



## **CapeROC**

### **Capes Region Organisation of Councils**

# **MINUTES**

**24 November 2016  
10:00 AM**

**MINUTES OF THE CAPES REGION ORGANISATION OF COUNCILS MEETING**  
**HELD ON 24 NOVEMBER 2016**

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## MEETING MINUTES – 24 NOVEMBER 2016

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### 1. ATTENDANCE AND APOLOGIES

#### ATTENDANCE

|              |                    |  |
|--------------|--------------------|--|
| Chairperson: | Cr Ian Earl        | Shire President, Shire of Augusta Margaret River               |
| Members:     | Cr Felicity Haynes | Shire of Augusta Margaret River                                |
|              | Cr Mike Smart      | Shire of Augusta Margaret River                                |
|              | Cr Grant Henley    | Mayor, City of Busselton                                       |
|              | Cr John McCallum   | City of Busselton  |
|              | Cr Terry Best      | City of Busselton  |
|              | Mr Gary Evershed   | Chief Executive Officer, Shire of Augusta Margaret River       |
|              | Mr Mike Archer     | Chief Executive Officer, City of Busselton                     |
| Officers:    | Mr Dale Putland    | Director Sustainability, Shire of Augusta Margaret River       |
|              | Mr Jon Berry       | Economic Development Coordinator, City of Busselton            |
|              | Ms Cristina Smith  | Marketing and Events Officer, Shire of Augusta Margaret River  |
|              | Ms Tracey King     | Strategic Projects Officer, City of Busselton                  |
|              | Ms Naomi Searle    | Director, Community and Commercial Services, City of Busselton |
|              | Ms Megan Smith     | Executive Assistant Shire of Augusta Margaret River (Minutes)  |

#### APOLOGIES

|                    |   |
|--------------------|---|
| Mr Oliver Darby    | Director, Engineering and Works Services, City of Busselton |
| Mr Vitor Martins   | Manager, Waste and Fleet Services, City of Busselton        |
| Mr Ross Montgomery | Economic Development Officer, City of Busselton             |

### 2. CONFIRMATION OF MINUTES

#### 2.1 Minutes of the meeting of CapeROC 19 August 2016

**RECOMMENDATION:** That the minutes of the meeting of the Capes Region Organisation of Councils held 19 August be confirmed as a true and correct record.

The minutes of the 19<sup>th</sup> of August 2016 were accepted by the meeting

### **3. PRESENTATIONS**

#### **3.1 David Willcox – Mountain Bike Community – Trail Network in Margaret River**

David Willcox gave an overview of the recent work which has been done on the Bramley National Park Trails. Points to note:

- The project arose from the need to find options due to the proposed logging of 'The Pines' trail area by the FPC. One of the aims was to try to prevent trails being developed in an unsanctioned and unplanned manner
- There was a detailed area plan developed in 2012 which was used to obtain funding. The plan identified constraints around the Bramley Brook area. The design considered these constraints and also the diverse user types
- There has been a lack of robust documentation in the past, so this aspect was stringently considered with this project – all ten trails have the same information, including a detailed trail corridor which is mapped, taking away ambiguity for the land manager
- All trails built using machinery, giving a quality finish and leaving no negative impact on the land form, with a naturalised look. Areas with a historical disturbance have a wider trail, those with higher environmental value used minimal construction. Trails designed not just for mountain bike use but all kinds of users, including families
- Redevelopment of 9.1km of new trail and 900m of existing trail cost \$265k (exc GST). No volunteer labour was used on this part of the project because of time constraints. There is capacity to use volunteers led by professionals who understand constraints around trail construction, assisted by the detailed design which will be done.
- This process is being adopted as best practice by the City of Albany
- Need to do future planning to overcome the problem of users becoming bored with existing trail networks and putting unsanctioned tracks in place. Detailed design principles can be applied to these tracks but it is more difficult.
- There are opportunities in Augusta which have a great deal of potential. These have been identified in the SW Mountain Bike Plan, and designated as a locally significant location with a high priority. Will work to tie development in with Adventure race. Is unique in a similar way to Margaret River as can be ridden from almost the centre of town.
- DPaW have entered into an agreement with MRORCA with regard to maintenance, which has been identified for each trail and built into the concept plan

