

ED032 : NATIONAL ANZAC CENTRE ADVISORY GROUP – TERMS OF REFERENCE

Proponent / Owner	: City of Albany
Attachments	: National Anzac Centre Advisory Group Terms of Reference
Report Prepared By	: Executive Director Economic Development & Commercial Services (C Woods)
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 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.

In Brief:

- The City of Albany in partnership with the Department of Premier and Cabinet, The Department of Veteran Affairs (DVA), The West Australian Museum (WAM) and Tourism Western Australia (TWA) successfully project managed the construction and commissioning of the National Anzac Centre (NAC) in October of 2014.
- To ensure the ongoing viability of the National Anzac Centre and in recognition of its national significance the State and Federal Government requested Council establish an Advisory Group with (as a minimum) representatives from the Returned Services League (RSL), WAM and TWA to assist in the realisation of the NAC objectives.

RECOMMENDATION

**ED032: RESPONSIBLE OFFICER RECOMMENDATION
VOTING REQUIREMENT: ABSOLUTE MAJORITY**

THAT Council ENDORSE The National Anzac Advisory Group terms of reference and AUTHORISE the CEO to establish the inaugural Advisory Group Membership.

BACKGROUND

2. The Albany Heritage Park is a 260 hectare parkland reserve set in the heart of Albany, Western Australia. It surrounds the summits of Mount Clarence and Mount Adelaide, and stretches from the port of Albany to the shores of Middleton Beach. The park encompasses a unique blend of historical, cultural and natural attractions, beautiful wildflowers and granite formations, and Aboriginal and European cultural sites.

Mount Adelaide features:

- The National Anzac Centre;
- The Princess Royal Fortress;
- The Forts Store;
- A sculpture titled 'Longing, Memory, Sight'
- The Convoy Walk and Convoy Lookout;
- Garrison Restaurant and Bar; and
- Carlyles Function Centre.

Mount Clarence features:

- Apex Drive;
- Apex Lookout;
- Avenue of Honour;
- The Desert Mounted Corps Memorial; and
- The Padre White Lookout.

Other areas In the Albany Heritage Park include:

- Rotary Lookout;
- Plantagenet Battery;
- Ataturk Statue; and
- Point King Lighthouse.

3. The National Anzac Centre is the centrepiece attraction of Albany Heritage Park. It was opened by the Prime Ministers of Australia (Mr Tony Abbot) and New Zealand (Mr John Keys) and the Premier of Western Australia (Mr Colin Barnett) on 1 November 2014, to coincide with the centenary of the first Anzac's convoy departure to war from Albany's King George Sound.
4. In late 1914, more than 40,000 Australians and New Zealanders left Albany, bound for the Great War. The National Anzac Centre tells their story. It is Australia's foremost museum dedicated solely to honouring the Anzacs of the First World War, and offers visitors a deeply personal connection with the Anzac tradition revealed through interactive, multimedia displays; unique artefacts; rare images and film; and audio commentary.
5. With content developed by the Western Australian Museum and the Australian War Memorial, visitors experience the Great War through the personal accounts of 30 Anzacs – and 2 of their foes across the renowned battlefields of Gallipoli, the Palestine, Sinai and the Western front.
6. The WA Government's Department of Finance Building Management and Works (BMW) was asked in March 2013 to manage the design, construct and fit-out of the then named Anzac Interpretive Centre. BMW engaged Peter Hunt Architect in April 2013. A design was established in May 2013. The project was tendered to a select list of builders in September 2013. The site was cleared at the same time as a forward works package and the builder started construction on 11 November 2013 (Remembrance Day).
7. The construction reached Practical Completion on 3 October 2014 with final fit-out, software installations and exhibition lighting installed and ready for opening on 1 November 2014.

8. The project has involved consultancies, contractors and suppliers from across the globe including Albany, Western Australia, Australia, New Zealand, France, the UK and Italy.

