



MINUTES

CERTIFICATION OF CONFIRMATION OF CHIEF EXECUTIVE ADVISORY COMMITTEE MEETING MINUTES

14 JUNE 2011

I, Mr Jonathan Throssell, hereby certify that the following minutes [pages 1 to 16] of the Meeting of the **CHIEF EXECUTIVE OFFICER ADVISORY COMMITTEE** held on 14 June 2011 were confirmed at a meeting of the Committee held on 9 August 2011.



Signature

Mr Jonathan Throssell

Person presiding at the Committee Meeting held on 9 August 2011

CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

MINUTES

14 June 2011

(REF: COMMITTEES-12344)

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, 14 June 2011**. The meeting commenced at **12.31pm**.

TABLE OF CONTENTS

1	DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS	1
2	ATTENDANCE, APOLOGIES AND LEAVE OF ABSENCE PREVIOUSLY APPROVED	1
3	DISCLOSURE OF INTERESTS	
4	ANNOUNCEMENT BY THE CHAIRMAN OR PERSON PRESIDING WITHOUT DISCUSSION	1
5	<i>CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS</i>	1
	5.1 <i>CONFIRMATION OF MINUTES OF CEOAC MEETING 12 APRIL 2011</i> <i>(Ref: Committees-11927)</i>	1
6	PRESENTATIONS	2
	6.1 <i>RESOURCE RECOVERY FACILITY PROGRESS UPDATE</i>	2
7	ANNOUNCEMENT OF CONFIDENTIAL MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO THE PUBLIC	2
8	BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING	2
9	REPORTS OF OFFICERS	3
	9.1 <i>ESTABLISHMENT AGREEMENT OF THE EASTERN METROPOLITAN REGIONAL COUNCIL (Ref: Committees-12380)</i>	3
	9.2 <i>REGIONAL TOURISM PROGRAM – IMPLICATIONS FROM WITHDRAWAL BY CITY OF SWAN (Ref: Committees-12366)</i>	7
10	CONFIDENTIAL MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO THE PUBLIC	16
11	GENERAL BUSINESS	16
	11.1 <i>EVENTS IN THE REGION</i>	16
	11.2 <i>OTHER GENERAL BUSINESS</i>	16
12	FUTURE MEETINGS OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE	16
13	DECLARATION OF CLOSURE OF MEETING	16



1 DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS

The Chairman opened the meeting at 12:31pm.

2 ATTENDANCE, APOLOGIES AND LEAVE OF ABSENCE PREVIOUSLY APPROVED

Committee Members

Mr Jonathan Throssell (Chairman)	Chief Executive Officer	Shire of Mundaring
Mr Bob Jarvis	Chief Executive Officer	Town of Bassendean
Mr Stuart Cole	Chief Executive Officer	City of Belmont
Mr James Trail	Chief Executive Officer	Shire of Kalamunda
Mr Mike Foley (Deputy Chairman)	Chief Executive Officer	City of Swan
Mr Peter Schneider	Chief Executive Officer	EMRC

Apologies

Ms Francesca Lefante	Chief Executive Officer	City of Bayswater
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EMRC Officers

Ms Prapti Mehta	Acting Director Regional Services
Mr Steve Fitzpatrick (<i>to 2.07pm</i>)	Manager Project Development
Ms Mary-Ann Winnett	PA to Director Corporate Services (Minutes)

Guests

Mr Laurie James (<i>to 1.43pm</i>)	Kott Gunning
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3 DISCLOSURE OF INTERESTS

Nil

4 ANNOUNCEMENT BY THE CHAIRMAN OR PERSON PRESIDING WITHOUT DISCUSSION

The Chairman announced that there would be a change in order of business and **Item 9.1 Establishment Agreement of the Eastern Metropolitan Regional Council** would be considered first, followed by **Item 6.1 Resource Recovery Facility Progress Update**.

5 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

5.1 MINUTES OF CEOAC COMMITTEE MEETING HELD ON 12 APRIL 2011

That the minutes of the Chief Executive Officers Advisory Committee meeting held on 12 April 2011, which have been distributed, be confirmed.

