CITY OF ARMADALE

AGENDA

OF COMMUNITY SERVICES COMMITTEE TO BE HELD IN THE COMMITTEE
ROOM, ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON
TUESDAY, 2 JUNE 2015 AT 7.00PM.

A meal will be served at 6:15 p.m.

PRESENT:

APOLOGIES:

OBSERVERS:

IN ATTENDANCE:

PUBLIC:

“For details of Councillor Membership on this Committee, please refer to the City’s website
DISCLAIMER

The Disclaimer for protecting Councillors and staff from liability of information and advice given at Committee meetings to be read.

DECLARATION OF MEMBERS’ INTERESTS

QUESTION TIME

DEPUTATION

CONFIRMATION OF MINUTES

RECOMMEND

Minutes of the Community Services Committee Meeting held on 5 May 2015 be confirmed.

ITEMS REFERRED FROM INFORMATION BULLETIN

- Outstanding Matters & Information Items
  Report on Outstanding Matters – Community Services Committee

- Monthly / Quarterly Departmental Reports
  Recreation Services Report April 2015
  Manager Library & Heritage Services Monthly Report – April 2015
  Manager Ranger & Emergency Services Monthly Report – April 2015
  Tourism/Events & Visitor Centre May 2015

If any of the items listed above require clarification or a report for a decision of Council, this item to be raised for discussion at this juncture.
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COMMUNITY SERVICES COMMITTEE

2 JUNE 2015

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1.1 - ANNUAL CONTRIBUTIONS 2015/2016

WARD : ALL
FILE No. : M/534/15
DATE : 20 May 2015
REF : YL
RESPONSIBLE MANAGER : Executive Director Community Services

In Brief:
- Community Services Committee has previously considered the Annual Contributions report for 2015-16 and presented a recommendation to Ordinary Council Meeting of 11th May 2017 which was voted on and recommitted to Community Services Committee.
- The item was recommitted specifically based on discussion around the YouthCARE request for $25,000 for the Chaplaincy Program.
- This report presents the recommendation again with the option for Committee to determine what level of support it wishes to recommend on the Annual Contribution for YouthCARE.

Tabled Items
1. Nil

Officer Interest Declaration
Nil

Strategic Implications
Strategy 1.1.2
Support and strengthen community groups, organisations and volunteer services.

Legislation Implications
Nil

Council Policy/Local Law Implications
Council’s COMD1 Requests for Financial Assistance Policy and Management Practice sets out the framework by which annual contribution requests are considered.

Budget/Financial Implications
The Long Term Financial Plan has provision for Annual Contributions. The allocation proposed for 2015/16 is $134,000.

Consultation
A Councillor workshop was conducted on Tuesday 14 April 2015 to which all Councillors were invited. This workshop provided the opportunity to review the officer recommendations and ask questions. Additional research requested from that workshop was included in the original report.

Additional information requested by Councillors since the Ordinary Council Meeting of the 11th May 2015 has been distributed separately to this report.
BACKGROUND
The following was the officer recommendation presented to Community Services Committee meeting of the 5th May 2015:

RECOMMEND
That Council:

1. Refer the Annual Contributions, as listed below, for consideration of inclusion in the 2015/2016 draft Budget, subject to a satisfactory written report from each organisation that meets the conditions of Policy COMD 1

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Armadale Kelmscott Mobile Meals</td>
<td>6,000</td>
</tr>
<tr>
<td>Armadale Neighbourhood Watch</td>
<td>7,000</td>
</tr>
<tr>
<td>Communicare</td>
<td>10,000</td>
</tr>
<tr>
<td>Crossways Community Services</td>
<td>15,000</td>
</tr>
<tr>
<td>Darling Range Wildlife Shelter Inc.</td>
<td>9,200</td>
</tr>
<tr>
<td>Hope Community Services</td>
<td>16,000</td>
</tr>
<tr>
<td>Parkerville Children &amp; Youth Care</td>
<td>20,000</td>
</tr>
<tr>
<td>Roberta Jull Community Care Association Inc</td>
<td>3,550</td>
</tr>
<tr>
<td>Save the Children</td>
<td>17,000</td>
</tr>
<tr>
<td>Youthcare</td>
<td>25,000</td>
</tr>
<tr>
<td>Starrick House</td>
<td>5,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$133,750</strong></td>
</tr>
</tbody>
</table>

2. Note that the funding for Starrick House for $5,000 annually is approved for a period of three (3) years commencing in 2015/16.

Committee discussed the Federal and State Funding for the Chaplaincy Program and its relevance to the YouthCARE request for $25,000 with the following alternative recommendation being voted on:

RECOMMEND
That Council:

1. Refer the Annual Contributions, as listed below, for consideration of inclusion in the 2015/2016 draft Budget, subject to a satisfactory written report from each organisation that meets the conditions of Policy COMD 1
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<td><strong>$108,750</strong></td>
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2. Note that the funding for Starrick House for $5,000 annually is approved for a period of three (3) years commencing in 2015/16.

At the Ordinary Council Meeting of 11th May 2015 Council resolved the following:

*That Council not adopt Recommendation C17/5/15 and that the matter be recommitted to the Community Services Committee.*

*Moved Cr J H Munn*
*Seconded Cr C Frost*
*Opposed Cr D M Shaw*
*MOTION DECLARED CARRIED (6/5)*

**DETAILS OF PROPOSAL**

Committee is now to determine what, if any, level of support it wishes to recommend for the YouthCARE Annual Contribution request.

All other requests as presented in the original report were considered supported and recommended accordingly.

