

CITY OF ARMADALE

MINUTES

OF CITY STRATEGY COMMITTEE HELD IN THE COMMITTEE ROOM,
ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON TUESDAY, 14
OCTOBER 2003, AT 7.00 PM.

PRESENT:

Cr G M Hodges (Chair)
Cr V L Clowes-Hollins
Cr D L Hopper JP
Cr J H Munn JP CMC
Cr L Reynolds JP
Cr G T Wallace Deputy for Cr Cominelli
Cr H A Zelones JP

APOLOGIES:

Cr A L Cominelli JP

OBSERVERS:

Cr P J Hart
Cr R J Tizard
Cr J Everts

IN ATTENDANCE:

Mr R S Tame - Chief Executive Officer
Mr A F Maxwell - Executive Director Corporate Services
Mr I MacRae - Executive Director Development Services
Mr W A Bruce - Executive Director Technical Services
Mr C Askew - Director Community Services
Mrs S D'Souza - CEO's Executive Assistant
Mr M Boyle - Public Relations Coordinator (7pm – 7.15pm)

Public - Nil

DISCLAIMER

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

DECLARATION OF MEMBERS' INTERESTS

Nil

QUESTION TIME

Nil

DEPUTATION

Nil

CONFIRMATION OF MINUTES

RESOLVED

Minutes of the City Strategy Committee Meeting held on 9 September 2003, be confirmed.

ITEMS REFERRED FROM INFORMATION BULLETIN

INFORMATION BULLETIN – ISSUE NO.19/2003

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

- Progress Report on Contingency, Operational and Strategic Projects
- Report on Outstanding Matters

Committee noted the information. No items were raised for further report

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CITY STRATEGY COMMITTEE

14 OCTOBER 2003

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PROPOSAL FOR DEVELOPING A CIVIC NEWS PUBLICATION

WARD ALL
FILE REF: COA/
DATE 14 October 2003
REF MPB
RESPONSIBLE CEO
MANAGER

In brief:

- In July 2003 Council requested investigation of the potential for developing a Civic News publication to keep residents informed about Council business, projects and initiatives.
- This report presents options in response to the above
- Recommends approval for a 4-page Civic Newspaper to be developed and distributed (initially on a trial basis) to residents on a bi-monthly basis commencing December 2003

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

Communication:

Our aim is :-

- to achieve dialogue with the community in order to have a clear understanding of the community's needs and expectations;
- to promote and market the City, its opportunities and potential – outside the City and within;
- to ensure all our communication is readily understood by the target market.

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

Should Committee/Council support the report recommendation as presented, then the associated cost of \$23,000 can be accommodated from the current year's public relations budget of \$138,000. To produce the newspaper in future years will require an additional allocation to the annual allocation of \$75,000 currently provided in the (5) year forward estimates plan.

Consultation

Various other local governments

Local Newspapers

CEO

BACKGROUND

In July 2003 Council requested investigation of the potential for developing a Civic News publication to keep residents informed about Council business, projects and initiatives. It is important that the City takes a proactive approach in keeping the community informed of issues, works in progress, events and forward planning.

In addition to maximising coverage for the City of Armadale's programmes and initiatives through the provision of a proactive media liaison service, other channels need to be explored to reinforce Council's image as 'out there', responsive and committed to keeping residents informed.

A civic-style newsletter or newspaper can be a potent tool for improving communication with the wider community. Such a publication can be used to promote awareness of council services and programmes, increase usage of services and facilities, and provide a means to better manage 'hot' news topics, as well as provide 'calls to action.'

The newsletter/newspaper would typically contain a mix of regular content – such as an events diary, details of forthcoming committee and Council meetings, plus useful contact information – together with hot news items and feature-style articles on the work of the Council.

COMMENT

The Council's own publication would provide the City with a way to communicate more directly without having its message re-written, re-interpreted or potentially distorted by communications gatekeepers.

Options:

Essentially two options exist for producing a quality civic newspaper or newsletter:

- A-4 newsletter, (4, 8, 12 pages), distributed solus or as an insert into a local free distribution newspaper or distributed with other printed advertising material.
- Broadsheet newspaper, (2 or 4 pages), distributed as an insert within a local free distribution newspaper or with other printed advertising material.

Newsletter:

The A4 newsletter style of publication offers the opportunity to develop a magazine approach to layout and the development of content. However, when delivered solus or with other printed material, it can be perceived as 'another piece of junk mail'. Whilst this can be overcome through design, the judicious selection of colour and paper quality specified, 'glossy' newsletters tend to attract criticism as they are perceived as an expensive option and therefore potentially 'a waste of ratepayers money.'

