MINUTES
Corporate and Community Development Committee Meeting
Held on Tuesday 19 March 2019 at 4:00pm
City of Rockingham Boardroom
## CONTENTS

1. Declaration of Opening  
2. Record of Attendance/Apologies/Approved Leave of Absence  
3. Responses to Previous Public Questions Taken on Notice  
4. Public Question Time  
5. Confirmation of Minutes of the Previous Meeting  
6. Matters Arising from the Previous Minutes  
7. Announcement by the Presiding Person without Discussion  
8. Declaration of Member’s and Officer’s Interest  
9. Petitions/Deputations/Presentations/Submissions  
10. Matters for which the Meeting may be Closed  
11. Bulletin Items  
   - Corporate and General Management Services Information Bulletin – March 2019  
   - Community Development Information Bulletin – March 2019  
12. Agenda Items – Corporate and Community Development Committee  
   - Corporate Services  
     - CS-001/19  Budget Review - February 2019 *(Absolute Majority)*  
     - CS-002/19  Proposed Changes to the Policy of Investment of Surplus Funds  
   - General Management Services  
     - GM-007/19  Draft Tourist Destination Strategy (2019-2024)  
   - Community Development  
     - CD-003/19  2018/19 Fees and Charges for the Baldivis South Community Centre *(Absolute Majority)*  
13. Reports of Councillors  
14. Addendum Agenda  
15. Motions of which Previous Notice has been Given  
   - General Management Services  
     - GM-008/19  Notice of Motion – Economic Development Strategy  
     - GM-009/19  Notice of Motion – Port Kennedy Customer Satisfaction  
     - GM-010/19  Notice of Motion – Funding Campaign for City Projects
<table>
<thead>
<tr>
<th>Number</th>
<th>Agenda Item</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Notices of Motion for Consideration at the Following Meeting</td>
<td>55</td>
</tr>
<tr>
<td>17</td>
<td>Urgent Business Approved by the Person Presiding or by Decision of the Committee</td>
<td>55</td>
</tr>
<tr>
<td>18</td>
<td>Matters Behind Closed Doors</td>
<td>55</td>
</tr>
<tr>
<td>19</td>
<td>Date and Time of Next Meeting</td>
<td>55</td>
</tr>
<tr>
<td>20</td>
<td>Closure</td>
<td>55</td>
</tr>
</tbody>
</table>
1. Declaration of Opening

The Chairperson declared the Corporate and Community Development Committee Meeting open at 4:00pm, welcomed all present, and delivered the Acknowledgement of Country.

2. Record of Attendance/Apologies/Approved Leave of Absence

2.1 Councillors

Cr Joy Stewart
Cr Lee Downham
Cr Mark Jones
Cr Andrew Burns
Cr Leigh Liley
Cr Chris Elliott

2.2 Executive

Mr Michael Parker
Mr John Pearson
Mr Michael Holland
Mr Peter Doherty
Mr Allan Moles
Mr Michael Yakas
Mr Nuno Dionisio
Ms Karin Strachan
Mr Ben Searcy
Mr Peter Varris
Mr Gary Rogers
Ms Mary-Jane Rigby
Ms Jillian Obiri-Boateng
Ms Julia Dick
Ms Alison Oliver
Mr Peter Le
Mrs Jelette Edwards
Ms Tamara Clarkson
Mr Khushwant Kumar
Mr Matthew Plummer
Mr Aiden Boyham
Ms Sue Langley
Mrs Diane Zanre
Ms Janine Neeling

Chairperson
Observer
Chief Executive Officer
Director Corporate Services
Director Community Development
Director Legal Services and General Counsel
Manager Financial Services
Manager Customer and Corporate Support
Manager Waste Services
Manager Strategy, Tourism, Marketing and Communications
Manager Human Resources Development
Manager Governance and Councillor Support
Manager Community Infrastructure Planning
Manager Community Support and Safety Services
Collaborative Manager, Community Capacity Bldg
Collaborative Manager, Community Capacity Bldg
Manager Library and Information Services
Senior Legal and Councillor Liaison Officer
Governance Coordinator
Senior Projects Officer (Office of the CEO)
Financial Controller
AVManager Community and Leisure Facilities
City Media Officer
Governance Officer
PA to Director Community Development
Governance Assistant
2.3 Members of the Gallery: Nil
2.4 Apologies: Nil
2.5 Approved Leave of Absence: Nil

3. Responses to Previous Public Questions Taken on Notice
Nil

4. Public Question Time
4:00pm The Chairperson invited members of the Public Gallery to ask questions. There were none.

5. Confirmation of Minutes of the Previous Meeting
Moved Cr Burns, seconded Cr Liley:
That Committee **CONFIRMS** the Minutes of the Corporate and Community Development Committee Meeting held on 19 February 2019, as a true and accurate record.
Committee Voting – 5/0

6. Matters Arising from the Previous Minutes
Nil

7. Announcement by the Presiding Person without Discussion
4:01pm The Chairperson announced to all present that decisions made at Committees of Council are recommendations only and may be adopted in full, amended or deferred when presented for consideration at the next Council meeting.

8. Declarations of Members and Officers Interests
4:01pm Cr Burns declared the following Declarations of Interest:

<table>
<thead>
<tr>
<th>Item</th>
<th>Proposed changes to the Policy of Investment of Surplus Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Interest:</td>
<td>Impartiality</td>
</tr>
<tr>
<td>Nature of Interest:</td>
<td>Cr Burns has been considered for a position on the Board of Bendigo Bank, Rockingham and Port Kennedy.</td>
</tr>
<tr>
<td>Extent of Interest:</td>
<td>Not Applicable</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Draft Tourist Destination Strategy (2019-2024)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Councillor:</td>
<td>Cr Andrew Burns</td>
</tr>
<tr>
<td>Type of Interest:</td>
<td>Impartiality</td>
</tr>
<tr>
<td>Nature of Interest:</td>
<td>Cr Burns is a Board member of Tourism Rockingham.</td>
</tr>
<tr>
<td>Extent of Interest:</td>
<td>Not Applicable</td>
</tr>
</tbody>
</table>

9. Petitions/Deputations/Presentations/Submissions
Nil
10. Matters for which the Meeting may be Closed

Nil

11. Bulletin Items

Corporate and General Management Services Information Bulletin – March 2019

Corporate Services
1. Corporate Services Team Overview
2. Human Resource Update
3. Project Status Reports
   3.1 Team Plan and Budgeting Module
   3.2 Implementation of a Contracts Register
   3.3 Implementation of Online timesheets
   3.4 Major review and upgrade of the website
   3.5 Server operating system upgrade
   3.6 Implement Performance and Personal Development Module
4. Information Items
   4.1 List of Payments February 2019
   4.2 Monthly Financial Management Report January 2019
   4.3 Change of Basis of Rates
   4.4 Awarding of Tenders by CEO - Delegated Authority
   4.5 Development Contribution Scheme
   4.6 Leased/Licenced Property Maintenance Grants
   4.7 Lease Management
   4.8 Lease Tenure Matters

Governance and Councillor Support
1. Governance and Councillor Support Team Overview
2. Human Resource Update
3. Project Status Reports
   3.1 Review of Local Laws
   3.2 Optimisation of Tablet Technology for Business Papers
   3.3 Review of Council Policy, Code of Conduct, Guides
4. Information Items
   4.1 Ward Boundaries and Representation Review
   4.2 Global Friendship
   4.3 Freedom of Information (FOI) Requests
   4.4 Citizenships
   4.5 Coming Events
   4.6 Notice of Motion – Status Report

Human Resources
1. Human Resources Team Overview
2. Human Resource Update
3. Project Status Reports
   3.1 Employee Wellness Programme
   3.2 Corporate Training Programme
   3.3 RESPECT Programme
   3.4 Occupational Safety and Health (OSH) Programme
   3.5 Leadership and Management Programme
4. Information Items
   4.1 Recruitment
   4.2 Occupational Safety and Health Statistics

**Strategy, Tourism, Marketing and Communications**
1. Strategy, Tourism, Marketing and Communications Team Overview
2. Human Resource Update
3. Project Status Reports
   3.1 Implementation and Printing of Community Plan 2019-2029
   3.2 Tourism and Marketing
   3.3 Mobile Servicing Facility
   3.4 Digital Platform Development
   3.5 Project Management Framework
   3.6 Governance Portal
4. Information Items
   4.1 Organisational Performance Measurement
   4.2 Community Engagement
   4.3 Team Plans
   4.4 Social Media
   4.5 Media Tracking

**Investment Attraction**
1. Investment Attraction Team Overview
2. Human Resource Update
3. Project Status Reports
   3.1 Commercial Business and Property Investment Attraction - General
   3.2 Commercial Business and Property Investment Attraction - Defence
   3.3 Small Business Support
   3.4 Economic Development Strategy
   3.5 Rockingham Renaissance Technopole
4. Information Items
   4.1 Various Meetings

**Legal Services & General Counsel**
1. Legal Services & General Counsel Team Overview
2. Human Resource Update
3. Project Status Reports
4. Information Items
   Provision of Legal Advice
   4.1 Legal Advice – Local Government Operational Matters
   4.2 SAT (State Administrative Tribunal) Matters

---

**Committee Recommendation**

Moved Cr Jones, seconded Cr Liley:

That Councillors acknowledge having read the Corporate and General Management Services Information Bulletin – March 2019 and the content be accepted.

Committee Voting – 5/0

---

1 Typographical error of date corrected.
Community Development Information Bulletin – March 2019

Community Support and Safety Services
1. Community Support and Safety Services Team Overview
2. Human Resource Update
3. Project Status Reports
4. Information items
   4.1 Youth and Community Support Services
   4.2 Rockingham Connect Community Transport Project
   4.3 Community Safety
   4.4 Compliance Community Engagement

Library Services
1. Library Services Team Overview
2. Human Resource Update
3. Project Status Reports
4. Information items
   4.1 December 2018 Library Services Statistics
   4.2 Mary Davies Library and Community Centre
   4.3 Rockingham Central Library
   4.4 Safety Bay Library
   4.5 Warnbro Community Library
   4.6 January 2019 Library Services Facebook Activity

Community Infrastructure Planning
1. Community Infrastructure Planning Team Overview
2. Human Resource Update
3. Project Status Reports
4. Information items
   4.1 Baldivis District Sporting Complex
   4.2 Koorana Reserve Master Plan – Design
   4.3 Port Kennedy Skate Park – Construction
   4.4 Baldivis South Community Centre - Construction
   4.5 Cooloongup Skate Park – Concept design

Community Capacity Building
1. Community Capacity Building Team Overview
2. Human Resource Update
3. Project Status Reports
3.1 Perth Symphony Orchestra
4. Information Items
   4.1 Community Grants Program
   4.2 Volunteering
   4.3 Reconciliation Action Plan (RAP)
   4.4 Seniors
   4.5 Early Years, Children and Learning Community
   4.6 Youth Development
   4.7 Sport, Recreation and Health and Wellbeing
   4.8 Cultural Development and the Arts

Community and Leisure Facilities
1. Community and Leisure Facilities Team Overview
2. Human Resource Update
3. Project Status Reports
4. Information items
   4.1 Mike Barnett Sports Complex
   4.2 Aqua Jetty
   4.3 Gary Holland Community Centre
   4.4 Rockingham Aquatic Centre
   4.5 Warnbro Community Recreation Centre
   4.6 Autumn Centre

**Committee Recommendation**

*Moved Cr Jones, seconded Cr Burns:*

That Councillors acknowledge having read the Community Development Information Bulletin – March 2019 and the content be accepted.

Committee Voting – 5/0
### 12. Agenda Items

**Corporate Services**

#### Corporate Services

**Financial Services**

<table>
<thead>
<tr>
<th>Reference No &amp; Subject:</th>
<th>CS-001/19 Budget Review - February 2019 (Absolute Majority)</th>
</tr>
</thead>
<tbody>
<tr>
<td>File No:</td>
<td>FLM/17-05</td>
</tr>
<tr>
<td>Proponent/s:</td>
<td>Mr Khushwant Kumar, Financial Controller</td>
</tr>
<tr>
<td>Author:</td>
<td>Miss Gemma Hodges, Senior Financial Services Officer</td>
</tr>
<tr>
<td>Other Contributors:</td>
<td></td>
</tr>
<tr>
<td>Date of Committee Meeting:</td>
<td>19 March 2019</td>
</tr>
<tr>
<td>Previously before Council:</td>
<td></td>
</tr>
<tr>
<td>Disclosure of Interest:</td>
<td>Executive</td>
</tr>
<tr>
<td>Nature of Council’s Role in this Matter:</td>
<td></td>
</tr>
</tbody>
</table>

**Site:**

**Lot Area:**

**Attachments:**

**Maps/Diagrams:**

#### Purpose of Report

To adopt the February 2019 Budget Review.

#### Background

The City undertakes budget reviews to monitor its financial performance against the annual budget, and to review projections to the end of the financial year. Three budget reviews are presented in the 2018/2019 financial year - September 2018, February 2019 and May 2019. Any variations of the annual budget arising from the review process are presented for Council’s consideration and authorisation.

