

NOMINATION FOR THE POSITION OF CHAIRPERSON OF THE COMMITTEE OF COUNCIL

TO: The Chief Executive Officer
City of Mandurah

I, Councillor hereby nominate myself for
the office of Chairperson for the Committee of Council.

OR

I, Councillor

hereby nominate..... for the office of
Chairperson for the Committee of Council.

Signed:.....

Date:

ACCEPTANCE OF NOMINATION

I, having been nominated for the
position of Chairperson for the Committee of Council accept / decline the nomination.

Signed:

Date:

NOTICE OF MEETING

COMMITTEE OF COUNCIL

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

**Tuesday 9 March 2021
at 5.30pm**

MARK R NEWMAN

Chief Executive Officer
4 March 2021

Committee Members

Councillor M Darcy
Councillor P Jackson
Councillor D Pember
Councillor P Rogers
Mayor R Williams

Councillor J Green
Councillor C Knight
Councillor L Rodgers
Councillor A Zilani

AGENDA

1 OPENING OF MEETING AND ANNOUNCEMENT OF VISITORS

2 ELECTION OF CHAIRPERSON

3 APOLOGIES

4 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.

5 RESPONSES TO QUESTIONS TAKEN ON NOTICE

6 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 visit the City's website www.mandurah.wa.gov.au or telephone 9550 3787.

7 ANNOUNCEMENTS

Modification to *Standing Orders Local Law 2016* - electronic attendance at meeting.

8 PRESENTATIONS

Access and Inclusion Plan 2021 - 2026

9 DEPUTATIONS

Any person or group wishing to make a Deputation to the Committee meeting regarding a matter listed on this agenda for consideration must complete an application form. For more information regarding making a deputation please visit the City's website www.mandurah.wa.gov.au or telephone 9550 3787.

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.

10 CONFIRMATION OF MINUTES: 10 SEPTEMBER 2019

Minutes available via <https://www.mandurah.wa.gov.au/council/council-meetings/agendas-and-minutes>

11 DECLARATIONS OF FINANCIAL, PROXIMITY AND IMPARTIALITY INTERESTS**12 QUESTIONS FROM COMMITTEE MEMBERS WITHOUT DISCUSSION**

12.1 Questions of which due notice has been given

12.2 Questions of which notice has not been given

13 BUSINESS LEFT OVER FROM PREVIOUS MEETING**14 REPORTS:**

1	Dog Exercise (Off Leash) Area: Lakelands District Open Space	1 – 5
2	Naming: Yakka Park	6 – 9
3	CSRFF 2021/22 Small Grants Summer Round	10 – 16
4	Commercial Sponsorship: Merlin Street Pavilion	17 – 21
5	Access and Inclusion Plan 2021 - 2026	22 – 41
6	Small Business Friendly Approvals Program	42 – 46
7	Film Friendly City	47 - 51

15 LATE AND URGENT BUSINESS ITEMS**16 CONFIDENTIAL ITEMS****17 CLOSE OF MEETING**

1	SUBJECT: DIRECTOR: MEETING: MEETING DATE:	Dog Exercise (Off Leash) Area: Lakelands District Open Space Business Services Committee of Council 9 March 2021
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Summary

The City has been reviewing options for areas set aside for dog exercise within the Mandurah community including Lakelands. Currently Lakelands has no designated dog exercise areas, with many owners utilising beach areas to the west or Meadow Springs Sports Facility for off lead exercising of their dogs.

Active reserves for dog exercise are extremely popular at locations such as Merlin Street, Falcon, Meadow Springs and Peelwood Sports Facilities. Adequate exercise of dogs is an essential element of responsible dog ownership and the large areas and fencing at these locations support exercise for dogs and their owners.

The new Lakelands District Open Space provides the opportunity to formalise its utilisation for dog exercise where active sport is not being undertaken. Given the needs of the school and heavy utilisation of the central and southern ovals of the Lakelands District Open Space for active sport, it is recommended that these ovals be utilised with time restrictions in place.

Council is requested to approve the use of the central and southern ovals for dog exercise after 5:00pm and before 8:00am daily, except where active sporting activity is being undertaken.

Disclosure of Interest

Nil

Previous Relevant Documentation

Nil

Background

The *Dog Act 1976* provides that Council may, by absolute majority, specify a public place as a dog exercise area (Dog Off Leash). The Lakelands suburb has a total of 871 registered dogs and that number will continue to grow. At present within Lakelands there are no designated dog exercise areas, with residents seeking opportunities at beach areas to the west and the Meadow Springs Sports Facility. It is important that dog exercise opportunities are provided for the wellbeing of dogs and their owners.

The City is very generous in the extent of areas provided for dog exercise. The development of the Lakelands District Open Space provides an opportunity to increase utilisation of the area for exercise by dog owners.

Officers have reviewed alternative City owned and managed land within Lakelands, however, there are few locations that are of adequate size to accommodate a designated dog exercise area. A number of the sites also have infrastructure and environmentally sensitive areas in close proximity that make them unsuitable.

Attachment 1.1 provides a plan of the proposed dog exercise area for the central and southern ovals of Lakelands District Open Space for dog exercise after 5:00pm and before 8:00am daily, except where active sporting activity is being undertaken. Signage would be installed accordingly, with bags provided. A sample sign is noted in Figure 1. Given the premier active reserve status of the northern oval at Lakelands District Open Space, it is not considered appropriate to allow dogs off lead. This is consistent with other premier ovals at Peelwood and Meadow Springs Sports Facilities.



Figure 1
Sample Dog Exercise Signage

Comment

The Lakelands District Open Space will provide fenced space that can be utilised as a dog exercise area for the local community when active sport is not being undertaken. Based on feedback from the community the availability of a local dog off lead area will be positively received.

There are challenges with the use of active reserves as dog exercise areas as the issue of dog faeces on the oval can be a problem for user groups. In addition, there can be some negative impacts should the reserve surface be damaged.

The Lakelands District Open Space is an extremely popular site for active sport and it is essential that the interface between dogs and sport is effectively managed. It is recommended that a review of the dog exercise arrangements for the Lakelands District Open Space be undertaken in 12 months to assess any recommended modifications.

MEAG Comment

This item does not have any impact on the natural environment and therefore has not been referred to Mandurah Environmental Advisory Group for comment.

Consultation

Officers consulted with contemporary local governments.

Statutory Environment

Section 31(3A) of the *Dog Act 1976* provides:

A local government may, by absolute majority as defined in the Local Government Act 1995 section 1.4, specify a public place, or a class of public place, that is under the care, control or management of the local government to be a dog exercise area.

Section 31(3C) provides that at least 28 days before specifying a place to be:

(a) a place where dogs are prohibited at all times or at a time specified under subsection (2B); or
(b) a dog exercise area under subsection (3A); or
(c) a rural leashing area under subsection (3B),
a local government must give local public notice as defined in the Local Government Act 1995 section 1.7 of its intention to so specify.

Policy Implications

The City's Public Health and Wellbeing Plan has a strategic objective to provide community, social infrastructure and services to maintain quality of life in a growing and increasingly diverse City. The effective shared utilisation of public open space to meet the needs of a range of community members is consistent with this objective.

Financial Implications

There is a requirement for the installation of signage which can be accommodated within existing budgets.

City Parks staff will be required to remove dog faeces from the reserve where necessary which may add additional workload to maintenance activities.

Risk Analysis

Adequate exercise and socialisation of dogs are critical elements of responsible dog ownership. The provision of designated exercise areas contributes to this.

It is important that dogs, although off lead, are effectively controlled and supervised by their owner in dog exercise areas to prevent attacks. The City is currently undertaking an active campaign to encourage the reporting of inadequately controlled dogs.

In addition, it is important that owners appropriately manage dog faeces particularly given the active sports played on the reserve and monitor the impact on the playing surface. Additional work is generated for the City Parks team in managing these issues and the process of maintaining the reserve can become more time consuming.

Strategic Implications

The following strategies from the City of Mandurah Strategic Community Plan 2020 – 2040 are relevant to this report:

Social:

- Advocate for and facilitate the provision of diverse and environmentally sustainable places and spaces for people to enjoy an inclusive and active lifestyle.
- Promote the importance of a healthy, active lifestyle and the role the natural environment plays in preventative health, within our community.

Conclusion

Dog exercise areas that allows dogs off leash are extremely well utilised and contribute to the wellbeing of both dog and owners. The Lakelands District Open Space provides an opportunity to support the community of Lakelands and maximise the usage of the facility in a manner similar to other active reserves across the City.

NOTE:

Refer **Attachment 1.1 - Plan of Proposed Dog Exercise Area Central and Southern Ovals of Lakelands District Open Space.**

RECOMMENDATION

That the Committee of Council recommend to Council to:

- 1. Approve the central and southern ovals of Lakelands District Open Space as detailed in Attachment 1.1 as dog exercise areas only after 5:00pm and before 8:00am daily, except where active sport is in progress.**
- 2. Give the public notice of its decision to designate Lakelands District Open Space as a dog exercise area.**

ABSOLUTE MAJORITY REQUIRED

ATTACHMENT 1.1

Dog Exercise (Off Leash) Area - Lakelands District Open Space

Central & Southern Ovals Lakelands District Open Space



2	SUBJECT:	Naming Yaaka Park (Reserve 53629)
	DIRECTOR:	Business Services
	MEETING:	Committee of Council Meeting
	MEETING DATE:	9 March 2021

Summary

The City has received a request from Peet, the developers of the Lakelands subdivision estate, to source a name for a new local park within Stage 67.

In accordance with Landgate's current recommendation to local government authorities (LGAs) of naming of new local parks or recreational reserves after '*names from Aboriginal languages formerly identified with the general area*', the relevant consultations were undertaken in accordance with Council and Landgate policies, with the name 'Yaaka' (the Indigenous name for tortoises), based on the history of tortoises frequenting the site, identified as a suitable choice.

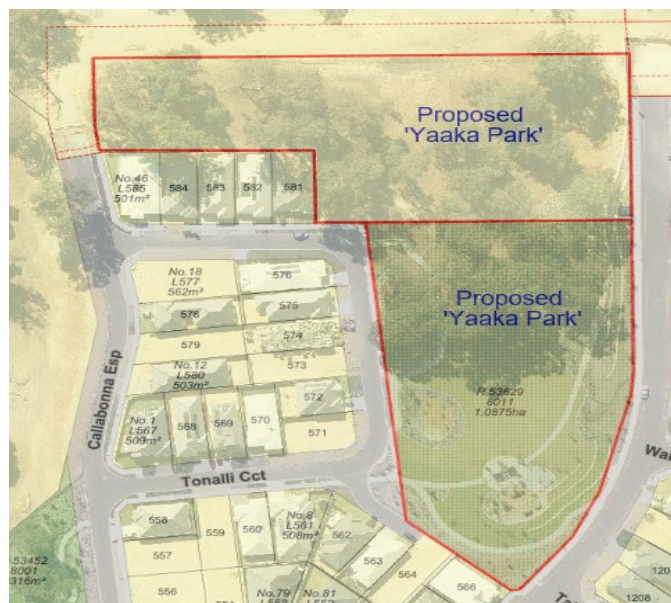
Council is, therefore, requested to approve the official naming of Reserve 53629 as 'Yaaka Park'.

