

minutes

ECONOMIC DEVELOPMENT COMMITTEE



Please be advised that an **Economic Development Committee** Meeting was held at **5.00pm** on **Thursday 1 December 2016** in Meeting Room 1 at the Administration Building, 99 Shepperton Road, Victoria Park.

A handwritten signature in black ink, appearing to read "A. Vuleta".

ANTHONY VULETA
CHIEF EXECUTIVE OFFICER

2 December 2016

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1 OPENING

Cr Jennifer Ammons Noble opened the meeting at 5.03pm

Executive Manager Business Development, Graham Patrick, joined the meeting at 5.04pm

2 ATTENDANCE

Members:

Banksia Ward:

Cr M (Mark) Windram
Cr K (Keith) Hayes (Deputy)
Cr C (Claire) Anderson (Deputy)

Jarraah Ward:

Cr J (Jennifer) Ammons Noble
(Presiding Member)

Director Business Life

Mr N (Nathan) Cain

Director Community Life

Ms T (Tina) Ackerman

Executive Manager Business

Development

Mr G (Graham) Patrick

Economic Development Officer

Ms T (Terri) Holland

Secretary:

Ms L (Louise) Jarosz

2.1 Apologies

Director Future Life/Built Life

Ms R (Rochelle) Lavery

Jarraah Ward:

Cr V (Vicki) Potter

2.2 Approved Leave of Absence

Banksia Ward:

Cr J (Julian) Jacobs

3 DECLARATIONS OF INTEREST

Nil

4 CONFIRMATION OF MINUTES

RESOLVED:

Moved: Cr Ammons Noble

Seconded: Cr Hayes

That the minutes of the Economic Development Committee meeting held on 3 November 2016 be confirmed.

The Motion was Put and

CARRIED (4-0)

In favour of the Motion: Cr Ammons Noble; Cr Windram, Cr Anderson and Cr Hayes

5 TERMS OF REFERENCE

1. NAME

The name of the Committee shall be the Economic Development Committee (the Committee).

2. AIMS AND OBJECTIVES

The strategic focus for the Committee is aligned to the Community Strategic Plan. The purpose of the Committee is to contribute to the vibrant lifestyle of the Town.

2.1 Goals

To promote the vibrancy of the Town and stimulate economic growth and tourism by:

- Supporting and promoting local business;
- Developing the Town as the event destination of choice;
- Being culturally receptive and a supporter of arts events and practices;
- Conserving and celebrating the Town's rich local history;
- Exploiting the Town's geographical location and natural assets; and
- Improving the standard and effectiveness of sustainable economic development and activity across the District in partnership with key stakeholders.

2.2 Deliverables

The key deliverables of the Committee include:

- Annual review / update of policies, strategies and plans related to the key areas of focus;
- Economic Development Needs Assessment and Analysis;
- Development of an implementation plan for the Economic Development Needs Assessment and Analysis; and
- Development of a Public Art Policy.

2.3 Scope and Jurisdiction

The key focus areas of the Committee include:

- Arts;
- Business Development and Economic Activity;
- Culture;
- Local History;
- Tourism;
- Events; and
- Marketing.

2.4 Engagement

- The community shall be engaged by the Committee outside of the formal committee meeting regime as required in accordance with Council's Public Participation Policy;
- Specific engagement strategies will be developed to address the Committee's key deliverables; and
- The Committee may invite individuals and subject matter experts to attend a meeting of the Committee to provide expert advice where required.

2.5 Roles and Responsibilities

The Committee will:

- Be coordinated, collaborative, and strategic in its approach to developing and reviewing policies and strategies;
- Ensure that the Town is an advocate for local business issues and needs;
- Be guided by the Town's mission and vision;
- Be aligned to the Town's strategic community plan; and
- Develop policy positions on the key areas of focus to set the vision.

3. MEMBERSHIP

The Committee will comprise a maximum of four (4) Elected Members being two (2) Elected Member representatives from each of the Town's two (2) wards with five (5) Elected Members being appointed in a hierarchical order as alternate deputy members except for the Chief Executive Officer Recruitment and Performance Review Committee whereby five (5) Elected Members are appointed being the Mayor and two (2) Elected members from each of the Town's two (2) Wards with four (4) Elected Members being appointed in a hierarchical order as alternate deputy members.

1. Economic Development Committee;

First Alternate Deputy Member Mayor Vaughan;
Second Alternate Deputy Member Cr Hayes;
Third Alternate Deputy Member Cr Oliver;
Fourth Alternate Deputy Member Cr Maxwell; and
Fifth Alternate Deputy Member Cr Anderson;

2. Finance and Audit Committee;
3. Community Development Committee;
4. Future Planning Committee; and
5. Parking Management Committee.

4. MEETINGS

The Committee shall convene in accordance with the annual adopted meeting schedule.