The February 2019 Budget Review is a mandatory review and once it has been adopted by Council, must be submitted to the Department of Local Government, Sport and Cultural Industries.
Details

The February 2019 Budget Review includes details of transactions during the July 2018 to February 2019 period and adjustments required to the Annual Budget. The document includes the following information:

1. Summary of Budget Position
2. Summary of Major Amendments
3. Summary Statement of Operating and Non-Operating Revenue and Expenditure by Department

Implications to Consider

a. Consultation with the Community
   Nil

b. Consultation with Government Agencies
   Nil at this stage. This budget review, once adopted by Council, will be submitted to the Department of Local Government, Sport and Cultural Industries pursuant to Regulation 33A(4) of the Local Government (Financial Management) Regulations 1996.

c. Strategic Community Plan
   This item addresses the Community’s Vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019-2029:
   
   Aspiration 4: Deliver Quality Leadership and Business Expertise
   Strategic Objective: Effective governance – Apply systems of governance which empower the Council to make considered and informed decisions within a transparent, accountable, ethical and compliant environment.

d. Policy
   Nil

e. Financial
   The overall effect of the various budget amendments is a surplus of $28,229.

f. Legal and Statutory
   Regulation 33A of the Local Government (Financial Management) Regulations 1996 requires local governments to undertake a budget review between 1 January and 31 March each financial year. It is to be presented to Council within 30 days of the review being completed. Council is to consider the review submitted and is to determine (by absolute majority) whether to adopt the review, any parts of the review or any recommendations made in the review. Within 30 days after Council has made a determination, a copy of the review and documentation is to be provided to the Department of Local Government, Sport and Cultural Industries.

   Section 6.8(1)(b) of the Local Government Act 1995 requires a local government not to incur expenditure from municipal funds until it has been approved by absolute majority in advance by the Council.

g. Risk
   All Council decisions are subject to risk assessment according to the City’s Risk Framework.
   Implications and comment will only be provided for the following assessed risks.
   
   Customer Service / Project management / Environment: High and Extreme Risks
   Finance / Personal Health and Safety: Medium, High and Extreme Risks

   Nil
Comments

The main amendments proposed in the Budget Review are summarised in the February 2019 Budget Review attachment under the Summary of Major Amendments (page 2). Below is an explanation of these amendments.

Operating Expenditure

Operating expenditure has a net decrease of $3.24 million and includes the following major amendments:

- Expenditures related to Information Technology services have been increased by $280K due to additional security requirements.
- Expenditures related to Administration building maintenance are less than anticipated resulting in a saving of $260K.
- Expenditure related to landfill levy has been increased by $760K as a result of revised waste estimates.
- Expenditure related to utilities for Aqua Jetty has been increased by $350K due to revised estimates as a result of delays in the implementation of the solar energy system including the conversion of the heat pumps which limited the full benefits of the system until early 2019.
- Expenditures related to local road pavement maintenance has been amended by $450K with funds re-allocated from Engineering Services.
- Adjustment to Internal charges including plant allocation has resulted in a decrease of $1.37 million.
- The balance of the savings in operating expenditure is the result of minor amendments.

Operating Revenue

Operating Revenue has increased by $25K and includes the following major amendments:

- Revenue related to the Better Bins grant has been reduced by $640K to reflect the anticipated final payment.

Non-Operating Expenditure

Non-Operating expenditure has increased by $2.94 million and includes the following major amendments:

- Expenditure on Ridge Reserve has been increased by $259K due to additional scope of works including repairs to the pond wall foundation that require dewatering services.
- Reserve transfers have increased by $2.70 million.
- Expenditure of $800K has been included to repair cell capping at Millar Road landfill that was damaged during winter.

Voting Requirements

Absolute Majority

Officer Recommendation

That Council **ADOPTS** the February 2019 Budget Review.

Committee Recommendation

Moved Cr Burns, seconded Cr Jones:

That Council **ADOPTS** the February 2019 Budget Review.

Committee Voting – 5/0
**The Committee’s Reason for Varying the Officer’s Recommendation**

Not Applicable

**Implications of the Changes to the Officer’s Recommendation**

Not Applicable
**Corporate Directorate**  
**Corporate Services**

<table>
<thead>
<tr>
<th>Reference No &amp; Subject:</th>
<th>CS-002/19 Proposed Changes to the Policy of Investment of Surplus Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>File No:</td>
<td>CPM/3-06</td>
</tr>
<tr>
<td>Proponent/s:</td>
<td>Ms Esther Ruskulis, Graduate Accountant</td>
</tr>
<tr>
<td>Author:</td>
<td>Mr John Pearson, Director, Corporate Services</td>
</tr>
<tr>
<td>Other Contributors:</td>
<td></td>
</tr>
<tr>
<td>Date of Committee Meeting:</td>
<td>19 March 2019</td>
</tr>
<tr>
<td>Previously before Council:</td>
<td>26 June 2012 (CS-019/12)</td>
</tr>
<tr>
<td>Disclosure of Interest:</td>
<td>Executive</td>
</tr>
<tr>
<td>Nature of Council’s Role in this Matter:</td>
<td></td>
</tr>
</tbody>
</table>

**Site:**  
**Lot Area:**  
**Attachments:** Investment of Surplus Funds (2012)  
**Maps/Diagrams:**

**Purpose of Report**

For Council to adopt the revised Council Policy – Investment of Surplus Funds, for the purposes of public advertising.

**Background**

As a result of Local Government (Financial Management) Amendment Regulations 2017, gazetted on the 12 May 2017, there were changes to section 6.14(2)(a) of the Local Government Act 1995 which needed to be considered in City of Rockingham’s current Investment of Surplus Funds Policy. A revision of the Policy was undertaken in 2018, assisted by consulting firm Amicus Advisory, resulting in the amendments to the policy as outlined below.

**Details**

The current Policy has been reviewed. Suggested changes in the Policy are as follows:

- A maximum investment period of 36 months, increased from 12 months.
- The City of Rockingham may undertake authorised investment in bonds issued and guaranteed by the Commonwealth Government of Australia.
- Incorporation of long-term ratings as opposed to short term ratings employed by Standards & Poor’s, Fitch and Moody’s as rating agents.
- Environmental investing considerations have been included in the policy, stating that where financial institutions are offering equivalent investments, preference will be made to the institution with the better environmental track-record.
The minimum $2 million investment to be maintained with Bendigo Bank has been removed from the policy.

**Implications to Consider**

a. **Consultation with the Community**
   
   Nil at this stage. Should Council adopt the recommendations, the Policy will be publicly advertised for a minimum of 14 days pursuant to the Council Policy Framework.

b. **Consultation with Government Agencies**
   
   Nil

c. **Strategic**

   **Community Plan**
   
   This item addresses the Community’s Vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019-2029:

   **Aspiration 4:** Deliver Quality Leadership and Business Expertise

   **Strategic Objective:** Effective Governance – Apply systems of governance which empower the Council to make considered and informed decisions within a transparent, accountable, ethical and compliant environment.

d. **Policy**

   As prescribed by the Council Policy Framework, the Policy will be advertised for public comment for a minimum of 14 days after receiving principle support from Council.

   The implications of the Policy itself are unchanged, the key objectives being:

   - Adopt a conservative approach to investments.
   - Increase revenue through the prudent investment of funds taking into consideration risk and the rate of interest.
   - Achieve a high level of security using recognised ratings criteria, specifically rating agencies Standard and Poor’s, Fitch, and Moody’s.
   - Maintain an adequate level of diversification.
   - Have funds readily accessible for day-to-day requirements without incurring penalty charges.

   These key objectives continue to reinforce the conservative nature of the Policy.

e. **Financial**

   There are no specific financial implications of the Policy; however, the Policy allows greater flexibility for investment timeframe while maintaining a conservative investment stance.

f. **Legal and Statutory**

   Section 6.14 of the Local Government Act 1995 (the Act) relates to the investment of funds, granting permission for funds held within the municipal or trust accounts to be invested.

   Local Government (Financial Management) Regulations 1996, Regulation 19C provides specific details regarding how money may and may not be invested. Specifically, these requirements include the requirement to invest with authorised deposit-taking institutions as defined in the Banking Act 1959 (Commonwealth) Section 5; or The Western Australian Treasury Corporation established by the Western Australian Treasury Corporation Act 1986.

   Further, when investing money, a local government may not do any of the following:

   a) deposit with an institution except an authorised institution;
   
   b) deposit for a fixed term of more than 3 years;
c) invest in bonds that are not guaranteed by the Commonwealth Government, or a State or Territory government;

d) invest in bonds with a term to maturity of more than 3 years;

e) invest in foreign currency.

g. Risk

All Council decisions are subject to risk assessment according to the City’s Risk Framework.

Implications and comment will only be provided for the following assessed risks.

Customer Service / Project management / Environment: High and Extreme Risks
Finance / Personal Health and Safety: Medium, High and Extreme Risks

Nil

Comments

The last 11 years have seen significant levels of instability in the global financial market. As such, the City of Rockingham has followed an appropriately conservative investment policy over this period of time. This policy has ensured security of funding and cash flow, and has shielded the City from significant variations in investment income. The changes in the current policy continue this conservative practice, while allowing for greater timeframe flexibility in line with recent statutory changes.

The updated policy also takes into account the increasing need for environmental considerations in the investment field, and emphasises the need to select the most environmentally sustainable option among comparable investments. Sustainable investment is an important advance on a societal level, as this trend acts as a material incentive for businesses to measure and act on their environmental impact. By stating a preference for sustainable investments in policy, the City of Rockingham signals to businesses that it considers environmental aspects of investment to be of significant value.

In addition to this, the updated policy removes the requirement for a minimum investment of $2 million to be held with Bendigo Bank. Bendigo Bank is not materially different to any other institution with which the City of Rockingham may invest.

Voting Requirements

Simple Majority

Officer Recommendation

That Council ADOPTS the amended Council Policy - Investment of Surplus Funds, for the purpose of public advertising.

Committee Recommendation

Moved Cr Burns, seconded Cr Liley:

That Council ADOPTS the amended Council Policy - Investment of Surplus Funds, for the purpose of public advertising.

Investment of Surplus Funds

Council Policy Objective

To:

- Adopt a conservative approach to investments.

- Increase revenue through the prudent investment of funds taking into consideration risk and the rate of interest.

- Achieve a high level of security using recognised ratings criteria, specifically rating agencies Standard and Poor’s, Fitch, and Moody’s.
- Maintain an adequate level of diversification.
- Have funds readily accessible for day-to-day requirements without incurring penalty charges.

**Council Policy Scope**
This Policy affects all investments made by the City of Rockingham.

**Council Policy Statement**

**Legislative Requirements**
All investments are to be made in accordance with:
- Australian Accounting Standards.

**Delegation of Authority**
For information purposes, delegated authority has been provided to the CEO, in accordance with Section 5.42 of the Local Government Act 1995 for the investment of surplus funds.

**Prudent Person Standard**
Investments must be managed with care, diligence and skill that a prudent person would exercise. Officers are to manage the City’s investment portfolio in accordance with the spirit of this Investment of Surplus Funds Policy, and not for speculative purposes.

**Prohibited Investments – Section 6.14(1) Local Government Act 1995**
- When investing money, a local government may not do any of the following:
  a) invest in a deposit with an institution except an authorised institution,
  b) invest in a deposit for a fixed term of more than 36 months,
  c) invest in bonds (as opposed to deposits with an Authorised Deposit-Taking Institution (ADI)) that are not guaranteed by the Commonwealth Government, or a State or Territory government,
  d) invest in bonds with a term to maturity of more than 36 months,
  e) invest in securities or instruments that are exposed to foreign currency risk.

**Authorised Investments**
For an investment to be authorised under this policy, it must be:
- Made in the name of the City of Rockingham.
- In line with the Diversification and Credit Risk criteria within this policy.
- In:
  - Term Deposits issued by an ADI as defined in the Banking Act 1959 (Commonwealth) Section 5.
  - The Western Australian Treasury Corporation as defined in the Western Australian Treasury Corporation Act 1986.
  - Bonds issued by and guaranteed by the Commonwealth Government of Australia.

**Diversification and Credit Risk**
Investments made shall be within the percentage limits set out below. When placing investments, consideration should be given to the relationship between credit rating and rate of return.
Long Term Ratings Standards & Poor's  | Long Term Rating Moody's  | Long term Rating Fitch  | Maximum Percentage of Total Investments  | Minimum Percentage Total Investment  | Maximum Percentage with any one Institution
--- | --- | --- | --- | --- | ---
AA- to AAA  | Aa3 to Aaa  | AA- to AAA  | 100%  | 60%  | 50%
Major Banks (ANZ, CBA, NAB, Westpac)  | 100%  | 50%
A+ to BBB  | A1 to Baa2  | A+ to BBB  | 40%  | 0%  | 30%
BBB+ to BBB  | Baa1 to Baa2  | BBB+ to BBB  | 15%  | 0%  | 10%

The restrictions in the table above apply at the point of initial investment. Even if the investment has a term of less than 12 months, the long-term ratings as per the table above will apply.

This Policy requires the use of Standard and Poor’s, Fitch, and Moody’s credit ratings. The investing institution must be rated by all three rating agencies at the date of purchase of the investment. The lowest rating will be deemed to be the credit rating for any Authorised Institution for the purpose of the percentage limits described above.

**Investment Quotations**

For similar investments such as Term Deposits or Government Bonds, three quotations should be requested and at least two should be received for the purpose of ensuring that a competitive market price is being quoted. These shall be obtained from organisations that would meet the criteria as set out for authorised investments.

