

CITY OF ARMADALE

A G E N D A

**OF CITY STRATEGY COMMITTEE TO BE HELD IN THE COMMITTEE ROOM,
ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON MONDAY, 14
NOVEMBER 2005, AT 7.00 PM.**

Meal to be served at 6.15 pm

PRESENT:

APOLOGIES:

OBSERVERS:

IN ATTENDANCE:

DISCLAIMER

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

DECLARATION OF MEMBERS' INTERESTS

QUESTION TIME

DEPUTATION

Nil

CONFIRMATION OF MINUTES

RESOLVED

Minutes of the City Strategy Committee Meeting held on 10 October 2005, be confirmed.

ITEMS REFERRED FROM INFORMATION BULLETIN

INFORMATION BULLETIN – ISSUE NO.21/2005

The following items were included for information in the “City Strategy section”

- Progress Report on Contingency, Operational and Strategic Projects
- Report on Outstanding Matters
- Accounting Services Report
- Assessment of Community Attitudes to Proposed Cat Regs within CoA
- Environmental Management in Armadale – Final Report

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

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CITY STRATEGY COMMITTEE

14 NOVEMBER 2005

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LIST OF ACCOUNTS PAID – SEPTEMBER 2005

WARD All
FILE REF: FIN/1
DATE 5 Nov 2005
REF AB/MD
RESPONSIBLE Executive Manager
MANAGER Business Services

In Brief:

- The Report presents, pursuant to Regulation 13(1), (3) & (4) of the Local Government (Financial Management) Regulations 1996, the List of Accounts paid for the period 1.10.05 TO 31.10.05.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

5. Developing Our Organisation
Improve the financial viability of Council, by
 - 5.4.2 Developing processes to measure and allocate costs of Council services
 - 5.4.3 Developing improved financial management reports

Legislation Implications

Section 6.10 (d) of the Local Government Act 1995 refers, ie.

6.10. Financial management regulations

Regulations may provide for —

(d) the general management of, and the authorization of payments out of —

(i) the municipal fund; and

(ii) the trust fund,

of a local government.

Regulation 13(1), (3) & (4) of the Local Government (Financial Management) Regulations 1996 refers, ie.

13. Lists of Accounts

(1) If the local government has delegated to the CEO the exercise of its power to make payments from the municipal fund or the trust fund, a list of accounts paid by the CEO is to be prepared each month showing for each account paid since the last such list was prepared —

(a) the payee's name;

(b) the amount of the payment;

(c) the date of the payment; and

(d) sufficient information to identify the transaction.

- (3) *A list prepared under subregulation (1) is to be —*
- (a) *presented to the council at the next ordinary meeting of the council after the list is prepared; and*
 - (b) *recorded in the minutes of that meeting.*
- (4) *After the list referred to in subregulation (1) has been prepared for a month the total of all other outstanding accounts is to be calculated and a statement of that amount is to be presented to the council at the meeting referred to in subregulation (3)(a).*

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

All accounts paid have been duly incurred and authorised for payment as per approved purchasing and payment procedures.

Consultation

Nil

BACKGROUND

Pursuant to Section 5.42 of the Local Government Act 1995 (*Delegation of some powers and duties to CEO*), Council has resolved to delegate to the CEO (*Primary Delegation No: 150 refers*) the exercise of its powers to make payments from the municipal and trust funds.

COMMENT

The List of Accounts paid for the period 1 October 2005 to 31 October 2005 is presented at **Attachment A-1 of the Agenda.**

RECOMMEND

That Council note the List of Accounts paid as presented at Attachment A-1 of this Report and summarised as follows:

Municipal Fund

Accounts paid totalling \$24,620,231.65 on Vouchers 2607 - 2813, Batch 193 - Batch 207, 100204 – 100225 & 300025 - 300026

Trust Fund

Nil

Moved Cr _____
Motion Carried/Lost (....)

FINANCIAL REPORT – SEPTEMBER 2005

WARD : ALL
FILE REF : FIN/1
DATE : 7 Nov 2005
REF : AFM / NC
RESPONSIBLE : EDCorpS and EMBS
MANAGER

In Brief:-

- This Report is in response to Council’s resolution of 17th October 2005 to “*refer the Financial Report for the period ended 30 September 2005 to the November 2005 City Strategy Committee meeting for review*”.

Tabled Items

Nil

Strategic Implications

Developing our Organisation:

- Improve the environment for effective governance;
- Improve the overall financial viability of Council.

Legislation Implications

Local Government Act 1995 – Part 6 – Division 3 – Reporting on Activities and Finance
Local Government (Financial Management) Regulations – Part 4 – Financial Reports

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

The Statement of Financial Activity as presented refers and explains. The statement, whilst identifying a number of areas, does not, at this time, warrant concern from a budgetary or financial viewpoint.

Consultation

Directors and Managers relevant to the reported instances of ‘material variance’.

BACKGROUND

The purpose of this Report is to provide Committee/Council with further opportunity to review in more detail the Financial Report as previously presented to the 17th October Council Meeting via the CEO’s Report. The Report as previously presented and resolved is reproduced at **Attachment A-2**.

PROPOSAL AND COMMENT

The September 2005 Monthly Financial Report has been prepared in accordance with legislative requirements and previous Council resolution. To this end, variances identified for review have been factored on indicators set by Council in the order of:

1. (+) or (-) \$50,000 for revenues, and
2. (+) or (-) \$100,000 for expenses

as per those areas identified in the statement of Financial Activity. Those individual line items predominantly affecting the review areas have been individually identified.

^{NB} Whilst a number of areas on this report fall into the review category, none of these areas warrants concern at this point in time i.e. all projected revenues and expenses are anticipated to occur, albeit in a differing timeframe than that which was anticipated.

RECOMMEND

That Council, pursuant to Regulation 34 of the Local Government (Financial Management) Regulations 1996 (as amended), accept the Financial Report for the period ended 30 September 2005 as presented at Attachment A-2 to this report.

Moved Cr _____
Motion Carried/Lost ()



**AERIAL PHOTOGRAPH
25 & 27 PROSPECT ROAD, ARMADALE**

RATES EXEMPTION APPLICATION – 25 & 27 Prospect Road, Armadale

WARDS Minnawarra
FILE REF: A45828, A45832,
RAT/13
DATE 18 October 2005
REF JEAH
RESPONSIBLE Executive Manager
MANAGER Business Services

In Brief:

- Non-rateable status application from the Communicare, for the properties:
 - 25 Prospect Road, Armadale.
 - 27 Prospect Road, Armadale -Vacant Land
- Recommendation is that only the application for 25 Prospect Road, Armadale be approved.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Long Term – to achieve a better quality of living for the people of our city.

Legislation Implications

Local Government Act 1995

S6.26 Rateable land.

- (1). *Except as provided in this section all land within a district is rateable land.*
- (2). *The following land is not rateable land –*

(g) land used exclusively for charitable purposes;

- (6). *Land does not cease to be used exclusively for a purpose mentioned in subsection (2) merely because it is used occasionally for another purpose, which is of a charitable, benevolent, religious or public nature.*

Council Policy/Local Law Implications

Current practice is to apply the rate exemption from the date of the application.

Budget/Financial Implications

The application if approved as recommended, equates to a reduction of rate revenue of \$659.30 for the 2005/2006 financial year.

BACKGROUND

Relevant extracts from Communicare's application are as follows:

Communicare are proud to be one of Western Australia's leading charities providing support services across three main streams; Family Services, Children Services and Employment and Training Services. Communicare were founded and incorporated in November 1977 in response to the demand and need of local families.

Communicare is highly regarded as a service provider by funding bodies including local, state and federal governments as well as private trusts and foundations. This can be measured in the recurring financial support of diverse services over the past 25 years. Communicare has successfully grown from an original income base of \$12,000 per annum with minimal assets in 1977 to an asset base of \$10 million and a revenue base of \$10.5 million.

Communicare provide the following services for the residents of the City of Armadale:

On a day to day basis -

Employment and Training Services

- *Job Matching Services*
- *Job Search Training*
- *Intensified Customer Assistance*

One day a week -

Building a Balance

- *An adolescent and parent family counselling service for "at risk" youth*

Personnel Support Programme

- *Intensive Assessment, Counseling and Case Management Service for individuals with multiple non-vocational barriers to employment (including accommodation and poverty related issues, drug dependency, Family Origin Issues (FOO) and abuse issues, mental health disorders*

COYOTEES (Communicare Youth Transition to Education and Employment Services)

- *A Counselling and Mentor service for Indigenous youth aged between 14-19 years*
- *Provides youth alternative choices to social inclusion and appropriate behaviour while addressing issues preventing education and employment*

By appointment

Family Support Early Intervention and Prevention Service

- *Intervention and assessment for families in crisis Men's' and play day group (parenting and men's issues)*
- *Drop in play groups (identification process for early onset of family problems including isolation, discrimination, poverty, family breakdown and rejection/abuse issues)*
- *Adolescent and Children's anger and sense of self groups*
- *Community Development Officer – organizes community events and specific celebrations eg Family and Children's week, Harmony Day, NAIDOC etc*

Emergency Relief

- *Crisis Support Services including food hampers, blankets, food vouchers and bill pay assistance (utilities, rent, medical supplies)*

A large range of other services are also available to the City of Armadale residents at Communicare's main office in Cannington, the Armadale office will advise and make appointments if necessary to any of the wide range of services.

Communicare have a purchased the properties at 25 & 27 Prospect Road, Armadale, with the building on 27 Prospect Road being demolished in May 2005.

Copies of the following documents were, or have been previously, supplied:

- i) Certificate of Incorporation
- ii) Constitution;
- iii) Lease documents
- iv) Annual Report 2003
- v) Fliers highlighting the wide range of services
- vi) Certificate of exemption from stamp duty from State Taxation Department
- vii) Land Tax exemption from Department of Treasury and Finance
- viii) Correspondence from Charitable Collections Advisory Committee issuing a license under the Charitable Collections Act 1946-49; and
- ix) Public Benevolent Institution approval from the Australian Taxation Office, quoting sales tax exemption, gift tax deductibility and income tax exemption.

COMMENT

Relevant extracts from past legal opinion as to the term 'charitable purposes' as regards to Section 6.26(2)(g) are as follows:

- Prior Australian case law has categorized "charity" to include:
 - the relief of poverty;
 - the advancement of education;
 - the advancement of religion; and
 - other purposes beneficial to the community.

Insofar as "other purposes beneficial to the community", the Courts have construed the same as follows:

"The community is a definite community or section of the community, it must be identifiable as such; it must be of appreciable importance; and it must not depend on any personal relationship to a particular individual or individuals"

and

“The benefit of a charitable trust of this class (i.e. other purposes beneficial to the community) need not extend to the whole community provided that the class to be benefited is substantial enough to give the trust a public character. What is a sufficiently substantial class may vary according to the nature of the benefit to be provided, and it is particularly important in considering this category to keep in mind the necessary element of public general utility.”

Given the above legal opinion extracts, it is considered that the activities conducted by Communicare at 25 Prospect Place, Armadale are of a beneficial nature to the community of the City of Armadale and would be considered to be of a “charitable” nature therefore qualifying to be exempt from rating in accordance with the requirements of the Local Government Act.

However the land at 27 Prospect Place, Armadale is currently vacant and as such in its vacant/unused state cannot reasonably be said to be used exclusively for charitable purposes. Accordingly this part of the application should be declined.

Conclusion:

It is therefore recommended that Council support the requests for exemption from rating on the property used by Communicare.

RECOMMEND

That Council:-

- 1. approve Communicare’s application for rates exemption pursuant on the property at 25 Prospect Place, Armadale (assessment A45828) effective from 10 October 2005.**
- 2. decline that part of the application received from Communicare for a rate exemption on 27 Prospect Place, Armadale (assessment A45832) on the basis that the land is vacant and as such cannot reasonably be said to be used for charitable purposes.**

Moved Cr _____
Motion Carried/Lost (....)



**AERIAL PHOTOGRAPH
86 YPRESS ROAD, KELMSCOTT**

RATES EXEMPTION APPLICATION – 86 Ypres Road, Westfield

WARDS Heron
FILE REF: A140662, RAT/13
DATE 18 October 2005
REF JEAH
RESPONSIBLE MANAGER Executive Manager
Business Services

In Brief:

- Non-rateable status application from the Centrecare (inc) for 86 Ypres Road Westfield.
- Recommendation is that the application be approved.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Long Term – to achieve a better quality of living for the people of our city.

Legislation Implications

Local Government Act 1995

S6.26 Rateable land.

(3). Except as provided in this section all land within a district is rateable land.

(4). The following land is not rateable land –

(g) land used exclusively for charitable purposes;

(7). Land does not cease to be used exclusively for a purpose mentioned in subsection (2) merely because it is used occasionally for another purpose, which is of a charitable, benevolent, religious or public nature.

Council Policy/Local Law Implications

Current practice is to apply the rate exemption from the date of the application.

Budget/Financial Implications

The application if approved as recommended equates to a reduction of rate revenue of \$677.04 for the 2005/2006 financial year.

BACKGROUND

Centrecare (Inc) is a charitable, not-for-profit organization funded by Government to facilitate the Supported Accommodation Assistance Program and a Community Housing Program.

These programs entail providing supported accommodation for up to twenty-five families who are homeless or at imminent risk of homelessness.

The accommodation is either Centrecare (Inc) owned or leased from the Department of Housing and Works.

It is a condition of the applicants funding that these properties are used for charitable purposes only.

The property at 86 Ypres Road, Westfield is leased from the Department of Housing and Works.

Copies of the following documents were, or have been previously, supplied:

- x) Statutes of Centrecare Incorporated
- xi) Ato endorsement as a tax exempt charitable entity;
- xii) Lease documents

COMMENT

Relevant extracts from past legal opinion as to the term ‘charitable purposes’ as regards to Section 6.26(2)(g) are as follows:

- Prior Australian case law has categorized “charity” to include:
 - the relief of poverty;
 - the advancement of education;
 - the advancement of religion; and
 - other purposes beneficial to the community.

Insofar as “other purposes beneficial to the community”, the Courts have construed the same as follows:

“The community is a definite community or section of the community, it must be identifiable as such; it must be of appreciable importance; and it must not depend on any personal relationship to a particular individual or individuals”

and

“The benefit of a charitable trust of this class (i.e. other purposes beneficial to the community) need not extend to the whole community provided that the class to be benefited is substantial enough to give the trust a public character. What is a sufficiently substantial class may vary according to the nature of the benefit to be provided, and it is particularly important in considering this category to keep in mind the necessary element of public general utility.”

Given the above legal opinion extracts, it is considered that the activities conducted by Centrecare (inc) at the subject property are of a beneficial nature to the community of the City of Armadale and would be considered to be of a "charitable" nature therefore qualifying to be exempt from rating in accordance with the requirements of the Local Government Act.

Conclusion:

It is therefore recommended that Council support the request for exemption from rating on the property used by Centrecare (inc).

RECOMMEND

- 1. That Council pursuant to section 6.26 (2)(g) of the Local Government Act 1995, approve Centrecare Inc application for rates exemption on the property at 86 Ypres Road, Westfield, Kelmscott (140662) effective from 10 October 2005.**
- 2. That Council's approval as referred to in part (1) of this recommendation is conditional upon Council receiving from the property owner, Department of Housing and Works, and the lessee Centrecare (inc), written confirmation that the rates exemption granted in this application has been passed onto and received by, Centrecare (inc).**

Moved Cr _____
Motion Carried/Lost (....)



**AERIAL PHOTOGRAPH
LOT 17 BRANT ROAD & LOT 25 GILLAM DRIVE, KELMSCOTT**

RATES EXEMPTION APPLICATION – 30 (Lot 17) Brant Road Kelmscott and 16 (Lot 25) Gillam Drive Kelmscott

WARDS Heron
FILE REF: A230986, A195239,
RAT/13
DATE 27 July 2005
REF JEAH
RESPONSIBLE Executive Manager
MANAGER Business Services

In Brief:

- Non-rateable status application from the Southside Christian Centre for place of public worship (Christian Centre) and facilities for youth and children's activities.
- Recommendation is that the application be approved from 21 July 2005.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Long Term – to achieve a better quality of living for the people of our city.

Legislation Implications

Local Government Act 1995

S6.26 Rateable land.

(5). Except as provided in this section all land within a district is rateable land.

(6). The following land is not rateable land -

(d) land used or held exclusively by a religious body as a place of public worship or in relation to that worship, a place of residence of a minister of religion, a convent, nunnery or monastery, or occupied exclusively by a religious brotherhood or sisterhood;

(8). Land does not cease to be used exclusively for a purpose mentioned in subsection (2) merely because it is used occasionally for another purpose, which is of a charitable, benevolent, religious or public nature.

Council Policy/Local Law Implications

Current practice is to apply the rate exemption from the date of the application.

Budget/Financial Implications

This rate exemption equates to a reduction of rate revenue of \$6,168.47 for the 2005/06 financial year.

BACKGROUND

Southside Christian Centre (applicant) sold the properties at 54, 56, 58 Sixth Road and 72 Forrest Road, Armadale and purchased 30 (Lot 17) Brant Road and 16 (Lot 25) Gillam Drive, Kelmscott on 7 July 2005.

The Applicant has been conducting activities in Armadale for the past 38 years. The scale and diversity of operations have increased and expanded over this time to a stage where the present facility is highly restrictive. The expansion has included the development and growth of numerous programs including the Applicants charity arm of "Southside Care" that provides a range of services catering for community needs.

The Applicant has advised that the charity operations will continue from Lot 8 (66-70) Forrest Road, Armadale, whilst the church activities will be relocated from 54, 56, & 58 Sixth Road Armadale to 30 (Lot 17) Brant Road, Kelmscott.

The new building at 30 (Lot 17) Brant Road, Kelmscott will consist of an auditorium with a peak capacity of 350 people and facilities for youth activities (including an indoor playground that may in the future be used as a commercial enterprise).

A total of 97 parking bays with 51 at 30 (Lot 17) Brant Road and 46 bays at 16 (Lot 25) Gillam Drive currently exist. An easement between the two lots has occurred allowing pedestrian access to the building from the additional parking bays.

The Development Services Committee on 17 May 2005 D53/5/05 recommended the change of use of the land to public worship and this was approved by Council on 23 May 2005. Council required both properties to be treated essentially as one property due to the parking limitations on the main property 30 (Lot 17) Brant Road. Whilst the right of way permits a "joining" of the two properties in this instance, future situations whereby more than one property separates the two may require a Ministerial approval as traditionally car parking/vacant land lots have not been exempted from rates.

The Applicant will transfer the administration and Church services from 1 October 2005.

DETAILS OF PROPOSAL

The Applicant has indicated that the proposed uses for the centre will include the following:

- Religious activities including church services;
- Children's and youth programs;
- Proposed Indoor Playground;
- Proposed Coffee Shop catering for members and of Indoor playground;

- Administration and utility arrears (including corridors, toilets and kitchen).
- Hours of operation
 - Sunday Services : 10.00 am – 11.30 am (180 adults and 45 children)
6.00 pm – 7.00 pm (80 adults and 8 children)
 - Friday Night Youth : 7.30 pm – 10.00 pm (100 adults)

COMMENT

Relevant extracts from past legal opinion as to the term ‘charitable purposes’ as regards to Section 6.26(2)(g) are as follows:

- *Prior Australian case law has categorized “charity” to include:*
 - *the relief of poverty;*
 - *the advancement of education;*
 - *the advancement of religion; and*
 - *other purposes beneficial to the community.*

Insofar as “other purposes beneficial to the community”, the Courts have construed the same as follows:

“The community be a definite community or section of the community, it must be identifiable as such; it must be of appreciable importance; and it must not depend on any personal relationship to a particular individual or individuals”

and

“The benefit of a charitable trust of this class (i.e. other purposes beneficial to the community) need not extend to the whole community provided that the class to be benefited is substantial enough to give the trust a public character. What is a sufficiently substantial class may vary according to the nature of the benefit to be provided, and it is particularly important in considering this category to keep in mind the necessary element of public general utility.”

Given the above legal opinion extract it is considered that the activities conducted by the Applicant are of a beneficial nature to the community of the City of Armadale and would be considered to be of a “charitable” nature therefore qualifying to be exempt from rating in accordance with the requirements of the Local Government Act section 6.26(2)(g).

The Applicant’s use of the property for religious worship also qualify the property as exempt under section 6.26 (2)(d).

Where the land is not used exclusively for a purpose mentioned in section 6.26 (2) because it is used occasionally for another purpose, which is of a charitable, benevolent, religious or public nature under section 6.26 (6) then when the centre is used for Children’s and Youth Services and administration these activities would also be non rateable.

If the indoor playground and coffee shop are used at the centre in the future as a commercial enterprise these activities may not be non rateable unless the income generated from these activities go back to the incorporated group to advance further their charitable/church activities.

Conclusion:

Therefore it is recommended that Council grant the exemption on these properties whilst they are used as one.

RECOMMEND

That Council:

- 1. approves the application received from the Southside Christian Centre for a rate exemption on A230986, 30 (Lot 17) Brant Road Kelmscott, under S6.26 (d) of the Local Government Act as the land is held or used exclusively for the Parish. This exemption applies for the area of land held for the Parish from 21 July 2005.**
- 2. approves the application received from the Southside Christine Centre for a rate exemption on A195239, 16 (Lot 25) Gillam Drive Kelmscott, under S6.26 (d) of the Local Government Act for additional car parking bays on the vacant land as long as the right of way remains on the properties.**

Moved Cr _____

Motion Carried/Lost



**AERIAL PHOTOGRAPH
9/8 TINGA PLACE, KELMSCOTT**

RATES EXEMPTION APPLICATION – 9/8 Tinga Place, Kelmscott

WARDS Heron
FILE REF: A243646 RAT/13
DATE 18 October 2005
REF JEAH
RESPONSIBLE MANAGER Executive Manager
Business Services

In Brief:

- Non-rateable status application from the Drug-Arm WA for the Warehouse for their Op Shops.
- That the current Rates Exemption on 2/8 Brant Road, Kelmscott be transferred to their new premises at 9/8 Tinga Place, Kelmscott.
- Recommendation is that the application be approved from 5 August 2005.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Long Term – to achieve a better quality of living for the people of our city.

Legislation Implications

Local Government Act 1995

S6.26 Rateable land.

(7). Except as provided in this section all land within a district is rateable land.

(8). The following land is not rateable land –

(g) land used exclusively for charitable purposes;

(9). Land does not cease to be used exclusively for a purpose mentioned in subsection (2) merely because it is used occasionally for another purpose, which is of a charitable, benevolent, religious or public nature.

Council Policy/Local Law Implications

Current practice is to apply the rate exemption from the date of the application.

Budget/Financial Implications

The application if approved as recommended equates to a reduction of rate revenue of \$624.44 for the 2005/06 financial year.

BACKGROUND

Drug-Arm WA Inc is a non-government, non-profit, non-denominational Christian charitable organization committed to actively serve a community in crisis affected by the use of both legal and illegal drugs. Our programs target both the causes and effects of drug abuse. These includes Street Van Program (Street Outreach Service), New Hope (Self help groups), Emergency Accommodation, counseling, school education, education resources, lobbying, government on drug issues, drug education, speaking appointments at various community groups.

The factory unit is being used for the purpose of a warehouse for their Op Shops, which raises funds for the charitable work of the organization.

Copies of the following documents were, or have been previously, supplied:

- xiii) Certificate of Incorporation (Change of Name);
- xiv) Constitution;
- xv) Correspondence from Charitable Collections Advisory Committee issuing a license under the Charitable Collections Act 1946-49; and
- xvi) Public Benevolent Institution approval from the Australian Taxation Office, quoting sales tax exemption, gift tax deductibility and income tax exemption.