#### **3. 2 Joanne Burges and Tony Brown (Executive Manager Governance and Organisational Services) – WALGA**

1. The Regional Subsidiaries legislation is moving toward being passed – hopefully in January 2017. This has been being considered since 2011 and hopefully will result in a governance model which groups like CapeROC and other councils could use to work together which isn't as complex as Local Government or other (ie Southern Metropolitan Regional Councils). It involves as little regulation as possible and is based on a South Australian model which has no regulation and can be scaleable. Commercial Enterprises arrangements are also being considered, which may overtake this legislation, but all could work together depending on the operation which is being considered ie the Busselton Margaret River International airport could utilise the commercial enterprise arrangements model. The City of Busselton and the Shire of Augusta Margaret River will support at the SW Zone meeting tomorrow, either as CapeROC or as individual councils.
2. The WALGA President and CEO met with the Emergency Services Minister on the 15th of November – regarding rural fire service issues, to advocate extensive consultation and working with State government in partnership to ensure the best outcome. The Fergusson report has brought through a lot of positive change
3. The Commonwealth government have announced their Building Better Regions fund, with a Ministerial focus on non-metropolitan areas. Includes two streams – infrastructure and

community investment, bringing more of a social focus to the funding. Applications open on the 18<sup>th</sup> of January with information sessions being held after the applications open.

4. New gifting legislation – urgent action needed to review. The Government have committed to reviewing after the election. WALGA position is that gifts provided in a general personal capacity exempted, also those which do not relate to the recipients' role within local government. Also, that attending community events should not be considered as a gift. Local Government legislation should align with that governing politicians and public servants
5. State Government election is a priority. Used to have the opportunity to consult. Issues include State road funding, no rate capping, and CLGF reinstatement.
6. Recent CCC activity. Dowerin reasonable but Exmouth investigations appeared to be around non-compliance rather than corruption. It appears that CCC are focussing on local government.
7. The Auditor General's role in Local Government audits will add extra cost, not an extra layer. Some LG's are not doing robust audits.

#### **4. BUSINESS ARISING FROM PREVIOUS MEETINGS**

| <b>ACTION ITEMS</b>  |                            |                  |                 |
|--|----------------------------|------------------|-----------------|
| <b>Item</b>  | <b>Responsible Officer</b> | <b>Timeframe</b> | <b>Progress</b> |
| 1. CapeROC budget – Wine Industry Association request for funding for 50 <sup>th</sup> Anniversary event | All                        |                  | See agenda item |
| 2. CapeROC budget – MRBTA request for funding  | All                        |                  | See agenda item |

#### **5. GENERAL UPDATES**

##### **5.1 Tourism Directional Signage**

|                            |   |
|----------------------------|---|
| <b>RESPONSIBLE OFFICER</b> | Jon Berry (Economic and Business Development Co-ordinator, City of Busselton) |
| <b>ATTACHMENTS:</b>        | Signage examples  |

Looking to upgrade the main information bays. MRBTA have offered to do the design work. Will implement on a town by town basis, with co-branding with the MRBTA. The visitor centre is not an appropriate place for caravans so will put a bay near Bovell Avenue. Have \$20k funding for condition report for the upgrades., can then identify further costs and apply for funding through RfR.

##### **5.2 AMR Shire Entry Statement Update**

|                            |   |
|----------------------------|---|
| <b>RESPONSIBLE OFFICER</b> | Cristina Smith, Director Sustainable Development, Shire of Augusta Margaret River |
| <b>ATTACHMENTS:</b>        | NA  |

The Shire are undertaking a refresh of their entry signage. Upgrading four existing signs and adding one new sign. The themes will be surf on Bussell Highway in Cowaramup, caves on Caves Rd, whales on Brockman Highway, vines on the Jindong Treeton Rd, and forest on Mowen Rd. It is a low cost project as are using the current structures and reskinning them. Will also be cobranded with the MRBTA in line with a decision of council to reduce signage. The CoB are undertaking a similar exercise – CS to pass details on to JB.

