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# AGENDA

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## ECONOMIC DEVELOPMENT COMMITTEE

**5 April 2016**

6.45pm

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 Hollingworth

**(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.

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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

D Wellington

**Councillors:**

Member

B Hollingworth (Chair)

Member

R Hammond (Deputy Chair)

Member

A Goode JP

Member

G Stocks

Member

S Smith

Member

R Sutton

Member

J Shanhun

Member

J Price

Member

P Terry

**Staff:**

Chief Executive Officer

A Sharpe

Executive Director Economic Development  
and Commercial Services

C Woods

Manager Tourism Development Services

M Bird

Minutes

C Crane

**Apologies:**

Member

C Dowling

**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**

**DRAFT MOTION**

**THAT the minutes of the Economic Development Committee Meeting held on 1 March 2016, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.**

**9. PRESENTATIONS**

**10. UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS**

**11. OFFICER REPORTS**

Tourism Development Strategy & Destination Marketing Strategy – C Woods  
Westrail Barracks Building – C Woods  
National Anzac Centre Advisory Group - C Woods

**ED031: 17<sup>th</sup> NATIONAL CARAVANS CLUBS RALLY – OCTOBER 2019 ALBANY HOST DESTINATION**

**Proponent / Owner** : City of Albany  
**Attachments** : Memorandum of Understanding  
**Report Prepared By** : Manager Tourism Development & Services (M Bird)  
**Responsible Officers:** : Executive Director Economic Development & 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. **Strategy 1.2.2.** Strengthen our economy by support by supporting business innovation and diversity  
  
**Strategy 1.3.1.** Encourage, support and deliver significant events that promote our region.  
  
**Strategy 1.3.2.** Promote the Albany region as a sought after and iconic tourism destination.
2. The City of Albany 2013-17 Economic Development Strategy identified the importance of securing major tourism events with the objective to *"identify and secure events to Albany that have the ability to generate significant economic impact and align with our community strategic plan and build on our natural advantages and our Brand"*.

**In Brief:**

- The City of Albany is investigating hosting the 17<sup>th</sup> National Caravan Clubs Rally in October 2019.
- The National Association of Caravan Clubs Ltd (NACC) is the National body representing the individual State Associations of Caravan Clubs.
- Every three years the NACC stage a National Rally which is attended by Caravan club members from every state.

**RECOMMENDATION**

**ED031: RESPONSIBLE OFFICER RECOMMENDATION**

**THAT the City of Albany:**

- **Enter into a Memorandum of Understanding with the Western Australian Association of Clubs Inc. 17<sup>th</sup> National Caravan Clubs Rally Committee to provide the host destination rights for the 17<sup>th</sup> National Caravan Clubs Rally in October 2019.**

## BACKGROUND

3. The National Association of Caravan Clubs Ltd (NACC) is the National body representing the individual State Associations of Caravan Clubs.
4. Every three years caravan clubs that are registered with the National Association of Caravan Clubs meet at a National Caravan Clubs Rally organised by the host state. The Rallies are held over a period of ten days with the dates being determined by the host state as being the best suited for maximum visitor benefit.
5. The NACC have allocated the 2019 National Caravan Clubs Rally to Western Australia to organise.
6. Apart from social events organised for the participants, the NACC will hold its 2019 Annual General Meeting (Triennial) during the Rally to allow club members present to attend.
7. The Western Australian Association of Caravan Clubs Inc. (**WAACCI**) is the state body for the thirty two Caravan clubs in Western Australia and has delegated the planning and running of the 17<sup>th</sup> National Caravan Clubs Rally to the National Rally Committee whose members are drawn from member clubs of WAACCI.
8. The City of Albany has been approached by the NACC WA Committee to host the 2019 event.
9. The 15<sup>th</sup> National Caravan Clubs Rally was held in Rockhampton, Queensland in September 2013 and attracted 564 vans representing some 81 clubs from across Australia.
10. The 16<sup>th</sup> National Caravan Clubs Rally will be held in Canberra, ACT in September 2016.