Disclosure of Interest

Nil

Location





Previous Relevant Documentation

N/A

Background

The City has been contacted by Peet, the developers of the Lakelands subdivision estate, to assist in sourcing a name for a new section of Public Open Space (POS) which abuts Dragonfly Boulevard in Stage 67.

The subject parkland is in two parcels, the southern section is already fully landscaped and has been vested to the City's management as Reserve 53629 with a purpose of Public Recreation; and the northern section is in the process of being vested to the City under the same reserve number.

Comment

The Geographic Naming Committee (GNC) at Landgate, who are responsible for official naming of parks and reserves within Western Australia, are actively encouraging all local governments to embrace Aboriginal naming, and their current procedures recommend naming of new local parks or recreational reserves after '*names from Aboriginal languages formerly identified with the general area*'. The City's Dual Naming Committee investigated whether there was a suitable Aboriginal name that could be applied to the site.

Investigations revealed the reserve used to house a man-made stock dam which was home to Long Necked Tortoises and, when the dam was filled in the tortoises were relocated to nearby Black Swan Lake (the dam was located at the low point in the reserve with fresh water source from an underground stream). Therefore, a name around this theme was sought, with the City's Aboriginal consultant through consultation with local Elders, advising the name 'Yaaka', as described below, was an appropriate choice:

- Yaaka (pronounced Yar-ka) or Yaakan is a local Bindjareb Noongar dialect name.
- Yaaka is the Noongar name for long neck tortoise.
- Yaaka are found in the lakes.
- Yaaka use the surrounding sandy soils to lay their eggs.
- The Yaaka have been a source of food for local people for thousands of years.
- The Yaaka eggs were also cooked and eaten by families.
- Families looking for Yaaka in lakes could find them easily.
- Families searching for Yaaka in Birak and Boonaroo (hotter Noongar seasons) when lakes dried up, used different learned techniques.

- Cooking Yaaka needed to have specific considerations learned over time.
- The lake and surrounding bushland should be given consideration for the egg laying season when planting for regeneration, and movement of the Yaaka.
- Using the name “Yaaka” rather than “Yaakan” for this project because of Elders Gloria Kearing and Franklyn Nannup usage of “Yaaka”.
- Any waters entering the lakes needs to have a natural plant filtering (reeds) system in place to clean water from cars, home usage and fertiliser usage on the park lawn area. The native plants and animals will not cope with chemicals in their water environment.

In accordance with Council policies, the proposal was referred for discussion at the November 2020 RAP Steering Committee meeting, and subsequently considered over a 14-day period by Elected Members, with no objections received. The developers and GNC have also provided their support to the chosen name.

Upon approval, signage will be placed on the reserve as an educational opportunity to promote the history of the area and Aboriginal language to the local community.

Consultation

- George Walley, City Aboriginal Liaison

Statutory Environment

- *Land Administration Act 1997 – Section 26 (c) Subject to 26A the Minister may name, rename and cancel the name of any topographical feature, road or reserve; Section 26A – If the local government approves a name it is forwarded to the Minister for lands for final approval.*
- *Geographic Names Committee – Policies and Standards for Geographical Naming in Western Australia provided by Landgate.*

Policy Implications

- POL-PKR 04 ‘Naming of Community Infrastructure & Public Places’.

Financial Implications

N/A

Risk Analysis

N/A

Strategic Implications

The following strategy from the City of Mandurah Strategic Community Plan 2020 – 2040 is relevant to this report:

Social:

- Promote and encourage community connectedness to create social interaction and a strong sense of security and belonging.

Conclusion

Officers have obtained support from all relevant parties in accordance with current City and Landgate policies to the naming of Reserve 53629 as Yaaka Park after the Aboriginal association of tortoises to the land, therefore the official naming of the Reserve as 'Yaaka Park' is considered appropriate.

RECOMMENDATION

That the Committee of Council recommend to Council that it approves the formal submission to the Geographic Naming Committee at Landgate for the official naming of Reserve 53629 to be 'Yaaka Park'.

3	SUBJECT: DIRECTOR: MEETING: MEETING DATE:	CSRFF 2021/22 Small Grants Summer Round Place and Community Committee of Council Meeting 9 March 2021
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Summary

The Community Sport and Recreation Facilities Fund (CSRFF) is administered by the Department of Local Government, Sport and Cultural Industries (DLGSC). It provides financial assistance to community groups and local government authorities to develop infrastructure for sport and recreation.

The CSRFF small grants round aims to increase participation in sport and recreation, with an emphasis on physical activity, through the development of sustainable, quality, well designed and well utilised facilities where the total cost of the project does not exceed \$300,000. The application process for submissions requires local government authorities to undertake an initial assessment to ensure that the proposed projects are well planned, prioritised and of positive benefit to the community.

The City has received two applications from clubs as part of the CSRFF Small Grants - Summer Round. The details of these applications are:

- South Mandurah Tennis Club (SMTTC) – Construction of two additional tennis courts.
- Dudley Park Bowling Club – Installation of perimeter security fencing and gates.

Council is requested to support the ratings and priorities of the two 2021/22 CSRFF Small Grants applications submitted. Sufficient funds have been listed for consideration in the 2021/22 budget to cover the City's one-third contribution toward these two projects.

Disclosure of Interest

N/A

Location



South Mandurah Tennis Club
Merlin Street, Halls Head



Dudley Park Bowling Club
2 Comet Street, Dudley Park

Previous Relevant Documentation

- G.20/7/20 25 August 2020 Council considered the 2020/21 CSRFF Small Grant applications – Winter Round and endorsed an application from the Mandurah Country Club for an upgrade to the driving range and Dudley Park Bowling Club for the installation of the security fencing and gate.
- G.14/3/20 24 March 2020 Council considered the 2020/21 CSRFF Small Grant applications – Summer Round and endorsed an application from the South Mandurah Tennis Club: Resurfacing of Courts 7-10, and Peel Hockey Association for the replacement and upgrade of turf floodlighting.
- G.11/8/19 27 August 2019 Council considered the 2019/20 CSRFF Small Grant applications – Winter Round and endorsed an application from the Mandurah Tennis Club: Resurfacing of Courts 9-10, Dudley Park Bowling Club: Upgrade to LED lighting and resurface of bowling green. In addition, Council also endorsed an application from the City for the upgrade of the Falcon Reserve Toilets and Changerooms.
- G.22/3/19 26 March 2019 Council considered the 2018/19 CSRFF Small Grant applications – Summer Round and endorsed an application from the Mandurah Tennis Club: Resurfacing of Courts 9-10 and South Mandurah Tennis Club: Resurfacing of Courts 1-2 and 7 – 10.

Background

The Department of Local Government, Sport and Cultural Industries - Sport and Recreation offer three grant categories within the CSRFF program:

- (a) Forward Planning Grants: \$166,667 up to \$4,000,000 can be allocated to large scale projects where the total project cost exceeds \$500,000 and may require an implementation period of between one and two years. Grants given in this category may be allocated in one or a combination of the years in the triennium.
- (b) Annual Grants: \$50,000 to \$166,666 can be allocated to projects with a planning and construction process that will be complete within 12 months. The total project cost for Annual Grants is between \$150,000 and \$500,000. Grants awarded in this category must be claimed in the financial year following the date of approval.
- (c) Small Grants: \$7,500 to \$100,000 can be allocated to projects involving a basic level of planning. The total project cost for Small Grants must not exceed \$300,000. Grants awarded in this category must be claimed in the financial year following the date of approval. There are two rounds per year and coincide with the summer and winter sporting seasons.

The maximum CSRFF grant approved can be no greater than one third of the total estimated project cost. The Department of Local Government, Sport and Cultural Industries - Sport and Recreation contribution must be at least matched by the applicant's contribution. Council is required to rank each project according to its priorities for the development or upgrade of facilities, ensuring consistency with relevant strategic documents, and then rate each project according to individual merit.

The project ratings are identified as follows:

Well planned and needed by the municipality	High
Well planned and needed by applicant	Medium/High
Needed by municipality, more planning required	Medium

Needed by applicant, more planning required	Medium/Low
Idea has merit, more preliminary work needed	Low
Not recommended	Not recommended

Comment

Council is requested to consider two applications from clubs as part of the CSRFF Small Grants - Summer Round.

South Mandurah Tennis Club – Project 1

Project	Construction of two additional tennis courts
Location	2 Merlin Street, Halls Head
Years Applied for	2021/22
Total Project Cost	\$160,098
Eligible Grant Criterial Total	\$53,366
CSRFF Grant	\$53,366
Requested from Council	\$53,366
Other Potential Funding	-
Clubs' Contribution (cash)	\$53,366
Clubs' Contribution (in kind)	\$0
Recommended Ranking	It is recommended that this project be given a ranking of "1" and a rating of "medium/high"

Project Description

The SMTC has held a lease over Reserve 45079 Merlin Street since 1994. The current lease agreement is for a term of five years with a five-year renewal term due to expire in 2028. The SMTC is one of three tennis clubs delivering tennis participation within the City and currently caters for both organised and social tennis opportunities all year round.

The SMTC has submitted a CSRFF application for the installation of two additional tennis courts within their leased area. The project specifically involves the construction of two hard courts to tennis standards, earthworks, associated fencing, drainage, plexi pave surfacing, net post installation and line marking.

The Department of Local Government, Sport and Cultural Industries - Sport and Recreation has a focus on increasing participation, the construction of two additional courts will meet this objective by encouraging participation and allowing greater access all year round for both members and the general public.

The Club has a particular focus on junior participation running structured junior tennis pennant teams and regular coaching sessions, in addition to providing support to juniors as they progress through the development pathways of tennis.

The Club is affiliated with Tennis West and has approximately 350 members along with managing 10 courts under a fee for use model. The SMTC has identified a need for more courts following sustained increase in demand as a result of increasing club membership, growth in junior coaching and the general public/casual usage. Increased player participation is monitored partially by the court booking/hire sheets, increased junior coaching and the increasing number of players "sitting off" during weekday social tennis.

Previously, the SMTC has undertaken significant works to upgrade facilities and over the past two years completed a resurface of 6 courts. Furthermore, the Club completed an upgrade to the tennis court lighting on courts 3 – 6 through the CSRFF program with the City contributing \$14,038.40.

Officers have recommended that this project is ranked one and rated “Medium/high”, as it is well planned and needed by the Club. In making this assessment, officers noted that the South Mandurah Tennis Club has a court replacement fund in place, is financially sustainable and is a good tenant of the City.

