

CHIEF EXECUTIVE OFFICER ADVISORY COMMITTEE

MINUTES

7 April 2009

(REF: COMMITTEES-9042)

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, 7 April 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	1
	<i>5.1 CONFIRMATION OF MINUTES OF GEOAC MEETING 10 FEBRUARY 2009 (Ref: Committees-8892)</i>	
6	PRESENTATIONS	2
7	ANNOUNCEMENT OF CONFIDENTIAL MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO THE PUBLIC	2
8	BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING	2
9	REPORTS OF OFFICERS	3
	<i>9.1 SPONSORSHIP APPLICATION: INAUGURAL LOCAL GOVERNMENT AND TOURISM CONFERENCE (Ref: Committees-9090)</i>	3
	<i>9.2 STATUS ON THE EMRC REGIONAL ADVOCACY PROGRAM (Ref: Committees-9059)</i>	17
	<i>9.3 ITEMS CONTAINED IN THE INFORMATION BULLETIN (Ref: Committees-9111)</i>	28
10	CONFIDENTIAL MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO THE PUBLIC	28
11	GENERAL BUSINESS	28
	<i>11.1 EVENTS IN THE REGION</i>	28
	<i>11.2 OTHER GENERAL BUSINESS</i>	29
12	FUTURE MEETINGS OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE	29
13	DECLARATION OF CLOSURE OF MEETING	29



6 PRESENTATIONS

Nil

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

Nil

8 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING

Nil



9 REPORTS OF OFFICERS

The Acting CEO noted that the Chairman had disclosed "Interests Affecting Impartiality," EMRC Code of Conduct 1.3(a) as advised under item 3.1.

9.1 SPONSORSHIP APPLICATION: INAUGURAL LOCAL GOVERNMENT AND TOURISM CONFERENCE

REFERENCE: COMMITTEES 9090

PURPOSE OF REPORT

This report seeks Council consideration of a sponsorship request from the Local Government Managers Association (LGMA) to support the inaugural Local Government and Tourism Conference being held in September 2009 in Perth's Eastern Region.

KEY ISSUES AND RECOMMENDATION(S)

- The inaugural Local Government and Tourism Conference is to be held over 3 days from the 8 to 10 September 2009 at the Vines Resort, Swan Valley.
- The conference has been developed through a partnership between Tourism WA and the Local Government Manager's Association (LGMA). The conference aims to inform and further engage Local Government in tourism development at the regional and local levels. Attendees will include elected members and senior officers from local government agencies throughout Western Australia together with other government agencies and educational institutions working with Local Government in tourism development.
- The three day conference programme will include interactive sessions and delegate field trips in Perth's Eastern Region around the themes of:
 - Cultural and Nature based tourism;
 - Event Tourism,
 - Tourism land use planning,
 - Destination marketing,
 - Digital visitor servicing, and
 - Climate Change adaptation.
- The LGMA is the appointed conference organiser. LGMA, on behalf of the Conference Planning committee, has made a sponsorship request to the EMRC for a \$20,000 contribution to the costs of staging the conference in Perth's Eastern Region. This level of contribution would afford EMRC Major Sponsor status.
- The sponsorship application meets requirements of the EMRC Occasional Grants and Sponsorship Policy. Strategic and promotional benefits will accrue to Perth's Eastern Region, the EMRC and member Councils.

Recommendation

That in accordance with Policy 3.6 Occasional Grants/Sponsorship, Council approves a contribution of \$7,400 to the Local Government Managers Association to support staging of the inaugural Local Government and Tourism conference at the Vines Resort on 8-10 September 2009.

SOURCE OF REPORT

Manager Economic and Tourism Development



Item 9.1 continued

BACKGROUND

EMRC has administered an Occasional Grants/Sponsorship Policy since 2001. At the 22 February 2007 Council meeting the revised policy 3.6 EMRC Occasional Grants and Sponsorship Policy was adopted. This policy makes provision to support major Regional Development events through grants and sponsorship. Subject to approval through the annual Budget process, an amount of \$30,000 is allocated to this purpose.

Major events, whilst staged in an individual member Council location, are supported for the flow on benefits to the whole region. Major events supported through the EMRC Occasional Grants and Sponsorship Policy to date have included:

- Town of Bassendean Centennial Concert featuring Rolf Harris held in 2001.
Sponsorship \$25,000.
- Shire of Mundaring Centennial Concert featuring WA Symphony Orchestra held in 2003.
Sponsorship \$25,000.
- Canoe World Championships held in Bayswater in 2005.
Sponsorship \$25,000.
- Visitor Servicing Conference held in Swan in 2006.
Sponsorship \$20,000.
- Tour de Perth national road cycling race held in Kalamunda and Mundaring in 2007.
Sponsorship \$7,350.
- National Transplant Games hosted by Belmont in 2008 and staged at venues around the region
Sponsorship \$20,000

The inaugural Local Government and Tourism conference is to be held at the Vines Resort in the Swan Valley from Tuesday 8th to Thursday 10th September 2009.

REPORT

Background

The initiative to develop a Local Government and Tourism conference came from Tourism Western Australia (TWA) as it seeks to engage more effectively with Local Government in destination development. Presentations were made by the chairperson and CEO of TWA at the 2008 LGMA Annual State Conference. Feedback from conference delegates was positive towards the proposed conference.

TWA subsequently contracted LGMA as conference organiser of the inaugural Local Government and Tourism Conference. LGMA has a positive record in hosting successful conferences, notably its Annual State Conference. Detailed planning for the event is well underway guided by a Planning Committee that includes; CEO, Shire of Kalamunda, Manager Business and Tourism, City of Swan and EMRC's Manager Economic and Tourism Development.

Conference details

The conference objectives are to:

1. Inform Local Government of directions and opportunities for the tourism industry;
2. Seek feedback from Local Government on issues impacting on its capacity to increase involvement in development of the tourism industry at the local and regional levels; and
3. Promote a greater level of involvement of Local Government in the management, development and marketing of tourism assets at the local level.



Item 9.1 continued

The target audience to attend the conference is primarily elected members and senior officers of Councils in Western Australia. A secondary audience is government agencies and educational institutions that work with Councils in development of the state's tourism industry. Total delegate numbers are conservatively estimated at 120.

The conference duration is three days. Highlights of the program (Attachment One) include:

- Address by Dr Elizabeth Constable Minister for Tourism, Education and Women's Interests.
- Keynote addresses:
 - Tim Harcourt , Chief Economist Australian Trade Commission
 - John Anderson, Founder of Contiki Tours in New Zealand
 - Lyn Beazley, WA Chief Scientist
 - Rob King, CEO Cradle of Humankind Johannesburg South Africa
- Local Government case studies, presented by eastern states Councils.
- Concurrent Sessions on themes of Cultural and Nature based tourism; Event Tourism, Tourism planning, Destination marketing, Digital visitor servicing, climate change adaptation.
- Delegate Field trips to Perth Hills and Swan Valley to view product and discuss planning and development issues faced by member Councils.
- Panel Session on Local Government experiences in WA – presented by various metropolitan and regional Councils including the City of Swan.

