

CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

MINUTES

11 August 2009

(REF: COMMITTEES-9784)

A meeting of the Chief Executive Officers Advisory Committee was held at the EMRC Administration Office, 1st Floor, 226 Great Eastern Highway, BELMONT WA 6104 on **Tuesday, 11 August 2009**. The meeting commenced at 12.30pm.

TABLE OF CONTENTS

1	DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS	1
2	ATTENDANCE, APOLOGIES AND LEAVE OF ABSENCE PREVIOUSLY APPROVED	1
3	DISCLOSURE OF INTERESTS	1
4	ANNOUNCEMENT BY THE CHAIRMAN OR PERSON PRESIDING WITHOUT DISCUSSION	1
5	CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS	2
	5.1 CONFIRMATION OF MINUTES OF CEOAC MEETING 9 JUNE 2009 (Ref: Committees-9397)	2
6	PRESENTATIONS	2
7	ANNOUNCEMENT OF CONFIDENTIAL MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO THE PUBLIC	2
	7.1 CONFIDENTIAL DISCUSSION – LEGAL ADVICE ON CONFIDENTIAL ITEMS	2
8	BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING	2
9	REPORTS OF OFFICERS	3
	9.1 REGIONAL CALENDAR OF EVENTS (Ref: Committees-9667)	3
	9.2 DEVELOPMENT OF REGIONAL TOURISM STRATEGY (Ref: Committees-9564)	9
	9.3 CITIES FOR CLIMATE PROTECTION (CCP) - RECOMMENDATION ON WAY FORWARD (Ref: Committees-9698)	15
	9.4 MEETING DATES FOR 2010 (Ref: Committees- 9695)	23
	9.5 REGIONAL BUSINESS CASE FOR BROADBAND INFRASTRUCTURE UPGRADES IN PERTH'S EASTERN REGION (Ref: Committees- 9716)	27
	9.6 REGIONAL ADVOCACY CAMPAIGN FOR UNDERGROUND POWER (Ref: Committees-9554)	32
	9.7 ITEMS CONTAINED IN THE INFORMATION BULLETIN (Ref: Committees-9721)	45
10	CONFIDENTIAL MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO THE PUBLIC	46
	10.1 CONFIDENTIAL DISCUSSION – LEGAL ADVICE ON CONFIDENTIAL ITEMS	46
11	GENERAL BUSINESS	47
	11.1 EVENTS IN THE REGION	47
	11.2 INDUCTIONS FOR INCOMING COUNCILLORS	47

TABLE OF CONTENTS *continued*

11.3	<i>SEPTEMBER CEOAC MEETING</i>	48
11.4	<i>REGIONAL INDUSTRIAL TOURS</i>	48
11.5	<i>REGIONAL SHADOW CABINET MEETING</i>	48
11.6	<i>RESOURCE RECOVERY PROJECT EXPRESSIONS OF INTEREST</i>	48
11.7	<i>ACKNOWLEDGEMENT</i>	48
12	FUTURE MEETINGS OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE	48
13	DECLARATION OF CLOSURE OF MEETING	48



1 DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS

The Chairman opened the meeting at 12.30pm and welcomed Mr Neil Douglas, from Mcleods Barristers & Solicitors. Mr Throssell advised that he would be proposing a change in the order of business.

2 ATTENDANCE, APOLOGIES AND LEAVE OF ABSENCE PREVIOUSLY APPROVED

Mr Jonathan Throssell (Chairman)	Chief Executive Officer	Shire of Mundaring
Mr Bob Jarvis	Chief Executive Officer	Town of Bassendean
Ms Francesca Lefante	Chief Executive Officer	City of Bayswater
Mr Stuart Cole	Chief Executive Officer	City of Belmont
Ms Maureena Lockyer-Benzie	Acting Chief Executive Officer	City of Swan
Mr Peter Schneider	Acting Chief Executive Officer	EMRC

APOLOGIES

Mr Mike Foley (Deputy Chairman)	Chief Executive Officer	City of Swan
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EMRC Officers

Ms Rhonda Hardy	Executive Manager, Regional Services
Ms Fay Gerhard	Executive Assistant to Chief Executive Officer (Minutes)
Ms Mary-Ann Winnett	Personal Assistant to Executive Manager Corporate Services (Observer)

Visitors

Mr Neil Douglas	McLeods, Barristers & Solicitors
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3 DISCLOSURE OF INTERESTS

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4 ANNOUNCEMENT BY THE CHAIRMAN OR PERSON PRESIDING WITHOUT DISCUSSION

Proposed change to the order of Business

In accordance with section 3.3 of EMRC Standing Orders the Chairman proposed to change the order of business to bring forward **Report Item 10.1 Confidential Discussion – Legal Advice On Confidential Items** as the first order of business following **ITEM 8 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING**. It was also recommended that the Committee proceed behind closed doors to deal with the legal discussion being provided by Mr Neil Douglas of McLeods.

CEOAC RESOLUTION

MOVED MR JARVIS

SECONDED MS LEFANTE

THAT THE ORDER OF BUSINESS BE CHANGED TO DEAL WITH SECTION 10 – ITEM 10.1 CONFIDENTIAL DISCUSSION – LEGAL ADVICE ON CONFIDENTIAL ITEMS AS THE NEXT ITEMS FOLLOWING ITEM 8 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING.

CARRIED UNANIMOUSLY



5 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

5.1 MINUTES OF CEOAC COMMITTEE MEETING HELD ON 9 JUNE 2009

That the minutes of the Chief Executive Officers Advisory Committee meeting held on 9 June 2009, which have been distributed, be confirmed.

CEOAC RESOLUTION(S)

MOVED MR JARVIS

SECONDED MR COLE

THAT THE MINUTES OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE MEETING HELD ON 9 JUNE 2009 WHICH HAVE BEEN DISTRIBUTED, BE CONFIRMED.

CARRIED UNANIMOUSLY

6 PRESENTATIONS

Nil

7 ANNOUNCEMENT OF CONFIDENTIAL MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO THE PUBLIC

NOTE: Section 5.23(2) of the Local Government Act 1995, details a number of matters upon which Council may discuss and make decisions without members of the public being present. These matters include: matters affecting employees; personal affairs of any person; contractual matters; legal advice; commercial-in-confidence matters; security matters; among others.

The following report item is covered in section 10 of this agenda.

7.1 CONFIDENTIAL DISCUSSION – LEGAL ADVICE ON CONFIDENTIAL ITEMS

8 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING

Nil

Proposed change to the order of Business

In accordance with section 3.3 of EMRC Standing Orders the Chairman proposed to change the order of business to bring forward **Report Item 10.1 Confidential Discussion – Legal Advice On Confidential Items** as the next item of business. It was also recommended that the Committee proceed behind closed doors to deal with the legal discussion being provided by Mr Neil Douglas of McLeods.



9 REPORTS OF OFFICERS

9.1 REGIONAL CALENDAR OF EVENTS

REFERENCE: COMMITTEES-9667

PURPOSE OF REPORT

For Council to consider the efficacy and consumer value of the annual hardcopy production of the Regional Calendar of Events in favour of maintaining the dynamic online calendar on the regional tourism website PerthTourism.com.au.

KEY ISSUE(S)

- The EMRC has produced and distributed the Regional Calendar of Events as a regional tourism development activity since 1999.
- The purpose of the Regional Calendar of Events is to support member Councils and community groups to promote events with the aim of encouraging attendance by residents and visitors to Perth's Eastern Region.
- EMRC and member Council officers have questioned the value of EMRC continuing to produce the Regional Calendar of Events in hard copy form as member Councils have developed their own event promotion tools.
- In addition to duplication of EMRC and member Council hard copy event promotion activities, the costs (both financial and officer time) to produce and distribute the hard copy Regional Calendar of Events can not evidence sufficient benefits. In 2009, 150,000 copies of the Regional Calendar of Events were produced at a cost, borne solely by the EMRC, of \$81,064.27 (excluding officer time). The 2009/10 draft budget allocation to produce and distribute the 2010 Regional Calendar of Events is \$99,000 and
- In 2007, the regional website, www.perthtourism.com.au, was redeveloped by the EMRC to enable a dynamic online version of the Regional Calendar of Events to be available for event attendees to obtain current event details. The further development of PerthTourism.com.au in 2009 offers an opportunity to increase the quality of the online calendar's presentation, further reducing the need for a hard copy publication.

Recommendations

That Council:

1. Approves the discontinuation of the annual production of the hard copy Regional Calendar of Events
2. Notes the EMRC will continue to produce and maintain a dynamic online Regional Calendar of Events on the regional tourism website, www.perthtourism.com.au.

SOURCE OF REPORT

Tourism Project Coordinator
Executive Manager, Regional Services

BACKGROUND

Since 1999 the EMRC has produced and distributed the Regional Calendar of Events as a regional tourism development activity. The purpose of the Regional Calendar of Events is to support member Councils and community groups to promote events with the aim of encouraging attendance by residents and visitors to Perth's Eastern Region.



Item 9.1 continued

150,000 copies of the 2009 Regional Calendar of Events were produced at a cost to EMRC of \$81,064.27 (excluding officer time) and distributed to residents and business of Perth's Eastern Region.

In 2007, the regional website, www.perthtourism.com.au, was redeveloped to enable a dynamic online version of the Regional Calendar of Events to be available to event attendees to obtain current event details.

The EMRC and member Council officers have questioned the value of EMRC continuing to produce the Regional Calendar of Events in hard copy form for a range of reasons including duplication with event promotion activities now undertaken by member Councils.

REPORT

EMRC conducted a review of the Regional Calendar of Events with input of member Council officers and the issues are outlined and analysed in this report.

Duplication

When production of the Regional Calendar of Events began, member Councils were not producing individual event promotion publications. In recent years Councils have taken an active approach in event promotion through hard copy and online calendars. The current situation is as follows:

Hard Copy Calendar:

- Shire of Mundaring Events and Festivals Calendar 2009; and
- Swan Valley Holiday Planner 2009.

Online Calendar:

- Bassendean.wa.gov.au;
- Bayswater.wa.gov.au;
- Belmont.wa.gov.au;
- Kalamunda.wa.gov.au;
- Cityofswan.com; and
- Swanvalley.com.au

The EMRC Regional Calendar of Events duplicates much of the event information in the above promotion tools. Clearly, production of multiple calendars represents duplication in officer time and financial outlay.

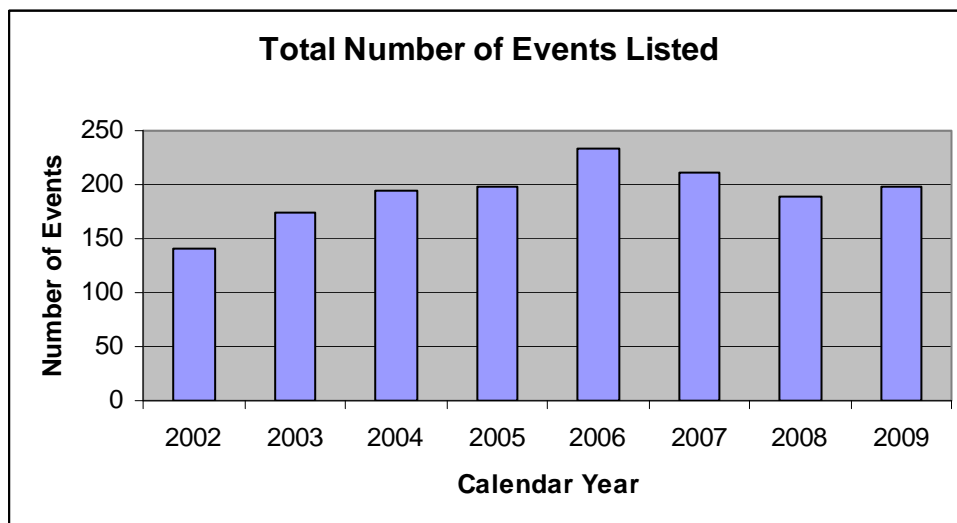
The Regional Calendar of Events is the only publication that promotes events occurring in more than one Council area. As the Regional Calendar of Events is produced first and distributed in December it is used as a source of event information by Councils in the production of calendars. Should production of the Regional Calendar of Events in hard copy cease, this content can still be sourced by member Councils from PerthTourism.com.au.

