

Please note: These minutes are yet to be confirmed as a true record of proceedings

**CITY OF BUSSELTON**

**MINUTES FOR THE CAPEROC MEETING HELD ON 26 MAY 2016**

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## MINUTES

MINUTES OF CAPEROC HELD IN MEETING ROOM 2, COMMUNITY RESOURCE CENTRE, 21 CAMMILLERI STREET, BUSSELTON , ON 26 MAY 2016 AT 10.00AM.

### 1. DECLARATION OF OPENING AND ATTENDANCE

The Presiding Member opened the meeting at 10.07am

Presiding Member:

Cr Grant Henley Mayor,  
Busselton

Members:

Cr Coralie Tarbotton, Busselton  
Cr Ian Earl, Shire President, Augusta Margaret River  
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 Oliver Darby, Director, Engineering and Works Services, Busselton  
Mr Vitor Martins, Manager, Waste and Fleet Services, Busselton  
Ms Tracey King, Strategic Projects Officer, Busselton  
Ms Cristina Smith, Marketing and Events Officer, Augusta Margaret River  
Mr Ross Montgomery, Economic Development Officer, Busselton  
Mrs Katie Banks, Executive Assistant, Busselton

Apologies

Cr John McCallum, Busselton  
Cr Terry Best, Busselton  
Mrs Joanne Burges, WALGA

**2. CONFIRMATION OF MINUTES****2.1 Minutes of the CapeROC meeting held 10 December 2015****RECOMMENDATION**

That the minutes of the CapeROC meeting held on 10 December 2015 be confirmed as a true and correct record.

**MINUTES CONFIRMED**

**3. PRESENTATIONS**

Nil

**4. BUSINESS ARISING FROM PREVIOUS MEETINGS**

District tours (concept supported at 21 August 2015 meeting)

Planning of the tours to be reconsidered in the future when major projects are closer to completion.

Note: Members were supportive of the tour being undertaken when projects are closer to fruition, perhaps later in the year.

## 5. GENERAL UPDATES

**REPORTING OFFICER:** Events Coordinator, Busselton - Peta Tuck  
Economic Development Officer, Busselton – Ross Montgomery

**ATTACHMENTS:** Attachment A MRWR Entry Statement press Release  
Attachment B MRWR Entry Statement - Call for Creative Concepts

- Verbal Update – Gran Fondo World Series Cycling Event  
Discussion in relation to this item was not necessary as City staff had since been advised that Busselton was no longer being considered as a potential alternative venue for this event.
- Verbal Update – Tourism Directional Signage  
Ross Montgomery, Economic Development Officer

### Progress Update:

The following Actions were listed at the previous Meeting:-

1. Shire of Augusta Margaret River to review the Busselton City Council decision of 11 November 2015 and consider a report from Officers in late January 2016.
2. Subject to endorsement of the concept from Shire of Augusta Margaret River, officers from both local governments to collaborate on items 2(a, b and c) including discussions with Margaret River-Busselton Tourism Association and Margaret River Wine Association on a content plan for information bays with both local governments to be responsible for infrastructure and the signage to include their respective logos;
3. Identify out of date signage as part of the project scope; and
4. City of Busselton officers to meet with the Margaret River Wine Association to present the proposed improvements and both local governments to collaborate with the wine association on a proposed wine industry entry statement.

1. The Shire of Augusta Margaret River considered the concept in January, reviewed a report covering the proposal to joint fund a proposal to review and update tourist directional signage throughout the region. They resolved to generally support the proposal and collaboration with some detail reservations to be resolved about branding, text size and design.
- 2a. The City lodged a request for Royalties for Regions funding on March 9<sup>th</sup> to proceed with a joint project to review and update tourist directional signage. a letter of support was sent from MRWA advising it is supportive in principle for improved signage and will work with Shire of Augusta Margaret River and City of Busselton to further this objective. This application is being reviewed at present before being considered by SWDC and an announcement will be made in early July.
- 2b. A meeting was held on February 26<sup>th</sup> with officers from the City, the Shire, Tourist Association and MRWA. A presentation addressed the issues, opportunities and proposed response to improve the clarity and visual branding of road-side signage as part of the tourism information for the region.

