

## CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

### MINUTES

3 June 2008

(REF: COMMITTEES-7948)

A meeting of the Chief Executive Officers Advisory Committee was held at the EMRC Administration Office, 1<sup>st</sup> Floor, 226 Great Eastern Highway, BELMONT WA 6104 on **Tuesday 3 June 2008**. The meeting commenced at **12.46pm**.

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## **1 DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS**

The Chairman opened the meeting at 12.46pm.

## **2 ATTENDANCE, APOLOGIES AND LEAVE OF ABSENCE PREVIOUSLY APPROVED**

Mr David Vaughan (Chairman)	Chief Executive Officer	Shire of Kalamunda
Mr Gary Evershed (Deputy Chairman)	Chief Executive Officer	Town of Bassendean
Mr Mario Carosella	Chief Executive Officer	City of Bayswater
Mr Stuart Cole	Acting Chief Executive Officer	City of Belmont
Mr Jonathan Throssell	Chief Executive Officer	Shire of Mundaring
Mr Mike Foley	Chief Executive Officer	City of Swan
Mr Gavin Watters	Chief Executive Officer	EMRC

### **EMRC Officers**

Mr Mick McCarthy	Executive Manager, Regional Services
Mr Peter Schneider	Executive Manager, Corporate Services
Ms Emma Joy	Executive Assistant to Chief Executive Officer (Minutes)

## **3 DISCLOSURE OF INTERESTS**

Nil

## **4 ANNOUNCEMENT BY THE CHAIRMAN OR PERSON PRESIDING WITHOUT DISCUSSION**

Nil

## **5 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS**

That the minutes of the Chief Executive Officers Advisory Committee meeting held on 10 April 2008, which have been distributed, be confirmed.

### **CEOAC RESOLUTION(S)**

MOVED MR THROSSELL                      SECONDED MR FOLEY

THAT THE MINUTES OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE MEETING HELD ON 10 APRIL 2008 WHICH HAVE BEEN DISTRIBUTED, BE CONFIRMED.

**CARRIED UNANIMOUSLY**

## **6 PRESENTATIONS**

Nil



## **1 DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS**

The Chairman opened the meeting at 12.46pm.

## **2 ATTENDANCE, APOLOGIES AND LEAVE OF ABSENCE PREVIOUSLY APPROVED**

Mr David Vaughan (Chairman)	Chief Executive Officer	Shire of Kalamunda
Mr Gary Evershed (Deputy Chairman)	Chief Executive Officer	Town of Bassendean
Mr Mario Carosella	Chief Executive Officer	City of Bayswater
Mr Stuart Cole	Acting Chief Executive Officer	City of Belmont
Mr Jonathan Throssell	Chief Executive Officer	Shire of Mundaring
Mr Mike Foley	Chief Executive Officer	City of Swan
Mr Gavin Watters	Chief Executive Officer	EMRC

### **EMRC Officers**

Mr Mick McCarthy	Executive Manager, Regional Services
Mr Peter Schneider	Executive Manager, Corporate Services
Ms Emma Joy	Executive Assistant to Chief Executive Officer (Minutes)

## **3 DISCLOSURE OF INTERESTS**

Nil

## **4 ANNOUNCEMENT BY THE CHAIRMAN OR PERSON PRESIDING WITHOUT DISCUSSION**

Nil

## **5 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS**

That the minutes of the Chief Executive Officers Advisory Committee meeting held on 10 April 2008, which have been distributed, be confirmed.

### **CEOAC RESOLUTION(S)**

MOVED MR THROSSELL                      SECONDED MR FOLEY

THAT THE MINUTES OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE MEETING HELD ON 10 APRIL 2008 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**

Nil

**8 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING**

Nil



## **9 REPORTS OF OFFICERS**

### **9.1 PERTH SOLAR CITY**

**REFERENCE: COMMITTEES-8069**

#### **PURPOSE OF REPORT**

This report provides information on the current status and expected next steps in developing the Perth Solar City project and seeks commitment of resources to enable the region to be adequately represented in the project plan development and contract negotiation phase.

#### **KEY ISSUES AND RECOMMENDATION(S)**

- The Perth Solar City business case was developed in early 2006 by a consortium led by the Department of Housing and Works. The six member Councils are the only Local Governments in the consortium.
- The Perth Solar City project is a comprehensive proposal aimed at building long-lasting behaviour change in energy conservation, to increase the uptake of new solar technologies and to break down barriers to participation in direct greenhouse action by residents, businesses and public institutions.
- The business case set out an \$85 million project to be implemented over a five year period. The direct benefit to the member Councils and their communities was estimated at \$20.8 million. A contribution of \$13.7 million was sought from the Federal Government to initiate the project.
- In July 2007 the then Minister for the Environment, Malcolm Turnbull advised the consortium that the business case would not be funded, however on 31 August 2007 the then Opposition Leader Kevin Rudd announced full support for the Perth Solar City project at a pre-election event in Midland. The 2008/2009 Federal Budget identified \$18.8 million for new Solar Cities in Perth and Coburg (Victoria) in the Sustainable Communities program.
- The Perth Solar City Consortium Chairman has since received a letter from the Minister for Environment, Water, Heritage and the Arts advising of in principle support for the project to a maximum of \$13.9 million, subject to a revised business case and budget being submitted.
- From advice provided by Department of Environment, Water, Heritage and the Arts staff and from the experience of other Australian Solar Cities, the revision of the budget, development of a project plan and signing of contracts to release funding is likely to take six to eight months and require a similar level of resourcing to the initial business case development.
- No Federal funds will be available to resource the business case review and contract negotiation phase of the project. The EMRC has identified that a full time senior officer is needed to drive the relevant components of the project plan redevelopment to ensure that member Council interests are best represented.
- It is proposed that this officer be recruited and funded through member Council 2007/2008 budget allocations for this project. This will also ensure 2008/2009 member Council budget allocations are eligible for matching Federal funding as outlined in the Perth Solar City business case bid
- Agreement will also be sought on a consultative mechanism, such as a Working Party, to ensure regular reporting to member Councils during this phase and involvement of member Councils in the development of the project plan and input at key decision points.

#### **Recommendation(s)**

That:

1. That the EMRC seeks project funding from member Councils' 2007/2008 budget allocations for the Perth Solar City project to employ a Perth Solar City Coordinator for a period of nine months to coordinate the region's input into the project planning and contract negotiation for the Perth Solar City project.
2. That the member Council Chief Executive Officers be requested to nominate a senior member of Council staff to form a Working Party to provide input into the project planning and contract negotiation process, key directions and decision points associated with the Perth Solar City project.



*Item 9.1 continued*

## **SOURCE OF REPORT**

Manager Environmental Services

## **BACKGROUND**

At its ordinary Council Meeting of 23 March 2006 (Item 9.1), Council resolved the following:

“THAT COUNCIL COMMITS TO PARTICIPATING IN THE PERTH SOLAR CITY PROPOSAL AS A MEMBER OF THE PERTH SOLAR CITY CONSORTIUM AND SUPPORTS MEMBER COUNCILS IN IMPLEMENTING THE PERTH SOLAR CITY PROJECT, SHOULD THE PROPOSAL BE SUCCESSFUL.”

The EMRC’s role has been to provide co-ordination and facilitation of the member Council’s interests in the development of the Perth Solar City proposal and business case and in advocacy and lobbying to gain State and Federal Government commitment to the project. It is envisaged that the EMRC would continue its involvement in the implementation phase of the project on a cost recovery basis.

Member Councils set aside budgets in the 2006/07 financial year (\$15,000 each or \$90,000 in total) and resolved to set aside similar levels of funding in future budgets as part of their decision to join the Perth Solar City project in February/March 2006.

In July 2007 and despite advice received from the Howard Government advising that the Perth Solar City bid was unsuccessful, the EMRC requested member Councils retain budget allocations in the 2007/08 budget to support other avenues for project delivery being investigated by the consortium. The member Council contributions were proposed to be used to secure resources to undertake the required investigations and secure other avenues for project delivery.

On 31 August 2007 the then Opposition Leader Kevin Rudd announced full support for the Perth Solar City project at a pre-election event in Midland based on a proposed Federal Government contribution of \$13.9 million.

Following the Rudd Government winning office in November 2007, follow up investigations determined that the Federal Government was going to honour this pledge. This was confirmed in the handing down of the Federal Government’s 2008/09 budget in May 2008 which identified \$18.8 million for new Solar Cities in Perth and Coburg (Victoria) in the Sustainable Communities program

## **REPORT**

Following the anticipated public announcement by the Hon. Peter Garrett, Minister for the Environment, Water, Heritage and the Arts, the Consortium Chairman is expected to initiate a team and structures to revise the project budget and develop a detailed project plan for implementation. The project plan will form the basis for the funding contract to be agreed to by consortium members.

The primary contract will be between the Consortium Leader, the State Housing Authority, and the Federal Government. There will be back-to-back contracts between the State Housing Authority and consortium partners. All member Councils and the EMRC have signed confidentiality agreements with the Consortium Leader.

Discussions with the Consortium Chairman indicate that a series of project teams are likely to be established to develop key components of the project plan and budget. Based on past project teams these are expected to be:

- Community Engagement
- Smart meter roll out
- Technology
- Monitoring and evaluation



*Item 9.1 continued*

Project teams will comprise staff from key consortium partners as well as third party partners such as Western Power and Synergy.

It is anticipated that there will be substantial changes from the original business case due to:

- Changing technology and component costs;
- Some original project components have already been implemented (eg, Eco House Challenge) or been shelved (eg, Pier St redevelopment);
- Advice from Federal Government on the need to simplify some funding elements;
- Advice from the Federal Government to focus on Perth's Eastern Region rather than extending the program outside the region in a later phase;
- Advice from other Solar Cities based on implementation experience; and
- Some components will now be funded directly through other Federal Programs (eg, Solar Schools, photovoltaic (PV) system rebates). It is not known yet whether the project will be able to address the new means test for Photo voltaic (PV) rebates.

Based on an initial assessment, these changes are not likely to adversely affect the Perth Solar City project and may in fact enable funding to increase in project elements with direct benefit to the region.

Based on advice from other Solar Cities and Department of Housing and Works staff, it is anticipated that project planning, budget revision and contract negotiation will require a similar level of resources as the original business case development. During this period in 2005/2006, the EMRC had a senior staff member effectively working on this project full time, although this had no resources attached. This situation created difficulties in allocated sufficient resources to progress committed project activities, such as the Cities for Climate Protection programme, during this period.

Anticipating this need, and to avoid the previous level of under-resourcing and associated impacts, it is proposed to seek member Council funding allocations set aside in 2007/2008 Council budgets to fund the employment of a Perth Solar City Coordinator. This would not replace budget amounts required for 2008/2009, which would still be needed to assist in meeting the costs associated with project start up expected in the latter part of 2008/2009. Use of 2007/2008 budgets for project planning will also ensure that all member Council 2008/2009 budget allocations are counted as post-contract commitments eligible for dollar-matching funding from the Federal project funds as outlined in the Perth Solar City business case bid.

It is proposed to immediately recruit a senior officer for a period of nine months to coordinate and drive the components of the project plan most closely related to member Councils, the community engagement and local demonstration projects. This position would be based at the EMRC, with the role continuing into 2009/2010 during project initiation and implementation phases.

The officer will also be responsible for regular reporting to member Councils on progress and undertaking direct liaison with appropriate senior member Council staff. The proposed employment timeframe would ensure the officer was able to oversee recruitment of implementation staff and assist in coordinating major launch events following the contract signing.

It is expected that there will be a number of key decision points where member Council guidance or commitment will be needed. Given the size and potential value of this project to the region, it is proposed to establish a Working Group of senior level member Council staff to meet on an as needs basis during the project planning period.

## **STRATEGIC/POLICY IMPLICATIONS**

The Perth Solar City project will contribute to the Key Outcome of 'Sustainable use and development of resources' through the core processes of developing and providing projects, products and services.



*Item 9.1 continued*

## **FINANCIAL IMPLICATIONS**

The expected cost for employing a senior officer for a period of nine months, and resourcing that position, is expected to be in the order of \$80,000, which includes all on-costs and an allocation for a branded vehicle.

## **SUSTAINABILITY IMPLICATIONS**

The Perth Solar City project is a major sustainability initiative for WA and the region. The blend of smart metering, technology, appliances and behaviour change will engage home owners, public and private tenants, landlords, developers, small business operators and local Governments in actions to directly reduce energy demand and greenhouse gas generation.

Although the figures may change in the revised project plan, original estimates identified greenhouse gas emissions savings of 50,000 tonnes per annum and a reduction in peak load electricity demand of 6MW from full implementation of the project.

## **MEMBER COUNCIL IMPLICATIONS**

### **Member Council**

Town of Bassendean  
City of Bayswater  
City of Belmont  
Shire of Kalamunda  
Shire of Mundaring  
City of Swan

### **Implication Details**

Funding contributions from member Councils will be sought based on allocations included in the 2007/2008 budgets, understood to be in the range \$12,000 - \$15,000, to be used towards the employment of a coordinator position for the Perth Solar City project.

## **ATTACHMENT(S)**

Nil

## **VOTING REQUIREMENT**

Simple majority

## **RECOMMENDATION(S)**

That:

1. That the EMRC seeks project funding from member Councils' 2007/2008 budget allocations for the Perth Solar City project to employ a Perth Solar City Coordinator for a period of nine months to coordinate the region's input into the project planning and contract negotiation for the Perth Solar City project.
2. That the member Council Chief Executive Officers be requested to nominate a senior member of Council staff to form a Working Party to provide input into the project planning and contract negotiation process, key directions and decision points associated with the Perth Solar City project.

## **Discussion ensued**

Mr Cole queried if Mr McCarthy was looking to record nominated persons from the Member Councils today. Mr McCarthy noted that he will write to each Council for their suggestion of an appropriate nominee.