Securing Event Listings

The charts below show the number and distribution of event listings in the Regional Calendar of Events over the past eight years. After a high in 2006, the number of listings has plateaued. This is despite increased EMRC officer time spent calling for listings through paid advertising, advertorial in press, personalised letters and phone follow up of event organisers and member Councils.



Item 9.1 continued



Distribution of Event Listings in 2009 Regional Event Calendar			
Member Council	Community events	Council supported events	Total Events
Town of Bassendean	3	8	11
City of Bayswater	14	18	32
City of Belmont	2	17	19
Shire of Kalamunda	11	24	35
Shire of Mundaring	27	17	44
City of Swan	51	6	57
Total	108	90	198

A major difficulty in securing event listings for the hard copy Regional Calendar of Events is that listings need to be provided by the end of September to meet the distribution deadline of December. Event organisers, including member Council officers, are often unable to supply the required details up to fifteen months in advance. Retention of the dynamic online calendar means events may be listed and updated throughout the year.

Increasing use of online search tools

The Regional Calendar of Events has been available online at PerthTourism.com.au since 2005. The online calendar at PerthTourism.com.au serves a collection function for event listings throughout the year. As event details can change over the year, the hard copy Regional Calendar of Events encourages attendees to check the dynamic online calendar at PerthTourism.com.au for event updates.

PerthTourism.com.au is currently ranked fifth on Google for the keywords “Perth Events”, and first for the keywords “Perth Event Calendar”. For those accessing the site from a search engine, the keywords “Perth Events” are consistently in the top five phrases, and the event pages are consistently in the top three pages accessed by consumers. These statistics are in line with the ongoing growth of consumers sourcing tourism and event information online, and reflected by the online promotion of events by member Councils.

The PerthTourism.com.au is undergoing redevelopment in 2009, with significant improvements to the visual consumer interface and the functionality of the online event calendar. The redevelopment of PerthTourism.com.au offers an opportunity to increase the quality of the online calendar’s presentation, reducing the need for a hard copy publication.



Item 9.1 continued

Therefore, it is recommended retaining the online Regional Calendar of Events with a strategy to encourage event organisers to update quarterly.

Rising Costs

The most prohibitive element of continuing to the Regional Calendar of Events initiative is the rising costs of production and distribution which are fully met by the EMRC. As the Calendar is primarily a marketing tool it is ineligible for ongoing grant funding and has not proven attractive to potential sponsors.

In 2008/09 expenditure on the Regional Calendar of Events totaled \$81,064.27 which does not include EMRC officer time. The 2009/10 draft budget for the 2010 Regional Calendar of Events, excluding EMRC officer time, is outlined below:

Cost	Budget
Contract Material and Labour Expenses	\$20,000.00
Printing Expenses	\$60,000.00
Advertising Expenses	\$4,000.00
Postage/Distribution Expenses	\$15,000.00
Total	\$99,000.00

Whilst EMRC officer time in managing the dynamic online calendar would remain significant (estimated 160 hours), the event promotion benefits, given the prominence of the website for online searches, make this investment worthwhile.

Consumer Feedback

Public feedback on the Regional Calendar of Events is sought each year through a survey attached to the calendar. Survey responses are entered into a prize competition. The number of survey responses received in 2009 was 246, down from a high of 467 in 2007, indicating that fewer people are inclined to submit feedback.

Survey comments are similar each year and are generally positive regarding the variety of event offerings, and usefulness of the Regional Calendar of Events in providing advance notice. These benefits will continue to be provided by the dynamic online version of the calendar on the regional website, www.perthtourism.com.au.

STRATEGIC/POLICY IMPLICATIONS

Ceasing to produce a hard copy of the Regional Calendar of Events will contribute to Key Result Area 4 of the EMRC Strategic Plan for the Future, specifically Objectives:

- 2.2 *To facilitate regional cultural and recreational activities*
- 3.4 *To improve member Council and EMRC financial viability.*
- 4.4 *To improve marketing and communications.*

FINANCIAL IMPLICATIONS

An allocation of \$99,000 to produce and distribute in hard copy the Regional Calendar of Events has been included in the draft 2009/2010 budget.



Item 9.1 continued

It is proposed that budget would be made available for potential reallocation to alternative tourism destination marketing activities that will provide greater efficacy for member Councils.

SUSTAINABILITY IMPLICATIONS

Ceasing to produce and distribute a hard copy of the Regional Calendar of Events will result in reduced waste through online delivery of an existing service.

MEMBER COUNCIL IMPLICATIONS

Nil

ATTACHMENTS

Nil

VOTING REQUIREMENT

Simple majority

RECOMMENDATIONS

That Council:

1. Approves the discontinuation of the annual production of the hard copy Regional Calendar of Events
2. Notes the EMRC will continue to produce and maintain a dynamic online Regional Calendar of Events on the regional tourism website, www.perthtourism.com.au.

Discussion ensued

Mr Cole asked if the appropriate officers had input into the Regional Calendar of Events.

The Executive Manager of Regional Services advised that consultation with the Visitors Servicing Regional Advisory Group (VSRAG) and Marketing Staff of the Member Councils took place prior to compilation of the calendar.

Mr Throssell, CEO Shire of Mundaring advised that his Council had no online calendar to promote the events, and the EMRC's Executive Manager of Regional Service suggested that member Councils could feed into the EMRC website and the WA Tourism site for information.

The Acting Chief Executive Officer advised that the online calendar of events could be trialed for a year by member Councils and then re-evaluated.

CEOAC RECOMMENDATION(S)

MOVED MR COLE

SECONDED MS LOCKYER-BENZIE

That Council:

1. Approves the discontinuation of the annual production of the hard copy Regional Calendar of Events.



Item 9.1 continued

2. Notes the EMRC will continue to produce and maintain a dynamic online Regional Calendar of Events on the regional tourism website, www.perthtourism.com.au.

CARRIED UNANIMOUSLY

COUNCIL RESOLUTION(S)

MOVED CR GODFREY

SECONDED CR PULE

THAT COUNCIL:

1. APPROVES THE DISCONTINUATION OF THE ANNUAL PRODUCTION OF THE HARD COPY REGIONAL CALENDAR OF EVENTS.
2. NOTES THE EMRC WILL CONTINUE TO PRODUCE AND MAINTAIN A DYNAMIC ONLINE REGIONAL CALENDAR OF EVENTS ON THE REGIONAL TOURISM WEBSITE, WWW.PERTHTOURISM.COM.AU.

CARRIED UNANIMOUSLY



9.2 DEVELOPMENT OF REGIONAL TOURISM STRATEGY

REFERENCE: COMMITTEES-9564

PURPOSE OF REPORT

To seek Council endorsement to develop a Regional Tourism Strategy (RTS) 2010-2015 to guide tourism development activities over the next 5 years.

KEY ISSUES AND RECOMMENDATION(S)

- The EMRC has facilitated regional tourism development activities through collaboration with member Councils and industry since 1998. In performing this function the EMRC has been guided by various strategies, most recently the Regional Tourism Development Plan (2004).
- The need to develop a new tourism strategy document to guide Perth's Eastern Region is driven by changes in the tourism industry environment; development of economic and tourism strategies by member Councils; and revisions to local tourism industry management structures.
- It is proposed that EMRC facilitate a process to develop a Regional Tourism Strategy that will guide EMRC in its delivery of agreed regional tourism activities for the period 2010 to 2015.
- The framework for the proposed Regional Tourism Strategy will be based upon the Sustainable Tourism Management model developed by the Centre for Sustainable Tourism Research. This model is generally regarded as best practice in tourism destination planning at the Local Government level.
- The process for development of the proposed Regional Tourism Strategy will involve extensive consultation with member Councils to ensure activities delivered by the EMRC at the regional level complement and support member Council tourism development activities at the local and precinct levels.

Recommendation

That Council endorse the development of a Regional Tourism Strategy 2010–2015 in accordance with the program outlined in this report.

SOURCE OF REPORT

Manager Economic and Tourism Development
Executive Manager, Regional Services

BACKGROUND

The EMRC is the only regional council in the Perth metropolitan area to have expanded its role to include regional tourism development. Milestones in the evolution of regional tourism strategy for Perth's Eastern Region include;

- 1997 Regional Tourism Strategy developed for the Eastern Metropolitan Local Authorities Group (EMLAG);
- EMLAG employed Tourism Projects Coordinator to implement the Regional Tourism Strategy;
- 1998 EMLAG amalgamated with EMRC and Tourism became a program of EMRC;
- 2003 Regional Futures workshop held to engage stakeholders in review of the Regional Tourism Strategy. Steering Group of member Councils officers and industry formed to guide EMRC in the review;
- 2004 Regional Tourism Plan 2004-07 finalised and endorsed by EMRC Council.



Item 9.2 continued

- 2008 Tourism Masterclass planning workshops conducted with councillors and staff of EMRC and member Councils by the Centre for Sustainable Tourism Research. Consensus reached that the Sustainable Tourism Development framework provided a suitable model for development of a new Regional Tourism Strategy for Perth's Eastern Region.

Over this ten year history regional tourism activities developed have been those that deliver greatest benefit to the majority of member Councils. Activities have ranged from research and advocacy to promotion of events and trails. Major achievements in recent years have included:

- Development, ongoing upgrade and maintenance of the destination promotion online tool www.perthtourism.com.au;
- Promotion of events through production and distribution of the annual Regional Calendar of Events and maintenance of a dynamic version of the calendar online;
- Promotion of trails through production and distribution of the Swan Valley and Perth Hills Trails Discovery Guide and associated website PerthTrails.com.au projects;
- Investigation into the potential of Cycle Tourism and progressive implementation of five priority regional projects;
- Development of the Swan Helena Rivers Trail Development Plan; and
- Development and promotion of umbrella regional events including Avon Descent Family Fun Days and Perth's Autumn Festival.

The EMRC's delivery of regional tourism development activities has been enabled through member Councils working in collaboration on projects that are assessed as delivering benefits to most member Councils. This approach recognises that benefits accrue relative to the tourism asset and product base of member Councils. For example, some member Councils will accrue greater benefit from regional event development and promotion activities whilst others from regional trails development and destination development.

The EMRC tourism development function is funded through Red Hill surpluses supplemented by grant funds with an additional small annual contribution from all member Councils calculated on an agreed formula that reflects the collaborative regional approach and considers rate base (1/3), population (1/3) and equal share (1/3) with an annual 5% CPI adjustment. This formula was endorsed by EMRC Council in December 2007.

In total the funding pool enables the EMRC to employ the equivalent of two officers with specialised skills in tourism development to facilitate, coordinate, plan and implement regional tourism initiatives.

The draft EMRC 2009/10 Budget allocated for the delivery of its regional tourism services is over \$900,000 dispersed as follows:

Regional Tourism Promotions	\$58,572
Regional Calendar of Events	\$108,438
Autumn Festival	\$70,481
Regional Visitors Servicing	\$49,604
Avon Descent Family Fun Days	\$273,012
Regional Tourism Development	\$108,792
Market Research	\$12,344
Tourism Development workshops	\$9,079
Regional Cycling Tourism	\$36,566
Regional Management Staff & Overheads	\$177,986
Total	\$904,874



Item 9.2 continued

Of the \$900,000 budget, \$250,000 is secured through grant funding and member Council contributions totalling \$108,000. It should be noted that the EMRC is making a significant contribution to member Councils for regional tourism activities and this provides an important driver for undertaking regular reviews of the program to ensure member Council alignment and ongoing support.

During annual project negotiations with member Councils the funding model underpinning the regional collaborative approach has been questioned by some of the member Council officers as possibly not being the most appropriate to apply in the future. The development of a Regional Tourism Strategy would provide an opportunity to reaffirm the continued relevance of a collaborative regional approach and alternative funding models.

REPORT

This report outlines the proposed framework and program for development of a Regional Tourism Strategy for Perth's Eastern Region to guide EMRC regional tourism development activities for the period 2010 to 2015. As part of the process for development of the Regional Tourism Strategy EMRC officers will:

- Review achievements and issues with implementation of the Regional Tourism Development Plan (2004)
- Identify and prioritise regional tourism development tourism activities;
- Clarify the regional approach and role of the EMRC in delivery of regional tourism development tourism activities; and
- Identify resource requirements to deliver the Regional Tourism Strategy for consideration by the EMRC and member Councils in development of budgets from 2010/11.

