



MINUTES

CERTIFICATION OF CONFIRMATION OF CHIEF EXECUTIVE ADVISORY COMMITTEE MEETING MINUTES

10 APRIL 2012

I, Ms Francesca Lefante, hereby certify that the following minutes [pages 1 to 24] of the Meeting of the **CHIEF EXECUTIVE OFFICER ADVISORY COMMITTEE** held on 10 April 2012 were confirmed at a meeting of the Committee held on 12 June 2012.

A handwritten signature in black ink, appearing to read "Francesca Lefante", is written over a horizontal line.

Signature

Ms Francesca Lefante

Person presiding at the Committee Meeting held on 12 June 2012

CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

MINUTES

10 April 2012

(REF: COMMITTEES-13728)

A meeting of the Chief Executive Officers Advisory Committee was held at the EMRC Administration Office, 1st Floor, 226 Great Eastern Highway, BELMONT WA 6104 on **Tuesday, 10 April 2012**. The meeting commenced at **12.30pm**.

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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 REGIONAL SERVICES CONSULTING RATES 2012/2013 AND MISCELLANEOUS ADMINISTRATION FEES

REFERENCE: COMMITTEES-13892

PURPOSE OF REPORT

To seek Council's adoption of the Regional Services consulting rates proposed for 2012/2013 and miscellaneous administration fees.

KEY ISSUES AND RECOMMENDATION(S)

- Regional Services coordinates, facilitates and jointly funds major regionally significant projects that aim to improve social, economic and environmental outcomes for Perth's Eastern Region.
- The Regional Services consulting rates have evolved over time to meet the needs of the member Councils by providing a mix of rates based on the diversity of tasks and experience required to fulfil consulting activities.
- The rates for member Councils have consistently been well below private sector consultancy rates and have only increased each year in accordance with CPI or marginally above CPI.
- For the 2012/2013 budget year a rate increase of between 2.63% – 3.03% is proposed.
- The proposed consulting rates will be used to develop the draft 2012/2013 budget.
- From time to time, the EMRC receives requests to provide photocopies of various materials and it is proposed to impose and set a fee to recover the costs.

Recommendation(s)

That Council by absolute majority in accordance with section 6.16 of the Local Government Act 1995:

1. Adopt the 2012/2013 Regional Services Consulting Rates, forming attachment 1 to this report and be effective as from 1 July 2012.
2. Impose an administration fee for the photocopying of documents provided to members of the public, forming attachment 2 to this report and be effective as from 1 July 2012.
3. Approve the 2012/2013 Regional Services Consulting Rates and the Administration Fees and Charges being advertised in accordance with Section 6.19 of the Local Government Act 1995.

SOURCE OF REPORT

Director Regional Services
Manager Environmental Services
Manager Regional Development

BACKGROUND

Consulting rates are reviewed on an annual basis as part of the preparation of the annual budget.

The Regional Services consulting rates have evolved over time to meet the needs of the member Councils by providing a mix of rates based on the diversity of tasks and experience required to fulfil consulting activities. The rates have consistently been well below private sector consultancy rates (around 50.00% less) and have only increased each year in accordance with CPI or marginally above CPI.



Item 9.1 continued

In February 2012 EMRC Council and Member Councils received the Regional Services Project Funding Summary 2012/2013 – 2016/2017 which outlines proposed projects for Regional Services. Project costs are determined using the proposed consulting rates.

Council is required to adopt fees and charges prior to advertising in accordance with the Local Government Act. As these rates will apply from 1 July 2012, it is necessary to advertise consulting rates prior to the budget being adopted.

REPORT

EMRC recognises the importance of maintaining reasonable charge out rates for member Councils to maintain the current levels of utilisation in line with member Council budget expectations, as well as provide a service that is competitive in the marketplace to benefit member Councils.

Regional Services Consulting Rates

Compared to rates for external clients in 2009/2010, the member Council consulting rates represented a 55% - 60% discount, and the 2011/2012 EMRC rates represented a 41% - 55% discount.

Over the period 2011/2012 the EMRC Environmental Services team has provided external consulting services to the Town of Victoria Park, City of South Perth and the Shire of Broome amounting to approximately \$43,121 of revenue to date.

The consulting rates are used to develop the draft 2012/2013 budget and form part of the Regional Funding Summary which was presented to the EMRC Council and member Councils for consideration and approval. At the meeting of Council held on 16 February 2012, it was resolved: (Ref: Committees - 13429)

“THAT COUNCIL APPROVES IN PRINCIPLE SUPPORT TO THE PROJECT PROPOSALS AS OUTLINED IN THE REGIONAL SERVICES PROJECT FUNDING SUMMARY 2012/2013-2016/2017 FOR USE IN INITIATING DISCUSSION WITH MEMBER COUNCILS FOR CONSIDERATION IN THE 2012/2013 DRAFT BUDGET.”

It is proposed that the Regional Services consulting rates for 2012/2013 for member Councils be increased between 2.63% – 3.03%.

It is proposed that *Other Organisations Consulting Fees* are not increased as they are currently above commercial consulting rates. In addition, it is proposed that the rates for the Coordinator Consultant, Consultant and Project Officer be reduced to remain competitive with commercial consultancy organisations, as shown in the Attachment 1.

The rates are based around three levels of consultants in addition to Manager and Director. It is expected that most consulting activities would be undertaken by the Coordinators, Consultants and Project Officers in order to provide the best value for money proposition for member Councils.

EMRC Regional Services is committed to aligning its consulting service and regional project delivery to meet member Council needs as the highest priority.

Administration Fees and Charges – Photocopy Fees

Under section 6.16 of the Local Government Act 1995, a local government may impose and recover a fee or charge for any goods or service it provides, other than those for which a service charge is statutorily imposed. Under section 6.16(3), fees and charges are to be imposed in accordance with an annual budget but can be imposed during the financial year and amended from time to time. Under section 6.17(1), Local Governments may determine the amount of a charge but are required to consider the costs of providing the service, its importance to the community and the price at which it can be provided by an alternative supplier.



