

# CITY OF ARMADALE

## MINUTES

OF COMMUNITY SERVICES COMMITTEE HELD IN THE COMMITTEE ROOM,  
ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON TUESDAY, 2  
JUNE 2009 AT 7:04 PM

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**PRESENT:** Cr C J MacDonald (Chair)  
Cr G A Best  
Cr R Butterfield  
Cr K Lethbridge JP  
Cr W Mauger  
Cr L Scidone  
Cr L Reynolds AM JP

**APOLOGIES:** Cr R J Tizard Leave of Absence

**OBSERVERS:** Cr P J Hart

**IN ATTENDANCE:** Mrs Y Coyne - Executive Director Community Services  
Mr N Kegie - Executive Manager Community Services  
Mrs Y Ward - Minute Secretary

Public: Nil

*“For details of Councillor Membership on this Committee, please refer to the City’s website  
– [www.armadale.wa.gov.au/your\\_council/councillors](http://www.armadale.wa.gov.au/your_council/councillors).”*

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## **DISCLAIMER**

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

## **DECLARATION OF MEMBERS' INTERESTS**

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Nil

## **QUESTION TIME**

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Nil

## **DEPUTATION**

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Nil

## **CONFIRMATION OF MINUTES**

### **RESOLVED**

**Minutes of the Community Services Committee Meeting held on 5 May 2009 be confirmed.**

**Moved Cr Reynolds  
MOTION CARRIED (7/0)**

## **ITEMS REFERRED FROM INFORMATION BULLETIN – ISSUES NO. 9/2009**

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The following matters were included for information in the Community Services section – Issue No. 9/2009:

- **Outstanding Matters**  
Report on Outstanding Matters – Community Services Committee .....C-1
- **Monthly / Quarterly Departmental Reports**  
Library & Heritage Services General Monthly Report – March 2009 .....C-2  
Manager Ranger & Emergency Services Monthly Report – March 2009.....C-9
- **Minutes of Occasional/Advisory Committees**  
Aboriginal & Torres Strait Islander Advisory Committee – 5 May 2009 ....C-16/“CA-3”-26  
Youth Advisory Committee – 28 April 2009 .....C-16/“CA-4”-32  
Disability Advisory Committee – 5 May 2009..... C-16/“CA-5”-33  
Minnawarra Festival Working Group – 5 May 2009 ..... C-16/“CA-6”-36
- **Miscellaneous**  
Independent Living Centre & Vision Australia Presentation – 10 June 2009.....C-19  
Stay on Your Feet & Epilepsy Action Presentation – 16 June 2009 .....C-19  
Community Safety – How to Protect your Home Presentation – 27 May 2009 .....C-20

*Committee noted the information, with Cr Hart enquiring when a Policy for Volunteers would be formulated as per her request (C54/11/08). Cr Hart also advised that WALGA had received grant funding relating to the misuse of alcohol and its cost to local government and enquired if the City could tap into the project, in particular in relation to sporting clubs.*

*The Executive Director Community Services advised that:*

- a Policy for Volunteers was currently being formulated. When finalised it would be presented first to Manex for consideration prior to being presented to Committee.*
- the Club Development Officer was formulating a strategy and that there may be an opportunity to consider funding for alcohol- related management strategies.*

*No further items were raised for discussion and/or further report purposes.*

# **I N D E X**

## **COMMUNITY SERVICES COMMITTEE**

**2 June 2009**

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### **LIBRARY & HERITAGE SERVICES**

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***FUTURE USE OF OLD ARMADALE SCHOOL***

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WARD All  
FILE REF: CUL/H/8  
DATE 20 May 2009  
REF PW/EDCS  
RESPONSIBLE Executive Director  
MANAGER Community  
Services

**In Brief:**

- This item discusses options for the future use of the Historic Armadale School building that currently houses the Birtwistle Local Studies Library.
- It recommends that the building be used for public programs and exhibition space related to the history of the district once the Birtwistle Local Studies Library relocates to the new Armadale Public Library.

**Tabled Items**

Nil

**Officer Interest Declaration**

Nil

**Strategic Implications**

*Planning Ahead and Evaluating Progress*  
*Building our Community*  
*Communicating and Marketing*

**Legislation Implications**

Nil

**Council Policy/Local Law Implications**

Nil

**Budget/Financial Implications**

Expenses can be accommodated within existing budgets in first year. Possible additional program costs once an Education Officer is appointed. These costs would be subject to a separate budget protocol report in future years.

**Consultation**

Manager Governance and Administration  
Museum Curator  
MANEX

**BACKGROUND**

The Birtwistle Local Studies Library, which is currently located in the Historic School building, will locate to the new Armadale Library when it moves to the Armadale Central Shopping Precinct.

This report provides some background to the history of the building together with options and a proposal of recommended appropriate usage.

## **History**

The old school room was the first school building in Armadale. It was threatened with demolition in 1987. The community came together and established the Armadale School and Congregational Church Relocation Trust. Through the efforts of this group, both the Congregational Church and the original Armadale School building were relocated to form the Minnowarra Historic Precinct together with the History House Museum.