*Item 9.1 continued*

Members queried if the contribution from Member Councils of \$15,000 per annum was for this current financial year and next given that this financial year was drawing to a close. Mr McCarthy confirmed that we are seeking to secure this year's budgeted allocation of \$15,000 from each of the Member Councils after the EMRC Council meeting on 19 June 2008. Mr Watters noted that if the contribution for this current financial year (07/08) is not possible due to already reallocating the funds, as some members suggested had happened, then EMRC would be requesting a double allocation for the following (08/09) financial year. Mr McCarthy noted a letter was sent to each Member Council or as a lead up to the 2007/08 budget requesting the allocation be retained by the Member Councils even though there was no decision on the funding bid at the time. Members acknowledged receiving the letter but were concerned about the re-allocation of funds given the end of the financial year. Mr McCarthy noted that the member Council funds for 2008/09 were required as "offset" contributions for the Federal Government funding and therefore need to be used for this purpose. It was noted that some Councils may need to provide a double allocation of funding in 2008/09 budget to satisfy project establishment and offset contribution in the event of any funding re-allocation associated with the 2007/08 budget.

**CEOAC RECOMMENDATION(S)**

MOVED MR FOLEY

SECONDED MR COLE

That:

1. That the EMRC seeks project funding from member Councils' 2007/2008 budget allocations for the Perth Solar City project to employ a Perth Solar City Coordinator for a period of nine months to coordinate the region's input into the project planning and contract negotiation for the Perth Solar City project.
2. That the EMRC establish a Working Party comprising of senior member Council staff to provide input into the project planning and contract negotiation process, key directions and decision points associated with the Perth Solar City project.

**CARRIED UNANIMOUSLY**

**COUNCIL RESOLUTION(S)**

MOVED CR ALBERT

SECONDED CR ZANNINO

THAT:

1. THAT THE EMRC SEEKS PROJECT FUNDING FROM MEMBER COUNCILS' 2007/2008 BUDGET ALLOCATIONS FOR THE PERTH SOLAR CITY PROJECT TO EMPLOY A PERTH SOLAR CITY COORDINATOR FOR A PERIOD OF NINE MONTHS TO COORDINATE THE REGION'S INPUT INTO THE PROJECT PLANNING AND CONTRACT NEGOTIATION FOR THE PERTH SOLAR CITY PROJECT.
2. THAT THE EMRC ESTABLISH A WORKING PARTY COMPRISING OF SENIOR MEMBER COUNCIL STAFF TO PROVIDE INPUT INTO THE PROJECT PLANNING AND CONTRACT NEGOTIATION PROCESS, KEY DIRECTIONS AND DECISION POINTS ASSOCIATED WITH THE PERTH SOLAR CITY PROJECT.

**CARRIED UNANIMOUSLY**



## **9.2 REGIONAL CYCLE TOURISM AND CYCLE EVENT OPPORTUNITIES INVESTIGATIONS AND REPORT**

**REFERENCE: COMMITTEES-7550**

### **PURPOSE OF REPORT**

To advise Council of the outcomes of investigations facilitated by EMRC into issues and opportunities for Perth's Eastern Region associated with cycle tourism and cycle events.

To seek Council endorsement of the Report on Cycle Tourism and Cycle Tourism Event Opportunities in Perth's Eastern Region and a continued role for EMRC in supporting the implementation of five priority regional cycle tourism projects recommended in the report and included in the draft 2008/09 budget.

### **KEY ISSUES AND RECOMMENDATION(S)**

- The process of investigating cycle tourism and cycle tourism event opportunities entailed EMRC facilitating workshops with representatives of key state government agencies, peak cycling organisations, member Council officers, cycling retailers and tourism bodies from July to November 2007.
- The investigation process and outcomes have been compiled in a report on Cycle Tourism and Cycle Tourism Event Opportunities in Perth's Eastern Region (2008).
- Investigations identified five priority regional projects that provide greatest benefit to Perth's Eastern Region and include:
  1. Promoting existing Cycle Tourism experiences;
  2. Establishing a Regional Festival of Cycling;
  3. Improving Cycle infrastructure;
  4. Develop Tour de Perth; and
  5. Improve Mountain Biking infrastructure
- Detailed planning and feasibility assessment of the five priority projects is currently being facilitated by EMRC in partnership with member Councils, regional stakeholders, industry and government agencies. These plans and assessments will inform implementation of the priority projects and substantiate requests for partner contributions.
- To facilitate implementation of the five priority regional projects and leverage partner contributions an EMRC contribution of \$62,000 has been included in the draft 2008/09 EMRC budget.

#### **Recommendation(s)**

That:

1. Council endorse the Report on Cycle Tourism and Cycle Tourism Event Opportunities in Perth's Eastern Region (2008).
2. Council endorse EMRC's continued role in supporting implementation of five priority regional cycle tourism projects and notes that \$62,000 net expenditure has been included for consideration in the draft 2008/09 budget.

### **SOURCE OF REPORT**

Manager Economic and Tourism Development



*Item 9.2 continued*

## **BACKGROUND**

The EMRC at its 22 February 2007 resolved:

*“THAT COUNCIL SUPPORT FURTHER INVESTIGATION INTO OPPORTUNITIES FOR REGIONAL CYCLING EVENTS AND RELATED CYCLING TOURISM OPPORTUNITIES AND A REPORT BE PROVIDED REGARDING FUTURE ACTIONS, POTENTIAL OPPORTUNITIES AND BUDGET IMPLICATIONS AT A FUTURE MEETING.”*

A further report updating Council on the results of these investigations was presented at the 31 May 2007, whereby Council resolved:

*“THAT COUNCIL APPROVE AN ALLOCATION OF \$28,000 FOR CONSIDERATION IN THE 2007/08 BUDGET TO PROGRESS INVESTIGATIONS AND UNDERTAKE CONSULTATION ACTIVITIES AIMED AT DEVELOPING A DETAILED CYCLING TOURISM OPPORTUNITIES PAPER FOR PERTH'S EASTERN REGION.”*

Investigations and consultation activities focussed on the following priority areas based on specialist advice gained from a number of issue specific working parties involving regional stakeholders:

- Developing the Tour de Perth national road cycling event;
- Developing a Regional Cycling Festival;
- Identifying existing Infrastructure, gaps & priorities;
- Identifying Mountain Bike opportunities; and
- Developing Regional Cycling Marketing and Promotion activities.

## **REPORT**

The process of investigating cycling tourism and event opportunities entailed EMRC engaging a consultant to facilitate workshops with regional and industry stakeholders. Workshops were held from July to November 2007 with stakeholders representing key state government agencies, peak cycling organisations, member Council officers, cycling retailers and tourism bodies.

The workshops were informed by industry and government experts who provided details on the current status of each priority and future government and industry policy and programme directions.

Priority areas were critically analysed by regional stakeholders using a SWOT (Strengths, Weaknesses, Opportunities, Threats) framework to identify and refine projects within the priority areas that provided greatest benefit to Perth's Eastern Region.

A Report on Cycle Tourism and Cycle Tourism Event Opportunities in Perth's Eastern Region (2008) is attached and provides detailed information regarding the outcomes of investigations to date and rationale for the priority cycling tourism projects that will benefit the region.

Detailed planning and feasibility assessment work on the five priority projects is currently being facilitated by EMRC in partnership with member Councils, regional stakeholders, industry and government agencies.

These plans and assessments will inform implementation of the priority projects and substantiate requests for partner contributions.

To enable EMRC to facilitate project implementation the following provisional budget allocations identified in Table 1 overleaf have been developed for consideration in development of the draft EMRC 2008/09 Budget.



Item 9.2 continued

**Table 1: Budget Break Down for Proposed Regional Cycle Tourism Projects for 2008/09**

<b>Priority Regional Cycle Tourism Project</b>	<b>EMRC funding contribution 2008/09</b>
<b>Promote existing Cycle Tourism experiences</b> - design, produce and distribute integrated guide	\$10,000
<b>Establish a Regional Festival of Cycling</b> – implement recommendations of feasibility assessment	\$20,000
<b>Improve Cycling infrastructure</b> - develop Perth Bike Network plan to address regional connectivity issues	\$46,000
<b>Develop Tour de Perth</b> – support implementation of strategic business and marketing plan aimed at increased community participation.	\$10,000
<b>Improve Mountain Biking infrastructure</b> – support implementation of Perth Hills Trails Masterplan recommendations for Mountain Biking in the region	\$10,000
<b>Total Expenditure</b>	<b>\$96,000</b>
<b>Total Income</b>	<b>\$34,000</b>
<b>EMRC Contribution</b>	<b>\$62,000</b>

The \$34,000 income received relates to external grant sources including Department of Planning and Infrastructure, Department of Sport and Recreation and LotteryWest.

It should be noted that feedback from regional stakeholders working on the cycling tourism priority projects identified for the region have been highly commendable of the member Councils active participation and EMRCs facilitation role in bringing people and ideas together for this initiative

#### **STRATEGIC/POLICY IMPLICATIONS**

Cycle Tourism projects support achievement of the following EMRC strategic objectives:

- To increase regional tourism with flow on business and employment benefits.
- To improve road and rail transport networks, specifically bike path networks.
- To increase community participation in arts, culture and recreation opportunities.

#### **FINANCIAL IMPLICATIONS**

The EMRC contribution of \$62,000 in the draft EMRC 2008/09 budget toward the implementation for priority projects identified in this report will support project delivery and assist to leverage partner contributions.

#### **SUSTAINABILITY IMPLICATIONS**

Cycling tourism is a sustainable high yield tourism industry sector.



*Item 9.2 continued*

## **MEMBER COUNCIL IMPLICATIONS**

<b>Member Council</b>	<b>Implication Details</b>
Town of Bassendean City of Bayswater City of Belmont Shire of Kalamunda Shire of Mundaring City of Swan	Partnering opportunities for member Councils will be included and specified in the project implementation plans currently under development by consultants.

## **ATTACHMENT(S)**

Report on Cycle Tourism and Cycle Tourism Event Opportunities in Perth's Eastern Region (2008).  
(Ref: [Committees-8127](#))

## **VOTING REQUIREMENT**

Simple Majority

## **RECOMMENDATION(S)**

That:

1. Council endorse the Report on Cycle Tourism and Cycle Tourism Event Opportunities in Perth's Eastern Region (2008).
2. Council endorse EMRC's continued role in supporting implementation of five priority regional cycle tourism projects and notes that \$62,000 net expenditure has been included for consideration in the draft 2008/09 budget.

## **Discussion ensued**

Mr Foley commented that list of involvement of Council nominees may need to be reviewed to take into account current staffing arrangements.

## **CEOAC RECOMMENDATION(S)**

MOVED MR THROSSELL

SECONDED MR FOLEY

That:

1. Council endorse the Report on Cycle Tourism and Cycle Tourism Event Opportunities in Perth's Eastern Region (2008).
2. Council endorse EMRC's continued role in supporting implementation of five priority regional cycle tourism projects and notes that \$62,000 net expenditure has been included for consideration in the draft 2008/09 budget.

**CARRIED UNANIMOUSLY**



*Item 9.2 continued*

Cr Albert asked if the five priority regional projects listed under 'Key Issues and Recommendation(s)' on page 8 were the only projects being considered. The Executive Manager Regional Services advised that separate working groups of regional stakeholders had identified the five priority projects to be progressed on a regional scale.

In response to Cr Albert's query on whether the priority projects were projects that already existed, the Executive Manager Regional Services advised that the EMRC was looking at gaps that needed to be filled e.g. to develop a master plan to guide development and marketing of mountain biking infrastructure and activities in our Region.

Cr Albert advised that there used to be a Perth to Beverley cycle race from about the 1900's to 1950's or 1960's that commenced from within the City of Bayswater and wondered if this could be considered also. The Executive Manager Regional Services advised that most of the funding would be set aside to look at other projects in more detail later and one of EMRC's officers could refer it to the working group and possibly incorporate it into the Tour de Perth. The Chairman advised that an addition to the recommendation could be moved.

Cr Pule stated that he understood there was a great interest now for electric powered bikes and asked if these vehicles were permitted on cycle paths. The Chairman advised that this question would be taken on notice.

**AMENDMENT**

Moved Cr Albert, seconded Cr Pule that an additional recommendation be added as follows:

"3. That a Perth to Beverley cycle race be investigated."

The substantive motion included recommendation 3.

**COUNCIL RESOLUTION(S)**

MOVED CR ALBERT

SECONDED CR PULE

THAT:

1. COUNCIL ENDORSE THE REPORT ON CYCLE TOURISM AND CYCLE TOURISM EVENT OPPORTUNITIES IN PERTH'S EASTERN REGION (2008).
2. COUNCIL ENDORSE EMRC'S CONTINUED ROLE IN SUPPORTING IMPLEMENTATION OF FIVE PRIORITY REGIONAL CYCLE TOURISM PROJECTS AND NOTES THAT \$62,000 NET EXPENDITURE HAS BEEN INCLUDED FOR CONSIDERATION IN THE DRAFT 2008/09 BUDGET.
3. THAT A PERTH TO BEVERLY CYCLE RACE BE INVESTIGATED.

**CARRIED UNANIMOUSLY**



## Report on Investigations into Cycle Tourism & Cycle Event Opportunities in Perth's Eastern Region



Prepared by the  
**Eastern Metropolitan Regional Council**  
May 2008



Advancing Perth's Eastern Region

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## EXECUTIVE SUMMARY

The Eastern Metropolitan Regional Council (EMRC) and its six member Councils identified that the cycling and tourism assets in Perth's Eastern Region offer significant potential for development and expansion through Cycle Tourism and Events.

In 2006/07, the EMRC undertook preliminary research into the feasibility of developing a stronger cycle tourism focus for Perth's Eastern Region. Desk top research and consultation with regional and national stakeholders confirmed that Perth's Eastern Region was in a strong position to take advantage of the growing interest at all levels in cycling and its health, social and economic benefits.

The process of further investigating cycling tourism and event opportunities involved the EMRC engaging a consultant to facilitate workshops with regional and industry stakeholders. Workshops were held with stakeholders representing key state government agencies, peak cycling organisations, member Council officers, cycling retailers and tourism bodies.