Item 9.1 continued

From time to time, the EMRC receives requests to provide photocopies of various materials including, but not limited to, agendas and minutes. The schedule of fees proposed to deliver this service for black and white and colour is shown in Attachment 2.

STRATEGIC/POLICY IMPLICATIONS

Adoption of the consulting rates for the preparation of the draft 2012/2013 budget will contribute towards the achievement of the EMRC Strategic Plan for the Future 2010/2011 to 2013/2014.

Key Result Area 1 – Environmental Sustainability

- 1.5 To contribute towards improved regional air, water & land quality and regional biodiversity conservation
- 1.6 To address climate change issues within the region

Key Result Area 2 – Social Opportunities

- 2.2 To facilitate regional cultural and recreational activities

Key Result Area 3 – Economic Development

- 3.1 To facilitate increased investment in regional infrastructure
- 3.3 To facilitate regional economic development activities

Key Result Area 4 – Good Governance

- 4.1 To improve Member Council and EMRC financial viability
- 4.3 To provide a consultancy and training service
- 4.4 To manage partnerships and relationships with stakeholders

FINANCIAL IMPLICATIONS

The proposed rates are used to develop detailed budgets and project plans for Regional Services consulting activities.

SUSTAINABILITY IMPLICATIONS

The rates being proposed for the EMRC and member Councils recognise the competing demands on budgets from other sources and have been designed to facilitate the achievement of a sustainable service delivery arrangement.



Item 9.1 continued

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean City of Bayswater City of Belmont Shire of Kalamunda Shire of Mundaring City of Swan	The Regional Services Consulting Rates are used annually to assist with the formulation of budgets and for member Councils to be able to utilise EMRC consultancy services as and when required.

ATTACHMENT(S)

1. 2012/2013 Regional Services Consulting Rates (Ref: Committees-13915)
2. Administration Fees and Charges (Ref: Committees-13935)

VOTING REQUIREMENT

Absolute Majority

RECOMMENDATION(S)

That Council by absolute majority in accordance with section 6.16 of the Local Government Act 1995:

1. Adopt the 2012/2013 Regional Services Consulting Rates, forming attachment 1 to this report and be effective as from 1 July 2012.
2. Impose an administration fee for the photocopying of documents provided to members of the public, forming attachment 2 to this report and be effective as from 1 July 2012.
3. Approve the 2012/2013 Regional Services Consulting Rates and the Administration Fees and Charges being advertised in accordance with Section 6.19 of the Local Government Act 1995.

Mr Schneider, provided a brief overview of the report.

CEOAC RECOMMENDATION(S)

MOVED MR FOLEY

SECONDED MR JARVIS

That Council by absolute majority in accordance with section 6.16 of the Local Government Act 1995:

1. Adopt the 2012/2013 Regional Services Consulting Rates, forming attachment 1 to this report and be effective as from 1 July 2012.
2. Impose an administration fee for the photocopying of documents provided to members of the public, forming attachment 2 to this report and be effective as from 1 July 2012
3. Approve the 2012/2013 Regional Services Consulting Rates and the Administration Fees and Charges being advertised in accordance with Section 6.19 of the Local Government Act 1995.

CARRIED UNANIMOUSLY



Item 9.1 continued

COUNCIL RESOLUTION(S)

MOVED CR FÄRDIG

SECONDED CR ZANNINO

THAT COUNCIL BY ABSOLUTE MAJORITY IN ACCORDANCE WITH SECTION 6.16 OF THE LOCAL GOVERNMENT ACT 1995:

1. ADOPT THE 2012/2013 REGIONAL SERVICES CONSULTING RATES, FORMING ATTACHMENT 1 TO THIS REPORT AND BE EFFECTIVE AS FROM 1 JULY 2012.
2. IMPOSE AN ADMINISTRATION FEE FOR THE PHOTOCOPYING OF DOCUMENTS PROVIDED TO MEMBERS OF THE PUBLIC, FORMING ATTACHMENT 2 TO THIS REPORT AND BE EFFECTIVE AS FROM 1 JULY 2012
3. APPROVE THE 2012/2013 REGIONAL SERVICES CONSULTING RATES AND THE ADMINISTRATION FEES AND CHARGES BEING ADVERTISED IN ACCORDANCE WITH SECTION 6.19 OF THE LOCAL GOVERNMENT ACT 1995.

CARRIED UNANIMOUSLY

2012/2013 REGIONAL SERVICES CONSULTING RATES

Regional Services (Environmental Services & Regional Development) Consulting Rates

	Prior Year Actuals							Proposed	
	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/13	% Change
<i>Member Council Consulting Fees</i>									
Consultant Director	\$78.00	\$80.00	\$85.00	\$88.00	\$92.00	\$96.00	\$99.00	\$102.00	3.03%
Consultant Manager	N/A	\$70.00	\$75.00	\$78.00	\$82.00	\$86.00	\$88.50	\$91.00	2.82%
Consultant Coordinator	\$58.00	N/A	\$65.00	\$68.00	\$71.00	\$74.00	\$76.00	\$78.00	2.63%
Consultant	\$56.00	\$58.00	\$58.00	\$60.00	\$63.00	\$66.00	\$68.00	\$70.00	2.94%
Project Officer/Administration	\$40.00	\$42.00	\$44.00	\$46.00	\$48.00	\$50.00	\$51.50	\$53.00	2.91%
<i>Other Organisations Consulting Fees</i>									
Consultant Director	\$110.00	\$115.00	\$150.00	\$165.00	\$174.00	\$182.00	\$187.50	\$187.50	0.00%
Consultant Manager	\$95.00	\$100.00	\$130.00	\$145.00	\$153.00	\$160.00	\$165.00	\$165.00	0.00%
Consultant Coordinator	\$95.00	N/A	\$130.00	\$145.00	\$153.00	\$160.00	\$165.00	\$150.00	-9.09%
Consultant	\$85.00	\$90.00	\$120.00	\$132.00	\$139.00	\$145.00	\$149.50	\$125.00	-16.39%
Project Officer/Administration	\$75.00	\$80.00	\$105.00	\$115.00	\$121.00	\$127.00	\$131.00	\$100.00	-23.66%

ADMINISTRATION FEES AND CHARGES

Photocopy Fees	\$ Per Page
Black & White A4 print	\$ 0.35
Black & White A3 print	\$ 0.50
Colour A4 print	\$ 0.45
Colour A3 print	\$ 0.60



9.2 REGIONAL ADVOCACY PROGRAM

REFERENCE: COMMITTEES-13857

PURPOSE OF REPORT

To provide Council with an update on the Regional Advocacy Program and to propose a program for targeted advocacy during 2012/2013.