Sustainable Local Tourism Management Framework

The Sustainable Local Tourism Management framework is regarded as best practice in tourism destination planning for Local Government. This approach has been adopted by councils in Queensland, New South Wales and Victoria. The EMRC commissioned a two day Tourism Masterclass planning workshop on this approach that was delivered by the Centre for Sustainable Tourism Research in July 2008. The objectives in holding the Tourism Masterclass for Perth's Eastern Region included;

- To develop a shared understanding of tourism and what is required to strategically manage it;
- To develop a shared understanding of the key drivers of tourism in Perth's Eastern Region; and
- To identify steps required to proactively manage tourism based on the need to review the Regional Tourism Development Plan (2004).

The Tourism Masterclass planning workshop was attended by councillors on the EMRC Marketing and Tourism Advisory Working Party, EMRC and member Council senior officers involved in economic and tourism development, and representatives of Tourism WA and Experience Perth.

The Sustainable Local Tourism Management framework discussed at the Tourism Masterclass Workshop is underpinned by the following five principles:

1. Sustainable Development – To manage tourism in a manner that is sensitive to the environmental, social, cultural and economic context in which it takes place now and in the future.
2. Good Governance – To build and resource structures and processes of governance that provide opportunities for constructive dialogue, information sharing, communication and shared decision-making about common issues and interests.
3. Positive Cultures – To develop and maintain possible and engaged cultures with the destination that promotes the development of shared understandings, visions and solutions.



Item 9.2 continued

4. Informed and Rigorous Planning – To undertake informed and rigorous planning that embraces a creative and adaptive problem-solving approach.
5. Local Government's contribution – To manage tourism on an ethical and participatory basis in the best interests of the local community, business and other interests.

These five principles guide tourism activities in a destination in three core areas, including:

Destination Development – the pursuit of a type, style and level of tourism that contributes to the social, cultural, political and environmental sustainability of a place to live, to work and to visit.

Destination Marketing – the promotion of tourism both within and outside a destination to attract and influence visitors.

Destination Management – the pursuit of strategies and practices that promote balanced, Sustainable administration and management of the destination.

Consensus emerged during the Tourism Masterclass that for the next three to five years issues surrounding destination development and management need to be given greater attention in Perth's Eastern Region with destination marketing activities maintained at current levels.

If the strong focus on tourism destination marketing continues then destinations such as the Swan Valley and the Perth Hills precincts will accrue greater benefits than the river precinct that requires greater focus on destination development, for example, river foreshore activation.

Results of the Tourism Masterclass also showed that opportunities exist to develop tourism at the local level and strategies developed by member Councils should be consistent with and embody the strategic directions of a Regional Tourism Strategy.

Program for Development of a Regional Tourism Strategy (RTS)

It is proposed that the EMRC develops a Regional Tourism Strategy in accordance with the following program.

No	Action Required	Timeframe
1	Seek EMRC Council endorsement to develop a Regional Tourism Strategy (RTS)	August 2009
2	Review strategic plans of partners with whom the RTS activities will need to align in order to leverage funding.	August 2009
3	Negotiate support for development of the RTS from Tourism WA *	August 2009
4	Establish a Project Steering Group comprising representatives of the Economic Development Officers Group (EDOG); Visitors Servicing Regional Advisory Group (VSRAG); Experience Perth and Tourism WA*.	September 2009
5	Prepare RTS development plan in consultation with Project Steering Group.	October 2009
6	Develop project brief and contract consultant to provide independent facilitation of the consultation workshops with member Councils and drafting of the document.	November 2009
7	Consult with member Council officers, regional and external tourism stakeholders. Contact with local tourism industry stakeholders will be facilitated by member Councils.	December 2009 to February 2010
8	Draft the RTS document– consultant.	March 2010
9	Present the draft RTS to the Project Steering Group and integrate comment.	March 2010



Item 9.2 continued

10	Present the draft RTS to EMRC Marketing and Tourism Working Advisory Party for input of EMRC Councillors.	April 2010
11	Present the draft RTS to EMRC Council for endorsement and consideration of 2010/11 budget implications.	April 2010
12	Present the RTS to member Councils for endorsement and consideration of 2010/11 budget implications.	May 2010

Tourism WA (TWA) at its Board meeting held in the Perth Hills in May 2009 offered to support the region to develop a Regional Tourism Strategy as it would assist stakeholders to focus and partner effectively with TWA on planning and destination development priorities.

STRATEGIC/POLICY IMPLICATIONS

Development of a Regional Tourism Strategy will contribute to achievement of strategies under Key Result Areas 1 and 2 of the EMRC Strategic plan for the Future 2009-13, specifically objectives;

- 2.1 To facilitate regional tourism activities and research;
- 2.2 To facilitate regional cultural and recreational activities;
- 3.1 To facilitate increased investment in regional infrastructure; and
- 3.3 To facilitate regional economic development activities.

FINANCIAL IMPLICATIONS

A consultant would assist EMRC officers to develop the Regional Tourism Strategy, specifically facilitation of the stakeholder consultation and drafting of the document.

Funds would be drawn from budget item *Manage New Regional Development Initiatives (72772/02 JF)* for which \$5,000 has been allocated in the draft 2009/2010 Budget.

SUSTAINABILITY IMPLICATIONS

The Regional Tourism Strategy is being developed using the Sustainable Local Tourism Management framework which is underpinned by triple bottom line considerations.

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean City of Bayswater City of Belmont Shire of Kalamunda Shire of Mundaring City of Swan	Tourism activities within the Regional Tourism Strategy will complement member Council priorities. The RTS will provide the strategic framework for member Councils to develop local tourism strategies that reflect and leverage regional directions.

ATTACHMENT(S)

Nil



Item 9.2 continued

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That Council endorse the development of a Regional Tourism Strategy 2010–2015 in accordance with the program outlined in this report.

Discussion ensued

Ms Maureena Lockyer-Benzie questioned whether \$5,000 was sufficient for the consultancy to develop the Regional Tourism Strategy.

The Acting Chief Executive Officer advised that this allocation of money was sufficient as there would be savings due to the discontinuation of the hard copy of the calendar of events.

Mr Cole stated the Development of the Regional Tourism Strategy should incorporate all accommodation and attractions within the East Metropolitan Region.

Ms Lefante agreed and advised the City of Bayswater would support a Regional Tourism Strategy.

CEOAC RECOMMENDATION(S)

MOVED MR JARVIS

SECONDED MR COLE

That Council endorse the development of a Regional Tourism Strategy 2010 – 2015 in accordance with the program outlined in this report.

CARRIED UNANIMOUSLY

COUNCIL RESOLUTION(S)

MOVED CR GODFREY

SECONDED CR PULE

THAT COUNCIL ENDORSE THE DEVELOPMENT OF A REGIONAL TOURISM STRATEGY 2010 – 2015 IN ACCORDANCE WITH THE PROGRAM OUTLINED IN THIS REPORT.

CARRIED UNANIMOUSLY



9.3 CITIES FOR CLIMATE PROTECTION (CCP) - RECOMMENDATION ON WAY FORWARD

REFERENCE: COMMITTEES 9698

PURPOSE OF REPORT

The purpose of this report is to provide Council with an update on the status of the Cities for Climate Protection (CCP) Program; to provide identification of the potential impacts on member Council CCP commitments and actions; and make recommendations for a pathway forward for member Councils within existing resources committed in 2009/2010.

KEY ISSUES AND RECOMMENDATION(S)

- The CCP Program is a valuable initiative for Perth's Eastern Region, providing Councils with a structured way of reducing emissions and energy costs, providing avenues for Councils to report to their communities and other regions on their initiatives and achievements.
- The CCP Program is also a useful means for Councils to identify issues and access funding through appropriate avenues.
- On the 15th May 2009, the International Council for Local Environmental Initiatives (ICLEI) Oceania advised all participating local governments of that Federal funding to ICLEI for the project would cease from 30 June 2009.
- The EMRC member Councils committed to implementing the Cities for Climate Protection (CCP) Program in their local area through the Regional Environmental Strategy adopted by the EMRC in June 2000 and subsequently adopted by all member Councils.
- All member Councils have successfully progressed through the CCP five milestone framework by 2009 and are now at the advanced level of the program, CCP PLUS.
- As a part of the second milestone, each Council committed to a reduction target by a specified year, in most cases, a 20% reduction from a base year to a target year, which in most cases is 2011.
- Due to this level of progress, the direct impact that the loss of funding will have on Member Councils should be minimal.
- The EMRC has sought feedback and direction from relevant member Council officers on key issues and opportunities, as well as liaising with the Western Australian Local Government Association (WALGA) and other participating local governments in the Perth Metropolitan Area on specific aspects.
- Feedback received from member Council officers has indicated broad consensus on a pathway forward that includes continued provision of support from the EMRC for each Council to assist in:
 - Meeting member Council priorities, particularly in seeking grants, implementing projects and providing advice and advocacy;
 - Seeking alternative options for inventories; and
 - Progressing, where requested, Greenhouse Action Plans.
- The EMRC will endeavour to achieve reportable outcomes on actions agreed to by Member Councils by October 2009.



Item 9.3 continued

Recommendation(s)

That the EMRC:

1. Write to Member Council Chief Executive Officers outlining how it will provide support to the CCP program and seeking agreement from Member Councils to retain the CCP program and associated draft budget allocations for the 2009/2010 financial year.
2. Provide a revised program proposal for CCP by February 2010 to Member Councils to consider funding the program for 2010/2011 so that final inventories can be assessed and aggregated against each member Council's target year.
3. Seek membership of ICLEI's CCP Partners program on behalf of the region.

SOURCE OF REPORT

Team Leader for Sustainability
Executive Manager, Regional Services

BACKGROUND

The Cities for Climate Protection (CCP) Program is a sustainability initiative developed by ICLEI and funded by the Australian Government. The CCP program provides local governments with a framework and structured approach to actively assess council's own production of greenhouse emissions.

The CCP Program has five milestones, all of which the six EMRC member councils have completed:

- Milestone 1. Conduct a baseline emissions inventory and forecast for a target year;
- Milestone 2. Adopt an emissions reduction target for the forecast year;
- Milestone 3. Develop a Community and Corporate Greenhouse Action Plan;
- Milestone 4. Implement policies and measures; and
- Milestone 5. Monitor and verify results.

Once all milestones have been met, Councils move into the CCP PLUS phase. Within this phase Councils continue to progress towards the goals set during Milestone 2 through continued re-inventories, implementing reduction and abatement measures and implementing actions in their Greenhouse Action Plans.

On the 14 May 2009, the International Council for Local Environmental Initiatives (ICLEI) Oceania received verbal advice from the Australian Government that it would no longer continue funding the CCP Program beyond the end of June 2009. ICLEI advised all participating local governments of this on the 15 May 2009.

A briefing note on this issue was tabled at the CEOAC meeting of 9 June 2009. The briefing note and ancillary information was subsequently circulated to key contact officers for the CCP program at each member Council and feedback sought on future directions.

This report provides a summary of the feedback received and outlines a plan of action for the remainder of 2009/2010, which will inform planning for future years.

The table on the following page identifies the duration of member Council participation in the CCP program and the target year set by each Council for measuring overall achievements.



Item 9.3 continued

Table 1: Member Council commitment and progress achieved through the CCP Program.

Member Councils	Year Joined CCP	Year reached CCP PLUS	Target Year
Town of Bassendean	2001	2005	2011
City of Bayswater	2001	2005	2011
City of Belmont	2001	2005	2011
Shire of Kalamunda	2001	2007	2011
Shire of Mundaring	2001	2005	2011
City of Swan	2000	2007	2010

REPORT

The briefing note to member Councils identified four (4) points for consideration, which were:

1. Mitigation is a vital component of adaptation. Historical emission data is required to assist local governments to monitor and review their current emission levels so as to generate an effective adaptation plan.
2. An appropriate software program is required to enable emissions recording, monitoring and reviewing to enable member Councils to identify potential problem areas, develop projects and secure funding for future actions;
3. Providing local governments with the opportunity to showcase and be recognised for their achievements, generates continued commitment to the program; and
4. ICLEI CCP provided a strong network of local governments striving to achieve common goals through a recognised and trusted brand both nationally and internationally.

The Briefing Note recommended that the EMRC liaise with member Councils to develop a way forward. Initial responses from member Councils have been received and collated and are provided as Attachment 1 to this report.

