



CapeROC

Capes Region Organisation of Councils

AGENDA

**24 November 2016
10:00 AM**

**AGENDA OF THE CAPES REGION ORGANISATION OF COUNCILS MEETING
TO BE HELD ON 24 NOVEMBER 2016**

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MEETING NOTICE AND AGENDA – 24 NOVEMBER 2016

TO: MEMBERS OF CAPEROC

NOTICE is given that a meeting of the Capes Region Organisation of Councils will be held in Mainbreak Meeting Room at the Shire of Augusta Margaret River Civic Administration Centre, 41 Wallcliffe Road, Margaret River on Thursday 24 November 2016, commencing at 10:00am.

1. ATTENDANCE AND APOLOGIES

ATTENDANCE

| | | |
|--------------|---|--|
| Chairperson: | Cr Ian Earl | Shire President, Shire of Augusta Margaret River |
| Members: | Cr Felicity Haynes Cr Mike Smart Cr Grant Henley Cr John McCallum Cr Terry Best Mr Gary Evershed Mr Mike Archer | Shire of Augusta Margaret River Shire of Augusta Margaret River Mayor, City of Busselton City of Busselton City of Busselton Chief Executive Officer, Shire of Augusta Margaret River Chief Executive Officer, City of Busselton |
| Officers: | Mr Dale Putland Mr Jon Berry Ms Cristina Smith Ms Tracey King Ms Naomi Searle Ms Megan Smith | Director Sustainability, Shire of Augusta Margaret River Economic Development Coordinator, City of Busselton Marketing and Events Officer, Shire of Augusta Margaret River Strategic Projects Officer, City of Busselton Director, Community and Commercial Services, City of Busselton Executive Assistant Shire of Augusta Margaret River (Minutes) |

APOLOGIES

| | |
|--------------------|---|
| Mr Oliver Darby | Director, Engineering and Works Services, City of Busselton |
| Mr Vitor Martins | Manager, Waste and Fleet Services, City of Busselton |
| Mr Ross Montgomery | Economic Development Officer, City of Busselton |

2. CONFIRMATION OF MINUTES

2.1 Minutes of the meeting of CapeROC 19 August 2016

RECOMMENDATION: That the minutes of the meeting of the Capes Region Organisation of Councils held 19 August be confirmed as a true and correct record.

3. **PRESENTATIONS**

3.1 David Willcox – Mountain Bike Community – Trail Network in Margaret River

3.2 Joanne Burges – WALGA

4. **BUSINESS ARISING FROM PREVIOUS MEETINGS**

| ACTION ITEMS | | | |
|--|----------------------------|------------------|-----------------|
| Item | Responsible Officer | Timeframe | Progress |
| 1. CapeROC budget – Wine Industry Association request for funding for 50 th Anniversary event | All | | See agenda item |
| 2. CapeROC budget – MRBTA request for funding | All | | See agenda item |

5. **GENERAL UPDATES**

5.1 Tourism Directional Signage

| | |
|----------------------------|---|
| RESPONSIBLE OFFICER | Jon Berry (Economic and Business Development Co-ordinator, City of Busselton) |
| ATTACHMENTS: | Nil |

5.2 AMR Shire Entry Statement Update

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|----------------------------|---|
| RESPONSIBLE OFFICER | Cristina Smith, Director Sustainable Development, Shire of Augusta Margaret River |
| ATTACHMENTS: | Nil |

5.3 Brief Update on the Calendar of Events

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|----------------------------|---|
| RESPONSIBLE OFFICER | Cristina Smith, Marketing and Events Officer, Shire of Augusta Margaret River |
| ATTACHMENTS: | Nil |

5.4 CapeROC Budget:

| | |
|----------------------------|-----|
| RESPONSIBLE OFFICER | ALL |
| ATTACHMENTS: | Nil |

IN BRIEF

Each year, the Shire of Augusta Margaret River and the City of Busselton allocate up to \$50,000 from each of their budgets toward CapeROC approved economic development initiatives.

