



AGENDA

ECONOMIC DEVELOPMENT COMMITTEE

10 November 2015

6.30pm

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: TBC

(4) Membership: All Elected Members

(5) Meeting Schedule: As required

(6) Meeting Location: Council Chambers

(7) Executive Officers: Executive Director of Economic Development and Commercial Services

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

TABLE OF CONTENTS

	Details	Pg#
1.	DECLARATION OF OPENING	4
2.	PRAYER AND ACKNOWLEDGEMENT OF TRADITIONAL LAND OWNERS	4
3.	RECORD OF APOLOGIES AND LEAVE OF ABSENCE	5
4.	DISCLOSURES OF INTEREST	6
5.	RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE	6
6.	PUBLIC QUESTION TIME	6
7.	PETITIONS AND DEPUTATIONS	6
8.	CONFIRMATION OF MINUTES	6
9.	PRESENTATIONS	6
	ALBANY INNOVATION PARK BUSINESS CASE	
	CREATIVE ALBANY – CREATIVE INDUSTRIES REPORT	
	ECONOMIC DEVELOPMENT MOU WITH DENMARK AND PLANTAGENET – REGIONAL CITIES GROWTH PLAN FUNDING	
10.	UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS	6
11.	OFFICER REPORTS	6
	Economic Development Committee	
ED025	REGIONAL EVENTS SPONSORSHIP - 2016 PROGRAM	7-12
ED026	ALBANY HERITAGE PARK – QUARTERLY REPORT	13-15
ED027	CREATIVE INDUSTRIES REPORT AND FUTURE USE OF WESTRAIL BARRACKS BUILDING	16-21
12.	NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF THE COMMITTEE	22
13.	MEETING CLOSED TO PUBLIC	22
14.	NEXT MEETING DATE	22
15.	CLOSURE OF MEETING	22

1. DECLARATION OF OPENING

Executive Officer declares the meeting open at ____ and calls for Nominations for Chair.

Chair calls for nominations of Deputy Chair.

COMMITTEE RECOMMENDATION

THAT Councillor X be APPOINTED as the Chairperson of the Economic Development Committee.

THAT Councillor X be APPOINTED as the Deputy Chairperson of the Economic Development Committee

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 D Wellington

Councillors:

Member	A Goode
Member	G Stocks
Member	N Mulcahy
Member	P Terry
Member	S Smith
Member	R Sutton
Member	B Hollingworth
Member	R Hammond

Staff:

Chief Executive Officer	A Sharpe
Executive Director Economic Development and Commercial Services	C Woods
Minutes	C Crane

Apologies:

Member	C Dowling
--------	-----------

4. DISCLOSURES OF INTEREST

Name	Committee/Report Item Number	Nature of Interest

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 4 August 2015, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.

9. PRESENTATIONS

Albany Innovation Park Business Case – D Putland
Creative Industries Report - Creative Albany
Economic Development MOU with Denmark and Plantagenet - Regional Cities Growth
Plan Funding – C Woods

10. UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS

11. OFFICER REPORTS

ED025: REGIONAL EVENTS SPONSORSHIP - 2016 PROGRAM

Proponent : City of Albany
Report Prepared By : Acting Executive Director Community Services (A Cousins)
Responsible Officer(s) : Acting Executive Director Community Services (A Cousins)

Responsible Officer's Signature:



STRATEGIC IMPLICATIONS

1. This strategy directly relates to the following elements from the Community Strategic Plan – Albany 2023 and the Corporate Business Plan 2014-2018.
 - a. **Key Theme: 1.** Smart Prosperous and Growing.
 - b. **Strategic Objective: 1.2** To strengthen our region's economic base.

Strategic Objective 1.3 To develop and promote Albany as a unique and sought after destination.
 - c. **Strategic Initiative 1.2.2.** Economic Diversity

Strategic Initiative 1.3.1. Events Management

Strategic Initiative 1.3.2. Tourism Destination

In Brief:

- Endorsement of Regional Event Sponsorship Assessment Panel recommendations.

RECOMMENDATIONS

ED025: RESPONSIBLE OFFICER RECOMMENDATION

THAT Council ENDORSE the Regional Event Sponsorship Assessment Panel recommendations as outlined in Paragraph 17 – Table 2 of this report.

2. THAT Council NOTE that post-event Acquittals and Project Reports will be tabled for review by the Economic Development Committee.