**COMMENT**

**ANALYSIS**

**OPTIONS**

Council has the following options:

1. Support the YouthCARE application for the requested amount of $25,000.
2. Determine another level of support for the YouthCARE application.
3. Not support the YouthCARE request for $25,000.
CONCLUSION
Committee and Council have discussed and debated the YouthCARE request and additional information has been provided separately for specific questions. Committee now has the task of determining what level of support it wishes to recommend.

RECOMMEND
That Council:

1. Note that further information regarding YouthCARE’s application as requested by Councillors has been circulated separate to this report.

2. Refer the Annual Contributions, as listed below, for consideration of inclusion in the 2015/2016 draft Budget, subject to a satisfactory written report from each organisation that meets the conditions of Policy COMD 1

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<td>Save the Children</td>
<td>17,000</td>
</tr>
<tr>
<td><em>Youthcare (to be determined)</em></td>
<td>???</td>
</tr>
<tr>
<td>Starrick House</td>
<td>5,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>???</td>
</tr>
</tbody>
</table>

2. Note that the funding for Starrick House for $5,000 annually is approved for a period of three (3) years commencing in 2015/16.

ATTACHMENTS
There are no attachments for this report.
2.1 - ROLEYSTONE MEN'S SHED AND COMMUNITY GARDEN FOOTPRINT - CROSS PARK

In Brief:

- This report outlines a proposal to Council by the combined community groups of Roleystone Men’s Shed, Community Garden and Roleystone Markets to develop a community hub including a Men’s shed, Community Garden and partnership with Roleystone Markets on Cross Park, Roleystone.
- Recommend that Council:
  1. Support the proposal to establish a Men’s Shed and Community Garden on land identified on Cross Park
  2. Provide a letter of support for the group’s grant application to Lotterywest
  3. Instruct officers to prepare a Lease Agreement for the Mens Shed and Memorandum of Understanding with the Community Garden Group

Tabled Items

1. Nil

Officer Interest Declaration

Nil.

Strategic Implications

1. Community Wellbeing
   1.1 Support and strengthen community groups, organisations and volunteer services
   1.2 Optimum quality of life for all citizens
   1.2.2 Advocate and promote programs and services that enhance the wellbeing of seniors
   1.2.3 Increase engagement and participation of youth in the community
   1.6 A community that feels safe
   1.6.3 Promote planning and activities that encourage a safe and responsible community

Legislation Implications

Any construction or design is required to comply with the Building Code of Australia, Universal Access and Australian Standards.
Council Policy/Local Law Implications
Regulation 30(2)(b) of the Local Government (Functions and General) Regulations 1996 – Dispositions of property which section 3.58 of the Act does not apply.

Budget/Financial Implications
Nil.

Consultation
1. Roleystone Community
2. Roleystone Men’s Shed Inc.
3. Roleystone Community Garden Inc.
4. Roleystone Markets
5. Lotterywest
6. Technical Services

BACKGROUND
In September 2010, the Roleystone – Karragullen Community Bank sponsored a Community forum to establish ideas put forward by Roleystone residents for future improvement and growth in the area. The establishment of a Men’s Shed and Community Garden were two of the priority ideas proposed by the residents in attendance.

As a result two working groups were formed to research the idea and establish what makes Community Gardens and Men’s Sheds successful. The working groups undertook literature research and visited ten operational Men’s Sheds and twelve Community Gardens around Perth, in the Southwest and interstate.

In 2011 the groups presented a draft proposal to City officers outlining an intention for a Community Garden and Men’s Shed to be located at Lina Hart Reserve. Due to the Lina Hart Reserve being owned by the State of Western Australia a change in its purpose from ‘Recreation’ to ‘Community Purpose’ the City’s officers recommended that alternate sites be investigated.

These groups were identified as major stakeholders in the Cross Park master planning process, which was undertaken by the City in November 2012. Three concept designs were formulated for Cross Park as a result of this process with each including possible sites for the groups to establish a community hub. After further internal officer investigation all three options were faced with various issues which resulted in the City unable to support the group’s proposal for immediate endorsement.

The groups continued communication regarding possible sites at Cross Park, in an informal manner with City officers and Ward Councillors, with no immediate resolution attained. During this period, exceeding 3 years, the groups have been successfully operating out of the Robin Road Primary School Site.

The Robin Road Primary School site was sold to a private developer who has allowed them to continue to operate over the last few years but has advised the groups that they need to vacate the site by December 2015.
The imminent requirement for the groups to relocate in order to continue operations has created a lot of stress within the groups and has resulted in the City's Community Planning and Technical Services team working closely with the group since March 2015 to establish a suitable site at Cross Park.

The outcome of this collaboration is a footprint which allows a 300 m² Men’s Shed, 250 m² Community Garden and storage for the Roleystone Markets as defined in the group’s proposal. If acceptable to Council the proposal will form the basis of an application for a Lotterywest grant.

DETAILS OF PROPOSAL

The proposal put forward by the combined groups is for the opportunity to occupy land on Cross Park through a lease arrangement in order to build and develop a Community Hub containing the following elements:

- A 300 m² Men’s Shed to house wood work and metal work equipment
- A Kitchen space/ meeting room space to be shared between Men’s Shed and Community Garden volunteers
- A 250 m² Community Garden site which will supply the Roleystone Markets with fresh produce to sell.
- Storage for the Roleystone Markets which are held quarterly and run by a volunteer group.
- Potential youth engagement area

The purpose of the combined site is to provide a range of opportunities to engage with the wider community including youth, seniors and families.

The parcel of land identified and supported by City officers is land between the Roleystone Hall and the Family Centre. (Refer Map). The proposal does not require removal of current trees and will have minimal impact on the natural environment and fixed infrastructure in the space.