KEY ISSUES AND RECOMMENDATION(S)

- The EMRC has been given a formal role to be actively involved in regional advocacy on behalf of the member Councils.
- The Regional Advocacy Strategy 2010-2013 (RAS) provides an overarching framework on which future advocacy and leveraging activities can be structured using a standardised approach approved by Council.
- The Regional Advocacy Strategy (2009) outlines and establishes nine Key Regional Issues of Priority impacting on all member Councils for the focus for advocacy activity.
- The focus of regional advocacy during 2011/2012 was on a range of regional issues including issues facing the Swan and Helena River systems, the impact of the Carbon Pricing legislation for local governments, rollout for the National Broadband, transport and road infrastructure and the eligibility of the EMRC for Australian Government funding programs.
- A review has been undertaken of the nine Key Regional Issues of Priority and their alignment with the current member Council priorities and strategic direction of the State and Federal Government.
- Advocacy Actions for 2012/2013 have been proposed and ranked in priority as shown in Table One.

Recommendation(s)

That Council endorses the Advocacy Actions for 2012/2013 as shown in Table One of this Report.

SOURCE OF REPORT

Director Regional Services

BACKGROUND

At its meeting in August 2009, Council adopted a Regional Advocacy Strategy (Ref: Committees-10257) to provide an overarching framework from which all future advocacy and leveraging activities would be guided using a standardised approach approved by Council. In developing the Strategy, the EMRC established principles, standard approaches and guidelines that underpin and guide strategic advocacy activities and identify regional short and long term issues that need to be targeted to guide advocacy activities.

The Regional Advocacy Strategy (RAS) outlines and establishes nine Key Regional Issues of Priority impacting on all member Councils for the focus for advocacy activity. They are:

1. The health, protection and sustainable use of the Swan and Helena Rivers;
2. An effective and integrated transport system;
3. The establishment of high speed, reliable broadband in the region;
4. The continued and timely delivery of underground power;
5. The facilitation of appropriate and sustainable tourism development;
6. The facilitation of economic development and investment opportunities;



Item 9.2 continued

7. The continued improvement of regional waste management activities;
8. A natural environment that is protected, enhanced and maintained for future generations; and
9. Enhanced social inclusion and access to health, education and community services for all residents.

At a meeting of Council held on 21 April 2011, it was resolved (Ref: Committees-12030):

“THAT THE FOCUS FOR REGIONAL ADVOCACY DURING 2011/2012 WILL CENTRE ON THE FOLLOWING REGIONAL ISSUES:

- *PERTH AIRPORT ROADS: GATEWAY WA;*
- *GREAT EASTERN HIGHWAY – KOOYONG TO TONKIN HIGHWAY;*
- *GREAT EASTERN HIGHWAY – TONKIN HIGHWAY TO BYPASS;*
- *GREAT EASTERN HIGHWAY – GREENMOUNT HILL TO MUNDARING TOWN SITE;*
- *KALAMUNDA ROAD/BERKSHIRE ROAD/ROE HIGHWAY INTERSECTION;*
- *ABERNETHY ROAD/GROGAN ROAD INTERSECTION - DUPLICATION OF RAILWAY BRIDGE ON ABERNETHY ROAD;*
- *REID HIGHWAY - LINK BETWEEN LORD STREET AND WEST SWAN ROAD;*
- *PUBLIC TRANSPORT PROVISION;*
- *SWAN AND HELENA RIVERS;*
- *HIGH SPEED BROADBAND;*
- *UNDERGROUND POWER AND AERIAL BUNDLED CABLING; AND*
- *HEALTH IN PERTH’S EASTERN REGION.”*

REPORT

The focus of regional advocacy during 2011/2012 was on a range of regional issues raised by member Councils and the regional strategies of the EMRC such as the Regional Integrated Transport Strategy, the Regional Environmental Strategy and the Regional Climate Change Adaptation Action Plan. Issues facing the Swan and Helena River systems, the impact of the Carbon Pricing legislation for local governments, rollout for the National Broadband, transport and road infrastructure and the eligibility of the EMRC for Australian Government funding programs were other topics raised at meetings with politicians both locally and whilst in Canberra.

1. Review of Advocacy Activities 2011/2012

Delegation to Canberra

At its meeting of 21 April 2011, Council approved a delegation comprising the Chairman, the Chief Executive Officer and the Director Regional Services to travel to Canberra to discuss key regional issues with Federal Members of Parliament. The Chairman, the Chief Executive Officer and Director Regional Services undertook the delegation to Canberra on 14 and 15 September. Over the two day period, there were 14 appointments with Members, Senators and Advisors from most political parties. A full report was provided to Council 3 November 2011 (Ref: Committees-13156).

The meetings were productive and provided a valuable insight into the policy directions of the political parties. It was agreed that it was important that the profile and issues for Perth’s Eastern Region be actively raised with both politicians and also key departments. Information from the meetings has been used to follow-up with specific actions to benefit the region and meet the EMRC strategic direction.



Item 9.2 continued

Perth Airport Roads - Gateway WA: Perth Airport and Freight Access Project

The Gateway WA Steering Committee provides strategic guidance and direction to the planning and development of the Gateway WA: Perth Airport and Freight Access Project. The Committee provides input and decision making at a strategic level as well as ensures that the goals and priorities of key stakeholders are realised. The Manager Regional Development is a member of this Committee along with the Chief Executive Officer and Mayor of the City of Belmont, and the Chief Executive Officer and President of the Shire of Kalamunda.

The EMRC will continue to monitor developments to ensure local issues are considered in all stages of this major strategic project.