COMMENT

Relevant extracts from past legal opinion as to the term ‘charitable purposes’ as regards to Section 6.26(2)(g) are as follows:

- *Prior Australian case law has categorized “charity” to include:*
 - *the relief of poverty;*
 - *the advancement of education;*
 - *the advancement of religion; and*
 - *other purposes beneficial to the community.*

Insofar as “other purposes beneficial to the community”, the Courts have construed the same as follows:

“The community be a definite community or section of the community, it must be identifiable as such; it must be of appreciable importance; and it must not depend on any personal relationship to a particular individual or individuals”

and

“The benefit of a charitable trust of this class (i.e. other purposes beneficial to the community) need not extend to the whole community provided that the class to be benefited is substantial enough to give the trust a public character. What is a sufficiently substantial class may vary according to the nature of the benefit to be provided, and it is particularly important in considering this category to keep in mind the necessary element of public general utility.”

Given the above legal opinion extracts it is considered that the activities conducted by Drug-Arm WA are of a beneficial nature to the community of the City of Armadale and would be considered to be of a “charitable” nature therefore qualifying to be exempt from rating in accordance with the requirements of the Local Government Act.

With reference to unit 2, 8 Brant Road, Kelmscott the rating concession has been cancelled.

Conclusion:

It is therefore recommended that Council support the request for exemption from rating on the unit used by Drug-Arm WA Inc as a warehouse to support their Op Shops.

RECOMMEND

That Council pursuant to section 6.26 (2)(g) of the Local Government Act 1995, approve Drug-Arm WA Inc application for rates exemption on the property at 9/8 Tinga Place, Kelmscott (243646) effective from 5 August 2005.

Moved Cr _____
Motion Carried/Lost (.....)

KELMSCOTT FOOTBALL & SPORTMEN'S CLUB – LOAN REFINANCING

WARD Heron
FILE REF: A179413
DATE 10th Nov 2005
REF AFM
RESPONSIBLE Executive Director
MANAGER Corporate Services

In Brief:

- This report presents a request from the Kelmscott Football & Sportmen's Club Inc. for Council to act as a loan guarantor for a loan refinancing proposal the purpose of which is to address several long outstanding club debts.
- The Report Recommendation is to support the Club's request subject to a number of conditions and/or undertakings to be given by the Club.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Building our Community – encourage community participation and responsibility.

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

The recommended Council Loan Guarantee of \$150,000 will, if supported by Council, be recorded in the Notes to Council's Annual Financial Statements as a contingent liability.

Consultation

Kelmscott Football & Sportmen's Club Inc.
Manager Recreation Services

BACKGROUND

The Club's facilities are located on John Dunne Reserve. The City is already a guarantor for a \$125,000 Club loan. This guarantor arrangement was made in March 2001 (C26/01 refers) and is secured by way of a default clause in the lease agreement between Council and the Club. The existing loan guarantee is for a \$125,000 loan over 8 years at a variable interest rate (currently 9.85%), with expiry in 2009. The existing loan guarantee was an extension of a previous loan guarantee approved by Council in November 1997 (F287/97 refers).

This report presents the Club's proposal to consolidate and refinance its existing debts, including the debt owed to Council, by increasing its loan to \$150,000. For the proposal to be viable, the Club requests that Council act as loan guarantor.

DETAILS OF PROPOSAL

The Club is seeking to redraw the current loan to its original amount of \$125,000 plus a further \$25,000, ie. a total of \$150,000. The purpose of the redraw is to acquit several long outstanding Club debts including a debt to Council of \$23,732 thereby enabling the Club to move forward in a more positive manner. Specific details of how the net redraw funds approximating \$79,000 will be applied are as follows:

City of Armadale	23,732
Australian Taxation Office	12,434
Bank Overdraft	20,000
Member Debentures	7,400
Staff Wages	6,500
1080 6IX Advertising	6,400
Other Creditors	<u>2,534</u>
	<u>79,000</u>

As the City is guarantor of the current loan, Council's approval is required to vary the terms of the loan and hence the request from the Club and this Report.

COMMENT

Analysis

The Club in support of their application for loan refinancing has submitted the following documentation, ie.

- Business Plan as prepared in March 2005;
- Audited Annual Financial Statements for the years ended 31st October 2003 and 2004;
- Annual Financial Statements (yet to be audited) for the year ended 31st October 2005;
- A listing of current Club creditors, and
- Budget Estimates for the coming year ending 31st October 2006.

The existing loan has a current outstanding principal of \$71,300 and has monthly repayments including principal and interest of \$1,782. Repayments have been made regularly and without default since commencement of the loan in 1997.

In addition to the above loan repayments (\$1,782) and day to day operating expenses, the Club has also been making regular monthly payments totaling \$1,130 to a number of long outstanding Club creditors, eg. Australian Taxation Office.

Having assessed the information provided by the Club in support of their request, researched prior reports of Council which dealt with like financial matters and met with Club representatives to discuss their request, the findings can be summarized as follows:

1. The Club has demonstrated over many years a capacity to service loans approximating \$125,000 without default. The Club has been servicing such loans since 1976.
2. The financial performance of the Club has, with the exception perhaps of years 2002 and 2003, due it is understood primarily to the loss of key club members, been sound and the pre-audit figures for the current year ended 31st October 2005 indicate a return to a modest profit of \$11,800. Based on the information received, the Club has the capacity to meet a slightly higher level of debt whilst still increasing the net wealth of the Club.
3. The Club has accommodated the inclusion of other sporting groups as affiliates to more effectively use the club facilities and leverage the economic growth and longer term viability of the Club.
4. The Club demonstrates an active commitment to the future success of the Club by promoting its clubrooms attraction and appeal to a wider market of prospective facility users which comes through their Business Plan and the Club's website at www.kelmscottfootballclub.com.au .
5. The Club has an outstanding debt to Council of \$23,732 and this debt will be fully acquitted upon the loan refinancing occurring.
6. The monthly loan repayments comprising of principal and interest for the requested refinanced \$150,000 loan will approximate \$1,970 (based on a current interest rate of 9.85%) which is \$188 more than the current loan monthly repayment.
7. Key financial figures which have formed the basis of this financial assessment are summarized as follows:

Particulars	2003 Year (Audited Financials)	2004 Year (Audited Financials)	2005 Year (pre-audit Financials)	2006 Year (Budget Estimates)
Gross Bar Profit	93,870	95,700	103,490	105,000
Other Income	67,022	80,204	83,670	96,600
Total Income	160,892	175,904	187,160	201,600
Total Expenses	172,532	181,676	175,400	190,900
Net profit/(loss)	(11,640)	(5,772)	11,760	10,700
Current Assets	23,939	26,658	19,000	-
Current Liabilities	105,469	110,547	95,000	-
Working Capital/(deficiency)	(81,530)	(83,889)	(76,000)	-

Options

1. Support the Club's request with appropriate conditions as shown in the following recommendation.
2. Support the Club's request but at a lesser loan amount and again with appropriate conditions.
3. Decline the request.

Conclusion

Option (1) is the preferred option for the reasons that:

- a) it allows the Club to move forward in a more positive manner both financially and operationally by ridding the Club of long outstanding debts including Council's debt of \$23,732, and
- b) the financial risk exposure to Council is considered minimal.

RECOMMEND

That Council, in response to the Kelmscott Football & Sportmen's Club's request for loan refinancing, advise the Club as follows:

- 1. Council is prepared to act as loan guarantor for a Club loan of \$150,000 over (10) ten years, at a variable interest rate, with monthly repayments being made up of both principal and interest with the purpose of the loan being to refinance current Club debt.**
- 2. (1) above replaces the existing \$125,000 Council loan guarantee and is conditional upon the Club providing Council with the following written undertakings, ie.**
 - a) The Club meeting all costs associated with the loan refinancing, eg. loan establishment costs, the payout of the existing loan and the preparation of the Lender's Loan Guarantor Documentation;**
 - b) The security for Council's Loan Guarantee continuing to be the default clause in the property lease between Council and the Club;**
 - c) The Club providing to Council for each year the guarantee is in force, a copy of their (i) annual audited financial statements in November/December and (ii) (6) monthly interim Financial Statements in May,**

- d) That the net proceeds of the loan refinancing which amount to approximately \$79,000, being used to settle the following Club debts, ie.

City of Armadale	23,732
Australian Taxation Office	12,434
Bank Overdraft	20,000
Member Debentures	7,400
Staff Wages	6,500
1080 6IX Advertising	6,400
Other Creditors	<u>2,534</u>
	<u>79,000</u>

- e) The club providing to Council by 30th June 2006, an updated Business Plan including supporting action plans and financial plans/budget forecasts for a period of not less than 3 years,
- f) That the cash-flow “freed-up” by the loan refinancing amounting to approximately \$1,100 per month, being applied towards facility and operational improvements and not upon player, coach or other on-field personnel payments,
- g) That Council’s invoices will at all times in the future be paid in accordance with Council’s standard terms of trade, ie. within 30 days of invoice date.

Moved Cr _____
Motion Carried/Lost ()

COUNCIL AND COMMITTEE MEETINGS - JANUARY – DECEMBER 2006

WARD: ALL
FILE REF: MTG/1
DATE: 25 October 2005
REF: NP
RESPONSIBLE MANAGER: Manager Governance & Administration

In Brief:

Council is requested to approve -

- The Ordinary Council and Committee Meeting dates for the period January to December 2006 inclusive for local public notice purposes.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Deliver high quality, professional governance and administration.

Legislation Implications

Section 5.25(1)(g) of the Local Government Act 1995 – Regulations about council and committee meetings and committees.

5.25(1) Without limiting the generality of section 9.59, regulations may make provision in relation to –

- (g) the giving of public notice of the date and agenda for council or committee meetings;*

Regulation 12 of the Local Government (Administration) Regulations 1996, in part states:

- “(1) at least once each year a local government is to give local public notice of the dates on which and the time and place at which –*
- (a) the ordinary council meetings; and*
- (b) the committee meetings that are required under the Act to be open to members of the public or that are proposed to be open to the members of the public,*
- are to be held in the next 12 months.*
- (2) A local government is to give local public notice of any change to the date, time or place of a meeting referred to in subregulation (1).”*

Council Policy/Local Law Implications

Nil.

Budget/Financial Implications

Nil

Consultation

WALGA

Department of Consumer and Employment Protection

BACKGROUND

At its meeting of 18 October 2004 Council resolved (CS51/10/04):

That Council:

- (1) replace its current practice of moving both committee meeting dates when a public holiday occurs on a Monday, with the practice whereby only the Monday committee meeting is moved to the Wednesday,*
- (2) hold future meetings of the City Strategy and Development Services committees on a Monday and Tuesday respectively, and*
- (3) introduce, with effect from 1 January 2005 via publication of the 2005 annual calendar of meeting dates, the changes referred to in parts (1) and (2) of this recommendation.*

DETAILS OF PROPOSAL

The calendar of Ordinary and Committee Meeting dates for 2006, as presented in the Recommendation to this item, has been prepared based on the following schedule as previously adopted by Council:

First Monday of the Month	Council
Second Monday of the Month	City Strategy Committee
Tuesday following Second Monday of the Month	Development Services Committee
Third Monday of the Month	Council
Fourth Monday of the Month	Technical Services Committee
Tuesday following 4 th Monday of the Month	Community Services Committee

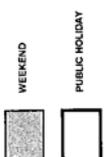
Appropriate variations from the above schedule have been applied to some Ordinary Council and Committee Meetings to allow for:

- The incidence of public holidays
- Accommodation of Local Government Week which is attended by Councillor's and officers; and
- Council's preference to complete its business for the year prior to the Christmas period.

A copy of the proposed meeting calendar is provided overleaf for Councillor's information.

City of Armadale 2006 Meeting Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 SUN NEW YEAR'S DAY	1 WED	1 WED	1 SAT	1 MON	1 THU	1 SAT	1 TUE	1 FRI	1 SUN	1 WED	1 FRI
2 MON NEW YEAR'S HOLIDAY	2 THU	2 THU	2 SUN	2 TUE	2 FRI	2 SUN	2 WED	2 SAT	2 MON	2 THU	2 SAT
3 TUE	3 FRI	3 FRI	3 MON	3 WED	3 SAT	3 MON	3 THU	3 SUN	3 TUE	3 FRI	3 SUN
4 WED	4 SAT	4 SAT	4 TUE	4 THU	4 SUN	4 MON	4 FRI	4 MON	4 WED	4 SAT	4 MON
5 THU	5 SUN	5 SUN	5 WED	5 FRI	5 MON	5 WED	5 SAT	5 TUE	5 THU	5 SUN	5 TUE
6 FRI	6 MON	6 MON	6 THU	6 SAT	6 TUE	6 THU	6 SAT	6 WED	6 FRI	6 MON	6 WED
7 SAT	7 TUE	7 TUE	7 FRI	7 SUN	7 WED	7 FRI	7 MON	7 TUE	7 THU	7 SUN	7 THU
8 SUN	8 WED	8 WED	8 SAT	8 MON	8 THU	8 SAT	8 TUE	8 WED	8 FRI	8 MON	8 FRI
9 MON	9 THU	9 THU	9 SUN	9 TUE	9 FRI	9 SUN	9 WED	9 THU	9 MON	9 WED	9 FRI
10 TUE	10 FRI	10 FRI	10 MON	10 WED	10 SAT	10 MON	10 THU	10 FRI	10 SUN	10 MON	10 SUN
11 WED	11 SAT	11 SAT	11 TUE	11 THU	11 SUN	11 TUE	11 FRI	11 MON	11 WED	11 FRI	11 SUN
12 THU	12 SUN	12 SUN	12 WED	12 FRI	12 MON	12 WED	12 SAT	12 TUE	12 THU	12 SUN	12 TUE
13 FRI	13 MON	13 MON	13 THU	13 SAT	13 TUE	13 THU	13 SAT	13 WED	13 FRI	13 MON	13 WED
14 SAT	14 TUE	14 TUE	14 GOOD FRIDAY	14 SUN	14 WED	14 FRI	14 MON	14 TUE	14 THU	14 MON	14 THU
15 SUN	15 WED	15 WED	15 SAT	15 MON	15 THU	15 SAT	15 TUE	15 WED	15 FRI	15 WED	15 FRI
16 MON	16 THU	16 THU	16 MON	16 WED	16 SAT	16 MON	16 WED	16 THU	16 FRI	16 MON	16 SAT
17 TUE	17 FRI	17 FRI	17 THU	17 SAT	17 TUE	17 THU	17 SAT	17 FRI	17 MON	17 THU	17 SUN
18 WED	18 SAT	18 SAT	18 TUE	18 THU	18 SUN	18 MON	18 WED	18 THU	18 FRI	18 MON	18 SAT
19 THU	19 SUN	19 SUN	19 WED	19 FRI	19 MON	19 WED	19 SAT	19 TUE	19 THU	19 SUN	19 TUE
20 FRI	20 MON	20 MON	20 THU	20 SAT	20 TUE	20 THU	20 SAT	20 FRI	20 MON	20 WED	20 FRI
21 SAT	21 TUE	21 TUE	21 FRI	21 SUN	21 WED	21 MON	21 THU	21 FRI	21 SUN	21 MON	21 WED
22 SUN	22 WED	22 WED	22 SAT	22 MON	22 THU	22 SAT	22 TUE	22 WED	22 THU	22 FRI	22 SUN
23 MON	23 THU	23 THU	23 MON	23 WED	23 SAT	23 MON	23 THU	23 FRI	23 SUN	23 WED	23 SAT
24 TUE	24 FRI	24 FRI	24 TUE	24 THU	24 SUN	24 MON	24 WED	24 THU	24 FRI	24 MON	24 SUN
25 WED	25 SAT	25 SAT	25 MON	25 WED	25 SAT	25 MON	25 THU	25 FRI	25 SUN	25 SAT	25 MON
26 THU	26 SUN	26 SUN	26 WED	26 FRI	26 TUE	26 THU	26 SAT	26 FRI	26 MON	26 WED	26 SAT
27 FRI	27 MON	27 MON	27 THU	27 SAT	27 TUE	27 THU	27 SAT	27 FRI	27 SUN	27 MON	27 WED
28 SAT	28 TUE	28 TUE	28 FRI	28 SUN	28 THU	28 SAT	28 MON	28 TUE	28 WED	28 THU	28 SAT
29 SUN	29 WED	29 WED	29 MON	29 THU	29 SAT	29 MON	29 THU	29 FRI	29 SUN	29 WED	29 FRI
30 MON	30 THU	30 THU	30 SUN	30 SAT	30 FRI	30 SUN	30 WED	30 SAT	30 MON	30 THU	30 SAT
31 TUE	31 FRI	31 FRI	31 TUE	31 WED	31 MON	31 MON	31 THU	31 TUE	31 TUE	31 THU	31 SUN



- C ORDINARY COUNCIL MEETING
- T TECHNICAL SERVICE COMMITTEE
- D DEVELOPMENT SERVICES COMMITTEE
- S COMMUNITY SERVICES COMMITTEE
- Y CITY STRATEGY COMMITTEE

- SCHOOL TERMS
- TERM 1 Wed 1 Feb - Thu 13 Apr
 - TERM 2 Mon 1 May - Fri 7 Jul
 - TERM 3 Mon 24 Jul - Fri 29 Sept
 - TERM 4 Mon 16 Oct - Thu 7 Dec

RECOMMEND

That Council, pursuant to Regulation 12(1) of the Local Government (Administration) Regulations 1996, gives local public notice of the following Council and Committee meeting dates, times and places for the period January 2006 to December 2006 inclusive.

MONTH	ORDINARY COUNCIL MEETING	CITY STRATEGY COMMITTEE	DEVELOPMENT SERVICES COMMITTEE	TECHNICAL SERVICES COMMITTEE	COMMUNITY SERVICES COMMITTEE
JAN 2006	16/01/05	09/01/06	10/01/06	23/01/06	24/01/06
FEB 2006	06/02/06 20/02/06	13/02/06	14/02/06	27/02/06	28/02/06
MARCH 2006	07/03/06 20/03/06	13/03/06	14/03/06	27/03/06	28/03/06
APRIL 2006	03/04/06 18/04/06	10/04/06	11/04/06	24/04/06	26/04/06
MAY 2006	01/05/06 15/05/06	08/05/06	09/05/06	22/05/06	23/05/06
JUNE 2006	06/06/06 19/06/06	12/06/06	13/06/06	26/06/06	27/06/06
JULY 2006	03/07/06 17/07/06	10/07/06	11/07/06	24/07/06	25/07/06
AUG 2006	08/08/06 21/08/06	14/08/06	15/08/06	28/08/06	29/08/06
SEP 2006	04/09/06 18/09/06	11/09/06	12/09/06	25/09/06	26/09/06
OCT 2006	03/10/06 16/10/06	09/10/06	10/10/06	23/10/06	24/10/06
NOV 2006	06/11/06 20/11/06	13/11/06	14/11/06	27/11/06	28/11/06
DEC 2006	04/12/06 18/12/06	11/12/06	12/12/06	11/12/06	12/12/06

All Ordinary Council meetings are held in the Council Chambers, Administration Centre, 7 Orchard Ave, Armadale and commence at 7.00pm

All Committee meetings are held in the Committee Room, Administration Centre, 7 Orchard Ave, Armadale and commence at 7.00pm.

Moved Cr _____
Motion Carried/Lost (....)

APPLICATION FOR ALFRESCO DINING – GLORIA JEANS CAFÉ JULL ST ARMADALE

WARD Minnowarra
FILE REF: A216772
DATE 17 October 2005
REF NP
RESPONSIBLE MANAGER Manager Governance & Administration

In Brief:

- A request has been made by Gloria Jeans for permission to have alfresco dining at their premises in Jull St Armadale.
- The recommendation is to approve the request.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Progress development projects of the City's "Armadale Alive" investment strategy, by revitalizing Armadale City Centre.

Promote business development, employment and residential growth, encouraging the overall economic well being of the community.

Legislation Implications

Local Government Act 1995 – Section 3.5(1) – Legislative powers of Local Governments to make local laws.

Health Act 1911 – Section 247 – The Governor may make regulations.

Health (Food Hygiene) Regulations 1993 - Part 2-Food premises and food vehicles.

Council Policy/Local Law Implications

Activities and Trading in Thoroughfares and Public Places Local Law

Budget/Financial Implications

Nil

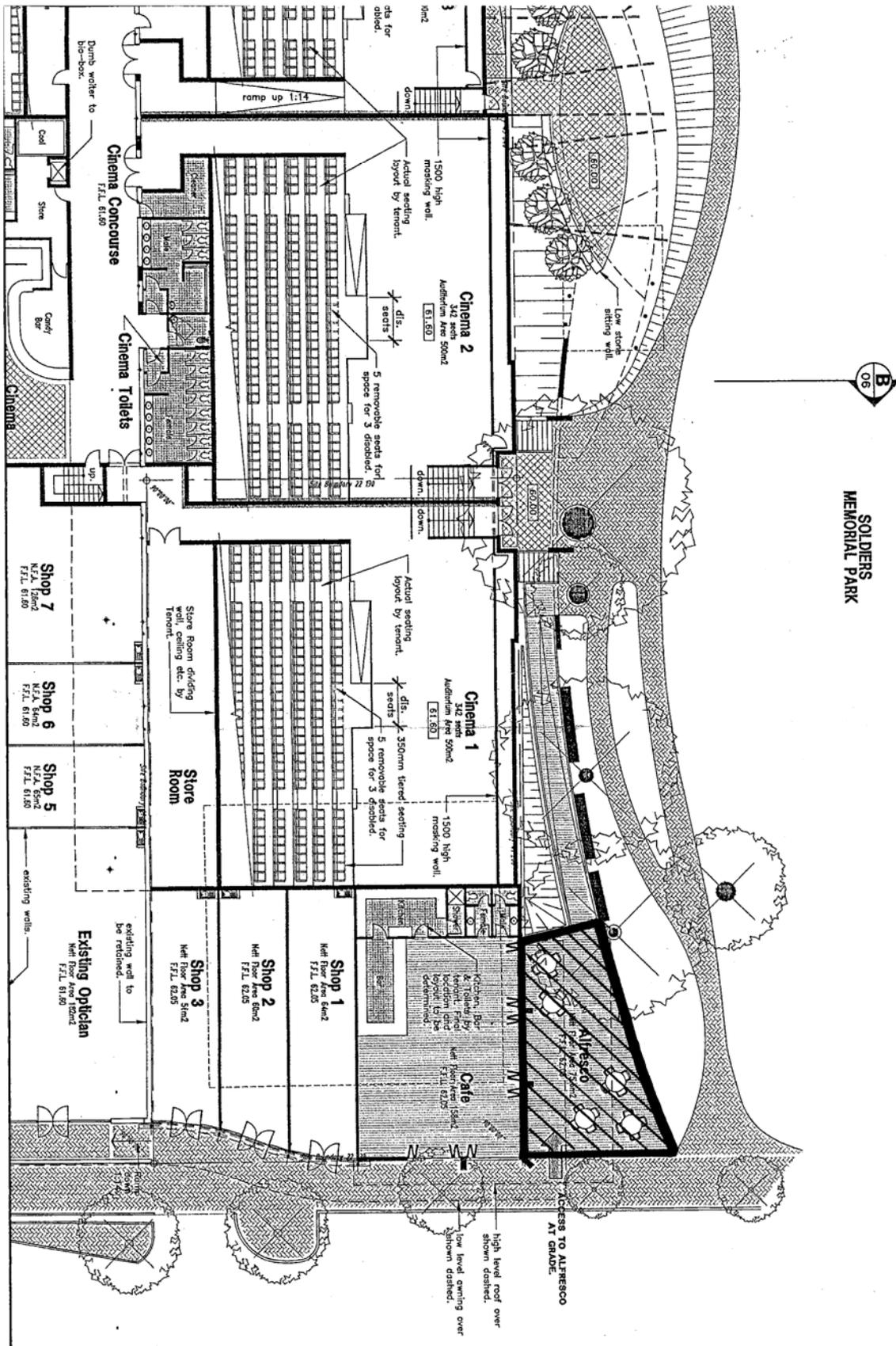
Consultation

Planning Department

Health Department

BACKGROUND

At its meeting of 19 May 2003 Council resolved (D76/5/03) to approve the application for the redevelopment of the Armadale Plaza shopping centre, which incorporated six retail tenancies and two restaurants/fast food outlets (Jesters and Subway) fronting Jull Street Mall and a café overlooking the Soldiers Memorial Park with an alfresco dining area, public space, monolithic display walls, pathways and landscaping.