CEOAC RESOLUTION(S)

MOVED MR COLE

SECONDED MR JARVIS

THAT THE MINUTES OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE MEETING HELD ON 12 APRIL 2011 WHICH HAVE BEEN DISTRIBUTED, BE CONFIRMED.

CARRIED UNANIMOUSLY



6 PRESENTATION

6.1 RESOURCE RECOVERY FACILITY PROGRESS UPDATE

This item was dealt with later in the meeting following **Item 9.1 Establishment Agreement of the Eastern Metropolitan Regional Council**.

The Manager Project Development, Mr Stephen Fitzpatrick, provided an update on the progress of the Resource Recovery Project.

Mr Jarvis referred to the risk profile and environmental issues and asked if loss of reputation would also be considered and stated that even if there was not an environmental fault there could be a loss of reputation and the responsibility would be shared with an owner and operator. The Manager Project Development advised that it had been considered as part of the Worley Parsons review quite some time ago but had not been considered as part of the contractual issues but this would be reviewed again.

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 ESTABLISHMENT AGREEMENT OF THE EASTERN METROPOLITAN REGIONAL COUNCIL

REFERENCE: COMMITTEES-12380

PURPOSE OF REPORT

The purpose of this report is to review the appropriateness of the Establishment Agreement of the Eastern Metropolitan Regional Council in dealing with the establishment and operation of a Resource Recovery Facility and to consider any amendments deemed necessary.

KEY ISSUES AND RECOMMENDATION(S)

- The EMRC was constituted under the Local Government Act 1960 in 1983 with a Constitution Agreement.
- In 1998 the Constitution Agreement was replaced with an Establishment Agreement as required under the Local Government Act 1995.
- At a Council Briefing/Strategy session held on 24 March 2011, a discussion paper on the pros and cons of the Establishment Agreement in the context of the Resource Recovery Facility project was presented by Mr Laurie James of Kott Gunning.
- The Chief Executive Officers Advisory Committee members have subsequently discussed the Establishment Agreement and unanimously supported the Resource Recovery Facility project being classified as a "Continuing Project and Service" under Schedule 1 of the Establishment Agreement.

Recommendation(s)

That the Chief Executive Officers Advisory Committee discuss the Establishment Agreement of the Eastern Metropolitan Regional Council and determine an appropriate recommendation for Council consideration.

SOURCE OF REPORT

Chief Executive Officer

BACKGROUND

The districts of the EMRC Participants were constituted as a regional district and published in the Government Gazette on 19 August 1983. Pursuant to the former Local Government Act 1960 and by virtue of the Order of the Governor, a regional council was then constituted with a Constitution Agreement.

Changes as a result of the Local Government Act 1995, were required to amend the former Constitution Agreement by revoking it and substituting it with an Establishment Agreement.

Each of the Participants resolved in June 1998, when taking over the functions of the Eastern Metropolitan Local Authorities Group (EMLAG), to enter into the current Establishment Agreement of the Eastern Metropolitan Regional Council.

REPORT

At the Council Briefing/Strategy session held on 24 March 2011 a discussion paper was presented by solicitor Mr Laurie James of Kott Gunning on the pros and cons of the Establishment Agreement in the context of the Resource Recovery Facility project.



Item 9.1 continued

The Chief Executive Officers of the member Councils undertook a preliminary discussion of the above paper at their 12 April 2011 Chief Executive Officers Advisory Committee meeting and they suggested a background paper, on the history and purpose of the EMRC, would be beneficial and agreed to meet outside of the normal round of meetings to consider the matter further.

The Chief Executive Officers subsequently met on 5 May 2011 and after their deliberations, unanimously agreed that the Resource Recovery Facility should be classified as a "Continuing Project and Service" under Schedule 1 of The Establishment Agreement as an activity being defined as "the removal, processing, treatment and disposal of waste".

It was agreed that Mr Laurie James of Kott Gunning would attend the next Chief Executive Officers Advisory Committee meeting to discuss any suggested amendments to the Establishment Agreement to facilitate this position.

STRATEGIC/POLICY IMPLICATIONS

Key Result Area 1 – Environmental Sustainability

- 1.3 To provide resource recovery and recycling solutions in partnership with member Councils.

