

# CITY OF ARMADALE

## MINUTES

OF COMMUNITY SERVICES COMMITTEE HELD IN THE FUNCTION ROOM,  
ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON TUESDAY, 6  
FEBRUARY 2024 AT 7:00PM.

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

**APOLOGIES:**

**OBSERVERS:** Cr S J Mosey  
Cr S Peter JP (*via teams*)  
Cr L Sargeson

**IN ATTENDANCE:** Ms J Abbiss CEO  
Mrs S van Aswegen Executive Director Community Services  
Mrs W Stanley Community Facilities Planning Advisor (*via teams*)  
Mr L Puig Manager Economic Development & Advocacy  
Ms L Frost Economic Development Officer  
Ms J Cranston Executive Assistant Community Services

**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).”*

## **DISCLAIMER**

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

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## **RECOMMEND**

**Minutes of the Community Services Committee Meeting held on 5 December 2023 be confirmed.**

**Moved Cr P A Hetherington**  
**MOTION CARRIED**

**(7/0)**

## **ITEMS REFERRED FROM INFORMATION BULLETIN**

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Report on Outstanding Matters – Community Services Committee

Items referred from the Information Bulletin – Issue 19 – December 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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## COMMUNITY SERVICES COMMITTEE

6 FEBRUARY 2024

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***1.1 - CONFIDENTIAL REPORT COVER PAGE - NAMING OF FACILITIES -  
WILLIAM SKEET AND FORRESTDALE SPORTING PRECINCT***

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**MEETING CLOSED TO PUBLIC**

MOVED Cr Stoneham that the meeting be closed to members of the public as the matter to be discussed deals with the personal affairs of a person.

Motion Carried (7/0)

*Meeting declared closed at 7:02pm. There were no members of the public present at the time.*

WARD : LAKE  
FILE No. : M/13/24  
DATE : 11 January 2024  
REF : JC  
RESPONSIBLE : Executive Director  
MANAGER : Community Services

**In Brief:**

- A confidential report is presented in the Confidential Attachments to this Agenda.

**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**

Nil

**Legal Implications**

Nil

**Council Policy/Local Law Implications**

Naming of Parks, Places and Buildings Policy

**Budget/Financial Implications**

Nil

**ATTACHMENTS**

1. Confidential Report - Naming of Facilities - William Skeet and Forrestdale Sporting Precinct -  
*This matter is considered to be confidential under Section 5.23(2) (b) of the Local Government Act, as the matter relates to the personal affairs of a person*

**RECOMMEND**

**C1/2/24**

**That Council adopt the recommendation as outlined in the Confidential report.**

**Moved Cr Silver**

**MOTION CARRIED**

**(7/0)**

**MEETING OPENED TO PUBLIC**

MOVED Cr Wielinga that the meeting be opened.  
Motion carried (7/0)

*Meeting declared open at 7:06pm*

## **2.1 - ARMADALE CREST AT THE ARMADALE HALL (REFERRAL MATTER)**

At the Council meeting held on 11 September 2023, Cr Keogh referred the following matter to the Community Services Committee.

*That the matter of the Armadale crest at the Armadale Hall be referred to the Community Services Committee.*

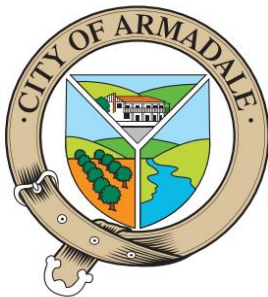
### **Comment from Cr Keogh**

The Armadale District Hall is a significant cultural building that is used for many significant annual events. The building should reflect the prominence and significance of Armadale being a strategic metropolitan city centre where it can proudly entertain guests, residents and dignitaries. The recent renovation and upgrade of the hall was fantastic to see and many people appreciate the hall being well utilised. It is right and proper that a magnificent building should be available to a magnificent area.

I believe it would be fitting to recognise this formally with the installation of the Armadale Crest above the stage of the town hall and would like to request Officers to research into costings of designing and installing a crest.