The establishment of this community hub will be at the cost of the groups through grant applications and sustainable operating funding structures.

COMMENT

ANALYSIS

The establishment of multi-use and multi-generational activity areas such as Cross Park, are desired outcomes of master-planning processes that fully engage the community in their development and implementation.

The Roleystone community has, through this process identified both a need and a researched solution for a win/win outcome. The proposal offers a low risk, high return outcome for the City in providing for an identified need in the Roleystone area.
With established community links and an ageing demographic providing a growing base of membership and intergenerational links the proposal has the potential to be self-sustaining once in operation.

OPTIONS
Council has the following options:
1. Endorse the proposal to establish a Men’s Shed and Community Garden on land identified in Cross Park and instruct officers to prepare a lease agreement for the Mens Shed and Memorandum of Understanding with the Community Garden Group.
2. Reject the proposal.

Option 1 is the recommended option.

CONCLUSION
The objective of this report is to highlight the urgency of Council endorsement in order for the groups to continue to operate, while giving emphasis to the commitment and determination of the Roleystone Community groups to provide a sustainable community hub which is directly aligned with demographics and community demand. There is also a need to provide a letter of support for the groups Lotterywest application for the project which indicates the City’s intention of leasing space and entering into a Memorandum of Understanding.

The groups have worked closely with City officers to work through a range of site issues which have had to be remedied to get to this point; this includes a compromise in the amount of space being recommended and shape of this space.

The City’s officers support the application and believe these groups will provide a welcomed service and activity hub to the community with limited financial risk to the City.

The impact of not endorsing the current proposal could result in the community groups ceasing to operate due to lack of appropriate facilities to operate from.

RECOMMEND

That Council:

1. Endorse the proposal to establish a Men’s Shed and Community Garden on land identified in Cross Park
2. Provide a letter of support for the group’s grant application to Lotterywest
3. Instruct officers to prepare a Lease Agreement for the Mens Shed and Memorandum of Understanding with the Community Garden Group

ATTACHMENTS
1. Roleystone Mens Shed and Community Garden footprint proposal - Cross Park
2. Roleystone Mens Shed and Community Garden footprint proposal
3.1 - JULL STREET MALL ACTIVITIES POLICY

WARD : ALL
FILE No. : M/395/15
DATE : 13 April 2015
REF : GF
RESPONSIBLE MANAGER : Executive Director Community Services

In Brief:
The report presents the Jull Street Mall Activities Policy for Council consideration.

Tabled Items
1. Jull Street Mall Activities Policy
2. Jull Street Mall Activity Zone Map

Officer Interest Declaration
Nil

Strategic Implications
This report relates to the following elements of the City’s Strategic Community Plan.

1.6.3 Promote and support planning and activities that encourage a safe and responsible community.

1.6.4 Consider opportunities for neighbourhood renewal and improvement projects that contribute to the sense of safety and wellbeing.

2.2.2 Plan and implement projects to revitalize the Armadale City Centre.

3.5.1 Develop and maintain relationships with local industry.

4.1.2 Ensure governance policies, procedures and activities align with legislative requirements and best practice.

4.5.1 Ensure compliance of relevant Council policies and procedures with legislative and organizational requirements.

Legislation Implications
Local Government Act 1995

Council Policy/Local Law Implications
Activities and Trading in Thoroughfares and Public Places Local Law
Budget/Financial Implications
The fees charged for a permit will be consistent with the corresponding fees detailed in the City’s Schedule of Fees and Charges for the relevant financial year period.

Consultation
1. MANEX
2. Tenants in the Jull Street Mall
3. Jull Street Mall Traders
4. Manager Governance and Administration

BACKGROUND
Council endorsed the Jull Street Mall Revitalisation Progress Report in May 2014 (C19/5/14), in which the following was included:

2.1 Review Existing Policy and Local Laws

A review of existing policies and local laws to identify those that relate to activities in the Jull St Mall and which may impact on potential and current activities. The Activities and Trading in Thoroughfares and Public Places Local Law determines applications for Street Traders which requires Council approval. There are no existing policies of relevance that would preclude any of the proposed activities and events being considered as part of the Revitalisation project.

In the absence of a Jull Street Policy, the City has recently approved street trading permits for vendors operating within the Jull Street Mall, with reference in the conditions of the permit, to a proposed Jull St Mall Street Traders Policy and Management Practice.

The current trading permits approved by Council are detailed below:

<table>
<thead>
<tr>
<th>TRADER</th>
<th>DESCRIPTION</th>
<th>START DATE</th>
<th>EXPIRY DATE</th>
<th>COUNCIL RESOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rowena Kinnane</td>
<td>Patio plants and handcrafted soap flowers</td>
<td>27/02/15</td>
<td>26/2/16</td>
<td>CS4/1/15</td>
</tr>
<tr>
<td>Louie Del Dot</td>
<td>Fresh fruit and vegetables</td>
<td>23/03/13</td>
<td>22/03/15</td>
<td>CS63/7/14</td>
</tr>
<tr>
<td>Jon Stewart</td>
<td>Plants</td>
<td>23/03/13</td>
<td>22/03/15</td>
<td>CS64/7/14</td>
</tr>
<tr>
<td>Inviolata Chibanda</td>
<td>Print clothing, shoes and accessories</td>
<td>Fee yet to be paid</td>
<td></td>
<td>CS22/3/15</td>
</tr>
</tbody>
</table>

The trading permits for Louie Del Dot and Jon Stewart expired on 22 March 2015. It is recommended that Council allow Louie Del Dot and Jon Stewart and the currently approved traders to continue trading until 30 June 2015, at which time the new Jull Street Policy will come into place.

