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# AGENDA

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## ECONOMIC DEVELOPMENT COMMITTEE

**21 April 2015**

5.30pm

City of Albany Council Chambers

**CITY OF ALBANY  
COMMUNITY STRATEGIC PLAN (ALBANY 2023)**

**VISION**

Western Australia's most sought after and unique regional city to live, work and visit.

**VALUES**

All Councillors, Staff and Volunteers at the City of Albany will be...

**Focused: on community outcomes**

This means we will listen and pay attention to our community. We will consult widely and set clear direction for action. We will do what we say we will do to ensure that if it's good for Albany, we get it done.

**United: by working and learning together**

This means we will work as a team, sharing knowledge and skills. We will build strong relationships internally and externally through effective communication. We will support people to help them reach their full potential by encouraging loyalty, trust, innovation and high performance.

**Accountable: for our actions**

This means we will act professionally using resources responsibly; (people, skills and physical assets as well as money). We will be fair and consistent when allocating these resources and look for opportunities to work jointly with other directorates and with our partners. We will commit to a culture of continuous improvement.

**Proud: of our people and our community**

This means we will earn respect and build trust between ourselves, and the residents of Albany through the honesty of what we say and do and in what we achieve together. We will be transparent in our decision making and committed to serving the diverse needs of the community while recognising we can't be all things to all people.

## TERMS OF REFERENCE

**(1) Function:**

The Economic Development Committee is responsible for:

- (a) Considering and recommending to Council ways to strengthen the local Albany economy; and
- (b) Delivering the following Smart, Prosperous and Growing Objectives contained in the City of Albany Strategic Plan:
  - (i) To foster links between education, training and employment that support economic development.
  - (ii) To strengthen our region's economic based.
  - (iii) To develop and promote Albany as a unique and sought after visitor destination.

**(2) It will achieve this by:**

- (a) Developing policies and strategies;
- (b) Establishing ways to measure progress;
- (c) Receiving progress reports;
- (d) Considering officer advice;
- (e) Debating topical issues;
- (f) Providing advice on effective ways to engage and report progress to the Community; and
- (g) Making recommendations to Council.

**(3) Chairperson:** Councillor Hammond (Chair), Mayor Wellington (Deputy Chair)

**(4) Membership:** All Elected Members

**(5) Meeting Schedule:** As required

**(6) Meeting Location:** Council Chambers

**(7) Executive Officers:** General Manger Business and Economic Development

**(8) Delegated Authority:** The Committee does not have delegated authority from Council.

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**1. DECLARATION OF OPENING**

**2. PRAYER AND ACKNOWLEDGEMENT OF TRADITIONAL LAND OWNERS**

*“Heavenly Father, we thank you for the peace and beauty of this area. Direct and prosper the deliberations of this Council for the advancement of the City and the welfare of its people. Amen.”*

*“We would like to acknowledge the Noongar people who are the Traditional Custodians of the Land.*

*We would also like to pay respect to Elders both past and present”.*

**3. RECORD OF APOLOGIES AND LEAVE OF ABSENCE**

**Mayor** Mayor D Wellington (Deputy Chair)

**Councillors:**

Member	A Hortin, JP
Member	C Dowling
Member	J Price
Member	R Sutton
Member	S Bowles
Member	V Calleja, JP

**Staff:**

Chief Executive Officer	G Foster
General Manager Business and Economic Development	D Lee
Manager Tourism Development and Services	M Bird
Minutes	V Webster

**Apologies:**

Member	R Hammond (Chair)
Member	G Stocks

**4. DISCLOSURES OF INTEREST**

<b>Name</b>	<b>Committee/Report Item Number</b>	<b>Nature of Interest</b>

**5. RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE**

**6. PUBLIC QUESTION TIME**

**7. PETITIONS AND DEPUTATIONS**

**8. CONFIRMATION OF MINUTES**

**MOTION**

**VOTING REQUIREMENT: SIMPLE MAJORITY**

**THAT the minutes of the Economic Development Committee Meeting held on 17 March 2015, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.**

**9. PRESENTATIONS**

The General Manager of Business and Economic Development to present an update Status Report on City of Albany Economic Development Strategy 2013-2017

The General Manager of Business and Economic Development to present an update on the National Anzac Centre