5. QUORUM

In accordance with section 5.19 of the Local Government Act 1995, the quorum for a meeting of the Committee is at least 50% of the number of offices (whether vacant or not) of members of the Committee.

6. DELEGATED POWER

The Committee has no delegated power and all recommendations made are to be referred to Council for a decision.

7. GOVERNANCE

The Committee is governed by the provisions of the Town of Victoria Park Standing Orders Local Law 2011 and the Local Government Act 1995 and its Regulations.

6 METHOD OF DEALING WITH AGENDA BUSINESS

RECOMMENDATION:

That clause 6.10 *Speaking Twice of the Town of Victoria Park Standing Orders Local Law 2011* be suspended for the duration of this meeting.

RESOLVED:

Moved: Cr Ammons Noble

Seconded: Cr Hayes

The Motion was Put and

CARRIED (4-0)

In favour of the Motion: Cr Ammons Noble; Cr Windram, Cr Anderson and Cr Hayes

7 PRESENTATIONS

7.1 Deputations

Nil

8 REPORTS

8.1 Economic Strategy and Tourism Plan (2013-2020) Review

File Reference:	ECO/7/1
Appendices:	Yes

Date:	14 November 2016
Reporting Officer:	T. Holland
Responsible Officer:	N. Cain
Voting Requirement:	Simple Majority

Executive Summary:

Recommendation - That the Economic Strategy and Tourism Plan (2013-2020) review be accepted as complete. The proposed actions for 2017/2018 are accepted. The development of a new economic development strategy endorsed and referred to Council for consideration.

- **The internal cross functional team review of our current Economic Strategy and Tourism Plan (2013-2020) is complete.**
- **The proposed achievable actions for 2017/2018 have been taken from this review.**
- **For a realistic strategy reflective of the community needs and relevant to our current economic environment, it is proposed that a new economic development strategy is developed.**

TABLED ITEMS:

Nil

BACKGROUND:

The Town of Victoria Park currently has an Economic Strategy and Tourism Plan 2013-2020, which consists of 21 Areas (e.g. Education, Employment, Curtin University etc.) that each have actions associated with targeted outcomes. Many of these actions have been implemented and some actions are now redundant. In order to have a realistic Economic Development and Tourism Plan, the revision examined each action with the aim to remove, keep, update or edit the particular action.

This review has occurred from the Economic Development KPI: Undertake a minor review of the Economic Development and Tourism Plan focusing on high impact achievable actions by December 2016.

The purpose of this report is for the economic development committee acceptance of:

- The review (KPI can be considered complete).
- Proposed achievable actions areas.
- Proposed development of a new economic development strategy reflective of community needs and current economic environment.

DETAILS:

An internal cross function team was set up with staff from all program areas involved. As a team, each strategic objective/opportunity and action/response from our current Economic Development and Tourism Plan was analysed. In order to prioritise the objectives and actions, each of these were grouped into:

- Need
- Like
- Can Wait
- Don't Need

The purpose of these categories, were to objectively look at this strategy, so realistic actions could be brought to the fore. The group also looked at the status of each objective and action. These were grouped into:

- Complete
- Started
- Ongoing
- Hasn't Started

The purpose of these categories, were to analyse which actions have been completed and which are deemed a priority by the group.

Together the necessity and status of each objective and action were considered, to summarise the actions that are achievable. These are tabled in Appendix 1. The numbers beside each action are from our current Economic Strategy and Tourism Plan (2013-2020).

Along with these proposed achievable actions, it is suggested that the Town undertake the development of a new economic development strategy.

Legal Compliance:

Nil

Policy Implications:

Nil

Risk management considerations:

The risks with not developing a new economic development strategy include:

- Lack of focus internally on economic development across the organisation.
- Projects and initiatives occurring which are not reflective of our current economic environment.

Strategic Plan Implications:

With the development of a new economic development strategy, the current Economic Development Plan (2013-2020) would be still in use until July 2017. The new strategy would be developed for release at the same time as the new Strategic Community Plan – July 2017.

Financial Implications:Internal Budget:

Nil

Total Asset Management:

Nil

Sustainability Assessment:External Economic Implications:

The development of a new economic development strategy would be for the benefit of the local business community, tourism attraction and increasing employment opportunities for the community, along with development attraction which would have a positive effect on the local community.

Social Issues:

Continuing with the proposed achievable actions will have social impacts in the areas of community wellbeing from events and community initiatives. These can be further enhanced with the development of a new strategy.

Cultural Issues:

Nil

Environmental Issues:

Nil

COMMENT:

The view of the Economic Development officer is to develop a new economic development strategy while focusing on achieving the proposed actions concurrently.