Dudley Park Bowling Club – Project 2

Project	Installation of perimeter security fencing and gates
Location	2 Comet Street, Dudley Park
Years Applied for	2021/22
Total Project Cost	\$82,740
Eligible Grant Criterial Total	\$27,080
CSRFF Grant	\$27,080
Requested from Council	\$27,080
Other Potential Funding	-
Clubs' Contribution (cash)	\$27,080
Clubs' Contribution (in kind)	\$1,500
Recommended Ranking	It is recommended that this project be given a ranking of “2 ” and a rating of “medium/high”

Project Description

The Dudley Park Bowling Club is located on Crown Reserve 25477 with the title vested to the City of Mandurah for the purpose of recreation, with a power to lease and or sub lease. The lease with the club was renewed in 2013 for a period of 10 years, with an option for a further 11 years. The Club is affiliated with Bowls WA and has 263 members. The facility is primarily used by Club members and local schools. The Club hosts four bowling carnivals each year that are generally regional, state or international events.

The Club is proposing to install a new perimeter fence to secure the property. The current colorbond® fence is at a low level and offers limited security to the club facilities. The proposed fence will run the entire length of the boundaries and will include two (2) x six (6) metre wide sliding access gates to the existing crossovers to the carparking areas. In addition, four (4) lockable pedestrian gates will also be installed. The fence will be 1.8-metre-high powder coated garrison fencing and the gates will be custom made to match. Furthermore, the Club is proposing to install wireless intercoms to the two access gates.

The Dudley Park Bowling Club is one of four bowling Clubs within the City of Mandurah locality and the only Club that does not have adequate safety fencing around the perimeter. As a result, over the last ten years the Club has reported a number of incidents where there has been damage to the greens or break-ins to the club facility. These incidents incur costs to fix, decrease perceived level of safety by members, and impact the ability to use the greens or facilities whilst awaiting repair from damage.

Previously the Dudley Park Bowling Club has undertaken significant renovation works to upgrade toilet facilities and installed solar panels at their own cost. In addition, the Club resurfaced a synthetic bowling green in 2015/16 via the CSRFF program, to which the City contributed \$34,693 and in 2018 carried out a resurface at their own cost.

During COVID-19 shutdown in 2020, the Club completed a resurface of one of their bowling greens and upgraded the lighting on two bowling greens which the City contributed \$48,613 towards the projects. The Club has a sound track record at successfully completing projects on time and within budget.

Officers have recommended a ranking of two and a rating of “medium/high” as the proposed installation of the security fencing will significantly assist in the management of facility and Club assets. In making the assessment, officers identified the capacity of the Club to provide and maintain the proposed infrastructure. Furthermore, it should be noted that the Club is resubmitting the CSRFF application and was previously unsuccessful in securing this funding. The project’s financial viability is strongly reliant upon both CSRFF and the City contributing the proposed contribution in capital funds.

Consultation

Consultation for the proposed facility upgrades has been undertaken as follows:

- South Mandurah Tennis Club
Consultation has occurred with the Department of Local Government, Sport and Cultural Industries - Sport and Recreation, Tennis West and within the City of Mandurah – project supported.
- Dudley Park Bowling Club
Consultation has occurred with the Department of Local Government, Sport and Cultural Industries - Sport and Recreation, Bowls WA and within the City of Mandurah – project supported.

Statutory Environment

N/A

Policy Implications

Policy CNP-07 Community & Recreation Facilities

This policy guides the City in the design, development and management of City owned community and recreational facilities. The policy applies to both existing and future facilities.

Policy CNP-05 Recreation Facility Development

Council may contribute a portion of funding towards the development of sport and recreation facilities in accordance with its Sport and Recreation Facility Development Procedures. The remaining funding must be provided by the applicant club or association or through a combination of club contributions and other funding sources such as grants, sponsorship, voluntary labour, donations etc.

Financial Implications

The two projects recommended for support are:

Project	Lodged by	Council Contribution Requested
Construction of two additional tennis courts	South Mandurah Tennis Club	\$53,366
Installation of perimeter security fencing and gates	Dudley Park Bowling Club	\$27,080
Total		\$80,446

Results of the grant applications will be announced in June 2021 with the projects to be delivered in the 2021/22 financial year. If the two projects are successful in their grant submissions, the combined funding contribution from Council would total \$80,446. Currently, the City has the following funding listed in the 2021/22 budget;

- \$118,353 CSRFF Projects – Various

Council retains the discretion to contribute to any project on a priority and financial capacity basis, including projects that are unsuccessful through the CSRFF funding program. In previous years, clubs whose projects have been unsuccessful through the CSRFF program have made requests to the City to honour its 1/3 funding commitment. In these circumstances, the Club has met the funding shortfall by increasing their commitment to 2/3 of the total cost.

Risk Analysis

To ensure the provision of quality community infrastructure that is delivered in a safe and timely manner with little or no disruption to the community, a City Project Officer will be assigned to each project.

Strategic Implications

The following strategies from the City of Mandurah Strategic Community Plan 2020 – 2040 are relevant to this report:

Social:

- Facilitate opportunities that promote community led initiatives and build local capacity and capability.
- Provide a range of social, recreational and cultural experiences for our residents and visitors to enjoy and take pride in.

Health:

- Provide and facilitate quality infrastructure that is accessible and conducive to a healthy, active community.

Organisational Excellence:

- Ensure the City has the capacity and capability to deliver quality services and facilities through accountable and transparent business practices, governance, risk and financial management.

Conclusion

The two applications received through the 2021/22 CSRFF Small Grants Round have been well prepared by the clubs and are consistent with Council's Community and Recreation Facilities Policy.

A requirement of the CSRFF funding program is that if Council funds are being contributed then there is a pre-commitment of funding for the year in which the grant is approved. The Council contributions reflected in this report are as requested from the applicant clubs.

The table below is a summary of the application rankings and the individual ratings for each project:

Grant Type	Rank	Project	Rating	Lodged by	CSRFF Funding Requested	Club Contribution	Council Contribution Requested
Small	1	Construction of two additional tennis courts	Medium / High	South Mandurah Tennis Club	\$53,366	\$53,366	\$53,366
Small	2	Installation of perimeter security fencing and gates	Medium / High	Dudley Park Bowling Club	\$27,080	\$28,580	\$27,080

RECOMMENDATION

That the Committee of Council recommend that it supports the rankings and ratings for the Community Sport and Recreation Facility Fund Small Grant applications from the following clubs / organisations:

- 1 South Mandurah Tennis Club**
Project: Construction of two additional tennis courts
Ranking: One
Rating: Medium/High
Requested Council Contribution: \$53,366

- 2 Dudley Park Bowling Club**
Project: Installation of security fencing
Ranking: Two
Rating: Medium/High
Requested Council Contribution: \$27,080

****ABSOLUTE MAJORITY REQUIRED****

4	SUBJECT:	Commercial Sponsorship: Merlin Street Pavilion
	DIRECTOR:	Place and Community
	MEETING:	Ordinary Council Meeting
	MEETING DATE:	9 March 2021

Summary

Council'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 (HHFC) is a long-term seasonal hirer of the Merlin Street Reserve and Pavilion in Halls Head. 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 some significant corporate sponsors, including Harcourt's Mandurah, Elite Air-Conditioning and Spartan Security and Data.

Consistent with the previous years, the HHFC has implemented a raffle to award naming rights sponsorship for the venue. The Club, who successfully implemented the same strategy in 2019 and 2020, sold 29 raffle tickets to interested parties at \$250 each, generating a total sponsorship income of \$7,250. Each ticket entitled the business one entry into the draw with no upper limit on ticket purchases per business.

The raffle took place on 26 February 2021 and Jetsupply Electrical were drawn as the winners of the naming rights sponsor for 2021. The Club has submitted their formal application to approve (the naming rights sponsor) and subsequently signage for the venue and is now seeking that approval from Council.

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

Disclosure of Interest

N/A

Location



Merlin Street Reserve / Pavilion (2 - 30 Merlin Street, Halls Head)

Previous Relevant Documentation

- G.15/3/20 24 March 2020 Commercial Sponsorship: Merlin Street Pavilion
- G.14/4/19 30 April 2019 Commercial Sponsorship: Merlin Street Pavilion
- G.12/4/18 24 April 2018 Commercial Sponsorship: Merlin Street Pavilion
- G.41/5/16 24 May 2016 Commercial Sponsorship: Merlin Street Pavilion/Reserve

Background

The Halls Head Football Club is a long-term seasonal hirer of the Merlin Street Pavilion in Halls Head. 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 ten years.

Since the project has been completed, the Halls Head Football Club have secured four 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 - 2018
Halls Head Football Club	Merlin Street Pavilion	Harcourts Mandurah	2014 - 2015
Mandurah City Football Club	Peelwood Sports Facility	Kelly's Hot Water	2016 - 2017
Halls Head Football Club	Merlin Street Pavilion	Elite Air-Conditioning	2016 - 2017
Mandurah City Football Club	Peelwood Sports Facility	Securitas Protect Stadium	2017 - Onwards
Halls Head Football Club	Merlin Street Pavilion	Hot Klobba	2017 - 2018
Peel Thunder Football Club	Rushton Park Sports Facility	David Gray Aglink	2019 - Ongoing
Halls Head Football Club	Merlin Street Pavilion	Spartan Security & Data	2019 - 2020
Halls Head Football Club	Merlin Street Pavilion	Westcoast Wool & Livestock	2020 - 2021

At the end of 2020, the Halls Head Football Club's sponsorship agreement with Westcoast Wool & Livestock ceased. In February 2021, the Club announced that Jetsupply Electrical had won the 'Naming Rights' raffle for Merlin Street Pavilion. The Sponsorship will be for a 12-month period from March 2021 – February 2022.

The Club has completed an application and the City has provided, in principle, approval from 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 \$7,250.00 through a 'Naming Rights' raffle. This a considerable sum for the Club considering the current sponsorship market and the ever-increasing pressure on clubs to be attractive to potential sponsors.

Securing income through this sponsorship will assist the Club to achieve ongoing 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. The nature of the facility being multi-use is not considered as a barrier for the Club to pursue 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 external facing sign on the northern side of the pavilion and internal facing signage will be permitted and all costs for signage installation, maintenance and removal will be covered by the Club.
2. The Halls Head Football Club will be permitted to advertise the reserve and pavilion as "Jetsupply Electrical 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.

Consultation

Nil

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

Appropriateness of sponsor - Promotion and Advertising Policy (POL – CMR 04) states that the City will assess applications from clubs to enter into commercial sponsorship arrangements with applications for external signage and naming rights to be referred to Council for consideration. Clubs are provided with the following guidance from Recreation Services prior to entering into initial sponsorship proposals:

- The information on the signage must be to the satisfaction of the City in regard to the message being presented.
- Signage shall not be offensive or discriminatory.
- Signage must not contain direct product advertisements for alcohol, tobacco products or gambling, or promote any form of adult entertainment. The City reserves the right to remove or disallow any advertising it deems inappropriate.

