

REGIONAL ADVOCACY STRATEGY 2016 - 2020



Advancing Perth's Eastern Region 



EMRC



CONTENTS

1.	Together we're stronger	2
1.1	Perth's Eastern Region	4
1.2	Eastern Metropolitan Regional Council	6
1.2.1	KRA 1 - Environmental Sustainability	7
1.2.2	KRA 2 - Economic Development	7
1.2.3	KRA 3 - Good Governance	7
1.3	A collective voice on regional priorities	8
2.	Together, for sustainable waste management	10
2.1	Waste management context	10
2.2	Regional waste management priorities	11
2.2.1	Waste reduction and recovery	11
2.2.2	Environmentally sustainable solutions	12
2.2.3	Capacity for the future	13
3.	Together, for improved environmental quality	14
3.1	Environmental context	14
3.2	Regional environmental priorities	16
3.2.1	Swan and Helena Rivers	16
3.2.2	Natural resource management	16
3.2.3	Climate change	16
4.	Together, for a growing economy	18
4.1	Economic context	18
4.2	Regional economic development priorities	20
4.2.1	Business growth, investment and innovation	20
4.2.2	Infrastructure to support strategic centres and population growth	20
4.2.3	Maximise infrastructure benefits	20
5.	Together, for an efficient transport network	22
5.1	Transport context	22
5.2	Regional transport priorities	23
5.2.1	Increase and maximise benefits of infrastructure and services	23
5.2.2	Behaviour change	24
5.2.3	Safety	25
6.	Advocacy actions to influence priorities	26

Together we're stronger

Together, we cover around one third of the metropolitan area. We're one of Western Australia's most vibrant and fastest growing regions and home to around 365,500 people from a diverse range of backgrounds.

Together, we have some of Perth's most significant natural assets, the Swan and Helena Rivers, the Perth Hills and the Swan and Bickley Valleys. We have natural areas that offer unique experiences and core attractions including national parks, reserves, trails and lakes.

Together, we're not just a part of the metropolitan area, with our heritage, cultural, tourism and arts attractions and thriving commerce and industry, we both complement and compete with the wider metropolitan area to be the region of choice, bordering both the Perth Central Business District (CBD) and the peri-urban fringes of Perth.

We're at the heart of Western Australia's transport links, with Perth's international and domestic airports, as well as major road and rail infrastructure connecting us to the outer regions of Western Australia, the eastern states and the world.

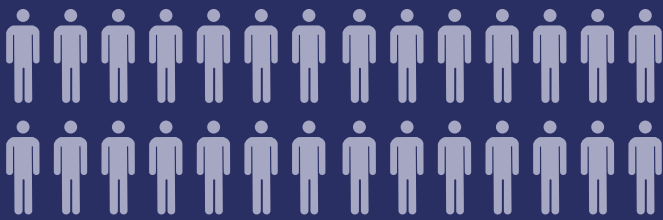
We're a region that aligns with the Australian Government's *Smart Cities Plan* for supporting productive, accessible, liveable cities that attract talent, encourage innovation and create jobs and growth. All of Perth's Eastern Region is within 6 to 35 kilometres (or 10 – 45 minutes) of the Perth CBD.

We're an economic, social and environmental force with the strength, drive and commitment to get things done for the benefit of the region and to support our local communities. We're home to a very diverse region of agriculture, industry, tourism and world-class wine districts, with small and large scale businesses co-existing and supporting each other.

So together, as Perth's Eastern Region, striving to achieve a shared vision for our communities, protecting our natural assets and encouraging robust investment and development goals, we're building a stronger future.



Population



365,500 People



Area

2,100
km²



from

6 km – 35 kms of
Perth CBD



Distance from CBD within

10 – 45 minutes 



6

Businesses

26,197



Iconic
Swan
River



Area of national parks
over

220 km²

1.1 Perth's Eastern Region

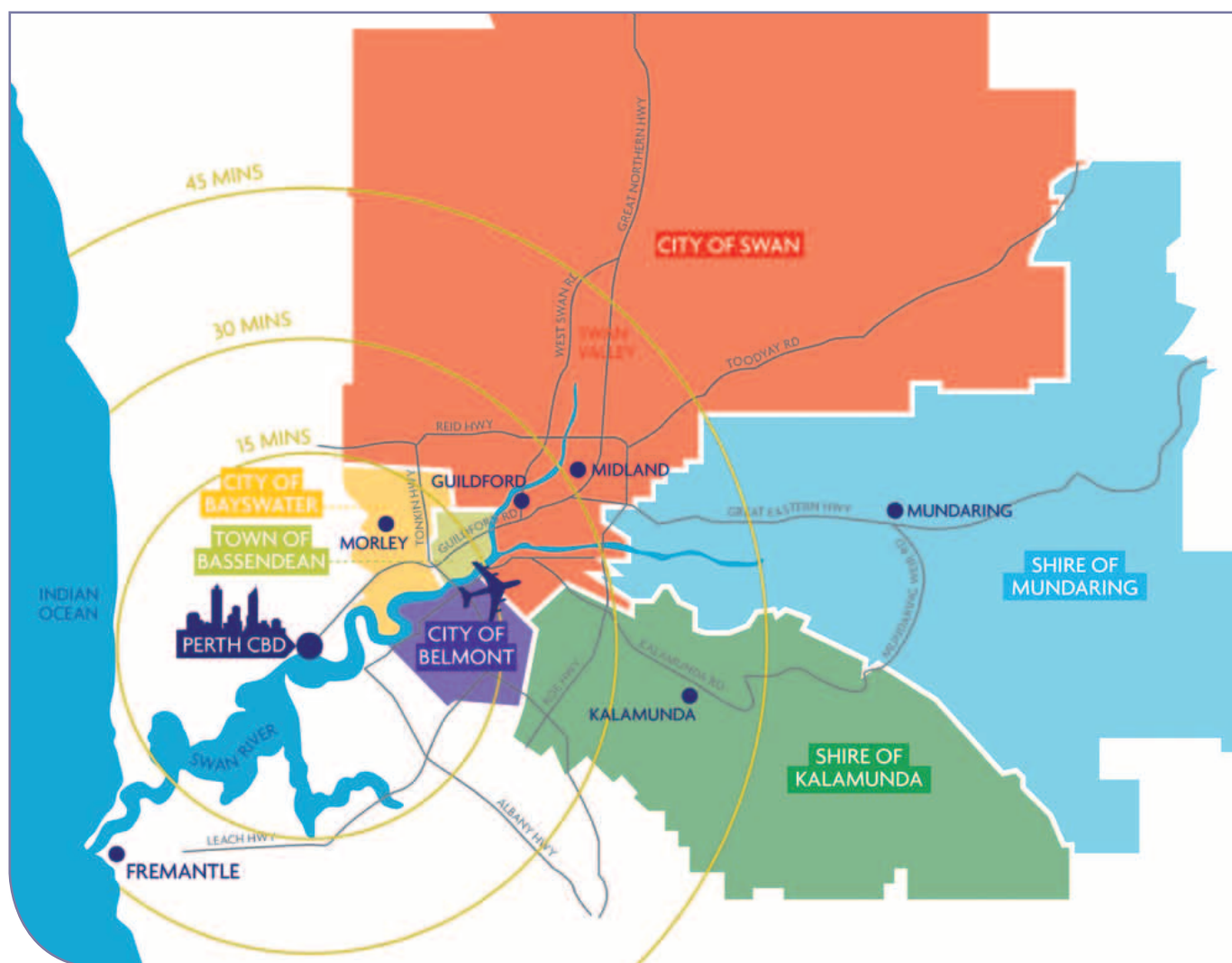
Perth's Eastern Region is an area of Perth defined by the boundaries of six local governments: Town of Bassendean, City of Bayswater, City of Belmont, Shire of Kalamunda, Shire of Mundaring and the City of Swan. The region constitutes around one-third of Perth's metropolitan area encompassing a land area of about 2,100 square kilometres and an estimated population of 365,500 people.