**10. UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS**

**11. OFFICER REPORTS**

**ED022: ALBANY REGIONAL AIRPORT – SCREENING AUTHORITY AND PROVIDER C15004**

<b>Land Description</b>	: Albany Regional Aerodrome, Albany, Western Australia
<b>Proponent</b>	: City of Albany
<b>Owner</b>	: City of Albany
<b>Business Entity Name</b>	: Albany Regional Airport
<b>Attachments</b>	: Nil
<b>Report Prepared by</b>	: Manager Tourism Development & Services (M Bird)
<b>Responsible Officer</b>	: General Manager Business & Economic Development (D Lee)

**Responsible Officer's Signature:**



**STRATEGIC IMPLICATIONS**

1. This item relates to the following elements of the City of Albany Strategic Community Plan 2023 and Corporate Business Plan 2014-2018:
  - a. **Key Themes:**
    - 1 Smart Prosperous and Growing
    - 3 A Connected Built Environment
  - b. **Strategic Objectives:**
    - 1.3 To develop and promote Albany as a unique and sought after visitor destination
    - 3.1 To advocate, plan and build friendly and connected communities
  - c. **Strategic Initiatives:**
    - 1.3.2 Promote the Albany region as a sought after and iconic tourism destination
    - 3.1.1 Improve connectedness and traffic flows

**In Brief:**

- Since 1 July 2012 Albany Regional Airport (the Airport) has operated as a security controlled airport.
- A Federal Government legislated requirement of this airport security level is to have in place an accredited Security Screening Authority and Security Screening Provider.
- MSS Security has performed these roles under contract to the City of Albany since 2012. This contract is due to expire at the end of May 2015.
- A tender for these roles was advertised in March 2015 with two conforming tenders received.

## RECOMMENDATION

### ED022: RESPONSIBLE OFFICER RECOMMENDATION

**THAT Council ACCEPT the tender from MSS Security and AWARD contract C15004 to act as the screening authority and security screening provider at Albany Regional Airport.**

## BACKGROUND

2. Since 1 July 2012 Albany Regional Airport (the Airport) has operated as a security controlled airport.
3. The Airport is currently designated as a Category 3 security level which includes both passenger and checked baggage security screening requirements.
4. A legislated requirement of this security level is to have in place an accredited Security Screening Authority and Security Screening Provider.
5. The Screening Authority is the entity responsible for ensuring that security screening occurs in accordance with Federal Government legislation.
6. The Screening Provider is the entity that ensures the physical delivery of the required security screening services.
7. At the November 2011 Ordinary Council Meeting, Council supported the recommendation to appoint, through a tender process, a third party to operate as a Screening Authority and Screening Provider at the Airport.
8. Following this process, MSS Security was awarded this contract and has performed the Authority and Provider roles since 2012. This agreement is due to expire at the end of May 2015.
9. Due to the size of the financial contract it was necessary to re-tender these roles.
10. The tender for this role was advertised in March 2015, a total of 18 enquiries were generated with two conforming submissions received by the stated closing date of 19 March 2015.
11. The two conforming tender submissions were received from MSS Security and Aerodrome Management Systems.
12. The tenders were assessed by a panel of three City officers including one Executive Director as required by the Purchasing Policy.



**DISCUSSION**

13. The City of Albany advertised widely seeking tenders for the delivery of Security Screening Services (Screening Authority and Screening Provision) at the Airport.
14. Two conforming tenders (to be appointed as the screening authority and provide screening services) were received and assessed by a three person panel.
15. The panel evaluated the tenders using the weighted (out of 10) criteria methodology. Criteria and weighting provided in table below:

<b>Criteria</b>	<b>% Weight</b>
Cost	25%
Relevant Experience	30%
Key Personnel	15%
Tenderers Resources	15%
Demonstrated Understanding	10%
Corporate Social Responsibility	5%
<b>Total</b>	<b>100%</b>

16. On the basis of the total evaluation score, the most suitable company is considered MSS Security.

<b>Tenderer</b>	<b>Total</b>
MSS Security	776.80
Aerodrome Management Services	603.86

For the following reasons:

Cost:

- Lowest Cost

Relevant Experience:

- Demonstrated understanding and capability to comply with all legislative requirements to act as a screening authority.

Key Personnel:

- MSS have delivered these services to the City of Albany for the past 3 years to a high standard and have key personnel already in place

Tenderer's Resources:

- MSS is a Multi-national security firm with a high level of experience in aviation screening, with evidence showing they are one of the largest providers of aviation screening services throughout Australia.

Demonstrated Understanding:

- MSS have delivered these services for the City of Albany for the past 3 years to a high standard.

## GOVERNMENT & PUBLIC CONSULTATION

17. The City of Albany has ongoing consultation with relevant State and Australian Government agencies relating to aviation security.
18. There is no public consultation required for the appointment of the security screening authority and provider.