Key Result Area 4 – Good Governance

- 4.4 To manage partnerships and relationships with stakeholders.
- 4.6 To provide responsible and accountable governance and management to the EMRC.

FINANCIAL IMPLICATIONS

Nil

SUSTAINABILITY IMPLICATIONS

The establishment of a Resource Recovery Facility will facilitate sustainable waste management practices in Perth's Eastern Region.

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean	} Nil
City of Bayswater	
City of Belmont	
Shire of Kalamunda	
Shire of Mundaring	
City of Swan	

ATTACHMENT(S)

Nil



Item 9.1 continued

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That the Chief Executive Officers Advisory Committee discuss the Establishment Agreement of the Eastern Metropolitan Regional Council and determine an appropriate recommendation for Council consideration.

Discussion ensued

Mr James explained the draft amendments to the Establishment Agreement and outlined the issues associated with classifying the RRF as a continuing service or a new project.

The following issues were considered:

- If the RRF is classified as a new project then the agreement would need to be amended and member Councils would need to provide a proportional guarantee in order to be involved in the project;
- Member Councils would need to agree to participate in the RRF if it's classified as a new project but if it's defined as a continuing service then an individual Council could decide not to participate and then decide to opt in later without having taken any of the risk;
- Currently it's up to the EMRC to decide whether the project goes ahead and member Councils are not obliged to participate although practically speaking the project could not proceed without member Councils' commitment;
- The RRF can't be developed without external funding and that needs the support of all or a majority of member Councils to participate;
- If one or two of the member Councils decide not to participate then the rest of the member Councils take on a greater burden if the project goes ahead;
- There could be a separate agreement with the member Councils to guarantee the volume and to guarantee the loans and agreement would be required prior to going out to tender;
- There would be merit in having certainty on commitment to the project prior to amending the Establishment Agreement;
- The Shire of Kalamunda needs to be part of resource recovery but also needs to know how much it's going to cost. The Committee agreed that this applied to all the member Councils;

The Committee requested that the member Councils be advised of the following implications prior to amending the Establishment Agreement:

- Cost and effect on borrowing capacity of guarantee; and
- Potential cost/risk of members entering into new project at a later date.

It was agreed by the CEOAC that, taking into account all the issues raised by Mr James, the Resource Recovery Facility project should be classified as a New Project under Schedule 2 of the Establishment Agreement of the EMRC. The main reason for this being the requirement for proportional guarantees by member Councils for any borrowings by the EMRC in order to finance the project, acknowledging that a proportion of the funding would be provided from the Secondary Waste Reserve.

Mr James undertook to provide a draft amendment to the Establishment Agreement of the EMRC, listing the Resource Recovery Facility as a new project, for consideration.



Item 9.1 continued

Mr Schneider highlighted a number of minor anomalies between Schedules 1 & 2 and it was agreed that a longer form draft amendment would also be provided for consideration.

Mr James departed the meeting at 1.43pm.

CEOAC RECOMMENDATION(S)

MOVED MR THROSSELL SECONDED MR JARVIS

1. That at some point in the future, prior to tenders being called for the Resource Recovery Facility, the Establishment Agreement be amended to reflect the Resource Recover Facility as a "New Project".
2. That member Councils be advised of the implications of the proposed amendment.

CARRIED UNANIMOUSLY

COUNCIL RESOLUTION(S)

MOVED CR SECONDED CR



9.2 REGIONAL TOURISM PROGRAM – IMPLICATIONS FROM WITHDRAWAL BY CITY OF SWAN

REFERENCE: COMMITTEES-12366

PURPOSE OF REPORT

To advise that the City of Swan has given notice of their withdrawal from the Regional Tourism Program effective from 1 July 2011 and to propose options for the future direction of regional tourism within Perth's Eastern Region.