The conference will culminate in identification of five key issues for Local Government in facilitating tourism development that will provide an agenda for TWA to take forward.

Benefits

The economic benefit to Perth's Eastern Region from hosting the conference includes

- Direct conference expenditure: \$129,000

LGMA has undertaken to purchase goods and services from suppliers in the region and provide opportunities for the showcasing and exhibit of regional produce.

- Delegate expenditure \$52,000 *

*Delegate expenditure is calculated using Perth Convention Bureau multiplier applicable to a state conference i.e. \$433 per delegate]

Sponsorship benefits to be provided to EMRC equate to those of a Major Sponsor. Benefits are valued at \$4,000 (GST exclusive) and include:

- Exhibition space - (2.5 x 1.5m) over three days to showcase tourism assets of member Councils
- Banner on stage in plenary room – pull up
- EMRC logo and regional identity branding on all conference marketing collateral – promotional flier, delegate compendium, website feature page, conference proceedings.
- Perth's Eastern Region destination promotion material in delegate compendium.



Item 9.1 continued

- Session presentation – 15 minute presentation on tourism in Perth’s Eastern Region preparatory to delegates leaving on field trips.
- Full registration for 3 delegates

An additional sponsorship opportunity for Perth’s Eastern Region is the delivery of delegate Field Trips to the Swan Valley and Perth Hills precincts. Four field trips are planned of three hours duration at an estimated total cost of \$3,400. Field Trip itineraries are being finalised with member Councils. Information exchange between delegates and member Council representatives on the field trips will assist with development of the local and regional tourism industry in Perth’s Eastern Region.

Strategic benefits of EMRC’s sponsorship of the conference to which a financial value cannot be attributed include:

- Association of EMRC and Perth’s Eastern Region with an inaugural conference reinforces our positioning as a leader in the sector.
- Involvement as a major sponsor promotes EMRC and Perth’s Eastern Region’s role in tourism to government agencies, educational institutions and Local Government authorities around the state.
- Sponsorship strengthens the strategic relationship EMRC has with TWA and assists to facilitate TWA involvement with member Councils in developing the region’s tourism precincts. For example, land use planning.

The LGMA application is provided at Attachment Two. It seeks \$20,000 to assist in offsetting conference expenses. Financial and in-kind contributions committed by Tourism WA, Councils, LGMA and corporate sponsors to date total \$89,640. The sponsorship application has been assessed against the EMRC Occasional Grants and Sponsorship Policy guidelines receiving a total rating of 21 out of 35 points as can be seen in the following table.

Evaluation Criteria	High level	Moderate level	Medium level	Minimum level	Low level	Does not address
	5	4	3	2	1	0
1. The project has the potential to benefit most of the region.		✓				
2. The project will have a high positive impact or make a significant contribution to economic development and/or community development in the region.		✓				
3. Project has clearly defined sustainable and measurable outcomes.			✓			
4. Project is accessible by all sections of the community.					✓	
5. Proposal represents a new initiative and does not duplicate or adversely impact on existing services/facilities in the region.		✓				
6. Degree of support/contributions from groups/stakeholders in the region.			✓			
7. Proposal represents good ‘value for money’.				✓		
Total Score	21/35					
Note: Minimum of 21 points in order to be referred to Council for consideration.						



Item 9.1 continued

Key considerations in making the assessment include:

- The conference will deliver strategic and promotional benefits to all member Councils.
- Tourism is an important economic development activity for Perth's Eastern Region and the information presented and exchanged at the conference will provide valuable input to tourism development activities of member Councils and the EMRC.
- The conference objectives are clearly defined with process outcomes specified. The ultimate outcome of increasing Local Government engagement in tourism development is beyond the brief of the conference to measure.
- As an inaugural event the conference is a new initiative
- Three member Councils are making financial and in-kind contributions to the conference planning and delivery.
- Sponsor benefits equate to \$7,400 (GST exclusive). A financial value cannot be attributed to the strategic benefits of conference sponsorship.

In making its determination on this sponsorship request Council has the following options:

1. Not to sponsor the conference.
2. Sponsor the conference at a level that matches the combined contribution of member Councils and is tied to delivery of the Field Trips. i.e. \$3,000 *
3. Sponsor the conference Field Trips i.e. \$3,400 *
4. Sponsor the conference at a level that equates to both the financial value of measureable benefits offered to a Major Sponsor plus the cost of the Field Trips i.e. \$7,400 *
5. Sponsor the conference at the requested level of \$20,000 recognising the financial value of measureable benefits and the strategic benefits.

[* figures are GST exclusive]

This report recommends that the EMRC offers a sponsorship amount that secures a major sponsor status which would include the direct financial benefits as outlined in the LGMA proposal, as well as the field trips. This approach would ensure the best value for money return is gained as it will be difficult to quantify the "strategic benefits" being offered within the \$20,000 sponsorship proposal.

A report will be provided to Council before the end of 2009/10 financial year on the outcomes of the conference including sponsor benefits delivered.

STRATEGIC/POLICY IMPLICATIONS

EMRC sponsorship of the inaugural Local Government and Tourism Conference will support the Key Result Areas of Social Opportunities and Good Governance within the EMRC Strategic Plan for the Future 2009/09 – 2013/14, specifically objectives:

- 2.1 To facilitate regional tourism activities and research.
- 4.3 To manage partnerships and relationships with stakeholders.

FINANCIAL IMPLICATIONS

An allocation of \$30,000 in the 2008/2009 budget has been made for the purpose of supporting Regional Development grant/sponsorship opportunities in accordance with Policy 3.6 – EMRC Occasional Grants and Sponsorship Policy. The granting of \$7,400 in sponsorship to the Local Government Managers Association to support the staging of the Local Government and Tourism conference would leave \$22,600 in this account.

SUSTAINABILITY IMPLICATIONS

Member Councils will be provided with information and advice on the strategic directions being taken by the tourism industry in the current economic context. This information exchange will assist member Councils to direct their efforts to maximise sustainability of local and regional tourism industry.



Item 9.1 continued

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean	} Nil
City of Bayswater	
City of Belmont	
Shire of Kalamunda	} \$1,000 sponsorship contribution negotiated separately with LGMA
Shire of Mundaring	
City of Swan	

ATTACHMENT(S)

Preliminary conference program and Field Trip itineraries (Ref: Committees-9113)

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That in accordance with Policy 3.6 Occasional Grants/Sponsorship, Council approves a contribution of \$7,400 to the Local Government Managers Association to support staging of the inaugural Local Government and Tourism conference at the Vines Resort on 8-10 September 2009.

