



MINUTES OF

STRATEGY COMMITTEE

HELD ON

TUESDAY 16 October 2018

AT 5.30 PM

IN COUNCIL CHAMBERS - 83 MANDURAH TERRACE MANDURAH

PRESENT:

COUNCILLOR	T JONES [CHAIRPERSON]	COASTAL WARD
MAYOR	R WILLIAMS	
HON COUNCILLOR	F RIEBELING	COASTAL WARD
COUNCILLOR	P ROGERS	TOWN WARD
COUNCILLOR	M ROGERS	TOWN WARD
COUNCILLOR	L RODGERS	EAST WARD
COUNCILLOR	P JACKSON	NORTH WARD
COUNCILLOR	S JONES	EAST WARD
COUNCILLOR	M DARCY	COASTAL WARD

ELECTED MEMBERS OBSERVING:

OFFICERS IN ATTENDANCE:

MR	M NEWMAN	CHIEF EXECUTIVE OFFICER
MR	A CLAYDON	DIRECTOR WORKS AND SERVICES
MR	T FREE	DIRECTOR SUSTAINABLE COMMUNITIES
MR	G DAVIES	EXECUTIVE MANAGER STRATEGY & BUSINESS PERFORMANCE
MR	D PRATTENT	ACTING EXECUTIVE MANAGER FINANCE AND GOVERNANCE
MR	C JOHNSON	MANAGER SPORT, RECREATION AND EVENTS
MS	M JAMES	A/COORDINATOR FESTIVALS AND EVENTS
MS	M NORTON	CITY CENTRE PLACE MANAGER
MRS	L SLAYFORD	MINUTE OFFICER

OPENING OF MEETING AND ANNOUNCEMENT OF VISITORS [AGENDA ITEM 1]

The Chairman declared the meeting open at 5.30pm.

APOLOGIES [AGENDA ITEM 2]

Councillors Wortley, Lee and Knight on leave of absence. Apologies from Councillor D Schumacher.

DISCLAIMER

The purpose of this Committee Meeting is to discuss and make recommendations to Council about items appearing on the agenda and other matters for which the Committee is responsible. The Committee has no power to make any decisions which are binding on the Council or the City of Mandurah unless specific delegation of authority has been granted by Council.

No person should rely on or act on the basis of any advice or information provided by a Member or Officer, or on the content of any discussion occurring, during the course of the meeting. The City of Mandurah expressly disclaims liability for any loss or damage suffered by any person as a result of relying on or acting on the basis of any advice or information provided by a Member or Officer, or the content of any discussion occurring, during the course of the Committee meeting.

ANSWERS TO QUESTIONS TAKEN ON NOTICE [AGENDA ITEM 3]

Nil.

PRESENTATIONS AND ANNOUNCEMENTS BY CHAIRMAN [AGENDA ITEM 4]**S.1/10/18 2018 CRABFEST REVIEW**

The Manager Sport, Recreation and Events gave a visual presentation outlining the event's background, 2018 outcomes and performance measures, Elected Member feedback on the 2018 event and planning for the 2019 event.

Discussion ensued with regard to previous and proposed sponsorships along with local business involvement. The Chief Executive Officer, Director Sustainable Communities and Acting Coordinator Festivals and Events responded to all points raised.

S.2/10/18 SOUTHEAST DAWESVILLE FORESHORE COMMUNITY ENGAGEMENT PLAN

A visual presentation by the Manager Sport, Recreation and Events gave an overview of the proposed master plan along with an update on changes to current leased areas.

The Chief Executive Officer, Director Sustainable Communities and Manager Sport, Recreation and Events responded to all discussion points raised relating to land use, timing for project and community consultation.

CONFIRMATION OF MINUTES [AGENDA ITEM 5]**S.3/10/18 CONFIRMATION OF MINUTES**

RESOLVED: Lynn Rodgers / Matt Rogers

That the Minutes of the Strategy Committee held on Tuesday 21 August 2018 be confirmed.

CARRIED UNANIMOUSLY: 9/0

DECLARATION OF INTERESTS [AGENDA ITEM 6]

Nil.

SUSPENSION OF STANDING ORDERS [AGENDA ITEM 7]**S.4/10/18 SUSPENSION OF CITY'S STANDING ORDERS 8.5 AND 8.6**

RESOLVED: Matt Rogers / P Rogers

That the City's Standing Orders 8.5 and 8.6 be suspended at 6.11pm in order to facilitate debate.

CARRIED UNANIMOUSLY: 9/0

QUESTIONS FROM ELECTED MEMBERS WITHOUT DISCUSSION [AGENDA ITEM 8]

Questions of which due notice has been given

Nil.

Questions of which notice has not been given

Nil.

REPORTS [AGENDA ITEM 9]**S.5/10/18 MANDURAH AND MURRAY – A SHARED ECONOMIC FUTURE (TB)
(REPORT 1)**

For the past four years, the City of Mandurah, in partnership with the Shire of Murray and in response to State Government regional development policy, has endeavoured to create a new economic plan to grow Mandurah's economy and deliver tangible economic benefits for Mandurah and the broader Peel Region.

From 2015 to 2017, the City and Shire endeavoured to participate in the WA Government's *Regional Centres Development Plan* (RCDP). However, following the March 2017 State Election, the new State Government ended the RCDP, with no new plan created to replace it.