MRWA supported the review in principle and raised some issue with the use of symbols for certain activities that were not currently supported by MRWA Policy. MRWA was in general agreement with the proposal and would work towards implementing a better coterie of signs and directional imagery for the region.

- 2c. MOU has not been reached – ongoing discussion about relative roles and responsibilities.

No detail design work has been initiated – this is a matter for further discussion and agreement.

4. The Margaret River Wine Association has put forward a proposal to conduct a competition to design and then commission a public art installation/entry statement for a site currently used for an information bay at the intersection of Bussell Highway and Vasse Roundabout/Bypass. The Association is also seeking funding for the project from MRWA and SWDC and will award a \$8 000 prize to the winning concept in July.

Note:

Mike Archer advised that Main Roads Western Australia were supportive of an entry statement being located at the Vasse roundabout.

## 6. REPORTS

### 6.1 MARGARET RIVER WINE – 50TH ANNIVERSARY BUDGET ALLOCATION REQUEST FOR 2016/17

**REPORTING OFFICER:** Marketing and Events Officer, Augusta Margaret River – Cristina Smith

**ATTACHMENTS:** Nil

#### **IN BRIEF**

- 2017 marks the 50<sup>th</sup> year of the Margaret River Wine Association
- CAPEROC is required to consider funding an initiative that celebrates the history of the Margaret River Wine appellation and helps to inform and educate the community and our visitors
- The requested contribution is \$20,000 in the 2016/17 budget

#### **BACKGROUND**

CAPEROC is requested to provide \$20,000 for the progression of the 50<sup>th</sup> year of Margaret River Wine celebratory projects to complement the 50<sup>th</sup> year celebrations by the Margaret River Busselton Tourism Association and the Wine Industry Association.

The funding is to be used to better document the history of the wine region and capture the personal stories of the founding viticulturist and wine producers and their direct descendants before they became lost and forgotten through the passing of the older generations, through the changeover of vineyard and winery ownership/management and through the closure of old and opening of vineyards/wineries.

An idea for the project is that these stories can then be reproduced online or in book formats for the consumption of the general public, or celebrated and communicated through a public event, program or initiative that is identified by officers.

Co-sponsorship of the published works will be sought by other stakeholders, wineries and industry to assist with the execution of the initiative.

#### **OFFICER DISCUSSION**

It is proposed that following CAPEROC's allocation of the funds that Shire of Augusta Margaret River and City of Busselton officers work to identify project scope and costing for final determination by CAPEROC. The project should include:

- A focus a the historical aspect of the wine region
- Opportunity to document important the wine history of the region
- Opportunity for community involvement and education
- Promotion of Margaret River Wine brand to external audience
- Promotion of Margaret River for destination awareness
- Brand awareness of the Margaret River brand for the purposes of investment and trade

The initiative must be delivered in 2017, in consultation with the MRWIA and MRBTA and other key stakeholders.

**OFFICER RECOMMENDATION**

That CAPEROC allocate \$20,000 from the 2016/17 budget for a historical initiative celebrating the 50<sup>th</sup> anniversary of the Margaret River Wine Association.

**ENDORSED**

Note: Ideas were discussed in relation to celebrating the 50<sup>th</sup> anniversary. The following suggestions could be considered:

- Reinvigorate the wine festival as part of 50th anniversary as a heritage wine festival weekend for locals in the region;
- A photo exhibition based at the wine centre with historic images from throughout the wine region;
- Wine labelling promoting the 50th anniversary. The wine industry could be invited to develop a design with funding support from CapeROC.

## 6.2 MARGARET RIVER REGION CALENDAR OF EVENTS - BUDGET UPDATE AND FUNDING REQUEST

**REPORTING OFFICER:** Marketing and Events Officer, Augusta Margaret River – Cristina Smith

**ATTACHMENTS:** Nil

### IN BRIEF

- CAPEROC is required to note the Calendar of Events budget for the 2015/16 financial year
- CAPEROC is required to consider the ongoing funding the Margaret River Region calendar of events
- CAPEROC has the option of funding the calendar \$25,000 for a one-year term or \$67,500 over three years (\$22500 per financial year for 2016/17, 2017/18 and 2018/19) pending the adopting of the each local government's budget for the respective year.

