



NOTICE OF MEETING

COMMITTEE OF COUNCIL

Members of the Committee of Council are advised that a meeting will be held in Council Chambers, Civic Building, 83 Mandurah Terrace, Mandurah on:

**Tuesday 10 April 2018
at 5.30pm**

MARK R NEWMAN
Chief Executive Officer
4 April 2018

COMMITTEE MEMBERS

Councillor Lee (Chairman)
Mayor Williams
Deputy Mayor Councillor Knight
Councillor Wortley
Councillor Jackson
Councillor Lynn Rodgers
Councillor Shane Jones

Hon Councillor Riebeling
Councillor Tahlia Jones
Councillor Darcy
Councillor Schumacher
Councillor Peter Rogers
Councillor Matt Rogers

AGENDA:

1 OPENING OF MEETING AND ANNOUNCEMENT OF VISITORS

2 ATTENDANCE AND APOLOGIES

Councillor Lee (Chairman) (on Leave of Absence)

3 IMPORTANT NOTE:

Members of the public are advised that the decisions of this Committee are referred to Council Meetings for consideration and cannot be implemented until approval by Council. Therefore, members of the public should not rely on any decisions of this Committee until Council has formally considered the resolutions agreed at this meeting.

4 ANSWERS TO QUESTIONS TAKEN ON NOTICE

Nil.

5 PUBLIC QUESTION TIME

Public Question Time provides an opportunity for members of the public to ask a question of Council. For more information regarding Public Question Time, please telephone 9550 3706 or visit the City's website www.mandurah.wa.gov.au.

6 PRESENTATIONS AND ANNOUNCEMENTS BY CHAIRMAN**7 DEPUTATIONS**

Any person or group wishing to make a 5-minute Deputation to the Committee meeting regarding a matter listed on this agenda for consideration must first complete an application form. For more information about making a deputation, or to obtain an application form, please telephone 9550 3706 or visit the City's website www.mandurah.wa.gov.au.

NB: Persons making a deputation to this Committee meeting will not be permitted to make a further deputation on the same matter at the successive Council meeting, unless it is demonstrated there is new, relevant material which may impact upon the Council's understanding of the facts of the matter.

8 CONFIRMATION OF MINUTES: Tuesday 13 March 2018.

(NB: It is the Elected Members' responsibility to bring copies of the previous Minutes to the meeting if required).

9 DECLARATIONS OF FINANCIAL, PROXIMITY AND IMPARTIALITY INTERESTS**10 QUESTIONS FROM ELECTED MEMBERS WITHOUT DISCUSSION**

10.1 Questions of which due notice has been given

10.2 Questions of which notice has not been given

11 BUSINESS LEFT OVER FROM PREVIOUS MEETING

12 REPORTS:

1	Commercial Sponsorship: Merlin Street Pavilion	1 - 4
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3	Wearable Art Mandurah Strategic Plan 2019-2021	11 - 47
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5	Significant Tree Register: Adoption of Nominated Trees	57 – 65
6	Dissolution of Mandurah Coastcare Coordinating Advisory Group	66 - 70
7	Mandurah Traffic Bridge: Proposed Boardwalk, Stairway and Revetment Works	71 - 75
8	Road Project Funds: Proposed Reallocation of Funds	76 - 80

13 LATE AND URGENT BUSINESS ITEMS**14 CONFIDENTIAL ITEMS**

14.1 Rent Arrears

15 CLOSE OF MEETING

1. **SUBJECT:** Commercial Sponsorship – Merlin Street Pavilion
CONTACT OFFICER/S: Craig Johnson
AUTHOR: Wendy Murphy
FILE NO:
-

Summary

The City of Mandurah's "Promotions and Advertising Policy" (POL-CMR 04) is designed to manage the use of the City's sport and recreation facilities for advertising purposes with all applications for external corporate signage and venue naming rights to be referred to Council for consideration.

The Halls Head Football Club is a long term seasonal hirer of the Merlin Street Reserve and Pavilion in Falcon. In 2013, the Club approached the City with a proposal to extend the existing facility and construct a function / social space at their cost. Since the completion of the project, the Club has attracted a couple of significant corporate sponsors including Hardcourts Mandurah and Elite Air-Conditioning.

This year the Club has used an innovative method to replace the naming rights sponsor for the venue. The club has sold 56 raffle tickets at \$250, totalling \$14,000. Each ticket entitled the business an entry into the draw to become the naming rights sponsor for 12 months.

Hot Klobba were the winners of the raffle and earned the right to become the Club's naming rights partner in 2018.

Whilst the City is supportive of the Club's ability to attract valuable sponsorship dollars, formal approval is required. The City has received the Club's formal application and is now seeking approval from Council. Provisional approval has been granted to the Club in order to service their sponsor from the commencement of the 2018 season (commencing on 7 April).

Council is requested to provide approval for the Halls Head Football Club to enter into a corporate sponsorship arrangement with Hot Klobba for the Merlin Street Pavilion; approve the Club to advertise the reserve and pavilion as "Hot Klobba Stadium" for promotional purposes and note the additional conditions that will associated with this approval.

Disclosure of Interest

N/A

Location



Merlin Street Reserve / Pavilion (2 - 30 Merlin Street, Falcon)

Previous Relevant Documentation

- G. 22/3/17 Commercial Sponsorship : Peelwood Pavilion
- G. 41/5/16 Commercial Sponsorship : Merlin Street Pavilion / Reserve
- G.13/4/16 Commercial Sponsorship : Peelwood Pavilion
- G.19/10/14 Commercial Sponsorship : Merlin Street Pavilion / Reserve

Background

The Halls Head Football Club is a long term seasonal hirer of the Merlin Street Pavilion in Falcon. In 2013, the Club approached the City to extend the pavilion, to provide a function / social space for club activities. In approving the proposal, the City and the Halls Head Football Club entered into an agreement stating that upon completion of the extension, the pavilion would continue to be owned, managed and maintained by the City with the Halls Head Football Club entering into a regular seasonal hire agreement for its use. In acknowledging the financial contribution from the Club, the City would provide access to the pavilion during their priority period (winter sports season) free of charge for a period of 10 years.

Since the project has been completed, the Halls Head Football Club have secured two major corporate sponsors. The City was supportive of the Club's previous arrangements under its "Promotions and Advertising Policy" (POL-CMR 04).

Previously, the City has approved commercial arrangements for 'Naming Rights' sponsorships at the following facilities:

Sporting Club	Facility	Sponsor	Year
Mandurah City Football Club	Peelwood Sports Facility	Hyundai	2007 - 2015
Peel Thunder Football Club	Rushton Park Sports Facility	Bendigo Bank	2011 - Ongoing
Halls Head Football Club	Merlin Street Pavilion	Harcourts Mandurah	2014 - 2015
Mandurah City Football Club	Peelwood Sports Facility	Kelly's Hot Water	2016
Halls Head Football Club	Merlin Street Pavilion	Elite Air-Conditioning	2016 - 2017
Mandurah City Football Club	Peelwood Sports Facility	Securitas Protect Stadium	2017 - Onwards

At the end of 2017, the Halls Head Football Club's sponsorship agreement with Elite Air-Conditioning ceased. In March 2018, the Club announced that Hot Klobba had won the 'Naming Rights' raffle for Merlin Street Pavilion. The Sponsorship will be for a 12 month period from March 2018 – February 2019.

The Club has completed an application and the City has provided in principle approval for the start of their season subject to a formal decision of Council.

Below is an image of the proposed sign at Merlin Street Pavilion.



Comment

The Halls Head Football Club is a proactive sports group, who have invested significantly to extend and improve the pavilion facilities at Merlin Street Reserve. The Club has shown great initiative to raise income of \$14,000 through a 'Naming Rights' raffle. This a considerable sum for a 'naming rights' sponsorship considering the current sponsorship market and the ever increasing pressure on clubs to be attractive to potential sponsors.

The securing of financial income through the above process assists with the ongoing battle the club has for financial sustainability.

The Halls Head Football Club does not have a lease, license or exclusive access to the Merlin Street Pavilion. The facility is also home to Peel Diamond Sports and hired by groups including the South Halls Head Primary School. However, the fact that the facility is multi-use should not prevent a Club from equitable sponsorship opportunities. As a result, the City would recommend that a number of additional conditions be included in any corporate sponsorship approval;

1. Only one (1) external facing sign on the northern side of the pavilion and internal facing signage will be permitted.
2. The Halls Head Football Club will be permitted to advertise the reserve and pavilion as "Hot Klobba Stadium" for Club promotional purposes only. The City will continue to refer to the facility as the Merlin Street Pavilion / Reserve and will book and hire the facilities under this title.
3. The seasonal hirer of the Merlin Street Pavilion / Reserve will be given priority access to signage space. If a commercial sponsorship or naming rights proposal is received by another regular hirer (i.e. Peel Diamond Sports), the Halls Head Football Club will only be permitted to erect the approved signage for the duration of their sports season (1 April – 1 October each year).
4. The Halls Head Football Club is to inform the City of Mandurah in February each year of any changes to the Sponsorship agreement, including changes to sponsor details and signage.

Statutory Environment

N/A

Policy Implications

- Promotion and Advertising Policy (POL – CMR 04)
To manage commercial operators, community groups and sporting associations utilisation of the City's sport and recreation facilities for advertising purposes.

Risk Implications

No risk implications have been identified.

Economic Implications

The Halls Head Football Club will receive the financial benefits of the proposed sponsorship arrangement.

Strategic Implications

The following strategies from the *City of Mandurah Strategic Community Plan 2017 – 2037* are relevant to this report:

Social:

- Provide a range of social, retail, recreational and entertainment experiences for the City's residents and visitors.

Identity:

- Encourage active community participation and engagement

Conclusion

The Halls Head Football Club has invested significantly in the facilities at the Merlin Street Pavilion. In 2014, the Club was successful in securing a corporate partner in Harcourt Mandurah as a 'Naming Rights' sponsor and again in 2016 they secured Elite Air-Conditioning as a "Naming Rights" sponsor.

The opportunity for City of Mandurah sports clubs to attract sponsorship is increasingly difficult in today's economic climate. Naming rights sponsorship is another avenue that clubs can pursue to relieve the increasing costs of sport and recreation provision at a community level.

In March 2018, the Halls Head Football Club announced that Hot Klobba had won the "Naming Rights" raffle for Merlin Street Pavilion.

The City is supportive of the Club's proposal and is seeking approval for the Halls Head Football Club to enter into a corporate sponsorship arrangement with Hot Klobba.

RECOMMENDATION

That Council:

- 1. Approve the Halls Head Football Club to enter into a corporate sponsorship arrangement with Hot Klobba for the Merlin Street Pavilion.**
- 2. Approve the Halls Head Football Club to advertise the reserve and pavilion as "Hot Klobba Stadium" for promotional purposes.**
- 3. Note the additional conditions that will associated with this approval:**
 - Only one (1) external facing sign on the northern side of the pavilion and internal facing signage will be permitted.
 - The Halls Head Football Club will be permitted to advertise the reserve and pavilion as "Hot Klobba Stadium" for Club promotional purposes only. The City will continue to refer to the facility as the Merlin Street Pavilion / Reserve and will book and hire the facilities under this title.
 - The seasonal hirer of the Merlin Street Pavilion will be given priority access to signage space. If a commercial sponsorship or naming rights proposal is received by another regular hirer (i.e. Peel Diamond Sports), the Halls Head Football Club will only be permitted to erect the approved signage for the duration of their sports season (1 April – 1 October each year).
 - The Halls Head Football Club is to inform the City of Mandurah in February each year of any changes to the Sponsorship agreement, including changes to sponsor details and signage.

2.	SUBJECT:	Mandurah Family and Community Centre: Anchor Tenant Licence
	CONTACT OFFICER/S:	Tim Hartland
	AUTHOR:	Nick Benson/Marzel Norton/Tim Hartland
	FILE NO:	

Summary

The upgrade to Mandurah Family & Community Centre (MFCC) is currently under construction and due to be completed in July 2018. Once complete the MFCC will provide a 'co-location model' for non-profit service providers who provide support, learning and counselling for vulnerable families. This vision was endorsed by Council (who allocated \$480,000 capital), and attracted Lotterywest to commit funding to the project with a grant contribution of \$337,000.

To help achieve the facility's vision and purpose, the MFCC has been divided into three distinct areas:

- NFP Area 1 - space for an 'anchor' tenant large not for profit service provider
- NFP Area 2 - space for one or more smaller not for profit tenants
- Common Area - shared space for community education and training

Following formal advertising and a detailed process of assessments, discussions and planning with several potential tenants, a preferred 'anchor' tenant, Anglicare WA (Anglicare), has been identified. An anchor tenant has the ability to pay full or nearly full commercial rental rates and the capacity to manage the facility. Anglicare meets these and its key strengths identified in the assessment process are:

- Services alignment
- Management capability
- Financial capacity
- Prompt occupancy

Since the commencement of the assessment process, facility development in Mandurah (Peel Youth Medical Service Health Hub) has changed (reduced) demand for an 'anchor' type tenant in Mandurah that aligns with the MFCC purpose. Due to this, officers believe that the 2015 process is still appropriate to assign the anchor tenant. There are a number of potential organisations suitable for NFP Area 2 which will be subject to an expression of interest and assessment process later in the year.

Council is requested to approve a licence to Anglicare to occupy a portion of the MFCC (NFP Area 1). This is for a term of five years with a five year option of renewal (5+5 years), for an annual rent of \$30,060 with annual CPI increases and market rent review at expiry. The licence to commence once the MFCC is complete, guaranteeing that the facility is occupied and activated at the earliest opportunity.

Council is requested to note that a further report will be presented identifying potential tenants for NFP Area 2 of the MFCC.

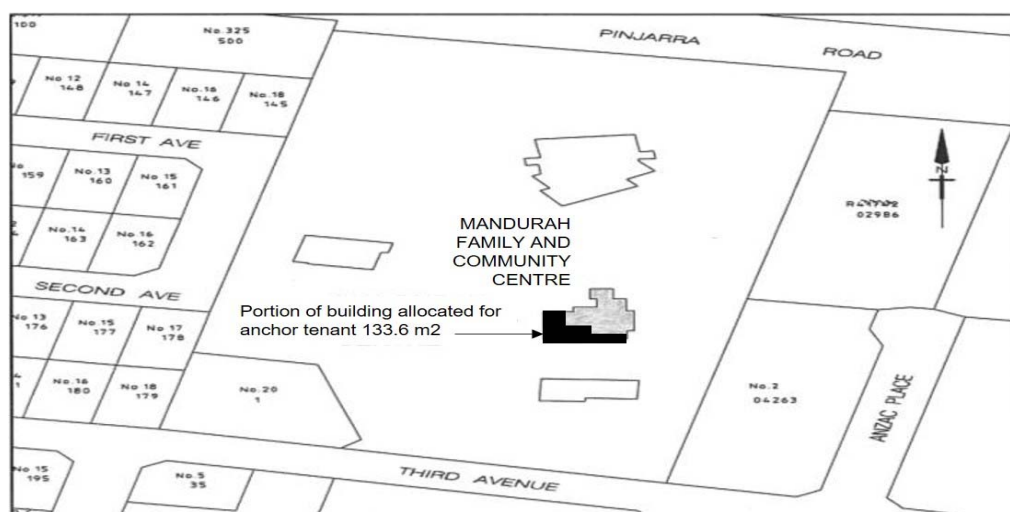
Disclosure of Interest

Nil

Previous Relevant Documentation

G.18/10/17	Tender Number 15-2017 Refurbishment of Mandurah Family & Community Centre
G.28/11/15	Mandurah Family & Community Centre Project Scope and Costs Review
G.20/2/15	Mandurah Family & Community Centre Building Future Use.
G.28/9/13	Social Infrastructure Plan 2013-2043

Location The MFCC is located adjacent to Mandurah Library at 331 Pinjarra Road, Mandurah.



Background

The MFCC was initially conceived in 2015, when a community building previously leased to Wanslea Family Services Inc. became vacant. This presented an opportunity to address the increasing need for support services for vulnerable families in Mandurah, and the lack of accommodation space for agencies to deliver those services. Additionally the 400 sqm of floor space allowed scope to provide a resource space for community training and education.

Council endorsed a vision for the MFCC as a safe place of support, learning and counselling for vulnerable families, including co-located accommodation for at least two not for profit organisations (NFPs). To facilitate a full upgrade of the building, Council initially allocated a budget of \$400,000 which was conditional on securing a contribution of \$200,000 from Lotterywest.

Capital Works Project

Following a reassessment of project costs, Council allocated a revised contribution of \$343,000. In early 2016 the City also secured a contribution of \$337,000 from Lotterywest, which fully supported the vision for the MFCC. A schematic floorplan and detailed design were developed in 2016-17, with Council approving additional funds of \$44,600 in October 2017 to ensure the City could honour the tender for the construction contract. The contract was awarded to Access Without Barriers Building Company. Work finally commenced in December 2017 and is due to be completed in July 2018, with the facility ready for occupancy in August / September 2018.

Tenant Assessment and Co-location Plan

Running concurrently with the capital project, the City has been working to secure NFP tenants for MFCC.

When City of Mandurah buildings suitable for NFPs become vacant, the City carries out an objective assessment process known as the Community Association Scoring Tool (CAST). It assesses each potential tenant against a range of community outcomes, including the benefit to community of services provided, financial sustainability, and willingness to partner, collaborate and share facilities with other groups. It also assesses potential tenants suitability for the specific building they are interested in i.e. whether their services align with the intended vision / purpose / model of that building.

The assessment process for the MFCC began with advertising for expressions of interest in May 2015. Based on the CAST results of the eleven applicants, officers began discussions with several NFPs. Two preferred tenants were identified (Allambee and Finucare), however both NFPs withdrew their interest in late 2016 and early 2017 respectively due to other opportunities arising and strategic priorities.

Of the original eleven applicants seeking accommodation in the MFCC in 2015 only one suitable NFP remains interested, which is Anglicare, and they are officers' preferred anchor tenant (suitability outlined in Comments section).

Comment

MFCC Layout / Floorplan Areas (refer to plan below):

The layout of the MFCC, reflects the building's purpose as a place of support, learning and counselling for vulnerable families. It has sound proofed office accommodation for at least two NFP tenants, as well as spaces for community use. Refer to Plan below



The floorplan has been divided into three areas as per the table below:

	Not For Profit Area 1	Not For Profit Area 2	Common Area
Floor area (sqm)	133.6	73.5	92.5
Rooms	12 Offices	5 offices	Community Training / Education, Kitchen, Child Friendly
Used by	Anchor NFP tenant.	NFP tenant(s)	Tenants / community (Shared space)
Usage	Support, learning and counselling for families	Support, learning and counselling for families	Support and learning for families / community
Tenure	Licence	Licence	Hire
Cost recovery mechanism	Commercial Rent	Part Commercial Rent	City Fees & Charges

NFP Area 1

NFP Area 1 includes 12 offices and is intended for use by an 'anchor' tenant, i.e. a stable well-resourced not-for-profit organisation, likely to remain for the full lease term of ten years (5+5 years). Use of the space is compatible with the buildings purpose. The tenant has the ability to pay commercial rent.

NFP Area 2

NFP Area 2 includes 5 offices and is intended to accommodate one or smaller NFPs, whose services complement those of the anchor tenant (NFP Area 1) and align with the building's purpose. Licence fees to be reflective of tenant's financial resources.

Common Area

The common area consists of large extendable room, child friendly space, kitchen and toilets. The large room is designed to facilitate group education and training. Tenants will have 'priority hire' during office hours. Outside of those hours the area will be available for hire to community associations, facilitated by separate external access / egress. Hire fees are to be in line with the City's fees and charges.

Commercial Valuation of Mandurah Family and Community Centre

In August 2017, the City engaged independent valuers Hegneys to provide advice on the commercial rental value of the MFCC, based on the floorplan, the quality of the renovation and the building's location. (Refer to Attachment 2). Their report advised an 'average achievable rate for proposed office areas' of \$225 per square metre per annum.

This advice has been used to determine an applicable licence fee for NFP Area 1 of \$30,060, which has been determined as full commercial rent. The valuation will also be used to guide licence fees for NFP Area 2 will therefore be a percentage of market rate as assessed through the CAST process.