Great Eastern Highway – City East Alliance Project

Construction has commenced on a 4.1 km section of Great Eastern Highway to upgrade to six lanes between Kooyong Road and Tonkin Highway with a central median, on-road cycle facilities and continuous pedestrian path. As part of the works, all major intersections will be upgraded to include bus priority lanes and dedicated turning movements. The EMRC will continue to participate in City East Alliance and monitor progress of this project until completion in 2013.

Perth Darwin Highway

The State Government Department of Treasury has allocated \$10 million in the 2011/2012 financial year for preliminary planning to commence for the Perth Darwin Highway. The State Government is aiming to lodge an Infrastructure Australia bid by 2013/2014 to secure the funding for construction.

Through the Regional Integrated Transport Implementation Advisory Group, the EMRC will continue to monitor the progress of plans for the Perth Darwin Highway and the progress of the State Government in allocating funding over forward estimates for the Swan Valley Bypass, a 34 kilometre section of highway from Middle Swan to Muchea as the first stage of the Perth Darwin Highway Project. The City of Swan and Swan Chamber of Commerce indicated that they will pursue active advocacy on the Perth Darwin Highway issues.

Public Transport Provision

The EMRC conducted eight public transport forums facilitated by Curtin University's Department of Urban and Regional Planning to identify the community's aspirations for public transport in the Region. The Transport Planning Forums 2010 Findings Report was presented to the Minister for Transport, the Hon Troy Buswell in May 2011 and distributed to the Public Transport Authority, Department of Transport and various State and Federal politicians.

The Transport Planning Forums Report provided background for a submission to the draft Public Transport for Perth in 2031 which outlined regional priorities including increased public transport to the airport, acknowledging Midland and Ellenbrook as priority regional destinations and developing linkages to Fremantle and the north coastal line. The EMRC will continue to advocate for increased and effective public transport in Perth's Eastern Region.

High Speed Broadband

The EMRC has been advocating for the improvement of high speed broadband in the region since 2007 and in 2009, developed a Regional Business Case for Broadband Infrastructure Upgrades across Perth's Eastern Region. The EMRC has continued to advocate for the priority rollout of the National Broadband Network in Perth's Eastern Region and met with Senator Conroy at the Community Cabinet Meeting on 30 March 2011 to discuss the progress of the Broadband Business Case; and in September with Senator Conroy's Office and the Shadow Minister for Communications, the Hon Malcolm Turnbull in Canberra.

The EMRC will continue to liaise with the NBN Co and the Federal Government to monitor the roll out of NBN in Perth's Eastern Region. The NBN Co Three Year Rollout Plan is due to be released by the end of March 2012. The EMRC will work with key stakeholders and member Councils to develop a Regional Digital Economy Strategy to provide a vehicle to identify, communicate and consolidate issues and opportunities that the NBN rollout will bring to the region.



Item 9.2 continued

Underground Power

The EMRC coordinated a regional submission in 2010 to the review undertaken by the Economic Regulation Authority of the State Underground Power program. In October 2010, Minister Collier announced a review of underground power by the Office of Energy to provide recommendations to the Government on how the Program could be improved for future rounds.

The terms of reference for the public review of the State Underground Power Program include:

- whether the State Underground Power Program should continue;
- if the Program is to continue, the options as to what form it would take; and
- the respective costs and benefits of the options.

The Economic Regulation Authority's (ERA) final report on the Inquiry into the State Underground Power Program Cost Benefit Study was released in September 2011. The ERA's recommendations support the capitalized value of underground power in Perth. Households in Perth derived a significant benefit from having underground power, which increased as a function of their property value.

The Office of Energy has undertaken workshops with WALGA and is on track to provide a final report to the Minister for Energy by the end of March 2012. The EMRC will continue to monitor this initiative and promote the preferred alternative of aerial bundling for power dissemination in the Perth Hills.

Health in Perth's Eastern Region

Work has been undertaken with the Swan Chamber of Commerce, the City of Swan and the Midland Redevelopment Authority to maximise the opportunities created by the development of the Midland Health Campus and the GP Superclinic projects. An Action Agenda identifying five priority areas has been developed as a focus for activity and these are: the Lloyd Street underpass and train station relocation; digital connectivity; the provision of short stay accommodation; the need for a significant university presence in Midland; and the relocation of the Country Health Service to Midland.

The EMRC will continue its involvement in the Maximising Opportunities in Midland group and advocate for the identified priority areas.

Other Advocacy Activities

During 2011/2012 the EMRC Chief Executive Officer and senior staff have made representations to:

- Mr Ken Wyatt – Member for Hasluck.
- The Hon. Troy Buswell, Minister for Transport.
- Mr Steve Irons – Member for Swan.
- Mr David Hatt, Senior Advisor - The Hon Stephen Smith Member for Perth.
- Attended Swan Chamber of Commerce breakfast meeting with The Hon Bill Shorten, Minister for Employment and Workplace Relations, Minister for Financial Services and Superannuation.
- Attended presentation from Mr Mark Quigley, Chief Executive Officer NBN Co.
- The Hon Simon Crean MP – Minister for Regional Australia and Local Government.
- The Hon Bill Marmion – Minister for the Environment.
- The Hon John Castrilli MLA – Minister for Local Government; Heritage; Citizenship and Multicultural Interests.
- The Waste Authority.
- Senator Mark Bishop.



Item 9.2 continued

During the 2011/2012 the following submissions were lodged in response to various strategic direction documents:

- Public Transport for Perth in 2031;
- Capital City Planning Framework;
- Metropolitan Local Government Review Panel;
- Priority Plan for Investment in the Swan Canning Catchment; and
- Swan River Trust Draft River Protection Strategy.

2. Strategic Regional Advocacy for 2012/2013

As the RAS was formulated and adopted in 2009, a review has been undertaken of the nine Key Regional Issues of Priority and their alignment with the current strategic priorities and direction of the State and Federal Government. Demonstrating an alignment between regional strategic direction and that being identified at state and national level will ensure that a whole of government approach is progressed and the best leverage is made of opportunities and resources. The Advocacy Actions Review Framework is shown as an attachment to this report.

