



MINUTES

CERTIFICATION OF CONFIRMATION OF CHIEF EXECUTIVE ADVISORY COMMITTEE MEETING MINUTES

8 FEBRUARY 2011

I, Mr Jonathan Throssell, hereby certify that the following minutes [pages 1 to 123] of the Meeting of the **CHIEF EXECUTIVE OFFICER ADVISORY COMMITTEE** held on 8 February 2011 were confirmed at a meeting of the Committee held on 12 April 2011.



Signature

Mr Jonathan Throssell

Person presiding at the Committee Meeting held on 12 April 2011

CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

MINUTES

8 February 2011

(REF: COMMITTEES-11724)

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1 DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS

The Chairman opened the meeting at 12:30pm.

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
Ms Francesca Le fante	Chief Executive Officer	City of Bayswater
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

Nil

Leave of Absence Previously Approved

Nil

EMRC Officers

Ms Rhonda Hardy	Director Regional Services
Mr Brian Jones (from 1:18pm)	Director Waste Services
Ms Theresa Eckstein	Executive Assistant to Chief Executive Officer (Minutes)

3 DISCLOSURE OF INTERESTS

Nil

4 ANNOUNCEMENT BY THE CHAIRMAN OR PERSON PRESIDING WITHOUT DISCUSSION

Nil

5 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

5.1 MINUTES OF CEOAC COMMITTEE MEETING HELD ON 5 OCTOBER 2010

That the minutes of the Chief Executive Officers Advisory Committee meeting held on 5 October 2010, which have been distributed, be confirmed.

CEOAC RESOLUTION(S)

MOVED MR FOLEY

SECONDED MR COLE

THAT THE MINUTES OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE MEETING HELD ON 5 OCTOBER 2010 WHICH HAVE BEEN DISTRIBUTED, BE CONFIRMED.

CARRIED UNANIMOUSLY



6 PRESENTATIONS

Nil

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

Nil

8 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING

Nil



9 REPORTS OF OFFICERS

9.1 REGIONAL SERVICES PROPOSED FUNDING PROGRAM 2011/12-2015/16

REFERENCE: COMMITTEES- 11738

PURPOSE OF REPORT

To present Council with a first draft of project proposals, including details and preliminary requirements, for funding the Regional Services activities for the period 2011/12 to 2015/16.

KEY ISSUES AND RECOMMENDATION(S)

- The preliminary Draft Regional Services Projects Funding Summary 2011/12-2015/16 has been developed to achieve the objectives of the EMRC Strategic Plan for the Future 2010/11 to 2013/14, adopted by Council in August 2010.
- Initial draft project budgets have been developed for Council and member Council consideration.
- The Regional Services Directorate coordinates, facilitates and jointly funds major regionally significant projects that aim to improve social, economic and environmental outcomes for Perth's Eastern Region.
- It is proposed for the period 2011/2012-2015/2016 that the following projects be supported for ongoing funding and delivery:
- Regional Development projects include:
 1. Regional Transport Planning and Development;
 2. Regional Economic Development and Employment;
 3. Regional Youth and Education;
 4. Regional Tourism Program; and
 5. Regional Advocacy and Sponsorship Program.
- Environmental Services projects include:
 1. Eastern Hills Catchment Management Program;
 2. Future Proofing for Climate Change;
 3. Perth Solar City;
 4. Achieving Climate Emission Reductions (ACER);
 5. Water Campaign;
 6. Swan and Helena Rivers Management Framework

Recommendations

That Council approves in principle support to the project proposals as outlined in the Regional Services Project Funding Summary 2011/12-2015/16 for use in initiating discussion with member Councils.

SOURCE OF REPORT

Director Regional Services



Item 9.1 continued

BACKGROUND

Regional Services delivers regionally based projects to member Councils in the areas of environmental protection, economic development (including tourism related programs) and social development. Projects and programs have varied over time in response to the needs of member Councils and regional issues that emerge and are deemed to be better dealt with on a regional basis.

The EMRC Establishment Agreement 1998 allows for the EMRC to provide a wide range of services to member Councils.

Delivery of services is driven through an annual process aligned to the business planning and budget processes of all member Councils. This annual process provides for the EMRC to develop a set of proposals and associated funding models in order to provide clarity to elected members and member Council officers about what the EMRC's direction should be in delivering regional services and to seek agreement by all parties involved.

The project proposals are based on the EMRC funding model for Regional Development projects that was adopted by Council in 1999 and subject to revision in 2000 and 2007.

The Regional Services Funding Model and Framework identified four broad categories of projects and services:

- Full cost recovery projects and services;
- Partial cost recovery projects and services;
- EMRC funded projects and services; and
- EMRC support and administration.

The funding model requires that for projects greater than \$50,000, and involving all six member Councils, the member Council contributions be calculated as - one third shared equally amongst the six member Councils; the second third shared proportionately according to rate revenue; and the final third be shared proportionately according to population. This model is used in particular for funding the Regional Tourism Program.

For the current financial year (2010/2011) the following programs and projects are being delivered to member Councils that required a level of funding support from member Councils:-

<i>Program Title</i>	<i>Member Council Funding Received</i>	<i>Grant Funding Received</i>	<i>Total Project Funding</i> <i>(including member Council, EMRC and Grant funding)</i>
Regional Integrated Transport Strategy	\$30,000	\$ 64,380	\$239,552
Regional Economic Development	\$10,890	Nil	\$155,110
Regional Youth and Education	Nil	Nil	\$25,000
Regional Development – Tourism	\$102,416	\$250,000	\$492,500
Regional Advocacy and Sponsorship	Nil	Nil	\$140,000



Item 9.1 continued

Program Title	Member Council Funding Received	Grant Funding Received	Total Project Funding (including member Council, EMRC and Grant funding)
Environmental Services – Eastern Hills Catchment Management Program	\$72,000	\$144,000	\$284,000
Environmental Services – Future Proofing for Climate Change	\$75,000	Nil	\$140,000
Environmental Services – Perth Solar City	\$90,000	\$915,559	\$1,005,559
Achieving Carbon Emissions Reduction (ACER) program	\$42,300	Nil	\$42,300
Environmental Services - Water Campaign	\$76,452	Nil	\$96,000
Regional Development – Swan and Helena Rivers Management Framework	Nil	Nil	\$112,113
Dieback Project	Nil	\$57,500	\$57,500
Total	\$499,058	\$1,431,439	\$2,789,634

It should be noted that the total EMRC net contribution of \$859,137 to projects and services is being derived from surplus revenue made from the commercial operations of the Red Hill Landfill facility. This financial benefit is distributed to all member Councils participating in Regional Service's projects.

During this financial period the EMRC also attracted \$1,431,439 in grants to the region.

REPORT

The Regional Development and Environmental Services projects are consistent with the EMRC Strategic Plan for the Future 2010/11 – 2013/14. The Regional Services coordinates, facilitates and jointly funds major regionally significant projects that improve social, economic and environmental outcomes for Perth's Eastern Region.

The Regional Services Project Funding Summary 2011/2012-2015/2016 outlines eleven `major strategy/project topics that will require a level of direct financial support and/or member Councils' officer time to provide input, advice, and the provision of data as required. Details of all such requirements will be managed operationally between EMRC and member Councils' officers, whereby specific actions will be developed and outlined in the project delivery plans for each project.

Project delivery plans will be developed once the overarching strategic intent of the project proposals outlined in the Project Funding Summary has been agreed upon, in the first instance, by the EMRC Council via the Chief Executive Officers Advisory Committee and then through presentations to member Councils' Executive Officers.

Following the consultative process and final agreement of the projects, funding will be integrated into future annual and long-term budgets of the EMRC and member Councils respectively.



Item 9.1 continued

The Regional Services Project Funding Summary for the period 2010/2011-2014/2015 proposes that the following projects are supported for ongoing funding and delivery:

1. Regional Transport Planning and Development;
2. Regional Economic Development and Employment;
3. Regional Youth and Education
4. Regional Tourism Program; and
5. Regional Advocacy and Sponsorship Program.

In general the project funding proposals for the Transport, Planning and Economic development programs has remained in line with previous year funding levels, however as projects are identified and scoped as a result of ongoing interaction with member Councils' officer groups, funding proposals will be presented to Council when they have been fully developed and have funding support from the member councils.

The only major difference in funding for the regional development program from 2010/11 to 2011/12 is the loss of funding and support for the Regional Tourism program by the City of Swan.

This loss in funding will in effect reduce member Councils contribution to this project in the order of \$22,000. Budgets for specific projects such as the Perth Autumn Festival will be reduced to counteract this loss in funding.

The Environmental Services program includes a number of ongoing programs that are undertaken using a combination of EMRC, member Council and grant funds.

Environmental Services Projects include:

1. Eastern Hills Catchment Management Program (EHCMP);
2. Future Proofing for Climate Change;
3. Perth Solar City;
4. Achieving Climate Emissions Reductions (ACER);
5. Water Campaign; and
6. Swan and Helena Rivers Management Framework.

The only major differences in funding for the regional environmental services program from 2010/11 to 2011/12 is the loss of funding and support for the following projects:-

- Future Proofing for Climate Change project from the City of Swan;
- The Achieving Carbon Emission Reductions (ACER) program by the City of Swan and the Town of Bassendean; and
- The Water Campaign by the Town of Bassendean.



Item 9.1 continued

For the next financial year 2011/2012 the following programs and projects are being delivered to member Councils that required a level of funding support from member Councils:-

Program Title	Member Council Contributions	Grant or other Funding	Total Project Funding (including member Council, EMRC and Grant funding)
Regional Transport Planning and Development	Nil	\$30,000	\$140,000
Regional Economic Development and Employment	\$12,000	Nil	\$155,000
Regional Youth and Education	Nil	Nil	\$25,000
Regional Tourism Program	\$95,187	\$250,000	\$466,000
Regional Advocacy and Sponsorship Program	Nil	Nil	\$142,000
Environmental Services – Eastern Hills Catchment Management Program	\$72,000	\$144,000	\$290,000
Environmental Services – Future Proofing for Climate Change	\$75,000	Nil	\$125,000
Environmental Services – Perth Solar City	\$90,000	\$40,000	\$130,000
Achieving Carbon Emissions Reduction (ACER) program	\$42,300	Nil	\$42,300
Environmental Services - Water Campaign	\$52,764	\$23,688	\$96,000
Regional Development – Swan and Helena Rivers Management Framework	Nil	Nil	\$100,000
Total	\$ 439,251	\$ 487,688	\$1,711,300

It should be noted that the total estimated EMRC net contribution to projects and services for 2011/2012 is \$784,361.

The Regional Services Project Funding Summary 2011/2012 – 2015/2016 outlines greater specific detail for each proposal and is shown as Attachment 1 to this report.

STRATEGIC/POLICY IMPLICATIONS

This report is aligned to the objectives and key result areas of the EMRC's Strategic Plan for the Future 2010/11-2013/2014.



Item 9.1 continued

FINANCIAL IMPLICATIONS

The detailed financial implications are outlined in the Regional Services Project Funding Summary shown as Attachment 1 to this report; however the following provides a summary of the EMRC's contribution specifically to Regional Service's initiatives. This contribution is derived from surplus revenue made from the commercial operations of the Red Hill Waste Management Facility.

The EMRC's financial contribution being proposed for Regional Development projects is as follows:

Project Title	2011/12	2012/13	203/14	2014/15	2015/16
Regional Transport Planning and Development	110,000	130,000	140,000	125,000	130,000
Regional Economic Development and Employment	143,000	148,000	153,000	158,000	163,000
Regional Youth and Education	25,000	25,000	25,000	25,000	25,000
Regional Tourism Activities	120,813	124,055	128,057	132,810	139,507
Regional Advocacy and Sponsorships Program	142,000	145,000	148,000	150,000	152,000
Total EMRC Contribution	540,813	572,055	594,057	590,810	609,507

The EMRC's financial contribution being proposed for Environmental Services projects is as follows:

Project Title	2011/12	2012/13	203/14	2014/15	2015/16
Eastern Hills Catchment Management Program	74,000	83,000	92,000	99,000	108,000
Future Proofing for Climate Change	50,000	50,000	50,000	50,000	50,000
Perth Solar City	0	0	0		
ACEr	0	0	0	0	0
Water Campaign	19,548	19,548	19,548	19,548	19,548
Swan Helena Rivers Management Framework	100,000	102,000	104,000	106,000	108,000
Total EMRC Contribution	243,548	254,548	265,548	274,548	285,548

Other overhead costs associated with the delivery of the Regional Services include managerial and administrative support that oversees the delivery of projects. These costs include the salaries for the Director Regional Services, Manager Regional Development, Manager Environmental Development and Administration Officer supporting Environmental Services.



Item 9.1 continued

SUSTAINABILITY IMPLICATIONS

The Regional Services Directorate provides services that are targeted directly at enhancing the region's sustainability. Projects are diverse to ensure they address key regional issues which fall under each of the broad areas of social, economic and environmental development that form the sustainability trilogy.

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean	<p>Member Councils will be invited to support the projects being proposed in both a financial capacity in the case of some projects and with human resource support across all projects by way of providing advice, guidance and data as required during the implementation processes of all projects.</p> <p>Detailed actions, milestones and timelines for delivery will be determined annually as staff from member Council and the EMRC jointly develop annual project delivery plans. These project delivery plans will clearly outline the level of service required for each project and the level of input required by both the EMRC and member Council staff in order to ensure transparency and accountability of the work being delivered by the EMRC to member Councils.</p> <p>Individual funding models for each member Councils are shown in section 3 of the Regional Service Project Funding Summary 2011/2012-2015/2016.</p>
City of Bayswater	
City of Belmont	
Shire of Kalamunda	
Shire of Mundaring	
City of Swan	

ATTACHMENT(S)

Regional Services Project Funding Summary for 2011/2012-2015/2016 (Ref: Committees-11769)

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That project proposals as outlined in the Regional Services Project Funding Summary 2011/2012-2015/2016 for be endorsed in initiating discussion with member Councils.

Discussion ensued

The Director Regional Services noted that the purpose of the report was to commence preliminary negotiations with member Councils on proposed projects for 2011/2012 budget purposes. Mr Foley felt that in some instances it was not feasible for member Councils to participate in projects which they were already dealing with in-house e.g. Regional Youth and Education; Regional Tourism Program and Future Proofing for Climate Change projects. The Chairman asked what time frame was required to inform the EMRC of a member Council's intention not to participate in certain projects. The Chief Executive Officer of the Eastern Metropolitan Regional Council advised that a 12 month notice period was preferred to allow the EMRC to appropriately deal with resourcing and budgetary impacts.



Item 9.1 continued

Mr Cole talked about the benefits and importance of events being coordinated on a regional basis and cited the Autumn Festival and Avon Decent by way of example. The Director Regional Services mentioned that consideration needed to be given to the impact that the withdrawal of member Councils from the tourism program would have on the Lotterywest grant for the Avon Decent. EMRC received the funding as Lotterywest found it cumbersome to deal with six individual grant applications noting that Northam and Toodyay were also involved in the Avon Decent. The Director Regional Service felt this needed to be discussed with Lotterywest.

It was requested that the recommendation be amended as follows:

"That Council approves in principle support to the project proposals as outlined in the Regional Services Project Funding Summary 2011/12-2015/16 for use in initiating discussion with member Councils."

CEOAC RECOMMENDATION(S)

MOVED MR JARVIS

SECONDED MS LEFANTE

That Council approves in principle support to the project proposals as outlined in the Regional Services Project Funding Summary 2011/12-2015/16 for use in initiating discussion with member Councils.

CARRIED UNANIMOUSLY



Advancing Perth's Eastern Region 

REGIONAL SERVICES PROJECT FUNDING SUMMARY

2011/2012-2015/2016

February 2011



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Section 1 - Regional Development Projects - Overview

The Regional Development projects being proposed relate to the following programs:

- Regional Transport Planning
- Regional Land Use Planning Investigations
- Regional Economic Development
- Regional Youth and Education
- Regional Tourism
- Regional Advocacy and Sponsorship

The Regional Development Business Unit comprises six full time employees.

- Manager, Regional Development
- Regional Development Coordinator
- Strategic Project Officer (Tourism & Community)
- Strategic Project Officer (Transport & Planning)
- Project Officer, Regional Development
- Administration Research Officer

The positions of Manager Regional Development and Administration Research Officer are established to support the overall service area. The four specialist positions are contract positions attached to the specific project delivery areas and their costs are incorporated into the proposed projects summaries.

Member Council officers advise the EMRC on the development and delivery of strategies and projects through participation on steering groups as follows:

<i>Project</i>	<i>Regional Officer Advisory Groups</i>
Regional Transport and Land use Development	Regional Integrated Transport Strategy Implementation Advisory Group (RITS IAG) <i>Comprising Technical Directors from member Councils, Department of Transport, Department of Planning, Main Roads, Public Transport Authority, WA Transport Forum, WAC (Airport)</i>
Regional Economic Development Program	Economic Development Officers Group (EDOG) <i>Comprising Economic Development and Tourism Officers from member Councils</i>
Regional Tourism Program	Economic Development Officers Group (EDOG) <i>Comprising Economic Development and Tourism Officers from member Councils</i>
Regional Advocacy Program	Chief Executive Officers Advisory Committee (CEOAC) Regional Advocacy Advisory Group (RAAG) <i>Comprising senior officer from member councils</i>

New Regional Development Areas being investigated during 2011-2012

Land Use Planning

In 2010 the EMRC Council requested that in light of the proposed changes to legislation in relation to Development Assessment Panels and the development and adoption of the Directions 2031 Land Use planning strategy, the EMRC undertake investigation into how land use planning can be supported through a regional approach.

The legislation relating to Development Assessment Panels will be finalised in early 2011 and the EMRC has maintained a watching brief of the drafting of this legislation over the past 12 months.

Furthermore, the EMRC has monitored and responded to the development of the Directions 2031 Strategy and during 2010 reviewed and prepared a regional submission on the draft Directions 2031 sub regional strategies.

In light of the changing direction and approach to land use planning and development the EMRC will undertake discussions with member Council officers to identify areas of potential synergy where the EMRC may be able to lend assistance to member Councils. Upon completion of these discussions a report will be developed that outlines any future potential support that can be provided by the EMRC and any associated funding required to do so.

Healthy Communities Program

Under the Federal Government's Healthy Communities Initiative, funding of \$703,607 is being provided over two years to Local Government Associations (LGAs) to increase the number of adults predominantly not in the paid workforce to engage in physical activity and healthy eating programs.

The grant will:

- support a Healthy Communities Co-ordinator within local government to oversee and coordinate the implementation of the Healthy Communities Initiative;
- subsidise the costs to individuals of participating in healthy eating, physical activity or healthy lifestyle programs;
- purchase or run community based healthy lifestyle programs;
- purchase or subsidise training for community members to run community based healthy lifestyle programs

The EMRC has had support from four of the member Councils interested in pursuing this opportunity. The City of Bayswater, Town of Bassendean, City of Swan and the Shire of Mundaring will work with the EMRC to develop a joint submission for a program to be extended over the four Council areas. The EMRC will take on the role of lead organisation by way of project management and delivery of the program should the grant submission be successful.

1.1 Regional Transport Planning

PURPOSE

The purpose in providing regional transport planning is to guide and manage the region's transport development to ensure a safe, accessible and efficient transport network for the future. The project aims address the under investment in transport infrastructure in Perth's Eastern Region through a co-ordinated and integrated approach, supported by all major stakeholders.

BACKGROUND

How and why this project came about and what has been achieved to date?

The Regional Integrated Transport Strategy (RITS) for Perth's Eastern Region examines transport and access issues affecting economic growth, liveability of the region and the wellbeing of the community.

The RITS Action Plan identifies prioritised strategies and actions to address transport and access issues in Perth's Eastern Region. Securing investment in infrastructure is a challenge to the implementation of RITS and the EMRC's role is predominantly to advocate the region's business case to government. The RITS Implementation Advisory Group is an important source of information and advice to EMRC to ensure advocacy activities are well targeted.

Since endorsement of the RITS in 2007 the EMRC has influenced the following outcomes:

- Advocacy for the prioritisation of urban roads around Perth airport – leading to a recent awarding of contracts to prepare detailed plans
- Participation in the State Governments Gateway WA Perth Airport and Freight Access Project Steering Committee
- Preparation of a regional submission on the Perth Airport Master Transport Plan
- Upgrading of Great Eastern Highway through ongoing advocacy and participation in the City East Alliance project team
- Growth in TravelSmart programs such as delivery of TravelSmart Household through the Living Smart project
- Promotion of Cycle Tourism experiences – and development of the Cycle Perth's Eastern region brochure
- Preparation of a regional Master Cycle Plan to guide development and integration of local cycle paths across the region
- Increased advocacy efforts for the Perth to Darwin Highway – including holding a stakeholder forum and providing administration support to the Community Advocacy Reference Group
- Increased advocacy through Public Transport Forums in partnership with Curtin University
- Developing tools and strategies to increase take up of walking as an alternative mode of transport

DETAILS

What is planned for 2011-2012?

The RITS Action Plan 2010-2013 provides direction for ongoing activities to be undertaken over the next three years. The EMRC during 2009 facilitated a review of the RITS Action Plan to ensure it was providing current and relevant direction. The revised RITS Action Plan clearly outlines the priorities over the next 3 years; priorities for 2011-12 are outlined as follows:

Key Focus Area 1 – Integrated transport and Land Use Planning.

	Action	Timeframe	Priority
1.1	Advocate to the State Government for funding support and resources to build capacity of member Councils in the planning of activity centres (EMRC and Local Governments) [RITS 2007, action 3.1].	Ongoing	High
1.5	Work with the Departments of Planning and Transport to develop private/public alliances to provide the land and infrastructure required at activity and employment centres to support alternative modes of transport.	Ongoing	Medium
1.7	Monitor and participate in the development of Westralia Airports Corporation proposed access plans to ensure that there is alignment with Local Government access planning and <i>Directions 2031</i> ⁶ and related policy and planning documents	Short	High
1.8	Advocate, giving consideration to Local Government biodiversity strategies, to resolve delays in securing environmental approval for priority transport related infrastructure projects due to land clearing objections	Short	Medium
1.9	Monitor and participate in development of the State government Metropolitan Parking Strategy and its implementation in the region's activity and employment centres	Ongoing	High

Key Focus Area 2 – Public Transport Service Provision

	Action	Timeframe	Priority
2.1	Advocate for service funding and collaborative solutions to increase Public Transport in the region	Ongoing	High
2.2	Advocate for increased public transport services to the Region's activity and employment centres.	Ongoing	Medium
2.3	Advocate for an increase in feeder services in peak times to provide a more viable option for outer suburb residents and to reduce impact on park and ride capacity at public transport stations	Ongoing	Medium
2.5	Develop a public/private alliance to enable alternative transport modes to be offered to and at Perth Airport	Short	Medium
2.7	Ensure the current level of bus service to the Perth Airport does not deteriorate any further	Short	High
2.8	Encourage commuters travelling to key public transport stations to use alternative modes of transport to alleviate pressure on park and ride facilities	Ongoing	High
2.9	Advocate for increased infrastructure to support alternate modes of transport at public transport stations and at key bus stops in activity and employment centres.	Ongoing	High
2.11	Assist the Public Transport Authority in identifying public transport usage and barriers	Ongoing	High

Key Focus Area 3 – Connectivity and Accessibility for Walking and Cycling

3.5	From the master plans (refer Action 3.4), extract the infrastructure requirements, priority actions and develop a regional walk and cycle infrastructure program that shows potential for cooperation between Local Government areas and advocacy activities	Medium	High
3.6	Conduct accessibility audits of major Public Transport stops within the region and use this information to advocate for funding to improve access points and alleviate pressure on park and ride by encouraging use of alternative modes of transport	Medium	High
3.8	Advocate to Department of Transport for development of a set of standards for walking and cycling facilities and for adoption by Councils	Short	Medium
3.9	Coordinate interested parties in the walking and cycling infrastructure field to develop collaborative approaches to securing funding for priority regional infrastructure projects	Medium	Medium

Key Focus Area 4 – Road and Freight Rail Infrastructure

4.10	Revise the priority roads projects listed at Appendix A, giving consideration to the original priority list and prioritisation methodology; emergent road priorities and any revisions to Metropolitan Transport Planning for roads	Short	High
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Key Focus Area 5 – Community Engagement, Education and Behaviour Change

5.3	Advocate for increased funding of the State Government TravelSmart program including extension of Local Government TravelSmart Officer contracts beyond two years	Short	High
5.4	Advocate for funding to employ a regional TravelSmart officer to target educational programmes and development of Travel Demand Management Plans at employment and activity centres, including Perth Airport ,Malaga, Kewdale/Welshpool, Forrestfield, Bassendean/Bayswater)	Short	High
5.5	Conduct Travel Demand Management educational forums to encourage businesses to develop programs such as Employee TravelSmart Plans	Short	High
5.10	Seek partnerships with organisations also interested in sustainable transport planning and research i.e. Universities to deliver community engagement activities	Medium	Medium

How will member Councils benefit?

The provision of adequate and sustainable transport infrastructure in Perth's Eastern Region will become a critical issue for both local and State Government in the medium to longer term with predicted population and transport growth for Perth. By pursuing strong advocacy and working together in a regional approach, with good planning being constantly developed and revised, member Councils will benefit immensely and avoid serious traffic congestion and safety issues going forward.

In addition effectively planned activity centres and implemented travel demand management activities and resources as well as excellent walking and cycle path infrastructure will encourage use of alternative modes of transport to the car with flow on social and environmental benefits.

By developing and promoting Perth's Eastern region for its liveability, walkability and accessibility to all services will underpin growth and development of a vibrant region.

Five Year Financial Summary

Adopted Budget 2010/11	Regional Transport Planning and Development	2011/12	2012/13	2013/14	2014/15	2015/16
<i>Operating Income</i>						
(30,000)	Member Councils contribution – Travel smart Initiatives*	Nil	(15,000)	(30,000)		
Nil	Grants – Travel smart Initiatives*	Nil	(40,000)	(20,000)		
(50,000)	Grants - Cycling Initiatives*	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)
(14,380)	Grants - Walking Initiatives*	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)
(94,380)	<i>Total Income</i>	(30,000)	(85,000)	(80,000)	(30,000)	(30,000)
<i>Operating Expenditure</i>						
77,758	Implement Regional Integrated Transport Strategy	80,000	85,000	90,000	95,000	100,000
40,000	Implement Travel Smart programs Project	Nil	70,000	70,000		
100,000	Implement a Regional Cycle Master Plan	40,000	40,000	40,000	40,000	40,000
21,794	Implement Regional Walking Strategy	20,000	20,000	20,000	20,000	20,000
239,552	<i>Total Expenditure</i>	140,000	215,000	220,000	155,000	160,000
145,172	Net EMRC Contribution	110,000	130,000	140,000	125,000	130,000

*Expenditure for travel smart, cycling and walking projects will only occur if grants can be secured.