ALFRESCO DINING – GLORIA JEANS CAFÉ, JULL ST

The alfresco dining and pedestrian spaces were to provide more interaction between the park and the development.

DETAILS OF PROPOSAL

The applicant is seeking to formalise preliminary approval given in the Development Application to operate an alfresco dining area adjacent to their premises in Jull Street Armadale.

The proposed area, delineated on the plan opposite, is purpose built and comprises a net floor area of 75.6m².

COMMENT

Analysis

In May 2003, Council approved a Development Application for the redevelopment of the Armadale Plaza shopping centre in which an alfresco dining area overlooking Memorial Park formed part of the proposal.

As preliminary approval has already been given, this item serves to formally approve a permit required under the Activities and Trading in Thoroughfares and public Places Local Law.

In November 2003 Council approved an outdoor eating facility in the Jull Street Mall at Café @ 188 in which it was considered at the time that further encouragement of this activity should be made to other retailers on the basis that it will provide a greater diversity of the Town Centre functions and facilities and could be seen to improve the ambiance of the area.

Discussions have taken place with officers from the Planning Department and Health Department regarding the request and they do not foresee any major problems associated with it and are fully supportive.

Under the Activities and Trading in Thoroughfares and Public Places Local Laws, there is no schedule of fees applicable for this type of activity and therefore to encourage this type of activity it is suggested that no fee apply.

To comply with the requirements of the Activities and Trading in Thoroughfares and Public Places Local Law a permit must be issued. Due to the nature of the activity it is recommended that certain conditions be imposed in the permit and these are outlined below:

1. The permit is for a twelve (12) month period.
2. The eating area is to be kept in a clean and tidy condition at all times.
3. Chairs, tables and other structures in the eating area are to be maintained in a good, clean and serviceable condition at all times.
4. The eating area shall be conducted strictly in accordance with the provisions of the Health Act 1911 and any future Act regulating the preparation or service of food and all other regulations and local laws governing the conduct of an eating area.

5. The permit holder is solely responsible for all and any costs associated with the removal, alteration, repair, reinstatement or reconstruction of any part of the public place arising from the conduct of the outdoor eating facility.
6. The outdoor eating area is not to impede pedestrian access.
7. The permit holder must obtain public risk insurance in the amount of not less than \$10,000,000.
8. The permit holder must indemnify the City of Armadale in respect of any injury to any person or any damage to any property, which may occur in connection with the use of the public place by the permit holder.
9. No tables, chairs or other approved structures shall be set up or permitted to remain in the dining area outside of normal business hours.
10. The permit and the conditions of the permit shall, on demand, be shown to an authorised officer of the Council.

These conditions are similar to those imposed by Council on the permit granted to Café @ 188.

Options

Option 1 – Not to approve the application. As Council has previously approved an alfresco area in the Development Application and for reasons stated above, this is not recommended.

Option 2 – Approve the application.

Conclusion

It is considered appropriate to approve the application on the grounds that:

- Council has previously given preliminary approval under the original Development Application for the redevelopment of the Armadale Plaza shopping centre;
- There already being in existence an outdoor eating facility elsewhere in the Jull St Mall (Café @ 188);
- The proposed alfresco dining could be seen to improve the ambiance of the area and provide more interaction with Memorial Park; and
- It will provide a greater diversity of the Town Centre functions and facilities.

RECOMMEND

That Council approve the application from Gloria Jeans for an alfresco dining area at their premises in Jull Street as indicated on the attached plan and that the following conditions be imposed:

- **The permit is for a twelve (12) month period**
- **No fee be charged for the permit.**
- **The eating area is to be kept in a clean and tidy condition at all times.**
- **Chairs, tables and other structures in the eating area are to be maintained in a good, clean and serviceable condition at all times.**

- **The eating area shall be conducted strictly in accordance with the provisions of the Health Act 1911 and any future Act regulating the preparation or service of food and all other regulations and local laws governing the conduct of an eating area.**
- **The permit holder is solely responsible for all and any costs associated with the removal, alteration, repair, reinstatement or reconstruction of any part of the public place arising from the conduct of the outdoor eating facility.**
- **The outdoor eating area is not to impede pedestrian access.**
- **The permit holder must obtain public risk insurance in the amount of not less than \$10,000,000.**
- **The permit holder must indemnify the City of Armadale in respect of any injury to any person or any damage to any property, which may occur in connection with the use of the public place by the permit holder.**
- **No tables, chairs or other approved structures shall be set up or permitted to remain in the dining area outside of normal business hours.**
- **The permit and the conditions of the permit shall, on demand, be shown to an authorised officer of the Council.**

Moved Cr _____
Motion Carried/Lost (...)

EQUAL OPPORTUNITY – POLICY AND MANAGEMENT PRACTICE

WARD All
FILE REF: STF/11
DATE 4 November 2005
REF MH
RESPONSIBLE CEO
MANAGER

In Brief:

- Council adopted its Equal Opportunity Policy in 1988.
- The Policy has been reviewed and a revised Policy is presented for Council consideration and endorsement.

Officer Interest Declaration

Nil

Strategic Implications

Developing our organisation – To deliver high quality professional governance and administration.

Council Policy/Local Law Implications

This report recommends that a new Policy “ADM16 – Equal Employment Opportunity” be incorporated into Councils Policy Manual.

Budget/Financial Implications

Nil

Consultation

CEO, Executive Directors, Western Australian Local Government Association, Equal Opportunity Commission.

BACKGROUND

The *Equal Opportunity Act 1984* requires employers to have in place a policy that promotes Equal Opportunity principles of equity and diversity in the workplace to ensure that discrimination in employment practices does not occur.

In June 1998 Council adopted its first Equal Employment Opportunity policy (EEO) in recognition of its legal obligations under the *Equal Opportunity Act 1984* (F149/88).

The Policy was not included when the new Policy Manual was drafted whilst the existing Equal Employment Opportunity practices remained in place. Recognising Council’s legal obligations, the Human Resources Department has recently reviewed and updated the policy document. It is now proposed to include a revised Equal Employment Opportunity Policy in the Policy Manual and Management Practice.

COMMENTS

As per the procedure for developing, amending and reviewing Policies, the following Policy is presented to be adopted.

POLICY

ADM16 - Equal Employment Opportunity

Management Practice

ADM16

Relevant Delegation

N/A

Rationale

To outline the City's commitment to Equal Opportunity as an employer and as a service provider to the community.

Policy

The City recognises its legal obligations under the Equal Opportunity Act, 1984 (as amended) and will actively promote the principles of equity and diversity in the workplace. This means that the City aims to provide a work environment that fosters good working relationships where employees, contractors and volunteers are treated fairly and equally and that unlawful discrimination does not take place.

The Equal Opportunity practices to be observed by the City as an employer and as a service provider shall be in accordance with Management Practice ADM16.

MANAGEMENT PRACTICE

ADM-16 Equal Employment Opportunity

The City aims to be respected for its commitment to Equal Opportunity as an employer and as a service provider to the community by adopting the following practices;

- **Appointments, promotion and training:**

Access to employment, contracts, promotion and training is to be fair and equitable. Decisions on matters affecting (prospective) employees, contractors and volunteers will be made on merit, and are based on relevant experience, skills and ability required for the role. No decisions will be made on the basis of nepotism or patronage.

- **Diversity:**

The City recognises, values and respects social, cultural and linguistic diversity. Assistance will be provided to employees, contractors and volunteers with special needs in order to assist them in undertaking their roles effectively.

- **Discrimination and harassment free environment:**

The City promotes an environment where people are able to work effectively without the fear of unlawful discrimination or harassment. Discrimination is treating one person less favourably than another because of a personal attribute which is covered by equal opportunity laws, and includes: gender, marital status, pregnancy, family responsibilities or status, race, religious and/or political conviction, impairment, age, gender history and sexual orientation. Discrimination is unlawful. Harassment is also not tolerated. Harassment is defined as any unwelcome, offensive action or remark concerning a person's gender, race, age, impairment or one of the other attributes as covered in the Equal Opportunity legislation.

- **Good working relationships:**

The City aims to provide an enjoyable, challenging and harmonious work environment. Workplace bullying is one activity that detracts from this environment. It can create a risk to health and safety and will not be tolerated. Workplace bullying is defined as repeated, unreasonable behaviour directed towards a person or a group of persons at a workplace.

- **Responsibilities:**

All employees, volunteers and contractors have a shared responsibility to apply and promote the equal opportunity principles.

- **Grievances:**

Grievances in relation to discrimination, harassment and bullying will be dealt with fairly, quickly and confidentially by the Equal Opportunity Co-ordinator who has received appropriate training to undertake this role. The Human Resources Manager is appointed as the Equal Opportunity Co-ordinator.

RECOMMEND

- 1. That Council adopt Policy ADM16 - Equal Employment Opportunity.**
- 2. That the relevant Management Practice ADM16 be noted.**

Moved Cr _____
Motion Carried/Lost (...)

CONTRACT OF EMPLOYMENT – EXECUTIVE DIRECTOR CORPORATE SERVICES

WARD All
FILE REF: PSF
DATE 28 Oct 2005
REF RST
RESPONSIBLE CEO
MANAGER

In Brief:

- This is an employee related matter and hence requires confidential consideration. A confidential report is submitted at Attachment B-1.

Officer Interest Declaration

The Executive Director Corporate Services has a financial interest in this item.

Strategic Implications

5. *Developing Our Organisation*
Our aims are to deliver high quality, professional governance and administration.

Legislation Implications

Local Government Act 1995

Sections 5.36, 5.37 and 5.39 of the Local Government Act 1995 apply

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

The Executive Director Corporate Services' salary is incorporated into the CEO & Corporate Services Directorate's salaries Budget. This renewal does not have Budget implications.

Consultation

Executive Director Corporate Services

A Confidential Report on the matter is presented at Attachment B-1.

RECOMMEND

Refer confidential report for recommendation.

MARKETING & COMMUNICATIONS STRATEGY

WARD: All
FILE REF: PUB/1
DATE: Nov 2005
REF: CB
RESPONSIBLE CEO
MANAGER:

In Brief:

- In February and March 2005 elected members views were canvassed through a Communication and Marketing Workshop.
- In May 2005 Council appointed the City's new Public Relations Coordinator (PRC) who has a broad skill-set which includes media, communications and marketing.
- In September 2005 the PRC presented elected members with a Marketing and Communications Options Paper.
- At its meeting of 19 September Council received the Marketing and Communications Options Paper and endorsed its direction towards a Marketing and Communications Strategy for the CoA.
- The PRC has now finalised the City's Marketing and Communications Strategy.
- The implementation of the Marketing and Communications Strategy will require the assistance of an in-house contractor to undertake general media/PR duties.
- It is recommended that Council receive the Marketing and Communications Strategy and endorse the initiatives outlined in the Action Plan.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Communicating and Marketing

- Good communication between the City and its community is essential if there is to be a shared understanding of direction, objectives and service levels. Communication is equally important in promoting the City to prospective residents, customers and investors.

- Our aims are to promote and market the City locally, nationally and internationally.

Initiatives over the next 5 years

- Marketing the advantages of the CoA as a great place to live, invest, develop and grow business by implementing a Marketing Strategy.

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

The 15 Year Plan contains an allocation of \$100,000 per annum for a Marketing Strategy. The 2005/06 allocation was reduced to \$85,000.

Consultation

A Councillor Workshop was held on 22 February 2005.

In September 2005 the PRC presented Council with a Marketing and Communications Options Paper.

BACKGROUND

In February 2005 Council held a Workshop on Communications and Marketing, followed by canvassing of views from elected members.

The City's new PRC, Catherine Buck commenced on 16 May 2005.

The PRC comes to the City with a broad skill-set which includes media, communications and marketing. The previous incumbent's primary focus was media.

In September 2005 the PRC presented a Marketing and Communications Options Paper for consideration by Council. The Options Paper enabled the City to 'take stock' and assess the effectiveness of its existing marketing and communications activities. It also provided a framework for the discussion of a range of marketing and communications options designed to raise the profile of the City of Armadale. It was envisaged that the Options Paper would form the basis of the City's Marketing and Communications Strategy.

At its meeting of 19 September Council received the Marketing and Communications Options Paper and endorsed its direction towards a Marketing and Communications Strategy for the CoA.

The PRC has now finalised the City's Marketing and Communications Strategy.

The Marketing and Communications Strategy is presented at **Attachment A-3 of the Agenda.**

COMMENT

Following Council's earlier marketing decision to appoint a PRC and begin producing the *City Views* publication, it had been envisaged that the City would appoint an outside consultant to draft and oversee the City's Marketing Strategy. The expertise now available through the PRC enables this process to commence "in-house" with some cost saving and redirection of funds to contracting outward programmes / projects within the Strategy.

During the preparation of the initial Marketing and Communications Options Paper and subsequently the Marketing and Communications Strategy the City has engaged the services of an in-house contractor to assist with general media/PR duties.

As the implementation of the City's Marketing and Communication Strategy cannot be added to the PR Coordinator's role without the adjustment of time allocated to current media and PR activities, it is suggested that the City retain the services of an in-house contractor to undertake general media/PR duties.

To-date the City has realised significant cost savings through the in-house development of a Marketing Options Paper and Marketing and Communications Strategy. The implementation of the Marketing and Communications Strategy by the PR Coordinator will enable the City to realise further savings by directing funds towards "on the ground" marketing and communications initiatives that will serve to raise the profile of the City.

If the Marketing and Communications Strategy is considered acceptable, it is suggested that Council receive the Strategy and endorse the initiatives outlined in the Action Plan.

RECOMMEND

That Council receive the Marketing and Communications Strategy at Attachment A-3 and endorse the initiatives outlined in Sections 1.6 and 2.5 of the Action Plan.

Moved Cr _____
Motion Carried/Lost (...)

COUNCILLORS' ITEMS

CHIEF EXECUTIVE OFFICER'S REPORT

MEETING DECLARED CLOSED AT _____

CITY STRATEGY COMMITTEE

SUMMARY OF "A" ATTACHMENTS

14 NOVEMBER 2005

Attachment No.	Subject	Page
A-1	List of Accounts Paid for the period 1 to 31 October 2005	48 - 70
A-2	Financial Report – September 2005	71 - 82
A-3	Marketing Strategy	83 - 103



LIST OF ACCOUNTS PAID
FOR THE PERIOD
1 OCTOBER 2005 TO 31 OCTOBER 2005

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
2607	04/10/2005	Clerk of Courts	Payment of Summons	189.60
2608	04/10/2005	Clerk of Courts	Payment of Summons	568.80
2609	04/10/2005	Metro Plastering Maintenance	Brickwork-Armadale Aquatic Centre	4976.00
2610	04/10/2005	Clerk of Courts	Payment of Summons	126.40
2611	04/10/2005	City of Armadale	Petty Cash Recoup	500.00
2612	05/10/2005	NLG Sand Supplies	Sand	277.20
2613	05/10/2005	City of Armadale	Petty Cash Recoup	129.30
2614	05/10/2005	Repco Auto Parts	Parts	139.12
2615	06/10/2005	Bolinda Publishing Pty Ltd	Library Resources	28.60
2616	06/10/2005	City of Armadale	Retention Monies-Tender 35/04	7148.54
2617	06/10/2005	Classic Photos	Film Processing	29.90
2618	06/10/2005	Dymocks Hay Street	Book Purchases	33.15
2619	06/10/2005	H A Zelones	Expenses Reimbursement	46.20
2620	06/10/2005	City of Armadale	Petty Cash Recoup	155.05
2621	06/10/2005	City of Armadale	Petty Cash Recoup	196.65
2622	06/10/2005	City of Armadale	Petty Cash Recoup	80.50
2623	06/10/2005	City of Armadale	Till Floats-Armadale Aquatic Centre	300.00
2624	10/10/2005	PA & SG Wilson	Refund-Overpayment Of Rates	551.66
2625	10/10/2005	JH Lindley & SE Boyle	Refund-Overpayment Of Rates	179.75
2626	10/10/2005	AG & NJ Venables	Refund-Overpayment Of Rates	185.95
2627	10/10/2005	K Farrington	Refund-Overpayment Of Rates	330.66
2628	10/10/2005	MB Smith	Refund-Overpayment Of Rates	337.66
2629	10/10/2005	EL & EM Jones	Refund-Overpayment Of Rates	371.90
2630	10/10/2005	JW & DH Conner	Refund-Overpayment Of Rates	378.10
2631	10/10/2005	W Whearem	Refund-Overpayment Of Rates	489.66
2632	10/10/2005	NP & F Squillace	Refund-Overpayment Of Rates	465.88
2633	10/10/2005	JE Soames	Refund-Overpayment Of Rates	390.52
2634	10/10/2005	D & P Sandy	Refund-Overpayment Of Rates	539.26
2635	10/10/2005	TB & S Sullivan	Refund-Overpayment Of Rates	396.70
2636	10/10/2005	J Sinclair & J Warren	Refund-Overpayment Of Rates	195.25
2637	10/10/2005	PV Hames	Refund-Overpayment Of Rates	336.92
2638	10/10/2005	CJ Raeburn	Refund-Overpayment Of Rates	471.08
2639	10/10/2005	S Liang	Refund-Overpayment Of Rates	532.03
2640	10/10/2005	JC McKenzie	Refund-Overpayment Of Rates	99.23
2641	10/10/2005	Clerk of Courts	Refund-Overpayment Of Rates	126.40
2642	10/10/2005	CANCELLED	Payment of Summons	0.00
2643	10/10/2005	Fines Enforcement Registry	CANCELLED	0.00
2644	10/10/2005	Fines Enforcement Registry	Fines Enforcement Costs-Dogs	1443.00
2645	10/10/2005	Fines Enforcement Registry	Fines Enforcement Costs-Parking	1053.00
2646	10/10/2005	Fines Enforcement Registry	Fines Enforcement Costs-Bushfires	39.00
2647	10/10/2005	Clerk of Courts	Fines Enforcement Costs-Litter	78.00
			Payment of Summons	379.20

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005			
Cheque or EFT No.	Date	Payee	Description
2648	10/10/2005	BGC Residential	Refund-Overpayment of Crossover
2649	10/10/2005	J Chadwick	Refund-Dog Registration
2650	10/10/2005	A Russell	Donation-U/18 Sport
2651	10/10/2005	Swan Valley Oasis	Accommodation-PIA Conference
2652	13/10/2005	Bolinda Publishing Pty Ltd	Library Resources
2653	13/10/2005	City of Armadale	Trade In Value-Deutscher Mower
2654	13/10/2005	Dymocks Hay Street	Library Resources
2655	13/10/2005	City of Armadale	Petty Cash Recoup
2656	13/10/2005	Waste Management Assoc of Australia	Staff Training
2657	13/10/2005	Recco Auto Parts	Parts
2658	13/10/2005	Express Publications Pty Ltd	Subscriptions
2659	14/10/2005	City of Armadale	Payroll Deductions-F/E 11.10.05
2660	13/10/2005	RM & BM Pearce	Refund-Overpayment Of Rates
2661	13/10/2005	VJ & VA Gowlett	Refund-Overpayment Of Rates
2662	13/10/2005	P & LF Wych	Refund-Overpayment Of Rates
2663	13/10/2005	CH Richards	Refund-Overpayment Of Rates
2664	13/10/2005	R & DD Green	Refund-Overpayment Of Rates
2665	13/10/2005	C Sen	Refund-Overpayment Of Rates
2666	13/10/2005	NS & SC Briggs	Refund-Overpayment Of Rates
2667	13/10/2005	GD Clifford	Refund-Overpayment Of Rates
2668	13/10/2005	R Thomas	Refund-Overpayment Of Rates
2669	13/10/2005	Progressive Axemens Assoc of WA	Refund-Overpayment Of Rates
2670	13/10/2005	Golden Sunset Tours	Refund-Overpayment Of Rates
2671	13/10/2005	Armadale Redevelopment Authority	Entertainment-Kelmscott 175th Anniversary
2672	13/10/2005	M Burbridge	Entertainment-Kelmscott 175th Anniversary
2673	13/10/2005	AC & BH Russell	Refund-Overpayment Of Rates
2674	13/10/2005	C Ellis	Rates Incentive Prize
2675	13/10/2005	GL Clotworthy	Rates Incentive Prize
2676	13/10/2005	PA Ridley & JA Zugaro	Rates Incentive Prize
2677	13/10/2005	DJ Shipard & VM Smith	Rates Incentive Prize
2678	13/10/2005	RW & GM Taylor	Rates Incentive Prize
2679	13/10/2005	BH & SK Lees	Rates Incentive Prize
2680	13/10/2005	J Clissold	Rates Incentive Prize
2681	13/10/2005	J-Corp Pty Ltd	Rates Incentive Prize
2682	13/10/2005	Dale Alcock Homes Pty Ltd	Refund-Overpayment of Crossover
2683	13/10/2005	B Smith	Refund Overpayment of Crossover
2684	13/10/2005	L Hughes	Refund Overpayment of Crossover
2685	13/10/2005	The State Library Shop	Council Contribution to Crossover
2686	13/10/2005	G Weaver	Council Contribution to Crossover
2687	13/10/2005	Coastline Sheds	Book Purchases
2688	14/10/2005	Dymocks Hay Street	Refund-Town Planning Application Fee
2689	14/10/2005	City of Armadale	Refund-Town Planning Application Fee
			Book Purchases
			FBT-Q/E 30.09.05
			275.00
			70.00
			100.00
			100.00
			72.21
			.25169.00