### **Officer Comment**

The City of Armadale has a traditional Council crest – refer below:



Costs of purchasing a crest would vary depending on size and the materials the image is printed on. Recent plaques have cost up to \$1600 plus installation; however, these plaques have been single colour.

The space above the stage is contoured, as shown in the photo below. The suitability of the construction materials used in this space would need to be examined before such an installation could proceed.



The appropriateness of such installation should also be considered carefully as the Armadale District Hall was opened in 1936 and the crest was not introduced until 1979. The Hall is on the State Register of Heritage Places and at the very least advice should be obtained from the Heritage Council of WA before erecting the crest. The Armadale Hall is also listed as a Category A in the City's Local Heritage Survey which is available on the City's Website. A Conservation Management Plan document was also written for the development when the expansion of the hall was constructed.

#### **ATTACHMENTS**

There are no attachments for this report.

#### **RECOMMEND**

**C2/2/24**

**That Council request a report on options and costings for the placement of the City of Armadale Crest in the Armadale District Hall.**

**Moved Cr J Keogh  
MOTION CARRIED**

**(7/0)**

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

WARD : ALL  
FILE No. : M/14/24  
DATE : 15 January 2024  
REF : LP  
RESPONSIBLE MANAGER : Chief Executive Officer

**In Brief:**

- In September 2023, Council requested a report regarding logistics and costs of working with local Aboriginal designers and manufacturers to produce and sell apparel during NAIDOC Week in July 2024.
- In November 2023, a report was presented, with Council agreeing to proceed with Stage 1 of a proposed business development mentorship and competition to produce Aboriginal art merchandise.
- This report presents the evaluation of Stage 1, as agreed in November, and a proposed Stage 2 for the delivery of the Aboriginal art merchandise initiative.
- Recommend that Council supports the proposed Stage 2 of the Business Development Mentorship and Competition for Aboriginal Art Merchandise for NAIDOC Week in July 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 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 businesses and visitors.

- Seek better promotion of the tourism offering and Visitor 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**

### *Opportunities*

Action 2: 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**

Based on historical knowledge of relevant legislation, there are no restrictions.

### **Council Policy/Local Law Implications**

Based on historical knowledge, there are no applicable Policies/Local Laws.

### **Budget/Financial Implications**

The estimated cost of delivering the proposed Business Development Mentorship and Competition, is likely to include up to \$2,750 in-kind cost for staff time. The business development training and mentorship costs will be funded and provided by WAITOC. The Champion Centre would provide the venue for the program.

It is proposed that the City will fund the design and production of apparel, at a cost of approximately \$3,430 - \$7,185. The proposed expenditure can be accommodated in the 2023/24 Budget.

### **Consultation**

- Community Development – Aboriginal Development Team and Arts Officer
- Economic Development Team
- Perth Hills Armadale Visitor Centre
- WA Indigenous Tourism Operators Council (WAITOC)
- Small Business Development Corporation (SBDC)

## **BACKGROUND**

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

*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.*

Following this resolution, a report was presented at the Ordinary Council Meeting held on 13 November 2023 (C33/11/23) with Council resolving the following:

- i. Endorse Stage 1 of the proposed Business Development Mentorship & Competition for Aboriginal Art Merchandise for NAIDOC Week 2024.*
- ii. 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.*

## **DETAILS OF PROPOSAL**

As part of the recommended staged approach, the proposed Business Development Mentorship and Competition for Aboriginal Art Merchandise was explored further during Stage 1.

Meetings were held with the Aboriginal Development team at the Champion Centre, consultation occurred with the City's Arts Officer, Perth Hills Armadale Visitor Centre, WA Indigenous Tourism Operators Council (WAITOC) and Small Business Development Corporation (SBDC).

The business mentorship element was received positively, and discussions were focused around how the project would roll out to ensure its success. It was established that there are some target groups with whom the Aboriginal Development team has contact with. It is anticipated that individuals from local schools and community groups would be interested in participating.