**Selection of Investment**

The criteria to be applied in making the investment choice will take into account:

- the rate of return offered for the respective investment,
- the relative risk of the respective investment, taking into account the Standard and Poor’s, Fitch or Moody’s rating,
- the requirement that no more than 50% of the City’s total investment portfolio will be invested at any one time with one financial institution,
- Other relevant risk parameters such as overall portfolio diversity, credit quality, interest rates, market, maturity and liquidity risks at a portfolio level,
- the City’s estimated future cash flow requirements.

**Environmental Investing Considerations**

Where financial institutions are offering equivalent investment returns with the same level of credit risk and the investment fits within the provisions of this Investment of Surplus Funds Policy, preference will be given to placing funds with the institution that can best demonstrate the better environmental track-record or the meeting of higher order environmental principles.

**Reporting and Record Keeping**

Documentary evidence must be held for each investment and details thereof maintained in an Investment Register. Certificates must be obtained from the financial institutions confirming the investment amounts held on the City’s behalf as at 30 June each year and reconciled to the Investment Register. The status of the investment portfolio is to be reported to Council on a monthly basis.

**Definitions**

**ADI** - Authorised Deposit-Taking Institutions (ADI) are corporations that are authorised under the Banking Act 1959 to take deposits from customers.

**Investment Portfolio** – A collection of investments.
Liquidity risk - Liquidity risk is the risk an investor is unable to realise the investment at a fair price within a timely period.

Major Bank – ANZ, CBA, NAB and Westpac or any of these banks wholly owned and guaranteed subsidiaries so long as those subsidiaries carry the same ratings from S&P, Moody’s and Fitch as the parent entity

Risk Aversion - Risk aversion is the reluctance of an investor to invest in a product with a higher risk compared with a product with lower risk, but possibly lower returns.

Rating Agencies – Credit Rating Agencies such as Standard and Poor’s, Moody’s and Fitch are professional organisations that provide opinions on the general credit worthiness of an issuer of a particular debt security or other financial obligations, regarding timely payment of principal and interest due on that obligation. Credit ratings are based, in varying degrees, on the following considerations:

- likelihood of timely payment,
- nature and provisions of the obligation including protections afforded by, and relative payment position of, the obligation in the event of bankruptcy, reorganisation or other laws affecting creditor rights.

Speculative - A speculative investment involves purposely taking a higher risk, in the hope of making an extraordinary gain.

Legislation

Other Relevant Policies/ Key Documents
Responsible Division
Corporate Services

Review Date
This policy will be reviewed in June 2022.

Committee Voting – 5/0

The Committee’s Reason for Varying the Officer’s Recommendation
Not Applicable

Implications of the Changes to the Officer’s Recommendation
Not Applicable
To seek Council endorsement to proceed with advertising of the draft Tourist Destination Strategy (2019-2024).

Background
At the Council meeting held on 23 January 2018 (Council Report GM-003/18) Council adopted the following:

That Council:

1. ENDORSES tourism development as a legitimate local government function subject to City investment being targeted at growth in the measurable yield of tourism.
2. DIRECTS the Chief Executive Officer to oversee the development of a tourism strategy incorporating the following key elements
   a. Destination marketing
   b. Visitor servicing
   c. Events
CONFIRMED AT A CORPORATE AND COMMUNITY DEVELOPMENT MEETING HELD ON TUESDAY 16 APRIL 2019

PAGE 21

**d. MICE (Meetings, Incentives, Conferences and Events)**

**e. Attractions and facilities**

3. **ENDORSES** the incremental reduction of visitor servicing fees being paid to Tourism Rockingham Inc. with the agreement to be terminated no later than December 2020.

4. **DIRECTS** the Chief Executive Officer to assist Tourism Rockingham Inc. in transitioning to the new business model incorporating no contract for payment for visitor servicing and no rent subsidy at the Gary Holland Community Centre.

Furthermore, on 27 February 2018 Council resolved to establish the Tourism Strategy Development Advisory Group (TSDAG) (Council Report GM004/18). The terms of reference for this Committee was to provide local industry perspectives and expert advice during the development of Rockingham’s tourism strategy. Once satisfied with the strategy, to make a recommendation to Council that the strategy be endorsed.

The TSDAG is well represented by the industry, comprised of representatives from local businesses, Destination Perth, Tourism WA, the Perth Convention Bureau, RKCC, Tourism Rockingham Inc., the Tourist Visitor Centre, the Department of Biodiversity, Conservation and Attractions, and Councillor Andy Burns. Various meetings were held over the past 12 months to discuss and provide inputs into the development of a draft Tourist Destination Strategy for the City.

This Report presents the key findings and recommendations from the 12-month consultation and strategy development process, and puts forward the draft Tourist Destination Strategy (2019-2024) that was developed in consultation with the TSDAG.

### Details

**i. The draft Tourist Destination Strategy (2019-2024)**

The purpose of the draft Rockingham Tourist Destination Strategy (2019-2024) is to establish the City’s strategic direction and priority actions that would inform the Rockingham region’s future direction with tourism and marketing. The State Government’s renewed focus on tourism and the focus on emerging markets presents a great opportunity for Rockingham to undertake increased activities in tourist destination marketing.

The key strategic objective of the Tourist Destination Strategy is to effectively and measurably promote Rockingham as Western Australia’s premium coastal destination - as a place to visit, live and invest in.

The development of a Tourist Destination Strategy is in line with Aspiration 1 of the 2019-2029 Community Plan Strategy: **Actively Pursue Tourism and Economic Development.** The following strategic objectives of the Strategic Community Plan are met through the development and implementation of a Tourist Destination Strategy:

- **Coastal destination:** Promote the City as the premium metropolitan coastal tourism destination.
- **Marketing and promotion:** Develop and implement effective marketing approaches to promote the City as a destination of choice for visitors, investors and businesses.
- **MICE (meetings, incentives, conferences and events):** Identify and attract conferences and high profile business and sporting events to the City to develop its profile as a destination of choice for event organisers.

According to the Tourism Strategy Development Advisory Group (TSDAG), the following market segments currently rank the highest in their attractiveness and the level to which the Rockingham region is competitive when compared to other local government regions:

- Eco and adventure tourism
- Day trippers (families)
- Singapore / Malaysia family groups
- Individuals and groups visiting friends and family (not Rockingham based)
- Mid-tier MICE
Although China is not currently in Rockingham’s priority segment area, this is a segment that will be tracked on an ongoing basis for future potential. Target markets will also be influenced by the focus of Tourism WA and will be reviewed regularly to ensure relevance with trends observed.

The five key strategic elements of the Tourist Destination Strategy, as identified by the TSDAG, are:

1. Destination marketing *(targeting eco and adventure tourism)*
2. Visitor servicing *(face-to-face and digital)*
3. Coastal development and activation
4. Events activation *(entertainment destination)*
5. Mid-tier MICE *(meetings, incentives, conferences and events)* attraction

**ii. City actions**

The City has embarked on the journey of promoting Rockingham as Western Australia’s premium destination where the coast comes to life - a place to visit, live and invest in. More specifically, the City intends to play the following key roles in facilitating the development of the Rockingham region as a Tourist Destination:

- Develop a brand and key messages for the Rockingham region as a Tourist Destination based on the following unique selling proposition:
  - *Rockingham is where the coast comes to life. It is Western Australia’s premium destination for ecotourism and aquatic adventures, where nature and marine wildlife can be experienced just a short drive from the City, the airport, and surrounding regions.*
- Establish a unified approach which has support from both the local tourism stakeholders and overall community
- Work in collaboration with Key Tourism stakeholders to promote the region and attract visitors, and to get the Rockingham brand and key messages across the borders of Rockingham, WA and Australia (~ increase market reach)
- Market Rockingham events, facilities, attractions, activities and the coastal scenery to promote the Rockingham region as an ecotourism and adventure destination that has much to offer
- Support industry growth by encouraging investment in infrastructure and tourism products
- Identify and implement opportunities for enhanced face-to-face and digital visitor servicing
- Identify and attract opportunities for the Rockingham region to get involved in the hosting of mid-tier meetings, incentives and conference events
- Actively measure the impact of the enhanced Tourism and Marketing activities on the visitation numbers and spend in Rockingham, across the various segments
- Provide guidance and Strategic inputs into the operations of the Rockingham Visitor Centre, complemented by quarterly tracking of the achievement of success measures and an annual review on growth/operations

According to the Tourism Strategy Development Advisory group (TSDAG) the following market segments currently rank the highest in their attractiveness and the level to which the Rockingham region is competitive when compared to other local government regions:

- *Eco and Adventure Tourism*
- *Day trippers (families)*
- *Singapore / Malaysia family groups*
- *Individuals and groups visiting friends and family (not Rockingham based)*
- *Mid-tier MICE*

Although China is not currently in Rockingham’s priority segment area, this is a segment that will be tracked on an ongoing basis for future potential. Target markets will also be influenced by the focus of Tourism WA and will be reviewed regularly to ensure relevance with trends observed.
Implications to Consider

a. Consultation with the Community

Community and industry inputs were incorporated into the development of the strategy, and were obtained from:

- The consultation process for the City of Rockingham Strategic Community Plan (2019-2029).
- Tourism Strategy Development workshop with the local business community
- Online survey to the community through Rock Port
- The Tourism Strategy Development Advisory committee (TSDAG), which held a total of 6 meetings between April and September. This group included representatives from:
  - Destination Perth, Tourism WA, Perth Convention Bureau, Department of Biodiversity, Conservation and Attractions, Rockingham Visitor centre, Tourism Rockingham, Rockingham Kwinana Chamber of Commerce, Hogs’ Breath, Rockingham Apartments and Rockingham Wild Encounters

b. Consultation with Government Agencies

The TSDAG included a representative from DBCA (Department of Biodiversity, Conservation and Attractions) and a representative from Tourism WA

c. Strategic Community Plan

This item addresses the Community’s Vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019-2029:

**Aspiration 1:** Actively Pursue Tourism and Economic Development

**Strategic Objectives:**
- Coastal destination: Promote the City as the premier metropolitan coastal tourism destination.
- Marketing and promotion: Develop and implement effective marketing approaches to promote the City as a destination of choice for visitors, investors and businesses.
- MICE (meetings, incentives, conferences and events): Identify and attract conferences and high profile business and sporting events to the City to develop its profile as a destination of choice for event organisers.

d. Policy

The Strategic Development Framework Policy (for Community Plan Strategies) which stipulates Councillors, staff, stakeholders and members of the community should be involved or participate in the strategic development process.

e. Financial

The costs associated with the implementation actions outlined in the draft Tourist Destination Strategy 2019-2024 will be incorporated in the relevant team plans over the strategy timeframe and where required, be incorporated into the City's Business Plan.

f. Legal and Statutory

Not Applicable

g. Risk

All Council decisions are subject to risk assessment according to the City’s Risk Framework.

Implications and comment will only be provided for the following assessed risks.

**Customer Service / Project management / Environment:** High and Extreme Risks
**Finance / Personal Health and Safety:** Medium, High and Extreme Risks

Nil
Comments

i. The draft Tourist Destination Strategy (2019-2024)

The development of the draft Tourist Destination Strategy (2019-2024) has fostered enhanced relationships with relevant tourism stakeholders. It has further informed the City of the role and relevancy of the Rockingham Visitor Centre and the opportunity of fostering a complementary and more focused approach to tourism in Rockingham by means of the City working with the existing parties.

The draft Tourist Destination Strategy (2019-2024) has helped to focus the relevant players on the tourism priorities and sharpened the approach required. The process of the strategy development has already seen significant progress made, strengthened previous relationships and developed new strategic contacts with key industry players. It is on this basis that changing the items 3 and 4 of the Council resolution of 23 January 2018 is recommended.

ii. The Rockingham Visitor Centre

The proposed Strategy fully incorporates points i) and ii) of the Council decision that was made on 23 January 2018 (See under the background section for the four decisions that were made). During the development of the Strategy, it was however found that points iii) and iv) of the same Council decision of 23 January 2018 possibly require a review. This insight was the result of extensive research and benchmarking during the past 12 months, discussions with key stakeholders, feedback from the community through workshops and an online survey, ongoing inputs from the TSDAG and the establishment of a good working relationship with the Rockingham Visitor Centre.

In order for Rockingham to be seen as a Tourist Destination, the impact made through marketing and communication on all levels will be crucial - this would amongst other things include social media and website, face-to-face through a visitor centre, attendance at events and expos, as well as targeted campaigns.