Discussion ensued

The Chairman invited any comments or questions.

Mr Cole queried how the figure of \$7400 was decided upon. The Executive Manager Regional Services noted these were the figures given by the LGMA to quantify the benefits.

Mr Cole queried what type of sponsor EMRC becomes for the grant amount of \$7400. The Executive Manager Regional Services noted this would be a decision made by LGMA on notification of the sponsorship amount.

Mr Cole noted that it was good for the Region for a major conference to be held here.

Ms Lefante noted her support for the proposed funding and queried if there would be any other opportunities sought by EMRC related to this conference. The Executive Manager Regional Services noted that at this point it would just be in the organisation of the tours but other suggestions would be welcomed and considered.

CEOAC RECOMMENDATION(S)

MOVED MR FOLEY

SECONDED MR COLE

That Council approve a contribution of \$7,400 to the Local Government Managers Association to support staging of the inaugural Local Government and Tourism conference at the Vines Resort on 8-10 September 2009.

CARRIED UNANIMOUSLY



Item 9.1 continued

Cr Sadler referred to page 3 of the agenda and asked why the CEOAC recommendation had been for \$7,400 rather than the \$20,000 requested by the Local Government Managers Association (LGMA). Cr Sadler also felt the EMRC should be spending the money on something of better value than the conference.

Mr Throssell advised that he had disclosed "Interests Affecting Impartiality," EMRC Code of Conduct 1.3(a) as advised under item 3.1 of the CEOAC Minutes and requested questions to be addressed to the Deputy Chairman of the CEOAC, Mr Foley.

Mr Foley advised that the member Council CEOs had considered \$7,400 a reasonable contribution.

Cr Godfrey supported the motion and asked if site visits that focused on the Swan River could be considered which might involve an indigenous guide such as Mr Noel Nannup so that the Town of Bassendean and Cities of Bayswater and Belmont could be included.

The Executive Manager Regional Services advised that the LGMA had been asked to quantify the benefits to the EMRC and advised that pages 5 and 6 of the report outlined that amounts of \$4,000 and \$3,400 showed the value of the field trips which formed the basis for setting the amount of \$7,400.

In response to Cr Godfrey's query on whether other field trips could be included, the Executive Manager Regional Services advised that the EMRC would re-negotiate after the Council meeting, depending on Council's final resolution.

Cr Klein supported Cr Godfrey's view and moved that the contribution be increased to \$10,000 subject to inclusion of an additional river based field trip. This was seconded by Cr Godfrey.

Crs McKechnie and Cuccaro were opposed to increasing the contribution.

Cr McKechnie referred to the strategic, policy and financial implications stated in the report and felt that it was a good submission and the amount shouldn't be increased without the costing being further explored. Cr McKechnie felt that the CEOs wouldn't have recommended a contribution of \$7,400 if they hadn't thought it was adequate.

Cr Zannino stated that he was in favour of increasing the contribution to \$10,000, it was a reasonable compromise as it was a small increase from the CEOAC recommendation and was half of the amount requested by the LGMA. Cr Zannino advised that it was an inaugural local government tourism conference, it would attract a lot of attention in the media and elsewhere, and the whole region would benefit. Cr Zannino referred to page 4 of the report and read out some of the events that have been sponsored by the EMRC and stated that spending \$10,000 on an inaugural conference to showcase the region was very conservative.

Cr Klein closed the debate by stating that the Stakeholder Perception Survey had highlighted that there was very little knowledge about tourism in the region and this was a good opportunity to market the region more.

COUNCIL RESOLUTION(S)

MOVED CR KLEIN

SECONDED CR GODFREY

THAT COUNCIL APPROVE A CONTRIBUTION OF \$7,400 TO THE LOCAL GOVERNMENT MANAGERS ASSOCIATION TO SUPPORT STAGING OF THE INAUGURAL LOCAL GOVERNMENT AND TOURISM CONFERENCE AT THE VINES RESORT ON 8-10 SEPTEMBER 2009 WITH AN ADDITIONAL \$2,600 SUBJECT TO SUCCESSFUL NEGOTIATION OF A RIVER BASED FIELD TRIP.

CARRIED 9/3

**Inaugural Tourism and Local Government Conference
8 – 10 September 2009**

DRAFT PROGRAM

Wednesday 24 June 2009		
Time	Session	
08.30 – 09.00	Morning Coffee and Registration – Samuel Copley Foyer	
9.00 – 9.20 (20 mins)	Official Welcome and Opening Ceremony, broken down into the following sessions:	
	09.00 – 09.05 (5mins)	Call to Order / Housekeeping MC – Steve Crawford
	09.05 – 09.15 (10mins)	Welcome to Country Noel Nannup – not interested in LG. Another option is The Wadumbah Group, who performed the Welcome to Country for LGMA's 2007 Indigenous Conference. Contact – James – Email: Wadumbah@bigpond.com or Associate Professor Edward (Ted) Wilkes - Nyungar Man from the Derbarl Yerrigan (Swan River) Phone: (08)9313 3056 or 0418 901887 - AVAILBLE
	09.15 – 09.20 (5mins)	Welcome to Shire City of Swan Mayor, Charlie Zannino
09.20 – 09.40 (20mins)	Minister's Address Minister for Tourism, Education and Women's Interests – Dr Elizabeth Constable	
09.40 – 10.10 (30mins)	Tourism WA CEO Address Tourism – what's it all about Richard Muirhead – CEO Tourism WA	
10.10 – 10.40	Morning Tea – Samuel Copley Room + Speed Networking Session	
10.40 – 11.40 (1 hour)	OPENING KEYNOTE ADDRESS Tim Harcourt – Chief Economist of the Australian Trade Commission (Austrade). Discussing how the tourism industry is effected by economic and social patterns. – Patrick Sweeney speaking with travel agent to arrange travel expenses. Let him know we'll go with him.	
11.40 – 12.30 (50 mins) Includes 20 mins for each presentation, 10 mins for panel questions.	Session 2 – Plenary Session – the Local Government Perspective of the East Discussion from either of the following council representatives: <ul style="list-style-type: none"> • Noosa - NSW SPEAKER: Steve Cooper CEO for Tourism Noosa – (Francine Burton to contact) • Barossa – South Australia SPEAKER: Representative from the South Australian Tourism Commission. (Francine Burton to contact) 	
12.30 – 13.30	Lunch – Muscat's Restaurant (Buffet)	
Concurrent Sessions	THEME A - Barrett Lennard Room Section 1 TBA by Tourism WA – requested further info from CV	THEME B - Barrett Lennard Room Section 3 TBA by Tourism WA
13.30 – 14.00 (30 mins)	Session 1	Session 2
14.00 – 14.30 (30 mins)	Session 3	Session 4
14.30 – 15.00 (30 mins)	Session 5	Session 6
15.00 – 15.30	Afternoon Tea – Samuel Copley Room	
15.30 – 16.15 (45 mins)	Session 6 – Panel Session - the West Australian Experience Committee is to choose 3 or 4 from the below list of West Australian Local Governments: <ul style="list-style-type: none"> • City of Albany – 	