BACKGROUND

2. The Regional Event Sponsorship program is part of the Council's *Community Funding and Event Sponsorship* Policy adopted at the May 2013 Ordinary Council Meeting.
3. The objective of the Policy is to provide an equitable and accessible framework for the provision of Community Funding and Event Sponsorship that aligns with Council's strategic objectives.
4. The program stream within the Policy that is the subject of this report and recommendations are:
 - Regional Event Sponsorship.
5. A summary of this program is outlined below in Table 1.

Table 1:		
Program	Objective	Detail
Regional Event Sponsorship	<ul style="list-style-type: none"> • To enhance tourism activity in the region. • Significant positive economic, social and community benefits. • To raise the profile of Albany. 	<ul style="list-style-type: none"> • Support for high-profile regional events that attract intrastate, interstate and international visitors to Albany and that demonstrate significant positive economic, social and community benefits.

6. The City of Albany's Regional Events Sponsorship program is designed to attract and support the staging of Regional Events that are Regional economic drivers for the Albany destination.
7. A Regional Special Event is defined as possessing the capability to attract significant numbers of visitors from outside the region and is more than just a local festival; it must possess substantial drawing power.

DISCUSSION

Program Overview

8. The Regional Events Sponsorship Program 2016 objectives include:
 - Generate additional tourism income by increasing visitor expenditure in the Albany region (economic impact).
 - Involve and inspire the local community (social benefits).
 - Attract media coverage that will help to raise the profile of Albany as a visitor destination (media impact).
9. The Regional Event Sponsorship program is a competitive funding application process. The sponsorship criteria and application processes follow a similar format to the State Government's Regional Events Scheme Program administered by Tourism Western Australia. Applicants are encouraged to also apply for Tourism Western Australia RES funding.
10. Events must be held between 1 January 2016 and 31 December 2016. Applications for Regional Events Sponsorship were open between August 2015 and September 2015.

Assessment

11. Applicants for the Regional Events Sponsorship were asked to discuss their proposals with the relevant contact officers before applying. This assisted applicants to shape their proposed activities to the funding and event sponsorship criteria, and gave guidance to applicants who did not meet the eligibility criteria.
12. Applications were evaluated by City officers using an event assessment methodology developed to measure an event's potential impact across economic value, job creation, destination promotion, strategic fit with City objectives, social and community benefits. A panel of three Councillors from Council's Economic Development Committee (EDC) used these scores to then assess and make final recommendations.
13. The assessment tool scored each event across seven variables based on the written applications submitted with a total maximum score of 70 points. The assessment tool used inputs as supplied by each applicant via the written submissions. These inputs have been assumed correct for the purposes of assessment. Each applicant will be required to provide evidence post event to substantiate the respective claims and this will influence future funding applications.
14. A total of seven (7) applications for Regional Events Sponsorship were received for funding requests totalling \$102,000 with \$65,000 available for allocation.
15. The panel recommended supporting five (5) of the seven (7) applications.

Panel Recommendations

16. A summary of applications recommended for funding is outlined in Table 2.

Table 2: Regional Events Sponsorship – Assessment Panel Recommendations

	Event	Event Type	Panel Comments	Amount Requested	Panel Recommendation
1	Albany Mountain Bike Club: <i>Albany Urban Dual Slalom and Kids Albany Urban Challenge</i>	<u>Extreme Sports Event:</u> Mountain biking Mountain bike event. Revision of Urban Down Hill.	High quality event. Fully supported.	\$20,000	\$20,000
2	Cycling Eventures: <i>Tour of Margaret River</i>	<u>Sports Event:</u> Road Cycling. Pro-Am Team Cycling Event.	Supported subject to submission of Event Plan and Sponsorship benefits package. Future support contingent on a name change referencing Albany.	\$20,000	\$20,000
3	Albany Speedway Club: <i>World Series Sprintcars</i>	<u>Motorsport Event</u> National speedway event.	Supported contingent on a sponsorship benefits package articulating City naming rights allocation.	\$20,000	\$15,000
4.	ArtsSouth WA: <i>Southern Art and Craft Trail</i>	<u>Arts/Culture Event</u> Art and Craft trail across Great Southern.	Supported. Feedback to applicant that request was for more than the naming rights sponsor. City officers to advise organisation of events management and sponsorship capacity training opportunities.	\$12,000	\$5,000
5.	Adventurethon Australia: <i>Adventurethon Albany</i>	<u>Extreme Sports Event</u> Multisport Adventure Race.	Supported noting \$5,000 in-kind support could include the City marquee. Organiser is also required to advise what strategies are in place to double participation numbers.	\$20,000	\$5,000 cash \$5,000 in-kind
6.	Corporate Sports Australia: <i>Albany City to Surf for Activ</i>	<u>Community Sport Event</u> Community fun run event.	Attracts predominantly local people. Media exposure is focused state-wide.	\$20,000	0
7.	Albany & Denmark Hinterland Orienteering Club: <i>Discover Albany Trail Run</i>	<u>Community Sport Event</u> Trail running event.	New Event. No compelling case demonstrating economic or social impact. Encourage application to Community Funding.	\$10,000	0
			Totals	\$102,000	\$65,000