Note - funding has been allocated in 2012/13 for a Regional Travel smart officer also dependant on Department of Transport grant funding.

1.2 Regional Economic Development

PURPOSE

The purpose in providing Regional Economic Development activities is to achieve and maintain a prosperous future for the Region and its residents. This is achieved through a range of activities that facilitate the alignment of workforce, skills, enabling infrastructure, investment, land and leadership to the needs of industry; thereby supporting economic growth. It is critical that the EMRC responds to the expected residential population growth in the Region over the next 20 years through effective investment in Economic Development in order to ensure sufficient employment opportunities. This aligns to key State Government planning strategies such as the Department of Planning's Directions 2031 strategy.

BACKGROUND

How and why this project came about and what has been achieved to date?

The Eastern Metropolitan Regional Council (EMRC) has supported member Councils and industry stakeholders to achieve economic development outcomes since 1998. Since establishment of the Economic Development Officer Group (EDOG) in September 2007, regional economic development activities undertaken by the EMRC have continued to address barriers to business and industry growth and investment attraction.

In 2010 the EMRC, in association with EDOG and other stakeholders, developed the Regional Economic Development Strategy (REDS) which sets in place a structured framework for the delivery of Economic Development activities over the next four years. The Strategy identifies the following seven Key Focus Areas:

- **Local Jobs for Local People** - To improve employment self-containment by working with partners to focus on initiatives that align the availability of local jobs to the local working resident population, and therefore reduce the social, environmental and infrastructure burdens that arise from commuting workers in Perth's Eastern Region;
- **Buy Local, Supply Local** - To maximise local supply and demand opportunities through initiatives that reduce leakage of economic activity to other areas. The aim of this being to encourage the growth of existing businesses and the attraction of new businesses to meet local industry needs and generate opportunities in Perth's Eastern Region.
- **Think Smart, Work Smart** - To increase the output value of Perth's Eastern Region by developing and attracting knowledge intensive and creative industries, encouraging innovation in existing businesses, and generally creating higher value employment opportunities in the Region.
- **Joining the Dots** - To create world class enabling infrastructure that maximises economic productivity, creates competitive advantage for businesses in Perth's Eastern Region and resolves infrastructure bottlenecks that inhibit growth;
- **Work Hard, Play Hard** - To protect, improve and promote the liveability of Perth's Eastern Region through the supply and diversity of housing, education, health, culture and vibrancy to attract workers to live and enjoy the Region in which they work;
- **Natural Growth** - To ensure that economic growth complements rather than compromises the environmental future of Perth's Eastern Region by taking an environmentally responsible and sustainable approach; and

- **Responsible Leadership** - To provide good governance that facilitates responsible economic growth, advocates for Perth's Eastern Region, and encourages all stakeholders to work collaboratively together, equipped with the best knowledge to exercise sound leadership

The strategy defines a series of objectives and actions within each Key Focus Area and these form the basis for future activities for the team for 2011/2012.

In addition to the development of REDS, a number of other projects and activities have been undertaken in 2010/2011 with the guidance of the EDOG including:

- Further leveraging of the Regional Broadband Business Case that was developed in 2009/2010 to continue to advocate for improvements to broadband communications under the Federal Government's National Broadband Network Initiative. The Regional Business Case highlights the advantages and justification for early rollout in the Region. The Business Case was presented to Senator Conroy, Minister for Broadband, Communications and the Digital Economy and the State Government's Department of Commerce. Following discussions with the National Broadband Company, a representative from the company was hosted by EMRC during a visit to the Region.
- Continued provision of the REMPLAN economic profiling tool to assist member Councils. An additional dataset was added to the existing datasets for the Perth Metropolitan Area to allow for comparisons between Perth's Eastern Region, member Councils and the broader metropolitan area. This was negotiated at no additional cost to member Councils or EMRC.
- Continued provision of the regional profile.id demographic profiling tool to assist member Councils. An additional tool atlas.id was added and includes key socio-demographic characteristics for the Region presented as interactive maps. This was purchased at no cost to member Councils.
- Continued the series of familiarisation tours of industrial areas in the Region for EMRC and member Council officers to assist with cross promotion of industry attraction opportunities. During the development of the REDS, the opportunity to invite State Government representatives was identified and as a result, more recent tours have offered member Councils the opportunity to inform State Government representatives about significant developments in the Region.
- Continued to develop regional advocacy submissions which included;
 - State Governments draft Directions 2031 Strategy;
 - State Governments Draft Industrial Land Strategy Perth and Peel;
 - Higher Education Advisory Committee regarding the Raffles Education Corporation's application to establish a University College in Australia; and the
 - State Government's Government Office Accommodation Master Planning Discussion Paper.

DETAILS

What is planned for 2011-2012?

The Regional Economic Development Strategy (REDS) will guide future activities of the EMRC over the next four years. Within each of the Key Focus Areas of REDS there are an associated set of objectives and actions which have been prioritised in association with member Councils. Many of the actions from the strategy will be progressed in parallel through the continuation of several activities from 2010/2011 as well as through the addition of some new activities. New activities for 2011/2012 focus upon research which will underpin the development of programs for future years.

Continuation of previous activities and projects

A number of activities and projects will be continued from 2010/2011 as follows:

1. Industrial Tours - The industrial tours have proved very successful during 2010/2011 and will be continued for 2011/2012. The tours are conducted every 2-3 months and are tailored to industry and business stakeholders to educate, advocate and showcase key commercial and industrial developments in the region. The tours also demonstrate key infrastructure projects (existing, planned, or potentially beneficial).

2. Economic Development Officers Group (EDOG) Meetings - The EDOG meetings will continue to be provided during 2011/2012. The meetings provide a forum for the discussion of regional Economic Development matters with Economic Development Officers from member Councils as well as for information and knowledge exchange. For the next 12 months these meetings will also be linked to new projects as an appropriate forum for the presentation of REDS progress, presentation of research findings, discussion and feedback.

3. Provision of regional profiling tools - The REMPLAN, profile.id, and atlas.id tools that provide economic and demographic profiling data for the Region will continue to be provided to allow member Councils and other stakeholders access to useful profiling data relating to Perth's Eastern Region. Regular training for member Councils and key stakeholders will also be provided.

New projects

The new projects for 2011/2012 are summarised in the following sections.

1. External Program Review

As many REDS actions are likely to complement activities being undertaken, planned, or of interest to other stakeholders (e.g. State and Federal Government departments) an initial period of research will be undertaken to identify these activities. This process will also aim to promote the establishment of on-going communication channels and to discuss opportunities to link support for delivery of REDS actions to the activities. Specific areas may include:

- Workforce and Skills: Department of Workforce Development, local education providers
- Cluster Development: Department of Commerce, Enterprise Connect
- Local Jobs Provision: Department of Planning

The research will involve meeting representatives from these and other related organisations and maintaining an on-going two-way relationship during the progression of REDS actions. It will be intended to blend the results of this review with input from the Economic Development Officers Group (EDOG) to ensure a complete picture of programs and activities of relevance in the region.

2. Independent Research Program

Several actions will require independent research to identify key insights that will influence delivery of REDS actions. This activity will package research into discrete projects that can be undertaken independently. The results of this research will be used to inform the next stages of stakeholder and industry engagement. Particular examples of research projects include:

- EMICoL Review: To undertake a research project to identify lessons learned and key success factors that can be used for further development or the possibility to develop new clusters. (Actions 2.1, 3.1 - High Priority)

- Skills Gap analysis: To undertake desktop analysis of skills requirements using data from sources such as REMPLAN (Actions 1.1 - High Priority)
- Supply Chain Gap Analysis: To undertake desktop analysis of supply chains using data sources such as REMPLAN (Actions 2.2 - High Priority)
- Perception Research: To undertake a survey to assess how Perth's Eastern Region is perceived as a place to live work and play (Action 5.2 - Medium Priority)
- Public Private Partnerships: To undertake research to identify models and case studies for successful public private partnerships (Action 4.3 - Low Priority) – *optional as identified as low priority*

The scope for these research projects will be discussed with EDOG to ensure that the research supports local outcomes.

3. Economic Development Officers Group (EDOG) Engagement

The EMRC will consult with the Economic Development Officers Group (EDOG) to discuss findings from the Independent Research Program and the External Program Review. It is intended that this consultation will be undertaken primarily through the existing regular EDOG meetings. The consultation will involve the two-way exchange of information to support the member Councils with their own local Economic Development priorities as well as to support the EMRC with the implementation of the REDS actions. Part of the activity will be to work with EDOG to create a structured framework for engaging with local business and industry (the Engagement Framework and Business Insights Program) which form the next stages of work.

4. Create Industry Engagement Framework

Many of the actions from REDS require engagement with businesses and industry stakeholders to capture insights that will inform the development of tailored support strategies. Therefore a key element of the implementation of REDS will be consultation with local industry via member Councils. Similar approaches have been successfully implemented for the Regional Transport Strategy such as the Perth to Darwin Highway workshops. An Engagement Framework will be developed in close association with member Councils to create a 'toolkit', an agreed approach for capturing feedback from businesses in Perth's Eastern Region, and an outline of the Business Insights Program. The framework will be based upon the outcomes from the EDOG Engagement activity and may include surveys, interviews and workshops. The framework is also expected to embed methods, tools and branding to support member Councils with their own priorities; linking in with member Council activities where appropriate. Examples of tasks within this activity may include:

- A review and alignment of existing information and activities from member Councils relating to key themes
- A review of opportunities to leverage existing initiatives from member Councils and support with local member Council Economic Development priorities
- Creating key insight areas and associated topics for discussion with local businesses
- Structuring engagement methods and tools to capture feedback
- Reviewing the framework and associated tools with member Councils

5. Business Insights Program

The Business Insights Program will be the implementation and delivery of the Engagement Framework through a period of consultation with local business and industry to capture information and insights. The Business Insights Program will also lead to beneficial outcomes for member Councils as the Business Insights Program will provide a channel for member Councils to promote their profile with their local businesses. The Program is also expected to achieve additional outcomes on behalf of member Councils

by providing a two-way mechanism for information exchange and networking with local businesses. This two-way information exchange and networking will support a number of additional REDS actions relating to advocacy, education and promotion activities within the strategy (e.g. networking, business improvement etc.)

It is expected that the Insights Program will cover six themes for the first 12 months of the program. Provisional themes that will be confirmed in earlier activities and in consultation with EDOG include:

- | | |
|--|--------|
| • Theme 1: Workforce and Skills | KFA 1 |
| • Theme 2: Supply chains | KFA 2 |
| • Theme 3: Clustering | KFA 3 |
| • Theme 4: Infrastructure | KFA 4 |
| • Theme 5: Barriers to business development and growth | KFA1-7 |
| • Theme 6: Funding | KFA1-7 |

The Business Insights Program is expected to support some additional engagement strategies to support networking and advocacy actions within REDS, including facilitating the development of relationships between existing business networks and associations (e.g. local chambers of commerce, small business support centres and business associations) and increasing knowledge sharing across existing business networks to encourage creativity and innovation.

How will member Councils benefit?

Member Councils have made a significant contribution to the development of the Regional Economic Development Strategy and in doing so have ensured the alignment of regional priorities with their local area Economic Development priorities. At a high level, the Regional Economic Development Strategy will deliver outcomes that support member Councils through increasing local employment, supporting industry investment, advocacy for regional priorities, and promoting the region as a whole.

At a more detailed level, the first twelve months of delivery of the Strategy will be focused upon activities that capture information and feedback to support the later stages of implementation of the Strategy. This aligns to EMRC's role of research, measure and review. To a lesser extent the activities will also support with its other roles in advocacy, education and alignment.

Throughout this period, close collaboration with member Councils is planned and member Councils are expected to benefit from the sharing of research and information as well as realising potential value from engagement with businesses. The activities will support the delivery of REDS actions and in turn will directly help member Councils with their own Economic Development activities. The activities require seeking insights from businesses themselves through the assistance of member Councils. The engagement process and associated tools are expected to support member Councils with increasing their profile with businesses in their local area.

Therefore this plan aligns regional activities, facilitated by the EMRC, with local priorities of member Councils, to maximise leverage and effective use of collective resources.

What impact/support will this project have on member Councils?

In-kind support will be required from member Councils in the form of officer time to participate on the Regional Economic Development Officers Group which will be focused upon the activities listed above over the next 12 months. In addition, member Councils will be required to support the continued delivery of regional industrial tours conducted in their Council area and to give input to regional submissions and project proposals that may occur during the period.

The Business Insights Program will require participation of member Councils to participate in engagement activities. Member Councils may be also required to make in-kind and financial contributions to leverage

grant funding for additional opportunities that may arise during the year, although these will be considered on a case-by-case basis.

A contribution of approximately \$2,000 per year from member Councils towards the ongoing licensing of REMPLAN will be required for 2011/2012 as outlined in previous plans.

There is not expected to be any other significant funding required from member Councils for 2011/2012 as the primary activities for this financial year relate to research and engagement activities. However there may be additional funding requests for later years as the feedback from the research activities leads to other implementation projects.

Five Year Financial Summary

Program Title		Regional Economic Development and Employment				
Adopted Budget 20010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
\$	<i>Operating Income</i>	\$	\$	\$	\$	\$
(1,815)	Contribution – Town of Bassendean	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)
(1,815)	Contribution – City of Bayswater	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)
(1,815)	Contribution – City of Belmont	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)
(1,815)	Contribution – Shire of Kalamunda	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)
(1,815)	Contribution – Shire of Mundaring	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)
(1,815)	Contribution – City of Swan	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)
(10,890)	Total Income	(12,000)	(12,000)	(12,000)	(12,000)	(12,000)
<i>Operating Expenditure</i>						
65,000	Implement Regional Economic Development Strategy (Salary and On costs)	65,000	70,000	75,000	80,000	85,000
60,000	Undertake Research to Inform Implementation of REDS (included profile tools)	60,000	60,000	60,000	60,000	60,000
20,000	Promote the Region to Attract Residents, Workforce and Investment	20,000	20,000	20,000	20,000	20,000
10,000	Retain and Expand Existing Business and Industry (inc grants)	10,000	10,000	10,000	10,000	10,000
155,000	Total Expenditure	155,000	160,000	165,000	170,000	175,000
144,110	Net EMRC contribution	143,000	148,000	153,000	158,000	163,000

* Note that contributions of \$2,000 from each member Council together with an additional contribution of approximately \$16,100 from EMRC is as per previously agreed for the provision of the REMPLAN economic profiling tool at a cost of \$28,110 for 2011/12

1.3 Regional Youth and Education

PURPOSE

To investigate and scope activities that can be undertaken to improve regional youth and education activities.

BACKGROUND

How and why this project came about and what has been achieved to date?

Historically the EMRC has engaged in youth focused activities in response to external funding opportunities that align to the organisation's business or project directions. An annual allocation of \$25,000 has enabled the EMRC to leverage partners and funding to undertake youth projects.

Recent examples of youth projects include;

- Delivery of training in Natural Resource Management to unemployed youth;
- Support to the Engineering Manufacturing Industry Cooperative Limited to develop a pre-employment skills program for 16 to 17 year old students; and
- Funding of research conducted by Matrix Consulting Group into education retention of 10 to 14 year olds at risk of anti-social and offending behaviour.

With support from member Councils, the EMRC is currently developing discussion paper to outline regional opportunities for the preparation of a Regional Youth and Education Strategy (RYES). The Paper will identify opportunities for improving youth education initiatives and determine if the EMRC has a role to play in addressing the current imbalance that exists in the region which is the cause of a drain of the region's gifted and talented youth towards the learning precincts that exist in the northern and western regions of Perth.

The process for development of the Regional Youth and Education Strategy will involve consultation with member Council community development officers, community service providers based in the region and government agencies. This will ensure regional activities proposed for delivery by the EMRC support those underway or proposed by member Councils, the community sector and government.

DETAILS

What is planned for 2011-2012?

The findings from the scoping project will define the activities for the forthcoming year. A notional budget of \$25,000 has been set aside to seed fund any new projects.

Five Year Financial Summary

Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
<i>Operating Expenditure</i>						
25,000	Facilitate Youth Development and Education initiatives	25,000	25,000	25,000	25,000	25,000
25,000	<i>Net EMRC contribution</i>	25,000	25,000	25,000	25,000	25,000

1.4 Regional Tourism Program

PURPOSE

The purpose of the Regional Tourism Program is to develop Perth's Eastern Region as a sustainable tourism destination through regional activities facilitated by the EMRC in collaboration with member Councils.

BACKGROUND

How and why this project came about and what has been achieved to date?

In 2010, the EMRC Council approved the Regional Tourism Strategy 2010-2015, providing a strategic framework that enables EMRC and its member Councils to broaden focus and deliver achievements beyond destination marketing and regional events by addressing issues such as land use planning, infrastructure and product development.

Significant achievements in 2010/11 include:

- Development of the Regional Tourism Strategy 2010-2015
- Increased collaboration on the Avon Descent Family Fun Days, for greater integration with the race event.
- Production and distribution of regional tourism promotion publication.
- Increased visitor statistics to regional tourism website, PerthTourism.com.au.

DETAILS

What is planned for 2011-2012?

The Regional Tourism Strategy (RTS) has been completed and identifies seven Key Focus Areas to guide regional tourism development activities to be facilitated by the EMRC over the period 2010 to 2015.

Destination Management

Advocacy and Governance

The Regional Tourism Strategy includes undertaking advocacy activities related to the following projects and priorities, as opportunities arise.

Consultation with member Council officers to ensure alignment of activities will be through the Economic Development Officers Group.

Research

The EMRC will undertake development-focused research according to the research agenda agreed by EDOG group. In 2011/12 this will include studies on:

1. Study on developer contribution models for tourism
2. Research models and best practice for community markets

Destination Development

Land Use Planning

A study is to be undertaken on land use planning barriers and opportunities to Councils, with a summary of current tourism land use within Perth's Eastern Region. This will address:

- Council planning frameworks and zonings as they relate to tourism
- Effectiveness of the planning framework to support tourism

- Key barriers and issues for operators
- Major tourism land opportunities
- Opportunities to engage with planners regarding integration of tourism into planning

As addressed in the above paragraph on Research, land use planning will also explore the feasibility of developer contributions to major tourism infrastructure.

Infrastructure

Stage one of the *Swan and Helena Rivers Foreshore Trail Interpretation Infrastructure Action Plan* was completed in 2010/11, and included site selection, messages, themes, experiences and identification of potential funding sources. Stage two will be undertaken in 2011/12, and will take the concepts identified in the interpretation plan and create a plan for the physical delivery of the project.

In 2011/12, the EMRC will undertake a study on Council tourism related transport issues and opportunities. This will address:

- Key nodes for tourism activity
- Constraints to tourism transport and movement
- New developments/ideas
- Funding barriers and opportunities

Product Development

Product Development will involve exploring existing and possible tourism business support programs, in partnership with existing business services. By establishing these partnerships we aim to address gaps that affect operator performance in the region, and major repetitive issues that prevent operators from growth.

2011/12 will also focus on a stronger understanding of the current levels of tourism and establishment of better product networks within the Swan River precinct. This will include the establishment of a tourism product database for the precinct.

As addressed in the above paragraph on research, product development will also explore the available models and best practice for community markets.

Destination Marketing

Collaborative Marketing

Collaborative marketing projects were also identified as ongoing, including regional buy-in to Experience Perth Holiday Planner, distribution of regional collateral, and maintenance of PerthTourism.com.au

Regional Events

The annual Perth's Autumn Festival and Avon Descent Family Fun Days will continue to be promoted and developed in collaboration with member Councils.

How will member Councils benefit?

The ongoing development of regional tourism assists in creating a vibrant, cultural, engaging place to live, carry out business and attract visitors and it also provides the added benefit of making a place that provides for liveability by its residents.

Regional tourism provides an activity that enables member Councils to collaborate and strategically leverage the tourism strengths and opportunities within each local government area. Viewing the region as a whole tourism destination provides a more powerful development mechanism than individual member Council efforts. Individually, each member Council has gaps in its tourism offerings but by working together on a regional basis and leveraging off each other enables the region to become a significant

tourism destination within the Perth Metropolitan area, competing effectively against such destinations as Fremantle and Mandurah for the tourism market.

The region's tourism precincts are currently at different levels of maturity and as a result the direct benefits to member Councils from taking a regional approach will vary between regional projects on an annual basis and this approach makes it difficult to measure direct member Council output. For example, member Councils with an active events program receive benefits from regional event promotion funded by the EMRC and increased buying power through collaboration. Member Councils with nature based assets receive greater benefit from the promotion of trail experiences.

The Regional Tourism Strategy 2010-2015 has been refocused to drive macro regional tourism activities that support member Councils through improved information, research, advocacy planning and investment attraction, which will serve to underpin individual Council's local efforts in visitor servicing, events, marketing and product development.

What impact/support will this project have on member Councils?

An ongoing financial contribution through the agreed funding formula is required from participating member Councils. This contribution enables the EMRC to employ a dedicated officer to implement the RTS.

Support of member Councils is also required to release member Council officers to participate in the Economic Development Officers group, educational forums and working groups to plan and coordinate delivery of programs and projects.

Member Councils may be required to contribute in-kind and financial contributions to leverage grant funding for projects that arise from the RTS.

Five Year Financial Summary

Program Title	Regional Tourism Program Implementation Budget					
Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
\$	<i>Operating Income</i>	\$	\$	\$	\$	\$
(11,628)	Contributions - Town of Bassendean	(12,209)	(12,820)	(13,461)	(14,134)	(14,558)
(23,673)	Contributions - City of Bayswater	(24,857)	(26,099)	(27,404)	(28,774)	(29,637)
(19,059)	Contributions - City of Belmont	(20,012)	(21,012)	(22,063)	(23,166)	(23,860)
(19,277)	Contributions - Shire of Kalamunda	(20,241)	(21,253)	(22,316)	(23,432)	(24,134)
(17,017)	Contributions - Shire of Mundaring	(17,868)	(18,761)	(19,699)	(20,684)	(21,304)
(11,762)	Contributions - City of Swan *	Nil	Nil	Nil	Nil	Nil
(250,000)	Grant Funding - Lotterywest	(250,000)	(250,000)	(250,000)	(250,000)	(250,000)
(352,416)	Total Income	(345,187)	(349,945)	354,943	(360,190)	(363,493)
<i>Operating Expenditure</i>						
25,000	Tourism Research	26,500	28,000	30,000	33,000	35,000
6,500	Cycling Tourism	Nil	Nil	Nil	Nil	Nil
50,000	Destination Development	50,000	55,000	60,000	65,000	70,000
66,000	Tourism Marketing	67,500	68,000	69,000	70,000	71,000
273,000	Avon Descent	250,000	250,000	250,000	250,000	250,000
72,000	Perth's Autumn Festival	72,000	73,000	74,000	75,000	77,000
492,500	Total Expenditure	466,000	474,000	483,000	493,000	503,000
140,084	EMRC Net Contribution	120,813	124,055	128,057	132,810	139,507

*City of Swan withdrew from the Regional Tourism Program in 2010.

1.5 Regional Advocacy Program and Sponsorship

PURPOSE

The aim of the Regional Advocacy Program is to build capacity within the EMRC and its member Councils to attract an increased share of benefits and services to Perth's Eastern Region through a framework that delivers effective regional advocacy campaigns.

BACKGROUND

How and why this project came about and what has been achieved to date?

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

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

At its meeting on 30 April 2009, Council deliberated on the future of regional advocacy and resolved to develop a Regional Advocacy Strategy (RAS) that would provide a strategic direction for future advocacy effort across the region.

The RAS was adopted in September 2009 and is now in its implementation phase. A regional Advocacy Advisory Group was established in March 2010 and will focus on guiding specific advocacy campaigns.

The CEOAC agreed in March 2010 that the focus for advocacy for 2010-11 would be:

Transport

- Perth to Darwin Highway (Swan Valley By Pass)
- Perth Airport roads
- Great Eastern Highway
- Perth to Adelaide Highway
- Principal shared path along the Midland Rail line
- Public transport provisions

Economic Development

- Swan and Helena Rivers
- Broadband
- Underground Power

Waste Management

- Landfill
- Resource recovery

Key Advocacy highlights during 2010-11 included:

Advocacy updates on these issues is outlined as follows:

Perth Airport Roads - Gateway WA: Perth Airport and Freight Access Project has been established to provide strategic guidance and direction to the planning and development of the Gateway WA: Perth Airport and Freight Access Project. The committee will provide input and decision making at a strategic level as well as ensure that the goals and priorities of key stakeholders are realised

Great Eastern Highway – City East Alliance Project - State Transport Minister approved the City East Alliance (comprised of Leighton Contractors, NRW and GHD) to undertake the design and construction of the Great Eastern Highway upgrade, between Kooyong Road and Tonkin Highway.

Perth Darwin Highway - Stage One Advocacy Reference Group - Following a Stakeholder Forum in May 2010 attended by over 50 stakeholders, the final Perth Darwin Highway Stakeholder Forum Report and Advocacy Action Plan was developed and distributed. A series of meetings of the Advocacy Reference Group for the Perth Darwin Highway – Stage One were held to progress actions from the Action Plan. Main Roads Department has commenced developing Business Case to progress the development of this stretch of highway. The Director General of Transport (Mr. Reece Waldock) has advised that he will be seeking a budget allocation from Treasury of 10 million dollars to be allocated in the 2011-2012 financial year for preliminary planning to commence. The State Government is aiming to lodge an Infrastructure Australia bid by 2013-2014 to secure the funding for construction to commence.

Principal Shared Path (PSP) along Midland railway

During 2010 the EMRC monitored the final designs being completed by Main Roads WA for the section of PSP from Bayswater to Bassendean. Construction works are due to commence end of February 2011.

Public Transport Provision

Curtin University – Advocacy by Research on Community Views to Public Transport

Curtin University provided a presentation to EMRC on the study conducted in partnership with the City of Cockburn – Advocacy by Research - a community's opinion of what public transport networks and stations they want in their area. Curtin proposed to deliver in partnership with EMRC and member Councils six community public transport forums for a sponsorship contribution of \$15,000. The forums were proposed to provide community information to the EMRC for use in future public transport advocacy work.

As a result, eight Public Transport Forums were conducted successfully during October and November 2010 and the final report will be delivered by Curtin University in January 2011 outlining the consolidated findings. Around 250 people attended the forums including a number of Local State and Federal politicians.

Swan and Helena Rivers Advocacy

Securing the investment necessary for implementation of the SHRMF is a key project within the EMRC's regional advocacy activities.

Over the past year the following advocacy activities have occurred:

- Participation in the Swan Canning Policy Forum hosted by WALGA;
- The EMRC have been invited on to the WALGA Swan and Canning River Policy Forum which will bring together all the 21 Councils with river management responsible to advocate for increase funding and support;

- Made a submission on the Swan River Trust's Draft Policy – Dinghy Management Along the Swan Canning Riverpark Shoreline;
- Advice received of unsuccessful Regional and Local Community Infrastructure Programme submission; and
- Attendance at meetings and forums with the Swan River Trust including the River Guardians' Swan River Dreaming Boat Tour, Natural Resource Management (NRM) Sub-regional Chairs and Co-ordinators Group meetings.

