

CITY OF ARMADALE

MINUTES

**OF COMMUNITY SERVICES COMMITTEE HELD IN THE COMMITTEE ROOM,
ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON TUESDAY, 3
FEBRUARY 2015 AT 7:00PM.**

PRESENT: Cr K Busby (Chair)
Cr M S Northcott
Cr R Butterfield
Cr C Frost
Cr C Wielinga
Cr J A Stewart

APOLOGIES: Cr G A Best

OBSERVERS: Cr H A Zelones OAM JP

IN ATTENDANCE: Ms Y Loveland - Executive Director Community Services
Mr N Kegie - Executive Manager Community Services
Mrs P Walker - Manager Libraries & Heritage Services
Mr G Fisher - Manager Tourism
Mrs R Milnes - Coordinator Community Development
Ms S Gasior - Minute Secretary

PUBLIC:

*“For details of Councillor Membership on this Committee, please refer to the City’s website
– www.armadale.wa.gov.au/your_council/councillors.”*

DISCLAIMER

The Disclaimer for protecting Councillors and staff from liability of information and advice given at Committee meetings was not read as no members of the public were present.

DECLARATION OF MEMBERS' INTERESTS

Nil

QUESTION TIME

Nil

DEPUTATION

Nil

CONFIRMATION OF MINUTES

RECOMMEND

Minutes of the Community Services Committee Meeting held on 1 December 2014 be confirmed.

**Moved CR M Northcott
MOTION CARRIED 6/0**

ITEMS REFERRED FROM INFORMATION BULLETIN

- **Outstanding Matters & Information Items**
Report on Outstanding Matters – Community Services Committee
- **Monthly / Quarterly Departmental Reports**
Community Development Report –Community Development Report January 2015
Leisure Services Report –December 2014
Manager Library & Heritage Services Monthly Report – December 2014
Manager Ranger & Emergency Services Monthly Report – December 2014
Tourism/Events & Visitor Centre Monthly Report – January 2015

No items were raised for further investigation or report.

CONTENTS

COMMUNITY SERVICES COMMITTEE

3 FEBRUARY 2015

1. PRESENTATIONS	
1.1 EVENTS STRATEGY - OVERVIEW	4
2. COMMUNITY DEVELOPMENT	
2.1 CHILD HEALTH SERVICES	8
3. LIBRARY & HERITAGE SERVICES	
3.1 MEMORIAL PLAQUES FOR PARKS AND RESERVES - KALAJZICH PARK	15
3.2 ROYAL WESTERN AUSTRALIAN HISTORICAL SOCIETY STATE HISTORY CONFERENCE - PROPOSAL FOR ARMADALE HOSTING 2016	18
4. TOURISM	
4.1 DRAFT EVENT STRATEGY 2015-2020.....	21
5. MISCELLANEOUS	
5.1 ANNUAL LEAVE - EXECUTIVE DIRECTOR COMMUNITY SERVICES.....	26
5.2 FENCING AND SECURITY OF THE CITY ON AUSTRALIA DAY	28
6. COUNCILLORS' ITEMS	
NIL.....	ERROR! BOOKMARK NOT DEFINED.
7. EXECUTIVE DIRECTOR COMMUNITY SERVICES REPORT	
NIL.....	ERROR! BOOKMARK NOT DEFINED.
SUMMARY OF "A" ATTACHMENTS.....	30

1.1 - EVENTS STRATEGY - OVERVIEW



Purpose of Events

- Connect Residents
- Attract Visitors
- Improve the image of the City
- Activate and promote the CBD
- Activate other places and spaces



Major City Events

- Australia Day Fireworks
- Highland Gathering
- Kilt Run
- Movies in the Park
- Minnowarra Festival
- Outside the Frame Art Awards
- Minnowarra Art Awards
- Carols in the Park
- Toy Parade



Externally Run Events

- Araluen Tulip Festival
- Champion Lakes Regatta Centre
- Kelmscott Show
- Grand Fondo Cycling
- Karragullen Expo and Avocado Festival



Event Categories

1. Major Attraction Events
2. Community Events
3. Civic Events



Spring Festival

Bring together events held by the City and external parties into a marketing package.



Partnerships



Event Co-ordination

- Event application process
- Provide 'one stop' shop for event information
- Cross-functional events coordination group
- Co-ordinate marketing of all City events
- Grant funding for community groups



2.1 - CHILD HEALTH SERVICES

WARD : ALL
FILE No. : M/892/14
DATE : 16 December 2014
REF : RM/KD
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

- This report seeks Council approval to enter into a Memorandum of Understanding on a continuous year by year basis with the Department of Health (Child Health Services) for the occupation of portions of Bakers House, Evelyn Gribble Community Centre and Reserve 33887 Grasmere Way, Kelmscott (Camillo Child Health) for the purpose of running Child Health Clinics.
- Recommend that Council approve the Memorandum of Understanding for formal occupation of the facilities from 1 March 2015.

Tabled Items

1. Nil

Officer Interest Declaration

Nil

Strategic Implications

Strategic Community Plan:

1. Community Wellbeing.
 - 1.1 Services that support community growth and development
 - 1.1.2 Support and strengthen community groups, organisations and volunteer services
 - 1.4 Accessible health and other support services that meet the needs of our community.
 - 1.4.1 Advocate and support integrated approaches to minimise the spread of communicable diseases.
 - 1.4.2 Advocate expanded health services within the region
 - 1.6 A community that feels safe
 - 1.6.5 Consider opportunities for partnership projects with other agencies that enhance community amenity.

Legislation Implications

Section 3.58(5) *Local Government Act 1995* – Disposing of Property
Regulation 30 *Local Government (Functions and General) Regulations 1996* – Dispositions of property to which section 3.58 of the Act does not apply

Council Policy/Local Law Implications

Council Policy ADM2 – Property Lease Rentals

Budget/Financial Implications

An increase in revenue of \$2400.00 per annum - \$800 per facility for three facilities based on the approved Fees and Charges schedule for community organisations retaining exclusive use of portion of a facility.