Priority areas identified in workshops were critically analysed by regional stakeholders, through an arrangement of working groups coordinated by the EMRC, to identify and refine projects that provided greatest benefit to Perth's Eastern Region.

The following five regional priority projects were considered to offer greatest benefit to Perth's Eastern Region.

- 1. Develop the Tour de Perth national road race.**
- 2. Establish a Regional Festival of Cycling.**
- 3. Improve the planning and development of Cycling infrastructure to address regional connectivity issues.**
- 4. Improve Mountain Biking infrastructure through implementation of the Perth Hills Trails Masterplan.**
- 5. Promote existing Cycle Tourism experiences through the design, production and distribution of an integrated guide.**

Detailed planning and feasibility assessments of the five priority regional projects are currently being facilitated through partnerships the EMRC has forged with cycling and tourism industry stakeholders and government agencies.

The plans and assessments will inform implementation of the priority projects and substantiate requests for partner contributions to further develop cycle tourism and events in Perth's Eastern Region.

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## BACKGROUND

### EASTERN METROPOLITAN REGIONAL COUNCIL

The Eastern Metropolitan Regional Council (EMRC) is a progressive and innovative Regional Council that works on behalf of its six member Councils – Town of Bassendean, City of Bayswater, City of Belmont, Shire of Kalamunda, Shire of Mundaring and City of Swan. The EMRC and its member Councils service approximately 300,000 residents.

The EMRC partners with member Councils and other stakeholders to facilitate strategies and projects for the benefit and sustainability of Perth's Eastern Region. The EMRC has successfully facilitated many collaborative regional tourism projects. Examples are summarised at Attachment 1.

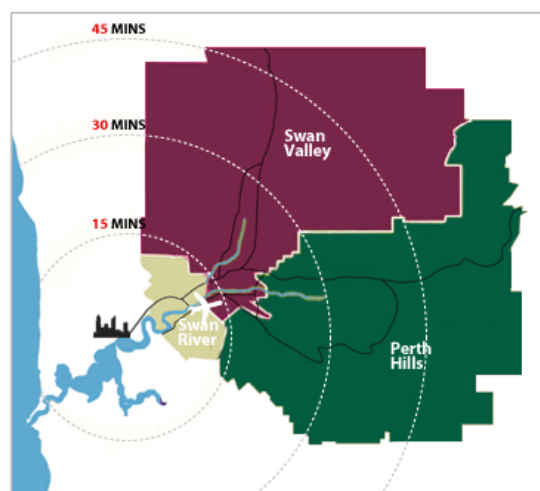
This report relates to research and investigation outcomes related to cycle tourism and cycle event opportunities in Perth's Eastern Region.

### PERTH'S EASTERN REGION

Perth's Eastern Region, represented by the six member Councils that comprise the EMRC, stretches from the edge of the Perth CBD, along the Swan River, to the scenic Swan Valley and into the forest and prime agricultural land of the Darling Ranges.

The total geographic area of Perth's Eastern Region is 2,100 square kilometres, or approximately one third of the Perth Metropolitan area, with a population of just over 300,000 residents.

Perth's Eastern Region as a tourism destination is divided into three precincts (Swan River, Swan Valley and Perth Hills) which collectively offer nature based, adventure, food and wine, heritage and cultural experiences for visitors from all markets.



### CYCLING TOURISM INITIATIVE

Recognition is growing at all levels of the positive health impacts of cycling as a low impact recreation and sporting activity that reduces the risk of obesity, cardiovascular disease and diabetes.

The EMRC member Councils in Perth's Eastern Region have made significant investment in cycling infrastructure in recognition of these individual benefits plus the positive social, economic and environmental benefits. This investment includes hard infrastructure (trails, signage, facilities) and soft infrastructure (organisational, community group and volunteer support).

Significant state cycling infrastructure and events are situated and conducted in Perth's Eastern Region including the velodrome located in Midvale, Goat Farm in Mundaring and Tour de Perth national road race held in the Kalamunda area.

The EMRC and the member Councils identified, through anecdotal evidence and an audit, that the Region's cycling tourism assets provide significant opportunity to further develop Cycle Tourism and Cycle Events in Perth's Eastern Region.

## **PROJECT OBJECTIVE**

To investigate the potential of utilising the existing high level of cycling infrastructure, both hard and soft, in Perth's Eastern Region to grow cycling tourism and events through a collaborative regional approach.

## **PROJECT APPROACH**

The project followed an iterative process underpinned by a high level of consultation and liaison. Regional stakeholders, facilitated by the EMRC, identified at each step the direction that would deliver greatest tourism/visitor outcomes and benefit to stakeholders in Perth's Eastern Region. Stage 1 of the project related to the confirmation of priorities, with Stage 2 involving the scoping of projects and the costs associated with the EMRC's ongoing facilitation role.

The project relied on collaboration with key state level agencies, member Councils, peak cycling bodies, retailers and cycling and tourism stakeholders. These stakeholders formed working groups to progress priorities identified in areas of event development, infrastructure gaps and regional marketing.

## **Stage 1 – Research and Confirmation of Priorities**

### **Preliminary Research**

December 2005 - December 2006

Preliminary research involved a desktop cycling infrastructure and event audit and an EMRC officer attending the national cycling tourism conference to investigate best practice and scope opportunities. The Cycling Infrastructure and Events Audit (see Attachment 2) identified a range of regional cycling infrastructure and regional scale cycling events in Perth's Eastern Region.

### **Consult State Level Government and Industry Stakeholders**

December 2006

An inaugural meeting with State Level Government and Cycling Stakeholders explored current initiatives, policy and programme directions and their potential alignment with regional cycling and tourism interests related to Perth's Eastern Region. This was the first time that these State and industry stakeholders had been brought together to discuss a common opportunity and the feedback was very positive regarding participation and ideas for moving forward.

The group proposed the formation of a formal State Cycling Reference Group to advise the EMRC on an as required basis.

Attachment 3 provides the agenda and list of attendees for the December 2006 State Cycling Reference Group inception meeting.

## **Scope a Regional Focus**

February 2007

As a follow up to the December 2006 inception meeting, a workshop was arranged and attended by 46 stakeholders on 13 February 2007 with the objectives to;

- Provide regional stakeholders and partners with international, national and state perspectives on cycle tourism, and
- Scope opportunities and identify constraints to the development of cycling tourism events in Perth's Eastern Region.

Stimulating presentations on international and national best practice were provided by Rosemary Speidel, Chairman Cycling Tourism Australia and Chris Thompson, CEO Cycling WA.

Four shared priority areas for regional cycling tourism emerged across all levels of stakeholders during the workshop process and included:

- Events;
- Marketing and Cycling Tourism Development;
- Cycle Awareness/Road Safety Education ; and
- Infrastructure Development.

Stakeholders nominated to participate in Working Groups formed to progress key aspects related to the four priority areas.

A copy of the February 2007 Regional Stakeholder Workshop Agenda is provided in Attachment 4.

## **Gather Input from Cycling Retailers**

March 2007

The February 2007 workshop identified the need to consult with cycling retailers. A meeting with cycling retailers was undertaken in March 2007 to gather input on issues and opportunities from a commercial perspective. The views of cycling retailers aligned with those of state and regional stakeholders on shared priority issues and opportunities and emphasised the good level of existing cycling infrastructure to build upon in Perth's Eastern Region.

The cycling retailers are an important source of information as they undertake a range of development and promotional activities for the cycling industry. An outline of the purpose of the cycling retailers meeting is provided in Attachment 5.

## **Feedback & Seek Direction from State Level Cycle Reference Group**

April 2007

The State Cycling Reference Group meeting reviewed findings of investigations and consultations to date and provided input to assist EMRC to refine the cycling tourism event opportunities that could be progressed in the immediate, short and long term. This input was critical in confirming the direction for regional cycle tourism opportunities in Perth's Eastern Region. The attendees reinforced the key priority areas being progressed by the Working Groups and the EMRC.

## **EMRC Council endorsement to progress to Stage 2**

May 2007

In order to seek Council support for continued investigation into priority areas associated with cycling tourism and events, a report was prepared for Council consideration.

In May 2007, Council subsequently approved an allocation of \$28,000 in the 2007/08 budget to progress investigations and undertake consultation activities aimed at developing a detailed cycling tourism opportunities paper for Perth's Eastern Region.

## **Stage 2 – Priority Projects and Implementation Costs**

### **Identify Regional Priorities**

July 2007

The broad focus areas identified at the February 2007 scoping workshop were explored by cycling and regional stakeholders in three Working Groups;

- Events;
- Marketing and Cycling Tourism Development; and
- Infrastructure Development.

It was recognised that the Cycle Awareness/Road Safety Education underpinned all focus areas and therefore needed to be integrated into the three priority areas rather than forming a separate Working Group.

The following key opportunities offering the greatest benefit to Perth's Eastern Region were identified for further investigation by the Working Groups:

- Develop the Tour de Perth Cycling Event
- Develop a Regional Cycling Festival
- Identify Mountain Bike Opportunities
- Develop Regional Cycling Marketing and Promotion
- Identify the existing Infrastructure, Gaps & Prioritise

A summary of the notes from the Working Group meetings are provided in Attachment 6.

### **Develop Regional Priority Projects**

August to November 2007

Working Groups of regional stakeholders met to determine a project focus for each of the five opportunities. The workshops were informed by industry and government experts who provided details on the current status of each priority and future government and industry policy and programme directions.

Priority areas were critically analysed by stakeholders using an s SWOT (strengths, weaknesses, opportunities, threats) framework to determine projects and to target those projects/activities that would provide greatest benefit to the region.

Additional information and research requirements to inform project development were also identified through the SWOT analysis process.

## Develop Project Implementation Strategies

Currently underway

Detailed planning and feasibility assessment work on the five priority projects is currently being facilitated by EMRC in partnership with member Councils, regional stakeholders, industry and government agencies.

These plans and assessments will inform implementation strategies for the regional priority projects and substantiate requests for partner contributions in 2008/09 and beyond.

The following is a synopsis of the planning and assessment work underway and the financial contributions secured to date. The budget allocations for the five priority projects requiring an EMRC contribution have been included in the preliminary draft EMRC budget for 2008/09.

A detailed list of all the State level cycling stakeholders, member Council staff, regional stakeholders, cycling retailers and others involved in the identification and development of cycle tourism and cycle event priorities for Perth's Eastern Region is provided in Attachment 7. Their contribution toward the work completed to date is gratefully acknowledged.

## Tour de Perth National Road Race Event

The EMRC has partnered with Cycling WA, the auspice organisation for the Tour de Perth national road race event, to support development of a Strategic Business and Marketing Plan for the elite race and community participation events.

This approach was seen as an effective way to address the inter-related barriers to the event's development that were identified by stakeholders that included; funding and resources, community engagement; traffic management, marketing and media profile.

A professional business plan will support funding and sponsorship bids needed to ensure professional event management and sustainable growth of the state's major road cycling event. The proposed EMRC contribution in 2008/09 will support implementation of community engagement and regional promotion elements of the Strategic Business and Marketing Plan.

STRATEGY	ACTION	2007/08		2008/09	
		EMRC	PARTNERS	EMRC	PARTNERS
		\$	\$	\$	\$
Tour de Perth	Develop Strategic Business & Marketing Plan	4,500	4,500	\$10,000	\$10,000
	Support implementation of Strategic Business & Marketing Plan				

## Regional Festival of Cycling

Stakeholders identified the opportunity to promote the range of cycling disciplines active in Perth's Eastern Region through linking existing cycling events and creating new events within a Regional Cycling Festival programme. The EMRC has engaged a cycling event consultant to assess the feasibility of developing and delivering a week long "Cycling Festival in Perth's Eastern Region" in the months of either April or October.

The feasibility study will draw on the experience of cycling festivals held in comparable outer metropolitan locations in Australia and overseas. It will address issues identified by regional stakeholders including timing, duration, programme inclusions, governance/management, partners, business model, budget and funding.

The feasibility study report will present findings in an event management plan format that can be readily implemented by EMRC, member Councils and stakeholders. In 2008/09, the EMRC proposes to support the implementation of the feasibility assessment recommendations in liaison with member Councils.

STRATEGY	ACTION	2007/08		2008/09	
		EMRC	PARTNERS	EMRC	PARTNERS
		\$	\$	\$	\$
Regional Festival of Cycling	Consultancy to undertake Feasibility Assessment & Event Development Plan	3,000	5,000		
	Support establishment of Regional Festival of Cycling.-			20,000	

## Cycling Infrastructure

The Cycle Tourism investigations reinforced the high priority placed on improving cycle infrastructure previously identified in the Regional Integrated Transport Strategy 2007 (RITS).

Consultation with the Department of Planning and Infrastructure (DPI) Cycling Unit and member Council officers has identified areas for regional collaboration related to Perth Bike Network infrastructure planning. Priorities include connectivity of local Bike Plans prepared by member Councils.

The EMRC is currently funding a contractor to further scope the identified areas, in liaison with member Councils, and prepare a regional funding submission to the Perth Bike Network (PBN) Local Government Funding Programme. If successful, the PBN funding application will be used to secure matching funds to enable the regional plan to be developed.

STRATEGY	ACTION	2007/08		2008/09	
		EMRC	PARTNERS	EMRC	PARTNERS
		\$	\$	\$	\$
Cycling Infrastructure	Consultancy to scope Perth Bike Network planning requirements and develop regional PBN submission	15,000			
	Develop regional PBN plan & indicative costings for works programmes			46,000	

## Mountain Biking

The meetings facilitated by EMRC were the first time mountain bike stakeholders had met as a group to explore opportunities. The shared priority across the mountain biking discipline is to develop a master plan to guide development and marketing of mountain biking infrastructure and activities in Perth's Eastern Region. This master plan would integrate and build on existing mountain biking product in Perth's Eastern Region including Goat Farm, Munda Biddi Trail, Railway Heritage Trail and Kep Track.