KEY ISSUES AND RECOMMENDATION(S)

- In July 2009 EMRC received notification from the City of Swan of its intention to withdraw from Regional Tourism.
- In May 2010 the City of Swan and the EMRC Executive teams met to discuss the proposed Regional Services Funding Agreement and at this meeting the City of Swan officers again advised of their intention to withdraw from the Regional Tourism Program as they were concerned that value for money for the program in its current form was not being achieved.
- In July 2010, the City of Swan reconsidered its view and advised the EMRC it would provide half funding for the program for 2010/2011 for which the EMRC would coordinate the Avon Descent program and continue to maintain the regional website.
- In January 2011 the City of Swan advised by email that they would not be funding the Regional Tourism Program but were interested in receiving continued support for the Avon Descent project and for specific proposals as outlined in this report.
- In February 2011 the EMRC met with Lotterywest to advise them of the situation in relation to the City of Swan withdrawal and its implications on the \$250,000 regional grant for the Avon Descent Family Fun Days. Lotterywest advised that they would require all parties to continue to be part of the regional grant and they would not be supporting individual grant applications.
- In March 2011 EMRC negotiated a \$5,000 sponsorship with the City of Swan as an interim solution in order to secure some level of contribution required to fund the coordination of the Avon Descent Family Fun Days program for 2011/2012. This agreement was reached as a compromise in order to lodge the grant application by the deadline of the end March 2011. This was only an interim solution for this year until a more appropriate solution can be determined.
- In May 2011 the EMRC held its annual meeting with the City of Swan officers to finalise funding arrangements for 2011/2012 and it was reiterated by the City of Swan officers that the City of Swan will not be funding the Regional Tourism Program.
- In light of the decision by the City of Swan, EMRC officers presented a report to Council on 19 May 2011 outlining five options for consideration in order to provide a way forward for regional tourism.
- The following five options were outlined in detail within the report:
 1. Retain the current level of service with five member Councils;
 2. Reduce current level of service and reduce member Council contributions;
 3. Retain components of the service on a fee for service basis;
 4. Cease all regional tourism servicing; and
 5. Combine Regional Tourism with Regional Economic Development.
- Having considered the above options Council resolved that the report should be presented at a Chief Executive Officers Advisory Committee meeting in order to gain their views on the options outlined within the report.

Recommendation(s)

That the Chief Executive Officers Advisory Committee determine a preferred option for the regional tourism service provided by the Eastern Metropolitan Regional Council.



Item 9.2 continued

SOURCE OF REPORT

Acting Director Regional Services
Manager Regional Development

BACKGROUND

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

- 1997 Regional Tourism Strategy developed for the Eastern Metropolitan Local Authorities Group (EMLAG). EMLAG employed the Tourism Projects Coordinator to implement the Regional Tourism Strategy;
- 1998 EMLAG amalgamated with EMRC and tourism became a continuing project and service per the Establishment Agreement of the EMRC;
- 2003 Regional Futures workshop held to engage stakeholders in review of the Regional Tourism Strategy. A Steering Group of member Council officers and industry formed to guide EMRC in the review;
- 2004 Regional Tourism Plan 2004 to 2007 finalised and endorsed by EMRC Council;
- 2008 Tourism Masterclass planning workshops conducted with Councillors and staff of EMRC and member Councils by the Centre for Sustainable Tourism Research. Consensus reached that the Sustainable Tourism Development framework provided a suitable model for development of a new Regional Tourism Strategy for Perth's Eastern Region; and
- 2010 The Regional Tourism Strategy was reviewed to align with the learnings from the Masterclass which identified that a stronger focus on destination development and product development was required. This shift resulted in the development of the Regional Tourism Strategy 2010-2015.

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

- Development, ongoing upgrade and maintenance of the destination promotion online tool www.perthtourism.com.au;
 - Promotion of regional and local events through production and maintenance of a dynamic version of the calendar of events online;
 - Promotion of trails through partnering with WA Tourism to develop the Top Trails WA (www.toptrails.com.au) website comprising of 50 of WA's top trails, with 10 being in Perth's Eastern Region. The ability to leverage such opportunities was achieved through the EMRC's ability to be involved in State based projects;
 - Investigation into the potential of Cycle Tourism and progressive implementation of five priority regional projects;
 - Procurement for funding from Tourism WA to facilitate the Better Business Blitz market research projects in 2006 and 2009 which delivered visitors' information about the tourism experience of the Swan Valley;
 - Support to the Region's three visitor centres assisting with collaborative marketing projects such as the regional DVD showcasing the three tourism precincts in Perth's Eastern Region;
 - Development of the Swan and Helena Rivers Foreshore Trail Development Plan and interpretation plan;
-