The above considerations lead to the recommendation that the City continues to work with the Rockingham Visitor Centre through the establishment of a fee-for-service agreement with identified performance outcomes that are monitored on a quarterly basis. Some additional factors which have informed this insight include:

- Visitor Information Centres are still seen as the most effective means of service deliver, as confirmed by recent research studies performed across Australia. The additional money spent per visitor in WA as a result of a visit to the local Visitor Information Centre, is around $104, and Visitor Information Centre forms part of the overall visitor experience
- There has been very strong feedback from the community engagement over the past year for a Visitor Information Centre to remain in Rockingham
- Even Local Governments in WA with mobile units have not closed their “brick and mortar” Visitor Information Centres
- Face-to-face interaction at Visitor Information Centres is normally supported by a strong website and social media presence
- Overseas travellers are not always aware of their options, hence they often seek a Tourist Information Centre to explore their opportunities (eg. Chinese film crew)
- The City does not have the resources to manage bookings, face-to-face visitor servicing and servicing the needs of the tourism operators, and hence the community and tourism will still benefit from an arrangement with the Rockingham Visitor Centre.
- Tourism Rockingham is currently managing the bookings for Gary Holland Centre as per a signed agreement. It would make sense for them to continue operating the Visitor Information Centre under the guidance and strategic inputs of the Strategy, Tourism, Marketing and Communications team.
- Council based its decision in January 2018 on the decline of visitor numbers to the Rockingham Visitor Centre (RVC) (during this period WA has also experienced a decline in tourist numbers) and the introduction of a mobile app. Rockingham is not yet ready to go completely online with visitor servicing.
• Implementation of the Tourist Destination Strategy is expected to trigger a significant increase in the number of visitors through the RVC.
• Tourism Rockingham actively collaborates with its Tourist Operator Members.
• People travelling want to be able to access a location that is accessible all year round and they look for the information sign. A recent example is the Chinese film crew (150 people in total) that came to Rockingham in January 2019 as a place to stay during their filming. They made the Rockingham Visitor Centre their first stop for advice on all their accommodation and entertainment needs. Tourism in Rockingham benefitted from face-to-face and accessible service from the experienced staff at the Rockingham Visitor Centre.

The Strategic focus of the City staff in combination with the RVC operational experience with servicing visitors and tour operators has proven over the past months to be a good combination. Various successes have been achieved, and it is anticipated that these will present more often as the working arrangement between the City and the Rockingham Visitor Centre is shaped and optimised even further. Some of the most recent successes include the following:
• The City has developed and now owns a tourism photo library for use with brochures, banners and social media posts
• The City continues to build Stakeholder relationships, find opportunities and to align these with the Strategic direction for Tourism in Rockingham, such as:
  – An invite by Destination Perth for Rockingham to join them to the NATAS Travel Expo in Singapore (Attracts 90,000 to 100,000 people)
  – A 92.9 radio live broadcast from the Rockingham Foreshore (Friday 1 February), followed by a two-week long radio campaign to expand upon the live broadcast.
  – Rockingham invited to host a free Tourism and Products offering stall at the Tourism WA Visitor Centre (whole of April). This will be attended by the Visitor Centre staff and volunteers. The City does not have the capacity and staff to take on this role.
  – Opportunity to participate in a campaign with Air Asia.
  – Aspirational visit from a delegation of 15 of China’s most influential producers, coming to WA to seek production opportunities (1 March). Hosting of the visitors was arranged jointly by the City and RVC.

The Rockingham Visitor Centre manages bookings and provides a face-to-face information service for visitors to Rockingham. The Rockingham Visitor Centre also assists the City with the implementation of opportunities identified, and facilitates industry participation and feedback as required. The RVC directly interacts with its members and ensures that Rockingham is well represented when interacting with its stakeholders and visitors. The Rockingham Visitor Centre also maintains the social media channels and website. The City sends additional content to the Rockingham Visitor Centre for Facebook, Instagram and the website and when there is new information to publish. The City and Rockingham Visitor Centre jointly work on campaigns.

In June 2018 Tourism Rockingham Inc. entered into a new one year contract with the City of Rockingham for the provision of the booking service at the Gary Holland Community Centre from 1 July 2018 to 30 June 2019. The fee for 2018/19 is $118,753.80 (incl. GST). This has been a mutually beneficial arrangement ensuring a management presence on site addressing security and the coordination of building use, thus helping to ensure that the Gary Holland Community Centre is one of the most utilised facilities in the City.

**Voting Requirements**

Simple Majority
**Officer Recommendation**

That Council:

1. **SUPPORTS** the Rockingham Visitor Centre on a “fee for service” basis for a period of three years (*July 2019 to end of June 2022*), with the option to extend for another three years following this period.

2. **DIRECTS** the Chief Executive Officer to enter into a “fee for service” agreement with the Rockingham Visitor Centre and to report findings during its implementation through the monthly Council Bulletin.

3. **ENDORSES** the Draft Tourist Destination Strategy 2019-2024 for the purpose of public comment. *(Note: If Council chooses to amend Recommendations 1 and/or 2, this will be updated in the strategy prior to going for public comment.)*

**Committee Recommendation**

Moved Cr Liley, seconded Cr Burns:

That Council:

1. **SUPPORTS** the Rockingham Visitor Centre on a “fee for service” basis for a period of three years (*July 2019 to end of June 2022*), with the option to extend for another three years following this period.

2. **DIRECTS** the Chief Executive Officer to enter into a “fee for service” agreement with the Rockingham Visitor Centre and to report findings during its implementation through the monthly Council Bulletin.

3. **ENDORSES** the Draft Tourist Destination Strategy 2019-2024 for the purpose of public comment. *(Note: If Council chooses to amend Recommendations 1 and/or 2, this will be updated in the strategy prior to going for public comment.)*

Committee Voting – 4/1

(Cr Downham voted against)

**The Committee’s Reason for Varying the Officer’s Recommendation**

Not Applicable

**Implications of the Changes to the Officer’s Recommendation**

Not Applicable
Community Development

Community Development
Community and Leisure Facilities

<table>
<thead>
<tr>
<th>Reference No &amp; Subject:</th>
<th>CD-003/19 2018/19 Fees and Charges for the Baldivis South Community Centre (Absolute Majority)</th>
</tr>
</thead>
<tbody>
<tr>
<td>File No:</td>
<td>CPR/1200</td>
</tr>
<tr>
<td>Proponent/s:</td>
<td>Mr Matthew Plummer, Coordinator Community Facilities</td>
</tr>
<tr>
<td>Author:</td>
<td></td>
</tr>
<tr>
<td>Other Contributors:</td>
<td></td>
</tr>
<tr>
<td>Date of Committee Meeting:</td>
<td>19 March 2019</td>
</tr>
<tr>
<td>Previously before Council:</td>
<td></td>
</tr>
<tr>
<td>Disclosure of Interest:</td>
<td>Executive</td>
</tr>
<tr>
<td>Nature of Council's Role in this Matter:</td>
<td></td>
</tr>
<tr>
<td>Site:</td>
<td>Lot 100, Lamorak Way, Baldivis</td>
</tr>
<tr>
<td>Lot Area:</td>
<td>5000m²</td>
</tr>
<tr>
<td>Attachments:</td>
<td>Baldivis South Community Centre Site Plan</td>
</tr>
<tr>
<td>Maps/Diagrams:</td>
<td></td>
</tr>
</tbody>
</table>

Purpose of Report

To approve the 2018/19 fees and charges for the Baldivis South Community Centre.

Background

During the investigations for the 2011 Community Infrastructure Plan, it was found that under the guidelines for the provision of community facilities, the community of Baldivis required a neighbourhood level community centre to provide a variety of services and opportunities. This proposed facility was listed as the Baldivis South Community Centre (BSCC).

In 2014 the City opened the Mary Davies Library and Community Centre (MDLCC). Since opening, MDLCC staff report that the community centre has received a large number of bookings which has demonstrated a growing demand for such facilities in the area.

The BSCC includes various functional spaces which will be accessible by community groups and organisations from the Baldivis area.
Keys spaces which will be provided within the BSCC:

- Multipurpose Hall
- Activity Room 1
- Activity Room 2 including a fenced outdoor covered play area
- Counselling Room
- Kitchen accessible from the multipurpose hall
- Male, female and accessible toilets
- Parenting room
- Various storage spaces (including Chair Stores)

The facility will also include spaces that are likely to be leased to a community service provider. This space includes two consultation rooms and a toilet.

All rooms include their own kitchenette.

The tender for construction of the BSCC was awarded to Adco Constructions Pty Ltd and construction commenced in June 2018. The facility is likely to be available for use in April/May 2019.
<table>
<thead>
<tr>
<th>Description</th>
<th>GST Status</th>
<th>Proposed Fee (excl. GST) 15/04/2019 $</th>
<th>GST Amount $</th>
<th>Total Fee (incl. GST) 15/04/2019 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALDIVIS SOUTH COMMUNITY CENTRE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banksia Hall (Main Hall)</td>
<td>Taxable</td>
<td>20.00</td>
<td>2.00</td>
<td>22.00</td>
</tr>
<tr>
<td>Non-commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>24.55</td>
<td>2.45</td>
<td>27.00</td>
</tr>
<tr>
<td>Non-Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>23.64</td>
<td>2.36</td>
<td>26.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>29.09</td>
<td>2.91</td>
<td>32.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>29.09</td>
<td>2.91</td>
<td>32.00</td>
</tr>
<tr>
<td>Commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>35.45</td>
<td>3.55</td>
<td>39.00</td>
</tr>
<tr>
<td>Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>34.55</td>
<td>3.45</td>
<td>38.00</td>
</tr>
<tr>
<td>Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>41.82</td>
<td>4.18</td>
<td>46.00</td>
</tr>
<tr>
<td>Grevillea Room (Activity Room 1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>15.45</td>
<td>1.55</td>
<td>17.00</td>
</tr>
<tr>
<td>Non-Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>18.18</td>
<td>1.82</td>
<td>20.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>18.18</td>
<td>1.82</td>
<td>20.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>21.82</td>
<td>2.18</td>
<td>24.00</td>
</tr>
<tr>
<td>Commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>21.82</td>
<td>2.18</td>
<td>24.00</td>
</tr>
<tr>
<td>Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>26.36</td>
<td>2.64</td>
<td>29.00</td>
</tr>
<tr>
<td>Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>26.36</td>
<td>2.64</td>
<td>29.00</td>
</tr>
<tr>
<td>Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>30.91</td>
<td>3.09</td>
<td>34.00</td>
</tr>
<tr>
<td>Paperbark Room (Activity Room 2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>15.45</td>
<td>1.55</td>
<td>17.00</td>
</tr>
<tr>
<td>Non-Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>18.18</td>
<td>1.82</td>
<td>20.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>18.18</td>
<td>1.82</td>
<td>20.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>21.82</td>
<td>2.18</td>
<td>24.00</td>
</tr>
<tr>
<td>Commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>21.82</td>
<td>2.18</td>
<td>24.00</td>
</tr>
<tr>
<td>Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>26.36</td>
<td>2.64</td>
<td>29.00</td>
</tr>
<tr>
<td>Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>26.36</td>
<td>2.64</td>
<td>29.00</td>
</tr>
<tr>
<td>Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>30.91</td>
<td>3.09</td>
<td>34.00</td>
</tr>
<tr>
<td>Sheoak Room (Counselling Room)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>10.00</td>
<td>1.00</td>
<td>11.00</td>
</tr>
<tr>
<td>Non-Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>11.82</td>
<td>1.18</td>
<td>13.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>12.73</td>
<td>1.27</td>
<td>14.00</td>
</tr>
</tbody>
</table>
### Description |
| **Non-Commercial (Casual) Peak**  |
| **Commercial (Regular) Off Peak**  |
| **Commercial (Regular) Peak**  |
| **Commercial (Casual) Off Peak**  |
| **Commercial (Casual) Peak**  |

| **Bonds:** |
| Bond Type (One Off Payment):- |
| Meeting and Multipurpose Room Hire ($250) |
| Function Bond – Any Bookings that involves the consumption of Alcohol ($500) |

<table>
<thead>
<tr>
<th>Description</th>
<th>GST Status</th>
<th>Proposed Fee (excl. GST 15/04/2019 $)</th>
<th>GST Amount $</th>
<th>Total Fee (incl. GST 15/04/2019 $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>14.55</td>
<td>1.45</td>
<td>16.00</td>
</tr>
<tr>
<td>Commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>13.64</td>
<td>1.36</td>
<td>15.00</td>
</tr>
<tr>
<td>Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>16.36</td>
<td>1.64</td>
<td>18.00</td>
</tr>
<tr>
<td>Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>17.27</td>
<td>1.73</td>
<td>19.00</td>
</tr>
<tr>
<td>Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>20.00</td>
<td>2.00</td>
<td>22.00</td>
</tr>
</tbody>
</table>

All prices are per hour.

The existing categories of hirer will be used which are:

**Commercial Hirer:**

1. Any department, agency or instrumentality of the State or Commonwealth or any statutory body;
2. Any company or body corporate other than an association incorporated under the Associations Incorporations Act 1987; or
3. Any individual intending to use the hired facility for profit or gain.

**Non Commercial:** Any person or body other than a commercial hirer.

A regular hirer is one who makes ten or more bookings in a financial year. Off Peak – 6am to 6pm, Peak – 6pm to midnight.

### Implications to Consider

#### a. Consultation with the Community

A public notice will be placed in the Weekend Courier and Sound Telegraph for a period of 2 weeks advertising the proposed fees and charges.

#### b. Consultation with Government Agencies

There is no requirement to consult with government agencies.

#### c. Strategic Community Plan

This item addresses the Community’s Vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019-2029:

- **Aspiration 2:** Grow and Nurture Community Connectedness and Wellbeing
- **Strategic Objective:** Services and Facilities – provide cost effective services and facilities which meet community needs.

#### d. Policy

Nil
e. Financial

The completion date under the construction contract was 10 June 2019. No income or expenditure amounts have been included in the 2018/19 budget. As the project is due for completion significantly ahead of the contract completion date, new fees and charges will need to be made to include income and expenditure amounts for the BSCC in the May budget review.