Feedback from member Council Officers

The responses confirmed that member Councils view the CCP Program as a valuable component of their response to climate change and an effective means by which member Councils can identify ways of reducing energy consumption and costs.

Feedback from member Councils indicated agreement on several key aspects of the EMRC's CCP support that they wished to see continue for at least 2009/2010, some of which are based on current actions for 2009/2010, and some of which seek to address gaps left by the changes to ICLEI's program support. These include:

- Providing assistance in meeting member Councils' CCP priorities;
- Seeking alternative options for inventories;
- Progressing, where requested, Greenhouse Action Plans; and
- Providing general support and advocacy.

The current 2009/2010 project proposals for all six member Councils include time allocations to assist in seeking grants and progressing specific projects. These elements will continue forward into revised 2009/2010 project proposals and are not expected to be affected by the proposed changes to ICLEI funding as other project funding avenues are available.



Item 9.3 continued

Emissions inventories have a vital role in measuring and managing progress in mitigating greenhouse gas emissions. In past years, the EMRC provided support to member Councils by collating information from each Council and entering the data into the web-based ICLEI inventory database. The closure of access to the ICLEI software has removed the platform that has been used consistently to report progress to date. ICLEI has provided copies of the data and have indicated that the basis for data calculations would be made available.

The EMRC will provide support for member Councils in progressing their inventories through:

- Identifying options to translate the data provided by ICLEI on past member Council inventories into a form capable of being interpreted meaningfully for future reporting;
- Identifying options for member Councils to continue their inventories, within current budget allocations, until at least their target year and for member Council consideration thereafter; and
- Where possible, identifying options that provide a common platform, are consistent with the inventories undertaken through the ICLEI software and preferably are a common platform with other local governments within the Perth Metropolitan Area. Preference will be given to options based on existing software as no resources are available for development.

Several member Councils also indicated that they wished the EMRC to continue to provide support for the implementation of Corporate and Community Action Plans.

The EMRC will continue to work collaboratively with the member Councils, WALGA, ICLEI and other organisations on greenhouse mitigation and in identifying opportunities aligned with member Councils priorities. As there is limited direct benefit from multiple memberships of ICLEI's revised CCP Partners Program, the EMRC will seek membership on behalf of the region. The shared cost will be factored into revised project proposals.

One option for achieving this is through the ICLEI CCP Partners project. This project is a contribution-based extension to the CCP Program.

ICLEI Oceania will be offering councils the opportunity to become a CCP Partner to receive high level political and management support. This support will ensure that the experience, practical case studies, assistance materials and national and international linkages developed over a decade will be available on an ongoing basis.

CCP Partner benefits include:

- Log-in access to the ICLEI Oceania website;
- Access to teleconferences on key topics and two annual Partners' regional briefings;
- CCP Partners' community engagement briefings: with the aim to offer a community briefing for local residents on local climate action locally and globally;
- Preferential access to ICLEI climate case studies;
- Preferential access to Asia-Pacific activity;
- Monthly climate letter to the Mayor and the CEO;
- Monthly bulletin to nominated council staff; and
- International climate meeting involvement: including the UN Conference of the Parties, Global Mayors Forum in China and Metropolis, United Cities and Local Governments (UCLG) conferences

Annual fees for the CCP Partners program are based on population size. Fees for EMRC member Councils would range from \$1,500, exc GST, for the Town of Bassendean, to \$2,500 for the City of Swan. ICLEI also offers a fee for service assistance program, however will have no WA based staff.

The benefits of the CCP Partners Program do not represent significant value for money for member Councils on an individual basis. The combined annual cost of \$12,500 to \$13,500 would deliver mainly access to information and little practical support. One alternative would be for the EMRC to become a CCP Partner, which would cost \$3500, based on the combined population of the region, and which would reduce the cost



Item 9.3 continued

to each Council to around \$585 per annum. All newsletters and information can be disseminated to member Councils on a regular basis.

The EMRC will continue to work with member Councils and regional partners such as WALGA and ICLEI to identify options for inventories and revise projects plans by September 2009, to provide sufficient time to implement the revised project plans during 2009/2010.

EMRC has continued to liaise with ICLEI, WALGA and Member Councils throughout this period. As a part of this role, the EMRC requested that WALGA facilitate a meeting with other CCP local governments to discuss concerns about the program's closure. The meeting was held on 29 May 2009 and identified similar concerns as those identified in this report.

STRATEGIC/POLICY IMPLICATIONS

The Cities for Climate Protection Program and related actions support a range of key outcomes and objectives within each Member Council and is consistent with EMRC's Key Result Area "Environmental Sustainability" as identified in the Strategic Plan.

This service role aligns to:

- 1.6 *To Address climate change issues within the region*
- 1.6.2 *Implement Cities for Climate Protection Programme (CCP)*

FINANCIAL IMPLICATIONS

Each member Council has identified an allocation within their draft budgets for 2009/2010 for the EMRC's services in providing CCP program support as detailed in annual project proposals submitted to each Council in February/March 2009.

The cost for the EMRC to join the CCP Partners Program is \$3,500 per annum, equating to \$585 per member Council. Coverage of this amount would be addressed in revised project plans for each Council.

SUSTAINABILITY IMPLICATIONS

The Cities for Climate Protection Program contributes to the sustainability of the region through assisting member Councils and their communities to reduce greenhouse gas emissions.

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean City of Bayswater City of Belmont Shire of Kalamunda Shire of Mundaring City of Swan	The cessation of Australian Government funding is not expected to affect Member Councils' costs for 2009/2010. Revised project proposals will be provided for to align with the feedback received and options outlined in this report.

ATTACHMENT(S)

Summary of Member Council Feedback on CCP Changes ([Ref:Committees-9724](#))



Item 9.3 continued

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That the EMRC:

1. Write to Member Council Chief Executive Officers outlining how it will provide support to the CCP program and seeking agreement from Member Councils to retain the CCP program and associated draft budget allocations for the 2009/2010 financial year.
2. Provide a revised program proposal for CCP by February 2010 to Member Councils to consider funding the program for 2010/2011 so that final inventories can be assessed and aggregated against each member Council's target year.
3. Seek membership of ICLEI's CCP Partners program on behalf of the region.

Discussion ensued

Ms Lockyer-Benzie questioned whether the use of the CCP branding name was allowed given that the Cities for Climate Protection (CCP) had become obsolete. The Executive Manager of Regional Services advised that whilst no authorisation had been given to use the name, the use of the name may be possible and suggestions of rebranding were welcome. The Acting Chief Executive Officer stated the name of the project was not as important as the outcomes that will be achieved and EMRC would look at rebranding the name for the project if the name was not available for use.

CEOAC RECOMMENDATION(S)

MOVED MR COLE

SECONDED MR JARVIS

That the EMRC:

1. Write to Member Council Chief Executive Officers outlining how it will provide support to the CCP program and seeking agreement from Member Councils to retain the CCP program and associated draft budget allocations for the 2009/2010 financial year.
2. Provide a revised program proposal for CCP by February 2010 to Member Councils to consider funding the program for 2010/2011 so that final inventories can be assessed and aggregated against each member Council's target year.
3. Seek membership of ICLEI's CCP Partners program on behalf of the region.

CARRIED UNANIMOUSLY



Item 9.3 continued

COUNCIL RESOLUTION(S)

MOVED CR GODFREY SECONDED CR PULE

That the EMRC:

1. Write to Member Council Chief Executive Officers outlining how it will provide support to the CCP program and seeking agreement from Member Councils to retain the CCP program and associated draft budget allocations for the 2009/2010 financial year.
2. Provide a revised program proposal for CCP by February 2010 to Member Councils to consider funding the program for 2010/2011 so that final inventories can be assessed and aggregated against each member Council's target year.
3. Seek membership of ICLEI's CCP Partners program on behalf of the region.




CARRIED UNANIMOUSLY

ATTACHMENT 1

Table 1: Summary of Member Council Officer Feedback on Cities for Climate Protection (CCP) Changes, June 2009

	Support Role		Inventories			Progress Plans		Grants	Projects
	Provide Continued support	Continued work with WALGA and similar organisation	See the Value	Continue reporting till target year (2010/11)	Continue to report beyond target year is possible	Community and Corporate Greenhouse Action Plans	Reviewing supporting documents	Seeking grants	Development and implementation
Town of Bassendean	✓	✓	✓	✓	✓	✓	✓	✓	✓
City of Bayswater	✓	✓	✓	○	○	✓	○	✓	✓
City of Belmont	✓	✓	✓	✓	✓	✓	✓	✓	✓
Shire of Kalamunda	✓	✓	✓	○	○	○	✓	✓	✓
Shire of Mundaring	○	○	✓	○	○	✗	✗	✓	✓
City of Swan	✓	✓	✓	○	○	✓	○	✓	✓

Key:

-  Partial or undecided
-  Agree
-  Disagree



9.4 MEETING DATES FOR 2010

REFERENCE: COMMITTEES-9695

PURPOSE OF REPORT

The purpose of this report is for Council to consider and adopt dates for the Eastern Metropolitan Regional Council (EMRC) Ordinary Council and Committees meetings for 2010.

KEY ISSUES AND RECOMMENDATION(S)

- Section 5.25(1)(g) of the Local Government Act 1995 and Local Government (Administration) Regulation 12 requires that at least once each year local public notice is to be given of all Ordinary Council meetings and Committee meeting dates, time and place that are to be open to the public and are to be held in the next twelve (12) months.
- Meeting dates for the EMRC's Ordinary Council, Chief Executive Officers' Advisory Committee, Audit Committee, Technical Advisory Committee and the Resource Recovery Committee meetings for the 2010 calendar year are as contained within this report.
- The Chief Executive Officer Performance Review Committee and Investment Committee meeting dates will be arranged and convened as required.

Recommendation(s)

That the Ordinary Council meetings and Committee meeting dates, time and place for 2010 as outlined in the report be adopted and notice be given in accordance with r.12 of the Local Government (Administration) Regulations 1996.

SOURCE OF REPORT

Acting Chief Executive Officer

BACKGROUND

The EMRC develops a meeting calendar each year and when selecting suitable dates ensures that, where possible, there are no clashes with member Councils' meetings and the East Zone meetings (organised by WALGA). EMRC Council meetings are held on a Thursday as Councillors generally do not have other meetings (Council or Committee) held at their own Council on that day. EMRC Committee meetings are held at least two weeks prior to Ordinary Council meetings.

Some EMRC Councillors, however, do attend the East Zone meetings, which are held on the last Thursday of each alternate month. The EMRC accordingly organises its Ordinary Council meeting either a week before the East Zone meeting or on the last Thursday on the month when East Zone meetings are not scheduled.

As a consequence in 2009, EMRC meetings were scheduled either on the third, fourth or last Thursday of the month. This resulted in a shortened turnaround time for Council agendas/minutes preparation in certain months, impacting on staff having less time to prepare and finalise reports. It is proposed to address this situation by scheduling the EMRC Council meetings on the second last Thursday of the month.

REPORT

The schedule below sets out the meeting dates for the 2010 calendar year. January is a recess period when EMRC Council and Committee meetings are not held and meeting dates are set for February through to December.



Item 9.4 continued

In accordance with Section 5.25(1)(g) of the Local Government Act 1995 and Local Government (Administration) Regulation 12, local public notice will be given of all Ordinary Council meetings and Committee meeting dates, time and place that are to be open to the public, and are to be held during the 2010 calendar year.

Ordinary Council Meetings commencing at 6.00 PM

Ordinary Council meetings will be held on the second last Thursday of each month except in November and December, when they are traditionally combined and held on the first Thursday in December.

Thursday	18 February	at	EMRC Administration Office
Thursday	18 March (if required)	at	EMRC Administration Office
Thursday	22 April	at	EMRC Administration Office
Thursday	20 May (if required)	at	EMRC Administration Office
Thursday	17 June	at	EMRC Administration Office
Thursday	22 July (if required)	at	EMRC Administration Office
Thursday	19 August	at	EMRC Administration Office
Thursday	23 September (if required)	at	EMRC Administration Office
Thursday	21 October	at	EMRC Administration Office
Thursday	2 December	at	EMRC Administration Office

Chief Executive Officers' Advisory Committee (CEOAC) meetings commencing at 12.30pm

Note: CEOAC meetings are usually held on the first Tuesday of each month. It is proposed to hold the April meeting on Wednesday as the first Tuesday falls on a local government holiday (Easter Tuesday). The November meeting will be held in the third week of that month.