CONCLUSION:

In conclusion, through this review, it brought to light that many of the actions within the Economic Strategy and Tourism Plan (2013-20120) have been completed. From planning point of view, there are also contradictions of what is allowed by council and what has been presented in this document. Many objectives and actions overlap in different sections of the document creating a lengthy document.

As per the KPI, "Undertake a minor review of the Economic Development and Tourism Strategy focusing on high impact achievable actions by December 2016", the actions from the strategy have been analysed and condensed into actions the organisation can achieve 2016/2017 – 2017/2018, in its current capacity. (Appendix 1)

It is recommended that along with focusing on the proposed achievable actions which have flowed from this review, that the Town undertakes the development of a new economic development strategy. Our current strategy was developed in 2012 and next year will be approx. 4-5 years in use. As the Town has gone through the process of extensive community engagement through Evolve, it would be beneficial to have a new economic development strategy which takes into account these needs and is reflective of the new Strategic Community Plan which is due for release in July 2017.

The purpose of a newly developed economic development strategy is for the purpose that the Town has a realistic document which can be used to enhance the economic vitality of the area.

RECOMMENDATION/S:

The Economic Development Committee accepts;

- 1. The review of the Economic Strategy and Tourism (2013-2020) as complete.**
- 2. The proposed actions for 2017/2018.**
- 3. The development of a new Economic Development Strategy and refers to Council for consideration.**

RESOLVED:

Moved: Cr Ammons Noble

Seconded: Cr Hayes

The Motion was Put and

CARRIED (4-0)

In favour of the Motion: Cr Ammons Noble; Cr Windram, Cr Anderson and Cr Hayes

8.2 Art Collection Management Plan

File Reference:	REC/6/1
Appendices:	No

Date:	24 November 2016
Reporting Officer:	A. Mciver
Responsible Officer:	T. Ackerman
Voting Requirement:	Simple Majority

Executive Summary:

Recommendation – The Economic Development Committee receive the updated Art Collection Management Plan, inclusive of the Town’s strategic approach for artwork selection and acquisition in accordance with RECN3 Visual Arts.

- At the 8 March 2016 Ordinary Council Meeting it was requested that the CEO prepare a report for consideration by the Economic Development Committee in relation to developing a strategic approach for artwork selection and acquisition.
- The Town’s Art Collection Management Plan has been updated as a result of this request.

TABLED ITEMS:

- Town of Victoria Park Art Collection Management Plan
- Extract from Minutes of the 10 June 2014 Ordinary Council Meeting – Recommendation from the Arts Working Group – Visual Arts Policy
- Extract from the Minutes of the 8 March 2016 Ordinary Council Meeting – Proposed Change of Delegation 31.25 Selection of Visual Art
- Policy RECN 3 Visual Arts

BACKGROUND:

At the 8 March 2016 Ordinary Council Meeting, Council requested that the CEO prepare a report for consideration by the Economic Development Committee in relation to developing a strategic approach for artwork selection and acquisition. The report was requested due to an amendment to Delegation 31.2 – Selection of Visual Art that saw the removal of the words “...as recommended by the Arts Working Group...” with the Delegation giving the Chief Executive Officer the Delegated Authority to – “Select, approve and procure visual artwork for the Town’s collection”, in the absence of an Arts Working Group.

DETAILS:

From 1995 to 2014 the Town procured visual artworks from the Town’s Annual Art Awards, purchasing a piece/s as recommended by the former Arts Working Group.

Since 1995 the Town has spent \$59,395 on acquiring 84 artworks. The Town’s art collection comprises of a primary focus on the work of Western Australian artists. Artworks span a wide range of media; over half of the collection consists of paintings, with the remainder of the collection including sculpture, drawings, ceramics, print works, photographs and textiles. In 2016 the art collection was valued at \$131,350.

In recent years the Town has developed an Art Collection Management Plan (‘the Plan’;

tabled), which provided criteria for the members of the former Arts Working Group when making a recommendation to the Chief Executive Office on the procurement of visual artworks. The objective of the Plan is:

To guide the Town's aspirations as a promoter of contemporary visual arts and to further develop the cultural identity of the Town.

With the former Arts Working Group now disbanded, it is necessary to determine an alternative means of making a recommendation/s for procurement of artworks to the Chief Executive Officer. In March 2016 artworks were procured having been assessed against the criteria in the Art Collection Management Plan, with subject matter expertise sought from the Town's Aboriginal Engagement Strategy group. The process of seeking subject matter expertise proved invaluable and it is recommended that this continue, with relevant expertise sought depending on the theme that has been determined for the year.