High Speed Broadband

The EMRC has been advocating for the improvement of high speed Broadband in the Region since 2007. The EMRC has continued to advocate on this issue and in 2009 developed a Regional Business Case for Broadband Infrastructure Upgrades across Perth's Eastern Region. EMRC lodged the regional business case with Senator Conroy in June 2010 at the Perth Community Cabinet Meeting.

Key actions completed in the reporting period include:

- In July 2010, the Regional Business Case was presented to the City of Belmont, City of Swan and the Shire of Mundaring Councils.
- The Department of Commerce is beginning work on setting up a Broadband Working Group 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 Broadband Working Group, the Department of Commerce commenced an initial round of stakeholder consultations with major representative organisations. The EMRC met with the Department of Commerce on the 15 July 2010.
- On the 23 July, the Regional Business Case was presented to the Department of Commerce, Science, Innovation and Business team.
- On the 26 and 27 of July, EMRC hosted an exclusive visit from a National Broadband Network Company (NBN Co) representative to discuss the rollout of high speed Broadband across Perth's Eastern Region. The visit included a presentation overview of the business case; tour of Perth's Eastern Region; and a stakeholder forum. The forum was well attended by over 40 industry, community and government representatives and offered a unique opportunity for questions to be put directly to the NBN Co.
- On the 9 August, EMRC met with Gareth Simmons, General Manager Commercial Networks at NBN Co to present the Broadband Regional Business Case.
- On 13th August, EMRC met with the consultants appointed by the Department of Commerce to undertake the State Telecommunications Needs Assessment.
- In December 2010 the EMRC prepared another letter seeking advice on progress of the Regional Business Case submission lodged in July 2010. The EMRC will continue to liaise with the NBN Co and Federal and State Government to advocate for increased broadband Infrastructure in Perth's Eastern Region.

Underground Power

The EMRC has been advocating for a review of the funding model for the state underground power program since 2009. In Late 2009, the State Government announced it would undertake a review to look into the effectiveness and equity of the current SUPP.

In July the Economic Regulation Authority announced Inquiry into State Underground Power Program by way of a Costs and Benefit Study. The EMRC developed and lodged a regional submission to the Inquiry.

In October 2010 Energy Minister Peter Collier released the terms of reference for the review of the State Underground Power Program (SUPP). The State Government had a target of having 50 per cent of houses in the Perth metropolitan area connected to underground power by 2010, and this target was achieved in January 2010, Mr Collier advised that having reached the initial target, it is an appropriate

time for a review since the introduction of the program almost 15 years ago.” The Office of Energy will conduct the review and provide a report to the Minister by June 30, 2011. Open to public consultation, it will include:

1. an investigation of costs for future rounds of the program;
2. identification of priorities for undergrounding of power lines with respect to extreme weather events;
3. a review of the policy objectives of underground power; and
4. consideration of ways of improving the equity and affordability of the program.

The EMRC will continue to monitor the release of the discussion paper for this review and prepare a regional submission.

Other Advocacy Activities:

During the Reporting period EMRC senior staff made representations to:

- The Hon Gary Gray – Special Minister of State; Special Minister of State for the Public Service and Integrity
- The Hon. Peter Collier – Minister for Energy; Training and Workforce Development
- The Hon. Simon O’ Brien, Minister for Transport and Disability Services.
- Mr Reece Waldock, Director General, Department of Transport

The following letters to Politicians and Senior Department Heads were distributed:

- Letters to all Perth metropolitan Members of Parliament and WA Senators in September 2010 to extend and invitation to attend the community public transport forums to be held in October and November 2010.
- Letters sent to all Federal and State Ministers and the Shadow Ministry seeking support for the Perth Darwin Highway Stage 1 project.

During the reporting period the following regional submissions were lodged in response to various strategic direction documents:

1. State Government’s Government Office Accommodation Master Planning - Regional submission in consultation with member Councils was submitted in August, providing comment on the State Government’s Government Office Accommodation Master Planning Discussion Paper.
2. WAPC - Directions 2031 Sub Regional Strategies – including the Central Metropolitan Perth Sub-Regional Strategy and the Outer Metropolitan Perth and Peel Sub-Regional Strategy
3. Tourism WA - Draft Aboriginal Tourism Strategy 2011 - 2015.
4. City of Belmont - Local Planning Scheme 15.
5. City of Swan – Hazelmere Enterprise Area Draft Structure Plan

Regional Sponsorship program

Council has set aside a fund of \$30,000 annually to provide for once off grant or sponsorship opportunities for various projects or initiatives that provide regional benefit. To date this fund has enabled sponsorship of a number of high profile events and conferences to be attracted to the region. The program is administered through the EMRC Occasional Grants and Sponsorship Policy and guidelines. In 2010/11

Curtin University was sponsored \$15,000 to undertake seven community public transport forums throughout the Region in October and November 2010.

Past Sponsorships

2010/11	Curtin University Transport Forums
2009/10	No applications received in this year
2008/09	City of Belmont - Transplant games
2007/08	Shire of Mundaring - Truffle Festival

Details

What is planned for 2011-12?

During 2011-2012 the EMRC will review its regional advocacy issues and provide a report and update on advocacy to the Chief Executive Advisory Committee to establish advocacy priorities for 2011-12:

The following issues from 2010-11 will be recommended to be carried forward:

1. Public Transport Provision
2. Swan and Helena Rivers
3. High Speed Broadband
4. Underground Power

With respect to major roads advocacy the following roads will be presented to the Chief Executive Officers Group for discussion and direction:

- Perth to Adelaide highway
- Perth to Darwin Highway
- Great Eastern Highway through Greenmount Hill
- Great Easter Highway – Tonkin Highway to Bypass
- Perth Airport Roads

How will member Councils benefit?

Effective regional advocacy can ensure that the EMRC and its member Councils:

- Have an early awareness of proposed legislative or policy changes that will impact upon Perth's Eastern Region;
- Can more effectively attempt to influence policy and legislative changes;
- Has its voice is heard on matters that will affect Perth's Eastern Region;
- Develops and maintains valuable contacts and networks that can be utilised to support the EMRC's goals and objectives;
- Can rapidly mobilise an effective and targeted response to opportunities and issues as they arise;
- Can ensure relevant stakeholders and decision-makers have a clear understanding of the issues and outcomes that are a priority for Perth's Eastern Region; and
- Can ensure Perth's Eastern Region is considered favourably for investment, program and development opportunities.

What impact/support will this project have on member Councils?

Member Councils will be invited to participate in regional advocacy campaigns. This may require providing information or making people available to attend meetings, events or other advocacy activities. Elected Members will also have a critical role to play in regional advocacy requiring them to be prepared to attend events and delegations and to gather community intelligence on key regional issues needing to be addressed.

Five Year Financial Summary

Program Title		Regional Advocacy and Sponsorship				
Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
\$	<i>Operating Expenditure</i>	\$	\$	\$	\$	\$
65,000	Support and undertake regional advocacy activities includes salaries and on costs	67,000	70,000	73,000	75,000	77,000
10,000	Develop regional advocacy collateral	10,000	10,000	10,000	10,000	10,000
10,000	Develop regional advocacy database and website	10,000	10,000	10,000	10,000	10,000
10,000	Provide regional training and development for advocates	10,000	10,000	10,000	10,000	10,000
10,000	Co-ordinate annual Canberra delegation	10,000	10,000	10,000	10,000	10,000
5,000	Co-ordinate regional advocacy meetings	5,000	5,000	5,000	5,000	5,000
30,000	Sponsorships and Grants	30,000	30,000	30,000	30,000	30,000
140,000	<i>Net EMRC contribution</i>	142,000	145,000	148,000	150,000	152,000

Section 2 – Environmental Services Projects - Overview

The Environmental Services projects being proposed for continuation will include:

1. Eastern Hills Catchment Management Program (EHCMP)
2. Future Proofing for Climate Change – Regional Climate Change Adaptation Action Plan (RCCAAP)
3. Perth Solar City
4. Achieving Carbon Emission Reduction (ACE_R) Program
5. Water Campaign™
6. Swan and Helena Rivers Management Framework

Environmental Services comprises 11 FTE's

- Manager Environmental Services
- Administration Officer
- Environmental Projects Coordinator
- Environmental Advisor
- NRM Coordinator
- NRM Officers x 2
- Environmental Project Officers x 1
- Environmental Consultants x 2
- Natural Diversity Officer (on secondment from Perth Region NRM)

Two positions, the Manager Environmental Services and the Administration Officer, are established to support the overall service area and their associated costs are fully funded by the EMRC.

The eight specialist positions are contract positions attached to the specific delivery areas and their costs are incorporated into the following project summaries outlined in this section. The Natural Diversity Officer is fully funded by Perth Region NRM.

The Environmental Services team provides regional coordination to member Councils through the Regional Environmental Advisory Group (REAG) established to assist in setting the direction for the Regional Environmental Strategy (RES).

New services and projects:

- Water Auditing – member Councils will be offered a Water Auditing service for identified high consuming facilities. The water audit, conducted by the EMRC's accredited Environmental Consultant, will provide an on-site survey and assessment of water-using hardware, fixtures, equipment, landscaping, and management practices to determine the efficiency of water use and to develop recommendations for improving water-use efficiency. It will also provide a range of practical and cost effective measures for reducing consumption.
- A partnership with Job Futures – Bridging the Gap to bring Green Jobs Corp to the region will commence for a six month period in December 2010. The project involves a group of ten 17 to 24 year olds, with a qualified coordinator, who will assist with NRM projects across the region. Dependent on the success of the project a decision will be made on whether to extend over the 2011/2012 financial year.
- Subject to successful grant funding from Shell, an Environmental Education Officer will be employed to deliver an environmental education program to upper primary school students on NRM. The purpose of the project is to engage young people in landcare activities with an objective of encouraging a lifetime of environmental stewardship.

2.1 Eastern Hills Catchment Management Program (EHCMP)

PURPOSE

The EHCMP supports a coordinated strategic approach to the restoration of land, bushland and creek lines in Perth's Eastern Region. This has been achieved through a range of natural resource management (NRM) activities responding to member Council, community and regional NRM groups' needs.

BACKGROUND

How and why this project came about and what has been achieved to date?

The EHCMP is a highly successful partnership between the Shires of Kalamunda and Mundaring, City of Swan and the EMRC that has operated over the past decade. The program aims to achieve a coordinated strategic approach to the restoration of land, bushland and creeklines through a range of natural resource management (NRM) activities and practices within the Councils, broader community and regional NRM groups.

The EHCMP is one of the five identified sub-regions within Perth Region NRM under the Perth Region Strategy for Natural Resource Management. Additionally, EHCMP has had a strong working partnership with the Swan River Trust in delivering water quality and community capacity building outcomes in the Eastern Hills.

EHCMP continues to receive funding from the Swan River Trust, Perth Region NRM, Shires of Kalamunda and Mundaring and the City of Swan to support community participation in on-ground activities in the region. The Eastern Hills Volunteer Engagement Model provides a coordinated strategic approach to the restoration of land, bushland, waterways, wetlands, wildlife corridors and creeklines of the participating member Councils of Kalamunda, Mundaring and Swan in Perth's Eastern Region.

The EHCMP, in partnership with the participating member Councils, Swan River Trust and Perth Region NRM Inc, adds significant value to the NRM activities undertaken by member Councils. The EHCMP supports an extensive range of community catchment groups and volunteers involved in on-ground works in reserves managed by the Councils and has secured significant external grant funds for local and regional scale projects.

Funding received in 2010/2011 includes:

State NRM Program – Native Fish Project

EHCMP secured a grant from the State NRM Office for \$34,458 to conduct fish monitoring along a 26km section of the Helena River between the Mundaring Dam and the confluence of the Swan River. The survey will assess the diversity and abundance of fish species in the river reaches and tributaries of the Helena River in Spring 2010, and representative samples of permanent pools in Autumn 2011.

Permanent water is a vital refuge for freshwater fish, since very few of the rivers and creeks flow all year round and the Helena River is an important tributary of the Swan River.

A report will be compiled, which will determine the status of native and exotic fish species in the Helena River, determine where surviving juvenile fish species are located in the river and environmental flow requirements for native freshwater fish.

The findings of this report will be used to make recommendations with regards to conservation of native freshwater fish species in the eastern hills, and to develop strategies to increase fish habitat through restoration and protection.

Swan River Trust

The Swan River Trust made a commitment in May 2010 to continue to fund the Community Led Projects – EHCMP in 2010/2011 providing \$99,000 to coordinate the program. This funding supports the NRM Coordinator role.

Perth Region NRM

Through continued funding by the Australian Government's Caring For Our Country Program Perth Region NRM funded the Eastern Hills Tributaries Project with \$55,000 for 2010/2011.

Swan Alcoa Landcare Program (SALP)

The team was also successful in receiving \$20,000 through the Swan Alcoa Landcare Program (SALP) for on ground works relating to the Eastern Hills Tributaries Project.

Review of the Integrated Catchment Management Program (ICMP)

The ICMP was created in 1997 and funded by the National Heritage Trust and partnered by the Wooroloo Brook LCDC, the EMRC, City of Swan, Shire of Mundaring, and Department of Agriculture and Food WA.

The project objective was to coordinate existing environmental initiatives in the region, to progress catchment planning in the major catchments and to establish and promote landcare and catchment management in areas not currently active.

The review involves catchment groups and community within the process. The document is to be a living document that assists in driving the future direction of NRM in the eastern region. The review process will look at the existing ICMP recommendations and ascertain what was done well, not so well and to address gaps in the plan and future actions.

Outer Metropolitan Community Fund (OMCF) Finalisation

Finalisation of the Outer Metropolitan Community Fund for Watsonia eradication in Kalamunda, Mundaring and Swan will be completed in November 2010. This project has resulted in widespread Watsonia eradication across the Eastern Hills region.

Natural Diversity Officer Seconded From Perth Region NRM to EHCMP

In 2010 Environmental Services added a new member to its NRM team, Luke McMillan. Luke has come from Perth Region NRM on secondment for 12 months. Luke's role as the Natural Diversity project officer will focus on dieback treatment and weeds of national significance in urban bushland remnants.

Bush Skills for the Hills

The EHCMP delivered a series Bush Skills for the Hills workshops. Courses conducted include Bushcare Basics, Living with Frogs, Birds and Snakes, two movie nights being the Burning Season and Thin Green Line and the Noongar Booja Cultural Walk.

Greenpage Newsletter

11 editions of the Greenpage Newsletter are distributed annually. In 2010/2011 subscriptions have almost doubled from 700 subscribers in 2009/2010 to 1360. The readership has grown due to the NRM team attending a number of community events to increase promotion and interest in landcare and catchment activities.

The EHCMP has long been recognised for its successful and innovative service delivery.

These include:

- Perth Region NRM - Local Government Excellence Award 2010
- National Local Government Award for Excellence (Natural Resource Management) 2007
- National Local Government Award for Innovation (Regional and Rural Councils) 2007
- Finalist WA Landcare Awards in 2005
- Finalist WA Environment Awards 2004
- WA Adult Learners Award 2003 (for Bush Skills for the Hills Program)
- WA Premier's Award 2001.

DETAILS

What is planned over the next year?

During 2011-12 the EHCMP team will continue to support participating member Councils and their community groups in protecting and managing the biodiversity, waterways and catchments of the relevant member Councils.

This includes:

- Providing officers to work in participating Council's offices at least one day per week to ensure maximum benefit and integration for member Councils. This includes providing advice to member Council planning and engineering staff on NRM issues.
- Assisting member Councils and community groups to source significant external funding for on-ground projects.
- Providing project development and implementation of on-ground projects.
- Providing executive and technical support to Catchment Groups, as well as supporting some of the 130 plus friends groups in the region.
- Producing eleven editions annually of the Greenpage newsletter, currently distributed to over 1300 households in the region.
- Running and delivering, in partnership with participating member Councils, the annual Bush Skills for the Hills series of 9-12 free environmental training workshops. These include annual sessions on volunteer management and safety, practical bushland management and restoration skills. These are attended by up to 350 community members each year and were recognised by an Adult Learning Award in 2003.
- Implementing Water Quality Monitoring Sampling Analysis Plans.
- Delivery of the annual Eastern Hills Landcare Volunteer Recognition event attended by 150 Eastern Hills volunteers.
- Provide private landholder support, including site visits, responding to phone enquiries, assistance with technical expertise, property planning training and, where appropriate, assisting with accessing external funding and support for protecting and managing creeklines and bushland.
- Representing participating member Councils in forums and networks.
- Commenced a partnership with Job Futures – Bridging the Gap for Green Jobs Corp to assist with NRM projects across the region.
- Subject to grant funding by Shell an Environmental Education Officer will deliver an environmental education project commencing with a pilot in the City of Swan. If successful the program will be rolled out across the region to interested member Councils.

What impact/support will this project have on member Councils?

Ongoing funding contributions from the Swan River Trust, Perth Region NRM, City of Swan and the Shires of Mundaring and Kalamunda will be the key to maintaining the program.

Close liaison with member Council officers is a critical factor for success and will require member Council officers to build time into their work planning to ensure they have a high level of engagement with the project.

How will member Councils benefit?

EHCMP provides a planned, structured and coordinated program which has been developed specifically in collaboration with the participating member Councils, catchment groups and NRM Officers. It ensures that volunteer participation is effective, provides structured and ongoing environmental management and saves duplication of resources and work for similar projects within the region.

Through the close and effective working partnerships between EHCMP officers and member Council staff, the landcare and bushcare volunteer network in the region is one of the largest in Australia and has been sustained over time for significantly less cost than similarly sized networks.

The value for member Councils include:

- Appropriate management of conservation reserves, well beyond the level of on-ground management possible by the member Council alone.
- Data collection on member Council environmental assets and values, as well as monitoring of environmental conditions and threatening processes.
- Generation of significant income from external grants for conservation projects within the member Council, particularly where volunteer hours provide leverage for large grants.
- Implementation of member Council environmental strategies.
- Friends groups and associated Catchment groups will be a major force in the implementation of regional and State Government NRM strategies, including the Perth Region NRM Strategy (currently being redeveloped) and the Healthy Rivers Action Plan.
- Volunteers also report high bushfire fuel levels, maintain firebreaks and keep watch on the bushland in their area. This translates into reduced vandalism repair costs and more rapid reporting of suspicious behaviour.
- Friends and Catchment groups also provide a social avenue for residents to become actively engaged in their community, and to gain a sense of personal contribution and value.

Five Year Financial Summary

Program Title		Eastern Hills Catchment Management Program				
Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
Operating Income		\$	\$	\$	\$	\$
(24,000)	Contribution – Shire of Kalamunda	(24,000)	(24,000)	(24,000)	(24,000)	(24,000)
(24,000)	Contribution - Shire of Mundaring	(24,000)	(24,000)	(24,000)	(24,000)	(24,000)
(24,000)	Contribution – City of Swan	(24,000)	(24,000)	(24,000)	(24,000)	(24,000)
(50,000)	Grant Funding - Perth Region NRM	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
(90,000)	Grant Funding -Swan River Trust	(90,000)	(90,000)	(90,000)	(90,000)	(90,000)
(4,000)	Other Income	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)
(216,000)	Total Income	(216,000)	(216,000)	(216,000)	(216,000)	(216,000)
Operating Expenditure						
28,000	Implement EHCMP	28,000	28,000	28,000	28,000	28,000
80,000	NRM Officer 1	83,000	86,000	89,000	91,000	94,000
96,000	NRM Co-ordination	96,000	99,000	102,000	105,000	108,000
80,000	NRM - Officer 2	83,000	86,000	89,000	91,000	94,000
284,000	Total Expenditure	290,000	299,000	308,000	315,000	324,000
68,000	Net EMRC contribution	74,000	83,000	92,000	99,000	108,000

2.2 Future Proofing for Climate Change – Regional and Local Climate Change Adaptation Action Planning

PURPOSE

The Regional Climate Change Adaptation Action Plan (RCCAAP) 20010-2013 is a foundation document that outlines what needs to be done over the next four years at a regional level to assist Perth's Eastern Region to adapt to climate change.

BACKGROUND

How and why this project came about and what has been achieved to date?

In May 2008 the EMRC received funding from the Australian Government's Department of Climate Change Local Adaptation Pathways Program to assist member Councils undertake climate change risk assessments, management and adaptation planning.

Key project elements completed in 2010/2011 include:

- Adoption by Council of the Regional Climate Change Adaptation Action Plan 2009-2013.
- Submission of reports to the Australian Government on the workshop outcomes:
 - Risk Analysis Report;
 - Adaptation Action Plan Report; and
 - Regional Climate Change Adaptation Action Plan 2009-2013.
- Presentations to other networks such as WALGA, WESROC and the State Planning Conference on the development of the Regional Climate Change Adaptation Action Plan.
- Development of Local Climate Change Adaptation Action Plans for each member Council.
- Ongoing advocacy and awareness raising of climate change issues at the local level to the State and Federal level, including increasing funding program toward local effort.
- Providing ongoing advice and monitoring research relating to climate change impacts to member Council officers.
- Representation on the WALGA Senior Officer Group on Climate Change.

DETAILS

What is planned for 2011-12?

Regional Climate Change Adaptation Actions

The Regional Climate Change Adaptation Action Plan 2009-2013 identified actions for the next four years. In 2009/10 the project moved to an implementation phase where the immediate regional adaptation actions, identified by the member Councils at the risk assessment and adaptation workshops, were implemented. All actions identified for the short term (2010-2011), medium term (2011-2012) and long term (2012-2013) will be implemented in corresponding years.

Local Climate Change Adaptation Actions

Locally, climate change adaptation is being incorporated into member Council internal operations and expanded across their local communities, with each member Council taking a unique approach to local climate change adaptation. The implementation of the Local Climate Change Adaptation Actions will assist member Councils in tackling raising climate change issues and prepare their local community.

How will member Councils benefit?

Member Councils benefit by being at the forefront of climate change adaptation. By taking proactive steps to adapt to climate change member Councils mitigate and prepare themselves for the risk climate change impacts may have upon infrastructure, land use planning, biodiversity, environmental health, fire and emergency services as well as parks and reserve management. Other broader key risks include the potential for changing economic viability of local industries and social dislocation.

Climate change can also present new opportunities whereby adaptation actions will generate significant social and environmental benefits. This may occur through the creation of the new carbon constrained economy and ongoing research and monitoring of this emergence will be critical in ensuring that Perth's Eastern Region can exploit any such opportunities. In the area of emergence of new green jobs and technologies the region can position itself to attract such industries and this will provide economic and social benefits to the community.

Another significant benefit will be the leadership that will be demonstrated to the community by local government. Climate change impacts will directly affect local communities and with good strategic planning in place residents will be reassured that their interests are being taken into account and they will be better prepared for whatever issues climate change presents.

What impact/support will this project have on member Councils?

The environmental, social and economic costs of not adapting to climate change will be significant without adequate adaptation strategies in place.

The project will:

- Promote resilience and support local communities in partnership with local government to improve the management of the local environment and community public assets;
- Secure future-focussed transport, planning and building systems that support low emissions and accommodates a changed climate;
- Identify and support vulnerable communities in Perth's Eastern Region to adjust to the cost of a low emissions economy so they are not further disadvantaged as a result of climate change; and
- Promote innovation and regional security in order to position the region for economic opportunities resulting from climate change such as new industry, markets and technologies.

Climate Change Adaptation services offer to non member Councils

There is an opportunity for EMRC to provide leadership role and explore the possibility of approaching other councils in Perth metropolitan area offering climate change adaptation services. EMRC may offer these services to existing clients such as the City of South Perth and the Town of Victoria Park.

Five Year Financial Summary

Program Title	Future Proofing - Climate Change Regional Adaptation Action Plan					
Adopted Budget 2010/11	Project Summary	20011/12	2012/13	2013/14	2014/15	2015/16
	Operating Income	\$	\$	\$	\$	\$
	Member Councils					
(15,000)	Contribution – City of Bayswater	(15,000)	(15,000)	(15,000)	(15,000)	(15,000)
(15,000)	Contribution- Town of Bassendean	(15,000)	(15,000)	(15,000)	(15,000)	(15,000)
(15,000)	Contribution – City of Belmont	(15,000)	(15,000)	(15,000)	(15,000)	(15,000)
(15,000)	Contribution – Shire of Kalamunda	(15,000)	(15,000)	(15,000)	(15,000)	(15,000)
(15,000)	Contribution - Shire of Mundaring	(15,000)	(15,000)	(15,000)	(15,000)	(15,000)
Nil	Contribution – City of Swan	Nil	Nil	Nil	Nil	Nil
(75,000)	Total Income	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)
	Operating Expenditure					
140,000	Implement climate change actions as per Regional Adaptation Action Plan and develop Local Climate Change Adaptation Plans for member Councils	125,000	125,000	125,000	125,000	125,000
50,000	Net EMRC contribution	50,000	50,000	50,000	50,000	50,000

*City of Swan withdrew from Future Proofing in 2010

2.3 Perth Solar City

PURPOSE

The Perth Solar City project is a comprehensive program aimed at building long-lasting behaviour change in energy efficiency and conservation. The program aims to increase the uptake of new solar technologies and to break down barriers to participation in direct greenhouse action by residents, businesses and public institutions.

BACKGROUND

How and why this project came about and what has been achieved to date?

The project is supported by \$13.9 million in Australian Government funding through the Solar Cities Program. State and Local Government and Industry funding has also been contributed on the basis of at least \$2 for every \$1 of Australian Government funding.

The project is being delivered through the Perth Solar City Consortium, of which the EMRC is a member on behalf of member Councils. Other consortium members include State Government agencies and industry partners. The EMRC and all member Councils have been active participants in the project design, development and implementation since 2005.

The project was launched by the Australian Minister for the Environment, Water, Heritage and the Arts at an event held at the Midland Railway Workshops on 5 November 2009. The project completion date is December 2013.

During 2009 a funding agreement between the State and Federal Governments was signed. This funding agreement was subsequently cascaded to all consortium members, including the EMRC. The funding agreement outlined the EMRC's responsibility in delivering the community engagement program – Living Smart and Sustainable Communities Competition.

During 2009 the EMRC developed 13 demonstration solar energy infrastructure proposals that were accepted into the Perth Solar City Program.

The Perth Solar City project will be implemented between November 2009 and December 2013, with most components delivered in 2010 and 2011. The final year of the project will focus on evaluating the project.

Most residential components will be delivered in 2010 and 2011. From early 2010, member Council demonstration projects will be implemented in line with the agreed proposals.