### **5.3 Brief Update on the Calendar of Events**

|                            |   |
|----------------------------|---|
| <b>RESPONSIBLE OFFICER</b> | Cristina Smith, Marketing and Events Officer, Shire of Augusta Margaret River |
| <b>ATTACHMENTS:</b>        | Nil   |

The calendar will be part of the Your Margaret River Region magazine, the next edition of which is going to print on Monday. It will be a three month calendar, from 5<sup>th</sup> December to the end of February. Will need to prioritise as there are so many events. CS working to resolve an issue with the online calendar, where long term events push one off events down the list. Will be meeting with MRBTA to review the tool so as to be able to classify events and prioritise them.

### **5.4 CapeROC Budget:**

|                            |     |
|----------------------------|-----|
| <b>RESPONSIBLE OFFICER</b> | ALL |
| <b>ATTACHMENTS:</b>        | Nil |

#### **IN BRIEF**

Each year, the Shire of Augusta Margaret River and the City of Busselton allocate up to \$50,000 from each of their budgets toward CapeROC approved economic development initiatives.

**Table 1 shows the current allocations for 2016-2017**

**Table 1.**

#### **2016-2017 Allocations**

| <b>2016 CapeROC Projects</b>                       | <b>Approved Allocation \$100,000</b> | <b>Expenditure (AMR)</b> | <b>Expenditure (BSN)</b> | <b>Total Expenditure</b> | <b>Comments</b>               |
|--|--------------------------------------|--------------------------|--------------------------|--------------------------|-------------------------------|
| Margaret River Wine – 50 <sup>th</sup> Anniversary | \$20,000                             | 0                        | 0                        | 0                        |                               |
| Tourism Directional Signage                        | \$20,000                             | 0                        | 0                        | 0                        |                               |
| Margaret River Region Calendar of Events           | \$25,000                             | 2635.59                  | 0                        | 2635.59                  | Capes Calendar Printing Costs |
| Total Approved Allocations                         | \$65,000                             | 0                        | 0                        | 0                        |                               |
| Total Unallocated                                  | \$35,000                             | 0                        | 0                        | 0                        |                               |

### **5.5 Margaret River Wine Association 50<sup>th</sup> Anniversary Celebration:**

|                            |   |
|----------------------------|---|
| <b>RESPONSIBLE OFFICER</b> | Jon Berry (Economic and Business Development Co-ordinator, City of Busselton) |
| <b>ATTACHMENTS:</b>        | Off Shoot Creative proposal   |

CapeROC previously allocated \$20k for some sort of presentation. This was originally a book but this is being done by another party so now moving toward developing a film, which will showcase the history and future growth of the wine industry – can be used for online marketing and at events. Footage can be recycled with a different storyline. MRBTA allocated \$20k subject to Wine Association allocating \$20k - individual wineries have capacity. Suggest that the \$20k be allocated subject to those funds being forthcoming. MRBTA will manage the film project on behalf of the Wine Association. An event to mark the celebration was the initial idea. such as a Wine Association tasting at the Gourmet Escape or some kind of Black tie event – Cabin fever event might tie in with this, as well as community events for a wider audience. All ideas are still progressing and taking form.

Labelling was proposed but not supported – prefer a logo or identity that can be used for marketing instead ie *Margaret River Wine Industry – 50 years in the making*.

## **RECOMMENDATION**

That CapeROC acknowledge the use of the budgeted amount of \$20k for this purpose.

**Moved** Cr John McCallum, **seconded** Cr Grant Henley  
**Carried**

## **6. REPORTS**

### **6.1 Wine Equalisation Tax (WET) Rebate**

|                            |   |
|----------------------------|---|
| <b>RESPONSIBLE OFFICER</b> | Gary Evershed, CEO, Shire of Augusta Margaret River   |
| <b>ATTACHMENTS:</b>        | Submissions from the Shire of Augusta Margaret River and the City of Busselton<br>Report to Council – Shire of Augusta Margaret River<br>Correspondence from Colin Barnett<br>Correspondence from Tim Hammond |

#### **IN BRIEF**

David Martin, who is assisting the MRWA and Wines of Australia with their representations on the WET issue approached the Shire and the City of Busselton, requesting that they lodge submissions to the Department of the Treasury in support of their position on the tax.

City of Busselton and Shire of Augusta Margaret River undertook some lobbying, following reports to Council. The Shire sent letters to all Federal WA and key state parliamentarians. Feedback has been received from the Premier and other parliamentarians, supporting the Shire and City position.