The Minnowarra Church found an almost immediate use being made available to the community for private functions. The School building was originally established as a Living History project, with a private business using it for demonstrating how class rooms were set and pupils taught when the school was first built. By using some original student desks and having other replicas constructed, the room was set up as a traditional old style class room. However, this proved not to be a sustainable business for a private individual and the project folded.

The School then sat basically empty for a number of years, and was used for storage and the occasional exhibition. It was mostly used in an ad-hoc way by the History House Museum Management Committee of the day, or sometimes in conjunction with City festivals. When the City appointed its first professional Museum Curator in 2001 and the displays and layout in the History House Museum were upgraded, space became an issue in the Museum building. At that time the Museum also housed the Birtwistle collection of books, and other printed materials including the photograph collection that made up the City's Local Studies collection. At the time, the collection was not professionally managed and neither was it easily accessible for research purposes. A proposal was put to Council in 2002 to relocate the library materials housed in the Museum to the Armadale School building. This has now developed into a professionally-managed Local Studies Library named the Birtwistle Local Studies Library.

The building, however, does have shortcomings as a Local Studies Library. Its distance from the City's main Library is professionally isolating both for the collection and the Local Studies Librarian and compromises ongoing support and opening hours. The age and condition of the building means that it does not meet archival storage standards. So the opportunity to relocate the Local Studies Library with the Armadale Public Library in the Armadale Central Shopping Centre has been determined

The result is that the Historic School building will not have a designated use.

## **Options**

There are a number of options that could be considered for the building. These, together with pros and cons of each, are listed below.

### **1. City office space:**

The building could house the staff of a discreet service of Council. This would require some partitioning of the building to establish offices. There are no toilet facilities attached to the building which is a negative for staff. Because the building was relocated as a public project, with fund raising being undertaken by the Armadale School and Congregational Church Relocation Trust to bring the

project to fruition, there may well be community objection to the building not being used for some community use program in keeping with the Minnowarra Historic Precinct, of which it is an integral part.

## **2. Archival storage proposal:**

Council in 2008, resolved (CS45/4/08) in response to a Councillor item:

*“That Council:*

- 1. request officers prepare a report examining the options for storage of local, historically valuable documents from the Birtwistle library's collection; from current collection activity associated with the preparation of the next history book; and for the possible return of local level documents of interest from State level repositories.*
- 2. request that any storage take into account the need for stored documents to be readily available to researchers in the central Council library; and*
- 3. request that before Records Section send documents for destruction, the History Librarian is to have an opportunity to assess them for local historical importance. Any documents found to be important and that should be retained are to be the responsibility of the Historical Archive.”*

The Historic School building is obviously one option that could be considered for local history document archives. In pursuing options for archival storage for some of the materials from the Local Studies Library (approximately 75% of the collection will be relocated to the Armadale Library) discussion has been held with the City's Manager Governance and Administration who has responsibility for the City's archive collection.

Whilst there is an opportunity for housing some of the local history collection at the historic School building, it is currently not physically suitable for archival storage purposes for sensitive documents because of lack of climate control and susceptibility to damp. There are a number of alternative solutions for those items that would require climate control conditions. Corporate Services has indicated that those items may be stored at the City's archives located at the Depot site which has the appropriate archival climate controls in place. Alternatively, Corporate Services is reviewing the costs associated with refurbishing the City's administrative archive storage area in regard to climate control. This would have the dual purpose of providing a suitable storage area for the City's Art Collection that is not on display and also requires climate control conditions.

It is acknowledged that neither alternative location meets the criteria of stored documents to be readily available to researchers in the central Council Library. However, as a Library Department staff member does a daily delivery to each of the City's Libraries, there is the option to include the Archives at the Depot as a

pick up, when there are items that need to be retrieved for public research purposes. This would ensure a timely delivery for requested items. The Administration building archive storage area would be more readily accessible for retrieving requested items.

The release of documents from the State Batty Library that have local significance would only be on the provision that there would be suitable archival storage. Whilst the historic School building is an opportunity, it would need to be considered in view of comparative costs in relation to other options discussed above. If it is preferred to use the building for archival storage and the cost of climate control refurbishments was not prohibitive, restrictions may apply to what those refurbishments would include, given the building is listed on the City's Municipal inventory.

In response to the third point of the Councillor item, processes have been put in place whereby the Local Studies Historian, together with the Records Department, assesses City documents that are relevant and important to be retained in the Local Studies Collection.

### **3. Community or Commercial Lease**

The site is zoned for civic / community purpose which currently negates the option of its lease for a commercial purpose. The option for a community lease is an option, however the building is restrictive in that it does not have toilet facilities other than access to public toilets. Further, the building is listed on the City's Municipal Inventory and opportunities to modify it would be restrictive in particular to its façade. Whilst the option of leasing the building is possible, it is not considered viable.

### **4. Public Programs and Exhibition Space:**

Whatever use the historic School building is put to, it is deserving of interpretation. This would include external signage to allow universal access to the stories of the buildings that comprise the Minnowarra Historic Precinct as well as internal displays that can be accessed by the public through History House Museum programs.