Perth's Eastern Region hosts Western Australia's major air, road and rail transport hub for movement of freight and passengers throughout Perth, intrastate, interstate and overseas. The region is considered the gateway to greater Perth, made possible by people entering the region from the domestic and international airports or from the highways to the north and east.

Perth's Eastern Region has undergone rapid expansion and growth with major capital investments including intermodal freight terminal development, major airport and road redevelopment and education and health services investment. Increasingly, our region is becoming home to large national and international companies seeking office and commercial accommodation within close proximity of the CBD, key stakeholders and major transport routes. The major industrial areas of Malaga, Kewdale, Hazelmere, Forrestfield, Bayswater, Ashfield and Bassendean play key roles in transport, storage, manufacturing and logistics servicing the state's construction and resource sectors.

In addition to the specialist and industrial centres, a number of key activity centres in the region are identified for growth in the state's key planning framework *Directions 2031 and Beyond*. Morley and Midland are both

Map of Perth's Eastern Region



identified as Strategic Metropolitan Centres providing a mix of retail, office, community, entertainment, residential and employment activities. Morley represents the only Strategic Metropolitan Centre not connected by a rail network. Secondary centres identified are Belmont and Ellenbrook. These centres perform a key role in delivering a range of services to nearby communities and play a vital role for allocation of future infill population. Forrestfield, Kalamunda, Mundaring, Ashfield, Bassendean and Maylands have been identified as district centres that provide key local services, facilities and employment opportunities. The Perth Airport redevelopment, Midland Health Campus, Gateway WA and NorthLink WA in particular will provide new infrastructure to support future growth. The region's boundaries border both the Perth CBD and rural areas. Spanning inner urban areas to outer metropolitan and urban fringe developments, this is a growing vibrant region.

Perth's Eastern Region represents an attractive destination for visitors and provides a high quality of life for residents. The region is home to a number of core assets including: national parks; walking and cycling trails; numerous picturesque parks and reserves on the banks of the Swan River; an extensive range of heritage, culture and arts attractions including Guildford, which is one of the oldest settled areas in WA; the popular Swan Valley and boutique wineries in the Perth Hills. A range of community events and recreation facilities provide for community activity. Both the Swan Valley and Perth Hills have been identified as key attractors for the Greater Perth Metropolitan Area.

With a diverse regional economy, access to a skilled workforce and a range of leisure, lifestyle and living opportunities, Perth's Eastern Region is well positioned for continued growth and represents an attractive investment destination.



1.2 Eastern Metropolitan Regional Council

The Eastern Metropolitan Regional Council (EMRC) is a progressive and innovative regional local government working on behalf of the six councils located in Perth's Eastern Region.

The EMRC is an incorporated body established under the *Western Australian Local Government Act 1995*. The EMRC's operations are governed by its Council under an Establishment Agreement. In brief, the Establishment Agreement states that the EMRC will:

- Work in consultation with member councils to facilitate local government to enhance its service delivery to the community;
- Be efficient and effective in delivering quality services and facilities;

- Promote and market the role of local government in the community;
- Implement a strategic plan that is regularly reviewed; and
- Avoid providing any service or facility that adversely impacts on the services or facilities of any member council.

In line with this brief, the EMRC provides a broad range of services across the region including waste management and education, resource recovery, environmental management and regional development. Working in partnership with our member council's and other stakeholders, the EMRC delivers local and regional scale projects across each of these areas for the benefit of the region.



OUR VISION

To be a responsive and innovative leader in assisting Perth's Eastern Region to be a great place to live, work, play and do business.



OUR VALUES

The values that govern the EMRC are:

EXCELLENCE – Striving for excellence through the development of quality and continuous improvement.

RECOGNITION – Valuing staff in a supportive environment that focuses on their wellbeing.

INNOVATION – Focus on innovative approaches in project and service delivery.

RESPONSIVENESS – Dynamic and flexible service delivery.

INTEGRITY – Accountability and consistency in all that we do.



OUR MISSION

EMRC, by partnering with member councils (and other stakeholders), facilitates strategies and actions for the benefit and sustainability of Perth's Eastern Region.

Working with our member councils, industry, government agencies and other stakeholders, the EMRC is a model of successful collaboration that delivers tangible benefits to the region. All projects and activities undertaken by the EMRC reflect the objectives within the *EMRC's 10 Year Strategic Plan 2017 to 2027*. The plan includes the Key Result Areas (KRA) of Environmental Sustainability, Economic Development and Good Governance. By working together

and collaborating to achieve shared benefits the region is stronger than ever.