	<p>Proposed: Jon Berry – Manager Economic Development for the City of Albany and Executive Board Member for Australia's South West Executive Board Member: http://www.australiassouthwest.com/en/Industry/ASW_Executive_Board/Pages/default.aspx</p> <ul style="list-style-type: none"> • Shire of Broome Spoke to Community Development Manager: Anita Pedit – need to request to PA of the CEO, kally.hoskin@broome.wa.gov.au • Shire of Northampton Spoke to Shire of Northampton – recommended Ms Glenda Blyth, manager of the Northampton visitors centre/ tourism Bureau. • Shire of Kondinin Very small team – no tourism specific person, recommended CEO Chief Executive Officer - Peter Webster • City of Perth Recommended: Tourism Liaison Officer – Melissa Arbon • City of Kalgoorlie-Boulder Tourism handled by visitors centre – Daniel Robertson, manager visitor's centre. CEO is also particularly passionate about tourism for Kalgoorlie-Boulder, highly recommended to speak: Don Burnett – also a member of LGMA. • City of Fremantle TBC • City of Swan To be advised by John Rodgers <p>Representatives will act as a panel to discuss how tourism within WA Local Government functions in comparison to the Eastern perspective and independently.</p>
16.15 – 17.00 (45 mins)	<p>CLOSING KEYNOTE ADDRESS Kate Lamont – Chair Tourism WA (Tourism WA to confirm availability and interest)</p>
17.15 – 18.30 1 Hour 15mins	<p>Welcome Reception Samuel Copley Room – Sponsors Booths area</p>
19.00	<p>Pre-dinner drinks – Samuel Copley Room</p>
19.30	<p>DINNER – Barrett Lennard Room, the Vines. Entertainment – Proposed - A band or comedian or guest speaker Awards – Proposed - Committee are to decide whether to have an awards session included in this dinner.</p>

Thursday 25 June 2009	
Time	Session
08.30 – 09.00	Morning Coffee and Registration – Samuel Copley Foyer
09.00 – 10.00 (1 hour)	<p>KEYNOTE ADDRESS John Anderson – Contiki Tours Founder (New Zealand). John will share his perspective on destination marketing, the founding of Contiki Tours and where he considers the tourism market to be heading. (topic flexible) CONFIRMED/ DEPOSITED – ASB</p>
10.00 – 10.30 (30 mins)	<p>Session 10 – Tourism and the environment Speaker: representative from the Sustainable Tourism Cooperative Research Centre (STCRC) (Steve Crawford to contact)</p>
10.30 – 11.00	Morning tea – Samuel Copley Room
11.30 – 12.15 (45 mins)	<p>Session 11 –Presentation from Rob King, Chief Executive of the Furneaux Stewart GAPP (FSG) consortium responsible the Sterkfontein Cave visitors' centre - the first phase of a multimillion rand development at the Cradle of Humankind outside Johannesburg, South Africa. (Steve Crawford to contact)</p>

12.15 – 13.00 (45 mins)	Session 12 – Panel/ Question Session between: 1. John Anderson – Founder of Contiki Tours – CONFIRMED AT NO EXTRA CHARGE - ASB 2. Rob King - Chief Executive of the Furneaux Stewart GAPP (FSG), & 3. A representative from the STRC – to be confirmed			
13.00 – 13.45	Lunch – Samuel Copley Room			
13.45 – 14.00	Introduction of the field trip program all regions covered through the excursion. Speaker: The Chair of the EMRC			
Concurrent Field Trips – Sent draft itinerary to CV 23/01/09				
14.00 – 17.00 (3 hours)	Field Trip 1	Field Trip 2	Field Trip 3	Field Trip 4
18.00 – 19.00	Sponsors Cocktail Hour and Sponsors Prize Draw – Samuel Copley Room			
19.00 - late	Dinner and Showcasing of Local Produce / Wine , including wine tasting and Local food/ produce – Barrett Lennard Room – Dinner may be held in Muscats Restaurant or the Barrett Lennard Room to be confirmed by Committee. Entertainment – Proposed – The Wadumbah Dance Group to perform for 30 mins.			
Friday 26 June 2008				
Time	Session			
08.15 – 08.30	Morning Coffee – Samuel Copley Foyer			
08.30 – 09.45 (1 hour 15 min)	“Sponge Session” Establish top 5 issues for LG in regards to tourism Determine “Conference Resolution” to have Michael Parker, President of LGMA and CEO of Tourism WA to agree to the resolution reached at the session.			
09.45 – 10.15	Morning tea – Samuel Copley Room			
10.15 – 11.00 (45mins)	CLOSING KEYNOTE Prof Lyn Beazley WA's Chief Scientist Phone: 6488 2632 Email: (PA) bloney@cyllene.uwa.edu.au Suzy tried to contact 13 Jan – still on holidays. Call back later.			
11.00 – 11.15 (15mins)	OFFICIAL CLOSE Michael Parker – President of LGMA			
12.00 onwards	Lunch and activities: Golf – to be administered by James Trail on the day.			

Comment	Speaker
<p>Coach will be travelling this trail. Trail can be seen from coach</p> <p>Visit - potted history of Centre's development, view recent refurbishment and interpretive exhibits, challenges and key business Plan activities</p>	<p>Scott Flemming, Manager T: 9379 9400</p>
<p>Hear of the challenges for established event, restructuring in 2008 and future plans</p>	<p>Geraldine Rigger, EO SV Tourism Council T: 9297 4447</p>
<p>Visit - bush tucker afternoon tea & hear story of business development and product packaging and collaborative marketing with mainstream operators. Also hear about development of Artisans on Swan trail.</p>	<p>Dale Tilbrook, Owner operator T: 9296 0711</p>
<p>Visit. Same site as Maalinup Gallery. Case study of development challenges facing SV Indigenous cultural centre incorporating tours to local sites. Indigenous Business Development.</p>	<p>Jackie Leith T: 9296 1007 John Rogers, Manager Tourism and Economic Development, City of Swan T: 9267 9227</p>
<p>Comment</p>	<p>Speaker</p>
<p>Federal infrastructure bid made for Swan view station and road underpass at trail head. Annual Trek the Trail.</p>	