Key interpretive themes and stories relating specifically to the School building should include:

- History of the building;
- Stories relating to some of the people who moved through the school;
- History of education in Armadale;
- Story of community action to transport the building to its location in the Minnowarra Historic Precinct.

In keeping with this, the historic School building has great potential not only as an interpretive space, but also a space for the City to conduct heritage-based public programs. With the removal of the office partition and even without the removal

of the compactus, the School building allows for a large clear space with access to power, the COA network, heating/cooling and kitchen facilities. With the addition of some sympathetically designed storage for chairs and tables, this would be a very versatile space. Public programs that could be conducted in the historic School building include:

- Education programs relating to History House Museum exhibitions and local heritage;
- Heritage based holiday programs for children;
- Public talks, lectures and workshops;
- Part of tours of Minnowarra Historic precinct and larger heritage based walks;
- Be made available to heritage based community groups for public meetings and talks.

Each of these uses is sympathetic to the Minnowarra Historic Precinct purpose and in keeping with the public fundraising and project that lead to the building being saved, relocated and restored to its current condition.

If this is the preferred option, there will be a need to budget for some works to the building to enable the proposed usage.

### **Staffing**

The History House Museum is staffed by a single officer, the Museum Curator. A small number of dedicated volunteers provide support during weekdays and open the Museum on weekend afternoons. A casual staff member has been employed on occasions to cover when the Curator is on leave.

The Museum Curator has identified the appointment of an Education Officer as the next priority for staffing at the Museum. Appointments to Education Officer positions is something of an industry standard as museums grow and develop, as the school curriculum includes within its programs lessons in Local Government and its history. The preparation of one “Local Government” lesson plan has already been outsourced to a qualified teacher for development. The developing and presentation of lesson plans that meet the Education Department requirements is something that requires a trained teacher to undertake, and while it might be argued that this is not the role of local government, the promotion of the Museum with an associated understanding and value of the role of local government and the history of the district is a local government responsibility and the Museum is an appropriate venue through which to do this.

As well as additional lesson plans, the Museum is in the process of developing Classroom Kits that can be lent to local schools. These need to be promoted and integrated with the lesson plans.

The old School building could be recreated as a Living History project with the use of the old school desks for those times when the school groups are participating in the lesson plans. Lesson plans involve tactile and realistic programs, such as filling and walking with buckets of water to understand the role of the child growing up in early Armadale where water sometimes had to be carted as part of a child’s chores.

Whilst it is the preference to appoint a part-time Education Officer (\$25,000 per annum), in recognition of organizational staff priorities and budget restrictions, there is still opportunity for a small scale program to be initiated using existing funds.

## **DETAILS OF PROPOSAL**

It is proposed that the historic School building be designated for public programs and exhibition space related to the history of the district and also be used for the storage of those items of the Local Studies Collection that cannot be accommodated in the new Armadale Library and do not necessarily require archival climate control conditions.

## **COMMENT**

### Analysis

There are a number of options that the historic School building could be used for. The most relevant, given its history of community involvement and its location within the Minnowarra Historic Precinct, is the proposed use.

### Options

Council has the following options:

1. Endorse the recommendation that the historic Armadale School building be used for public programs and exhibition space related to the history of the district.
2. Not endorse the recommendation that the historic Armadale School building be used for public programs and exhibition space related to the history of the district.
3. Recommend another use for the building.

Option 1 is recommended.

### Conclusion

The historic Armadale School building located in the Minnowarra Historic Precinct was the result of significant community involvement and initiative. Its use as the venue for the Local Studies Library has been in keeping with its historical significance. There are a number of options that could be considered for its future use, once the Local Studies Library co-locates with the new Armadale Public Library, however the recommended purpose is considered to be the most appropriate.

## **C20/6/09 RECOMMEND**

**That Council endorse the use of the Historic Armadale School building for public programs and exhibition space related to the history of the district once the Birtwistle Local Studies Library relocates with the new Armadale Public Library.**

**Moved Cr Butterfield  
MOTION CARRIED (7/0)**

***MEMORIAL PLAQUES FOR PARKS AND RESERVES – LOCATION FOR NEW PLAQUES***

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WARD ALL  
FILE REF: PR/S/5  
DATE 25 May 2009  
REF PLW  
RESPONSIBLE Executive Director  
MANAGER Community  
Services

**In Brief:**

This item recommends that Council endorse the proposed location for memorial plaques for Armadale Settlers Common, Bungendore Park, George Foster Reserve, John Dunn Memorial Park, Minnowarra Park, Morgan Park and Reg Williams Reserve.

**Tabled Items**

Nil

**Officer Interest Declaration**

Nil

**Strategic Implications**

*To create a caring and vibrant City, rich in history, heritage and lifestyle.*

**Legislation Implications**

Nil

**Council Policy/Local Law Implications**

Nil

**Budget/Financial Implications**

Nil

**Consultation**

- Coordinator Parks Operations
- Manager Recreation Services

**BACKGROUND**

Council, at its meeting held on 14 April 2009, approved the wording for memorial plaques to be placed in the following parks and reserves:

Armadale Settlers Common  
Bungendore Park  
George Foster Reserve  
John Dunn Memorial Park  
Minnowarra Park  
Morgan Park, and  
Reg Williams Reserve.