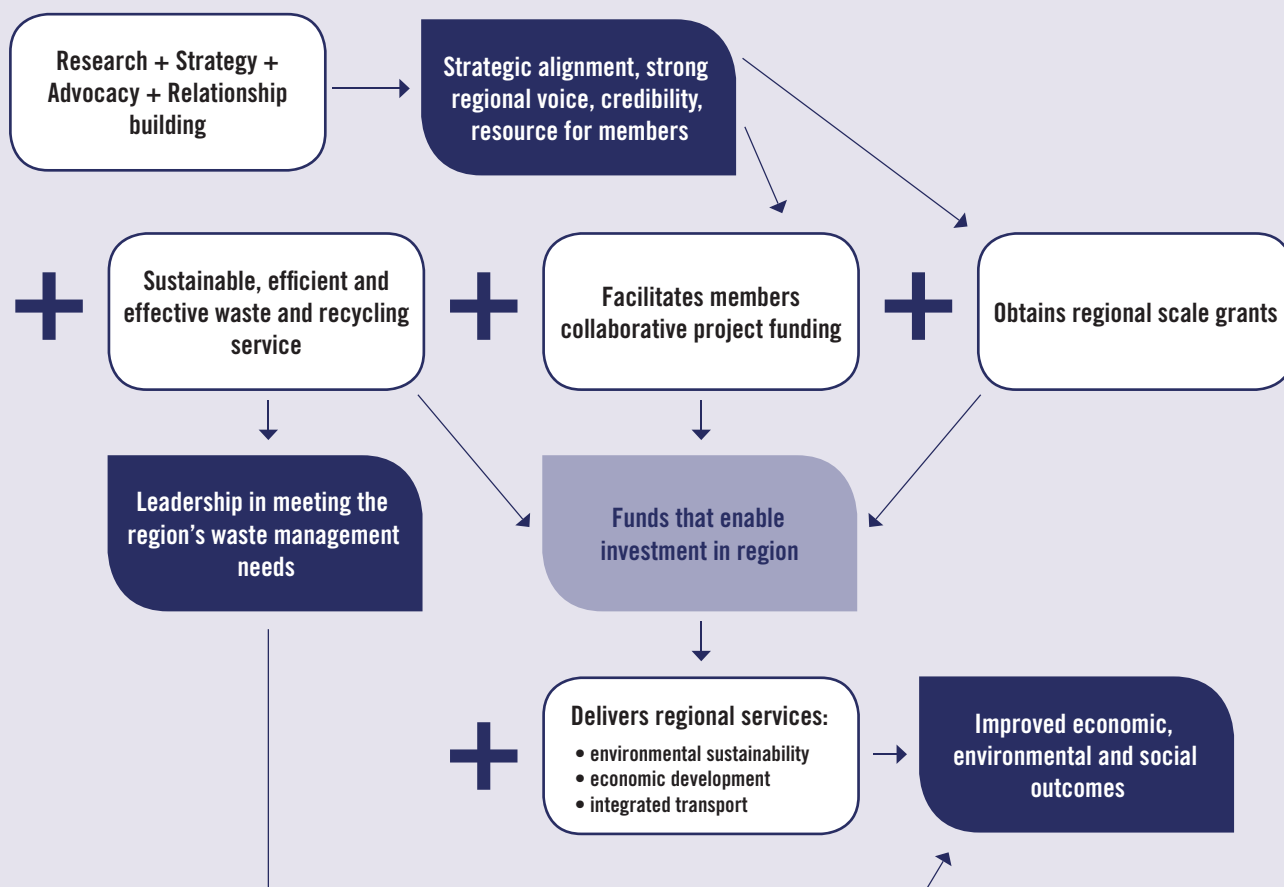
The EMRC comprises of three Directorates: Waste Services, Regional Services and Corporate Services. For the purpose of this Advocacy Strategy the focus is on Waste Services and Regional Services, which comprises Environmental Services and Regional Development.

The EMRC aims to deliver initiatives and activities to aid diversion of waste from landfill to more environmentally sustainable solutions, including composting of greenwaste, timber and mattress recycling and providing consulting advice on contaminated sites. The Resource Recovery Project in particular aims to develop and implement resource recovery solutions to maximise the social, environmental and economic benefits to Perth's Eastern Region and minimise the amount of waste being directed to landfill. These activities are complemented by the development and implementation of waste education schemes and initiatives.

environmental initiatives; to maintain and enhance the natural assets of the region; to contribute towards improved regional air, water and land quality and regional biodiversity conservation; and to address climate change.

The EMRC aims to facilitate and advocate for the sustainable economic and social development of the region, increase investment in infrastructure, transport, economic development activities and cultural and recreational activities.

The EMRC aims to ensure that it is a responsive, progressive and responsible organisation that provides advice and advocacy on issues affecting Perth's Eastern Region, manages partnerships and relationships with stakeholders and provides responsible and accountable governance and management of the EMRC.





1.3 A collective voice on regional priorities

The ongoing sustainability and development of the region depends on the strength and ability of the region to pool its resources to compete for public and private investment, deal with community issues, capitalise on opportunities and influence outcomes. This can be achieved through education and awareness-raising or through directly influencing key decision-makers and key stakeholders for the purpose of achieving specific outcomes.

The EMRC works with member councils to provide a collective voice for the region and to be a conduit for collaboration and advocacy on issues of regional significance. In pursuing regional outcomes that benefit member councils, the EMRC initiates and develops relationships with individuals, organisations and state and federal governments. The aim of this approach is to assist the region to fulfil its potential by attracting and increasing investment and supporting activities that contribute to making Perth's Eastern Region a great place to live, work, play and do business. The EMRC strives to ensure that the partnerships formed within the region contribute to a collective vision where organisations know that together we're building a stronger future.

Member councils' nominated representatives on the EMRC Council make decisions on regional matters and, through their support of advocacy campaigns, validate the strength of a collective vision and a unified approach to achieving regional prosperity. Member council Mayors, Presidents and Councillors provide strength to the advocacy effort, particularly in relation to issues and outcomes that are important to their communities and to the region as a whole.

The EMRC undertakes advocacy activities for the region daily through its interactions with external stakeholders and across all levels of government. Key EMRC staff contribute to the region's advocacy efforts by representing the region at public events, on strategic committees and at forums; by

preparing responses on key strategic plans and policies; and by seeking regional grant funding that has relevance to Perth's Eastern Region.

Together, we have a collective voice speaking on behalf of the region. This voice:

- is focused on issues that are of regional significance that will create positive benefits and long term sustainability for Perth's Eastern Region;
- raises the profile of, and promotes, the opportunities offered in Perth's Eastern Region;
- is flexible to respond to emerging issues and opportunities that affect Perth's Eastern Region;
- engages and involves stakeholders and people from diverse backgrounds and interests within Perth's Eastern Region; and
- is conducted with integrity, accountability and respect.

Advancing the interests of Perth's Eastern Region through strategic and proactive representation and effective working relationships, in particular across all three tiers of government, is a key enabler for investment attraction and development in the region. Advocacy target audiences have the capacity to become engaged partners, working with the EMRC to achieve common goals. Primary target audiences are those with the formal authority to deliver the outcomes required. Secondary audiences are those who have the ability to influence outcomes.

The EMRC maintains:

- a cooperative and productive relationship with state and federal government Ministers and their departments, and members of parliament, particularly those representing Perth's Eastern Region;
- consistent and effective participation in relevant regional organisations and peak bodies for the purpose of influencing outcomes beneficial to Perth's Eastern Region;



The EMRC works with member councils to provide a collective voice for the region and to be a conduit for collaboration and advocacy on issues of regional significance.

- representation of the region's interests at key conferences, meetings, forums and on strategic committees;
- protocols for communication with different stakeholders and target groups; and
- involvement in external consultation processes, seeking out regional funding opportunities and providing written submissions, where relevant to Perth's Eastern Region.

The EMRC's regional areas of priority are consistent with delivering on the core function of working on behalf of our member councils and making the region stronger. Influencing the outcomes for these areas is achieved through targeting a range of primary and secondary audiences including funding partners, policy makers and key community leaders.