The EMRC investigated partnering with mountain bike stakeholders to engage a consultant to progress the master plan through activities identified by stakeholders including; collation of information on user aspirations, international infrastructure standards and planning models.

Further discussions with stakeholders revealed that the *Perth Hills Local Trails Master Plan*\* currently being developed by the Shires of Kalamunda and Mundaring in partnership with the Department of Environment and Conservation (DEC) would provide sufficient direction in the development of Mountain Biking opportunities (see outline below).

The EMRC proposes to support the implementation of recommendations pertaining to mountain biking contained within the broader Perth Hills Trails Master plan and has included a budget allocation to facilitate officer involvement.

STRATEGY	ACTION	2007/08		2008/09	
		EMRC	PARTNERS	EMRC	PARTNERS
		\$	\$	\$	\$
Mountain Biking	Support implementation of Mountain Biking components of Perth Hills Local Trails Master Plan.			10,000	

\**Perth Hills Local Trails Master Plan* is due for completion June 2008.

The study will include the following:

1. A broad scale existing-conditions overview covering the whole precinct.
2. Trail assessments at a more detailed level, e.g. for each existing individual trail, classifying trails and discussing key issues.
3. A brief discussion of opportunities for new trails/sections/links.
4. A broad scale trails masterplan showing proposals across the whole precinct.
5. A prioritised action plan, including recommendations for works and the programming of works, resources required, further investigation required etc. The plan should detail proposals for closure of trails or sections of trail if applicable.
6. Preliminary site development concept plans for trailheads and other focal points.
7. A summary of consultation process and outcomes.
8. Strategies for ongoing trail review, maintenance and user-evaluation of trails.

## Promotion of Cycling

Perth's Eastern Region has a range of 'market ready' cycle tourism experiences that are presently promoted separately. Experiences include the Munda Biddi Mountain Bike Trail, Kep Track, Railway Heritage Reserve, Swan Valley Food and Wine Cycle Trails and Swan River Foreshore Trail.

Regional stakeholders identified the priority promotion project as developing marketing collateral that links these cycle tourism experiences using the Midland Railway Line Principal Shared Path as the access and connecting infrastructure.

The EMRC proposes a budget allocation in 2008/09 to leverage funding from other stakeholders to promote the Region's premier cycle tourism assets.

STRATEGY	ACTION	2007/08		2008/09	
		EMRC	PARTNERS	EMRC	PARTNERS
		\$	\$	\$	\$
Promote existing Cycle Tourism experiences	Design, print and distribute integrated suite of map/guides (50,000)	10,000	20,000		
	Reprint and distribute map/guides (40,000)			10,000	24,000



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## EMRC Collaborative Tourism Projects

### Perth Tourism Website ([www.perthtourism.com.au](http://www.perthtourism.com.au))

The website is a regional portal promoting events, attractions and experiences on offer in the three tourism precincts within Perth's Eastern Region. i.e. Swan River, Swan Valley and Perth Hills.

### Regional Events Calendar

The calendar lists approximately 200 events hosted by Councils and community groups in Perth's Eastern Region. It is distributed free to every household in the Region plus selected tourism outlets and can be downloaded from [www.perthtourism.com.au](http://www.perthtourism.com.au).

### Swan Valley & Perth Hills Trails Discovery Guide

The guide book provides comprehensive maps and trail notes for over 40 walk, bike and bridle trails, including the iconic Bibbulman Track and Munda Biddi Trails. The same information can be downloaded from a dedicated website [www.perthtrails.com.au](http://www.perthtrails.com.au) which provides trail updates, news and useful trail information.

### Event Promotion & Development

Umbrella PR and marketing campaigns are developed to promote regional events. Research to measure the economic impact of events is conducted at participating events through a partnership with Edith Cowan University.

### Perth's Autumn Festival

The Festival links six significant events conducted in Perth's Eastern Region during five weeks in autumn. Core events include the Autumn River Festival in the City's of Belmont and Bayswater, Taste of the Valley and Bickley Carmel Harvest Festival. The regional campaign involves engaging a PR consultant, radio promotion and production of a collaborative brochure and features on [www.perthtourism.com.au](http://www.perthtourism.com.au).

### Brookfield Multiplex Avon Descent Family Fun Days

Councils host community events along the Swan River foreshore to engage community and visitors whilst watching the action packed white water race which is held the first weekend in August. The regional campaign involves press advertising, radio promotion, production of a collaborative brochure and features on [www.perthtourism.com.au](http://www.perthtourism.com.au).

### Regional Visitor Servicing

Strategic projects aimed at dispersing visitors throughout Perth's Region are negotiated annually with the region's two accredited Visitor Centres and member Councils.

### Regional Promotion

The three tourism precincts within Perth's Eastern Region collaborate to promote the destination through advertorial in holiday planners, attended exhibits at consumer shows and in encouraging media and tourism trade on familiarisations to the region.



## EASTERN METROPOLITAN REGION CYCLING INFRASTRUCTURE AND EVENTS

### Regional Infrastructure

#### **Town of Bassendean:**

- The Perth Bicycle Network
  - Principal Transport Route – rail. Missing link Bayswater/Bassendean.
  - Regional Recreational Path – river. Missing links.
  - Local Bicycle Routes

#### **City of Bayswater:**

- The Perth Bicycle Network
  - Principal Transport Route - rail
  - Regional Recreational Path – river. Missing links
  - Local Bicycle Route

#### **City of Belmont:**

- The Perth Bicycle Network
  - Regional Recreational Path – river. Missing links
  - Local Bicycle Route

#### **Shire of Kalamunda:**

- Kalamunda to Mundaring Weir - 15kms (DPI)
- Kalamunda/Bickley Loop – 5kms (10km return) (DPI)
- Lesmurdie Falls to Carmel – 7kms (DPI)
- Carmel to Bickley - 10kms (DPI)
- Bickley to Kalamunda – 10kms (DPI)

#### **Shire of Mundaring:**

- Kalamunda to Mundaring Weir - 15kms (DPI)
- Midland/Mundaring Weir Loop - 14kms (DPI)
- Mundaring Weir to Glen Forrest – 13kms (DPI)
- Glen Forrest to Midland – 13.5kms (DPI)

#### **City of Swan:**

- The Perth Bicycle Network
  - Principal Transport Route - rail
  - Regional Recreational Path – river. Missing links.
  - Local Bicycle Route
- Swan Valley Heritage Cycle Trail (incl directional and interpretive signage)
  - Guildford – Swan Valley – West Swan Road Ride - 15kms (30kms return)
  - Maali Footbridge to West Swan Road – up to 4kms (8kms return)
  - Maali Footbridge, Swan River – Eastern Swan Valley – Circular 18kms
  - Memorial Avenue – 3kms
- State Velodrome/Speed Dome – Indoor Racing Facility – Midland
- Midland/Mundaring Weir Loop – 14kms (DPI)
- Glen Forrest to Midland – 13.5kms (DPI)

## **SIGNIFICANT REGIONAL HARD INFRASTRUCTURE**

### **Goat Farm Mountain Bike Track - International Standard Racing Facility, Greenmount**

Situated near Greenmount this is an international Mountain Bike track if Perth's only legal Mountain Bike Racing facility. The current facilities include toilets, a shelter and some picnic tables, signage and retaining walls at the top of the downhill course. Signage will follow with trail head maps located at 3 strategic positions around the Goat farm

The track is a partnership between Perth Mountain Bike Club, WA Mountain Bike Association, Department of Environment and Conservation, Department of Sport and Recreation and the Shire of Mundaring.

### **National Standard BMX Cycling Racing Facility – Ray Owen Reserve, Kalamunda**

Located in the Shire of Kalamunda, Ray Owen Reserve is WA's premier BMX racing facility and has recently held events of international, national and state significance such as the Asia Pacific World Titles in 2006. While currently owned by the Shire of Kalamunda the facilities are maintained by Hills BMX.

### **State Velodrome/Speed Dome – Indoor Racing Facility, Midland**

This is currently the only Velodrome in Western Australia and hosted the 1997 World Track Cycling Championships. An international Track event is conducted each year and the facility is utilised by the Great Britain and Netherlands squads as a summer training venue. This World Class venue frequently attracts international competitors and has also hosted riders from Japan, Malaysia, South Africa, USA and New Zealand in the past.

The 250m international standard timber cycling track was designed by German architect Ralph Shurrman and constructed under the supervision of UK velodrome specialist Ron Webb. In the centre of the cycling track is a multipurpose concrete floor used for inline hockey, figure and speed skating. A purpose-built kick boxing gymnasium is located underneath the cycling track. 1,500 spectators can be accommodated in fixed tiered seating with facilities available for up to 2,300 people. A fully serviced bar and canteen facility is located in the main foyer of the building. Additional facilities include three media boxes, tenant and administration offices, competitor reception area and competitor and officials change rooms. A unique 700m criterion track which passes through the building is located on the eastern side of the facility. At the northern end of the criterion track is a Bicycle Safety Training Facility.

### **Many of the States Most Popular Road Cycling Circuits – Swan Valley, Midland, Perth Hills**

These road circuits are extensively use for by individuals and cycling groups for road training and state and national road cycling events. The open spaces, scenery and challenging hill climbs and descents provide a diversity of cycling experiences in a concentrated area.

### **Cycle Path Ways along Swan River – Belmont, Bayswater and Bassendean**

These paths are dual use, but with moderate walking usage compared to other major dual use cycle/walkways around Perth. These paths, though currently not fully linked, lead directly in to the city and out to the Swan Valley and Perth Hills. The Regional Heritage/River Trails Planning Project is seeking to establish a continuous dual path link to the city.

### **Railway Heritage Trail**

This trail follows the route of the railway which ran through Kalamunda to Karragullen. A feature of this line is a zig zag which allowed trains to climb the steep grades of the Darling Range. The zig zag itself is now a scenic drive. This trail starts near the top of the zig zag and runs to Pickering Brook.

The trail is being developed by the Shire of Kalamunda. As at October 2006, the trail has been well developed between the zig zag and the site of Walliston Railway Station. South of there the trail is still being developed and may be poorly signed and a little rough in places.

### **Munda Biddi Trail**

Stage 1 of the Munda Biddi Trail from Mundaring to Collie (332km) is now open. The Munda Biddi Trail has been designed for all mountain bike enthusiasts and recreational cyclists. Once completed, this 900-kilometre trail will wind its way through national parks and State Forest in the south west to Albany.

Up until recently the trails Board was not interested in running cycling race events at the facility, however a new Board has recently expressed interest to explore these types of options.

The Department of Environment and Conservation is designing and planning the trail in consultation with the Munda Biddi Trail Foundation, the Department of Sport and Recreation, the Western Australian Mountain Bike Association and other representatives of the cycling community.

### **Kep Track**

The National Trust of Australia (WA) developed the 75km trail as part of its Golden Pipeline Project. Following the old rail reserves, the track crosses over the Goldfields Water Supply Pipeline in a number of places on its way from Mundaring Weir to Northam.

Kep Track will be open officially in June 2007 with a major event for cyclists, walkers, runners and equestrians. This will become an annual event and Kep Track will also be used extensively throughout the year as a tourism option for the mountain bike and outdoor adventure tourist as well as recreational users.

## SIGNIFICANT REGIONAL SOFT INFRASTRUCTURE

### **EMRC:**

- Perth Trails website – [www.perthtrails.com.au](http://www.perthtrails.com.au)
- Swan Valley & Perth Hills Trails Discovery Guide
- Perth Tourism website – [www.perthtourism.com.au](http://www.perthtourism.com.au) – event promotion
- Perth's Eastern Region Events Calendar – hard copy and online at Perth Tourism website

### **Town of Bassendean:**

- City of Bayswater & Town of Bassendean – Local TravelSmart Guide

### **City of Bayswater:**

- City of Bayswater & Town of Bassendean – Local TravelSmart Guide

### **City of Belmont:**

- City of Belmont – Local TravelSmart Guide

### **Shire of Kalamunda:**

- Swan Valley & Perth Hills Trails Discovery Guide
- Shire of Kalamunda website:  
[www.kalamunda.wa.gov.au/Visitors+Guide/Walking+Trails/Default.htm](http://www.kalamunda.wa.gov.au/Visitors+Guide/Walking+Trails/Default.htm)

### **Shire of Mundaring:**

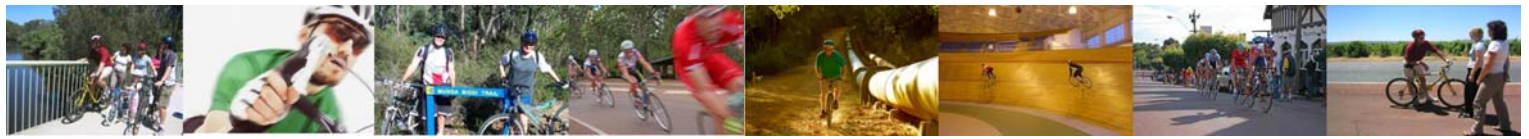
- Swan Valley & Perth Hills Trails Discovery Guide
- Shire of Mundaring website: [www.mundaringtourism.com.au/walk-and-cycle.html](http://www.mundaringtourism.com.au/walk-and-cycle.html)  
Promotes Mundaring Loop Mountain Bike Trail, Railway Reserve Heritage Trail and Munda Biddi trail
- Perth Hills – get a fresh perspective DL Flyer

### **City of Swan:**

- Swan Valley & Perth Hills Trails Discovery Guide
- City of Swan website: [www.cityofswan.com](http://www.cityofswan.com) links to Visitor Centre
- Swan Valley Tourism website: [www.swanvalley.com.au](http://www.swanvalley.com.au)
- Cycling in the Swan Valley & Guildford - DL Brochure
- Swan Valley – A5 Guide & Maps

### **Other:**

- DPI - [www.dpi.wa.gov.au/cycling](http://www.dpi.wa.gov.au/cycling)
  - Mountain Bike Maps
  - Ride through the Hills Map
- Experience Perth website [www.experienceperth.com](http://www.experienceperth.com) general promotion
- Munda Biddi – website [www.mundabiddi.org.au](http://www.mundabiddi.org.au), brochures and maps
- National Trust - Kep Track DL brochure



