

CITY OF ARMADALE

MINUTES

OF COMMUNITY SERVICES COMMITTEE HELD IN THE COMMITTEE ROOM,
ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON TUESDAY, 7
NOVEMBER 2023 AT 7:00PM.

PRESENT: Cr M Silver (Chair)
Cr P A Hetherington (Deputy Chair)
Cr K Kamdar
Cr J Keogh
Cr G J Smith (Deputy for Cr Busby)
Cr S Stoneham
Cr C M Wielinga

APOLOGIES: Cr K Busby

OBSERVERS: Mayor R Butterfield
Cr S J Mosey
Cr L Sargeson

IN ATTENDANCE:	Ms J Abbiss	CEO
	Mrs S van Aswegen	Executive Director Community Services
	Mr G Dixon	Manager Libraries and Heritage
	Mr C Halpin	Manager Recreation Services
	Mrs R Milnes	Manager Community Development
	Mr R Porter	Manager Ranger and Emergency Services
	Mr L Puig	Manager Economic Development & Advocacy
	Ms J Cranston	Executive Assistant Community Services

PUBLIC: 1

*“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).”*

DISCLAIMER

As there were members of the public present, the Disclaimer for protecting Councillors and staff from liability of information and advice given at Committee meetings was read.

DECLARATION OF MEMBERS' INTERESTS

Nil

QUESTION TIME

Nil

DEPUTATION

Nil

CONFIRMATION OF MINUTES

RECOMMEND

Minutes of the Community Services Committee Meeting held on 3 October 2023 be confirmed.

~~**Minutes of the Special Community Services Committee Meeting held on 26 October 2023 be confirmed.**~~

Moved Cr J Keogh

MOTION CARRIED

(7/0)

ITEMS REFERRED FROM INFORMATION BULLETIN

Report on Outstanding Matters – Community Services Committee

Items referred from the Information Bulletin – Issue 16 – October 2023

None of the items from the Community Services Information Bulletin required clarification or a report for a decision of Council.

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7 NOVEMBER 2023

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***1.1 - APPOINTMENT OF COUNCILLORS TO OCCASIONAL ADVISORY GROUPS,
REFERENCE/WORKING GROUPS AND EXTERNAL ORGANISATIONS***

WARD : ALL
FILE No. : M/618/23
DATE : 27 October 2023
REF : JC
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

- Following the local government elections on 21 October 2023 consideration is required to be given to the appointment of Councillors to:
 - Occasional Advisory Groups, Reference/Working Groups
 - External/Local Committees, Reference and Working Groups.
- This report recommends that Council appoint nominated Councillors to Occasional Advisory Groups, Reference/Working Groups and External/Local organisations, for the period November 2023 – October 2025.

Tabled Items

Nil

Decision Type

- ☐ **Legislative** The decision relates to general local government legislative functions such as adopting/changing local laws, town planning schemes, rates exemptions, City policies and delegations etc.
- ☒ **Executive** The decision relates to the direction setting and oversight role of Council.
- ☐ **Quasi-judicial** The decision directly affects a person's rights or interests and requires Councillors at the time of making the decision to adhere to the principles of natural justice.

Officer Interest Declaration

Nil

Strategic Implications

- 1.1 Foster and strengthen community spirit
- 1.1.3 Support the development and sustainability of a diverse range of community groups.

Legal Implications

General Assessment of relevant legislation (eg. *Local Government Act 1995*) has not revealed any restrictions.

Council Policy/Local Law Implications

General assessment has not revealed any applicable Policies/Local Laws.

Budget/Financial Implications

The adoption of the recommendation contained in this report has no direct financial implication.

Consultation

Intra-Directorate and relevant groups

BACKGROUND

In addition to the formation of Council established Committees, Council also nominates representatives to occasional advisory groups, reference/working groups and external local organisations. Council may nominate representatives to such committees/organisations by a simple majority resolution of Council and unless otherwise explained, the appointments are optional.

At its Special Meeting of Thursday, 26 October 2023, Council resolved that the matter of Council representation on a number of advisory, reference and working groups established by Council, be referred to the Community Services Committee.

For reference, those groups include:

- City of Armadale Highland Gathering Reference Group
- Access and Inclusion Reference Group
- History Reference Group
- Neighbourhood Watch Committee (CoA)
- Reconciliation Action Plan Working Group

Unless otherwise determined by Council, the tenure of a Councillor's membership on a Council established Committee or as a delegate to such a Committee continues until the:

- Councillor no longer holds the office by virtue of which the Councillor became a member.
- Councillor resigns from membership of the Committee.
- Committee is disbanded.
- Next ordinary election day - whichever happens first.