Consultation

1. Officers from the Technical Services
2. Officers from Leisure Services
3. Officers from Corporate Services
4. Department for Health (Child Health Services)

BACKGROUND

The Department of Health's Child Health Services comprise Community Child Health Nurses based at Child Health Clinics working in partnership with parents and carers of babies and children aged 0 – 4 to provide information/support, referrals, immunisations, and developmental assessments.

Since the 1950s, most local governments in Western Australia and the Department of Health have maintained a shared commitment to providing child health services, with the local government providing the facility and the Department of Health providing the services.

As early as 1935, the Armadale-Kelmscott Roads Board voted to support the Baby Clinic scheme in partnership with the Health Department. The Board would contribute financially to the establishment and operation of three Baby Clinics staffed by qualified Nurses in Kelmscott, Armadale and Byford to keep babies well and therefore reduce deaths. Since then, the City and the Department of Health have participated in these arrangements based on the shared objective of providing Child Health Clinics from facilities in locations easily accessible to families. There are currently five Child Health Clinics operating in the City, three of which are based at the City's facilities. The City is progressing discussions with Child Health Services to formalise arrangements of exclusive use of portions of these three facilities for Child Health Clinics, in alignment with Council's previous direction.

These facilities are:

- Bakers House (accommodates Harrisdale Child Health which services Harrisdale and Piara Waters)
- Evelyn Gribble Centre (accommodates Wungong Child Health which services Brookdale and surrounding suburbs, Oakford, Darling Downs, Forrestdale and up to South West highway shopping centre side)
- Grasmere Way (accommodates Camillo Child Health which services Kelmscott south of railway line, Champion Lakes, Camillo and rest of Kelmscott plus Forrestdale on that side of Armadale Road).

The services provided by the Child Health Nurses include:

- Assessment of baby and child health development after discharge from hospital, at 6-8 weeks, 3 – 4 months, 8 months, 18 months and 3 years
- Home visits to families
- Immunisations - Immunisation clinics have operated on a monthly basis at four accessible locations across the City. The City provided the vaccines and the child health nurses administer them. This arrangement was in place for 10 years and concluded at the end of 2013 with families now encouraged to access the Child Health Clinics for immunisation of their children.
- Provision of ongoing support for families and information on many aspects of parenting and maternal and family health
- Acting as a link between hospitals and the community, working with family GPs and other health professionals including Aboriginal and ethnic health workers
- Facilitation of parenting groups

In relation to the numbers of families that access Child Health Clinics at the City-owned facilities, the following table provides a snapshot of the numbers of babies being born occurring between 2008 and 2014 requiring services from birth to four years of age:

Suburb	2014	2013	2012	2011	2010	2009	2008
Byford	313	303	257	243	213	200	189
Camillo	170	189	213	239	368	323	288
Harrisdale	374	279	256	161	132	65	
Wungong	267	275	244	211	232	178	192
Total	1124	1046	970	854	945	766	669

In terms of evidence-based need for the continuation of early childhood services, the Australian Early Development Census (AEDC) results for Camillo and Brookdale for 2012 indicate that respectively 33% and 37% of children aged 0 – 5 are developmentally vulnerable on one or more domains of the AEDC. In Armadale overall, 28% of children are developmentally vulnerable. These percentages are significantly higher than the state average of 23% and national average of 22%. When considering this data in conjunction with the current numbers of births in the table above and expected future birth rates based on the growth the City is experiencing, there is a demonstrated need for Child Health Clinics to continue from facilities that are purpose appropriate and accessible to families.

The longstanding partnership between the City and the Department of Health’s Child Health Services yields extensive benefits beyond the provision of services to residents, including:

- A consistent presence of Child Health Services staff on management committees and networks including the Communities for Children Management Committee, the Child and Parent Centre Local Area Committee and the Armadale Early Years Network. The purpose of these committees is to address community issues based on collaboration between local stakeholders. With the City also represented on these groups, there has been a history of partnership between the City and Child Health Services in the context of collectively identifying strategies to improve outcomes for children and families.

- Child Health nurses are a conduit of information to families from the City, for example distributing the *Better Beginnings Family Literacy Program* and promotional material for family activities and events.

WA Local Government Association (WALGA) perspective

Formalising the arrangements between the City and Child Health Services aligns with the proposed direction of WA Local Government Association (WALGA).

The issue was raised at a WALGA State Council meeting in March 2012, at which the State Council resolved that the State Government should provide greater funding and strategic planning for facility provision to enable delivery of child health services. This led to a response from the State Government in May 2012 that no new funding would be forthcoming to support Local Governments with the provision and maintenance of facilities.

In December 2012, WALGA engaged AEC Group Pty Ltd (a consultancy) to determine the actual costs to Local Governments on the provision and maintenance of facilities for the Child Health Centres. The subsequent report on “Local Government & Provision of Facilities for Child Health Centres” in October 2013 recommended the following:

“1. The final AEC Report Local Government and Provision of Facilities for Child Health Centres be forwarded to the Hon Kim Hames, Minister for Health and the Hon Tony Simpson, Minister for Local Government and Communities seeking a commitment to the following outcomes:

- a. The Department of Health and the Department of Local Government and Communities working with Local Government to develop a strategic plan for the provision of child health services, which identifies priority locations requiring maternal and child health services based on population growth and demographic data, and provides a sustainable framework for future investment by the State Government; and.*
- b. The Departments working with WALGA and its members to establish sustainable and equitable funding and leasing arrangements between the State and Local Governments for the provision of facilities from which child health services are delivered in Western Australia;*

2. WALGA develop and conduct a Local Government Early Years Forum to enable Local Governments to discuss the key issues facing the sector”.