### 2015/16 SUMMARY

The calendar remains a popular initiative and is well received by locals and visitors alike with very few calendars available by April each year. This a suitable date to have all hardcopy calendars disseminated due to new events being continually added to the online edition and details of other events changing.

The online events calendar is in the top five of most frequently visited sections of the margaretriver.com website.

The 2015/16 Calendar was delivered to budget as per below.

2015/2016 Calendar	Total Expenditure \$
Inserts	981.82
Inserts	272.73
Printing (noting overpayment in 2014/15)	9,483.00
Web developer	140
Design	1,798.75
Web developer	280
Design	1,797.85
Maintenance - photography, hosting, data entry	2,745.85
<b>TOTAL</b>	<b>17,500</b>

*\*City of Busselton has invoice AMR Shire 50% of invoices received to date.*

### HISTORY

In 2010/11, 2011/12 and 2012/13, CAPEROC allocated \$20,000 per annum for the design, print and production of the CAPEROC Calendar of Events.

In April 2013, CAPEROC approved an allocation of \$60,000 over three years (\$25,000 in 2013/14, \$17,500 in 2014/15, \$17,500 in 2015/16) for the production of the CAPEROC Calendar of Events.

The cost savings achieved by awarding the design and print contracts over a three year period provided for savings on the production of the hard copy calendar and allowed for the establishment of a CAPEROC Calendar of Events (since renamed the Margaret River Regional Calendar of Events) website.

In January 2016, the Shire of Augusta Margaret River and the City of Busselton signed a MOU with Margaret River Busselton Tourism Association (expiring 2020) to allow MRBTA to house web content



within the margaretriver.com website, while permitting the local governments to take feeds of the information to their respective websites.

This arrangement has resulted in a high effective consolidation of resources and a reduction in local government officer time in producing the calendar at no additional cost.

#### NEW FUNDING REQUEST

Due to the popularity of the calendar costings for its continuance in both print and online format have been sought for CAPEROC's consideration.

Costings for print and design services have had minimal increases since the awarding of the three year contract in 2013/14. The cost of newspaper inserts, web maintenance and images has also marginally increased over the last 12 months.

In addition, the growth of events in the both of the Local Government Areas, and the increase of listings as a result of the online listings system requires an increased of the size of the calendar to meeting readability standards to 210cm x 210cm (previously produced as A5).

Cost projects for one year is projected as follows:

<b>CAPEROC Calendar budget - 1 year contract</b>	
<u>Service</u>	<b>Proposed spend per edition</b>
	<b>2017</b>
<b>Stock images</b>	600
<b>Photography</b>	800
<b>Data entry contractor</b>	1500
<b>Design</b>	6000
<b>Printing</b>	12500
<b>Delivery</b>	1800
<b>Website maintenance</b>	1800
	<b>25000</b>

The cost projection over three years based on multi-year print and design contracts is as follows:

<b>CAPEROC Calendar budget - 3 year contract</b>				
<b>Service</b>	<b>Proposed spend per edition</b>			
	<b>2017</b>	<b>2018</b>	<b>2019</b>	
<b>Stock images</b>	600	600	600	
<b>Photography</b>	800	800	800	
<b>Data entry contractor</b>	1500	1500	1500	
<b>Design</b>	6000	2250	2250	
<b>Printing</b>	12500	12500	12500	
<b>Delivery</b>	1800	1800	1800	
<b>Website maintenance</b>	1800	1800	1800	
	<b>25000</b>	<b>21250</b>	<b>21250</b>	<b>67500</b>

Due to the nature of the project the spends for the project are balanced over the calendar years as opposed to the financial years. For CAPEROC budgeting purposes, in the event of a three-year

contract it would be most suitable to provide equal contributions of \$22,500 per financial year for each 2016/17, 2017/18 and 2018/19 (total of \$67,500).

### **OFFICER RECOMMENDATION**

It is recommended CAPEROC approve \$22,500 per annum for 2016/17, 2017/18 and 2018/19 for the continuance of the Margaret River Region Calendar of Events.

Note: Due to the Calendar of Events being a publication which is difficult to keep up to date, CapeROC members indicated their preference for events being published electronically via the MRBTA events web page. This approach also allows for event information available to be updated when necessary. Hard copies of monthly events calendars could be printed from the website and made available at visitor centres and libraries.