Architect:	Peter Hunt Architect
Interpretive Design Co-ordination:	Western Australian Museum
Builder:	BGC Construction Pty Limited
Project Manager:	Department of Finance, BMW
Total cost:	\$10.6million (jointly funded by the Federal and State Governments and excluding the \$1.5million provided by Wesfarmers for the Convoy Walk, Convoy Lookout and sculpture)

DISCUSSION

9. The NAC has exceeded all forecast operational targets since opening on 1 November 2014 and has been awarded both State Heritage and WA Tourism Awards, whilst winning the Silver Award for Best New Tourism Business at the Australian Tourism Awards in 2015.
10. To ensure the NAC and the Albany Heritage Park precinct is strategically developed and operated as a sustainable tourism asset into the future, the establishment of the NAC Advisory Group is considered paramount.
11. City officers have received verbal commitment from both the West Australian Museum and Tourism Western Australia to nominate key personnel to the Advisory Group as soon as practicable.
12. It is the CEO's intention to establish the Advisory Board commencing July 1st 2016.
13. The Advisory Group structure and terms of reference have been designed specifically to attract and engage expertise to assist in the ongoing sustainability of the Albany Heritage Park precinct and the National Anzac Centre in a structure which is both flexible and effective.

GOVERNMENT & PUBLIC CONSULTATION

14. The preparation of this Advisory Group structure and terms of reference has been at the request of the state government and has been done in consultation with both Tourism Western Australia and the West Australian Museum.

STATUTORY IMPLICATIONS

15. Nil

POLICY IMPLICATIONS

16. Nil

RISK IDENTIFICATION & MITIGATION

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

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<p>Financial.</p> <p><i>The combined expertise of the Advisory Group has the potential to increase the financial performance of the NAC and the Albany Heritage Park. Council risks securing grant funding, sponsorship and operational efficiencies if not supporting the Advisory Group.</i></p>	<i>Likely</i>	<i>Major</i>	<i>Medium</i>	<i>Endorse the Terms of Reference and instruct CEO to appoint Advisory Group.</i>
<p>Reputation</p> <p><i>The Department of Premier and Cabinet requested Council establish an Advisory Group as part of its financial commitment. Tourism WA continues to work closely with the City of Albany to ensure the NAC benefits the region.</i></p> <p><i>Failure to proceed with the Advisory Group risks the strong and cooperative relationship that has been established with our key stakeholders.</i></p>	<i>Almost Certain</i>	<i>Moderate</i>	<i>High</i>	<i>Endorse the Terms of Reference and instruct CEO to appoint Advisory Group.</i>

FINANCIAL IMPLICATIONS

18. The 2016/17 budget will accommodate meeting and travel expenses for the membership of the Advisory Panel. The budget allocation for year 1 is \$10,000 per annum.
19. The value of the expertise provided voluntarily to further the objectives of the National Anzac Centre and the Heritage Park Precinct whilst difficult to quantify would exceed \$50,000 annually.
20. Further the value of the Advisory Group outcomes and the strategic relationships in securing additional grant funding, sponsorships, events, marketing and infrastructure upgrades are significant.

LEGAL IMPLICATIONS

21. Nil

ENVIRONMENTAL CONSIDERATIONS

22. Nil.

ALTERNATE OPTIONS

23. Council may choose to alter the Advisory Group Terms of Reference or to advise our key stakeholders that the City will continue to manage the NAC and Heritage Park without external assistance.

CONCLUSION

24. The NAC is an asset of National significance that if managed correctly will continue to attract visitors from out of the region and to increase their length of stay in the region. It is a powerful attractor which has influential stakeholders willing to contribute to its ongoing success whilst also monitoring the significant investment they have contributed to the facility.
25. The establishment of the proposed Advisory Group is identified as a strategic opportunity for the City of Albany to capitalise on external expertise and networks whilst maintain positive relationships with our key partners and stakeholders.

Consulted References	:	
File Number (Name of Ward)	:	All Wards
Previous Reference	:	