Signage Maintenance: The signage will be installed in an approved location following consultation with a City officer from Recreation Services. The installation and maintenance of the sign remains the responsibility of the Club.

Community uncertainty/confusion: City of Mandurah branded facility signage will remain in place and all City of Mandurah documentation and external communications referencing the facility as 'Merlin Street Pavilion'.

Financial 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 2020 – 2040 are relevant to this report:

Economic:

- Actively partner and engage with business and industry to build Mandurah's entrepreneurial capacity and capability

Social:

- Provide a range of social, recreational and cultural experiences for our residents and visitors to enjoy and take pride in
- Facilitate opportunities that promote community led initiatives and build local capacity and capability

Conclusion

The Halls Head Football Club has invested significantly in the facilities at the Merlin Street Pavilion. In the last four seasons, the Club has successfully secured 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 and in turn contribute to ongoing financial sustainability.

In February 2021, the Halls Head Football Club announced that Jetsupply Electrical had won the "Naming Rights" raffle for Merlin Street Pavilion.

The City is supportive of the Club's proposal and is seeking approval from Council to permit Halls Head Football Club to enter into a corporate sponsorship arrangement with Jetsupply Electrical for the period of March 2021 to February 2021.

RECOMMENDATION

That the Committee of Council recommend that Council:

- 1. Approve the Halls Head Football Club to enter into a corporate naming rights sponsorship arrangement with Jetsupply Electrical the Merlin Street Pavilion.**
- 2. Approve the Halls Head Football Club to advertise the reserve and pavilion as "Jetsupply Electrical Stadium" for promotional purposes.**
- 3. Note the additional conditions associated with this approval:**
 - 3.1 Only one external facing sign on the northern side of the pavilion and internal facing signage will be permitted.**
 - 3.2 The Halls Head Football Club can advertise the reserve and pavilion as "Jetsupply Electrical 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.**
 - 3.3 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).**
 - 3.4 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.**
 - 3.5 It is the responsibility of the Halls Head Football Club to undertake the naming rights raffle in such a way that it complies with the Department of Racing Gaming and Liquor Standard Lotteries (Raffles).**

5	SUBJECT:	City of Mandurah Access and Inclusion Plan 2021-2026
	DIRECTOR:	Place and Community
	MEETING:	Ordinary Council Meeting
	MEETING DATE:	9 March 2021

Summary

This report outlines the internal review and community engagement processes undertaken throughout the development of the City of Mandurah's new Access and Inclusion Plan (AIP) 2021-2026. Input from over 400 people has been consolidated by a consultant and overseen by an internal project team with this data informing the final recommended plan for Council's consideration.

The *Disability Services Regulations 2004* sets out the minimum consultation requirements for public authorities in relation to AIPs which was met by the City. The community engagement phase was led by an external consultant and supported by the internal project team. Community engagement was undertaken over a six-week period with key internal and external stakeholders, community members and groups invited to provide input into developing the new AIP and providing feedback on the AIP 2015–2020.

The AIP provides the City with a framework to meet the needs of people with disability by identifying and addressing barriers to access. The purpose of an AIP is to ensure that people with disability can access the information, services and facilities provided by local governments in Western Australia. The City's 2021-2026 AIP will support the City to continue to build a community where people with disability can actively participate in and contribute to the local economy and community.

Council support is sought for endorsement of the AIP 2021-2026 for submission to the Western Australian State Government (Department of Communities).

Disclosure of Interest

Nil.

Previous Relevant Documentation

- | | | |
|--------------|------------|---|
| • G.14/7/19 | 23/07/2020 | Access and Inclusion Plan Progress Report |
| • G.27/11/15 | 10/11/2015 | Access and Inclusion Plan – Council Endorsement |

Background

All public authorities are required to develop and implement an Access and Inclusion Plan (AIP) every five years, which identifies barriers to, and proposes solutions, for access and inclusion issues. The aim of an AIP is to ensure that services and facilities of public authorities are inclusive and accessible for everyone, including people who have a disability.

Since adoption of the initial AIP in 2007, the City has implemented many initiatives and made significant progress towards improving access and inclusion throughout Mandurah. As a requirement under the *Disability Services Act 1993* the City submits an annual progress report to the Department of Communities detailing achievements in access and inclusion over the past year.

Over the months of October 2019 to February 2020 City officers collected information from key staff regarding progress, achievements and lessons learned in access and inclusion between 2015 to 2020. Achievements reported by the organisation included a positive culture change regarding access and inclusion, greater access for people with disability to beaches/parks and an increase in project collaboration across teams to improve access for people with disability.

A survey was made available for the community to provide feedback on the 2015-2020 AIP. This survey was developed and managed internally. The results found that steady progress had been made towards outcome areas in the 2015-2020 AIP which included the following key achievements:

- Improvements to accessibility for people with a physical disability at the Mandurah Aquatic and Recreation Centre.
- Opening of a 'Changing Places Ablutions Facility' next to the Mandurah Visitors Centre.
- Provision of capacity building workshops to support the Mandurah community to provide greater access and inclusion opportunities for people with disability.

The City engaged the services of a specialised consultant to undertake the community and staff engagement phase for the development of the new AIP 2021-2026. The internal project team worked collaboratively with the consultant to achieve a high level of community and staff engagement. The community engagement phase was held between 4 August and closed on 16 September 2020 with staff engagement occurring between September to November 2020.

Through the engagement process, new initiatives and actions were identified, which have been included in the 2021-2026 AIP.

Comment

Through the engagement process, the City has endeavoured to reach out broadly to the Mandurah community to ensure that everyone has been provided with the opportunity to provide meaningful input into the direction for the new AIP.

AIP 2021-2026 Key Findings

Most people were satisfied that the City of Mandurah was welcoming and inclusive of people with disability and appreciated the progress made in improving access including Changing Places facilities, better access to parks, reserves and beaches and more inclusive opportunities in events and consultations.

The information collected from the community has provided the City with key considerations to increase access and inclusion of people with disability in future projects including:

- Targeted promotion and communication about accessible and inclusive features of facilities, services and events.
- Increased awareness of staff and external contractors about the positive impact made on the lives of people with disability when access and inclusion is considered in planning and delivering City projects.
- Availability and promotion of inclusive programs in the City including inclusive sports, school holiday programs and general social activities.
- Further improvements to buildings, facilities, outdoor environments and public spaces.
- Easier access to information, especially for those people who don't use digital platforms.
- Different ways to engage with people with disability in providing feedback on City projects.
- More employment and volunteering opportunities within the City.

The strategies in the AIP 2021 - 2026 reflect these findings and many of the specific suggestions have been included in the AIP Implementation Plan.

Community Engagement Plan

The *Disability Services Regulations 2004* sets out the minimum consultation requirements for public authorities in relation to DAIPs. The City complied with the Regulations and the community engagement process was undertaken in August/September 2020. The community engagement plan was developed and facilitated by a consultant and supported by the internal project team.

An expression of interest process was undertaken with local networks for membership to an external reference group for the development of the new Access and Inclusion Plan. The group was made up of seven community members who have lived experience and/or knowledge of disability. The external reference group, in addition to the Access and Inclusion Advisory Group, provided input into the development of the Community Engagement Plan and the AIP draft strategies.

AIP Implementation Plan

The AIP 2021-2026 focuses on broader strategic outcomes and will be supported by an internal operational implementation plan. The implementation plan has a focus on a one-team, shared responsibility delivery approach across the City and it will be used to track the progress and achievements of the AIP across all business units. The implementation plan was developed in collaboration with managers and directors using data collected through the engagement phase with staff and community.

The City will report on the implementation of the AIP by July each year through its annual reporting and by completing the Commission's prescribed progress report template. The implementation plan will be supported by an internal working group.

Consultation

While reviewing and developing a new five-year AIP, engagement was carried out with staff and community members to identify progress to date, remaining barriers to access and inclusion and potential strategies to be incorporated into the new AIP. The City engaged a consultant with industry experience to work on the stakeholder engagement with support from the City's Access and Inclusion Officer and an internal project team. The engagement plan including a draft community survey was reviewed by the City's Access and Inclusion Advisory Group (AIAG) and the AIP external reference group.

During the community engagement phase, community members and agencies could have their say by:

- Completing an online survey or a hard copy survey
- Attending a public meeting with Auslan interpreting provided
- Attending an online community workshop
- Participating in the drop-in community session at the Billy Dower Youth Centre
- Participating in a targeted community session with:
 - Fishability
 - Mandurah Mustangs Integrated Football Team
 - Chorus
 - Midway Community Care
 - John Tonkin College, Education Support Centre
 - Halls Head College, Education Support Centre
- Requesting an alternative feedback option e.g. survey in an alternative format or opportunity to meet with the consultant and/or Access and Inclusion Officer.

Staff could have their say by:

- Completing an online survey
- Engaging in a series of internal workshops

A total of 486 people contributed to the development of the 2021-2026 AIP.

The findings from the engagement phase were collated by the consultant and informed the draft strategies for the plan. The draft strategies were reviewed by the City's AIAG, AIP external reference group, internal project team and representatives from a cross-section of business units.

Statutory Environment

The *Disability Services Act 1993* requires all local governments to have and implement a Disability Access and Inclusion Plan (DAIP), which must be reviewed at least every five years.

The Act requires that:

- All practicable measures must be undertaken to ensure the DAIP is implemented by the City, its officers and relevant agents and contractors
- Public consultation must be undertaken by key stakeholders
- Public consultation must be advertised through the local government's local paper
- The DAIP must be made available in alternative formats on request
- The DAIP must be lodged with the Disability Services Commission
- The DAIP must be promoted on the City's website and advertised in the local paper
- Progress of the DAIP must be reported annually to the Department of Communities (Disability Services)
- The DAIP progress is to be reported in the City's Annual Report.

Additional legislation, codes and standards underpinning the City's AIP include the following:

- *Equal Opportunity Act 1984*
- *Disability Discrimination Act*
- Convention on the Rights of Persons with Disabilities
- Building Code of Australia, Australian Standards, Access to Premises Standard

Policy Implications

POL-CMS 02 Access and Inclusion Policy

This policy describes the importance that the City places on building an accessible and inclusive community for all people to enjoy and participate in.

Financial Implications

The AIP 2021-2026 will continue to provide a focus on the need for access and inclusion of people with disability to be considered and/or included in all City projects. The responsibility of the delivery of the strategies outlined in the new AIP will be shared across multiple business units and budgeted for accordingly and reviewed annually.

Risk Analysis

The risk of not having an updated AIP which reflects the current needs and aspirations of the local community, is that people with disability and their family, friends and support networks may become isolated and experience restrictions to participate in, and contribute to community life. An updated AIP provides opportunities for the City to exceed minimum requirements for access for people with disability and presents possibilities for increasing the vibrancy and diversity of the local community.