DETAILS OF PROPOSAL

Committee is requested to consider and recommend appointments from its membership to the various committees and groups for the period November 2023 – October 2025.

The following gives a brief explanation of each to assist Committee with nominations. In this instance that is the Community Services Committee.

City of Armadale Highland Gathering Reference Group

The purpose of the group is to assist with the Armadale Highland Gathering and has a membership that includes organisations that participate in the event. The Council representative is a liaison role only.

Council/Representation Required	Prior Appointments	Meeting Details
1 Member 1 Deputy (Optional)	Cr Smith Cr Northcott	Monthly on the 1 st Wednesday of each month at 6.30pm (mid-year onwards).

Access and Inclusion Reference Group

The purpose of the Group is to provide a forum on access and inclusion issues, information sharing and advocacy. It provides feedback on the City's Access and Inclusion Plan and has membership of officers from different Directorates in addition to community members and government and non-government agencies. The Council representative is the Chair, as per the Terms of Reference.

Council/Representation Required	Prior Appointments	Meeting Details
1 Member 1 Deputy (Optional)	Cr Northcott Cr Smith	Quarterly – Thursday at 10am

History Reference Group

This Group advises and makes recommendations to Council, (via the Community Services Committee), on a range of issues associated with the City's historical collections, its Museums, Local Studies Library and historic precincts and any other matters related to preserving the history of the district. Its membership comprises community members and representatives from relevant organisations. The Group was established pre-2009 and endorsed as part of the review of Advisory Committees on August 24 2009 - CS85/8/09 refers. The Terms of Reference for the group were updated in February 2017. The Council representative is a liaison role only.

Council/Representation Required	Prior Appointments	Meeting Details
1 Member 1 Deputy (Optional)	Cr Keogh Cr Smith	Quarterly, 1 st Thursday, 5:30pm at the Armadale Library

Neighbourhood Watch Committee (City of Armadale)

Neighbourhood Watch is a community self-help program that aims to prevent crime and protect the safety, security and quality of life for everyone in our Community. The Council representative to this group is a liaison role only.

Council/Representation Required	Prior Appointments	Meeting Details
1 Delegate (liaison only) 1 Deputy (Optional)	C S Peter Cr Smith	3 rd Wednesday of every month at 11am

Reconciliation Action Plan Working Group

The purpose of the Reconciliation Action Plan Group is to provide feedback and guidance on the delivery of the City's Reconciliation Action Plan. Membership comprises Aboriginal Development staff, Executive Directors, community members and Councillors.

Council/Representation Required	Prior Appointments	Meeting Details
	Cr E Flynn Cr R Butterfield Cr M Northcott Cr Mosey	Quarterly, Thursday at 5.30pm

Explanatory Notes

The following procedural notes are provided to assist Committee in making recommendations on the above appointments.

- 1. Appointments to any of the above committees/groups would preferably (but not essentially) be restricted to members of the Community Services Committee.*
- 2. Nominations for appointment can be verbal or in writing - past practice, which has operated without problem, has been on a verbal basis.*
- 3. In the event of no nominations being received, the matter be referred to full Council for nomination and subsequent appointment.*

ATTACHMENTS

There are no attachments for this report.

RECOMMEND

C31/11/23

That Council appoint nominated Councillors to Occasional Advisory Groups, Reference/Working Groups and External/Local organisations, for the period November 2023 to October 2025 as follows:

Group Name	Member / Delegate	Deputy
City of Armadale Highland Gathering Reference Group	Cr G J Smith	Cr P A Hetherington
Access & Inclusion Reference Group	Cr G J Smith	
History Reference Group	Cr J Keogh	Mayor R Butterfield
Neighbourhood Watch Committee (CoA)	Cr J Joy Cr G J Smith	Cr K Kamdar
Reconciliation Action Plan Working Group	Cr S Stoneham Cr S J Mosey Cr P A Hetherington Cr J Keogh	

Moved Cr S Stoneham
MOTION CARRIED

(7/0)

****2.1 - DOG PROHIBITED AREAS - CAROLS BY CANDLELIGHT/CHRISTMAS
PARADE AND AUSTRALIA DAY EVENTS**

WARD : MINNAWARRA
FILE No. : M/544/23
DATE : 22 September 2023
REF : RM/RP
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

- The City has always discouraged the presence of dogs (assistance dogs excluded) and other animals at the Carols by Candlelight/Christmas Parade and Australia Day Celebration events due to the risk they pose in a densely populated setting.
- It has been identified that for City Rangers to legally direct attendees to remove their dogs from the area, a defined dog prohibited area needs to be established in accordance with section 31(2B)(b) of the *Dog Act 1976*.
- Recommend that Council endorse the proposed dog prohibited areas for the Carols by Candlelight/Christmas Parade and Australia Day Celebration events as set out in the recommendation and authorise the giving of a local public notice in accordance with section 1.7 of the *Local Government Act 1995*.