According to the State Council Agenda’s Status Report section, the latest updates as of December 2014 pertaining to that recommendation are:

- *WALGA has received correspondence noting the report and the resolutions of State Council.*
- *WALGA is a member of the DLGC Community Development Roundtable and will continue to pursue the need for greater strategic planning for the provision of public health services.*
- *WALGA is hosting an Early Years Forum on 11 March 2015 at the Hyatt Perth. Further details of the Forum will be provided in the WALGA Local Government News.*

WALGA indicates commitment to continuing to advocate for funds and strategic direction from the state government for the provision of child health services, reflected by the recommendations in the AEC Report.

The Departments of Health and Local Government and Communities have not yet progressed these recommendations, therefore current resolution of the matter is contingent on individual agreements between local governments and the Department of Health. This is reflected by communication with other local governments who are also in the process of working with the Department of Health to formalise child health services accommodation agreements.

It is of benefit to the City and local families that the agreement with the Department of Health to provide services at three of the City's facilities is formalised in a timely manner given the lengthy duration of this process to date.

DETAILS OF PROPOSAL

This report seeks Council's support and approval concerning a formal agreement with the Department of Health for exclusive use arrangements of the City's facilities to operate Child Health Clinics.

After a number of discussions with the Department of Health's Child Health Services staff, the following proposal has been mutually agreed upon pending Council's approval:

Premises:	Portion of Bakers House; Portion of Evelyn Gribble Community Centre; and Portion of Reserve 33887 Grasmere Way;
Term:	Ongoing on a year by year basis, until such time as either party terminates.
Commencement:	1 March 2015;
Financial Contribution:	\$800 per annum plus GST, for each location. This is based on the City's approved Fees and Charges schedule for community organisations retaining exclusive use of part of a facility
Outgoings:	Department of Health will be responsible for all costs associated with their phone line and utilities expenses.
Maintenance:	Department of Health will be responsible for keeping the occupied area clean and tidy at its own expense, with the City responsible for the overall maintenance of the facility (as a whole).
Insurance:	Department of Health to maintain public liability insurance and contents insurance for its own contents. The City will continue to insure the facility.

COMMENT

ANALYSIS

Child Health Clinics offer an essential service to the residents of the City of Armadale, providing a range of services in partnership with parents and carers of babies and young children up to the age of four years. The Child Health nurses also provide a home visiting service aimed at parents of newborn babies to offer support and advice about the wellbeing of both the baby and the mother. The Nurses also provide appropriate information to parents on behalf of local organisations, including playgroups, promoting engagement and participation in their community. At an organisational level, the partnership between Child Health Services and the City facilitates addressing issues in the community through working together on relevant committees and sharing local knowledge and expertise on the early childhood sector.

With regards to remuneration to the City for use of the three facilities, \$800 per annum plus GST, is proposed for each location. This is based on the approved Fees and Charges schedule

for community organisations retaining exclusive use of part of a facility. A Memorandum of Understanding is recommended as the appropriate mechanism for formalising the agreement.

It is recognised that there is a disparity between the proposed fee of \$800 and the commercial fee arrangements for other state government departments, including the Department of Child Protection and Family Support and the Department of Local Government and Communities. The rationale behind this is based on the strong historic partnership between the City and the Department of Health to share the provision of child health services to the community. The proposal is also more financially advantageous to the City than the current arrangement.

Pertaining to the Local Government Act's regulations on the disposition of property to an organisation, Section 3.58(2) of the *Local Government Act 1995*, states:

“Except as stated in this section, a local government can only dispose of property to –

- (a) the highest bidder at public auction; or*
- (b) the person who at public tender called by the local government makes what is, in the opinion of the local government, the most acceptable tender, whether or not it is the highest tender.*

Subclause (5)(d) also states that:

“This section does not apply to – any other disposition that is excluded by regulations from the application of this section.”

Regulation 30(2)(b) of the *Local Government (Functions and General) Regulations 1996* states:

“A disposition of land is an exempt disposition if –

the land is disposed of to a body, whether Incorporated or not –

- (i) the objects of which are of a charitable, benevolent, religious, cultural, educational, recreational, sporting or other like nature; and*
- (ii) the members of which are not entitled nor permitted to receive any pecuniary profit from the body's transactions.”*

As the Department of Health is a State Government department this arrangement would satisfy the prescribed definition of an “exempt disposition”. As such it is exempt from the provisions of the requirements of section 3.58 of the Act and accordingly the City is able to negotiate directly with the Department.

OPTIONS

Council has the following options:

Option 1 – Enter into a Memorandum of Understanding

This is the preferred option for the following reasons:

- It formalises the City's arrangements with the Department of Health and sets a precedent for any future facilities provided to them for this purpose;
- Child Health Clinics provide an invaluable service to the community;
- There are minimal costs associated with its preparation and it offers flexibility to alter terms and conditions (if required) thereby avoiding the necessary legal framework otherwise associated with amending a lease.

Option 2 – Require the Department of Health to enter into a Lease or Management Agreement

This is not a preferred option.

Relevant officers recommend that a Memorandum of Understanding is prepared rather than a Lease or Management Agreement because the Department of Health is not managing or taking responsibility for the facilities; they are occupying a portion of the facility.

Option 3 – Continue with the informal occupancy arrangements

This is not a preferred option.

With no formal agreements in place it sets a precedence that any future facility requirements for Child Health Clinics will be provided at no cost.

CONCLUSION

It is considered appropriate to progress a Memorandum of Understanding for reasons noted in option one (1).

ATTACHMENTS

There are no attachments for this report.