In 2010/2011 implementation of a number of demonstration and business case projects has been completed including installation of:

- 16 KW PV system at Shire of Mundaring
- 3.6 KW PV system at Town of Bassendean Memorial Library
- 4.08 KW PV system at Ashfield Reserve (Bassendean)
- Installation of 2kW PV system and upgrade existing 1.2kWpPV system (Thin Film) to a 2kW system at Ruth Faulkner Library (Belmont)
- Purchase and install a 1kW PV system at Midland Public Library and a 2kW PV system at Ellenbrook Community Library
- Purchase and install 10kW PV system and energy assessment of Altone Park

In addition to the above the EMRC also ran a Sustainable Communities competition with the winning "sustainable community" receiving a 2.1 KW PV system for their community building.

DETAILS

What is planned over the next year?

- Completion of remaining demonstration and business case projects.
- Assistance with member Council demonstration project event launches.
- Continued reporting on the project to the program office and attendance at meetings.
- Evaluation of projects as per the consortium agreement requirements including data on energy production, financial savings and greenhouse abatement.

How will Member Councils benefit?

Member Councils and their community will derive significant benefit from this project through:

- State and Australian Governments funding into the region to support residents in reducing energy consumption, thus reducing both greenhouse emissions and household energy bills;
- The region will be the location for a major proof of concept trial of nationally compliant 'smart grid' technologies, including smart meters and supporting infrastructure and in-home display devices by a partnership between Western Power and Synergy;
- Access to high quality discounted solar technologies including solar photovoltaic (PV) systems and solar hot water systems;
- Access to free home energy audits;
- Access to Living Smart workshops;
- Australian Government funding into demonstration projects, valued at over \$1.1 million dollars at member Council facilities. The demonstration projects include solar photovoltaic systems on libraries, recreation and administration centres, energy efficient LED lighting at a prominent local recreation reserve and an energy reduction and demand management system for a Council administration centre;
- Access to a solar schools program for up to 20 local schools;
- Industry sponsorship to support a major competition promoting sustainable living in each member Council;
- Installation of a Perth Solar City icon project at the Foundry at the Midland Railway Heritage Workshops;
- The inclusion of the Travel Smart and Living Smart Waste household programs. The EMRC has also negotiated with the Department of Transport so that in addition to the Living Smart Energy and Water components, which will be funded through the Perth Solar City, the department has also allocated an additional \$954,227 to deliver the Travel Smart and Living Smart Waste programs to participating households. This will make significant contribution to the delivery of the EMRC's Regional Integrated Transport Strategy (RITS) and waste education programs; and
- Significant exposure at State, National and International Solar Cities forums as part of the growing global network of Solar Cities.

The EMRC's role has been to seek to maximise the benefit across member Councils and across the region.

What impact/support will this project have on member Councils?

Member Councils will be required to continue to provide funding that will employ an officer to provide co-ordination to the project. Member Councils will also be required to ensure budgets are set aside for infrastructure investment in solar energy technologies. Member Council officers will be required to set aside time to attend project team meetings to ensure delivery of programs are being achieved.

Five Year Financial Summary

Program Title	Perth Solar City			
Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14
	Operating Income	\$	\$	\$
(15,000)	Contribution – City of Bayswater	(15,000)	(15,000)	(15,000)
(15,000)	Contribution- Town of Bassendean	(15,000)	(15,000)	(15,000)
(15,000)	Contribution – City of Belmont	(15,000)	(15,000)	(15,000)
(15,000)	Contribution – Shire of Kalamunda	(15,000)	(15,000)	(15,000)
(15,000)	Contribution - Shire of Mundaring	(15,000)	(15,000)	(15,000)
(15,000)	Contribution – City of Swan	(15,000)	(15,000)	(15,000)
(915,559)	Grant Funding	(40,000)		
(1,005,559)	Total Operating Income	(130,000)	(90,000)	(90,000)
	Operating Expenditure			
90,000	Implement Perth Solar City	90,000	90,000	90,000
460,000	Implement Living Smart program	40,000	0	0
58,000	Demonstration project - Bassendean	0	0	0
72,240	Demonstration project - Bayswater	0	0	0
107,000	Demonstration project - Belmont	0	0	0
56,664	Demonstration project - Kalamunda	0	0	0
66,740	Demonstration project - Mundaring	0	0	0
94,915	Demonstration project - Swan	0	0	0
(1,005,559)	Total Expenditure	130,000	90,000	90,000
0	Net EMRC contribution	0	0	0

2.4 Achieving Carbon Emission Reductions (ACE_R)

PURPOSE

The Achieving Carbon Emission Reductions (ACE_R) Program continues and strengthens the work started under the Cities for Climate Protection Program (CCP), which was funded until 2009 by the Federal Government through ICLEI Oceania. Under the CCP Program member Councils had made significant achievements in mitigating their carbon emissions.

BACKGROUND

How and why this project came about and what has been achieved to date?

The ACE_R – Achieving Carbon Emissions Reduction Program was developed in 2009 by the Eastern Metropolitan Regional Council (EMRC) in collaboration with its six member councils, Town of Bassendean, City of Bayswater, City of Belmont, Shire of Kalamunda, Shire of Mundaring and the City of Swan.

The ACE_R Program is an initiative developed to encourage and support member Councils with Perth's Eastern Region to monitor, report on and reduce their corporate emissions. The ACE_R Program also provides information and education to the community and local businesses within the region on reducing energy consumption and other climate change related issues.

The ACE_R Program was initiated in response to the Australian Government's withdrawal of funding for ICLEI's Cities for Climate Protection (CCP) Program in 2009. The EMRC and its member Councils determined it was necessary to continue to monitor and to mitigate their emissions as well as to educate the community by leading through example.

The ACE_R Program focuses on climate change, which is a high priority issue affecting every aspect of day to day life, with major impacts for future generations. A proactive approach at the local and regional level is needed to deal with the challenges posed by climate change.

Perth's Eastern Region aspires to become a leader in strategically dealing with climate change within the local government sector and wishes to inspire others to also take up the challenge of mitigations both within their corporate operations and their community.

To date the ACE_R Program's two biggest achievement was when it was announced as a finalist in the WA Sustainable Energy Awards for Innovation and Excellence for 2010 within the category of Community and Regional Initiative. The other major achievement that the ACE_R Program achieved in 2009/10 is the development and completion of the ACE_R Home Energy Audit Kits. These Kits will allow the local community access to tools which they can use to undertake their own home energy audit and begin their journey to energy efficiency.

DETAILS

What is planned over the next year?

The EMRC will continue to develop annual project implementation plans to meet member Council requirements.

In July 2010 member Councils were consulted and agreed to continue with funding support to a like program that would be designed and implemented by the EMRC.

One key priority identified by member Councils for 2010/11 is the implementation of a cost effective inventory system to replace the inventory systems and software previously provided by ICLEI. One key step forward is to recommend the purchase of a reporting platform that has been designed and developed by WALGA and Greensense.

Project priorities identified by member Councils for EMRC support of their greenhouse gas mitigation activities include:

- Seeking grants in relation to energy efficiency and climate change mitigation on behalf of member Councils;
- Continuing to develop and implement projects on behalf of member Councils. In 2010/11, these include:
 - Implementing the Shire of Kalamunda's Carbon Reduction Strategy
 - Developing new community projects to be implemented within the region
 - Finalising a cost vs savings analysis of energy saving actions for the City of Bayswater
- The main priority and focus for 2011/2012 will be completion of set up and implementation of the new reporting platform. The first inventory reports will be available and assistance provided to continue with carbon mitigation actions.

How will Member Councils benefit from participating in ACE_R?

Member Councils will derive direct benefits from being involved in the ACE_R Project as follows:

- Assistance to achieve their greenhouse gas mitigation priorities;
- Cost effectiveness;
- Sharing of resources to achieve common or compatible projects;
- Support in seeking external funding (noting that the Perth Solar City involvement began as a component of member Councils' Community Greenhouse Action Plans through the CCP Program)
- Visibility of member Councils' greenhouse commitments at community events;
- Advice on emerging issues in climate change, emissions policy and reporting and related matters;
- Development of a new reduction target along with a detailed plan on how this target may be achieved;
- Frees up time for the Councils Environmental Officer/Coordinator to tackle other environmental matters.

What impact/support will this project have on member Councils?

Participating member Councils will be required to provide funding based on their individual requirements formulated through a project planning process. Once each member Council has identified specific needs then the generic tasks such as managing and quantifying GHG inventories will be incorporated into the overall plan and costed on an hourly basis and changed according.

Member Council officers will be required to provide ongoing input into the delivery of ACE_R related activities and to provide direction and feedback to the EMRC. The EMRC employs a dedicated officer to coordinate and to implement the requirements of the project.

Five Year Financial Summary

Program Title	Achieving Carbon Emissions Reduction					
Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
	Operating Income	\$	\$	\$	\$	\$
(0)	Contribution- Town of Bassendean	(0)	(0)	(0)	(0)	(0)
(12,450)	Contribution – City of Bayswater	(12,450)	(12,450)	(12,450)	(12,450)	(12,450)
(12,450)	Contribution – City of Belmont	(12,450)	(12,450)	(12,450)	(12,450)	(12,450)
(9,700)	Contribution – Shire of Kalamunda	(9,700)	(9,700)	(9,700)	(9,700)	(9,700)
(7,700)	Contribution - Shire of Mundaring	(7,700)	(7,700)	(7,700)	(7,700)	(7,700)
(0)	Contribution – City of Swan	(0)	(0)	(0)	(0)	(0)
	Operating Expenditure					
42,300	Implement ACEr program	42,300	42,300	42,300	42,300	42,300
0	Net EMRC contribution	0	0	0	0	0

*Town of Bassendean and City of Swan have withdrawn from the ACEr project in 2010.

2.5 Water Campaign™

PURPOSE

The purpose for the Water Campaign™ is to provide local governments with a framework and structured approach to actively assess their consumption of water and to understand how their activities affect water quality within their area. The project will deliver water actions plans to address the issues identified and will achieve water reduction goals that have been set by member Councils. This can result in significant water use reductions and cost savings for participating Councils and demonstrates Local Government leadership in the management of our precious water resources.

BACKGROUND

How and why this project came about and what has been achieved to date?

The Water Campaign™ is a sustainability initiative from the International Council for Local Environmental Initiatives (ICLEI) and the Australian Government.

Progression through this program framework is marked by milestones which progress the water management initiative through a series of steps outlined below.

Milestone 1	Conduct a water consumption inventory and analysis for Corporate and Community consumers. Produce a water quality checklist;
Milestone 2	Develop water goals in four action areas;
Milestone 3	Produce a Water Action Plan;
Milestone 4	Undertake implementation of the Water Action Plan, assessment and reporting of the quantitative and qualitative benefits resulting from the implemented actions; and
Milestone 5	Review and evaluate Council's progress in the Water Campaign™

There are 120 Councils participating in the Water Campaign™ program throughout Australia, which includes 40 Councils from Western Australia, six of which are the EMRC Member Councils.

A highlight of 2010/11 was the EMRC being nominated as a finalist in the Program Innovation Category in the WA Water Awards 2010 for its work progressing member and client Councils through the ICLEI Water Campaign™ milestone framework.

All six member Councils are actively engaged in the Water Campaign™ and to date have achieved the following:

City of Belmont

In August 2010 the City of Belmont completed Milestone 5 in corporate and community modules. During 2011/12 the City may undertake water consumption re-inventories and reviewing their Water Action Plan actions.

Town of Bassendean

In 2010 the Town of Bassendean has achieved the Corporate module of Milestone 4 of the Water Campaign™.

City of Bayswater

The City of Bayswater has achieved Milestone 1, and is currently progressing Milestones 2 and 3.

Shire of Kalamunda

The Shire of Kalamunda has completed development of their Water Action Plan report, a component of Milestone 3. The Shire started progressing through Milestone 4 in 2010.

Shire of Mundaring

In 2010 the Shire of Mundaring achieved Milestone 3 endorsing their Water Action Plan. Currently the Shire of Mundaring is undertaking Milestone 4 of the Water Campaign TM. It is anticipated that the Shire will commence progressing through Milestone 5 in 2011.

City of Swan

Currently the City of Swan is progressing through Milestone 1 undertaking corporate and community water consumption inventory. It is anticipated that during 2011/12 the City will commence concurrently progressing through Milestone 2 and 3.

DETAILS***What is planned for 2011-12?***

- Continue to progress the Cities of Bayswater and Swan through the Water Campaign TM milestone framework, bringing Council up to Milestones 2 and 3.
- Progress the Shires of Mundaring and Kalamunda through the Water Campaign TM milestone framework and completing Milestones 4 and 5.
- Offer the member Councils that have completed Milestone 5 a water consumption inventory support tool and maintain the inventory record and update on an annual basis.
- Offer services in community sustainability education with a focus on water (and energy) conservation. This could include offering household sustainability assessments for member Council households in the region and ongoing sustainability initiatives that encourage water conservation in the community.
- Offer the member Councils a water auditing service that will allow audits to be undertaken of identified high consuming accounts.
- Investigate the feasibility of offering ICLEI's Regional Catchment Module, which investigates how groups of local governments can work together for the long-term improvement in water management as an extension of the Water Campaign TM.
- Identify potential water management projects for participating councils and continue to seek funding opportunities available to the councils. Provide assistance with funding application development and submissions.
- Investigate opportunities with the Water Corporation to develop a partnership to delivery a regional water wise program to householders.
- Assist member Councils with best practice water sensitive urban design and irrigation practices.

How will participating Council benefit?

Participation in the Water Campaign TM will result in the member Councils generating significant water use reductions and cost savings, and will demonstrate their leadership in the management of our precious water resources. The program also supports Councils in groundwater management which

will enable Councils to comply with recent State legislation requiring all Councils to ensure their groundwater extraction is below 7,500 kilolitres per hectare.

Progressing through the Water CampaignTM milestone framework has a great potential to provide the following benefits to participating councils:

Economic

- Increase in financial savings associated with the implementation of water conservation measures;
- Reduction of scheme/groundwater consumption through an alternative water supply use such as stormwater, greywater and treated wastewater;
- Water savings through the implementation of best practice water management including sustainable use of groundwater and scheme water management;
- Establishment of environmental indicators through water consumption and water quality analysis to measure and compare the success of programs;
- Assisting community members to reduce their water use accruing financial savings; and
- Improvements in the local economy through the development of new markets in areas such as water efficient devices, irrigation and landscape services.

Social

- Improvement of community relations and fostering a greater sense of community through development of partnerships with the commercial residential and industrial sectors of the community; and
- Establishment of local leadership in the area of the water resource management.

Environmental

- Contribution to the sustainable management of our water resources;
- Improvements in water quality through the implementation of initiatives such as erosion and sediment control; reduced use of chemicals and the containment and appropriate disposal of gross litter etc.

What impact/support will this project have on member Councils?

- Financial support sought from member Councils;
- Financial and in-kind support required from member Councils:
 - To meet Federal/ State funding requirements and support potential projects;
 - To provide input into project application development;
 - To provide ongoing support to ensure Water CampaignTM progress; and
 - To ensure integration of other proposed projects supporting the Water CampaignTM.

Five Year Financial Summary

Program Title	Water Campaign™					
Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
	Operating Income	\$	\$	\$	\$	\$
(10,428)	Contribution – City of Bayswater	(10,428)	(10,428)	(10,428)	(10,428)	(10,428)
(0)	Contribution- Town of Bassendean	(0)	(0)	(0)	(0)	(0)
(10,560)	Contribution – City of Belmont	(10,560)	(10,560)	(10,560)	(10,560)	(10,560)
(9,996)	Contribution – Shire of Kalamunda	(9,996)	(9,996)	(9,996)	(9,996)	(9,996)
(11,880)	Contribution - Shire of Mundaring	(11,880)	(11,880)	(11,880)	(11,880)	(11,880)
(9,900)	Contribution – City of Swan	(9,900)	(9,900)	(9,900)	(9,900)	(9,900)
(23,688)	Other Client LGAs	(23,688)	(23,688)	(23,688)	(23,688)	(23,688)
(76,452)	Total Income	(76,452)	(76,452)	(76,452)	(76,452)	(76,452)
	Operating Expenditure					
96,000	Water Campaign™ Support Officer	96,000	96,000	96,000	96,000	96,000
19,548	Net EMRC Contribution	19,548	19,548	19,548	19,548	19,548

*Town of Bassendean withdrew from the Water Campaign in 2010.

2.6 Swan and Helena Rivers Management Framework

PURPOSE

The purpose of the Swan and Helena Rivers Management Framework (SHRMF) is to activate and realise the rivers' potential as natural, cultural and economic assets for Perth's Eastern Region.

BACKGROUND

How and why this project came about and what has been achieved to date?

The SHRMF was initiated by the EMRC on behalf of member Councils with support of the Swan River Trust and the Western Australian Planning Commission. The major output of the project was a strategic framework that provides a vision for the future protection and development of the Swan River and its major tributary, the Helena River. The SHRMF identifies roles and responsibilities and allocates strategic actions to all stakeholders to guide the ongoing management and development of the rivers.

The SHRMF was endorsed by the EMRC and the cities of Bayswater, Belmont, Swan and Town of Bassendean in 2007. The framework outlines objectives to:

- achieve social benefits,
- protect environmental values,
- enhance cultural and natural heritage,
- promote sensitive design and development, and
- promote integrated planning and management.

To achieve these objectives the framework recommends preparation of regional level planning strategies and guidelines to ensure a co-ordinated effort to tackle the large scale issues that cross Council boundaries.

To date the project has involved four of the EMRC member Councils including the City of Bayswater, Town of Bassendean, City of Belmont and City of Swan.

Since development and endorsement of the SHRMF, a number of high priority regional projects have been completed. These include:

- Perth's Eastern Region Swan River Trails Project (2008);
- SHRMF Heritage Audit and Statement of Significance (2009);
- Swan and Helena Rivers Regional Recreational Path Development Plan (2009);
- Best Management Practices for Shore Stabilisation – Approaches and Decision Support Framework (2009) (Led by Swan River Trust); and
- Best Management Practices for Shore Stabilisation – Concept Designs for Shore; a Stabilisation at selected sites in the City of Bayswater (2009) (Led by Swan River Trust).

The consultancy reports are foundation documents guiding implementation of the Swan and Helena Rivers Management Framework and, according to the Swan River Trust and National Trust, potentially, the whole Swan and Canning Rivers system.

The EMRC was awarded a commendation for the Swan and Helena Rivers Management Framework in the Outstanding Sustainability Partnerships category at the national Environs Australia 2009 Sustainability Awards. This award recognises significant achievement by a partnership between a local council with other councils or with an external organisation in progressing sustainability within the community.

DETAILS

What is planned for 2011-12

Ongoing

- Continued implementation of priority actions outlined within the SHRMF on advice of member Councils through the Regional Environmental Advisory Group.
- Advocacy – representations will continue to be made at agency and political levels to increase funding to the Swan River. The EMRC will work with its member Councils and the Swan Canning Policy Forum (C21) to advocate and develop collaborative submissions, as funding programs become available.
- Swan and Helena Rivers Regional Recreational Path Development Plan – seek funding to implement trail construction and maintenance priorities.

Continuing

- Swan and Helena Rivers Foreshore Trail Interpretation Plan - will inform development of interpretation infrastructure for the Swan and Helena Rivers Foreshore Trail and is a critical step towards creating an interpreted foreshore trail along the upper reaches of the Swan River. Stage two of the project will deliver detailed designs and costings for each member Council to construct interpretation at selected sites, drawing from the Heritage Audit and Statement of Significance. This project is another stage in the Swan and Helena Rivers Regional Recreational Path Development Plan.
- Regional Aboriginal Consultation Plan - Deliver training on how to use the Regional Aboriginal Consultation Plan resource tool kit.

New

- Foreshore Funding Strategy – will inform ongoing advocacy and create an overview of funding sources, availability, partnerships, works and priorities. This will enable advance planning for collaborative submissions; highlight regional needs and link with work done by Swan Canning Policy Forum as well as supporting other major projects in the SHRMF, such as the Foreshore Trail Interpretation Plan and Regional Recreational Path Development Plan. Lead agencies have been identified as including EMRC, Swan River Trust, Department of Planning and Infrastructure, and local government.
- Regional Conservation and Habitat Restoration Implementation Strategy – will link the SHRMF to the Regional Environmental Strategy to provide a framework for implementation of environmental works along the rivers. This will also inform and support the implementation of the environmental themes in the Foreshore Trail Interpretation Plan.

How will member Councils benefit?

Social:

- Improved community engagement in Swan River foreshore restoration activities in the Cities of Bayswater, Belmont and Swan, and Town of Bassendean;
- Inclusive indigenous consultation;
- Increased public safety and amenity along the Swan River foreshore; and
- Increased tourism and recreational opportunities at key sites along the Swan River.

Environmental:

- An integrated approach to foreshore management across four member Councils;

- Improved stability of foreshores; and
- Habitat restoration and conservation of associated foreshores.

Economic:

- Opportunities to value add to current individual local government river projects;
- Opportunities to increase funding applications through collaborative submissions;
- Provision of employment opportunities; and
- Informed advocacy for funding and political support for priority actions from State and Federal Government.

What impact/support will this project have on member Councils?

Member Councils will be required to make in-kind and financial contributions to leverage grant funding for projects that arise from implementation of regional strategies including;

- Regional Recreation Path Development Plan path construction
- Swan and Helena Rivers Foreshore Interpretation Plan

In-kind support will be required from member Councils in the form of officer time to participate on the Regional Environmental Advisory Group and to provide technical input into submissions and project briefs.

Five Year Financial Summary

Program Title	Swan and Helena Rivers Management Framework					
Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2014/15
		\$	\$	\$	\$	\$
	<i>Operating Expenditure</i>					
58,113	Implement SHRMF Plan - Salary and on costs	60,000	62,000	64,000	66,000	68,000
22,000	Develop and Implement Foreshore Interpretation Plan					
28,000	Develop and Implement Aboriginal Consultation Plan					
4,000	Other expenses and projects	40,000	40,000	40,000	40,000	40,000
112,113	<i>Net EMRC Contribution</i>	100,000	102,000	104,000	106,000	108,000

Section 3 - Member Council Individual Financial Contributions Summary

3.1 Town of Bassendean

Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
1,815	Regional Economic profile tools – Remplan	2,000	2,000	2,000	2,000	2,000
11,628	Regional Tourism Program	12,209	12,820	13,461	14,134	14,558
15,000	Future Proofing for Climate change	15,000	15,000	15,000		
15,000	Perth Solar City	15,000	15,000	15,000		
43,443	Total Funding being sought	44,209	44,820	45,461	16,134	16,558

3.2 City of Bayswater

Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
1,815	Regional Economic profile tools – Remplan	2,000	2,000	2,000	2,000	2,000
23,673	Regional Tourism Program	24,857	26,099	27,404	28,774	29,637
15,000	Future Proofing for Climate change	15,000	15,000	15,000		
15,000	Perth Solar City	15,000	15,000	15,000		
12,450	ACEr	12,450	12,450	12,450	12,450	12,450
10,428	Water Campaign TM	10,428	10,428	10,428	10,428	10,428
78,366	Total Funding being sought	79,735	80,977	82,282	53,652	54,515

3.3 City of Belmont

Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
1,815	Regional Economic profile tools - Remplan	2,000	2,000	2,000	2,000	2,000
19,059	Regional Tourism Program	20,012	21,012	22,063	23,166	23,860
15,000	Future Proofing for Climate change	15,000	15,000	15,000		
15,000	Perth Solar City	15,000	15,000	15,000		
12,450	ACEr	12,450	12,450	12,450	12,450	12,450
10,560	Water Campaign™	10,560	10,560	10,560	10,560	10,560
73,884	Total Funding being sought	75,022	76,022	77,073	48,176	48,870

3.4 Shire of Kalamunda

Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
1,815	Regional Economic profile tools - Remplan	2,000	2,000	2,000	2,000	2,000
19,059	Regional Tourism Program	20,214	21,253	22,316	23,432	23,134
24,000	Eastern Hills Catchment Management Program	24,000	24,000	24,000	24,000	24,000
15,000	Future Proofing for Climate change	15,000	15,000	15,000		
15,000	Perth Solar City	15,000	15,000	15,000		
9,200	ACEr	9,200	9,200	9,200	9,200	9,200
9,996	Water Campaign™	9,996	9,996	9,996	9,996	9,996
94,070	Total Funding being sought	95,410	96,449	97,512	68,628	69,330

3.5 Shire of Mundaring

Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
1,815	Regional Economic profile tools - Remplan	2,000	2,000	2,000	2,000	2,000
17,017	Regional Tourism Program	17,868	18,761	19,699	20,684	21,304
24,000	Eastern Hills Catchment Management Program	24,000	24,000	24,000	24,000	24,000
15,000	Future Proofing for Climate change	15,000	15,000	15,000		
15,000	Perth Solar City	15,000	15,000	15,000		
7,700	ACEr	7,700	7,700	7,700	7,700	7,700
11,880	Water Campaign TM	11,880	11,880	11,880	11,880	11,880
92,412	Total Funding being sought	93,448	94,341	95,279	66,264	66,884

3.6 City of Swan

Adopted Budget 2010/11	Project Summary	2011/12	2012/13	2013/14	2014/15	2015/16
11,762	Regional Tourism Program	0	0	0	0	0
1,815	Regional Economic profile tools - Remplan	2,000	2,000	2,000	2,000	2,000
24,000	Eastern Hills Catchment Management Program	24,000	24,000	24,000	24,000	24,000
15,000	Perth Solar City	15,000	15,000	15,000		
9,900	Water Campaign TM	9,900	9,900	9,900	9,900	9,900
62,477	Total Funding being sought	50,900	50,900	50,900	35,900	35,900



9.2 SWAN AND HELENA RIVERS MANAGEMENT FRAMEWORK IMPLEMENTATION UPDATE

REFERENCE: COMMITTEES-11746

PURPOSE OF REPORT

To update Council on progress in facilitating implementation of the Swan and Helena Rivers Management Framework.

KEY ISSUES AND RECOMMENDATION(S)

Key Issues

- In order to progress the actions of the Swan and Helena Rivers Management Framework (SHRMF) a number of projects have been undertaken during 2010 and are outlined in this progress report.
- The Regional Aboriginal Consultation Guidelines will be developed with the aim to document a step-by-step process for member Council officers to better undertake Aboriginal consultation.
- Stage 1 of the Swan and Helena Foreshore Trail Interpretation Plan has been completed and the draft final report has been distributed to all the Regional Environmental Advisory Group (REAG) members and is proposed to be distributed to key stakeholders and agencies as appropriate.
- Tourism Quality (TQUAL) funding will be pursued for Stage 2 of the Swan and Helena Foreshore Trail Interpretation Plan project when funding is announced later in 2011.
- A review of the priorities identified in the Regional Recreational Path Development Plan and a funding bid will be made under the Lotterywest and Department of Sport and Recreation (DSR) Trails funding program.
- The EMRC provides representation on a number of advisory groups; makes submissions and comments on stakeholder documents; undertakes marketing and promotion activities and attends conferences to advocate for the protection and sustainable use of the Swan and Helena Rivers and implementation of the SHRMF.
- A review of all strategies listed in the Swan and Helena Rivers Management Framework has commenced and will be undertaken in consultation with the REAG to determine future priority areas and budgeting requirements and opportunities.