When approving the wording for the plaques it resolved (C28/6/08) as follows:

That Council

2. *“Receive a further report on the proposed location of those plaques following consultation with the Manager Parks and the Manager Recreation Services as appropriate”.*

## **DETAILS OF PROPOSAL**

The proposal is that Council endorse the recommended location of the plaques in the parks as described on the map of each park or reserve.

## **COMMENT**

### Options

1. Endorse the proposed location for the memorial parks.
2. Recommend alternative locations for the memorial parks.

### Conclusion

It is recommended that Council endorse the proposed locations for the memorial parks.

## **C21/6/09 RECOMMEND**

**That Council endorses the proposed locations for memorial plaques at Armadale Settlers Common, Bungendore Park, George Foster Reserve, John Dunn Memorial Park, Minnowarra Park, Morgan Park and Reg Williams Reserve.**

**Moved Cr Mauger  
MOTION CARRIED (7/0)**

***COMMUNITY SERVICES DIRECTORATE RESTRUCTURE***

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WARD ALL  
FILE REF: CM/ED/1  
DATE 20 May 2009  
REF EDCS  
RESPONSIBLE EXECUTIVE DIRECTOR  
MANAGER COMMUNITY SERVICES

**In Brief:**

This item details the Community Services Directorate restructure to take effect as from 1<sup>st</sup> July 2009.

**Tabled Items**

Nil

**Officer Interest Declaration**

Nil

**Strategic Implications**

*Planning Ahead and Evaluating Progress*  
*Building our Community*  
*Communicating and Marketing*  
*Developing our Organisation*

**Legislation Implications**

Nil

**Council Policy/Local Law Implications**

**Budget/Financial Implications**

The Community Services Directorate restructure is cost-neutral with existing budgets being reviewed and allocated for optimum purposes. The position of Community Planning Coordinator is currently a contract position and will be the subject of the Chief Executive Officer's Staff Establishment report.

**Consultation**

Community Services Directorate Managers  
Human Resources Manager  
MANEX

**BACKGROUND**

To ensure that the Community Services Directorate is in its best possible position to meet the objectives that are expected currently and in the foreseeable future, a review of structure and resources has been undertaken in conjunction with the Directorate Managers.

In doing so, the focus has been on two key areas:

- The need to be more strategic in relation to Community and Recreational planning given the increasing need for effective preliminary planning and conceptual thinking for the new development areas as well as the pressure to be fully aware of our existing facilities in relation to asset management.
- To realign and refocus the operations of the City’s Recreational and Community Facilities and Services to optimise on existing resource allocations overall and minimise/reduce the demand on the City’s underwrite for its facilities.

In the new structure, the ‘operational areas’ of the Directorate will remain the same with a redistribution of responsibilities. The result is that the Directorate will change from the existing five departments to four:

**Existing**

Community Development  
 Recreation Services  
 Recreation Facilities  
 Libraries and Heritage Services  
 Ranger and Emergency Services

**New**

Community Development  
 Leisure Services  
 Libraries and Heritage Services  
 Ranger and Emergency Services

There are no changes to Libraries and Heritage Services nor Ranger and Emergency Services. The organisational charts attached show the revised structure for Community Development and Leisure Services. **(Refer to Attachment “A-2” – Summary of Attachments – buff page.)** In summary, the main effect has been the creation of a Community Planning team within the Community Development Department and a more cohesive Leisure Services Department.

The responsibilities of the Community Development and Leisure Services Department will be:

Community Development	Leisure Services
<ul style="list-style-type: none"> <li>• Community Development focusing on Youth, Seniors, Access and Inclusion, Family and Children, Community Safety, Community Financial Assistance and general Community support.</li> <li>• Events, Art and Cultural Programs .</li> <li>• Indigenous Development including the management of the Champion Centre.</li> <li>• Volunteering Services.</li> <li>• <i>Community Planning.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Managing the City’s recreational and community facilities including the Armadale Arena, Aquatic Centre, Community Halls and Sporting Facilities.</li> <li>• Development and implementation of a City wide physical and recreational program to increase participation so as to foster healthy and active lifestyles.</li> <li>• Liaison, support and development of sporting and recreational community groups.</li> <li>• Promotion and engagement of the community to foster the benefits of active and healthy lifestyles.</li> </ul>

The objectives of the *Community Planning* team will be:

- Complete a Community Infrastructure Plan.

- Develop an external funding strategy to complement the 15 Year Financial Plan.
- Provide the needs and feasibility requirements for major projects up to conceptual design.
- Negotiate management and governance structures, where appropriate, in regard to joint use facilities.
- Co-ordination of funding applications and acquittals in regard to community / recreational facilities.
- A centralised unit for research and data collation regarding community and recreational facilities and service provision.
- Co-ordinate appropriate community liaison and engagement in relation to needs / feasibility for potential and current major projects.
- In conjunction with relevant Directorates, ensure that the Asset Management Policy and its principles, as stated, are adhered to in regard to adequate research in considering the decision to provide a new asset.
- Inform, from a community and recreational operational perspective, sustainable levels of service in relation to Asset Management and Preservation for community and recreational facilities.