Tuesday	2 February	at	EMRC Administration Office
Tuesday	2 March (informal)	at	TBA
Wednesday	7 April	at	EMRC Administration Office
Tuesday	4 May (informal)	at	TBA
Tuesday	1 June	at	EMRC Administration Office
Tuesday	6 July (informal)	at	TBA
Tuesday	3 August	at	EMRC Administration Office
Tuesday	7 September (informal)	at	TBA
Tuesday	5 October	at	EMRC Administration Office
Tuesday	16 November (informal)	at	TBA

Technical Advisory Committee (TAC) meetings commencing at 3:00pm:

A TAC meeting is usually held on the first Thursday of the month, except in November when it will be held on the third Thursday of that month.

Thursday	4 February	at	EMRC Administration Office
Thursday	4 March (if required)	at	EMRC Administration Office
Thursday	8 April	at	EMRC Administration Office
Thursday	6 May (if required)	at	EMRC Administration Office
Thursday	3 June	at	EMRC Administration Office
Thursday	8 July (if required)	at	EMRC Administration Office
Thursday	5 August	at	EMRC Administration Office
Thursday	9 September (if required)	at	EMRC Administration Office
Thursday	7 October	at	EMRC Administration Office
Thursday	18 November	at	Red Hill Waste Management Facility



Item 9.4 continued

Resource Recovery Committee (RRC) meetings commencing at 5.00pm:

An RRC meeting is usually held on the first Thursday of the month, except in November when it will be held on the third Thursday of that month.

Thursday	4 February	at	EMRC Administration Office
Thursday	4 March (if required)	at	EMRC Administration Office
Thursday	8 April	at	EMRC Administration Office
Thursday	6 May (if required)	at	EMRC Administration Office
Thursday	3 June	at	EMRC Administration Office
Thursday	8 July (if required)	at	EMRC Administration Office
Thursday	5 August	at	EMRC Administration Office
Thursday	9 September (if required)	at	EMRC Administration Office
Thursday	7 October	at	EMRC Administration Office
Thursday	18 November (if required)	at	EMRC Administration Office

Audit Committee (AC) meetings commencing at 6.30pm

Thursday	8 April (if required)	at	EMRC Administration Office
Thursday	3 June (if required)	at	EMRC Administration Office
Thursday	8 July (if required)	at	EMRC Administration Office
Thursday	5 August (if required)	at	EMRC Administration Office
Thursday	9 September (if required)	at	EMRC Administration Office
Thursday	14 October (if required)	at	EMRC Administration Office

Chief Executive Officer Performance Review Committee (CEOPRC)

The dates will be arranged and convened as required.

Investment Committee (IC)

The dates will be arranged and convened as required.

STRATEGIC/POLICY IMPLICATIONS

The schedule of meetings is in accordance with the EMRC Policy 1.2 - Meeting Policy which states that “a *twelve-month schedule of ordinary meetings of Council will be adopted by Council.*” It also states that “*meetings of the EMRC are to be held in the EMRC Administration Offices unless otherwise decided.*”

FINANCIAL IMPLICATIONS

Nil

SUSTAINABILITY IMPLICATIONS

Nil

ATTACHMENT(S)

Nil



Item 9.4 continued

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That the Ordinary Council meetings and Committee meeting dates, time and place for 2010 as outlined in the report be adopted and notice be given in accordance with r.12 of the Local Government (Administration) Regulations 1996.

CEOAC RECOMMENDATION(S)

MOVED MS LEFANTE SECONDED MS LOCKYER-BENZIE

That the Ordinary Council meetings and Committee meeting dates, time and place for 2010 as outlined in the report be adopted and notice be given in accordance with r.12 of the Local Government (Administration) Regulations 1996.

CARRIED UNANIMOUSLY

COUNCIL RESOLUTION(S)

MOVED CR GODFREY SECONDED CR PULE

THAT THE ORDINARY COUNCIL MEETINGS AND COMMITTEE MEETING DATES, TIME AND PLACE FOR 2010 AS OUTLINED IN THE REPORT BE ADOPTED AND NOTICE BE GIVEN IN ACCORDANCE WITH R.12 OF THE LOCAL GOVERNMENT (ADMINISTRATION) REGULATIONS 1996.

CARRIED UNANIMOUSLY



9.5 REGIONAL BUSINESS CASE FOR BROADBAND INFRASTRUCTURE UPGRADES IN PERTH'S EASTERN REGION

REFERENCE: COMMITTEES-9716

PURPOSE OF REPORT

To seek endorsement to develop a Regional Business Case for Broadband Infrastructure upgrades in Perth's Eastern Region.

KEY ISSUES AND RECOMMENDATION(S)

- On 7 April 2009, the Rudd Government announced an initial investment of \$4.7 billion into the establishment of a new company to build and operate a new super fast National Broadband Network.
- In partnership with the private sector, rollout is not expected to commence until 2010/11. The initial focus of the Federal Government's action plan is to fast track next generation wireless services in Tasmania.
- On 9 June 2009, CEOAC recommended that the issue of broadband infrastructure be a matter for regional advocacy in order to maximise opportunities that arise with the rollout of the new national broadband network in Perth's Eastern Region.
- On 1 July 2009, the Federal Government announced Geraldton, Western Australian in the first round of regional locations for the \$250 million priority rollout of the National Broadband Network.
- On 2 July 2009, representatives from the EMRC and the City of Swan briefed Senator Stephen Conroy, Minister for Broadband, Communications and the Digital Economy on the Broadband issues for Perth's Eastern Region. Senator Conroy invited the EMRC to submit a comprehensive Regional Business Case to support inclusion of Broadband Infrastructure upgrades in Perth's Eastern Region within the national rollout.

Recommendation(s)

That the EMRC coordinate the development of a Regional Business Case in partnership with member Council officers, to maximise opportunities in Perth's Eastern Region that arise with the rollout of the New National Broadband Network.

SOURCE OF REPORT

Regional Development Coordinator
Executive Manager, Regional Services

BACKGROUND

In March 2007, the Federal Coalition Government announced over \$160 million in funding to provide subsidised internet access for Australians currently unable to use broadband services under a program called the Australian Broadband Guarantee.

In March 2007, the member Council Economic Development Officers Group (EDOG) identified that difficulties accessing affordable high speed broadband was a barrier to growth of existing businesses and for the attraction of new business to Perth's Eastern Region.

In June 2007, the Australia Connected package was announced. Up to \$958 million (\$600 million from Broadband Connect Infrastructure Program funding and an additional \$358 million in funding) was allocated towards a new national wholesale network which will deliver high speed broadband to rural and regional Australia.



Item 9.5 continued

A new Government led by the Leader of the Australian Labor Party, the Hon Kevin Rudd MP, was sworn in by the Governor-General on 3 December 2007.

On 11 April 2008, the Minister for Broadband, Communications and the Digital Economy, Senator the Hon Stephen Conroy, announced the release of a Request for Proposals to roll out and operate a new, open access, high-speed, fibre-based broadband network.

In early 2008, EMRC coordinated a survey on behalf of member Councils. A report of the survey findings outlining Broadband Blackspots and contact numbers of survey participants was provided to registered internet providers and to member Council Officers in May 2008 to assist with infrastructure and service upgrades. Feedback from member Councils to date has indicated that internet providers have made little progress addressing the upgrade requirements.

In September 2008, EMRC discussed the report findings with Senator the Hon Stephen Conroy, Minister for Broadband, Communications and the Digital Economy during EMRC's lobbying delegation to Canberra. Further advocacy has been delayed pending clarity of the Australian Government's direction for the National Broadband Network.

The Government terminated the Request for Proposals process on 7 April 2009, on the basis of advice from an independent panel of experts that none of the national proposals offered value for money. The Panel noted the rapid deterioration of the global economy had a significant impact on the process

On 9 June 2009, CEOAC recommended that the issue of broadband infrastructure be a matter for regional advocacy in order to maximise opportunities that arise with the future rollout of the new national broadband network in Perth's Eastern Region.

On 1 July 2009, the Federal Government announced Geraldton, Western Australian in the first round of regional locations for the \$250 million priority rollout of the National Broadband Network.

On 2 July 2009, representatives from the EMRC and the City of Swan briefed Senator Stephen Conroy, Minister for Broadband, Communications and the Digital Economy on the Broadband issues for Perth's Eastern Region. Senator Conroy invited the EMRC to submit a comprehensive Regional Business Case to support inclusion of Broadband Infrastructure upgrades in Perth's Eastern Region within the national rollout.

REPORT

In July 2009, it was expected that an announcement and appointment of a National Broadband Board (NBB) would be made and this Board will be charged with the appointment of a CEO who will be responsible for the development of the national business case and roll out strategy for broadband across Australia. This will be in line with the Prime Minister's funding announcement of May 2009 for an initial 4.7 billion dollars investment into high speed broadband. To date, the only announcement has been of a Chairman.

The NBB will balance two key issues when making recommendations for the rollout strategy which will be on the basis of either:

1. **A commercially based profit proposition** - which would likely mean rollout would start from the CBD (i.e. areas of highest density) and would fan outwards towards less populated outer metro regions.
2. **An equity based proposition** - which would likely result in a build inwards scenario enabling outer metro regions to gain early benefit from broadband. This would involve a greater investment given that population spread would be broader.

The balance between the two propositions will be decided upon by the NBB but this decision can be influenced by strong business case proposals from areas that may not be CBD locations but still have a high demand and uptake probability.



Item 9.5 continued

Local Governments that take a proactive approach through developing a business case that outlines key elements that can demonstrate an advantage for early roll out will be considered by the NBB.

The EMRC proposes development of a Regional Business Case that addresses the following considerations:

1. Infrastructure

- An audit of broadband associated infrastructure across the Region including;
- Locations of existing ducts/conduits into areas;
- Availability of local government or state government poles that can be jointly utilised;
- Planned road construction and upgrades that are occurring which include excavation which can provide opportunities to lay cabling (2009-2012);
- Programs for capital works;
- State agencies' plans for the Region;
- Draft Spatial Framework for Perth & Peel, Draft Activity Centres
- Council's Town Planning Schemes - ie Broadband infrastructure requirements for greenfill sites; and
- Purchase of additional data (if required).

2. Economic

A convincing economic case would include the importance of the Region to employment and economic activity. This would include:

- Locations of major industrial areas;
- The State's airport complex;
- Major freight transport and rail terminals;
- The proximity of the region to the Perth CBD; and
- The density of population (in particular the Belmont, Morley to Midland areas).

3. Equity Case

Detailed information on the socio-economic profile of the region is critical to the business case particularly when it is supported by a strong economic case. This would include:

- The SEIFA Index of Disadvantaged Areas (showing that four of the Region's Local Governments are in the lowest SEIFA band level);
- Centre of Full Employment and Equity (CofFEE) URP Employment vulnerability index (EVI);
- Transport Vulnerability; and
- Centrelink monthly figures for labour market payments delivered on behalf of the Department of Education, Employment and Workplace Relations (DEEWR);
- Census Employment and Educational levels.

4. Demand Case

Demonstration of high levels of need and demand will place the Region's bid for early roll out in good stead with the NBB. This would include:

- Ascertain the level of need for improved broadband from residential and business sectors;
- A regional survey (if required); and
- Purchase of additional data (if required).



Item 9.5 continued

Program for development of a Regional Business Case

It is proposed that the EMRC in partnership with the Economic Development Officer Group (EDOG) develops a Regional Business Case in accordance with the following program.

No	Action Required	Timeframe
1	Develop process for compiling Regional Business Case	July 2009
2	Input to project plan by member Councils Economic Development Staff	July 2009
3	Endorsement of process for developing the Regional Business Case by Chief Executive Officer Advisory Committee (CEOAC)	August 2009
4	Collation of data for Regional Business Case by EMRC and member Council Staff	August 2009
5	Development of a Regional Business Case	September 2009
6	Submission of Regional Business Case to Senator Stephen Conroy	October 2009

STRATEGIC/POLICY IMPLICATIONS

The investigations into Broadband Blackspot Infrastructure in Perth's Eastern Region contributes to;

Key Result Area 3 - of the EMRC Strategic Plan for the Future 2008/9-2013/14, specifically objective;

- 3.1 To facilitate increased investment in regional infrastructure
- 3.3 To facilitate regional economic development activities
 - 3.3.4 Market Perth's Eastern Region as an attractive investment destination

Key Result Area 4, specifically objective;

- 4.1 To provide advice, lobbying and advocacy

FINANCIAL IMPLICATIONS

Provision was made in the draft 2009/2010 Budget of \$20,000 to support Advocacy initiatives. A sum will be allocated from this fund once the cost of data sourcing and analysis associated with this project has been further scoped.