C1/2/15

RECOMMEND

That Council:

- 1) **Agrees to enter into a Memorandum of Understanding with the Department of Health to provide a portion of Bakers House, Evelyn Gribble and Grasmere Way as depicted on the attached plans to this report for an amount of \$800.00 + GST, per facility, per annum.**
- 2) **Allow the Department of Health to occupy the facilities on a year by year basis until such time as the Memorandum of Understanding is terminated by either party.**

Moved Cr R Butterfield
MOTION CARRIED (6/0)

3.1 - MEMORIAL PLAQUES FOR PARKS AND RESERVES - KALAJZICH PARK

WARD : ALL
FILE No. : M/21/15
DATE : 14 January 2015
REF : PW
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

That Council endorse both the wording recommended by the History Reference Group and the location as recommended by the City's Parks and Reserves Department, for a heritage plaque to be located at Kalajzich Park.

Tabled Items

1. Nil

Officer Interest Declaration

Nil

Strategic Implications

1.3 Access to a wide range of cultural, arts and learning opportunities.

1.3.3 Collect, preserve, interpret and exhibit the moveable and recorded heritage of the district.

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

\$3,000 (approved within Parks and Reserves budget)

Consultation

1. Public History Advisory Group
2. Parks and Reserve Department

BACKGROUND

At its Ordinary Meeting on 4 April 2005, Council adopted the following resolution in relation to memorial plaques to be placed in some parks and reserves:

C23/3/05

1. *That Council undertakes an annual program of memorial plaque manufacture and installation at appropriate parks and reserves within the City.*
2. *That Council :*

- a. *Adopts the Council Crest as the basis for the memorial plaques for parks and reserves;
Agrees the memorial plaques are to be of bronze and 400mm in diameter;*
- b. *Agrees that the heritage information on the plaques and their location at the park or reserve be approved by Council through the appropriate Committee.*

The History Reference Group (HRG) is the group charged with determining the wording for the plaques to refer to the Community Services Committee for approval. The Community Services Committee also approves recommended locations of the plaques and the decision of approval if no plaque is recommended for a particular park. Final resolution is by full Council.

The Planning Services agenda of December 2013 included an item related to a request to commemorate the actions of a resident of Scott Road Kelmscott following the February 2011 bushfires, by naming a reserve in the Scott Road vicinity in his honour. The agenda item read in part:

The Kelmscott-Roleystone Bushfires of 6 February 2011 has impacted many residents and the community of Roleystone and Kelmscott in general. The residents of Kelmscott and Roleystone continue to rebuild the community and the petitioners seek to commemorate the actions of Mr Alby Kalajzich.

A petition was tabled by Cr Wielinga at the Ordinary Meeting of Council on 27 August 2012 (296/8/12), the prayer of which reads:

“We the residents listed hereafter, are very grateful to Alby Kalajzich of Scott Road for his efforts in saving numerous homes during the bushfires of 6 February 2011 and his ongoing good humour and example.....”

Council approval was:

D91/12/13 RECOMMEND

That Council:

1. *Approach Geographic Names Committee for approval from the Minister of Lands for the name ‘Kalajzich Park’ to be applied to the portion of existing Reserve 232*

Final approval from the Minister of Lands was given on 24 January 2014.

DETAILS OF PROPOSAL

That the wording as recommended by the History Reference Group, and the proposed location recommended by the City’s Parks and Reserves Department as shown in the plan as attached to this agenda for a memorial plaque for Kalajzich Park, be approved.

COMMENT

ANALYSIS

Given the significance of the February 2011 bushfires in the City's history and Council's previous endorsement of the naming of a park to commemorate the actions of Mr Kalajzich, it is appropriate that a plaque be installed that preserves the heritage information associated with the park naming.

OPTIONS

1. Endorse the proposed wording and placement for the plaque
2. Recommend alternative wording and/or placement for the plaque

CONCLUSION

The proposal is that Council endorse both the wording as recommended by the History Reference Group and the proposed location as recommended by the City's Parks and Reserves Department, for a memorial plaque for Kalajzich Park.

ATTACHMENTS

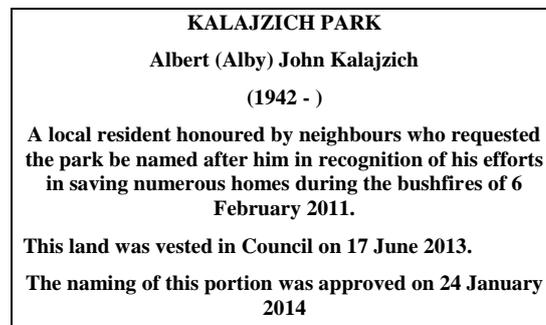
1. Kalajzich Park - Plaque Location
2. Kalajzich Park - Plaque (2)

C2/2/15

RECOMMEND

That Council:

1. Endorse the wording for a memorial plaque as



2. Endorse the proposed location for placement of a memorial plaque at Kalajzich Park as shown in the plan presented as an attachment.

Moved Cr C M Wielinga
MOTION CARRIED (6/0)

3.2 - ROYAL WESTERN AUSTRALIAN HISTORICAL SOCIETY STATE HISTORY CONFERENCE - PROPOSAL FOR ARMADALE HOSTING 2016

WARD : ALL
FILE No. : M/26/15
DATE : 15 January 2015
REF : PW
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

- The City has the opportunity to host the 2016 Royal Western Australian Historical Society's State History Conference.
- Recommend that the City make a formal offer to the Royal Western Australian Historical Society to host its 2016 State History Conference and make budgetary provision for consideration of approval in the 2015/16 Draft Budget.

Tabled Items

1. Nil

Officer Interest Declaration

Nil

Strategic Implications

1.3 Access to a wide range of cultural, arts and learning opportunities
3.4.3 Market and promote the locality of Armadale to residents, stakeholders and the wider West Australian community

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

Additional \$40,000 in the 2015/16 Draft Budget of which a minimum of \$20,000 will be recouped.