Recommendations

That:

1. Council receive the Swan and Helena Rivers Foreshore Trail Interpretation Plan, forming the attachment to this report.
2. Council authorise forwarding of the Swan and Helena Rivers Foreshore Trail Interpretation Plan (Draft Final Report) to the South West Aboriginal Land and Sea Council (SWALSC), Department of Indigenous Affairs (DIA), Swan River Trust (SRT), WA Planning Commission (WAPC) and other relevant stakeholders for comment.

SOURCE OF REPORT

Director Regional Services
Manager Environmental Services



Item 9.2 continued

BACKGROUND

The Swan and Helena River Management Framework (SHRMF) was initiated by the EMRC on behalf of member Councils with support of the Swan River Trust and the Western Australian Planning Commission. The major output of the project was a strategic framework that identifies roles and responsibilities and allocates strategic actions to all stakeholders to guide the ongoing management and development of the eastern reaches of the Swan River and its major tributary, the Helena River.

The boundaries of the SHRMF study are defined by four precincts that extend from Windan Bridge near Perth City, east to Middle Swan Road and Swan River Bridge (formerly Whiteman Bridge), and south to Roe Highway. The majority of the study area is included within the boundaries of the Town of Bassendean, City of Bayswater, City of Belmont and the City of Swan.

The SHRMF provides a vision for the future protection and development of the Swan and Helena Rivers as regional assets and identifies nodes, forms of development and strategies to contribute to achieving the vision in the following areas:

- social benefits;
- environmental values;
- cultural and natural heritage;
- design and development; and
- planning and management.

The SHRMF was received by Council in June 2007 and provision made in subsequent budgets to progress development of high priority strategies and actions. High priority projects were identified through a number of SHRMF Steering and Officer Working Groups comprising of external stakeholders and member Councils' staff.

To date the following high priority projects have been completed:

- Perth's Eastern Region Swan River Trails Project (2008);
- SHRMF Heritage Audit and Statement of Significance (2009);
- Swan and Helena Rivers Regional Recreational Path Development Plan (2009);
- Best Management Practices for Shore Stabilisation – Approaches and Decision Support Framework (2009); and
- Best Management Practices for Shore Stabilisation – Concept Designs for Shore; a Stabilisation at selected sites in the City of Bayswater (2009).

The Heritage Audit and Statement of Significance and the Regional Recreational Path Development Plan reports were completed and received by the regional Council in September 2009. The reports identified the need to conduct further consultation with the Aboriginal community to ensure that any future infrastructure including interpretation, trails and foreshore restoration works were sensitive to Aboriginal heritage and cultural issues.

The SHRMF Steering and Officer Working Group members prioritised the need for a Regional Aboriginal Consultation process to assist in improving the current planning and consultation processes through Section 18 applications under the Aboriginal Heritage Act 1972 and to enable more consultative and respectful engagement with the Indigenous community. A project was initiated in 2010 to develop Regional Aboriginal Consultation Guidelines.

In 2010 a Regional Environmental Advisory Group (REAG) was established (replacing the suite of former SHRMF steering and working groups) to progress the implementation of the SHRMF and other EMRC environmental projects and activities.



Item 9.2 continued

The following report will inform Council of progress to date and proposed next steps with implementation of the SHRMF during 2011.

REPORT

1. Regional Strategies

Regional Aboriginal Consultation Guidelines

The EMRC is working in partnership with a range of key stakeholders, member Councils and relevant agencies and providers of indigenous heritage advice and services to develop a deeper understanding of the issues and processes required for Indigenous consultation. The Regional Aboriginal Consultation Guidelines aim to document a step-by-step process for member Council officers to better undertake Aboriginal consultation in order to meet legislative requirements and to identify who, how and what needs to be communicated within the local Aboriginal community, in a manner that is inclusive and respectful of Aboriginal heritage and culture.

In 2010 a desktop assessment and interviews with member Councils' officers and relevant stakeholders were conducted to determine current local government Aboriginal consultation processes and models and to identify issues with these processes.

Information from the desktop assessment has been collated into a report to provide an overview of current Aboriginal engagement and consultation processes. An issues paper has been developed from interview responses to highlight stakeholder concerns related to current Aboriginal engagement and consultation processes. From the information collected it appears that there are number of plans and model documents available on how to undertake general Aboriginal engagement and consultation, however, there is a lack of guidance for local government officers and the Aboriginal community on matters such as standard payment fees, knowledge of Aboriginal cultural protocols and local government protocols. The project will result in the development of a practical set of guidelines to assist local government officers with Aboriginal engagement and consultation.

This information will be used to form the basis of a stakeholder workshop to be held in early 2011 and the development of Regional Aboriginal Consultation Guidelines.

The EMRC has engaged a Noongar consultant to facilitate the stakeholder workshop. The workshop will bring together stakeholders to determine the scope and development of the Regional Aboriginal Consultation Guidelines.

Swan and Helena Rivers Foreshore Trail Interpretation Plan

Following recommendations from the Heritage Audit and Statement of Significance and the Swan and Helena Rivers Regional Recreational Path Development Plan, a consultant was engaged in 2010 to develop an Interpretation Plan for a multi-use trail along the Swan and Helena Rivers foreshore. The objective of the plan was to determine themes, sites, methods, messages, design and physical structure of the interpretation.

Stage one of the plan has been completed in consultation with member Councils. Themes for interpretation, sites, methods and messages to be communicated have been identified. A draft report was distributed to member Councils through the REAG for feedback and member Council comments were incorporated. A copy of the final draft is attached.

In November 2010 a presentation was delivered to the South West Aboriginal Land and Sea Council (SWALSC) Metropolitan Working Party (native title holders over the Perth metropolitan region) outlining the draft plan. The Group advised that they would provide formal feedback to the EMRC on the Plan. However no feedback has been received to date.



Item 9.2 continued

The central suggestion for the Interpretation Plan is to develop two trails at the same time using the same infrastructure. The trail heading East from Windan Bridge would be the Swan and Helena Rivers Foreshore Trail and would focus on the European story and the environmental story from a European perspective. The trail heading west from Kings Meadow and Roe Highway would tell the Aboriginal stories related to the trail. It would use Aboriginal names and would provide recognition of Aboriginal uses. This trail would also tell the environmental story from an Aboriginal perspective.

This would allow people to compare and contrast the way that all Western Australians view the river. It will show the collaboration that is being undertaken in the care of the river and the focus on ensuring sustainability. The trails would create a cultural corridor from the sources of the Swan and Helena Rivers through the Perth City and out to Rottnest Island. Although the EMRC project and delivery will concentrate on the areas contained within their member Council jurisdictions, this methodology will provide an opportunity to create a landscape scale cultural experience and providing visitors with a seamless journey along the rivers. Rather than building a static interpretation centre that will be costly to develop and operate, it is recommended that four major interpretation nodes be developed along the trail, one in each of the precincts. It is envisaged that some kind of shelter and seating would be provided at these nodes. They would also provide a venue for written interpretation panels, storytelling and a place where people could meet. Traditional methods of signage, way markers, art and providing venues for face-to-face experiences will be the main focus for interpretation. In addition to this it is suggested that more high tech methods be investigated such as smart phone applications and podcasts to provide interpretation in places that are prone to flooding, difficult or too expensive to access and maintain.

The Interpretation Plan recommends the following:

- Four major interpretation nodes to be identified and developed.
- A range of interpretation methods to be investigated and developed.
- Consultation to be undertaken with the community to identify stories. This consultation will include the South West Aboriginal Land and Sea Council (SWALSC) with a view to linking to the Swan Canning Iconic River Trails Project (SCIRTP).
- Additional funding to be sourced for the delivery of the interpretation.
- Liaise with stakeholders outside the EMRC region to encourage the adoption of the same messages and a similar or complementary approach to interpreting the river.

The final draft report has been distributed to all REAG members and will be distributed to key stakeholders and agencies as appropriate for comment. Tourism Quality (TQUAL) funding will be pursued for Stage 2 of the project, for the design and physical structure of the interpretation, when funding is announced later in 2011.

Swan and Helena Rivers Regional Recreational Path Development Plan

Member Councils were approached in early 2010 to lodge a funding application for the Public Transport Authority - Accessible Pathways Grant Scheme using the priorities identified in the Regional Recreational Path Development Plan. However due to path priorities changing and funding constraints meeting in kind requirements it was decided to defer lodging an application and review the priorities listed in the Regional Recreational Path Development Plan.

A review of the priorities identified in the plan and other barriers to implementation will be undertaken in early 2011 in consultation with the REAG and relevant member Council staff and a funding bid made under the Lotterywest and Department of Sport and Recreation (DSR) Trails funding program closing in March 2011.

Foreshore Stabilisation

Best Management Practices (BMP) for Foreshore Stabilisation Report



Item 9.2 continued

The BMP was a collaborative project between the Swan River Trust and EMRC. The project aimed to improve foreshore stabilisation management along the Swan and Canning rivers through:

- improved knowledge on foreshore stabilisation best management practices for local government officers and natural resource managers;
- increased understanding of management responses for foreshore stabilisation to help strategic allocation of future Riverbank grants scheme funding.

The foreshore stabilisation techniques presented in the report have been grouped into eight approaches that stabilise the banks directly or indirectly.

In 2010 the Swan River Trust (SRT) released Chapter 5 – Gabions of the BMP document. The document undergoes regular updating by the Trust to reflect current best management practices.

EMRC Officers met with the Swan River Trust in late December 2010 to discuss future training opportunities and ways of promoting use of the BMP. The Trust have decided to print limited copies of the online document after numerous requests for hard copies of the document.

Currently no funding is available to advance the Region in relation to foreshore stabilisation; however funding opportunities will be pursued as they arise.

2. Regional Advocacy

The SHRMF is a key project within the EMRC's regional advocacy programme which identifies the health, protection and sustainable use of the Swan and Helena Rivers as a priority issue. The EMRC has participated in advocacy activities through representation on advisory groups; making submissions and comments on stakeholder documents; marketing and promotion and attending conferences.

Advisory Groups

EMRC officers are members of the following advisory groups:

- WALGA - Swan Canning Local Government Policy Forum (C21) - Representation on the Swan Canning Local Government Policy Forum has focussed advocacy efforts on obtaining resources for local government authorities for the care of the Swan and Canning Rivers in a co-ordinated manner. Participation on the advisory groups has ensured EMRC and stakeholder projects are complementing each other through information and resource sharing.
- South West Aboriginal Land and Sea Council (SWALSC) - Swan Canning Iconic River Trails Project Advisory Group (SCIRTP) – Participation on the advisory group has provided a forum for stakeholders to provide and share information on the Noongar and European and natural heritage values of the Swan and Canning Rivers being collected as part of Stage 1 of the Swan Canning Iconic River Trails Project.

It is anticipated that outcomes of the project will be published in early 2011 and the information used to inform the development of the Swan and Helena Foreshore Trail Interpretation Plan and the Regional Aboriginal Consultation Guidelines. It will also be a resource which can be used to assist with the heritage aspects of planning and management activities along the Swan and Helena Rivers.

- Swan River Trust – Swan Canning Riverpark Iconic Trails Master Plan Project Advisory Group. The Swan Canning Riverpark Iconic Trails Master Plan Project aims to develop a plan to guide the development of a linked trails network throughout the Riverpark. The EMRC represents three member Councils on the advisory group which is made up of land managers and relevant agencies with responsibilities within the Riverpark. The group has established a terms of reference and has provided trails mapping information to the Swan River Trust who are currently collating and mapping the existing trails network data. The Trust has advised that they will be using the Regional Recreational Path Development Plan and Heritage Audit and Statement of Significance as a blueprint for their planning documents for the Riverpark.



Item 9.2 continued

Submissions

EMRC Officers have developed a number of submissions in relation to draft state and local government policy documents and reports including:

Swan River Trust

- Draft Policy - Dinghy Management Along the Swan Canning Riverpark Shoreline;
- Draft Swan Canning Riverpark Iconic Trails Project Steering Group Terms of Reference; and
- Draft Policy SRT/D4 Stormwater Management.

WALGA

- Swan Canning Local Government Policy Forum - Draft Priority Plan - For Investment into the Future of the Swan-Canning River System

Marketing and Promotion

- Swan and Helena Rivers Management Framework newsletter was produced and distributed to stakeholders in June 2010;
- The EMRC presented a poster on the SHRMF at the 13th International Riversymposium, held in Perth in October 2010; and
- EMRC Officers presented at the "Swan River Forum" hosted by Lisa Baker MLA in May 2010.

3. Funding

In 2010 the EMRC and its member Councils submitted funding bids to the Federal Government's Regional and Local Community Infrastructure Programme (RLCIP) for river infrastructure and restoration works within the SHRMF project area and the Tourism Quality grants programme (TQUAL) for development of a Swan and Helena Rivers Trail Interpretation Plan. Unfortunately the submissions were not successful.

In 2011 funding opportunities will continue to be sourced and applied for where relevant to progress implementation of the SHRMF. The following grant opportunities will be pursued in 2011. As information becomes available grant suitability will be scoped and submissions made in collaboration with member Councils where applicable.

- Lotterywest Trails Grants Programme;
- Lotterywest Grants – Valuing Our State's Heritage; and
- Tourism Quality (TQUAL).

4. Member Council Consultation

The Regional Environmental Advisory Group (REAG) first convened in August 2010. The group is made up of one officer from each of the six member Councils. The group met monthly in 2010, to provide ongoing input into the implementation of the SHRMF strategies and other environmental services and activities undertaken by the EMRC. This consultation will continue in 2011 with meetings moving to a six weekly basis.

5. Next Priorities - Swan and Helena Rivers Management Framework

A review of all strategies listed in the SHRMF has commenced and will be undertaken in consultation with the REAG to determine future priority areas and budgeting requirements and opportunities.

At this stage it is proposed in 2011/2012 to focus on the Foreshore Funding Strategy and Regional Conservation and Habitat Restoration Implementation Strategy.



Item 9.2 continued

The Foreshore Funding Strategy will inform ongoing advocacy and create an overview of funding sources, availability, partnerships, works and priorities. This will enable advance planning for collaborative submissions; highlight regional needs and link with work done by Swan Canning Policy Forum as well as supporting other major projects in the SHRMF, such as the Foreshore Trail Interpretation Plan and Regional Recreational Path Development Plan. Lead agencies have been identified as including EMRC, Swan River Trust, WA Planning Commission, and local government.

The Regional Conservation and Habitat Restoration Implementation Strategy will link the SHRMF to the Regional Environmental Strategy to provide a framework for implementation of environmental works along the rivers. This will also inform and support the implementation of the environmental themes in the Foreshore Trail Interpretation Plan.

STRATEGIC/POLICY IMPLICATIONS

Continued implementation of the SHRMF will align with the following objectives in the EMRC Strategic Plan for the Future 2010/11 to 2013/14:

Key Result Area 1 – Environmental Sustainability

- 1.5 To contribute towards improved regional air, water & land quality and regional biodiversity conservation.

Key Result Area 2 – Social Opportunities

- 2.1 To facilitate regional tourism development.
- 2.2 To facilitate regional cultural and recreational activities.

Key Result Area 3 – Economic Development

- 3.3 To facilitate regional economic development activities.

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

FINANCIAL IMPLICATIONS

The 2010/2011 budget to continue implementation of the SHRMF is \$112,113. The budget includes funds to develop the Regional Aboriginal Consultation Guidelines and consultant fees to develop the Swan Helena Foreshore Trail Interpretation Plan.

SUSTAINABILITY IMPLICATIONS

Social:

- Improved community engagement in Swan River foreshore management activities in the Cities of Bayswater, Belmont and Swan, and Town of Bassendean;
- Inclusive and meaningful indigenous consultation;
- Increased public safety and amenity along the Swan River foreshore; and
- Increased tourism and recreational opportunities at key sites along the Swan River.

Economic:

- Opportunities to value add to current individual local government river projects; and
- Provision of employment opportunities.



Item 9.2 continued

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean	} <ul style="list-style-type: none">• Allocation of budgets in future and existing budgets and capital works programmes for implementation of SHRMF strategies.• Participation in the REAG.
City of Bayswater	
City of Belmont	
City of Swan	
Shire of Kalamunda	} <ul style="list-style-type: none">• Participation in the REAG.
Shire of Mundaring	

ATTACHMENT(S)

Swan and Helena Rivers Foreshore Trail Interpretation Plan (Ref: Committees-11770)

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That:

1. Council receives the Swan and Helena Rivers Foreshore Trail Interpretation Plan, forming the attachment to this report.
2. Council authorise forwarding of the Swan and Helena Rivers Foreshore Trail Interpretation Plan (Draft Final Report) to the South West Aboriginal Land and Sea Council (SWALSC), Department of Indigenous Affairs (DIA), Swan River Trust (SRT), WA Planning Commission (WAPC) and other relevant stakeholders for comment.

CEOAC RECOMMENDATION(S)

MOVED MR FOLEY

SECONDED MR COLE

That:

1. Council receives the Swan and Helena Rivers Foreshore Trail Interpretation Plan, forming the attachment to this report.
2. Council authorise forwarding of the Swan and Helena Rivers Foreshore Trail Interpretation Plan (Draft Final Report) to the South West Aboriginal Land and Sea Council (SWALSC), Department of Indigenous Affairs (DIA), Swan River Trust (SRT), WA Planning Commission (WAPC) and other relevant stakeholders for comment.

CARRIED UNANIMOUSLY



SWAN AND HELENA RIVERS FORESHORE TRAIL INTERPRETATION PLAN

Draft Final Report

**Prepared For Eastern Metropolitan Regional Council
2010**

By Savagely Creative
Perth Office
PO Box 207, GREENWOOD WA 6824

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Cover image: Swan on Swan © Savagely Creative



Jetty at Hinds Reserve Bayswater © Savagely Creative

“Sit by a river. Find peace and meaning in the rhythm of the lifeblood of the earth”

Anon

Executive Summary

Introduction

Rivers have always been vital to human beings. They are a guiding factor when choosing a place to live. They provide a food source, vital watering for livestock and an important resource for the development of industry. Rivers are vital to all cultures and in many cultures they are sacred places.

The Swan and Helena Rivers were key factors in the decision to develop the Swan River Colony. Along the length of the proposed trail there are remnants of early pioneering heritage as well as more recent development. The importance of the rivers, however, stretches back long before the time of European settlement. For thousands of years Aboriginal people have camped along the banks, performed ceremonies and told tales linked to its creation by the Waugal.

The Swan and Helena Rivers Foreshore Trail Interpretation Plan will provide guidance on the development of interpretation along the proposed trail. It links the strands of Aboriginal heritage, European heritage and Natural heritage and weaves them into the stories of the river.

Background

The Eastern Metropolitan Regional Council (EMRC) is a regional local government authority that works on behalf of six member Councils to achieve outcomes for Perth's Eastern Region. The member Councils cover around one third of the Perth metropolitan area and include the Town of Bassendean, City of Bayswater, City of Belmont, Shire of Kalamunda, Shire of Mundaring and City of Swan.

The Eastern Metropolitan Regional Council (EMRC) has supported member Councils and industry stakeholders to achieve tourism outcomes since 1998. Tourism is identified as a priority area in EMRC's Strategic Plan for the Future 2010/11 to 2013/14.

The EMRC's regional tourism initiatives have ranged from investigating the feasibility of developing a sector (e.g. Cycle Tourism); coordinating implementation of a regional event promotion campaign (e.g. Avon Descent Family Fun Days) through to production of marketing collateral (e.g. PerthTourism.com.au).

In 2007 the Eastern Metropolitan Regional Council (EMRC) commissioned a report by Hassell Ltd, Swan and Helena River Management Framework¹. This report identified a framework for the development of a Regional Recreation Trail, which would provide continuous, accessible, interpreted and signed access along each side of the river.

The project area has been divided into four precincts each with a range of points of interest and sites of significance.

1. **Precinct One:** Windan Bridge (East Perth) to Black Swan Island (Ascot);
2. **Precinct Two:** Black Swan Island (Ascot) to the Helena River Confluence (South Guildford);
3. **Precinct Three:** The Helena River Confluence (South Guildford) to Whiteman Bridge (Middle Swan) (now Swan River Bridge);
4. **Precinct Four:** Kings Meadow (Guildford) to Roe Highway (Bellvue).

A second report was undertaken by the EMRC in 2009, which provided a Heritage Audit and Statement of Significance for the four precincts along the rivers. Latitude Creative Services, Heritage and Conservation Professionals and the National Trust (WA) undertook this study. In addition to identifying sites of significance to Environment, European settlement and Aboriginal heritage the report also identified three meta themes that have been used throughout this planning process to guide interpretation theme development:

1. River of Life;
2. Power of Landscape;
3. Sustainability.

Linked to these themes are the three broad topic areas of Aboriginal heritage, Natural Environment and Historic heritage. This plan has taken the original reports and built on this work to identify themes, methods of delivery and proposed stories.

*"The Rivers define the landscape, in which we live, take us physically from the scarp to the ocean and spiritually from the beginning of time to the present. The significance of the rivers includes values associated with spirituality, geology and biodiversity as well as individual and shared histories of Indigenous and Non-Indigenous people."*²

Themes

The central theme answers the question: "What is the one thing that the visitors must know by the time they finish this experience?" Whilst facts are important research shows that visitors do not retain many (if any) of the facts presented to them. If this is true it is important to be clear about what message you want your visitors to engage with and how you will present that in your interpretation. This central message will often not be stated outright but is implied in the sub themes and incorporated into the written and verbal communications along the proposed trail.

The research undertaken into this project has identified a huge number of stories along the length of the proposed trail. It became increasingly clear that the Aboriginal, European and environmental stories are all so closely linked that they cannot now be separated. It was also evident that linking these elements and creating a single response that incorporated

¹ Hassell Ltd (2007) Swan and Helena River Management Framework for the Eastern Metropolitan Regional Council

² Latitude Creative Services, Heritage and Conservation Professionals, National Trust (WA) (2009) Swan and Helena Rivers Management Framework – Heritage Audit and Statement of Significance for Eastern Metropolitan Regional Council (EMRC).

Aboriginal, European and Environmental messages would create a much stronger experience for the visitor. In addition the large number of stakeholders and interested parties linked to the rivers meant that there was a potential for a number of interpretation approaches to be undertaken in isolation and potential duplication of effort.

With this in mind the suggested central theme identified for this project focuses on the importance of working together and understanding each other's stories to ensure the survival of the river and the growth of Western Australia. This has been condensed into a shorter statement that embodies this message:

“Together we are stronger”

This central theme is the one message that we want our visitors gain from their experience of the proposed trail, whether they are looking at a European or Aboriginal heritage site or a site of environmental importance. The central theme is the underlying message in all of the interpretation media that is proposed in this project.

Sub Themes

Under this central theme there are a number of sub themes that reinforce the message whilst conveying additional messages. Considerable work was undertaken through previous consultancies so the recommendation is that the original Meta themes are taken and built on.

1. River of Life – Lifeblood of the City

The river forms the vital artery that keeps the city alive. The rivers define Perth and its character is influenced by their location. The Aboriginal and settler communities both see the river as a sacred place to be protected and nurtured. Weaving together the stories of Aboriginal, European and Environmental Heritage to show how they view the river differently depending on perspective but all see the river as vital to Perth's survival.

2. Power of Landscape - Listening to Nature

The rivers have created the landscape and dictate the activities and uses that can happen on their banks. Listening to nature has been important to Aboriginal and settler communities for food, industry and ultimately for survival. The river, viewed individually from an Aboriginal, European or Environmental viewpoint, tells a strong story but when you combine, compare and contrast these perspectives you get a stronger story and a more complete understanding.

3. Sustainability – Living in Harmony

We are interconnected with nature and our actions have an impact on us all. Aboriginal and European peoples live with the river differently but communities are working together to ensure the long-term sustainability of the rivers. Through this cooperative approach the environment has a greater chance of being improved and protected.

Interpretation Methods

The central suggestion for the trail is to develop two trails at the same time and using the same infrastructure. The trail heading East from Windan Bridge would be the Swan and Helena Rivers Foreshore Trail and would focus on the European story and the Environmental story from a European perspective.

The trail heading west from Kings Meadow and Roe Highway would tell the Aboriginal stories related to the trail. It would use Aboriginal names and would provide recognition of Aboriginal uses. This trail would also tell the Environmental story but from an Aboriginal perspective.

By looking at the trail in this way it is possible to allow people to compare and contrast the way that all Western Australians view the river. It will also show the collaboration that is being undertaken in the care of the river and the focus on ensuring sustainability.

The trails would create a cultural corridor from the sources of the Swan and Helena Rivers through the City and out to Rottnest Island. It is understood that the EMRC project and delivery will concentrate on the areas contained within their member Council jurisdictions. Having said that the opportunity exists to create a landscape scale cultural experience providing visitors with a seamless journey along the rivers.

Rather than building a static interpretation centre that will be costly to develop and operate, it is recommended that four major interpretation nodes be developed along the trail, one in each of the precincts. It is envisaged that some kind of shelter and seating would be provided at these nodes. They would also provide a venue for written interpretation panels, storytelling and a place where people could meet.

Traditional methods of signage, way markers, art and providing venues for face-to-face experiences will be the main focus for interpretation. In addition to this it is suggested that more high tech methods be investigated such as smart phone applications and podcasts to provide interpretation in places that are prone to flooding, difficult or too expensive to access and maintain.

Recommendations

- Four major interpretation nodes to be identified and developed.
- A range of interpretation methods to be investigated and developed.
- Consultation to be undertaken with the community to identify stories. This consultation will include the South West Aboriginal Land and Sea Council (SWALSC) with a view to linking to the Swan Canning Iconic River Trails Project (SCIRPT)
- Additional funding to be sourced for the delivery of the interpretation.
- Liaise with stakeholders outside the EMRC region to encourage the adoption of the same messages and a similar or complementary approach to interpreting the river.



Flame Tree © 2010 Savagely Creative

*“When we try and pick out anything
by itself we find it hitched to
everything else in the universe.”*

John Muir

Introduction

Rivers have always been vital to human beings. They are a guiding factor when choosing a place to live. They provide a food source, vital watering for livestock and an important resource for the development of industry. Rivers are vital to all cultures and in many cultures they are sacred places.

The Swan and Helena Rivers were vital to the decision to develop the Swan River Colony. Along the length of the proposed trail there are remnants of early pioneering heritage as well as more recent development. However, the importance of the rivers stretches back long before the time of settlement. For thousands of years Aboriginal people have camped along the banks, performed ceremonies and told the tales linked to its creation by the Waugal.

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The Eastern Metropolitan Regional Council (EMRC) has supported member Councils and industry stakeholders to achieve tourism outcomes since 1998. Tourism is identified as a priority area in EMRC's Strategic Plan for the Future 2010/11 to 2013/14.