The AIP 2021-2026 is intentionally aspirational whilst ensuring that the implementation plan includes achievable actions. City officers will endeavour to make progress towards all outcome areas in the new plan, however, there may be unforeseeable circumstances which lead to some actions not being achieved within the five-year period. To mitigate the risk of not meeting the expectations of some community members City officers will regularly review the implementation plan with some actions being rolled over into the next plan.

Failure to comply with the Disability Discrimination Act (DDA) exposes the City to potential legal action which may result in negative media, public embarrassment and unplanned cost impacts.

Strategic Implications

The following strategies from the City of Mandurah Strategic Community Plan 2020 – 2040 are relevant to this report:

Economic:

- Facilitate and advocate for sustainable local job creation and industry diversification.

Social:

- Facilitate safe neighbourhoods and lifestyles by influencing the built form through urban design.
- Facilitate opportunities that promote community led initiatives and build local capacity and capability.
- Promote and encourage community connectedness to create social interaction and a strong sense of security and belonging.
- Advocate for and facilitate the provision of diverse and environmentally sustainable places and spaces for people to enjoy an inclusive and active lifestyle.

Health:

- Provide and facilitate quality infrastructure that is accessible, and conducive to a healthy, active community.
- Provide quality health and wellbeing programmes and services that target whole of life health from infants to seniors.
- Promote the importance of a healthy, active lifestyle and the role the natural environment plays in preventative health, within our community.

Environment:

- Create opportunities for our community to celebrate and preserve our local natural environment.

Organisational Excellence:

- Demonstrate regional leadership and advocate for the needs of our community.
- Listen to and engage with our community in the decision-making process.

Conclusion

The 2021-2026 AIP will guide the City through the next five years as it works to develop a community which is inclusive and welcoming of all people by strengthening strategies already in place and working to overcome barriers identified to full inclusion for everyone.

The AIP will continue to be administered via the Community Sector Support section in consultation with the City's Access and Inclusion Advisory Group and reported to Council annually. The new AIP will be supported by an implementation plan and an internal AIP working group which will foster a greater sense of connection to the AIP across the organisation. This group will meet regularly to share information and to collaborate on projects.

Council is now asked to endorse the Access and Inclusion Plan 2021-2026 following the public comment period and internal engagement.

NOTE:

- Refer ***Attachment 5.1 City of Mandurah Access and Inclusion Plan 2021-2026***

RECOMMENDATION

That the Committee of Council recommend that:

1. **Endorse the 'City of Mandurah Access and Inclusion Plan 2021-2026' as detailed in Attachment 5.1.**
2. **Note the endorsed plan will be forwarded to the State Government (Department of Communities) for final approval.**

Access and Inclusion Plan 2021-2026

DRAFT

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NB: Information in green italicised text to be inserted prior to finalisation of this report

Acknowledgement of Country

The City of Mandurah would like to acknowledge the Bindjareb people – the traditional custodians of this land - and pay respect to all Elders, past and present.

We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and the region.

Message from Mayor Rhys Williams

We're proud to present the City of Mandurah Access and Inclusion Plan 2021-2026, which is our new framework for creating a more inclusive and connected community for all.

The new Plan has been developed in partnership with the Access and Inclusion Advisory Group, many local organisations, City officers, and more than 400 community members who have all provided invaluable input as to how we continue to improve access and inclusion for everyone. A big thank you to everyone involved.

Mandurah is a leader in this space, and as a local government, it is so important to us that our facilities, services, places and events are accessible and welcoming for all people, including people who have a disability.

The City of Mandurah and the local community have accomplished tremendous achievements and improvements in accessibility and inclusion over the years, which has a significant impact on people living with disability.

The creation of this new Plan allows us to recognise and act upon how we can strengthen and build upon the great successes we've achieved together already. The Plan will ensure the City provides continuous improvements to services and events, buildings and facilities, information, quality of service, feedback and complaints, public consultation and employment.

There is still work to be done, and I am confident that we're in a great position to continue to build a more accessible community where all people feel welcomed and are able to actively contribute to community life.

Alternative formats

This document is available in alternative formats on request including electronically by email or through the City website, in hard copy in both large and standard print, or in Easy English or braille. For further information please contact Community Development at the City of Mandurah on (08) 9550 3256 or cdo@mandurah.wa.gov.au.

Access and Inclusion Policy Statement

The City of Mandurah is committed to ensuring that the community is accessible for and inclusive of people with a disability and our aging population, their families and carers.

The City interprets an accessible and inclusive community as one in which all City functions, facilities and services (both in-house and contracted) are open, available and accessible to people with disability, providing them with the same opportunities, rights and responsibilities as other people in the community.

About the City of Mandurah

Vision

We are built in nature – a meeting place surrounded by unique waterways, where the wellbeing of our people and our environment are nurtured; where business in the community can thrive and entrepreneurship is celebrated. We will be the place where a thriving regional city and the heart of a village meet.

This is our Mandjoogoordap.

Our purpose

To create a vibrant and connected city that supports and improves the community for everyone.

Mandurah at a glance

The City of Mandurah is dedicated to ensuring that the community is accessible for, and inclusive of, people with a disability, their families and support networks and is committed to delivering an updated Access and Inclusion Plan.

The City of Mandurah is Western Australia's largest regional city and covers an area of 173.5km. It is home to more than 86,000 people with an average increase of 1500 new residents each year over the past five years. Between 2016 and 2036, the population for the City of Mandurah is forecast to increase by 36,778 persons (44.26% growth), at an average annual change of 1.85%.

The first people known to have inhabited the area were the Bindjareb tribe of the Bibbulmun Nation. The locality then was known as Mandjoogoordap, which translates as 'meeting place of the heart'.

Until recently, Mandurah was one of Australia's fastest growing cities, having experienced more than half a century of phenomenal growth, from a seaside village of less than 2000 residents in 1954 to a city in excess of 85,000 in 2018*.

Mandurah is one of Western Australia's most popular 'lifestyle' retiree destinations with one of the state's highest proportions of residents aged 65 years and over (21.9%) compared to the state average of 14% and the national average of 15.3%**.

Source: * Department of Communities, <http://www.disability.wa.gov.au/understanding-disability1/understanding-disability/what-is-disability/>

** Australian Bureau of Statistic; 2016

Infographic to be inserted from Graphic Design

City of Mandurah functions, facilities and services

The City of Mandurah is responsible for a range of functions, facilities and services including:

Services to infrastructure: construction and maintenance of Local Government owned buildings; construction and maintenance of roads, footpaths and cycle facilities; land drainage and development; waste collection and disposal; litter control and street cleaning; planting and caring for street trees; numbering of building and lots; street lighting; and bush fire control.

Services to the community: provision and maintenance of recreation areas, parks, gardens, reserves and facilities for sporting and community groups; management of recreation centres and swimming pools; public libraries and information services; youth centre; seniors activity centre; environment and health education programs; community and art and cultural events; and assistance and support to community groups.

Regulatory services: planning road systems, sub-divisions and local planning schemes; building approvals for construction, additions or alterations to buildings; environmental health services and ranger services, including dog control; and the development, maintenance and control of parking.

General administration: the provision of general information to the public and the lodging of complaints and payment of fees including rates, hall hire and dog licenses.

Processes of government: ordinary and special Council and committee meetings; community consultations and governance administration of local government.

People with disability in the community

Creating an accessible and welcoming community, benefits everyone. With the full roll-out of the National Disability Insurance Scheme across Australia, including Mandurah, more people with disability have access to support to assist them to participate in, and contribute to their Mandurah community.

Disability is a part of everyday life. In Western Australia, one in five people (or 411,500 people) have a disability, and currently, 68,000 Western Australians are the primary carer for a friend or family member with a disability*. People with disability also include people who are Aboriginal, identify as LGBTQI+ or are from a culturally and linguistically diverse background.

Source: *WA State Disability Strategy 2020-2030

The Disability Services Act 1993 defines 'disability' as meaning a disability which:

- Is attributable to an intellectual, psychiatric, cognitive, neurological, sensory or physical impairment or a combination of those impairments;
- Is permanent or likely to be permanent;
- May or may not be of a chronic or episodic nature;
- Which results in substantially reduced capacity of the person for communication, social interaction, learning or mobility and a need for continuing support *.

Disability can impact on a person's ability to attain employment, gain access to educational opportunities and to participate in social and community activities. For instance, people aged between 15 and 64 years with disability have both lower participation (53.4%) and higher unemployment rates (10.3%) than people without disability (84.1% and 4.6% respectively) **.

The National Disability Insurance Scheme (NDIS) Demand Map forecasts that there will be between 1,490 and 1,714 people with disability, who live within the City of Mandurah, accessing federally funded supports, for disability-related needs, from the NDIS by 2023. These figures do not include people who have a disability and who either chose not to access the NDIS or who are not eligible for NDIS supports ***.

In 2016, 4,647 people (or 5.8% of the population) in the City of Mandurah reported needing help in activities of daily living due to the impact of their disability, long-term health condition of age. This is an increase of 1,130 people since 2011 ****.

These statistics have important implications for the City of Mandurah which has one of the State's highest proportions of residents aged 65 years and over (21.9%) compared to the State average of 14% and the National average of 15.3%. Many people with access and inclusion requirements also visit the City as tourists due to Mandurah being a destination place for short visits and longer stays*****.

Source: * Department of Communities <http://www.disability.wa.gov.au/understanding-disability1/understanding-disability/what-is-disability/>

** Australian Bureau of Statistics, 2018 <https://www.abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings/latest-release>

*** *NDIS Demand Map* <https://blcw.dss.gov.au/demandmap/>

**** *.id the population experts* <https://atlas.id.com.au/mandurah>

***** *Australian Bureau of Statistic; 2016*

Infographic to be inserted from Graphic Design

Planning for better access

The City of Mandurah values people with disability as an integral part of the local community and considers this plan as an important tool to support continuous improvement to the access for, and inclusion of, people with disability across the City.

It is a requirement of the *Disability Services Act 1993* that all local governments develop and implement an Access and Inclusion Plan (AIP) which identifies barriers to access and inclusion and proposes solutions to ensure that people with disability have the same access to the organisation's facilities and services as other people. The City of Mandurah's Access and Inclusion Plan 2021-2026 (AIP) intends to meet the requirements of the Act.

Other legislation and policy relating to disability when planning for access and inclusion include:

- The Building Code of Australia (BCA) that provides a set of minimum requirements for new buildings and renovations.
- The Access to Premises Standard under the Disability Discrimination Act (DDA) that became effective for any buildings or major redevelopments commencing after May 2011.
- State Disability Strategy 2020-2030 - to build an inclusive community which supports and empowers people with disability.
- National Disability Strategy 2020 and beyond - The 2010-2020 Strategy set out a ten year national plan for improving life for Australians with disability, their families and carers. That plan is currently under review and a new plan in development.
- *WA Equal Opportunity Act 1984*
- *Commonwealth Disability Discrimination Act 1992*
- Convention on the Rights of Persons with Disabilities

Alignment with other City of Mandurah strategies

The AIP contributes to other key priorities in the City including the Strategic Community Plan and the Public Health and Wellbeing Plan.