**EASTERN METROPOLITAN REGION  
CYCLING INFRASTRUCTURE AND EVENTS**

**Regional Cycling Events**

**JANUARY**

**FEBRUARY**

17 Feb 07            Westral Wheel Race - Midvale Speed Dome (Swan)

*Rottnest Swim - Swim 19 Feb 08*

**MARCH**

5 March 07            Mundaring Breakfast Trek (Mundaring)  
 8 or 9 March 07      Swan Valley Cycling Event (Swan)  
 9 March 07            Belmont Bike to Work/School Breakfast (Belmont)  
 10-12 March 07      Life Cycle for Canteen (Bassendean)  
 11 March 07          Munda Biddi Early Birds - Munda Biddi Foundation (Mundaring)  
 11 March 07          Bassendean Family Social Bike Ride (Bassendean)  
 11 March 07          Mountain Bike Senior and Junior Rides (Kalamunda)  
 11 March 07          President's Ride - Swan Valley (Swan)  
 14 March 07          Dampier Salt Staff Ride (Belmont)  
 18 March 07          Coles Freeway Bike Hike for Asthma (Belmont)  
 18 March 07          Classic Bike Display - Whiteman Park (Swan)  
 18 March 07          Gravel Rash (Kalamunda)  
 25 March 07          Bike in the Valley (Swan)

*Great Australian Bike Ride - 19<sup>th</sup> March to 1<sup>st</sup> April 06*

**APRIL**

1 April 07            Autumn River Ramble Cycle Tour (Bayswater)  
 1 April 07            Perth Mountain Mike Club (PMBC) Downhill #1 - Goatfarm –  
                                  PMBC (Mundaring)  
 13 April 07          Winter Track Series - Midvale Speed Dome (Swan)  
 29 April 07          PMBC Cross Country Club # 2 Multi Stage Event - Goatfarm  
                                  (Mundaring)

**MAY**

11 May 07            Winter Track Series - Midvale Speed Dome (Swan)  
 26-27 May 07        Tour de Perth (Kalamunda, & Mundaring)

**JUNE**

3 June 07            Kep Track Event (Mundaring)  
 10 June 07          State Series Cross Country #3- Greystone Rd (Mundaring)  
 15 June 07          Winter Track Series - Midvale Speed Dome (Swan)  
 24 June 07          'Henk Vogels OAM' Pickering Brook Classic - Pickering Brook  
                                  (Kalamunda)

## **JULY**

1 July 07	Cicli a Swan Valley (Swan)
15 July 07	Optus World 2007 Winter Series # 1 Pickering Brook (Kalamunda)
20 July 07	Winter Track Series Midvale Speed Dome (Swan)
22 July 07	Optus World 2007 Winter Series # 2 Pickering Brook (Kalamunda)
22 July 07	PMBC Downhill #3 - Mundaring - PMBC (Mundaring)
28 July 07	Junior Omnium Tour Midvale (Swan)
29 July 07	MTBO State Mid Distance Championships - Goatfarm (Mundaring)

## **AUGUST**

3 Aug 07	Winter Track Series - Midvale Speed Dome (Swan)
19 Aug 07	Trek the Trail (Mundaring)

*Avon Descent – 2<sup>nd</sup> to 3<sup>rd</sup> August 2008*

## **SEPTEMBER**

4 Sept 07	Winter Track Series - Midvale Speed Dome (Swan)
30 Sept 07	Indulge Yourself – Munda Bidli Foundation (Mundaring)

## **OCTOBER**

17 Oct 07	National Ride to Work Day
21 Oct 07	DH & XC State Championships - Goatfarm – WAMBA (Mundaring)
21 Oct 07	Pedali a Pickering - Pickering Brook (Kalamunda)

*Zig Zag Festival - October - Kalamunda*

*Munda Bidli Mission-Young Australians Tourism Association Event Waroona- 26 Oct 07*

## **NOVEMBER**

*25 Nov 07 - City of Perth Great Bike Ride*

## **DECEMBER**

7 <sup>th</sup> Dec 07	Munda Bidli Under the Stars (Kalamunda/Mundaring)
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### **Potential Additions**

*2009 National BMX Championships*

*Zig Zag Cycling Event*

*Potential Major Kids Mountain Biking Participation Events*

*Swan Valley 3 day event*

## EXISTING SIGNIFICANT REGIONAL EVENTS

### **Tour de Perth – Perth Hills; Mundaring, Kalamunda, Pickering Brook**

This is currently the States major road cycling event and is attracting growing interest. Held in May each year, next years event is scheduled for 26 and 27 May 2007. The event is part of the Australian National Road Series and takes the form of a four Stage road race for Men and Women. Last year also saw the incorporation of a mass participation event where riders were able to complete stage 3 of the event in advance of the race. Participation numbers in the 2006 race have grown to 180 competitors (103 in 2003) and include the leading National teams as well as competitors from Asia. The participation event attracted 195 competitors in its first year.

### **Goat Farm's Event Calender, Mundaring**

The Goat Farm is an international Mountain Bike track facility situated near Greenmount.

The track is a partnership between Perth Mountain Bike Club, WA Mountain Bike Association, Department of Environment and Conservation, Department of Sport and Recreation and the Shire of Mundaring.

Some of their events include;

#### *2007 DRAFT MOUNTAIN BIKE CALENDAR*

11 <sup>th</sup> March	Munda Biddi Early Birds - Mundaring - Munda Biddi Foundation
1 <sup>st</sup> April	PMBC Downhill #1 - Goatfarm - PMBC
29 <sup>th</sup> April	PMBC Cross Country Club # 2 Multi Stage Event - Goatfarm - PMBC
10 <sup>th</sup> June	State Series Cross Country #3- Greystone Rd Mundaring - PMBC
22 <sup>nd</sup> July	PMBC Downhill #3 - Mundaring - PMBC
29 <sup>th</sup> July	MTBO State Mid Distance Championships - Goatfarm - MTBO
21 October	DH & XC State Championships - Goatfarm - WAMBA

After the completion of the trails and facilities it will be in a position to host events such as the Oceania BMX race in 2008.

### **Kep Track Event**

The event invites competitors to navigate both pipeline access and rail reserve tracks from Northam passing through: Clackline; Bakers Hill; Wundowie; Wooroloo; Chidlow; Mt Helena and Mundaring before finishing in the forested Perth Hills at Mundaring Weir.

The community festival to be held at Mundaring Weir will allow local and Perth based community groups and businesses to participate and to provide event participants with refreshments and entertainment. People not participating in the event will also be encouraged to come.

### **Trek the Trail**

This annual free event held this year on Sunday August 19th commenced at the Village Green in Chidlow. Walkers will travelled 12km along the Railway Reserve's Heritage Trail, passing through Mt Helena and Sawyers Valley before finishing at a community celebration in the Mundaring townsite. Along the way, participants enjoyed local artworks, entertainment and historical displays.

Cyclists will leave between 9.00am and 9.30am and walkers from 10.00am. Free shuttle buses will be running along the trail to return trekkers to their cars and a cycle pick-up will also be available.

## EXISTING LOCAL REGIONAL EVENTS

### **Munda Bididi - Early Birds, Mundaring**

The Munda Bididi Trail Foundation held a ride on Sunday 11<sup>th</sup> March along this new and exciting recreational cycling route. Participants had the choice of advanced, intermediate and novice/family routes that range from 14 to 20 km in length. Each group was led by an experienced ride leader, with all participants enjoying a free healthy breakfast at the half-way point. Riders will set off from Sculpture Park in Mundaring. The Munda Bididi Foundation has indicated that they will host up to ten events in this (07/08) financial year.

### **Freeway Bike Hike for Asthma, Belmont**

The annual Freeway Bike Hike is held on as part of Cycle Instead Bikeweek. In the past the event has attracted more than 7000 participants, who took up the opportunity to ride along the Graham Farmer and Mitchell freeways from Belmont Park to Joondalup.

### **National Standard BMX Cycling Racing Facility – Ray Owen Reserve, Kalamunda**

Several Events of International, National and State significance have been held at this venue, organised by Hills BMX. Events included the 2006 Asia Pacific World Titles.

### **Mastercard Wildwest Handcycle Tour, Chittering Valley, Brigadoon**

Perth residents had the opportunity to take in some of the best handcycle racing ever seen in the State, with the arrival of the Mastercard WildWest Tour, during Cycle Instead Bikeweek 2006. Hosted by Wheelchair Sports WA, the event attracted competitors from more than a dozen countries and consisted of five gruelling sections around the metropolitan area which included Kings Park, Chittering Valley, Brigadoon, Barbagallo Raceway in Wanneroo and Joondalup.

### **Belmont Bike to Work/School Breakfast, Belmont**

Held on Friday 9<sup>th</sup> March 2007, this community event is organised by the City of Belmont. The event includes a free healthy breakfast in Faulkner Park for anyone who cycles to work or school on the day.

### **Life Cycle for Canteen, Bassendean**

Held from Saturday 10<sup>th</sup> March to Monday 12<sup>th</sup> March, this was the eighth fundraising ride for the Canteen organisation. Riders are placed into groups according to their normal speed and follow a set route from Bassendean to Busselton. The ride takes three days and includes overnight stops at Pinjarra and Brunswick Junction. It is open to any rider over the age of 14, and is conducted under escort and fully catered.

### **Bassendean Family Social Bike Ride, Bassendean**

Held on Saturday 10<sup>th</sup> March 07, this is an easy family ride for all ages along the river, conducted by the Bassendean BUG. Start and end at Sandy Beach Reserve in Bassendean. Lunch and refreshments are provided after the ride.

### **Classic Bike Display, Whiteman Park**

The Western Australian Historical Cycle Club held a display of bicycles from yesteryear at the Classic Car Show in Whiteman Park on Sunday 18<sup>th</sup> March 2007. Visitors were able to examine penny farthings, other early bicycles and some cycling memorabilia.

### **Gravel Rash, Kalamunda**

Two community rides organised by the Shire of Kalamunda with the assistance of the Kalamunda BUG and held on Sunday 18<sup>th</sup> March 2007. The routes included an easy ride and a more challenging one using on-road facilities and off-road trails. Both rides start and finish at Stirk Park on the corner of Elizabeth Street and Headingly Road in Kalamunda. A free sausage sizzle was held after the ride. A number of prizes were given out during the event.

### **Bike in the Valley, Swan**

Held on Sunday 25<sup>th</sup> March 2007, it is a fun family ride for all ages, organised by the City of Swan and using a route through the picturesque Swan Valley. This regular event is now in its 12th year and includes a picnic in Whiteman Park at the conclusion.

### **Autumn River Ramble Cycle Tour, Bayswater**

Held on Sunday 1<sup>st</sup> April 2007, it is a 4 km community ride organised by the City of Bayswater and Bayswater BUG, along the river between Bardon Park in Maylands and Riverside Gardens in Bayswater. At the completion of the ride, participants can enjoy the many activities at the Autumn River Festival.

### **Mountain Bike Senior and Junior Rides, Kalamunda**

The Perth Mountain Bike Club organised non-competitive races along mountain bike trails for both adults and children to be held on Sunday 11<sup>th</sup> March 2007. The races commenced at Jorgenson Park in Kalamunda and are preceded by a skills session aimed at the specific age group involved.

### **President's Ride, Swan Valley**

A ride from Perth to Jane Brook organised by Cycling 4 Pleasure on Sunday 11<sup>th</sup> March 07. The route will follow the river and stop at the Jane Brook winery for lunch, before returning to Perth.

### **Dampier Salt Staff Ride, Belmont**

The Dampier Salt Staff took part in a 12 km ride from Leederville to the office in Belmont on Wednesday 14<sup>th</sup> March 2007.

### **Mundaring Breakfast Trek, Mundaring**

A group ride for staff from the Shire of Mundaring and local business was held on Thursday 15<sup>th</sup> March 2007 that took about an hour to complete. The ride was followed by a healthy breakfast in the Shire gardens.

# Exploring Cycling Event Opportunities- Perth's Eastern Region and WA

12.30pm, Friday 1<sup>st</sup> December 2006  
Burswood Yu Restaurant

## Aims of Meeting

- To **clarify potential** existing or new distinctive major and minor cycling or cycling/tourism events to be developed or progressed in Perth's Eastern Region. Where advantageous, events could be held in conjunction with other destinations and regions in Western Australia or the Perth Metropolitan area.
- To **explore the opportunities for partnership events** with key stakeholder groups represented at the meeting, and others to be identified.

## EMRC Objectives in Developing Cycling Events

- To achieve a range of tourism and economic outcomes including increased visitation to and within the region, length of stay and expenditure.
- To increase competitor and participation activities which promote active participation and health benefits of recreational exercise (obesity, diabetes, and fitness) to the public.

## Suggested Criteria

Identified events would need to be logistically feasible and supported or led at a grass roots level by relevant cycling groups, organisations and tourism organisations within the region. It would also be necessary for identified events to be capable of attracting strategic partnerships, community support and private/government sector sponsorship.

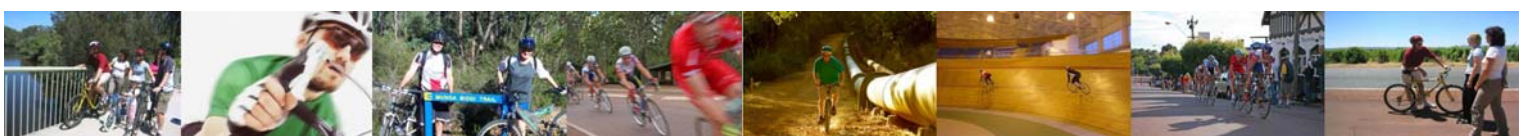
## Initial Event Ideas as Triggers for Discussion

### Regional Cycling Tourism Event/Program for cyclists across diverse age groups, community and visitor categories

Develop a regional cycling event that encourages general participation from the broader community and visitors over a period of time. This could take the form of completing cycling/tourism circuits or in progressive stages that could be completed over time. A program could be developed to connect riders to tourism product and experiences prior, post or integrated within a cycling event.