Item 9.2 continued

- Ongoing development and improvement of the Avon Descent Family Fun Day events, which has enabled the EMRC to grow the Lotterywest grant from \$100,000 to \$250,000 over the years since it was handed over to the EMRC;
- Ongoing application, coordination and acquittal of the \$250,000 Lotterywest grant; and
- Development and promotion of umbrella regional events including Avon Descent Family Fun Days and the Perth's Autumn Festival.

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

The EMRC tourism development function is funded through surpluses from the EMRC waste service commercial operations and supplementary grant funds. Member Councils also make an annual contribution calculated on an agreed formula that reflects the collaborative regional approach and considers rate base ($\frac{1}{3}$), population ($\frac{1}{3}$) and equal share ($\frac{1}{3}$), with an annual 5% CPI adjustment. This formula was endorsed by EMRC Council in December 2007.

In total the funding pool enables the EMRC to employ an officer with specialised skills in tourism development and support staff, which together facilitate, coordinate, plan and implement regional tourism initiatives.

The 2010/2011 regional tourism activities currently have a budget allocation of \$600,000, of which \$250,000 is secured through Lotterywest grant funding, and member Council contributions totalling around \$116,000. The balance of \$234,000 is contributed by the EMRC.

In July 2009, EMRC received notification from the City of Swan that it intended withdrawing from Regional Tourism and in May 2011 when the EMRC held its annual meeting with the City of Swan officers to finalise funding arrangements for 2011/2012, it was reiterated that the City of Swan would not be funding the Regional Tourism Program.

A report was submitted to Council at its 19 May 2011 meeting advising of this decision, when Council resolved, inter alia:

"2. THAT A REPORT BE BROUGHT BACK TO THE CHIEF EXECUTIVE OFFICERS' ADVISORY COMMITTEE TO SEEK THEIR VIEWS ON THE OPTIONS OUTLINED IN THIS REPORT"

(Ref: Committees –12211).

REPORT

In 2009 during annual project negotiations with member Councils the funding model underpinning the regional collaborative approach came into question by some of the member Council officers as possibly not being the most appropriate to apply in the future.

The development of a Regional Tourism Strategy in 2009/2010 was undertaken to address these concerns and set an agreed direction with member Councils for the delivery of projects that could provide benefit to the region. This process also provided an opportunity to reaffirm the continued relevance of a collaborative regional approach and alternative funding models. In 2009 Chief Executive Officers and the EMRC Council supported a review the regional tourism program and a process of engagement and consultation with member Council officers proceeded.

In February 2010 the revised Regional Tourism Strategy 2010 - 2015 was endorsed by the Chief Executive Officers Advisory Committee and the EMRC Council. At this point in time all six Councils reaffirmed their commitment to the regional tourism program for five years by approving the Regional Tourism Strategy 2010- 2015.



Item 9.2 continued

In May 2010 the City of Swan confirmed their July 2009 intention to withdraw from the program on the grounds that value for money for the program in its current form was not being achieved. In July 2010, the City of Swan further advised it would provide half funding for the program for 2010/2011 which equated to \$11,425 to ensure that the Avon Descent Family Fun Days program was continued for that financial year and that full withdrawal from the program would occur in 2011/2012. Furthermore, it was advised that the City of Swan would consider a fee for service arrangement with the EMRC to undertake specified tourism related projects.

In October 2010 the EMRC met with City of Swan officers to consider project specific proposals. These projects comprised:

- A Swan Valley Visitors Number Research project;
- Sourcing matching funding for the implementation of recommendations made in the 2010 Interpretation Plan for the Guildford heritage project;
- Review the plan for the development of a public arts trail in the Swan Valley and prepare implementation proposals for considerations by the City of Swan;
- To engage a consultant to develop a second 'family fun trail' in the Swan Valley similar to the very successful Great Valley Rally Trail; and
- To prepare a charter document for the Guildford facade rejuvenation and street scoping project.