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005			Cheque Amount
Cheque or EFT No.	Date	Payee	Description
2690	14/10/2005	CANCELLED	CANCELLED
2691	14/10/2005	Westcourt Ltd	Refund-Security Deposit
2692	14/10/2005	TK De Jonge	Refund-Security Deposit
2693	14/10/2005	BGC Residential Pty Ltd	Refund-Security Deposit
2694	14/10/2005	Westral Outdoor Centre	Refund-Security Deposit
2695	14/10/2005	Dale Alcock Homes Pty Ltd	Refund-Security Deposit
2696	14/10/2005	Celebration Homes	Refund-Security Deposit
2697	14/10/2005	Alliance Demolition Group	Refund-Security Deposit
2698	14/10/2005	P Tonkin	Refund-Security Deposit
2699	14/10/2005	M Bruning	Refund Hall/Key Deposit
2700	14/10/2005	L Hayden	Refund Hall/Key Deposit
2701	14/10/2005	D Adams	Refund-Key Deposit
2702	14/10/2005	Road Safety Forum	Refund-Canoe Hire Bond
2703	14/10/2005	Shire of Serpentine/Jarrahdale	Staff Training
2704	17/10/2005	Travelworld Armadale	Dog Impound Fees
2705	19/10/2005	City of Armadale	Airfares-Eastern States Study Tour
2706	19/10/2005	City of Armadale	Petty Cash Recoup
2707	20/10/2005	Manzinger Nominees Pty Ltd	Petty Cash Recoup
2708	20/10/2005	Manzinger Nominees Pty Ltd	Refund-Overpayment Of Rates
2709	20/10/2005	L Brunt	Refund-Overpayment Of Rates
2710	20/10/2005	Armadale Redevelopment Authority	Refund-Hall Deposit
2711	20/10/2005	Bakers Delight	Refund-Overpayment Of Rates
2712	21/10/2005	BCITF	Catering
2713	21/10/2005	City of Armadale	Levy Collected-August 2005
2714	21/10/2005	DK Sarti	Commission on Levy Collected-August/September 2005
2715	21/10/2005	City of Armadale	Expenses Reimbursement
2716	21/10/2005	City of Armadale	Petty Cash Recoup
2717	21/10/2005	BCITF	Refund-Dog Registrations
2718	24/10/2005	Local Health Authority Analytical Authority	Levy Collected-September 2005
2719	24/10/2005	City of Armadale	Analytical Services 2005/06
2720	26/10/2005	A Curtis	Petty Cash Recoup
2721	26/10/2005	Yaffa Publishing Group Pty Ltd	Staff Training
2722	26/10/2005	Australian Yoga Life	Subscriptions
2723	26/10/2005	Southside Christian Centre	Subscriptions
2724	26/10/2005	C Fancote	Staff Training
2725	26/10/2005	C Bell	Staff Training
2726	26/10/2005	City of Armadale	Expenses Reimbursement
2727	27/10/2005	M Jabado	Out of Pocket Expenses-Eastern States Study Tour
2728	27/10/2005	EM Elliott	Refund-Overpayment of Rates
2729	27/10/2005	JD & JH Kuipers	Refund-Overpayment of Rates
2730	27/10/2005	AH Boddy & BM Prince	Refund-Overpayment of Rates
2731	27/10/2005	JK Smith	Refund-Overpayment of Rates

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005			
Cheque or EFT No.	Date	Payee	Description
2732	27/10/2005	AW & VJ Johns	Refund-Overpayment of Rates
2733	27/10/2005	JV Holland	Refund-Overpayment of Rates
2734	27/10/2005	EM Malone	Refund-Overpayment of Rates
2735	27/10/2005	NK Shegog	Refund-Overpayment of Rates
2736	27/10/2005	Mr D S & Ms H Newton	Refund-Overpayment of Rates
2737	27/10/2005	W E & J K & L J Holroy	Refund-Overpayment of Rates
2738	27/10/2005	G T & V E Lavery	Refund-Overpayment of Rates
2739	27/10/2005	Ms M R Trainor & Mr M	Refund-Overpayment of Rates
2740	27/10/2005	Ms A D Chester	Refund-Overpayment of Rates
2741	27/10/2005	G R Treeby & P J Hunte	Refund-Overpayment of Rates
2742	27/10/2005	R N Saikilld	Refund-Overpayment of Rates
2743	27/10/2005	L K Dadd	Refund-Overpayment of Rates
2744	27/10/2005	G & J Harrison	Refund-Overpayment of Rates
2745	27/10/2005	S & D G Parker	Refund-Overpayment of Rates
2746	27/10/2005	C McIntyre	Refund-Overpayment of Rates
2747	27/10/2005	J Wakelam	Refund-Overpayment of Rates
2748	27/10/2005	Mr M W & Mrs M A Stant	Refund-Overpayment of Rates
2749	27/10/2005	C F & J B Day	Refund-Overpayment of Rates
2750	27/10/2005	M A & A E Searle	Refund-Overpayment of Rates
2751	27/10/2005	Ms D Graves	Refund-Overpayment of Rates
2752	27/10/2005	D E Brown	Refund-Overpayment of Rates
2753	27/10/2005	A P Fyffe	Refund-Overpayment of Rates
2754	27/10/2005	Mr S D & Ms C E Westbe	Refund-Overpayment of Rates
2755	27/10/2005	CANCELLED	CANCELLED
2756	27/10/2005	M Allwood	Retirement Gift
2757	27/10/2005	City of Armadale	Corporate Gifts-Eastern States Councils
2758	31/10/2005	City of Armadale	Trade In Value-P254
2759	31/10/2005	KA Williamson	Consultancy Services
2760	31/10/2005	NLG Sand Supplies	Sand
2761	31/10/2005	City of Armadale	Payroll Deductions-F/E 25.10.05
2762	28/10/2005	Clerk of Courts	Payment of Summons
2763	28/10/2005	Bay of Isles Aboriginal Community	Staff Training
2764	28/10/2005	K Gould	Council Contribution to Crossover
2765	28/10/2005	Custombuilt Homes Pty Ltd	Refund-Planning Fee
2766	28/10/2005	Homebuyers Centre	Refund-Overpayment of Crossover
2767	28/10/2005	L Wynne	Refund-Booking Fee
2768	28/10/2005	Chartered Institute of Logistics	Staff Training
2769	28/10/2005	BP & FM Rohner	Refund-Development Application Fee
2770	28/10/2005	D Koutsoukis FUNMAN	Book Purchases
2771	28/10/2005	C Lazic	Donation-U/18 Sport
2772	28/10/2005	Armadale Neighbourhood Watch	2005/06 Contribution
2773	28/10/2005	JG McPhee	Refund-Overpayment of Eating House Licence

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
2774	28/10/2005	Good Meat Foods Pty Ltd	Refund-Overpayment of Eating House Licence	80.00
2775	28/10/2005	Water Corporation	Creation of Notification-L70 Ranford Road	185.90
2776	28/10/2005	City of Armadale	Out of Pocket Expenses-Eastern States Study Tour	900.00
2777	31/10/2005	DS Phillips	Refund-Overpayment of Mulch	80.00
2778	31/10/2005	R Seth	Refund-Overpayment of Crossover	1436.60
2779	31/10/2005	Cat Sterilisation Society	2005/06 Council Contribution	550.00
2780	31/10/2005	Armadale Info & Referral Service	2005/06-Council Contribution	4400.00
2781	31/10/2005	The Churches Commission on Education	2005/06-Council Contribution	20350.00
2782	31/10/2005	P Carrigg	Parts	64.00
2783	31/10/2005	Coastline Sheds	Refund-Planning Fee	100.00
2784	31/10/2005	The Rotary Club of Armadale	50th Anniversary Dinner	45.00
2785	31/10/2005	GA & J Kristan	Refund-Overpayment Of Rates	899.81
2786	31/10/2005	Circus Joseph Ashton Pty Ltd	Refund-Hall Deposit	586.56
2787	31/10/2005	City of Armadale	Part Bond Forfeiture-T20168.3	413.44
2788	31/10/2005	Westral Home Improvements	Refund-Overpayment of Building Fees	26.00
2789	31/10/2005	TS & JA Markham	Refund-Overpayment Of Rates	275.25
2790	31/10/2005	South Metro Youth Link	Hire of Temporary Staff-S Bray	192.47
2791	31/10/2005	Writing to Inspire	Staff Training	150.00
2792	31/10/2005	L Wynne	Refund-Hall Deposit	100.00
2793	31/10/2005	Keystart Loans Pty Ltd	Refund-Hall/Key Deposit	300.00
2794	31/10/2005	Department For Community Development	Refund-Hall/Key Deposit	300.00
2795	31/10/2005	Bungendore Park Management Committee	Posters/Books-BPMC	38.50
2796	31/10/2005	DJ & MB MacCormick	Refund-Stabilisation Bond	8500.00
2797	31/10/2005	GL Stewart	Refund-Security Deposit	400.00
2798	31/10/2005	Aqua Technics (WA) Pty Ltd	Refund-Security Deposit	400.00
2799	31/10/2005	Custombuilt Homes Pty Ltd	Refund-Security Deposit	400.00
2800	31/10/2005	Dale Alcock Homes Pty Ltd	Refund-Security Deposit	400.00
2801	31/10/2005	N Herrera	Refund-Security Deposit	400.00
2802	31/10/2005	P McCulloch	Refund-Security Deposit	400.00
2803	31/10/2005	Addstyle Constructions Pty Ltd	Refund-Security Deposit	400.00
2804	31/10/2005	Celebration Homes	Refund-Security Deposit	400.00
2805	31/10/2005	Ventura Homes Pty Ltd	Refund-Security Deposit	400.00
2806	31/10/2005	Ashmy Pty Ltd	Refund-Security Deposit	400.00
2807	31/10/2005	Webb & Brown-Neaves Home Builders	Refund-Security Deposit	400.00
2808	31/10/2005	S McKenzie	Refund-Security Deposit	400.00
2809	31/10/2005	B & T Hunter	Refund-Security Deposit	400.00
2810	31/10/2005	Dale Alcock Homes Pty Ltd	Refund-Security Deposit	800.00
2811	31/10/2005	Content Living	Refund-Security Deposit	1600.00
2812	31/10/2005	Homebuyers Centre Pty Ltd	Refund-Security Deposit	800.00
2813	31/10/2005	Homebuyers Centre Pty Ltd	Refund-Security Deposit	800.00
100204	05/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995300.00
100205	05/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995459.07

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
100206	05/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995459.07
100207	07/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995025.15
100208	07/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995025.15
100209	07/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995025.15
100210	07/10/2005	Westpac Banking Corporation	Surplus Funds Invested	610000.00
100211	10/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995475.36
100212	11/10/2005	Westpac Banking Corporation	Surplus Funds Invested	415000.00
100213	12/10/2005	Westpac Banking Corporation	Payroll-F/E 11. 10.05	320836.98
100214	14/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995325.24
100215	14/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995325.24
100216	17/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995467.22
100217	25/10/2005	Westpac Banking Corporation	Payroll-F/E 25. 10.05	303342.00
100218	26/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995467.22
100219	28/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995752.91
100220	28/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995752.91
100221	28/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995752.91
100222	28/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995752.91
100223	28/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995752.91
100224	28/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995752.91
100225	28/10/2005	Westpac Banking Corporation	Surplus Funds Invested	995752.91
193.1111	03/10/2005	Trowbridge Gallery	Termination Payment-F/E 28.10.05	4087.40
193.115	03/10/2005	Auswaste	Payroll-F/E 28.10.05	207.40
193.1328	03/10/2005	CANCELLED	Paintings-Administration Building	5450.00
193.150	03/10/2005	Boise Cascade Office Products	Bulk Rubbish Bins	612.70
193.153	03/10/2005	Boral Construction Materials Group	CAN	0.00
193.350	03/10/2005	Grass Growers	Stationery	329.64
193.387	03/10/2005	Home & Garden Handyman	Bitumen Spray	2273.70
193.651	03/10/2005	State Library of WA	Mulching-August 2005	38186.50
193.699	03/10/2005	Transmilk Wholesalers	Maintenance Works-Various Locations	4389.00
193.731	03/10/2005	CANCELLED	Lost/Damaged Items	243.10
194.1	05/10/2005	A Balanced View Leisure Consultancy	Refreshments	117.43
194.1061	05/10/2005	Cummins Engine Company	CAN	0.00
194.113	05/10/2005	Australian Taxation Office	Consultancy Services-Armadale Arena	1320.00
194.120	05/10/2005	Baileys Fertilisers	Parts	90.88
194.1255	05/10/2005	CANCELLED	Payroll Deductions-F/E 27.09.05	96770.94
194.127	05/10/2005	Beaver Tree Services Aust Pty Ltd	Fertiliser	419.10
194.1314	05/10/2005	Excel Traffic Data	CANCELLED	0.00
194.1328	05/10/2005	Landfill Gas & Power Pty Ltd	Treelopping	3683.35
194.169	05/10/2005	Burgess Rawson (WA) Pty Ltd	Survey-Third Avenue	594.00
194.184	05/10/2005	Canon Finance Australia Pty Ltd	Electricity Charges	10745.39
194.193	05/10/2005	Challenge Batteries	Keimscott Library Site Rental	641.68
194.210	05/10/2005	City Farmers Keimscott	Photocopier Usage	469.54
			Parts	308.00
			Dog Food	114.40

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
194.217	05/10/2005	City of Gosnells	Sponsorship & Contributions-SEDO Grants	19852.00
194.227	05/10/2005	Cleanaway	Recycling Collections	1640.14
194.258	05/10/2005	Corporate Express Australia	Stationery	94.32
194.261	05/10/2005	Coventrys	Parts	107.01
194.277	05/10/2005	Department of Land Information	Title Searches	41.60
194.341	05/10/2005	Gibbons Holden	1 x AWD One Tonner Ute	30531.75
194.352	05/10/2005	Grayson's Concrete Services	Construction of Concrete Crossovers	770.00
194.362	05/10/2005	Hagan C	Catering	629.20
194.371	05/10/2005	Harvey Hose Supplies	Parts	219.45
194.421	05/10/2005	Johnson Coaster Bus Service	Hire of Bus	335.00
194.426	05/10/2005	Jtagz Pty Ltd	Dog Tags	1356.52
194.438	05/10/2005	Klingers Gardening & Landscape Services	Garden Maintenance-Kelmscott Townscape	726.00
194.463	05/10/2005	Lo-Go Appointments	Hire of Temporary Staff	4283.24
194.482	05/10/2005	Mazzege's Mitre 10 Home & Trade	Hardware	241.60
194.500	05/10/2005	Momar Australia Pty Ltd	Cleaning Chemicals	455.13
194.585	05/10/2005	Rinker Australia Pty Ltd	Limestone	12.82
194.587	05/10/2005	Rent-a-Plant Nursery	Hire of Plants-September 2005	838.26
194.590	05/10/2005	L Reynolds	Travel Allowance-Q/E 31.07.05	285.67
194.607	05/10/2005	SAI Global Limited	Australian Standards	429.00
194.632	05/10/2005	Sledgehammer Concrete Cutting Service	Bitumen/Concrete Cutting	133.21
194.643	05/10/2005	Specific Courier Service	Library Courier Services	286.00
194.651	05/10/2005	State Library of WA	Lost/Damaged Items	1003.00
194.669	05/10/2005	Teistra	Telephone Charges	1068.07
194.699	05/10/2005	Transmilk Wholesalers	Refreshments	151.39
194.712	05/10/2005	Valuer General's Office	GRV/UV Valuations	331.40
194.731	05/10/2005	CANCELLED	CANCELLED	0.00
194.744	05/10/2005	Water Corporation	Water Charges	584.80
194.798	05/10/2005	Advanced Traffic Management (WA) Pty Ltd	Hire of Traffic Controllers	668.80
194.805	05/10/2005	Southside Mitsubishi	1 x Magna ES Wagon	28482.84
194.806	05/10/2005	Town Property Maintenance	Street Sweeping	5468.75
194.822	05/10/2005	Armada Redevelopment Authority	Submission-Australian Technical College	10493.15
194.85	05/10/2005	Aslab Pty Ltd	Asphalt Testing-Whitehead Street	965.64
194.888	05/10/2005	Perth Cadcentre	Stationery	363.00
194.931	05/10/2005	Dynapac Australia Pty Ltd	Parts	283.99
194.95	05/10/2005	Aust-Guard Security Services	Security Services	4078.49
194.975	05/10/2005	Drake Australia Pty Ltd	Hire of Temporary Staff	886.38
194.980	05/10/2005	Sherrard DJ	Gatekeeper-Roleystone Greenwaste Site	1168.00
194.99	05/10/2005	Australia Post	Postage Charges	84.40
195.1003	07/10/2005	Tyrepower Kelmscott	Tyres	1033.00
195.1121	07/10/2005	Officeworks Business Direct	Stationery	39.80
195.1205	07/10/2005	Stevenson Consulting	Consultancy Services-Traffic Impact Statement	2539.55
195.1227	07/10/2005	Steve Voysey Landscape Solutions	Landscaping-Variou Locations	1419.00

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
195.1284	07/10/2005	Express Hiab Service Pty Ltd	Hire of Hiab	330.00
195.130	07/10/2005	Bennion News Round	Newspapers	16.29
195.1312	07/10/2005	Genik Auto Electrics	Repairs	145.00
195.1344	07/10/2005	Seville Drive Medical Centre	Preplacement Medicals	77.00
195.153	07/10/2005	Boral Construction Materials Group	Bitumen Spray	713.09
195.155	07/10/2005	BP Australia Pty Ltd	Fuel & Oils	4344.30
195.174	07/10/2005	Bywest Pty Ltd	Hardware	367.35
195.184	07/10/2005	Canon Finance Australia Pty Ltd	Photocopier Usage	2118.09
195.199	07/10/2005	Charter Plumbing & Gas	Plumbing Services	40.01
195.258	07/10/2005	Corporate Express Australia	Stationery	79.72
195.260	07/10/2005	Courier Australia	Courier Services	34.80
195.27	07/10/2005	Allwest Metal Designs	Repairs-Armadale Aquatic Centre	2000.00
195.277	07/10/2005	Department of Land Information	Title Searches	23.40
195.3	07/10/2005	A to Z Signs	Signs	154.00
195.305	07/10/2005	Ejan Communications	Two-way Tranceiver-AK3555	1714.57
195.335	07/10/2005	G Force Printing	Printing	869.00
195.352	07/10/2005	Grayson's Concrete Services	Construction of Concrete Crossovers	16924.93
195.372	07/10/2005	Harvey Norman Computer	Computer Equipment	160.00
195.374	07/10/2005	Hays Personnel Service	Hire of Temporary Staff	1446.31
195.403	07/10/2005	Inst of Public Works Eng Aust-WA	Staff Training	869.00
195.435	07/10/2005	Kerb Repairs	Construction of Concrete Crossovers	242.55
195.456	07/10/2005	Liquor Barons Armadale	Refreshments	590.68
195.463	07/10/2005	Lo-Go Appointments	Hire of Temporary Staff	7600.02
195.482	07/10/2005	Mazzega's Mitre 10 Home & Trade	Hardware	301.24
195.497	07/10/2005	MJB Payne Consultants	Consultancy Services	330.00
195.502	07/10/2005	Motorcharge Limited	Fuel & Oils	3557.48
195.546	07/10/2005	PDC Garden Services	Mowing	44.00
195.552	07/10/2005	Pharmacy Plus Kelmscot	Newspapers	102.35
195.572	07/10/2005	Quick Corporate Australia Pty Ltd	Stationery	317.63
195.577	07/10/2005	Rabor Smash Repairs	Repairs	334.07
195.585	07/10/2005	Rinker Australia Pty Ltd	Limestone	4819.34
195.588	07/10/2005	CANCELLED	CANCELLED	0.00
195.60	07/10/2005	Armadale Kelmscott Electrical Servcies	Electrical Services	3605.30
195.692	07/10/2005	Total Eden	Reticulation Parts	122.93
195.699	07/10/2005	Transmilk Wholesalers	Refreshments	151.39
195.729	07/10/2005	WA Library Supplies	Stationery	80.30
195.752	07/10/2005	West Side Safety ProduCTS	Protective Clothing	294.04
195.771	07/10/2005	White P & K Brickpaving & Landscaping	Construction of Concrete Crossovers	3419.68
195.975	07/10/2005	Drake Australia Pty Ltd	Hire of Temporary Staff	1366.90
195.99	07/10/2005	Australia Post	Postage Charges	10.50
196.104	12/10/2005	Australian Envelopes	Stationery	181.89
196.1182	12/10/2005	Foxrock Contracting Pty Ltd	Hire of Excavator	7070.00

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
196.1240	12/10/2005	Playways WA	Book Purchases	141.20
196.127	12/10/2005	Beaver Tree Services Aust Pty Ltd	Treelopping	16481.00
196.1289	12/10/2005	Eilenby Tree Farm	Gardening Products	7777.00
196.129	12/10/2005	Benara Nurseries	Gardening Products	2187.90
196.1312	12/10/2005	Genik Auto Electrics	Parts	443.20
196.134	12/10/2005	BGC Blokpaave	Limestone Blocks	306.88
196.1344	12/10/2005	Seville Drive Medical Centre	Preplacement Medicals	154.00
196.1348	12/10/2005	Museums Australia	Subscription	170.50
196.1365	12/10/2005	C & D Recycling	Hire of Crusher/Excavator	8215.10
196.184	12/10/2005	Canon Finance Australia Pty Ltd	Photocopier Rental	1290.25
196.199	12/10/2005	Charter Plumbing & Gas	Plumbing Services	40.01
196.25	12/10/2005	Alinta Gas	Gas Charges	821.10
196.258	12/10/2005	Corporate Express Australia	Stationery	148.11
196.277	12/10/2005	Department of Land Information	Title Searches	433.40
196.287	12/10/2005	Dieback Treatment Services	Dieback Treatment	1500.00
196.295	12/10/2005	Down Under Signs	Street Signs	1001.00
196.315	12/10/2005	Exact Images	Printing	86.00
196.362	12/10/2005	Hagan C	Catering	2300.04
196.367	12/10/2005	Happy Days Party Hire	Hire of Equipment	243.33
196.387	12/10/2005	Home & Garden Handyman	Maintenance Works-Various Locations	1540.00
196.423	12/10/2005	Jonesway Transport	Transport Charges	186.56
196.447	12/10/2005	Lawrence & Hanson	Protective Clothing	532.84
196.449	12/10/2005	AJ Lees	Telephone Reimbursement	34.28
196.463	12/10/2005	Lo-Go Appointments	Hire of Temporary Staff	4069.95
196.481	12/10/2005	AF Maxwell	Telephone Reimbursement	220.85
196.482	12/10/2005	Mazzege's Mitre 10 Home & Trade	Hardware	1624.39
196.518	12/10/2005	Nicholls CE & Son Pty Ltd	Swimming Pool Inspections-August 2005	3086.60
196.57	12/10/2005	Armadale Hardware & Building Supplies	Hardware	765.60
196.570	12/10/2005	Pure Air Filters	Air Filters	50.60
196.572	12/10/2005	Quick Corporate Australia	Stationery	67.38
196.576	12/10/2005	R & R Pool & Security Fencing	Temporary Fencing-Temporary Administration Building	1092.00
196.577	12/10/2005	Rabor Smash Repairs	Repairs	197.26
196.60	12/10/2005	Armadale Kelmscott Electrical Services	Electrical Services	1248.71
196.606	12/10/2005	Sage Consulting Engineers Pty Ltd	Consultancy Services-Lighting Maintenance	2860.00
196.607	12/10/2005	SAI Global Limited	Australian Standards	367.07
196.638	12/10/2005	South Metropolitan Area Health Service	Nursing Services-August 2005	292.40
196.669	12/10/2005	Teistra	Telephone Charges	1148.08
196.670	12/10/2005	Termico Pest Management	Weed & Pest Control	308.00
196.678	12/10/2005	The Spinney Press	Subscriptions	1023.30
196.681	12/10/2005	The Watershed Water Systems	Reticulation Parts	319.00
196.682	12/10/2005	Examiner Newspapers (WA)	Advertising	90.15
196.695	12/10/2005	Toyota Finance Australia Ltd	Motor Vehicle Lease-1BOL011	351.71