GOVERNMENT & PUBLIC CONSULTATION

17. Not applicable.

STATUTORY IMPLICATIONS

18. Nil.

POLICY IMPLICATIONS

19. *The Community Funding and Event Sponsorship (2013)* policy applies, in particular the clauses relating to Regional Event Sponsorship.

20. Approval of Regional Events Sponsorship funding recommendations is required by Council.

21. Regional Event Sponsorship is a key program of the City of Albany Major and Regional Events Strategy 2014-17 endorsed by Council at the October 2014 Ordinary Council Meeting.

RISK IDENTIFICATION & MITIGATION

22. The risk identification and categorisation relies on the City's [Enterprise Risk Management Framework](#).

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<u>Reputation</u> <i>Council do not endorse any funding recommendations resulting negative feedback from the community or applicants.</i>	<i>Unlikely</i>	<i>Minor</i>	<i>Low</i>	<i>Rigorous application and assessment processes ensure Council have confidence in funding recommendations.</i>
<u>Reputation</u> <i>Negative feedback from applicants declined for funding</i>	<i>Possible</i>	<i>Minor</i>	<i>Medium</i>	<i>The assessment process includes clear reasons for applicants declined. Feedback will be offered to unsuccessful applicants.</i>

FINANCIAL IMPLICATIONS

23. Council has endorsed the *Community Funding and Event Sponsorship (2013)* policy which includes an allocation of \$65,000.00 for Regional Events Sponsorship in 2015/16.

24. Management and oversight of funding and event sponsorship is undertaken using existing staff resources within the Community Services Directorate, within existing allocated budgets.

LEGAL IMPLICATIONS

25. Nil.

ENVIRONMENTAL CONSIDERATIONS

26. Nil.

ALTERNATE OPTIONS

27. Council could make alternative recommendations for funding including substitute dollar amounts for recommended applicants. The assessment process utilised a scoring system combined with a three panel review (comprising Councillors from the EDC) that formed the final recommendations.

SUMMARY CONCLUSION

28. The events recommended for funding support are considered consistent with the objectives of the Regional Events Sponsorship program.

29. The process for Regional Event Sponsorship Application Assessment is considered transparent and equitable.

30. It is therefore recommended that the Responsible Officers recommendation be adopted.

Consulted References	:	Council Policy Community Funding and Event Sponsorship (2013) City of Albany Major and Regional Events Strategy 2014-17
File Number (Name of Ward)	:	Not applicable.
Previous Reference	:	Nil.

ED026: ALBANY HERITAGE PARK – QUARTERLY REPORT

Proponent : City of Albany
Attachments : Albany Heritage Park – Quarterly Report
Report Prepared By : Executive Director Economic Development and Commercial Services (C Woods)
Responsible Officer(s) : Executive Director Economic Development and Commercial Services (C Woods)

Responsible Officer's Signature:



STRATEGIC IMPLICATIONS

1. This strategy directly relates to the following elements from the Community Strategic Plan – Albany 2023 and the Corporate Business Plan 2014-2018.
 - a. **Key Theme: 1.** Smart Prosperous and Growing.
 - b. **Strategic Objective: 1.2** To strengthen our region's economic base.

Strategic Objective 1.3 To develop and promote Albany as a unique and sought after destination.
 - c. **Strategic Initiative 1.2.2.** Economic Diversity

Strategic Initiative 1.3.2. Tourism Destination

In Brief:

2. To provide Council with quarterly statistical and financial updates on the National Anzac Centre and Albany Heritage Park.