Table 1 shows the current 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 – 50 th Anniversary | \$20,000 | 0 | 0 | 0 | |
| Tourism Directional Signage | \$20,000 | 0 | 0 | 0 | |
| Margaret River Region Calendar of Events | \$25,000 | 2635.59 | 0 | 2635.59 | Capes Calendar Printing Costs |
| Total Approved Allocations | \$65,000 | 0 | 0 | 0 | |
| Total Unallocated | \$35,000 | 0 | 0 | 0 | |

5.5 Margaret River Wine Association 50th Anniversary Celebration:

| | |
|----------------------------|---|
| RESPONSIBLE OFFICER | Jon Berry (Economic and Business Development Co-ordinator, City of Busselton) |
| ATTACHMENTS: | Nil |

6. REPORTS**6.1 Wine Equalisation Tax (WET) Rebate**

| | |
|----------------------------|---|
| RESPONSIBLE OFFICER | Gary Evershed, CEO, Shire of Augusta Margaret River |
| ATTACHMENTS: | Submissions from the Shire of Augusta Margaret River and the City of Busselton Report to Council – Shire of Augusta Margaret River Correspondence from Colin Barnett Correspondence from Tim Hammond |

IN BRIEF

David Martin, who is assisting the MRWA and Wines of Australia with their representations on the WET issue approached the Shire and the City of Busselton, requesting that they lodge submissions to the Department of the Treasury in support of their position on the tax.

6.2 CapeROC meeting schedule for 2017

| | |
|----------------------------|--|
| RESPONSIBLE OFFICER | Megan Smith, EA, Shire of Augusta Margaret River |
| ATTACHMENTS: | Nil |

IN BRIEF

Suggested meeting dates for CapeROC in 2017 are as follows:

Shire of Augusta Margaret River – Friday, 24 February 2017
 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)

6.3 MRBTA Request for Event Funding: Cabin Fever Winter Festival Proposal

| | |
|------------------------------|-----------------------------------|
| _RESPONSIBLR OFFICER: | Jon Berry (City of Busselton) |
| ATTACHMENTS: | Event Funding Proposal from MRBTA |

IN BRIEF

The Margaret River Busselton Tourism Association Inc (MRBTA) is seeking a contribution of \$20k toward a proposed regional food and wine event in the winter months.

BACKGROUND

MRBTA proposes a new annual event titled 'Cabin Fever' to provide 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 proposed event is a major initiative of the Your Margaret River Region Wine & Food Promotional Plan supported by the South West Development Commission (SWDC) and the Margaret River Busselton Tourism Association (MRBTA).

Cabin Fever proposes to bring together a range of individual events taking place across the Margaret River region to be marketed under a single brand. Events will include a mix of both free and ticketed functions.

Further background on the proposed event from the MRBTA is attached.

COMMENT

The proposed 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 is being sort by MRBTA to meet event management, marketing and operational costs (see attached). MRBTA and SWDC have both committed to seed-fund the event to the value of \$20,000 each, totalling \$40,000. A further \$45,000 is being sought by MRBTA including \$20k from CapeROC.

RECOMMENDATION

That CaperROC:

Contributes \$20k from the 2016/17 budget to the Margaret River Busselton Tourism Association Inc, to support the proposed Cabin Fever event, with sponsorship recognition to be provided to both individual local governments to the mutual satisfaction of both CEO's

6.4 Margaret River Wine Industry Association Request for Funding for: Public Art Trail (Including Regional Entry Statement)

| | |
|-----------------------------|---|
| RESPONSIBLE OFFICER: | Jon Berry (City of Busselton) |
| ATTACHMENTS: | Local Government letters of support for funding from SWDC |

IN BRIEF

The Margaret River Wine Industry Association is seeking a contribution of a total of \$30k as a contribution to a proposed public art trail including a major entry statement at Vasse.