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
196.698	12/10/2005	Trailer Parts Pty Ltd	Parts	348.34
196.699	12/10/2005	Transmilk Wholesalers	Refreshments	151.39
196.729	12/10/2005	WA Library Supplies	Stationery	50.21
196.731	12/10/2005	CANCELLED	CANCELLED	0.00
196.752	12/10/2005	West Side Safety Products	Protective Clothing	472.79
196.754	12/10/2005	Westbooks	Book Purchases	110.34
196.755	12/10/2005	Westcare Industries	Library Stationery	59.84
196.759	12/10/2005	Western Power Corporation	Electricity Charges	573.80
196.780	12/10/2005	Work Clobber	Protective Clothing	1116.90
196.90	12/10/2005	Atkins Carlyle	Parts	254.23
196.975	12/10/2005	Drake Australia Pty Ltd	Hire of Temporary Staff	2100.13
197.109	14/10/2005	Australian Manufacturing Workers Union	Payroll Deductions-F/E 11.10.05	65.70
197.112	14/10/2005	Australian Services Union	Payroll Deductions-F/E 11.10.05	640.30
197.214	14/10/2005	City of Armadale-Social Club	Payroll Deductions-F/E 11.10.05	236.00
197.216	14/10/2005	City of Canning	Payroll Deductions-F/E 11.10.05	35.00
197.217	14/10/2005	City of Gosnells	Payroll Deductions-F/E 11.10.05	135.77
197.375	14/10/2005	HBF of WA	Payroll Deductions-F/E 11.10.05	1196.55
197.453	14/10/2005	LGRCEU	Payroll Deductions-F/E 11.10.05	614.90
197.621	14/10/2005	Shire of Kalamunda	Payroll Deductions-F/E 11.10.05	88.00
197.622	14/10/2005	Shire of Mundaring	Payroll Deductions-F/E 11.10.05	175.00
198.111	14/10/2005	Absolute Asphalt Pty Ltd	Asphalt Layed	891.00
198.113	14/10/2005	New Growth Nursery	Gardening Products	482.22
198.117	14/10/2005	B & J Breaker Hire	Hire of Rockbreaker	4372.50
198.1192	14/10/2005	SL Emmett	Consultancy-City Views Newsletter	3840.00
198.1227	14/10/2005	Steve Voysey Landscape Solutions	Landscaping-Variou Locations	1056.00
198.1288	14/10/2005	Gas Structural Pty Ltd	Flood Lights-Bob Blackburn Reserve	6534.00
198.1312	14/10/2005	Accidental First Aid Supplies	First Aid Supplies	48.34
198.1312	14/10/2005	Genik Auto Electrics	Parts	280.25
198.1352	14/10/2005	CANCELLED	CANCELLED	0.00
198.1373	14/10/2005	Classic Trophies	Trophies-Kelmscott 175th Anniversary	214.50
198.141	14/10/2005	BJ Hahn & Co	Hire of Bobcat	7385.60
198.219	14/10/2005	City of Melville	Staff Training	85.00
198.223	14/10/2005	CJD Equipment Pty Ltd	Parts	46.16
198.228	14/10/2005	Cleveland Compressed Air Services	Parts	280.50
198.258	14/10/2005	Corporate Express Australia	Stationery	76.93
198.275	14/10/2005	De Neefe Signs Pty Ltd	Street Signs	836.00
198.277	14/10/2005	Department of Land Information	Title Searches	112.10
198.280	14/10/2005	Dept Environ Water & Catchment Protection	Landfill Levy-Q/E 30.09.05	23426.04
198.304	14/10/2005	Edwards Dunlop Paper	Stationery	454.74
198.344	14/10/2005	CANCELLED	CANCELLED	0.00
198.345	14/10/2005	Godfreys	Parts	199.85
198.367	14/10/2005	Happy Days Party Hire	Hire of Equipment	57.68

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
198.372	14/10/2005	Harvey Norman Computer Superstore	Computer Equipment	1080.00
198.383	14/10/2005	Hersey JR & A	Hardware	481.25
198.390	14/10/2005	Hotmix Ltd	Granite	111.43
198.447	14/10/2005	Lawrence & Hanson	Protective Clothing	80.11
198.482	14/10/2005	Mazzega's Mitre 10 Home & Hardware	Hardware	505.34
198.500	14/10/2005	Momar Australia Pty Ltd	Cleaning Chemicals	1336.50
198.506	14/10/2005	Municipal Property Scheme	Insurance	122.36
198.566	14/10/2005	Prime Equities Pty Ltd	Preplacement Medicals	94.60
198.571	14/10/2005	Questor Financial Services	Payroll Deductions-F/E 11.10.05	550.00
198.572	14/10/2005	Quick Corporate Australia Pty Ltd	Stationery	220.72
198.575	14/10/2005	R & K Contractors	Parts	330.00
198.577	14/10/2005	Rabor Smash Repairs	Insurance Excess	300.00
198.586	14/10/2005	Lori-Terr-Lorraine's Cotton Company	Bags of Rags	227.00
198.60	14/10/2005	Armadale Kelmscott Electrical Services	Electrical Services	1378.35
198.625	14/10/2005	Signature Security Group Pty Ltd	Security Services	1413.95
198.632	14/10/2005	Sledgehammer Concrete Cutting Service	Bitumen Cutting	145.41
198.653	14/10/2005	Steel Dale Industries Pty Ltd	Light Towers-Bob Blackburn Reserve	17556.00
198.662	14/10/2005	Supa Pest & Weed Control	Weed & Pest Control	10546.44
198.669	14/10/2005	Telstra	Telephone Charges	10.00
198.670	14/10/2005	Termico Pest Management	Weed & Pest Control	132.00
198.692	14/10/2005	Total Eden	Reticulation Parts	106.32
198.695	14/10/2005	Toyota Finance Australia Ltd	Motor Vehicle Lease-1BOL011	351.90
198.731	14/10/2005	CANCELLED	CANCELLED	0.00
198.738	14/10/2005	WALGS Plan	Payroll Deductions-F/E 11.10.05	65733.16
198.744	14/10/2005	Water Corporation	Water Charges	2.15
198.759	14/10/2005	Western Power Corporation	Electricity Charges	3495.85
198.780	14/10/2005	Work Clobber	Protective Clothing	80.91
198.782	14/10/2005	Works Statewide Kerbing	Kerbing	5520.65
198.84	14/10/2005	C Askew	Telephone Reimbursement	335.69
198.855	14/10/2005	Pink Healthcare Services	Sanitary Services	197.71
198.945	14/10/2005	Barry's Public Address	Hire of PA System	407.00
198.975	14/10/2005	Drake Australia Pty Ltd	Hire of Temporary Staff	854.27
199.1352	18/10/2005	CANCELLED	CANCELLED	0.00
199.1375	18/10/2005	Insight CCS Pty Ltd	Service Fee-June 2005	1022.80
199.1377	18/10/2005	St Marys Park View Motel	Accommodation-Eastern States Study Tour	3240.00
199.189	18/10/2005	Castrol Australia Pty Ltd	Fuel & Oils	1036.43
199.245	18/10/2005	Compu-Stor	Data Storage-June 2005	59.18
199.374	18/10/2005	Hays Personnel Services	Hire of Temporary Staff	1226.02
199.387	18/10/2005	Home & Garden Handyman	Maintenance Works-Various Locations	1155.00
199.482	18/10/2005	Mazzega's Mitre 10 Home & Trade	Hardware	354.43
199.572	18/10/2005	Quick Corporate Australia	Stationery	105.61
199.60	18/10/2005	Armadale Kelmscott Electrical Services	Electrical Services	1487.03

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
199.731	18/10/2005	WA Local Government Association	Advertising	5495.09
199.744	18/10/2005	Water Corporation	Water Charges	792.55
199.945	18/10/2005	Barry's Public Address	Hire of PA System	363.00
200.11	19/10/2005	Absolute Asphalt Pty Ltd	Asphalt Layed	726.00
200.113	19/10/2005	Australian Taxation Office	Payroll Deductions-F/E 11.10.05	105123.75
200.1168	19/10/2005	Trademade Products	1 x Cement Mixer	2924.90
200.117	19/10/2005	B & J Breaker Hire	Hire of Rockbreaker	1683.00
200.1183	19/10/2005	Kab Seating Systems	Parts	95.90
200.127	19/10/2005	Beaver Tree Services Aust Pty Ltd	Treelopping	13784.55
200.1344	19/10/2005	Seville Drive Medical Centre	Preplacement Medicals	924.00
200.1350	19/10/2005	Touch of Class Garden Supplies	Fencing	389.40
200.1351	19/10/2005	Hermes Precisa Pty Ltd	Leaflet Distribution-Armadale/Gosnells Landcare Group	2501.70
200.136	19/10/2005	BGC Concrete	Concrete Products	380.82
200.161	19/10/2005	Browns Sweeping	Street Sweeping	726.00
200.176	19/10/2005	Cabcharge Australia Pty Ltd	Cabcharge Dockets	403.92
200.183	19/10/2005	Canning's Trademart	Gardening Products	348.55
200.184	19/10/2005	Canon Finance Australia Pty Ltd	Photocopier Rental	265.95
200.199	19/10/2005	Charter Plumbing & Gas	Plumbing Services	378.83
200.201	19/10/2005	Chefmaster Australia	Large Garbage Bags	132.40
200.223	19/10/2005	CANCELLED	CANCELLED	0.00
200.248	19/10/2005	CD's Confectionery Wholesalers	Refreshments	13.05
200.25	19/10/2005	Alinta Gas	Gas Charges	209.50
200.258	19/10/2005	Corporate Express Australia	Stationery	620.85
200.27	19/10/2005	Allwest Metal Designs	Repairs-Armadale Aquatic Centre	563.00
200.275	19/10/2005	De Neefe Signs Pty Ltd	Street Signs	189.49
200.277	19/10/2005	Department of Land Information	Title Searches	30.30
200.295	19/10/2005	Down Under Signs	Signs	602.25
200.303	19/10/2005	Educational Art Supplies Co	Stationery	157.59
200.344	19/10/2005	CANCELLED	CANCELLED	0.00
200.362	19/10/2005	Hagan C	Catering	766.59
200.387	19/10/2005	Home & Garden Handyman	Maintenance Works-Variou Locations	1360.00
200.397	19/10/2005	IBM Australia Credit Limited	Computer Equipment Lease	373.57
200.423	19/10/2005	Jonesway Transport	Transport Charges	186.56
200.463	19/10/2005	Lo-Go Appointments	Hire of Temporary Staff	3383.55
200.482	19/10/2005	Mazzega's Mitre 10 Home & Trade	Hardware	321.62
200.57	19/10/2005	Armadale Hardware & Building Supplies	Hardware	134.00
200.572	19/10/2005	Quick Corporate Australia Pty Ltd	Stationery	83.23
200.583	19/10/2005	Range Ford	Parts	59.29
200.598	19/10/2005	Roofdek	Repairs Gutters-Variou Buildings	2519.00
200.643	19/10/2005	Specific Courier Service	Library Courier Service	286.00
200.668	19/10/2005	Taylor Tyres Pty Ltd	Tyres	45.00
200.669	19/10/2005	Telstra	Telephone Charges	4081.73

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005					Cheque Amount
Cheque or EFT No.	Date	Payee	Description		
200.699	19/10/2005	Transmilk Wholesalers	Refreshments		193.28
200.712	19/10/2005	Valuer General's Office	GRV/UV Valuations		202.40
200.729	19/10/2005	WA Library Supplies	Stationery		161.70
200.744	19/10/2005	Water Corporation	Water Charges		412.90
200.759	19/10/2005	Western Power Corporation	Electricity Charges		760.05
200.761	19/10/2005	Tyre Waste (WA)	Recycle Tyres-Landfill Site		783.15
200.766	19/10/2005	Westrac Equipment Pty Ltd	Parts		389.57
200.771	19/10/2005	White P & K Brickpaving & Landscaping	Construction of Concrete Crossovers		6259.00
200.798	19/10/2005	Advanced Traffic Management (WA) Pty Ltd	Hire of Traffic Controllers		738.10
200.819	19/10/2005	Resource Recyclers Pty Ltd	Concrete Recycling		2804.42
200.924	19/10/2005	E & MJ Rosher Pty Ltd	Parts		401.15
200.978	19/10/2005	Armadaie Newspaper Delivery	Newspapers		16.40
200.99	19/10/2005	Australia Post	Postage Charges		24949.39
201.1003	21/10/2005	Tyrepower Kelmscott	Tyres		585.00
201.115	21/10/2005	Auswaste	Bulk Rubbish Bins		330.00
201.116	21/10/2005	Auto Door Systems	Repairs		299.75
201.1183	21/10/2005	Kab Seating Systems	Parts		95.90
201.1227	21/10/2005	Steve Voysey Landscape Solutions	Landscaping-Various Locations		759.00
201.124	21/10/2005	Barrett & Partners-DFK	Audit 2005/06		572.00
201.1266	21/10/2005	Australian Native Nurseries Group	Gardening Products		148.00
201.1308	21/10/2005	Local Government Supervisors Assoc of WA	Staff Training		550.00
201.1319	21/10/2005	Elegant Landscapes Pty Ltd	Landscaping-Corfield Street Extension		36770.32
201.133	21/10/2005	BGC Asphalt	Asphalt		27475.44
201.1352	21/10/2005	Action 4WD	Parts-P718		920.00
201.1358	21/10/2005	SP Radford	Consultancy-Flora Analysis		576.00
201.136	21/10/2005	BGC Concrete	Concrete Products		358.16
201.150	21/10/2005	Office Max	Stationery		284.40
201.165	21/10/2005	Builders Registration Board	Levy Collected-August/September 2005		9173.00
201.166	21/10/2005	Bullivants Lifting & Safety	Parts		90.20
201.179	21/10/2005	NO Cain	Telephone Reimbursement		44.90
201.193	21/10/2005	Challenge Batteries	Parts		80.30
201.223	21/10/2005	CANCELLED	Parts		0.00
201.256	21/10/2005	Corkjoint (Aust) Pty LTD	Parts		168.96
201.269	21/10/2005	Bicubic	Printing		205.70
201.277	21/10/2005	Department of Land Information	Title Searches		23.50
201.303	21/10/2005	Educational Art Supplies Co	Book Purchases		509.60
201.324	21/10/2005	Fire & Emergency Services Authority of WA	FESA Levy-September 2005		1190414.28
201.341	21/10/2005	Gibbons Holden	2 x Motor Vehicles		72301.29
201.344	21/10/2005	CANCELLED	CANCELLED		0.00
201.354	21/10/2005	Greenlight Hire	Hire of Saw		85.00
201.355	21/10/2005	Greenridge Outdoor Contracting	Streetscape Maintenance-Various Locations		5080.00
201.374	21/10/2005	Hays Personnel Service	Hire of Temporary Staff		1455.89

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005			Description	Cheque Amount
Cheque or EFT No.	Date	Payee		
201.388	21/10/2005	Hort West	Mowing-Various Locations	4000.00
201.389	21/10/2005	Hosemasters-Maddington	Parts	215.59
201.390	21/10/2005	Hotmix Ltd	Granite	111.43
201.414	21/10/2005	Jason Sigmakers	Street Signs	1699.50
201.423	21/10/2005	Jonesway Transport	Transport Charges	186.56
201.439	21/10/2005	Komatsu Australia Pty Ltd	Parts	74.21
201.445	21/10/2005	PL Lanternier	Telephone Reimbursement	62.56
201.447	21/10/2005	Lawrence & Hanson	Protective Clothing	331.76
201.482	21/10/2005	Mazzege's Mitre 10 Home & Trade	Hardware	144.05
201.51	21/10/2005	Ark Veterinary Group	Animal Euthanasia	44.00
201.540	21/10/2005	Works Pavement Technology	Hire of Profiler	528.00
201.57	21/10/2005	Armada Hardware & Building Supplies	Hardware	268.00
201.577	21/10/2005	Rabor Smash Repairs	Parts	22.88
201.589	21/10/2005	REVS WA	Vehicle Searches	9.00
201.62	21/10/2005	Armada Mower World	Parts	36.10
201.651	21/10/2005	State Library of WA	Lost/Damaged Items	269.50
201.667	21/10/2005	Target Towing Service	Towing Charges	60.50
201.669	21/10/2005	Teistra	Telephone Charges	5596.65
201.731	21/10/2005	WA Local Government Association	Advertising	963.60
201.748	21/10/2005	Wembley Cement Industries	Concrete Products	521.36
201.752	21/10/2005	West Side Safety Products	Protective Clothing	109.95
201.759	21/10/2005	Western Power Corporation	Electricity Charges	185.30
201.780	21/10/2005	Work Clobber	Protective Clothing	149.31
201.782	21/10/2005	Works Statewide Kerbing	Kerbing	26611.85
201.831	21/10/2005	Martins Environmental Services	Weed Control	2532.80
201.86	21/10/2005	Asphalt Surfaces Pty Ltd	Asphalt Layed	93.01
201.95	21/10/2005	Aust-Guard Security Services	Security Services	2413.95
201.975	21/10/2005	Drake Australia Pty Ltd	Hire of Temporary Staff	2829.44
202.1023	24/10/2005	Gliderol Garage Doors	Parts	210.01
202.104	24/10/2005	Australian Envelopes	Stationery	271.26
202.1042	24/10/2005	ASP Pty Ltd	Parts	188.38
202.117	24/10/2005	B & J Breaker Hire	Hire of Rockbreaker	4108.50
202.120	24/10/2005	Baileys Fertilisers	Gardening Products	2227.50
202.127	24/10/2005	Beaver Tree Services Aust Pty Ltd	Treelopping	16700.20
202.1322	24/10/2005	Carry on Fishing & Camping World	Parts	264.85
202.1350	24/10/2005	Touch of Class Garden Supplies	Parts-Forrestdale Pavilion	783.20
202.136	24/10/2005	BGC Concrete	Concrete Products	324.94
202.1372	24/10/2005	Datafuel Financial Systems Pty Ltd	Licence Fee-Data Fuel System	1094.50
202.141	24/10/2005	BJ Hahn & Co	Hire of Bobcat	2942.50
202.161	24/10/2005	Browns Sweeping	Street Sweeping	2420.00
202.162	24/10/2005	G Bryers	Telephone Reimbursement	39.09
202.172	24/10/2005	Byford Bobcats	Hire of Bobcat	564.00

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
202.199	24/10/2005	Charter Plumbing & Gas	Plumbing Services	1746.63
202.223	24/10/2005	CJD Equipment Pty Ltd	Parts-Various Plant	3461.87
202.247	24/10/2005	Concut Pty Ltd	Cut Doorway-Westfield Seniors	599.50
202.258	24/10/2005	Corporate Express Australia	Stationery	79.16
202.275	24/10/2005	De Neefe Signs Pty Ltd	Street Signs	57.48
202.277	24/10/2005	Department of Land Information	Title Searches	103.30
202.335	24/10/2005	G Force Printing	Printing	110.00
202.342	24/10/2005	JN Glassford	Telephone Reimbursement	37.26
202.352	24/10/2005	Grayson's Concrete Services	Construction of Concrete Crossovers	4329.60
202.362	24/10/2005	Hagan C	Catering	130.68
202.373	24/10/2005	MW Hassack	Telephone Reimbursement	34.27
202.389	24/10/2005	Hosemasters-Maddington	Parts	137.75
202.423	24/10/2005	Jonesway Transport	Transport Charges	186.56
202.463	24/10/2005	Lo-Go Appointments	Hire of Temporary Staff	4284.17
202.465	24/10/2005	Lovegrove Turf Services Pty Ltd	Turfing-Variou Reserves	12756.70
202.482	24/10/2005	Mazzeqa's Mitre 10 Home & Trade	Hardware	245.14
202.524	24/10/2005	Oakford Contractors	Hire of Excavator	693.00
202.525	24/10/2005	OCE Australia Ltd	Stationery	307.12
202.549	24/10/2005	Perth City Glass	Repair Broken Window-Harold King Centre	562.21
202.57	24/10/2005	Armadale Hardware & Building Supplies	Hardware	33.00
202.631	24/10/2005	Slater-Gartrell Sports	Replace Cricket Wickets-Gwynne Park	9161.46
202.632	24/10/2005	Sledgehammer Concrete Cutting Services	Bitumen/Concrete Cutting	738.11
202.656	24/10/2005	Stirling Business Machines Pty Ltdc	Stationery	235.20
202.699	24/10/2005	Transmilk Wholesalers	Refreshments	35.46
202.723	24/10/2005	WA Asphalt	Construction of Concrete Crossovers	1221.00
202.74	24/10/2005	Armadale-Kelmscott Self Storage	Storage Unit Rental	70.00
202.755	24/10/2005	Westcare Industries	Protective Clothing	1012.00
202.889	24/10/2005	L & L Design Services	Civil Design & Admin Assitance	4235.00
202.975	24/10/2005	Drake Australia Pty Ltd	Hire of Temporary Staff	1264.40
202.981	24/10/2005	Australian Local Government Assoc	Staff Training	88.00
203.222	24/10/2005	Civica Pty Ltd	Authority Services	11000.00
203.632	24/10/2005	Sledgehammer Concrete Cutting Service	Bitumen/Concrete Cutting	218.93
203.756	24/10/2005	Western Australian Treasury Corp	Loan 281 Repayment	3445.00
204.1144	26/10/2005	Armadale Golf Course	Greens Replacement	6000.00
204.153	26/10/2005	Boral Construction Materials Group	Bitumen Spray	1657.70
204.184	26/10/2005	Canon Finance Australia Pty Ltd	Photocopier Rental	165.30
204.355	26/10/2005	Greenridge Outdoor Contracting	Gardening Maintenance-Armadale/Kelmscott CBD	1365.00
204.45	26/10/2005	Apix-Up'n'Away Net Solutions	Computer Equipment	2306.80
204.463	26/10/2005	Lo-Go Appointments	Hire of Temporary Staff	7474.43
204.60	26/10/2005	Armadale Kelmscott Electrical Services	Electrical Services	3149.73
204.606	26/10/2005	Sage Consulting Engineers Pty Ltd	Consultancy-Commerce Avenue Streetlighting	2403.50
204.690	26/10/2005	Toll Fast	Courier Services	126.80

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				Cheque Amount
Cheque or EFT No.	Date	Payee	Description	
204.699	26/10/2005	Transmilk Wholesalers	Refreshments	160.28
204.74	26/10/2005	Armada-Keimscott Self Storage	Storage Unit Rental	170.00
204.75	26/10/2005	Armaguard	Armaguard Services	2281.42
204.801	26/10/2005	Infovision Technology	Staff Training	110.00
204.912	26/10/2005	ST John Ambulance Australia	Staff Training	205.00
204.928	26/10/2005	Goldshore Enterprises Pty Ltd	Greenwaste Collections	51711.00
204.975	26/10/2005	Drake Australia Pty Ltd	Hire of Temporary Staff	1811.87
205.11	28/10/2005	Absolute Asphalt Pty Ltd	Asphalt Layed	6831.00
205.117	28/10/2005	B & J Breaker Hire	Hire of Rockbreaker	847.00
205.1189	28/10/2005	Centreline Markings	Linemarking-Various Locations	2997.50
205.1227	28/10/2005	Steve Voysey Landscape Solutions	Landscaping-Various Locations	1221.00
205.1312	28/10/2005	Genik Auto Electrics	Repairs-P427	700.00
205.1328	28/10/2005	Landfill Gas & Power Pty Ltd	Electricity Charges	15135.17
205.136	28/10/2005	BGC Concrete	Concrete Products	250.36
205.147	28/10/2005	Boc Gases Australia Limited	Gas & Cylinder Rental	90.42
205.153	28/10/2005	Boral Construction Materials Group	Bitumen Spray	1469.60
205.155	28/10/2005	BP Australia Pty Ltd	Fuel & Oils	19956.42
205.158	28/10/2005	Brooks Hire Service Pty Ltd	Hire of Roller	6176.50
205.169	28/10/2005	Burgess Rawson (WA) Pt	Water Usage Charge-Keimscott Library Site	210.71
205.193	28/10/2005	Challenge Batteries	Parts	162.80
205.201	28/10/2005	Chefmaster Australia	Cleaning Materials	108.65
205.223	28/10/2005	CJD Equipment Pty Ltd	Parts	0.37
205.25	28/10/2005	Alinta Gas	Gas Charges	60.60
205.258	28/10/2005	Corporate Express Australia	Stationery	112.74
205.277	28/10/2005	Department of Land Information	Title Searches	20.10
205.289	28/10/2005	Hastie Services Pty Ltd	Airconditioning Maintenance	272.25
205.341	28/10/2005	Gibbons Holden	Parts-P765	550.00
205.362	28/10/2005	Hagan C	Catering	966.90
205.374	28/10/2005	Hays Personnel Service	Hire of Temporary Staff	1226.02
205.390	28/10/2005	Hotmix Ltd	Granite	110.33
205.447	28/10/2005	Lawrence & Hanson	Protective Clothing	229.68
205.463	28/10/2005	Lo-Go Appointments	Hire of Temporary Staff	1184.51
205.466	28/10/2005	Macdonald Johnston Engineering Co Pty Ltd	Parts	91.93
205.474	28/10/2005	Major Motors Pty Ltd	Parts-Various Plant	733.99
205.482	28/10/2005	Mazzega's Mitre 10 Home & Trade	Hardware	125.86
205.496	28/10/2005	Mirco Bros Machinery	Parts	184.92
205.502	28/10/2005	Motorcharge Limited	Fuel & Oils	4291.12
205.503	28/10/2005	Mullins Handcock	Legal Advice	3136.32
205.509	28/10/2005	Murdoch University	Contaminated Sites Register	3124.00
205.51	28/10/2005	Ark Veterinary Group	Animal Euthanasia	79.20
205.524	28/10/2005	Oakford Contractors	Hire of Excavator	264.00
205.571	28/10/2005	Questor Financial Services	Payroll Deductions-F/E 25.10.05	550.00