WAITOC has offered to partner with the City as this project directly aligns with the actions outlined in the Tjina: Western Australian Aboriginal Tourism Action Plan.

Investigation into the competition element of the project identified the following risks:

- Community perception that the City is seen to be profiting from Aboriginal art and culture with commercial benefit to the City.
- Low participation and attendance due to no monetary gain for the applicants.
- Due to the cost of manufacturing quality products, it is anticipated that there would be little to no profit from the sale of products.

Therefore, it is suggested to revise the proposed competition element, with the winning artist having their design printed onto apparel to be available to the City's customer facing staff across its facilities during NAIDOC week 2024. The products will not be sold. This process will form part of the program, as the artist will learn to work with designers and manufacturers to produce merchandise. It is important to note that artists already produce and sell goods during NAIDOC week and other events.

Costs of merchandise production has been quoted as follows:

<b>Apparel Description</b>	<b>Qty</b>	<b>Unit Price excl GST</b>	<b>Total Price excl GST</b>
Hair Scrunchie	500	\$1.99	\$995.00
Tie	100	\$10.95	\$1095.00
T-Shirt	100	\$37.55	\$3,755.00
Chiffon Scarf	100	\$13.40	\$1,340.00

By partnering with WAITOC, the proposed program will provide mentoring around the development of a cultural tourism product. This will include 30 hours of mentoring and support. This program is designed around the needs and available time of the mentee, ensuring cultural protocols come first. Basic, flexible frameworks are followed to ensure progression and the achievement of set goals.

To be eligible to be part of this project, participants must fulfil the following criteria:

1. Possess genuine aspirations to develop a cultural tourism product.
2. Be of Aboriginal and/or Torres Strait Islander descent.
3. Reside within the City of Armadale.

A written agreement of terms and conditions will be created to formalise the arrangement with the artist regarding the use of their design on the merchandise produced for NAIDOC week. At no point would the original artwork become property of the City of Armadale.

It is proposed to commence the revised Stage 2 of the program:

**Stage 2 – Build and roll-out program**

- Build a campaign to promote the program including design and format and develop a communications plan.
- Promote to schools, community groups and tertiary institutions.
- Launch NAIDOC art competition, with the winning design being chosen by a selection panel.
- The winning applicant to commence mentorship with WAITOC, who will tailor the program to the participant's individual needs and aspirations.
- Seek up to three quotes from local merchandise manufactures, to include design and production of a line of products to be available for NAIDOC week 2024.

**COMMENT**

The aim of the program is to upskill and empower local people to be in the position to start their own small business and in time, produce and sell their own products in future years during NAIDOC week, at the Perth Hills Armadale Visitor Centre and at pop-up stalls during events held throughout the City.

Based on the advice received during the investigative stages, this program should be designed to create intergenerational wealth and economic independence for Aboriginal businesses and communities and help Aboriginal people build sustainable enterprises that will support themselves, their families, and their communities. The demand for Aboriginal tourism experiences and art products has seen growth over the last few years, creating many opportunities to build products and services which showcase our region to visitors through storytelling.

**OPTIONS**

Council has the following options:

1. Endorse Stage 2 of the proposed Business Development Mentorship and Competition for Aboriginal Art Merchandise for NAIDOC Week 2024.
2. Do not proceed with Stage 2 of 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 Program 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 Community Development Strategy 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 Aboriginal Development team and community stakeholders, the City can strengthen its relationship with its Aboriginal community.

#### **ATTACHMENTS**

There are no attachments for this report.

#### **RECOMMEND**

C3/2/24

**That Council endorse Stage 2 of the proposed Business Development Mentorship and Competition for Aboriginal Art Merchandise for NAIDOC Week 2024.**

**Moved Cr J Keogh  
MOTION CARRIED**

**(7/0)**

***COUNCILLORS' ITEMS***

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Nil

***EXECUTIVE DIRECTOR COMMUNITY SERVICES REPORT***

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Nil

**MEETING DECLARED CLOSED AT 7:32PM**