SUSTAINABILITY IMPLICATIONS

Improvements in broadband infrastructure will provide the internet speeds required for Perth's Eastern Region to be considered an attractive place for business growth and attraction.



Item 9.5 continued

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean	} Officer time to provide data and information as required. Support from elected members and Chief Executive Officers when advocacy opportunities arise.
City of Bayswater	
City of Belmont	
Shire of Kalamunda	
Shire of Mundaring	
City of Swan	

ATTACHMENT(S)

Nil

VOTING REQUIREMENT

Simple majority

RECOMMENDATION(S)

That the EMRC coordinate the development of a Regional Business Case in partnership with member Council officers, to maximise opportunities in Perth's Eastern Region that arise with the rollout of the New National Broadband Network

Discussion ensued

The Acting Chief Executive Officer formally acknowledged the City of Swan for organising the meeting, and inviting EMRC to participate.

CEOAC RECOMMENDATION(S)

MOVED MS LOCKYER-BENZIE SECONDED MR COLE

That the EMRC coordinate the development of a Regional Business Case in partnership with member Council officers, to maximise opportunities in Perth's Eastern Region that arise with the rollout of the New National Broadband Network

CARRIED UNANIMOUSLY

COUNCIL RESOLUTION(S)

MOVED CR GODFREY SECONDED CR PULE

THAT THE EMRC COORDINATE THE DEVELOPMENT OF A REGIONAL BUSINESS CASE IN PARTNERSHIP WITH MEMBER COUNCIL OFFICERS, TO MAXIMISE OPPORTUNITIES IN PERTH'S EASTERN REGION THAT ARISE WITH THE ROLLOUT OF THE NEW NATIONAL BROADBAND NETWORK

CARRIED UNANIMOUSLY



9.6 REGIONAL ADVOCACY CAMPAIGN FOR UNDERGROUND POWER

REFERENCE: COMMITTEES-9554

PURPOSE OF REPORT

To outline to Council the issues surrounding underground power and to provide options for pursuing a regional advocacy campaign that seeks the State Government to provide more affordable access to underground power to residents in Perth's Eastern Region.

KEY ISSUES AND RECOMMENDATION(S)

- In August 2008, the City of Bayswater initiated a statewide lobbying campaign to seek support for free underground power and wrote to all State politicians and Mayors of Local Government Authorities.
- The EMRC Council at its meeting on 26 February 2009 resolved to adopt a lobbying and advocacy role for the EMRC for free underground power for Perth's Eastern Region.
- The Government of Western Australia now has a long-term goal to have at least half the houses in Perth supplied by underground power by 2010, with a corresponding improvement in regional areas of the State. Currently, about 48% of the metropolitan area is now serviced by underground power.
- The State Underground Power Program Steering Committee is expected to invite all Western Australian local governments to submit expressions of interest for areas to be considered under Round Five in the last quarter of 2009.
- This report identifies that suburbs within Perth's Eastern Region have not been well represented in the State Underground Power Program (SUPP) to date and of the 39 Metropolitan Regional Projects (MRP) only one of these projects has been undertaken within Perth's Eastern Region.
- The current funding policy framework for the SUPP requires the State Government and Western Power to each contribute 25 per cent of a project's total costs and the remaining 50 per cent is to be matched by the participating Local Government or its residents.
- Given the support the present Government is demonstrating toward underground power it would be prudent for Perth's Eastern Region to aggressively advocate for not only increased funding to the SUPP, but for a review of the policy funding framework in order that consideration is given by the State to exploring alternative funding policy based on the "Capacity to Pay" principle.
- Another major driver for pursuing underground power within Perth's Eastern Region is the future impacts that increasing storm severity will have upon overhead power supply infrastructure as a result of climate change.
- This report identifies two potential options for determining the thrust of an advocacy campaign for underground power; namely a state-wide campaign for a fully funded model or a regional campaign seeking a review of the funding model that would aim to result in a greater share of the funding being directed toward Perth's Eastern Region.
- In actioning a campaign that exposes the existing inequity in State Government policy this report proposes a two component campaign strategy; in the longer term, through the incorporation of the issue of underground power into the overarching Regional Advocacy Strategy and in the short term to initiate an urgent call for a review process to commence before Round Five of the SUPP is announced.

Recommendations

That:

1. Council notes the findings of this report that the State Underground Power Program (SUPP) in its current form is inequitable to residents in Perth's Eastern Region.
2. A letter be despatched to the Premier, the Treasurer and the Minister for Energy requesting that an urgent review of the funding policy framework for SUPP be undertaken in light of the issues of inequity raised through this report.
3. The EMRC write to all locally elected State politicians within Perth's Eastern Region to raise the issues highlighted in this report and to seek their support to action a review of the underground power policy framework.



Item 9.6 continued

SOURCE OF REPORT

Executive Manager Regional Services

BACKGROUND

The EMRC has maintained an active involvement in advocacy on behalf of the member Councils.

In August 2008, prior to the last state election, the City of Bayswater initiated a state-wide lobbying campaign to seek support for underground power and wrote to all State politicians and Mayors of Local Government Authorities.

Attachment 1 outlines a synopsis of who responded and the intent of their response in brief.

Of the 22 responses received by the City of Bayswater to its letter, 14 were from Local Government Authorities of whom 9 were supportive of the State Government fully funding underground power, 4 had not committed support at this point and 1 was against the proposal. Even though this is a relatively small sample of Local Governments, it does signify that there is generally a level of local government support for change to the funding policy of the State Underground Power Program (SUPP).

The EMRC Council at its meeting on 26 February 2009 resolved:

“THAT COUNCIL ADOPTS A LOBBYING AND ADVOCACY ROLE FOR THE EMRC FOR FREE UNDERGROUND POWER FOR PERTH’S EASTERN REGION.”

In actioning Council’s resolution this report provides issues and options for Council to consider for an ongoing advocacy campaign to build upon the campaign initiated by the City of Bayswater.

REPORT

History of Underground Power

In Western Australia, all new metropolitan developments are required to have underground power. The first Perth subdivision with underground power was developed in 1972 but it was not until 1991 that it became mandatory for new subdivisions in Perth to have underground power.

In 1996, the State Government embarked on a program to convert older residential areas to underground power. The May 1994 storms, resulting in widespread blackouts across Perth, were a significant driver for this multi-million dollar initiative. The Government recognised that placing power cables underground gave improved security of supply and safety in severe weather conditions.

The report of the inquiry into blackouts following the May 1994 storms found that 80 per cent of damage to power lines was caused by falling trees. Whilst placing distribution lines underground would not eliminate all supply disruptions it would reduce the amount of damage and allow repair crews to concentrate on repairing any damage to the high voltage transmission system, which has more far-reaching effects.

A pilot program was initially conducted to provide technical, financial and administrative experience. This process was managed by the Underground Power Steering Committee, which was established by the Minister for Energy. Pilot projects were undertaken in Albany, Applecross, Cottesloe/Claremont and Wembley over a period from October 1996 to March 1999.

The pilot projects were allocated a total of \$24 million from the State Government, Western Power and Local Government Authorities and saw around 7,000 households and businesses connected to underground power. The pilot program allowed the cost of underground power to be more accurately established and confirmed the advantages of implementing an ongoing program.



Item 9.6 continued

The Government of Western Australia now has a long-term goal to have at least half the houses in Perth supplied by underground power by 2010, with a corresponding improvement in regional areas of the State. Currently about 48 per cent of the metropolitan area is now serviced by underground power. The Underground Power Program is currently in round four which is expected to be finalised in 2011/12. The Government has announced its decision to fund round five of the State Underground Power Program from 2010/11.

The State Underground Power Program Steering Committee is expected to invite all Western Australian local governments to submit expressions of interest for areas to be considered under round five in the last quarter of 2009. The Steering Committee's evaluation and development of a short list for recommendation to the Minister for Energy is expected to be completed in the last quarter of 2010.

The first local government proposals from the approved short listed are expected to commence their detailed design phase in the second quarter of 2011. The physical work of undergrounding should commence on the first of the projects in early 2012 with round five expected to be completed in 2014.

Progress and Engagement in the SUPP by Member Councils

Attachment 2 identifies the suburbs within Perth's Eastern Region which have not been well represented in the SUPP to date. Of the 39 Metropolitan Regional Projects (MRP) undertaken only one project has occurred within Perth's Eastern Region and of the 28 Local Enhanced Projects (LEP) a total of one has been completed with two underway.

Given these statistics it is difficult to argue that the State Government has implemented a service that is accessible to all members of its community and given that all members of the community have contributed to 50% of this program by virtue of funding that is allocated by the State Government through consolidated revenue, it becomes even more questionable about how the SUPP funding has been allocated to date. In essence it could be argued that the SUPP, in its current form further disadvantages certain communities and supports the wealthier sectors of the community. The following table identifies the number of programs that have been undertaken in the various metropolitan and country regions since its commencement.

Local Government Regions	No of MRP Projects Allocated
Country Regional WA	2
South Metro Region	11
Western Metro Region	12
North Metro Region	9
South West Metro Region	4
Perth's Eastern Region	1

**Regions were designated as per their membership to Regional Councils.
(i.e. Cambridge and Victoria Park are classified with North Metro as they are members of the Mindarie Regional Council)*

EMRC member Councils have advised the following in relation to their status with the SUPP:

- The City of Belmont confirmed they had made submission for areas in three of the four rounds of funding and were successful in one MRP and one LEP;
- The Shire of Mundaring has not applied for the major residential component as it is not affordable to the community as a 50% contribution;
- The Town of Bassendean has not placed any power underground as part of the SUPP. However, in February 2006 the Town of Bassendean Council resolved to submit an expression of interest application in 2009/10 for the suburb of Ashfield under round five;
- The City of Bayswater applied for round four in both categories of MRP but was unsuccessful, however, approval for a project in the LEP was successful and the Council is currently deliberating on this proposal due to the costs. The Council did, however, take part in the Town of Vincent's round three as a small part of it fell on the border for some 73 City of Bayswater properties;



Item 9.6 continued

- The Shire of Kalamunda applied for funding in round two. Approximately 425 residents in Gooseberry Hill were surveyed and the residents did not support paying for the service. An application was made to the Office of Energy in round three of LEP for the undergrounding of the Kalamunda Town Centre and that application was not successful; and
- The City of Swan advised that underground power was the subject of a report to Council in 2005 and at that time it was estimated that the total cost of undergrounding power throughout the City of Swan was \$50.6M excluding high tension power lines and the rural parts of the City. Furthermore, given that underground power was not a part of the Council's Strategic Plan nor had any funds been set aside in its Principal Activity Plan or 10 year Financial Plan the Council consequently resolved not to fund the undergrounding of power in residential areas throughout the City at that time.

It should be noted that competition within the funding rounds by local government is intense, for example in round three, 76 expressions of interest were submitted from 20 Local Government Authorities and only 18 projects were selected. In 2005, 89 expressions of interest were received in round four and a total of 14 are in progress.

Funding Policy for SUPP

The SUPP is a partnership between State Government, Western Power and Local Governments. Local Government is permanently represented on the Steering Committee by WALGA, while participating local governments are directly represented on the Expanded Underground Power Steering Committee, which meets every second month or as required.

Once selected by the steering committee a successful local government is required to enter into an agreement with the State Government and Western Power to jointly participate in the particular round of the program and carry out the retrospective undergrounding of overhead distribution lines and replacement or relocation of related infrastructure.

Ordinarily, where additional funding does not apply, the State Government and Western Power each contribute 25 per cent of a project's total costs. The remaining 50 per cent is to be matched by the participating local government. In most instances the local government will survey the residents in the selected area to gain their support to pass on the 50 per cent contribution to the property owner. If more than 50 per cent of the residents in a selected area agree to pay then the local government will be able to on charge all the residents, otherwise the program will not go forward. This has been the case in round four of the SUPP where six areas were approved for entry into the MRP and the following outcomes have occurred:

- In round four, the City of Joondalup withdrew its short listed proposal for Greenwood West due to the proposal area community's lack of support to pay its share of the project costs. The Underground Power Steering Committee replaced the Greenwood West proposal with the City of Melville's Attadale South proposal which is currently being developed; and
- In round four, the Underground Power Steering Committee decided not to proceed with the City of Bunbury's Withers/Usher proposal due to a lack of sufficient community support for the project. A further reserve-listed MRP proposal will be substituted as part of round four.