RECOMMENDATIONS

ED026: RESPONSIBLE OFFICER RECOMMENDATION

THAT Council NOTE the Albany Heritage Park Quarterly Report July to September 2015.

BACKGROUND

3. The National Anzac Centre is the City of Albany's most significant tourism asset.
4. The National Anzac Centre is a \$10.6 million dollar investment from the Federal and State Government with an additional \$1.5 million invested by Wesfarmers for the construction of the Convoy Walk and Lookout.
5. The City of Albany manages the asset and understands the importance of generating economic outcomes for the region using the National Anzac Centre and the Albany Heritage Park assets to encourage both increased visitation and extended stays to the region.
6. Key stakeholders will also receive this quarterly report in an effort to further develop the relationships and as recognition of their significant investment and commitment to the City of Albany.
7. The City will in the new calendar year establish an independent steering committee to assist in the further development of both the NAC and AHP to ensure the assets continue to evolve and attract both local repeat visitation and visitors from outside the region.
8. Council has budgeted a subsidy of @ \$250,000 annually for the operations of NAC and the AHP and has established a reserve on the understanding that any surplus funds will be reinvested and be used to leverage additional grant funding to improve the asset.

DISCUSSION

9. This report is the first attempt to formalise reporting of the NAC and AHP to the Economic Development Committee and as such feedback from the committee will further refine the template.

GOVERNMENT & PUBLIC CONSULTATION

10. Not Applicable.

STATUTORY IMPLICATIONS

11. Not Applicable

POLICY IMPLICATIONS

12. Not Applicable.

RISK IDENTIFICATION & MITIGATION

13. Nil

FINANCIAL IMPLICATIONS

14. .Nil

LEGAL IMPLICATIONS

15. Nil

ENVIRONMENTAL CONSIDERATIONS

16. Nil.

ALTERNATE OPTIONS

17. Nil.

SUMMARY CONCLUSION

18. The performance of the NAC and AHP year to date is well above budget and expectations.

19. City staff will continue to market and develop the site to ensure it achieves the economic outcomes for the City and region.

Consulted References	:	Nil.
File Number (Name of Ward)	:	Nil
Previous Reference	:	Nil.

ED027: CREATIVE INDUSTRIES REPORT AND FUTURE USE OF WESTRAIL BARRACKS BUILDING

Land Description	: Westrail Barracks Building, 40-46 Frederick St Albany, Western Australia
Proponent	: City of Albany
Owner	: City of Albany
Attachments	: Creative Industries – Analysis and Potential Strategic Directions for the City of Albany (April 2014) Creative Albany Report (October 2015) Creative Albany Report Infographic
Report Prepared by	: Manager Tourism Development Services (M Bird)
Responsible Officer	: Executive Director Economic Development and Commercial Services (C Woods)

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
 - b. **Strategic Objectives:**
 - 1.2 To strengthen our region's economic base.
 - c. **Strategic Initiatives:**
 - 1.2.1 CBD revitalisation.
 - 1.2.2 Economic Diversity

In Brief:

- Creative Industries has been identified as an industry sector offering potential for economic development focus.
- The City of Albany supported Creative Albany to undertake an audit of the creative sector in Albany and the Great Southern region.
- The Westrail Barracks Building could be utilised as an incubator business development model for the creative industries sector.

RECOMMENDATION

ED027: RESPONSIBLE OFFICER RECOMMENDATION

THAT Council:

- (1) **NOTE the Creative Albany Report**
- (2) **ENDORSE City Officers to continue to work with KeyStakeholders to develop a business model which would activate the Westrail Barracks Building as an Economic Development Incubator.**
- (3) **That City Officers REPORT back to the Economic Development Committee with recommendations with regard the future use and management options for the Westrail Barracks Building.**