DETAILS OF PROPOSAL
A key consideration of the Jull Street Mall Revitalisation was to effectively manage the activities occurring within the mall through the development of a Jull Street Mall Policy. The
policy provides a guideline for the approval and attraction of activities within the Jull Street Mall.

The proposed policy is attached to this report for Council consideration with the Management Practice provided for contextual information.

**ANALYSIS**

The proposed Jull Street Mall Activities Policy has been developed to provide guidance for the delivery of activities occurring in the Jull Street Mall. It is intended that the City will attract activities which improves the quality and image of the City’s public realm, whilst managing the competing needs and interests of pedestrians, consumers and local business owners.

City officers are currently working closely with the business owners and market traders within the Jull Street Mall to implement a suite of place activation initiatives. This has included:

- Business liaison activities;
- Twilight Markets;
- Music in the Mall; and
- School Holiday Activities.

The Jull Street Mall Activity Policy will build upon these current activities and enable the City to manage the activities carried out by third parties.

The policy and associated management practice includes key guiding principles and approval criteria for the following activities:

- Street Market;
- Street Appeals/Fundraising;
- Street Entertainment;
- Community Group Promotion;
- Street Signage;
- Outdoor Eating Areas; and
- Shop Front Trading.

**Delegation of Authority**

Council at its meeting of 13 October 2014 resolved to delete Delegation No. 200 relating to powers and functions under the Activities and Trading in Thoroughfares and Public Places Local Law, until the Jull Street Mall Policy was endorsed.

The Jull Street Mall Activities Policy being presented to Council, provides clear guidance on the types of activities to be approved in the mall and the City will adhere to the guiding principles and approval criteria.

If Council endorses the Jull Street Mall Activities Policy, it will give the City a dedicated position on activities occurring in the Jull Street Mall. It is recommended that Council endorse the Jull Street Mall Activity Policy and reinstate Delegation No. 200 to enable the Chief Executive Officer to approve Jull Street Mall Activities Permits.

This would significantly reduce the amount of administrative time required to deal with such applications.
OPTIONS
Council has the following options:

1. Adopt the Jull Street Mall Activities Policy as attached to this report
2. Not adopt the Jull Street Mall Activities Policy as attached to this report.

CONCLUSION
To enable the City to successfully revitalise the Jull Street Mall a Jull Street Mall Activities Policy has been developed. The policy provides guidance for the approval and attraction of activities within the Jull Street Mall and if endorsed will allow the City to effectively manage the activities occurring within the mall.

RECOMMEND
That Council:

1. Adopt the Jull Street Mall Activities Policy as attached to this report.
2. Pursuant to section 5.42(1) and 5.46(2) of the Local Government Act approve the Chief Executive Officer to discharge all powers and functions under the Activities and Trading in Thoroughfares and Public Spaces Local Law in relation to the Jull Street Mall.

ATTACHMENTS
1. Jull Street Mall Activities Policy
2. Jull Street Mall Activities Management Practice - Final
3. Jull Street Activity Zone Map
3.2 - MINNAWARRA FESTIVAL REVIEW

WARD : ALL
FILE No. : M/532/15
DATE : 19 May 2015
REF : GF
RESPONSIBLE MANAGER : Executive Director Community Services

In Brief:
This report presents the City review of the Minnawarra Festival and seeks endorsement of a future event direction.

Tabled Items
Nil

Officer Interest Declaration
Nil

Strategic Implications
1.3.2 Promote and support community arts and events.

1.3.4 Promote and support initiatives that enable the community to enjoy a variety of cultural experiences.

3.4.3 Market and promote the locality of the City of Armadale to residents, stakeholders and the wider West Australian community.

Legislation Implications
Nil

Council Policy/Local Law Implications
Nil

Budget/Financial Implications
The City’s Long Term Financial Plan has a recurrent budget for the Minnawarra Festival of $80,000. The adoption of the draft event proposals to replace the Minnawarra Festival may have financial implications upon the 2015/16 Annual Budget and Long Term Financial Plan.

Consultation
1. Councillors
2. MANEX
3. City Officers

BACKGROUND
The Minnwarra Festival has been in operation for twenty two (22) years as the City of Armadale’s marquee community festival. In response to Councillor feedback and in a drive to reinvigorate the Festival, it has changed focus and theme on several occasions. This has
included commencing as a two day community festival, becoming a one day arts and cultural festival, separating the Minnawarra Art Awards and the Minnawarra Festival and joining them again and changing the event layout and location.

Whilst well intentioned, the result of these changes has meant the Minnawarra Festival hasn’t developed a clear focus or brand and this has affected the attendance numbers over consecutive years. Due to these concerns Council has considered the future of the Minnawarra Festival on a number of occasions.

Council at its Ordinary Council meeting on 9th June 2014 considered the future of the Minnawarra Festival and resolved:

C26/6/14 That Council continue with the Minnawarra Festival for the 2014 – 2015 year and vary the Event programme to accommodate existing budget allocations.

The City has subsequently undertaken a comprehensive review of its events program to develop the City of Armadale Events Strategy. The Event Strategy highlighted that the Minnawarra Festival isn’t delivering on the objectives of a Festival and recommended that the City:

Conduct the Minnawarra Festival in 2015 and conduct a review prior to planning for the City’s 2016 event season.

The City conducted the Minnawarra Festival on Sunday 3 May 2015, from 11am – 4pm. During the event the City engaged the community via face to face surveys with 140 residents. The results of the surveys and the feedback received by Councillors is summarised in this report.