The EMRC's regional tourism initiatives have ranged from investigating the feasibility of developing a sector (e.g. Cycle Tourism); coordinating implementation of a regional event promotion campaign (e.g. Avon Descent Family Fun Days) through to production of marketing collateral (e.g. PerthTourism.com.au).

In 2007 the EMRC commissioned a report by Hassell Ltd – Swan and Helena River Management Plan³. This report identified a framework for the development of a regional recreation trail, which would provide continuous, accessible, interpreted and signed access along each side of the river.

The project area has been divided into four precincts each with a range of points of interest and sites of significance.

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A second report was undertaken by the EMRC in 2009, which provided a Heritage Audit and Statement of Significance for the four precincts along the rivers. Latitude Creative Services, Heritage and Conservation Professionals and the National Trust (WA) undertook this report. In addition to identifying sites of significance to European settlement and Aboriginal heritage the report also identified three meta themes that have been used throughout this planning process to guide interpretation theme development:

1. River of Life;
2. Power of Landscape;
3. Sustainability.

Scope of Work

This report constitutes Stage One of this project and involved the following actions:

- Review of the research already undertaken;
- Review of sites identified;
- Identification of messages, themes, experiences;
- Consultation with the South West Aboriginal Land and Sea Council (SWALSC) project team and development of linkages where appropriate;
- Consultation with stakeholders;
- Mapping the project using the Heritage and Tourism Interpretation Framework (HATIF) to identify linkages between tourism and interpretation across the region;
- Identification of potential tourism experiences at and between the four precincts in the study area:
 - **Precinct One:** Windan Bridge (East Perth) to Black Swan Island (Ascot);
 - **Precinct Two:** Black Swan Island (Ascot) to the Helena River Confluence (South Guildford);

³ Hassell Ltd (2007) Swan and Helena River Management Framework for the Eastern Metropolitan Regional Council

- **Precinct Three:** The Helena River Confluence (South Guildford) to Whiteman Bridge (Middle Swan) (now Swan River Bridge);
- **Precinct Four:** Kings Meadow (Guildford) to Roe Highway (Bellvue).
- Identification of challenges to delivery;
- Identify potential funding sources.

The outputs of this stage are:

1. Determine the themes for the Swan and Helena Rivers Foreshore Interpretation Trail;
2. Identify the sites to be interpreted;
3. Determine the messages to be communicated
4. Determine the methods of interpretation

The Team

The team for this project has been:

- Melissa Mann – EMRC
- Roberta Circosta – EMRC
- Joanna Woodbridge – EMRC
- Samantha Robshaw – EMRC
- Naomi Rakela (EMRC)
- Claire Savage – Savagely Creative
- Russell Creighton – Savagely Creative

Site Description

This has been a very complex project to undertake due to the extensive area covered and the variety of the sites identified along the river foreshore. Many of the locations identified already have significant amounts of infrastructure and there is a need to complement rather than duplicate what is already in place. There are also significant environmental issues in many of the locations including acid sulphate soils, locations being in flood plains and private ownership of land.

Each of the four precincts has been investigated for stories and sites that will engage visitors and create a cohesive story linking the proposed trail from Windan Bridge all the way to the Swan Valley. This area covers four Council jurisdictions: City of Bayswater, City of Belmont, Town of Bassendean and City of Swan.

Another challenge has been the identification of Aboriginal sites that could be developed. Much of the river is considered closed so a great deal of sensitivity is required in the identification and development of sites. Closed sites are considered to be of particular significance and information regarding these sites, including location, is restricted in recognition of their culturally sensitive nature. More work is required in this area and it is proposed that sites are developed in conjunction with the Swan Canning Iconic River Trails Project (SCIRPT) currently being undertaken by Perth Region Natural Resource Management (PRNRM), the South West Aboriginal Land and Sea Council (SWALSC) and the Swan River Trust (SRT). EMRC is a member of the SCIRPT advisory group.

It is proposed that once broad agreement has been obtained for the interpretation direction consultation will be undertaken with the SCIRPT group and the community to agree on sites for the interpretation nodes. This report provides recommendations based on available information and initial discussions.

Interpretation Approach

What is Interpretation?

Interpretation can be defined in many ways but for the purposes of this project the definition from Freeman Tilden, the modern day founder of interpretation is used. Tilden first published his seminal work on interpretation in 1957, the fact that it is still a central text in many interpretation courses stands testament to its continued relevance. Tilden defines interpretation as:

“An education activity, which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.”⁴

Tilden identified six principles relating to effective interpretation:

1. Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.
2. Information, as such, is not Interpretation. Interpretation is revelation based upon information. But they are entirely different things. However, all interpretation includes information.
3. Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical or architectural. Any art is in some degree teachable.
4. The chief aim of Interpretation is not instruction, but provocation.
5. Interpretation should aim to present a whole rather than a part, and must address itself to the whole man rather than any phase.
6. Interpretation addressed to children (say up to the age of twelve) should not be a dilution of the presentation to adults but should follow a fundamentally different approach. To be at its best it will require a separate program.

Interpretation had its origins in the United States National Parks system with ranger talks, park signage and guided tours. The concept has been developed over the years to provide a means of relaying information to visitors to encourage them to stay longer, spend more and create an ongoing connection with places.

By creating this ongoing connection with visitors it is possible to create long-term relationships and advocates for the conservation and management of an area's most important natural and cultural heritage assets.

Good interpretation also creates a strong sense of place for visitors and the local community. It provides a context for visitors to identify with and also creates points of reference for them when discovering the location's significance.

All too often however, our attempts at interpretation aim more at educating and less at inspiring connection. The result is prolific signs and panels, packed with text that merely overload the reader with facts rather than engaging them in the story and significance of the place.

Thematic Interpretation

This project has used a thematic approach to interpretation. Professor Sam Ham of the University of Idaho⁵ is responsible for making thematic interpretation popular. This approach sees interpretation as a means of creating an experience for the visitor. The main idea

⁴ Tilden, Freeman (1957) *Interpreting Our Heritage*

⁵ Ham, Sam (1992) *Environmental Interpretation – A Practical Guide for People with Big Ideas and Small Budgets*

behind thematic interpretation is that visitors are unlikely to remember a stream of facts and figures but will be able to remember a central theme or message.

The theme answers the question – “what is it that the visitor must know when they leave here?” It is the answer to “so what?” Once this message has been identified and expressed as a sentence the rest of the interpretation is developed to support this message. The theme itself is often not expressed outright in the interpretation but is implied by the stories told and the interpretive media used.

TORE

Professor Ham’s model states that for interpretation to be effective in its goal of engaging the visitor and affecting behavior it needs to meet the following criteria:

- **Themed** – it makes a strong point that the visitor can take away that will influence their behaviour in the future. A theme should not be confused with a topic, which is a subject area.
- **Organised** – it must be presented in a way that is logical and easy to follow. In most instances the audience for interpretation is non-captive, i.e. they have a choice about being there. If your interpretation is hard to follow, too wordy or uninteresting they will simply not pay any attention to it.
- **Relevant** – Interpretation that is relevant has two qualities: it is meaningful and it is personal. If the audience cannot relate to the information, they will not engage with it.
- **Entertaining** – All good interpretation is entertaining, that is it can hold the audience’s attention. This may not necessarily be the prime objective but without it the interpretation will fail to convey its message.

This model is the basis of this interpretation plan and presents a central theme, which conveys the main message, and a series of sub themes that support this central theme.

Methodology

Research and Concept Design

A great deal of research had already been undertaken for this project and rather than undertake more research the Framework developed by the EMRC consultants Hassell Ltd and the Significance Assessment from Latitude Creative et al were taken as the basis for this project. In addition a number of site visits were undertaken along the proposed trail to identify what experiences already existed and what other experiences could be developed to complement these.

The magnitude of this site presented its own issues and also provided a significant number of opportunities to develop a range of experiences. The overarching thought with this proposed trail was the possibility of providing an insight into a number of stories from a range of different perspectives. The rivers are significant to both Aboriginal and European cultures and more recently environmental issues have become of key importance. All of these issues have been used to guide the development of themes and the identification of stories linked to the proposed trail. Design concepts will be developed as part of stage two.

Heritage and Tourism Interpretation Framework

Savagely Creative has developed a framework for assessing heritage themes and tourism linkages based on the Heritage and Tourism Interpretation Framework. This Framework was originally developed in response to the “Going Places” Strategy developed by the Federal Department of Environment and Heritage in 2004. This department has since changed its name to the Department for Environment, Water, Heritage and the Arts (DEWHA) and their focus has moved away from heritage and tourism.

Since its original development the model has been further developed and tested by Professor Jane James from Flinders University in South Australia. Savagely Creative has added to the framework to make it more comprehensive and include a number of additional variables that create a broad picture of where a project sits in a national context, and the issues relating to tourism linkages and the management of the interpretation.

The information is presented in table one below and the headings are defined as follows:

Table One: Heritage and Tourism Framework Explained

Heading	Definition
MESSAGE Framework Levels and Interpretation Themes	Identifies themes at a National, State, Regional, Local and Site level. The national themes relate to the National Historic Themes and the state themes refer to the heritage themes as produced by the Heritage Council of Western Australia.
STAKEHOLDERS Potential Partners & Stakeholders	Identifies those organizations and people that have an interest in the project or could be approached to form partnerships for the delivery of the project. These people and organizations may be able to provide funding, assistance, support or patronage.
MEDIA Interpretation Processes and Outcomes	Identifies methods that could be used to deliver the interpretation at a range of levels. This provides suggested options for interpretation delivery but it is by no means an exhaustive list.

Heading	Definition
STORIES Potential Stories	Identifies stories that could be developed for delivery through a range of interpretive media. What finally gets delivered will depend on what the community views as being the most important stories to tell as well as how the stories illustrate the central message or theme. This is an opportunity to link Noongar stories with European settlement stories.
MARKETS Markets	This identifies the markets at the various levels of interpretation. By identifying the markets it is easier to target the messages and modes of interpretation delivery.
TOURISM Tourism Linkages	One of the main differences with this model from other interpretation planning tools is that it actively looks for linkages between heritage, interpretation and tourism. This section identifies other tourism attractions and activities that could be leveraged or linked to the site in some way. This is particularly useful when planning marketing and promotional activities. This section also assesses the 5 A's of tourism: Access, Accommodation, Amenity, Attractions and Activities and Awareness.
MANAGEMENT Mission, Goals, Objectives of the Managing Organisation	Whilst it is easy to generate interpretation ideas it is important to ensure that an analysis has been made of the management issues that will be face by the interpretation owner. There is also a need to ensure that the planned interpretation meets organizational goals and objectives.
MECHANICS Physical Practicalities – Design, Space, Accessibility etc	Having identified what interpretation will be delivered both in terms of content and form, practical issues will then need to be addressed. These cover everything from health and safety concerns to flooding, drainage and maintenance issues.

The full and completed framework can be found at **Appendix One**.



Fish Market Reserve Guildford © 2010 Savagely Creative

Themes

Topics

The three main topics, identified in the Heritage Audit and Statement of Significance,⁶ provide an excellent framework for the development of an interpretive experience along the proposed trail.

- Aboriginal heritage
- European heritage
- Environmental heritage

Central Theme Statement

The central theme answers the question: “What is the one thing that the visitors must know by the time they finish this experience?” Whilst facts are important research shows that visitors do not retain many (if any) of the facts presented to them. If this is true it is important to be clear about what message you want your visitors to engage with and how you will present that in your interpretation. This central message will often not be stated outright but is implied in the sub themes and incorporated into the written and verbal communications along the proposed trail.

The research undertaken into this project has identified a huge number of stories along the length of the proposed trail. It became increasingly clear that the Aboriginal, European and environmental stories are all so closely linked that they cannot now be separated. It was also evident that linking these elements and creating a single response that incorporated Aboriginal, European and Environmental messages would create a much stronger experience for the visitor. In addition the large number of stakeholders and interested

⁶ Latitude Creative Services, Heritage and Conservation Professionals, National Trust (WA) (2009) Swan and Helena Rivers Management Framework – Heritage Audit and Statement of Significance for Eastern Metropolitan Regional Council (EMRC).

parties linked to the rivers meant that there was a potential for a number of interpretation approaches to be undertaken in isolation and potential duplication of effort.

With this in mind the suggested central theme identified for this project focuses on the importance of working together and understanding each other's stories to ensure the survival of the river and the growth of Western Australia. This has been condensed into a shorter statement that embodies this message:

“Together we are stronger”

This central theme is the one message that we want our visitors gain from their experience of the proposed trail, whether they are looking at a European or Aboriginal heritage site or a site of environmental importance. The central theme is the underlying message in all of the interpretation media that is proposed in this project.

Sub Themes

Under this central theme there are a number of sub themes that reinforce the message whilst conveying additional messages. Considerable work was undertaken through previous consultancies so the recommendation is that the original Meta themes are taken and built on.

4. River of Life – Lifeblood of the City

The river forms the vital artery that keeps the city alive. The rivers define Perth and its character is influenced by their location. The Aboriginal and settler communities both see the river as a sacred place to be protected and nurtured. Weaving together the stories of Aboriginal, European and Environmental Heritage to show how they view the river differently depending on perspective but all see the river as vital to Perth's survival.

5. Power of Landscape - Listening to Nature

The rivers have created the landscape and dictate the activities and uses that can happen on their banks. Listening to nature has been important to Aboriginal and settler communities for food, industry and ultimately for survival. The river, viewed individually from an Aboriginal, European or Environmental viewpoint, tells a strong story but when you combine, compare and contrast these perspectives you get a stronger story and a more complete understanding.

6. Sustainability – Living in Harmony

We are interconnected with nature and our actions have an impact on us all. Aboriginal and European peoples live with the river differently but communities are working together to ensure the long-term sustainability of the rivers. Through this cooperative approach the environment has a greater chance of being improved and protected.

Along with the central theme these messages will be woven through the interpretation. Figure One shows the relationship between the central and sub themes.

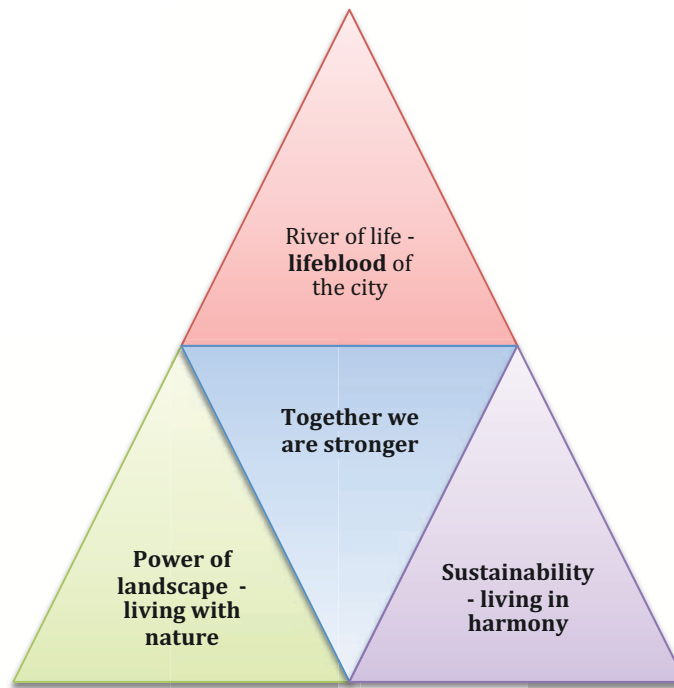


Figure One: Central and Sub Themes

Interpretive Methods

The central proposal for the proposed trail is to develop two trails at the same time and using the same infrastructure. The proposed trail heading East from Windan Bridge would be the Swan and Helena Rivers Foreshore Trail and would focus on the European story and the Environmental story from a European perspective.

The proposed trail heading West from Kings Meadow and Roe Highway would be the Aboriginal trail and would tell the Aboriginal stories related to the proposed trail and the local area; it would use Aboriginal names and would provide recognition of Aboriginal uses. This proposed trail would also look at the Environmental story from an Aboriginal perspective. Naming of this proposed trail and development of interpretation would be done in conjunction with SWALSC.

By looking at the proposed trail in this way it is possible to allow people to compare and contrast the way that all Western Australians view the river. It will also show the collaboration that is being undertaken in the care of the river and the focus on ensuring sustainability.

The proposed trails would create a cultural corridor from the sources of the Swan and Helena Rivers through the City and out to Rottnest Island. It is understood that the EMRC project will concentrate on the areas contained within their member Council jurisdictions. Having said that the opportunity exists to create a landscape scale cultural experience providing a seamless journey along the rivers to visitors.

Rather than building a static interpretation centre that will be costly to develop and operate, it is recommended that four major interpretation nodes be developed along the proposed trail, one in each of the precincts. It is envisaged that some kind of shelter and seating would be provided at these nodes. They would also provide a location for written interpretation panels, storytelling and a place where people could meet.

Traditional methods of signage, way markers, art and providing venues for face-to-face experiences will be the main focus for interpretation. In addition to this it is suggested that more high tech methods be investigated such as smart phone applications and podcasts to provide interpretation in places that are prone to flooding, difficult or too expensive to access and maintain. By creating these high tech responses it is also possible to create promotional activities along the proposed trail as well as a means of changing and refreshing the interpretation at a relatively low cost.

One of the growing trends is the development of user-generated content. In line with the Swan Canning Iconic River Trails Project (SCIRPT) that is currently being undertaken on the river there is an opportunity to gather additional stories from Perth residents that could be included either in the high tech interpretation forms or through a trail website. Local residents would be encouraged to send in their stories and images to complement the on ground interpretation that will be developed and maintained by the individual Councils. There would need to be a commitment to the ongoing maintenance of the site but this could be included in the maintenance of the www.perthtourism.com.au site.

The local Australian Broadcasting Corporation (ABC) radio station 720ABC has recently been undertaking a project to gather the stories of Perth whereby they interviewed local residents about their stories relating to Perth. A similar approach could be taken with this aspect of the project. By encouraging user generated content you can further engage the local community and ultimately the tourism markets by creating relevant and personal accounts of what the rivers mean to Western Australians.

Media Descriptions

- **Panels** – designed to reflect the central theme providing stories and images that engage and inform the visitors.

- **Story telling nodes** – at four sites along the proposed trail a major story telling node would be developed. This would provide seating, shelter and interpretation panels. These shelters provide a passive interpretive experience, an opportunity to relax and enjoy the river and also a place where the community and commercial tour operators can provide interpretive experiences. Table two below lists a number of sites that could be used as major nodes – the precincts and the local government areas do not quite match which means some of the precincts and Councils may have more than one site as a major node – this would have to be negotiated and agreed with the various parties
- **Smart phone applications or podcasts** – provide a means of telling the more in depth story and showing more images. This gives people the opportunity to find out about the proposed trail before they come and to gain a greater insight into the stories. Using this kind of technology also allows for the development of new content or the removal of sites without the cost of reprinting brochures. This should also include maps. Simialr technologies are already in use with the Westland Heritage Trail.
- **User generated content** – calling local residents to submit their memories of the river and images to support them. This could be included in the high tech interpretation or as part of an evolving website.
- **Art and sculpture** – could be commissioned for the major nodes to reflect the central or sub themes.
- **Way finding** – thought will need to be given to a cohesive design for the way finding markers along the proposed trail. This should incorporate in the branding of the proposed trail.
- **Brochure/booklet** – A DL booklet should be developed with additional information relating to the sites to complement the on ground interpretation and to provide good maps for users. This could be a saleable item to provide a means of generating income for reprinting and updates saleable throughout the EMRC region through visitor centres, book shops and other outlets. Information about where to but them could also be included on the proposed trail website.

Funding

The exact amount of funding required will depend on the methods chosen for interpretation delivery and the locations finally agreed to. Design concepts have not been developed as part of this stage of the project but have been allocated funding in stage two. It is envisaged that the funding for the interpretation would come from a number of sources. It is also recommended that grants be investigated linked to Aboriginal employment and heritage as well as tourism, European heritage and the environment.

National Sources

The Federal Government has indicated that additional funding will be available for tourism grants from 1 July 2011. The details for this new program are not yet available, but will be posted on the Department of Resources, Energy and Tourism site when available.

State Sources

Potentially the best source of funding for heritage and interpretation projects is Lotterywest. There are two dedicated programs that can be targeted – trails and heritage interpretation. In addition there would be significant merit in collaborating with other organisations such as the Swan River Trust and SWALSC on the SCIRPT project to create joint funding opportunities.

Local Government

There would be a need to source funding from local government budgets for development, installation and management. The projects would have to be aligned to Local Government goals and objectives. In addition to attracting more tourism to the local areas the proposed trails will also provide an amenity for local communities.

Other

There is an enormous range of grants available at the local and national level provided by government, local government, private sector and not for profit organisations. No attempt has been made to provide an exhaustive list of funding sources here but some links to internet list has been included as a starting point for funding searches at later stages of the project.

- Grants Link is a directory of government funding available to individuals, businesses and communities - <http://www.grantslink.gov.au/>
- The Parliament of Australia's Parliamentary library provides links to commonwealth, state and territory grant funding programs - <http://www.aph.gov.au/library/intguide/sp/spgrants.htm>
- The Australian Government site provides a link to various sources of culture, history and sport funding - <http://australia.gov.au/topics/culture-history-and-sport>
- Ourcommunity.com.au provides links to grants and other kinds of assistance with a view to strengthening communities - <http://www.ourcommunity.com.au/funding/>
- The Department of Sustainability, Environment, Water, Population and Communities provides a directory of a range of funding sources - <http://www.environment.gov.au/heritage/programs/index.html>
- The Government of Western Australia provides a directory of grant funding - <http://wa.gov.au/governmentservices/lifestyleenvironment/yourcommunity/grantsfunding/>
- The Community Arts Network provides information about grant funding sources for arts projects this may be used to access funding for the sculptural aspects of the project - <http://www.canwa.com.au/what-we-do/funding/funding-resources/>
- Rio Tinto has a community development fund which may be accessed for the Aboriginal and other community aspects of the project - <http://www.ciwa.riotinto.com/>
- Funding may be sought for the creation of universal access to the proposed trail through Disability Services - <http://www.disability.wa.gov.au/action/homepage>
- The Australian Arts Council provides a link to projects that encourage philanthropy and may be accessed for various projects including the incorporation of art works by disabled artists or other arts projects - <http://www.australiacouncil.gov.au/philanthropy>
- The department of Culture and the Arts also has funding available for the development of art and may be access for Aboriginal contributions as well as other art installations - <http://www.dca.wa.gov.au/funding/grants>
- Philanthropy Australia has a list of grant funding organisation including businesses and foundations - <http://www.philanthropy.org.au/>
- Funding may also be available for Aboriginal and youth employment and training programs



Interpretive Elements © 2010 Savagely Creative

Site Recommendations

The Swan and Helena Rivers travel from the Avon Valley to the Indian Ocean. They join the scarp to the city and then on to the sea. On their journey they pass through a range of habitats and landscapes and provide a rich source of environmental stories. They also pass through a number of local and state government jurisdictions, making the management of this proposed trail an ambitious undertaking. The rivers are also held dear to all parts of the Western Australian community so involvement and engagement will be vital when the plan moves into the implementation phase.

Many of the locations identified already have significant amounts of infrastructure and it is important to complement rather than duplicate what is already in place. There are also significant issues in many of the locations including acid sulphate soils, locations being in flood plains and private ownership of land.

Each of the four precincts has been investigated for stories and sites that will engage visitors and create a cohesive story linking the proposed trail from Windan Bridge all the way to the Swan Valley. This area covers four Councils: City of Bayswater, City of Belmont, Town of Bassendean and City of Swan.

The four precincts are:

1. **Precinct One:** Windan Bridge (East Perth) to Black Swan Island (Ascot);
2. **Precinct Two:** Black Swan Island (Ascot) to the Helena River Confluence (South Guildford);
3. **Precinct Three:** The Helena River Confluence (South Guildford) to Whiteman Bridge (Middle Swan) (now Swan River Bridge);
4. **Precinct Four:** Kings Meadow (Guildford) to Roe Highway (Bellvue).

It will be vitally important to engage the Aboriginal community in the identification and sharing of stories along the river. A project is already underway to gather stories and honour Aboriginal connections with the rivers. Any interpretation that is undertaken as part of this project must take account of the work being undertaken by other groups, particularly the South West Aboriginal Land and Sea Council (SWALSC), Swan River Trust, Perth Natural Resource Management Group and the member Councils.

The proposed trail starts at **Windan Bridge** – this is in the City of Perth, outside the EMRC Council areas however as the start of the proposed trail there needs to be some trailheads introducing the proposed trail and orient trail users. This site also links to the East Perth and City trails.

Appendix One provides a full analysis of the four precincts identifying sites that have significance from an Aboriginal, European or Environmental heritage point of view. The

framework maps these locations based on the headings listed in the Heritage and Interpretation Framework detailed above. Appendix One provides a useful reference for the EMRC in the future development of interpretation projects and maps the Swan Helena Rivers Management Framework and the Swan Helena River Management Framework against stories, interpretation methods and tourism opportunities at a site, local, regional, state and national level.

For the purposes of creating a more accessible list of interpretation recommendations Table Two below suggests locations for interpretive nodes although a range of interpretation methods will be used. It should be noted that these suggestions are a starting point and the EMRC and its member Councils will make the final decisions about where the most appropriate locations are based on their own project priorities, proposed projects and available funding.

It should be noted that the suggested methods of delivery below are merely suggestions for simplicity. There is an infinite number of ways of presenting interpretation and suggestions from the community may also be sought. Methods that could be utilized include:

- Art and sculptural pieces
- Meeting areas with shade, seating and interpretation panels
- WiFi, smart phone applications, podcasts and other electronic media
- Maps and brochures
- Guided tours
- Books and stories written specifically for the proposed trail
- Canoe trail
- Brochures and booklets for self guided activities
- Global Positioning System (GPS) tours
- Art and photography competitions
- Websites and social media
- Commercial tours – walking, driving, canoeing
- Souvenir guides and histories
- Events
- Re-enactments
- Nature tours, outreach programs
- Educational programs and children's activities linked to European, Aboriginal and environmental heritage.