The Australian Government is working to achieve sustainable population growth and more liveable cities through the Sustainable Population Strategy and National Urban Policy as well as addressing infrastructure reform and investment through Infrastructure Australia and the Council of Australian Governments (COAG) Reform Council's review of capital city strategic planning¹. This requires that the States and Territories capital city strategic planning systems be integrated and coordinated between all three levels of government and particularly across land use, infrastructure and economic development agencies and functions. From January 2012, Commonwealth infrastructure funding will be linked to consistency with these criteria.

Capital City Strategic Planning undertakes long-term strategic planning of cities to manage growth and productivity, sustainability and liveability, and accommodate demographic change and population growth.

The State Government's strategic planning document, *Directions 2031 and Beyond* links with the Australian Government's Capital City Strategic Planning and the National Urban Policy which establishes a national framework to improve productivity through economic growth, to address sustainability through better management of demand for energy, water and land and reduced production of waste and pollution; and to improve liveability through creating cities that are equitable, socially inclusive, healthy safe and resilient².

Recent visits to all member Councils as part of the annual budget project funding presentations have also included discussion on major issues and information from this process has been incorporated into the Advocacy Actions Review Framework.

¹ COAG Communique. Council of Australian Governments' Meeting 7 December 2009

² Our Cities, Our Future. A national urban policy for a productive sustainable and liveable future. Department of Infrastructure and Transport. May 2011



Item 9.2 continued

A summary of the proposed actions ranked by priority for 2012/2013 is shown in the Table below.

Table 1

Key Regional Priority Issues	Proposed Actions for 2012/2013
The continued improvement of regional waste management activities	<p>Continue to promote the awareness of implications of carbon pricing for Local Government Waste Management.</p> <p>Pursue avenues for funding of waste to energy technologies.</p> <p>Coordinate a response to the review of the Contaminated Sites Act (2003).</p> <p>Continue advocacy for the hypothecation of landfill levy funds to waste management activities</p>
The facilitation of economic development and investment opportunities	<p>Seek involvement with the Department of Planning Directions 2031 and Beyond strategy to develop an economic development and employment strategy to support urban growth and facilitate increased employment self sufficiency in the region.</p> <p>Promote the region as an attractive investment destination</p>
A natural environment that is protected, enhanced and maintained for future generations	<p>Work with Member Councils to identify issues associated with declining water allocations, use of recycled water and development pressures.</p> <p>Develop an issues paper for use as an advocacy tool to address identified issues.</p> <p>Undertake advocacy as identified in Regional Climate Change Adaption Plan.</p>
An effective and integrated transport system	<p>Advocate in partnership with Shire of Mundaring for the upgrade of Great Eastern Highway Greenmount Hill to Mundaring Town Site.</p> <p>Undertake advocacy for projects identified as high priority in reviewed Regional Integrated Transport Strategy (RITS).</p> <p>Advocate for increased and effective public transport in Perth's Eastern Region.</p>
The health, protection and sustainable use of the Swan and Helena Rivers	<p>Pursue avenues for up to date flood modelling including impacts of sea level rise for Swan River.</p> <p>Undertake advocacy as identified in Regional Climate Change Adaption Plan.</p> <p>Undertake advocacy as identified in Swan Helena Rivers Management Plan</p>



Item 9.2 continued

Key Regional Priority Issues	Proposed Actions for 2012/2013
Enhanced social inclusion and access to health, education and community services for all residents	Continued facilitation of the Maximise Opportunities in Midland group. Advocate for establishment of University for Midland. Advocate for increased and effective public transport in Perth's Eastern Region.
The establishment of high-speed, reliable broadband in the region	Develop a regional digital strategy. Monitor the progress of NBN co rollout.
The continued and timely delivery of underground power	Monitor outcomes of ERA and SUPP reviews. Seek support for aerial bundling of power supply for the Perth Hills
The facilitation of appropriate and sustainable tourism development	Support for strategic regional projects as required.

STRATEGIC/POLICY IMPLICATIONS

Undertaking advocacy activities will contribute towards the achievement of the EMRC Strategic Plan for the Future 2010/2011 to 2013/2014.

Key Result Area 3 – Economic Development

- 3.1 To facilitate increased investment in regional infrastructure

Key Result Area 4 – Good Governance

- 4.2 To provide advice and advocacy on issues affecting Perth's Eastern Region.
- 4.4 To manage partnerships and relationships with stakeholders.

This report aligns to the Regional Advocacy Strategy 2010-2013 and has relevance to EMRC's *Policy 1.8 Lobbying and Advocacy*, which establishes a protocol for dealing with organisational and regional lobbying and advocacy issues.

FINANCIAL IMPLICATIONS

Advocacy activities are covered in the 2012/2013 budget. (73966/02)

SUSTAINABILITY IMPLICATIONS

The future sustainability of Perth's Eastern Region will be largely dependent on the strength and ability of the region to pool its resources to compete for and attract government and private sector funding into the region.

Advocacy and relationship building aims to increase awareness of the Perth's Eastern Region and the role of the EMRC as well as to identify and capitalise on future funding opportunities to support regional scale projects/activities.



Item 9.2 continued

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean	} Member Councils continuing to support and to promote the benefits of a regional approach to advocacy and continuing to endorse the EMRC as their peak advocacy body when dealing with strategic issues for Perth's Eastern Region.
City of Bayswater	
City of Belmont	
Shire of Kalamunda	
Shire of Mundaring	
City of Swan	

ATTACHMENT(S)

Advocacy Actions Review Framework (Ref: Committees-13919)

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That Council endorses the Advocacy Actions for 2012/2013 as shown in Table One of this Report.

Mr Cole highlighted the lack of support from the bureaucrats with regards to broadband and requested that the EMRC and the City of Belmont continue to advocate for this service.

CEOAC RECOMMENDATION(S)

MOVED MR JARVIS

SECONDED MR FOLEY

That Council endorses the Advocacy Actions for 2012/2013 as shown in Table One of this Report.