Anchor Tenant for NFP Area 1

Anglicare has been identified as the preferred anchor tenant for NFP Area 1, for four main reasons:

1. **Services alignment** with the vision and purpose for the MFCC: a place of support, learning and counselling for vulnerable families.
 - Family dispute resolution - for parents/families in dispute over care arrangements for their children.
 - Individual and group counselling for children and young people affected by family separation.
 - Mum and Dads Forever Program - counselling and educational course for separated parents who hope to improve communication between themselves and build a better parental alliance.
 - General counselling for couples, individuals and families around issues such as grief and loss, family and domestic violence, relationship breakdown and depression.
 - Connect for Life Program - respite, support and advocacy for carer's of people with mental health issues and intellectual disability.
 - Parenting Connections Program - parenting support and education for parents which was previously provided by Parenting WA, CLAN, and Stronger Families.
2. **Management capability** for the role of anchor tenant: sustainable organisation, management capacity, likely to remain for the full lease term of ten years (5+5 years).
3. **Financial capacity**: able to pay full commercial rental rate of \$30,060. Enabling MFCC's NFP Area 2 space to be available to smaller not for profits at subsidised rates.
4. **Prompt occupancy**: Anglicare are available as soon as MFCC is available, likely to be in August / September 2018, ensuring the facility is managed and available for community use in a timely manner.

It is worth noting that Anglicare are the only organisation whose application was supported via the assessment process, which remain on the list of applicants for accommodation at the MFCC. As outlined in 'Tenant Assessment and Co-location Plan' in the 'Background' section above, the assessment process commenced in 2015 and continued in 2016. A number of complicating factors, including the approval for the development of the Peel Youth Medical Service health hub (PYMS) and the timing of the build of MFCC changed the interest of suitable not for profits in MFCC. For this reason, officers believe the original assessment process is still suitable with the NFP Area 2 to be advertised later in the year.

Licence Agreement for NFP Area 1

The proposed licence for Anglicare to occupy NFP Area 1 is for exclusive use of Offices 1 to 12 and shared use of the common area of the MFCC with subsequent tenants and community associations. Details in table below

Licence Term	5 years + 5 years
Licence Fee	30,600 p.a. + CPI annually + market rent review on expiry
Licence to Commence	Date of Building Handover

Once the outcome of the above processes is known, likely to be in autumn 2018, officers will report back to Council requesting consideration of the remainder of the facility. Licence terms, fees and other considerations, will be reported to Council at that time.

Consultation

Allambee Counselling, Finucare Financial Counselling, Anglicare WA, Rocky Bay Midway Community Care, South Coastal Women's Health Services, 360 Community Health Palmerston Association, Peel Youth Services, Peel Home & Community Supports, Mandurah Musketeers Charity Computers.

Hegney Valuers

Statutory Environment

Disposing of Property – *Section 3.58 Local Government Act 1995 (LGA)*

Dispose includes to sell, lease, or otherwise dispose of, whether absolutely or not.

Exemption of Disposition of Property – Section 30 Local Government (Functions and General) Regulations 1996.

A disposition of land is exempt if the land is disposed of to a body whose objects are of a charitable, benevolent, religious, cultural, educational, recreational, sporting or other like nature.

Risk Implications

There are two key risks for this project. Firstly relating to funding, the project grant from Lotterywest was received in 2015/16 and specifically received to increase NFP space and to provide support for vulnerable families. This funding has been carried forward in subsequent budgets and there is an expectation from the funding body that the project is completed and the space leased to suitable organisations.

Secondly should the space not be leased upon project completion, officers are advised there is a risk the building could receive damage and vagrancy. During the construction there have been several incidences of break-ins and theft. Prior to construction while the building sat vacant, there were incidences of vandalism and rough sleeping in the building surrounds.

Economic Implications

The total project budget approved by Council is \$714,600. The City's contribution is \$377,600 and the Lotterywest contribution is \$337,000.

Cost Recovery – proposed income of \$30,060 per annum plus CPIs for portion of the building (NFP Area 1).

Strategic Implications

The following strategies from the *City of Mandurah Strategic Community Plan 2017 – 2037* are relevant to this report:

Social:

- Ensure the provision of quality health services and facilities

Infrastructure:

- Advocate for and facilitate the provision of infrastructure that matches the demands of a growing population.

Conclusion

The vision and purpose for Mandurah Family & Community Centre (MFCC) is a safe place of support, learning and counselling for vulnerable families, including co-located accommodation for at least two not for profit organisations.

With their services aligning closely with the vision for the facility, Councils endorsement of Anglicare as the anchor tenant, would allow the model of a family support and counselling hub to be established. Anglicare's application was assessed as meeting all the criteria under the CAST process and it is the only suitable organisation remaining from eleven organisations which expressed an interest in the facility

With construction to upgrade the facility well underway, and due to be completed in July 2018, it is important that the City secures an 'anchor' tenant. This will ensure the building is occupied, activated and that support services are available to the community from the date the facility opens.

Council is requested to approve a licence to Anglicare to occupy a portion of the MFCC (NFP Area 1), for term of five years with a five year option of renewal (5+5 years), for an annual rent of \$30,060 with annual CPI increases and market rent review at expiry, to commence once the MFCC is complete. Thus providing certainty to the tenant, and guaranteeing City significant revenue to manage the facility for the benefit of the wider community.

RECOMMENDATION

That Council:

1. **Approves a licence to AnglicareWA to occupy a portion (Not For Profit Area 1) of Mandurah Family and Community Centre, located at 331 Pinjarra Road, Mandurah, for a term of five years with a five year option of renewal (5+5 years).**
2. **Acknowledges Anglicare's annual rent will be \$30,060 + CPI and pay licence preparation fees in accordance with Council approved Schedule of Fees and Charges.**
3. **Acknowledges a further report will be presented identifying potential tenant(s) and proposed licences for Not For Profit Area 2 portion of Mandurah Family and Community Centre.**

3. **SUBJECT:** Wearable Art Mandurah Strategic Plan 2019-2021
CONTACT OFFICER/S: Lesley Wilkinson
AUTHOR: John Hughes
FILE NO:

Summary

Wearable Art Mandurah is the premier wearable event in Australia and is becoming well known internationally with entries from India, China, Italy, Switzerland, Romania as well as the Eastern States and New Zealand. The event has quickly moved to two shows with the new Sunday afternoon show proving very popular in 2017. Workshops have grown around the shows and the growth in TAFE participation across Western Australia has meant that we have also been able to feature more quality garments on display outside the shows.

Moving forward there is great potential to make this into a week-long Wearable Art Festival in Mandurah attracting more competitors and their families to visit and also providing an opportunity for a wider variety of visitors to visit Mandurah. It is easy to forget that for most international visitors to Western Australia the warm sunny days in June are still a very attractive proposition. The vision for the event is a week-long Festival will allow more people to stay in Mandurah, filling hotel rooms, eating in restaurants and enjoying the wider Peel region as well as experiencing world class wearable art.

Visitors will be able to explore everything the Peel Region has to offer as well as participate in workshops, attend panel discussions, visit exhibitions and take advantage of offers provided by local businesses e.g. Mandurah cruises, Mandjoogoordap Dreaming.

Quality tourism events in Western Australia are growing and Wearable Art Mandurah provides the city with an opportunity to showcase Mandurah to the world. Mandurah needs to grow its tourism product to make the city a more attractive place to visit and in Wearable Art we have a high quality event that will grow into a Festival that will effectively showcase our city

This report provides Council with a Strategic Plan for Wearable Art 2019-2021. The report outlines the progress the City has made establishing Wearable Art Mandurah as the premier Wearable Art experience in Australia and creating a competition that showcases Mandurah to a state, national and international audience. This is in the context of the expansion of wearable art shows across Australia within the growth of the larger fashion and textile industry.

Further assisting the opportunities for Wearable Art Mandurah is the growth of arts tourism and the State Government's new emphasis on tourism as a strategic priority for Western Australia. The report shows three alternative direction for Wearable Art Mandurah:

- Downsize to a community event
- Maintain event at current level
- Grow the event to a national and international level

Mandurah has already seen the value of one signature event Crab Fest and the report recommends that the City continue the development of Wearable Art Mandurah as a second signature event for the City.

Disclosure of Interest

N/A

Previous Relevant Documentation

- G.20/5/14 27/05/2014 Council adopted the Arts, Heritage and Culture Strategy.

- G. 9/2/17 14/02/17 Council was requested to support the vision and direction of Wearable Art Mandurah, to note the name and associated branding and note the budget shortfall which will be dealt with through a subsequent report at mid-year budget review.

Background

Wearable Art encompasses the worlds of art, fashion, craft and recycling employing diverse techniques including sewing, felting, weaving, knitting, dyeing, leather tooling, beading, painting, sculpting and more. The creations are shaped and styled on the body, eliciting movement, form and character that is both serious in its practice but wildly fun in its creativity.

In many ways Wearable Art resembles haute couture for its detailed hand-work as well as costuming for its avant-garde creativity, but it purposefully doesn't conform to mainstream fabrics and often includes recycled, reused and re-purposed materials to push creative boundaries.

The Wearable Art product involves aesthetic considerations, but the term Wearable Art implies its intent to be a unique artistic creation or statement. Wearable Art is consciously artistic and unconventional in design. WAM challenges artistic outcomes in creating revolutionary works of art on the body.

Wearable Art Mandurah started in 2011 as a small element of the Stretch Arts Festival as a result of leadership from community champions Barbara Pannell, Denise Fisher and Judith Gardiner. It was soon evident that Mandurah had yet another successful event and WAM continued to grow year on year.

Milestones:

2013 First show in MPAC Boardwalk Theatre – free performance

2014 First charged/ ticketed performance

2015 First international entry

2016 First sell-out performance in the Boardwalk Theatre

2017 First participated in Perth Fashion Festival

2017 Separated from Stretch Arts Festival

2017 New award winning brand

2017 Two showcase events

2017 South Metro TAFE – wearable art included in their curriculum

2017 Audio Description for the visually impaired

2017 33% increase in entrants (excluding TAFE)

2017 South Metro TAFE Exhibition during showcase weekend

2018 New artistic director Bernie Bernard

Options Moving Forward

- i. Downsizing it into a community event in Mandurah
- ii. Carrying on at the same level at the moment, but not growing the event
- iii. Growing the event to become one of the premier Arts Festivals in Australia showcasing Mandurah as a desirable destination for local, national and international visitors.

Downsizing WAM into a Community Event in Mandurah

It would be relatively easy to cut costs significantly to return Wearable Art Mandurah to a simple local community event. Costs across the board could be cut so the only significant costs would be employing an administrator for 2/3 months of the year - \$10,000 and hiring MPAC (and staff) \$10,000. The principle risk to a downsized event would be the drop off in the quality of the whole event, designers would be less likely to be interested as it would not fulfil their need to expand and extend their skills and development. There would not be a showcase but rather a catwalk type of event and it is unlikely that people would enter from interstate and overseas so the event would not have the ability to be a vehicle for arts tourism.

Research has shown an increase in wearable type events across Australia and these would overtake Mandurah so the competitive advantage it currently holds due to its quality would be lost and with it the ability to tell the new Mandurah story of being a place of creative industries.

So a downsized event would probably run for a few years until interest dropped off and wearable art in Mandurah ceased. Given the capacity and interest that has been created officers suspect that another agency or local government would fill the space and develop their own wearable art event.

Quality artists would become disengaged and enter competitions elsewhere. Without workshops and encouragement hobbyists would pursue other art forms or drop out.

The advantage of this option is that \$150,000 would be saved from the budget.

Carry on at the same level, but not growing the event

This is probably the hardest option to accomplish. It can take an artist up to six months to complete a garment. They have been attracted to WAM as a growing and ambitious event where their garments are viewed by a lot of people and have the possibility of being involved in other events e.g. the Perth International Fashion Festival. If organisers try and keep the event at the same level it is again likely that creative artists participation will dwindle as opportunities emerge elsewhere and the Mandurah competition becomes unchallenging and stale.

External stakeholders to the City such as the Department of Cultural Industries would not be as interested in funding the event as would any other sponsorship as they would not necessarily see value for their brand in an event which was not growing and developing. Many of the current supporters such as local Chinese media group Ostara are seeing possibilities for them in the Western Australian market but also for many of their Chinese contacts and an event which was not developing would not assist them.

One of the growth areas for competitors in the last two years has been the youth and tertiary categories and these entrants are developing skills which will assist them in future careers. A competition which remains static will not be as attractive nor will this group of people see Mandurah as a place for interesting and diverse art and culture.

The advantage of this option is that the costs for the City would remain fixed for the foreseeable future.

Continue to Develop the Event

One of the strategic objectives of Mandurah's Arts, Heritage and Culture Strategy 2014-2020 is to grow a creative economy by:

Encourage and promote a mixed economy by diversifying the cultural offer in order to encourage investment, jobs and prosperity to the local economy.

Wearable Art Mandurah has developed from being a community arts program into an Arts Tourism Event. The success of Mandurah and Peel Tourism Organisation has given the city the confidence to start critically examining its own tourism product and improving it.

WAM is the arts tourism event that is already attracting visitors to Mandurah and making money for local businesses. The ambition, structure and support exist to grow WAM into a significant signature event for Mandurah and Western Australia, creating jobs and economic opportunities in the city. Officers believe that WAM is on the cusp of greater tourism funding and other external funding to attract even more visitors to Mandurah bringing more money to the region.

This year and next year (2018-19) officers are not seeking approval for more dollar spending.

The risk associated with this strategy are that Wearable Art Mandurah fails to build on the success of the last seven years and interest in the event wains. However officers have not built an unwieldy administrative infrastructure that would be difficult for the City to exit from.

While continuing to grow the event the strategic plan also includes the development of a business case to explore transitioning the event to a separate organisation so that it would be operated independent of the City. This would also explore what those possibilities looked like and how the event would be transitioned to another organisation.

The report recommends that the City continues to grow and develop the event due to its potential and its ability to tell the new Mandurah story where a place of creative industry is a new future.

The Potential of Wearable Art as an Arts Tourism Event

Officers quickly became aware that the only event like ours in Australasia was the World of Wearable Art Competition (WoW) in Wellington New Zealand. There was a huge Australian market for us to promote Mandurah as a creative city and destination through Wearable Art. WoW had a head start and in fact will be 30 years old in 2018. If anyone was in doubt about the power of arts tourism, particularly relating to Wearable Art, they only have to look at the WoW statistics:

- Wellington's biggest event selling more tickets than the Rugby Sevens
- 55,000 visitors to Wellington
- \$1m partnership with the City of Wellington
- 104 finalist garments by designers from 13 countries
- 37 awards from a prize pool of NZ \$160,000
- The Supreme Award winner receives NZ \$30,000
- Permanent museum in Nelson with 40,000 visitors annually
- A 32-piece collection tours the world with three US exhibitions held in 2017
- Key sponsors; City of Wellington, Wellington Airport, American Express, Air New Zealand, Mainfreight, Bancroft Wines.

Of course it is not just Wearable Art; arts tourism is big business with a 2017 report by the Chamber of Arts and Culture WA and Country Arts WA, identifying that local, state and federal government arts-related funding from 2011/12 to 2015/16 delivered \$79,125,429 to the nine regions in Western Australia.

Mandurah is strategically positioned as the region's central business, retail, arts, entertainment and tourism hub. In 2016, the average number of visitors to Peel was 699,000, while the latest data on international visitors to Australia showed arts tourists accounted for 2.4 million visitors, an increase of 19% over the previous four years. Wearable Art Mandurah is a stylish, fun and accessible event that is attracting people to Mandurah. A gradual increased footprint across the weekend can help us to get more overnight visitors and give guests more of a Mandurah experience rather than just coming for the show. This will mean that local businesses, particularly catering and restaurants will profit more from the visitors attracted by the event.

Arts, Heritage and Culture Strategy

The City's Arts, Heritage and Culture Strategy adopted by Council in 2014 identified:

- Creative Communities
- Creative Culture
- Creative Excellence
- Creative Economy

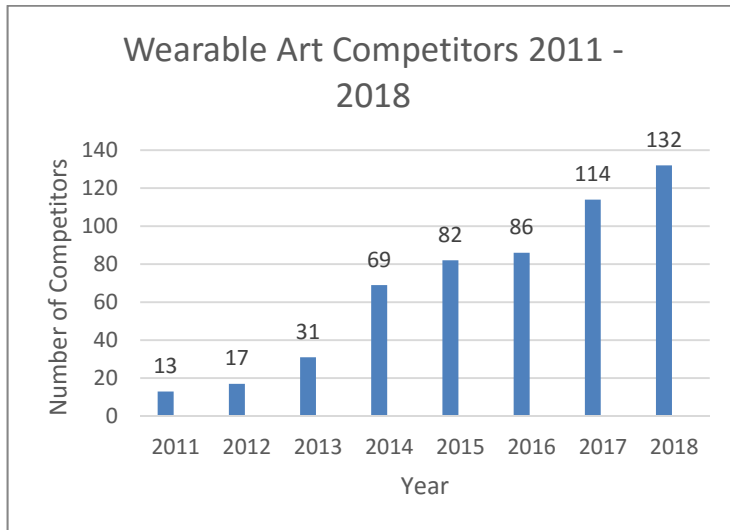
As four of the five priorities for the development of the city through arts and culture. Wearable art has been a very effective tool for us to continue meeting these goals; so many of our local people have stepped up and now compete in Wearable Art e.g. a student from Frederick Irwin School who started participating in 2013 and is now setting up her own fashion label. Wearable Art is helping to reinvent the image of Mandurah as a creative community as more people see our films and experience our shows and workshops.

The wider community is amazed and astonished at the high level of garment-making accomplished and the high-class event that showcases Wearable Art Mandurah. An increasing number of people are attracted to Mandurah to participate in the event and we envisage this growing over the next few years, boosting our food, accommodation and other tourist providers. It is only by creating events like Crab Fest, Wearable Art, Stretch Arts Festival and curating venues like MPAC and CASM that we manage to move forward the creative agenda and make Mandurah a sought-after regional destination in Western Australia and tell the Mandurah story.

Of the nine wearable art events discussed in the strategic plan only one is run by a local government, the Horizon Festival of Arts and Culture run by the Sunshine Coast Council has as part of its festival a wearable art component. While the number of examples in the strategic plan is not an exhaustive list there are a wide variety of organisations from schools and art councils running events. The difference between them and Wearable Art Mandurah is the drive for this event to be a tourism and arts driver for the City rather than showcasing wearable art as an arts form.

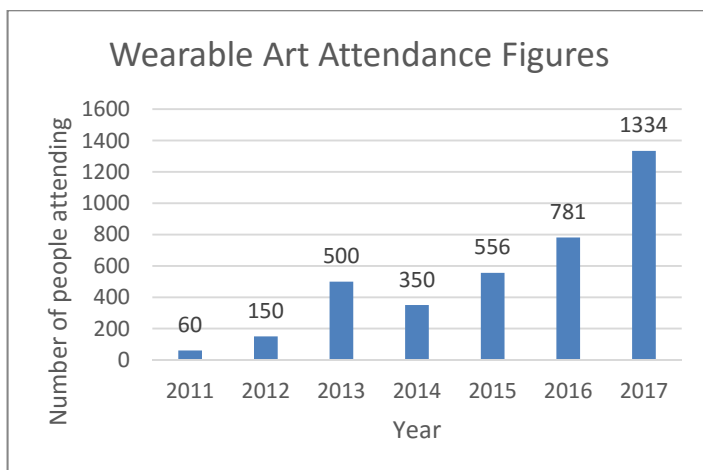
Wearable Art Artists

The forward momentum of Wearable Art in Mandurah has been very positive. Wearable art competitors have increased 10-fold since the event began in 2011. This is not a hobbyist's project; some garments take six months to make. This requires real dedication and skill from the artists. The 2018 competition has 132 entries with 16 entries from the City of Mandurah and 28 from the Peel region. The remainder are from Western Australia, interstate or overseas with many attending Mandurah for the event and staying in local accommodation.



Wearable Art Audience

Audience development has gone so well that the operational decision was taken last year to increase the event to two shows with the Saturday night selling out and the Sunday afternoon event attracting a more casual audience filling 75% of MPAC Boardwalk Theatre.



In 2018, with the evening show on Saturday 9 June and the afternoon show on Sunday 10 June, we anticipate selling out both shows and are already well on the way to achieving that.