- Visit.** Challenges of VC business model. Collaboration in development of regional Cycle tourism collateral.
 During VC visit hear private enterprise/LG event development story from Shire of Mundaring
 Bev Beale, Manager T: 9295 0202
 Nick Tester, Economic Development Officer, Shire of Mundaring T: 9295 6666
- Visit** (across the road from VC). Hear about collaboration story on Truffle Festival, exhibition programme and merchandising or artist's works.
 Jenny Haynes, Centre Manager T: 9295 3991
 Coach to follow this drive. Hear efforts to address signage and revive the drive
- Visit.** Tour site - o/door cinema, Bibbulman Track, VC. Hear about range of experiences. Interact with marsupials or have an Indigenous experience with Kudja Cornwall. Afternoon tea.
 Brenda Smith, DEC T: 9295 2244
- Redevelopment pressures on internationally recognised Heritage attraction. Feasibility study pending to address challenges/opportunities.
 Ann Brake, Manager Golden Pipeline National Trust T:9212 1116
 Bickley Carmel Harvest Festival
- Visit.** Guided walk tour - Bib Track trail head, industry operated VC, history village, proposed multi-use community facility. Centrepiece of Zig Zag festival
 Kevin O'Connor, Executive Manager Shire of Kalamunda T: 9257 9999



9.2 STATUS ON THE EMRC REGIONAL ADVOCACY PROGRAM

REFERENCE: COMMITTEES-9059

PURPOSE OF REPORT

To outline to the Council suitable approaches for three high priority actions relating to the Eastern Metropolitan Regional Council's regional advocacy role. They are:-

1. Formulation of a Regional Advocacy Strategy (RAS);
2. Offering to host regional Cabinet meetings with the State Government and the State Opposition; and
3. Considering future Federal Government engagement with respect to forming and leading a second delegation to Canberra.

KEY ISSUES AND RECOMMENDATION(S)

1. Regional Advocacy Strategy (RAS)

- The development of a Regional Advocacy Strategy (RAS) will provide an overarching framework from which all future advocacy and leveraging activities will be guided using a standardised approach approved by Council.
- In developing an RAS the EMRC will need to establish principles, standard approaches and guidelines that can underpin and guide strategic advocacy activities and to identify regional short and long term issues that need to be targeted.
- The key issue arising from having a standard approach will be the potential to impose a lack of flexibility and responsiveness to issues, given that the nature of advocacy often requires an element of urgency and responsiveness as emergent opportunities arise.
- In developing an RAS, Council must be cognisant of the above-mentioned barrier to success and ensure that any such strategy should be drafted in a manner that provides for a level of flexibility and urgent responsiveness to prevail when necessary.
- It should be noted that if Council decides not to support the development of the RAS, then the EMRC's ability to strategically undertake a serious advocacy and leveraging role may be hindered and will likely continue to be done on an ad hoc and case by case basis largely dependent on the discretion of the EMRC and its Executive Managers, as has been the situation to date.

2. Regional Cabinet Meetings

- It is proposed that the EMRC offer to host regional Cabinet meetings of the State Government and the Opposition, on behalf of the region, in order to initiate, support and strengthen the EMRC's formal advocacy role.
- The advantages to supporting this proposal are that the EMRC can begin to initiate its future regional advocacy role and hosting regional Cabinet meetings will coincide with the development of the RAS.
- The regional Cabinet meetings will be a timely activity to test and utilise the directions and principles that will be articulated by the RAS and will highlight to State politicians how serious the EMRC is about its advocacy role.
- The EMRC will be able to position itself as the peak regional body for the Eastern Metropolitan Region without compromising its role on behalf of member Councils.



Item 9.2 continued

3. Federal Government Engagement

- Given that the EMRC has now invested in the commencement of establishing direct relationships with Federal Politicians through the delegation to Canberra that occurred in 2008, it would be appropriate to continue with this strategy; however there are two issues that need to be fully considered.
- The first issue relates to Local Government elections being held in October 2009. To some extent the election and its associated lead up processes will impinge on adequate time being available to prepare for a delegation to be sent to Canberra and may also impinge on the longer term continuity of the initiative should the EMRC Council representation change as a result of the elections.
- The second issue is related to recent Federal Government action that formed the newly created Australian Council of Local Government (ACLG) Steering Committee. It is understood that the intent in forming this body is to open up direct lines of communication between Federal and Local Government and this development needs to be considered in the context of whether it will effectively replace the need for sending delegations.
- It is proposed that the EMRC should hold discussions with the local Federal representatives to discuss Canberra's position on local government delegations.

Recommendation(s)

That Council:

1. Endorses the development of a Regional Advocacy Strategy using the approach outlined in this report;
2. Approves the hosting of regional Cabinet meetings;
3. Defers the proposal to send a delegation to Canberra during 2008/09 and requests that this matter is re-considered later in 2009 following the development of a Regional Advocacy Strategy and after an evaluation occurs in relation to the efficacy of the newly formed Australian Council of Local Government (ACLG) Steering Committee.
4. Requests that discussions be held with local Federal Representatives in the Eastern Metropolitan Region to gather their views on the position Canberra is now taking on local government delegations making direct contact with Federal members in Canberra and reports this information to Council at a future date.

SOURCE OF REPORT

Executive Manager Regional Services

BACKGROUND

The EMRC has been actively involved in advocacy on behalf of the member Councils and the region for some time. Examples include advocating on waste management legislation and on issues that impact on the region such as the introduction of the landfill levy, Zero Waste Strategy, Waste Avoidance and Resource Recovery legislation and the carbon pollution reduction scheme.

The EMRC has also advocated on Regional Development issues associated with transport infrastructure and investment, tourism research and development issues related to the Swan River. From an environmental perspective, the EMRC has advocated on natural resource management issues, the Perth Solar City project and the management of the Swan River and its catchments as it relates to regional co-ordination, member Council activity and community participation.



Item 9.2 continued

At the corporate level, the EMRC advocates on issues that affect the EMRC and the member Councils with relation to the Local Government Act, reports from the Western Australian Local Government Association (such as the Systemic Sustainability Study report), Department of Local Government and Regional Development and other key agencies.

For the most part, the advocacy role is undertaken on a case by case or project by project basis. In some cases this is guided by Advocacy Implementation Plans which describe the purpose and nature of the advocacy activities, key contacts for targeted advocacy and desired outcomes. The actioning of the Advocacy Implementation Plans is the responsibility of the relevant EMRC Executive Manager, and progress reporting is usually managed through reporting arrangements to the Chief Executive Officer (CEO). Regular advocacy progress reports to Council were introduced in 2007 and occur on a 3-4 monthly basis.

In September 2008, the EMRC funded a delegation of five EMRC representatives to Canberra to establish connections with the Federal Government and to identify funding opportunities for regional projects. Council has since expressed strong support for the EMRC to continue and expand its advocacy activities as a key strategy to raise the profile of Perth's Eastern Region and to assist in leveraging government investment and funding to progress priority issues in the region.

At its meeting in October 2008 Council requested a report to consider the cost and resourcing implications associated with sending a second delegation to Canberra as part of future budget considerations.

This report addresses Council's request as well as the emergent issues and advice recently received regarding the matter of sending delegations to Canberra and proposes that Council consider adopting a more integrated and strategic approach to advocacy with both Federal and State politicians.