Costs incurred for the two week advertising period in the Weekend Courier and Sound Telegraph.

f. Legal and Statutory

Section 6.16 of the Local Government Act 1995 allows for the imposition of fees and charges.

(1) A local government may impose (absolute majority required) a fee or charge for any goods or services it provides or proposes to provide, other than a service for which a service charge is imposed.

(2) A fee or charge may be imposed for the following –

(a) Providing the use of, or allowing admission to, any property or facility wholly or partly owned, controlled, managed or maintained by the local government.

(3) Fees and charges are to be imposed when adopting the annual budget but may be –

(a) Imposed (absolute majority required) during a financial year.

In addition, section 6.19 of the Local Government Act 1995 states if a local government wishes to impose fees and charges after the annual budget has been adopted it must, before introducing the fees and charges, give local public notice of –

(a) Its intention to do so;
(b) The date from which the fees and charges will be imposed.

Should Council adopt the officer recommendation, the fees will come into effect on 15 April 2019 following the public notice period.

g. Risk

All Council decisions are subject to risk assessment according to the City’s Risk Framework.

Implications and comment will only be provided for the following assessed risks:

Customer Service / Project management / Environment : High and Extreme Risks
Finance / Personal Health and Safety : Medium, High and Extreme Risks

Nil

Comments

Community centres play an important role for the development of a healthy community as the opportunities and activities accessible within these facilities generate community connectedness and cohesion.

The BSCC will be operated and managed by the City through officers from the MDLCC. The MDLCC is heavily utilised by individuals and community groups based in the Baldivis area, so staff are intimately aware of the types of groups looking for community space to book for their programs and services. It is envisaged that some regular users of the MDLCC will be encouraged to relocate to the BSCC as it is a more suitable environment freeing up the MDLCC to host larger bookings and community events.

The proposed fees and charges will be advertised for a period of 2 weeks in both the Weekend Courier and Sound Telegraph with the fees to commence on 15 April 2019.

The 2018/19 fees proposed for the BSCC are comparable with the fees charged at the MDLCC and similar City public halls and community centres.
Voting Requirements

Absolute Majority

Officer Recommendation

That Council *ADOPTS* the following fees and charges for the Baldivis South Community Centre for the 2018/19 financial year commencing on 15 April 2019.

Committee Recommendation

Moved Cr Jones, seconded Cr Liley:

That Council *ADOPTS* the following fees and charges for the Baldivis South Community Centre for the 2018/19 financial year commencing on 15 April 2019.

<table>
<thead>
<tr>
<th>Description</th>
<th>GST Status</th>
<th>Proposed Fee (excl. GST) 15/04/2019 $</th>
<th>GST Amount $</th>
<th>Total Fee (incl. GST) 15/04/2019 $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BALDIVIS SOUTH COMMUNITY CENTRE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banksia Hall (Main Hall)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>20.00</td>
<td>2.00</td>
<td>22.00</td>
</tr>
<tr>
<td>Non-Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>24.55</td>
<td>2.45</td>
<td>27.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>23.64</td>
<td>2.36</td>
<td>26.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>29.09</td>
<td>2.91</td>
<td>32.00</td>
</tr>
<tr>
<td>Commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>29.09</td>
<td>2.91</td>
<td>32.00</td>
</tr>
<tr>
<td>Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>35.45</td>
<td>3.55</td>
<td>39.00</td>
</tr>
<tr>
<td>Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>34.55</td>
<td>3.45</td>
<td>38.00</td>
</tr>
<tr>
<td>Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>41.82</td>
<td>4.18</td>
<td>46.00</td>
</tr>
<tr>
<td>Grevillea Room (Activity Room 1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>15.45</td>
<td>1.55</td>
<td>17.00</td>
</tr>
<tr>
<td>Non-Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>18.18</td>
<td>1.82</td>
<td>20.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>18.18</td>
<td>1.82</td>
<td>20.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>21.82</td>
<td>2.18</td>
<td>24.00</td>
</tr>
<tr>
<td>Commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>21.82</td>
<td>2.18</td>
<td>24.00</td>
</tr>
<tr>
<td>Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>26.36</td>
<td>2.64</td>
<td>29.00</td>
</tr>
<tr>
<td>Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>26.36</td>
<td>2.64</td>
<td>29.00</td>
</tr>
<tr>
<td>Commercial (Casual) Peak</td>
<td>Taxable</td>
<td>30.91</td>
<td>3.09</td>
<td>34.00</td>
</tr>
<tr>
<td>Paperbark Room (Activity Room 2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-commercial (Regular) Off Peak</td>
<td>Taxable</td>
<td>15.45</td>
<td>1.55</td>
<td>17.00</td>
</tr>
<tr>
<td>Non-Commercial (Regular) Peak</td>
<td>Taxable</td>
<td>18.18</td>
<td>1.82</td>
<td>20.00</td>
</tr>
<tr>
<td>Non-Commercial (Casual) Off Peak</td>
<td>Taxable</td>
<td>18.18</td>
<td>1.82</td>
<td>20.00</td>
</tr>
</tbody>
</table>
### Sheoak Room (Counselling Room)

<table>
<thead>
<tr>
<th>Type</th>
<th>Taxable</th>
<th>Additional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-commercial (Regular) Off Peak</td>
<td>10.00</td>
<td>1.00</td>
</tr>
<tr>
<td>Non-commercial (Regular) Peak</td>
<td>11.82</td>
<td>1.18</td>
</tr>
<tr>
<td>Non-commercial (Casual) Off Peak</td>
<td>12.73</td>
<td>1.27</td>
</tr>
<tr>
<td>Non-commercial (Casual) Peak</td>
<td>14.55</td>
<td>1.45</td>
</tr>
<tr>
<td>Commercial (Regular) Off Peak</td>
<td>13.64</td>
<td>1.36</td>
</tr>
<tr>
<td>Commercial (Regular) Peak</td>
<td>16.36</td>
<td>1.64</td>
</tr>
<tr>
<td>Commercial (Casual) Off Peak</td>
<td>17.27</td>
<td>1.73</td>
</tr>
<tr>
<td>Commercial (Casual) Peak</td>
<td>20.00</td>
<td>2.00</td>
</tr>
</tbody>
</table>

### Bonds

- **Bond Type (One Off Payment)**: Meeting and Multipurpose Room Hire ($250)
- **Function Bond** – Any Bookings that involves the consumption of Alcohol ($500)

---

**Committee Voting** – 5/0

---

**The Committee's Reason for Varying the Officer's Recommendation**

Not Applicable

**Implications of the Changes to the Officer's Recommendation**

Not Applicable
13. **Reports of Councillors**  
   Nil

14. **Addendum Agenda**  
   Nil
### 15. Motions of which Previous Notice has been given

**General Management Services**

**General Management Services**

**Investment Attraction Services**

<table>
<thead>
<tr>
<th>Reference No &amp; Subject:</th>
<th>GM-008/19 Notice of Motion – Economic Development Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>File No:</td>
<td>ECD/24-01</td>
</tr>
<tr>
<td>Proponent/s:</td>
<td>Cr Lee Downham</td>
</tr>
<tr>
<td>Author:</td>
<td>Mr Michael Parker, Chief Executive Officer</td>
</tr>
<tr>
<td>Other Contributors:</td>
<td>Mr Peter Varris, Manager Governance and Councillor Support</td>
</tr>
<tr>
<td></td>
<td>Ms Tamara Clarkson, Senior Projects Officer (Office of the CEO)</td>
</tr>
<tr>
<td>Date of Committee Meeting:</td>
<td>19 March 2019</td>
</tr>
<tr>
<td>Previously before Council:</td>
<td></td>
</tr>
<tr>
<td>Disclosure of Interest:</td>
<td>Executive</td>
</tr>
<tr>
<td>Nature of Council’s Role in this Matter:</td>
<td></td>
</tr>
</tbody>
</table>

**Purpose of Report**

To provide advice in respect of the following Notice of Motion from Cr Downham –

*That Council DIRECT the CEO to prepare an Economic Development Community Strategy as a matter of urgency and for final adoption by Council at its July 2019 meeting.*

**Background**

Notice was given of Cr Downham’s proposed Motion at the 26 February 2019 Council Meeting for consideration at the March 2019 Council Meeting.

Cr Downham provides the following reasons for his Notice of Motion –

“Leadership - The ED Strategy 2014-2017 was written by the then CEO (Hammond). ED is one of the most important issues facing Rockingham and, as such, should be addressed at the highest level within the administration.”
Economy - The current and forecast economic climate is challenging for business, especially within the hospitality sector where many high-profile restaurants in Perth have already closed. With little small-to-medium sized commercial opportunity currently within the City’s boundaries, and pressures on the hospitality sector in general, Rockingham is exposed to a significant economic downshift. It is imperative the ED strategy is addressed immediately. This is to ensure the City maximizes the potential for economic development, remains a viable competitor in the race for tourism dominance in the metropolitan area and benefits from the by-product of small business expansion.

Road Map to Strategic Development - The current Strategy is now some 15 months out-of-date. Waiting for a IA Manager to be appointed and be ‘familiarised’ could take months. As stated in an email from the current CEO (Parker, 2019), the development of such a strategy will require scoping, public consultation period, the production of a draft consideration, advertising etc. This is one of the main reasons for reviewing the ED Strategy as a matter of urgency. Waiting for a single appointment to be filled prior to undertaking a review of the current ED strategy could see a lag of two or more years.

It is arguable that a new employee (IA Manager) with little knowledge of the historical and current commercial/economic climate, and no experience with key stakeholders within Rockingham, would add any value towards the Strategic planning process.

Risk - There are inherent risks in the City’s reasoning to delay the review of the ED Strategy.

- There is the potential for any new employee to resign/not fulfil expectations within the probationary period, further delaying the ED Strategy
- Missed business growth/support opportunities
- Missed funding opportunities
- Public perception of a lack of action

Details

The Economic Development Strategy (2014 – 2017) (EDS) serves as a guide to decision making, resource allocation and program delivery for the Investment Attraction team (IA team). The EDS is out of date, however the principles and structure of the existing document remain strong and address traditional economic development objectives.

The key purpose of the EDS is to:

- define the City’s role in local economic development;
- attract investment to facilitate major development within the Waterfront Village, City Centre Precincts and Dixon Road Precincts;
- identify and utilise the City’s key competencies in facilitating local economic development;
- identify the key areas of difference within the City that can create a comparative advantage over competing Local Governments also seeking to attract investment funds and economic development; and
- develop sustainable working relationships with key economic development stakeholders.

The City continues to pursue the deliverables of this strategy, together with facilitating several major commercial developments within the City and continued support for business development.

The main focus of the IA team for the past two and half years has been the development of the Rockingham Renaissance Technopole (Technopole) project. This project will encompass many of the recommendations from the existing EDS and will complement any new strategy moving forward.

The Technopole promotes and encourages the development of sustainable activities which will create demand for newly created jobs and investment. It is a unique innovation catalyst and a one-off opportunity for the City of Rockingham to maximise potential economic growth within the region.
Considerable research and planning has been undertaken by the City for the new Economic Development Strategy. It is important to align the EDS with the community engagement outcomes from the Tourist and Destination Strategy and Strategic Community Plan (SCP). Considerable community consultation has recently been undertaken for the development of these strategies and this has produced useful data which touches on some of the economic development themes. By aligning the EDS with the Tourism Strategy the City will also address Aspiration 1 of the SCP aspirations, ‘Actively Pursue Tourism and Economic Development’.

As with any new strategy, community consultation is required. The development of a new Economic Development Strategy will require genuine collaborative engagement with all members of the community including businesses, residents, tourists and other visitors to the City.

Another challenge for the City during 2018 was the departure of several key staff members from the IA team as well as the Chief Executive Officer. This created a number of resource challenges for the IA team. This lack of resources proved further challenging when in December 2018, the Manager resigned from the City. The recruitment process has commenced for this. As is the case when any new employee commences there is expected to be a short transition period and the CEO will ensure this transition occurs as seamlessly as possible.

There is a budget of $83,000 available for the development and publication of an Economic Development Strategy. It is proposed to roll this over to the 2019/2020 budget.

**Implications to Consider**

a. **Consultation with the Community**
   Considerable community consultation will be undertaken as part of the review and development process for the Economic Development Strategy.

b. **Consultation with Government Agencies**
   Considerable consultation with stakeholders will be undertaken as part of the review and development process for the Economic Development Strategy.

c. **Strategic Community Plan**
   This item addresses the Community's Vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019-2029:
   
   **Aspiration 1:** Actively Pursue Tourism and Economic Development
   
   **Strategic Objective:** Investment Attraction: Attract local and international investment to the City to contribute to the local economy.
   
   **Strategic Objective:** Marketing and Promotion: Develop and implement effective marketing approaches to promote the City as a destination of choice for the local community, visitors, investors and businesses.
   
   **Strategic Objective:** Infrastructure Investment – local, regional and state: Lobby local, state and federal stakeholders to establish infrastructure and development opportunities for the City.
   
   **Strategic Objective:** Business Development: Support business development initiatives throughout the City.

d. **Policy**
   Not Applicable

e. **Financial**
   The 2018/19 budget provides $83,200 for the development of the Economic Development Strategy. This is expected to be rolled over to the 2019/20 to complete this project.

f. **Legal and Statutory**
   Nil
g. Risk

All Council decisions are subject to risk assessment according to the City's Risk Framework.