### **6.2 CapeROC meeting schedule for 2017**

|                            |  |
|----------------------------|--|
| <b>RESPONSIBLE OFFICER</b> | Megan Smith, EA, Shire of Augusta Margaret River |
| <b>ATTACHMENTS:</b>        | Nil  |

#### **IN BRIEF**

Suggested meeting dates for CapeROC in 2017 are as follows:

Shire of Augusta Margaret River – Friday, 24 February 2017 (including district inspection)

Shire of Augusta Margaret River – Friday, 12 May 2017

City of Busselton – Friday 18 August 2017

City of Busselton – Friday 24 November 2017 (including Busselton district inspection)

## **RECOMMENDATION**

That the meeting dates be adopted with an amendment to the date of the first meeting to the 17<sup>th</sup> of February, as Cr Ian Earl will be on leave on the 24<sup>th</sup> of February.

**Carried**

**6.3 MRBTA Request for Event Funding: Cabin Fever Winter Festival Proposal**

|                               |                                   |
|-------------------------------|-----------------------------------|
| <b>_ RESPONSIBLR OFFICER:</b> | Jon Berry (City of Busselton)     |
| <b>ATTACHMENTS:</b>           | Event Funding Proposal from MRBTA |

**IN BRIEF**

The Margaret River Busselton Tourism Association Inc (MRBTA) is seeking a contribution of \$20k toward a proposed regional food and wine event in the winter months.

**BACKGROUND**

MRBTA proposes a new annual event titled 'Cabin Fever' to provide an opportunity for visitors and locals to experience the region in the winter, with a focus on showcasing food, wine and beer produced in the region and musicians and artists from the region.

The proposed event is a major initiative of the Your Margaret River Region Wine & Food Promotional Plan supported by the South West Development Commission (SWDC) and the Margaret River Busselton Tourism Association (MRBTA).

Cabin Fever proposes to bring together a range of individual events taking place across the Margaret River region to be marketed under a single brand. Events will include a mix of both free and ticketed functions.

Further background on the proposed event from the MRBTA is attached.

**COMMENT**

The proposed event aligns with the economic development strategies of the Shire of Augusta Margaret River and the City of Busselton, which both aim to reduce seasonality of tourism visitation.

A budget of around \$85,000 is being sort by MRBTA to meet event management, marketing and operational costs (see attached). MRBTA and SWDC have both committed to seed-fund the event to the value of \$20,000 each, totalling \$40,000. A further \$45,000 is being sought by MRBTA including \$20k from CapeROC.

**RECOMMENDATION**

That CapeROC:

Contributes \$20k from the 2016/17 budget to the Margaret River Busselton Tourism Association Inc, to support the proposed Cabin Fever event, with sponsorship recognition to be provided to both individual local governments to the mutual satisfaction of both CEO's

**DECISION**

That CapeROC:

Gives in principle support for \$20k to be allocated from next year's budget, as the event is to be held in the winter months of 2017.



**Moved** Cr Grant Henley, **Seconded** Cr Felicity Haynes  
**Carried**

**6.4 Margaret River Wine Industry Association Request for Funding for: Public Art Trail (Including Regional Entry Statement)**

|                             |   |
|-----------------------------|---|
| <b>RESPONSIBLE OFFICER:</b> | Jon Berry (City of Busselton)                             |
| <b>ATTACHMENTS:</b>         | Local Government letters of support for funding from SWDC |

**IN BRIEF**

The Margaret River Wine Industry Association is seeking a contribution of a total of \$30k as a contribution to a proposed public art trail including a major entry statement at Vasse.

**BACKGROUND**

The Margaret River Wine Association (MRWA) is leading a group of stakeholders (wine industry reps, SWDC, Member for Vasse, MRBTA, local government staff) to facilitate the establishment of an inspiring Public Art Entry Statement and regional artwork trail. The Entry Statement is proposed to consist of a large scale public art installation and associated landscaping to be located near the northern entry point to the Margaret River wine region (technically at Redgum Way in the City of Busselton). Its purpose is to capture the imagination and provide the visitor with a symbolic gateway to the wine region, connecting visitors with relevant geographical information and guiding them along a proposed new captivating public art trail. The project proposes to combine contemporary public art with interpretive signage and digital media and has synergies with the regional information bay enhancements being progressed by the City of Busselton and the Shire of Augusta Margaret River.

