



Shire of
Serpentine
Jarrahdale

Economic Development Advisory Committee

Minutes

Tuesday 12 June 2018

5.30pm

Contact Us

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In Person

Shire of Serpentine Jarrahdale

6 Paterson Street, Mundijong WA 6123

Open Monday to Friday 8.30am-5pm (closed public holidays)



www.sjshire.wa.gov.au



Table of Contents

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1. Attendances and apologies (including leave of absence): | 3 |
| 2. Public question time: | 3 |
| 2.1 Response to previous public questions taken on notice..... | 3 |
| 2.2 Public questions | 3 |
| 3. Public statement time: | 3 |
| 4. Petitions and deputations: | 4 |
| 5. Declaration of Councillors, Officers and Committee Members interest:..... | 4 |
| 6. Presentations: | 4 |
| 6.1 Brighthouse Consulting, David Holland - progress update on the Shire of Serpentine Jarrahdale Tourism Development and Activation Strategy 2018-2023..... | 4 |
| 6.2 Shire of Serpentine Jarrahdale, Chief Executive Officer, Kenn Donohoe – progress update on Westport (Outer Harbour). | 4 |
| 6.3 Shire of Serpentine Jarrahdale, Manager Economic Development, Tourism and Marketing, John O’Neill – update on Economic Development Strategy projects. | 4 |
| 6.4 Shire of Serpentine Jarrahdale, Strategic Community Planner, Evian Elzinga – draft Equine Strategy. | 4 |
| 7. Receipt of minutes or reports and consideration of adoption of recommendations from Committee meetings held since the previous Council meetings: | 4 |
| 7.1 Minutes of previous Economic Development Advisory Committee Meeting: | 4 |
| 7.2 Reports for consideration: | 5 |
| EDAC003/06/18 – Competitive Analysis of Peel Business Park, Nambelup versus West Mundijong Industrial Area (SJ2436) | 5 |
| EDAC004/06/18 – Red Tape Reduction (SJ2436) | 8 |
| EDAC005/06/18 – Economic Hotspots (SJ2436) | 11 |
| EDAC006/06/18 – Opera at the Mill (SJ2436) | 14 |
| 7.3 Confidential reports..... | 16 |
| 8. Motions of which notice has been given:..... | 16 |
| 9. Urgent business:..... | 16 |
| 10. Closure: | 16 |



Minutes of the Economic Development Advisory Committee held in the Council Chambers, 6 Paterson Street, Mundijong on Tuesday 12 June 2018.

The Presiding Member, Ms Merri Harris declared the meeting open at 5.31pm and welcomed Councillors, Committee Members, staff and members of the gallery and acknowledged that the meeting was being held on the traditional land of the Noongar People and paid her respects to their Elders past and present.

Minutes

1. Attendances and apologies (including leave of absence):

Councillors: Cr M Rich
Cr J See

Independent Members: Ms M Harris Presiding Member
Ms S Harvey
Mr A Paton
Ms N Scade
Ms D Eden-Austen

Officers: Mr K Donohoe Chief Executive Officer
Ms H Sarcich Deputy CEO / Director Community Services
Mr A Schonfeldt Director Development Services
Mr S Harding Director Infrastructure Services
Mr J O'Neill Manager Economic Development, Tourism
and Marketing
Ms A Liersch Agendas and Minutes Officer (Minute Taker)

Apologies: Nil

Observers: Ms E Elzinga, Strategic Community Planner
Mr R Davy, Project Officer - Business Development
Ms R Steinki, Manager Community Development
Ms S Pickering, Events Officer

2. Public question time:

2.1 Response to previous public questions taken on notice

Nil

2.2 Public questions

Nil

3. Public statement time:

Nil



4. Petitions and deputations:

None received.

5. Declaration of Councillors, Officers and Committee Members interest:

Nil.

