CapeROC

Capes Region Organisation of Councils

MINUTES

20th May, 2020

MINUTES FOR THE CAPES REGION ORGANISATION OF COUNCILS MEETING

HELD ON 20th MAY, 2020 AT 9.36AM AT THE CITY OF BUSSELTON AND VIA ZOOM WITH

SHIRE OF AUGUSTA MARGARET RIVER REPRESENTATIVES

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1. ATTENDANCE AND APOLOGIES

The Chairperson welcomed all to the meeting.

ATTENDANCE

Chairperson:	Cr. Grant Henley	Mayor, City of Busselton
Members:	Cr. Ian Earl	Shire President, Shire of Augusta Margaret River
	Cr. Kylie Kennaugh	Shire of Augusta Margaret River
	Cr. Paula Cristoffanini	Shire of Augusta Margaret River
	Cr. Kelly Hick	Deputy Mayor, City of Busselton
	Cr. Kate Cox	City of Busselton
	Ms. Stephanie Addison-Brown	CEO, Shire of Augusta Margaret River
	Mr. Mike Archer	CEO, City of Busselton
Secretariat	Ms. Julie Rawlings	Strategic Projects/Grants Officer, City of Busselton
Officers: (as required)	Mr. David Nicholson	Manager, Asset Services, Shire of Augusta Margaret River
	Mr. James Shepherd	Director, Corporate and Community Services
	Ms. Cristina Smith	Marketing and Events Officer, Shire of Augusta Margaret River
	Ms. Naomi Searle	Director, Community and Commercial Services
	Ms. Peta Tuck	Events Coordinator, City of Busselton
Guests:	Nil.	

APOLOGIES

Tony Brown	WA Local Government Association (WALGA)

2. CONFIRMATION OF MINUTES

2.1 Minutes of the meeting of CapeROC 19th February, 2020

RECOMMENDATION: That the minutes of the meeting of the Capes Region Organisation of Councils held 19th February, 2020 be confirmed as a true and correct record.

CAPEROC DECISION:

Moved Cr. Earl **Seconded** Cr. Cox

That the minutes of the meeting of the Capes Region Organisation of Councils held 19th February, 2020 be confirmed as a true and correct record.

CARRIED UNANIMOUSLY

3. PRESENTATIONS/GUESTS

Nil.

4. BUSINESS ARISING FROM PREVIOUS MEETINGS

Item	Responsible Officers	Progress
Wadandi Track	David Nicholson	Preliminary discussions have taken place between City of Busselton and AMR Shire officers about construction of the trail between Cowaramup and Metricup Road. Given the quantum of annual funding that both local governments allocate to the trail, this will be at least a three year project. The section within CoB is relatively straight forward and construction could possibly commence next financial year. However, the section within AMR Shire requires forward planning during 2020-21 to address environmental issues (clearing permit may be required), design and costing of large culvert crossing (Wilyabrup Brook), road crossings (Miamup Road, Webster Road, Gardiner Road), deviation around railway cutting used as uncontrolled tip site and resolution of encroachments from adjoining private properties. David advised that the Department of Transport requested information for completion of the Wadandi Track to put forward to Government as an opportunity for Post COVID-19 stimulus and this has been provided at a value of $10M.

5. GENERAL UPDATES

5.1 CapeROC Budget Update

RESPONSIBLE OFFICER	Julie Rawlings, Strategic Projects/Grants Officer (CoB) Megan Smith, Executive Assistant (SAMR)
ATTACHMENTS:	Nil.

IN BRIEF

In 2019-2020, the Shire of Augusta Margaret River and the City of Busselton have allocated up to $40,000 of their respective budgets (up to $80,000 in total) towards CapeROC approved regional economic development initiatives. This report provides an update on financial activities for the 2019-2020 financial year and notes budget commits for 2020/2021.

Table 1.

PROPOSED 2019/20 CapeROC Projects	In principle Allocation $80,000	Expenditure (AMR) $40,000	Expenditure (BSN) $40,000	Total Expenditure $ 2019/2020	Comments
CapeROC Calendar of Events 2019/20 – Spring, Summer, Autumn Winter	**21,200.00**	**10,600.00**	**10,600.00**	**15,900**	**Spring 2019** $4,770 paid Summer 2019/20 $4,770 paid Autumn 2020 $4,770 paid Winter 2020 $4,770 **(refer Agenda item 6.1)** Additional standalone copies (3,000 per edition $530 + gst) to be split between CoB and SAMR
My Community Directory	**20,406.50**	**10,203.25**	**10,203.25**	**20,406.50**	Budget 2019/2020 $20,406.50 Paid.
2018/2019 Expenditure	7,185.00	-	7,185.00	Event Calendars	*These figures represent funding approved in 2018/2019 but not quarantined at end of Financial Year resulting in expense in 2019/2020*
2018/2019 Commitment	15,000.00	-	15,000.00	Trails Strategy	
Potential / Total Expenditure (excluding gst)	**63,791.50**	**20,803.25**	**42,988.25**		
Total Unallocated	**16,208.50**	**19,196.75**	**(2,988.25)**		
FUTURE BUDGET COMMITMENTS					
Our Unbeaten Track Project committed at the CapeROC meeting on 19/2/20 for the 2020/2021 budget	**20,000.00**	**10,000.00**	**10,000.00**		
My Community Directory committed at the CapeROC meeting on 15/11/19 for the 2020/2021 budget	**20,406.50**	**10,203.25**	**10,203.25**		*Invoice is expected for payment in September 2020.*

RECOMMENDATION

That CapeROC notes the current status of the CapeROC 2019-2020 budget and future budget commitments.