The priority areas for Perth's Eastern Region are:

- Regional waste management:
 - Waste reduction and resource recovery.
 - Environmentally sustainable solutions.
 - Capacity for the future.
- Regional environmental management:
 - Swan and Helena Rivers.
 - Natural resource management.
 - Climate change.
- Regional economic development:
 - Business growth, investment and innovation.
 - Infrastructure to support strategic centres and population growth.
 - Maximise infrastructure benefits.
- Regional integrated transport:
 - Increase and maximise benefits of infrastructure and services.
 - Behaviour change.
 - Safety.

Advancing advocacy priorities will achieve outcomes for stakeholders and enable the EMRC to fulfil its potential in the areas of waste management, environmental management, economic development and transport. Advocacy actions are monitored, reviewed and updated by the EMRC Council on an annual basis.

Other key EMRC strategies that underpin the *Regional Advocacy Strategy 2016–2020* include:

- Regional Environment Strategy.
- Regional Economic Development Strategy.
- Regional Integrated Transport Strategy.
- Waste Education Strategy.

Key advocacy stakeholders expected to be involved in the implementation of the *Regional Advocacy Strategy 2016–2020* include:

- member councils, other local governments, state and federal governments and their agencies;
- members of parliament representing Perth's Eastern Region;
- business / commerce;
- industry;
- not-for-profit sector; and
- the community.

Key methods of achieving advocacy outcomes include:

- seeking regional funding;
- engaging with all levels of government, organisations and regional stakeholders;
- preparing submissions and awards;
- cross regional collaboration;
- attendance at meetings and forums;
- developing key partnerships; and
- undertaking high level research.

Together for sustainable waste management

Resource re-use and recovery, education to reduce waste and development of recycling technology are vital to ensuring environmentally sustainable and cost-effective waste management solutions for the region into the future. The EMRC is committed to long term planning for effective waste management to cater for the needs of a growing population and will continue to research and advocate for appropriate waste management solutions.



The Red Hill Waste Management Facility comprises a total area of 352 hectares and receives 250,000 – 300,000 tonnes of waste per annum.

2.1 Waste management context

Local governments have traditionally had responsibility for waste management within their local areas as laid down by the regulatory framework of each state. The EMRC's member councils recognised that by working together waste management solutions could be achieved effectively through a centralised organisation. The EMRC has been an integral element of waste management services within Perth's Eastern Region for over 30 years.

The EMRC has a reputation for being a leader in waste management and has demonstrated expertise in management and coordination of household waste and contaminated wastes; resource recovery and recycling services; managing and operating a landfill site; delivering education and awareness programs; and providing and maintaining waste management infrastructure. The EMRC was the first regional council to:

- construct and operate a Class IV disposal cell;
- offer household hazardous waste management programs;
- capture landfill gas to generate power;
- establish an industrial timber recycling facility; and
- establish a mattress recycling program.

The Red Hill Waste Management Facility has a total area of 352 hectares and receives 250,000 – 300,000 tonnes of waste per annum. The facility has approved landfill disposal cells for Class I to IV wastes, transfer station and a compost manufacturing and soil blending facility. The facility's gas field and power station, owned and operated by Energy Developments Pty Limited, generates up to four megawatts of electricity from recovered landfill gas for export into the grid. Significant quantities of kerbside greenwaste and the City of Bayswater's mobile greenwaste bins are composted on site with the former meeting AS 4454 certification. The EMRC holds a Department of Environment Regulation licence for these activities and the facility is operated and managed in a manner that complies with the licence conditions. All non-recycled waste collected by member councils within Perth's Eastern Region is landfilled at the Red Hill Waste Management Facility.

The EMRC's Hazelmere Resource Recovery Park is home to Western Australia's first mattress and timber waste recycling operations. The purpose of the park is to recover resources from some waste streams destined for the Red Hill Waste Management Facility, diverting waste from landfill and providing an opportunity to re-use materials. The park's operations will continue to expand to achieve a holistic resource recovery approach of best practice standard. The vision for the park is to be a hub of resource recovery activities, which will divert significant waste from landfill for re-use and recycling. The EMRC will use its advocacy efforts to realise this vision.

The waste activities are guided by two advisory committees: the Technical Advisory Committee and the Resource Recovery Committee. The Technical Advisory Committee consists of an officer from each member council and EMRC's Chief Executive Officer. The Resource Recovery Committee comprises the members of the Technical Advisory Committee and a councillor from each member council.

The Resource Recovery Project, is consistent with achieving the state government's *Western Australian Waste Strategy* target of a

65%

municipal recovery rate by

2020.

Planned expenditure for the Hazelmere Resource Recovery Park developments is estimated at around

\$25 million

over a five-year period.

The EMRC continues to advocate for best practice, sustainable, efficient and cost effective waste management practices and services delivered by regional councils. By working together, waste generated in Perth's Eastern Region is managed effectively and efficiently by the EMRC on behalf of our member councils.

2.2 Regional waste management priorities

2.2.1 Waste reduction and recovery

The EMRC is dedicated to the implementation and coordination of a range of resource recovery initiatives and community awareness and education programs. The Resource Recovery Project, which includes both the developments at the Hazelmere Resource Recovery Park and the Resource Recovery Facility, is consistent with achieving the state government's *Western Australian Waste Strategy* target of a 65% municipal recovery rate by 2020. The project will reduce the amount of material being sent to landfill as well as producing valuable products and recycled materials.

Planned expenditure for the Hazelmere Resource Recovery Park developments is estimated at around \$25 million over a five-year period. The park will process greenwaste, receive and sort commercial and industrial waste, receive and sort recyclables in a Materials Recovery Facility and create employment opportunities both during the construction stages and in on-going operation of the park. A Wood Waste to Energy Plant will convert woodchip into renewable energy and biochar by indirectly heating the residual wood waste, in the absence of oxygen. A Commercial and Industrial Waste Sorting Facility will sort dry commercial and industrial waste for recycling and re-use and service the member councils, industry and other local governments.

In addition to developing new resource recovery processes the EMRC also aims to reduce the amount of waste created by educating the community. The EMRC's waste education program offers a range of school and community group activities, community training courses and talks and tours of waste management facilities. The EMRC also maintains the R-Gang website which provides timely and relevant information about reducing, re-using, recycling and recovering waste.

The EMRC recovers a number of resources and sells a range of high-quality products at the Hazelmere Resource Recovery Park and the Red Hill Waste Management Facility including mulch, ferricrete, woodchip, coloured woodchip, woodchip fines, soil improver and clay. These products are developed using materials that are recovered during the creation of landfill cells or the processing of waste materials received that would otherwise be wasted in landfill. The EMRC works to develop new resource recovery and recycling activities particularly where appropriate markets exist.