Consultation

1. Tourism Projects Manager
2. Royal Western Australian Historical Society

BACKGROUND

The Royal Western Australian Historical Society (RWAHS) conducts an annual State History Conference each September that is generally hosted by a Local Government Authority. The 2013 Conference was hosted by the City of Bunbury, the 2014 Conference by the City of Perth and Geraldton will host the 2015 Conference that will be held 4 - 6 September.

Hosting this conference offers the Local Government the opportunity to showcase not only its history, but also the district from a tourism perspective. It attracts delegates state-wide and so supports the district from an economic perspective. The conference registrations generally

number between 125 and 150 people and the conference commences with a Friday night welcome reception. The Saturday is the day of guest speakers as well as the annual business meeting of the RWAHS. The conference dinner is held that evening. The Sunday is traditionally a day of tours of historic sites followed by lunch. Visits to local museums are included in the itinerary.

The City's Historian/Local Studies Librarian has registered an administratively supported interest on behalf of the City of Armadale to host the September 2016 conference.

DETAILS OF PROPOSAL

It is proposed that the City of Armadale make a formal offer to the RWAHS to host its State History Conference in September 2016 and include funding of \$40,000 in the 2015/16 Draft Budget of which a minimum \$20,000 would be offset by income. This would ensure the success of the conference.

COMMENT

ANALYSIS

The City of Armadale is rich in history and there is strong local support for any events related to the City's heritage. The opportunity to showcase this, as well as the district's tourism attractions to a much wider audience, would be a positive. The City's Visitor Centre gains custom by using it as the booking agent for conference attendees.

Based on the budget details provided by both the Cities of Bunbury and Perth, the opportunity for the conference to break even (other than a City supported welcome function), is quite realistic. However, a \$20,000 fund to ensure the ultimate success of the conference that would allow additional marketing, engagement of top keynote speakers, etc. would enable the Conference Organising Committee to plan an exceptional conference without fear of exceeding budget income.

The City's History House Museum, as well as the Bert Tyler Vintage Machinery Museum (the recipient of a recent Lotterywest Grant to upgrade its displays), would be showcased. Other historic sites in the City would be included in the coach tour.

OPTIONS

1. Support the request for the City to host and part fund the Royal Western Australian Historical Society's September 2016 Annual State History Conference.
2. Not support the request for the City to host and part fund the Royal Western Australian Historical Society's September 2016 Annual State History Conference.

CONCLUSION

Given the benefits that hosting the RWAHS State History Conference would bring to the City, it is proposed that option 1 be supported.

ATTACHMENTS

There are no attachments for this report.

C3/2/15 RECOMMEND

That Council:

- 1. Approves the City of Armadale making a formal offer to the Royal Western Australian Historical Society to host its Annual State History Conference in September 2016, and**
- 2. Include \$40,000 for the staging of the 2016 Annual State History Conference, of which a minimum \$20,000 would be offset by income, for consideration of approval in the 2015/16 Draft Budget**

**Moved Cr C Frost
MOTION CARRIED (6/0)**

4.1 - DRAFT EVENT STRATEGY 2015-2020

WARD : ALL
FILE No. : M/45/15
DATE : 22 January 2015
REF : G F
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

- This report presents the draft City of Armadale Event Strategy 2015 – 2020 and seeks adoption from Council.

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 City's annual program of events. The adoption of the Draft Events Strategy 2015 – 2020 may have financial implications which are yet to be determined. The analysis of the financial implication will need to consider the interrelated actions with the Jull St Mall Revitalisation Action Plan and the Tourism Strategy.

The implications from that analysis will be included in the 2015/16 Annual Budget and Long Term Financial Plan discussions.

Consultation

Councillors
MANEX
Jull Street Mall Traders
Venues West
Land Developers
MRA
City Officers

BACKGROUND

The City contracted Anne Banks-McAllister Consulting to undertake a review of the City's events program and develop an overall Strategy. The Events Strategy provides a framework for the delivery of an event program which meets the City's strategic direction.

The development of the Events Strategy 2015 - 2020 included:

- Workshops with elected members;
- Workshops with staff;
- A review of the City's key strategic documents;
- A review of the City of Armadale's demographic data;
- Interviews with stakeholders;
- A review of events programs in other local governments; and
- Drafting an Outcomes Report as the informing document for the Events' Strategy.

DETAILS OF PROPOSAL

The Draft Events Strategy 2015 – 2020 has provided a framework for the delivery of the City's events program. This framework included categorizing events to guide strategic investment, allocation of resources, partnerships and marketing levels. The City of Armadale events categories are:

1. Major Attractions
2. Community
3. Civic

The strategy also highlighted the opportunity to hold a spring festival in September/October each year. The Spring Festival will not be a one off event held by the City, it will be a program of events hosted by the City, other external parties and community groups. It is recommended that the City take responsibility for coordinating the festival into a cohesive marketing package.

The festival program is intended to promote the City of Armadale, improve community wellbeing, and attract visitors and impact positively on economic development.

While the Events' Strategy contains a detailed Action Plan, the following key actions were identified:

- Develop an Annual Events' Program containing a mix of event categories aimed at specific target markets and strategic outcomes.