Discussions have been occurring between EMRC and the City of Swan to undertake a joint research project on Swan Valley visitor numbers. The EMRC has not had the resources available to date to develop proposals for the other projects. EMRC will continue with discussions around these projects when resources become available. Since October 2010 planning and coordination of the Perth's Autumn Festival and the forthcoming Avon Descent Family Fun Days has taken priority.

In January 2011 City of Swan advised by email that they would not be funding the Regional Tourism Program in its current form but were interested in receiving continued support for the Avon Descent Family Fun Days project and also for specific proposals as outlined previously.

In March 2011 EMRC negotiated a one off \$5,000 sponsorship payment from the City of Swan, as an interim measure, in order to secure a level of contribution to fund the EMRC to coordinate the Avon Descent Family Fun Days program for 2011/2012. The Lotterywest grant submission deadline for lodgement is at the end of March each year. This was only an interim solution for 2011 until a more appropriate solution is determined.

In May 2011 the EMRC held its annual meeting with the City of Swan officers to finalise funding arrangements for 2011/2012 and it was reiterated by the City of Swan that they would not be funding the Regional Tourism Program.

In light of the decision by the City of Swan, a range of options have been prepared for consideration by the EMRC Council and member Councils in order to provide a way forward for regional tourism.

Options and Issues

These options are outlined as follows:

1. Retain the current level of service with five member Councils

The remaining five member Councils may choose to continue with regional tourism by the EMRC which would enable continuity of the existing program. The focus for destination development and marketing would centre on the Swan River and the Perth Hills. All new promotional materials would only present the benefits of visiting the two tourism precincts namely the Perth Hills and the Swan River and all existing material would be modified to remove promotion of the Swan Valley. Obviously the issue with this option is the significant gap in the Region's tourism product when the Swan Valley component is removed.



Item 9.2 continued

The cost for the five member Councils for this proposal would be increased as the existing funding levels would need to be maintained. The new cost for each of the member Councils, when based on the existing regional funding model criteria would be as follows:

2010/2011	LGA	2011/2012	Change
\$11,628	Town of Bassendean	\$13,221	+\$1,593
\$23,673	City of Bayswater	\$29,555	+\$5,882
\$19,059	City of Belmont	\$25,277	+\$6,218
\$19,277	Shire of Kalamunda	\$26,055	+\$6,778
\$17,017	Shire of Mundaring	\$22,555	+\$5,538
\$16,425	City of Swan	-	-\$16,425

Figures in the table above include \$5,000 the City of Swan has committed for the Avon Descent program for 2011/2012 in March 2011.

The funding formula is based upon:

- One third shared equally amongst the participating member Councils;
- Second third shared proportionately according to rate revenue; and
- Final third be shared proportionately according to population.

2. Reduce the current level of service and reduce member Council contributions

Member Councils could opt to reduce the current level of service which would subsequently reduce the associated fee.

For example if the EMRC was to only focus its effort on regional tourism events and promotion including coordination of the Avon Descent and the Perth's Autumn Festival and maintenance of the regional website, this would require an annual budget of approximately \$400,000, including the Lotterywest grant of \$250,000.

This would enable the continued employment of the existing officer as well as the \$70,000 contribution for the Perth's Autumn Festival. However, about 30 percent of the officer's time would need to be redeployed to support other regional initiatives or restructured into a part time role.

The EMRC would continue with contributing 60 percent as its regional contribution and member Councils would share the remaining \$50,000 in line with the funding formula as follows.

	2011/2012
Town of Bassendean	\$ 4,250
City of Bayswater	\$ 8,600
City of Belmont	\$ 7,300
Shire of Kalamunda	\$ 7,300
Shire of Mundaring	\$ 6,700
City of Swan	\$ 15,850
EMRC	\$ 100,000
Lotterywest	\$ 250,000
Total	\$ 400,000

* It is assumed that the City of Swan would opt to remain in the Tourism Program under this scaled back initiative.