REPORT

This report outlines three matters for Council deliberation that are key actions to assist with progressing the EMRC's role, on behalf of member Councils, as its regional advocacy and leveraging representative.

1. Regional Advocacy Strategy (RAS)

Advocacy, leveraging and lobbying can include a range of activities that can come together into a consolidated strategy for the organisation. The more complex advocacy and leveraging tasks require the establishment and management of multiple stakeholder networks that operate across, and within, the private sector, government and political spheres.

Recent experience in planning for a delegation to Canberra in September 2008 has highlighted the need to have personal political connections in order to secure an audience or required appointments with decision making Ministers, Parliamentary Secretaries, Members of Parliament, Advisors and Opposition Members.

Advocacy activities could include a number of key stages in the process such as:

- Gathering intelligence;
- Stakeholder negotiation and recognition of mutual benefits;
- Project definition and planning;
- Establishment of partnerships for leveraging support across all sectors;
- Identification and agreement of contributions through partnership arrangements and agreements;
- Implementation of advocacy and leveraging strategies and actions; and
- Reporting to stakeholders on outcomes and highlighting results and benefits.



Item 9.2 continued

In developing an RAS the EMRC will need to establish principles, standard approaches and guidelines that can underpin and guide strategic advocacy activities and to identify short and long term regional issues that need to be targeted. It is envisaged that once developed, the RAS will be a 'living' document that will be subject to ongoing review and improvement as knowledge and experience in this area is gained.

Furthermore, the EMRC is presently considering the efficacy of utilising a public relations firm to assist in the preparation of an RAS, as well as to provide ongoing advice and support as specific advocacy projects are targeted. The EMRC will undertake a market scan of service providers in this area and will make a determination on the use of external support in due course.

It is proposed that the EMRC develops an RAS in accordance with the following program:

No	Action Required	Timeframe
1	Seek Council support to develop an RAS	April 2009
2	Undertake research to identify best practice advocacy strategies, guiding principles and guidelines	April - May 2009
3	Develop and draft a discussion paper for Council outlining research findings and setting overall direction and draft guiding principles	June 2009
4	Facilitate a workshop on the discussion Paper with EMRC Councillors, and member Council CEOs to set direction and confirm guiding principles (optional)	July 2009
5	Draft the RAS	August – September 2009
6	Present the draft RAS to Council for final consideration and endorsement	October 2009

Issues and Options:

The development of an RAS will provide an overarching framework from which all future advocacy and leveraging activities will be guided using a standardised approach approved by Council.

The key issue arising from having a standard approach will be the potential to impose a lack of flexibility and responsiveness to issues, given that the nature of advocacy often requires an element of urgency and responsiveness as emergent opportunities arise an RAS will be developed in a manner that is cognisant of this issue.

It should be noted that if Council decides not to support the development of an RAS, then the EMRC's ability to strategically undertake a serious advocacy and leveraging role would be hindered and would likely continue to be done on an ad hoc and case by case basis largely dependant on the discretion of EMRC Executive Managers to determine the scope and approach to be taken as requests arise. A strategic approach to advocacy and leveraging would enable the EMRC to better plan and resource its advocacy and leveraging activities on an annual basis as is done with all other key strategic priorities. This will also enable Council to have much more involvement in setting the direction and determining the resources that should be directed toward advocacy and leveraging.



Item 9.2 continued

2. Proposal to Host Regional Cabinet Meetings with the State Government and State Opposition

It has become common practice for Cabinet meetings of the State Government and the Opposition to be held in regional locations so that State political representatives can experience and better understand issues within electorates.

It is proposed that the EMRC take advantage of these meetings by offering to host Cabinet meetings, on behalf of the region, in order to initiate, support and strengthen the EMRC's formal advocacy role.

A regional Cabinet meeting will generally comprise of four core activities that are scheduled over the course of a morning or afternoon. The hosting organisation is at liberty to prescribe the program of events.

A standard program may entail:

1. A regional Cabinet meeting (1 hour) with breakfast and venue provided
2. Presentations by the host organisation(s) (2 hours)
3. Site visits organised by the host organisation (1-2 hours)
4. Networking event to invite broader regional stakeholders (1- 2 hours)

In order to facilitate the invitation process the Chairman of the EMRC would be required to issue an official invitation to both, the Honourable Colin Barnett, Leader of the Government and the Honourable Eric Ripper, Leader of the Opposition. The invitation would then be accepted or rejected and the EMRC would be duly advised of these decisions respectively. Should one party accept and the other refuse, this outcome would be acceptable given the EMRC has followed fair and due process in offering the invitations to both parties.

The following program outlines a process for facilitating Regional Cabinet meetings at the EMRC.

Action	Indicative Timeframe
Council agrees to host regional Cabinet meetings	April 2009
Letters of invitation drafted and issued by the Chairman of the EMRC	May 2009
Issues identified across the region suitable for presenting to a Cabinet meeting (including short term and long term issues)	April - May 2009
Site visits identified across the region	April - May 2009
Stakeholders and participants identified	April - May 2009
Final program developed and approved by Council	June – July 2009
Program implemented and delivered (dependant on invitations being accepted)	From July 2009 thereafter



Issues and Options:

Given the State has a relatively newly appointed Government it would be appropriate to begin to make personal contact and build relationships so that regional projects can be showcased to the Government. With respect to the Opposition, regional Cabinet meetings will provide the opportunity to begin long term planning and relationship building in preparation for future changes that may occur within the State Government. Furthermore, the EMRC and its member Councils will need to ensure that the Region has long term integrated strategies and plans in place to clearly demonstrate a state of readiness to go forward and implement projects once government support has been harnessed. State Government departments are now indicating that Local Government needs to adopt regional integrated approaches to issues management in order to justify future funding decisions.

Excellent examples of this approach have been highlighted by the EMRC through its Regional Integrated Transport Strategy and the Swan and Helena Rivers Management Framework. Key State Government departments have indicated they will use these examples to propagate a similar approach for Local Government in the future.

The advantages to supporting this proposal is that the EMRC can begin to initiate its future regional advocacy role through building effective relationships with the State Government and hosting regional Cabinet meetings during 2009 will coincide with the development of a RAS. The regional Cabinet meetings will be a timely activity to test and utilise the directions and principles being articulated by the RAS and will highlight to State politicians how serious the EMRC and member Councils are about implementing a strategic approach to regional advocacy. Furthermore, the EMRC will be able to position itself with the State Government as the peak regional body acting on behalf of the Eastern Metropolitan Region and its member Councils.

3. Federal Government Engagement

In order to continue the momentum established by the 2008 Canberra delegation, it was proposed to send a second delegation to Canberra to meet with Federal Government and Opposition Members to strengthen the previous connections made and to further raise awareness about the issues pertaining to Perth's Eastern Region.