Tabled Items

Nil

Decision Type

☒ **Legislative**

The decision relates to general local government legislative functions such as adopting/changing local laws, town planning schemes, rates exemptions, City policies and delegations etc.

☐ **Executive**

The decision relates to the direction setting and oversight role of Council.

☐ **Quasi-judicial**

The decision directly affects a person's rights or interests and requires Councillors at the time of making the decision to adhere to the principles of natural justice.

Officer Interest Declaration

Nil

Strategic Implications

Aspiration 1 – Community

1.1 Foster and strengthen community spirit

- 1.1.1 Facilitate a dynamic calendar of events, festivals and cultural activities that activate suburbs, foster community connections, celebrate the diversity of the community and encourage a sense of place for residents.

Aspiration 4 – Leadership

4.1 Strategic leadership and effective management

- 4.1.5 Establish comprehensive governance policies and processes.

Legal Implications

The statutory environment is clearly outlined in the *Dog Act 1976*, with section 31 being the most relevant to the issue addressed within this report.

31. Control of Dogs in Certain Public Places

- (1) A dog shall not be in a public place unless it is —
 - (a) held by a person who is capable of controlling the dog; or
 - (b) securely tethered for a temporary purpose, by means of a chain, cord, leash or harness of sufficient strength and not exceeding the prescribed length.
- (2A) Despite subsection (1), a dog shall not be in a public place —
 - (a) at all if the place is specified under subsection (2B) as a place where dogs are prohibited at all times; or
 - (b) at a time when the place is specified under subsection (2B) as a place where dogs are prohibited at that time.
- (2B) A local government may, by absolute majority as defined in the *Local Government Act 1995* section 1.4, specify a public place, or a class of public place, that is under the care, control or management of the local government to be a place where dogs are prohibited —
 - (a) at all times; or
 - (b) at specified times.
- (2) A dog is exempt from the requirements of subsection (1) if —
 - (a) it is in a dog exercise area specified under subsection (3A); or
 - (b) it is in a public place that is in an area of the State outside the metropolitan region or outside a townsite, and that is not a rural leashing area specified under subsection (3B); or
 - (c) it is in or on a vehicle; or
 - (d) it is being exhibited for show purposes; or
 - (e) it is participating in an obedience trial or classes conducted under the auspices of the body known as the Canine Association of Western Australia (Inc.) or a body approved by the local government in whose district the obedience trial or classes are conducted; or
 - (f) it is registered as being bona fide used in the droving or tending of stock and is being so used or is going to or returning from a place where it will be, or has been, so used; or

- (g) it is a foxhound in a pack bona fide engaged in hunting or hound exercise or in going to or returning from hunting or hound exercise; or
 - (h) it is being used for retrieving, duck hunting or other customary sporting purposes.
- (3A) A local government may, by absolute majority as defined in the *Local Government Act 1995* section 1.4, specify a public place, or a class of public place, that is under the care, control or management of the local government to be a dog exercise area.
- (3B) A local government may, by absolute majority as defined in the *Local Government Act 1995* section 1.4, specify a public place that is under the care, control or management of the local government to be a rural leashing area.
- (3C) At least 28 days before specifying a place to be —
- (a) a place where dogs are prohibited at all times or at a time specified under subsection (2B); or
 - (b) a dog exercise area under subsection (3A); or
 - (c) a rural leashing area under subsection (3B),
- a local government must give local public notice as defined in the *Local Government Act 1995* section 1.7 of its intention to so specify.
- (3) If a dog is at any time in any public place in contravention of subsection (1) or (2A), every person liable for the control of the dog at that time commits an offence unless the person establishes a defence under section 33B.
- Penalty: a fine of \$5 000.
- (4) This section does not apply to a dangerous dog.
- (5) A local government must specify under subsection (3A) such dog exercise areas as are, in the opinion of the local government, sufficient in number, and suitable, for the exercising of dogs in the district.

Section 1.7 of the *Local Government Act 1995* sets out the local public notice obligations that are necessary under section 31(3C) of the *Dog Act 1976*;

1.7. Local Public Notice

Where under this Act local public notice of a matter is required to be given, notice of the matter must be —

- (a) published on the official website of the local government concerned in accordance with the regulations; and
- (b) given in at least 3 of the ways prescribed for the purposes of this section.

Regulation 3A of the *Local Government (Administration) Regulations 1996* prescribes how a local public notice must be given.