CARRIED UNANIMOUSLY

COUNCIL RESOLUTION(S)

MOVED CR FÄRDIG

SECONDED CR ZANNINO

THAT COUNCIL ENDORSES THE ADVOCACY ACTIONS FOR 2012/2013 AS SHOWN IN TABLE ONE OF THIS REPORT.

CARRIED UNANIMOUSLY

Regional Advocacy Strategy - Actions Review Framework						Alignment to Government Priorities - Sustainable Population Strategy - National Urban Policy - Directions 2031					Overall Priority for 2012/13	
Focus	Key Regional Advocacy Priorities	Actions undertaken for 2011/12	Current Effort/ Status to date	Urgency/MC priority	Capacity to deliver/effect change	Prosperous A global city will depend on building on our current prosperity. Productivity growth is key driver of economic growth and prosperity.	Accessible To meet education, employment, recreation, service and consumer needs within a reasonable distance of home.	Sustainable To grow within the constraints placed on us by the environment we live in. Better management of consumption of resources and production of waste to reduce our impact on the environment.	Liveable Cities are equitable, socially inclusive, affordable, accessible, healthy safe and resilient.	Responsible To manage urban growth and make the most efficient use of available land and infrastructure.		Proposed Actions for 2012/13
Natural Environment	The health, protection and sustainable use of the Swan and Helena Rivers	Funding sought through RDAF for foreshore stabilisation. Key area for Canberra delegation. Subsequent meetings with Member for Perth, Member for Swan and Member for Hasluck to discuss funding issues. Member of C21 group of Councils Provided input to Priority Plan for Investment in the Swan Canning Catchment. Provided a submission to Swan River Trust Draft River Protection Strategy	High	High	Medium	Low	Medium	High	High	High	Medium/High	Pursue avenues for up to date flood modelling including impacts of sea level rise for Swan River. Undertake advocacy as identified in Regional Climate Change Adaption Plan. Undertake advocacy as identified in Swan Helena Rivers Management Plan
Infrastructure	An effective and integrated transport system	Perth Airport Roads - Gateway WA Great Eastern Highway - City East Alliance Great Eastern Highway - Greenmount Hill to Mundaring Town Site Kalamunda Road, Berkshire Road/Roe Highway Intersection Reid Highway Link between Lord Street and West Swan Road Public Transport - Submission to Draft Public Transport for Perth 2031	High - formed a key focus for 2010/2011, 2011/2012	Medium/High - significant progress achieved	Medium	High	High	Medium	High	Medium	Medium/High	Advocate in partnership with Shire of Mundaring for the upgrade Great Eastern Highway Greenmount Hill to Mundaring Town Site. Undertake advocacy for projects identified as high priority in reviewed RITS. Advocate for increased and effective public transport in Perth's Eastern Region.
Infrastructure	The establishment of high-speed, reliable broadband in the region	Meetings undertaken with Minister and Shadow Minister for Communication, local members and NBNCo seeking priority rollout.	High - a key focus since 2009	High - dependent on NBN Co 3 yr rollout plan	Medium/Low	High	Medium	Medium	Medium	High	Medium	Develop a regional digital strategy. Monitor the progress of NBN co rollout.
Infrastructure	The continued and timely delivery of underground power	Monitor state government and ERA policy review	Low - dependent on current reviews	Medium	Low/Medium	Low	Low	Medium	Medium	Medium/High	Low/Medium	Monitor outcomes of ERA and SUPP reviews. Seek support for aerial bundling of power supply for the Perth Hills
Regional Development	The facilitation of appropriate and sustainable tourism development	Undertaken as part of REDS	Low	Low	Medium	Medium	Medium	Medium	Medium	Medium	Low/Medium	Support for strategic regional projects as required.
Regional Development	The facilitation of economic development and investment opportunities	Undertaken campaign and projects for maximising opportunities of investment in health in Perth's Eastern Region. Economic Development Strategy developed	Medium/High	High	High	High	High	Medium	High	High	High	Seek involvement with the Department of Planning Directions 2031 strategy to develop an economic development and employment strategy to support urban growth and facilitate increased employment self sufficiency in the region. Promote the region as an attractive investment destination
Waste	The continued improvement of regional waste management activities	Awareness raising on implications of carbon price on LG. Advocacy for funding for waste to energy projects.	High	High	High	Medium	Low	High	High	High	High	Continue to promote the awareness of implications of carbon pricing for Local Government Waste Management. Pursue avenues for funding of waste to energy technologies. Coordinate a response to the review of the Contaminated Sites Act (2003). Continue advocacy for the hypothecation of landfill levy funds to waste management activities.
Natural Environment	A natural environment that is protected, enhanced and maintained for future generations	Funding sought through RDAF for foreshore stabilisation. Key area for Canberra delegation. Subsequent meetings with Member for Perth, Member for Swan and Member for Hasluck to discuss funding issues. Developed issue paper for reuse of grey water for member Councils and website. Developed issues paper on implications of Carbon Pricing.	Medium/High	Medium/High	High	Medium	Low	High	High	High	Medium/High	Work with Member Councils to identify issues associated with declining water allocations, use of recycled water and development pressures. Develop an issues paper for use as an advocacy tool to address identified issues. Undertake advocacy as identified in Regional Climate Change Adaption Plan.
Social Capital	Enhanced social inclusion and access to health, education and community services for all residents	Submission to Healthy Communities Grant and liaison with Fed Govt on need for funding for the Region. Funding provided to Kalamunda and Belmont. Maximising Opportunities in Midland Group. Advocacy undertaken for establishment of a university on Midland.	Medium/High	Medium	Medium	Medium	High	Medium	High	Medium/High	Medium/High	Continued facilitation of the Maximise Opportunities in Midland group. Advocate for establishment of University for Midland. Advocate for increased and effective public transport in Perth's Eastern Region.



9.3 DEVELOPMENT OF A REGIONAL DIGITAL STRATEGY FOR PERTH'S EASTERN REGION

REFERENCE: COMMITTEES-13451

PURPOSE OF REPORT

To seek Council's endorsement of the development of a Regional Digital Strategy in readiness for the National Broadband Network in Perth's Eastern Region.