Item 9.2 continued

3. Retain components of the service on a fee for service basis

Member Councils may opt to retain components of the service or request new components to be introduced on a fee for service basis. This would require member Councils deciding which projects they wished to pursue and the EMRC would prepare project plans based on the hourly consultancy rate established by the Council.

These rates are currently:

Member Council Consulting Fees	Hourly Rate
Consultant Director	\$96.00
Consultant Manager	\$86.00
Consultant Coordinator	\$74.00
Consultant	\$66.00
Project Officer	\$50.00

For example the coordination of the Avon Descent Family Fun Fays project requires approximately 480 hours per year which would equate to a consultancy cost of \$35,520 for a coordinator. If the cost of this was solely borne by the three Councils (i.e. the Cities of Belmont, Bayswater and Swan) who currently receive the direct benefits of the Avon Descent grant, the fee for each Council would be in the order of \$11,840.

The issue with a fee for service arrangement will be the ability to achieve a level of continuity in work loads that will enable the EMRC to retain a staffing complement. If workload demands from member Councils fluctuate and projects are not forthcoming, the EMRC will be funding the salary costs and hence taking the risk burden.

This option would require some level of certainty and commitment from member Councils that project requirements will be provided annually to the EMRC for scoping prior to budget processes each year.

4. Cease all regional tourism servicing

Council and member Councils may choose to cease all regional tourism collaboration and responsibility will then again rest with individual member Councils to manage their own tourism programs.

This decision would result in the Avon Descent Family Fun Days and the Perth's Autumn Festival requiring a member Council to be willing to take on the coordinating role for all member Councils involved or to move to an outsourcing contract with a suitable contractor. This would still require one of the member Councils being willing to manage the contract.

Should it be determined that the regional tourism program be disbanded the following benefits will be lost:

- Development, ongoing upgrading and maintenance of the destination promotion online tool www.perthtourism.com.au;
- Promotion of regional and local events through production and maintenance of a dynamic version of the calendar of events online;
- The ability to leverage opportunities from State and Federal Government initiatives such as positioning ten of the Region's trails in the State's Top Trails website in 2009;
- The ability to leverage value for money promotional deals with State agencies such as Experience Perth due to the ability of the EMRC to combine the Region's advertising effort and gain economies of scale;
- Developing funding applications to submit to State and Federal bodies (i.e. TQUAL) to undertake tourism related infrastructure and research projects;



Item 9.2 continued

- Coordinating regional submissions on government policy impacting on the Region's tourism potential;
- Ongoing procurement and coordination of the \$250,000 Lotterywest grant;
- Development and promotion of umbrella regional events including Avon Descent Family Fun Days and the Perth's Autumn Festival;
- Ongoing advocacy and raising the profile of tourism potential in Perth's Eastern Region to ensure major tourism developments occur such as the Mundaring Weir project;
- Loss of over ten years of credibility, knowledge, experience and recognition built up by the EMRC in its pursuit of regional tourism development; and
- Loss of support for strategic initiatives being pursued by member Councils through their local economic and tourism strategies. For example the *City of Swan's Economic Vision and Strategy 2010 – Action 1.8 Continue to Resource, Progress and Monitor the City of Swan Tourism Implementation Plan (Adding Value) Through Tourism as a Priority* cites the EMRC as a partnering agency in achieving its tourism goals.

5. Combine Regional Tourism with Regional Economic Development

The EMRC has recently developed and adopted its Regional Economic Development Strategy 2010 - 2015. This strategy contains a focus area called 'Work Hard, Play Hard', which seeks to protect, improve and promote the liveability of the region through the effective supply of diversity in housing and accommodation, education, health culture and vibrancy to attract workers to live and enjoy the Region. Elements of the regional tourism program could be folded into the pursuit of economic development outcomes. The local attractions contained in the Region when used effectively for investment attraction can complement regional endeavours in economic development.

Member Councils may choose to therefore focus on economic development and to provide funding to the EMRC to assist with the implementation of the Regional Economic Development Strategy rather than funding tourism development.

The options outlined above provide a starting point for discussion with member Councils. The list is not exhaustive and member Councils may have other options they wish to consider. The aim of this report is for member Councils to provide feedback to the Council on their preferred way forward for regional tourism and this information can then be relayed to EMRC for implementation.