- Package and promote all events, including those run by the City and other organisations, as integrated programs across the City of Armadale.
- Conduct the Minnowarra Festival in 2015, replacing it with a new Iconic Festival in 2016 aimed at attracting visitors to the City and enhancing the City's image.
- Develop strategic partnerships with Venueswest, Metropolitan Redevelopment Authority, Araluen Botanic Garden, Kelmscott Agricultural Society and residential property developers for the coordination and promotion of major events.
- Develop strategic partnerships with funding bodies and potential sponsors.
- Develop strategic partnerships with local business and the Metropolitan Redevelopment Authority for the activation of the central business district.
- Establish a cross-functional Events Coordination Group to ensure the effective identification, coordination, management and promotion of internal and external events.
- Ensure events are aligned with the City of Armadale's Economic Development Strategy and Tourism Strategy.
- Develop an 'approach' regarding the City's community development and community capacity building relationship with residential land developers.
- Provide a 'one stop' shop for all event information, support and coordination.
- Provide specific grant funding to encourage community organisations to host events.
- Develop an Events Marketing Plan that actively promotes all events, particularly via social media and Council's website, and is aligned with the City's Marketing and Communications Plan.
- Seek to cooperate with neighbouring local governments to attract, fund and promote head-line acts.
- Implement performance reporting for the Annual Events' Program.

COMMENT

The City's annual program of events is critical in building a strong community and celebrating our unique history and culture. The Draft Events Strategy 2015 - 2020 has recognised that the City's events program can be re-aligned to meet the City's Economic Growth and Community Wellbeing goals.

Due to the changing demographics and population within the City, a partnership approach is required to deliver a diverse events program across the whole locality. This can be achieved by working together with event providers in the community to develop a festival program and forming ongoing partnership opportunities with land developers, community groups and business owners.

OPTIONS

Council has the following options:

1. Adopt the Draft Events Strategy 2015 – 2020 as attached to this report.
2. Not adopt the Draft Events Strategy 2015 – 2020 as attached to this report.

CONCLUSION

The Draft Events Strategy 2015 – 2020 has identified that the City has a unique opportunity to provide leadership in facilitating community events, which creates added cultural vibrancy and attracts new visitors to the City. It provides the Strategic Direction and an Action Plan for the next five years, is an informed document and is recommended for adoption.

ATTACHMENTS

1. Events Strategy 2015 - 2020 - See separate attachment

Committee Discussion

Committee discussed the Events Strategy and after consideration noted the following:

- *Clarity regarding the word 'Festival' as a once off event such as the Minnowarra Festival vs the Spring Festival which refers to a series or number of events over a period of time. It is not intended to create a new Festival as part of the Spring programme in lieu of the Minnowarra Festival.*
- *That rather than stipulating specific award categories for the Minnowarra Art Award (Aboriginal/ Emerging Artist), that a broader assessment be included (pg12). Consideration and review of current and future award categories be undertaken with a view to maintaining and enhancing the high standard of entries being submitted.*

Committee amended the Officer recommendation as follows:

Officer Recommendation

1. Adopt the Draft Events Strategy 2015 – 2020 as attached to this report.

Committee Recommendation

Major Events City of Armadale	Category	Assessment
<i>Minnawarra Festival</i>	<i>Community</i>	<i>Is not delivering on the objectives of a Festival. Cease after 2015 and transition into a new Festival Event during 2016</i>
<i>Minnawarra Art Award</i>	<i>Community</i>	<i>Promote more widely outside the City. Involve high profile artists and guests. Develop a new award category for emerging artists. Develop a new award category for aboriginal artists. Consider and review current and future award categories to maintain and enhance the high standard of entries. Increase prize money. Investigate more sponsorship</i>

C4/2/15

RECOMMEND

Amended
at Full
Council 9
February
2015

That Council:

- 1. Adopt the Draft Events Strategy 2015 – 2020 as attached to this report with following amendments.**

Page 12 of Events Strategy 2015 - 2020

Major Events City of Armadale	Category	Assessment
Minnawarra Festival	Community	Is not delivering on the objectives of a Festival. Cease after 2015 and transition into a new Festival Event during 2016. <i>Hold the Event in 2015 and conduct a review prior to planning for the City's 2016 event season</i>
Minnawarra Art Award	Community	Promote more widely outside the City. Involve high profile artists and guests. Develop a new award category for emerging artists. Develop a new award category for aboriginal artists. <i>Consider and review current and future award categories to maintain and enhance the high standard of entries.</i> Increase prize money. Investigate more sponsorship

Page 15 of Events Strategy 2015 - 2020

Key Actions

Conduct the Minnawarra Festival in 2015 ~~replacing it with a new iconic Festival in 2016 aimed at attracting visitors to the City and changing the City's image~~ and *conduct a review prior to planning for the City's 2016 event season*

Page 18 of Events Strategy 2015 - 2020

Action Plan 2015 – 2020

Outcomes	Strategies	Actions	Timing
<i>Access to a wide range of cultural, arts and learning opportunities</i>	1.3.2 Promote and support arts and events	Consider hosting the Minnawarra Festival in 2015 and conduct a review prior to planning for the event in 2016. <i>Host the Minnawarra Festival in 2015 and conduct a review prior to planning for the City's 2016 event season.</i>	

**Moved Cr J Stewart
MOTION CARRIED (6/0)**

5.1 - ANNUAL LEAVE - EXECUTIVE DIRECTOR COMMUNITY SERVICES

WARD : ALL
FILE No. : M/29/15
DATE : 19 January 2015
REF : SG
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

- Advice of proposed Annual Leave from Monday 23rd February 2015 to Monday 9 March 2015 for the Executive Director Community Services.
- Recommend that Council note the Executive Director Community Services will take Annual Leave from Monday 23rd February 2015 to Monday 9th March 2015 inclusive and that the Executive Manager Community Services (Neil Kegie) be appointed Acting Executive Director Community Services during this period.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Nil

Legislation Implications

Nil

Council Policy/Local Law Implications

Council Policy and Management Practice ADM 12 “Acting Senior Positions”.

Budget/Financial Implications

The higher duties payment associated with this matter can be accommodated within the adopted 2015 Annual Budget.

Consultation

Chief Executive Officer

COMMENT

The Executive Director Community Services will be taking Annual Leave from Monday 23 February 2015 to Monday 9th March 2015, inclusive and during this time it is proposed that the Executive Manager Community Services (Neil Kegie) be appointed Acting Executive Director Community Services.