Implications and comment will only be provided for the following assessed risks.

- Customer Service / Project management / Environment: High and Extreme Risks
- Finance / Personal Health and Safety: Medium, High and Extreme Risks

Nil

Comments

As identified in the reasoning for the Notice of Motion, Leadership is a vital inclusion when developing and implementing any new strategy. The Chief Executive Officer has been and will continue to be involved in this process, however the input of an economic development technical specialist will support the successful implementation of this strategy. There is an ongoing benefit of an officer who is responsible for implementing a strategy to be involved with the development of that strategy. The officer will be exposed to invaluable knowledge and understanding of the process, as well as the feedback and data gathered through the process leading to the justification for any outcomes. This is an important consideration for the ongoing effective implementation of a strategy.

The successful applicant may have extensive knowledge of the area, together with historical and current economic climate.

While the existing EDS may not provide up to date recommendations, the recently adopted Strategic Community Plan provides relevant goals and aspirations for the City in the short term until the new EDS can be finalised. The risks associated with delaying the process are considered low to ensure a better engagement and an informed EDS.

Substantial research and evaluation has occurred however for effective community consultation a minimum of four months is required. Internal procedures ensure that before a Strategy is presented to Council for adoption it is presented at a workshop for Councillors and the Executive. The proposed timeframe for completion of the EDS is late 2019.

The importance of implementing an Economic Development Strategy is a priority for the City however at this time, rather than rush the process it is proposed to continue as planned. It is not feasible to present the strategy for final adoption by July 2019.

Voting Requirements

Simple Majority

Officer Recommendation

Cr Downham's Notice of Motion is not supported.

Notice of Motion from Cr Lee Downham

That Council DIRECTS the Chief Executive Officer to prepare an Economic Development Community Strategy as a matter of urgency and for final adoption by Council at its July 2019 meeting.

Note: The Chief Executive Officer advised that Cr Downham’s report in relation to his notice of motion was emailed to all Councillors earlier today and will be attached to the report in the Council Agenda.

Cr Downham expressed his disappointment that his report was not attached to this report and as a consequence referred the item to Council on Tuesday 26 March 2019 without Committee consideration to allow Councillors the opportunity to read the attachment.
Purpose of Report

To provide officer comment and advice on Cr Whitfield’s Notice of Motion.

Background

Cr Whitfield submitted the following motion for consideration at the 19 March 2019 Council Meeting:

“That Council DIRECTS the Chief Executive Officer to implement measures to increase the level of satisfaction among Port Kennedy residents”

At the 26 February 2019 Council meeting, Cr Whitfield tabled a “Discussion paper” prepared with Cr Jones, a copy which is attached.

Details

The Discussion paper

In the discussion paper provided to support the Notice of Motion, the authors state that according to the 2018 Customer Satisfaction survey, residents of Port Kennedy seem least satisfied of all suburbs for 50% of the services and facilities indicated in the survey.
The discussion paper authors also present some feedback received through a Facebook survey, indicating a general perception that the suburb is lacking in infrastructure. The paper concludes that more attention needs to be given to the quality of parks and jetties. Further areas for development identified in the discussion paper include children’s activities and beach access.

The 2018 Annual Customer Satisfaction survey – Overview

The City follows a comprehensive Planning Framework which includes community consultation and the development of strategic plans to address opportunities and areas of concern. The annual customer survey is one of the tools used by the City to gauge feedback on particular services and facilities, and has been useful in the past to highlight areas of opportunities and challenges, for incorporation into strategies and plans. Another very helpful tool in ensuring that the community provides inputs into the planning of services and facilities for our City, is the community engagement opportunities made available through surveys, workshops and “share your thoughts” on Rock Port. These engagement opportunities are driven through social media and the website. Through Rock Port, working groups have also been created, which thus far have provided valuable inputs in identifying future priorities for the City.

Comments received through the Customer Satisfaction survey are followed up immediately through a phone call (if the details are provided) and/or a CRM to the responsible division. Directors are also sent a summary of all comments received so that they know what the trending areas of opportunities or concerns are.

A total of 212 comments were received through the 2018 survey, with a total of 6 comments including a mention of Port Kennedy - see below:

- Very concerned regarding dumping of litter and glass on Port Kennedy bush area, plus use of track bikes in area.
- We applied for a building permit recently and the officer assigned to us was less than helpful, didn’t explain himself and left us jumping through unnecessary hoops.
- From my observations the council does a good job of mowing and children playground facilities.
- From the time I arrived in Port Kennedy, I've always felt at home and happy with the way the
- I am waiting to hear from you regarding my previous request to reinstate the boundary fence along the bushland in Morfontaine Parade Port Kennedy.
- Would be nice to see a modern designed Skate park / Pump track / Adventure area developed within the local Rockingham district. Like the one at Kwinana or the one planned for Port Kennedy. The present one in Cooloongup is well used but out dated and well over due for a face lift. There are more than enough youth in the area to use such a facility.

The 2018 Annual Customer Satisfaction survey – detail analysis

The table below summarises the “well/very well” and “poor/very poor” results for the City overall and for Port Kennedy. For ease of reference, the services and facilities have been categorised into 4 clusters:

1. Areas identified as Key Focus areas from the 2018 survey

These services and facilities will be targeted during 2019 and in coming years, for further improvement across the whole of the City, and not only in Port Kennedy.

2. Services and Facilities with very high usage (above 80%) and very high importance (above 80%)

Due to the critical nature of these items, the City continues to improve its service in these areas across all of Rockingham

3. Services and Facilities with average usage and average importance

Areas of average usage and importance will also continue to be addressed by the City across all suburbs. It should be noted however, that with resource allocation, the Key Focus Areas and Services and Facilities will high usage and importance will receive preference.
4. Services and facilities with Low importance (less than 40%) and Low usage (less than 10%)

The scores received for these areas should be seen in context, since they have been rated as low usage and low importance. As with all other services and facilities, the City will continue to address these services across all suburbs.

<table>
<thead>
<tr>
<th></th>
<th>Overall City Performance (well/very well)</th>
<th>Overall City Performance (Poor/very poor)</th>
<th>Port Kennedy (well/very well)</th>
<th>Port Kennedy (Poor/very poor)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Key focus areas for the City identified from the 2018 survey</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attracting investment and supporting business</td>
<td>49%</td>
<td>23%</td>
<td>31%</td>
<td>39%</td>
</tr>
<tr>
<td>Youth programs and facilities</td>
<td>58%</td>
<td>8%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Community safety programs</td>
<td>59%</td>
<td>7%</td>
<td>32%</td>
<td>13%</td>
</tr>
<tr>
<td>Public toilets</td>
<td>57%</td>
<td>11%</td>
<td>50%</td>
<td>17%</td>
</tr>
<tr>
<td>Dog and cat management</td>
<td>53%</td>
<td>11%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>2. Services and Facilities with very high usage (above 80%) and very high importance (above 80%)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local Roads</td>
<td>75%</td>
<td>7%</td>
<td>74%</td>
<td>5%</td>
</tr>
<tr>
<td>Rubbish collection and recycling</td>
<td>83%</td>
<td>6%</td>
<td>80%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>3. Services and Facilities with average usage and average importance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Libraries</td>
<td>82%</td>
<td>2%</td>
<td>71%</td>
<td>0%</td>
</tr>
<tr>
<td>Graffiti vandalism management</td>
<td>71%</td>
<td>6%</td>
<td>54%</td>
<td>3%</td>
</tr>
<tr>
<td>Footpaths and Cycleways</td>
<td>70%</td>
<td>7%</td>
<td>66%</td>
<td>10%</td>
</tr>
<tr>
<td>Parks, gardens and picnic areas</td>
<td>85%</td>
<td>1%</td>
<td>72%</td>
<td>1%</td>
</tr>
<tr>
<td>Reserves and local street lighting</td>
<td>76%</td>
<td>6%</td>
<td>75%</td>
<td>6%</td>
</tr>
<tr>
<td>Boat ramps and jetties</td>
<td>73%</td>
<td>5%</td>
<td>68%</td>
<td>4%</td>
</tr>
<tr>
<td>Sport and recreation centres and playing fields</td>
<td>77%</td>
<td>3%</td>
<td>60%</td>
<td>4%</td>
</tr>
<tr>
<td>Community centres and public halls</td>
<td>72%</td>
<td>5%</td>
<td>69%</td>
<td>4%</td>
</tr>
<tr>
<td>Litter management</td>
<td>76%</td>
<td>5%</td>
<td>79%</td>
<td>1%</td>
</tr>
<tr>
<td>Festivals and events</td>
<td>74%</td>
<td>6%</td>
<td>60%</td>
<td>18%</td>
</tr>
<tr>
<td>Caring for the environment</td>
<td>66%</td>
<td>8%</td>
<td>58%</td>
<td>13%</td>
</tr>
<tr>
<td>Seniors programs</td>
<td>67%</td>
<td>5%</td>
<td>37%</td>
<td>17%</td>
</tr>
<tr>
<td>Seniors facilities</td>
<td>66%</td>
<td>5%</td>
<td>42%</td>
<td>12%</td>
</tr>
<tr>
<td>Fire management</td>
<td>78%</td>
<td>4%</td>
<td>82%</td>
<td>9%</td>
</tr>
<tr>
<td>Community health and wellbeing</td>
<td>69%</td>
<td>4%</td>
<td>44%</td>
<td>14%</td>
</tr>
<tr>
<td>Services for people with disability</td>
<td>69%</td>
<td>6%</td>
<td>48%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>4. Services and facilities with Low importance (less than 40%) and Low usage (less than 10%)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts and cultural programs</td>
<td>67%</td>
<td>6%</td>
<td>58%</td>
<td>15%</td>
</tr>
<tr>
<td>Building approvals</td>
<td>51%</td>
<td>15%</td>
<td>49%</td>
<td>18%</td>
</tr>
<tr>
<td>Town planning approvals</td>
<td>40%</td>
<td>20%</td>
<td>27%</td>
<td>25%</td>
</tr>
</tbody>
</table>
From the 2018 survey, the key focus areas identified were the attraction of investment and supporting business, youth programs and facilities, community safety programs, public toilets and dog and cat management. These services and facilities match the concerns that the Discussion Paper identified with Port Kennedy. It should be noted that the City has a universal approach towards the whole of Rockingham in addressing the identified key focus areas from the 2018 survey.

### Implications to Consider

**a. Consultation with the Community**

The Annual Customer Satisfaction Survey involves direct consultation with the community. Community members that have been randomly chosen are given the opportunity to provide feedback through the survey.

**b. Consultation with Government Agencies**

Not Applicable

**c. Strategic**

**Community Plan**

This item addresses the Community’s Vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019-2029:

- **Aspiration 4:** Deliver Quality Leadership and Business Expertise
- **Strategic Objective:** Benchmarking and optimising performance: Explore opportunities to review, enhance and optimise performance through local government benchmarking programs and community feedback mechanisms

**d. Policy**

Strategic Development Framework Policy guides the City’s holistic approach to strategically planning for, and delivery services to the community of the City of Rockingham.

**e. Financial**

As indicated in the Annual Business Plan, the Team Plans and the Budget.

**f. Legal and Statutory**

S5.56 (1) of the Local Government Act 1995 requires the local government to plan for the future of the district, in accordance with any regulation made for this purpose.

**g. Risk**

All Council decisions are subject to risk assessment according to the City’s Risk Framework. Implications and comment will only be provided for the following assessed risks.

- Customer Service / Project management / Environment : High and Extreme Risks
- Finance / Personal Health and Safety : Medium, High and Extreme Risks

**Nil**

### Comments

*The Happiness Index*

The City’s Happiness Index, managed through Rock Port, provides an overview of the overall level of “happiness” in Rockingham and its suburbs. This tool is based on the concept of the Net Promoter Score (NPS) which is used by many private companies. Basically the question is asked regarding “how likely a person would recommend Rockingham as a great place to live”. The rating is based on a scale of 1 to 10, with 1 being very not likely and 10 being highly likely.

The “Happiness Index” is calculated by subtracting the percentage of “detractors” (the percentage of ratings with a score of 6 or lower) from the percentage of “promoters” (the percentage of ratings with a score of 9 or 10).
The City of Rockingham’s overall “Happiness Index” is 22, and the Happiness Index” for Port Kennedy is 17. To put this into context, the NPS for the City of Mandurah, asking a very similar question, is 9 and the Industry Standard is 14. That means the Port Kennedy rating of 17 is still well above the Mandurah and Industry NPV values, and that people in Port Kennedy are still relatively “happy”.

*Infrastructure development and renewal in Port Kennedy*

There are a number of infrastructure projects that are currently taking place or scheduled to occur in and around Port Kennedy. They include:

- The replacement and improvement of the Port Kennedy Skate Park at Veteran’s Memorial Park. This is an $850,000 project that will upgrade the skate park and surrounding facilities. Project is expected to be completed in Spring 2019.

- Koorana Reserve Master Plan. This is a $4.2 million project that will refurbish and extend the existing clubrooms as well as adding an additional senior sized oval. Construction works are expected to begin in the first quarter of 2020.