A concept designed by Artist Greg Banfield of Dunsborough has been selected by MRWA and a working group as the winning entry from a design competition. The concept is a 26m high timber and metal structure symbolising a grape vine, along with an oversized seating bench (1.5m high) for visitors to sit and contemplate stories of the history of the wine industry. It also includes a 4.4m entry doorway structure welcoming visitors to the wine region, landscaping and boardwalks. It is proposed to be located on Main Roads land within the Busselton Bypass information bay/rest area on the approach to the Bussell Highway turnoff at Vasse.

A funding contribution of \$27,000 from CapeROC (\$13,500 from each Council) towards design development of the concept is being sought, along with contributions from MRWA (\$20k cash and \$10k in-kind); SWDC (\$20k); Country Arts (\$18k); and MRBTA (\$5k) to make up a \$100k budget for detailed design. The total project budget for both the entry statement and a public art trail (not conceptualised at this point) is \$1m. CapeROC has previously voted unanimously to provide an initial amount of \$3,000 for stage 1 (design competition) and these funds are yet to be expended from the CapeROC budget.

**1. Asset ownership and management:**

The MRWA Board has confirmed it will own the asset and will place funds into a Reserve for whole of life asset maintenance and insurance.

## 2. Expectation for the City of Busselton and SAMR to contribute to construction costs:

MRWA does not expect the two local governments to contribute to construction and will seek funds from SWDC (funding application submitted), Federal Regional Development grants, Wine Industry WET Tax tourism grants, State and Federal Arts grants and potential contribution from individual wineries.

## 3. Main Roads WA approvals:

MR Wine Association has provided in-principle support from Main Roads subject to the City of Busselton being satisfied with the final structure and landscaping within the information bay

## **COMMENT**

The Margaret River Wine Industry Association is seeking a total allocation from CaperoC of \$30k:

- \$3,000 for the stage 1 of the project - the creative concept competition prize pool (Approved at the last meeting)
- \$27,000 for stage 2 of the project, which covers commissioning the artist, appointment of a project manager, development of the design, and the construction documentation.

The funding partners for Stage 2 are:

- MR Wine Industry Association: \$20,000 cash (Approved)
- SWDC: \$15,000 cash committed (Approved))
- **CAPEROC: \$30,000 cash (\$3k Approved; \$27k to be determined this meeting)**
- MRBTA: \$5,000 cash (Approved)
- Country Arts WA: \$25,000 grant submitted outcome known early December

A further major grant application has also been sent to the SWDC Regional Grants Scheme for \$300,000 Letters of support were received from the following:

- Wine Australia
- Creative Corner
- Edith Cowan University (ECU)
- Koomal Dreaming
- Margaret River Busselton Tourism Association
- Regional Arts Australia (RAA)
- Shire of Augusta-Margaret River (letter attached)
- Western Australian Indigenous Tourism Operations Council (WAITOC)
- Main Roads Western Australia
- City of Busselton (letter attached)

## **RECOMMENDATION**

That CaperROC:

Approves an allocation of \$30k (in total) from the 2016/17 Caperoc budget (\$15k from the City of Busselton and \$15k from the Shire of Augusta Margaret River) as a contribution to project management and design development of a proposed regional wine industry public art work proposed to be located on Main Roads land within the Busselton Bypass information bay/rest area on the approach to the Bussell Highway turnoff at Vasse,

### **DECISION**

That CaperROC:

Approves an allocation of \$30k (in total) from the 2016/17 Caperoc budget (\$15k from the City of Busselton and \$15k from the Shire of Augusta Margaret River) as a contribution to project management and design development of a proposed regional wine industry public art work proposed to be located on Main Roads land within the Busselton Bypass information bay/rest area on the approach to the Bussell Highway turnoff at Vasse.

Note: The City of Busselton in its discussions was adamant that the City would not be responsible for any associated maintenance.