## STATUTORY IMPLICATIONS

19. Under regulation 4.17 of the *Aviation Transport Security Regulations 2005*, the Secretary of the Department of Infrastructure and Transport has issued Albany Regional Airport with an Aviation Screening Notice (ASN) that specifies the methods, techniques and equipment to be used for screening services at the Airport.
20. Appointment of the screening authority and provider roles is an essential requirement in the implementation of the ASN at the Airport. Without this appointment Albany Airport is unable to comply with Federal Legislation.
21. Regulation 11 of the Local Government (Functions and General) Regulations 1996 (Regulations) requires Council to publicly tender if the contract is, or is expected to be, more, or worth more, than \$100,000.
22. Regulation 18 of the Regulations outlines a number of requirements relating to choice of tender. Council is to decide which of the acceptable tenders is the most advantageous to Council. It may also decline to accept any tender.

## POLICY IMPLICATIONS

23. The City of Albany Tender Policy and Regional Price Preference Policy are applicable to this item.

## RISK IDENTIFICATION & MITIGATION

24. The risk identification and categorisation relies on the City's Enterprise Risk Management Framework.

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>Operational Current screening authority and provider contract expires with no new contract in place.</i>	<i>Possible</i>	<i>Moderate</i>	<i>Medium</i>	<i>Current service provider placed on a month by month agreement until new contract in place.</i>

## FINANCIAL IMPLICATIONS

25. The value of this tender is in excess of \$500,000 and therefore the approval is referred to Council for consideration.
26. Security screening services must be applied to every Regular Public Transport (RPT) and open charter flight departing from the Airport. The Council determined that these costs will be fully recovered via an increase to the current Airport passenger levy fee and at the March 2012 Ordinary Council Meeting Council passed the recommendation to increase the

Airport passenger levy fee on arriving and departing passengers to cover the cost of increased security requirements.

27. Although the increased cost will be fully borne by air travellers it is important that it is kept to a minimum so that potential impacts on demand for air travel are minimised. When assessing the tender quotes, cost was an important consideration and MSS provided the lowest quote and scored highest in this selection criteria compared to competing tenderers.
28. Based on the preferred tenderer's pricing, the additional passenger levy has been budgeted for and will cover the costs of providing screening services moving forward.

**LEGAL IMPLICATIONS**

29. It is a Federal Government legislative requirement that the Airport continues to operate as a security screened airport when handling RPT aircraft over a Maximum Take-Off Weight (MTOW) of 20,000kg.

**ENVIRONMENTAL CONSIDERATIONS**

30. Nil

**ALTERNATE OPTIONS**

31. The options are:
- To approve awarding of the roles to the recommended tenderer,
  - Not approve the recommendation and appoint a different tenderer,
  - Not approve any of the tenderers.

**SUMMARY CONCLUSION**

32. On the basis of cost, expertise and resources the recommended tenderer is MSS Security.

<b>Consulted References</b>	:	Aviation Transport Security Regulations
<b>File Number (Name of Ward)</b>	:	C11006
<b>Previous Reference</b>	:	OCM 17 May 2011 Item 3.2 SCM 8 September Item 6.2 OCM 21 February 2012 Item 16.3

12. **NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF THE COMMITTEE**
13. **MEETING CLOSED TO PUBLIC**
14. **NEXT MEETING DATE**
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## Status Report on City of Albany Economic Development Strategy 2013-2017 April 2015

### OBJECTIVE 1 STRENGTHEN AND DIVERSIFY OUR ECONOMIC BASE

#### Regional Strategic Initiatives

<b>1.2 Prioritise the construction of a 4/5 star hotel at the waterfront and the sale and development of the Esplanade Hotel Sites are the number 1 and 2 tourism infrastructure projects to be realised. Ensure these are incorporated in the Regional Blueprint.</b>	
<b>Status: Closed</b>	
Update	Landcorp presented a project update on Middleton Beach and Waterfront Marina hotel sites at Great Southern Future Forum event. City of Albany invited Landcorp participation as a conference organizing partner. The City's capacity to significantly influence this hotel investment remains limited however we will continue to act in support of these initiatives.

<b>1.3 Invite Austrade, Trade Start and WA Department of Development to send representatives to full day Economic Development Futures Forum to identify opportunities and provide direction for Regional ED.</b>	
<b>Status: Completed</b>	
Update	City of Albany partnered with ACCI, GSDC, RDA GS and Small Business Centre GS to stage the Futures Forum Great Southern event held at AEC on Friday 27 March 2015. Full day event comprising 13 speakers across a range of economic development opportunity topics for the GS. City contribution was to cover costs of supplying presenter Sasha Lennon on subject of Creative Industries plus financial sponsorship of \$5,000. Event attracted 144 attendees and initial feedback to date has been positive. A more detailed report will be provided once feedback survey results are available. Future event format and frequency to be determined by City and other event partners.