DETAILS OF PROPOSAL

One of the key actions of the City of Armadale’s Event Strategy, which was endorsed by Council at its meeting on the 9 February 2015 (C4/2/15) was to hold the Minnawarra Festival in 2015 and conduct a review prior to planning for the City’s 2016 event season.

The City has conducted its review and has developed two event proposals which are presented in this report for Council consideration.

COMMENT

The Minnawarra Festival was conducted on Sunday 3 May 2015 from 11am to 4pm. The event was held within Minnawarra Park, along Church Avenue and Jull Street (adjacent to Armadale District Hall).

The purpose of the Festival was to showcase different options of what the Festival could be in the future. The event included arts, craft and produce market stalls, a multicultural food court, creative workshops, youth and children’s areas with focused activities, two stages featuring live local acts, the Minnawarra Art Awards and an exploratory maze for all ages.

The City introduced a change in the event layout in 2015, which included utilising Church Avenue as a market zone and including activities adjacent to the Armadale District Hall. The purpose of the layout change was to increase the attendance of the Minnawarra Art Awards. The City achieved this with 313 residents attending the art awards during the Minnawarra
Festival, compared to 170 attendees in 2014. This is a 54% increase in attendance during the Festival.

The Minnawarra Art Awards is a highlight of the City of Armadale events calendar and has been growing consistently in its reputation with the community and attendance numbers (please see below table). It is therefore recommended that any future festival links with the popular Minnawarra Awards.

<table>
<thead>
<tr>
<th>MINNAWARRA ART AWARDS ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>-------</td>
</tr>
<tr>
<td>965</td>
</tr>
</tbody>
</table>

To facilitate the review of the Minnawarra Festival, the City conducted a face to face survey with 140 residents during the Minnawarra Festival and has received post-event feedback from various Councillors.

The key trends in the feedback received from Councillors and the community included:
- The event was well managed and enjoyed by the community;
- The market style event along Church Avenue was well supported;
- The Art and Culture theme of the event was well supported;
- The link to the Minnawarra Art Awards is a very important aspect;
- The area at the corner of Jull Street and Church Avenue wasn’t activated adequately;
- More children’s activities were requested (rides, petting zoo, bouncy castles etc);
- A greater diversity of market stalls and food providers;
- The City should market the event more widely; and
- The City should use the whole of Minnawarra Park for the future events to promote the local amenity in the area.

**Survey Results**

**Marketing**

The City used a variety of mediums to market the Minnawarra Festival including:
- Newspaper advertising;
- Media releases,
- Flyers/Posters;
- Facebook; and
- Website.

To evaluate our marketing strategy for the event, the City asked attendees on the day how they heard about the event. The results are below.
The survey participants highlighted the importance of a multi-medium approach to the City’s marketing. Over 31% of participants heard about the event via the local newspaper and 15% via Facebook.

The majority of participants heard about the event through family or friends. This result highlights the importance of the ‘word of mouth’ aspect to marketing the City’s events. This includes engaging with community groups, schools and the general community.

**Community Satisfaction**

The Community were very satisfied with the Minnawarra Festival with an overall rating of 4.15 (1 = Very Dissatisfied and 5 = Very Satisfied). The other event elements with a satisfaction rating of 4 or above included:

- Art Award Exhibition;
- Workshops; and
- Stage Program.

The Art Award Exhibition had the highest rating of 4.27, which highlights the importance of encouraging visitation to the art awards through the festival.
Attendance
The estimated crowd at the Minnawarra Festival was between 3,000 – 4,000 people. This estimation was made upon feedback received from stallholders.

The demographic breakdown of the survey participants, which is a sound sample of the whole crowd (4.5%) includes:

<table>
<thead>
<tr>
<th>Please tick your age range</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>7.9%</td>
<td>11</td>
</tr>
<tr>
<td>25-39</td>
<td>42.4%</td>
<td>59</td>
</tr>
<tr>
<td>40-54</td>
<td>25.9%</td>
<td>36</td>
</tr>
<tr>
<td>55+</td>
<td>23.7%</td>
<td>33</td>
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</table>

answered question 139
skipped question 1

The Minnawarra Festival also attracted a new audience who hadn’t attended the festival previously (48.9%) and lived outside of the City of Armadale (31.8%).

Event Proposals
In response to the feedback received from the Community, the City has developed two event proposals to be considered by Council. These proposals take into account the growing significance of the Minnawarra Art Awards, the popular elements of street markets, kids activities and the arts and culture focus.

Proposal One
Discontinue the Minnawarra Festival in its current format and replace it with the Armadale Arts Festival. The Arts Festival (Saturday 2 April 2016 – Sunday 17 April 2016) will be a range of arts activities over a two week period. Due to the highly successful Minnawarra Arts Awards, the City will program a series of events which celebrate art and culture in the community and increase awareness of the City’s major art award.

The series of events in the Armadale Arts Festival will include:

- **Minnawarra Art Awards**: Build upon the current art awards with greater prize categories generated through corporate sponsorship.
- **Armadale Art Market**: Deliver the Armadale Art Market in the District Hall carpark on the first weekend of the art awards. This event will also be a chance to open the art awards to the wider community.
- **Children’s Art Carnival**: Deliver the Children’s Art Festival on the second weekend of the art awards at Minnawarra Park. The event will include art workshops, art presentations, community group stalls, carnival rides, children’s activities and family entertainment. It is intended to implement an activity which encourages visitors through the art awards.
- **Open Art Studio Trail**: Partner with existing artists in the region to open their art studio’s during the Armadale Art Festival timeframe. The City has already built existing relationships with numerous artists in the community and they have expressed an interest in being involved. It is intended to develop an Art Studio and Gallery Trail (Including the Minnawarra Arts Awards) during the Armadale Arts Festival. This will once again increase visitation to the art awards.
- **Jull Street Mall Activities**: Conduct a range of art, music and performance activities in the Jull Street Mall during the Armadale Art Festival period.
- **Community Workshops**: Conduct a series of community workshop in the Armadale District Hall to promote culture and art.