## DISCUSSION

11. The proposed Albany location for the event is Centennial Park grounds east of Lockyer Avenue.
12. Centennial Park facilities are currently being upgraded however the scheduled date for completion is March 2017 which is well in advance of the proposed event date of October 2019.
13. The NACC will require access to the venue for a period of 21 days (preliminary dates 9-29 October 2019) including 5 days setup, 10 days for the Rally and 6 days pack up.
14. NACC representatives have met with City officers for preliminary discussions for the event hosting opportunity and a draft MOU is attached outlining terms of the proposed host destination agreement.
15. Securing the 17<sup>th</sup> National Caravan Clubs Rally in 2019 will generate significant economic benefit for the Albany and surrounding region local economy.
16. Major benefits to Albany potentially include;
  - Direct visitor spend into local economy from an estimated (conservative) 400 vans and 750 attendees holidaying in Albany for a minimum of 9 days. Based on previous similar events (average spend \$92 per attendee per night) estimated visitor spend could be in the order of \$621,000.
  - Direct spend into local economy from event organisers over 20 day period estimated to be \$200,000 from staging event.
  - Total direct spend benefits to Albany are estimated to be around \$800,000.
  - Increasing destination awareness for Albany by implementing a targeted marketing program to the National Caravan Clubs member database.



- Reinforce the market awareness already created by previous events targeting the self-drive self-contained visitor type (CMCA, Anzac Albany) and supports infrastructure and product development programs coordinated and implemented by the City for the nature based camping grounds.

## GOVERNMENT & PUBLIC CONSULTATION

17. The Albany Chamber of Commerce and Industry Inc is a strong supporter of Albany securing host venue status for events such as the National Caravan Clubs Rally.
18. City of Albany officers have met with representatives from local caravan park operators. The proposed MOU includes a condition for event organisers to engage with local caravan park operators in the planning and delivery of the event.
19. The Community Strategic Plan involved widespread community consultation in late 2012 and early 2013. The community identified a number of economic priorities under the theme of Smart Prosperous and Growing including the attraction of iconic major events.

## STATUTORY IMPLICATIONS

20. Nil

## POLICY IMPLICATIONS

21. Nil

## RISK IDENTIFICATION & MITIGATION

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

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>Financial; Proposed MOU is not agreed by the City and event is hosted elsewhere</i>	<i>Possible</i>	<i>Moderate</i>	<i>Medium</i>	<i>Host destination requirements are considered low versus potential return on investment.  Financial risk to the City is considered low as majority of deliverables are in kind via provision of venue and the like.</i>
<i>Reputational; Lack of community engagement in particular with local caravan park operators may cause negative local media</i>	<i>Possible</i>	<i>Insignificant</i>	<i>Low</i>	<i>City to ensure event organisers engage with local community and caravan park operators in the planning and delivery of the event.</i>

## FINANCIAL IMPLICATIONS

23. The MOU outlines the agreement requirements for the City of Albany as host destination for the Rally. These include provision of venue at no cost to event organisers, site power and water consumption costs, daily waste removal service, temporary dump point(s), use of City marquee and portable toilet/showers (if required and subject to availability). There is also a requirement to assist in the marketing of the event including attending the 2016 event to promote the 2019 Albany Rally. The cost to Council for deliverables as detailed above is estimated to be in the order of \$20,000.
24. There is no requirement for the City to pay a hosting fee.

25. If Council approves the motion then City officers will seek financial support for marketing the destination and event from partner sources such as the Perth Convention Bureau and Tourism WA.
26. Financial and resource allocation is required by the City for the 2016/17 financial year to attend and market the Albany destination at the 2016 Canberra Rally and in the 2019/20 financial year to host the Albany Rally event.

#### **LEGAL IMPLICATIONS**

27. Nil

#### **ENVIRONMENTAL CONSIDERATIONS**

28. Nil.

#### **ALTERNATE OPTIONS**

29. Council may chose not to support further investigation of this opportunity.

#### **CONCLUSION**

30. Securing the 17<sup>th</sup> National Caravan Clubs Rally in Albany in 2019 achieves a City strategic deliverable to identify iconic events that provide community and economic benefits and work with partners to attract market and host events.
31. Overall there is expected to be around 750 additional visitors to the Albany region staying a minimum of 10 days and with event organiser expenditure the total direct spend is an estimated \$800,000 into the local Albany economy.
32. Assuming an estimated cost to the City of \$20,000 plus in-kind officer time this event offers a strong return on investment ratio measurement.
33. The event is planned to be staged in October 2019 which is a traditional shoulder visitor period for the destination and will therefore inject additional visitor expenditure that would not have otherwise been achieved. Existing research indicates local food, general retail and hospitality businesses are the largest beneficiaries of these events.

<b>Consulted References</b>	:	
<b>File Number (Name of Ward)</b>	:	All Wards
<b>Previous Reference</b>	:	

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**