City of Mandurah plan	Plan objective/strategy	AIP strategy
Strategic Community Plan 2020-2040	Focus area 2: Social 2.6. Advocate for and facilitate the provision of diverse and environmentally sustainable places and spaces for people to enjoy an inclusive and active lifestyle	2.2
	Focus area 3: Health 3.3. Provide and facilitate quality infrastructure that is accessible, and conducive to a healthy, active community	2.2
	Focus area 5: Organisational excellence 5.2. Listen to and engage with our community in the decision-making process	2.3 6.1 6.2 6.3
Public Health and Wellbeing Plan 2020-2023	Strategic Objective One Provide community, social infrastructure and services to maintain quality of life in a growing and increasingly diverse City.	1.4 2.2
	Strategic Objective Two Create an environment that feels safe and minimises harm, including from alcohol and drug misuse, using internal and external resources.	2.4
	Strategic Objective Three Facilitate and advocate for opportunities for all people to participate in the social, economic and community life of the City, irrespective of ability, background, class, gender or orientation and support improved mental health.	All
	Strategic Objective Four Partner with external agencies to identify and provide community relevant health messages and services where resources permit and integrate into City business.	1.1 2.1 3.1 3.2 4.3

Progress to date

The City of Mandurah has made considerable progress to improve access and inclusion for people with disability across the City. Progress has been reported annually to the Department of Communities. A snapshot of some of the achievements made over the life of the 2015-2020 AIP include:

- Opening of the Mandurah Aquatic and Recreation Centre with a strong focus of providing universal access for all of community.
- Opening of a Changing Places Facility next to the Mandurah Visitors' Centre.

- Increased Access to Mandurah's waterways including floating jetties, beach matting, availability and promotion of beach wheelchairs and a beach walker and support to local groups such as Fishability and Sail-into-Life.
- Greater access and opportunities to contribute and participate in the Arts and Culture life within the City including sensory experiences with Wearable Art, availability and promotion of inclusive art projects and upgrades to access at the Mandurah Performing Arts Centre.
- Developing stronger relationships with local Disability Employment Service providers through collaborative projects including AccessAbility Day, Job Carving Workshops and Disability Traineeship.
- Increased utilisation of the City's Access and Inclusion Advisory Group to provide feedback into City projects, services and initiatives.
- Availability of Dementia Friendly resources and 'Make Me' packs which support independence and social interaction between family members and people living with Dementia across Mandurah libraries.
- The City's new website has been built on an accessible platform and has an accessibility checker within it to support the inclusion of accessible content. Ongoing content improvements aim to meet the Australian Government's web accessibility requirements to AA compliance ([WCAG 2.0](#)).
- The City has provided City officers, community members and groups and clubs with access to a range of disability awareness and inclusion training which has helped to build a more welcoming and inclusive community for all.
- Continuous improvements to access and inclusion at City-led events including 'Chill-Out Zones', additional ACROD parking, accessible bathroom availability, accessible fonts and colour contrast on event signage at large events all support access for people with disability and Auslan interpreters.
- Progressed accessibility to a range of neighbourhood parks, open spaces and foreshores in addition to delivering new spaces with an emphasis on universal design.
- Increased accessibility to footpaths/pedestrian access and traffic light signals.

Review and development of AIP 2021-2026

Responsibility for review and development process

The City's Community Development team has the responsibility to oversee the development, review and evaluation of the AIP with the support of the Access and Inclusion Advisory Group and the City's Management and Executive Leadership Team.

Review and development process

The City's AIP 2021-2026 continues to provide outcomes for people with disability that reflect the Department of Communities guidelines and the requirements of the *Disability Services Act 1993*.

During 2019-2021, the City undertook a review of the AIP 2015 - 2020 and engaged with key City employees, community members and local agencies to draft an AIP that will guide further improvements in access and inclusion.

The review and development process included:

- Surveys for City officers and community conducted by the Community Development team in 2019-2020;
- Co-design with the City's internal project group, External Reference Group and Access and Inclusion Advisory Group to plan and conduct further community engagement in 2020 and develop strategies for the new AIP;
- Consultation with the community, in particular people with disability, their families, carers and disability service providers; and
- Consultation with City officers to develop the AIP strategies and AIP Implementation Plan.

Community engagement process

The City of Mandurah engaged a consultant with experience in the disability sector to assist with the community engagement for the AIP 2021-2026.

The City was committed to a high level of community engagement for the development of the AIP and to support this a co-design approach was used with the City's internal project team, external working group and the consultant working in close collaboration. The outcomes of this collaboration included:

- AIP Community Engagement Plan – outlining methods of engagement, priority groups for targeting, access considerations and timeline
- AIP Community Survey – online and in alternative formats
- AIP Staff Survey – online and in alternative formats
- Community Engagement Summary report
- AIP 2021-2026 – this document

The community engagement period extended from the 4th August to the 16th September 2020 and was advertised on the City's website and social media channels, Mandurah Matters, and directly to people with disability and service providers.

The methods for community engagement included a survey for community and City officers, focus groups (face-to-face and online), forums and phone interviews.

The focus of the community engagement sessions was on collecting information about barriers to access and inclusion and suggestions for improvement.

Focus groups/forums were facilitated by the consultant and/or the City's Community Development Officer (Access and Inclusion) and hosted by:

- Face to face:
 - Midway Client Reference Group
 - Chorus (Aged Care and Disability Services)
 - Fishability
 - Halls Head College, Education Support Centre

- John Tonkin College, Education Support Centre
- Mustangs Integrated Football Club
- Billy Dower Youth Centre
- City of Mandurah - open public session
- Online:
 - Midway Family Reference Group
 - Department of Local Government, Sports and Cultural Industries
 - City of Mandurah - open public session

A series of workshops were also offered to City officers throughout the development of the new plan.

Approximately 500 people contributed to the development of the 2021-2026 AIP.

Findings from the community engagement

Most people were satisfied that the City of Mandurah was welcoming and inclusive of people with disability and appreciated the progress made in improving access including Changing Places facilities, better access to parks, reserves and beaches and more inclusive opportunities in events and consultations.

Information collected from the community has provided the City with key considerations to increase access and inclusion of people with disability in future projects including:

- Targeted promotion and communication about accessible and inclusive features of facilities, services and events.
- Increased awareness of City officers and external contractors about the positive impact made on the lives of people with disability when access and inclusion is considered in planning and delivering City projects.
- Availability and promotion of inclusive programs in the City including inclusive sports, school holiday programs and general social activities.
- Further improvements to buildings, facilities, outdoor environments and public spaces.
- Easier access to information, especially for those people who don't use digital platforms.
- Different ways to engage with people with disability in providing feedback on City projects.
- More employment and volunteering opportunities within the City for people with disability.

The strategies in the AIP 2021-2026 reflect these findings and many of the specific suggestions have been included in the AIP Implementation Plan.

Strategies to improve access and inclusion

The City of Mandurah is committed to achieving the seven outcomes described in the *Disability Services Act 1993*. The strategies that the City of Mandurah plans to implement to meet these outcomes are included below. These strategies have been informed by community engagement.

Further details on the actions for implementing each strategy are detailed in the operational AIP Implementation Plan.

Outcome 1: People with disability have the same opportunities as other people to access the services of, and any events organised by, the City of Mandurah.

	Strategy
1.1	Develop and implement a communication strategy to ensure people with disability receive information about access to, and inclusion in, City services and events.
1.2	Build the capacity of internal and external stakeholders to deliver accessible and inclusive projects and events.
1.3	Ensure access and inclusion requirements are considered for every City-led event.
1.4	Identify opportunities to provide inclusive services and programs for community members.
1.5	Identify new funding sources for innovative projects and events that celebrate access and inclusion.

Outcome 2: People with disability have the same opportunities as other people to access the buildings and other facilities of the City of Mandurah.

	Strategy
2.1	Provide residents and visitors with information about accessible features across the City.
2.2	Review and expand the availability of accessible and inclusive facilities across the City.
2.3	Engage with people with lived experience in the planning and development of City buildings, facilities and services.
2.4	Include improvements to access and inclusion to buildings, facilities and services in the City's strategic and business planning.

Outcome 3: People with disability receive information from the City of Mandurah in a format that will enable them to access the information as readily as other people are able to access it.

	Strategy
3.1	Strengthen the accessibility of the City's digital (online) communications.
3.2	Strengthen the accessibility of the City's printed materials including signage.
3.3	Embed representation of people with disability throughout general City publications and communications.

Outcome 4:

People with disability receive the same level and quality of service from City officers as other people receive.

	Strategy
4.1	Enhance staff awareness about how to provide a greater level of service to people with a disability.
4.2	Strengthen the commitment to access and inclusion into the City's culture.
4.3	Review customer service standards across the City for opportunities to improve the interaction between City officers and community members who have a disability.

Outcome 5: People with disability have the same opportunities as other people to make complaints to the City of Mandurah.

	Strategy
5.1	Ensure the City's customer feedback and complaints processes are accessible and inclusive for everyone.
5.2	Improve the analysis and response to complaints and feedback data.

Outcome 6: People with disability have the same opportunities as other people to participate in any public consultation by the City of Mandurah.

	Strategy
6.1	Ensure access and inclusion requirements are considered for any community engagement undertaken by the City.
6.2	Build the capacity of internal and external stakeholders to deliver accessible and inclusive community engagements.
6.3	Increase awareness of the role and function of the City's Access and Inclusion Advisory Group.

Outcome 7: People with disability have the same opportunities as other people to obtain and maintain employment with the City of Mandurah.

	Strategy
7.1	Develop a diversity strategy to proactively employ people with disability.
7.2	Collaborate with business leaders and local disability employment providers to grow business confidence to employ people with disability.
7.3	Expand and improve volunteer opportunities within the City for people with disability.
7.4	Foster a culture that supports the employment of people with disability in the City.

Responsibility for implementing the AIP

Implementing the City of Mandurah's AIP is the responsibility of all operating sections of the City including agents and contractors. The Department of Communities describes an 'agent' or 'contractor' as:

- An agent is a person or business authorised to act on another's behalf;

- A contractor is an entity who performs a service or delivers a product under an agreement (or contract) with a public authority;
- There is an exchange of money for services (this includes grants).

Communicating the AIP

The availability of the AIP will be publicised in the local community newspaper and directly to disability service organisations, groups and interested individuals. The AIP will be available on the City's website and by request in alternative formats, including print (standard or large), electronic format or Braille. An Easy English version of the AIP will also be produced and made available. For further information please contact Community Development at the City of Mandurah on (08) 9550 3256 or cdo@mandurah.wa.gov.au.

City officers will be advised of the contents of the AIP and their responsibilities during regular internal meetings. Agents and contractors used by the City will be advised about the AIP through procurement documentation and through capacity building initiatives included in the AIP strategies.