The existing budget for the Minnawarra Festival in the City’s long term financial plan is $80,000. The implementation of the new Armadale Art Festival as described will reduce the costs to the City by $20,000.

The City has previously identified $20,000 as an unfunded initiative during the Budget workshops to increase the total events budget. If Council endorses Option 1, the surplus of $20,000 could be used for this purpose which would be used primarily for marketing and promotion of the overall Events program.

**Option Two**
Discontinue the Minnawarra Festival in its current format and replace it with a Jull Street Festival. Street Festivals have become extremely popular to promote and activate town centres. Some recent examples include the Beaufort Street Festival and Maylands Street Festival. The Jull Street Festival would activate the Jull Street Mall and the Armadale Town Centre.

The event would be located on Jull Street from Commerce Avenue to Orchard Avenue and include market stalls, food vendors, live performances, interactive art activities and encouraging local business to become involved in the event.

The major costs associated with this event will be the proposed road closures and infrastructure required to be set up on hard surfaces. The City would also be required to liaise with business owners upon Jull Street to inform them of the road closures and encourage them to open during the Jull Street Festival.

The Jull Street Festival will also be used to attract visitors to the Minnawarra Art Awards. To achieve this, activities will be implemented to encourage participants to visit the Armadale District Hall.

The existing budget for the Minnawarra Festival in the City’s long term financial plan is $80,000, and the implementation of the Jull Street Festival would cost approximately $80,000.

**OPTIONS**
Council has the following options:

1. Continue with the Minnawarra Festival in its current format.
2. Not continue with the Minnawarra Festival in its current format and endorse replacing it with Option 1 (Armadale Art Festival).
3. Not continue with the Minnawarra Festival in its current format and endorse replacing it with Option 2 (Jull Street Festival).

**CONCLUSION**
The Minnawarra Festival has been the City’s marquee community festival for the past 22 years, but due to several changes in the format and direction it has lacked consistency and it isn’t meeting the purposes of the City’s major community festival.
It is recommended that the City commit to a City festival which has a strong brand and identity and commit to the festival for a period of four (4) years to allow it to grow and prosper.

RECOMMEND

That Council:

1. Not continue with the Minnawarra Festival in its current format.
2. Endorse the development of the Armadale Art Festival, including:
   a) Minnawarra Art Awards;
   b) Armadale Art Market;
   c) Children’s Art Carnival;
   d) Open Art Studio Trail;
   e) Jull Street Mall Art Activities; and
   f) Community Workshops.

ATTACHMENTS

There are no attachments for this report.
**4.1 - COMMUNITY SERVICES DIRECTORATE 2015 - 2016 DRAFT BUDGET**

**WARD**: ALL

**FILE No.**: M/389/15

**DATE**: 9 April 2015

**REF**: SG

**RESPONSIBLE MANAGER**: Executive Director Community Services

**In Brief:**
- This Report presents the 2015-2016 Draft Budget for the Community Services Directorate
- The Report recommends that Council refers the Draft 2016 Community Services Directorate Budget Report as presented, (with or without modifications) to the Special meeting of the City Strategy Committee to be held on 30th June 2015 (the business of that meeting being to recommend to Council the 2016 Annual Budget), for consideration and inclusion in Council’s 2016 Annual Budget.

**Tabled Items**
Nil

**Officer Interest Declaration**
Nil

**Strategic Implications**

4.6 Financial Sustainability and Accountability for Performance

4.6.1 Provide financial services to support cost effective Council operations and service delivery.

4.6.3 Develop and maintain long term financial planning, management and reporting to ensure resources are provided to deliver services and manage Council’s assets.

**Legislation Implications**

Section 6.2 of the *Local Government Act 1995* refers, ie.

6.2. Local government to prepare annual budget

(1) *During the period from 1 June in a financial year to 31 August in the next financial year, or such extended time as the Minister allows, each local government is to prepare and adopt*, in the form and manner prescribed, a budget for its municipal fund for the financial year ending on the 30 June next following that 31 August.

(2) *In the preparation of the annual budget the local government is to have regard to the contents of the plan for the future of the district made in accordance with section 5.56 and to prepare a detailed estimate for the current year of — (a) the expenditure by the local government; (b) the revenue and income, independent of general rates, of the local government; and*
(c) the amount required to make up the deficiency, if any, shown by comparing the estimated expenditure with the estimated revenue and income.

(3) For the purposes of subsections (2) (a) and (b) all expenditure, revenue and income of the local government is to be taken into account unless otherwise prescribed.

Council Policy/Local Law Implications
Nil

Budget/Financial Implications
In accordance with the agreed 2015-16 Budget Adoption Timetable, this Report presents the 2015 – 2016 Draft Budget for the Community Services Directorate for Committee’s consideration and recommendation.

Consultation
This report is informed by:

1. Councillor Workshops held over the last (2) months relating to the City’s Strategic Community Plan, Corporate Business Plan, Long Term Financial Plan, Workforce Plan & Asset Management Plan;
2. A meeting of the Rating Review Working Party; and
3. Meetings of the Management Executive.

BACKGROUND
Nil

DETAILS OF PROPOSAL AND COMMENT
Committee is referred to the 2015-2016 Draft Budget Report for the Community Services Directorate as attached. (Refer to Attachment circulated separately.)