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				Cheque Amount
Cheque or EFT No.	Date	Payee	Description	
205.58	28/10/2005	Armada Hiab Services	Hire of Hiab	214.50
205.60	28/10/2005	Armada Keimscott Electrical Services	Electrical Services	2333.06
205.611	28/10/2005	Sangrefi Pty Ltd	Mowing	2233.00
205.62	28/10/2005	Armada Mower World	Parts	271.05
205.650	28/10/2005	State Law Publisher	Advertising	1561.80
205.653	28/10/2005	Steel Dale Industries Pty Ltd	Remove Light Poles-Frye Park	4004.00
205.659	28/10/2005	Sunny Brushware Supplies Pty Ltd	Hardware	748.00
205.668	28/10/2005	Taylor Tyres Pty Ltd	Tyres	4729.00
205.738	28/10/2005	WALGS Plan	Payroll Deductions-F/E 25.10.05	60892.94
205.759	28/10/2005	Western Power Corporation	Electricity Charges	7518.79
205.771	28/10/2005	White P & K Brickpaving & Landscaping	Construction of Concrete Crossovers	2090.00
205.780	28/10/2005	Work Clobber	Protective Clothing	446.84
205.833	28/10/2005	Zetta Florence Pty Ltd	Stationery	18.98
205.86	28/10/2005	Asphalt Surfaces Pty Ltd	Asphalt Layed	93.01
205.95	28/10/2005	Aust-Guard Security Services	Security Services	643.50
205.953	28/10/2005	Eric Hood Pty Ltd	Painting-Greendale Centre	770.00
205.959	28/10/2005	Infinite Handyman & Garden Service	Garden Maintenance-Aquatic Centre	300.00
205.975	28/10/2005	Drake Australia Pty Ltd	Hire of Temporary Staff	2105.20
205.980	28/10/2005	Sherrard DJ	Gatekeeper-Roleystone Greenwaste Site	1168.00
206.109	31/10/2005	Australian Manufacturing Workers Union	Payroll Deductions-F/E 25.10.05	65.70
206.112	31/10/2005	Australian Services Union	Payroll Deductions-F/E 25.10.05	656.80
206.214	31/10/2005	City of Armadale-Social Club	Payroll Deductions-F/E 25.10.05	236.00
206.216	31/10/2005	City of Canning	Payroll Deductions-F/E 25.10.05	35.00
206.217	31/10/2005	City of Gosnells	Payroll Deductions-F/E 25.10.05	135.77
206.375	31/10/2005	HBF of WA	Payroll Deductions-F/E 25.10.05	1195.85
206.453	31/10/2005	LGRCEU	Payroll Deductions-F/E 25.10.05	572.00
206.621	31/10/2005	Shire of Kalamunda	Payroll Deductions-F/E 25.10.05	88.00
206.622	31/10/2005	Shire of Mundaring	Payroll Deductions-F/E 25.10.05	175.00
207.1049	31/10/2005	Securepay Pty Ltd	Service Fee	27.50
207.1066	31/10/2005	RW Glanville	Keimscott Library Site Rental	6411.16
207.1068	31/10/2005	CANCELLED	CANCELLED	0.00
207.115	31/10/2005	Auswaste	Bulk Rubbish Bins	423.50
207.117	31/10/2005	B & J Breaker Hire	Hire of Rockbreaker	3531.00
207.1183	31/10/2005	Kab Seating Systems	Repairs-P168	814.00
207.1192	31/10/2005	SL Emmett	Consultancy-City Views Newsletter	1920.00
207.1227	31/10/2005	Steve Voysey Landscape Solutions	Landscaping-Various Locations	1006.50
207.124	31/10/2005	Barrett & Partners-DFK	Audit-2005/06	6600.00
207.1240	31/10/2005	CANCELLED	CANCELLED	0.00
207.1248	31/10/2005	Academy Services (WA) Pty Ltd	Cleaning Services-Temporary Admin Building	1132.08
207.127	31/10/2005	Beaver Tree Services Aust Pty Ltd	Tree Lopping	19074.55
207.13	31/10/2005	Accidental First Aid Supplies	First Aid Supplies	43.30
207.1304	31/10/2005	Skipper Truck Parts	Parts	482.68

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
207.1319	31/10/2005	Elegant Landscapes Pty Ltd	Landscaping-Corfield Street Extension	3733.26
207.133	31/10/2005	BGC Asphalt	Asphalt	406.56
207.1345	31/10/2005	Creative Teaching Aids	Book Purchases	42.53
207.136	31/10/2005	BGC Concrete	Concrete Products	844.80
207.1374	31/10/2005	Red Hot Design	Protective Clothing	913.00
207.141	31/10/2005	BJ Hahn & Co	Hire of Bobcat	2000.88
207.152	31/10/2005	Bollinger & Co Pty Ltd	Stationery	228.80
207.153	31/10/2005	Boral Construction Materials Group	Concrete	2508.00
207.155	31/10/2005	BP Australia Pty Ltd	Fuel & Oils	19163.79
207.169	31/10/2005	Burgess Rawson (WA) Pty Ltd	Kelmscott Library Site Rental	320.84
207.184	31/10/2005	Canon Finance Australia Pty Ltd	Photocopier Rental	368.24
207.189	31/10/2005	Castrol Australia Pty Ltd	Fuel & Oils	325.68
207.193	31/10/2005	Challenge Batteries	Parts	162.80
207.197	31/10/2005	Character Cabinets	Reception Counter-Temporary Administration Building	1525.70
207.199	31/10/2005	Charter Plumbing & Gas	Plumbing Services	1268.68
207.243	31/10/2005	Community Newspaper Group	Advertising	491.70
207.245	31/10/2005	Compu-Stor	Data Storage Rental	61.60
207.252	31/10/2005	Kontek Communications	Raise Telstra Pit-Commerce Avenue	242.00
207.258	31/10/2005	Corporate Express Australia	Stationery	323.02
207.260	31/10/2005	Courier Australia	Courier Services	66.95
207.261	31/10/2005	Coventry	Parts	1078.26
207.269	31/10/2005	Bicubic	Printing	1900.80
207.277	31/10/2005	Department of Land Information	Title Searches	141.40
207.295	31/10/2005	Down Under Signs	Street Signs	612.00
207.307	31/10/2005	GK Elsegood	Telephone Reimbursement	308.49
207.337	31/10/2005	Garvey M	Painting-Various Locations	472.00
207.344	31/10/2005	Glenbarry Leather & Hats	Protective Clothing	137.50
207.345	31/10/2005	Godfreys	Parts-Depot	548.00
207.352	31/10/2005	Grayson's Concrete Services	Construction of Concrete Crossovers	15847.92
207.355	31/10/2005	Greenridge Outdoor Contracting	Garden Maintenance-Armadale CBD	2080.00
207.362	31/10/2005	Hagan C	Catering	131.56
207.40	31/10/2005	Anncam Distributors	Hardware	481.80
207.414	31/10/2005	Jason Signmakers	Repair Bus Shelters-Various Locations	4460.50
207.415	31/10/2005	JBE Computer Supplies	Stationery	1185.36
207.432	31/10/2005	Kel Steel Constructions	Parts-Various Locations	6371.30
207.443	31/10/2005	Landscape Development	Landscape Maintenance-Brookwood Estate	2214.85
207.46	31/10/2005	Aqua-Blast Cleaning	Remove Graffiti-Various Locations	968.00
207.463	31/10/2005	Lo-Go Appointments	Hire of Temporary Staff	10188.03
207.465	31/10/2005	Lovegrove Turf Services Pty Ltd	Turfing-Alfred Skeet Oval	4648.88
207.466	31/10/2005	Macdonald Johnston Engineering Co Pty Ltd	Parts-P534	1186.63
207.471	31/10/2005	Magnapower	Parts-Various Locations	574.86
207.482	31/10/2005	Mazzega's Mitre 10 Home & Trade	Hardware	76.64

ACCOUNTS PAID AND SUBMITTED TO CITY STRATEGY COMMITTEE HELD ON 14 NOVEMBER 2005				
Cheque or EFT No.	Date	Payee	Description	Cheque Amount
207.494	31/10/2005	Minter Ellison Lawyers	Legal Advice-Variou Cases	1846.79
207.499	31/10/2005	Moles R & M Earthmoving	Hire of Backhoe	1628.00
207.503	31/10/2005	Mullins Handcock	Legal Advice-Variou Cases	6105.39
207.547	31/10/2005	Peerless JAL Pty Ltd	Cleaning Chemicals	170.78
207.549	31/10/2005	Perth City Glass	Repair Broken Windows-Variou Locations	3896.46
207.552	31/10/2005	Pharmacy Plus Kelmscot	Newspapers	80.45
207.560	31/10/2005	Plantech WA Pty Ltd	Grounds Maintenance-Aquatic Centre	1753.40
207.57	31/10/2005	Armadae Hardware & Building Supplies	Hardware	1311.00
207.581	31/10/2005	Ram Paper Distributors	Stationery	1657.15
207.585	31/10/2005	Rinker Australia Pty Ltd	Limestone	18465.82
207.588	31/10/2005	CANCELLED	CANCELLED	0.00
207.594	31/10/2005	Rocla Pty Limited	Concrete Products	2918.05
207.60	31/10/2005	Armadae Kelmscott Electrical Services	Electrical Services	671.41
207.604	31/10/2005	S & L Engineering	Service Fee	99.00
207.612	31/10/2005	Cannon Hygiene Australia Pty Ltd	Sanitary Services	289.85
207.62	31/10/2005	Armadae Mower World	Parts	42.80
207.625	31/10/2005	Signature Security Group	Security Services	1621.53
207.63	31/10/2005	Armadae Newsagency	Newspapers	321.84
207.643	31/10/2005	Specific Courier Service	Library Courier Service	257.40
207.652	31/10/2005	Statewide Cleaning Supplies Pty Ltd	Cleaning Materials	171.58
207.662	31/10/2005	Supa Pest & Weed Control	Weed & Pest Control	15805.86
207.669	31/10/2005	Teistra	Telephone Charges	384.32
207.696	31/10/2005	Trade Power	Parts-Graffiti Trailer	6287.00
207.712	31/10/2005	Valuer General's Office	GRV Valuations	316.40
207.724	31/10/2005	WA Bluemetal	Bluemetal	2538.01
207.730	31/10/2005	WA Limestone Co	Limestone	28221.28
207.731	31/10/2005	WA Local Government Association	Advertising	5221.79
207.748	31/10/2005	Wembley Cement Industries	Concrete Products	6170.87
207.757	31/10/2005	Western Educting Service	Jetting & Educting-Variou Locations	2640.00
207.759	31/10/2005	Western Power Corporation	Electricity Charges	54278.57
207.764	31/10/2005	Champion Lake Vet Centre	Animal Euthanasia	44.00
207.786	31/10/2005	Zipform Pty Ltd	Printing	2349.28
207.830	31/10/2005	Amcor Recycling	Hire of Compactor	165.00
207.889	31/10/2005	L & L Design Services	Civil Design & Administration assistance	4389.00
207.90	31/10/2005	Atkins Carlyle	Protective Clothing	507.01
207.929	31/10/2005	Intechology Australia	Computer Equipment	1463.00
207.940	31/10/2005	Fashion Carpets Pty Ltd	Carpets-Administration Centre	1815.00
207.95	31/10/2005	Aust-Guard Security Services	Security Services	908.60
207.980	31/10/2005	Sherrard DJ	Gatekeeper-Roleystone Greenwaste Site	1168.00
207.99	31/10/2005	Australia Post	Postage Charges	63.50
300025	07/10/2005	Westpac Banking Corporation	Surplus Funds Invested	2487562.87
300026	07/10/2005	Westpac Banking Corporation	Surplus Funds Invested	1492537.72



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City of Armadale

Statement of Financial Activity

City of Armadale
Statement of Financial Activity
For the period 1 July 2005 to 31 October 2005

Particulars	Notes / Tables	31 October	31 October	2005-2006	Material Variance Indicator
		2005 Actual \$	2005 YTD Budget \$	Revised Budget \$	
Opening Balance (Net Current Assets July 1 B/Fwd)		7,146,459	7,146,459	7,146,459	
Plus Operating Revenue					
General Purpose Funding	2	1,025,849	1,348,982	3,060,863	Review
Governance		2,758	68	200	
Law, Order and Public Safety		181,312	165,717	425,919	
Health		51,719	32,460	97,367	
Education and Welfare	2	33,917	131,933	142,865	Review
Community Amenities	2	3,479,009	2,743,779	4,440,273	Review
Recreation and Culture	2	69,938	600,598	1,029,563	Review
Transport	2	843,273	162,790	4,314,439	Review
Economic Services	2	303,711	133,722	316,518	Review
Other Property and Services		106,270	153,565	181,754	
Total Operating Revenue		6,097,756	5,473,614	14,009,761	
Plus Non-Operating Revenue					
Proceeds from Disposal of Assets	2	417,994	700,200	884,700	Review
New Loan Borrowings		0	0	1,020,000	
Transfers from Reserve Accounts		0	0	1,318,175	
Total Non-Operating Revenue		417,994	700,200	3,222,875	
Total Revenue Available (Less Rates)		13,662,209	13,320,273	24,379,095	
Less Operating Expense					
General Purpose Funding		(185,259)	(188,934)	(461,291)	
Governance		(250,721)	(348,014)	(792,148)	
Law, Order and Public Safety	2	(215,604)	(338,818)	(977,696)	Review
Health		(172,188)	(182,680)	(529,379)	
Education and Welfare		(309,200)	(317,800)	(948,223)	
Community Amenities		(1,658,704)	(1,732,727)	(5,173,969)	
Recreation and Culture	2	(3,019,850)	(3,593,782)	(10,338,910)	Review
Transport		(2,210,411)	(2,163,217)	(6,461,688)	
Economic Services		(173,809)	(251,848)	(603,093)	
Other Property and Services	2	(1,747,654)	(2,570,973)	(6,928,466)	Review
(Profit) / Loss on Asset Disposal Written Back		0	(60,484)	(181,523)	
Depreciation on Assets Written Back		2,711,835	2,691,136	8,073,767	
Total Operating Expense		(7,231,565)	(9,058,141)	(25,322,619)	
Less Non-Operating Expense					
Land and Buildings	2	(94,135)	(258,269)	(283,269)	Review
Furniture and Equipment		0	(24,580)	(24,580)	
Plant and Machinery	2	(551,276)	(942,151)	(2,274,706)	Review
Infrastructure - Roads	2	(2,934,949)	(5,049,466)	(11,337,843)	Review
Infrastructure - Drainage	2	(99,602)	(661,400)	(1,163,400)	Review
Infrastructure - Pathways		22,137	0	(717,345)	
Infrastructure - Parks	2	(20,082)	(1,066,000)	(1,066,000)	Review
Repayment of Loans (Principal)		(205,594)	(204,959)	(409,917)	
Transfers to Reserves		0	0	(1,753,300)	
Total Non-Operating Expense		(3,883,501)	(8,206,825)	(19,030,360)	
Total Expenses		(11,115,066)	(17,264,966)	(44,352,979)	
Closing Balance for Period (Net Current Assets)		21,684,840	15,160,044	(770,767)	
Amount Raised From Rates		(19,137,697)	(19,104,737)	(19,203,117)	

Notes to the Statement of Financial Activity

1 Statement of Objective

In order to discharge its financial responsibilities to the community, the City has developed a set of operational and financial objectives. The objectives have been established both on an overall basis, reflected by the City's Vision Statement, and for each of its broad activities / programmes.

Our Vision

Our vision is for the City of Armadale to be:

- Strong in opportunity
- Clean, green and prosperous
- A strategic regional centre
- A place combining city living with a beautiful bushland setting
- A place where change is welcomed
- A great place to raise children and grow old with dignity

Council operations, as disclosed in this report, encompass the following service oriented activities / programmes:

General Purpose Funding

This programme includes rates, statutory grants from the Western Australian Local Government Grants Commission and interest on investments from Municipal and Reserve Funds.

Governance

This programme includes the administration and operation of facilities and services to the elected members of Council. It also includes civic receptions, citizenship ceremonies, research, development and preparation of policy documents, strategic planning, annual budgets, annual financial reports, audit fees and the annual report.

Law, Order and Public Safety

This programme includes the administration and operation of volunteer fire services and the state emergency services, together with animal control and community safety.

Health

This programme includes services such as immunisation, health administration, inspections, pest control, noise control and health clinics.

Education and Welfare

This programme includes pre-schools, senior citizen centres, disability services and other community development activities such as seniors, youth and indigenous services.

City of Armadale

Notes to the Statement of Financial Activity (continued)

1 Statement of Objective (continued)

Community Amenities

This programme includes town planning and regional development services, protection of the environment, refuse collection and disposal, provision of public toilets, bus shelters and street furniture.

Recreation and Culture

This is the provision of public buildings, libraries, aquatic centres, community events, cultural activities, museums, indoor and outdoor sporting complexes, parks and gardens, and playgrounds.

Transport

This programme includes the maintenance and construction of roads, drains, pathways, crossovers and traffic calming devices, plus street lighting and cleaning, road signs and parking areas.

Economic Services

This programme covers building control, private swimming pool inspections, tourism and economic development.

Other Property and Services

This programme includes public works oncosts and the purchase and maintenance of engineering plant and equipment.

2 Material Variances Explanation

For the purposes of reporting the material variances, the following indicators, as resolved, have been applied:

Revenues – Material variances will be identified where, for the period being reported, the actual varies to budget by an amount of (+) or (-) \$50,000 and in these instances an explanatory comment will be provided.

Expenses – Material variances will be identified where, for the period being reported, the actual varies to budget by an amount of (+) or (-) \$100,000 and in these instances an explanatory comment will be provided.

Before commenting on each of the specific material variances identified for review, an aspect to note common to each variance is that the predominant cause is inaccurate period budget data (i.e. the material variances reported are not of a nature reflecting budget problems / difficulties but rather they are indicative of inaccurate period budgets). The task and process of refining the period budget data is likely to take a further 1 to 2 months to complete.

August 2005 Monthly Financial Report

Notes to the Statement of Financial Activity (continued)

2 Material Variance Explanation (continued)

Revenue

1 General Purpose Funding

- Period actual is **less than budget by \$323,133**, reason being inaccurate period budget data
- The variance is primarily attributable to the line items shown in the following table

Account Description	Period		Annual	
	Actual	Budget	Actual	Budget
Fees – Instalment Payment Arrangements	(101,389)	(42,104)	(101,389)	(126,313)
Interest Earnings – Instalments	(82,254)	(31,584)	(82,254)	(94,735)
Grant – Equalisation Funding	(498,013)	(997,500)	(498,013)	(1,995,000)

2 Education and Welfare

- Period actual is **less than budget by \$98,016**, reason being inaccurate period budget data
- The variance is primarily attributable to the line items shown in the following table:

Account Description	Period		Annual	
	Actual	Budget	Actual	Budget
Grant – Indigenous Support	0	(100,000)	0	(100,000)

3 Community Amenities

- Period actual is **greater than budget by \$735,230**, reason being inaccurate period budget data
- The variance is primarily attributable to the line items shown in the following table:

Account Description	Period		Annual	
	Actual	Budget	Actual	Budget
Sanitation – Collection Service Charges	(3,159,586)	(2,325,562)	(3,159,586)	(3,192,230)
Sanitation – Sales – Salvage Materials	(12,556)	(119,168)	(12,556)	(357,500)

4 Recreation and Culture

- Period actual is **less than budget by \$530,660**, reason being inaccurate period budget data
- Works proposed for Rushton Park have been postponed, consequently much of the revenue will also be delayed
- The variance is primarily attributable to the line items shown in the following table:

City of Armadale

Notes to the Statement of Financial Activity (continued)

2 Material Variance Explanation (continued)

Revenue (continued)

Account Description	Period		Annual	
	Actual	Budget	Actual	Budget
Pool Fees – Programmed Activities	0	(9,132)	0	(27,401)
Pool Fees – Aquatic Centre Admission	(11,127)	(54,764)	(11,127)	(164,302)
Pool Fees – School Usage	(955)	(28,056)	(955)	(84,168)
Pool Sales – Kiosk	(1,742)	(26,676)	(1,742)	(80,032)
Lease – Aquatic Facilities	0	(8,947)	0	(8,947)
Grant – Rushton Park Tennis	0	(213,000)	0	(213,000)
Subsidy – Rushton Park Tennis	0	(27,000)	0	(27,000)
Grant – Vandalism Programme	0	(20,000)	0	(20,000)
Contributions – POS Rushton Park	(2,400)	(100,000)	(2,400)	(100,000)
Parks – Sales – Mulch	0	(10,000)	0	(10,000)

5 Transport

- Period actual is **greater than budget by \$680,483**, reason being inaccurate period budget data
- The variance is primarily attributable to the line items shown in the following table:

Account Description	Period		Annual	
	Actual	Budget	Actual	Budget
Grant – Grants Commission Road Fund	(186,997)	0	(186,997)	(685,000)
Grant – Local Government Road Fund	(261,020)	0	(261,020)	(1,580,000)
Subsidy – Roadworks	(203,320)	0	(203,320)	(853,000)
Subsidy – Drainage	5,301	0	5,301	0
Grant – Local Government Direct Roads	(123,622)	0	(123,622)	0
Grant – State Black Spot	(31,066)	0	(31,066)	(126,666)
Grant – Federal Black Spot	127,602	0	127,602	(128,000)

6 Economic Services

- Period actual is **greater than budget by \$169,989**, primarily due to greater than anticipated levels of building licence activity as shown in the following table:

Account Description	Period		Annual	
	Actual	Budget	Actual	Budget
Licences - Building	(231,832)	(75,336)	(231,832)	(226,008)

August 2005 Monthly Financial Report

Notes to the Statement of Financial Activity (continued)

2 Material Variance Explanation (continued)

Revenue (continued)

7 Proceeds from Disposal of Assets

- Period actual is **less than budget by \$282,206**, reason being that a lesser number of plant items have been replaced at this time than was originally anticipated. It is to be noted that there is a commensurate under expense on plant and machinery purchases for the same reason.