A copy of the AIP will also be lodged with the Australian Human Rights Commission demonstrating the City's commitment to eliminating discrimination.

Monitoring, review and evaluation mechanisms

The City's Community Development Officer will continue to liaise with the Access and Inclusion Advisory Group (AIAG), the AIP internal working group and relevant Managers to review progress on the implementation of the strategies identified in the AIP.

The City's Community Development Officer and the AIAG will also continue to inform and seek feedback from people with disability, their families, carers and disability organisations regarding the AIP outcomes and strategies.

Elected Members and City employees will be kept informed about the implementation of the AIP and feedback on the effectiveness of the strategies will be sought.

The City's AIP will be formally reviewed at least once every five years. Should the AIP 2021-2026 be amended, a copy of the amended plan will be lodged with the Department of Communities, Disability Services.

The AIP Implementation Plan will be amended on a more regular basis to reflect budget considerations, progress and any access and inclusion issues which may arise.

Reporting on the AIP

The City's Community Development Officer, in collaboration with the AIAG and relevant City officers, will prepare a report each year on the implementation of the AIP. A status report will be provided to Council for formal endorsement.

The City will report on the implementation of the AIP through its Annual Report and by completing the Department of Communities progress report template in July, outlining:

- Progress towards the outcomes of the AIP;
- Progress of the City's agents and contractors towards meeting the AIP; and
- Strategies used to inform agents and contractors about the AIP.

6	SUBJECT:	Small Business Friendly Approvals Program
	DIRECTOR:	Strategy and Economic Development
	MEETING:	Committee of Council Meeting
	MEETING DATE:	9 March 2021

Summary

In December 2020, the WA Government announced the first three participating local governments in the Small Business Friendly Approvals Program; the Cities of Melville, Rockingham and Wanneroo. The Small Business Friendly Approvals Program was developed by the Small Business Development Corporation (SBDC) in 2019, and is designed to smooth the process of accessing small business permits and licences from WA local governments.

The Small Business Friendly Approvals Program is in turn a component of the Small Business Friendly Local Governments initiative, introduced in 2016 to recognise local governments that are proactively working to support their small business communities. Forty-five WA local governments are currently participating in the Small Business Friendly Local Government initiative.

The City of Mandurah is not currently a participant in the Small Business Friendly Local Governments initiative, instead operating a range of programs and measures to assist small business across its various business units.

Council is requested to acknowledge the range and depth of small business programs and assistance measures currently being provided to Mandurah small businesses by the City, and to endorse commencement of an application for the City of Mandurah to participate in the Small Business Friendly Local Governments initiative.

Disclosure of Interest

N/A

Previous Relevant Documentation

N/A

Background

- August 2016 – WA Government launched Small Business Friendly Local Governments initiative;
- September 2016 – WA Government invited all WA local governments to participate in the Small Business Friendly Local Governments initiative; City of Mandurah opted to not participate.
- January 2019 - Cities of Canning and Stirling invited to participate in pilot Small Business Friendly Approvals program;
- August 2019 – WA Government announced Cities of Canning and Stirling selection to participate in pilot Small Business Friendly Approvals program;
- July 2020 – WA Government announced \$2.25 million funding to expand the Small Business Friendly Approvals program to an additional 20 local governments over two years as part of COVID-19 economic recovery;
- December 2020 – WA Government announced the first three local governments to participate in the Small Business Friendly Approvals program; Cities of Melville, Rockingham and Wanneroo. Government also announced that 17 additional local governments will participate in the program by the end of 2022.

Comment

The Small Business Friendly Approvals Program was developed by the Small Business Development Corporation (SBDC) in 2019, and is designed to smooth the process of accessing small business permits and licences from WA local governments. The Small Business Friendly Approvals Program is being funded under the WA Government's Streamline WA program, as part of its focus on accelerating regulatory reform to support Western Australia's COVID-19 economic recovery.

The Small Business Friendly Approvals Program is in turn a component of the SBDC's Small Business Friendly Local Governments initiative, which aims to recognise local governments that are proactively working to support their small business communities. The Small Business Friendly Local Governments initiative was launched by the WA Government in August 2016.

In September 2016, the Small Business Commissioner wrote to all WA local governments, inviting them to participate in the Small Business Friendly Local Governments initiative. At the time, the City of Mandurah opted to not participate in the program.

In January 2019, the cities of Canning and Stirling were invited by the SBDC to pilot the Small Business Friendly Approvals Program, which sought to identify reform initiatives that could reduce approval timeframes for development applications to within 30 days. In July 2020, the WA Government announced \$2.25 million funding to expand the Small Business Friendly Approvals program to an additional 20 local governments over two years as part of COVID-19 economic recovery.

In December 2020, the Minister for Tourism, Racing and Gaming, Small Business, Defence Issues, Citizenship and Multicultural Interests, Hon. Paul Papalia MLA, announced that the Cities of Melville, Rockingham and Wanneroo would be the first local governments to participate in the Small Business Friendly Approvals Program. The Minister also announced that 17 additional WA local governments will participate in the program by late 2022.

To be eligible to participate in the Small Business Friendly Approvals Program, local governments must first join the Small Business Friendly Local Governments initiative. Currently, 45 WA local governments are listed as participants in the Small Business Friendly Local Governments initiative.

Local governments that wish to participate are required to sign a Charter to recognise small businesses as important customers, stakeholders and suppliers. Specifically, participating local governments are required to:

- Communicate their small business commitment across the organisation;
- Regularly consult with small businesses in their community;
- Provide excellent customer service to small businesses, including the provision of clear information and constructive advice;
- Regularly review policies and processes, and take action to reduce unnecessary administrative burdens for small business customers;
- Adopt a policy to pay invoices from small business suppliers within 30 days;
- Introduce and promote a timely and cost-effective process to manage any disputes arising between your organisation and small business customers;
- Introduce at least three additional small business support activities that best suits the needs of the local small business community and the local government's resources.

Participating local governments are also required to complete a 'report card' twice per year. They are able to use the 'Small Business Friendly Local Governments' logo, and can publicly display a one-page overview of a personalised Small Business Charter.

The City of Mandurah is not currently a member of the Small Business Friendly Local Governments initiative, and is therefore unable to participate in the Small Business Friendly Approvals Program. Instead, the City provides a range of small business support measures, including a dedicated 'Permits and Approvals' page on its website, providing the following information:

- Home-based business approvals;
- Food business approvals and training;
- Signage;
- Hair, beauty and tattoo approvals;
- Trading permits;
- Busking and street performance.

The City's website provides a 'Starting a business' page, which provides information on:

- Planning approvals;
- Approvals, licences and permits;
- Support organisations;
- Training (Mumpreneur, StartUp Smart Creative);
- Business Management online course.

The City also has a Regional Price Preference Council Policy, which aims to:

- Promote local economic development through the provision of a price preference to suppliers when evaluating and awarding contracts under a tender process.

The City has a Procurement Council Policy that includes a local content section, that wherever practical, invites local suppliers to quote, and ensures that procurement planning explores local business capability and opportunities for local content; and considers buying practices, procedures and specifications that do not unfairly disadvantage local businesses.

In addition to website assistance, the City provides face-to-face and telephone support to Mandurah small businesses via the following:

- Planning – home-based businesses, trading in public places, zoning permits/change-of-use;
- Building – building work assessment and approval (e.g. shop fit outs, commercial and industrial);
- Health Services – home-based business approvals, business support and training, trading in public places permits;
- City Centre Team – grants programs, place and space activation partnerships;
- Visit Mandurah – tourism business promotion, training and support;
- Economic Development – Entrepreneurship programs, grants programs (Restart Mandurah economic stimulus package), trails tourism product development, emerging industries attraction, funding support (Peel CCI, Make Place);
- Community Capacity Building – community activation partnerships with shopping centres, Mandurah Liquor Accord (safety and security).

The City provides the Peel Chamber of Commerce and Industry a \$30,500 financial contribution per annum, and provides a peppercorn lease arrangement for Peel CCI to operate its business from a City facility.

In November 2020, the City of Mandurah was announced as the overall winner of the 2020 National Awards for Local Government for its Entrepreneurship programs.

Consultation

N/A

Statutory Environment

N/A

Policy Implications

The City of Mandurah operates a Regional Price Preference Policy (POL-CPM 01), designed to promote local economic development through provision of a price preference that enables local suppliers within the

district of the City of Mandurah local government municipal area, to claim a price preference up to a maximum price reduction for their whole bid, regardless of the origin of the labour or materials, as all labour and materials are deemed to be regional content.

Economic Implications

The City of Mandurah is not currently a participant in the Small Business Friendly Local Governments initiative. However, the City is strongly focussed on providing small business support via a range of small business support measures. The City's commitment to supporting small business was recently evidenced in its winning of the 2020 National Awards for Local Government for its Entrepreneurship programs.

Whilst participation in the Small Business Friendly Local Governments initiative could potentially provide economic benefits to Mandurah, it would also result in additional administrative compliance and reporting requirements on the City. It is not recommended that the City participate in the Small Business Friendly Approvals Program, as this would require additional costs to the City which have not been prioritised as part of the Long-Term Financial Plan.

Risk Analysis

Seeking participation in the Small Business Friendly Local Governments initiative does not entail risks to the City per se, apart from the risk of being unsuccessful in its application. However, staff and funding resource allocations would be required in order to participate in the Small Business Friendly Approvals Program, and this in turn raises the question of opportunity cost (i.e. by allocating resources to the SBDC program, resource allocation to existing City small business programs could potentially be reduced).

Risks of not participating in the SBDC programs include a potential community (and State Government) perception that the City is not supportive of its small business community, and also not being part of the SBDC network (and resultant State Government program funding).

Strategic Implications

The following strategies from the City of Mandurah Strategic Community Plan 2020 – 2040 are relevant to this report:

Economic:

- Promote and foster business investment aimed at stimulating economic growth.
- Facilitate and advocate for sustainable local job creation and industry diversification.
- Actively partner and engage with business and industry to build Mandurah's entrepreneurial capacity and capability.

Organisational Excellence:

- Demonstrate regional leadership and advocate for the needs of our community.
- Listen to and engage with our community in the decision-making process.
- Build and retain a skilled, agile, motivated and healthy workforce.
- Ensure the City has the capacity and capability to deliver quality services and facilities through accountable and transparent business practices, governance, risk and financial management.

Conclusion

The Small Business Friendly Local Governments initiative was introduced by the WA Government in 2016 to recognise local governments that are proactively working to support their small business communities. The City of Mandurah is not currently a participant in the program, instead providing a range of tailored business support measures for the Mandurah business community. The City of Mandurah recently won the 2020 National Awards for Local Government for its Entrepreneurship programs.

It is recommended that Council endorse officers to commence an application to participate in the Small Business Friendly Local Governments Initiative.