The City of Melville and the Town of Vincent are examples of local governments that have in the past produced and distributed newsletter-style residents' publications

Newspaper:

A number of local governments in the Perth metropolitan area produce civic newspapers. Of these, the Cities of Stirling and Gosnells take the form of a four-page insert carried by a local newspaper and distinguished by using paper of a different weight or colour. The City of Swan has in the past used this approach for special editions of their newspaper, but otherwise has utilised two facing pages in the local newspaper.

The newspaper approach has a number of advantages – it is less likely to be perceived as junk mail and because of its traditional news format, the information and articles are perceived as being more credible.

The newspaper approach is also more suited to broad audience appeal and is seen as an effective and lower cost option.

Indeed, surveys of residents have indicated in the past that a newspaper format would be the preferred means to receive information about the Council.

Frequency

To be effective and meet the purpose for which it will be produced, the Council’s publication needs to be published on a frequent enough basis that it is recognised as a valued, regular source of relevant and up-to-date information.

To meet this objective the civic newsletter or newspaper would have to appear as a monthly or bi-monthly, (every two months), publication.

Estimate of cost

Current quotes indicate that a competitive market has driven costs down. Current estimates are:-

Newsletter: (A4 printed 4-colour on 130gsm gloss or matt art coated paper – quantity 25,000)

Production estimate for each issue			<u>Table-1</u>
	<u>4-pages</u>	<u>8-pages</u>	
Total	\$6,050	\$10,200	

Newspaper: (Broadsheet on 52gsm heavy white newsprint distributed as insert in local newspaper)

Production estimate for each issue			<u>Table-2</u>
	<u>2-pages (B&W)</u>	<u>4-pages (4-colour)</u>	
Total	\$3,200	\$5,500	

In addition to the production costs associated with each issue, there will be a one off set-up cost for the production of the banner and publication template of approximately \$1,000.

The estimated costs associated with publishing either six or 12 issues of a civic newsletter or newspaper are set out in table 3.

Annual cost estimate***	<u>4-pages</u>	<u>8-pages</u>	<u>Table-3</u>
Newsletter			
Bi-monthly	\$36,300	\$61,200	
Monthly	\$72,600	\$122,400	
	<u>2-pages</u>	<u>4-pages</u>	
Newspaper			
Bi-monthly	\$19,200	\$33,000	
Monthly	\$38,400	\$66,000	

*** Excludes initial set-up cost of \$1,000.

All costs will need to be confirmed via a formal quotation process and any forward arrangements would be reviewed on a cost/effectiveness basis.

It is to be noted that the above costs do not include the cost of producing the copy and editorial for the publication. This work will be undertaken by the Public Relations Co-ordinator as part of the resource cost of that position.

CONCLUSION

A Civic News publication can be an effective and important communications vehicle for informing residents. Based on the cost and the preference of residents, a broadsheet newspaper format is recommended.

The Public Relations Coordinator advised Committee that the City has achieved 97% strike rate with its press releases and advocated the civic-style newspaper to promote awareness of the City's activities, programs and services. It was advised that quotations would be invited from local newspapers and a distribution protocol confirmed with the preferred newspaper.

Committee supported the newspaper format being distributed as an insert and recommended that the following issues be considered when confirming the proposal.

- *Ensure that the distribution includes the entire area within the City and the newspaper placed in every letterbox;*
- *Copies of the publication to be made available in the Libraries, Seniors Centres, Shopping Centres etc.*
- *Reader survey/comment sheet be incorporated possibly on the website and periodically as part of the publication.*

CS58/10/03 RECOMMEND

That Council:

- a. **develop and implement on a trial basis a four page bi-monthly Civic Newspaper commencing in December 2003 noting that in the current year there will four issues produced at an estimated cost of \$23,000. (Costs to be charged to the City's Public Relations budget).**
- b. **give consideration towards increasing future year's allocations for Public Relations to enable production of the Civic Newspaper beyond June 2003 in preparation of its 2004/05 Budget and Five Year Forward Plan.**

Moved Cr Clowes-Hollins

Motion Carried (7-0)

2003 LGMA ANNUAL STATE CONFERENCE

WARD ALL
FILE REF: GOV/42
DATE 8 Oct 2003
REF SDS
RESPONSIBLE Chief Executive
MANAGER Officer

In Brief:

- The Local Government Managers' Australia (LGMA) Annual State Conference to be held in at Rendezvous Observation City Hotel from Tuesday, 28 October to Friday, 31 October 2003 has belatedly been received.
- The theme of this year's conference is "*Relevance, Resources & Respect-the new 3Rs for Local Government*".
- The CEO seeks to attend the first two days of the Conference and Executive Directors will also attend selected sessions.
- It is recommended that costs relating to any elected member representation be charged to GL Account 1508520.

Strategic Implications

To foster an effective professional environment and administration of the City's services.