Expense

1 Law, Order and Public Safety

- Period actual is **less than budget by \$123,214**, reason being inaccurate period budget data
- The variance is primarily attributable to the line items shown in the following table:

Account Description	Period		Annual	
	Actual	Budget	Actual	Budget
Projects – Bush Fire Brigades	6,362	33,828	6,362	101,522
Fire Infrastructure Maintenance	2,009	16,564	2,009	49,684
Fire Breaks, Control Burns and Inspection	200	9,192	200	27,756
Salaries – Animal Control	66,001	80,240	66,001	240,716
Facilities – Animal Pound	2,635	19,920	2,635	24,602
Projects – State Emergency Services	5,390	19,464	5,390	58,400

2 Recreation and Culture

- Period actual is **less than budget by \$573,932**, reason being inaccurate period budget data
- The variance is primarily attributable to the line items shown in the following table:

Account Description	Period		Annual	
	Actual	Budget	Actual	Budget
Aquatic Services	116,063	275,827	116,063	689,582
Library Services	459,308	605,480	459,308	1,721,333
Recreation Services	181,228	251,796	181,228	630,883
Events	26,160	103,177	26,160	302,731
Museums	57,493	114,360	57,493	331,286
Halls and Centres	136,120	176,954	136,120	417,162
Parks and Gardens	2,018,309	2,066,188	2,018,309	6,245,933

City of Armadale

Notes to the Statement of Financial Activity (continued)

2 Material Variance Explanation (continued)

Expense (continued)

3 Other Property and Services

- Period actual is **less than budget by \$823,319**, reason being inaccurate period budget data

4 Land and Buildings

- Period actual is **less than budget by \$164,134**, reason being inaccurate period budget data

5 Plant and Machinery

- Period actual is **less than budget by \$390,875**, reason being as explained above under the heading *Proceeds from Disposal of Assets*

6 Infrastructure – Roads

- Period actual is **greater than budget by \$2,114,517**, part reason being the earlier than anticipated pay out to Main Roads WA for the Corfield Street road project of approximately \$1 million

7 Infrastructure – Drainage

- Period actual is **less than budget by \$561,798**, reason being inaccurate period budget data

8 Infrastructure – Parks

- Period actual is **less than budget by \$1,045,918**, reason being inaccurate period budget data as well as the postponement of works associated with the Rushton Park redevelopment

August 2005 Monthly Financial Report

Net Current Asset Position

City of Armadale
Net Current Asset Position
For the period 1 July 2005 to 31 October 2005

	Notes / Tables	31 October 2005 YTD Actual \$	2005-2006 Revised Budget \$	Brought Forward 1 July \$
Current Assets				
Cash - Unrestricted	1	14,472,715	81,340	7,516,902
Cash - Restricted (Provisions)	2	1,612,839	760,960	760,960
Cash - Restricted (Sundry Deposits and Bonds)	3	1,521,474	2,099,230	2,099,230
Cash - Reserves	4	4,042,943	4,478,068	4,042,943
Receivables and Accruals	5	10,239,553	959,673	2,559,764
Inventories	6	100,982	88,994	88,994
		31,990,506	8,468,265	17,068,793
Less Current Liabilities				
Creditors and Accruals	7	(3,128,410)	(1,900,770)	(2,919,201)
Sundry Deposits and Bonds	8	(1,521,474)	(2,099,230)	(2,099,230)
Interest Bearing Liabilities	9	(419,172)	(409,917)	(194,050)
Provisions	10	(1,810,175)	(1,595,421)	(1,695,421)
		(6,879,231)	(6,005,338)	(6,907,902)
Net Current Asset Position (Without Validation)		25,111,275	2,462,927	10,160,891
Additions				
Interest Bearing Liabilities - Budgeted		419,172	409,917	194,050
Sundry Deposits and Bonds - Cash Backed		1,521,474	2,099,230	2,099,230
Provisions - Budgeted		197,336	834,457	834,461
Provisions - Cash Backed		1,612,839	760,960	760,960
Subtractions				
Cash - Reserves		(4,042,943)	(4,478,068)	(4,042,943)
Cash - Restricted (Provisions) - Cash Backed		(1,612,839)	(760,960)	(760,960)
Cash - Restricted (Sundry Deposits and Bonds) - Cash Backed		(1,521,474)	(2,099,230)	(2,099,230)
Net Current Asset Position		21,684,840	(770,767)	7,146,459

City of Armadale

Notes to the Net Current Asset Position

City of Armadale
Notes / Tables to the Net Current Asset Position
For the period 1 July 2005 to 31 October 2005

Notes / Tables	31 October 2005 YTD Actual \$	2005-2006 Revised Budget \$	Brought Forward 1 July \$
1 Cash - Unrestricted			
Cash on Hand	6,865	6,340	6,315
Municipal Account	584,048	75,000	5,680,587
Dishonoured Cheques	(7,275)	0	0
Municipal Cash In Investments	13,889,077	0	1,730,000
	14,472,715	81,340	7,416,902
2 Cash - Restricted (Provisions)			
Annual Leave	861,152	405,408	405,408
Sick Leave	100,000	45,000	45,000
Long Service Leave	656,531	310,552	310,552
Pay Equalisation	(4,844)	0	0
	1,612,839	760,960	760,960
3 Cash - Restricted (Sundry Deposits and Bonds)			
Contractor Deposits	938,050	810,437	810,437
Other Deposits	2,882	2,505	2,505
General Deposits	164,517	163,167	163,167
Nomination Deposits	0	0	0
Hall Deposits	46,817	47,016	47,016
Library Deposits	936	936	936
Cash in Lieu	0	15,380	15,380
POS Strategy North	0	71,008	71,008
Kerb Deposits	374,044	353,244	353,244
Verge Improvements	0	21,773	21,773
Drainage Works Contributions	3,211	89,746	89,746
Rezoning Open Spaces	0	3,131	3,131
Cash in Lieu of Open Space	0	435,563	435,563
Engineering Deposits	(8,983)	85,324	85,324
	1,521,474	2,099,230	2,099,230
4 Cash - Reserves			
Reserve Account	35,842	4,478,068	3,823,419
Reserve Cash in Investments	4,007,101	0	219,523
	4,042,943	4,478,068	4,042,942

August 2005 Monthly Financial Report

Notes to the Net Current Asset Position (continued)

City of Armadale
Notes / Tables to the Net Current Asset Position
For the period 1 July 2005 to 31 October 2005

	Notes / Tables	31 October 2005 YTD Actual \$	2005-2006 Revised Budget \$	Brought Forward 1 July \$
5	Receivables and Accruals			
	Deposits and Prepayments	12,991	300,000	429,043
	Debtors - Rates	7,963,350	0	(117,064)
	Debtors - Pensioner Deferred	0	0	0
	Debtors - Sanitation (Rates)	249,521	30,000	36,147
	Debtors - Swimming Pool Inspection Levy	4,489	500	517
	Debtors - Instalment Fees and Charges	182,391	3,000	3,418
	Debtors - ESL	239,357	25,000	27,319
	Debtors - ESL Interest	467	0	0
	Debtors - ESL Claimed	0	0	0
	Debtors - General	675,271	529,673	2,106,942
	Debtors - Employees	506	2,000	2,646
	Debtors - Libraries	12,496	7,000	7,640
	Debtors - Rangers	88,962	82,000	82,413
	Loans - Clubs and Institutions	0	0	1,036
	Debtors - Fire	8,512	9,000	9,249
	Debtors - Animals	71,573	66,000	66,581
	Debtors - Parking	19,746	18,000	18,213
	Debtors - Litter	7,192	7,000	7,943
	Debtors - Off Road Vehicles	148	500	98
	Debtors - Health	200	0	0
	Doubtful Debts	(122,378)	(120,000)	(122,378)
	GST Paid by Council	0	0	1
	Rebate Granted - ESL	71,876	0	0
	Pensioner Rebates	752,883	0	0
		10,239,553	959,673	2,559,764
6	Inventories			
	Stock on Hand	100,982	88,994	88,994
		100,982	88,994	88,994
7	Creditors and Accruals			
	Trade Creditors	(2,219,366)	(1,104,770)	(2,097,763)
	Cheque Writing Control	(663,152)	0	(4,177)
	Cheque Reversal	(150)	0	0
	Uninvoiced Control - Creditors	(47,048)	0	0
	GST Paid by Council	125,372	100,000	114,151
	Uninvoiced Control - GST	4,118	0	0
	Expenses - Accruals	44,691	(370,000)	(371,070)
	Salaries and Wages - Accruals	0	(470,000)	(474,965)
	Loan Interest - Accruals	(11,282)	(11,000)	(11,221)
	General Revenue in Advance	1,811	(35,000)	(38,914)
	Emergency Services Levy - Raised	(5,795,050)	(579,000)	(3,480,272)
	Emergency Services Levy - Interest	(6,240)	(10,000)	(4,224)
	Emergency Services Levy - Remitted	5,475,683	579,000	3,445,770
	Payroll - RDOs	(37,797)	0	3,484
		(3,128,410)	(1,900,770)	(2,919,201)

City of Armadale

Notes to the Net Current Asset Position (continued)

City of Armadale
Notes / Tables to the Net Current Asset Position
For the period 1 July 2005 to 31 October 2005

	Notes / Tables	31 October 2005 YTD Actual \$	2005-2006 Revised Budget \$	Brought Forward 1 July \$
8	Sundry Deposits and Bonds			
	Contractor Deposits	(938,050)	(810,437)	(810,437)
	Other Deposits	(2,882)	(2,505)	(2,505)
	General Deposits	(164,517)	(163,167)	(163,167)
	Nomination Deposits	0	0	0
	Hall Deposits	(46,817)	(47,016)	(47,016)
	Library Deposits	(936)	(936)	(936)
	Cash in Lieu	0	(15,380)	(15,380)
	POS Strategy North	0	(71,008)	(71,008)
	Kerb Deposits	(374,044)	(353,244)	(353,244)
	Verge Improvements	0	(21,773)	(21,773)
	Drainage Works Contributions	(3,211)	(89,746)	(89,746)
	Rezoning Open Spaces	0	(3,131)	(3,131)
	Cash in Lieu of Open Space	0	(435,563)	(435,563)
	Engineering Deposits	8,983	(85,324)	(85,324)
		(1,521,474)	(2,099,230)	(2,099,230)
9	Interest Bearing Liabilities			
	Loan 268 - Pries Park Pavilion	(7,965)	(7,500)	(7,429)
	Loan 271 - Recreation Centre	(25,858)	(25,000)	(24,404)
	Loan 276 - Gwynne Park Extension	(9,854)	(9,500)	(9,290)
	Loan 279 - Old Administration Upgrade		0	(45,652)
	Loan 280 - Forrestdale Land	(99,949)	(16,400)	(12,288)
	Loan 281 - Golf Course Plan	(130,000)	(130,000)	0
	Loan 282 - Corporate System	(100,791)	(95,000)	(94,987)
	Loan 283 - ARA Works (1)	0	(13,000)	0
	Loan 284 - Rushton Park Redevelopment	0	(16,750)	0
	Loan 285 - Temporary Administration	(37,104)	(80,050)	0
	Loan 286 - Kelmscott Library Relocation	(7,651)	(6,967)	0
	Loan 287 - Civil Works	0	(9,750)	0
		(419,172)	(409,917)	(194,050)
10	Provisions			
	Annual Leave	(961,152)	(900,907)	(900,907)
	Sick Leave	(100,000)	(100,000)	(100,000)
	Long Service Leave	(753,867)	(594,514)	(694,514)
	Pay Equalisation	4,844	0	0
		(1,810,175)	(1,595,421)	(1,695,421)



**MARKETING AND COMMUNICATIONS
STRATEGY 2005**

Catherine Buck
Public Relations Coordinator
October 2005

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PURPOSE

The purpose of the City of Armadale's Marketing and Communications Strategy 2005 is two-fold.

Firstly, this strategy has been developed to ensure that the City's marketing and communication efforts are well coordinated, effectively managed and responsive to the diverse information needs of our community. An integrated communications approach that incorporates the City's publications, media and web related functions has been adopted to achieve this.

Secondly, this strategy aims to provide a framework for the City to market and promote itself to potential investors.

It is worth noting that this strategy focuses on external communications mediums.

BACKGROUND

A Marketing and Communications Options Paper, prepared by the City's Public Relations Coordinator, was adopted by Council in September 2005.

The aim of the options paper was to assess the effectiveness and outline options for the improvement of the City's marketing and communication efforts. The paper promoted discussion amongst Councillors and provided the organisation with the opportunity to review the resources it allocates towards marketing and communications. The options paper forms the basis of this strategy.

The implementation of a marketing and communications strategy will ensure the City actively promotes itself via a number of marketing initiatives and across a variety of communication mediums.

The implementation of a strategic and coordinated approach to marketing is timely given the accelerated growth the City is experiencing following the extension of the Tonkin Highway and the establishment of the Armadale Redevelopment Authority.

SECTION 1 - PRIMARY TARGET AUDIENCE

Situational analysis

The City of Armadale is located 30 minutes south east of the CBD and has an estimated population of 55,000, which is likely to increase to 85,000 over the next ten years.

The City spans 545 square kilometres and includes the suburbs of Armadale, Bedforddale, Brookdale, Champion Lakes, Forrestdale, Kelmscott, Karragullen, Mt Nasura, Mt Richon, Roleystone, Seville Grove, Westfield and Wungong.

Stretching from the plains of the metropolitan area to the hills, the City contains over 1,431 hectares of parks and reserves.

Local industries include retail shops, a brickworks, 'light' industry, orchards, tourism and the City's administrative operations.

The City of Armadale has a relatively young population, with a high proportion of children and young people as compared to the State and Perth metropolitan average. Armadale is

home to large numbers of one and two parent families with dependant children. In line with national age trends, the City's population is aging, with the fastest growth over the past ten years among those aged between 45 and 54, and over 65 years old.

Approximately 32,200 residents are entitled to vote in Local Government elections. The City has 22 primary schools, eight secondary schools, three libraries and a public swimming pool. (ABS data, 2001)

The City is responsible for providing a wide range of services to the community.

Branding

In creating an identity or 'brand image' for the City of Armadale that is easily recognisable, Council is creating awareness amongst its community of the services it delivers on their behalf. It is through effective branding that people's awareness of the work undertaken by Council is increased.

The City of Armadale Style Guide was produced in 2003 in order to improve the consistency of Council's written and visual communications.

The Style Guide focuses primarily on aspects of the City of Armadale's corporate identity such as our logo, corporate colours and font.

Our corporate identity is important as it presents us to the public in the most visual way. It reflects what our organisation does, what we value and affects how people perceive us. Our corporate identity distinguishes us from other organisations. In practice, every time a staff member sends an external fax, produces a brochure or hands out a business card they are communicating on behalf of the City of Armadale.

The Armadale Style Manual and its corresponding attachments are accessible electronically by all Council staff.

The Style Guide is a living, breathing document that should be continually updated. Any staff member can recommend an addition to the City's Style Guide.

As part of the implementation of the City's Marketing and Communications Strategy the City's existing Style Guide will be reviewed and, following its completion workshops will be held to inform key staff of changes.

The City's Public Relations Coordinator is responsible for providing advice on the practical application of the City's Style Guide. Staff are required to gain the CEO's approval when producing items that include the City's logo or crest.

This includes items that may be viewed by the public such as signage, staff t-shirts and hats or distributed to the public such as brochures, newsletters, flyers as well as promotional gifts such as pens, rulers, magnets and calico bags.

Design

All publications must be produced in line with the City of Armadale Style Guide.

Staff who intend to engage an external designer to produce a publication on behalf of the organisation must complete a design brief. A Design Brief Template has been developed. The Design Brief Template has been developed to ensure that all publications are in line

with our corporate identity (ie reflect our corporate colours, font and logo) and are supplied in a format compatible for web and print. The Design Brief Template also ensures that Council retains ownership of all artwork.

1 Primary target audience

Our primary target audience is our local community. This includes our residents, business owners, community organisations and stakeholders of the City of Armadale. For simplicity's sake we often refer to those who 'live, work and visit' the municipality. Council is held accountable to its community - they are our primary target audience. Our main priority should be to ensure we are communicating with our local community effectively.

1.1 Research

Customer Satisfaction Survey data often provides valuable insight into how the community perceives Council is performing.

The 2005 Customer Satisfaction Survey asked community members to rate their satisfaction with Council's performance across a number of areas. Results show that whilst residents felt it was important for Council to 'inform the community about local issues' their satisfaction with Council's performance in this area was moderate. Similarly whilst residents felt it was important for Council to 'consult the community about local issues' their satisfaction with Council's performance in this area was moderate.

The performance gap analysis undertaken as part of the survey placed both of these 'performance areas' in the 'focus' quadrant or 'hot issues' area. Services and facilities that fall into this quadrant alert Council to invest resources and effort to improve performance and perceived levels of satisfaction.

The survey results confirm Council's earlier view that it needs to communicate with its community more effectively.

(The 2005 Customer Satisfaction Survey results will be the subject of a later presentation.)

1.2 Goals and objectives

The implementation of a marketing and communications strategy aims to:

- provide the community with timely, accurate, clear and useful information about Council's policies, services, activities and events
- promote / raise the profile of the City of Armadale
- respond to the needs of our community by facilitating effective two-way communication
- reinforce our commitment to transparent and accountable governance through open and proactive communication
- engage our community and involve them in the activities of Council.

It should be noted that whilst many of the communication mediums referred to in this document facilitate community consultation, Council undertakes many other forms of consultation which could be the subject of a separate strategy.

1.3 Key messages

Customer Satisfaction Survey data has identified the following areas in which it is perceived that Council needs to improve its performance:

- the provision of facilities and services for youth
- the control of graffiti, vandalism and anti-social behaviour
- the construction and maintenance of footpaths and cycle ways (infrastructure)
- encouraging economic development, tourism and job creation.

It is useful to identify these areas from the outset and ensure that our marketing and communication mediums incorporate any projects/initiatives Council undertakes to improve its performance in these key areas.

For example key messaging around ‘youth’ issues could be reflected as follows:

Council is keenly aware of the City’s low high school retention rate and high rate of youth unemployment. Council is committed to ensuring our young people are given every opportunity to succeed.

This commitment could then be backed up by a practical initiative – for example the recent Youth Careers Expo organised by the City with the help of local schools. *“This Expo is one of the practical ways Council can help to address this issue.”*

Another practical initiative could be - *“Attracting a dual campus technical college to Armadale and Gosnells would mean giving our young people better access to education and improving their employment prospects.”*

It is important that key messaging occurs across a variety of communication mediums for example via media releases, Council’s newsletter and its web site (we will review the effectiveness of these mediums shortly).

1.4 An integrated communications approach

The City of Armadale has adopted an integrated communications approach to ensure its communications remain well co-ordinated, effectively managed and responsive to the diverse information needs of our community.

An integrated communications approach sees the coordination of all communication channels. In practice this means that all of Council’s communication mediums such as its community newsletter, media releases, advertising and web site should work together rather than in isolation. This will ensure consistent messaging is delivered and maximum impact is achieved.

In addition, employing a variety of different mediums to communicate, ranging from traditional methods to new technologies will accommodate the diverse information needs of the community and will ensure equal access.

1.5 Targeting – marketing and communication initiatives

The City has adopted the following marketing and communications initiatives to effectively target its primary target audience, namely its local community.

1.5.1 City Newsletter

The City's community newsletter, City Views will be revamped and relaunched during 2005/06.

The newsletter will be eight pages in length and will be produced in an A4 glossy, magazine style format that is attractive to the eye. The revamped City Views will be upbeat, vibrant and have its own sense of identity.

The revised newsletter will be created in line with the City's Style Guide and will feature the City's logo and corporate colours. The City Views will therefore be instantly recognisable as a City of Armadale publication and will reinforce the Armadale brand.

The revamped City Views will be distributed to local homes via a distribution company (20,000) and to local businesses via Australia Post (2,000) on a bi-monthly basis.

The revamped newsletter will serve as a promotion of Council's policies, services, activities and events, and highlight the active role Council plays in its local community. It is envisaged that the revised City Views publication will be effective because of its broad appeal. It will contain a wide range of interesting articles that engage our demographic. The language employed throughout the publication will be upbeat and engaging.

The magazine will aim to provide community members with accurate information about the issues that affect them. Articles to be included in the City Views could include an explanation of the revaluation process in layman's terms and how it in turn affects residents' rates bills, and the allocation of financial resources via Council's budget.

The revised City Views will also include a selection of topical feature articles as well as a coming events section that aims to increase attendance at Council funded festivals and events. Councillor contact information and Council Meeting timetables will be included in each edition to facilitate two-way communication between Council and its community.

The revised publication will also include a 'Community News' section which aims to promote 'buy in' by the local community by enabling them to submit snippets of information about local activities and events.

The revised newsletter should prove to be an effective communication medium for Council to inform residents about local issues.

1.5.2 Media

Effective media management is essential in raising awareness amongst the local community of the work undertaken by the City and achieving a balance in the reporting of issues involving Council.

The City has employed a PR Coordinator to oversee the City's media service. The PR Coordinator is responsible for researching and responding to all media enquiries, generating press releases, proactively seeking opportunities for the promotion of Council's activities and

providing strategic advice on the management of potentially controversial issues in the media.

A part-time Media Assistant has been contracted on a trial basis to assist the PR Coordinator in the preparation of media releases.

In terms of media protocol, the Mayor of the day acts as Council’s official spokesperson on issues relating to policy. If the Mayor is unavailable for comment or prefers not to speak on a particular issue, he/she can delegate it to the CEO. Administrative or operational issues are directed to the CEO, who may occasionally choose to delegate them to a relevant Director. Under no circumstances are individual staff to speak to the media.

Media releases/alerts

The regular preparation and distribution of media releases is an effective way of raising the profile of the City of Armadale by increasing the frequency of positive news stories published by the media.

A media release is a concise, pro-active way to deliver information to a number of outlets at once.

Council utilises media releases to announce *newsworthy* developments or policy positions on subjects of community interest. Unlike the controlled messaging of the *City Views* there is no guarantee that a media release will be ‘picked up’ therefore it is important that they contain something new, or an angle or hook, to generate media interest.

All media releases are prepared by either the PR Coordinator or PR Assistant, contain quotes from the designated spokesperson and are approved by the Mayor and CEO.

Media releases are placed within a template that adheres to our corporate identity guidelines and are distributed electronically to established media contacts.

All media releases are uploaded to Council’s web site to ensure that journalists and community members can access them 24 hours a day.

The Media Officer may opt to prepare a media alert on day of a particular event (or shortly before) to remind journalists that it is taking place.

The effective targeting of media outlets via media releases is particularly important as information printed in the general news section of a newspaper is often seen to have more credibility than say a paid advertisement.

An effective media campaign is often one of the most cost effective initiatives of a marketing and communications strategy.

Media briefings

The maintenance of positive relationships with the media plays a critical part in raising the profile of the City of Armadale across all mediums including newspapers, television and radio.

In order to maintain productive working relationships with the media, Council will reintroduce the practice of hosting meetings with key journalists. The meetings should be attended by the Mayor, CEO, PR Coordinator and relevant Directors and cover a range of current issues.

In addition, where appropriate, the PR Coordinator will facilitate issue specific media briefings proactively or at the request of the journalist.

Issues Management

Issues that can be foreseen as potentially controversial or contentious need to be appropriately managed to prevent dissent amongst the community and negative media coverage.

It is essential that issues are identified early and thus it is the responsibility of Directors and Managers to advise the PR Coordinator of potential issues.

An Issues Management Worksheet has been prepared and should be completed on issues that may have a significant impact on Council’s media profile.