BACKGROUND

2. A strategic objective of the City of Albany Economic Development Strategy (2013-2017) is to strengthen and diversify Albany's economic base.
3. Creative Industries has been identified as an industry sector offering existing advantages for the Albany region and offers significant potential for enhancement.
4. In 2014 the City contracted the preparation of a scoping study titled "*Creative Industries – Analysis and Potential Strategic Directions for the City of Albany (SC Lennon & Associates, April 2014)*" (the Lennon Report). The report defined creative industries and attempted to quantify its impact using secondary Australian Bureau of Statistics (ABS) data plus one on one consultation with local stakeholders. The Lennon Report highlighted a number of key issues and potential opportunities for future actions in order to enhance the City's creative economy and add to its economic diversity. One idea for future action was to prepare a Local Creative Industries Survey. Copy of Lennon Report in attachments.
5. As a result of the Lennon Report the City of Albany then partnered with local community group Creative Albany and co-funded the preparation of the "*Create Southern Great Southern Report – an audit of the creative sector in Albany and the Great Southern region of Western Australia (October 2015)*" (the Creative Albany Report). Copy of report in attachments.
6. The Creative Albany Report is a well researched and written report that provides a broad picture of the economic impact of the sector, identifies creative workers who may not have been captured in the ABS data of the Lennon Report, and identifies the issues and trends of local individuals and businesses currently working in the creative economy.
7. The Creative Albany Report identified a number of opportunities including establishing a creative physical hub(s) to; "*reduce professional isolation and allow face to face networking; provide facilities for creatives visiting from remote areas and infrastructure for local users; and present a visible showcase of creative activity in the Great Southern.*"

8. The City of Albany owns the Westrail Barracks/Co-operative Store Building (the Building) located on the corner of Frederick and Spencer Streets, Albany. The Building has exceptional heritage significance at a local, state and national level. A Conservation Plan for the building was prepared in March 2007 and a Project Management Plan for stabilisation and restoration was prepared in July 2013. A Lotterywest grant was secured to assist with the restoration of the building along with City of Albany funding. The Conservation and Restoration plans both noted the importance that the building be made usable again.
9. The original Building served as a community facility leased to the Albany Historical Society as a storage facility until the lease expired in December 2013. The City has been undertaking restoration works since this time and again has the potential to be a well used community building that should be frequented and admired by the local community.
10. The restoration of the Building is now entering the final stages of works and is now at “lock-up” and the future use of the facility can now be determined.

DISCUSSION

11. The City has identified the attraction and establishment of creative industries as a key economic development focus area, particularly when combined with creating a learning centre of excellence for creative industries services and production.
12. There are six recognised sectors within the Creative Economy as represented in Figure 1 below.

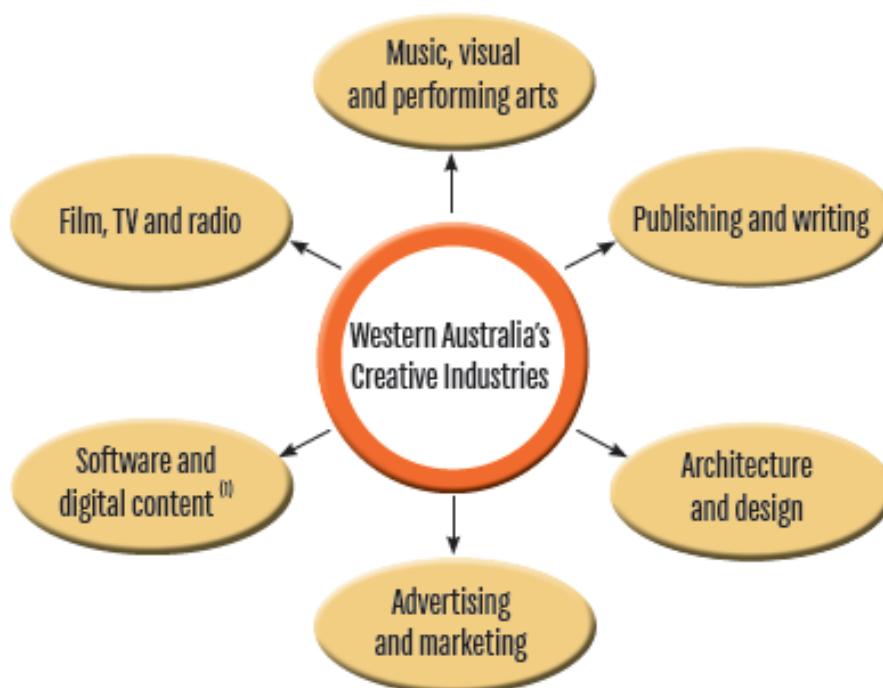


Figure 1 – The Six Creative Sectors (Lennon 2013)