KEY ISSUES AND RECOMMENDATION(S)

- On 7 April 2009, the Federal Government announced the establishment of the National Broadband Network Company Limited (NBN Co) to build and operate a National Broadband Network (NBN).
- On 9 June 2009, the CEOAC recommended to Council that broadband infrastructure be included as a priority for regional advocacy with the aim of maximising opportunities that arise with the rollout of the NBN for Perth's Eastern Region.
- As priority locations for rollout of the NBN were previously negotiated jointly between the Federal and State governments, the EMRC has undertaken advocacy activities at political and departmental levels to promote the strategic importance of Perth's Eastern Region to the State.
- Through the EMRC Economic Development Officers Group, information from the 'Local Government Conference' held in Sydney, the Department of Regional Development and Local Government and Economic Development Australia Conference in October 2011, the EMRC is aware that many LGA's have information communications technology initiatives in their regional plans. This has highlighted the need for a Regional Digital Strategy for Perth's Eastern Region to provide an overarching direction that member Councils individual digital strategies can dovetail into.
- ALGA has partnered with NBN Co to develop a Best Practice Guide for Councils to assist local government expedite the rollout of the NBN. The Guide identifies that a regionally based digital economy strategy can provide an effective vehicle to identify, communicate and consolidate issues and opportunities that the NBN rollout can bring to councils and communities.
- It is proposed that the EMRC facilitate the development of a Regional Digital Strategy involving consultation with member Councils through the Economic Development Officers Group.

Recommendation(s)

That Council endorse the development of a Regional Digital Strategy in readiness for the National Broadband Network in Perth's Eastern Region.

SOURCE OF REPORT

Director Regional Services
Manager Regional Development

BACKGROUND

Milestones in the evolution of the regional broadband activities facilitated by the EMRC for Perth's Eastern Region include:

- On 7 April 2009, the Federal Government announced to establish the NBN Co Limited to build and operate a NBN;



Item 9.3 continued

- On 9 June 2009, the CEOAC recommended to Council that broadband infrastructure be included as a priority for regional advocacy with the aim of maximising opportunities that arise with the rollout of the NBN for Perth's Eastern Region;
- On 2 July 2009, representatives from the EMRC and the City of Swan briefed Senator Stephen Conroy, Minister for Broadband, Communications and the Digital Economy on the broadband issues experienced by residents and businesses in Perth's Eastern Region, as identified in the blackspot survey undertaken by the EMRC in 2008. Senator Conroy invited the EMRC to submit a comprehensive Regional Business Case to support inclusion of Broadband Infrastructure upgrades in Perth's Eastern Region within the rollout of the National Broadband Network;
- The CEOAC at its 11 August 2009 meeting endorsed the EMRC developing a Regional Business Case in collaboration with member Council officers;
- In 2010, the EMRC submitted its Regional Business Case to the NBN Co Limited and in December 2010 the EMRC lodged its Broadband Business Case as a submission to the Federal Government House of Representatives Standing Committee on Infrastructure and Communications Inquiry into the role and potential of the NBN;
- In February 2011, the State Government established a Broadband Working Group (BWG) to maximise the benefits of the National Broadband Network to Western Australia. In order to define the structure, membership and terms of reference for the BWG, the Department of Commerce commenced an initial round of stakeholder consultation with major representative organisations. The EMRC presented to the Department of Commerce;
- In March 2011, EMRC officers met with Senator Conroy, Minister for Broadband, Communications and the Digital Economy to discuss the viability of the EMRC Broadband Business Case submitted to Federal Government and NBN Co impacting on the broadband rollout into Perth's Eastern Region;
- In May 2011, EMRC Officers participated in the House of Representatives Standing Committee on Infrastructure and Communications roundtable public hearing;
- The EMRC has continued to advocate for the priority rollout of the NBN in Perth's Eastern Region and in September met with Senator Conroy's Office and the Shadow Minister for Communications, the Hon Malcolm Turnbull in Canberra; and
- In November 2011, EMRC Economic Development Officers Group determined the need for and supported the development of a Regional Digital Strategy for Perth's Eastern Region in readiness for the NBN in Perth's Eastern Region.

REPORT

National Economic Development Australia Conference - The Digital Economy

In October 2011, the EMRC Manager Regional Development attended the National Economic Development Australia conference – *The Digital Economy* which focussed on Future Economic Development Practices for government, business and regional organisations.

The conference presented a future vision context of the possibilities that broadband will offer economic development for the future. In conjunction it was an opportunity to learn the practical strategic frameworks used by organisations to maximise the effectiveness of high speed broadband. The conference focused on 'integrated' place management solutions of 'digital economy' applications. Infrastructure, community services through to power management solutions were presented in a holistic, integrated economic development context. The conference also provided opportunity to work through a practical 'hands on' process designed to produce an initial priority digital economy framework for your local region.

The key message for Local Government was to prepare for the economic benefits of the NBN through development of Digital Strategies.



Item 9.3 continued

Development of a Regional Digital Strategy for Perth's Eastern Region

At a national level, ALGA has partnered with NBN Co to develop a Best Practice Guide for Councils to assist local government expedite the rollout of the National Broadband Network and to consider the development of a local digital strategy to demonstrate how the community and businesses can benefit from future broadband services. A regionally based digital economy strategy that is part of local government's long term economic development strategy can provide an effective vehicle to identify, communicate and consolidate issues and opportunities that the NBN rollout can bring to councils and communities.

The EMRC also facilitates the Economic Development Officers Group (EDOG) on a bi-monthly basis, a group which manages the implementation of the Regional Economic Development Strategy 2010-2015. The group consists of economic development officers from the six member councils with the purpose of the group being:

- To share information on regional and local activities related to economic development; and
- To identify and progress opportunities to collaborate on economic development issues of benefit to Perth's Eastern Region.

At the November 2011 EDOG meeting, it was determined the need for a Regional Digital Strategy for Perth's Eastern Region and the EMRC was assigned with developing a report to Council seeking endorsement of a Regional Digital Strategy for Perth's Eastern Region being established.