Issues and Options:

Given that the EMRC has now invested in the commencement of establishing direct relationships with Federal Politicians, it may be considered appropriate to continue with this strategy; however there are two significant issues that need to be fully considered in the first instance that may influence the decision to undertake another Canberra delegation. These issues are outlined as follows:

Timing

Local Government elections will be held in October 2009 and this will likely place a requirement for Elected Members to be engaged in their own Council processes for the months leading up to the October 2009 election. To some extent the election and its associated lead up processes will impinge on adequate time being available to prepare for a delegation to be sent to Canberra and may also impinge on the longer term continuity of the initiative should the EMRC Council representation change as a result of the forthcoming elections. Building relationship is often reliant on continuity of people involved in the relationship. Given the prevailing timing issues it would be advisable to consider whether sending a delegation prior to October 2009 will be the best use of EMRC resources or whether it would be more useful to send a delegation in 2010.



Item 9.2 continued

Federal Government's Recent Agenda

The second issue for Council consideration is related to recent Federal Government action that formed the newly created Australian Council of Local Government (ACLG) Steering Committee. The Committee met in December 2008 with the objective to advance the partnership between the Rudd Government and local government and tackle the challenges facing local and regional communities.

The Steering Committee is the smaller body established to continue co-operation, engagement and policy coordination between annual meetings of the ACLG, to which all Mayors and Shire Presidents are invited. Current global financial circumstances have underlined the need for all levels of government to work together to deliver better services and infrastructure to local communities.

The Steering Committee will focus on three key priorities identified at the ACLG inaugural meeting held in November 2008. They are:

- develop a stronger relationship between the two spheres of government;
- reform infrastructure and services provided by local government; and
- make progress towards the Constitutional recognition of local government.

It should be noted that Western Australia is being represented by the Lord Mayor of Perth, Lisa Scaffidi and Mr Troy Pickard, Deputy President, Western Australian Local Government Association, Mayor, City of Joondalup.

Advice received from the Perth Area Consultative Committee has indicated that the rationale for setting up direct lines of communication between Federal Government and Local Government is to ensure a more strategic approach to and understanding of local government issues prevail, thus reducing the need for local government to make ongoing and direct representation to the Federal Government. It may be advisable for the EMRC to consider this advice and monitor the progress and efficacy of the new structure that has been instigated to see how Local Government issues from the Eastern Metropolitan Region can be represented through this Committee before making a determination on sending a second delegation to Canberra.

Furthermore, it would be advisable to discuss this matter with local Federal Members in the Eastern Metropolitan Region to gauge their views on sending a second delegation to Canberra and if they would support such action before a final decision is made. These proposed meetings would also provide a forum for discussing some of the EMRC's key regional issues such as the impacts of the Carbon Pollution Reduction Scheme, the Regional Integrated Transport Strategy and the Swan – Helen River Management Framework.

Should, however, Council decide to form an EMRC delegation to travel to Canberra during the 2009/10 financial year that the delegation should comprise:

- The Chairman
- The Chief Executive Officer
- Executive Manager Regional Services
- The Deputy Chairman (optional)
- Executive Manager Waste Services (optional)



Item 9.2 continued

The following program outlines a process and the action required for facilitating a delegation to Canberra as well as provides an indicative timeframe based on sending a delegation during 2009/10:

Action	Indicative Timeframe
Council endorsement received to send delegation to Canberra	April 2009
Key regional issues are identified	May – July 2009
Briefing papers are developed	July - October 2009
Contact lists are identified and developed; Political stakeholder analysis and intelligence gathered	October – November 2009
Council considers and approves briefing papers and contacts	December 2009
Arrangements and itineraries finalised	January - February 2010
Delegation leaves for Canberra	March – June 2010

Council has the following options in relation to sending a delegation to Canberra:

- Support the proposal to form and lead a delegation to Canberra in 2009;
- Support the proposal to form and lead a delegation to Canberra in 2010;
- Request that the approach be modified;
- Defer the proposal until further assessment of the efficacy of the Australian Council of Local Government (ACLG) Steering Committee has been undertaken with respect to its ability to represent the issues of the Eastern Metropolitan Region;
- Reject the proposals presented above and set a new direction for Federal Government engagement.

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 following information provides a breakdown of estimated budget costs that would be associated with each of the three matters being canvassed in this report.

1. The development of a Regional Advocacy Strategy will be funded from within the existing 2008/09 budget.
2. The proposal to host regional Cabinet meetings with the State Government and State Opposition will be listed for funding in the 2009/10 budget and indicative costs for holding one such event would be:

Catering	\$1,500
Bus Hire	\$ 500

3. The proposal to lead a delegation of up to five EMRC representatives to Canberra to meet with the Federal Government and Opposition will be listed for funding in the 2009/10 budget and indicative costs will include:

Airfares (Five Delegates – Cheapest Available Return Economy Rates)	\$3,000
Accommodation (four nights)	\$5,000
Meals and Incidentals	\$2,000



Item 9.2 continued

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 into the region.

An annual regional investment into an effective ongoing advocacy and leveraging strategy, supported by strategic and robust campaigns will become an essential tool for ensuring the region's ability to attract funding and investment is fully exploited.

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean	} Advocacy and relationship building aims to increase awareness of the Perth's Eastern Region and the role of the EMRC as well as to identify future funding opportunities to support regional scale projects/activities. The implications arising from this report for member Councils relate to: 1. Member Councils continuing to support and to promote the benefits of a regional approach to advocacy and continuing to endorse the EMRC as their peak advocacy body when dealing with regional issues for Perth's Eastern Region. 2. Member Councils being prepared to participate and support the proposed regional Cabinet meetings through attendance at networking sessions, provision of support from Council officers in the hosting arrangements for site tours and the provision of information for presentations to the State Politicians.
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 Council:

1. Endorses the development of a Regional Advocacy Strategy using the approach outlined in this report;
2. Approves the hosting of regional Cabinet meetings;
3. Defers the proposal to send a delegation to Canberra during 2008/09 and requests that this matter is re-considered later in 2009 following the development of a Regional Advocacy Strategy and after an evaluation occurs in relation to the efficacy of the newly formed Australian Council of Local Government (ACLG) Steering Committee.
4. Requests that discussions be held with local Federal Representatives in the Eastern Metropolitan Region to gather their views on the position Canberra is now taking on local government delegations making direct contact with Federal members in Canberra and reports this information to Council at a future date.



Item 9.2 continued

Discussion ensued

The Chairman invited comments or queries from members and invited the Acting CEO or Executive Manager Regional Services to speak to the report.

The Acting CEO noted that lobbying and advocacy had long been a hallmark of EMRC. At the 2008 Strategic Planning Workshop it was elevated in priority. The EMRC Council have requested we increase lobbying and advocacy more formally hence the three pronged approach outlined in this report to be considered. The hosting of a regional Cabinet meeting was raised as an option through a member of the opposition and so consideration was also given to doing so for the ruling party.