2.2.2 Environmentally sustainable solutions

The EMRC places a high priority on environmental performance, which forms an important element in the planning and management of its activities. The Red Hill Waste Management Facility Environmental Policy details the set of commitments, objectives and responsibilities designed to achieve desired environmental outcomes. To implement these objectives the EMRC follows a comprehensive Environmental Management System which is designed to produce continuous site improvement whilst minimising environmental impact. The EMRC's Environmental Management System for the Red Hill Waste Management Facility is certified to the international ISO 14001:2004 standard. The independent certification process demonstrates to the EMRC's stakeholders and the wider community that the Red Hill Waste Management Facility is meeting its environmental objectives, by undertaking sufficient environmental management processes and activities and continually improving its environmental performance.

Environmental monitoring programs at the Red Hill Waste Management Facility include extensive quarterly surface and ground water monitoring, landfill gas surveys, native fauna surveys, feral animal management programs, field odour assessments (on-site and off-site at receptors), native seed collection, annual rehabilitation monitoring and aquatic fauna surveys surrounding natural surface water systems.

In addition to ongoing monitoring and management of environmental impacts, the EMRC has been working since 2001 to develop the Resource Recovery Project. The project will provide a more environmentally sustainable solution to managing our waste.

The EMRC's Environmental Management System

for the Red Hill Waste
Management Facility
is certified to the
international

**ISO
14001:2004**
standard.



Western Australia's population is projected to grow rapidly and is likely to reach between 4.5 million and 5.9 million by 2060.



2.2.3 Capacity for the future

Western Australia's population is projected to grow rapidly and is likely to reach between 4.5 million and 5.9 million by 2060. The EMRC's development plan for the Red Hill Waste Management Facility outlines planned capital works over the next 10 years based on the current and anticipated activities of the site. The plan indicates infrastructure requirements for the ongoing development of the Red Hill Waste Management Facility. These works encompass extension of landfill disposal cells for Class I to IV wastes, transfer station operations, greenwaste processing, resource recovery / alternative waste treatment operations and materials recovery. A range of factors were considered when preparing the Red Hill Waste Management Facility Development Plan including; landfill levy increases, population growth in Perth's Eastern Region, projected tonnages, changes in legislation regarding the treatment of waste, operation of the Resource Recovery

Facility, processing of commercial and industrial waste at the Hazelmere Resource Recovery Park and the potential operation of a Materials Recovery Facility.

The Resource Recovery Facility, which forms part of the Resource Recovery Project, is expected to extend the life of the Red Hill Waste Management Facility by up to 20 years. The new facility will treat municipal solid waste to divert waste from landfill, reduce greenhouse gas emissions and produce compost and / or renewable power. Construction and commissioning of the facility is anticipated in 2019. In addition to reducing the quantity of waste going to landfill, the Resource Recovery Facility is expected to minimise surface and ground water contamination, odour, dust, noise, litter, impacts on flora and fauna and greenhouse gas emissions.



Together for improved environmental quality

Healthy ecosystems and habitat for flora and fauna, clean air, land, waterways and green space, resource efficient buildings, infrastructure and transport systems, renewable energy and minimal waste and emissions are vital for a sustainable environment into the future. The EMRC works with its member councils to advocate for, and provide advice, assistance, project support and research on environmental matters including protection of the Swan and Helena Rivers, natural resource management and climate change mitigation and adaptation activities.



Below average rainfall in the south-west of Western Australia, together with a changing climate, has reduced the availability of freshwater in the Perth metropolitan area.

3.1 Environmental context

Perth's Eastern Region has considerable natural environmental assets with some of the state's most beautiful national parks, walking and cycling trails. The Swan and Helena Rivers and their tributaries provide iconic recreational and heritage precincts. The region's natural assets face increasing pressure from competing uses; from development of areas for economic benefit, to environmental protection for habitat and clean water, to health and social welfare through increased public access and population growth. A focus on protecting natural resources and addressing climate change, pollution and planning issues are fundamental to the environmental, social and economic well-being of the area, particularly in the context of a drying climate.

Below average rainfall in the south-west of Western Australia, together with a changing climate, has reduced the availability of freshwater in the Perth metropolitan area, resulting in a greater reliance of water from groundwater systems. Climate change impacts are also being felt across natural areas and the urban landscape, with February 2016 being the hottest February recorded globally in 137 years of records, at 1.21 degrees Celsius above the 20th century average of 12.1 degrees Celsius.

The EMRC's *Regional Environmental Strategy 2016-2020* is progressing regional environmental management under the global Sustainable Development Goals framework identified in the *2030 Agenda for Sustainable Development*, adopted by the United Nations in 2015 and ratified by the Australian Federal Government for implementation nationwide. Environmental programs, services and management are integral and cross-dependent with social, governance, transport and economic strategies and, as such, environmental considerations are integrated into relevant aspects of regional growth and regional opportunities where possible.

The EMRC provides technical expertise, research, collaboration and advocacy on environmental issues facing the region and is committed to seeking funding, acknowledging achievements, protecting assets and understanding issues pertinent to the region as a whole. Together, we act as one voice, striving to achieve a shared vision across Perth's Eastern Region for our communities.



130
environmental
community groups



1,700
volunteers



February 2016 global temperature
hottest on record
in **137** years

Estimated **3,000** tonnes
CO₂-e abatement and
electricity savings of
\$950,000



Community water consumption is lower
than the Perth average

Over **272** km²
of protected area

46,000 solar
installations (2001–2014)

3.2 Regional environmental priorities

3.2.1 Swan and Helena Rivers

The EMRC is committed to resource investment and coordinated management of the Swan and Helena Rivers that are essential for the long-term protection and activation of the rivers' potential as natural, cultural and economic assets within Perth's Eastern Region. Advocacy and funding remain ongoing priorities for the improvement and restoration of built and natural Swan River foreshore areas, including riverbank stabilisation, water quality, recreational dual-use pathways, interpretation and signage. Water quality monitoring of both the Swan and Helena Rivers and understanding and managing flood risk continue to build sustainability and resilience to flood prone areas.

3.2.2 Natural resource management

The EMRC continues to seek regional funding and provide strategic support to deliver the Eastern Region Catchment Management Program, in partnership with the Shires of Kalamunda and Mundaring, City of Swan and the Department of Parks and Wildlife - Rivers and Estuaries Division. The program engenders community-led participation in on-ground activities that assist regional biodiversity conservation and improve water quality for the Swan and Helena Rivers. The success of on-ground landcare activities relies heavily on the community network of over 130 'friends of' groups and four catchment groups totalling in excess of 1,700 volunteers contributing 30,000 volunteer hours annually across the region.

Other natural resource management priorities include increasing community capability, promoting sustainable and adaptive environmental initiatives and seeking funding to maintain and enhance the region's natural assets. All member councils have strong environmental strategic objectives which the EMRC supports through advocacy and service provision.

3.2.3 Climate change

The EMRC is committed to supporting regional climate change mitigation and adaptation initiatives to assist local governments and communities to adapt and build resilience to climate change. The EMRC works to bring together representatives from local government, state government, researchers, industry and the community to share practical knowledge and information to enhance adaptation outcomes. Through member councils' implementation of Carbon Action Plans and energy efficiency upgrades, it is estimated that greenhouse gas emissions abatement across Perth's Eastern Region will be approximately 3,000 tonnes CO₂-e by the end of 2017, with electricity savings of approximately \$950,000.