The objectives of the *Leisure Services Department* will be:

- Create a financially viable operation of all facilities and services.
- Promote facilities, programs and services within the City.
- Liaise with Sporting Groups / Clubs and user groups to maximise growth and provide a consistent approach with access to the facilities available.
- Deliver health, fitness and leisure programs.
- Maximise occupancy of all facilities and open space.
- Develop and maintain a City-wide perspective on recreation facility services and programs.
- Manage the Armadale Arena, Armadale Aquatic Centre and all community facility buildings.
- Manage the operations of Armadale Arena and Aquatic Centre in line with government regulations.
- Increase the use of recreation facilities within the City.

## **DETAILS OF PROPOSAL**

The Community Services restructure is intended to take effect as from 1<sup>st</sup> July 2009. It will maximize existing resources and allocations to enable the Directorate to focus on the two identified key areas, whilst managing its day to day operations and current objectives.

## **COMMENT**

### *Analysis*

The City of Armadale, as a growth outer metropolitan local government, has been undergoing significant change and growth. With the current population of 55,000 forecast to double in the next 20 years there is a growing need to be more strategic in

community and recreational planning to ensure that current and future needs can be accounted for. In addition, there is an essential requirement that community infrastructure planning takes into account sustainable principles in relation to asset management, preservation and renewal.

Given the current economic climate, there is also a need to optimize the existing budget allocation by realigning and refocusing the City's operational Recreation and Community Facilities and services to maximize provision whilst minimizing the demand on the City's underwrite for its facilities.

Conclusion

The Community Services restructure has been the result of a review that has identified two key areas. Overall the Directorate will continue to maintain its current objectives and services and will be better placed to meet the expectations as the City continues to grow and develop.

*Cr Butterfield left the meeting at 7.25 pm and returned at 7.27 pm.*

**C22/6/09      RECOMMEND**

**That Council note the Community Services Directorate restructure to take effect as from 1<sup>st</sup> July 2009.**

**Moved Cr Reynolds  
MOTION CARRIED (7/0)**

**ARMADALE AQUATIC CENTRE SEASONAL REPORT 2008/09**

WARD ALL  
FILE REF: P32122  
DATE 1 May 2009  
REF FG  
RESPONSIBLE EXECUTIVE DIRECTOR  
MANAGER COMMUNITY SERVICES

**In Brief:**

- The seasonal report for the Armadale Aquatic Centre provides an overview of the operations and activities of the Centre for 2008/09 season and;
- Recommends that the report be received and;
- Approve the 2009/10 season from Tuesday, 29 September 2009 to Thursday, 1 April 2010.

**Tabled Items**

Nil

**Officer Interest Declaration**

Nil

**Strategic Implications**

*Relates to Council's aim to maintain physical infrastructure for the economic and physical well being of the local community.*

**Legislation Implications**

Nil

**Council Policy/Local Law Implications**

Nil

**Budget/Financial Implications**

The following financial details were current on 21 May 2009 . Revenue and expenditure will vary prior to the end of financial year, with outstanding invoices finalised and additional expenses during the off season.

	Actual	Budget
Revenue	\$373,400	\$420,400
Expenditure	\$684,057	\$688,100
Deficit	\$310,657	\$267,700

The variation is a result of:

- Revenue was under budget \$47,000. Admission charges are an area of concern with a variation of \$30,000, indicating a reduction of casual attendances, and increase in use of season passes.
- Break-ins resulting in theft of kiosk stock and replacement locks and keys.
- Insurance increased by \$14,000 following a 2007/08 break in and subsequent reassessment of insurance value.

## **Consultation**

Nil

## **BACKGROUND**

This report provides an overview of activities at the Armadale Aquatic Centre for the 2007/08 season.

### Season

The 2008/09 season commenced with all pools fully operational on Monday, 14 October 2008, closing on Sunday, 19 April 2009. The length of the season was 27 weeks.

### Staffing

A new team was recruited, including:

- 2 seasonal Pool Supervisors
- 2 casual Pool Supervisors
- Customer Service Officers
- Swimming Teachers
- Pool Lifeguards
- Aqua Aerobics instructors
- Contract cleaners

2008 / 09 highlighted the difficulties in recruiting qualified Pool Supervisors at seasonal facilities, due to a lack of long term work in competition with other indoor facilities that provide regular annual positions. For two months the centre was short one pool supervisor.

Four casual lifeguards were sent on the Certificate 2 in Pool Operations course, with the intention of working at the Centre in future seasons. This increases the availability of qualified staff in the area for future recruitment, however does not guarantee the staff will return. Recruitment and incentive strategies have included training that result in recognised qualifications.

Difficulties recruiting qualified swimming teachers and aqua aerobics instructors were also encountered. During the season, 2 days of swimming lessons were cancelled due to a lack of resources. Aqua Aerobics commenced in March once an instructor was available.