This report outlines the proposed development of a Regional Digital Strategy (RDS) to complement the EMRC's regional economic development activities under the Regional Economic Development Strategy 2010 – 2015.

Framework

The RDS will be developed in consultation with member Councils through the Economic Development Officers Group (EDOG), business and industry to guide the EMRC in its delivery of agreed regional broadband activities and to ensure this complements member Council's existing strategies.

The RDS will address high speed broadband infrastructure critical issues currently hindering the growth capacity in Perth's Eastern Region. The attraction of knowledge based industries and employment is a key focus area of the Regional Economic Development Strategy as it will enhance the competitiveness of the region.

The EMRC's Strategic Plan gives special attention to lobbying and advocacy activities as a means to address issues of priority to all member Councils. Advocacy is viewed as a tool to influence the political, social and economic environment to maximise benefits for member Councils and their communities and the RDS will provide a valuable tool for assisting with promotion of the region as an attractive investment destination.

Development of a RDS will contribute towards maximising the benefits of broadband and prepare digital economic development opportunities in Perth's Eastern Region.

STRATEGIC/POLICY IMPLICATIONS

Strategic Plan for the Future 2010/2011 to 2013/2014

Key Result Area 3 – Economic Development

- 3.1 To facilitate increased investment in regional infrastructure

Key Result Area 4 – Good Governance

- 4.4 To manage partnerships and relationships with stakeholders
- 4.5 To improve marketing and communications



Item 9.3 continued

Regional Economic Development Strategy 2010 – 2015

Key Focus Area 4 – Joining the Dots

4.1 Increase investment for enabling infrastructure in the Region

FINANCIAL IMPLICATIONS

The RDS will be coordinated by EMRC Regional Development in consultation with member Councils.

Consultancy support may be required to perform the following tasks:

- Facilitate a workshop with member council officers and stakeholders to assess and prioritise potential focus areas for a digital strategy;
- Provide technical input to the Economic Development Officers Group; and
- To develop the Digital Strategy for Perth's Eastern Region.

The cost of consultancy support to undertake the above mentioned activities is to be budgeted for in the EMRC Regional Services Project Funding Summary for 2012/2013-2016/2017.

SUSTAINABILITY IMPLICATIONS

The development of a Regional Digital Strategy will assist to strengthen and diversify the economy of Perth's Eastern Region, contribute to business viability and sustainable employment for residents.

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean City of Bayswater City of Belmont Shire of Kalamunda Shire of Mundaring City of Swan	The establishment of a RDS will complement member Council priorities and provide the strategic direction for member Councils to develop and/or align local economic digital strategies to leverage regional directions.

ATTACHMENT(S)

Nil

VOTING REQUIREMENT

Simple Majority



Item 9.3 continued

RECOMMENDATION(S)

That Council endorse the development of a Regional Digital Strategy in readiness for the National Broadband Network in Perth's Eastern Region.

Mr Schneider, the CEO of the EMRC, provided a brief overview of the report. He suggested that the focus be moved away from rollout and focus on developing a strategy to address the uptake of Broadband in the region.

CEOAC RECOMMENDATION(S)

MOVED MR FOLEY

SECONDED MR JARVIS

That Council endorse the development of a Regional Digital Strategy in readiness for the National Broadband Network in Perth's Eastern Region.

CARRIED UNANIMOUSLY

COUNCIL RESOLUTION(S)

MOVED CR FÄRDIG

SECONDED CR ZANNINO

THAT COUNCIL ENDORSE THE DEVELOPMENT OF A REGIONAL DIGITAL STRATEGY IN READINESS FOR THE NATIONAL BROADBAND NETWORK IN PERTH'S EASTERN REGION.

CARRIED UNANIMOUSLY



9.4 ITEMS CONTAINED IN THE INFORMATION BULLETIN REFERENCE: COMMITTEES-13832

The following items are included in the Information Bulletin, which accompanies the Agenda.

1. REGIONAL SERVICES

- 1.1 REGIONAL DEVELOPMENT ACTIVITY REPORT JANUARY 2012 – MARCH 2012
(Ref: Committees-13729)
- 1.2 ENVIRONMENTAL SERVICES ACTIVITY REPORT JANUARY 2012 – MARCH 2012
(Ref: Committees-13860)
- 1.3 CLEAN AND GREEN STRATEGY FOR PERTH'S AUTUMN FESTIVAL
(Ref: Committees-13671)

RECOMMENDATION

That the Information Bulletin be noted.

CEOAC RESOLUTION

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

12 May 2012	City of Swan	Mayoral Dinner
5 July 2012	Town of Bassendean	NAIDOC Day
7 August 2012	City of Bayswater	Avon Descent
6 October 2012	City of Belmont	Mayoral Dinner
26 January 2013	City of Bassendean	Australia Day Celebrations

11.2 OTHER GENERAL BUSINESS

The Media Statement reviewing the Waste to Energy facilities and initiatives was discussed. Minister Marmion has initiated a comprehensive review of the way waste to energy facilities operate around the world will provide the State Government with the most up-to date information on waste to energy technologies. The review would be conducted by the Environmental Protection Authority (EPA) and the Waste Authority and examine different technologies used in Europe, the USA, Japan and Australia. The study will look at a range of operating facilities around the world using a variety of technologies including gasification and incineration and examine the way these facilities are designed, how they operate, their emissions and the regulatory framework under which they operate.



12 FUTURE MEETINGS OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

The next meeting of the Chief Executive Officers Advisory Committee will be held on **15 May 2012 (informal)** at the Shire of Mundaring, 7000 Great Eastern Highway, Mundaring WA 6073 commencing at 12.30pm with lunch at 12pm.

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

Tuesday	15	May (informal)	at	Shire of Mundaring
Tuesday	12	June	at	EMRC Administration Office
Tuesday	10	July (informal)	at	Town of Bassendean
Tuesday	14	August	at	EMRC Administration Office
Tuesday	11	September (informal)	at	City of Belmont
Tuesday	9	October	at	EMRC Administration Office
Tuesday	27	November (informal)	at	City of Swan

13 DECLARATION OF CLOSURE OF MEETING

There being no further business the meeting was closed at 1.04pm.