The Acting CEO noted that the EMRC have considered the possibility of engaging a consulting firm to assist in the development of a Lobbying and Advocacy strategy and provide advice but noted it would be EMRC who would make the direct contact with local, state and federal members.

Mr Jarvis queried if there would be an opportunity for input from member Councils into the tours/projects/agenda for the proposed regional cabinet meetings. The Acting CEO noted opportunities of various tours could be arranged and input would be requested from the member Councils. The focus would be projects that we have already commenced lobbying and advocacy as we cannot assume that cabinet members had knowledge of these projects. Mr Jarvis mentioned the number of blackspot projects which also need to be addressed.

Mr Foley suggested that the first recommendation should include 'input from member Councils'. The Acting CEO noted that the EMRC will be looking for input from member Councils but reiterated that the focus would be on regional projects, such as the Regional Integrated Transport Strategy and Tourism projects, so as not to take over from individual member Council and their own lobbying strategies. The Acting CEO noted that there may also be opportunities to give presentations to the cabinet meetings from community groups. The Executive Manager Regional Services noted the outline developed for the process which includes involvement from member Councils.

Mr Foley gave a reminder to members that the Federal Government were coming to the Region in Cowan on 22 April 2009 in Ballajura at the Ballajura Community College.

Ms Lefante left the meeting at 12.52pm.

It was moved that the wording of recommendation 3 be amended to time any delegations later in the year until after the October local government elections.

CEOAC RECOMMENDATION(S)

MOVED MR JARVIS

SECONDED MS LEFANTE

That Council:

1. Endorses the development of a Regional Advocacy Strategy using the approach outlined in this report;
2. Approves the hosting of regional Cabinet meetings;
3. Defers the proposal to send a delegation to Canberra during 2008/09 and requests that this matter is re-considered later in 2009 following the Local Government elections and following the development of a Regional Advocacy Strategy and after an evaluation occurs in relation to the efficacy of the newly formed Australian Council of Local Government (ACLG) Steering Committee.
4. Requests that discussions be held with local Federal Representatives in the Eastern Metropolitan Region to gather their views on the position Canberra is now taking on local government delegations making direct contact with Federal members in Canberra and reports this information to Council at a future date.

CARRIED UNANIMOUSLY



Item 9.2 continued

COUNCIL RESOLUTION(S)

MOVED CR PULE

SECONDED CR GODFREY

THAT COUNCIL:

1. ENDORSES THE DEVELOPMENT OF A REGIONAL ADVOCACY STRATEGY USING THE APPROACH OUTLINED IN THIS REPORT;
2. APPROVES THE HOSTING OF REGIONAL CABINET MEETINGS;
3. DEFERS THE PROPOSAL TO SEND A DELEGATION TO CANBERRA DURING 2008/09 AND REQUESTS THAT THIS MATTER IS RE-CONSIDERED LATER IN 2009 FOLLOWING THE LOCAL GOVERNMENT ELECTIONS AND FOLLOWING THE DEVELOPMENT OF A REGIONAL ADVOCACY STRATEGY AND AFTER AN EVALUATION OCCURS IN RELATION TO THE EFFICACY OF THE NEWLY FORMED AUSTRALIAN COUNCIL OF LOCAL GOVERNMENT (ACLG) STEERING COMMITTEE.
4. REQUESTS THAT DISCUSSIONS BE HELD WITH LOCAL FEDERAL REPRESENTATIVES IN THE EASTERN METROPOLITAN REGION TO GATHER THEIR VIEWS ON THE POSITION CANBERRA IS NOW TAKING ON LOCAL GOVERNMENT DELEGATIONS MAKING DIRECT CONTACT WITH FEDERAL MEMBERS IN CANBERRA AND REPORTS THIS INFORMATION TO COUNCIL AT A FUTURE DATE.

CARRIED UNANIMOUSLY



Item 11.1 continued

Ms Lefante noted the City of Bayswater's Autumn Festival held on 5 April 2009 was very successful. Mr Cole also noted the City of Belmont's Autumn Festival went well. Mr Jarvis noted the launch of the sculptures for the Autumn Festival Launch was also a successful event.

11.2 OTHER GENERAL BUSINESS

Mr Foley noted that the City of Swan has organised a Prospective Councillor Workshop on 5 September 2009 in Midland for candidates in the Region. Mr Foley invited other CEO's to send their prospective Councillors to this workshop. The Chairman queried if EMRC should be involved in introducing the EMRC at this workshop or perhaps at a later stage of Councillor induction. The Acting CEO noted that he would like to speak to all member Council Councillors perhaps two or three times per year to advise them of progress and projects. A communication plan is currently being developed.

The Acting CEO noted that the last Resource Recovery Facility (RRF) Expression of Interest (EOI) presentation would be completed tonight (7 April 2009 at 6.30pm) at the City of Bayswater and offered for the Manager Project Development to attend the meeting and speak to the members. Members agreed that this would be worthwhile.

The Manager Project Development entered the meeting at 1.13pm.

The Manager Project Development noted that the RRF EOI and Tender staff (member Council CEOs and finance officers) and Councillor briefings would be completed tonight at the City of Bayswater. All Councils received the same basic presentation with the inclusion in later presentation of the relevant potential impacts of the draft legislation for the Carbon Pollution Reduction Scheme (CPRS). The presentations have been well received with interest and relevant questions. There has been acknowledgement that this is a staged process with a number of decision points throughout. The Manager Project Development outlined the process and timeline from the EOI and Tender process from here. The involvement of member Council officers (suggested the Technical Advisory Committee members) would be required for the evaluation of EOI tenders late May/early June requiring approximately 40hours work with input into the development of the report and recommendation to Council.

The Manager Project Development left the meeting at 1.22pm.

12 FUTURE MEETINGS OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

The next meeting of the Chief Executive Officers Advisory Committee (informal) will be held on **5 May 2009** at City of Swan Offices, 2 Midland Square, Midland, 6936, commencing at 12.30pm with lunch at 12noon.

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

Tuesday	5 May (informal)	at	City of Swan
Tuesday	9 June	at	EMRC Administration Office
Tuesday	7 July (informal)	at	Town of Bassendean
Tuesday	11 August	at	EMRC Administration Office
Tuesday	8 September (informal)	at	City of Bayswater
Tuesday	13 October	at	EMRC Administration Office
Tuesday	17 November (informal)	at	City of Belmont

The Chairman noted that CEOAC members accepted Mr Foley's offer to provide regional tour or overview of the Property Council's interest of industrial and commercial land available in the Region. Mr Foley will liaise with the Acting CEO to coordinate this.

13 DECLARATION OF CLOSURE OF MEETING

There being no further business the meeting was closed at 1.23pm.