13. The City has supported the preparation of the Lennon and Creative Albany reports. These reports found an Albany sector which;
 - a. *“Is unusually rich in Cultural production activity – a key element of liveability.*
 - b. *Is well represented and active in the creative specialties of Music, performing and visual arts, Publishing and writing, and Architecture & design.*
 - c. *Is actively working beyond the boundaries of the Great Southern region to supplement the local market and employment opportunities.*
 - d. *Is characterised by a significant unrecognised resource of ‘emergent’ creative workers.*
 - e. *Has formed a creative cluster in the lower Great Southern with Albany acting as the support centre for the creative sector in the Region as a whole.*
 - f. *Is making a significant contribution to the Region’s economy through employment and the flow-on effects of creative activity.”*
14. Creative Albany will present their report findings to the City of Albany Economic Development Committee independently.
15. The Creative Industry sector has opportunity for growth within the region. The Creative Albany Report found the creative sector workforce grew by 14% between 2006 and 2011 in the Great southern region compared to the average growth for all occupations of 4.8%.
16. Both the Lennon and Creative Albany Reports identified the need and opportunity for the creation of a Creative Industries incubation space/facility. The City’s restoration of the Westrail Barracks/Co-operative Store will potentially enable this building to be used for this purpose.
17. The current zoning and permitted uses allows for the building as a creative industries incubator by a community based group. The only condition is that the entire building needs to be leased by the City to the one entity.
18. City of Albany officers have had preliminary discussions with Creative Albany and the Great Southern Business Centre collaboratively with regard to using the renovated Westrail Barracks/Co-operative Store building as a business incubator facility for emerging Creative individuals and businesses such as, but not limited to, web based technologies.
19. Further work is required to develop a business model which would activate the Westrail Barracks Building as an Economic Development Incubator. This paper requests Council support to further investigate this proposal and to present a more detailed business case for consideration based on the above proposed use.

GOVERNMENT & PUBLIC CONSULTATION

20. Both internal and external stakeholders were consulted during the preparation of the Lennon and Creative Albany reports. Both reports detail the level of consultation undertaken.
21. Preliminary discussions with Creative Albany and the Great Southern Business Centre have been undertaken regarding the future use of the Westrail Barracks/Co-operative Store building.

STATUTORY IMPLICATIONS

22. Recommendations within the report will comply with all statutory requirements.

POLICY IMPLICATIONS

23. All recommendations within the report will comply with all existing Council Policies.

RISK IDENTIFICATION & MITIGATION

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

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
Reputational and Strategic. The City has been an active supporter of the creative industry sector via the preparation of recent reports. Lack of action to support implementation of report recommendations may reflect badly on the City's economic development initiatives.	Possible	Moderate	Medium	Note the Creative Albany report and support implementation of the recommendations where appropriate.
Financial and Reputational. A new use for the Westrail building is not identified.	Possible	<ul style="list-style-type: none"> Minor 	Low	Council to endorse the further investigation of the use of the Building as a creative industries business incubator.

FINANCIAL IMPLICATIONS

25. Full financial implications are not yet known. City of Albany officers to report back to the Economic Development Committee with business model recommendations with regard the future use and management options for the Westrail Barracks Building including financial implications.

LEGAL IMPLICATIONS

26. Nil.

ENVIRONMENTAL CONSIDERATIONS

27. Nil

ALTERNATE OPTIONS

28. The Council will continue to explore other uses and will request Expressions of Interest for use of the building.

SUMMARY CONCLUSION

29. The City of Albany has identified the attraction and support of creative industries as a key economic development focus area. The City is investigating how to best leverage its unique sense of place to attract these type of enterprises and to establish Albany as a hub of creative industries for the Great Southern region.

30. Investigation of the Westrail Barracks/Co-operative Store building for the establishment of a Creative Industries hub/business incubator should be further investigated.

Consulted References	:	Creative Industries – Analysis and Potential Strategic Directions for the City of Albany (April 2014) Creative Albany Report (October 2015) Creative Albany Report Infographic Albany Co-operative Society Building (Fmr) Conservation Plan (March 2007) Project Management Plan – Stabilisation and Restoration of Former Westrail Barracks/P&O Co-operative Store (July 2013)
File Number (Name of Ward)	:	
Previous Reference	:	

12. **NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF THE COMMITTEE**
13. **MEETING CLOSED TO PUBLIC**
14. **NEXT MEETING DATE**
15. **CLOSURE OF MEETING**