6. Presentations:

- 6.1 **Brighthouse Consulting, David Holland - progress update on the Shire of Serpentine Jarrahdale Tourism Development and Activation Strategy 2018-2023.**
- 6.2 **Shire of Serpentine Jarrahdale, Manager Economic Development, Tourism and Marketing, John O'Neill – update on Economic Development Strategy projects.**

Mr J O'Neill, Manager Economic Development, Tourism and Marketing left the meeting at 6.35pm.

- 6.3 **Shire of Serpentine Jarrahdale, Strategic Community Planner, Evian Elzinga – draft Equine Strategy.**

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION

Moved Cr See, seconded Cr Rich

That the meeting adjourn at 7.27pm for a rest break.

CARRIED UNANIMOUSLY 7/0

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION

Moved Rich, seconded Mr Paton

That the meeting recommence at 7.34pm

CARRIED UNANIMOUSLY 7/0

- 6.4 **Shire of Serpentine Jarrahdale, Chief Executive Officer, Kenn Donohoe – progress update on Westport (Outer Harbour).**

7. Receipt of minutes or reports and consideration of adoption of recommendations from Committee meetings held since the previous Committee meetings:

7.1 Minutes of previous Economic Development Advisory Committee Meeting:

7.1.1 Economic Development Advisory Committee – 13 March 2018

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION

Moved Cr Rich, seconded Cr See

That the minutes of the Economic Development Advisory Committee Meeting held on 13 March 2018 be confirmed (E18/2460).

CARRIED UNANIMOUSLY 7/0



7.2 Reports for consideration:

| | |
|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EDAC003/06/18 – Competitive Analysis of Peel Business Park, Nambeelup versus West Mundijong Industrial Area (SJ2436) | |
| Author: | John O'Neill – Manager Economic Development, Tourism and Marketing |
| Senior Officer/s: | Kenn Donohoe - Chief Executive Officer |
| Date of Report: | May 2018 |
| Disclosure of Officers Interest: | No officer involved in the preparation of this report has an interest to declare in accordance with the provisions of the <i>Local Government Act 1995</i> . |

Introduction

The purpose of this report is to highlight the competitive disparity in State Government support for the Peel Business Park at Nambeelup (PBPN) and the absence of any State Government support for the activation of the West Mundijong Industrial Area (WMIA).

Relevant Previous Decisions of Council

None.

Background

Below is a broad summary of the variance in State Government for PBPN and WMIA.

Peel Business Park Nambeelup:

- 1 - Stage 1 development of 220 HA backed by the State Government
- 2 - \$48 million invested in headworks infrastructure
- 3 – Project funding through Peel Development Commission
- 4 – Project management by Landcorp with multiple government agencies assistance
- 5 – Single development focus, including Landcorp and private land ownership
- 6 – Integrated land sales and marketing program by CBRE on behalf of Landcorp
- 7 – Fast tracking of the development approval process
- 8 – 1200 HA in overall size
- 9 – 2050 final buildout
- 10 – 33,000 jobs expected at full buildout

West Mundijong Industrial Area

- 1 – All land privately owned
- 2 – No State Government assistance towards any development costs
- 3 – The total 440 HA is zoned industrial



4 – Multiple end development focus by a variety of private owners

5 – No integrated sales and marketing plan

6 – 10,000 jobs expected at full buildout - 2050

Community / Stakeholder Consultation

Not required

Policy Concept Forum

Not required.

Statutory Environment

Nil.

Comment

Nil.

Options and Implications

The Economic Development Advisory Committee will note the progression of both major projects.

Conclusion

That the Economic Development Advisory Committee be informed of the competitive disparity in State Government support for two major land development projects of a similar nature in the Peel Region.

Attachments

- None

Alignment with our Strategic Community Plan

| | |
|-----------------------|-----------------------------------------------------------------------|
| Outcome 3.1 | A commercially diverse and prosperous economy |
| Strategy 3.1.1 | Actively support new and existing local business within the district. |

Financial Implications

There are no direct financial implications to Council.