### State "Festival of Cycling" Concept

Develop and promote a major program of cycling events that can be expanded over the longer term. This provides an excellent opportunity to link in existing and new cycling events in the region and across the state to a "Festival of Cycling" campaign conducted over a defined period (i.e. month, quarter, or annual). A broader reaching program would provide strong opportunities to attract major, state and possibly federal funding support.



## Tour De Perth

Partner an existing, significant, competitive and community participation road cycling event in the Perth Hills and expand it to other areas of Perth's Eastern Region.

## Events and Infrastructure

Promote and support existing quality regional cycling infrastructure and events in Perth's Eastern Region.

- National BMX Cycling Series Event – Kalamunda
- Goat Farm Mountain Biking Track – Greenmount
- Munda Biddi Mountain Bike Trail Events
- Midland Velodrome indoor cycling events
- Swan Valley cycle path that links the Swan Valley Tourism Drive

## Attracting Tour Operators to Develop Cycling Holiday Packages

Encourage or facilitate the packaging and promotion of cycling holidays in Western Australia to both local and international markets. Research points to this type of holiday experience as appealing to potential emerging market segments such as professional singles over 30's and active 45's- 60's. The desire to be in a group, experience different culture and place, have fun healthy exercise and enjoy a well deserved first class meal, bottle of wine and quality accommodation is proving increasingly popular.

## Cycle Tourism Australia National Conference – 2007/2008

Negotiate to stage the Cycle Tourism Australia Conference in WA with Cycling Tourism Australia. WA is the second most active state in cycling activities.

## National Tracks and Trails Conference Perth Hills - 2008

Develop a partnership bid with WA Department of Sport and Recreation, Bibbulmun Track Foundation, Munda Biddi Trail Foundation and EMRC to stage and develop and stage the 2008 national conference in the Perth Hills.

## Links to Walking Trail Opportunities

Walking trail events and infrastructure are also prominent in the region such as the 42 nature trails promoted in the Swan Valley and Perth Hills Trails Discovery Guide. The Bibbulmun Track, an internationally recognised long distance walking trail, and the Mundaring "Trek the Trails" event, which attracted nearly 5,000 participants in August 2006, are examples of great walking assets in Perth's Eastern Region.

*Images courtesy of City of Swan, EMRC, Chris Thompson (Cycling WA)*



# State Cycling Reference Group

1<sup>st</sup> December 2006

## MEETING ATTENDEES

Michael Kane	Ministerial Advisor to Minister McTiernan	Department of Planning & Infrastructure
Ken Suttie	Manager, Cycling	The Department for Planning & Infrastructure
Jim Krynen	Manager, Cycling Integration	Public Transport Authority
Ronnie Hurst	Director of Programs and Services	Department of Sport & Recreation
Steve Crawford	Director Policy and Planning	Tourism Western Australia
Alan Melchert	Project Manager	EventsCorp
Rod Annear	Park and Visitor Service Coordinator Perth Hills District	Department of Environment & Conservation
Chris Thompson	Chief Executive Officer	Cycling WA
Mike Wood	Chairman	Bibbulmun Track Foundation
Cr John Beaton	Chairman	Eastern Metropolitan Regional Council
Gavin Watters	CEO	Eastern Metropolitan Regional Council
Mck McCarthy	Executive Manager Regional Services	Eastern Metropolitan Regional Council
Sue Campbell	Manager Economic Development & Tourism	Eastern Metropolitan Regional Council
Peta McAuliffe	Tourism Consultant	Eastern Metropolitan Regional Council

## MEETING APOLOGIES

Ron Buckey	Chief Executive Officer	Tourism Council Western Australia
Ron Alexander	Director General	Department of Sport & Recreation
Graham Brimage	Director Strategic Policy, Planning and Research Division	Department of Sport & Recreation
Martin Sherlock	President	WA Mountain Bike Association
Jim Sharp	Acting Deputy Director General of Parks and Conservation	Department of Environment and Conservation
Henk Vogels	Board Member	Cycling WA





## **Cycling Tourism Regional Workshop**

**Eastern Metropolitan Regional Council  
226 Great Eastern Highway, Belmont**

**9:00am – 1:45pm  
Tuesday, 13<sup>th</sup> February, 2007**

### **PROGRAM**

- |                   |  |
|-------------------|--|
| 9:00am – 9:15am   | Welcome & Purpose by<br>Mick McCarthy Executive Manager Regional Services, EMRC                                |
| 9:15am – 9:45am   | WA Perspective by<br>Chris Thompson, CEO Cycling WA  |
| 9:45am – 10:45am  | National and International Perspective by<br>Rosemarie Speidel, Chair Cycle Tourism Australia                  |
| 10:45am – 11:15am | Morning Tea and Networking   |
| 11:15am – 12:30pm | Workshop: Regional Opportunities and Gaps<br>Facilitated by Rosemarie Speidel                                  |
| 12:30pm – 1:00pm  | Workshop: Next Steps to Progress Opportunities and Address<br>Gaps<br><br>Close: Cr John Beaton, Chairman EMRC |
| 1:00pm – 1:45pm   | Lunch and Networking   |

## PRESENTERS

### **Rosemarie Speidel**

Program Director Cycling Promotion Fund

Chair Cycle Tourism Australia

[speidel@ozemail.com.au](mailto:speidel@ozemail.com.au)

Phone: 03 97553557

Rosemarie Speidel is the Program Director of the Cycling Promotion Fund, an initiative of the Bicycle Industry. The Fund enables the Industry to work collectively and play an active role in promoting cycling, supporting initiatives which encourage cycling and in working to make Australia more bicycle friendly.

Her background includes qualifications in business management, public policy, government and business relations, community development and mediation. She is representing the Bicycle Industry on a number of relevant committees including the Victorian Bicycle Advisory Council and the Australian Bicycle Council, a body appointed by the Federal Government to increase the level of cycling in Australia. Rosemarie is also the chair of Cycle Tourism Australia, a national not-for-profit organisation committed to the development of an integrated, coordinated approach to cycle tourism planning, development and promotion.

She has a keen interest in cycle tourism having observed the massive growth of cycle tourism in Europe over the last decade. Australia is well positioned to take advantage of the increased popularity of cycling and the renewed interest in active holidays.

### **Chris Thompson**

Chief Executive Officer - Cycling WA

[chris.thompson@cycling.org.au](mailto:chris.thompson@cycling.org.au)

Phone: 08 9328 3422

Chris has a double degree in Human Movement studies and Physiotherapy and worked in private practice prior to his career change into Sports Management in taking up the position of CEO of WA Cycling.

Originally from the Gold Coast, Chris's first love in life has always been his sport. He was a state athletics representative in his younger days before applying himself to the sport of volleyball. With a move to Western Australia he became involved in triathlon which led to him discovering a passion for tough long distance cycling.

A talented hill climber Chris has had success in a number of road events including the WA state championship around Roleystone. In his role at WA Cycling he is able to use his passion for cycling in striving to promote and develop this great sport. His background in Human Movement and Physiotherapy enables him to give direction to coaching and development programs and he is strongly committed to promoting the health benefits of cycling.

Chris has been race director for the Tour de Perth, a National category cycling event, for the last two years. He has developed an awareness of the need to work in partnership with other agencies and sees the relationships' cycling has with government at all levels as well as many other stakeholders as vital for the future of the growing sport of cycling.

## **PURPOSE OF CYCLING RETAILER MEETING 21ST MARCH 2007:**

### **The key purpose of the meeting is to:**

1. Clarify how cycling retailers can engage meaningfully and bring benefits to their business (i.e. financial, publicity, customer relationship building benefits) through the development of cycling tourism and or cycling events.
2. The purpose of collecting this feedback is to take the key points and ideas that come out of the meeting to the State Level Cycling Stakeholder Group Meeting on April 20th 2007. It is hoped that the feedback from the EMRC Regional Stakeholder Meeting held in February and this Retailer Meeting will provide the relevant background information needed for the state level group to make decisions and develop recommended actions. This would be particularly in relation to the progression of cycling tourism and event opportunities in the EMRC region and the state.

### **BACKGROUND MATERIAL:**

#### **The group will be provided with:**

1. A three page summary of key points that have been raised at the first state level meeting in December and the recent EMRC regional stakeholder meeting held in Feb. This will provide the retailers with some idea of the issues and opportunities so far raised.
2. A copy of the EMRC regional positioning paper that outlines what cycling infrastructure, tourism and event activity the currently exists in the region. This may help to provide a background on the strong position the region already is in in relation to cycling and also provide a framework from which to further generate opportunity ideas.

### **APPROACH:**

1. Start with welcoming and outlining the purpose (as outlined above) of tonight's meeting
2. Ask the group to briefly introduce themselves and where they come from and if their store has any particular area of specialisation or interest.
3. Start with a very brief verbal background of the two meetings that have taken place so far (the retailers can refer to the summarised feedback sheet for the key points that came out of those meetings).
4. Then open up the meeting for discussion and ideas by asking the question around the title of the meeting we put in the invitation they all received:

**"HOW CAN CYCLE RETAILERS GROW BUSINESS FROM THE DEVELOPMENT  
OF CYCLING TOURISM AND EVENTS?"**

**This should be enough to generate ideas and comment particularly around opportunities, barriers should also come out of this question many of which may already be listed on the summarised feedback sheet they will have at the table. By asking how they as retailers can grow their business through cycling tourism and events it would be hoped that this will encourage proactive comments and ideas that they have greater ownership in being part of implementation**

## DEVELOP TOUR DE PERTH WORKING GROUP

### **AGREED DIRECTION:**

Develop the Tour de Perth event as premier road cycling event for Perth's Eastern Region.

### **INFORMATION/RESEARCH NEEDS:**

1. Weather/Timing of the Event
2. *Sponsorship Opportunities*
3. Traffic Management
  - o Local Governments, Cycling WA, Main Roads
4. *Identify resource requirements*
5. Engaging local cycling community (lack of) investigate or survey local cycling community interest in club formation
  - o Member Councils, Cycling WA apply Pt 11
6. *Identify funding Opportunities*
7. *Investigate models for Project/ Business Plan development i.e Tour Down Under.*
8. Survey competitors on terrain suitability and seek their input
  - o Cycling WA
9. *Obtain Strategic Business, Marketing and other Plans for comparable events.*
10. Obtain guidelines for inclusion in UCI Pro Continental Event
  - o Cycling WA
11. *Research community engagement approaches used by comparable events*

### **REFINED RESEARCH FOCUS & APPROACH**

Support Cycling WA to develop a Strategic Business Plan which incorporates the relevant information and research needs identified by the Working Group (italicized above). Important that the Plan also identifies key actions and resources to progress components of the plan, cost estimates for components and potential funders, sponsors and partners. Output to be the basis for funding submissions and sponsorship bids.

### **PROJECT MANAGEMENT:**

Explore partnership with Cycling WA

### **FUNDS REQUIRED:**

To contract support to develop the plan as Cycling WA does not have the capacity. Estimated \$3-4,00 to be matched by Cycling WA.

# DEVELOP A REGIONAL FESTIVAL OF CYCLING WORKING GROUP

## **AGREED DIRECTION:**

Investigate development of a Regional Cycling Festival that;

- Promotes Sport and Recreation of Cycling
- Promotes the region's natural assets and tourism product.
- Attracts visitors to the region
- Promote bike safety and 'respect/share the road' messages
- Engage residents in cycling activities and the sport of cycling

## **INFORMATION/RESEARCH NEEDS:**

### **1) Host Organisation/Area**

- o Perth Eastern Region (6 Councils) as host area
- o Potential host organisation/s
- o Suitable venues for participating Festival events
- o Skills required to host and manage the Festival
- o Management Structure

### **2) Concept Evaluation**

- o Objectives
- o Target Markets & Projected attendance
- o Timing - April v October
- o Duration
- o Suggested Programme
- o Level of Support (Community, Local Government, Commercial)

### **3) Resources/Capacity**

- o Volunteers – source and availability
- o Financial Sources (Sponsors, Partners, Philanthropic)
- o Infrastructure Suppliers – ie toilets, marquees, barriers etc

### **4) Impact on Host communities**

- o Environmental, Social, Economic

### **5) Cost v Benefit Analysis**

- o Budget breakdown
- o Consideration of cost recovery opportunities (e.g. promo products, ticket sales, sale of exhibition/advertising space)

## **REFINED RESEARCH FOCUS & APPROACH**

Assess feasibility of festival concept. Develop event Business Plan including:

1. research the concept and timing – assess April Vs Oct
2. name, branding and logo - ? community competition
3. confirm range of activities to include
4. sustainable event management structure - identify working parties
5. identifies partners and roles – including charitable organisations (Transplant Australia, National Heart Foundation)
6. initial operational budget estimates
7. Identifies funding sources – Govt, corporate, philanthropic
8. consider ownership of Festival

## **Project Management:**

EMRC internally

## **Funds required:**

EMRC to contract event management expertise to undertake a feasibility assessment of the Regional Cycle Festival concept. \$6-8,000.

# REGIONAL INFRASTRUCTURE WORKING GROUP

## **AGREED DIRECTION:**

Two part:

1. Progress a regional approach to Perth Bike Plan infrastructure.
2. Develop Fact Sheets to underpin benefits that would support funding requests

## **INFORMATION/RESEARCH NEEDS:**

- 1. Research existing cycling tourism infrastructure**
  - Assess priority of links
- 1. Identifying regional cycling information needs**
  - Research use of signage, maps etc to market access (transport etc) to infrastructure
  - Innovative use of: lines, stenciling, artwork, road signage, technology ie - gps, (inc - you have saved \$\$ after traveling 10km by bike)
  - Consistency of Regional signage with local flavor
  - Cycle friendly & cycle safety
  - Links to heritage/cultural
- 2. Facilitate public transport access to existing cycling tourism experiences**
  - Support private business that could provide services
- 3. Funding of infrastructure, both development and ongoing maintenance.**
- 4. Private Sector Funding/engagement**
  - Cycle friendly Business
  - Involvement in a Regional Plan – showing benefits/opportunities
- 5. Understanding of Local, National and International Cycling Tourism needs**

## **REFINED RESEARCH FOCUS & APPROACH**

Coordinate Cycling infrastructure planning to address regional connectivity barriers. EMRC to explore a regional approach to the Perth Bike Plan submission process for recommendation to Council.