Signature Event

It is proposed that the City develop Wearable Art Mandurah as its second signature event after Crab Fest. We are confident with careful and judicious management Wearable Art can build on its existing state, interstate and international presence to showcase Mandurah and Western Australia to the world.

Wearable Art Mandurah provides great opportunities for the City to grow arts tourism. Traditionally bodies like State Government and Lotterywest separated arts and tourism, mainly for funding purposes. With the decline of the mining boom and tourism becoming an increasing priority a more sophisticated perspective is emerging where the sector recognises the clear synergies between art and tourism epitomised in an Australian context by the growth of tourism in Tasmania predicated on visitation to the Museum of Old and New Art (MONA).

Budget 2017-18

Budget Item	2017/18
Wearable Art Media/ Prize Money/ Administration/ Regional Arts Summit	\$80,000
Showcase Production	\$55,000
Showcase Support	\$33,500
Judging Event	\$12,000
Workshops	\$11,500
Exhibition/ Touring/Roadshows	\$7,000
Youth Judging Event - new	\$4,000
Salaries Admin Support	\$18,000
Salary Project Manager	\$55,000
Total Expenses	\$276,000
Less cash Income	\$97,500
Total Cost City of Mandurah	\$178,500

Projected Income

Income - Cash	2017/2018
Competition Application Fees	\$3,500
Showcase Ticket Sales	\$28,000
Patrons Program	\$500
Additional Performances	\$3,000
Sponsorship/Patrons	\$8,000
Program Sales	\$2,500
Healthway Funding	\$25,000
DCA Funding	\$18,000
WA Regional Arts Summit	\$5,000
Bendigo Bank	\$4,000
Total Income	\$97,500

The last year has been a difficult financial environment to operate in, with economic uncertainty in Australia as a whole and a change in state government, with a significant savings agenda. Despite this WAM did receive \$43,000 from State funding. With another successful season in 2018 and more certainty at State

Government level we are hopeful of increased funding ongoing. The strategic document outlines an approach to increasing the income for the event through the development of a grants and sponsorship plan, which does not involve the City increasing its contribution towards the event. The event needs to grow using grant and sponsorship funding.

Comment

Mandurah is experiencing a building renaissance with the Mandurah Pedestrian Bridge, the new Mandurah Bridge, Yaburgurt Public Art and the development of the Eastern Foreshore. A new City Centre Strategy is also being developed and delivered. This impressive environment puts even more pressure on the City to deliver or facilitate high class events and festivals. This event is part of this new story about how we want Mandurah to be.

International Event

Mandurah, like the rest of Western Australia is becoming a more attractive place to visit, but people need a reason to come. We already have the genuinely iconic Crab Fest going from strength to strength being recognised as Western Australia's largest free regional event and two-time Gold winner in the Major Festivals and Events category of the Tourism Council awards (2016 and 2017). The City needs to build on that with other tourism product and Wearable Art Mandurah is in a good position to do that.

The City of Mandurah and community members have spent over seven years creating what has become an international event:

- Entrants from over 10 different international countries
- Significant recognition and ongoing support from the Department of Local Government, Sport and Cultural Industries (DLGSC).
- Sold-out shows
- High artistic standards
- Featured at Perth International Fashion Festival
- Workshops in support of the showcase

Arts Tourism

With the slowing down of the mining boom and other factors the Western Australian government has a new focus and emphasis on tourism. This 'WA is open for tourism' spirit is epitomised by the first direct flights to London opening in March 2018 and the exploration of even more direct flights to and from Perth and Asian and European cities. This means more people visiting Western Australia and Mandurah is perfectly placed, adjacent to Perth, even closer than Margaret River, to attract tourists looking for a taste of WA.

It is proposed over the next three years to develop Wearable Art into a weekend experience, where artists and visitors can experience the show, but also fine dining, workshops and explore Mandurah and the Peel.

The message across the world in the *Digital and Information Age* is that growing modern communities invest in arts and culture:

The economic, social, industrial and cultural contributions from creative industries are usually a hallmark of an advanced and thriving economy and bring a wide range of benefits to the economy.

(Perth as a Resilient Economy: Committee for Perth/ UWA 2017)

The Purpose of Events

We bring events to the City and create events to:

- **Produce Benefits for the City's Economy**

Presenting WAM means increased intrastate, interstate and international visitors are attracted to Mandurah and spend money in the region. Staff are directly employed by the event and partners e.g. MPAC, restaurants to cope with demand, local businesses like ONYX hair and DTX dance. A creative Mandurah with a successful WAM event as an integral element, is impacting on job creation and education and training, giving local young people practical opportunities as dancers, technicians, administrators, restaurant staff and security.

- **Give Life to the City**

The Gold Coast Culture Strategy 2023 talks about creating a cultural 'buzz'. With the delivery of our Arts, Heritage and Culture Strategy 2014-2020 supporting a range of activities including WAM, Yaburgurt activation and public art, public art on the new bridge, city centre activation and the emergence of a strong 'Plein Air' (painting outside) artists group Mandurah is beginning to 'buzz'. A thriving wearable art event can only add to this creative energy.

- **Create Interest in the City**

Mandurah becomes known as a vibrant and exciting place to visit as more people around Australia and the world become aware of the city. Arts officers visiting the Eastern States last year were surprised at the amount of people they met who knew about the arts in Mandurah; Contemporary Arts Spaces Mandurah (CASM Gallery), local artists, Stretch Arts Festival, Wearable Art Mandurah and Mandurah Performing Arts Centre. Creating meaningful creative and economic networks across the state, nationally and internationally will mean that WAM will not be a constant 'drain' on City of Mandurah resources, but will develop strategic opportunities to attract more funding to Mandurah. This aim sits at the heart of the City's Arts, Heritage and Culture Plan to develop a thriving and sustainable creative Mandurah, with local people at the centre, which breaks from community levels of attainment to excellence in as many endeavours as possible.

- **Reflect the Kind of City Mandurah Is**

WAM has developed a reputation as an artists and artisans competition (as opposed to some of the manufactured garments at WOW), with a unquenchable appetite for using recyclable materials reflecting our own priority of preserving our beautiful natural environment. Even during our short existence, through our local partners; Metro Modelling and Dance Academy and DTX Dance, so many Mandurah young people have participated on stage in WAM reflecting the City's huge priority of giving opportunities to young people.

Finance

The strategy going forward suggests no greater investment by Council and articulates the opportunities for greater investment from other sources. The relationship between Wearable Art and the Department of Local Government, Sport and Cultural Industries is strong and ongoing, with funding of \$18,000 being made available in 2017-18. As indicated in the strategy the City is promoting its arts tourism agenda with strong economic benefits for local people and business, so we are hopeful of leveraging funding from the Department of Regional Development as we continue to create job opportunities in the creative services and technical sector e.g. dancers, lighting engineers etc. Healthway continues to be a very supportive partner contributing \$25,000 this year.

The City continues to build relationships in the private sector to cover costs and directly sponsor our events program. Wearable Art Mandurah is no different and actually provides a very attractive, high end product for a niche selection of sponsors. Part of our WAM strategy is to bring to fulfilment some of these discussions and explore new opportunities supported by colleagues in Economic Development.

At a different level we are proud of the relationships we have locally and the partnerships we have established with local businesses:

- Readings Cinemas
- Onyx Hair and Beauty Crew
- Metro Modelling
- Stage Door Restaurant
- Seashells Resort
- Mandurah Performing Arts Centre
- Barbara Pannell – Patron
- Gillian K Peebles – Sponsor
- Hire the Runway
- Flicks Kitchen
- Mandurah Cruises
- J'Adore Beauty
- Bendigo Bank

The only costs to the City of being an interstate and international competition is the \$100 that we pay to assist shipping garments back to their state or country of origin.

It is envisaged any additional funding for Wearable Art Mandurah will come from external funding opportunities and sponsorship. Officers have worked hard at developing these positive relationships and are optimistic about the way forward.

Measurement

The City is developing an ever deepening partnership with Pracsys and their *Culture Counts* tool to measure outcomes of arts and events. In 2018 officers will be able to give an analysis based on Culture Counts interviews with artists, audience members and stakeholders.

The City has also established eighteen key performance indicators:

1. Total participation
2. Youth participation
3. Tertiary participation
4. National participation
5. International participation
6. Total spectators
7. National spectators
8. International spectators
9. Economic value
10. Tourism value
11. Media value
12. Artist sentiment
13. Audience sentiment
14. Community sentiment
15. Business sentiment
16. Ticket sales
17. Sponsorship
18. Government funding

Initial economic modelling has also shown that a more comprehensive event could yield over \$1m additional spend in Mandurah with the creation of 9.5 jobs in the area. More work needs to be done in this regard. However Crab Fest for example attracts a dollar spend in the community of over \$4,000,000 (Crab Fest Economic Impact 2017 – Metrix).

Statutory Environment

N/A

Policy Implications

N/A

Risk Implications

N/A

Economic Implications

The future growth of the Mandurah economy is likely to be predicated on new economic models and industries. Tourism will be one of these and is being identified as such in the Mandurah Murray Economic Development Plan. It is recommended that we develop Wearable Art Mandurah to be an element in this. It is not envisaged that further funding will be requested from the City and officers are looking to grow external partnerships to develop Wearable Art Mandurah.

It is difficult to totally quantify how much of the spend on the event stays in Mandurah and this will be further investigated through the Culture Counts measurement that will be undertaken at this year's event. However the spend is quite different to Crab Fest which has stall holders and markets stalls who are not necessarily local and therefore that spend leaves the economy. Wearable Art Mandurah sells tickets to a show that is held in Mandurah so the spend for this stays in Mandurah as does accommodation and payments for workshops.

Strategic Implications

The following strategies from the *City of Mandurah Strategic Community Plan 2017 – 2037* are relevant to this report:

Social:

- Provide a range of social, recreational, entertainment and learning experiences for our residents and visitors.

Economic:

- Increase the level of regional employment.
- Increase local education and training opportunities.
- Develop a strong and sustainable tourism industry.

Identity:

- Embrace Mandurah's identity as a multicultural community.
- Promote Mandurah's identity as a unique regional city, based on its waterways, history and future vision.
- Become known as a city and destination for events, arts, heritage and culture.

Conclusion

Wearable Art Mandurah is uniquely placed to be the next signature event for Mandurah. Arts Tourism is well established across the globe with millions flocking to Sydney, Barcelona, and Buenos Aires amongst many other cities to experience unique and engaging arts and cultural events. Mandurah already has significant attractions including the celebrated Mandurah Performing Arts Centre, the unique thrombolites and the award-winning Crab Fest. Building on this heritage, developing Wearable Art will allow us to have a positive and creative international presence where we can promote Mandurah to the world.

Ongoing the model of delivery for Wearable Art can be changed and refined as we adapt to external influences and opportunities. Failure to take Wearable Art to the next step now, will in all likelihood mean that we take another eight to ten years developing tourism and arts product for the growing visitor market. On the other hand building on the relationships and momentum we have established over the last eight years means that we have a mature arts tourism product that can attract more visitors to Mandurah and help grow local businesses and the wider regional economy.

NOTE:

- Refer Attachment 1 Wearable Art Mandurah: Draft Strategic Plan 2019- 2021

RECOMMENDATION

That Council:

- 1. Approves the direction set in the Wearable Art Mandurah Strategic Plan 2019-2021 and supports the event for the duration of the plan.**
- 2. Recognises the value of arts tourism and the position of Wearable Art Mandurah as a signature event delivered by the City, in partnership with the community.**

WEAR ABLE ART

Mandurah

**Strategic Plan
2019 – 2021**

March 2018

By Dominique Monteleone
wickedstrategies.com.au



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1. Mission Statement

Purpose - Why Wearable Art Mandurah?

To showcase excellence and innovation in creative art forms that inspire artists globally to push boundaries and enrich and connect the broader community.

Values

- Developing artistic creativity
- Economic growth and development
- Industry and community collaboration
- Vibrant and entertaining
- Diversity and inclusiveness

2. Executive Summary

This Strategic Plan, prepared for City of Mandurah, presents development opportunities for Wearable Art Mandurah (WAM) that expand, diversify and innovate the city's vision to become known as a destination for events, arts, heritage and culture. It also supports the future programming of local creative and cultural industries and local entrepreneurship to create a vibrant and sustainable product that generates increased economic impact through tourism. Finally, it identifies a gap in state government funding for the Peel region and Mandurah in both arts and Aboriginal tourism that establishes opportunities to capitalise on and could assist the City's broader arts and tourism picture.

The Strategy's development was informed by a review of government documents, consultation with City of Mandurah and examining examples of other Wearable Art projects and related activities across the nation.

WAM enters its seventh year in 2018 and has grown from a small community event into a signature event attracting entrants across the globe. It is now recognised as Australia's premier Wearable Art competition. WAM represents a fun, unique and inspiring affair that is unlike anything else, it's cool and it's revolutionary. WAM repositions Mandurah and addresses perceptions of an old and boring city to bring Mandurah into the new world of arts, one that's funky, creative and vibrant.

In continuing to service the arts community with a quality product and in delivering more artistically and culturally varied activities, the two-day event will stretch across two weekends with the WAM shows doubling from two to four. It effectively becomes a festival, with a program that embraces all that Mandurah has to offer.

The City has a history of hosting large events including Crab Fest, which is also an award-winning tourism product. In the same way, WAM will become synonymous with Mandurah, not least because Mandurah is retained in the name of the event but also because of its distinctive content.



The financial management and resources to achieve this require commitment and collaboration from internal stakeholders and significant engagement with external stakeholders, to ensure the project follows the direction that is the best fit for both the City, its community and WAM. These processes and other strategic planning documents will form the next stage of WAM 2019-2021.

3. Environmental Review

Arts in the Regions

Mandurah is a fast-growing emerging city, with a population exceeding 85,000 at 2016. Its prime location is just one hour from Perth to the North and one hour to Bunbury in the South, providing gateway access to major cities. As the largest regional city in Western Australia, Mandurah is firmly endowed as the regional centre of Peel, one of the nine regions of the state.

The arts are acknowledged as central to economic and social policy in regional Australia and by 2015, 71% of regional local government authorities in WA were active in arts and culture.¹

Regional Arts Australia states, "Regional arts activities support the strengthening of community connectedness, social inclusion, civic pride and community identity as well as providing opportunities for regional development and economic regeneration".²

This supports the objectives in the City's *Strategic Community Plan 2017-2037*, in outlining a priority for its identity; to become known as a city and destination for events, arts, heritage and culture. It also resonates with the City's strategy to encourage active community participation and engagement by; leveraging arts, heritage and culture to build a more cohesive community.

The goal of the Peel Development Commission in increasing the region's arts and culture sector, notes an aspirational target "to be known globally for its arts and culture contribution to the nation's economy, by 2050."³ This long term view is assisted by more immediate action in its Arts Strategy 2015-2020 and supports the City's Arts Strategy, declaring Mandurah builds the business case for a stronger arts, heritage and culture presence to highlight its strengths and unique characteristics.⁴

The City recognised the need to shape arts and culture in the community and developed its *Arts, Heritage and Culture Strategy 2014-2020* to inform effective planning. WAM (formerly Common Threads Wearable Art) was noted in the Plan for cultural excellence in developing from a small supporting event at Stretch Arts Festival into a major event of singular importance. The event's impact on the community has become increasingly evident in its growth from 13 participants in its first year to over 100 entrants seven years on, across two shows and with numerous capacity building activities to compliment it.

¹ Chamber of Arts and Culture WA and Country Arts WA: Local Government Arts and Culture Report, March 2015

² Regional Arts Australia: Stats and Stories

³ Peel Development Commission: Peel Regional Investment Blueprint 2050

⁴ Regional Development Australia, Peel WA: Peel Region Arts and Culture Strategy 2015-2020



There's no doubt the City plays an important role in developing arts and cultural activities and in fostering an enthusiastic community that embraces all forms of art, including music, theatre, sculpture, drawing and writing as well as wearable art. Its infrastructure assets, the Mandurah Performing Arts Centre and Contemporary Art Spaces Mandurah, are pivotal in the continuing cultivation of arts and culture and are recognised as important to the community. These venues are also home to the WAM showcase and exhibition and have become intrinsically linked.

Arts and Culture Government Funding in the Regions

A 2017 report by the Chamber of Arts and Culture WA and Country Arts WA⁵, identified that local, state and federal government funding from 2011/12 to 2015/16 delivered \$79,125,429 to the nine regions. Of Peel recipients, the top four art forms were Multi Arts, Performing Arts, Visual Arts and Dance and Fashion. Wearable Art was noted as a line item within Design & Fashion; Fashion Festivals, wearable art and a photo from WAM 2017 Regional Arts Summit was part of the report cover. Additionally, a photo from Common Threads Wearable Art was used in the Department of Culture and the Arts (DCA) regional plan.

Importantly, these are indicators that Wearable Art has a place as a credible art form in the eyes of government funding bodies and that WAM is making an indelible mark in creating Australia's premier Wearable Art event. However, Peel is significantly under represented and invested in as a region, with the lowest state arts funding of all nine regions per 100 people allocation across the five-year study. In considering the potential of Aboriginal collaboration and participation, Peel also has no Aboriginal funded organisations or portfolio agency funding from DCA and has no Aboriginal Arts funding by DCA via Country Arts WA's Core Arts fund.⁶

The evolution of WAM represents a significant opportunity to achieve arts funding and deliver on its potential by demonstrating its strategic ability to present a diverse and sustainable program that meets state, regional and national agendas.

Notwithstanding the recent changes in State Government funding through Lotterywest, Culture and the Arts WA (DLGSC) and Royalties for Regions, and the unknown outcome of future budgets under the current regime, state government funding for the arts remains an important source of operating income for the more uniquely creative ventures such as WAM.

In general, the City enjoys respected relationships as evidenced by the five-year funding to Peel LGA's, in which Mandurah received 49% of the amount awarded. However, ongoing endeavours to nurture these relationships and expand on them for WAM are paramount for its future. The existing state government funding to WAM is in major contrast to the significant amounts provided by the Wellington and New Zealand government in support of World of WearableArt™.

⁵ Chamber of Arts and Culture WA and Country Arts WA: Mapping Arts and Cultural Funding in Regional Western Australia, June 2017

⁶ DCA: Regional Arts and Cultural Action Plan 2014–2018



Arts Tourism

While the arts are a creative industry, it's a serious business in delivering economic returns to the state, as shown by the latest data on international visitors to Australia with arts tourists accounting for 2.4 million visitors, an increase of 19% over the previous four years.⁷

In 2016, the average number of visitors to Peel was 699,000.⁸ As Mandurah is strategically positioned as the region's business, retail, arts, entertainment and tourism hub, WAM plays a growing role in showcasing Mandurah as the centre of artistic and creative celebration.

Events Strategy

According to Tourism WA, "Events can be one of the most potent and marketable tourism experiences".⁹ One of the three functions of Tourism WA is sponsoring major international and home-grown events that attract visitation to WA. Key to this is in positioning WA as a recognised events destination for locals and visitors and through its 'Experience Extraordinary' branding. In this way, WAM plays a role in providing 'extraordinary experiences' and redefining the new Mandurah as a hub of artistic and cultural events.

Indigenous Tourism

It's no surprise that Aboriginal tourism experiences are highly sought after, with 78% of visitors in 2016/17 interested in an Aboriginal activity in WA, growing 19% in five years. The report also finds that participation levels declined 5%, therefore there is a clear opportunity for WAM to capitalise on the increased interest in Aboriginal tourism.¹⁰

Tourism WA has a distinct goal to double the value of tourism in Western Australia from \$6 billion in 2010 to \$12 billion a year by 2020 and part of this is increasing visitors to regional WA.¹¹ It profiles 13 countries for key source markets, of which six have already entered WAM including China. Nearly 30% of the total growth by 2020 is expected to come from the Asian nation.

China*	India*	Korea	Singapore	USA*
Germany	Indonesia	Malaysia	Switzerland*	
Hong Kong	Japan	New Zealand*	UK*	

It follows suit that tourism is the next stage of development for WAM and after a successful first year partnership with Australia's leading Chinese media group Ostar, the relationship continues for a second year. To take advantage of the increasing potential, entry forms were translated into Mandarin for the first time in 2018.