Committee’s task in considering the attached Draft Budget Report is:

• to consider and confirm the key actions to be taken during 2015-16;
• to consider and confirm the reasonableness of the revenue and expenditure estimates as relating to each of the services and programs proposed for the 2015-2016 year;
• to consider/identify whether there are any other budget matters arising, that Committee would recommend as a priority for inclusion in the draft budget, should funding levels subsequently allow.

CONCLUSION
That Committee approve the 2015-16 Draft Budget Report as presented, with or without modification, for referral to the special meeting of the City Strategy Committee to be held on 30th June 2015.
RECOMMEND

That Council refers:-

The Draft 2015-2016 Community Services Budget Report; as presented, (with or without modification) to the Special meeting of the City Strategy Committee to be held on 30th June 2015 (the business of that meeting being to recommend to Council the 2015-2020 Corporate Business Plan and Annual Budget), for consideration and inclusion in Council’s 2015-2016 Annual Budget.

ATTACHMENTS

1. See Separate Attachment
COUNCILLORS' ITEMS

Nil

EXECUTIVE DIRECTOR COMMUNITY SERVICES REPORT

Nil

MEETING DECLARED CLOSED AT _________
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<th>SUBJECT</th>
<th>PAGE</th>
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<td>ROLEYSTONE MEN'S SHED AND COMMUNITY GARDEN FOOTPRINT - CROSS PARK</td>
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<td>Roleystone Mens Shed and Community Garden footprint proposal - Cross Park</td>
<td>29</td>
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<td>2.1.2</td>
<td>Roleystone Mens Shed and Community Garden footprint proposal</td>
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<td>3.1</td>
<td>JULL STREET MALL ACTIVITIES POLICY</td>
<td></td>
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<td>Jull Street Mall Activities Policy</td>
<td>31</td>
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<tr>
<td>3.1.2</td>
<td>Jull Street Mall Activities Management Practice - Final</td>
<td>32</td>
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<td>3.1.3</td>
<td>Jull Street Activity Zone Map</td>
<td>38</td>
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<td>4.1</td>
<td>COMMUNITY SERVICES DIRECTORATE 2015 - 2016 DRAFT BUDGET</td>
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<td>4.1.1</td>
<td>See Separate Attachment</td>
<td>39</td>
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</tbody>
</table>
POLICY
Jull Street Mall Activities
Management Practice
Jull Street Mall Activities
Relevant Delegation
Tourism

Rationale

To provide guidance for the delivery of activities in the Jull Street Mall that improves the quality and image of the City’s public realm whilst managing the competing needs and interests of pedestrians, consumers and local business proprietors.

Policy

The City encourages the activation of our public spaces. The management of activities held within the Jull Street Mall will facilitate the attraction of high quality street activity which complements the existing retail offer.

The policy covers the following activities within the Jull Street Mall:

1. Street Markets
2. Street appeals/Fundraising
3. Street Entertainment
4. Community Group Promotion
5. Street Signage
6. Outdoor Eating Areas
7. Shop front trading

Related Local Law
Activities and Trading in Thoroughfares and Public Places - 1995

Related Policies

Related Budget Schedule

Last Reviewed

Next Review Date

Authority
1. Purpose
The primary purpose is to provide a framework, guiding principles and decision making criteria for the management of street activity within the Jull Street Mall.

By clarifying expectations, the aim is to encourage and enable a range of high quality street activity to locate within the Jull Street Mall.

2. Objectives
The objectives are:

- To encourage diversity, vitality, amenity and ambience into the Jull Street Mall;
- To enable street activity that complements the existing retail/commercial sector;
- To minimise the impacts on the visual and physical amenity of the Jull Street Mall;
- To minimise the disruption to pedestrians and other legitimate users; and
- To clearly outline the City’s decision making process for persons seeking to undertake activities within the Jull Street Mall.

3. Legislative Considerations
This management practice applies to activities occurring within the Jull Street Mall in accordance with the City of Armadale Activities and Trading in Thoroughfares and Public Places Local Law 2005.

4. Guiding Principles
Street activity is guided by four principles that are designed to help create and manage street activities within the Jull Street Mall. People who wish to apply for a Street Activity Permit must ensure their proposed activity is aligned to these key principles.

4.1 Appropriate Location
Street activity is encouraged in locations that enhance the vibrancy of the Jull Street Mall. The locations must consider the impact upon business activity, pedestrian flow and community activity.

4.2 Accessibility
A well designed and maintained urban environment is essential to ensure adequate open space for people to enjoy without the clutter of commercial activity on the street.

Street activity should be integrated into the street in a way that does not compromise existing uses, street furniture, building entrances, disabled access and pedestrian safety.
4.3 Diverse and Engaging

Street activities should be engaging and diverse in nature. The ability to attract and engage people can enhance the vitality of a street and create a sense of interest and curiosity.

Applicants sought will be energetic, dynamic, creative and adept at identifying local niche markets. Permit holders with these qualities ultimately generate a distinctive business culture with strong links to the commercial/retail sector.

4.4 Attractive and High Quality

The overall design of street activity infrastructure and associated equipment should contribute to the Jull Street Mall physical characteristics and enrich city life and street culture.

The design and appearance of structures should be innovative and vibrant, and structurally sound to be able to withstand prolonged exposure to various climatic conditions.

5. Activities Permitted

The activities permitted in the Jull Street Mall are shown in table (1) below.