- Port Kennedy Drive Duplication. This project will duplicate Port Kennedy Drive from Ennis Avenue to Warnbro Sound Avenue. The project is scheduled to be constructed during 2018/2019 and 2019/2020. $1.5 million has been allocated in 2018/2019 and $2.4 million has been allocated for this project in 2019/2020. The City has completed detail design and is currently waiting for a clearing permit from Department of Water and Environmental Regulation (DWER). Subject to the receipt of the clearing permit the City is expected to start construction in late 2018/19.

- Lark Hill Sportsplex Northern Expansion. Plans to expand the Regional facility are in conceptual form and included in the City’s Community Infrastructure Plan.

- Aqua Jetty Stage Two. This project will be an expansion and refurbishment of the existing facility. It will be an $18.6 million project with design scheduled to take place in 2023/2024 and construction beginning in 2024/2025. Whilst this location is in Warnbro, it is adjacent to the suburb of Port Kennedy.

There are also a number of renewal projects currently happening or scheduled to occur in Port Kennedy. In the current financial year they include:

- A $280,000 boost to the lighting on Blackburn Drive in Port Kennedy. Included in these works is the redesign and replacement of a number of poles.

- A $21,000 project at Chelmsford Reserve, off Chelmsford Avenue in Port Kennedy, to replace aged seating and install additional furniture around the reserve/lake.

- A $63,000 refurbishment of internal external items at the Veterans Park Memorial toilet.

There are a range of renewal projects planned for 2019/2020. At Lark Hill Sportsplex alone, the City will spend over $900,000 to replace and refurbish a number of areas. This includes:

- Replacement of the hockey pitch playing surface at Lark Hill. This project is worth $250,000.

- Refurbishment of internal and external items at the Lark Hill Rugby building. Cost $235,000.

- Refurbishment of internal and external items at the Lark Hill soccer and cricket facilities. Cost $225,000.

- Refurbishment of internal and external items at the Lark Hill softball and hockey facilities. Cost $220,000.

- Amadeus Reserve will also see a $50,000 renewal project carried out to replace the timber slats on the footbridge that have deteriorated due to wear and tear.

*Events and programs in Port Kennedy*

The City also has a number of events and programs that take place in and around Port Kennedy. They include:

- Rockingham Community Bike Ride on 24 March 2019. This event is held in association with Bike Week and has returned for the fourth year as part of the City’s Summer Series.
- Summer Parks Challenge. In January 2019 the City of Rockingham’s Summer Parks Challenge was held. Included in this challenge was Chesapeake Park which is located in Port Kennedy.

- 2019 Nightfields Program. A sporting program for young people aged 10-18 held throughout February and March 2019. Sports on offer include AFL, rugby league and cricket. This program is delivered in collaboration with the WA Football Commission and numerous community organisations including the Port Kennedy Cats Junior Football Club.

- Community Grants Program. This is an ongoing program offered by the City that is open to residents from Port Kennedy should they wish to lodge an application.

The Kennedy Bay development

The City is aware that the significant delays experienced with the Kennedy Bay development have been a source of concern for the Port Kennedy community for many years. The City is not a party to negotiations between the State Government and the developer that will precede structure planning and subdivision design for the development, however, it is understood that there will be an announcement in late March which will hopefully provide more information on the project.

Conclusion

The City has a robust strategic planning process incorporating community feedback mechanisms that drives improvement in and targets the delivery of City services. Planning and service delivery is undertaken on a whole of district assessment of needs and resource availability. As is demonstrated above, the needs of Port Kennedy have been already addressed in Council’s strategic planning and as a consequence the Notice of Motion is not supported.

The City takes account of the key focus areas identified in the Customer Satisfaction Survey each year and takes this into consideration into its planning provisions for all areas.

Voting Requirements

Simple Majority

Officer Recommendation

Cr Whitfield’s Notice of Motion is not supported.

Notice of Motion from Cr Matthew Whitfield

That Council DIRECTS the Chief Executive Officer to implement measures to increase the level of satisfaction among Port Kennedy residents.

Note: As a Committee member had not been authorised by Cr Whitfield to move his Notice of Motion, this Item will be referred to Council on Tuesday 26 March 2019 without Committee consideration.
General Management Services
Governance and Councillor Support

Reference No & Subject: GM-010/19 Notice of Motion – Funding Campaign for City Projects

File No: GVR/4
Proponent/s: Cr Matthew Whitfield
Author: Mr Michael Parker, Chief Executive Officer
Other Contributors: Mr Gary Rogers, Manager Community Infrastructure Planning
                  Mr Peter Varris, Manager Governance and Councillor Support
                  Ms Tamara Clarkson, Senior Projects Officer (Office of the CEO)

Date of Committee Meeting: 19 March 2019
Previously before Council:
Disclosure of Interest: Advocacy
Nature of Council’s Role in this Matter:

Site:
Lot Area:
Attachments:
Maps/Diagrams:

Purpose of Report
To provide advice on the following Notice of Motion submitted by Cr Whitfield for consideration at the March 2019 Council Meeting –

“That Council DIRECTS the Chief Executive Officer to launch a serious stand-alone City of Rockingham Campaign to engage residents and to reach all Federal Political parties with the intent of attempting to secure significant funding for City projects.”

Background
Cr Whitfield submitted the above Notice of Motion supported by the following reasons –

“This Notice of motion is seeking to capitalize on the upcoming Federal election in order to attempt to secure meaningful funding that can be put towards infrastructure projects.

The intent is that a City driven campaign, educating residents and business owners to take action, become involved and help lobby the federal candidates for the seat of Brand for meaningful funding.

I acknowledge that the City contributes $10,000 a year towards the Outer Metropolitan Growth Councils Policy Forum and this is not designed to detract in any way shape or form from that initiative.

However, by simply being a part of that initiative we may not see the desired outcomes that we are hoping for without other measures being taken.
Rockingham, as we all know, suffers from a detriment which is not of our own making in the whole. We are not fortunate enough to be in an area where our rate base is diversified and the overwhelming majority of our rates are residential. Compound this with our being one of the fastest growing suburbs in the State and also that we have recently had to purchase land to build a district sporting complex, normally something that the State would assist with.

We also have the landfill, the revenue from which is declining on a yearly basis mainly due to the waste levy increases.

Rockingham is a safe seat politically and, it is my view that we need to use this opportunity to encourage the residents to campaign and be fully aware of the political situation (namely being that a safe seat means less spending here)

The Cities that are also a part of the OMGCPF can be broken down as follows –

<table>
<thead>
<tr>
<th>City</th>
<th>Seat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockingham/Kwinana</td>
<td>Seat of Brand</td>
</tr>
<tr>
<td>Canning/Gosnells/Armadale</td>
<td>Seat of Burt</td>
</tr>
<tr>
<td>Armadale/Kalamunda/Mandurah/Serpentine-Jarrahdale</td>
<td>Seat of Canning</td>
</tr>
<tr>
<td>Wanneroo/Part of Swan</td>
<td>Seat of Cowan</td>
</tr>
<tr>
<td>Part of Swan</td>
<td>Seat of Pearce</td>
</tr>
<tr>
<td>City of Cockburn</td>
<td>Seat of Fremantle</td>
</tr>
</tbody>
</table>

Following on from this you can then apply the AEC figures that show what level of swing is needed, against the incumbent, for the seat to change hands -

- Cowan only needs a 0.68% swing
- Pearce only needs a 3.63% swing
- Canning only needs a 6.79% swing
- Burt needs a 7.11% swing
- Fremantle needs a swing of 7.52%
- Brand needs a 11.43% swing.

As you can see, of all the members of the alliance that we are currently part of, here at Rockingham, in the Seat of Brand, we are the safest seat of all.

Until the time of writing this report the following Federal funding has been 'pledged' -

- Cowan (0.68%) and Pearce (3.63%) both share the City of Swan and that City has been promised $17m for the ellenbrook swimming pool
- Canning (6.79%) has been pledged $25m for peel health campus, $2m for business case for the Lakelands train station and $241m for the extension of the Armadale train line to Byford.

The GAPP is asking the Federal Government to contribute up to $350 million into a special purpose account and with a cap of $30 million for any individual project, there would be sufficient funds available to build up to 12 major sports precincts across the 11 outer metro local government areas over the next four to eight years. Once established the facilities would be operated and maintained by the Local Governments.

Our current strategy is hoping that the Federal Government will deliver a $350m commitment to the group of councils, of which the City of Rockingham is hoping to receive $27m towards the Baldivis District Sporting Complex.

From a City of Rockingham perspective the question is, is it more likely that any Federal party would pledge $350m to a group of councils or $27m to one?

I acknowledge that the Mayor has met with both the Labor and Liberal candidates.

A standalone PR campaign would engage residents, would highlight the lack of spending, or serious spending commitments here and if this notice of motion can assist in securing $10m - $20m worth of funding then it is a complete no brainer!
The stand-alone campaign could focus on our strengths whilst highlighting the challenges that we face and also including the safe seat analogy.

The political parties need to feel the pressure from the residents, the city needs to work strongly on advocacy and this motion requests that as a matter of urgency.

Details

The City aligns its project development processes with existing State and Federal funding timeframes and assessment processes to maximise funding gain. This also ensures a valid and robust position is presented when applying for funding.

City of Rockingham Infrastructure Projects listed in the Business Plan and Community Infrastructure Plan (CIP) have been identified through assessment of a range of planning policies, community equity, health and wellbeing, societal, community and sporting needs.

Generally a major infrastructure project has a four year time frame for completion that includes planning, design, construction phases and finally the closure of the project which is opening the facility. These timeframes can all be impacted by environment, statutory and planning approvals. Once the concept design has been developed this will provide a strong foundation for funding applications to be submitted to State and Federal agencies and the detailed design process can progress to the tender process.

Master planning and feasibility studies include community engagement. A coordinated community engagement approach includes provision of information, advice and resources to ensure local residents and business stakeholders can have their say as well as contribute by lobbying their State and Federal members for support. Further to this, each project includes advocacy at a strategic level provided by Council and the CEO.

The City actively pursues external funding support through State programs such as Community Sporting and Recreation Facilities Fund (CSRFF) and has been successful in the last three applications through Lotterywest and CSRFF in obtaining over $3 million in total funding support to Koorana Reserve Master Plan, Baldivis District Sporting Complex (BDSC) and Baldivis South Community Centre. This is made possible through the high level strategic planning of infrastructure that the City applies within the CIP. The Mayor, CEO and members of the Executive meet regularly with State and Federal politicians to emphasise the need and importance of State and Federal support towards the City projects.

The City’s CIP has been an invaluable tool in advocating for City projects which have the necessary planning behind them to support a funding case. This has been evidenced in the recent success in obtaining CSRFF funding.

To this end, projects identified in the CIP are brought to the attention of politicians and government agencies on an ongoing basis and have been in the lead up to the upcoming federal election.

Implications to Consider

a. Consultation with the Community
   Community consultation is included in all projects.

b. Consultation with Government Agencies
   The City regularly undertakes consultation with Government funding agencies.

c. Strategic
   Community Plan
   This item addresses the Community’s Vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019-2029:
Aspiration 1: Actively Pursue Tourism and Economic Development

Strategic Objective: Infrastructure investment – local, regional and state: - Lobby local, state and federal stakeholders to establish infrastructure and development opportunities for the City.

d. Policy
Nil

e. Financial
Undertaking meaningful, targeted campaigns can be costly in terms of allocation of staff resources and financial commitment.

f. Legal and Statutory
Nil

g. Risk
All Council decisions are subject to risk assessment according to the City’s Risk Framework.
Implications and comment will only be provided for the following assessed risks.
Customer Service / Project management / Environment: High and Extreme Risks
Finance / Personal Health and Safety: Medium, High and Extreme Risks
Nil

Comments

The campaign being undertaken by the Growth Areas Perth and Peel (GAPP) campaign aims to improve the liveability and desirability of Perth’s outer metropolitan communities through the development of a dedicated special purpose fund for sport and recreation facilities.

City of Rockingham is a member of this campaign as there is significant strength in numbers when undertaking advocacy of this nature for the region. The challenges facing funding distribution are not unique to the City of Rockingham and many of the projects across the State are competitive in nature.

Strategically it is important not to fragment the City’s position with a scattergun approach of identifying a plethora of smaller projects which don’t have the same priority, scale or that are not project ready. It is important to have a strong, consistent position that sends a clear message to obtain the best outcome.

This approach has been pursued with the Federal member for Brand and many other federal politicians for City projects. The GAPP campaign does not and has not precluded the City from advocating for its individual project, the Baldivis District Sporting Complex or other projects and this will continue in the lead up to the next election with candidates.

The GAPP campaign was deliberately undertaken on a joint basis to try to highlight the difficulties being experienced by the growth Local Governments in keeping pace with their disproportionate population growth but also to do so in an electorate blind or apolitical manner. The fact that some Local Governments like City of Rockingham are in safe seats makes it difficult to get traction in attracting funding of the nature required. This is not to say that the City has not been raising its needs and priority projects with its political representative on an ongoing basis and will continue to do so. Notwithstanding, there is a benefit in providing a consistent message to the community on the significant challenges the City itself has in funding major projects and that the financial burden could be eased by obtaining funding from other levels of government.

In terms of the upcoming federal election the City has identified the Council endorsed BDSC as its main focus for the election. This is due to the enormous size and cost of the project, together with the fact that it is endorsed and shovel ready. Substantial work has been undertaken to ensure land availability, land amalgamation, adoption of the Master Plan and in obtaining State and Federal environmental approvals.