In a sign that WAM is considered an emerging tourism event, MAPTO has included it in its promotional activity for the first time in 2018. It's tourism brand 'anytime adventures' and its program of tourism marketing is a welcome collaboration that will springboard ideas and opportunities to reach national and international arts audiences.

⁷ Arts Nation: An Overview of Australian Arts, 2015

⁸ Tourism WA: Peel Development Commission Area Overnight Visitor Fact Sheet 2014/2015/2016

⁹ Tourism WA: Tourism in Western Australia 2020

¹⁰ Tourism WA: WA Visitor Experience and Expectations Research August 2017

¹¹ Tourism WA: Tourism in Western Australia 2020

* International entrants



Mandurah is well placed to foster arts tourism with its depth of experience in producing Crab Fest, the State's largest free regional event and two-time Gold winner in the Major Festivals and Events category of the Tourism Council awards (2016 and 2017). Like WAM, the Festival is resourced internally and its 20 years of growth in attracting over 100,000 people has ensured its partnerships are well established with funding provided by state government as well as corporate partners. While the events are different, they are both unique and have become synonymous with Mandurah.

4. Industry Review

To gain a clearer understanding of Wearable Art as an art form and its perception, acceptance and appeal to the public, there are key events and activities that combine to create an industry of active participants. These include; exhibitions, workshops, textile forums/conferences and competitions.

Exhibitions

Exhibitions of Wearable Art are presented by key galleries in each state in offering niche events that provide an alternative to the mainstream but appeal to an arts and fashion audience. The characteristics of Wearable Art are further shown through dozens of exhibitions that highlight elements of the practice, particularly textiles, where Wearable Art may be included in the description but is not always the focus of the works. On occasion, the galleries charge an entry fee and in some cases the pieces are for sale. There is also an exhibition component in almost all Wearable Art competitions (including WAM), to highlight the artists skill and unique creativity. Collectively, these suggest a national interest in the appreciation of Wearable Art.

Some examples of Wearable Art exhibitions across Australia are:

The Brunswick Street Gallery in Fitzroy, Victoria presents a Wearable Art exhibition by Australian artists and designers who push the boundaries of objects to adorn the body. Objects are wearable but not necessarily practical. 16 – 28 March 2018.

National Gallery of Victoria showcased avant-garde creations from the archives of Dutch fashion designers Viktor & Rolf in a display of their self-proclaimed radical conception of Wearable Art. 21 October – 27 February 2017.

Frankston Arts Centre in Melbourne, staged a Wearable Art exhibition of materials considered rubbish transformed into Wearable Art, with the theme of re-use, re-cycle, re-invent and re-purpose. 13 July – 05 August 2017.

Gladstone Regional Art Gallery Museum in Queensland presented 19 Wearable Art garments from recycled objects to textiles by award winning artist Beryl Wood. 1 April to 29 April 2017. This exhibition also toured to the Kingaroy Regional Art Gallery, 3rd July – 31st July 2017.

Australian Design Centre in Sydney, presented an exhibition of Wearable Art by Melbourne-based artist Phil Ferguson. His wearable crochet pieces take the form of everyday objects – from tacos to teabags and are captured as self-portraits in a mix of video and photography.



To compliment the exhibition, ADC held a series of events including 'cocktails and crochet', kids' workshops, artist talks, panel discussions and a local makers market. 2 February – 29 March 2017.

Workshops

Across the nation, galleries, local councils and art groups conduct workshops for the creation of Wearable Art, particularly in the lead up to a competition or exhibition. However, there are possibly hundreds of workshops that feature specific techniques used in the creation of Wearable Art, particularly with textiles, but don't include Wearable Art in the description or as the singular focus of the workshop. These are broadly offered for both industry and community participation and can be paid or free sessions. The quantity of workshops offered, of which there are too many to capture, suggests an ongoing interest in the practice of Wearable Art.

For many years the City has presented a series of workshops in the six months leading to WAM to encourage entry and develop artist's skills. WAM selects facilitators that are past entrants of the competition and have specialised areas of expertise, which contributes to a more meaningful learning experience as well as supporting local artist capacity building. Interstate workshops have also commenced with the artist promoting WAM to its network of contacts. Some of these workshops have been made possible through government funding, with the aim to increase regional opportunities for artists to participate, free of charge.

Textile and Fibre Forums

The design and production of textiles and specialised fibres is a major component of Wearable Art with many forums, conferences and seminars for artists to gather, discuss, learn, promote and exhibit. As there are no notable forums coinciding with a Wearable Art event in Australia, this presents an opportunity for WAM to host its own event. The multi-day forum will encourage extended participant visitation as well as generating new visitation from textile devotees, while further enhancing the industry support and credibility of WAM.

Some examples of Textile Forums across Australia are:

- Wrapt in Rocky: 17 – 19 March 2018, Rockhampton, QLD
- The Australia Circular Fashion Conference: 22 March 2018, Sydney, NSW
- Fibre Arts: 4 – 10 April 2018, Ballarat, VIC
- Fibre Arts: 15 – 21 April 2018, Woodlawn, NSW
- Rapt in Felt: 2 June - 11 June 2018, Chifley, ACT
- Knitfest Fibre Art and Yarn Festival: 30 June – 1 July 2018, Maleny, QLD
- Jindy by the Sea Feltnaking Retreat: 30 July – 7 August 2018, Tuross, ACT
- Textile Art Workshops Retreat: 4 – 8 August, Uluru, NT
- *Geelong Fibre Forum: 30 September – 6 October 2018, Geelong, VIC
- Fibre Arts: 8 – 14 October 2018, Adelaide, SA
- Fibre Arts: 19 – 24 October 2018, Canberra, ACT
- Fibre Arts Festival: 17 – 19 November 2018, Sunshine Coast, QLD
- **Fibres West Biennial Forum: 7 –13 July 2019, Northam, WA

*The Australian Forum for Textile Arts (TAFTA) has provided entry to the Geelong Fibre Forum as a prize to WAM, since 2015.

** WAM presented a mini exhibition at the Fibres West Biennial Forum in 2017 and 2015.



5. Competitor Analysis

The dominant force in Wearable Art globally, has long been the New Zealand **World of WearableArt™ (WOW®)**, which celebrates its 30th year in 2018. It started in 1987 by Dame Suzie Moncrieff to promote a rural art gallery in Nelson, before moving to Wellington in 2005 where it employs 19 permanent staff and a seasonal cast and crew of 8,000.

The 17-day event held across September and October each year, presents 16 theatrically based, two hour shows (increasing from 15 shows in 2016). Five ticket prices are available from \$50+GST restricted viewing, \$99+ standard, \$140+ premium, \$180+ platinum and \$390+ for stage side dining including 3-course meal (6 shows). In 2017 it attracted nearly 60,000 people and generated over \$25m to the Wellington economy (excluding tickets and airfares) ¹², which is more than three times the \$8m when it first moved to Wellington.

WOW® is Wellington's biggest event, selling more tickets than the Rugby Sevens. Almost three quarters of ticket holders visit from outside the region, putting the city on the global map as the creative and cultural capital of New Zealand. It's partnership with the City of Wellington is reported to be over \$1m per annum.

The competition receives international artistic acclaim and the 2017 show featured 104 finalist garments by designers from 13 countries, competing for 37 awards from a prize pool of NZ \$160,000. The Supreme Award winner receives NZ \$30,000.

The WOW® museum in Nelson opened in 2001 and welcomed more than 40,000 visitors last year with over 500 garments. A 32-piece collection tours the world with three US exhibitions held in 2017.

While many Australian Wearable Art events are conducted by local government or not-for-profit groups, the ownership status of WOW® is a NZ limited company for the registered business name Wearable Art Awards International Limited, with all profits returned to its three directors.

Australian Wearable Art Competitions

Wearable art competitions with accompanying showcase events, workshops and exhibitions are held in almost every state. The number of events is steadily growing, in part due to the variety of creative techniques applied and for the opportunity to participate in artistic endeavours that are more uniquely fun and entertaining. It's well known within the Wearable Art community that other events aspire to be like WAM and some even reference WAM as being prestigious.

Some examples of Wearable Art competitions across Australia are:

Worn Art Revamped by Theatre Kimberley in Broome, was well known as Worn Art from its inaugural event in 1997 until 2011. After a 2-year hiatus, the event was restaged in 2014 with its new name Worn Art Revamped although it wasn't presented in 2017. It resumes in 2018 with 2 shows.

¹² Wellington Regional Economic Development Agency economic impact report



Who: Theatre Kimberley
Show Dates: 2 and 3 November 2018
Status: Not-for-Profit

Inception: 1997
Other: TBA
Prizes: Pearl jewellery and loose pearls

Shearwater Wearable Arts in Mullumbimby, NSW is a major event for the students of its Steiner School. It has become embedded in the curriculum as a catalyst and stimulus to students learning, serving as a focus for their creative expression. It complements the school's Entertainment Industry Certificate III VET course and encourages other Steiner schools to enter. It includes six themed categories with specific show themes, open, shoes, recycling and raw/natural/sustainable materials.

Who: Shearwater, the Mullumbimby Steiner School
Inception: 2001
Status: Unincorporated Entity/Charity

Show Date: 1, 2 and 3 November
Other: TBA
Prizes: \$8,250

The **Wearable Art Awards** in the Northern Territory began as part of the Desert Festival with four categories; 1. Fantasia, 2. Over the Top, 3. Nature's Bounty, 4. Youth Award plus six other awards. It wasn't held in 2017 and instead a retrospective fashion show was presented of 35 works by wearable art artist Philomena Hali.

Who: Central Craft Alice Springs
Status: Not-for-Profit
Inception: 2002

Show Date: TBA November 2018
Other: Exhibition and workshops
Prizes: TBA pending funding, 2016 was \$8,250

Worn Out Worn Art in WA's South West presents its 14th annual wearable art competition of recycled materials and repurposed clothing, with four categories: 1. Outstanding performance, 2. Imaginative design, 3. Construction, 4. Use of innovative materials. WOWA was previously part of the Darlington Arts Festival and in 2018 becomes a stand-alone event at the Midland Junction Arts Centre. The previously youth only event (8-24) is open to all ages for the first time in 2018.

Who: Mundaring Arts Centre
Status: Not-for-Profit
Inception: 2005

Show Date: 23 November 2018
Other: Exhibition and workshops
Prizes: TBA pending funding, 2017 was \$7,000

Paper on Skin in Tasmania's north will hold its fourth biennial Wearable Art competition with artists developing garments made from at least 80% paper. The 2018 event is open to international entries for the first time.

Who: Burnie Arts Council
Status: Not-for-Profit
Inception: 2012

Show Date: 15 June 2018
Other: Exhibition and workshops
Prizes: \$7,000

Hybrid Entities: Wearable Art Forms by students and alumni of the Fashion and Costume Design program at LCI Melbourne will hold its fifth show during Australian Melbourne Fashion Festival from 01-18 March 2018. Melbourne Fashion Festival is the pinnacle of fashion in Australia.

Who: LCI Melbourne (formerly Academy of Design Australia)
Status: Education Institution
Inception: 2014

Show Date: 14 March 2018
Other: Exhibition
Prizes: Nil



Horizon Festival of Arts and Culture on the Sunshine Coast in Queensland presents a Wearable Art competition across five categories; 1. Design and Construction, 2. Sustainability, 3. Headpiece, 4. Student, 5. Naturally Dyed. It forms part of the 10-day festival from 24 August to 02 September 2018.

Who: Sunshine Coast Council

Show Date: 1 September 2018

Status: LGA

Other: Exhibition and workshops

Inception: 2016

Prizes: TBA pending funding, 2017 was \$1,250

Wearable Art Townsville in Queensland began as a section to open the Townsville Fashion Festival in 2016 and now has a show within the Festival. The 2018 event presents its first competition with four categories; 1. Ocean Forrest, 2. Environment, 3. Cultural, 4. Avant-Garde. The interest in Wearable Art was fostered through Townsville's exhibition of WOW® in 2015, which was the first international showing.

Who: Wearable Art Townsville

Show Date: 20 October 2018

Inception: 2016

Other: TBA

Status: Other Partnership

Prizes: 1 winner, \$1,000

***Apex Australia Teenage Fashion & Arts Youth Festival** is open to private and government schools for students aged 13 to 19 and has a Wearable Art category as well as Society and Environment, which is judged on the Wearable Art criteria. Each state has regional heats and a final leading up to the national championships. In 2017, WA heats were held in; Esperance, Manjimup, Wagin/Narrogin/ Katanning and Perth with the state final at Mandurah Performing Arts Centre.

Who: Apex Australia

Show Date: WA TBA (September)

Inception: 1989

Other: Nil

Status: Other Incorporated Entity

Prizes: Nil

*WAM presented a 15-minute show at the APEX 2017 State and National Finals, held at MPAC.

6. Organisational Strategies

WAM is the Australian platform that encourages artists to create extravagant, revolutionary, provocative works of art on the body that elevates and challenges artistic and conceptual creativity, and ensures innovation and curatorial rigour in all art forms. It delivers this through five elements;

1. International competition
2. Capacity building workshops
3. Whispers progressive garment
4. Entertainment showcase
5. Exhibition

The strategies to achieve this have been firmly embedded in the pursuit of both artistic and creative excellence:

Artistic Excellence

- Provide access for all artists to participate in the competition. Foster creative excellence and encourage high levels of attainment. Push the boundaries and assumptions of wearable art.



- Nurture and enhance practical skills to develop the creative growth of participating artists.
- Produce a professional showcase across multiple creative art forms including; digital media, dance, music, theatre, visual art and creative expression.
- Present a curated exhibition that speaks to the art work and encourages critical thinking and debate.

Creative Leadership

- Encourage innovation in techniques, design and application that transcends the original meaning of the materials used.
- Build a community of artists to connect, nurture and enhance other artists, contribute to capacity building and skills development through workshops, artist talks and more.

Creative Communities

- Build audiences by engaging, connecting and inspiring communities.
- Encourage collaboration and shared learning, foster exploration and development that develops artists and communities.

Throughout this time, WAM has followed five principles:

1. Internal resourcing and management
2. External production
3. Critical arts assessment and development
4. Entertainment focused
5. Community participation

The WAM of tomorrow is worlds away from its humble beginnings in 2011 as a support event to the Stretch Arts Festival. The desire for inclusivity opened it to all skill levels, ages and art forms and while it quickly garnered a reputation for artistic integrity, it was comfortably positioned as a community event.

A review in late 2015 stressed development opportunities for 2017, to separate it from Stretch into its own event, continuing to present its workshops and exhibition and introducing a second show to facilitate spectator growth. This required a new name, a new brand and state government funding to assist. The resulting transformation from Common Threads Wearable Art to Wearable Art Mandurah was so outstanding it won Gold for *Identity and Design Application* and Bronze for *Communication Typography* at the 2016 Perth Advertising and Design Club Awards.

During this time and with little prompting, it was quietly receiving national and international entries. The next phase however, was to step beyond the network established at craft and textile shows and break into the educational institutions of fashion and textile design by attracting support from lecturers and entries from design students. This changed the platform of WAM and in 2017 a tertiary student category was introduced.

It was at this point, in creating a signature event of high artistic merit, coupled with the award winning new brand, the attraction of design students plus national and international entrants, that it proudly took it's the position as the leading Wearable Art event in Australia.



While similar events are evident across the nation, artists return year after year, drawn by the culture that WAM has established and the impetus on relationships, which can't be duplicated by the other events.

Like previous years, the WAM of 2018 also has its foundation in the ideologies that have garnered its success to date. It continues the pursuit of artistic integrity with further skills development programs through workshops and term programming in the tertiary curriculum. It continues its youth and community focus through enhanced secondary school engagement and casting community members as models, dancers and performers. It also continues to inspire fun and personality in art and offers no limits to what's cool, funky and extravagant. WAM is nimble in design and lateral in its thinking, which encourages innovation and opportunity.

The spotlight for 2018 turns to enhancing the showcase production with greater expertise in lighting, set design, stage management and choreography to create a new entertainment spectacular with increasing appeal to a widening audience.

In looking to its future, WAM 2019-2021 requires strategies that consider the social, economic and identity requirements of Mandurah that meet business objectives outlined in the *City's Corporate Business Plan 2018-2021*. These strategies are underpinned by WAM's Mission, Vision and Values as well as its three-year goals implemented through the Action Plan.

7. SWOT

Strengths - internal

- Commitment of the team
- Passion for wearable art
- Networking and relationships
- Continuous development
- Council funding

Opportunities - external

- Australian leadership status
- More engaged and vibrant community
- Creative growth and capacity building
- Economic diversity
- Redefining Mandurah
- International connections – China
- Artistic and Aboriginal collaboration
- Advocates and ambassadors – judging panel, lecturers, arts and regional government

Weaknesses – internal

- New brand, not fully developed
- Broader staff awareness
- Small team and capacity
- Succession planning
- Red tape

Threats - external

- Niche artistic medium
- Lack of community understanding
- Stagnant industry support
- Low media support
- Limited income sources
- Minimal prize money
- Perception of Mandurah



8. Vision

For WAM to be the most exciting, creative and innovative wearable art show in the world.

We are committed to:

- Being the **premier** Australian platform for artists globally, in the presentation of revolutionary works of art on the body.
- Showcasing Mandurah as a **hub** of artistic and cultural celebration, entertainment and adventure.
- Contributing to a vibrant, immersive and socially connected **community** that thrives on diversity.
- Making it easy for visitors to choose and explore **Mandurah**.

Values

- Avant Gard – we are experimental, entrepreneurial and aspirational
- Bold – We are courageous, daring and distinct
- Authentic – We are reliable, trustworthy and genuine with all our relationships
- Excellence – We are exceptional in all that we do.

The vision for WAM is an expanded offering of arts and entertainment that ensures Mandurah is valued locally and recognised globally as a leader in arts and culture.

It is of a multi-disciplinary festival held over two weekends, encompassing four WAM shows as the main events, by 2021. The extended program will feature numerous smaller events, activities, workshops and entertainment, presented by the community and other industry collaborators, to highlight the City and its vibrant offering.

The marketing campaign will attract national and international tourism, with packages that maximise visitation and offer versatility and variety to introduce the new Mandurah, with arts and culture at its core. This will be supported by tourism operators, vendors and local businesses to generate economic diversity across the region.

WAM will achieve a significant increase in both artist participation and spectator attendance, encouraging private and public-sector partners to support the festival operations.

9. Unique Position

Wearable Art events across Australia and indeed the globe have similarities in presenting a competition-based opportunity that showcase the entrant's designs and creations through entertainment and parade. This is generally preluded by workshops and follows with an exhibition to display the creative garments. In most instances youth are eligible and in all instances the event is open to all skill levels. Equally, in all events the community is involved as models and performers. In this setting, WAM follows the same structure as all Wearable Art events.



Its points of difference however, are defined through its behaviours, professionalism, personalisation and values, which set it apart from other Wearable Art events.

1. Its commitment to upholding the **artistic criteria** of competition entry has garnered a reputation for excellence that is not matched in Australia. It attracts a stronger field of entrants, challenging artists to push boundaries and be more creative in their artistic pursuits.
2. Its dedication to **showcasing** the event on a grand scale, using the professional facilities of Mandurah Performing Arts Centre elevates the event from a community stage to the world stage. Working with acclaimed choreographers, producers and technicians to present an event that has entertainment at its core enables it to attract a wider audience including those not familiar with wearable art.
3. The award-winning **branding** takes it beyond a small community product into a national and international brand, which is only evidenced by the few truly global events such as New Zealand's WOW@.
4. A focus on mentoring, nurturing, relationships and networking has created a community **culture** for wearable artists. The personal interaction and engagement generates a loyal participant base with repeat entry year on year. Artists have become advocates and ambassadors, with some now presenting workshops on behalf of WAM.
5. The introduction of a **tertiary program** has already seen entries from four Western Australian design schools and embedded in the curriculum of two. Tertiary participation has substantial prospects of national and international growth that hasn't been achieved by other Wearable Art competitions. It fosters sustainability in introducing new entrants each year and at the same time the progression of students beyond their studies could create a subsection of longstanding entrants.

10. Wearable Art Description

Wearable Art encompasses the worlds of art, fashion and craft and employs diverse techniques including sewing, felting, weaving, knitting, dyeing, leather tooling, beading, painting, sculpting and more. The creations are shaped and styled on the body, eliciting movement, form and character that is both serious in its practice but wildly fun in its creativity.