Legal Compliance:

Nil

Policy Implications:

RECN3 VISUAL ARTS

Risk management considerations:

Risk	Likelihood	Consequence	Rating	Mitigation

Strategic Plan Implications:

The Art Collection Management Plan aligns with the Town's Vision, Mission and Values as contained within the *Strategic Community Plan* specifically;

Creative

- *We will embrace creativity*
- *Our Town will be unique, quirky and identifiable*
- *We will be creative in all things, in the decisions we make and the solutions we find*

Attractive

- *We will attract people and businesses into our Town*
- *Our Town will be the destination for lifestyle, work and recreation*

Financial Implications:

Internal Budget:

The Art Collection Management Plan is aligned with the allocated annual acquisition budget of \$7,000 for 2016/17.

No additional funds are allocated for the maintenance of the Art Collection; however this will be considered in when preparing the 2017/18 Annual Budget.

Total Asset Management:

In 2016 the Town's art collection was valued at \$131,350. Artworks will be insured in accordance with this most recent valuation, and insurance for artworks on loan will be

according to the relevant loan agreement.

The art collection will be managed as follows:

- Managed by professional staff who are required to maintain industry standards of art collection management and make recommendations to the Chief Executive Officer on acquisitions and nominate works for de-accession; and
- The Town will resource the collection appropriately, including allocating budgets for managing and maintaining the collection.

Sustainability Assessment:

External Economic Implications:

Nil

Social Issues:

The Art Collection Management Plan aims to provide residents and visitors with access to a high quality, contemporary art collection.

Cultural Issues:

The purpose of the art collection is to:

1. Properly conserve, maintain and grow the value of the Town's art and cultural assets; and
2. Elevate the status of the Town as an investor in a culturally-enriched environment that provides a documentation of time.

Environmental Issues:

Nil

COMMENT:

CONCLUSION:

The recently updated Art Collection Management Plan is aligned with the Town's Policy RECN3 – Visual Arts; and with the National Standards for Australia Museums and Galleries. Through the strategic management of the Art Collection, the Town is committed to ensuring its ongoing significance to the community.

RECOMMENDATION/S:

The Economic Development Committee receive the updated Art Collection Management Plan, inclusive of the Town's strategic approach for artwork selection and acquisition in accordance with Policy REC3 Visual Arts.

RESOLVED:

Moved: Cr Windram

Seconded: Cr Ammons Noble

The Motion was Put and

CARRIED (4-0)

In favour of the Motion: Cr Ammons Noble; Cr Windram, Cr Hayes and Cr Anderson

8.3 Public Art Masterplan 2013-2015

File Reference:	CUP/18/39
Appendices:	No

Date:	24 November 2016
Reporting Officer:	A. Mciver
Responsible Officer:	T. Ackerman
Voting Requirement:	Simple Majority

Executive Summary:

Recommendation: Conclude the Public Art Master Plan 2013-2015 without the commissioning of the following artworks, which will be noted for consideration in the future:

- Digital Public Artwork for Town of Victoria Park location; and
- Causeway Public Artwork in close proximity to the Causeway Bridge, Victoria Park.

Funds for the Digital and Causeway Public Artworks to be returned to the Community Art Reserve as part of the 2016/17 Annual Budget Review.

List the commissioning of an artwork of Captain Robert McMaster for consideration in the future.

TABLED ITEMS:

- Town of Victoria Park Public Art Master Plan 2013-2015
- Extract from the Minutes of the 9 December 2014 Ordinary Council Meeting – Proposed Delivery of Mural Artwork in the Town to be Coordinated by FORM
- Extract from the Minutes of the 9 December 2014 Ordinary Council Meeting – Proposed New Approach to Delivery of the Causeway Public Artwork

BACKGROUND:

At the 3 November 2016 meeting of the Economic Development Committee Town's the Creative Arts Officer provided an update on the progress of projects contained within the Town's Public Art Master Plan 2013-2015 ('the Plan'), as well as requests that have been received for consideration for future public art commissions not contained within the current plan.

To date the following artworks have been installed:

- 'Sporting Walk of Fame' by Anna Crane at the Aqualife Centre
- 'Lunar Movement' by Damian Butler at Lathlain Place
- PUBLIC2015 by FORM, murals at various locations throughout the Town
- Public Outdoor Ping Pong tables located at various passive reserves throughout the Town
- 'Everything is True' by Abdul Rahman Abdullah at Kate Street Reserve
- 'Wednesday's Child' by Abdul Rahman Abdullah at Burswood
- 'Hyatti' by Ayad Alqaraghooli at Duncan Street Reserve, Victoria Park
- 'Shared Stories' by Olga Cironis Hayman Road, Bentley

The following artworks have been constructed and are awaiting installation:

- 'Organicia' by Nic Compton at Archer Street, Carlisle (due to be installed December 2016)
- 'Cockatoos' by Sharon White at Rotary Park, St James (due to be installed December 2016)
- 'The Swan River Bunyip' by Jahne Rees at G.O. Edwards Park

Projects not yet progressed:

- Digital Artwork for Town of Victoria Park location
- Causeway Public Artwork in close proximity to the Causeway Bridge, Victoria Park

DETAILS:

The Public Art Master Plan 2013-2015 ('the Plan') was the foundation for the Town's commitment to enhance the built and natural environment to reflect the Town's Vision of a Vibrant Lifestyle. This was achieved by commissioning artists for the placement for a variety of diverse public artworks throughout the Town.