### **CAPEROC DECISION**

That CapeROC invites the Margaret River Busselton Tourism Association to take over responsibility of producing the Calendar of Events for the coming financial year with CapeROC providing funding up to the value identified within this report for a 1 year term.

In the event that the Margaret River Busselton Tourism Association does not support this proposal, CapeROC will proceed with the calendar publication for the coming year only.

**ENDORSED**

6.3 CAPEROC BUDGET

**REPORTING OFFICER:** Strategic Projects Officer, Busselton - Tracey King  
**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.

Table 1. is provided as an overview of the 2015/16 CapeROC budget allocations.

**Table 1: 2015/16 Budget Allocation and Expenditure**

2015 CapeROC Projects	Approved Allocation \$100,000	Expenditure (AMR) \$50,000	Expenditure (BSN) \$50,000	Total Expenditure to date \$	Comments
Calendar of Events 2015/16	17,500	8,750	8,750	17,500	
Waste Management / Regional Landfill Investigations	30,000	15,000	15,000	30,000	
Tourism Directional Signage and Roadside Visitor Information Bays	20,000	0	0	0	
<b>Total Expenditure to Date:</b>	<b>47,500</b>	<b>23,750</b>	<b>23,750</b>	<b>47,500</b>	
<b>Total Approved Allocations</b>	<b>67,500</b>	<b>33,750</b>	<b>33,750</b>		
<b>Total Unallocated</b>	<b>32,500</b>	<b>16,250</b>	<b>16,250</b>		

**Notes relating to 2015/16 allocations and expenditure:**

- It is anticipated that by close of the financial year, total expenditure will be \$47,500 (\$23,750 each).
- The amount of \$32,500 (\$16,250 each) remains unallocated.
- No funds have been expended on the Tourism Directional Signage Project.

CapeROC is asked to identify projects to be funded from the 2016/17 budget allocation of up to \$100,000.

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

**OFFICER RECOMMENDATION**

1. That: CapeROC receives the information provided in the 2015/16 budget 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 \$100,0000 to progress regional economic development initiatives; and
3. CapeROC identifies the following projects and provisional allocations to be included in the 2016/17 CapeROC budget:

Project: Margaret River Wine - 50<sup>th</sup> Anniversary Budget Allocation Request for  
2016/17 Amount: \$20,000;

Project: Tourism Directional Signage Amount: \$20,000

Project: Margaret River Region Calendar of Events Amount: up to \$25,000; and

Project: To be identified in the next financial year Amount; \$35,000

**ENDORSED**

## 7. MAJOR PROJECT UPDATES

**REPORTING OFFICER:** Chief Executive Officer - Mike Archer  
Director, Engineering and Works Services - Oliver Darby  
Manager Waste and Fleet Services - Vitor Martins

**ATTACHMENTS:** Nil

### 7.1 BUSSELTON MARGARET RIVER REGIONAL AIRPORT UPDATE

Update presented by Mike Archer (For Naomi Searle)

### 7.2 BUSSELTON FORESHORE & CIVIC AND ADMINISTRATION BUILDING UPDATES

Update presented by Mike Archer

### 7.3 WASTE MANAGEMENT UPDATE: TRANSFER STATION, LAND FILL SITE & REGIONAL WASTE

Update presented by Oliver Darby & Vitor Martins

### 7.4 STATE BUDGET ANNOUNCEMENTS

Update presented by Annie Riordan

Specific South-West projects funded in the 2016-17 State Budget through Royalties for Regions and forward estimates released include:

- \$58.26 million for the Margaret River Perimeter Road
- \$5.49 million to redevelop the main street in Margaret River

**8. GENERAL DISCUSSION ITEMS**

Nil

**9. NEXT MEETING DATE**

19 August 2016 – Augusta Margaret River Civic Administration Centre

**10. CLOSURE**

The meeting closed at 12.10pm.

THESE MINUTES CONSISTING OF PAGES 1 TO 14 WERE CONFIRMED AS A TRUE AND CORRECT RECORD ON .

DATE: \_\_\_\_\_

PRESIDING MEMBER:

\_\_\_\_\_