In many ways Wearable Art resembles haute couture for its detailed hand-work as well as costuming for its avant-garde creativity, but it purposefully doesn't conform to mainstream fabrics and often includes recycled, reused and re-purposed materials to push creative boundaries.

The Wearable Art product involves aesthetic considerations, but the term Wearable Art implies its intent to be a unique artistic creation or statement. Wearable Art is consciously artistic and unconventional in design.

WAM challenges artistic outcomes in creating revolutionary works of art on the body.



11. Three Year Goals

In three years WAM aims to be:

- An Internationally renowned Wearable Art competition
- One of Western Australia's iconic arts and entertainment events
- Presenting an expanded festival of events, activities and cultural experiences
- Attracting national and international tourism
- Achieving majority funding through corporate and government partners

Three guiding documents will support the aim and these will be developed following the 2018 show:

1. Marketing and Communications Plan

Marketing and Communication for this event is in three stages. The first stage is attracting and working with the designers to get them to enter and then get their creations to Mandurah. Work is also done with workshops to encourage them and to develop their skills. Extending to overseas entries meant that for the first time the entry kit was translated into Mandarin to assist in attracting Chinese entrants. Work is also done attracting young people and tertiary students to enter.

The second campaign is working to sell tickets to the show. The show is building a regular audience of dedicated people who would not miss the show but we still need to develop this.

The third section is building interested sponsors and investors so in many instances that is attracting them to attend the show and also work with them to see value for either the government agency or sponsor.

A well-defined plan would enable these areas to be comprehensible scoped and strategies developed to attract more designers, audience and sponsors.

2. Tourism Plan

Tourism is a logical outcome for WAM as it is already attracting designers from interstate and overseas. At this stage this is mostly designers and their families but this can be developed further. The event after this year has developed information and a track record which can then be put as part of a tourism plan to approach government tourism agencies such as Tourism WA and Tourism Australia.

3. Grants and Sponsorship Plan

WAM cannot expand without external investment and it is therefore critical for a grants and sponsorship plan to be developed. The plan would include a mix of government funding and corporate sponsorship.

The event would continue to seek both state and federal funding. The report has spoken about the arts and culture funding coming into the region and WAM is primed to be an event that is funded through these streams. The state government has recently announced an Innovation Fund which WAM is eligible for and if successful would give the event three years of partnership funding to develop the event further. The event has successfully attracted Royalties for Regions funding in the past and receives some funding from Healthways.



The event also has opportunities with AusTrade particularly with the Singapore Hub created by state government. Asia is a great market for this event as many Asian countries are interested in pursuing arts and culture as well as events. Singapore for example is working to identify events for its City and maybe interested in presenting an event that offers different perspectives for them.

The event is also developing relationships with a number of different corporates including a Chinese media company based in Western Australia. Ostar are interested in developing the relationship and using them as an introduction with potential Chinese investors who see the developing of a relationship between the event, the City and other partners. A development company have showcased Wearable Art in Parmelia House on St Georges Tce and are interested in further expanding their interests in the event.

The event is also building a relationship with Perth International Fashion Week which will it is envisaged extend to contact with other potential sponsors. In the past two years WAM has showcased at the event with outfits and designers.

The Grant and Sponsorship Plan will further refine the approach in developing these possibilities, relationships and opportunities.

Note: *The future goal for WAM is to be independent of city management but retain a key relationship with the city, as an advocate, supporter and partner.*

The plan for the next three years is shown below:

Year 1 - 2019
<ul style="list-style-type: none"> • Enhance relationships with state secondary schools • Introduce local secondary school incursion program • Develop relationships with national tertiary design institutions • Attract entrants from APEX teenage fashion and arts • Develop master classes, panel talks and networking for designers • Identify ways to reach China/SE Asia • Increase the prize money to continue elevating its status • Host national media • Introduce VIP ticket options • Expand the showcase to three shows across two weekends • Collaborate with Aboriginal groups on opportunities to feature Aboriginal artists in the showcase • Collaborate with community groups, businesses, tourism operators and artists for complimenting events and activities across a multi-weekend program • Develop day/overnight visitor packages • Cultivate opportunities with Perth Fashion Festival • Cultivate opportunities with leading exhibition spaces • Develop a business case to be independent of city management
Year 2 – 2020
<ul style="list-style-type: none"> • Expand secondary school incursion program • Develop relationships with international tertiary design institutions • Develop cultural tourism offerings across a multi-weekend program • Partner with Tourism WA • Host international media • Create an online mentor forum



<ul style="list-style-type: none"> • Expand on VIP ticket options • Identify merchandise opportunities • Build on a multi-weekend program of events and activities • Build on day/overnight visitor packages into China/SE Asia • Produce a textile and art forum to support the showcase weekend • Produce a 'taster' Wearable Art show at Perth Fashion Festival • Present a selection of garments in a leading exhibition space
Year 3 – 2021
<ul style="list-style-type: none"> • Establish state wide secondary school incursion program • Commence international workshops • Build on cultural tourism opportunities and events • Introduce merchandise items for sale • Expand the showcase to four shows across two weekends • Create a Wearable Art trail • Build on the textile and art forum • Fundraiser event to support women in textiles in developing countries • Present an exhibition at a leading exhibition space • Partner with regional galleries for touring exhibition

12. Finance and Resources

WAM is largely funded by the City of Mandurah with all endeavors taken to ensure responsible budget management. The below table is an estimation based on forecast expenses and income for 2018. The budget is indicative only and subject to change depending on programing and funding.

- The financial contribution by the City is set at the 2018 amount and does not increase over the three-year period.
- The internal project structure comprises one permanent part-time arts officer and one part-time administration support officer.
- Marketing requirements are facilitated internally and are not a salaried expense.
- Some support is provided by State Government Departments for arts and regional development.
- Some income is raised through ticket sales and participant fees.
- In-kind support is not included but has components within the overall budget.
- Expense are loosely based on 20% growth in year 1, then 15% in years 2 and 3 except salaries which is less.
- Income is conservatively estimated at 20% growth each year with larger increases in corporate sponsorship.

Income Item	2019	2020	2021
Competition Entry Fees	\$4,200	\$5,040	\$6,048
Workshop Participant Fees	\$10,000	\$12,000	\$14,400
Showcase Ticket Sales	\$34,800	\$41,760	\$50,112
Program Sales	\$3,000	\$3,600	\$4,320
Corporate Sponsorship	\$15,000	\$30,000	\$60,000
Government Grants/Sponsorship	\$73,300	\$95,040	\$106,708
City of Mandurah*	\$186,000	\$186,000	\$186,000
Total Income	\$326,300	\$373,440	\$427,588



*Funding from City of Mandurah is retained at the 2019 contribution until 2021

Expense Item	2019	2020	2021
Wearable Art – General	\$98,300	\$115,800	\$130,854
Wearable Art Showcase Production	\$64,100	\$72,433	\$87,451
Wearable Art Showcase Support	\$40,000	\$45,200	\$51,076
Wearable Art Judging Event	\$16,000	\$18,080	\$20,430
Wearable Art Workshops	\$16,800	\$18,984	\$21,452
Wearable Art Exhibition/ Touring/Roadshows	\$9,600	\$10,848	\$12,258
Youth Judging Event	\$4,000	\$4,520	\$5,107
Salaries Project Officer/Admin Support	\$77,500	\$87,575	\$98,960
Total Expenses	\$326,300	\$373,440	\$427,588

The philosophy and purpose behind the City of Mandurah Arts Heritage and Culture Plan 2014-2020 was if arts and culture was to successfully underpin the development of a successful city, we had to find new sources of revenue and new partnerships to move forward.

The intention with Wearable Art is to build on the strong state government relationships we have already. Wearable Art already receives funding from Department of Local Government, Sport and Cultural Industries. Due to change of government and the savings agenda funding from Department of Regional Development and PDC was not available this year. In forthcoming years we anticipate a positive partnership with them around developing industries in the Peel e.g. tourism. Given the new focus on tourism and our existing partnership with MAPTO, Wearable Art Mandurah is also well placed to grow a relationship with Tourism WA, which should be advantageous for both parties. Mandurah and Wearable Art will be one of the offers for visitors to experience when they visit Perth.



Another side of our partnership growth is with the private sector in Western Australia. Wearable Art already has an ongoing relationship with Chinese language media group Ostar. At the moment they are sponsoring Wearable Art so we have media exposure in the Western Australian Chinese community at no cost to Wearable Art. Partnerships with organisations like Bendigo Bank are also paying off with the City having its first separate public youth judging day sponsored by Bendigo Bank. Discussions are ongoing with other potential private sector partners, which we hope will come to fruition in the next year. Some of the other exposure that we have received has been invaluable such as the work we have put in over the years to be featured at the Perth Fashion Festival, a great look for Mandurah and Wearable Art.

Wearable Art has also positioned itself strategically with educational institutions across the world at no cost to the city. We have had discussions in the UK and have had tangible interest from China, particularly the Beijing New Talent Academy.

It should therefore be evident that Wearable Art Mandurah can become an even greater success contributing to the development of the Mandurah economy through tourism and employment through a strong partnership approach.

13. Objectives

In meeting its stated goals, WAM has five business objectives

- Arts significance
- Entertainment significance
- Community significance
- Tourism significance
- Funding partner significance

These will be measured against the strategies implemented in the Action Plan and outlined in the Evaluation Plan.

14. Action Plan

To be the premier Australian platform for artists globally, in the presentation of revolutionary works of art on the body.			
Initiative	Activity	Audience	Timeframe
Develop the marketing and promotion of WAM to increase awareness	Develop a past and future presentation to engage support	Internal stakeholders – staff, ELT, Council	Within 6 months
	Develop a communications plan	Participants and Spectators	Year 1
	Develop a sponsorship plan	Corporate and government	Year 1



	Develop editorial relations including print and digital	Arts, fashion, textiles and general media	Year 1
	Develop a media hosting program	Local/State National International	Year 1 Year 2 Year 3
	Introduce a media partnership	Local/State media	Year 1
	Develop the program scope to include advertising and tourism	All	Year 1
Generate greater artistic and creative participation in the competition	Seek participant feedback on entry process and identify barriers	All participants	Year 1
	Identify ways to best support mentoring and skills development for artists	All participants	Year 1
	Support opportunities for indigenous participation	Aboriginal groups	Year 1
	Develop relationships with Education institutions	Local/State National International	Year 1 Year 2 Year 3
	Attract more experienced artists through increased prize money	Participants	Year 1
Encourage skills development and capacity building in workshops	Introduce secondary school incursion program	Local State	Year 1 Year 3
	Develop master classes, panel talks, mentoring and networking sessions	Participants	Year 2
	Establish a textile forum	Participants and Spectators	Year 2
	Establish international workshops	Participants	Year 3
Enhance the quality and entertainment of the showcase and attract new audiences	Increase the number of shows	3 shows 4 shows	Year 1 Year 3
	Introduce VIP ticketing with pre and post event activities	All shows	Year 1
	Introduce Aboriginal performances	Aboriginal artists	Year 1
	Collaborate with performing arts companies	State	Year 1
	Increase the professional contribution of performers and models	Performing artists and models	Year 1
	Develop a suite of merchandise items for sale	Participants and spectators	Year 3
Develop exhibition opportunities to attract a fine-arts audience	Establish exhibitions with major galleries	State Interstate	Year 1 Year 2
	Develop key exhibition spaces with existing and new partners	Local Intrastate	Year 1
	Negotiate the acquisition of garments to galleries	State Interstate	Year 2 Year 3



	Partner with regional galleries for touring exhibition	Local	Year 3
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To showcase Mandurah as a **hub** of artistic celebration and adventure.

Initiative	Activity	Audience	Timeframe
Support opportunities for Aboriginal arts	Establish relationships with Aboriginal artists and groups	Local	Within 6 months
	Develop Aboriginal arts and cultural activities	Local	Year 1
Partner with the arts community and local community for complimenting activities	Engage with the broader community to identify activities of interest	Local	Year 1
	Develop local arts mapping and create a database	Local	Year 1
	Develop a program of arts and community activities	All	Year 1

To contribute to a vibrant, immersive and socially connected **community** that thrives on diversity.

Initiative	Activity	Audience	Timeframe
Drive local economic development	Continue to buy local at every opportunity	Local	Year 1
	Encourage local business promotion and special offers	Local	Year 1
Encourage community access	Establish a schedule of free community activities	Local	Year 1
Strengthen community resilience and social cohesion	Develop a volunteering program	Local	Year 2

To make it easy for visitors to choose and explore **Mandurah**.

Initiative	Activity	Audience	Timeframe
Develop the tourism offering	Form a cooperative with tourism operators and businesses	Local	Within 6 months
	Develop a tourism plan	Local and national	Year 1
	Expand the variety of day trip and overnight packages	Arts tourism Aboriginal tourism Social visitors	Year 1
	Provide tourism opportunities on the website and in the program	All	Year 1



	Link to external tourism websites	Local and National International	Year 1 Year 2
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15. Stakeholder Groups

The following individuals, groups and organisations have been identified as key stakeholders in the project:

Name	Internal Stakeholders
Rhys Williams	Mayor
Elected Members	Councillors
Mark Newman	CEO
Lesley Wilkinson	Director People & Communities
John Hughes	Manager Libraries, Learning, Arts & Culture
Barb Thoms	Art Development Officer / WAM Project Manager
Eliya Lucks	WAM Project Assistant
Jane Pole-Bell	Manager Marketing & Strategy
Elysse Goddard	Marketing Officer
Carolyn Marks	CASM Gallery Development Officer

Name	External Stakeholders
Guy Boyce/ Staff	Mandurah Performing Arts Centre
Gary Aitken	AMAG Curator
Karen Priest	MAPTO
Duncan Ord	Culture and the Arts (DLGSCI)
Shane Pavlinovich	Healthway
Jacqueline Grundy	Act-Belong-Commit
Adele Staveley	South Metro TAFE
Lisa Piller	South Metro TAFE
Kristie Barnett	North Metro TAFE

Name	Project Advisory Group
Lesley Wilkinson	Director, People & Communities
John Hughes	Manager Libraries, Learning, Arts & Culture
Barb Thoms	Art Development Officer / WAM Project Manager
Jane Pole-Bell	Manager Marketing & Strategy
Carolyn Marks	CASM Gallery Development Officer
Aly May	Culture and the Arts / Judge
Guy Boyce	MPAC General Manager



Name	Project Advisory Group
Bernie Bernard	Artistic Director
Ashley Bowley	WAM finalist 2014 and 2016
Jo Ireland	WAM finalist 2014 - 2016
Julie Smith	WAM finalist 2012 - 2016

16. Evaluation

The Culture and the Arts (DLGSCI) funded evaluation tool Culture Counts, is a Public Value Measurement Framework that measures standardised quality metrics of key outcomes in artistic quality and reach into the community. The software captures artist, peer and public feedback via survey with a Likert scale to generate a rich quantitative data set. It also captures basic demographic data (age, gender, and postcode) to provide an understanding of the different audiences.

The City has identified 18 performance indicators of which some will be identified through Culture Counts and others will be analysed through the provision of defined targets.

- | | |
|--------------------------------|-------------------------|
| 1. Total participation | 10. Tourism value |
| 2. Youth participation | 11. Media value |
| 3. Tertiary participation | 12. Artist sentiment |
| 4. National participation | 13. Audience sentiment |
| 5. International participation | 14. Community sentiment |
| 6. Total spectators | 15. Business sentiment |
| 7. National spectators | 16. Ticket sales |
| 8. International spectators | 17. Sponsorship |
| 9. Economic value | 18. Government funding |

17. Conclusion

WAM is entering an exciting time in its development as it embarks on its plan for growth. Its vision and values clearly articulate its path and the approaches to bring it to fruition.

Arts are good for the community, they provide opportunities to generate civic pride and engage with others while festivals and events help to communicate and shape the identity of a place. They combine to create a more connected society, improving the local economy, generating employment, tourism and investment.

WAM provides opportunities to reposition Mandurah and change perceptions, to introduce the new Mandurah, a hub of arts and culture with WAM showcasing innovation in creative art forms.

The success of another signature event in Crab Fest, is 20 years in the making and is synonymous with Mandurah. WAM is well placed to leverage the reputation of Crab Fest, with its ability to attract visitation and deliver vibrancy to the community and create a new arts festival that also becomes synonymous with Mandurah.



WAM's ongoing partnerships with the arts community, the culture it's established and the support it receives in collaborating, embracing and connecting people of all ages, skills and interests have set the event up for longevity. It engenders a loyal participant base that has developed into ambassadors and advocates, with the potential to stretch nationally and internationally.

WAM has created a uniquely special event that is already considered both aspirational and prestigious by others. Its extension into a multi-arts and cultural festival will only enhance this and broaches new creative leadership possibilities that could lead to WAM being regarded as the peak body for Wearable Art.



4	SUBJECT:	Commercial Vehicle Parking – No 16 Breaker Close, Silver Sands
	CONTACT OFFICER/S:	Ben Dreckow
	AUTHOR:	Kyl Betteridge / Aaron Lucas
	FILE NO:	DA8986

Summary

Council is requested to consider a development application for Commercial Vehicle Parking at a residential zoned property at No. 16 Breaker Close, Silver Sands. The lot is zoned 'Residential' under Town Planning Scheme No. 3 (Scheme 3) and has a total lot area of 1170 square metres, made up of two lots being 16 Breaker Close and 11 Maritime Road, Silver Sands.

As part of the assessment process, the City has consulted with affected landowners and received three submissions with one in support and two objecting. The location of the vehicle is setback 19 metres from Breaker Close front boundary and is proposed to be setback 3.5 metres from the neighbouring boundary to the north.

It is acknowledged there are alternate locations on the site, including the Maritime Road frontage for the storage of the vehicle. This location is considered to be a better location as it is not in close proximity to neighbouring habitable space and are considered to have a lesser impact on surrounding landowners. It is however acknowledged the Maritime Road frontage does additional impacts by virtue of its increased visibility from a connector street given the applicant's preferred location is at the end of a culs-de-sac.

Notwithstanding, it is recommended that approval is granted in the alternative location fronting Maritime Road.

Disclosure of Interest

Nil

Location



Property Details:

Applicant / Owner:	S & D Bradley
Scheme No 3 Zoning:	Residential R12.5/R20
Peel Region Scheme Zoning:	Urban
Lot Size:	1170 square metres
Topography:	Sloping
Land Use:	Residential

Previous Relevant Documentation

Nil

Background

As a result of comments received, officers established that a commercial vehicle is being parked at a residential property.

Under the provisions of Scheme 3, commercial vehicle may only be parked or allowed to remain stationary for less than two hours on land zoned Residential, unless parked in a garage, or Council has issued a planning approval permitting the parking of such a vehicle.

The applicant was approached to either remove the vehicle, or submit an application for approval and the applicant subsequently applied for approval for a commercial vehicle to be parked at the subject property.

The applicants proposed to park the truck on the North Eastern boundary of the property, where the vehicle is situated 19 metres from the street front of Breaker Close, and 3.5 metres from the North Eastern boundary shared with number 15 Breaker Close.



The subject vehicle is a 1995 Freightliner (3-Axle Rigid Vehicle) 8.5 tonne truck. The truck is approximately eight metres long, and whilst stored at the property includes a bobcat in the tray as cargo. Trucks such as this are required to meet the standards outlined in *Road Traffic (Vehicle Standards) Rules 2002* and *Road Traffic (vehicles) Regulations 2014* in order to be registered via the Department of Transport.



Comment

Clause 5.17.2 of Scheme 3 outlines the assessment criteria in assessing the application for storage of a commercial vehicle as follows:

- a) *the number of dwellings contained on the lot where the vehicle is proposed to be parked;*

The subject site consists of two lots that are not formally amalgamated, however contain one dwelling across both lots with a total land area of 1170 square metres.

- b) *the proposed on-site parking location;*

The application proposes to park the truck on the North Eastern boundary of the property, where the vehicle is situated 19 metres from the street front of Breaker Close, and 3.5 metres from the North Eastern boundary shared with number 15 Breaker Close.

It is acknowledged that there are other locations available to the applicants within the lot to park the truck however these locations are likely to have an increased impact, and in some cases, a potential increase in noise. Further discussion relating to these alternate locations are discussed below.