The Plan was developed through an inclusive engagement process with members of the community. The methodology used for developing the Plan included extensive quantitative and qualitative consultations, a review of Council documents and plans for forthcoming projects (e.g. the Lathlain Park Precinct Project).

The Plan was ambitious in that it contained a large number of projects to deliver in a relatively short timeframe. At the end of 2016 the majority of projects will have been installed; with two that have not been progressed – a digital artwork and the Causeway artwork that was the subject of report presented to Council in December 2014 (tabled). The purpose of this report is to seek Council endorsement not to progress these projects at the current time for the reasons referred to below:

Digital Artwork for Town of Victoria Park location

A Request for Quote for the Digital Artwork was released in September 2015. Five artists submitted proposals including concept plans, which were assessed by the Town's former Arts Working Group; one submission was invalid due to a failure to submit in accordance with the project's criteria.

The former Arts Working Group determined that the four proposals did not meet the expectations of the Public Art Master Plan 2013-2015; as such the Digital Artwork was not progressed at that stage. Following the departure of the Neighbourhood Enrichment Officer – Public Arts (fixed-term contract expired) and the Executive Manager Neighbourhood Life, there has been no further progression on this project due to insufficient internal resources. Due to lack of resources it is recommended that this project not be progressed at this point in time; rather it be considered in the future once a Public Art Policy has been developed for the Town.

Causeway Public Artwork in close proximity to the Causeway Bridge, Victoria Park

At the 9 December 2014 Ordinary Council Meeting a unique approach to the delivery of the Causeway Public Artwork was endorsed, with up to \$80,000 of the \$150,000 amount allocated in the Public Art Master Plan 2013-2015 to deliver the Causeway Public Artwork to be utilised to fund the conceptual stage of an aspirational artwork. Submissions were to

be sought nationally and internationally, and the actual project delivery was reliant upon securing external funds. Following the departure of the Neighbourhood Enrichment Officer – Public Arts and the Executive Manager Neighbourhood Life there has been no further progression on this project due to insufficient internal resources. Due to lack of resources it is recommended that this project not be progressed at this point in time; rather it be considered in the future once a Public Art Policy has been developed for the Town.

In addition to those artworks contained within the Plan, two requests for public artworks have been received, being:

Request to Commission an Artwork of Captain Robert McMaster

This request was considered by the former Culture and Local History Working Group and the former Arts Working Group, who recommended that consideration be given to including an artwork near the Broken Hill Hotel of Captain McMaster in the Town's next Public Art Master Plan.

Guide Dogs WA Celebration Garden

At the 3 November 2016 meeting of the Town's Economic Development Committee members considered the opportunity to contribute to a public artwork in recognition of the anniversary of the Guide Dogs. Committee members unanimously agreed to not pursue this opportunity due to:

- The short timeframe; April 2017. We do not have the capacity to take on another project at this point in time.
- The Economic Development Committee is in the process of developing a Public Art Policy that will guide the commissioning of public artworks in the future. At this point in time the members do not know whether a public artwork in recognition of the anniversary of the Guide Dogs would align to this Policy.
- There is a statue of Arnold Cook, founder of the Guide Dog Movement in Australia, and his guide dog in Kings Park.

Legal Compliance:

Nil

Policy Implications:

The development of a Public Art Policy to replace the now out of date Public Art Master Plan 2013-2015 is being progressed by the Economic Development Committee.

Risk management considerations:

Risk	Likelihood	Consequence	Rating	Mitigation

Strategic Plan Implications:

The Public Art Master Plan 2013-2015 aligns with the Town's Vision, Mission and Values as contained within the Strategic Community Plan specifically:

Creative

- *We will embrace creativity*
- *Our Town will be unique, quirky and identifiable*
- *We will be creative in all things, in the decisions we make and the solutions we find*

Attractive

- *We will attract people and businesses into our Town*
- *Our Town will be the destination for lifestyle, work and recreation*

Financial Implications:Internal Budget:

The Town currently funds the purchasing/commissioning and installation of the public art by placing an amount of its annual rates into a Community Art Reserve fund. When a project is approved (i.e. all projects in the current Public Art Master Plan 2013-2015) funds are transferred from the Community Art Reserve to the annual Capital Works Budget. If the Digital and Causeway Public Artworks are not to be progressed this financial year it is recommended that the funds for these projects be returned to the Community Art Reserve as part of the 2016/17 Annual Budget Review.