Table 1 – Jull Street Mall Activities

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Permitted</th>
<th>Permit Required</th>
<th>Fees Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Market</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Street Appeals/Fundraising</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes*</td>
</tr>
<tr>
<td>Street Entertainment</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Community Group Promotion</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Street Signage</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Outdoor Eating Areas</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Shop Front Trading</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

*Not for profit organisations or sporting groups conducting their own Street appeals/Fundraising may request at the time of application to have their fees waived

5.1 Street Market

A defined area determined by the City where traders can carry out trading. Trading is the selling or marketing of goods or services.

A permit will be required by a market organiser (either a nominated CoA officer or an external contractor) who will manage all stallholders within the market zone and will operate according to the following criteria:

a) Market organiser to manage all operations of the market in accordance with operating agreement;

b) Markets only to operate on days between Thursday to Sunday;

c) Markets will not interfere with any other approved activity or use in the Mall;

d) Market Traders shall not obstruct or impede pedestrians using the Mall;
e) Market Traders shall not obstruct or impede access to adjacent business properties;

f) Market Trading goods that are likely to detract from the appearance of the mall may be required to be removed; and

g) Market Trading stalls which detract from the appearance of the mall may be required to be removed or amended.

5.2 Street Appeals/Fundraising

An organisation undertaking the soliciting of funds or contributions or offering for sale of any button, badge, token, or other similar thing for the purpose of raising funds or contributions.

a) Only to be conducted on Fridays except where registered charities have an advertised and commonly known Fundraising day / date e.g. Red Nose Day.

b) No more than two (2) people assisting the street appeal/survey are to be located in the Jull Street Mall.

c) Each person assisting the street appeal/survey must carry an identification badge and a signed permit;

d) No person under the age of 16 shall act as a collector; and

e) Collection tins are to remain sealed and be appropriately signed and numbered.

f) All applicants or representatives must adhere to the requirements of the following legislation where applicable:

a. Charitable Collections Act 1946;

b. Charitable Collections Regulations 1947;

c. Street Collections (Regulations) Act 1940; and

d. Street Collections Regulations 1999
5.3 Street Entertainment

A person who wishes to perform in public as defined in the Activities and Trading in Thoroughfares and Public Places Local Law.

a) Any collection container for donations is to remain stationary on the pavement;
b) A permit holder shall not interfere with any other approved use or permitted activity in the mall;
c) A permit holder cannot reserve a location or leave equipment or articles in the permitted area;
   a) A permit holder shall not obstruct or impede pedestrians using the mall or to adjacent business properties;
b) Street Entertainment shall be for a maximum of four (4) hours in any one day;
c) A maximum limit of two (2) artists applies in any one performance unless a greater number of performers is approved and included as a condition on the permit;
d) Permit holders shall ensure all performers are of a suitable appearance and dress standard and must not wear attire contains offensive language or that promotes or encourages illegal activity;
e) The use of amplification during a performance may be decibel limited (and must not exceed 72dB(A)); and
   i. Can only be battery operated; and
   ii. Must not unreasonably interfere with businesses or other mall users.
f) Street Entertainers may be required to audition for a permit.

5.4 Community Group Promotions

A not for profit community group or sporting club promoting membership to its association or club.

a) Promotional activities only to be located in Community Group Promotional zone;
b) May only operate in the Community Group Promotional zone for a total of one (1) day per month.
c) Displays may only be undertaken by an association or charity for the purpose of that association or charity; and
d) The display of or sale of goods associated with the community group may require a traders permit.
5.6 Street Signage

Signage located within the Jull Street Mall, which promotes a business operating in a leased or owned premises.

a) Sandwich board (A-Frame) signs are only allowed within the Jull Street Mall in accordance with current legislative requirements;

b) No more than one (1) A-Frame sign is permitted in relation to each business;

c) A-frame signs are not to exceed any dimensions of 1.0 metres and a surface area of 0.9m²;

d) Be located no more than 2.0m directly in front of related business;

e) Shall not obstruct or impede pedestrians using the Mall; and

f) Be removed each day at the close of the business to which it relates and not be erected again until the business next opens.

5.7 Outdoor Eating Areas

A portion of a public place adjoining the normal place of business, that sell food and or beverages.

a) These areas are only permitted directly adjacent to food businesses;

b) Areas shall not obstruct or impede pedestrians using the Mall;

c) All furniture and approved structures are to be free standing;

d) All furniture and approved structures must be removed from the mall at the close of each business day;

e) Areas are to be delineated only be means approved by the City (brass plates); and

f) Where café umbrellas are used as a sun shade they must be adequately secured to ensure they do not become dislodged in high winds.

5.8 Shop front trading

Merchandise or goods displays in front of a premises located within the Jull Street Mall

a) Shop front trading must be located directly in front of the premises in which it relates;

b) Shop front trading is not to extend beyond the side boundary of the business premises;

c) Supervision of trading activities/goods must be possible from the business premises;

d) Shop front trading is not to obstruct access to the premises or pedestrians;

e) All goods must be displayed on stands or racks above the level of the footpath; and

f) Shop front trading areas are to be aesthetically pleasing.
6. Applying for a Permit

A Permit will be required to conduct activities within the Jull Street Mall. Applications will be assessed on a case by case basis against the following criteria:

- Demonstrated compliance with relevant legislative requirements;
- Meeting the Purpose of this Management Practice;
- Public safety; and
- Willingness to adhere to the City’s values.

A permit may be cancelled or amended at any time if:

- The permit holder fails to comply with the permit conditions;
- There are changed conditions affecting the Jull Street Mall, such as a change of purpose, conflicting activities and/or health and safety concerns etc.

7. Fees

The fees will be consistent with the corresponding fees detailed in the City’s Schedule of Fees and Charges for the relevant financial year period.
Community Services Directorate
2015 -2016 Draft Annual Budget.

See Separate Attachment