		In principle support given in 24.11.16 meeting, subject to approval at this meeting
Joint Trails Strategy	30,000	15,000	15,000		In principle support given as per meeting 17.2.17
Tourism Directional Signage and Roadside Visitor Information Bays	20,000	10,000	10,000	0	Unspent from 2016/17 budget
Potential Total Expenditure:	70,000	35,000	35,000		
Total Unallocated	30,000	15,000	15,000		

The entire budget does not need to be allocated at this meeting and may be allocated throughout the financial year as worthy projects arise.

RECOMMENDATION

1. That: CapeROC receives the information provided in the 2016/17 budget allocation report.
2. The Shire of Augusta-Margaret River and the City of Busselton each allocate \$50,000 of their individual budgets towards a total CapeROC budget of up to \$100,000 to progress regional economic development initiatives; and
3. CapeROC identifies the following projects and provisional allocations to be included in the 2017/18 CapeROC budget:

Project: Amount;; Project: Amount;

Project: Amount;; Project: Amount;

Project: Amount;; Project: Amount;

5.5 TERMS OF REFERENCE REVIEW

REPORTING OFFICER: Strategic Projects Officer - Tracey King, Busselton
ATTACHMENTS: Attachment A CAPEROC Terms of Reference

IN BRIEF

CapeROC are asked to review the attached Terms of Reference and provide input into any required updates to best reflect the current objectives of the Committee.

BACKGROUND

The current Terms of Reference were last reviewed and updated October 2013. The City of Busselton is currently undertaking a review of all Terms of Reference for committees of Council and requests CapeROC provides input into any required changes to the Terms of Reference for the CapeROC committee.

Comment

Comments on suggested updates or points for discussion have been marked up on the attached Terms of Reference.

RECOMMENDATION

That CapeROC endorse the following changes to the attached Terms of Reference last reviewed October 2013:

- a)
- b)
- c)
- d)

and the updated Terms of Reference be referred back to each Council for adoption.

As attached.

CAPEROC APES REGION ORGANISATION OF COUNCILS (CAPEROC)

TERMS OF REFERENCE

* ~~Proposed for re-establishment on 14 October, 2015.~~

Terms of Reference

1.0 Introduction

The Councils of the Shire of Augusta-Margaret River and the City of Busselton (the Councils) following a resolution of the respective Councils establish a Voluntary Regional Organisation of Councils (VROC) to be known as the *Capes Region Organisation of Councils (CapeROC)*.

The Councils jointly appoint to CapeROC those positions whose names appear in Section 4.0 below. Membership of CapeROC shall, unless otherwise specified, be for a term ceasing at the date of the Local Government election in the year the local government elections are held, after which time the Councils may appoint members for a further term.

The CapeROC shall act for and on behalf of the two Councils in accordance with provisions of the *Local Government Act 1995*, local laws and the policies of the respective Councils and this document.

2.0 Name

The name of the Voluntary Regional Organisation of Councils shall be the Capes Region Organisation of Councils (CapeROC).

3.0 Objectives

CapeROC seeks to enhance the capacity of both local governments to deliver social, economic and environmental benefits to their communities and the region.

The objectives of the CAPEROC are:

- To explore opportunities to foster Economic Development in the Capes Region;
- To explore avenues to foster tourism in the Capes Region and improve the coordination of major regional events;
- To safeguard, strengthen and grow the Margaret River and ~~Geographe-Busselton~~ brands;
- To explore opportunities to undertake projects of mutual benefit to the Shire and the City eg Rails to Trails network; joint waste management facilities
- To develop opportunities to undertake capacity building activities for Councillors and staff in the Shire and the City;
- To explore opportunities to develop funding submissions on a regional basis;
- To evaluate possible resource sharing arrangements between the Shire and the City;
- To identify skill shortages and to undertake workforce planning on a regional basis;
- To explore opportunities to simplify and standardise policies in the region where appropriate;
- To consider the feasibility of establishing a Capes Regional Council.

4.0 Membership

The membership of the CapeROC shall be:

1. The President of the Shire of Augusta-Margaret River;
2. The Mayor of the City of Busselton;

3. Two Councillors appointed by the Shire and two Councillors appointed by the City;
4. The CEO of the Shire and the CEO of the City.

Deputy Members may be appointed by each Local Government.

5.0 Presiding Member

The role of Presiding member shall be rotated between the Shire and the City on an annual basis and the administration of the meetings will be conducted by the organisation from which the Presiding Member is appointed. The Deputy Presiding Member shall be appointed by the alternative organisation from the Presiding Member.

The Presiding Member shall ensure that minutes of the proceedings are kept and that business is conducted in a less formal manner than Council meetings but in accordance with the accepted rules of conduct for the Shire's and City's Council and committee meetings.

The Presiding Member must cast a second vote if the votes of the members present are equally divided.

The *Local Government Act 1995* places responsibility for speaking on behalf of the Councils with the President and Mayor, or the CEOs if the President and Mayor agree. Statements on behalf of the CapeROC shall be by joint communiqué by the President and Mayor.