Total Asset Management:

The Town's public artworks are maintained in accordance with maintenance plans that have been prepared for each piece. The plans require maintenance to industry standards relating to public art; and include reference to decommissioning of artworks.

Sustainability Assessment:External Economic Implications:

Nil

Social Issues:

As referred to in the Town's Economic Strategy & Tourism Plan 2013-2020:

'There is growth in interstate and overseas tourism with arts and culture experiences a large draw card'.

Cultural Issues:

The Public Art Master Plan was the foundation for the Town's commitment to enhance the built and natural environment of Victoria Park during 2013-15.

Environmental Issues:

Nil

COMMENT:**CONCLUSION:**

The Public Art Master Plan 2013-2015 has two remaining projects that have not commenced, these being:

Digital Artwork for Town of Victoria Park location

A Request for Quote for the Digital Artwork was released in September 2015. Five artists submitted proposals including concept plans, which were assessed by the Town's former Arts Working Group; one submission was invalid due to a failure to submit in accordance with the project's criteria.

The former Arts Working Group determined that the four proposals did not meet the expectations of the Public Art Master Plan 2013-2015; as such the Digital Artwork was not progressed at that stage. It is recommended that this project not be progressed at this point in time; rather it be considered in the future once a Public Art Policy has been developed for the Town.

Causeway Public Artwork in close proximity to the Causeway Bridge, Victoria Park

At the 9 December 2014 Ordinary Council Meeting a unique approach to the delivery of the Causeway Public Artwork was endorsed, with up to \$80,000 of the \$150,000 amount allocated in the Public Art Master Plan 2013-2015 to deliver the Causeway Public Artwork to be utilised to fund the conceptual stage of an aspirational artwork. Submissions were to be sought nationally and internationally, and the actual project delivery was reliant upon securing external funds. Due to lack of resources it is recommended that this project not be progressed at this point in time; rather it be considered in the future once a Public Art Policy has been developed for the Town.

In addition to those artworks contained a request to Commission an artwork of Captain Robert McMaster was considered by the former Culture and Local History Working Group and the former Arts Working Group, who recommended that consideration be given to including an artwork near the Broken Hill Hotel of Captain McMaster in the future.

RECOMMENDATION/S:

It is recommended that the Economic Development Committee:

Conclude the Public Art Master Plan 2013-2015 without the commissioning of the following artworks, which will be noted for consideration in the future:

- Digital Public Artwork for Town of Victoria Park location; and
- Causeway Public Artwork in close proximity to the Causeway Bridge, Victoria Park.

Funds for the Digital and Causeway Public Artworks to be returned to the Community Art Reserve as part of the 2016/17 Annual Budget Review.

List the commissioning of an artwork of Captain Robert McMaster for consideration in the future.

RESOLVED:

Moved: Cr Ammons Noble

Seconded: Cr Windram

The Motion was Put and

CARRIED (4-0)

In favour of the Motion: Cr Ammons Noble; Cr Windram, Cr Hayes and Cr Anderson

8.4 Request for Extension of Sponsorship Agreement – Southern Districts Bands Incorporated (SDBI)

File Reference:	CRM/25/0002
Appendices:	No

Date:	25 November 2016
Reporting Officer:	T. Ackerman
Responsible Officer:	T. Ackerman
Voting Requirement:	Absolute Majority

Executive Summary:

Recommendation – The Town supports entering in to a Sponsorship Agreement with the Southern Districts Bands Incorporated for a further one year period (being 2016/17), with a cash contribution of \$6,500 (excluding GST), subject to conditions.

- **In the absence of community grants and sponsorship policies being operationalised to date it is recommended that the Town sponsor the SDBI for a further one year period.**

TABLED ITEMS:

- Extract from Minutes of the 10 November 2015 Ordinary Council Meeting – Request for Additional Financial Contributions and to Renew Sponsorship Agreement – Southern Districts Bands Incorporated (SDBI)
- 1 November 2016 – Letter from Southern Districts Bands Inc. Requesting Extension of Sponsorship Agreement

BACKGROUND:

At the 10 November 2015 Ordinary Council Meeting, Council endorsed a further one year Sponsorship Agreement with the Southern Districts Bands Incorporated ('SDBI'), with Conditions. The purpose of a one year Agreement, rather than the five year terms of previous Agreements was to allow the SDBI to develop a Strategic Plan and to identify alternative sources of funding while the Town progressed the development of a new Strategic Community Plan and undertook a review of community funding, including sponsorship, both of which are still underway.

On 1 November 2016 the SDBI wrote to the Town requesting an extension of the 2015/16 Sponsorship Agreement to cover the 2016/17 financial year.