Loss of urban canopy and vegetation in Perth's Eastern Region requires continued research and collaboration to improve tree canopy retention and liveability within urban communities. This is critical to ensure the environmental value, social wellbeing and economy of the region are retained, enhanced and protected. Urban forests provide essential ecosystem services including air and water filtration, shade, temperature reduction, habitat, carbon sequestration and nutrient cycling.

Water quality and conservation is critical in a drying climate to ensure a sustainable water future. The EMRC supports its member councils in water management to maximise opportunities to improve water efficiency and water quality. Community water consumption has reduced across the region and is now lower than the Perth average. The EMRC continues to explore opportunities to effectively partner with appropriate organisations such as the Cooperative Research Centre for Water Sensitive Cities to ensure our member councils have access to the latest research, tools and training on best practice water management including water sensitive urban design.





Together for a growing community

Business incubation, innovation, competitive advantage and supporting improved infrastructure are vital to ensuring the economic prosperity of the region into the future. The EMRC works with its member councils to advocate for, and provide advice, assistance, project support and research on, economic development matters including business growth and support services, investment in infrastructure that supports activity centres and ensuring that benefits from infrastructure are maximised.

4.1 Economic context

The economic growth of Perth's Eastern Region is contingent upon expanding existing strengths, capitalising on emerging growth opportunities and maximising opportunities from the significant investment and infrastructure projects already completed, underway or planned for the region. Improving and promoting the liveability of Perth's Eastern Region will build community capacity to respond to, and take advantage of, social, environmental and economic opportunities. The Australian Government's *Smart Cities Plan* supports productive, accessible, liveable cities that attract talent, encourage innovation and create jobs and growth. Together, the region offers a range of investment options and opportunities for local business growth that can achieve these outcomes.

Perth's Eastern Region reflected the exceptional economic growth of Western Australia and achieved a growth rate of 7.6% per annum between 2008 and 2014, approximately 38.9% higher growth than the Australian economy. This growth was largely due to activity in the resources sector that has now slowed.

The region's economy is largely supported by manufacturing, logistics and distribution. Over one third of employment in the region is supplied in these sectors (39,322 jobs). The retail sector is growing and currently employs more than 15,000 workers and the labour market in the region has historically been stronger than the Greater Perth Metropolitan Area with a marginally lower unemployment rate from 2010-2015.

The region's resident population has increased by an average of 2.5% per annum over the past decade, which is slightly less than the average growth experienced across the greater Perth metropolitan area of 2.9%. What is notable is the shift towards higher growth within established areas with key transport links and a shift toward apartment living, driven largely by a combination of demographic, affordability and government policy.



The region's resident population has increased by an average of

2.5% per annum over the past decade.

The retail sector is growing and currently employs more than

15,000 workers.

Employment
self-sufficiency

77.9%



Jobs



124,500

GRP



\$24.513

billion

Value added



\$22.768

billion

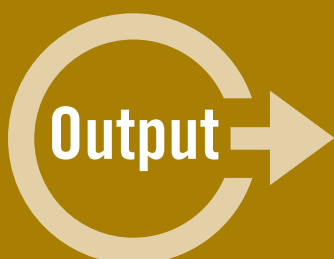


Regional Imports

\$16.889 billion

Regional Exports

\$20.619 billion



Output

\$55.147 billion

4.2 Regional economic development priorities

4.2.1 Business growth, investment and innovation

The EMRC recognises the importance of the number of large scale companies that fall under the umbrella of logistics, manufacturing and distribution located in Perth's Eastern Region. While this provides a unique opportunity to support growth of the sector through economies of scale, it is also important to ensure that the economic base of the region diversifies to protect stability and enable growth. The EMRC is committed to supporting identified industry clusters and to advocating for new investment from large scale companies to support a diverse employment base and provide market protection.

The EMRC continues to focus on supporting existing business growth and advocating for greater opportunities through innovation and job creation. New technology and innovation that supports productivity, reduces environmental impacts and creates new markets will be nurtured.

4.2.2 Infrastructure to support strategic centres and population growth

The EMRC continues to support and advocate for enhancements and connectivity to the strategic metropolitan, secondary and district centres in the region, identified in state government planning documents, which are constrained due to ageing and inadequate infrastructure to support growth. An example is the Mundaring Town Centre Revitalisation which is restricted by limited wastewater capacity to support the development of the centre into a 'district centre'. The Helena Valley growth area, identified as an urban expansion investigation area, will require additional community recreational infrastructure to support population growth.

Morley, identified as a Strategic Metropolitan Centre in the Western Australian State Government's *Directions 2031 and Beyond* is not currently serviced by rail, which is considered a key constraint to expanding business interests in the area. Rail to Morley, however, has been identified in the state government's recently released draft of its Perth Transport Plan - Transport @ 3.5 Million.

Transport infrastructure is also required to support activity centres, particularly in Ellenbrook, Belmont and Midland. In addition to supporting transport connections to activity centres, the role of freight routes impacting on the centres is also important. For instance, the freight rail alignment through Midland divides the centres and impacts on business interests and community safety. Having regard for the impacts of freight rail, when planning for the future development of the Forrestfield area and other potential development sites across the region, will ensure positive outcomes for the future residents in this area.

4.2.3 Maximise infrastructure benefits

The EMRC supports economic and social opportunities that will arise as a result of effective land use around stations on the new Forrestfield - Airport Link. The Forrestfield - Airport Link will provide an opportunity for transit orientated development in Forrestfield and High Wycombe that could cater for affordable high density housing close to rail connections and employment nodes. The Forrestfield - Airport Link is also a key opportunity for economic activity in the Bayswater Town Centre once increased transport connections to the station and higher density residential developments occur.

The City of Belmont's Development Area 6 has the potential to maximise opportunities associated with rail and proximity to the Perth Airport estate, encouraging commercial and residential investment for long term economic benefit. The EMRC will provide a strong advocacy role to encourage connectivity between public transport and recreational facilities along the Forrestfield - Airport Link, including Bayswater.

The slower than anticipated roll-out of the National Broadband Network (NBN) is seen as a barrier to future development for small business growth and innovation in Perth's Eastern Region and the EMRC continues to advocate and identify options for improved connectivity, reliable access, bandwidth and speeds.





Together for an efficient transport network

An effective, efficient and safe transport network that integrates all transport modes is vital to ensuring the productivity, liveability and efficiency of the region into the future. The EMRC works with our member councils to advocate for, and provide advice, assistance, project support and research on transport matters, including investment in infrastructure, delivery of behaviour change programs and improvements to all aspects of transport safety.



The region's major industrial presence includes Malaga, Kewdale, Hazelmere, Forrestfield, Bayswater and Bassendean, all of which play key roles in transport, storage, manufacturing and logistics for the state's construction and resource sectors.