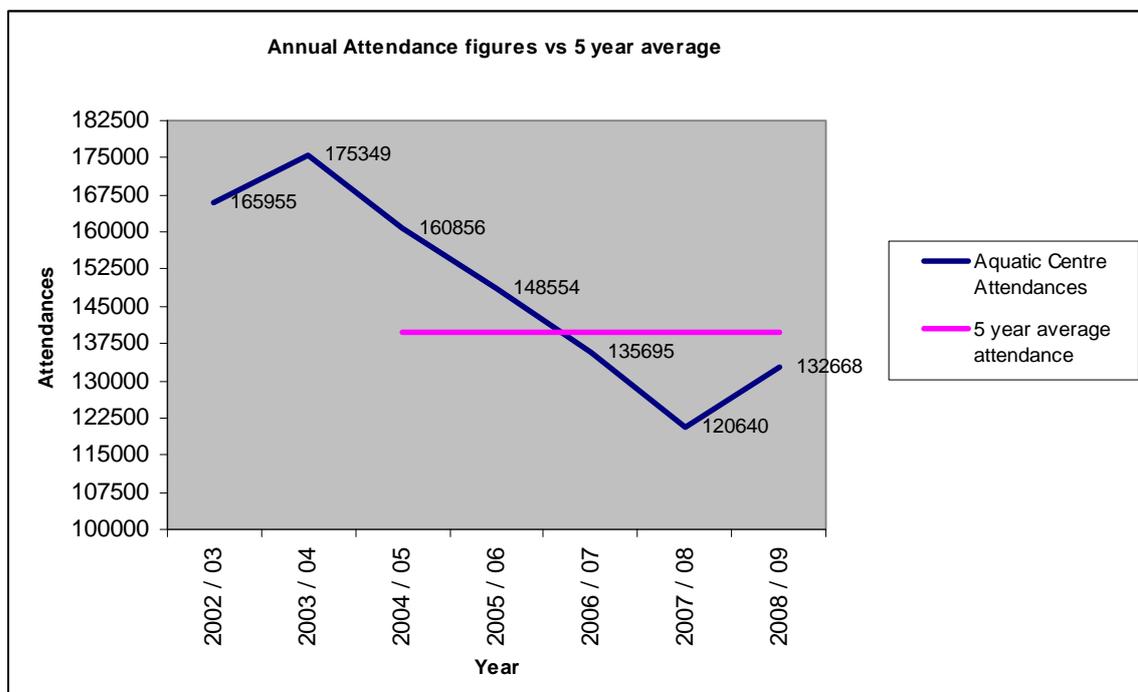
All Aquatic Centres experience difficulties recruiting pool supervisors, aqua instructors and swim instructors, however seasonal facilities are challenged with retaining staff while not offering long term employment or career progression.

Attendances

The total seasonal attendance was 132,668; an increase of 12,028 from 2007 / 08 season. Attendances have decreased annually with this year 7,000 below the five year average. The following observations are applicable to the variation in attendances:

- An increase in attendances was evident from the previous season due to the delays in opening the 50 metre pool in 2007/08.
- The Armadale Kelmscott Swimming Club membership base increased as a result of increased promotion and a new committee.
- The removal of a slide into the 25metre pool and intermittent closure of other children’s areas due to safety reasons resulted in less family activities.
- Lack of BBQ facilities provided less attraction for families to access the Centre.
- The trend of declining attendances commenced in the 2002/03 season, following the opening of the Riverton Leisureplex, providing residents close to the City of Canning border with new indoor facilities. Ageing facilities provide less of an attraction for residents and therefore fewer attendances.

The following graph illustrates annual attendances since 2002/03 season, and a comparison to the five-year average. The spike in 2003 / 04 attendances was due to the closure of Kelmscott Aquatic Centre.



### Marketing and Promotion

Marketing and promotional activities include:

- Advertising in the community newspaper to promote Centre activities eg Rotto Swim Challenge, Learn to Swim, Water Walkers.
- Courtesy phone calls to past Centre users about reopening date.
- Joint price lists with Armadale Arena, increasing exposure to both facilities.
- Internal promotion through posters displayed in the Centre, direct communication to customers and public address system announcements.
- Free television promotion through the Royal Lifesaving “Learn to Swim” program.
- Advertising on websites including City of Armadale, Royal Lifesaving Society and Rottneest Channel Swim Association.

### Programs

- Learn to Swim

The overall participation for Learn to Swim was excellent with an occupancy of (84%) eighty four percent. Programs were offered in term 4 and term 1, along with a school holiday program. A total of 1,650 attendances were recorded with an income of \$14,567.

The Learn to Swim program followed Royal Lifesaving Society’s program structure in 2008 / 09, to streamline operations and link in with additional marketing opportunities, eg television promotion, website advertising and direct mail out to schools.

The lack of qualified swimming instructors resulted in reduced classes this year; however high occupancy ensured a viable program. High demand for baby and toddler classes cannot be met at the Armadale Aquatic Centre as minimum recommended water temperature for toddler classes is thirty degrees.

- Swimming Clubs

The Armadale Kelmscott and Armadale Aussi Swimming Clubs returned for the 2008/09 season. Both Clubs hold regular training sessions throughout the season, and finalise the summer season the last week of term one each year.