Table Two: Interpretation Site Recommendations

City of Bayswater	
Recommended site:	Maylands Yacht Club Precinct – Bardon park to Berringa Reserve – Major Node Precinct 1
Reasoning:	Good parking and amenities already in place. Aboriginal Site of significance Bush Forever Site European settlement – Mercy Hospital, Albany Bell Castle, Tanner Farm
Story:	Aboriginal stories to be confirmed Early industrial operations Sisters of Mercy Bush Forever - environment
Method	Panels, Podcast or WiFi Trail
Message text:	Sustainability – Living in Harmony
Challenges:	Not much public transport; flood plain, any new interpretation would need to fit with existing interpretation.
Funding:	National, State, Local
Recommended site:	Maylands Peninsula
Reasoning:	There are already a number of attractions including Waterland and Tranby House as well as a number of less well-known attractions such as Maylands Brick works, aerodrome and Hutton Farm.
Story:	European settlement and industry
Method	Panels, Podcast or WiFi Trail
Message text:	River of Life – Lifeblood of the city – creating a community through industry
Challenges:	There is a closed site close to here for Aboriginal stories – consultation will need to be undertaken. Floodplain
Funding:	National, State, Local
Recommended site:	Riverside Gardens Precinct
Reasoning:	A significant number of trails and recreation areas and other amenities already exist here including rowing club, swimming club, scouts etc, Eric Singleton Bird Sanctuary and Ellis House, Halliday House heritage centre (museum)
Story:	Environment – bird watching, rehabilitation Early recreation spot for Western Australians
Method	Panels, Podcast WiFi
Message text:	Power of Landscapes – Listening to Nature – play and rehabilitation
Challenges:	Existing community use, flood plain, needs to fit with existing interpretation
Funding:	National, State, Local
Recommended site:	Claughton Reserve
Reasoning:	Amenities already exist at this site. Good link to other trails
Story:	Aboriginal stories – scarred tree Cattle landing site Environment through the river park precinct
Method	Panels, sculpture (cow exiting the water), Podcast/WiFi trail
Message text:	Power of Landscapes – Listening to Nature – taking time to be with nature
Challenges:	Floodway
Funding:	National, State, Local

City of Belmont	
Recommended site:	Black Swan Island
Reasoning:	Transition point between the precincts, there are already existing trails and amenities and some basic interpretation at this site. The amenities are limited currently, the site has walking trails, some bins some gazebos with seating and tables and limited parking. The site has a single entrance sign explaining the site briefly, however this remains the only interpretive signage on the island.
Story:	Environment - River Rehabilitation, Brickworks and industrial history
Method	Panels, Podcast/WiFi trail
Message text:	Sustainability – Living in Harmony – story of environment and rehabilitation
Challenges:	Closed site for Aboriginal people, flood plain, high environmental significance owned by WAPC. The site was previously a contaminated site – refuse site for clean fill and household solid waste (inert). Possible clay capping will also present a challenge.
Funding:	National, State, Local
Recommended site:	Balbuk Way
Reasoning:	Already existing amenities, significance to Aboriginal people, some interpretation signage already in place and existing recreational site for local residents
Story:	Aboriginal heritage including habitation and mythology, European heritage, Burswood canal and the story of transporting goods up the river, Environment through stories of flooding and engineering solutions to issues.
Method	Panels, Podcast/WiFi
Message text:	River of Life – Lifeblood of the City – Aboriginal stories and impacts on the river
Challenges:	Flood Plain, small site, limited parking, likely to be a site people traverse rather than a starting point.
Funding:	National, State, Local
Recommended site:	Hardey Park/The Springs
Reasoning:	Already existing interpretation with the sister city park – Adachi Park,
Story:	Aboriginal habitation, Hill 60 story – many of the miners at Hill 60 came from WA, St John of God Hospital – religion and health, linked to Mercy
Method	Panels, Podcast/WiFi Trail
Message text:	Relationships - within and outside WA
Challenges:	Limited parking, Flood plains, steep banks along the river in the section.
Funding:	National, State, Local
Recommended site:	Gould Park
Reasoning:	Existing parking, barbeque, water fountains, access
Story:	Horse racing (linked to Ascot Race Course), recreation, Aboriginal heritage - hunting
Method	Panels, Podcast/WiFi Trail
Message text:	Recreation and Aboriginal stories
Challenges:	Public usage, river bank erosion (although less significant in this area), Acid Sulphate Soils
Funding:	National, State, Local
Recommended site:	Garvey Park – Major Node Precinct 2
Reasoning:	Existing amenity and recreation facilities, good parking, café and other amenities.
Story:	Recreation, environmental rehabilitation
Method	Panels – major destination so could use a larger trail head type sign.

Message text:	Power of landscape – Listening to Nature- rehabilitation, quiet time, family connections
Challenges:	Public use, vandalism (potentially), riverbank erosion with trees falling in the river.
Funding:	National, State, Local
Recommended site:	Ascot Foreshore/ Olive Farm
Reasoning:	Existing attractions in this location including winery, some parking, some public amenity in place
Story:	Environmental – Acid Sulphate Soils
Method	Podcast/WiFi trail
Message text:	Sustainability – Living in harmony
Challenges:	May be limited story value but is a good place to stop as a tourism attraction. No foreshore trail. Ascot foreshore is private ownership, existing path takes people away from the river. Acid Sulphate Soil issues.
Funding:	National, State, Local

Town of Bassendean	
Recommended site:	Sandy Beach Reserve/Ashfield Flats – Major Node – Precinct 2
Reasoning:	Good facilities toilets etc, parking, playgrounds, existing trail, jetty, some interpretation in place
Story:	Environmental rehabilitation, recreation, wetland reserve, bush forever site, some Aboriginal heritage.
Method	Panels, WiFi/Podcast trail
Message text:	Sustainability – Living in harmony – rehabilitation, playing in nature
Challenges:	Local amenity, flood plain
Funding:	National, State, Local
Recommended site:	Point Reserve Foreshore
Reasoning:	Parking, amenity and playground facilities. Plans for a future café site, boat launching
Story:	Aboriginal site, recreation,
Method	Panels, WiFi/Podcast
Message text:	River of Life – Lifeblood of the City – Aboriginal stories, linking to the river
Challenges:	Flood Plain, river bank erosion
Funding:	National, State, Local
Recommended site:	Pickering Park
Reasoning:	Existing amenities including parking, boat launching ramp
Story:	Historical recreation days – galas etc
Method	Panels,
Message text:	Recreation and playing in nature
Challenges:	No existing trail along the foreshore, flood plain
Funding:	National, State, Local
Recommended site:	Success Hill Reserve
Reasoning:	Some parking and existing amenities
Story:	Environmental story, Engineering – Guildford road bridge, Success Hill Lodge – hotel and girls' school and private hospital.
Method	Podcast/WiFi Trail
Message text:	River of Life – Lifeblood of the city – Aboriginal stories, linkages to the river, mythology (may use Fish Market Reserve as the site to tell this story)
Challenges:	Closed site, flood way
Funding:	National, State, Local

City of Swan	
Recommended site:	Lilac Hill – Major Node Precinct Three
Reasoning:	Parking, amenities,
Story:	Cricket and recreation
Method	Panels, WiFi/Podcast
Message text:	Power of Landscape – Listening to nature Recreation and playing in nature
Challenges:	Flood way, no trail along the foreshore
Funding:	National, State, Local
Recommended site:	Woodbridge Riverside Park
Reasoning:	Parking, amenities, some redevelopment already happening, walk trail already through here (John George Trail), new infrastructure in place.
Story:	Woodbridge House Story – Governor Stirling, Farming and early settlement, national trust property
Method	Panels, WiFi/Podcast
Message text:	Sustainability – Living in harmony
Challenges:	Closed site,
Funding:	National, State, Local
Recommended site:	Viveash/Reg Bond Park
Reasoning:	Parking, amenity – BBQs, John George Trail, proposed canoe launching facilities at Woodbridge Reserve and Reg Bond Park
Story:	Environmental rehabilitation
Method	Panels, WiFi/Podcast
Message text:	Power of Landscape – Listening to Nature – bush setting at Reg Bond Park
Challenges:	Floodway
Funding:	National, State, Local
Recommended site:	Middle Swan Foreshore
Reasoning:	Parking, amenity, reserve, some points of interest.
Story:	Brickworks, industrial heritage, Swanleigh – orphanage – Aboriginal story, Gregory brothers – explored WA
Method	Panels, WiFi/Podcast
Message text:	Sustainability – Living in harmony – industry, settlement, rehabilitation
Challenges:	Steep banks, Foreshore access difficult but some potential for acquiring land from the brickworks.
Funding:	National, State, Local
Recommended site:	Kings Meadow Polo Ground – Major Node Precinct 4
Reasoning:	Amenity and parking in place
Story:	Recreation,
Method	Panels, WiFi/Podcast- possible trail head, as this is the end of the trail/or start.
Message text:	Power of landscape – Listening to Nature – peaceful site – a place to relax and reflect.
Challenges:	Closed Site
Funding:	National, State, Local
Recommended site:	Ascot Foreshore/ Olive Farm
Reasoning:	Existing attractions in this location including winery, some parking, some public amenity in place
Story:	Environmental – Acid Sulphate Soils
Method	Podcast/WiFi trail
Message text:	Sustainability – Living in harmony
Challenges:	May be limited story value but is a good place to stop as a tourism attraction. No foreshore trail. Ascot foreshore is private ownership, existing path takes people away from the river. Acid Sulphate Soil issues.

Funding:	National, State, Local

Market Analysis

The study area falls within the Experience Perth Regional Tourism Organisation (RTO) area. Experience Perth RTO is the body charged with the promotion of the Perth region. This region covers the Perth metropolitan area and surrounds more details can be found at www.experienceperth.com.au.

Tourism Western Australia provides a range of visitor statistics both for the RTOs and also for individual Councils. Specific figures are only available for the City of Swan Council so visitor analysis for this project is based on the broader Experience Perth figures.⁷

Regardless of numbers by far the greatest proportion of visitors are domestic with by far the largest number coming from Western Australia. Having said that the overseas visitors stay longer and spend more overall, whilst the domestic market stays for less time but spends more per night.

Intrastate

Within the Intrastate Market there is a relatively even split between male and female visitors. There is also an even split between couples, travelling alone and family groups. Holiday and Leisure and Visiting Friends and Relatives are the predominant reasons for travelling. There is also an even split between the two predominant age groups 25-44 (35%) and 45-64 (35%).

Interstate

The Interstate market has a higher proportion of males to females and Business is the predominant reason for travel with a higher number travelling alone. This suggests that a larger number of interstate visitors are coming to Perth on business. There is still a significant proportion of holiday and visiting friends and relatives.

International

International travellers are also slightly more male than female with a large number travelling alone (53%). A high number were also travelling for holiday and leisure. By far the largest market is the UK followed by Singapore and New Zealand.

Amongst the activities identified by domestic tourists are Visiting Friends and Relatives. The proposed trail and interpretation is likely to rely on the local domestic market to promote it to friends and family during visits. There are a number of accommodation precincts along the river, which would afford access to international visitors and promotion through concierge and visitor centres may be the best avenues for raising awareness of the proposed trail's existence and the activities on offer. One of the biggest markets for Aboriginal tourism experiences is the international market and this should be considered in the development of products and experiences.

Visiting Friends and Relatives (VFR)

All of the markets have a high proportion of VFR visitors making it important that the local community sees this proposed trail as worthy of taking their friends and family to. By providing a range of visitor experiences it will be possible to attract local visitors to undertake repeat visits to the proposed trail and the identified nodes as well as bringing other and recommending the experience.

Fully Independent Travellers (FIT)

The breakdown of international visitors suggests that there is a significant number of the 25-44 age group visitors and the high proportion travelling alone could suggest a strong

⁷ Experience Perth Overnight Visitor Figure Fact Sheet Years Ending December 2007/08/09 accessed from http://www.tourism.wa.gov.au/Research_and_Statistics/Latest_Visitor_Statistics/Documents/Experience_Perth_Overnight_Visitor_Fact_Sheet_-_Year_Ending_December_2009.pdf

backpacker market. Perth, as the gateway to WA is a key destination on the backpacker circuit and it makes sense that they will spend some time in the city before travelling to other tourism destinations in the state. This group is in search of new experiences and there is a possibility of exposing visitors to the experiences being offered through the proposed trail. Cycling, walking and water based trails linked to the Swan Valley and other locations along the river provide a great opportunity to promote Aboriginal, European and Natural heritage along the rivers.

Potential User Markets

The largest user market is likely to be local Western Australians. Having said that the high proportion of VFR travelers means that this market is also a major source of potential tourism visitation by providing recommendations to visitors. Many of the domestic market are likely to be visiting friends and relatives potentially as part of a major trip around Australia. This group is called the '**Grand Tour**' market. Many of these people travel in couple, are self-sufficient and have a strong interest in Australian heritage. This group is likely to have a strong interest in European heritage and potentially the environment.

Whilst the backpacker market is often characterised by a younger demographic, they also have a higher representation of international visitors. Tourism Research Australia shows that 51% of international visitors to Australia undertook cultural or heritage activities. It also states that these international cultural and heritage visitors are more likely to be aged between 20 and 29.⁸ For this reason the backpacker market may also be a good potential market for this proposed trail.

Targeting the Markets

- Intrastate – Visiting Friends and Relatives
- Interstate – Visiting Friends and Relatives
- Domestic – Grand Tourer
- International – Visiting Friends and Relatives
- International Backpackers

⁸ Tourism Research Australia Snapshots 2009 Cultural Heritage Tourism in Australia accessed at http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/Cultural_09_FINAL.pdf

Tourism Linkages

Part of the analysis looks at the proposed trail as it relates to other tourism experiences close by. The rationale for incorporating this information is to guide the development of experience clusters. A larger number of experiences will make it easier to attract tourism funding for development of additional infrastructure and will also make it easier to leverage the existing visitor markets.

Regional Tourism Opportunities

Table Three: Regional Tourism Opportunities

Location	Tourism Offer	Opportunity
Adjacent to Precinct One		
City	Accommodation, Retail, amenities, activities, Bell Tower, Barrack Square, Kings Park, other cultural centres.	Linkages from the city to the proposed trail persuading visitors to explore East. This could be promoted through existing boat activities.
City	Proposed Aboriginal Cultural Centre	Opportunity to link the Aboriginal story from the proposed trail precinct, through the city and potentially on to Fremantle and Rottnest.
City	River Trail through the City	Linkage back to the City with existing trails around the river.
South Perth	River Trail, Amenities, Zoo	Potential to link back to the South side of the river. The Swan Canning Iconic River Trails Project (SCIRPT) is identifying a number of sites of interest and important stories, which can be linked to the proposed trail.
Burswood	Casino, Accommodation, Events, River Trail, Sculpture Park	The Burswood precinct is just outside the study area but is nonetheless an important part of the Aboriginal story as well as the settlement and development of Perth.
East Perth Power Station	Potential future use	The East Perth Power Station is set to become a mixed-use waterfront precinct with a range of urban living, working and leisure opportunities. It will capitalise on the exceptional accessibility benefits presented by the site's proximity to major arterial roads, rail networks and the river.
East Perth, Claisebrook	Amenity, interpretation, foreshore trail	There is already a significant amount of trail and interpretive infrastructure in place in the East Perth area. A great deal of amenity has also been put in place and this is already a popular destination during the summer period. The development of a significant amount of higher density house also provides an opportunity to develop the VFR market and engage the local community with the proposed trail.

Location	Tourism Offer	Opportunity
Town of Vincent	Wetlands Heritage Trail	The town has recently developed the wetlands trail which links from the edge of the wetlands by the Charles Veryard Reserve on Albert Street to the Swan River near Banks Reserve following the route of the Claise Brook drain
Precinct One		
Maylands Waterland – Maylands Peninsula	Water Playground	Family attraction – overlooking the Swan river and has four pools and a mini golf area.
Tranby House	Heritage Attraction, Tea Room	National Trust property that is open to the public on certain days. The tearoom is open daily.
Belmont Race Course	Attractions, Activities	Public Racecourse used during the winter racing season.
Precinct Two		
Ascot Race Course	Attractions, Activities	Public Racecourse – used for summer racing.
Great Eastern Highway	Accommodation, Amenities	This is the main route into the city from the airport. There are a significant number of hotels, car hire, and van hire and food outlets here.
Black Swan Island	Activities	Walk trails, bird watching
Ellis House Community Art Centre	Attractions	Art Gallery
Eric Singleton Bird Sanctuary	Attraction	Bird watching opportunities.
Precinct Three		
Bassendean Oval	Attraction	Football matches, concerts
Heritage Trail	Activity	Trail around the heritage buildings in Bassendean
Bassendean Town Centre	Amenity	Access to a variety of amenities including public toilets, cafes, banks, retail outlets
Guildford Town	Attractions, Activities, Amenities, Accommodation	Guildford is a heritage town listed by the National Trust. There are a range of activities many linked to heritage places including the courthouse, gaol and Taylor's cottage. There are a number of events that take place throughout the year including the craft market. There are also shops and restaurants and a significant number of antique shops. The Swan Valley Visitor Centre is currently located here. The Swan Valley Heritage Cycle Trail commences here.
Sandalford	Attraction	Winery and restaurant. This is also a function centre so provides an opportunity

Location	Tourism Offer	Opportunity
		to link with the business community.
Caversham House	Amenity	Function Centre
Mulberry Farm	Amenity	Function Centre
St Mary's Church & Swanleigh	Attraction	Heritage Sites
Woodbridge House	Attraction	Heritage House
Swan Valley	Attractions	Wineries, restaurants, galleries – this is a very popular destination for visitors both domestic and international.
Whiteman Park & Caversham Wildlife Park	Attraction	Transport museum, family amenities. (BBQs etc), native animal park
Precinct Four		
Midland Railway Workshops	Attraction	Heritage interpretation, Midland Atelier
Midland Town Site	Amenities	Shops, restaurants etc

The sites listed above are suggestions and could be amended following discussions with stakeholders. The intention is to give a range of experiences that could be incorporated into the proposed trail.

Phasing Recommendations and Cost Estimates

The exact phasing of the delivery would depend on agreement with stakeholders on the exact locations and methods of delivery.

The next phase of this project will be the development of concepts for delivery and then additional funding could be sought through a range of funding sources.

It should be noted that this stage would need to be undertaken in conjunction with stakeholders and partners to ensure that there was a minimization in the potential for duplication of effort.

It is suggested that the major interpretation nodes be the immediate focus for interpretation delivery with other suggestions – Smart phone Apps etc being developed as funding is identified.

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City of Swan

Eastern Metropolitan Regional Council

Swan River Trust

South West Land and Sea Council (SWALSC)

SWALSC Metro Advisory Group

Committee for Perth

Appendix One

Heritage and Tourism Interpretation Framework

Provides a mapping of the site sites, themes and methods across a site, local, regional, state and national level. This is explained in more detail in the Methodology Section and defined in Table One.

Attached Separately

Appendix Two

Existing Interpretation

A significant amount of interpretation media can already be found throughout the proposed Swan and Helena Rivers Foreshore Trail precincts. Listed below are some of the locations that have been suggested for the positioning of major nodes and some of the interpretation that already exists.

Adjacent to Precinct One	
East Perth – Claisebrook to Banks Reserve	<ul style="list-style-type: none"> There is some interpretation related to Aboriginal history in the form of panels, stones and artwork. There is also industrial history commemorating gas works, power stations, bridges etc.
Precinct One	
City of Vincent & City of Bayswater	<ul style="list-style-type: none"> At Banks Reserve there is some early European history interpretation. Banks Reserve – Aboriginal Art as part of the Wetlands Heritage Trail Banks Reserve - Maylands Yacht Club Precinct – some environmental interpretation related to rehabilitation works along the pathway to Bardon Park, Some European Historical panels in Bardon.
City of Bayswater	<ul style="list-style-type: none"> Maylands Yacht Club Precinct – Maylands Peninsula, Beringa Reserve has some environmental interpretation along the path. European History at Old Aerodrome near the golf course.
City of Bayswater	<ul style="list-style-type: none"> Brick Kilns – industrial heritage Chase Farm - Aboriginal sculptures and early European history panels Tranby House – European settlement and built heritage.
City of Belmont	<ul style="list-style-type: none"> Some environmental interpretation at Hardey Park. Adachi sister city interpretation. Some European History in precinct, near Hill 60 and other housing settlement panels. Black Swan Island some environmental panels/trails. Bristle kilns and clay pits European heritage
City of Belmont	<ul style="list-style-type: none"> Balbuk European history with canal interpretation

Precinct Two	
City of Bayswater	<ul style="list-style-type: none"> ● Riverside Gardens Precinct – some environmental interpretation. ● Environmental interpretation and birds, Eric Singleton Bird Sanctuary, river rehabilitation,
City of Bayswater	<ul style="list-style-type: none"> ● Panels on the boardwalk, walkway between Ellis House and Hinds Reserve. ● Minimal interpretation at Riverside Gardens.
Town of Bassendean	<ul style="list-style-type: none"> ● Ashfield Flats – some old environmental interpretation along the boardwalk. ● Sculpture and some panels at Sandy Beach Reserve. ● There is some signage at Point Reserve link to Bassendean Town Heritage Trail.
City of Swan	<ul style="list-style-type: none"> ● Kidman St some environmental panels.

Precinct Three	
City of Swan	<ul style="list-style-type: none"> ● Success Hill Reserve – Many Aboriginal interpretation panels under shelters in the park. ● Environmental and European history told in other signage in park area and near the river, bushland reserve. ● Fishmarket Reserve a few panels, linked to Guildford Heritage Trail. ● Barkers Bridge (North Side) - some panels. ● South side Moultons, Historic European Panels linked to Guildford Heritage Trail and sculpture
City of Swan	<ul style="list-style-type: none"> ● Lilac Hill – minimal interpretation linked to Swan Valley Trail. ● Woodbridge Park – some panels near the shelter. ● Start John George Trail and links Guildford Heritage Trail. ● Reg Bond Reserve – some environmental interpretation linked to John George Trail. ● Swan and St Mary's Church. ● Some European History panels and signage part of the Swan Valley trail.

Precinct Four	
City of Swan	<ul style="list-style-type: none">● Some interpretation near Midland Workshops.● European history (in park with lake).● Sculpture boardwalks signage features in lake. Riverside walk trail near Bushmead Road Crossing over Helena River. <ul style="list-style-type: none">● Some environmental and Aboriginal interpretation on trail.



9.3 FUTURE PROOFING PERTH'S EASTERN REGION – REGIONAL CLIMATE CHANGE ADAPTATION ACTION PLAN 2009-2013

REFERENCE: COMMITTEES 11777

PURPOSE OF REPORT

To update Council on the progress of the implementation of the Future Proofing Perth's Eastern Region - Regional Climate Change Adaptation Action Plan 2009 – 2013.

KEY ISSUES AND RECOMMENDATION(S)

- Climate change represents huge challenges and opportunities for Local Government.
- In September 2009 Council approved the Future Proofing Perth's Eastern Region - Regional Climate Change Adaptation Action Plan (RCCAAP) 2009-2013 and allocated funding of \$50,000 in its budgets for 2010-11, 2011-12 and 2012-13 for implementation of the Plan.
- To date the EMRC has assisted its member Councils in producing draft Local Climate Change Adaptation Action Plans (LCCAAP's).
- As part of the RCCAAP implementation the EMRC has produced a newsletter to update member Councils and relevant stakeholders on the project's progress and to provide climate change information relevant to member Councils.
- Mapping tools recently released show predicted flood modelling along the Swan River for the Town of Bassendean, City of Bayswater, City of Belmont and parts of the City of Swan due to climate change. This modelling will be used to identify areas of high risk that are likely to be inundated within Perth's Eastern Region in 2100. These maps will be a useful tool for EMRC and member Councils when planning for climate change adaptation.
- In light of the Queensland flooding and Victorian Bushfires the EMRC will liaise with member Councils to investigate and review Local Emergency Management Arrangements/Plans. The investigations will highlight the current state of Emergency Management Planning in the region and look at areas where gaps exist and opportunities where regional collaboration can occur.

Recommendation(s)

That:

Council support a regional review of Emergency Management Plans from the five participating member Councils during 2011/12.

SOURCE OF REPORT

Director Regional Services
Manager Environmental Services

BACKGROUND

During the EMRC's 2007-2008 strategic planning processes, the EMRC and member Councils identified climate change as a key emerging issue affecting the Region.



Item 9.3 continued

The first report on Future Proofing Perth's Eastern Region – Adapting to Climate Change was presented to the Council at the meeting on 21 February 2008. At that meeting Council resolved to:

- "1. SUPPORT THE FUTURE PROOFING PERTH'S EASTERN REGION – ADAPTING TO CLIMATE CHANGE PROJECT.*
- 2. CONSIDER \$43,375 FOR ALLOCATION IN THE 2008/09 BUDGET FOR IMPLEMENTATION OF FUTURE PROOFING PERTH'S EASTERN REGION – ADAPTING TO CLIMATE CHANGE SUBJECT TO FUNDING SUPPORT OF \$50,000 THROUGH THE AUSTRALIAN GREENHOUSE OFFICE LOCAL ADAPTATION PATHWAYS PROGRAM."*

(Ref: Committees-7378)

In May 2008, the EMRC received \$50,000 funding from the Australian Government's Department of Climate Change (formerly Australian Greenhouse Office) Local Adaptation Pathways Programme to assist the Region to undertake climate change risk assessments and adaptation planning. On that basis the EMRC agreed to contribute funding of \$43,375 to the project and progress development of the Regional Climate Change Adaptation Action Plan.

The project was based on the application of a risk assessment methodology accredited by the Australian Government and complements other emission reduction initiatives the Region is involved in, including Achieving Carbon Emissions Reduction (ACE_R) and Perth Solar City.

The EMRC and its member Councils collaborated regionally to undertake a comprehensive climate change risk assessment to identify impacts and associated actions that need to be undertaken in order to better prepare the Region's community to adapt to the pressures climate change will bring.

The second report on Future Proofing Perth's Eastern Region – Adapting to Climate Change was presented to the Council at their meeting on 24 September 2009. At that it was resolved that:

- 1. COUNCIL APPROVE THE FUTURE PROOFING PERTH'S EASTERN REGION - REGIONAL CLIMATE CHANGE ADAPTATION ACTION PLAN 2009-2013 AS SHOWN AS ATTACHMENT 2.*
- 2. COUNCIL APPROVE THE EMRC'S CONTINUED ROLE TO LEAD THE IMPLEMENTATION OF THE ACTION PLAN AND AGREES TO LIST FOR CONSIDERATION THE SUM OF \$50,000 IN ITS BUDGETS FOR 2010-11, 2011-12 AND 2012-13.*
- 3. A LETTER BE FORWARDED TO MEMBER COUNCIL CHIEF EXECUTIVE OFFICERS PROVIDING A COPY OF THE ACTION PLAN, ALONG WITH A PROJECT PLAN FOR THE DEVELOPMENT OF INDIVIDUAL LOCAL CLIMATE CHANGE ADAPTATION ACTION PLANS.*
- 4. MEMBER COUNCILS BE ADVISED THAT A LONG TERM FINANCIAL COMMITMENT IS REQUIRED IN ORDER TO ENSURE PROGRESS IS ACHIEVED IN CLIMATE CHANGE ADAPTATION.*

(Ref: Committees-9869)

The Regional Climate Change Adaptation Action Plan (RCCAAP) is a foundation document that outlines what needs to be done at the regional level to adapt to climate change until 2013. It paves a way forward for the EMRC and its member Councils to take climate change adaptation to the next step and develop Local Climate Change Adaptation Action Plans for each of the member Councils.