Legislation Implications

Nil

Council Policy/Local Law Implications

Council Policy ADM-3 and Management Practice ADM-3 – Conferences, Seminars, Training Opportunities from which Councillors will gain advantage to be submitted through the appropriate Committee for deliberation.

Budget/Financial Implications

- The 2003-04 Members Training & Development account budget has a current balance of \$7,570.
- The estimated cost per person to attend the Conference is \$825.

Consultation

Nil

DETAILS OF PROPOSAL

In accordance with Council Policy & Management Practice ADM-3, Council approval is required for registration of an Elected Member to attend the LGMA Annual State Conference.

COMMENT

The LGMA State Conference is one of the key Local Government Conferences identified by Council in its annual allocation towards development and training. The LGMA WA Division Inc advises that its Annual State Conference will be held at Rendezvous Observation City Hotel in Scarborough from Tuesday 28 October to Friday 31 October 2003.

“The Conference will again be held at the popular Rendezvous Observation City Hotel on beautiful Scarborough Beach, Perth.

Regular delegates to this event will be aware of the high standard that LGMA WA sets for your Annual Conference. This year’s program should be no exception. The Conference Planning Committee in response to delegates requests has introduced several additional features to enhance the value and enjoyment you will gain from this year’s conference. These include two study tours of issues of interest and three workshops for delegates to participate in greater depth in topics of importance to them.

The theme for this Conference is Relevance, Resources and Respect – the new 3Rs for Local Government., Relevance reflecting local governments desire and need to maintain and enhance our relevance to the communities we serve. Resources addressing local governments responsibility to effectively manage the resources entrusted by the community, And Respect the giving and receiving of quality relationships with the community and other stakeholders.”

A copy of the Conference Delegates Programme is shown at **Attachment A-1** to this Report.

Member registration cost for the full conference is \$825 (early bird registration). One Day and half-day conference registrations are also available (Member \$451 and \$253 respectively).

The Chief Executive Officer will be attending the first two days of the conference and Executive Directors will also attend selected sessions.

Whilst most of the program is focused on organisational and professional development, a number of sessions, particularly on Days 1 and 2, will be of interest and relevant to Elected Members. It is appropriate that Council nominate an Elected Member delegate to the Conference.

Councillors who are interested in attending the conference or a particular session are requested to register interest at the City Strategy Committee meeting to enable ready determination.

CS59/10/03 RECOMMEND

That the information relating to the LGMA 2003 Annual State Conference be received and that no elected member nomination be made.

Moved Cr Hopper
Motion Carried (7-0)

Public Relations Coordinator retired from the meeting at 7.15pm

COUNCILLORS' ITEMS

Cr Zelones – Security at the Administration Centre Carpark

In view of the recent problems being experienced in the Administration Centre carpark, Cr Zelones requested that officers investigate appropriate security measures for after-hours meetings.

Cr Hart –Principal Activities Plan (PAP)

Cr Hart advised that amendments to the PAP as requested with regard to inclusion of environmental activities had not been undertaken.

The Chief Executive Officer advised that following consideration of the PAP at a City Strategy Committee meeting, amendments were undertaken and the final report was adopted by Council prior to advertising. However, the matter will be further investigated.

CS60/10/03 RECOMMEND

That the Councillor items regarding

- 1. Security at the Administration Centre Carpark**
- 2. Principal Activities Plan**

be referred to the appropriate Directorate for action and/or report back to Committee/Council.

Moved Cr Zelones
Motion Carried (7-0)

CHIEF EXECUTIVE OFFICER'S REPORT

The Chief Executive Officer updated Committee on matters relating to the Cinema development.

CONFIDENTIAL ITEM

ARMADALE REDEVELOPMENT SCHEME (2004) & CONCEPT PLAN – DRAFTS FOR COMMENT

WARD : FORREST; SEVILLE and ARMADALE
FILE REF : PSC/38
DATE : 3rd October 2003
REF : JR
RESPONSIBLE : EDDS
MANAGER

In Brief:

A Confidential Report is presented at Attachment B-1 for consideration.

COMMENT

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

MOVED Cr Clowes-Hollins that the meeting be closed to members of the public as the matter to be discussed, if disclosed, would reveal information that has a commercial value to a person.

Meeting closed to members of the public at 7.25pm

CS61/10/03 RECOMMEND

That the Armadale Redevelopment Authority be advised of Council's comments as detailed in the Confidential Report and recommendation at Attachment B-1.

Moved Cr Hopper
Motion Carried (7-0)

MOVED Cr Clowes-Hollins that the meeting be opened to members of the public.
Motion Carried (7-0)

Meeting re-opened to the public at 7.59pm

MEETING DECLARED CLOSED AT 8PM