It is possible for a local government to decide to fund the program entirely on behalf of its residents, however this is not commonplace given the associated costs.

Issues

1. State Strategic Asset

The provision of power is a strategic state infrastructure asset. The risk factors associated with power disruption are extensive ranging from social issues to economic decline and as such the State should be taking a greater share in the responsibility for the provision of improved services to the community through underground power. Underground power not only improves the amenity of suburbs and lifts property values; it will be a major contributor to assist in the mitigation of power failure from increased storm activity, fire damage, accidents that are associated with overheads power poles and cabling. For these reasons the State needs to re-consider its funding model for retrofitting underground power and recognise that this infrastructure is an asset that is owned by the State and should be provided by the State through a more aggressive installation and better funded program



Item 9.6 continued

2. State Policy Funding Framework

The SUPP funding policy framework has to date, essentially been based on the "user pays principle". This means that those who can afford to pay will avail themselves of the service. Therefore, it would appear the SUPP, under its current funding policy framework is not supportive of residents in Perth's Eastern Region simply because a majority of residents do not have the financial means to enter into a 50 per cent payment arrangement with their Council. When analysing the progress to date of the SUPP, the areas that have received underground power are generally areas of affluence which has enabled these local government areas to obtain agreement from the majority of their residents because those residents have greater financial means.

The Index of Relative Socio-Economic Disadvantage (SEIFA) classifies all 30 metropolitan local governments by their relative level of socio-economic disadvantage. This index indicates that Perth's Eastern Region has four out of its member Councils ranked in the bottom ten most disadvantaged areas and two are in the lower mid range of the index. This means that Perth's Eastern Region has the greatest level of disadvantaged residents across the entire metropolitan area and for this reason alone it would be timely and prudent for the State Government to review how it applies its funding policy in the future to better assist areas of greatest disadvantage.

3. Barnett Government Funding Commitment to SUPP

On the 28 May 2009, at the legislative Assembly Estimates Committee, the Hon. Colin Barnett, MLA, WA Premier and Minister for State Development made the following statement in relation to SUPP.

"This is an important program. Some members with long memories might remember that I had a bit to do with the start of it. The objective of it, which was endorsed during the previous government, was to put underground 50 per cent of Perth's power lines by 2010 and to make comparable achievements in regional areas, although that has been lagging. I am a great fan of the project and I think it has been very well done, although there have been problems. It has been cut back from time to time, which has caused continuity problems for contractors who have substantial investments in the drilling equipment and the like. We are very keen on the project and have put additional money into it in the forward estimates. I hope that if the economic environment and our revenues improve we can substantially boost the underground power project. We need to drive it aggressively."

Given the support the present Government is demonstrating toward underground power it would be prudent and timely for Perth's Eastern Region to proactively advocate for, not only increased funding to the SUPP but, more importantly, for a review of the policy funding framework in order that consideration is given by the State to exploring alternative funding policy based on the "Capacity to Pay" principle.

This will require focussing Perth's Eastern Region underground power advocacy campaign at the heart of public policy making and to advocate for a review of the funding framework by highlighting the current inequity that the program has delivered to date for areas with lower social-economic profiles.

4. Increasing Impacts of Climate Change

Another major driver for pursuing underground power within Perth's Eastern Region is the future impacts that ever increasing storm severity will have upon overhead power supply infrastructure. The initial support for underground power was born from the impact of severe storms that occurred in 1994 and the State recognised back then how underground power was a major solution to assist with mitigation from power disruptions during storms. It should again be seen as a key climate change adaption risk management strategy and communities should be entitled to this level of assurance for continuation of supply of future power services.

The impact on local communities from power supply disruption can range from loss of food as refrigeration is not available through to increases in crime as security systems fail and communities are in darkness and also severe health risks from loss of heating or cooling, particularly for those citizens that are vulnerable such as the young and the elderly. A recent example of a significant power outage occurred in May 2009 throughout the City of Swan during severe storms and a resultant blackout. Residents reported that they went without power for a number of days before power was restored.



Item 9.6 continued

Options

Listed below are two potential options for determining the focus of an advocacy campaign for underground power given the information and issues presented in this report:

Option 1 - State-wide campaign for a fully funded model

This campaign would build onto the approach the City of Bayswater had commenced through garnering support on a whole of local government basis. This approach would likely need sanction from WALGA and could be potentially seen as a role that WALGA should be taking as the peak local government organisation for advocacy. This type of campaign would need to be well funded as it would require ongoing letters, meetings and media engagement to be undertaken given the focus will be to directly require the State to concede to a fully fund underground power across the board.

The risk associated with this approach would be whether Perth's Eastern Region would receive a fair deal on any negotiated outcome given that any additional funding secured would likely be spread across the State and areas of greatest need such as Perth's Eastern Region may not be the priority and will left in long waiting queues for the service.

Furthermore, given the recent legislation to increase the landfill levy, local governments are rallying to take state-wide action against the levy increase and whilst this issue is clearly at the forefront of local government advocacy at present, the timing may not be conducive to introduce a second state-wide campaign for underground power as this would likely be seen as secondary to the current issue of the levy.

Option 2 - Regional campaign seeking a review of the funding model

Given that the EMRC is about to develop a strategic approach to advocacy through the development of a Regional Advocacy Strategy (RAS), it would be advantageous to include underground power as a regional issue and for it to be reflected in the RAS as a subject for ongoing advocacy. This would enable the incorporation of the key messages and the campaign strategy to be placed into a broader ongoing process.

In providing the best possible success for advocacy in relation to underground power, the EMRC will design a targeted strategic campaign that will place a logical and well evidenced argument to the State Government. The campaign will not directly target any immediate funding handout to the region, but instead will campaign on the basis of the current inequity of the State's funding policy model and request that an urgent review be undertaken by the State that engages local government in the process. This approach is a softer campaign that enables member Councils and the EMRC to strike at the heart of public policy making. An approach of this nature will also enable a process to be undertaken that will provide opportunities along the way to garner the necessary community support for alternative funding models to be explored and to place underground power as an issues for media attention.

This approach would enable Perth's Eastern Region to argue for a fairer funding policy that is underpinned by the "capacity to pay" principle and also for a larger funding portion to be allocated by the State to address the lag that occurred in this region.

The risk associated with this approach is that it may not return a fully funded State model but it will endeavour to make underground power accessible to the less well off in our community and for the wealthier to accept greater responsibility for paying for services where their financial situations can afford to do so. Also it will endeavour to influence the State to fund a larger portion that the current 50% model allows.

It is recommended that option 2 be adopted because it places a total emphasis on Perth's Eastern Region. A campaign of this nature will also need to be carefully orchestrated with key messages about a fairer more equitable distribution of services to communities and coupled with the prevailing climate change issue, so as to avoid issues of conflict between the notion that the campaign may be driving a "haves" verses the "haves not" agenda. The campaign being proposed in this report will be on the premise of "greater social good", equity and good risk management practice.

In actioning a campaign that exposes the existing inequity in State government policy this report proposes a two component campaign strategy. In the longer term, through the incorporation of the issue of underground power into the overarching Regional Advocacy Strategy and in the short term to initiate an urgent call for a review process to be undertaken by the State in conjunction with local government.



Item 9.6 continued

The short term campaign will require the following actions to be undertaken before the SUPP round five call for submissions occurs which is signalled to be by October 2009:

- That each member Council receives a briefing paper on the SUPP outlining the issues associated with the existing SUPP so member Councils are aware of the program and can take their own action with regard to advocacy but more importantly are aware of the action being taken on their behalf by the EMRC.
- The EMRC will write to the Premier, the Treasurer and the Minister for Energy requesting that an urgent review of the funding policy framework for SUPP be undertaken in light of the issues of inequity raised through this report.
- The EMRC will write to all local State politicians within Perth's Eastern Region to raise the issues highlighted in this report and to seek their support to action a review of the underground power policy framework.

STRATEGIC/POLICY IMPLICATIONS

The advocacy and relationship building activities support a range of key outcomes and outcome objectives and is consistent with the core process "Provide Advice and Advocacy" as identified in the EMRC Strategic Plan.

This report aligns to EMRC Policy 1.8 Lobbying and Advocacy Policy.

FINANCIAL IMPLICATIONS

The financial implications for underground power under current funding policy are beyond the reach of most residents living in Perth's Eastern Region.

The costs associated with facilitating a regional underground power advocacy campaign are outlined as follows:

- Advertising – local community newspapers (if required); and
- Officer time to draft letters, submissions and undertake research.

These costs are accounted for within the operational budget of the Regional Services business unit.

SUSTAINABILITY IMPLICATIONS

The future sustainability of Perth's Eastern Region will be largely dependent on the strength and ability of the region to pool its resources to compete for and attract government and private sector funding to the region. Underground power is another important regional issue that will need the region to work together to advocate for greater accessibility to the SUPP.

It should be noted that the EMRC, together with member Council officers worked together to undertake a regional risk assessment to understand how the region can adapt to climate change. This process highlighted that disruption to power supplies was one of the high and severe risks facing the region under the climate change scenario.



Item 9.6 continued

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean City of Bayswater City of Belmont Shire of Kalamunda Shire of Mundaring City of Swan	To provide an appropriate liaison officer from each Council to provide advice and assistance to the EMRC for progressing any short and long term aspects of the advocacy campaign for underground power.

ATTACHMENT(S)

1. Responses to the City of Bayswater's state wide lobbying campaign (Ref: Committees 9777)
2. Table of Progress of State Underground Power Program (Ref:Committees-9816)

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That:

1. Council notes the findings of this report that the State Underground Power Program (SUPP) in its current form is inequitable to residents in Perth's Eastern Region.
2. A letter be despatched to the Premier, the Treasurer and the Minister for Energy requesting that an urgent review of the funding policy framework for SUPP be undertaken in light of the issues of inequity raised through this report.
3. The EMRC write to all locally elected State politicians within Perth's Eastern Region to raise the issues highlighted in this report and to seek their support to action a review of the underground power policy framework.

Discussion ensued

Ms Lefante advised that the City of Bayswater was continuing its pursuit of the State Government on the issue of Underground Power.

CEOAC RECOMMENDATION(S)

MOVED MR COLE

SECONDED MS LEFANTE

That:

1. Council notes the findings of this report that the State Underground Power Program (SUPP) in its current form is inequitable to residents in Perth's Eastern Region.
2. A letter be dispatched to the Premier, the Treasurer and the Minister for Energy requesting that an urgent review of the funding policy framework for SUPP be undertaken in light of the issues of inequity raised through this report.
3. The EMRC write to all locally elected State politicians within Perth's Eastern Region to raise the issues highlighted in this report and to seek their support to action a review of the underground power policy framework.

CARRIED UNANIMOUSLY



Item 9.6 continued

COUNCIL RESOLUTION(S)

MOVED CR GODFREY

SECONDED CR PULE

THAT:

1. COUNCIL NOTES THE FINDINGS OF THIS REPORT THAT THE STATE UNDERGROUND POWER PROGRAM (SUPP) IN ITS CURRENT FORM IS INEQUITABLE TO RESIDENTS IN PERTH'S EASTERN REGION.
2. A LETTER BE DESPATCHED TO THE PREMIER, THE TREASURER AND THE MINISTER FOR ENERGY REQUESTING THAT AN URGENT REVIEW OF THE FUNDING POLICY FRAMEWORK FOR SUPP BE UNDERTAKEN IN LIGHT OF THE ISSUES OF INEQUITY RAISED THROUGH THIS REPORT.
3. THE EMRC WRITE TO ALL LOCALLY ELECTED STATE POLITICIANS WITHIN PERTH'S EASTERN REGION TO RAISE THE ISSUES HIGHLIGHTED IN THIS REPORT AND TO SEEK THEIR SUPPORT TO ACTION A REVIEW OF THE UNDERGROUND POWER POLICY FRAMEWORK.