3A. Requirements for Local Public Notice (Act s. 1.7)

- (1) For the purposes of section 1.7(a), notice of a matter must be published on the local government's official website for —
 - (a) the period specified in or under the Act in relation to the notice; or
 - (b) if no period is specified in relation to the notice — a period of not less than 7 days.

- (2) For the purposes of section 1.7(b), each of the following ways of giving notice of a matter is prescribed —
 - (a) publication in a newspaper circulating generally in the State;
 - (b) publication in a newspaper circulating generally in the district;
 - (c) publication in 1 or more newsletters circulating generally in the district;
 - (d) publication on the official website of the Department or another State agency, as appropriate having regard to the nature of the matter and the persons likely to be affected by it, for —
 - (i) the period specified in or under the Act in relation to the notice; or
 - (ii) if no period is specified in relation to the notice — a period of not less than 7 days;
 - (e) circulation by the local government by email, text message or similar electronic means, as appropriate having regard to the nature of the matter and the persons likely to be affected by it;
 - (f) exhibition on a notice board at the local government offices and each local government library in the district for —
 - (i) the period specified in or under the Act in relation to the notice; or
 - (ii) if no period is specified in relation to the notice — a period of not less than 7 days;
 - (g) posting on a social media account administered by the local government for —
 - (i) the period specified in or under the Act in relation to the notice; or
 - (ii) if no period is specified in relation to the notice — a period of not less than 7 days.

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

Other than the costs associated with statutory public notice requirements there are no financial implications associated with the recommendations of this report as Rangers Services already provide support at major City events.

Consultation

1. City Governance
2. City's GIS team
3. Ranger and Emergency Services
4. Community Development
5. City's Solicitors
6. Main Roads WA

BACKGROUND

The City's major events are delivered primarily in the locality of the Armadale CBD. Detailed Traffic Management Plans and associated road closures are necessary to ensure there is sufficient space to accommodate the event patrons and to preserve the safety of a large number of people congregating in the city centre.

The City has always discouraged the presence of dogs (assistance dogs excluded) and other animals at the Carols by Candlelight/Christmas Parade and Australia Day Celebration events due to the risk they present in a densely populated setting. This has been indicated in promotion of the events, citing 'No dogs permitted'.

However, it has been identified that for City Officers to legally direct attendees to remove their dogs from the area in order to comply with the abovementioned risk mitigation strategy, a defined dog prohibited area needs to be established for the event zone in accordance with the *Dog Act 1976* ('the Act').

Ordinarily, under section 31(1) of the Act, dogs can be in any public place provided they are being held by a person who is capable of controlling the dog or securely tethered for a temporary purpose. The Act defines a '**public place**' in very broad terms as being "any place to which the public may lawfully have access".

Notwithstanding the above, under section 31(2B) of the Act, a local government may, by absolute majority as defined in section 1.4 of the *Local Government Act 1995*, specify a public place or a class of public place, to be a place where dogs are prohibited absolutely or at specified times, however, this provision can only be applied to public places that are under the care, control or management of the local government.

In the course of establishing a defined dog prohibited area for the major city events, it became apparent that Armadale Road is ordinarily under the care, control and management of Main Roads WA ('MRWA'). However, because the road closures for the Australia Day Celebration event comprise part of Armadale Road it needed to be established whether the City could legally incorporate the road into any proposed dog prohibited area.

The City sought legal advice regarding whether a public place that is ordinarily not controlled by local government may be specified as a dog prohibited area. The advice received informed that areas such as Armadale Road constitute a public place as they are areas to which the public generally may lawfully have access, provided those areas in respect of MRWA areas are not restricted or prohibited access areas (i.e. Kwinana Freeway, Tonkin Highway, etc...).

With regards to the application of section 31(2B) of the Act, further advice from the City's Governance team determined that Armadale Road would be considered to be under the care, control and management of the City for the duration of the Australia Day Celebration event due to the following factors:

The City:

- Appoints a reputable traffic management firm specifically to undertake traffic management duties for the event and the firm takes instructions from the City, not MRWA. Under the Traffic Management Plan the firm's only contact with MRWA is to advise of the commencement and conclusion of the event.

- Provides public notification of the closure of Armadale Road during the event.
- Is the sole party responsible for the planning and management of the road closure in the lead up to the event.
- Is the sole applicant for the road closure.

Therefore, unless MRWA expressed a position to the contrary, it was open for the City to specify MRWA areas as being a dog prohibited area during the Australia Day Celebration event and enforce a ban on dogs on the basis that:

- (a) that land is a public place which is the subject of a specification under section 31(2B) of the Act;
- (b) dogs being present on specified land during those specified times will give rise to potential offences under section 31(2A) of the Act; or
- (c) in the case of any other place on MRWA land, the City can enforce section 33A of the Act on the basis that the relevant land is not a public place and MRWA has not consented to dogs being present on that land.