ATTACHMENTS

There are no attachments for this report.

C5/2/15 RECOMMEND

That Council:

- 1. Note that the Executive Director Community Services (Yvonne Loveland) will take Annual Leave from Monday 23rd February 2015 to Monday 9th March 2015 inclusive and during this time it is proposed that the Executive Manager Community Services (Neil Kegie be appointed Acting Executive Director Community Services; and**

- 2. Pursuant to Management Practice ADM 12 and on the recommendation of the Chief Executive Officer, appoint the Executive Manager Community Services (Neil Kegie) for the period 23rd February 2015 to 9th March 2015 inclusive as Acting Executive Director Community Services.**

**Moved Cr C M Wielinga
MOTION CARRIED (6/0)**

5.2 - FENCING AND SECURITY OF THE CITY ON AUSTRALIA DAY

At the Council meeting held on 27 January 2015, Cr M Geary referred the following matter to Community Services Committee.

That the matter of fencing security and presentation of the City on Australia Day be referred to the Community Services Committee.

Comment from Cr M Geary

On a day where thousands come to the City, some possibly for the one and only day of the year, why is it considered a good presentation and idea to garrison fence some key City features – lake in Minnowarra Park and the new City building for example.

I understand fencing for security is necessary but perhaps a new risk management approach and placement of fencing could be considered that does not detract from key features in the City.

Officer Comment

The fencing surrounding City of Armadale Council Offices, Armadale Courthouse, History House and Minnowarra Park is part of the fireworks exclusion zone. The City is required to implement a 75 metre exclusion zone from the firing site. The size of the exclusion zone is determined by the Department of Mines and Petroleum, who enforce the Dangerous Goods Safety Act 2004. The issuing of a new fireworks permit is subject to the City of Armadale's compliance to these specifications.

The City will be conducting a review of the Australia Day Event in March 2015 with representatives from the Department of Mines and Petroleum. If Council wishes to pursue Cr Geary's concerns, City officers can raise the issue of the size of the exclusion zone at future Australia Day events. The City may also investigate alternative fencing options or lining fencing with screening material to increase the visual amenity during the event.

ATTACHMENTS

There are no attachments for this report.

C6/2/15

RECOMMEND

That Council:

1. **That Council note that the issue of fencing of the exclusion zone associated with the Australia Day Fireworks will be discussed as part of the debriefing of the event and that consideration will be given to options/alternatives that meet requirements but take into account amenity as well as safety.**