CAPEROC DECISION:

Moved Cr. Hick **Seconded** Cr. Earl

That CapeROC notes the current status of the CapeROC 2019-2020 budget and future budget commitments with each Council confirming a $40,000 budget for 2020-2021.

CARRIED UNANIMOUSLY

6. REPORTS

6.1 Events Calendar

RESPONSIBLE OFFICER	Peta Tuck (CoB), Events Coordinator, COB; Cristina Smith, Marketing & Events Officer, SAMR
ATTACHMENTS:	Nil.

IN BRIEF

CapeROC has been funding the printed events calendar initiative for a number of years. It has been suggested that the Councils look at the effectiveness of the printed calendar and determine whether it is worth continuing in that format or looking at alternative ways to promote events in the Capes region, either together or individually.

Staff will be in attendance to provide if required an update on the effectiveness of the printed events calendar at the meeting.

BACKGROUND

Since December 2016, the Margaret River Region Calendar of Events has been produced by MRBTA with content supplied by the City of Busselton and AMR Shire and included as a pullout in their quarterly Margaret River Magazine. The magazine has a distribution of 20,000 copies, with 75% going to a local regional audience and remaining 25% in Perth. There has also been an allocation of extra copies produced each edition as standalone calendars, for distribution by the respective local governments through their administrative buildings and outstations.

Funding for the Calendar of Events has been approved up to and including the winter edition of the current financial year through the CAPEROC budget. However the COVID-19 pandemic has meant that the winter edition of the MRBTA magazine will not be produced. Therefore funding for the winter calendar will not be required. The cost of producing the events calendar in 2019/20 is $4,770+GST per edition plus an additional $530+GST per edition for 3,000 standalone copies.

While the printed calendar has been successful, it is felt over time that the relevance and usefulness has declined, as more people are inclined to access event information digitally. There are concerns that there is a high level of wastage, and that information is quite often out of date or changed by the time the calendar is distributed. Due to the COVID-19 pandemic, there is uncertainty as to when events will commence again in the Capes region and there may be limited lead time which will make production of the printed calendar difficult. It is recommended that production of the calendars is discontinued in its current format for the 2020/21 financial year.

As part of the recovery plan for Events post COVID-19, it is recommended that COB and SAMR work with MRBTA to investigate a revised events web or app based calendar format, alternative social media and online advertising and print advertising options. Both Councils can then decide whether to fund collectively, or whether to pursue individual methods.

CapeROC's objective is to seek to enhance the capacity of both local governments to deliver social, economic and environmental benefits to their communities and the region. This includes exploring opportunities to undertake projects of mutual benefit to the Shire and the City. The intent however is more to provide seed funding than ongoing funding.

RECOMMENDATION

That CapeROC supports the discontinuation of the publication of the quarterly printed events calendar.

6.2 LATE ITEM – Regional Events Promotion Proposal

RESPONSIBLE OFFICER	**Cristina Smith, Digital Marketing Officer, SAMR** **Peta Tuck (CoB), Events Coordinator, COB;**
ATTACHMENTS:	**Nil.**

IN BRIEF

- A unified approach to promoting regional events is required to boost visitation and support economic recovery across our region. Events are an important 'hook' creating urgency to travel.
- CAPEROC is being asked to consider a Regional Events Promotion Proposal focused on delivering digital marketing activities in collaboration with Margaret River Busselton Tourism Association (MRBTA)

BACKGROUND

Both the Shire of Augusta Margaret River, City of Busselton and MRBTA are seeking to improve the effectiveness of events promotion to local and visitor audiences, whilst still maintaining a unified approach across the Capes region.

CAPEROC has funded printed events calendars in different formats for several years.
The most recent format included a quarterly calendar pull out as part of the Margaret River Magazine with additional standalone calendars distributed by local governments, at a cost of $21,200+GST per annum.

In January 2016, the Shire of Augusta Margaret River and the City of Busselton signed a MOU with MRBTA, enabling MRBTA to house web content within the margaretriver.com website, with the information being replicated across the local government websites in real time.

This arrangement has resulted in a valuable centralised resource for event promoters to advertise regional events and ranks amongst the most visited pages on the margaretriver.com website. A number of improvements have been identified to better filter event submissions and ensure significant events feature prominently.

Officers have reviewed the printed calendar in collaboration with MRBTA and conclude funds would generate a better return on investment if directed towards digital marketing activities and improving capabilities of the existing online events calendar.