Risk Implications

Risk has been assessed on the basis of the Officer's Recommendation.

| Risk | Risk Likelihood (based on history and with existing controls) | Risk Impact / Consequence | Risk Rating (Prior to Treatment or Control) | Principal Risk Theme | Risk Action Plan (Controls or Treatment proposed) |
|-------------------------------|---------------------------------------------------------------|---------------------------|---------------------------------------------|---------------------------------------------------------|---------------------------------------------------|
| Accept Officer Recommendation | Rare (1) | Insignificant (1) | Low (1-4) | Financial Impact - 1 Insignificant - Less than \$50,000 | Accept Risk |

Risk Matrix

| Consequence | | Insignificant | Minor | Moderate | Major | Catastrophic |
|-------------|---|---------------|------------|------------|--------------|--------------|
| | | 1 | 2 | 3 | 4 | 5 |
| Likelihood | 5 | Medium (5) | High (10) | High (15) | Extreme (20) | Extreme (25) |
| | 4 | Low (4) | Medium (8) | High (12) | High (16) | Extreme (20) |
| | 3 | Low (3) | Medium (6) | Medium (9) | High (12) | High (15) |
| | 2 | Low (2) | Low (4) | Medium (6) | Medium (8) | High (10) |
| | 1 | Low (1) | Low (2) | Low (3) | Low (4) | Medium (5) |

A risk is often specified in terms of an event or circumstance and the consequences that may flow from it. An effect may be positive, negative or a deviation from the expected and may be related to the following objectives; occupational health and safety, financial, service interruption, compliance, reputation and environment. A risk matrix has been prepared and a risk rating of 2 has been determined for this item..

Voting Requirements: Simple Majority

EDAC003/06/18 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION / Officer Recommendation

Moved Cr Rich, seconded See

That the Economic Development Advisory Committee notes the disparity in financial and development support for the Peel Business Park at Nambeelup (PBPN) over the West Mundijong Industrial Area (WMIA) by the State Government and its agencies.

CARRIED UNANIMOUSLY 7/0

Please note that the Economic Development Advisory Committee does not have delegated authority to make decisions. All recommendations of the Economic Development Advisory Committee are presented to Council for ratification.



| EDAC004/06/18 – Red Tape Reduction (SJ2436) | |
|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Author: | John O'Neill – Manager Economic Development, Tourism and Marketing |
| Senior Officer/s: | Kenn Donohoe - Chief Executive Officer |
| Date of Report: | 31 May 2018 |
| Disclosure of Officers Interest: | No officer involved in the preparation of this report has an interest to declare in accordance with the provisions of the <i>Local Government Act 1995</i> . |

Introduction

The purpose of this report is to highlight the need to reduce Red Tape for businesses in the Peel Region and help foster increased opportunity for local businesses to be more competitive in Peel Region Local Government tenders.

Relevant Previous Decisions of Council

Nil.

Background

There is a need to survey local Serpentine Jarrahdale based businesses to understand their view on competitive tendering opportunities within Peel Region Councils. This Shire is looking to write to local businesses and engage around this topic. We are also contemplating working with the Peel Chamber of Commerce and Industry and Business SJ to determine how local business fare in competing for Peel Region Council tenders opportunities, and if they encounter difficulties due to Red Tape or a lack of a common Regional Tendering Process.

Community / Stakeholder Consultation

Not required

Policy Concept Forum

Not required.

Statutory Environment

Nil.

Comment

Nil.

Options and Implications

The Economic Development Advisory Committee will report to Council.



Conclusion

That EDAC understands the Peel Region Councils Competitive Tendering Processes, and how these can be improved to advantage local business in winning more tenders as well as reduce Red Tape and streamline processes.