Develop Fact Sheets that can be used by all Working Groups to underpin funding/partnership applications and to sell the benefits to potential commercial partners.

### **Project Management:**

EMRC internally

Links to implementation of Regional Integrated Transport Strategy.

### **Funds required:**

EMRC to engage contractors to develop funding submissions to DPI and to develop Cycling Fact Sheets.

# REGIONAL MOUNTAIN BIKING OPPORTUNITIES WORKING GROUP

## **AGREED DIRECTION:**

Create a Master Plan for mountain biking focused on tourism that considers;

- Assessment of existing infrastructure
- Identification of infrastructure gaps
- Development of strategies for linkage and promotion.

## **INFORMATION/RESEARCH NEEDS:**

1. Cycle User Research - develop a survey to question cyclists regards their experience and desire for cycle trails usage. The survey information could be collected at Bike Shops and/or on the trails.
  - o WAMBA, PMBA, Bike stores
2. Undertake Secondary Research - in relation to what IMBA standards and planning information is available to provide information and possible models for the project.
3. Models - Investigate the current state level cycling planning process as a possible model on which to base progress of the regional plan. Identify other possible models that could provide a basis for this regional planning process.
4. Funding - Identify funding opportunities that are available to support the process of developing the regional plan.
5. Building Positive Awareness of Mountain Biking – Investigate IMBA for processes and models that have been effective in Australia and Internationally.

## **REFINED RESEARCH FOCUS & APPROACH**

Support working group members to draw together information into a funding submission framework that can be used to secure funding for the development of a Regional Mountain Bike Master plan addressing infrastructure and marketing issues.

### **Project Management:**

Working Group

### **Funds required:**

EMRC to contract support for compilation of Working Group research into a generic submission format to secure external funds for development of the Masterplan.

# REGIONAL CYCLE PROMOTION PROJECT WORKING GROUP

## **AGREED DIRECTION:**

Produce a series of brochure/maps connecting cycling experiences accessible from key hubs along the Midland railway line.

## **INFORMATION/RESEARCH NEEDS:**

1. Operator codes of conduct in use elsewhere.
  - Cycling WA to investigate
2. Research funding sources
  - Cycling WA to investigate
3. Investigate cycle friendly initiatives in use elsewhere
  - Cycling WA to investigate
4. Investigate other Cycle Promotional material that connects cycling routes from transport hubs successfully ie Switzerland Website- promotional information linking to public transport
  - Cycling WA to investigate
5. Investigate current DPI focus on cycling in relation to making Public Transport links for cyclists - to assess what currently exists that relates to connecting tourism experiences (not commuting), what could be linked to this project and possible funding opportunities.
  - Cycling WA to investigate

## **REFINED RESEARCH FOCUS & APPROACH**

Support Working Group members to scope the series of brochures including content, design, cost of production and potential funding sources. Scoping to be used for funding submission – VSRAG, DPI, DSR/Lotterywest Trails funding.

Note: Potential to partner with DPI Cycling Trails Unit.

## **Project Management:**

Marketing Working Group.

## **Funds required:**

EMRC to support the Working Group to scope requirements and obtain costings.

Potential for EMRC Regional Visitor Servicing funding programme to be used to leverage external funders.



Eastern Metropolitan Regional Council

1st Floor Ascot Place, 226 Great Eastern Hwy,  
Belmont, Western Australia 6104  
PO Box 234 Belmont Western Australia 6984

## Consolidated Stakeholder List

Les Hoffman	Proprietor	About Bike Hire
Bruce Conrad		Bassendean Bicycle User Group
Jean Byrne	Marketing	Bibbulmun Track Foundation
Linda Daniels	Executive Director	Bibbulmun Track Foundation
Mike Wood	Chairman	Bibbulmun Track Foundation
Steve Sertis	Events	Bibbulmun Track Foundation
Deborah Mayrhoser	Executive Officer	Bicycle Transport Alliance
Steve Dixon	President	BMX WA
Michael Schofield	Vice President	BMX WA
Matthew Butterworth	Occupational Health and Safety Officer (EMRC)	BMX Sports WA
Jon Vines	Recreation Officer	City of Bayswater
Alex Pusenjak	Recreation Officer (Health & Physical Activity)	City of Bayswater
Piero Fazio	Economic, Tourism & Development	City of Bayswater
Ian Goodwin	Travel Smart Officer	City of Belmont
Jay Hardison	Manager - Property & Economic Development	City of Belmont
Kevin Knapp	Leisure Co-ordinator	City of Belmont
Lorraine Francis	Manager - Marketing & Communications	City of Belmont
Sally DeLaCruz	Leisure Officer	City of Belmont
Jeremy Manning	Sustainable Development Project Officer	City of Swan
Paul Burnell	Events/Admin Corporate Communications	City of Swan
Roge Kemp	Co-ordinator Place Planning - Community Development	City of Swan
Sam Seymour-Eyles	Product Development Officer, Tourism	City of Swan

Sascha Stone	Product Development Officer, Tourism	City of Swan
Sonya Hughes	Corporate Communications	City of Swan
Wayne Evans	Owner/Manager	Cyclemania
Rosemary Speidel	Chairman	Cycling Tourism Australia
Chris Thompson	Chief Executive Officer	Cycling WA
Henk Vogels	Board Member	Cycling WA
Terry Andrews	Event Coordinator	Cyclo Sportif Club of Australia
Trevor Edwards		Cyclo Sportif Club of Australia
Ken Suttie	Manager, Cycling	Department for Planning & Infrastructure
Cathy Gazey	Healthy Parks Healthy People Coordinator	Department of Environment & Conservation
Peter Sharp	Director of Parks and Visitor Services	Department of Environment & Conservation
Rod Annear	Parks & Visitor Services Coordinator Perth Hills District	Department of Environment & Conservation
Therese Jones	Special Projects	Department of Environment & Conservation
Jim Sharp	Acting Deputy Director General of Parks and Conservation	Department of Environment and Conservation
Brenda Smith	Marketing and Promotions Officer	Department of Environment and Conservation - Swan Region
Michael Kane	Ministerial Advisor to Hon. Alannah McTiernan	Department of Planning & Infrastructure
Sandra Rodgers		Department of Planning & Infrastructure
Evan Stewart	Senior Consultant	Department of Sport & Recreation
Graham Brimage	Director Strategic Policy, Planning and Research Division	Department of Sport & Recreation
Graham Brimage	Director Strategic Policy, Planning and Research Division	Department of Sport & Recreation
Hugh Maclean	Recreation Development Officer - Trails	Department of Sport & Recreation
Ron Alexander	Director General	Department of Sport & Recreation
Ron Alexander	Director General	Department of Sport & Recreation
Ronnie Hurst	Director of Programs and Services	Department of Sport & Recreation
Alan Melchert	Project Manager	EventsCorp
Chris Tate	Manager of Regional Events	EventsCorp
Glenn Hamilton	Director of Event Development & Contract Development	EventsCorp
Saskia Doherty	Events Development Coordinator	EventsCorp
Ken Lloyd	Events Manager	Fire Fly Events
Portia Lloyd	Assistant Event Manager	Fire Fly Events
Denis Lightfoot	Proprietor	Glen Parker Cycles
Hilton McMurdo	Proprietor	Glen Parker Cycles

Tim Bennett	Proprietor	Kalamunda Cycles
Geraldine Armstong-Woods	PA to Liz Franssen	Le Paris Brest
Jenny Kipps		Le Paris Brest
Liz Franssen	Proprietor	Le Paris Brest
Kevin Owen	Proprietor/Manager	League Cycles
Kieran Kinsella	CEO	Midland Redevelopment Authority
Crystal Reed	Marketing and Events Coordinator	Munda Bidli Trail Foundation Inc
Jenny Verne-Taylor	Executive Officer	Munda Bidli Trail Foundation Inc
Murray Wynne		Munda Bidli Trail Foundation Inc
Rebecca Rowcliffe	Proprietor	Mundaring Cycles
Rob Rowcliffe	Proprietor	Mundaring Cycles
Bev Beale	Manager	Mundaring Visitor Centre
Anne Brake	Manager	National Trust
Simon Linklater	Vice President	Perth Mountain Bike Club
Jim Krynen	Manager, Cycling Integration	Public Transport Authority
Brian Blechynden	Recreation Officer	Shire of Kalamunda
Marilyn Keys	Event Coordinator	Shire of Kalamunda
Marion McFadden	Tourism Industry Coordinator	Shire of Kalamunda
Terry Mountford	Senior Community Development Coordinator	Shire of Kalamunda
Brad Lukosius	Community Facilities Coordinator	Shire of Mundaring
Kirk Kitchin	Recreation Facilities Coordinator	Shire of Mundaring
Vicki McAuliffe	Owner/Manager	Speedlite Cycles
Stephen Doyle	Event Director	Sports Performance & Management
Heather Awcock		Swan Valley Tourism Council
Wayne Van Moorsel	Manager	The Bicycle Entrepreneur
Ron Buckey	Chief Executive Officer	Tourism Council Western Australia
Jim Sargent	Policy & Planning Coordinator IDVS	Tourism Western Australia
Steve Crawford	Director Policy and Planning	Tourism Western Australia
Patrick Quigley	Manager Leisure Services	Town of Bassendean
Travis Moore	Recreation Development Officer	Town of Bassendean
Paul Neve	Trail Advocacy Coordinator (Events Manager - Neve Contracting)	WA Mountain Bike Asc & Three Chillies Trail Design & Construction
Damon Wilmore	President	WA Mountain Bike Association
John Carney	Vice President	WA Mountain Bike Association
Martin Sherlock	President	WA Mountain Bike Association
Martin Shurlock	President	WA Mountain Bike Association
Stefanie Van Amerongen	Vice President	WA Mountain Bike Association
Darryl Benson	Head Coach - Cycling	Western Australian Institute of Sport

Cr John Beaton	Chairman	Eastern Metropolitan Regional Council
Gavin Watters	Chief Executive Officer	Eastern Metropolitan Regional Council
Peter Schneider	Acting CEO	Eastern Metropolitan Regional Council
Mick McCarthy	Executive Manager - Regional Services	Eastern Metropolitan Regional Council
Sue Campbell	Manager Economic Development & Tourism	Eastern Metropolitan Regional Council
Peta McAuliffe	Tourism Consultant	Eastern Metropolitan Regional Council
Georgia Armstrong	Regional Development Coordinator	Eastern Metropolitan Regional Council
Bridget Stonier-Gibson	Tourism Project Coordinator	Eastern Metropolitan Regional Council
Kim Brynes	Environmental Projects Officer	Eastern Metropolitan Regional Council
Zoe White	Tourism Development Coordinator	Eastern Metropolitan Regional Council



### 9.3 LOBBYING AND ADVOCACY ACTIVITIES UPDATE – JUNE 2008

**REFERENCE: COMMITTEES-8096**

#### **PURPOSE OF REPORT**

To provide Council with an update of lobbying and advocacy activities being undertaken by the EMRC for the period January to May 2008.

#### **KEY ISSUES AND RECOMMENDATION(S)**

- Lobbying and advocacy activities have become increasingly important as the EMRC and member Councils become more involved in the activities regulated by Government agencies (waste management, corporate service) and in the development and implementation of partnership projects (environmental and regional development) involving Federal and State Government agencies.
- The EMRC has been actively advocating in responding to legislation and policy initiatives that impact on the business of the Regional Council and the member Councils, particularly in relation to waste management, environmental and corporate issues.
- Many of the Regional Development partnership projects, such as the Regional Integrated Transport Strategy (RITS) and the Swan and Helena River Management Framework (SHRMF) project contain recommendations and actions that are the responsibility of State Government agencies.
- Lobbying and advocacy activities are also important in regards to seeking grants and external funding to contribute toward the development and implementation of partnership projects.
- The election of the Federal Labor Government in November 2007 has required investigations regarding priorities and funding programs to assist with future lobbying activities.
- An EMRC delegation to Canberra in September 2008 involving EMRC staff and Councillors provides an excellent opportunity for the EMRC to establish working relationships with the Federal Ministers, Shadow Ministers and Members of Parliament.
- The main lobbying and advocacy activities undertaken over the last five months relate to responding to the Western Australian Local Governments Association (WALGA) report on titled "The Journey: Sustainability into the Future", as well as negotiating with State Government agencies in regards to the implementation of the RITS and SHRMF and lobbying WALGA on changes in Federal Government funding arrangements related to Natural Resource Management activities. Lobbying was also undertaken for the Perth Solar Cities project.

#### **Recommendation(s)**

That Council note the lobbying and advocacy activities progress report for the period January to May 2008.

#### **SOURCE OF REPORT**

Executive Manager Regional Services  
Executive Manager Corporate Services  
Executive Manager Waste Management Services  
Chief Executive Officer



*Item 9.3 continued*

## **BACKGROUND**

The EMRC has undertaken an active role in lobbying and advocacy over the years on behalf of the member Councils and waste management, environmental and regional development issues associated with Perth's Eastern Region. The purpose of this report is to provide the EMRC with progress reports on the lobbying and advocacy activities being undertaken.

Lobbying has become an important tool in seeking the engagement of, and negotiating commitment and funding support from, the State and Federal Government.

Given that the EMRC is lobbying on a range of initiatives that require engagement of Ministers and Federal and State Government agencies (e.g. RITS, NRM, Cycling Tourism etc.), any marketing strategies undertaken by the EMRC in regards to specific projects or activities require consideration of the timing and communicated message associated with other issues involving lobbying and advocacy.