5.1 Transport context

The state government recognised the importance of Perth's Eastern Region as a transport and industry hub in its urban development framework for the Perth and Peel regions as part of its *Directions 2031 and Beyond* strategy. Key locations identified in the strategy within Perth's Eastern Region include: Perth Airport, identified as a strategic specialised centre; Kewdale, identified as a key strategic industrial centre; and Midland and Morley which are identified as Strategic Metropolitan Centres. The secondary centres of Belmont and Ellenbrook perform an important role in the region's economy and provide essential services to their catchment populations. The state government's draft Perth Transport Strategy – Transport @ 3.5 Million highlights these centres and considers the timeframes for improved transport connections to be based according to the population growth targets of 'by 2.7M'; 'by 3.5M'; and 'beyond 3.5M'.

The region's major industrial presence includes Malaga, Kewdale, Hazelmere, Forrestfield, Bayswater and Bassendean, all of which play key roles in transport, storage, manufacturing and logistics for the state's construction and resource sectors. The significant transport and industrial hub in Perth's Eastern Region is a major generator of economic output. Correspondingly there are a number of high traffic major roads in and around these centres as well as major rail and road networks linking Perth with the rest of Western Australia and with the east coast of Australia.

The EMRC, through its Regional Integrated Transport Strategy Implementation Advisory Group, supports and advocates for alignment of local and regional transport strategies with state strategies in order to ensure consistent messaging and delivery of transport priorities, particularly where funding had been allocated, or priorities announced that affect Perth's Eastern Region.

Perth Airport is serviced by a growing number of international, domestic and regional airlines, with close to 13.8 million passengers travelling through Perth Airport terminals in 2015/2016 and with passenger numbers projected to rise to 28.5 million by 2034.

5.2 Regional transport priorities

5.2.1 Increase and maximise benefits of infrastructure and services

The Forrestfield - Airport Link will provide new rail services and facilitate improved bus networks for the eastern suburbs, foothills and surrounding community to the Perth CBD. The Forrestfield - Airport Link includes three new stations and will provide a rail solution that improves transport connectivity to and from Perth Airport, the eastern suburbs and regional centres. There is the potential for significant economic benefit in the surrounding areas for higher residential and commercial densities if development of land use is appropriately managed and progressed. The EMRC will advocate for consideration of the economic benefits of high density residential and commercial space in close proximity to stations.



**Perth Airport is serviced
by a growing number of
international, domestic and
regional airlines, with
passenger
numbers**

projected to rise to

**28.5 million
by 2034.**



The EMRC recognises the importance of public transport across Perth's Eastern Region and the significant issues that need to be addressed such as increasing services, coverage and frequency required to connect to activity, recreational and employment centres. Modifications are required in order to reduce congestion, increase road safety and remedy transport access issues for young people and the elderly. Public transport infrastructure priorities include the relocation of the Midland Train Station adjacent to the Midland Health Campus and supplying appropriate public transport connections to Ellenbrook and Morley.

Rail connections for both freight and commuter purposes is a long term priority. These connections need to be efficient, support a growing population and be aligned to have minimum detrimental effect on surrounding areas, particularly in terms of environmental impacts and dividing activity centres.

Existing roads are facing combined pressures of increased heavy freight transport traffic brought about by resource sector activity and the growth of the key industrial centres in the region, along with increased local passenger traffic and demand for integrated public transport due to the economic and demographic growth of the region. The EMRC supports and advocates for road infrastructure priorities including the upgrade of significant sections of road that fall under the jurisdiction of state and federal government funding as well as local roads, which remain the responsibility of member councils.

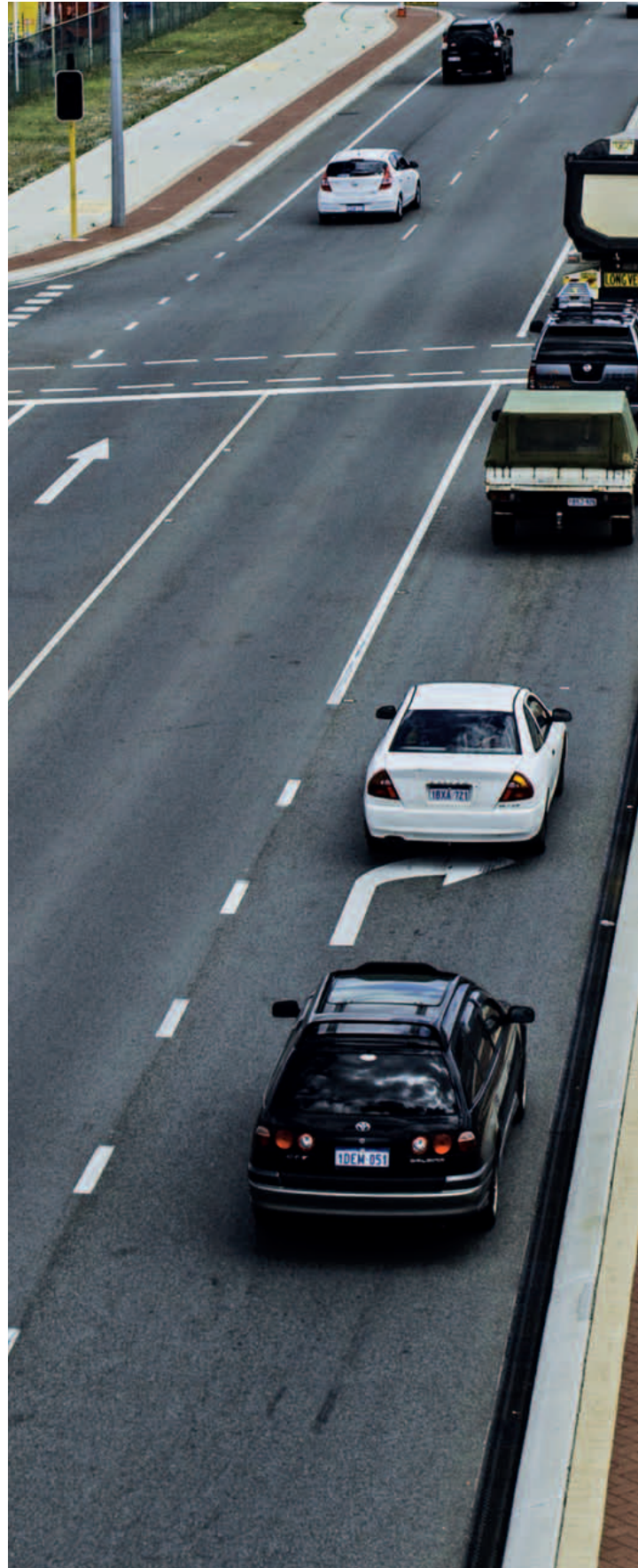
Perth's Eastern Region has been the recipient of extensive road network upgrades such as Gateway WA and Northlink WA, both of which include a network of high quality Principal Shared Paths, and will shortly see the commencement of works to construct the Forrestfield - Airport Link, connecting to the Midland rail line at Bayswater Station. Further, the Cities of Bayswater and Belmont, together with the state government, are investing in Bike Boulevard infrastructure to capitalise on active transport in the region. Planning is underway by the Cities of Bayswater, Belmont and the Shire of Kalamunda to ensure maximum benefit occurs with the delivery of high-density residential, a new activity centre and transit orientated development precincts based around the new train stations.