- c) *the potential impacts on neighbouring residents with respect to noise, emissions, visual appearance or any other nuisance;*

The applicant has noted that the truck is not used daily, however when in use the truck does not leave the property before 7am, and returns before 6pm. These hours of operation are consistent with the provisions of the Scheme, and the *Environmental Protection (Noise) Regulations 1997*.

Vehicles are required to comply with smoke, emission and noise levels specified in the *Road Traffic (Vehicle Standards) Rules 2002* and *Road Traffic (vehicles) Regulations 2014* in order to be registered via the Department of Transport. The vehicle is currently registered and as such, the City considers the sufficient evidence to support that emissions & noise are within allowable levels.

The height of the vehicle prevents it from being stored in the existing garage as it also includes a bobcat machine in the truck tray as cargo. During the application assessment period, the applicants

have been temporarily storing the truck in the garage requiring the bobcat to be offloaded and reloaded after each use. The applicants note that the additional manoeuvring to utilise the garage creates extended periods of noise and is more likely to impact neighbouring residents.

The proposed location provides screening from Breaker Close as it is setback 19m and is behind by two large peppermint trees. It is out of view of the neighbouring residents to the south (17 Breaker Close), although in the absence of a dividing fence is visible to the neighbours on the northern boundary (15 Breaker Close). The proposed location is currently setback 3.5m from the shared boundary to the north, although the applicants note that if necessary the truck can be setback up to 6m from the Northern boundary.

- d) *the frequency and times of arrival and departure, with such a vehicle not to be taken from or brought to the lot between the hours of 10:00pm and 6:30am;*

The truck forms part of the applicants business, however given the nature of the business it is not used daily and as above, does not leave the property before 7am and returns before 6pm when in use.

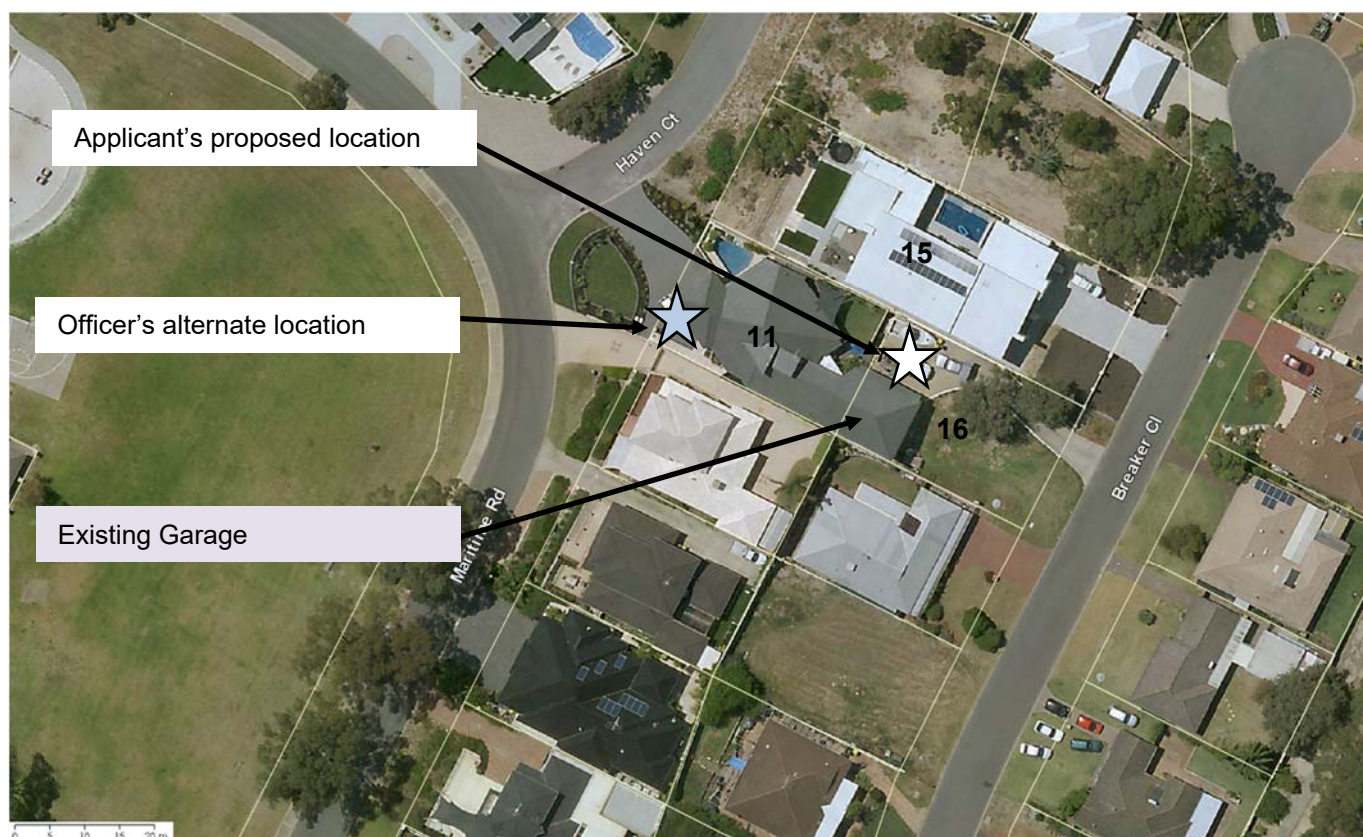
In addition to the above, Clause 5.17.5 of Scheme 3, states that repairing or servicing is not permitted unless the vehicle in question is owned by the resident of the subject property and repairs and servicing are carried out within a garage or domestic outbuilding and the commercial vehicle cannot be seen from any public street during the carrying out of the repairs or service. The applicant is not proposing to conduct major servicing on the subject property and a condition has been recommended to formalise this.

Alternative Location

As part of the assessment process, officers has identified an alternative location on Maritime Road, effectively the front of the subject property. Currently the applicant's boat is stored on the secondary driveway and this location could be explored to store the Commercial Vehicle. The advantages of this location are as follows:

- There is a significant level difference between the adjacent sensitive land uses (on both sides) with the Maritime Road driveway area being approximately 2.5 metres lower than the finished floor levels of the residential properties surrounding; and
- The location on Maritime Drive is adjacent to the neighbour's driveway allowing additional separation.





While this location is more visible from the public perspective and is opposite a park rather than located in a culs-de-sac, it is considered, on balance, the impact would be less. The alternate location was advertised to a total of 4 surrounding neighbours including neighbours opposite the proposed location, and the adjoining neighbour at 15 Breaker Close.

The City received one objection being the adjoining owners at 15 Breaker Close.

It is acknowledge both locations have received objections, however it is important to note that Clause 5.17 of Scheme exempts the truck from requiring approval if it is housed in a domestic outbuilding or garage. This in effect allows the applicants to continue to store the truck in the garage, regardless of whether Council resolves to refuse both proposed locations.

Given that the proposal includes the storage of the truck with the bobcat as cargo, should the truck be stored in the garage this would require the bobcat to be loaded and off-loaded daily. Such operation of commercial vehicles is exempt from approval provided it is not operated for longer than 2 hours and is not operated outside of 7am and 7pm as per the Environmental (Noise) Regulations.

The necessity to load and unload the bob cat, has the potential to create more impact for surrounding neighbours than simply driving the truck, already loaded direct from the property.

Compliance

In this instance, it is recommended to grant approval of the commercial vehicle parking subject to conditions relating to the location in which the vehicle may be parked, the days & hours of operation and onsite servicing and repairs. Council are requested to grant approval for a period of 12 months, after which time the City may review the operation.

Notwithstanding the above, Clause 5.17.4 of the scheme states:

“...if in the opinion of Council, such a vehicle is causing nuisance or annoyance to neighbours or to owners or occupiers of land in the neighbourhood, the council may rescind the approval granted...”

Consultation

On receipt of the application, the proposal was advertised to five surrounding properties between 15 December 2017 and 5 January 2018, noting that this period did include the Christmas period and was extended accordingly. In exploring alternative locations fronting Maritime Road, a secondary advertising period was undertaken, resulting in one additional submission.

During this period the following submissions were received:

Owner / Address	Submission (Summarised comments)	Comment
1. Ray Bathurst 7 Breaker Close Silver Sands	a. Does not object to the proposal. b. In the time that the residents have been at No.16 we have had no undue concerns with their parking arrangements. They have been active in improving their parking arrangements for their own benefit as well as the adjacent neighbours, us included.	a. Noted b. Noted
2. Chris Butler 15 Breaker Close Silver Sands (first submission)	a. Objects to the Proposal b. Suggests there are alternate locations on the lot better suited to the storage of the commercial vehicle c. Is concerned the retaining wall is not structurally sound to hold the weight of a commercial vehicle d. Concerns regarding likelihood of mechanical failure and the potential for the truck to roll down the embankment and damage/injure persons/property e. Requests the Vehicle be screened so it is not visible from floor level of 15 Breaker Close f. Concerns regarding pollution from exhaust fumes. g. Concerns regarding noise and operating hours h. Questions the number of commercial vehicles permitted on the property at any one time i. Questions the requirements for undertaking heavy machinery maintenance/repairs	a. Noted b. Supported. There is considered to be a superior alternative location c. The structural capacity of the retaining wall was resolved and demonstrated via an engineering report submitted on 27th February 2018. The structural integrity of the retaining wall is considered sufficient. d. Noted. e. A condition requiring screening and / or a dividing fence would form part of any approval. f. Noted. However the Department of Transport are responsible for licensing and assessing the roadworthiness of vehicles. g. Noted. However the noise emissions are subject to the EPA standards and a licensed vehicle, operating within approved timeframes, would comply. h. The application is for one vehicle. The associated bobcat is considered to be cargo. i. There is no application to undertake mechanical repairs from the property.

<p>3. (Second Submission)</p>	<p>a. Objects to the alternate location at 11 Maritime Road, Silver Sands</p> <p>b. Believes there will be ongoing impacts to their residence at 15 Breaker Close</p> <p>c. Believes the alternate location creates an unsightly appearance and degrades the residential area.</p> <p>d. The applicants have been operating a 'commercial truck' from their premise for 5 years without formal approval</p> <p>e. Initially raised concerns 12 months ago, particularly with regards to the retaining wall's structural integrity.</p> <p>f. Believes their health and safety is at risk due to fumes, noise, mechanical repair and spray painting occurring from the lot.</p> <p>g. Does not believe the alternate location will mitigate their concerns, and believes they will still be affected.</p> <p>h. Requests Council refuse the application and require the applicants to relocate the vehicle outside of the residential area.</p>	<p>a. Noted.</p> <p>b. The commercial vehicle can be stored in the applicant's garage without council approval. Officers consider the proposed alternate location to provide less of an impact, particularly given the location does not directly adjoin any habitable space of 15 Breaker Close, and is more than 19m away from the shared boundary.</p> <p>c. While this location is more visible from the public perspective and is opposite a park rather than located in a secluded cul de sac, it is considered, on balance, the impact would be less.</p> <p>d. Noted.</p> <p>e. Noted. The retaining wall has since been addressed.</p> <p>f. Noted. However there is no application for mechanical repairs, the department of transport are responsible for licensing and assessing the roadworthiness of vehicles and the noise emissions are subject to the EPA standards and a licensed vehicle, operating within approved timeframes, would comply.</p> <p>g. Noted. As per 3b.</p> <p>h. Noted. As previously addressed the applicants can store the vehicle in a domestic outbuilding or garage, and can legally operate within the time frames specified in TPS 3 and the Environmental Noise Regulations without council approval.</p>
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Under Delegation of Authority DA-DBC 10, officers do not have delegation to determine the application given that objections have been received.

Internal Consultation

The application was referred to the City's Building Services to gain confirmation on the structural integrity of the retaining wall on the boundary of 15 and 16 Breaker Close. An independent report conducted by an engineer was submitted to the City's building services declaring the structural integrity of the retaining wall is considered sufficient.

Statutory Environment

- Planning and Development Act (2005)
- Town Planning Scheme No.3
- Parking and Parking Facilities Amendment Local Law 2017

Policy Implications

Nil

Risk Implications

Should Council determine to refuse the application, there is a risk that the applicant may appeal the decision at SAT, which the City will need to defend their original decision to refuse. It is noted that should Council resolve to refuse the application, contrary to officer's recommendations, it may be necessary to engage independent expertise to defend the decision.

Economic Implications

Nil

Strategic Implications

The following strategies from the *City of Mandurah Strategic Community Plan 2017 – 2037* are relevant to this report:

Identity:

- Encourage active community participation and engagement.

Organisational Excellence:

- Listen to and engage with our community.
- Ensure the City has the capacity and capability to deliver appropriate services and facilities.

Conclusion

Council is requested to consider conditional approval of the proposed commercial vehicle parking.

The City of Mandurah's Town Planning Scheme No. 3 (the Scheme) requires a Development approval application to be submitted for commercial vehicle parking. Officers acknowledge there are current objections to the proposal, however it is considered the vehicle is capable of being accommodated within the property in accordance with the provisions specified within the Scheme and the City has the capacity to monitor the commercial vehicle being parked and can rescind the approval if necessary.

RECOMMENDATION

1. **That in accordance with Clause 68(2) of Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015 (Deemed Provisions for Local Planning Schemes)*, that Council grant development approval for proposed Commercial Vehicle parking at 11 Maritime Road, Silver Sands (DA8986) subject to the following conditions:**
 - (a) **The commercial vehicle being restricted to being parked along the Maritime Road frontage of the lot;**
 - (b) **The commercial vehicle is only permitted to be operated between the hours of 7am and 7pm Monday to Saturday, including the idling and warming up of the engine. The vehicle may not be operated on Sunday or Public Holidays.**
 - (c) **No major mechanical work or vehicle servicing is permitted on the subject site without the prior written consent from the City of Mandurah.**
 - (d) **In accordance with Clause 5.17.3 of the City of Mandurah's Town Planning Scheme No. 3, this approval;**

- (i) is granted to the Simon & Debbi Bradley, to whom it is issued
 - (ii) relates to the 1995 Freightliner Truck (License plate '1ASI214')
 - (iii) is not transferable to any other persons and does not run with the land in respect of which it is granted.
- 2. Council notes, that under the provisions of Clause 5.17.1 of Town Planning Scheme No 3, that should the commercial vehicle be parked in the garage accessed from Breaker Close, development approval is not required.

5	SUBJECT:	Significant Tree Register – Adoption of Nominated Trees
	CONTACT OFFICER/S:	Brett Brenchley
	AUTHOR:	Sylvia Gardner
	FILE NO:	

Summary

Council is requested to endorse two nominations onto the Significant Tree Register.

The intent of the register is to protect significant trees throughout the City of Mandurah in accordance with the provisions set in the City's Town Planning Scheme No 3.

It is recommended that Council adopts this nominated trees onto the City's Significant Tree Register.

Disclosure of Interest

Nil

Location

- George Robinson Gardens, 13 Sholl St Mandurah
- Public Open space - Reserve on Pinehurst Loop, Meadow Springs

Specific locations of individual trees can be seen in ***Attachment 1 - Statements of Significance (1.1 and 1.2)***

Previous Relevant Documentation

- G.34/4/16 Significant Tree Register – Adoption of Nominated Trees.
- G.23/02/08 Council adopted the Significant Tree Register Local Planning Policy and Council Policy.
- G.23/08/07 Council adopted for advertising the draft Significant Tree Register Planning Policy, Council Policy, Procedural document, call for nominations and concept of delegated authority for additional nominations to a Significant Tree Working Group.

Background

The development of the Significant Tree Register and associated Policy to protect important trees in Mandurah, is an important tool to help protect Mandurah's natural heritage. Many individual trees and groups of trees are particularly valued by the community within both urban and semi-rural environments.

The value of these trees have been exemplified through their nomination and are assessed against the three main criteria, categorised as:

Category 1: Outstanding visual/aesthetic significance

Category 2: Ecological value and significance

Category 3: Historical/commemorative/cultural and/or social value.

Currently, 81 trees are listed on the significant tree register.

Comment

On receipt of the nominations (Table 1), the Significant Tree Working Group inspected the trees to determine their significance in accordance with established criteria. See **Attachment 1 – Statements of Significance (1.1, 1.2 and 1.3)**

STR 16/0152 – The property is owned by City of Mandurah

STR 16/0153 – The reserve is owned by the City of Mandurah

Nomination

Table 1 – Nominated Trees

<i>I.D</i>	<i>Common name & Species</i>	<i>Location & Address</i>	<i>Land Tenure</i>	<i>Land-owner Support</i>
15/0152	<i>River Sheoak: Casuarina equisetifolia</i>	Boundary line between public car park and George Robinson Garden, 13 Sholl St. Mandurah	Freehold	N/A (COM)
15/0153	<i>Tuart: Eucalyptus gomphocephala</i>	Public Open Space, within City's Reserve, Pinehurst Loop, Meadow Springs	Freehold	N/A (COM)

It is noted that the River Sheoak, being located in the George Robinson Gardens, may in the future be subject to a development which may impact upon the tree. It is acknowledged that at that time, the Council of the day would need to make a decision as to the economic and sound value of the development relative to the significance of the River Sheoak.

Consultation

Neighbouring and adjacent property owners were advised in writing of the nomination, and given 28 days in which to provide feedback, either in support or objection of the nominations.

The amount of feedback received for the nominated trees has been at unprecedented levels.

Tables 2a and 2b, details feedback received through the community consultation for each nominated tree.

Table 2a – Feedback received though community consultation process.

STR 15/0152 – River Sheoak in George Robinson Gardens, 13 Sholl St Mandurah

Name of respondent	Address	Feedback through community consultation process			
		S – support; O – object; N –neither support nor object.			
		S	O	N	Comments
David Templeman MLA	P.O. Box 1509 Mandurah 6210	X			Strongly support the addition of this tree to the Register. This tree is extremely important to the environmental aspect of the park and is enjoyed by Mandurah residents and tourists alike. I am aware of the significance of such trees and the problems we have protecting them from development. The location of this tree does not impose any encumbrance. Please keep me informed of the outcome.
Rita Swift	83 Boardwalk Blvd.	X			It is a beautiful old tree and there are not that many of that size in that area. Very worthwhile to keep it. Please keep me informed of the outcome.
The Fairy Dell	Shop 11b Smart St. Mall	X			Trees are very important to local fauna, and also to people. We would like the Sheoak registered and protected. Please keep me informed of outcome.
Rob West	P.O. Box 1480 Mandurah	X			I do support keeping significant trees. However if in future due to health a decision to remove is necessary, that is fine.
Jessica Cummins	21 NellieGreen Dudley Park	X			Agree to support. See the tree everyday
Cruiseabout Mandurah	Shop 6a, 8-10 Smart St. Mall	X			Always support these environmental initiatives
Access WA Migration	2 Sutton St. Mandurah	X			It is a lovely tree
Apia Insurance	Shop 5, 20-24 Sholl Street	X			Nice tree
Makeplace	P.O. Box 860 Mandurah	X			
NAB Manager	17 Tuckey St Mandurah	X			
Moore Construction	P.O. Box 378 Mandurah			X	Neither support nor object

Table 2b – Feedback received through community consultation process.

STR 15/0153 – Tuart Tree in a public open space reserve on Pinehurst Loop, Meadow Springs

Name of respondent	Address	Feedback through community consultation process			
		S – support; O – object; N –neither support nor object.			Comments
		S	O	N	
Hayden White	32 Pinehurst Loop	X			It is a nice big tree providing shade and makes the area look nice.
Ann & Geoff Roberts	4 Pinehurst Loop	X			All trees, where able, should be cared for. Please keep me informed of the outcome.
Debra & Rodney Ogden	22 Pinehurst Loop	X			Please keep me informed of the outcome.
Allan & Trudy Atwell	6 Pinehurst Loop	X			Leave all trees alone. Keep all trees. Please keep me informed of the outcome.
Craig & Deborah Lehmann	15 Pinehurst Loop	X			The tree is an important part of the ecosystem. Please keep me informed of the outcome.
William Bylevery	8 Pinehurst Loop	X			It is important to keep as many trees as possible. However, I am concerned about its effect on the house closest to it.

Statutory Environment

The development and implementation of a significant tree register is in accordance with the Town Planning Scheme and administered through the Local Planning Policy.

Policy Implications

The nomination is in accordance with:

- Local Planning policy No 17 “Significant Tree Register” [February 2008]; and
- Council Policy “Significant Tree Register” [February 2008].