The members of the CapeROC with the exception of the President and Mayor are to refrain from speaking publicly on behalf of the CapeROC, or to issue any form of written material purporting to speak on behalf of the CapeROC without the prior approval of the President and Mayor.

6.0 Meetings

The CapeROC shall meet on a quarterly basis or as required.

- 6.1 Notice of meetings shall be given to members at least 5 days prior to each meeting.
- 6.2 If any member is absent from 3 consecutive meetings without leave of the CapeROC, they shall forfeit their position on the CapeROC. The respective Council shall be informed, who will then appoint a replacement for the balance of the member's term of appointment.
- 6.3 The Presiding member shall ensure that detailed minutes of all meetings are kept and shall, not later than 5 days after each meeting, provide both Councils with a copy of such minutes.
- 6.4 All members of the Committee shall have one vote. If the votes of the members present are equally divided, the person presiding is to cast a second vote as is required under the Local Government Act.

7.0 Quorum

Quorum for a meeting shall be at least 50% of the number of offices, whether vacant or not. A decision of the CapeROC does not have effect unless it has been made by a simple majority.

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8.0 No-Delegated Powers

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The CapeROC ~~has no delegated powers and~~ is a facilitation, advocacy and advisory body established to assist both Councils to achieve greater effectiveness and efficiency. CapeROC is funded by the Councils to conduct activities consistent with the Objectives of the Committee shown at section 3.0 of this Terms of Reference. Other than to consider proposals that are presented to CapeROC which must be consistent with the Objectives of the Committee, the Committee has no delegated powers.

CapeROC may approve proposals referred to above provided that the cost of all proposals is within the funding limit allocated by the Councils.

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9.0 Termination of Committee

Termination of the CapeROC shall be by decision of either Council or jointly to discontinue participation in the Voluntary Regional Organisation of Councils.

10.0 Amendment to the Terms of Reference

This document may be altered at any time by the two Councils jointly passing a motion of their respective Councils on the recommendation of the CapeROC, or independently by joint decision of the two Councils.

11.0 Committee Decisions

Other than to approve proposals that are presented to CapeROC which are consistent with the Objectives of the Committee shown at section 3.0 of this Terms of Reference, CapeROC decisions shall not be binding on the two Councils and need to be ratified by ~~either the~~ Councils.

History	
21 October, 2013	SC1310/186 Membership
9 October, 2013	C1310/267 Establishment
12 October, 2011	C1110/315
25 November, 2009	C0911/410

5.6 CHANGE OF MEETING DATE: 24 NOVEMBER 2017

REPORTING OFFICER: Strategic Projects Officer - Tracey King, Busselton
ATTACHMENTS: Nil

IN BRIEF

CapeROC are asked to consider moving the date of the November 2017 meeting as the current date of 24 November 2017 clashes with the South West Zone of WALGA meeting.

As Friday the 17th November is the commencement of Gourmet Escape, CapeROC may wish to consider a suitable alternate date prior or sometime in December, however will also need to be mindful of any end of year activities that could impact on either organisation.

BACKGROUND

Meetings of CapeROC are held on a quarterly basis, generally held in the months of February, May, August and November, with dates to be decided by the group according to other commitments.

Administration for the group alternates between the Shire of Augusta-Margaret River and the City of Busselton on an annual basis. Change over occurs at the August meeting to allow for ease of transition after the end of the financial year.

At its meeting held 24 November 2016, CapeROC endorsed the following meeting dates:

- Shire of Augusta Margaret River – Friday, 24 February 2017 (including district inspection)
- Shire of Augusta Margaret River – Friday, 12 May 2017
- City of Busselton – Friday 18 August 2017
- City of Busselton – Friday 24 November 2017 (including Busselton district inspection)

COMMENT

The November meeting was also to include a Busselton district inspection. If the Committee still wishes for a district tour to be included as part of the next meeting, CapeROC is asked to confirm a preferred change of date so planning activities can occur to arrange this in a timely fashion.

Current events scheduled on or around November / December 2017 that may impact on CapeROC members include:

- Friday 17th November – Sunday 19th November 2017 – Margaret River Gourmet Escape
- Monday 20th November – Thursday 23rd November 2017 – Leavers Week
- Saturday 2nd December – Sunday 3rd December 2017 – Sunsmart Ironman WA and Ironman 70.3 WA

Friday 10th November 2017 may be an option to consider as a suitable date for the next meeting of CapeROC.

RECOMMENDATION

That CapeROC:

Endorse a change of date for the November 2017 meeting to instead be held on (Day/ Month /2017)

6. VERBAL UPDATES OF MAJOR PROJECTS AND GENERAL DISCUSSION ITEMS

Chief Executive Officer - Mike Archer, Busselton
A/Chief Executive Officer – Annie Riordan, Augusta Margaret River

7. NEXT MEETING DATE

To be determined at Item 5.6 of this agenda

8. CLOSURE