DETAILS OF PROPOSAL

It is proposed that clearly defined dog prohibited areas be established for the duration of the Carols by Candlelight/Christmas Parade and Australia Day Celebration events.

The attached '*Dog Prohibited Area – Christmas Carols*' and '*Dog Prohibited Area – Australia Day*' maps indicate the proposed areas where dogs are to be prohibited for each event. Therefore, it is recommended that the City do the following:

1. In accordance with section 31(2B) of the Act, endorse the proposed;
 - a. '*Dog Prohibited Area – Christmas Carols Land Description*' map, as being a place where dogs are prohibited during the Carols by Candlelight/Christmas Parade event; and,
 - b. '*Dog Prohibited Area –Australia Day Land Description*' map, inclusive of the relevant MRWA land (portion of Armadale Road), as being a place where dogs are prohibited during the Australia Day Celebration event.
2. Give at least 28 days local public notice of the abovementioned proposal pursuant to Section 31(3C) of the Act and in accordance with the requirements of section 1.7 of the *Local Government Act 1995*, after which time the recommendation will come into effect.
3. Write to MRWA to advise them that the City intends to establish such a specification over their lands and to invite MRWA to express any objections before a specified date, being a date before which notice is to be given under section 1.7 of the *Local Government Act 1995*.

ANALYSIS

According to the legal advice received, the City has the authority to exclude dogs from Armadale Road during the Australia Day Celebration event delivered by the City.

This authority does not extend outside the times that the road is closed for the purpose of the City's events or times where the road may be closed by the City or MRWA for other purposes.

On the 19 September 2023, McLeods Lawyers, on behalf of the City, wrote to MRWA advising them of the City's intention to incorporate a portion of Armadale Road into a proposed 'dog prohibited area' for the Australia Day Celebration event and invite them to provide any objections to the proposal on or before the 3 October 2023. At the time of this report being written the City had not received a response from MRWA.

The proposal within this report is being implemented specifically for the safety and wellbeing of patrons attending major city events.

OPTIONS

Council has the following options:

1. Endorse the proposed '*Dog Prohibited Area – Christmas Carols Land Description*' and '*Dog Prohibited Area – Australia Day Land Description*' maps as being places where dogs are prohibited during the Candlelight/Christmas Parade and Australia Day Celebration events in accordance with section 31(2B)(b) of the Act, and provide a local public notice in accordance with section 1.7 of the *Local Government Act 1995*.
2. Reject the recommendation as proposed and refer the matter back to the Officer for further consideration.

Option 1 is recommended.



CONCLUSION

With community safety being a high priority for the City, it is essential to ensure robust and relevant risk management plans are in place for the major events program.

In support of this, the City must ensure a safe environment is afforded in which attendees can enjoy the surrounds without the fear of a dog becoming a nuisance towards them.

The recommendation set out below is seen as delivering a sound approach to the management of dogs at major city events.

ATTACHMENTS

1.  Event - Dog Prohibition - Christmas Carols
2.  Event - Dog Prohibition - Australia Day

RECOMMEND

C32/11/23

That Council:

1. Pursuant to Section 31(2B)(b) of the *Dog Act 1976*, subject to any other written law and any law of the Commonwealth about assistance animals as defined under section 9(2) of the *Disability Discrimination Act 1992* (Cth), endorse the;
 - a. ‘*Dog Prohibited Area – Christmas Carols Land Description*’ map, as being a place where dogs are prohibited during the Carols by Candlelight/Christmas Parade event, and the;
 - b. ‘*Dog Prohibited Area – Australia Day Land Description*’ map, inclusive of the relevant MRWA land (portion of Armadale Road), as being a place where dogs are prohibited during the Australia Day Celebration event.
2. Authorise the Chief Executive Officer to give at least 28 days public notice on the proposed change set out in this recommendation pursuant to Section 31(3C) of the *Dog Act 1976* and in accordance with Section 1.7 of the *Local Government Act 1995*, after which time the recommendation will come into effect.
3. Delegate authority to the Chief Executive Officer to determine the specific commencement and cessation times for the operation of the ‘dog prohibited areas’, consistent with the road closure times identified within the relevant Traffic Management Plans.