The two levels of planning enable alignment of the work that needs to be done within the Region through a well planned approach and will ensure that all member Councils are well placed to adapt to the challenges that are presented by climate change.

The RCCAAP is also used to advance advocacy for climate change adaptation action throughout the Region and better position the EMRC and its member Councils to leverage funding.

The RCCAAP is monitored annually to determine progress against the Plan, with a major review to be undertaken in 2012 – 2013 to evaluate progress and to identify any further actions that may be needed.



Item 9.3 continued

REPORT

Climate change represents a huge challenge for Local Government, including its impacts on infrastructure, land use planning, biodiversity, environmental health, fire and emergency services as well as parks and reserve management. Other broader key risks include the potential for changing economic viability of local industries and social dislocation.

Climate change can also present new opportunities whereby adaptation actions will generate significant social and environmental benefits and this will lead to more vibrant and resilient societies.

Outcomes of the project since Council approval of the RCCAAP in September 2009 include:

- Draft Local Climate Change Adaptation Action Plans (LCCAAP's) were produced for each member Council to ensure that climate change adaptation is integrated into the day to day planning and risk management activities of the Councils and their communities (action 10.2).
- EMRC established a partnership with WALGA representing member Councils at WALGA's Climate Change Senior Officers Reference Group quarterly meetings to ensure that member Council's climate change advocacy actions are communicated to WALGA and other key stakeholders (action 10.9).
- EMRC actively promoted the project through various events presenting on the project at the Planning Institute of Australia (PIA) Future Proofing Communities conference and Public Health Association of Australia Climate Change conference. EMRC also reported on the project progress and delivered presentations at the City of Belmont's Standing Environmental Committee meeting, the Town of Bassendean's Ordinary Council Committee meeting and the Shire of Mundaring's Council Forum.
- EMRC liaised with various state agencies including the Department of Water, Department of Planning, Water Corporation, Department of Environment and Conservation (Office of Climate Change) to progress implementation of regional advocacy actions.
- EMRC produced its first Climate Change Newsletter (refer attachment 1) dedicated to communicating project outcomes and climate change information of relevance to member Councils. This newsletter was produced as part of the RCCAAP (action 10.4) to inform EMRC's Council, member Councils and relevant stakeholders about progress of the project and relevant climate change information (e.g. climate change mapping tools, legislation updates etc). Newsletters will be produced on a quarterly basis.

Local Climate Change Adaptation Action Plans (LCCAAP)

Localised action planning was undertaken alongside the implementation of the RCCAAP and involved facilitation of climate change information sessions and workshops with member Councils (and in some instances their local communities), resulting in the development of individual LCCAAP's. A snapshot of progress for each of the member Councils is provided below.

Bassendean

The EMRC presented the draft LCCAAP to the Town of Bassendean Council which was well received and approved for public comment. The next stage of the project will involve incorporating community comment into the document. EMRC and Town of Bassendean officers will be meeting with Local Government Insurance Services (LGIS) to discuss insurance implications in early 2011.

Bayswater

The first draft of the City of Bayswater LCCAAP has been completed. It requires further work to reflect the City's needs and priorities in the area of climate change adaptation and mitigation. EMRC has undertaken consultation sessions with relevant officers from environmental, planning and development departments. The LCCAAP has been updated with responsible business unit information and a draft has been provided to the City's Project Facilitator who will meet directly with managers of respective business units to obtain budget details and confirmation regarding implementation of actions under the priority action areas.



Item 9.3 continued

Belmont

The City of Belmont completed development of the LCCAAP and Council approved the document. Printing and design of the LCCAAP is in progress. Belmont will now move into the implementation phase of the project.

Kalamunda

The Shire of Kalamunda completed risk assessment and adaptation workshops with internal staff, facilitated by the EMRC and Consultants Coastal Zone Management. A draft LCCAAP was developed and is currently undergoing a final review by the Shire's staff.

Mundaring

In mid 2010 EMRC provided assistance to the Shire of Mundaring holding two climate change adaptation workshops with the Shire's community to enable the Shire to develop its LCCAAP, reflecting community views on the actions the Shire needs to undertake to adapt to climate change. A draft copy of the LCCAAP has been produced and is undergoing a final review.

Swan

EMRC developed a draft LCCAAP for the City in 2009/2010. However the City of Swan withdrew support for the project for 2010/2011.

Moving Forward

In 2011/2012 the EMRC will continue to assist participating member Councils in implementing their LCCAAP immediate and short term actions, whilst continuing to implement RCCAAP actions. There is some commonality or consistent themes across all member Councils in the area of climate change adaptation action planning that have been identified by the member Councils to treat anticipated climate change risks. These consistent themes predominantly lie in the area of planning and development, community education, emissions reduction strategy and legislation/policy development and advocacy support. Examples of some of the key adaptation actions that will be implemented across member Councils include the following:

- Liaison with the Water Corporation on current drainage capacity of the member Councils' stormwater systems and modify where necessary to take into account results of flood modelling.
- Continuing to promote and encourage alternative energy through programs such as Perth Solar City, and Achieving Carbon Emissions Reduction (ACE_R).
- Continue to improve the member Councils' Water Conservation Plans and implement actions including hydrozoning and use of stormwater for irrigation.
- Continue with community education on climate change through programs such as Perth Solar City, Future Proofing, ACE_R and LivingSmart.
- Organise awareness raising seminar for member Council staff with climate change expert presenters.
- Conduct community education about drainage and flooding events.
- Create a community awareness program.

Lessons Learning

Recent flooding events in Queensland, New South Wales and Victoria, bushfire events in Victoria and Toodyay in 2009, the storm event in Perth in 2010 and fire at Town of Claremont have provided a number of lessons for all levels of government. The EMRC is closely monitoring recommendations from these events and will be providing relevant information to member Councils on the Victorian Bushfires Royal Commission final report recommendations and Queensland's flood disaster Commission of Inquiry recommendations to ensure that EMRC and member Councils are adequately informed and well prepared for extreme events caused by climate change.



Item 9.3 continued

Emergency Management Review and Preparation

The EMRC in light of the Queensland flooding and Victorian Bushfires will liaise with member Councils to investigate and review Local Emergency Management Arrangements/Plans. The investigations will highlight the current state of Emergency Management Planning in the Region and look at areas where gaps exist and opportunities where regional collaboration can occur. For example, reviewing asset inventories to compare what equipment the Region has collectively available in the event of a major flood or bushfire.

Tools and Resources

New mapping tools were recently released by the Australian Government (OzCoasts) and show flood modelling along the Swan River for the Town of Bassendean, City of Bayswater, City of Belmont and parts of the City of Swan. This modelling will be used to identify areas of high risk that are likely to be inundated within Perth's Eastern Region with respect to three climate change scenarios by 2100. These maps will be a useful tool for EMRC and member Councils when planning for climate change adaptation. They will assist Local Government in understanding how sea level rise is likely to impact on their operations and infrastructure, allowing more informed decisions on how to respond to these impacts. The EMRC plans to use this tool to identify assets at high risk and work with member Councils to assist in future management of these assets.

OzCoasts have prepared maps for three sea-level rise scenarios of 0.5m, 0.8m and 1.1m, relevant for 2100. Some of the areas highlighted as low lying and vulnerable are the same ones that are already prone to flooding in big storms. However, OzCoasts state it is important to remember that the maps show flooding that may occur annually, or in some areas more frequently, around the turn of the century. Big storms anticipated for 2100 are likely to flood an even larger area.

The sea-level rise scenarios have been combined with a nominal highest astronomical tide (HAT) value for the region, and are based on Intergovernmental Panel on Climate Change (IPCC) projections and more recent science. The maps are based on a simple 'bucket fill' approach and should be considered as approximate only. The actual impacts may vary as this model does not take account of existing sea walls, storm surge, erosion or other local factors.

OzCoasts website states that these maps are a communication tool only and are not suitable for decision-making.

Maps for Perth's Eastern Region showing flooding levels at 1.1 metre for 2100 are provided as Attachments 2, 3 and 4.

STRATEGIC/POLICY IMPLICATIONS

Implementation of the Regional Climate Change Adaptation Action Plan contributes to Key Result Area 1 of the EMRC Strategic Plan for the Future 2010/11 – 2013/14, specifically objective 1.6: To address climate change issues within the Region.

FINANCIAL IMPLICATIONS

The implementation plan for 2011-2012 will be met from the EMRC's budget allocation of \$50,000. Member Councils' contributions from the Town of Bassendean, City of Bayswater, City of Belmont, Shire of Kalamunda and Shire of Mundaring of \$15,000 each support continued LCCAAP implementation.

SUSTAINABILITY IMPLICATIONS

The environmental, social and economic costs of not adapting to climate change will be significant without adequate adaptation strategies in place.




Item 9.3 continued

The Action Plan will:

- Promote resilience and support local communities in partnership with Local Government to improve the management of the local environment and community public assets;
- Secure future-focussed transport, planning and building systems that support low emissions and accommodates a changed climate;
- Identify and support vulnerable communities in Perth's Eastern Region to adjust to the cost of a low emissions economy so they are not further disadvantaged as a result of climate change; and
- Promote innovation and regional security in order to position the Region for economic opportunities resulting from climate change such as new industry, markets and technologies.

MEMBER COUNCIL IMPLICATIONS

Member Council	Implication Details
Town of Bassendean	 EMRC and member Councils' continued role in supporting implementation of the Regional and Local Climate Change Adaptation Action Plans will ensure future liability issues can be addressed now and reduce the potential for member Councils to face litigation resulting from a lack of climate change adaptation planning. It is proposed that a contribution of \$15,000 from each member Council is allocated, as indicated in the Regional Services Project Funding Summary Directions 2011/2012 – 2015/2016 provided to member Councils in January 2011. These funds will be used to progress implementation of the Regional Climate Change Adaptation Action Plans and Local Climate Change Adaptation Action Plans for member Councils.
City of Bayswater	
City of Belmont	
Shire of Kalamunda	
Shire of Mundaring	

ATTACHMENT(S)

1. Climate Change Newsletter – Issue January 2011 (Ref: Committees-11787)
2. OzCoasts Flood Mapping (Ref: Committees-11788)
3. OzCoasts Flood Mapping (Ref: Committees-11789)
4. OzCoasts Flood Mapping (Ref: Committees-11790)

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION(S)

That:

Council support a regional review of Emergency Management Plans from the five participating member Councils during 2011/12.

Discussion ensued

The Director Regional Services provided an overview of the report.



Item 9.3 continued

Member Council CEO's advised that a regional disaster agreement had been signed by 16 Councils providing an undertaking that if resources were required by any Council in an emergency situation they would provide it freely to each other. It was therefore felt that it was not necessary to initiate the action being proposed in the report.

Recommendation amended as follows:

"That Council note the "Metropolitan North and East Recovery Group Agreement for the Provision of Mutual Aid for Recovery During Emergencies" in place obviating the need for the EMRC to conduct a regional review of emergency management plans."

CEOAC RECOMMENDATION(S)

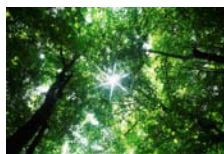
MOVED MR TRIAL

SECONDED MR JARVIS

That Council note the "Metropolitan North and East Recovery Group Agreement for the Provision of Mutual Aid for Recovery During Emergencies" in place obviating the need for the EMRC to conduct a regional review of emergency management plans.

CARRIED UNANIMOUSLY

Future Proofing Perth's Eastern Region ADAPTING TO CLIMATE CHANGE



CLIMATE CHANGE NEWSLETTER

Future Proofing Perth's Eastern Region – Adapting to Climate Change

Future Proofing Perth's Eastern Region – Adapting to Climate Change was developed to complement regional action to reduce emissions, by identifying the major risks of climate change relevant to the region and developing a regional adaptation plan to address the risks.



The City of Belmont has endorsed its LCCAAP and the Town of Bassendean recently put its draft LCCAAP out for public comment. The implementation of the LCCAAP actions will ensure that member Councils have the capacity and knowledge to adapt to a changing climate and can continue to provide a safe environment for their communities.



Risk Assessment Workshops

This innovative regional project, led by EMRC and its six member Councils, resulted in development of the Regional Climate Change Adaptation Action Plan (RCCAAP) 2009 – 2013. The RCCAAP identified major climate change risks relevant to EMRC and member Councils assets, services and operations and provided a foundation for localised climate change adaptation action planning and an opportunity for community engagement in the action planning process. As a result of this collaborative work, draft Local Climate Change Adaptation Action Plans (LCCAAP's) were produced for the Shires of Kalamunda and Mundaring, Cities of Belmont, Swan and Bayswater and the Town of Bassendean.



Shire of Mundaring Engages its Community in Climate Change

In mid 2010, the Shire of Mundaring demonstrated leadership in the area of community engagement, by holding two community climate change adaptation workshops to develop its LCCAAP; reflecting community views on the actions the Shire needs to undertake to adapt to climate change.

During the climate change adaptation process, there were 25 representatives of the community involved in the climate change risk assessment and adaptation action planning sessions.

During these sessions they had an opportunity to undertake risk rating, action planning and generate new ideas to tackle local climate change issues.





Climate Change Mitigation

Along with the development of LCCAAP's, member Councils have taken steps to reduce their contribution to climate change by reducing or mitigating their greenhouse gas emissions through implementation of the EMRC Achieving Carbon Emissions Reduction (ACE_R) Program and committing to WALGA's Emissions Reporting Platform. These tools enable member Councils to track and report their greenhouse gas emissions, energy consumption, and energy production.

Promotion

During 2010 EMRC actively promoted the Future Proofing project through various events. Presentations were made at the Planning Institute of Australia (PIA) Future Proofing Communities conference and Public Health Association of Australia Climate Change conference. EMRC also reported on the project's progress and delivered presentations at the City of Belmont's Standing Environmental Committee meeting, the Town of Bassendean's Ordinary Council Committee meeting and the Shire of Mundaring's Council Forum.

Climate Change Councillors & Senior Officers Reference Groups

Earlier this year, WALGA formed a 'Climate Change Councillors Group' (CCCG) and a 'Climate Change Senior Officers Group' (CCSOG), which will assist WALGA's Climate Change Coordinator to identify policy priorities for local government and craft appropriate responses, advocacy strategies, projects and processes. The EMRC's Environmental Project Coordinator attends the CCSOG quarterly meetings to ensure that member Council's climate change advocacy actions are communicated to WALGA and other key stakeholders. EMRC recently provided input into development of WALGA's Climate Change Advocacy Strategy and Climate Change Policy Statement Review, to communicate with state and federal government, about local government needs in the area of adaptation and mitigation.



Adaptation College

In 2009 a senior EMRC officer was selected to participate in Social, Economic and Institutional (SEI) Climate Change Adaptation College, which is part of the National Climate Change Adaptation Research Facility (NCCARF). One of the aims of the college is to build a community of future leaders who are well informed about the human dimensions of climate change adaptation. Sixteen participants were selected from across Australia from a diverse variety of backgrounds. The 2009 theme was 'vulnerability and adaptation in Indigenous Australia'. The second SEI network workshop was held at the University of NSW (UNSW) in November 2010. The workshop addressed climate adaptation governance, with over 50 presentations exploring the issue through a range of case studies from Australia and the Asia Pacific region. The college runs for a period of four years with all expenses funded by NCCARF. The next college will be held in November 2011 in Canberra and is focused on legal and policy frameworks for facilitating adaptation.

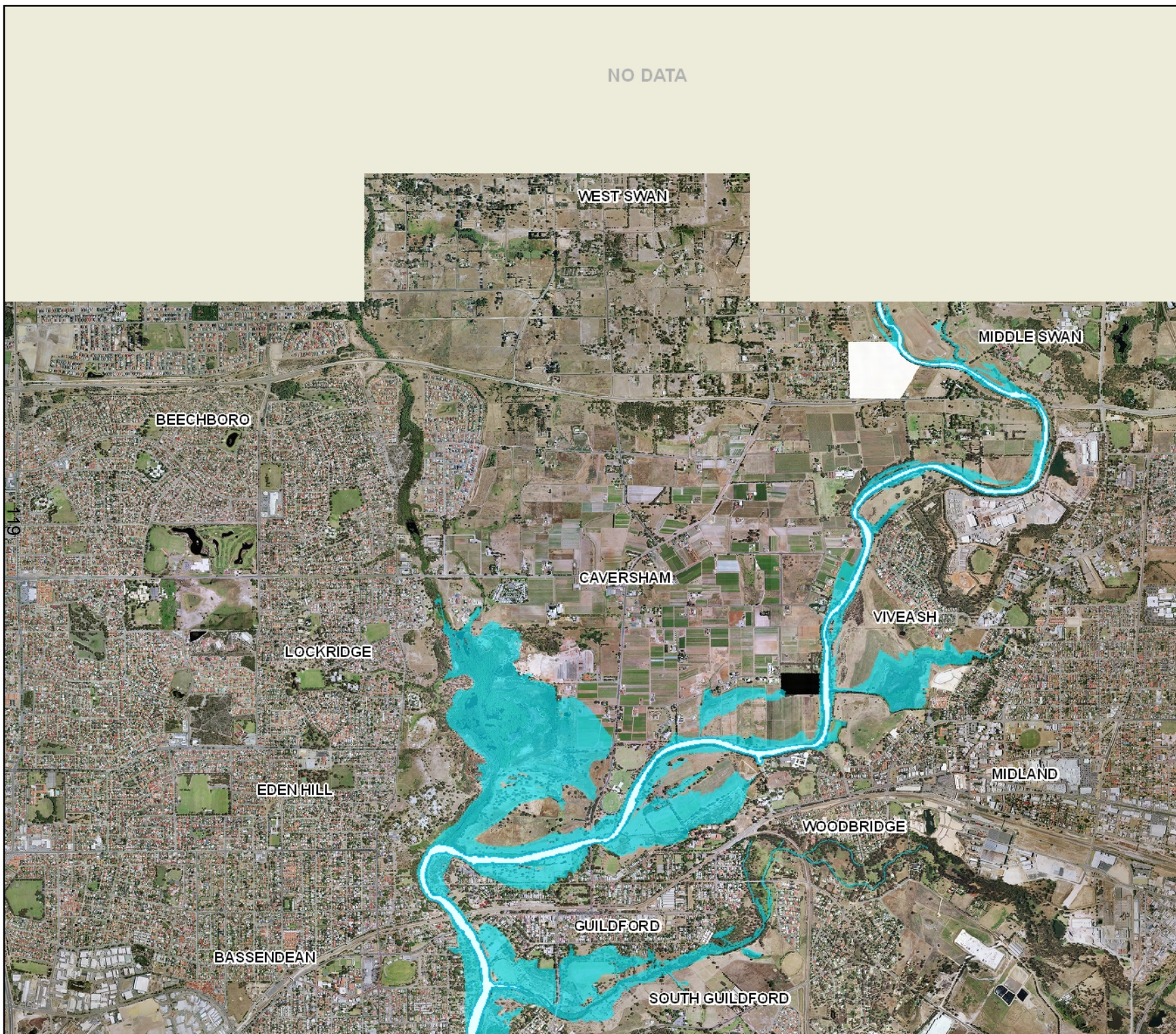


New Climate Change Tools

In December 2010, the federal government released a range of new coastal maps which identify the future impacts of climate change on some coastal regions including part of Perth's Eastern Region. These maps are an important tool for the community and decision makers to understand potential risks to infrastructure and properties and to prepare for the climate change impacts of sea level rises. These maps provide useful information for local government when planning for climate change adaptation, assisting in understanding how sea level rise is likely to impact on their operations and infrastructure and allowing more informed decisions on how to respond to these impacts. The maps currently cover the river areas within the Town of Bassendean, City of Bayswater, City of Belmont and parts of the City of Swan.

The maps are available online via the OzCoasts website (www.ozcoasts.org.au).

For further information please contact **Yulia Volobueva**,
EMRC Environmental Projects Coordinator on (08) 9424 2244 or
yulia.volobueva@emrc.org.au



Climate change, sea-level rise and coastal inundation

Location: **PERTH-MANDURAH**

CAVERSHAM
AND SURROUNDS

Disclaimer

This image has been developed to help communicate the risks of sea-level rise. The image and information included here are not provided as professional advice, and should not be relied upon for site-specific decision-making or for making financial or other commitments. For decision-making purposes, appropriate independent professional advice should be obtained.

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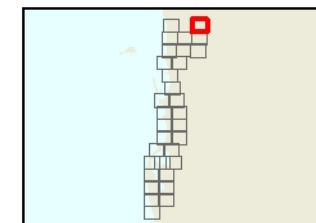
Scenario

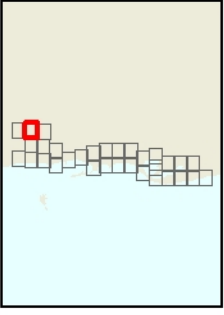
This image shows a modelled **high sea-level rise scenario of 1.1m** relevant to a **2100 time period**. The model combines the sea-level scenario with a nominal highest astronomical tide (HAT) value for the region to give an inundation level of **1.8m AHD**. The inundation portrayed is based on a simple 'bucket fill' approach and should be considered as approximate only. The actual impacts may vary as this model does not take account of existing sea walls, storm surge, erosion or other local factors. The model depicts sea-level rise only and does not include catchment flooding from rainfall events. Images such as these can change over time as new information emerges.

The image has been developed using a high resolution digital elevation model that has been hydrologically conditioned and enforced to represent a natural ground surface model (i.e. to show how water will flow over the land).

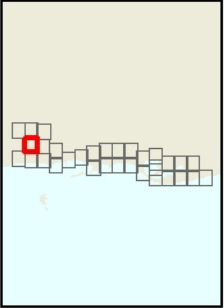


Scale = 1:40,000



<p><i>Climate change, sea-level rise and coastal inundation</i></p>	<p>Location: PERTH-MANDURAH PERTH AIRPORT AND SURROUNDS</p>	<p>Disclaimer</p> <p>This image has been developed to help communicate the risks of sea-level rise. The image and information included here are not provided as professional advice, and should not be relied upon for site-specific decision-making or for making financial or other commitments. For decision-making purposes, appropriate independent professional advice should be obtained.</p> <p>The Commonwealth does not guarantee the accuracy or completeness of the image. The Commonwealth expressly disclaims liability for any loss, however caused and whether due to negligence or otherwise, arising directly or indirectly from the use of or reliance on this image or the information contained in it, by any person.</p>	<p>Scenario</p> <p>This image shows a modelled high sea-level rise scenario of 1.1m relevant to a 2100 time period. The model combines the sea-level scenario with a normal highest astronomical tide (HAT) value for the region to give an inundation level of 1.8m AHD. The inundation portrayed is based on a simple 'bucket fill' approach and should be considered as approximate only. The actual impacts may vary as this model does not take account of existing sea walls, storm surge, erosion or other local factors. The model depicts sea-level rise only and does not include catchment flooding from rainfall events. Images such as these can change over time as new information emerges.</p> <p>The image has been developed using a high resolution digital elevation model that has been hydrologically conditioned and enforced to represent a natural ground surface model (i.e. to show how water will flow over the land).</p>	<p>0.0m AHD 1.8m AHD</p> <p>Scale = 1:40,000</p> <p>0 250 500 750 1,000 Metres</p>	 <p>Australian Government Department of Climate Change and Energy Efficiency © Commonwealth of Australia 2010</p>
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<p><i>Climate change, sea-level rise and coastal inundation</i></p>	<p>Location: PERTH-MANDURAH HIGHGATE AND SURROUNDS</p>	<p>Disclaimer This image has been developed to help communicate the risks of sea-level rise. The image and information included here are not provided as professional advice, and should not be relied upon for site-specific decision-making or for making financial or other commitments. For decision-making purposes, appropriate independent professional advice should be obtained. The Commonwealth does not guarantee the accuracy or completeness of the image. The Commonwealth expressly disclaims liability for any loss, however caused and whether due to negligence or otherwise, arising directly or indirectly from the use of or reliance on this image or the information contained in it, by any person.</p>	<p>Scenario This image shows a modelled high sea-level rise scenario of 1.1m relevant to a 2100 time period. The model combines the sea-level scenario with a nominal highest astronomical tide (HAT) value for the region to give an inundation level of 1.8m AHD. The inundation portrayed is based on a simple 'bucket fill' approach and should be considered as approximate only. The actual impacts may vary as this model does not take account of existing sea walls, storm surge, erosion or other local factors. The model depicts sea-level rise only and does not include catchment flooding from rainfall events. Images such as these can change over time as new information emerges.</p>	<p>The image has been developed using a high resolution digital elevation model that has been hydrologically conditioned and enforced to represent a natural ground surface model (i.e. to show how water will flow over the land).</p>	<p>0.0m AHD 1.8m AHD</p> <p>Scale = 1:40,000</p> <p>0 250 500 750 1,000 Metres</p>	 <p>Australian Government Department of Climate Change and Energy Efficiency © Commonwealth of Australia 2010 Date Created: 3-June-2010</p>
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9.4 ITEMS CONTAINED IN THE INFORMATION BULLETIN REFERENCE: COMMITTEES-11739

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

1. REGIONAL SERVICES

- 1.1 *REGIONAL DEVELOPMENT ACTIVITY REPORT JULY – DECEMBER 2010
(Ref: Committees-11740)*
- 1.2 *ENVIRONMENTAL SERVICES ACTIVITY REPORT – SEPTEMBER - DECEMBER 2010
(Ref: Committees-11732)*

RECOMMENDATION

That the Information Bulletin be noted.

CEOAC RESOLUTION(S)

MOVED MR FOLEY

SECONDED MS LEFANTE

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

17 March 2011	EMRC	Biennial Cocktail Function
3 April 2011	City of Bayswater	Autumn River Festival
7 May 2011	City of Swan	Mayoral Dinner
7 August 2011	City of Bayswater	Avon Decent
13 August 2011	City of Bayswater	Mayoral Dinner
17 September 2011	City of Belmont	Mayoral Dinner

11.2 OTHER GENERAL BUSINESS

The Chief Executive Officer of the City of Swan mentioned that he was in the process of writing a formal letter to the EMRC thanking the Operations Team at the Red Hill Waste Facility for their assistance over the weekend with the bush fire in the hills of Perth's Eastern Region.

12 FUTURE MEETINGS OF THE CHIEF EXECUTIVE OFFICERS ADVISORY COMMITTEE

The next meeting of the Chief Executive Officers Advisory Committee will be held on **8 March 2011 (informal)** at the Town of Bassendean commencing at 12.30pm with lunch at 12noon.



The Chief Executive Officer of the Shire of Kalamunda advised that he would be an apology for this meeting.

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

Tuesday	8	February	at	EMRC Administration Office
Tuesday	8	March (informal)	at	Town of Bassendean
Tuesday	12	April	at	EMRC Administration Office
Tuesday	10	May (informal)	at	Shire of Mundaring
Tuesday	14	June	at	EMRC Administration Office
Tuesday	12	July (informal)	at	City of Belmont
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 1:46pm.