ACTIVITIES RECOMMENDED

With an increasing number of people accessing information online, officers have considered a suite of digital marketing activities that seek to:

- Inform visitors about events happening in the region and inspire them to plan travel to the region to participate in/attend the event. Events are an important 'hook' for visitation and create an 'urgency' to travel.
- Inform locals about events happening in their own backyard and create a sense of community pride.
- Assist event organisers to amplify their own marketing messages, particularly considering some will be facing reduced budgets due to COVID-19. The activity will complement (rather than duplicate) event organisers' own marketing.

<u>Activities include:</u>

1. Monthly event blog

Development of a monthly event blog, hosted on the margaretriver.com website. This content would be shared with locals and visitors, via MRBTA's and its members (i.e. accommodation providers) e-news and social databases.
It would also be shared via targeted Facebook and Instagram advertising.
Estimated cost = $700 per month / $8,400 per year (includes blog development and advertising costs).

2. Event influencer famils

Securing eight event famils with intrastate online influencers. Influencers would be invited to experience regional events and would produce original social media 'story' content (photography, video) for the MRBTA's consumer destination channels, both before, during the event and for future use.
Estimated cost = $5,600

3. Improvements to online event calendar

Create a subscription form to address quality control issues of the online events calendar.
Estimated cost: $3,000 (includes web development cost and rollout)

Local advertising

Local governments to use their Council for Community pages to promote upcoming events.
Estimated cost: Provided within existing budgets

All activities can be scheduled to best promote the resumption of events in the post COVID-19 recovery period.

RECOMMENDATION

It is recommended that CapeROC:

- Support the proposed approach as presented by the Marketing/Events officers from each Shire
- No longer fund this project from the CapeROC annual allocation and refer it to each Council's budget process for consideration as an operational item

COMMENT

Ms. Smith provided an overview of the late item. Mayor Henley agreed that collaborative support was beneficial to all but perhaps better achieved outside of CapeROC.

Ms. Searle advised that the City had advertised its economic event support program in response to industry hardship as a result of COVID-19 and received a funding request from MRBTA for $25,000 and understands that $150,000 has been requested from the Shire of Augusta Margaret River. The City currently provides $160,000 per annum to MRBTA.

Ms. Addison-Brown advised that the Shire had received an initial request from MRBTA for $25,000 and a later request for $150,000. This later request was quite unexpected by the Shire and as such it is currently being assessed.

CAPEROC DECISION:

Moved Cr. Henley **Seconded** Cr. Earl

That CapeROC:

1. Supports the discontinuation of the publication of the quarterly printed events calendar;
2. Acknowledges the need for replacement of the printed calendar with a digital platform; and
3. Agrees to remove the event calendar from the CapeROC agenda and refer it to each Council's 2020/21 budget process so each Council can determine how to fund it.

CARRIED UNANIMOUSLY

The reason the officer's recommendation was altered is based on CapeROC's desire to focus on matters of a higher strategic level and therefore it did not consider the late item 'Regional Events Promotion Proposal' as a matter for CapeROC.

7. GENERAL DISCUSSION ITEMS

7.1 Strategic Projects

BACKGROUND

CapeROC's future strategic focus was discussed at its February meeting. It was agreed that a workshop to discuss project opportunities, perhaps with agreement on 2 or 3, be undertaken at the May meeting.

It was suggested that strategic projects that benefit both communities and enable funding to be secured should have a greater focus for CapeROC. Issues such as homeless, community security eg. cctv, social

matters, mental health, alignment of road initiatives, environmental eg. climate change and waste were suggested. Higher level discussion on identified issues is needed, then officers can investigate and bring back a report to CapeROC for further consideration.

RECOMMENDATION

That CapeROC:

1. That CapeROC considers 2 or 3 projects of focus for the coming year and allocates a lead officer from each Council to co-ordinate related activities and reporting to CapeROC for each identified project.

Strategic Focus Project 2020/2021	**Responsible Officer(s)**		Funding Allocation if required
	CoB	**SAMR**	

COMMENT

Mr Archer advised that due to COVID-19 that time constraints had meant that the CEO's had not had time to collectively identify projects that could be strategically aligned and suggested that the matter be deferred to allow for this review.

CapeROC agreed to defer item 7.1 to the next meeting of CapeROC in August 2020.

7.2 Roundtable Discussion

COMMENT

Shire of Augusta Margaret River advised that:

- The Recreation Centre opened on Tuesday and the pool was due to open tomorrow, with safety protocols in place including no more than 20 people and swimming in marked lanes.
- Cafes – some are open and more are opening this week.
- Accommodation providers are receiving enquiries now the regional border is open.
- Traffic is increasing and there have be notably more caravans on the road.
- The main street upgrade is progressing well.

City of Busselton advised that:

- The Jetstar has advised it is keen to commence the Busselton – Melbourne route and that it is a high priority when interstate borders open. The Airport's temporary arrivals hall is complete and the Mayor offered a tour should anyone like to view the temporary building.
- A State funding application is progressing for the Busselton Entertainment, Arts and Cultural Hub.

8. NEXT MEETING

Wednesday 19th August, 2020 - Shire of Augusta Margaret River

9. CLOSURE

The meeting closed at 10.32am