***ABSOLUTE MAJORITY RESOLUTION REQUIRED**

Moved Cr C M Wielinga
MOTION CARRIED

(7/0)

3.1 - BUSINESS DEVELOPMENT MENTORSHIP AND COMPETITION FOR THE PRODUCTION OF ABORIGINAL ART MERCHANDISE FOR NAIDOC WEEK 2024

WARD : ALL
FILE No. : M/590/23
DATE : 17 October 2023
REF : LP/RM
RESPONSIBLE : Chief Executive Officer
MANAGER

In Brief:

- This report presents a proposal comprising a Business Development Mentorship and Competition project for Aboriginal Art Merchandise for NAIDOC Week 2024.
- Recommend that Council endorse the proposed Business Development Mentorship and Competition for Aboriginal Art Merchandise for NAIDOC Week 2024.

Tabled Items

Nil

Decision Type

- ☐ **Legislative** The decision relates to general local government legislative functions such as adopting/changing local laws, town planning schemes, rates exemptions, City policies and delegations etc.
- ☒ **Executive** The decision relates to the direction setting and oversight role of Council.
- ☐ **Quasi-judicial** The decision directly affects a person's rights or interests and requires Councillors at the time of making the decision to adhere to the principles of natural justice.

Officer Interest Declaration

Nil

Strategic Implications

Strategic Community Plan

Community

1.1 Foster and strengthen community spirit

- 1.1.1 Facilitate a dynamic calendar of events, festivals and cultural activities that activate suburbs, foster community connections, celebrate the diversity of the community and encourage a sense of place for residents.

Leadership

4.1 Strategic leadership and effective management

- 4.1.5 Establish comprehensive governance policies and processes.

Economy

3.3 Responsive and Flexible Support of Business

3.3.2 Facilitate opportunities for local businesses to gain skills, access support, and build the networks required to grow in a competitive environment.

3.4 Thriving Tourism Industry

3.4.3 Foster strategic partnerships with key stakeholders to market the City's tourism offering and promote investment in new developments.

Economic Development Strategy

Our People and Businesses - The City will support our existing businesses and residents to learn, grow and lead in our economy.

3.3.2 Facilitate access to business skills development opportunities.

- Deliver Business Development Program to upskill and grow local businesses.

3.2.1 Prioritise the creation and promotion of a positive image and identity for the City in order to change the perception and narrative about Armadale and make it a location of choice for residents, businesses and visitors.

- Seek better promotion of the tourism offering and visitor's centre and continuously pursue opportunities to leverage changes to the City's reputation and image.

Tourism Strategy

Product and Destination Development - Cultural Tourism

3.3.2 Facilitate access to business skills development opportunities.

- Develop a workforce training program with a focus on encouraging young people to choose tourism and hospitality as a career path.
- Work with the Armadale Champion Centre, local elders and Aboriginal community leaders to develop a framework for the delivery of Aboriginal tourism opportunities.

Reconciliation Action Plan

Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.

- Develop commercial relationships with Aboriginal and/or Torres Strait Islander businesses

Legal Implications

Nil

Council Policy/Local Law Implications

General assessment has not revealed any applicable Policies/Local Laws.

Budget/Financial Implications

The cost of delivering the proposed Business Development Mentorship and Competition, from design, printing and selling merchandise with Aboriginal art themes is \$20,000. Estimated costings comprise business development advisory services, design and production costs, marketing and promotion activities including up to \$2,750 attributed to the in-kind cost of staff time to implement the project.

The proposed expenditure can be accommodated in the 2023/24 Budget.

The Perth Hills Armadale Visitor Centre can contribute to the production of and selling the souvenirs as this is part of its day-to-day retail activities.

Consultation

- Community Development – Aboriginal Development team
- Economic Development team including the Perth Hills Armadale Visitor Centre

BACKGROUND

At the Ordinary Council Meeting held on 10 July 2023, Cr Keogh referred the following matter to the Community Services Committee.

That the matter of apparel options for events such as NAIDOC week be referred to the Community Services Committee

Council resolved the following at the Ordinary Council Meeting held on 11 September 2023 (C22/9/23):

That Council requests City Officers provide a report regarding:

- i. *The logistics and costs of working with local Aboriginal designers and manufacturers to produce and sell apparel, culminating in the launch of locally designed and produced apparel during the NAIDOC event in July 2024.*
- ii. *The logistics and costs to produce Aboriginal apparel that can also be developed and sold for large events held by the City*

Current Partnerships with Aboriginal Designers and Manufacturers

The City has associations with 13 artists, designers and manufacturers, nine of whom are local to Armadale. The nature of the associations comprise the following:

Name	Product	Purpose
Chartay Creations	Accessories and apparel	Stall holder at NAIDOC – sells own products City purchases goods when required for projects for example the Welcome Baby to Country event
Buffie Creative	Commissioned art, both digital and acrylic paint on canvas. Accessories	Stall holder at NAIDOC – sells own products City purchases goods when required for projects for example the Welcome Baby to Country event
Kristy Rodney	Various artwork	Stall holder at NAIDOC – sells own products
Cheryl Biggs	Various artwork	Stall holder at NAIDOC – sells own products
Dushong Art – Rohin Kickett	Various artwork, photography	Commissioned mural for the Champion Centre and the Ocean Swirl logo
Raylene Hayward	Various artwork	Stall holder at NAIDOC – sells own products

Name	Product	Purpose
Kyooya Designs – Chloe & Danikka Calyon	Commissioned art, craft and apparel	Known artist
Djikulu Dreaming - Tammy Hayden	Apparel	Design of Early Years Partnership logo
Ngalla Moort - Page Prior	Apparel	Known artist
Reynold Indich	Various artwork	Known artist
Rose Indich	Various artwork	Known artist
Beelya Yorg – Teresa Miller	Various artwork	Known artist

DETAILS OF PROPOSAL

The short term objective of the proposed mentorship and competition is to incentivise the creation and incubation of microbusinesses to design and manufacture a line of merchandise for sale during NAIDOC Week in July 2024.

A staged approach is recommended, with the goal of having a pilot program running in early 2024. This approach will help identify the need and appetite of the local Aboriginal community, its capabilities, enable securing support from other organisations, and investigating options to unlock further opportunities such as grants, partnerships or related programs.

As part of the recommended staged approach, with sufficient community buy-in, a competition-style program would be a favourable option by encouraging members of the community to design artworks and to receive professional business development advice, with the view of winning a tailored business development mentorship. For the winning designers and those willing to start a business, they would receive seed funding to design and print a souvenir collection to be available for sale during NAIDOC Week in July 2024 and at the Perth Hills Armadale Visitor Centre.

Preliminary stages are:

Stage 1 – Investigating the need, champions and gaining buy-in

- Meet with the Aboriginal Development team, Aboriginal community members, Small Business Development Corporation (SBDC), WA Indigenous Tourism Operators Council (WAITOC), Perth Hills Armadale Visitor Centre, and other relevant stakeholders to identify needs, opportunities and challenges.
- Devise mechanics and eligibility criteria of a competition-style Business Development Mentorship.

Stage 2 – Build program and momentum

- Build a program around the needs and opportunities identified on Stage 1. Also build a campaign to promote the mentorship including design and format, including a communications plan.
- Seek and secure professional business advisor(s) to deliver the mentorship.

- Procurement – seek up to 3 quotes from local merchandise manufactures, to include design and production of a line of products for sale.

COMMENT

The proposed *Business Development Mentorship and Competition for Aboriginal Art Merchandise* will fulfil the short term aim of facilitating the design and production of merchandise for the NAIDOC event in 2024. The longer term objectives of the proposed project comprise the support of local small businesses, promotion of the Aboriginal art and culture locally and promotes the concept of Aboriginal tourism.

OPTIONS

Council has the following options:

1. Endorse the proposed Business Development Mentorship and Competition for Aboriginal Art Merchandise for NAIDOC Week 2024.
2. Do not endorse the proposed Business Development Mentorship and Competition for Aboriginal Art Merchandise for NAIDOC Week 2024.

Option 1 is recommended.

CONCLUSION

As part of the City of Armadale commitment to support its community and to nurture an environment of innovation and for businesses to grow, the proposed *Business Development Mentorship and Competition for Aboriginal Art Merchandise for NAIDOC Week 2024* is a new initiative that could assist in achieving a number of objectives outlined in the City's Strategic Community Plan, its Economic Development Strategy and Tourism Strategy, its Social Priorities Plan and the recently adopted Reconciliation Action Plan.

By investing in incubating and nurturing new businesses, the City can directly incentivise the creation of new micro enterprises that, if successful, could assist in the creation of jobs and overall wellbeing in the community. Additionally, by working closely with the Champion Centre, the City can strengthen its relationship with its Aboriginal community.

The proposed initiative has the ability be staged and delivered in a way presents minimal risk to the City and promotes positive participation from the community.

ATTACHMENTS

There are no attachments for this report.