Following a prolonged period of uncertainty, in January 2018 Council empowered the City to write its own economic plan. In doing so, Council approved funding of \$150,000 already contained within the City's Economic Development budget to consolidate economic planning already undertaken, and to identify key economic strategy areas and catalytic projects to pursue.

In partnership with the Shire of Murray, the City's Economic Development Unit has subsequently prepared its plan – *Mandurah and Murray: a Shared Economic Future*. The plan continues the work of the previous *Southern City Strategy*, adopted by Council in 2008, and implements components of the previous strategy, as well as specific new programs and projects aimed at improving Mandurah and Murray's socio-economic condition and ensuring its regional sustainability. The plan is also a 'living' document that will evolve and change according to changing objectives, priorities and opportunities.

Council is requested to adopt *Mandurah and Murray: a Shared Economic Future* as its formal economic development strategy, and to endorse the programs and projects contained within it for further development and implementation.

RESOLVED TO RECOMMEND: L Rodgers / R Williams

That Council:

- 1 Adopts *Mandurah and Murray: A Shared Economic Future* as the City of Mandurah's new economic development strategy;**
- 2 Endorses the programs and projects contained within *Mandurah and Murray: A Shared Economic Future* for further development and implementation;**
- 3 Commits to a program of advocacy that ensures State and Federal Government support and investment in the projects resulting from *Mandurah and Murray: A Shared Economic Future*.**

CARRIED UNANIMOUSLY: 9/0

S.6/10/18 2018 WINTER WONDERLAND REVIEW AND CONSIDERATION FOR 2019/20 (MN) (REPORT 2)

This year's event, held from 7 July to 29 July on the Eastern Foreshore took on a number of the lessons from 2017 and provided a range of improvements which delivered a number of successful outcomes. The event was evaluated by Culture Counts and debrief sessions were held with City staff, the event managers and participating businesses. This review provided a rigorous process, factoring in multiple perspectives including participants and traders.

The objective of the 2018 event was to "*attract additional visitors to the City Centre to support local businesses during the winter months*". The event attracted an estimated 15,985 attendees, 92 per cent of which rated it a positive experience, 74 per cent indicated spending at local businesses and 68 per cent would have stayed home or somewhere outside of Mandurah if Winter Wonderland was not on. This boosted visitation generated an additional spend of \$385,178 in the City Centre.

The event delivered its objective and acted to soften the tough trading conditions facing City Centre businesses throughout 2018. A key success has been the marked increase in business engagement which has already led to businesses working together on and investing in future activation projects together.

In December 2017 Council approved to holding a Winter Wonderland themed event in 2018-2020 (inclusive). The approved model was to develop a transitional model in 2018 and 2019 for it to be business run by 2020. A number of in roads have been made in this area and it is believed that next year can have further aspects run by local businesses, maintaining City funds at this year's expenditure.

Based on the evaluation and the debrief sessions, the recommendations for improved outcomes in 2019 are:

- Location shift to the car park located further along Mandurah Terrace
- Expressions of Interest are sought in November 2018 with an event manager appointed before Christmas 2018
- Maintain profit share model but extend from ice skating sales to all ticketed events
- Appointment of external event manager to be for a two year period
- The event period to occur over a minimum of three weeks, including the winter school holidays
- All ticketed event areas are to be under cover
- Modify event management tender to \$130,000 per year for two years

Council is requested to acknowledge the outcomes of the 2018 Winter Wonderland (temporary ice skating skate event) and consider the above recommendations.

Hon Councillor F Riebeling moved the report recommendation which was seconded by Councillor Shane Jones. Discussion ensued with regard to the proposed new location, duration of event and local business involvement for the coming two years. The Chief Executive Officer, Director Sustainable Communities and City Centre Place Manager responded to the various aspects raised by Elected Members.

RESOLVED TO RECOMMEND: F Riebeling / S Jones

That Council:

- 1. Acknowledges the results from the 2018 Winter Wonderland Evaluation Report.**

2. Supports the holding of an event/activities during the winter months which attracts visitors and increases length of stay within the City Centre which has a key focus the engagement of local businesses.
3. Acknowledges the learnings from the 2018 Winter Wonderland event to be implemented in 2019, specifically:
 - 3.1 Location shift to the car park located further along Mandurah Terrace;
 - 3.2 Expressions of Interest are sought in November 2018 with an event manager appointed by January 2019;
 - 3.3 All ticketed event areas are to be under cover;
 - 3.4 Extend profit share model from ice skating sales to sales of all ticketed events;
 - 3.5 External event manager contract to be for a two year period;
 - 3.6 The event period to occur over a minimum of three weeks, including the winter school holidays;
 - 3.7 Amend event management tender to \$130,000 per year for two years.
4. Agrees to the holding of a Winter Wonderland themed event in 2019 to 2020 (inclusive), with the event management outsourced.

CARRIED UNANIMOUSLY: 9/0

LATE AND URGENT BUSINESS ITEMS [AGENDA ITEM 10]

Nil.

CONFIDENTIAL ITEMS [AGENDA ITEM 14]

Nil.

CLOSE OF MEETING [AGENDA ITEM 11]

There being no further business, the Chairman declared the meeting closed at 6.35pm.

CONFIRMED:[CHAIRMAN]