

General Management Services

REPORTS

GENERAL MANAGEMENT SERVICES REPORTS

14.1 STRATEGIC DEVELOPMENT

Nil

14.2 ORGANISATIONAL DEVELOPMENT

Nil

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14.3 ECONOMIC DEVELOPMENT

14.3.1 Event Funding for ANZAC Day Dawn Service and Mid-Morning Services

File/Ward	: FIN 061 (All Wards)
Proposal/Issue	: Approval of a funding contribution to Albany's 2008 ANZAC Day Dawn and Mid-Morning Services
Subject Land/Locality	: N/A
Proponent	: Returned and Services League (Albany Sub-Branch)
Owner	: N/A
Reporting Officer(s)	: Manager Economic Development (J Berry)
Disclosure of Interest	: Nil
Previous Reference	: OCM 21/03/06 – Item 14.3.1 (Event Funding to RSL for Anzac Day services and nomination of icon event for 2006, 2007 and 2008) OCM 17/07/07 – Item 14.3.1 (Community Event Funding allocations for 2007/08)
Summary Recommendation	: THAT Council provide financial assistance of \$4,510 (ex gst) to the RSL (Albany sub-branch) for the 2008 ANZAC Day Dawn and Mid-Morning Services
Bulletin Attachment	: Nil
Locality Plan	: Nil

BACKGROUND

1. At its 21 March 2006 meeting Council resolved to nominate the ANZAC Day Dawn and Mid-Morning Services conducted by the Returned and Services League (Albany sub-branch) as 'icon' events for the years 2006, 2007, 2008.
2. Council's policy on Community Events defines 'Icon Events' as events of regional significance that can demonstrate on past performance that they will generate significant tourism activity, stimulate large-scale community interest and involvement and are conducted annually at the same time of the year.
3. The Program guidelines state that a limited number of events will be approved as Icon events and that Council may grant up to three years funding approval for Icon events, subject to an annual proposal updating Council on the status and operation of the forthcoming event.
4. In assessing applications for the 2007/08 round of the Community Event Financial Assistance Program a proposal on the 2008 Anzac Day services was not received and therefore a funding allocation to the RSL was not considered by Council at its 17 July 2007 meeting.

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Item 14.3.1 continued

5. Albany has a significant military heritage associated with ANZAC legend being the place of the first Dawn service and the assembly and departure point for some 30,000 Australian and NZ troops heading to the Great War. Albany will be the focus of the nation as we head toward 2014, the centenary of the departure of the troops from Albany. Dawn and mid-morning services continue to be well attended.

STATUTORY REQUIREMENTS

6. Financial regulations require that funding of Community Financial Assistance applications is subject to prior budget approval and budgeted expenditure limitation.

POLICY IMPLICATIONS

7. Council adopted a Community Events Policy on 17 June 2003. The policy is outlined below:-

Objective:

- To increase the economic yield from tourism by sponsoring and developing significant events that become annual tourist drawcards.
- To assist community based organisations and committees in conducting and managing events.

Grant Types:

Icon Events

- Events of State or Regional significance that can demonstrate on past performance that they will generate significant tourism activity, stimulate large scale community interest and involvement and are conducted annually at the same time of the year

Community Events

- Events of local or regional significance that stimulate community involvement and interest.

Sporting Events

- Significant, and preferably the major event on a sporting organisations annual program.

FINANCIAL IMPLICATIONS

8. The Community Event Financial Assistance Program budget is fully committed for 2007/08. Savings in the 2007/08 economic development budget have been identified in the area of 'other special events' which was previously used for bus hire to promote cruise ship visitation to Albany. This function is now performed by the Albany Port Authority enabling savings in the 2007/08 budget. It is recommended \$4,510 be allocated from this line item.

STRATEGIC IMPLICATIONS

9. This item directly relates to the following elements from the City of Albany 3D Corporate Plan...

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Item 14.3.1 continued.