Attachments

- [EDAC004.1/06/18](#) - Draft Letter – Peel Chamber of Commerce (E18/5562)
- [EDAC004.2/06/18](#) - Draft Letter – SJ business on improving tender competitiveness (E18/5563)

Alignment with our Strategic Community Plan

| | |
|-----------------------|-----------------------------------------------------------------------|
| Outcome 3.1 | A commercially diverse and prosperous economy |
| Strategy 3.1.1 | Actively support new and existing local business within the district. |

Financial Implications

There are no direct financial implications to Council.

Risk Implications

Risk has been assessed on the basis of the Officer's Recommendation.

| Risk | Risk Likelihood (based on history and with existing controls) | Risk Impact / Consequence | Risk Rating (Prior to Treatment or Control) | Principal Risk Theme | Risk Action Plan (Controls or Treatment proposed) |
|--------------------------------------|---------------------------------------------------------------|---------------------------|---------------------------------------------|---------------------------------------------------------|---------------------------------------------------|
| Accept Officer Recommendation | Rare (1) | Insignificant (1) | Low (1-4) | Financial Impact - 1 Insignificant - Less than \$50,000 | Accept Risk |



Risk Matrix

| Consequence Likelihood | | Insignificant | Minor | Moderate | Major | Catastrophic |
|---------------------------|---|---------------|------------|------------|--------------|--------------|
| | | 1 | 2 | 3 | 4 | 5 |
| Almost Certain | 5 | Medium (5) | High (10) | High (15) | Extreme (20) | Extreme (25) |
| Likely | 4 | Low (4) | Medium (8) | High (12) | High (16) | Extreme (20) |
| Possible | 3 | Low (3) | Medium (6) | Medium (9) | High (12) | High (15) |
| Unlikely | 2 | Low (2) | Low (4) | Medium (6) | Medium (8) | High (10) |
| Rare | 1 | Low (1) | Low (2) | Low (3) | Low (4) | Medium (5) |

A risk is often specified in terms of an event or circumstance and the consequences that may flow from it. An effect may be positive, negative or a deviation from the expected and may be related to the following objectives; occupational health and safety, financial, service interruption, compliance, reputation and environment. A risk matrix has been prepared and a risk rating of 2 has been determined for this item..

Voting Requirements: Simple Majority

**EDAC004/06/18 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION/
Officer Recommendation**

Moved Cr Rich, seconded Ms Eden-Austen

That the Economic Development Advisory Committee recommends that Council engage with local contractors to seek their comments in relation to the tender structure for Peel Regional Council tenders.

CARRIED UNANIMOUSLY 7/0

Please note that the Economic Development Advisory Committee does not have delegated authority to make decisions. All recommendations of the Economic Development Advisory Committee are presented to Council for ratification.



| EDAC005/06/18 – Economic Hotspots (SJ2436) | |
|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Author: | John O'Neill – Manager Economic Development, Tourism and Marketing |
| Senior Officer/s: | Kenn Donohoe - Chief Executive Officer |
| Date of Report: | 31 May 2018 |
| Disclosure of Officers Interest: | No officer involved in the preparation of this report has an interest to declare in accordance with the provisions of the <i>Local Government Act 1995</i> . |

Introduction

The purpose of this report is to understand and identify the Economic Hotspots with the Shire of Serpentine Jarrahdale with a view to referring them to the Economic Mapping Day for facilitation.

Relevant Previous Decisions of Council

Nil.

Background

The Shire of Serpentine Jarrahdale is experiencing Hyper-Growth across a wide spectrum of economic areas. It is the fastest growing LGA in Western Australia and amongst the top three in Australia. It is critical for EDAC to identify the Economic Hot Spots for growth and development within the Shire so they can be mapped and categorised for potential economic development.

Community / Stakeholder Consultation

Will be required.

Policy Concept Forum

Not required.

Statutory Environment

Nil.

Comment

Nil.

Options and Implications

Economic Development Advisory Committee will report to Council.