With a newly-appointed and motivated Committee, the Armadale Kelmscott Swimming Club increased its membership base through a focus on additional promotion of the Club through school newsletters, flyers at the Armadale

Arena and signage at the Aquatic Centre. The Club also received community funding for additional training equipment.

- School Swimming

38 schools accessed the Centre, with 48,895 attendances. The overall attendance did not increase from last season, however 8 additional schools utilised the facilities.

- Vacation Swimming Program

Only two vacation swimming series were held this year due to the change in school term dates. 8,980 attendances were directly related to the program.

- Water Walkers

The Water Walkers continued this season with 1,570 attendances and the group walking 2,300 kilometres, equivalent to walking from Perth to Broome.

- Rotto Swim Challenge

The Rotto Swim Challenge was introduced for the first time in 2009 to the Armadale Aquatic Centre. The challenge is held on the day of the annual Rottnest Channel Swim, for groups who miss out on entry for the actual race or don't have access to support crews. Entries can be made as individuals, teams or novelty teams of 10.

The event on Saturday, 21 February 2009, attracted 77 participants, with a battle between staff, swimming clubs, Water Walkers and external groups. The team from Armadale Kelmscott Swimming Club was victorious in just over five hours and all participants enjoyed the day.

Armadale Aquatic Centre was the busiest centre and successfully raised \$2,704 for the Royal Flying Doctor Service.

- Aqua Aerobics

Aqua Aerobics classes commenced in March once an instructor was available. As it was so late in the season participation was low. The instructor is also working at Armadale Arena and is currently available to commence in October 2009 for next season.

### Capital Improvements and Maintenance

The major works completed this year included:

- Retiling the twenty five metre pool;
- Replacement of perimeter fencing near the main building;
- Replacement of electrical switch board with new circuit breakers;

- Replacement of damaged shade sails;
- Replacement and landscaping of the BBQ area, to be complete by June 30;
- Successful funding from Outer Metro grant for new Aqua inflatable and shade clothes.

### Kiosk

The kiosk was once again successful in this season with a profit of approximately \$19,000. This is \$2,000 less than last year; however sales were the same at \$103,772. The reduction in profits reflects stolen stock through break-ins and an increase in wholesale prices during the season.

### Length of Season

Following a five year trial of closing the Aquatic Centre after the April school holidays, it has proven unsuccessful at a high cost to the City, equating to a subsidy of \$17.46 per attendance for the extended period.

It is proposed that the Centre opens at the start of the October holidays, when the weather is generally warming up and it is the officer's opinion that the change in seasons would increase attendances. Customers have also indicated a preference in knowing specific opening dates for each season, rather than changes subject to weather conditions.

It is proposed that the 2009/10 season extend from Tuesday, 29 September 2009 to Thursday, 1 April 2010.

### Other Issues

Throughout the course of the season a number of issues arose which were handled at a management level to minimize disruption to patrons. This included:

- Two break-ins during the season, resulting in stolen kiosk stock and considerable vandalism. This highlights the importance of CCTV at the Aquatic Centre.
- During 2008/09, areas of the bull pit were sealed reducing the risk to patrons; however the removal is the only option to eliminate this high risk. The demolition of this area would provide an opportunity to create a family friendly grassed activity area.
- The 'stream' flowing from the children's paddle pool is cracked and chipped causing a major risk for young children playing in the section. The area was sealed to last another season, however removal is the only option to ensure the safety of patrons.

## COMMENT

### Analysis

Although an increase in attendances was evident from 2007/08, the trend of declining attendances continues. Improvements to the grounds and new equipment will improve the overall satisfaction of users. The ageing facilities will require high maintenance to meet customer expectations, Health Department regulations and Royal Lifesaving best practice. The Aquatic team worked well throughout the season, often under extreme circumstances and with few complaints.

### Options

N/A

### Conclusion

It is recommended that Council receive the seasonal report for the Armadale Aquatic Centre.

### Committee Discussion

*In accepting the report, Committee was mindful of the impact on the attendance at the Aquatic Centre of the use of the beach at Champion Lakes. Committee was of the view that this should be taken into consideration when formulating the operating budget and long term planning for the Aquatic Centre.*

## **C23/6/09 RECOMMEND**

### **That Council:**

- a. **receive the 2008/09 seasonal report for the Armadale Aquatic Centre; and**
- b. **approve the Armadale Aquatic Centre season from Tuesday, 29 September 2009 to Thursday, 1 April 2010.**

**Moved Cr Scidone  
MOTION CARRIED (7/0)**

***EXECUTIVE DIRECTOR COMMUNITY SERVICES' REPORT***

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Nil

***COUNCILLORS' ITEMS***

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Nil

**MEETING CLOSED AT 7.49 PM**

**COMMUNITY SERVICES COMMITTEE**

**SUMMARY OF “A” ATTACHMENTS**

**2 June 2009**

<b>Attachment No.</b>	<b>Subject</b>	<b>Page</b>
A-1	MAPS OF PROPOSED LOCATIONS FOR MEMORIAL PLAQUES	24 - 30
A-2	PROPOSED RESTRUCTURE – COMMUNITY SERVICES DIRECTORATE	31 - 33