The pooling of resources with other Outer Metropolitan Growth Local Governments has enabled a high level and professional approach to a funding campaign that is targeting the upcoming federal election in a manner that might not be achievable acting independently.
The GAPP initiative has seen;
- The establishment of a website (where supporters can register)
- Preparation of advocacy collateral “From sand pits to sporting facilities” promoting each of the targeted projects
- A coordinated launch and media opportunities
- Multiple meetings with State and Federal politicians
- Briefing for 13 sitting federal politicians including Deputy Prime Minister, Hon Michael McCormack (Minister for Infrastructure, Transport and Regional Development) and Hon Anthony Albanese (Opposition Spokesperson for Infrastructure, Transport, Cities and Regional Development)
- Briefings for 20 key State Politicians
- Briefings for industry bodies such as UDIA and WA Sports Federation

As part of the GAPP campaign the City has commenced engagement with the community with respect to the BDSC project. Specifically, the City has been active in stimulating grass roots/ community support for the GAPP campaign including meetings with key stakeholder groups with a combined membership of over 2000. The City has prepared media releases and social media posts encouraging the general community to register its support on the GAPP website and to lobby their State and Federal Politicians.

City of Rockingham through its involvement with the South West Group has another avenue for advocacy in a regional approach. This has included advocacy on improvements to transport corridors (highlighting projects through Infrastructure Australia), light rail connections such as the Rockingham Transit Route into the City, defence and industrial development.

The Australian Coastal Councils Association of which the City is a member advocates on behalf of coastal Local Governments on areas of concern such as coastal erosion, tourism issues and coastal risk management.

In the Association’s most recent communiqué leading up to the federal election, a call has been made on the following five key elements;

1. Resources to manage the coast on behalf of all Australians, seeking funds to increase the capacity of Councils to address climate impacts
2. Allocate Financial Assistance Grants to address coastal hazards
3. Intergovernmental Agreement on the Coastal Zone that would develop a coordinated approach and define the roles and responsibilities of each tier of government
4. National Coastal Policy – to help address the challenges of coastal management
5. Increased funding for Australia’s climate research programs to ensure Coastal populations and assets are adequately prepared to address climate impacts.

In conclusion, the City undertakes advocacy on an ongoing basis on many issues at both State and Federal levels and will continue to do so.

In respect to the upcoming federal elections, priority projects which have been determined by Council and included in the City’s strategic documents, have been raised with candidates and key politicians.

The main focus, the BDSC is by far the largest project identified in the City’s CIP. A strategic alliance through the GAPP initiative has aimed at highlighting a major concern and need for federal government funding support. It has enabled a comprehensive and professional campaign, which has obtained access to key politicians and stakeholders.

Having a definitive approach in terms of priority, a shovel ready project and a wider community campaign is seen as a sound approach to pursue and which has been in place for some time.

Given the work that has been undertaken and what will be continued in the lead up to the election both collaboratively with the GAPP initiative and as an individual Local Government it is recommended the City’s current approach be continued.
Voting Requirements

Simple Majority

Officer Recommendation

Cr Whitfield’s Notice of Motion is not supported.

Notice of Motion from Cr Matthew Whitfield

That Council DIRECTS the Chief Executive Officer to launch a serious stand-alone City of Rockingham Campaign to engage residents and to reach all Federal Political parties with the intent of attempting to secure significant funding for City projects.

Note: As a Committee member had not been authorised by Cr Whitfield to move his Notice of Motion, this Item will be referred to Council on Tuesday 26 March 2019 without Committee consideration.
Community Development

Community Development
Community Capacity Building

<table>
<thead>
<tr>
<th>Reference No &amp; Subject:</th>
<th>CD-004/19 Notice of Motion - Signage and marketing at the Gary Holland Community Centre and Rockingham Arts Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>File No:</td>
<td>CSV/27-05</td>
</tr>
<tr>
<td>Proponent/s:</td>
<td>Cr Katherine Summers</td>
</tr>
<tr>
<td>Author:</td>
<td>Ms Jillian Obiri-Boateng Collaborative Manager Community Capacity Building</td>
</tr>
<tr>
<td></td>
<td>Ms Julia Dick Collaborative Manager Community Capacity Building</td>
</tr>
<tr>
<td>Other Contributors:</td>
<td>Mr Michael Holland Director Community Development</td>
</tr>
<tr>
<td>Date of Committee Meeting:</td>
<td>19 March 2019</td>
</tr>
<tr>
<td>Previously before Council:</td>
<td></td>
</tr>
<tr>
<td>Disclosure of Interest:</td>
<td>Executive</td>
</tr>
<tr>
<td>Nature of Council’s Role in this Matter:</td>
<td>Executive</td>
</tr>
</tbody>
</table>

Purpose of Report
To provide officer comment and advice on Cr Katherine Summers’ Notice of Motion.

Background
Cr Katherine Summers submitted the following motion for consideration at the 26 March 2019 Council Meeting:

“The Council DIRECTS the CEO to undertake a review of the existing presentation, frontage, signage and marketing of the Gary Holland Community Centre and Rockingham Arts Centre so that they are re-styled/branded to present as one, linked, holistic design concept that is consistent with contemporary ideas on professional, elegant outdoor art spaces and marketing practice.

For example, The Gary Holland Centre has no signage whatsoever that speaks (to the everyday visitor to Rockingham) about what is available on the art scene, especially along Kent Street. There are two walls that are totally bare and pavement space that is also unused. ‘Easy, striking
and inviting should be a priority in signage. Event banner poles are required at the front of both the RAC and the GHCC for event promotion, in addition to the buildings’ street profile.

And that the outcomes of this investigation are included in the City’s Business Plan for full consideration as part of the 2019/20 budget.”

Cr Summer’s reasons for the Motion:

- Currently, the exterior of the Arts Centre is an ‘omelette’ of mismatched design concepts that are inconsistent and cheap
- Currently, the Gary Holland Centre’s exterior is boring, unlikely to entice footfall or interest
- The signage and outdoor presentation needs a timely re-design to an elegant, international standard.
- To remarket/rebrand both areas as serious exhibition spaces for hire
- To further activate the Arts areas
- To provide clearer signage for the community
- To further market and publicise art events and bring them to the notice of pedestrians, motorists and the public at large
- The motion is in line with the Council’s Arts Policy and its objectives
- This motion is supported by the Cultural Advisory Committee

<table>
<thead>
<tr>
<th>Details</th>
</tr>
</thead>
</table>
The City’s Cultural Development and the Arts Strategy 2018-2022 (the Strategy) contains a number of relevant actions, namely:

<table>
<thead>
<tr>
<th>Task</th>
<th>Cost</th>
<th>Team</th>
<th>Commence</th>
<th>Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote the Rockingham Arts Centre as a major hub of arts practice and activity and promote the Gary Holland Community Centre for larger/overflow events/activities as needed within the Rockingham region.</td>
<td>$20,000</td>
<td>CCB/Strategic and Corporate Communications</td>
<td>2018/2019</td>
<td>2022/2023</td>
</tr>
<tr>
<td>Review the building, operations, security, staffing, usage and fee structure of the Rockingham Arts Centre</td>
<td>$20,000</td>
<td>CCB</td>
<td>2018/2019</td>
<td>2018/2019</td>
</tr>
<tr>
<td>If deemed financially feasible, upgrade the Rockingham Arts Centre following the review outcomes</td>
<td>TBC</td>
<td>CCB/Assets</td>
<td>2019/2020</td>
<td>2020/2021</td>
</tr>
</tbody>
</table>

With regards to the second action listed above (Review the building, operations, security, staffing, usage and fee structure of the Rockingham Arts Centre) the City is about to obtain quotes for an external arts consultant to undertake the review of the Rockingham Arts Centre. This review includes signage at the Rockingham Arts Centre. The scope of the review could be expanded to include signage at the Gary Holland Community Centre.

Consultation for the Strategy as well as feedback from members of the Cultural Advisory Committee highlighted community concern in relation to the lack of directional signage and obvious signage on both the Gary Holland Community Centre (GHCC) and the Rockingham Arts Centre (RAC) making it difficult for people to locate these buildings, and engage with the opportunities they provide.
City staff investigated signage at both sites with the following identified:

- Building signage for the GHCC is currently limited to:
  - the side of the building facing Flinders Lane
  - the recessed glass doors at the front of the building facing Kent Street.

- Directional signage for the GHCC is currently limited to:
  - the corner of Flinders Lane and Kent Street
  - intersection of Flinders Lane and Patterson Rd

- Building signage for the RAC is currently limited to:
  - Top of the wall of the building facing Kent Street

- Directional signage for the RAC:
  - there is no directional signage for the RAC currently.

The Rockingham Arts Centre Officer reports she is approached frequently for directions to the GHCC and Rockingham Visitors Centre staff indicate they get very frequent requests for directions to both the GHCC and RAC.

In terms of building signage at GHCC the large sign at the top of building is at a considerable height above eye level and is often missed. The lettering identifying the building on the significantly recessed glass doors is not legible from the street. The most obvious signage at the GHCC is for Rockingham Visitors Centre and Soul Coast Yoga, both at eye level.

Building signage at the RAC again is above eye level on the front wall facing Kent St and does not draw the eye.

Neither the GHCC nor the RAC had signage facing into the Village Green carpark.

Directional signage also needs improvements for both buildings, with appropriate locations and types of signage to be identified in partnership with Engineering and Corporate Communications, and as part of the Rockingham Foreshore Revitalisation.

### Implications to Consider

a. **Consultation with the Community**
   Community concerns through Strategy consultation, reported anecdotally by members Cultural Advisory Committee, Rockingham Arts Centre Officer and staff Rockingham Visitors Centre.

b. **Consultation with Government Agencies**
   Not Applicable

c. **Strategic**
   Community Plan
   This item addresses the Community's Vision for the future and specifically the following Aspiration and Strategic Objective contained in the Strategic Community Plan 2019-2029:

   - **Aspiration 2:** Grow and Nurture Community Connectedness and Wellbeing
   - **Strategic Objective:** Community capacity building: Empower the community across all ages and abilities to be culturally aware and involved with a diverse range of community initiatives that incorporate volunteering, sport, culture and the arts.

d. **Policy**
   Nil

e. **Financial**
   It is anticipated that incorporating the review of the signage of the GHCC into the external review of the RAC will be absorbed by the existing budget for this review ($20,000). In order to action the recommendations following the findings of the review, funds will need to be
identified in the City’s Business Plan for consideration as part of the 2019/20 budget, or through the quarterly budget review process.

f. **Legal and Statutory**
Nil

g. **Risk**
All Council decisions are subject to risk assessment according to the City’s Risk Framework. Implications and comment will only be provided for the following assessed risks.

- Customer Service / Project management / Environment: High and Extreme Risks
- Finance / Personal Health and Safety: Medium, High and Extreme Risks

Nil

**Comments**

The GHCC is the City’s premier venue, and also the overflow venue for Arts Exhibitions that are too large for the RAC gallery. The RAC is the only Arts Centre in the City, thus both providing unique opportunities to the local community and visitors. As such, both facilities need improved building and directional signage.

Officers agree that signage of the GHCC and RAC need to be improved, and there are actions within the City’s current Strategy currently being undertaken to address this issue. It is recommended that the building signage of the GHCC is incorporated into the scope of the review of the RAC in order to ensure a holistic approach to the marketing of these two key City arts facilities.

Further work will also be undertaken in regards to the directional signage within the Foreshore area as part of the Rockingham Foreshore Revitalisation.

**Voting Requirements**

Simple Majority

**Officer Recommendation**

That Council **DIRECTS** the Chief Executive Officer to incorporate the signage of the Gary Holland Community Centre into the impending review of the Rockingham Arts Centre, and include the outcomes of the investigation in subsequent budget deliberations.

**Notice of Motion from Cr Katherine Summers**

The Council **DIRECTS** the CEO to undertake a review of the existing presentation, frontage, signage and marketing of the Gary Holland Community Centre and Rockingham Arts Centre so that they are re-styled/branded to present as one, linked, holistic design concept that is consistent with contemporary ideas on professional, elegant outdoor art spaces and marketing practice.

For example, The Gary Holland Centre has no signage whatsoever that speaks (to the everyday visitor to Rockingham) about what is available on the art scene, especially along Kent Street. There are two walls that are totally bare and pavement space that is also unused. ‘Easy, striking and inviting’ should be a priority in signage. Event banner poles are required at the front of both the RAC and the GHCC for event promotion, in addition to the buildings’ street profile.

And that the outcomes of this investigation are included in the City’s Business Plan for full consideration as part of the 2019/20 budget.

**Note:** As a Committee member had not been authorised by Cr Summers to move her Notice of Motion, this Item will be referred to Council on Tuesday 26 March 2019 without Committee consideration.
## Notices of motion for Consideration at the Following Meeting

Nil

## Urgent Business Approved by the Person Presiding or by Decision of the Committee

Nil

## Matters Behind Closed Doors

Nil

## Date and Time of Next Meeting

The next Corporate and Community Development Committee Meeting will be held on **Tuesday 16 April 2019** in the Council Boardroom, Council Administration Building, Civic Boulevard, Rockingham. The meeting will commence at 4:00pm.

## Closure

There being no further business, the Chairperson thanked those persons present for attending the Corporate and Community Development Committee meeting, and declared the meeting closed at **4:18pm**.