Conclusion

EDAC will play an important role in identifying the most important Economic Hotspots for future economic development within the Shire.



Attachments

- Nil

Alignment with our Strategic Community Plan

| | |
|-----------------------|-----------------------------------------------------------------------|
| Outcome 3.1 | A commercially diverse and prosperous economy |
| Strategy 3.1.1 | Actively support new and existing local business within the district. |

Financial Implications

There are no direct financial implications to Council.

Risk Implications

Risk has been assessed on the basis of the Officer's Recommendation.

| Risk | Risk Likelihood (based on history and with existing controls) | Risk Impact / Consequence | Risk Rating (Prior to Treatment or Control) | Principal Risk Theme | Risk Action Plan (Controls or Treatment proposed) |
|-------------------------------|---------------------------------------------------------------|---------------------------|---------------------------------------------|------------------------------------------------------------------|---------------------------------------------------|
| Accept Officer Recommendation | Rare (1) | Insignificant (1) | Low (1-4) | Financial Impact - 1 Insignificant - Less than \$50,000 | Accept Risk |

Risk Matrix

| Consequence | | Insignificant | Minor | Moderate | Major | Catastrophic | |
|-------------|----------------|---------------|------------|------------|------------|--------------|--------------|
| | | 1 | 2 | 3 | 4 | 5 | |
| Likelihood | Almost Certain | 5 | Medium (5) | High (10) | High (15) | Extreme (20) | Extreme (25) |
| | Likely | 4 | Low (4) | Medium (8) | High (12) | High (16) | Extreme (20) |
| | Possible | 3 | Low (3) | Medium (6) | Medium (9) | High (12) | High (15) |
| | Unlikely | 2 | Low (2) | Low (4) | Medium (6) | Medium (8) | High (10) |
| | Rare | 1 | Low (1) | Low (2) | Low (3) | Low (4) | Medium (5) |

A risk is often specified in terms of an event or circumstance and the consequences that may flow from it. An effect may be positive, negative or a deviation from the expected and may be related to the following objectives; occupational health and safety, financial, service interruption, compliance, reputation and environment. A risk matrix has been prepared and a risk rating of 2 has been determined for this item..

Voting Requirements: Simple Majority

EDAC005/06/18 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION / Officer Recommendation

Moved Ms Scade, seconded Mr Paton



That the Economic Development Advisory Committee notes that the identification of Economic Hotspots within the Shire of Serpentine Jarrahdale will play a vital role in furthering the economic development, growth and social prosperity of the whole Shire community.

CARRIED UNANIMOUSLY 7/0

Please note that the Economic Development Advisory Committee does not have delegated authority to make decisions. All recommendations of the Economic Development Advisory Committee are presented to Council for ratification.



| | |
|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EDAC006/06/18 – Opera at the Mill (SJ2436) | |
| Author: | Helen Sarcich - Deputy CEO/Director Community Services |
| Senior Officer/s: | Kenn Donohoe- Chief Executive Officer |
| Date of Report: | 31 May 2018 |
| Disclosure of Officers Interest: | No officer involved in the preparation of this report has an interest to declare in accordance with the provisions of the <i>Local Government Act 1995</i> . |

Introduction

The purpose of this report is to provide the Economic Development Advisory Committee with information regarding a proposed 'Opera at the Mill' event, to be held April 2019 at the No.1 Jarrahdale Timber Mill, Jarrahdale.

Relevant Previous Decisions of Council

There are no relevant previous decision of Council relating to this item.

Background

The No.1 Timber Mill is a key component of the Jarrahdale Heritage Park, which also features the Mill Managers House.

Milling officially ended in 1997 and in 2005 the land and the heritage facilities were given to the National Trust for management.

The community of Jarrahdale, the National Trust and the Shire are united in the desire to see the Mill activated, recognising its unique character and the potential to host events in a naturally beautiful and historically significant environment.