Economic Implications

Nil

Strategic Implications

The following strategies from the *City of Mandurah Strategic Community Plan 2013 – 2033* are relevant to this report:

Environment:

- Protect and ensure the health of the natural environment and waterways.
- Encourage and enable the community to take ownership of natural assets, and to adopt behaviours that assist in achieving the City’s environmental targets.

Identity:

- Encourage active community participation and engagement.
- Promote Mandurah’s identity as a unique regional city, based on its waterways, history, heritage and future vision.

Conclusion

There are many individual trees and groups of trees throughout Mandurah that the community value for their natural heritage, aesthetic, ecological or cultural value.

Council's adoption of the Significant Tree Register process has demonstrated leadership in acknowledging the community's value of significant trees by endorsing processes to preserve these icons of Mandurah.

Officers recommend that the trees nominated for registration be endorsed for inclusion onto the Significant Tree Register by Council.

NOTE:

- Refer **Attachment 1 - Statements of Significance of the nominated trees:**
 - 1a:** STR 16/0152 – George Robinson Gardens, 13 Sholl St Mandurah
 - 1b:** STR 16/0153 – Public Open space - Reserve on Pinehurst Loop, Meadow Springs

RECOMMENDATION

That Council:

1. **Endorses the following trees for inclusion onto the City of Mandurah's Significant Tree Register:**
 - 1.1 STR 16/0152, a River Sheoak (*Casuarina equisetifolia*) at 13 Sholl St. Mandurah,
 - 1.2 STR 16/0153, a Tuart (*Eucalyptus gomphocephala*) at Pinehurst Loop, Meadow Springs.
2. **Acknowledges that the River Sheoak (STR16/0152) is located on a significant site, owned in freehold by the City, which may in the future be subject to a development that may impact the Significance Tree. At that time, the sound and economic merits of the development may need to be considered along with the significance of the tree.**

STATEMENT OF SIGNIFICANCE

STR15/0152 – Sheoak at George Robinson Gardens, 13 Sholl St. Mandurah

This tree has been assessed by the Significant Tree Register Working Group, and deemed significant, having met the following criteria under;



Category 1 - Outstanding visual and aesthetic significance:

- 1a: Tree outstanding for its height, trunk circumference and canopy spread.
- 1b: Tree contributing significantly to the landscape in which it is growing.
- 1d: Tree is of a significant age, estimated to be over 100 years.

Category 2: Ecological value & significance:

- 2c: Tree occurring in a prominent location.

Category 3 – Historical, commemorative, cultural or social significance:

- 4a: Tree associated with public significance or important historical event.
- 4b: Tree is highly valued by the community for reasons of social association.
- 4c: Tree is associated with heritage listed place and a representative of an historic era, and pre-dating urban development.
- 4d: Tree is of local significance and important to the local community and has recognized features of the immediate landscape.

Additional information

This Sheoak in George Robinson garden is an original planting from the Newburn School which was located where the Newburn Centre is now located.

This huge casuarina is always a great habitat for animals and also provides important shade and green space in the centre of town for tourists and locals.



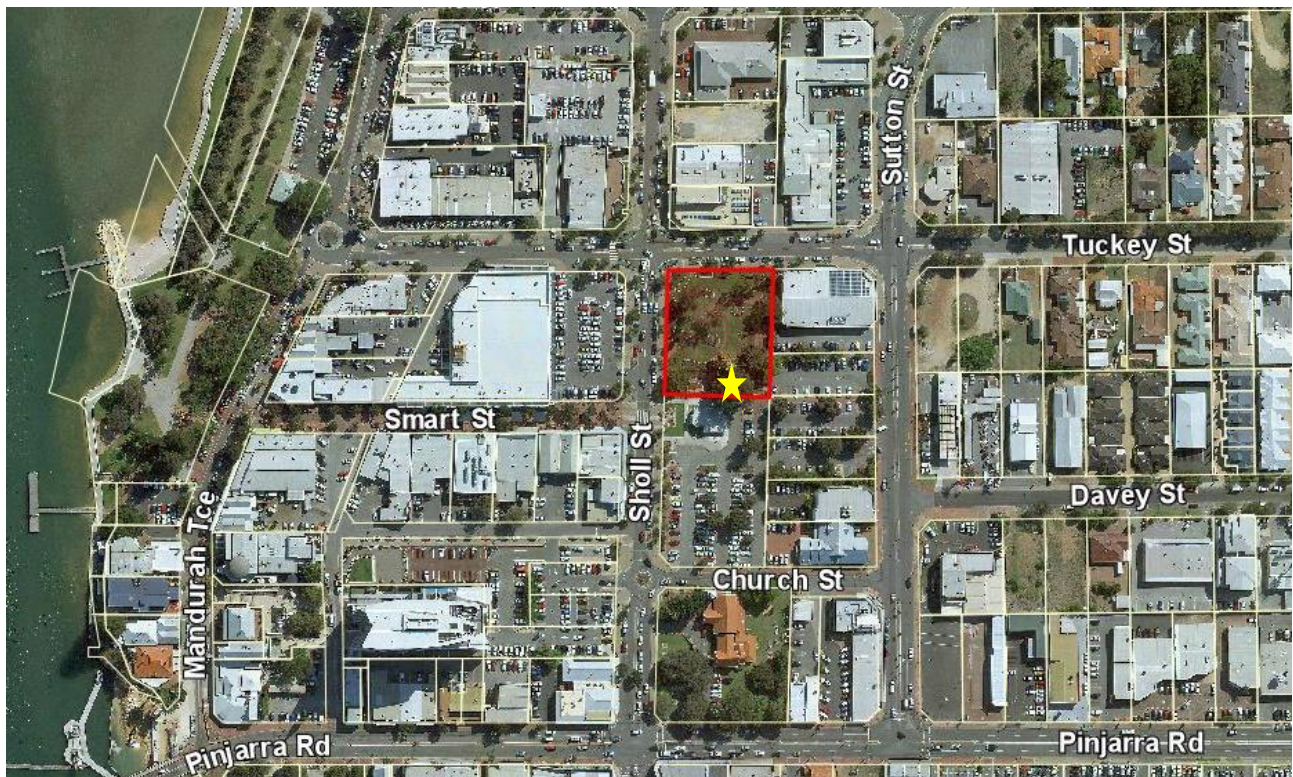
*Photo of Sheoak Tree behind the Newburn School building.
Courtesy Mandurah Community Museum*

***Information source: Mandurah Community Museum.**

Aerial map indicating (with a star) the location of the Sheoak tree within the George Robinson gardens, at 13 Sholl St. Mandurah.



Aerial map indicating (with a star) the location of the nominated tree within the CBD.



STATEMENT OF SIGNIFICANCE

STR15/0153 - Public Open Space - Pinehurst loop, Meadow Springs



This tree has been assessed by the Significant Tree Register Working Group, and deemed significant, having met the following criteria under;

Category 1 - Outstanding visual and aesthetic significance:

- 1a: Tree outstanding for its height, trunk circumference and canopy spread.
- 1b: Tree contributing significantly to the landscape in which it is growing.
- 1d: Tree is of a significant age, circa 150 years

Category 2 - Ecological value and significance:

- 2a: This tree is of threatened species.
- 2b: Tree is of a significant habitat element for rare, threatened, priority or locally uncommon native species.

Category 4 – Historical, commemorative, cultural or social significance:

- 4d: Tree is of local significance, important to the local community and has recognised features of the immediate landscape.

Additional information

Tuart trees of this significant age and size are becoming rarer in the City, as Tuarts become threatened. This tree is the largest tree in the park.

This tree stands tall and straight amongst its peers, providing important food and habitat for a host of local fauna.

Aerial map indicating (with a star) the location of the reserve on Pinehurst Loop, Meadow Springs.



Aerial map indicating (with a star) the location of the nominated tree within nearby surroundings.



6	SUBJECT:	Dissolution of Mandurah Coastcare Co-ordinating Advisory Group
	CONTACT OFFICER/S:	Brett Brenchley / Bonnie Beal Richardson
	AUTHOR:	Brett Brenchley / Bonnie Beal Richardson
	FILE NO:	

Summary

The Mandurah Coastcare Co-ordinating Advisory Group (MCCAG) was formed in 1996 with the intention to advise on general coastal management issues. However, the need for a formal advisory group to Council has been very minimal in recent years as depicted by a lack of items relevant for referral to MCCAG by officers.

Conversely, there is a growing need to provide a less formal forum to better support the City's wider environmental volunteer base. Such a forum would be more inclusive of the City's environmental volunteers and cater for those volunteer groups and individuals that don't sit on a formal environmental advisory group. With a less structured process this forum would also become a more appealing way for environmental volunteers to engage with the City and, more importantly, each other.

Currently, there are two advisory groups relating to environmental issues: Mandurah Coastcare Co-ordinating Advisory Group and Mandurah Environmental Advisory Group (MEAG). Officers are recommending that one formal advisory group to Council for environmental matters is sufficient. Also that a less formal and more inclusive forum would better serve the City to engage and support more positively and constructively with environmental volunteers.

As such Council is requested to support the following recommendations:

1. The dissolution of the Mandurah Coastcare Coordinating Advisory Group (MCCAG).
2. That bi-monthly Volunteer Capacity Building Forums be supported and facilitated by the City.

Previous Relevant Documentation

- | | | | |
|---|-------------|-------------------|---|
| • | G. 72/11/15 | 24 November 2015 | Appointment of Community Representatives to Advisory Groups |
| • | G.22/9/15 | 22 September 2015 | Audit and Risk Committee: Appointment of External Representatives |
| • | G55/11/13 | 26 November 2013 | Appointment of Community Representatives to Advisory Groups |

Background

The current MCCAG Terms of Reference state the purpose of the group is to advise on general coastal management issues, including budget and expenditure priorities, technical aspects of our coast and marine facilities and community aspirations and ideas.

The following are listed as objectives of MCCAG:

- To better co-ordinate Government agency and community groups' involvement in coastal management in the Mandurah district
- To involve the general community at a high level in education and hands-on programs
- To act as a conduit for the acquisition of funding for local community projects in association with Council
- To further develop and implement the Mandurah Coastal Strategy
- To maintain a contact list and database of all people and organisations, who have a recognised responsibility or interest in the management of the City's coastal area, which can be used to request assistance or input of any listed in the database

MCCAG meetings are currently held bi-monthly and the current membership of this Advisory Group is as follows:

- 1 Elected Member and 1 Deputy Elected member
- 1 representative from the Comet North Coastcare Group
1 representative from the Comet Central Coastcare Group - **Vacant**
1 representative from the Halls Head Coastcare Group - **Vacant**
1 representative from the Falcon Coastcare Group - **Vacant**
1 representative from the Bouvard Coastcare Group
1 representative from the Seascapes Coastcare Group - **Vacant**
- Supporting officers (no voting rights)
 - a. Environmental Services Coordinator (**now Senior Environmental Education Officer**)
 - b. Administrative Representative
 - c. Waterways Technical Officer
 - d. Coordinator Ranger Services
 - e. Community Landcare Officer (**now Environmental Education Officer**)
 - f. Regional Coastcare Facilitator – **Vacant (due to loss of role at South West Catchments Council and no equivalent role at Peel-Harvey Catchment Council)**
 - g. Supervisor Natural Areas

Traditionally, the six community representative positions on MCCAG are filled by coordinators of the City of Mandurah's six Coastcare Groups. Representatives are appointed to MCCAG in two-year terms, with the current cycle having commenced in October 2017.

In September 2017, community representative positions for MCCAG were opened for advertising. Existing Coastcare Coordinators were reminded by staff of the need to renominate for MCCAG. Despite this reminder, only two of the previous five representatives elected to renominate for the 2017-2019 term. These members represent Bouvard Coast Care Group and Comet North Coastcare Group.

Issues relating to low-attendance at MCCAG and frustration from both staff and members have been recorded as far back as 2009. Throughout this time staff have put considerable effort into filling vacant positions, most recently in 2016 when three vacancies were filled. However, two of these three positions are now vacant again.

Comment

MCCAG meetings have suffered from low attendance for a number of years, which has created frustration amongst both MCCAG members and City of Mandurah staff. MCCAG members are frequently left feeling like their issues are not being resolved by the City and their efforts as volunteers aren't supported by officers. Staff are frustrated because they are required to attend meetings after hours that turn into discussions about operational matters which should be resolved through the City's CRM system.

Most recently, the issue of the effectiveness of MCCAG was raised at the September 2016 meeting after it became clear that the current situation was creating frustration. Since this time, officers and MCCAG representatives have been working to address the situation and develop a more constructive way of working together.

In February 2017, after further discussion on the matter, it became clear that significant changes were required, and the group agreed that meetings would be suspended to work on a new solution. Since this time, officers have been working in consultation with MCCAG members to determine the best way forward and the following actions have been taken:

- **February 2017**

- - Officer comment
 - Officers proposed the redesign of MCCAG into a Volunteer Capacity Building Forum committed to upskilling environmental volunteers. A designated volunteer position would be created in MEAG (subject to the approval of MEAG, which was provided in February 2017) to retain an advisory capacity for coastal issues.
 - MCCAG Response
 - MCCAG members felt this proposal was a disbanding of MCCAG and were concerned about their ability to table items and ensure they were completed by the City. The regular meeting of MCCAG was seen as a way to hold staff formally accountable.
 - MCCAG members recognised there is a need for MCCAG to change due to a small member representation, lack of Council-referred agenda items and the focus on discussing operational issues. However, members were concerned about losing the advisory capacity provided by MCCAG if the group was dissolved.
 - Outcome
 - The group agreed not to send a report to Council recommending a redesign of MCCAG in favour of working to develop an alternative solution with MCCAG members. Formal MCCAG meetings were suspended and it was agreed this time would be used to create a new model for MCCAG in conjunction with members.
 - Members were encouraged to provide suggestions for possible solutions which would be discussed at the next meeting.

- **April 2017**

- MCCAG comment
 - Members felt that the strength of MCCAG was in addressing difficult, long-running operational issues that cannot be resolved through submitting a CRM, and did not want to lose face-to-face contact with officers for this reason.
 - Members felt MCCAG provides a forum for knowledge transfer between Coastcare groups, which is valued by members.
 - The creation of a regular Volunteer Capacity Building Forum was supported by MCCAG members as it provides more opportunities for volunteers to get involved in environmental projects and increases knowledge of local environmental issues.
 - In addition to the Volunteer Capacity Building Forum, MCCAG members suggested the creation of a regular Volunteer Meeting that was inclusive of both Bushcare and Coastcare volunteers. They felt such a meeting would provide wider representation for environmental volunteers and create a stronger voice for volunteers when addressing difficult, long-running operational issues.
 - Members felt volunteer representation on MEAG would be beneficial as it would provide Coastcare volunteers a better opportunity to participate in big picture discussions. Members suggested the inclusion of a second volunteer position on MEAG to provide opportunity for both Bushcare and Coastcare volunteers to participate in this forum.
- Officer response
 - Officers felt that the way to address long-running operational issues was through strengthening the relationships between volunteers and staff, and wanted to work with coordinators and environmental volunteers to build these relationships.
 - Officers felt that an informal volunteer meeting/forum was a better way to be more inclusive of all volunteers (not just Coastcare Coordinators) and increase participation. Such a forum would also reduce the amount of frustration associated with the formalities of MCCAG, such as the time lag involved in officially appointing members through Council.
- Outcome
 - The City's Environmental Education Officers have been working on building more positive relationships with environmental volunteer groups throughout 2017, with a particular focus on building the capacity of volunteers and assisting them in developing and running their own environmental projects. Examples include the Seascapes

Interpretive Signage Walkway, Possum Ropebridge Project and Sirrocco Drive No Spray Trial.

- Staff made arrangements to host a bi-monthly Volunteer Meeting for all environmental volunteers in addition to the Volunteer Capacity Building Forums to preserve knowledge transfer between volunteer groups.
- The inclusion of two designated environmental volunteer positions on MEAG was formalised in October 2017.
- Staff and members agreed to trial a joint Volunteer Meeting and Capacity Building Forum instead of regular MCCAG meetings from July-October 2017.

- **July 2017**

- The first Volunteer Capacity Building Forum was held in July with 29 participants. The forum highlighted the Bouvard Coast Care Group's Possum Ropebridge Project and participants made possum dreys that would later be installed into City of Mandurah reserves to provide habitat for ringtail possums.
- A Volunteer Meeting was held prior to the forum, which attracted 15 participants.

- **August 2017**

- After discussion with members, it was decided that staff would not formally request a dissolution of MCCAG at the October 2017 Council Meeting as originally planned. This was because timeframes for a final decision were tighter than originally anticipated, and the decision would have had to be based on the success of just one Volunteer Capacity Building Forum. Instead, Coastcare Coordinators were provided with the opportunity to either choose to renominate for the 2017-2019 MCCAG election cycle or not – they were not required to nominate as part of their coordinator role.

- **September 2017**

- The second Volunteer Capacity Building Forum was held in July with 28 participants. The forum highlighted the City's Fairy Tern Sanctuary Project and showcased upcoming volunteer opportunities on the project.
- A Volunteer Meeting was held prior to the forum, which attracted 9 participants.

- **October 2017**

- MCCAG nominations were received as normal for the 2017-2019 MCCAG election cycle and current members were reminded of the need to re-nominate should they wish to continue to sit on MCCAG.
- Two out of a possible six nominations were received by community representatives for MCCAG for the 2017-2019 election cycle.

- **November 2017**

- A third Volunteer Capacity Building Forum showcased First Aid Awareness Skills for Volunteers and attracted 15 participants.
- A Volunteer Meeting was held prior to the forum, and attracted 8 participants.

The 2017 trial of a Volunteer Capacity Building Forum was hugely successful and attracted participants from a number of City of Mandurah volunteer groups and local environmental groups. Over the course of three meetings, the forum has provided opportunities for volunteers to get involved with two significant environmental projects in the City of Mandurah, showcased two additional volunteer-led projects, provided a regular meeting for volunteers to request help from their peers and provided training to ensure volunteers are equipped with basic First Aid Awareness skills. Officers will continue to promote the forum in order to further increase attendance and participation in 2018.

MEAG Comment

This item was considered by the Mandurah Environmental Advisory Group at its meeting on 17 February 2017 and the following recommendations were made:

1. *MEAG fully endorse the restructure/merge.*

Officer Comment:

The proposed restructuring of MCCAG to a Volunteer Capacity Building Forum, including the creation of a designated environmental volunteer representative position on MEAG, was referred to MEAG on 17 February 2017.

Strategic Implications

The following strategies from the *City of Mandurah Strategic Community Plan 2013 – 2033* are relevant to this report:

Environment:

- Encourage and enable the community to take ownership of natural assets, and to adopt behaviours that assist in achieving the City's environmental targets.
- Become a leader in proactive and innovative environmental management.

Identity:

- Encourage active community participation and engagement.

Leadership:

- Develop and empower our community leaders to determine, guide and advocate for the City's future.

Conclusion

Currently, there are two advisory groups relating to environmental issues: Mandurah Coastcare Coordinating Advisory Group (MCCAG) and Mandurah Environmental Advisory Group (MEAG). Officers are recommending that one formal advisory group to council for environmental matters is sufficient. Also that a less formal and more inclusive forum such as a Volunteer Capacity Building Forum will enable the City to better engage and support environmental volunteers in a more positive and constructive manner.

Recent discussion with current MCCAG representatives and officers indicates that MCCAG members are also generally in favour of the proposed change under the condition that there is a focus placed on renewing coastal management plans to guide Coastcare group activities once again.

From July-October 2017, a Volunteer Capacity Building Forum was trialled in place of regular MCCAG meetings. Through this trial, the forums have proven to be more appealing, more constructive and better aligned with what environmental volunteers need and want than a formal advisory group structure. It has consistently attracted high attendance numbers and has showcased a number of volunteer achievements and opportunities for volunteering on environmental projects in the City of Mandurah.

RECOMMENDATION

That Council:

1. **Support the dissolution of the Mandurah Coastcare Coordinating Advisory Group (MCCAG).**
2. **Support and facilitate bi-monthly Volunteer Capacity Building Forums.**
3. **Renew coastal management plans to guide volunteer action through Mandurah CoastCare groups**

7 SUBJECT: Mandurah Traffic Bridge – Proposed Boardwalk, Stairway and Revetment Works.
CONTACT OFFICER/S: Allan Claydon
AUTHOR: Allan Claydon
FILE NO:

Summary

The City has recently been involved in the procurement and delivery of the Mandurah Bridge. To ensure a successful project could be delivered within the project budget, a number of bridge enhancement options were deleted from the original project.