DETAILS:

When approval was given at the 10 November 2015 Ordinary Council Meeting to enter in to a further one year Sponsorship Agreement with the SDBI, it was done so with Condition. Following are a list of the Conditions with a comment from the Town's Administration next to each:

- The arrangement be formalised through a Sponsorship Agreement developed to the approval of the Director Community Life and signed by both parties. *Completed.*
- The SDBI develops and submits a three-year (minimum) Strategic Plan to the Administration prior the release of the 2015/16 financial contribution. *Completed.*
- The SDBI's Strategic Plan to contain Key Performance Indicators (KPI) that include

a measure/s of community benefit that are approved by the Director Community Life prior to finalising the Plan. *Completed.*

- The SDBI provide the Administration with an annual financial statement prior to release of the financial contribution from the Town. *Completed.*
- The SDBI provide a written statement to the Town reporting its progress against commitments in its Strategic Plan, including Key Performance Indicators. *Completed.*
- The SDBI commit to organise and undertake a minimum of eight free 'engagements' within the Town of Victoria Park including, but not limited to, performances at events organised by the Town, visits to local schools and community groups/centres, 'small' (e.g. a quartet) performances at local community events, volunteering within the local community. *Completed.*
- The SDBI to explore options to ensure its sustainability beyond the term of the Sponsorship Agreement, in light of changing and competing community priorities that it is anticipated will be identified as the Town progresses the development of a new Strategic Community Plan (due 1 July 2017), as well as a review of funding/sponsorship provided to the community that is currently underway. *No evidence provided by SDBI at the time of writing this report.*

With regard to the review of community funding and sponsorship provided by the Town, policies have been developed for community grants (endorsed at the 11 October 2016 Ordinary Council Meeting) and sponsorship (to be presented for consideration at the December 2016 Ordinary Council Meeting). Management practices and procedures are being developed to operationalise the policies effective 1 July 2017. As such, the SDBI's request for continued sponsorship cannot be assessed against these.

In recognition of the contribution that the SDBI provides the community it is recommended that the Town continue to sponsor the Band for a further year (2016/17 financial year) with a cash contribution of \$6,500 (excluding GST), subject to conditions. This amount is half the amount the Town provided the SDBI in 2015/16. In light of one of the conditions of approval of the 2015/16 funding being that the SDBI seek alternative sources of funding the Administration does not consider that reducing the funding provided by the Town by half to be unreasonable.

A condition will be included that requires the SDBI to commit to organise and undertake a minimum of eight free 'engagements' within the Town of Victoria Park in the year including, but not limited to, performances at events organised by the Town, visits to local schools and community groups/centres, 'small' (e.g. a quartet) performances at local community events, volunteering within the local community.

Legal Compliance:

Nil

Policy Implications:

Nil

Risk Management Considerations:

Risk	Likelihood	Consequence	Rating	Mitigation
SDBI have not identified alternative sources of funding and as a result they will consider a \$6,500 contribution from the Town to be insufficient.	Likely	Moderate	High	

Strategic Plan Implications:

Community Life Program Outcome Statement: A vibrant Town is created where social interaction, creativity, vitality, cultural diversity and healthy lifestyles intersect and are celebrated.

Community Life Program Objective (One): Connect people to services, resources and facilities that enhance their physical and social wellbeing.

Community Life Program Key Project or Service (Four): Foster the engagement, inclusion and enrichment of people, place and participation through community and cultural initiatives.

Financial Implications:Internal Budget:

No funds have been included in the 2016/17 Annual Budget for the sponsorship of the SDBI. If the request for funding is approved funds to the total of \$6,500 (excl GST) will be identified in the annual budget review.

Total Asset Management:

Nil

Sustainability Assessment:External Economic Implications:

The SDBI's participation in the annual ANZAC Day Parade throughout the streets of the Perth Central Business District raises the profile of the SDBI and the Town. While it is not possible to measure the external economic benefit anecdotal evidence indicates that being seen at this large scale of event promotes the Town and the band to an audience that may not have previously been aware of the band and as a result may choose to visit to the Town to patronise other local businesses and community groups.

Social Issues:

The Town's support of the SDBI provides local residents the opportunity to enjoy musical performances that may not otherwise be available to them; increases awareness of the SDBI, which gives the organisation the opportunity to increase their membership bases; and opens up other opportunities such as volunteering; all of which are important to fostering a thriving community.

Cultural Issues:

The Town's support of the SDBI adds to the diverse range of cultural and creative opportunities available to the community.

Environmental Issues:

Nil

COMMENT:

The Town and SDBI have had a long term relationship that has been fostered over many years. Performances by the SDBI's bands have been well received by the community at a variety of events, such as Twilight Concerts and civic ceremonies.

It is considered that the SDBI warrants the Town's continued support, although in the current financial climate it is essential that the SDBI actively identify and seek alternative sources of revenue to ensure their long term sustainability. In light of the fact that the Town is in the process of developing management practice and procedures in regards to community grants and sponsorship that will be in place from 1 July 2017 it is recommended that the Town continue to sponsor the SDBI for the 2016/17 financial year, although to a lesser amount than in 2015/16, based on a condition of the 2015/16 Sponsorship Agreement that required the SDBI to identify alternative sources of funding.