<b>1.5 Development of a sub regional tourism strategy for the Lower Great Southern that addresses the establishment of a Local Tourism Organisation to represent our unique sub region.</b>	
<b>Status: Active</b>	
Update	City provided input to the preparation of the ASW coordinated GS regional marketing plan, awaiting ASW to collate regional partner input and will review draft plan.

### OBJECTIVE 2 TO FOSTER LINKS BETWEEN EDUCATION TRAINING AND EMPLOYMENT THAT SUPPORT OUR ECONOMIC GROWTH AND DEVELOPMENT.

#### City Strategic Initiatives to become a Learning City

<b>1.10 Investigate aviation training opportunities that could be provided by the Albany Regional Airport.</b>	
<b>Status: Open</b>	
Update	Invited local General Aviation (GA) representatives to discuss future use of new GA building. Local flying school representatives attended and discussed future expansion plans. This feedback to be incorporated into GA building design.

#### Central Business District (CBD) Revitalisation

<b>1.13 Develop a City Centre Precinct Plan and business case that drives City centre revitalisation and investment from the public and private sectors.</b>	
<b>Status: Active</b>	
Update	Activation of City CBD places and facilities continues. AVC coordinated cruise ship welcome program including local market stalls and tour operators at Town Square for 5 cruise ship visits in March. Strong Easter program of Town Hall and Square events planned.

### OBJECTIVE 3 DEVELOP AND PROMOTE ALBANY AS A SOUGHT AFTER VISITOR DESTINATION

#### Tourism Planning and Partnerships

1.22 Develop a City of Albany Tourism Strategy and work in partnership on specific tourism related marketing initiatives with Denmark and Plantagenet Shires to increase visitors to the Lower Great Southern. Status: Active	
Update	<p>City coordinating regional self drive visitor map guide covering GS region highlighting visitor, food and wine experiences and products. City currently compiling product information sourced from regional neighbours including Hidden Treasures, Porongurup Promotions, Denmark Tourism, Denmark Chamber of Commerce, Shires of Denmark and Plantagenet. Project part funded by GSDC.</p> <p>City promoted "Amazing Albany &amp; Great Southern" at the Perth Caravan and Camping Show. City coordinated stand in partnership with regional neighbours Tree Top Walk and Denmark Chamber of Commerce and Industry.</p> <p>Partnered with Taste GS to host travel and food media over Taste GS event.</p>

#### Tourism Events

1.23 Identify and secure events to Albany that has the ability to generate significant economic impact and align with our community strategic plan and build on our natural advantages and our Brand. Status: Active	
Update	<p><u>CMCA</u> – City officers have undertaken planning for attendance at CMCA Murray Bridge event in late April to promote Albany event 26 Oct-1 Nov 2015. Regional communication with LGA neighbours and tourism groups re details of event undertaken. Planning for Albany event continues with reps from W&amp;S and BED addressing logistics, marketing and contractual fulfillment.</p> <p><u>Clipper</u> – event organiser has advised dates, estimated arrival window in Albany 22-26 Nov 2015, race restart Tuesday 1 Dec. Initial local stakeholder meeting held. Meetings with Clipper event organisers undertaken.</p> <p><u>3x3 Basketball Qualifying Rounds</u> – event held on 14 March at ALAC. 52 teams (5pax per team) participated which is lower than expected. Event debrief with organisers planned for mid April so will provide more detailed report once received.</p>

#### Tourism Coastal Assets

1.26 Develop our coastal camping reserves to a standard that attracts recreational camping visitations whilst protecting the natural environment and market these assets as part of the City of Albany's existing holiday planner and visitor website. Status: Active	
Update	<p>City Camping Grounds working group met and discussed current initiatives.</p> <p>City also coordinated "Camping in the Great Southern" regional meeting to discuss opportunities and challenges in managing and promoting camping in the GS. Strong LGA presence at meeting. TWA has advised significant funding opportunity for camping infrastructure in the GS, City to play key regional coordination role.</p> <p>City promoted "Amazing Albany &amp; Great Southern" at the Perth Caravan and Camping Show. City coordinated stand in partnership with regional neighbours Tree Top Walk and Denmark Chamber of Commerce and Industry.</p>