BACKGROUND

The Margaret River Wine Association (MRWA) is leading a group of stakeholders (wine industry reps, SWDC, Member for Vasse, MRBTA, local government staff) to facilitate the establishment of an inspiring Public Art Entry Statement and regional artwork trail. The Entry Statement is proposed to consist of a large scale public art installation and associated landscaping to be located near the northern entry point to the Margaret River wine region (technically at Redgum Way in the City of Busselton). Its purpose is 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. The project proposes to combine contemporary public art with interpretive signage and digital media and has synergies with the regional information bay enhancements being progressed by the City of Busselton and the Shire of Augusta Margaret River.

A concept designed by Artist Greg Banfield of Dunsborough has been selected by MRWA and a working group as the winning entry from a design competition. The concept is 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 includes a 4.4m entry doorway structure welcoming visitors to the wine region, landscaping and boardwalks. It is 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.

A funding contribution of \$27,000 from CapeROC (\$13,500 from each Council) towards design development of the concept is being sought, along with contributions from MRWA (\$20k cash and \$10k in-kind); SWDC (\$20k); Country Arts (\$18k); and MRBTA (\$5k) to make up a \$100k budget for detailed design. The total project budget for both the entry statement and a public art trail (not conceptualised at this point) is \$1m. CapeROC has previously voted unanimously to provide an initial amount of \$3,000 for stage 1 (design competition) and these funds are yet to be expended from the CapeROC budget.

1. Asset ownership and management:

The MRWA Board has confirmed it will own the asset and will place funds into a Reserve for whole of life asset maintenance and insurance.

2. Expectation for the City of Busselton and SAMR to contribute to construction costs:

MRWA does not expect the two local governments to contribute to construction and will seek funds from SWDC (funding application submitted), Federal Regional Development grants, Wine Industry WET Tax tourism grants, State and Federal Arts grants and potential contribution from individual wineries.

3. Main Roads WA approvals:

MR Wine Association has provided in-principle support from Main Roads subject to the City of Busselton being satisfied with the final structure and landscaping within the information bay

COMMENT

The Margaret River Wine Industry Association is seeking a total allocation from Caperoc of \$30k:

- \$3,000 for the stage 1 of the project - the creative concept competition prize pool (Approved at the last meeting)
- \$27,000 for stage 2 of the project, which covers commissioning the artist, appointment of a project manager, development of the design, and the construction documentation.

The funding partners for Stage 2 are:

- MR Wine Industry Association: \$20,000 cash (Approved)
- SWDC: \$15,000 cash committed (Approved))
- **CAPEROC: \$30,000 cash (\$3k Approved; \$27k to be determined this meeting)**
- MRBTA: \$5,000 cash (Approved)
- Country Arts WA: \$25,000 grant submitted outcome known early December

A further major grant application has also been sent to the SWDC Regional Grants Scheme for \$300,000 Letters of support were received from the following:

- Wine Australia
- Creative Corner
- Edith Cowan University (ECU)
- Koomal Dreaming
- Margaret River Busselton Tourism Association
- Regional Arts Australia (RAA)
- Shire of Augusta-Margaret River (letter attached)
- Western Australian Indigenous Tourism Operations Council (WAITOC)
- Main Roads Western Australia
- City of Busselton (letter attached)

RECOMMENDATION

That CaperROC:

Approves an allocation of \$30k (in total) from the 2016/17 Caperoc budget (\$15k from the City of Busselton and \$15k from the Shire of Augusta Margaret River) as a contribution to project management and design development of a proposed regional wine industry public art work 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.

7. Major Project Updates**7.1 Busselton Margaret River Regional Airport**

| | |
|----------------------------|--|
| RESPONSIBLE OFFICER | Naomi Searle, Director, Community and Commercial Services, City of Busselton |
| ATTACHMENTS: | Nil |

7.2 Margaret River Cultural Centre Redevelopment

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|----------------------------|--|
| RESPONSIBLE OFFICER | Gary Evershed, CEO Shire of Augusta Margaret River |
| ATTACHMENTS: | Nil |

8. GENERAL DISCUSSION ITEMS**8.1****9. NEXT MEETING**

24 February 2017 – Mainbreak Meeting Room, Shire of Augusta Margaret River Civic and Administration Centre

10. CLOSURE