The proposed event will provide a unique tourism opportunity and is anticipated to attract both residents and non-residents to Jarrahdale. It is also an opportunity to highlight the many tourism and nature based opportunities on offer in the Shire.

It is considered that this event could become a significant event on the Western Australian calendar of tourism events.

Community / Stakeholder Consultation

The Mill is owned by the National Trust and as such support has been sought and received from them to host the event at the Mill.

Recent consultation through Shaping SJ revealed the continued desire of the Jarrahdale community to see the Jarrahdale Heritage Park activated and encourage tourism to the town.

Statutory Environment

Nil applicable at this stage.



Comment

The 'Opera at the Mill' event is proposed to be held in April 2019. The event concept is to feature two well-known Opera singers supported by a symphony orchestra, under the stars, with the Mill as the back drop surrounded by the beautiful trees of Jarrahdale.

The event will be ticketed with two options being available.

The first option will be a VIP experience sit down black tie dinner, with full table and bar service to be held in the Mill building followed by the event. It is anticipated that 200 of these tickets would be made available for purchase.

The second option will be to purchase a seated ticket for the event only. For those who purchase a ticket for the event only, a bar will be available and other food options such as luxury picnic hampers may be offered for preorder, to be collected on the evening. It is anticipated that 1500 of these tickets would be made available for purchase.

An indicative budget for the event is currently estimated to be \$297,000, corporate sponsorship will be sought to assist with covering these costs, along with income from ticket sales. The progression of this event from concept to reality will be dependent on securing appropriate levels of corporate sponsorship.

Options and Implications

That EDAC recommends Council receives the information on the proposed 'Opera at the Mill' event.

This allows for the further exploration of this exciting potential event, which will have significant tourism outcomes for Jarrahdale and for the Shire.

Conclusion

The No.1 Timber Mill played a significant role in the timber industry in Jarrahdale and is greatly valued by the community for its unique heritage offering.

The community, the National Trust and the Shire are united in their desire to see the space activated for tourism purposes and to showcase the tourism and nature based offerings of Jarrahdale and the Shire.

This proposed event will offer an opportunity that cannot be found currently at other facilities such as this, as well as an entertainment offering different to many others. It is anticipated this event has the potential to be a major event on the Western Australian tourism calendar in 2019 and onwards.

Attachments

There are no attachments to this report.

Alignment with our Strategic Community Plan

| | |
|-----------------------|-----------------------------------------------------------------------|
| Outcome 3.1 | A commercially diverse and prosperous economy |
| Strategy 3.1.1 | Actively support new and existing local business within the district. |
| Strategy 3.2.1 | Actively support tourism growth within the district. |
| Outcome 4.2 | A strategically focused Council |
| Strategy 4.2.1 | Build and promote strategic relationships in the Shire's interest. |



Financial Implications

An amount of \$80,000 for a symphony orchestra event is included in the draft 2018/2019 budget, subject to Council adoption. All additional funds will be required to be raised through corporate sponsorship and ticket sales. If sufficient corporate sponsorship cannot be found the event will not progress.

Risk Implications

As this report is an information item only, there is no risk to assess.

Voting Requirements: Simple Majority

**EDAC006/06/18 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION /
Officer Recommendation**

Moved Cr Rich, seconded Ms Eden-Austen

That the Economic Development Committee recommends Council receives the information on a proposed 'Opera at the Mill' event.

CARRIED UNANIMOUSLY 7/0

Please note that the Economic Development Advisory Committee does not have delegated authority to make decisions. All recommendations of the Economic Development Advisory Committee are presented to Council for ratification.

7.3 Confidential reports

Nil

8. Motions of which notice has been given:

Nil.

9. Urgent business:

Nil.

10. Closure:

There being further business, the Presiding Member declared the meeting closed at 7.55pm.

I certify that these minutes were confirmed at the
Economic Development Advisory Committee Meeting held on 11 September 2018.

.....
Presiding Member

..... Date