RECOMMENDATION

That the Committee of Council recommend that Council:

- 1. Acknowledges the range and depth of small business programs and assistance measures currently being provided to Mandurah small businesses by the City; and**
- 2. Endorses officers to commence an application for the City of Mandurah to participate in the Small Business Friendly Local Governments initiative.**

7	SUBJECT:	Film Friendly City
	DIRECTOR:	Strategy and Economic Development
	MEETING:	Committee Meeting
	MEETING DATE:	9 March 2021

Summary

Film Friendly Western Australia is an initiative of ScreenWest, Western Australia's lead screen funding and development organisation, supporting film, television and digital production. The program aims at cutting red tape and streamlining approval processes to encourage screen production in the regions.

To be accredited as a Film Friendly, local governments are required to develop and adopt a Film Friendly Policy and Guidelines to provide a one-stop-shop approach to accommodate all of a production's needs by appointing a Film Liaison Officer who will promote, coordinate and manage all aspects of filming enquiries to assist filmmakers in obtaining the necessary approvals, support and access to Council services in a timely manner.

Becoming a Film Friendly City positions Mandurah to leverage economic development and tourism outcomes from these opportunities by promoting Mandurah as an attractive and welcoming destination for film and television production.

Council is requested to approve that Mandurah become a Film Friendly City and develop a Film Friendly Policy and supporting Guidelines as a framework for managing filming requests in our municipality.

Disclosure of Interest

N/A

Previous Relevant Documentation

N/A

Background

ScreenWest (Western Australia's lead screen funding and development organisation, supporting film, television and digital production) is committed to supporting high-quality WA Screen productions, and offers incentives and support for production companies wishing to film in Western Australia. Since 2019 the organisation had a specific focus on building capacity within the regions to become certified as a Film Friendly City.

Comment

Attracting international productions to Australia has been enhanced through the Australian Government's \$400m increase to the Location Incentive Scheme designed to attract foreign film and television productions to Australia over the next seven years. When coupled with the COVID-19 Support Fund from Screen Australia, and a further \$50m available through the Government-funded Temporary Interruption Fund, the Australian film industry is set to return to production as quickly as circumstances allow. Also, in June 2020, the State Government announced an extension of the \$16 million Western Australian Screen Fund, which supports productions to shoot in regional areas, over a further four years. This funding has been instrumental in expanding the local industry and attracting larger budget, interstate and international productions to Western Australia.

Western Australia has been identified as a 'safe' place for productions to be filmed, given the low infection rates of COVID-19, and has the ability to keep film crews and cast in safe locations. The accessibility and appeal of regional film locations and services has also gained momentum since COVID-19. Those include micro-budget filmmaking, alternative distribution methods and collaborative film and visual content projects. They could be among the keys to unlocking further growth in the industry in the future.

ScreenWest (Western Australia's lead screen funding and development organisation, supporting film, television and digital production) is committed to supporting high-quality WA Screen productions, and offers incentives and support for production companies wishing to film in Western Australia. In 2019, the organisation had a specific focus on building capacity within the regions to become certified as a Film Friendly City.

The program aims at cutting red tape and streamlining approval processes to encourage screen production in the regions. Participation in the Screenwest Film Friendly Western Australia program provides production companies with assurance that certified communities are industry-savvy, and that local governments can offer benefits to producers including:

- A 'one-stop' shop local government appointed liaison for filming in the region – the Film Liaison Officer (FLO)
- Recent and searchable location images tagged to each region/council
- Low or no-fee applications for filming
- Adoption of standardised and streamlined permit application forms for filming
- Standard response times for filming requests
- Logistical advice and assistance to productions
- Access to key locations under each council's jurisdiction
- Ensure filmmakers have a positive experience and receive a responsive, consistent, transparent & informed service across WA
- The tools to enable public agencies to balance filming requests with the needs of the local area.

To be accredited as a Film Friendly City, local governments are required to provide a one-stop-shop approach to accommodate all of a production's needs by appointing a Film Liaison Officer (FLO) who will promote, coordinate and manage all aspects of filming enquiries to assist filmmakers in obtaining the necessary approval, support and access to council services in a timely manner.

The duties of the FLO can be undertaken by a person or a team as part of a wider set of duties. It doesn't need to be a specific full-time position, but it does need to be a full-time local government staff member who has the authority to co-ordinate the different departments involved in deciding approvals and managing film liaison.

ScreenWest will offer training and ongoing support to Film Liaison Officers and will work with the local government to develop processes to streamline and simplify filming applications and approvals.

The City will be liaising with ScreenWest to develop the Guidelines for Film Friendly City as a framework for managing filming requests within the Mandurah local government area as part of the City's participation as Film Friendly City.

Film Friendly Certification is free of charge.

Consultation

Stakeholder	Summarised comments
1. Visit Mandurah	Visit Mandurah participation in the program and allocation of resources: <ul style="list-style-type: none">- sharing image and video assets- location scouting assistance

	<ul style="list-style-type: none"> - promotional activities during pre-production, during the shoot, at the launch of the film and post-launch - national/international promotion if an opportunity presents (as in Three Summers film example in 2017/18) - collaborate with Tourism WA.
2. ScreenWest Western Australia	<ul style="list-style-type: none"> - Film Friendly Certification is free of charge. - The nominated local government Film Liaison Officer (FLO) will be required to attend a Screenwest hosted one-day Film Friendly Western Australia workshop and successfully complete a short certification test. - ScreenWest will offer training and ongoing support to Film Liaison Officers - ScreenWest will work with the local government to develop processes and Guidelines to streamline and simplify filming applications and approvals.

Statutory Environment

The Film Friendly Policy and Guidelines will align with statutory obligations under relevant Acts and Local Laws, e.g. the *Public Health Act 2016*, *Environmental Protections Act 1986*, *Copyright Act 1968*, *Privacy Act 1988*, *City Events Policy (POL-RCS 05)*, *Western Australian Screen Industry Code of Practice*.

Policy Implications

The Film Friendly Policy and supporting Guideline will align with:

- City of Mandurah Strategic Community Plan 2020-2040
- ScreenWest Strategic Plan 2016 – 2021 and ScreenWest Indigenous Screen Strategy 2016 – 2020
- “Diversify WA” (Department of Premier and Cabinet, July 2019) - Creative industry, screen and immersive technology development are recognised as a priority economy sector

Economic Implications

Encouraging film-makers to make films and other video content in Mandurah could have long term local economic benefits, and also showcase the City to audiences State-wide and internationally. It would be a positive step forward to support the professional film and television industry to use the City for this purpose.

Establish and promote the City of Mandurah as a location to capture and produce feature film, television and other video content, provide conditions for local businesses to leverage opportunities linked to the film industry.

When screen production comes to the City it can create local employment, investment and increase the profile of the area. The benefits of hosting filming are likely to be very positive for the local area and residents – accommodation will be needed for cast and crew, food and fuel sales, employment and the consumption of goods and services. Suppliers are often small businesses, such as lighting suppliers, builders, tourism operators, artists, carpenters, electricians, locksmiths, sculptors, painters, hairdressers, restaurants, medical practitioners, social clubs, pubs, security and accommodation providers.

As an established practice, producers of the film usually work with local acting groups and high school drama departments. Engagement with film crews may provide hands-on experience and build knowledge and expertise, which would remain in the community once the production has concluded.

The benefits of hosting filming are likely to include increased tourism visitors to the City.

Also the City, recognised as a filming location, could encourage and support screen production and post-production initiatives that contribute to positive economic outcomes and encourage film related businesses and industries to locate themselves in the City of Mandurah.

With new tools and platforms enabling remote media, visual content and technology production, filmmaking makes it possible to keep producing films and other visual content outside film production studios and engage companies and individuals with specialised skills in any location by optimising on a collective of different creatives' skills, equipment and software. The entire media industries are built upon those specialized skills, knowledge, and modes/methods of production as visual journalism, documentary film, graphic and information design, television production computer engineering, video books, educational videos, games development, visual reality, animation, and more.

Encouraging, facilitating and supporting those industries and skill development could benefit development and growth of other related creative industries in the City of Mandurah.

Creative industry, screen and immersive technology development are recognised as a priority economy sector in "Diversify WA" (Department of Premier and Cabinet, July 2019).

Risk Analysis

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
Business Operation Risk: There is a risk that requests for City assistance will result in additional operational workload for relevant directorates.	Possible	Moderate	Medium	Implement Film Friendly Guidelines that direct requests through a single point of contact and clearly define the assistance the City can provide visiting productions.
Reputation Risk: There is a risk that promotion of Mandurah and the region through Screenwest does not match the expectations of filmmakers once arriving in the region.	Unlikely	Minor	Low	Ensure that accurate, up to date images and promotional material of Mandurah and the region is developed and included to Mandurah Film Friendly gallery on the website. Ensure that Mandurah Film Friendly Gallery/website is linked to Screenwest website.
<p>Opportunity: The effect of COVID-19 in relation to restricting travel is likely to last for some time. Attracting film production to Mandurah and the region will benefit the local economy in broad terms, and more specifically, local business operators during the recovery phase.</p> <p>Risks of not participating in the Film Friendly Region Program include a missed opportunity to:</p> <ul style="list-style-type: none"> - be recognised and promoted as a Film Friendly Region - build local skills related to production of the film on location - provide local business access to opportunities linked to the film industry - encourage film related businesses and industries to locate in the City of Mandurah <p>also</p> <ul style="list-style-type: none"> - officers will need to manage film production requests and approvals ad-hoc. 				

Strategic Implications

The following strategies from the City of Mandurah Strategic Community Plan 2020 – 2040 are relevant to this report:

Economic:

- Promote and foster business investment aimed at stimulating economic growth.
- Facilitate and advocate for sustainable local job creation and industry diversification.
- Actively partner and engage with business and industry to build Mandurah's entrepreneurial capacity and capability.
- Advocate for and facilitate opportunities for improved pathways to education and learning outcomes in Mandurah.
- Leverage partnerships with key stakeholders to achieve improved economic outcomes with due consideration to environmental impacts.

Social:

- Promote a positive identity and image of Mandurah and the contributions of its youth.
- Facilitate opportunities that promote community led initiatives and build local capacity and capability.
- Provide a range of social, recreational and cultural experiences for our residents and visitors to enjoy and take pride in.

Organisational Excellence:

- Demonstrate regional leadership and advocate for the needs of our community.
- Build and retain a skilled, agile, motivated and healthy workforce.
- Ensure the City has the capacity and capability to deliver quality services and facilities through accountable and transparent business practices, governance, risk and financial management.
- Ensure that our actions maintain a sustainable balance between economic growth, the environment and social values.

Conclusion

Becoming a Film Friendly City will give Mandurah greater exposure to film production companies as the City will be affiliated with ScreenWest's promotion of film locations in Western Australia.

Encouraging film-makers to make films and other video content in Mandurah could have long term local economic benefits, and also showcase the city to audiences state-wide and internationally. It would be a positive step forward to support the professional film and television industry to use the city for this purpose.

RECOMMENDATION

That the Committee of Council recommend that Council endorses the City of Mandurah becoming a Film Friendly City.