CONCLUSION:

In recognition of the contribution that the SDBI provides the community it is recommended that the Town continue to sponsor the Band for a further year (2016/17 financial year) with a cash contribution of \$6,500 (excluding GST), subject to conditions.

A condition will be included that requires the SDBI to commit to organise and undertake a minimum of eight free 'engagements' within the Town of Victoria Park in the year including, but not limited to, performances at events organised by the Town, visits to local schools and community groups/centres, 'small' (e.g. a quartet) performances at local community events, volunteering within the local community.

RECOMMENDATION/S:

The Southern Districts Bands Incorporated (SDBI) be advised that the Town:

- 1. Supports entering a Sponsorship Agreement with the SDBI for a further one year period being 2016/17, with a cash contribution of \$6,500 (excluding GST), subject to the following conditions:**
 - 1.1. The arrangement is formalised through a written Sponsorship Agreement developed to the approval of the Director Community Life and signed by both parties;**
 - 1.2. The SDBI provide the Administration with an annual financial statement for each of the three years of the Agreement prior to release of the annual financial contribution from the Town;**
 - 1.3. The SDBI provide the Administration a written statement reporting its progress against commitments in its Strategic Plan, including Key Performance Indicators prior to the release of the 2016/17 contribution;**
 - 1.4. The SDBI provide the Administration with a written statement reporting its progress in identifying alternative sources of funding; and**
 - 1.5. The SDBI commit to organise and undertake a minimum of eight free 'engagements' within the Town of Victoria Park per annum including, but not limited to, performances at events organised by the Town, visits to local schools and community groups/centres, 'small' (e.g. a quartet) performances at local community events, volunteering within the local community.**

RESOLVED:

Moved: Cr Ammons Noble

Seconded: Cr Windram

In favour of the Motion: Cr Ammons Noble; Cr Windram, Cr Hayes and Cr Anderson

9 WORKSHOP TOPICS AND PRESENTATIONS

9.1 Business Walks – Taking Committee Meetings to the Street

The Economic Development Officer, Terri Holland, provided a brief presentation, suggesting ideas for bringing the meeting to the street and to give feedback on how the Business Life Working Group Meetings went in the past. Committee Members discussed ideas and thoughts around this topic.

Actions

- **To revisit workshop in February 2017**
- **Start to engage businesses to find out what they want.**

RESOLVED:

Moved: Cr Anderson

Seconded: Cr Hayes

The Motion was Put and

CARRIED (4-0)

In favour of the Motion: Cr Ammons Noble; Cr Windram, Cr Hayes and Cr Anderson

9.2 Public Art Policy Workshop

One of the Key Deliverables in the Terms of Reference for the Economic Development Committee is the development of a Public Art Policy. Committee member feedback was sought in regards to what to include in the Policy. To prepare for the Workshop Committee members were asked to consider questions outlined in the Agenda.

Committee members discussed the draft policy and gave feedback, noting that a Public Art Policy was important to have.

Executive Manager Business Development, Graham Patrick, left the meeting at 6.01 pm

Actions

- **Circulate amended draft to Committee Members for further input prior to February 2017 meeting**
- **Prepare a report for February 2017 meeting**

RESOLVED:

Moved: Cr Anderson

Seconded: Cr Hayes

The Motion was Put and

CARRIED (4 - 0)

In favour of the Motion: Cr Ammons Noble; Cr Windram, Cr Hayes and Cr Anderson

10 MOTION FOR WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

11 NEW BUSINESS OF AN URGENT NATURE

The Director of Community Life, Tina Ackerman, advised Committee members:

- That the March 2017 Music by Moonlight Concert will be the tenth anniversary of the concert with the Western Australian Youth Orchestra (WAYO). Opportunities to 'refresh' the event are being considered.
- Feedback regarding the 2016 Summer Street Party will be taken into account when evaluating the event and will inform the Events and Activation Strategy that is being developed.

12 REQUEST FOR REPORTS FOR FUTURE CONSIDERATION

Forthcoming Agenda Items	
Reports	
Library, Literacy and Learning Plan	TBC
Public Art Policy	February 2017
Summer Street Party	February 2017
Workshop Topics and Presentations	
Cultural Plan-Statement and Objectives	March 2017
Economic Development Project Plan	February 2017
Events and Activation Strategy Update	February 2017
Business Engagement – Event	March 2017

13 CLOSURE

There being no further business, Cr Ammons Noble closed the meeting at 6.22pm.

I confirm these Minutes to be true and accurate record of the proceedings of the Council.

Signed:.....Cr Ammons Noble

Dated this:.....Day of.....2017