## **REPORT**

The lobbying and advocacy activities undertaken by the EMRC can be considered under the core services areas of Corporate Services, Waste Management Services and Regional Services. Separate discussion on the EMRC delegation to Canberra is also provided.

### **Corporate Services**

The CEOAC meeting on 10 April 2008 in regards to a WALGA report titled "The Journey: Sustainability into the Future" which was discussed under 9.1 The Future of Local Government in Western Australia, Council resolved that a CEOs workshop be convened on 8 May 2008 and that a subsequent report be brought to Council. The report and outcomes of the workshop collectively captured the key issues from the member Council CEO's, to enable them to put forward individual submissions to WALGA on the report. It is intended that the EMRC will be put forward its own submission on those recommendations that will directly affect its operations. Those items are currently being identified and will be contained in a report for Council to consider at its 19 June 2008 meeting.

A submission was made to the Western Australian Local Government Association (WALGA) on 18 October 2007 in response to proposed amendments to the Local Government Act 1995, and in particular those sections affecting Regional Councils such as s 3.64 and 5.10 relating to the appointment of deputies on Council and committees and s 5.98 in relation to allowing deputies to receive meeting fees where the member is being paid an annual payment. No further updates on this matter have been received as yet.

In addition, a submission was made to the Department of Local Government (the Department) on 28 August 2007 in relation to the reporting of budget comparisons in Annual Financial Statements. Under the Local Government (Financial Management) Regulation 1996 (the Regulations) [r 36(2)(b)], the annual financial report is to compare actual results to the original budget estimates. This requirement does not take into account the fact that a local government may have reviewed and amended its original budget in accordance with r 33A. The Department has acknowledged the submission and is giving consideration to an appropriate amendment of the Regulations.

The EMRC officers argued that this is an unintended consequence of the change to the legislation that needs to be rectified by either amending r 36(2)(b) to allow for comparison to the reviewed budget or removing the requirement for Council to adopt the reviewed budget. It is not expected that this matter will be given a high priority by the Department and could take up to two years to be dealt with.

### **Waste Management Services**

The primary lobbying and advocacy work undertaken by Waste Management Services in the period has been in relation to climate change and carbon reporting. Two particular documents have been commented on: the Technical Guidelines supporting the National Greenhouse and Energy Reporting Act and the Garnaut Review in relation to an Australian Emissions Trading Scheme.



### *Item 9.3 continued*

The Technical Guidelines for the National Greenhouse and Energy Reporting Act set out an estimation methodology for greenhouse emissions from waste management. This methodology is developed from the International Panel for Climate Change model, and so the fundamentals are international and thus not able to be readily adjusted. Particular parameters, however, are able to be adjusted, and suggestions in relation to these adjustments were made.

The establishment of a greenhouse gas emissions trading scheme has the potential to have far-reaching implications on the EMRC and member Councils, potentially increasing the cost of waste management by up to \$20.00/tonne. The EMRC contributed to the development of a response from the National Carbon Committee of the Waste Management Association of Australia. This response confirmed that the waste sector expects to reduce greenhouse gas emissions, but does not believe that an emissions trading scheme is the most effective means for the waste sector. In the event that emissions trading does not apply to waste, the likely outcome is tighter requirements for landfill gas capture.

The Executive Manager Waste Management Services presented the National Carbon Committee submission at a seminar organised by the Waste Management Association of Australia: "Climate Change and the Waste Sector: Opportunities and Liabilities", and provides ongoing advice to Department of Environment and Conservation (DEC) policy officers developing policy in relation to greenhouse gas emissions from the waste sector. The WA DEC is leading national policy developments into landfill gas control, and providing advice to DEC policy officers should ensure that the policies developed achieve strong cuts in greenhouse gas emissions whilst reflecting the commercial and technical realities of landfill management.

### **Regional Services**

The main lobbying and Advocacy activities undertaken by Regional Services from the January to May 2008 period relate to the following key projects:

- Regional Integrated Transport Strategy (RITS);
- Local Government and Community Involvement in Natural Resource Management;
- Swan and Helena River Management Framework (SHRMF); and
- Various Regional Development Initiatives.

Recent activities associated with the RITS included letters to relevant State Government agencies and stakeholders such as the Department of Planning and Infrastructure (DPI), Main Roads WA, Public Transport Authority (PTA), Westralian Airports Corporation (WAC) and the Transport Forum of WA seeking senior level representation on the RITS Implementation Advisory Group. Presentations were undertaken to DPI and Main Roads, with presentations to WALGA, PTA, Transport Forum of WA and WAC planned for the near future.

The EMRC and member Councils have also been active in lobbying regarding the changes to funding arrangements and lack of State Government leadership related to Natural Resource Management in Western Australia. The Federal Government's "Caring for our Country" program, which replaces the previous Governments Natural Heritage Trust (NHT) and other NRM programs, has resulted in reduced funding for the NRM Regions (such as the Swan Catchment Council) and the withdrawal of funding for the Local Government NRM Facilitator position hosted by WALGA. This situation promoted a presentation to the Chief Executive Officer Committee (CEOAC) and a subsequent Council resolution to prepare a paper based on the presentation for consideration by the WALGA East Zone.

The SHRMF is now entering the implementation phase and requires financial and resource commitments from the partner organisations to progress activities within acceptable timeframes. The Swan River Trust is a key partner in the SHRMF project and a successful EMRC/wan River Trust partnership project regarding foreshore stabilisation has been negotiated and will be implemented over the next 6 – 8 months. The EMRC is also seeking to meet with the General Manager of the Swan River Trust and the Minister for the Environment, Hon. David Templemen prior to the Canberra delegation to identify potential partnerships and commitments toward the SHRMF and other environmental initiatives being coordinated by the EMRC.



### *Item 9.3 continued*

The EMRC has been working with the Economic Development Officers Group (EDOG) to progress a range of Regional Development initiatives including:

- Audit of Broadband Blackspots – the absence of high speed broadband is holding back growth of existing businesses and is a problem in attracting new business to the region. In early 2008 businesses and residents of Perth's Eastern Region were invited to participate in a survey (coordinated by EMRC on advice of EDOG) to identify the remaining Broadband Blackspots. The survey results have been compiled and the EMRC is working with member Councils to identify serviceable Broadband Blackspots and inform Federal Government lobbying efforts to secure required infrastructure upgrades by government and service providers.
- Small Business Development – the level of service provision to support growth of small business is inadequate. Issues include the size of geographic catchment area, level of funding to services and assumptions of Local Government support within the Small Business Centres (SBC) funding model. EDOG met with the CEO of the Small Business Development Corporation to inform a way forward to improve support to small business in the region and a subsequent letter has been sent to the SBCs in the region (East Metro and Belmont) requesting information on the services and support available to the member Councils and businesses in the region.
- Midland Health Campus – the importance of maximising economic development opportunities associated with the proposed campus development were raised at the community consultation held by the Health Department in October 2007. EDOG has sought engagement with senior officers of the Health Department to discuss how economic development opportunities will be investigated and promoted. EDOG and EMRC staff will be meeting Dr Peter Wynn Owen, Executive Director, Swan Kalamunda Health Service to discuss economic development opportunities associated with Midland Health Campus.

It is relevant to note that the Federal Government proposes to establish a structure known as Regional Development Australia, which will replace and strengthen the existing Area Consultative Committee (ACC) arrangements. It is understood that the new Regional Development Australia structure will be more conducive to improving Regional and Federal Government relationships and in facilitating funding support for partnership projects that deliver regional outcomes. Further information will be provided to Council when available.

### **EMRC Delegation to Canberra**

The recent change of Federal Government has provided an important opportunity to lobby the new government on a range of issues relevant to Perth's Eastern Region. The EMRC is planning to send a delegation to Canberra in September 2008 to lobby on a range of issues and projects. The delegation comprises of EMRC staff (CEO and Executive Manager Regional Services) and four EMRC Councillors including the Chairman and Deputy Chairman.

A comprehensive lobby pack for each of the priority projects identified for the region is under preparation and will seek to identify future Federal Government funding sources to help guide the discussions with Members of Parliament, Ministers and Advisors.

### **STRATEGIC/POLICY IMPLICATIONS**

The lobbying and advocacy activities are relevant to a wide range of projects, plans and initiatives being undertaken by the EMRC and included in the Strategic Plan.

### **FINANCIAL IMPLICATIONS**

In most cases, the costs associated with lobbying activities are met from business units or specific project budgets, with delegation expenses covered by corporate accounts associated with Councillor travel and accommodation.



Item 9.3 continued

## **SUSTAINABILITY IMPLICATIONS**

The lobbying and advocacy activities include consideration of environmental, social and economic factors related to projects, initiatives and policy directions.

## **MEMBER COUNCIL IMPLICATIONS**

<b>Member Council</b>	<b>Implication Details</b>
Town of Bassendean City of Bayswater City of Belmont Shire of Kalamunda Shire of Mundaring City of Swan	Member Council involvement and participation in regional lobbying and advocacy activities will have resource and financial implications that will need to be balanced with the relevance of the lobbying issue for the region and Council.

## ATTACHMENT(S)

Nil

## VOTING REQUIREMENT

Simple Majority

## **RECOMMENDATION(S)**

That Council note the lobbying and advocacy activities progress report for the period January to May 2008.

### Discussion ensued

Mr Cole queried the status of the delegation to Canberra, Mr McCarthy noted that this has now been postponed to September 2008. Mr Cole queried when EMRC would list who and why we are trying meet in Canberra. Mr McCarthy noted that various meetings have already been held and letters sent to local members ensuring that appropriate appointments are made for the relevant projects. The purpose is to cover major regional projects that EMRC are involved with.

Mr Cole queried if the Perth Airport is on the agenda. Mr McCarthy confirmed that this will be one of the items on the agenda as it is linked to the Regional Integrated Transport Strategy.

## **CEOAC RESOLUTION(S)**

MOVED MR FOLEY

SECONDED MR COLE

That Council note the lobbying and advocacy activities progress report for the period January to May 2008.

**CARRIED UNANIMOUSLY**

## **COUNCIL RESOLUTION(S)**

MOVED CR ALBERT

SECONDED CR ZANNINO

THAT COUNCIL NOTE THE LOBBYING AND ADVOCACY ACTIVITIES PROGRESS REPORT FOR THE PERIOD JANUARY TO MAY 2008.

**CARRIED UNANIMOUSLY**



**9.4 ITEMS CONTAINED IN THE INFORMATION BULLETIN  
REFERENCE: COMMITTEES-8121**

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

**1 REGIONAL SERVICES**

*1.1 ENVIRONMENTAL SERVICES REPORT – FEBRUARY 2008 TO THE END OF APRIL 2008  
(Ref: Committees-8056)*

**RECOMMENDATION**

That the Information Bulletin be noted.

**CEOAC RESOLUTION(S)**

MOVED MR FOLEY

SECONDED MR THROSSELL

THAT THE INFORMATION BULLETIN BE NOTED.

**CARRIED UNANIMOUSLY**

**10 CONFIDENTIAL MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO THE PUBLIC**

Nil

**11 GENERAL BUSINESS**

**11.1 EVENTS IN THE REGION**

A listing of major scheduled events of member Councils and the EMRC for 2008:-

1-3	August 2008, Friday to Sunday	Mundaring	Mundaring Truffle Festival
3	August 2008 Sunday		Avon Descent
22	August 2008, Friday	Bassendean	Mayoral Dinner
13	September 2008, Saturday	Belmont	Mayoral Dinner
20	September 2008, Saturday	Mundaring	Presidents Function
21	September 2008, Sunday	Mundaring	Trek the Trail
18	October 2008, Saturday	Bayswater	Mayoral Dinner
6	December 2008, Saturday	Belmont	Civic Dinner
6 & 7	December 2008, Saturday and Sunday	Bassendean	Bassendean Festival



## 12 FUTURE MEETINGS OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

Mr Vaughan noted his official final working day prior to retirement as Sunday 20 July and noted Mr James Trail takes up official duties as CEO on Monday 21 July 2008.

Mr Watters noted that a formal vote of thanks for Mr Vaughan as CEO Kalamunda and Chairman of the CEOAC committee, be recorded as this is Mr Vaughan's last formal CEOAC meeting.

The Chairman thanked members for the formal vote of thanks and further noted that the support, benefit and collegiality between the CEOs is something to be envied across WA. Mr Vaughan noted his thanks to each of the CEOs present and CEOs past that he has had involvement with and formally thanked Mr Watters for his leadership of the region. Mr Vaughan noted that this meeting of the region's CEOs will be one of the things that he will miss in retirement.

Mr Watters formally noted his appreciation to Mr Vaughan in working with him for the benefit of the region.

Mr Vaughan vacated the Chair at 2.15pm.

At 2.15pm Mr Evershed took the Chair for the purposes of the formal vote of thanks for Mr Vaughan.

### CEAOC RESOLUTION

That a formal vote of thanks be noted for Mr David Vaughan as he retires as CEO of Kalamunda and Chair of the Chief Executive Officer Advisory Committee on 20 July 2008.

MOVED MR CAROSELLA

SECONDED MR THROSSELL

**CARRIED UNANIMOUSLY**

Members agreed that the next informal CEOAC meeting on 8 July 2008 would be an appropriate opportunity to thank Mr Vaughan.

Mr Evershed also extended his appreciation to Mr Vaughan for his assistance.

### **Chief Executive Officers' Advisory Committee (CEOAC) meetings commencing at 12.30pm with lunch at 12noon:**

Tuesday	8 July (informal)	at	150 Great Eastern Hwy ASCOT
Tuesday	5 August	at	EMRC Administration Office
Tuesday	2 September (informal)	at	Shire of Kalamunda
Tuesday	7 October	at	EMRC Administration Office
Tuesday	18 November (informal)	at	Shire of Mundaring

## 13 DECLARATION OF CLOSURE OF MEETING

Mr Evershed vacated the Chair at 1.16pm.

At 1.16pm Mr Vaughan took the Chair.

There being no further business the meeting was closed at 1.17pm.