5.2.2 Behaviour change

Reducing reliance on cars, particularly for short trips, is important for reducing the future cost of road infrastructure development, congestion, impacts on the environment and carbon emissions from vehicles, as well as improving social equity, connectivity and providing greater active transport options. Making streets more walking and cycling friendly has the potential to generate more business and stimulate the local economy. The challenge ahead is to develop a community that uses private motorised transport less and instead utilises alternative modes such as walking, cycling and public transport.

The EMRC is in the ideal position to coordinate a multi-municipality behaviour change program, such as the Your Move program, that corresponds with the delivery of the new transport infrastructure and linking public transport to recreation and activity centres. Your Move is a travel behaviour program linking transport and physical activity outcomes.

Travel behaviour will continue to be influenced by underlying factors related to peak travel times and peak congestion times, affecting how, when and where people travel as well as social, economic and technological trends and factors. The EMRC remains at the ready to advocate for effective solutions.





5.2.3 Safety

Improving road safety for all road users across the region is a priority. A total of 164 vehicles were involved in a fatal crash in the region between 2010 and 2015. Whilst many of these fatal crashes involved motor vehicles, as greater efforts are made to increase the amount of people using active modes, it is important to consider how these vulnerable road users will interact with the rest of the transport network.

The EMRC's Direction Zero: A Regional Road Safety Plan for Perth's Eastern Region. comprises of five key focus areas: Safe Roads and Roadsides; Safe Road Use; Safe Vehicles; Safe Speeds; and Road Safety Planning and Governance. These key focus areas align with those set out in the federal and state governments' road safety strategies.

Four key road safety issues were identified in this plan:

- Crashes at intersections.
- Vehicles and motor cycles running off the road.
- Those involving vulnerable road users such as pedestrians, cyclists and motor cyclists.
- Road user behaviour relating to speed, inattention / driver distraction and / or driving under the influence of alcohol or drugs.

The EMRC will support its member council's by advocating for appropriate road safety awareness campaigns and blackspot and black route treatments in the region with a focus on reducing the amount of deaths and serious injuries on roads in the region.

A total of 164 vehicles were involved in a fatal crash in the region between 2010 and 2015

Advocacy

actions to influence priorities

Key advocacy stakeholders include: member councils, other local governments, state and federal governments and their agencies, members of parliament representing Perth's Eastern Region, business / commerce, industry, not for profit sector and the community.

Key methods of achieving advocacy outcomes include: seeking regional funding; corresponding with all levels of government, organisations and regional stakeholders; preparing submissions and awards; cross regional collaboration; attendance at meetings and forums; developing key partnerships; and undertaking high level research.

Regional Waste Management Priorities	Areas of Focus	Advocacy Actions
	Waste reduction and resource recovery	Continue awareness-raising of the role of regional councils in waste management and resource recovery.
		Continue advocacy for the use of the Waste Avoidance and Resource Recovery Levy hypothecated to the Waste Authority for investment into waste management infrastructure.
		Advocate for development of new waste management practices and services.
		Pursue best practice waste management practices.
	Environmentally sustainable solutions	Advocate to state government for funding to support the EMRC's best practice, sustainable and efficient waste services planned to meet the future needs of the region.
		Continue community engagement and awareness-raising of the benefits of the Wood Waste to Energy Plant, converting surplus wood waste to renewable energy and biochar.
	Capacity for the future	Promote the continued diversion and recovery of waste to extend the life of the Red Hill Waste Management Facility.
		Continue to pursue avenues for funding of resource recovery technologies and resource recovery infrastructure into the future.
		Advocate for the use of resource recovery products that have been diverted from landfill.
		Continue awareness-raising of all elements of the Resource Recovery Park and source funding partners as required.

	Areas of Focus	Advocacy Actions
Regional Environmental Priorities	Swan and Helena Rivers	Undertake advocacy as identified in the Swan and Helena Rivers Management Framework Review Report and Action Plan.
		Include issues facing the Swan and Helena Rivers in advocacy to the state government and also to the federal government the under its Plan for a Cleaner Environment.
	Natural resource management	Undertake advocacy as identified in the Regional Environmental Strategy 2016-2020.
		Seek opportunities to revegetate urban environments, strengthen natural resource management, reduce carbon emissions, improve water quality and build resilience in communities under the Federal Government Plan for a Cleaner Environment.
		Seek funding to undertake research and support member councils to implement stormwater harvesting, re-use of water and managed aquifer recharge projects to address water availability issues in a drying climate.
		Promote sustainable and adaptive environmental initiatives to maintain and enhance the region's natural assets.
		Advocate for improved regional air, water and land quality and regional biodiversity conservation.
	Climate change	Undertake advocacy as identified in the Regional Environmental Strategy 2016-2020.
		Seek opportunities to strengthen the environment's resilience to the impacts of climate change under the Federal Government Plan for a Cleaner Environment.
		Continue to raise awareness of, and opportunities to deal with, emerging environmental issues.
Regional Economic Development Priorities	Business growth, investment and innovation	Promote the region as an attractive investment destination.
		Advocate for the priority areas identified in the Regional Economic Development Strategy 2016-2020.
		Foster and enhance relationships with key stakeholders including government agencies and business groups.
		Promote partnership opportunities with organisations for the development of initiatives and projects.
	Infrastructure to support strategic centres and population growth	Advocate for increased investment and upgrades in regional infrastructure.
		Advocate for facilitation of sustainable economic development of the region.
		Develop and promote a Smart Cities Plan for the region.
	Maximise infrastructure benefits	Undertake a regional approach to research, advocacy and grant funding to create a stronger voice.
		Foster relationships with businesses in the region and promote awareness of opportunities to maximise national broadband network rollout benefits.
		Promote opportunities to facilitate regional, cultural and recreation activities.
Regional Transport Priorities	Increase and maximise benefits of infrastructure and services	Advocate for increased investment in regional transport infrastructure.
		Advocate for priorities identified in the Regional Integrated Transport Strategy 2016-2020.
		Review and advocate for improved public transport options throughout the region.
	Behaviour change	Advocate for improved social equity, connectivity and public health through greater active transport opportunities.
		Advocate for the Your Move program.
	Safety	Advocate for safe roads and roadsides, safe road use, safe vehicles, safe speeds and road safety planning and governance.



Eastern Metropolitan Regional Council
226 Great Eastern Highway, Belmont WA 6104
PO Box 234, Belmont WA 6984

Telephone: 08 9424 2222

Facsimile: 08 9277 7598

www.emrc.org.au