**AERIAL PHOTO**  
PROPOSED LOCATION OF HERITAGE PLAQUE  
REG WILLIAMS RESERVE, ARMADALE



**AERIAL PHOTO**  
PROPOSED LOCATION OF HERITAGE PLAQUE  
SETTLERS COMMON, BEDFORDALE



**AERIAL PHOTO**  
PROPOSED LOCATION OF HERITAGE PLAQUE  
MORGAN PARK, ARMADALE



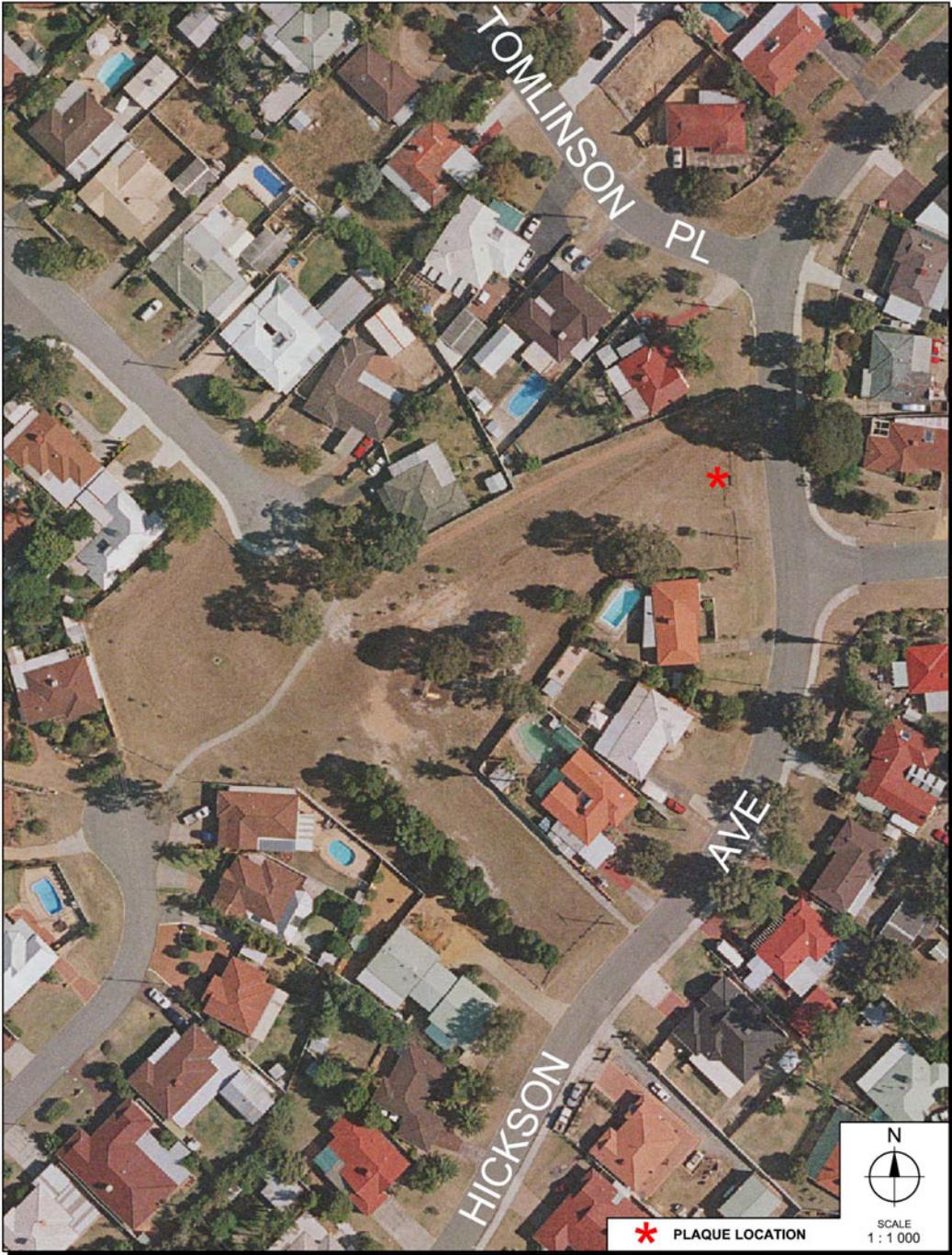
**AERIAL PHOTO**  
PROPOSED LOCATION OF HERITAGE PLAQUE  
JOHN DUNN MEMORIAL PARK, KELMSCOTT



**AERIAL PHOTO**  
PROPOSED LOCATION OF HERITAGE PLAQUE  
MINNAWARRA PARK, ARMADALE



**AERIAL PHOTO**  
PROPOSED LOCATION OF HERITAGE PLAQUE  
BUNGENDORE PARK, BEDFORDALE



**AERIAL PHOTO**  
PROPOSED LOCATION OF HERITAGE PLAQUE  
GEORGE FOSTER, ARMADALE

**Community Services Directorate  
Community Development / Leisure Services Departments  
Structure by Position May 2009**