**Moved Cr K Busby
MOTION CARRIED (6/0)**

COUNCILLORS' ITEMS

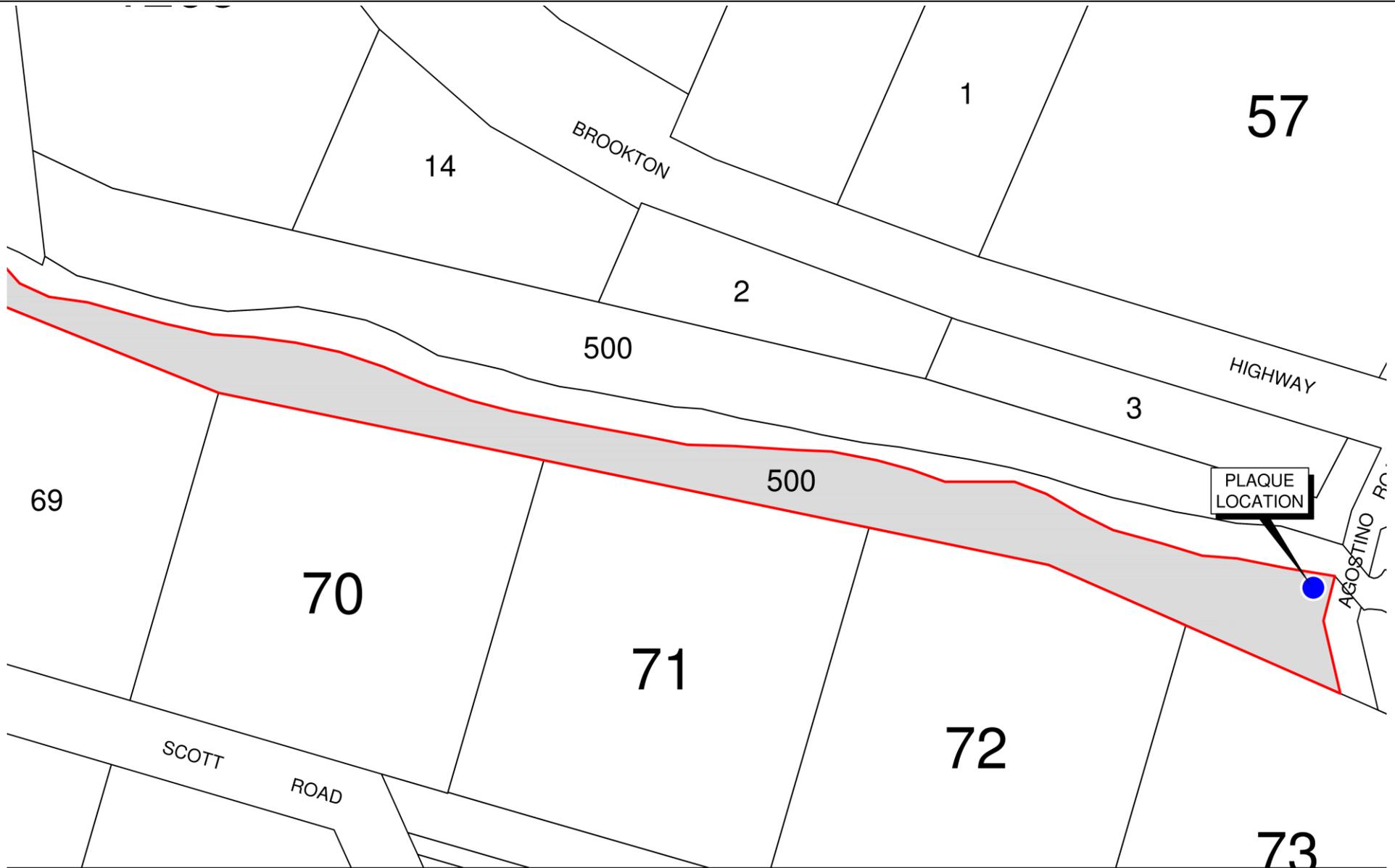
Nil

EXECUTIVE DIRECTOR COMMUNITY SERVICES REPORT

Nil

MEETING DECLARED CLOSED AT 8.10pm

COMMUNITY SERVICES COMMITTEE		
SUMMARY OF “A” ATTACHMENTS		
3 FEBRUARY 2015		
ATT NO.	SUBJECT	PAGE
3.1 MEMORIAL PLAQUES FOR PARKS AND RESERVES - KALAJZICH PARK		
3.1.1	Kalajzich Park - Plaque Location	31
3.1.2	Kalajzich Park - Plaque (2)	32
4.1 DRAFT EVENT STRATEGY 2015-2020		
4.1.1	Events Strategy 2015 - 2020 - See separate attachment	33

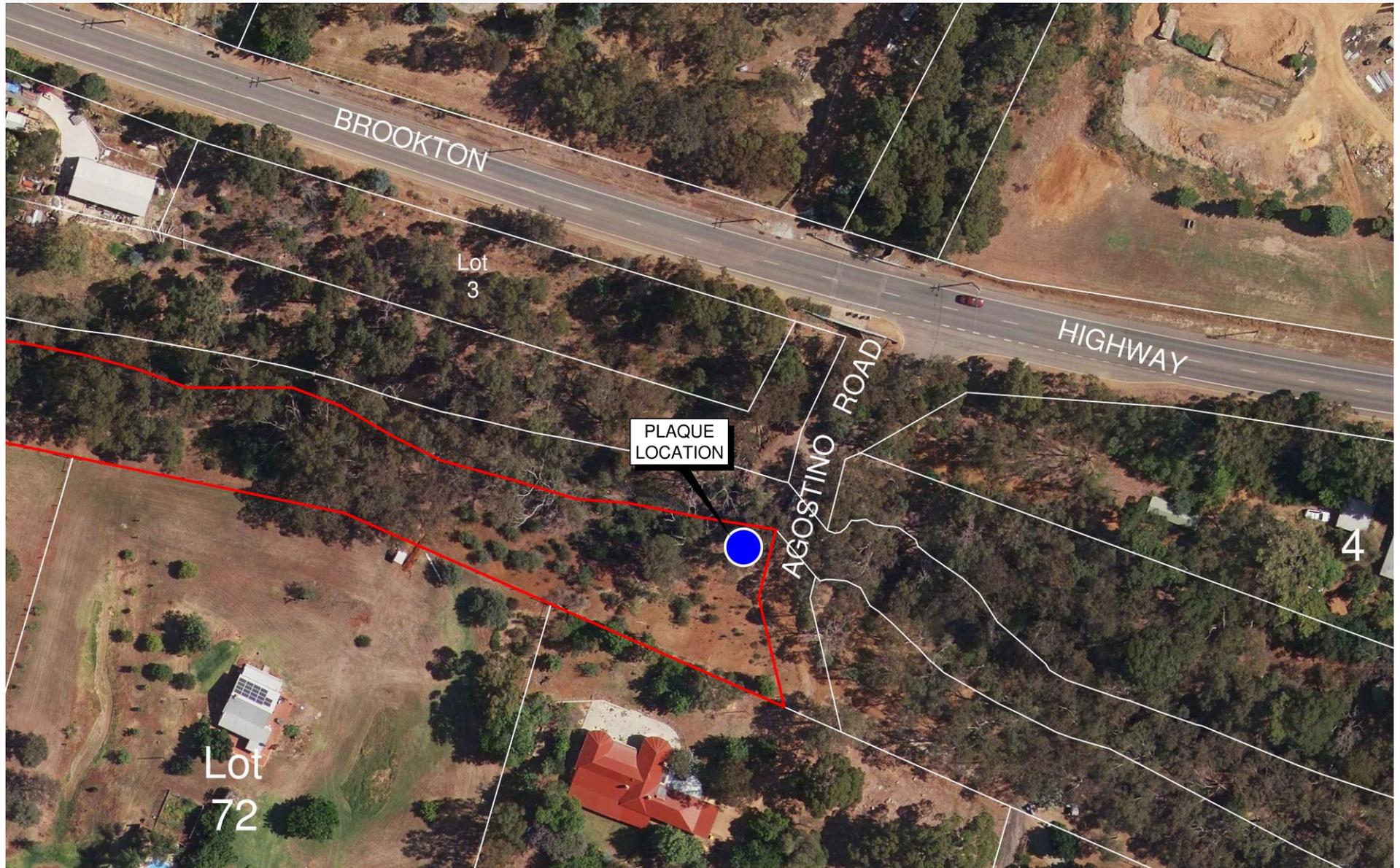


LOCATION PLAN
LAJZICH PARK, KELMSCOTT



SCALE 1 : 1500

Based on information provided by and with the permission of the Western Australian Land Information Authority trading as Landgate (2012).



LOCATION PLAN
LAJZICH PARK, KELMSCOTT



SCALE 1 : 1000

Based on information provided by and with the permission of the
Western Australian Land Information Authority trading as Landgate (2012).

Community Services Committee Meeting

EVENTS STRATEGY 2015 – 2020

SEE SEPARATE COVER