Finally it should be noted that other regions in the Perth metropolitan area are increasing their tourism development efforts and this will provide more local competition for Perth's Eastern Region's tourism precincts. For example the Cities of Joondalup, Wanneroo and Stirling are forming a regional tourism group to develop a regional tourism strategy for the North West corridor. This will create greater impetus for the Visitors, Friends and Relatives (VFR) market to increase their visitation spend in that region which will in turn place more pressure on local tourism operators in the Swan Valley, Perth Hills and Swan River tourism precincts.

STRATEGIC/POLICY IMPLICATIONS

This report aligns with Objective 2.1 of the EMRC's Strategic Plan for the Future 2010/2011 to 2013/2014 – To facilitate regional tourism development.

Key Result Area 2 – Social Opportunities

2.1 To facilitate regional tourism development



Item 9.2 continued

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

FINANCIAL IMPLICATIONS

The Regional Tourism Program, under option 1, if it is continued (i.e. in its current form and without a financial contribution from the City of Swan), would require the five remaining member Councils to contribute the following amounts in 2011/2012:

2010/2011	LGA	2011/2012	Increase
\$11,628	Town of Bassendean	\$13,221	+\$1,593
\$23,673	City of Bayswater	\$29,555	+\$5,882
\$19,059	City of Belmont	\$25,277	+\$6,218
\$19,277	Shire of Kalamunda	\$26,055	+\$6,778
\$17,017	Shire of Mundaring	\$22,555	+\$5,538

SUSTAINABILITY IMPLICATIONS

Tourism supports sustainability as an economic development stimulator, providing for local employment and also generating income to support gross regional product. Tourism destinations also serve as a community asset that provides for a local community to enjoy high quality recreation facilities which enhances lifestyle outcomes.

MEMBER COUNCIL IMPLICATIONS

Member Council

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

Implication Details



Implications may vary dependent upon the recommendations made by the CEOAC to Council.

ATTACHMENT(S)

Nil

VOTING REQUIREMENT

Simple Majority



Item 9.2 continued

RECOMMENDATION(S)

That the Chief Executive Officers Advisory Committee determine a preferred option for the regional tourism service provided by the Eastern Metropolitan Regional Council.

Discussion ensued

The CEO summarised the report and outlined the issues that needed to be considered as a result of the City of Swan's decision to withdraw from the Regional Tourism Program effective from 1 July 2011 and summarised the options for the future direction of regional tourism within Perth's Eastern Region.

After considerable discussion the Committee decided that Option 5 was the preferred option with the inclusion of Perth's Autumn Festival, the Avon Descent and the Perth Tourism Website and these services were to be costed out and provided to the member Councils.

CEOAC RECOMMENDATION(S)

MOVED MR TRAIL

SECONDED MR JARVIS

That Option 5 be the preferred option with the inclusion of Perth's Autumn Festival, the Avon Descent and the Perth Tourism Website and these services be costed out and provided to the member Councils.

CARRIED UNANIMOUSLY

COUNCIL RESOLUTION(S)

MOVED CR

SECONDED CR



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

Nil

11 GENERAL BUSINESS

11.1 EVENTS IN THE REGION

7 August 2011	City of Bayswater	Avon Descent
13 August 2011	City of Bayswater	Mayoral Dinner
17 September 2011	City of Belmont	Mayoral Dinner

11.2 OTHER GENERAL BUSINESS

Nil

12 FUTURE MEETINGS OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

The next meeting of the Chief Executive Officers Advisory Committee will be held on **12 July 2011** at the City of Belmont, 215 Wright Street, Cloverdale WA 6105 commencing at 12.30pm with lunch at 12noon.

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

Tuesday	9	August	at	EMRC Administration Office
Tuesday	13	September (informal)	at	City of Swan
Tuesday	11	October	at	EMRC Administration Office
Tuesday	22	November (informal)	at	City of Bayswater

13 DECLARATION OF CLOSURE OF MEETING

There being no further business the meeting was closed at 2.35pm.