As the bridge project is nearing completion, there is an opportunity to revisit a key option and implement the works. This option is to link the waterside boardwalk directly to the bridge via a stairway. At present, pedestrians have to access the city centre via Mandurah Terrace.

Funding for this additional work may be available from the interest earned on the project funding.

Council is requested to approve the proposed pedestrian stairway connection to the Mandurah Bridge and ancillary works associated with the shoreline revetment works, noting that the use of available funds is subject to formal approval from the Department of Primary Industries and Regional Development (DPRD) and Peel Development Commission (PDC).

Disclosure of Interest

Nil

Location



Previous Relevant Documentation

- G.21/8/17 8 August 2017 Acknowledge that a celebration pedestrian walkover to commemorate the end of life for the Mandurah Bridge will be held on Sunday 20 August 2017. Notes that \$30,000 will

be allocated to the event from the Chief Executive Officer's project budget.

- G.33/2/16 23 February 2016 Endorse key enhancements for the Old Mandurah Traffic Bridge replacement project and advise Main Roads WA accordingly.
- G.21/1/16 27 January 2016 Visual presentation by Director Works and Services.
- G.30/9/14 16 September 2014 Supports the proposed project direction as outlined in this report. Approves land administration processes to obtain tenure for the land needed to deliver the project as outlined in this report. Approved unbudgeted expenditure up to \$150,000 to be funded by reimbursement from MRWA for consultancy services and minor works needed to obtain statutory approvals and prepare the site for the bridge and associated road construction works. Notes that funding for the development of a Landscape and Access Master Plan for the Western and Eastern Foreshore will be listed for Council's consideration as part of the preparation of the draft 2016/16 Budget.
- SP.3/4/14 8 April 2014 Council authorises the Chief Executive Officer to approach the State Government and senior staff from the Department of Transport and Main Roads Western Australia in a bid to secure the necessary additional \$10 million of funding needed to progress the project.
- G.43/11/13 26 November 2013 Council approves the City's actions in further developing concept designs and more accurate costings for Mandurah traffic Bridge and notes that a further report will be prepared on both the outcome of the concept design and cost certainty consultancy services and the proposed next steps.
- G.43/11/12 27 November 2012 Council received the Mandurah Transport Modelling Traffic Projections on the bridges and adopted in principle that the replacement bridge for the Old Mandurah Traffic Bridge to be configured with four lanes for traffic in conjunction with pedestrian/cyclist provision.

Council to continue negotiations with State Government to secure funding and continues to develop the public consultation process. Council acknowledged the importance of the Old Traffic Bridge to the social history of Mandurah and the heritage significance of Dalrymple Park, with both elements being considered as part of the replacement of the bridge.
- G.43/11/12 25 September 2012 Council supported a Reference Group to include Council, Main Roads WA and Community membership to oversee the consultation and design process for the replacement of the Old Traffic Bridge.
- G.38/08/11 23 August 2011 Council resolved to accept the Economic Viability Assessment for the replacement within 2-3 years and analyse the bridge characteristics for replacement.

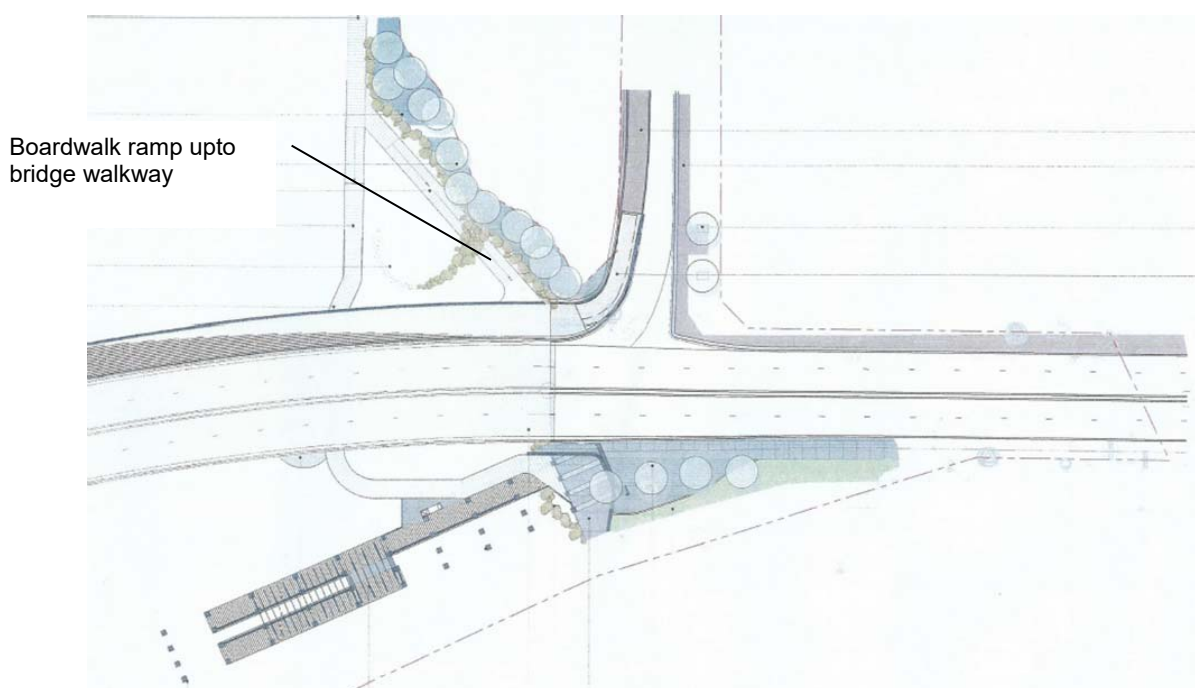
- G.25/06/11 28 June 2011 Council received a heritage assessment report for the Old Mandurah Traffic Bridge and resolved to endorse the use of the assessment as an input to the conceptual design phase of the bridge replacement project.
- G.28/10/06 17 October 2006 Council resolved to delay further capital expenditure on the Old Mandurah Traffic Bridge and commence planning for ultimate replacement of the structure.

Background

The Mandurah Bridge is nearing completion and there exists an opportunity to revisit those works which were originally contemplated in the budget and deleted to ensure the budget could be complied with.

One such proposal originally deleted was to extend the original boardwalk and provide a ramped access to the new bridge in the vicinity of Mandurah Terrace. The original construct proposal was \$695,329. As access was available directly to Mandurah Terrace, this proposal was deleted.

A schematic plan of the original proposal is as follows below:



This proposal has subsequently been reviewed in light of potential funding being made from the project funding.

In June 2015 the City received Royalties for Regions, Southern Investment Initiative funding of \$8.8M to contribute towards the construction of the Mandurah Bridge Replacement. This funding was provided to Main Roads WA in two payments, \$4.4M in December 2016 and \$4.4M in February 2017, to be used for the construction of the bridge by Georgiou Group.

During the life of the project interest of approx. \$254,190 was earned on the funding provided by Royalties to Regions. This money was not required by Main Roads WA for the contracted bridge works and therefore is available to be spent on additional elements for the bridge.

Management of the Royalties for Regions funding for the bridge has been handed over to the Peel Development Commission. Approval for expenditure of the remaining funds for the boardwalk, stairway

and revetment works will be required from Peel Development Commission and Department of Primary Industries and Regional Development.

Comment

Following completion of the bridge construction, the City has been able to assess the project and determine if there are any elements of the bridge that have not been included in the contracted works. Council officers have proposed to complete boardwalk, install a stairway to link from the existing boardwalk to the shared path on the new bridge and undertake shoreline revetment works.

The City is seeking approval from the Peel Development Commission to utilise the unspent monies from the grant to undertake the proposed works.

A stairway can be installed from the boardwalk leading up to the bridge pedestrian pathway, which will create an option for pedestrians to access the bridge, either from Mandurah Terrace or from the boardwalk adjacent to the estuary. Revetment works will also be undertaken to protect this infrastructure from water based erosion.

The existing boardwalk extends along the estuary adjacent from the Merchant Tea House, 30 metres from the bridge structure. Pedestrians using this boardwalk have to back track along the boardwalk upon reaching the end and walk down the laneway between the boardwalk and Mandurah Terrace to access the new bridge and continue their journey.

Now that the bridge works are essentially complete, it is easier to evaluate the proposed works and assess the cost. Preliminary proposals appear to confirm that the pedestrian link can be made with the funding proposed.

The construction of the boardwalk and stairway will connect the current boardwalk adjacent to the bridge, thus enhancing the amenity of the area and provide an additional entry point for pedestrians to the bridge pathway.

Statutory Environment

The State Government through its agent MRWA is the project manager for the project and therefore statutory processes are being administered accordingly.

Policy Implications

Nil

Risk Implications

Although the project risk is low, it is noted that funding is dependent on approval by the PDC. The approval to utilise the funds resulting from interest on the bridge project funds is needed to fund this project.

Economic Implications

Funding for the construction of the Mandurah Traffic Bridge consisted of \$40M State Government funding provided to MRWA, \$8.8M Royalties for Regions funding provided to City of Mandurah and \$3M from City of Mandurah budget allocations. Total project budget is \$51.8M.

\$8.8 million in grant funding from the Peel Development Commission was deposited in a Western Australian Treasury Corporation (WATC) Cash Deposit Facility in June 2015 as directed by the grant agreement. Currently, the original grant money has been spent and withdrawn from the WATC facility

leaving an interest amount of \$254,190.32 accrued to the end of February. Draw down of funds requires signatories from both the City and the PDC.

Strategic Implications

The following strategies from the *City of Mandurah Strategic Community Plan 2017 – 2037* are relevant to this report:

Infrastructure:

- Advocate for and facilitate the provision of infrastructure that matches the demands of a growing population.
- Advocate for and facilitate the provision of an integrated movement network.

Organisational Excellence:

- Ensure the City has the capacity and capability to deliver appropriate services and facilities.
- Deliver excellent governance and financial management

Conclusion

Royalties for Regions funding of \$8.8M was provided to the City for the construction of the Old Mandurah Traffic Bridge Replacement. Interest earned on the funding over the life of the project is approx. \$254,190. This was not required by Main Roads WA for the bridge construction contracted works. Approval is requested to utilise this remaining interest money from the funding to construct the continuation of the boardwalk along the eastern side of the estuary, install a stairway for pedestrian access from the boardwalk to the new bridge pathway and undertake revetment works to protect the infrastructure from water based erosion. It is noted that formal approval is necessary from the PDC and DPRD in order for this to proceed.

RECOMMENDATION

That Council:

1. **Subject to the necessary approvals from the Peel Development Commission and Department of Primary Industries and Regional Development, approves unbudgeted expenditure* of up to \$254,190 for the purpose of constructing a boardwalk extension stairway linking the boardwalk to the bridge pedestrian pathway, and for revetment works to protect the infrastructure from water based erosion, subject to the funding condition below.**
2. **Approves the allocation of \$254,190 for the Mandurah Bridge project from the Western Australian Treasury Corporation deposit account, noting that the formal approval of the Peel Development Commission is required in order to release these funds.**

***ABSOLUTE MAJORITY REQUIRED**

8 SUBJECT: Road Projects Funding: Proposed Reallocation of Funds
CONTACT OFFICER/S: Terry Blanchard/ Allan Claydon
AUTHOR: Terry Blanchard
FILE NO:

Summary

The City's Operations Services, Cityworks team has requested a reallocation of road funding to ensure continuity of works for its nine man road crew through to 30 June 2018.

To ensure continuity of work the following proposals have been considered:

1. Reallocate funding from Smokebush Retreat (\$165,000)
2. Reallocate road reseal program savings (\$185,000)

Smokebush Retreat roadworks are the subject of a Deed of Variation with the landowner which required roadworks to be completed by 30 June 2018. Discussions with the landowner have resulted in this timeframe not being able to be met thus necessitating an amendment to the Deed of Agreement. This amendment will be reported as a separate issue at a future Council meeting.

Council is requested to approve the reallocation of current Smokebush Retreat funds to ensure continuity of work and to endorse the proposal to accelerate the staged roadworks planned for Glencoe Parade.

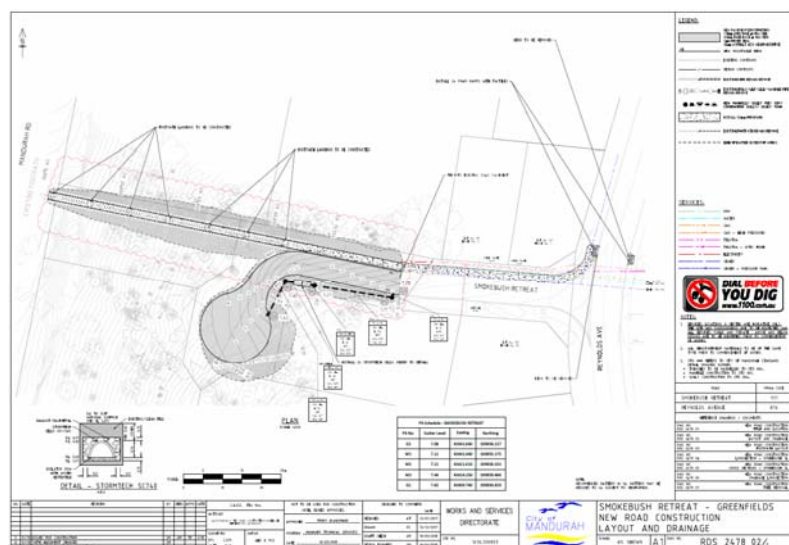
Disclosure of Interest

Nil

Location



Glencoe Parade – Staged Roadworks



Smokebush Retreat – New Road Construction

Previous Relevant Documentation

- G.27/11/16 22/11/2016

Approved the signing of the deed or agreement with the developer. The deed outlined items to be funded by the City and those that were to be funded by the developer.
- G.7/10/16 11/10/2016

Council provided a report and recommendations to the Western Australian Planning Commission on a revised Local Structure Plan for the Central Park Development.
- SP.2/12/15 21/12/2015

Special Council Meeting for the purpose of Building Better Regional Cities Program: Pedestrian Bridge and the Adjudicator's Determination in relation to the pedestrian bridge.
- SP.1/7/14 08/07/2014

Council authorised the Chief Executive Officer to complete negotiations and subject to a successful outcome, award the final contract.
- SP.2/4/14 08/04/2014

Council authorised the Chief Executive to enter into an appropriate legal agreement with the Preferred Supplier, McConnell Dowell Constructors (Australia) Pty Ltd, to continue negotiations and the associated value engineering process to achieve the construction of the Mandurah Road Footbridge for the Guaranteed Maximum Price of \$6.1 million.

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|--|---|--|
| <ul style="list-style-type: none"> • SP.4/3/14 • G.50/6/12 • G.25/8/11 • G.24/8/10 | <p>1/3/2014</p> <p>26/6/2012</p> <p>9/8/2011</p> <p>24/8/2010</p> | <p>Council also authorised the completion of the required design services and additional funding of \$500,000 to be made available should the negotiations be successful, with a further report to be prepared to consider the outcomes of the negotiations and determine the future of the project. Council selected McConnell Dowell Constructors (Australia) Pty Ltd as the Preferred Supplier for the construction of the Mandurah Road Footbridge for the purpose of entering into further negotiations to establish whether or not the project can be delivered at an affordable price and that a further report be prepared to consider the outcome of the negotiations.</p> <p>Building Better Regional Cities Program Federal Funding.</p> <p>Central Park Outline Development Plan (ODP) – Final Approval.</p> <p>Council granted final approval to the Mandurah Junction ODP.</p> |
|--|---|--|

Background

A review of the current works construction program has highlighted that without the Smokebush Retreat project the Cityworks Section (nine man road crew) will run out of work by the end of April 2018.

To ensure continuity of works, all projects have been assessed and the funding required to continue employment through to 30 June determined.

One outstanding road project that will not be able to be delivered by 30 June is the construction of Smokebush Retreat.

The developer has not approved the road design plans and is contemplating the installation of public utility services ahead of roadworks. This has resulted in a delay which will require this project to be re-budgeted in 2018/2019.

Funding savings have also been achieved in the road reseal area and these are sought to be reallocated in combination with the budgeted Smokebush Retreat funds to allow construction of one roadwork project that will continue works through to 30 June 2018.

Comment

The road design for Smokebush Retreat has been completed and presented to the landowner for approval. The City has been requested not to undertake any works whilst the landowner considers his options to provide public utility services to service the new subdivision lots.

The project funding of the first stage of construction is \$165,000 and is allocated in the 2017/2018 budget.

In analysing the 2017/2018 expenditure within the Works and Services directorate, the resealing programme has considerable savings from projects that have been completed for some time and no further expenditure is expected. The request is to reallocate \$185,000 from this area.

The factors that have contributed to the savings are as follows:

- Reduced tender price for asphalt (approximately 6% reduction in price)

- Smarter grouping of sealing projects to ensure the program was delivered utilising reduced pricing due to higher tonnages of asphalt being ordered
- Enhanced direct supervision of the contractors and tighter control of corrector course application which has resulted in approximately 7% savings in tonnages and pricing
- Minimum requirement for use of contingency allowances due to direct supervision
- Rigorous attention to project scope of works in the field.

Overall savings of \$300,000 have been achieved in the road reseal area.

Alternate Road Project

It is recommended that Glencoe Parade be approved for the requested reallocation of funding.

This project is part funded to commence this year (\$130,000) with the remainder of the works proposed in the 2018/2019 financial year. This project is designed and ready for construction.

The original intent was to commence 2017/2018 works in mid-June 2018 and continue the program into 2018/2019 with the adoption of a new budget. The total project cost is estimated to be \$480,000. This proposal would result in the project being completed as one project.

The funding for Glencoe Parade would therefore be:

Existing funding 2017/2018 budget	\$130,000
Reallocation Smokebush Retreat funds	\$165,000
Reallocation road reseal savings	\$185,000
TOTAL	\$480,000

Consultation

Ongoing discussions have been held with the developer and representative consultants where required.

Statutory Environment

Local Government (Functions & General) Regulations 1996, Part 4 for the asphalt paving tender.

Policy Implications

Nil

Risk Implications

The delay to the roadworks (Smokebush Retreat) impacts on the Cityworks section who will run out of work before the end of the financial year if alternative works are not provided for.

Economic Implications

The proposed reallocation of funds from existing projects will not impact on the 2017/2018 budget. The proposal will allow an efficient and effective approach to the reconstruction of Glencoe Parade as it will be a larger project which will have savings realised through such measures as:

- Reduced mobilisation/demobilisation costs
- Advantage with lower asphalt rates as the quantum of tonnage is large
- Increased supervision with the focus on one project rather than spread over multiple projects

Strategic Implications

The following strategies from the *City of Mandurah Strategic Community Plan 2017 – 2037* are relevant to this report:

Infrastructure:

- Advocate for and facilitate the provision of infrastructure that matches the demands of a growing population.
- Advocate for and facilitate the provision of an integrated movement network.

Organisational Excellence:

- Ensure the City has the capacity and capability to deliver appropriate services and facilities.
- Deliver excellent governance and financial management.

Conclusion

In order to ensure continuity of work for Cityworks it is proposed to reallocate funding from existing projects.

Due to delays in delivering one project and savings realised in the road reseal program there is an opportunity to deliver the reconstruction of Glencoe Parade in 2017/2018 rather than have the project funded over two financial years. This will result in a more efficient and productive outcome for the City.

RECOMMENDATION

That Council:

- 1. Endorse the proposal to reconstruct Glencoe Parade in 2017/2018 utilising reallocated funds in conjunction with the approved 2017/2018 funding allocation.**
- 2. Approve the reallocation of the Smokebush Retreat project funds of \$165,000 to Glencoe Parade in the 2017/2018 budget.**
- 3. Approve the 2017/2018 resealing programme savings of \$185,000 being reallocated to Glencoe Parade in the 2017/2018 budget.**
- 4. Re-budget Smokebush Retreat road extension in the 2018/2019 budget of works.**

ABSOLUTE MAJORITY REQUIRED