RECOMMEND

C33/11/23

That Council:

1. **Endorse Stage 1 of the proposed *Business Development Mentorship & Competition for Aboriginal Art Merchandise for NAIDOC Week 2024.***
2. **After completion of Stage 1, receive a report on the program for Stage 2 of the Business Development Mentorship and Competition for Aboriginal Art Merchandise for NAIDOC Week 2024.**

Moved Cr J Keogh
MOTION CARRIED

(7/0)

COUNCILLORS' ITEMS

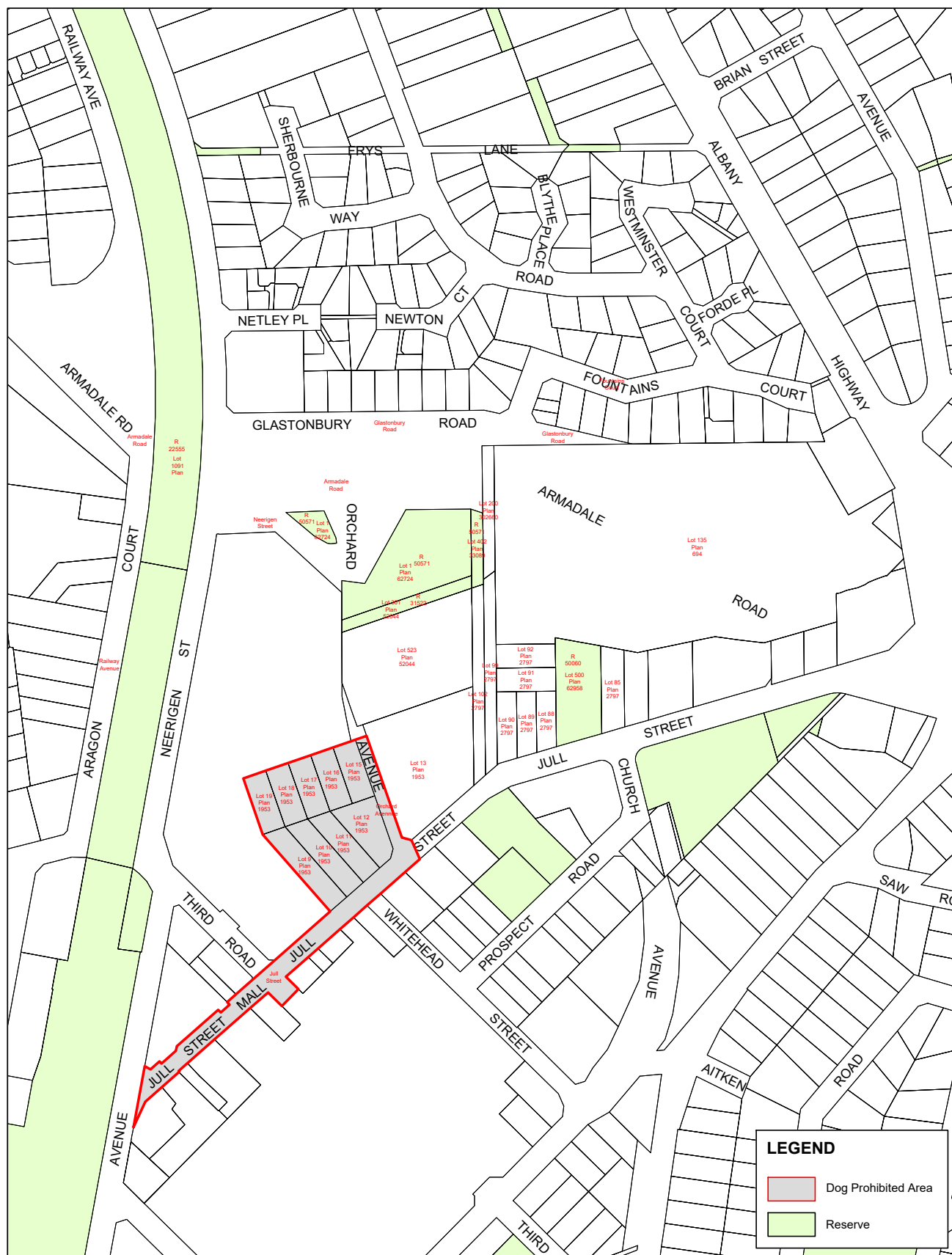
Nil

EXECUTIVE DIRECTOR COMMUNITY SERVICES REPORT

The Executive Director Community Services congratulated everyone on their election.

MEETING DECLARED CLOSED AT 7:17PM

COMMUNITY SERVICES COMMITTEE		
SUMMARY OF ATTACHMENTS		
7 NOVEMBER 2023		
ATT NO.	SUBJECT	PAGE
2.1	DOG PROHIBITED AREAS - CAROLS BY CANDLELIGHT/CHRISTMAS PARADE AND AUSTRALIA DAY EVENTS	
2.1.1	Event - Dog Prohibition - Christmas Carols	24
2.1.2	Event - Dog Prohibition - Australia Day	25



DOG PROHIBITED AREA

Christmas Carols

Land Description

DATE 18 September 2023 - REVISION 2301

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SCALE 1 : 4000

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