1.5.3 Advertorial

The City will shortly begin to publish half page advertorials in a local newspaper. The advertorial will be in the form of three short articles, a community tip and a photograph, and will be located on page five.

The advertorial will serve as a promotion of Council’s policies, services, activities and events (upcoming and past). It will also advertise upcoming Council and Committee Meetings.

Published every month as a ‘standard feature’ the advertorial will provide information to readers that is timely and up-to-date. Given its frequency of publication the advertorial offers Council a regular opportunity to communicate with its community and involve them in its ongoing activities.

One of the most important functions of the advertorial is that it raises readers’ awareness of the activities that are undertaken and supported by their local Council.

The advertorial will be produced within a template that reflects the City’s corporate identity and reinforces the Armadale ‘brand’.

1.5.4 Advertisements

Council regularly promotes its policies, services, activities and events by placing advertisements in local and metropolitan papers. Our local papers include the *Comment News* and *Armadale Examiner*. The *West Australian* and *Sunday Times* are our metropolitan papers and the *Australian* is our national paper.

Currently Council outsources the design and placements of its advertisements to a company called Marketforce, as part of an industry buying scheme arranged by WALGA. Further investigation needs to be undertaken to assess whether savings are continuing to be generated by this scheme or if it would be better for the City to negotiate rates directly with print media. In effect this would give the City direct control over its advertising.

All advertisements are placed within specially designed templates that adhere to our corporate identity guidelines and reinforce the Armadale ‘brand’. Existing advertising templates will be reviewed as part of the updating of the City’s Style Manual.

1.5.5 Web site

The Internet has established itself as an important tool for providing information and services to the community, by facilitating interactive, two-way communication and feedback. This contemporary method of communication provides Council with the opportunity to reach and connect with its community, 24 hours a day.

As the number of residents accessing the Internet from home continues to escalate it is becoming increasingly important for Council's web site to provide information that is clear, accurate and up to date.

Located at www.armadale.wa.gov.au Council's web site:

- provides information about Council and its policies, services, activities and events
- enables community members to pay for their rates online
- contains information about the Armadale Town Planning Scheme
- includes an archive of current and past media releases
- displays Council's Meeting Timetable, minutes and agendas

The integration of Council's traditional communications such as the *City Views* with more contemporary electronic mediums such as the web, offer benefits beyond the delivery of consistent messages. In instances where space is restricted traditional and contemporary work together to present information. For example an advertisement in the *Examiner* newspaper may describe a policy that is available for comment and then refer community members to the web site where they can access the complete policy document.

The City's web site will be upgraded in 2005/06. The City will engage a consultant to redesign the site in line with its revised Style Guide. Prior to the engagement of a consultant research will be undertaken into the effectiveness of other government web sites before a layout that best suits our needs is decided on. The redesigned site will be easy to navigate and it is hoped that its home page will serve to actively promote the City. For example the City could consider the use of a 'spotlight section' on its homepage advising residents of an upcoming event or inviting them to make a submission on a strategy.

The top three levels of the site will be rewritten to ensure that Council's strategic vision for the City is reflected and that the site contains accurate, well written information.

Web protocols will be reviewed to ensure that staff continue to maintain information on the site. The organisation needs to remain committed to ensuring the information on the web site is up-to-date and accurate so that it is useful to the community.

1.5.6 Information displays

Community members regularly visit the City's Administration Building in search of information, to pay for services or to meet with internal staff.

Display areas and boards in the foyer of the City's Administration Building present an excellent opportunity for Council to provide visitors with information about Council services, policies and events.

In 2005/06 the City's foyer display area will be upgraded and the management of the area will be centralised. A review of the publications currently on display in the foyer will also be undertaken. The management of display material is the responsibility of the Manager Governance and Administration while the PR Coordinator is responsible for approving material that is appropriate for public display. Publications produced by Council will have priority on display space.

Armadaled branded information sheets, on a range of topics will be produced by individual units and displayed in the foyer.

Given the high usage rates of local libraries (the City's three libraries attract around 20,000 visits per month) Council information is displayed and maintained in all of our libraries. Council's Administrative Centre foyer and local libraries will act as 'information hubs' where the local community can easily access information about Council's services, events and policies.

1.5.7 Banners

In an effort to raise its profile, reinforce its branding and raise awareness amongst the community of the work it undertakes, Council will produce three corporate banners. The freestanding banners will contain the City's logo will feature images that capture the City's vision for the future

The banners will be displayed on stage at community events, launches and meetings. When the banners are not in use they could remain in the foyer of the Administration Centre. A booking system will be developed.

1.5.8 Gateway signage

Gateway signage is an effective method of raising the profile of the City and promoting the Armadale brand.

It is essential that the City identify entry points at its local government boundary. A program will be prepared for the erection of new gateway signage that reflects the City's brand and vision (old signage will also be replaced).

Signage containing the City's brand needs to be visible at entry points to the municipality. The signage will offer the same benefits as a billboard would in terms of awareness. For residents it will serve as a reminder that they are part of a broader community and for visitors it will make them aware that the suburb/area they are driving through is part of the City of Armadale.

This project needs to be coordinated with the ARA's Gateways Project.

1.5.9 Welcome packs

The City distributes a welcome pack to each new homeowner in the City of Armadale.

The welcome pack is a marketing initiative designed to raise residents' awareness of the services Council offers.

The welcome pack currently contains a letter from the Mayor and a range of information including councillor contact details, information about the City's upcoming events, a libraries

brochure, tourism map, garbage and recycling calendar and a pet registration form. Once completed the new Armadale Alive publication will also be included in the pack.

The welcome pack represents the first step in establishing a productive working relationship between the City and its community members.

In line with Council’s commitment to the promotion of the cinema in the City centre a Grand Cinema Card has been included in the welcome pack. This offer aims to attract new customers to the cinema and promote loyalty, which will in turn ensure the Armadale town centre continues to develop into a vibrant entertainment precinct.

Welcome packs that are currently being distributed also contain a high quality publication titled *The Finishing Touch*. The editors of the magazine have agreed to supply us with the publication at no cost. This ‘coffee table’ magazine, which usually retails at around \$15, has been branded with our logo, and given its high quality will no doubt remain in residents’ homes and assist in raising awareness of the City of Armadale brand.

1.5.10 Fridge magnet

Promotional items such as fridge magnets are effective because they inform residents of how to access information regarding the City’s services, events and meetings.

The City will produce a fridge magnet that includes its telephone number, web address and a list of key services. The magnet should be produced in line with the City’s Style Manual and contain our logo.

Fridge magnets are effective because they are an item that residents often keep for a lengthy period of time and are highly visible.

1.5.11 Other initiatives

Whilst the PR Coordinator is responsible for implementing major marketing and communication initiatives on behalf of the City additional promotional material is often produced by other staff. While individual officers are permitted to produce promotional material, it is important that the PR Coordinator plays a ‘gatekeeper’ role and ensures that all marketing and promotional material conforms with the City’s Style Manual.

1.6 Marketing and Communications Action Plan

<i>Marketing and communications initiative</i>	<i>Action</i>	<i>Timeframe</i>	<i>Budget</i>
<i>City Views community newsletter</i>	Redesign and relaunch the City Views Conceive, write, edit, coordinate design, printing and distribution	Relaunch – Dec 2005 or Feb 2006 Bi-monthly	\$1,000 initial design concept Design \$1,000 Print \$4,500 Distribute \$1,200 = \$6,500 per edition Total per annum <u>\$40,000</u>
Media	Draft 5 -10 media releases per week Respond to media enquiries	Ongoing Ongoing	PR Assistant (contractor part-time) Within budget
Advertorial	Design and launch Conceive, write, edit, coordinate design ½ page advertorials in a local paper	Launch – November 2005 Monthly	\$200 initial design concept \$130 design (per edition) \$1,000 - \$1,500 ad rate to be negotiated (per edition cost) Total per annum <u>\$16,560</u>
Advertising	Review templates and investigate cost benefits of relationship with Marketforce	2006	Within budget

Marketing and communications initiative	Action	Timeframe	Budget
Web site	Conduct research into layout and categories	2005/06	Within budget
	Redesign web site	2005/06	\$5,000
	Rewrite top three levels	2005/06	\$5,000
			Total cost <u>\$10,000</u>
Information displays in foyer	Review of display material and development of new guidelines	2005/06	Within budget
	New foyer fit out (Property Management)	2006	\$10,000
Information sheets	Review existing information sheets	2005/06	Within Budget
Banners	Produce three promotional banners	2005/06	\$3,000
Gateway signage	Redesign City entrance signage and coordinate production	2006	Dependant on scope of work
Welcome packs	Collate information kits for new residents	Ongoing	Within budget
Fridge magnet	Produce a promotional fridge magnet	2006	\$500 per 1,000
			Total cost <u>\$1,000</u>
Style Guide update	Review and update existing manual includes drafting of practical descriptions	2005/06	\$400

1.7 Evaluating

The success of the City's marketing strategy will be evaluated via its annual Customer Satisfaction Survey and community feedback. Data, profiling the effectiveness of the City's communications mediums will be captured and benchmarked over coming years so that the City can track its performance.

The City's Customer Satisfaction Survey format will be updated to capture useful information regarding communication mediums. An example is shown below:

Re: How our community wants to be kept informed

Q1 What is the best way for Council to communicate effectively with you?

(Select from one of the following options)

Community newsletter

Local newspaper

Pamphlet in letterbox

Newsletter from Councillor

Internet

Community Directory

Ward Meetings

Special interest group meetings

Council Advisory Committees

Pamphlets in schools

Other

Q2 How do you currently hear about the activities and services of Council?

(Select from one of the following options)

Community newsletter

Local newspaper

Pamphlet in letterbox

Newsletter from Councillor

Internet

Community Directory

Ward Meetings

Special interest group meetings

Council Advisory Committees

Pamphlets in schools

Other

SECTION 2 - SECONDARY TARGET AUDIENCE

Situational analysis

The City of Armadale is somewhat unique in that it is not only required to provide services for its existing community but has a responsibility to attract and plan for future commercial, industrial and residential growth.

The City of Armadale is experiencing rapid growth and estimates its population will increase from 55,000 to 85,000 over the next ten years.

In 2002, at the City's request, the Armadale Redevelopment Authority (ARA) was established.

Whilst the ARA's focus remains on the revitalisation of the Armadale City centre, Champion Lakes, Brookdale and the centre of Kelmscott, it is fair to say that both the ARA and the City of Armadale are working towards the same goal - that is the creation of a true regional centre. The City and the ARA work closely together, as partners, and have a positive working relationship.

Projects such as the extension of the Tonkin Highway, Champion Lakes recreational development, redevelopment of the Armadale Train Station, attraction of a state of the art cinema complex to the City centre, the pending \$70 million expansion of the Armadale Shopping City, and expansion of the Armadale Plaza to incorporate the existing Woolworths site, Big W and a range of speciality stores have started to create a 'buzz' and build the City's profile.

Future projects such as the Forrestdale Business Park, North Forrestdale and Brookdale residential developments and the upgrade of the Kelmscott town centre will continue to provide the City with an opportunity to market itself as a true regional centre.

Given the current situation it is essential that the City tailor its marketing and communication efforts to attract its secondary target audience – potential investors in the City.

It is particularly important that the City effectively pursues its secondary target audience now, given the current economic climate in WA. In marked contrast to WA, the property market in the eastern states has flattened – prompting some investors to look further a field for investment opportunities. The current WA property boom may also be forcing some investors to seek opportunities further from Perth's CBD than they would have previously considered and establishing or relocating their businesses to the City of Armadale may now seem like a more viable option.

2 Secondary target audience

Our secondary target audience is potential investors in the City.

They include property developers that fall into the three following categories:

- *commercial* – existing examples include the property developers of Armadale Plaza (Westzone) and Armadale Shopping City (ING)
- *industrial* – the City is keen to attract industrial businesses such as distribution operators to its Forrestdale Business Park

- *residential* – existing examples include Stockland’s investment in the Newhaven Estate in North Forrestdale as well as smaller time real estate investors. Brookdale will also experience major residential development in the future.

The City’s secondary target audience also includes the State and Federal Government. Without their assistance initiatives such as the allocation of 20 tertiary places (rising to 55 in three years) soon to be delivered in the Armadale district via Curtin University and the establishment of an Australian Technical College in the Armadale-Gosnells region would not be possible.

2.1 Research

The data most useful in tracking the recent growth the City has experienced is the number of building licences issued by the City.

Figures released by the City of Armadale’s Building Department in July 2005 show the building activity in the City approaching record levels, with housing approvals in particular up 30% on the previous year. Licences issued for unit developments, factories and warehouses, and commercial developments have also steadily risen over the past financial year.

The estimated value of works approved by the City during 2004/05 has exceeded the previous year by over 12 million dollars (\$60,763,019 to \$73,182,423), mainly due to the large number of commercial projects approved.

Recent Customer Satisfaction Survey data can also provide valuable insight into how the local community feels about the City channelling its resources into the attraction of investors. Whilst residents consider economic development, tourism and job creation to be an important responsibility of Council their satisfaction with Council’s performance in this area was moderate. This research therefore indicates that community members would support Councils efforts to encourage investment in the City.

2.2 Goals and objectives

The implementation of a marketing strategy aims to:

- promote /raise the profile of the City of Armadale
- attract investors/investment in the City (with a focus on those that bring employment opportunities)
- attract funding from the Federal and State Government (with a focus on training and education).

2.3 Key messages

The City of Armadale:

- is fast establishing itself as a true regional centre
- has strong transport links following the extension of the Tonkin Highway (is only 15 minutes from the airport)
- is experiencing rapid population growth

- is working closely with the ARA on the revitalisation of the City centre and other strategic projects
- has a City centre that is fast becoming a vital retail hub
- presents investors with some excellent development opportunities (commercial, industrial and residential)
- has already started to ‘take off’ – this is evident from some of the City’s ‘big wins’ such as the establishment of the ARA, extension of the Tonkin Highway, stage 1 of the Champion Lakes recreational development, the redevelopment of the Armadale Train Station, attraction of a state of the art cinema, pending expansion of the Armadale Plaza and the \$70 million upgrade of Armadale Shopping City
- will continue to grow and develop – future possibilities include the establishment of an Australian Technical College (yet to be announced), the Newhaven residential development in North Forrestdale, stage 2 of the Champion Lakes recreational development, the development of the Forrestdale Business Park, Brookdale residential estate and the revitalisation of Kelmscott.

It is suggested that an extract such as the following be used, where possible, to describe the City.

Located only 30 minutes south east of the CBD, the City of Armadale is a growing regional centre at the heart of a bustling urban community that offers a relaxed lifestyle with all the conveniences of modern day living.

Boasting a modern City centre nestled amongst scenic parks, undulating hills and picturesque valleys, the City takes pride in its cultural heritage and unique community feel.

The City of Armadale is experiencing rapid growth and estimates its population will increase from 55,000 to 85,000 over the next ten years. The recent extension of the Tonkin Highway and the future development of an international rowing facility and white water park at Champion Lakes are the catalysts for the City’s future growth.

2.4 Targeting – marketing and communication initiatives

2.4.1 Media

A media relations program that specifically targets the City’s secondary target market, ie potential investors has been developed.

The media program will aim to raise the profile of the City of Armadale outside its municipal boundaries and will target a number of media outlets.

The City will continue to report its newsworthy ‘big wins’ as they occur through mainstream metropolitan news media such as The West Australian, The Sunday Times, Channel Seven, Nine, Ten and ABC News, and ABC and Commercial Radio News Programs.

Property and investment journalists will also be targeted from mainstream media such as The Australian, The West Australian, The Sunday Times, The Australian Financial Review, WA Business News and ABC TV.

Investment and property ‘industry’ publications such as the Australian Property Investor, National Building News Monthly, The Australian Property Journal and The Estate Agent will also be targeted.

All media releases aimed at raising the City’s profile amongst its secondary target audience will include background information on the progress the City has made over the past few years, such as the extension of the Tonkin Highway and the Champion Lakes recreational development as well its expected population growth.

A targeted media plan has been prepared but is not included for privacy reasons.

2.4.2 Publications

An updated version of the City’s Armadale Alive publication is nearing completion. As the City’s key promotional document, it will provide investors, along with State and Federal Governments with vital information on the range of initiatives that have commenced within the City as well as a number that are in the planning stages.

Once completed the publication will be distributed via direct mail to our secondary target market. The distribution list would include:

- the 30 largest property developers in Australia (commercial)
- established businesses in the south east corridor that are likely to expand in the future (industrial)
- larger businesses that could expand their operations into WA, for example a Coles distribution centre (industrial)
- the 20 largest residential property developers in WA and the eastern states (residential)
- Real Estate Agents in WA and the eastern states (residential)
- State and Federal Government contacts (to attract funding)

It is worth noting that the delivery of the publication would provide the City with an opportunity to contact potential investors and attempt to secure a face-to-face meeting regarding potential investment opportunities in Armadale.

Copies of the publication will also be distributed to key journalists identified in the City’s media plan.

2.4.3 Speaking opportunities

The City of Armadale actively seeks opportunities to raise its profile. The City will continue to pursue speaking opportunities via, but not limited to, the following channels:

- conferences
- forums
- groups of investors
- the Chamber of Commerce
- other networking opportunities.

Generally the Mayor and CEO are the most appropriate individuals to represent the City. However, all elected members and senior officers should take the opportunity to sell the achievements of the City and outline the growth and development opportunities in Armadale.

The City will continue to produce a range of high quality corporate gifts that can be distributed to potential investors and will serve to remind them of the opportunities the City presents. Items produced to date include branded clocks, pens, scarves and ties.

2.4.4 Lobbying

The City is very effective in its efforts to lobby selected State and Federal Ministers for funding. The Mayor and CEO regularly visit Canberra in order to attract funding opportunities. A practical example of this was the CEO and Mayor’s visit to Canberra in early 2005 to put forward the City’s case in relation to the establishment of an Australian Technical College in the Armadale-Gosnells region.

The City will continue to lobby the State and Federal Government in both policy and funding. The Mayor and CEO will continue to coordinate interstate visits to enable them to also meet with potential investors in Sydney and Melbourne.

2.5 Marketing and Communications Action Plan

<i>Marketing and communications initiative</i>	<i>Action</i>	<i>Timeframe</i>	<i>Budget</i>
Media	Draft media releases	Ongoing	PR Assistant (contractor part-time)
Publication – Armadale Alive	Write, edit, coordinate design, photography and printing	2005	\$4,000 design \$5,000 print Total cost <u>\$9,000</u>
Speaking opportunities	Pursue additional opportunities	Ongoing	Within budget
Corporate gifts	Produce a range of corporate gifts	Ongoing	\$5,000
Lobbying	Lobby State and Federal Government for funding	Ongoing	Within budget

2.6 Evaluating

The effectiveness of the City’s marketing strategy can be broadly measured by improved levels of investment in the City.

The number of building licences issued for housing, unit developments, factories and warehouses, and commercial developments and the estimated value of works approved by the City should provide further insight.

PROMOTION OF GRAND CINEMAS

In November 2003 Council signed an agreement with property developers Westzone and Grand Cinemas in support of the establishment of Grand Cinemas in the Armadale City centre.

As part of this contract the City agreed to undertake the promotion of the City centre in conjunction with the Cinema’s own promotion. A Cinema Promotions Committee was subsequently formed and currently meets on a fortnightly basis to discuss and implement initiatives to promote the City centre/cinema.

The PR Coordinator is actively involved in the implementation of these initiatives which have included the ‘Win a trip to the Gold Coast by shopping in Armadale’ promotion (advertised on 94.5 FM radio), retail banners in the mall, sponsorship of Channel 31 City Watch program and the promotion of the Grand Card via the City’s Welcome Pack for new residents. Future initiatives currently in discussion include billboards in key locations and the placement of inserts in newspapers such as the Armadale, Canning and Gosnells Examiner (to broaden our catchment area).

Whilst these initiatives are funded via a separate budget they contribute to the City’s overall marketing efforts and serve to raise the profile of the City. It is anticipated that the Cinema Promotions Committee will continue to meet throughout 2005/06.

INTERNAL COMMUNICATION

It is envisaged that the implementation of this marketing and communications strategy will address the City’s need to communicate with its external stakeholders.

The City must also improve its methods of communicating internally. The reintroduction of an internal newsletter is one of the ways the City can achieve this. A staff newsletter that contains information on key strategic projects and highlights staff achievements will serve to improve internal communication. It will provide a vital communication link between the Executive Team and staff and will enable the City to celebrate the achievements of its staff. The internal newsletter will be redesigned and launched early in 2006.

CONCLUSION

This strategy documents the City’s planned marketing and communications activities and the resources that have been allocated to support them. It is envisaged that the implementation of this strategy will enable the City to improve its communication with the local community and attract residential, commercial and industrial investors to its vibrant regional centre.



DESIGN BRIEF

This brief outlines the City of Armadale’s requirements for the design of [insert - document name].

Design objective(s)

[insert – explain what you would like the document to achieve]

eg

To produce an easy to read brochure that informs business owners in the City of Armadale of the correct procedures in relation to the recycling of food waste.

Design approach

In addressing the above objective(s) the City of Armadale Style Manual must be adhered to, specifically the City’s corporate ID guidelines must be followed.

Essential requirements

Include any specific requirements

eg

- *the brochure should be produced in full colour*
- *a quantity of 2,000 should be printed*

All alternations should be inclusive of the quoted price.

Additional requirements

The final design concept must be presented in a form suitable for use in both print publications and on Council’s web site.

In addition the following design guidelines must be adhered to:

File size

Electronic images supplied to the City of Armadale should be of an appropriate size for that particular publication. Those supplied for publication on the Web can be 72 dots per inch (dpi). Images that are to be published in a print publication, should be saved at 300 dpi.

For example an image that appears as 480 x 640 pixels on the screen will be approx. 40mm x 54mm when printed at a resolution of 300 dpi. Similarly an image that is 1200 x 1600 pixels on the screen will be approx. 102mm x 135mm when printed with the same resolution (300 dpi).

Monochrome images, illustrations and artwork must be of a suitable quality for print purposes ie saved at a resolution of 1200 dpi or as a vector graphic.

File type

Images supplied to City of Armadale must be in PC format and one of the following types:
JPEG, TIFF, GIF, PSD, AI, EPS, PDF, BMP.

Copyright

The City of Armadale has the right to reproduce artwork associated with the publication for other promotional purposes, with the acknowledgment of the artist.

The City of Armadale retains ownership of the artwork.

Photographs

Photographs should not be manipulated without their owner’s consent. Photographs of public artwork must be acknowledged and should not be published without their owner’s permission.

Details sought from designer

The designer must provide the following:

- an itemised quote specifying all costs
- a timetable of delivery incorporating the following

Action	Expected Date
Delivery of itemised quote	-
Presentation of design concept	-
Proofing and signoff	-
To be sent to the printers	-
Delivery	-

Information to be provided to designer

- final text
- photographs (if required)
- suggested timeline

NB: It is considered best practice to use recycled paper products, where possible.



ISSUES MANAGEMENT WORKSHEET – (TITLE)	
Description	
Background	
Objective (what are we trying to achieve?)	
Stakeholder analysis (who is interested? why are they interested?)	
Target audience	
Strategy (what are the key steps to be taken?)	
Key messages	
Q&A (summary of likely questions and answers)	
Spokesperson	

ISSUES MANAGEMENT WORKSHEET – (TITLE)	
Communication channels (media release, advertorial, <i>City Views</i> , event)	
Risk Assessment (social/environmental/economic/political)	
Links to strategy	
References (background reports/funding applications/feasibility studies/policies)	
Cost elements (budget/funding sources/partnerships)	
Third parties (funding partners/committees etc)	
Timelines (urgency/projects start and finish dates/critical dates)	