**Moved** Cr Grant Henley, **Seconded** Cr John McCallum  
**Carried**

## **7. Major Project Updates**

### **7.1 Busselton Margaret River Regional Airport**

|                            |  |
|----------------------------|--|
| <b>RESPONSIBLE OFFICER</b> | Naomi Searle, Director, Community and Commercial Services, City of Busselton |
| <b>ATTACHMENTS:</b>        | Nil  |

Naomi Searle gave an update on the project. Points to note:

- WAPC approval for all amalgamations and subdivisions is expected to be settled in mid-December
- Design and construct RFT
  - Preferred contractor is Ertech
  - Concept plan finalised
  - Costings and programme reviewed
  - Finalising contract negotiations
- Airside infrastructure
  - Runway strength and width increased which will enable A330 aircraft to use the airport, as well as large water bombers
  - Apron parking increased
  - Main taxiways also upgraded
- Airside infrastructure RFT – key project time frames:
  - Materials ordering – December 2016
  - Site mobilisation – January 2017
  - Lighting installation – February 2017
  - Final completion – July 2018
  - Funding requirement acquittal – December 2018

Works will be done outside current flight schedule and at night to avoid disruption

- Landside infrastructure – RFT awarded to Arup who have worked on a number of similar projects in Australia

- Environmental approvals – API-A referral. (Assessment of Proponent Information)
- Engagement strategy.
  - RFT for a consultant to develop a business case and present it to airlines – now international as well as domestic.
  - Completed a study tour of airlines in the eastern states which was extremely helpful
  - Airline meetings with Qantas, Tiger and Virgin – received well
- Freight strategy
  - SWDC taking the lead. Met with regional producers and are developing a feasibility study
- Post Project Governance Review – outcome was that the City continue to operate and manage the BMRRA. Had some discussion with Perth Airport – will work collaboratively and not in competition. May be considered as emergency diversion airport and in time, an alternative airport. Perth Airport could buy in, provide management services ie 24/7, air traffic control. Control tower would not necessarily be required – only if there are 500,000 passengers and even then could be managed with an on ground controller or remotely from Perth.

## **7.2 Margaret River Cultural Centre Redevelopment**

|                            |  |
|----------------------------|--|
| <b>RESPONSIBLE OFFICER</b> | Gary Evershed, CEO Shire of Augusta Margaret River |
| <b>ATTACHMENTS:</b>        | Nil  |

Gary Evershed gave an overview of the project. Points to note:

- Positive funding news since last CapeROC meeting – now waiting on State RfR decision. Updated business case went to cabinet approximately a month ago
- Will be able to get rid of 1/3 of the existing asbestos in the Shire with its removal from the existing building
- Focus is on stages 1&2 – will keep the theatre operating while works are being carried out
- Have issued EOI for architectural services – 40% weighting for experience, 20% for recycling/rejuvenating buildings, 15% for ecological sustainability. The RFT will focus more on skills and experience. Received 48 requests for the documentation, and 14 attended the site visit. Will shortlist to two or three firms
- Need functional zones – foyer, front of house, food and beverage provision, theatre and cinema functions, as well as backstage plant and equipment and services
- Timeframe – appoint architects in March 2017, stage 1 completion in April 2018, stage 2 in August 2018
- Will have approximately 310 seats depending on budget – can look at providing infrastructure which could support a balcony in the future.

## **8. GENERAL DISCUSSION ITEMS**

### **8.1 CoB Volunteer Fatigue**

Cr Ian Earl raised his concerns regarding volunteer fatigue, particularly with regard to the Busselton Ironman event. Discussion points to note:

- The Busselton Ironman needs 1000+ volunteer for full event. This year there is a half ironman running concurrently, which will increase the requirement to 1300 volunteers.
- Don't have sufficient volunteers currently – registration is lower than previous years. Concern that it is the same volunteers all the time, and they aren't paid enough for the amount that they do ie \$2k for 40 people. The original feeling of camaraderie and community spirit is waning. Concern also that it is sometimes can be difficult for volunteers to access the money which has been committed. Need physical point of contact rather than on-line registration ie office on site.
- It is a labour intensive event – other regions have gone to a paid support model.

- Event does have lucrative sponsorship, including from the City of Busselton. The event managers no longer provide side events, which reduces the money raised from local businesses ie tent hire, catering. Augusta Act Belong Commit centres on caravan park sites which the Shire own, which brings money in to business in the Shire.
- At recent Power to the People conference this was raised – lack of engagement, how do you encourage volunteers. How do you involve the local community in the planning of the event in order to engage with them, which would increase participation.

## **9. NEXT MEETING**

17 February 2017 – Mainbreak Meeting Room, Shire of Augusta Margaret River Civic and Administration Centre

## **10. CLOSURE**