CARRIED UNANIMOUSLY

**RESPONSES TO THE CITY OF BAYSWATER'S STATE WIDE
LOBBYING CAMPAIGN**

	RESPONDEE	RESPONSE IN BRIEF
1	Office of the Deputy Premier	Referred the matter to the Minister for Energy.
2	CEO, Town of Vincent	Forwarded to the Director Technical Services for comment and response.
	Mayor, City of Joondalup	Comments noted and more detailed response will follow.
3	Mayor, City of Melville	Letter to be circulated to Elected Members of Melville.
4	CEO, City of Canning	Council resolved to write to local representatives of political parties requesting the State Government significantly increase the level of funding to facilitate an increased level of undergrounding of power within the Perth metropolitan region.
5	Mayor, Town of Cambridge	Noted the Town is unhappy with the level of funding provided by the State government for underground power.
6	Mayor, City of South Perth	Concurs with the issue of ratepayers having to pay 50% and will be writing to the Premier and others in support of the need for the State to take full responsibility for provision of underground power.
7	CEO, Shire of Narembeen	Council resolved to support the City of Bayswater and will further lobby the State to provide improved underground power supply.
8	CEO, Shire of Merredin	Wrote a letter to the Premier and the Leader of the Opposition requesting funding for free underground power to regional communities as well as the metropolitan area.
9	Dr Judy Edwards, Member for Maylands	Will seek further information on logistics.
10	John D'Orazio, Member for Ballajura	Supports the proposal for free underground power to residents.
11	Ainslie Gatt, Liberal Candidate for Maylands	Supports free underground power.
12	CEO, Town of Mosman Park	A letter to be sent to the Premier supporting the call for free underground power to residents.
13	CEO, Shire of Northampton	A letter has been sent to the State Government requesting the State to take responsibility for this matter.
14	CEO, Shire of Morawa	The Council of Morawa fully supports the State to take full financial responsibility for underground power.
15	President Shire of Murray	Supports a fully funded underground power.
16	Lisa Baker, Labor Candidate for	Stated the proposal has merit and will seek a briefing with the Minister of Energy.

**RESPONSES TO THE CITY OF BAYSWATER'S STATE WIDE
LOBBYING CAMPAIGN**

	RESPONDEE	RESPONSE IN BRIEF
	Maylands	
17	Mayor, City of Subiaco	Prefers to maintain the current level of split funding with any additional funding being directed into completing the program faster.
18	Martin Whitely, Member for Bassendean	Proposal is not supported.
19	President, Shire of Shark Bay	Not able to provide a response until the Council has considered the letter at its next meeting.
20	Reece Whitby, Labor Candidate for Morley	Supportive of the proposal.
21	Minister for Energy	The Government is in a caretaker role and a response will need to come from the new Government.
22	Minister for Local Government	The Government is in a caretaker role and a response will need to come from the new Government.

** The above table reflects the people in those positions as at August 2008.*

Attachment 1

The following table outlines the progress to date of the SUPP and all the areas that have received underground power through both the Major Residential Projects (MRP) and the Local Enhanced Projects (LEP).

Those that have a tick against them were completed successfully

Local Authority	Suburb	Local Authority	Suburb
Pilot Program			
<ul style="list-style-type: none"> ✓ City of Albany ✓ City of Melville ✓ Town of Cottesloe/Claremont ✓ Town of Cambridge 	<ul style="list-style-type: none"> Albany Applecross Claremont & West Cottesloe Wembley 		
Round 1 Major Residential Projects		Round 1 Localised Enhancement Projects	
<ul style="list-style-type: none"> ✓ Town of Cottesloe ✓ Shire of Peppermint Grove ✓ City of Nedlands ✓ City of Stirling ✓ City of South Perth ✓ City of Canning ✓ Town of East Fremantle 	<ul style="list-style-type: none"> East Cottesloe Peppermint Grove Dalkeith & Swanbourne Woodlands Como Rossmoyne East Fremantle 	<ul style="list-style-type: none"> ✓ Shire of Nannup ✓ Shire of Dowerin ✓ Shire of Donnybrook ✓ Shire of Collie ✓ Shire of Augusta-Margaret River ✓ Shire of Irwin 	<ul style="list-style-type: none"> Nannup Dowerin Balingup Donnybrook Collie Margaret River Dongara
Round 2 Major Residential Projects		Round 2 Localised Enhancement Projects	
<ul style="list-style-type: none"> ✓ City of Melville ✓ Town of East Fremantle ✓ City of Belmont ✓ City of South Perth ✓ Town of Claremont ✓ City of Melville ✓ City of Stirling ✓ Town of Cambridge ✓ Town of Victoria Park ✓ City of Subiaco ✓ City of Nedlands ✓ Town of Mosman Park 	<ul style="list-style-type: none"> West Bicton Plympton Rivervale Mill Point South Claremont Mount Pleasant Mount Lawley West Leederville East Victoria Park Subiaco West Nedlands Mosman Park 	<ul style="list-style-type: none"> ✓ Shire of Serpentine-Jarrahdale ✓ City of Gosnells ✓ Shire of Shark Bay ✓ Town of Vincent ✓ Shire of Harvey ✓ Shire of Mundaring ✓ City of Rockingham ✓ Shire of Murray ✓ City of Fremantle ✓ Shire of Bridgetown-Greenbushes ✓ City of Stirling 	<ul style="list-style-type: none"> Jarrahdale Gosnells Denham Highgate Harvey Mundaring Rockingham Pinjarra Fremantle Bridgetown Scarborough
Round 3 Major Residential Projects		Round 3 Localised Enhancement Projects	
<ul style="list-style-type: none"> ✓ Town of Victoria Park ✓ City of Subiaco ✓ Town of Cambridge ✓ City of Gosnells ✓ City of Fremantle ✓ City of Nedlands ✓ Town of Port Hedland ✓ Town of Vincent ✓ City of Stirling ✓ City of South Perth 	<ul style="list-style-type: none"> Victoria Park South Shenton Park City Beach Gosnells North Fremantle Nedlands East Port Hedland Highgate East Churchlands/Wembley Downs Como East 	<ul style="list-style-type: none"> ✓ Shire of Plantagenet ✓ Shire of Donnybrook-Balingup ✓ Shire of Nannup ✓ City of Bunbury ✓ Town of Geraldton ✓ Shire of Lake Grace ✓ Shire of Manjimup ✓ Shire of Waroona 	<ul style="list-style-type: none"> Mount Barker Balingup Nannup Bunbury Geraldton CBD/foreshore Lake Grace Manjimup Waroona

<i>Local Authority</i>	<i>Suburb</i>	<i>Local Authority</i>	<i>Suburb</i>
Round 4 Major Residential Projects		Round 4 Localised Enhancement Projects	
City of Gosnells City of Melville City of Rockingham City of Canning City of Stirling City of Melville	Maddington Mt Pleasant North Palm Beach Wilson West Balcatta Attadale South	Shire of Toodyay Shire of Harvey Shire of Augusta- Margaret River Shire of Dandaragan City of Bunbury Town of Victoria Park City of Bayswater City of Belmont	Toodyay Town site Brunswick Junction, Brunswick Bussell Highway, Cowaramup Heaton Street, Jurien Bay Spencer Street, Bunbury Albany Highway, Victoria Park Guildford Road, Bayswater Belvidere Street, Belmont



9.7 ITEMS CONTAINED IN THE INFORMATION BULLETIN

REFERENCE: COMMITTEES-9721

The following item is included in the Information Bulletin, which accompanies the Agenda.

1 REGIONAL DEVELOPMENT

1.1 REGIONAL SERVICES ACTIVITY REPORT – APRIL TO JULY 2009 (Ref: Committees-9670)

RECOMMENDATION

That the Information Bulletin be noted.

CEOAC RESOLUTION(S)

MOVED MR JARVIS

SECONDED MS LOCKYER-BENZIE

THAT THE INFORMATION BULLETIN BE NOTED.

CARRIED UNANIMOUSLY



Item 10.1 continued

3. Decisions to close the meetings to the public to consider confidential matters be made on a case by case basis in accordance with clauses 3.20 and 12.7 of the EMRC Standing Orders Local Law 1998.
4. Consideration be given to incorporating information on the roles, responsibilities and obligations of EMRC Councillors into the EMRC Councillor induction process.
5. That the minutes of this item remain confidential and be certified by the Acting Chief Executive Officer and Chairman.

CARRIED UNANIMOUSLY

Post Meeting Note:

EMRC Standing Orders Local Law 1998 clause 14.1 states that Council is not to vote on a revocation motion without having considered a statement of impact on the possible legal or financial consequences of the proposed change. It is considered that there are no such consequences other than as contained within these minutes.

11 GENERAL BUSINESS

11.1 EVENTS IN THE REGION

29 August 2009, Saturday	City of Bayswater	Mayoral Dinner
20 September 2009, Sunday	Shire of Mundaring	Trek the Trail
10 October 2009, Saturday	City of Belmont	Mayoral Dinner
10-11 October, Sat & Sunday	City of Swan	Spring in the Valley
1-31 November 2009	City of Belmont	Let's Celebrate November
6 December 2009, Saturday	City of Belmont	Civic Dinner
6-7 December 2009	Town of Bassendean	Bassendean Festival

Mr Throssell advised the members that the Mundaring Truffle Festival was a huge success with over 24,000 people attending. Ms Lefante stated the festival received an excellent write up in the paper.

11.2 INDUCTIONS FOR INCOMING COUNCILLORS

The Acting Chief Executive Officer advised that due to the October elections, the meeting scheduled for this month has been recommended to Council for cancellation. The Acting CEO enquired as to when Member Councils would be appointing their Councillors to the EMRC Council, to enable EMRC to organize an induction process for the newly appointed members. It was also suggested that a presentation on what the EMRC does would be beneficial to non EMRC members to show what the relationship is between the member Council and EMRC.

Mr Jarvis stated that most member Councils would have made their appointments by the end of the week following elections and the consensus was that sometime in November would be advantageous for the induction of elected EMRC members.

The Acting Chief Executive Officer will write to all member Councils to coordinate a suitable time for the EMRC to organise presentations to non EMRC Councillors of member Councils on the roles, responsibilities and projects of the EMRC.



11.3 SEPTEMBER CEOAC MEETING

The Acting Chief Executive Officer advised that a revised date for the informal September meeting would need to be scheduled as the Local Government Tourism Conference occurs at the same time. After discussion, a suggestion was made for the meeting to be held on Monday, 14 September 2009. The September meeting needs to be held and become a formal meeting not an informal as it will be the last meeting before the October elections. The Acting Chief Executive Officer will follow up and advise all members when the date has been confirmed.

11.4 REGIONAL INDUSTRIAL TOURS

The Executive Manager of Regional Services suggested that if member Council CEOs were interested in attending future regional industrial tours, EMRC staff would liaise with appropriate member Council officers. Members agreed that the tours were an excellent idea and very worthwhile and should continue next year.

Mr Throssell suggested that as some of the speakers on the regional tours were not from the local government industry, the EMRC would need to tailor the tour commentary to suit the audience.

11.5 REGIONAL SHADOW CABINET MEETING

The Executive Manager of Regional Services advised that on Monday 31st August 2009 the EMRC would be hosting a function for the Regional Shadow Cabinet. Formal invitations have been distributed to Member Council Chief Executive Officers and appropriate representatives.

The format of day will consist of a regional presentation, a tour, and a stakeholders networking lunch followed by the Shadow Cabinet meeting at the EMRC Administration Office.

11.6 RESOURCE RECOVERY PROJECT EXPRESSIONS OF INTEREST

The Acting Chief Executive Officer advised that a report was to be presented to the Resource Recovery Committee meeting later this week. All CEO's were invited to attend the Resource Recovery Committee Meeting being held on Thursday, 13th August 2009 where the report would be dealt with as a confidential item.

11.7 ACKNOWLEDGEMENT

Mr Throssell thanked Ms Lockyer-Benzie for her attendance at the CEOAC meeting in her role as Acting Chief Executive Officer in Mr Foley's absence.

12 FUTURE MEETINGS OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

The Acting Chief Executive Officer will consult with members with regards to the scheduling of the September meeting. It will be a formal meeting with the venue to be decided.

Chief Executive Officers' Advisory Committee (CEOAC) meetings commencing at 12noon:

Tuesday	TBA	September (formal)	at	TBA
Tuesday	13	October	at	EMRC Administration Office
Tuesday	17	November (informal)	at	City of Belmont

13 DECLARATION OF CLOSURE OF MEETING

There being no further business the meeting was closed at 2.10pm.