“Community Events Objective

- *To promote Albany and facilitate the celebration of events & achievements of significance to the Albany Community*

Overall Performance Measure

- *Level of community support & participation.*

Approach

- *Recognise events and achievements through a program of appropriate events, for the benefit of the general community.*
- *Promote Albany by supporting suitable community events.”*

COMMENT/DISCUSSION

10. ANZAC Day Dawn Service and mid morning services are conducted every year to commemorate and to give thanks to the many thousands of Australian men and women, who in the past have served their country with pride, many paying the supreme sacrifice. The first official ANZAC Day Dawn Service was conducted in St John’s Anglican Church in 1930. The West Australian State Government has awarded this most significant event Heritage Icon status for the WA.
11. The Albany Sub-branch of the returned and Services League conducts annual commemorative services under the guidance of a constitutionally elected ‘Special Function Committee’ under the chairmanship of the ‘Parade Marshall’.
12. The President of the Albany branch of the RSL recently advised that there was a misunderstanding regarding the Council giving the event ‘Icon Status’. The RSL understood funding was automatically provided for the years 2006, 2007 and 2008. Given the nature of this situation coupled with the significance of the event to the Albany community it is recommended the request for \$4,510 (ex gst) be approved by Council from the existing 2007/08 economic development budget (other special events).
13. Council’s contribution will be used to pay for the hire of essential equipment thus enabling the RSL to conduct the two events in the dignified manner and high level of competency that the citizens of the City of Albany have come to expect.

RECOMMENDATION

THAT Council:

- i) Provides funding of \$4,510 (ex gst) from the 2007/08 budget to the RSL (Albany sub branch) for the ANZAC Day Dawn and mid-morning services; and**
- ii) Nominates the ANZAC Day Dawn and mid-morning services run by the RSL (Albany sub-branch) as “Icon Events’ for the years 2009, 2010, 2011.**

Voting Requirement Simple Majority

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14.3.2 City of Albany Local Tourism (Land Use) Planning Strategy

File/Ward	: STR0078/All Wards
Proposal/Issue	: Receive 'City of Albany Local Tourism Planning Strategy' draft report prepared by Pracsys
Subject Land/Locality	: N/A
Proponent	: City of Albany
Owner	: N/A
Reporting Officer(s)	: Manager Economic Development (J. Berry) Executive Director Development Services (R. Fenn)
Disclosure of Interest	: Nil
Previous Reference	: OCM 15/03/05 (Item 14.3.1) OCM 16/01/07 (Item 14.3.1)
Summary Recommendation	: That Council receive the draft report ' <i>City of Albany Local Tourism Planning Strategy</i> ' and issue for public comment
Bulletin Attachment	: Draft Report prepared by Pracsys and Landvision
Locality Plan	: N/A

BACKGROUND

1. In 2004, a Ministerial Taskforce, established by the Minister for Planning and Infrastructure prepared a report entitled "*Investigation of the Impact of Combining Tourist and Permanent Residential Accommodation on Tourist Zoned Land and the Impact of Strata Titling of Tourist Accommodation*". The report recommended that Local Governments prepare a Local Tourism Planning Strategy as a framework for decision-making on tourism proposals. This Report was endorsed by Cabinet in January 2006 and renamed "*Tourism Planning Taskforce Report*". The report is available at www.dpi.wa.gov.au/cityregionalplanning/1689.asp
2. The need for a strategy on tourism development (in the context of land use planning) was also stated in the City of Albany Tourism Strategy as Strategic Focus Area - "Planning and Development Facilitation". The strategy adopted by Council on 15 March 2005 states the following as a key action:-

"Engage consultants to undertake analysis of tourism development land in the City and establish a database of available land and recommend action for sites currently constrained by inappropriate zoning or land tenure".

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Item 14.3.2 continued.

3. At its 16 January 2007 meeting, Council appointed Pracsys, in association with Landvision, to prepare the proposed strategy and site assessment methodology. The consultant's brief was to lead the community and tourism industry through a strategic planning process culminating in the production of a tourism development component for the Albany Local Planning Strategy (ALPS). ALPS is the principal land use planning document for the City for Albany and guides the land use controls and zoning principles within the City of Albany Community Planning Scheme (currently in draft form).
4. The consultant's brief detailed a range of objectives and outcomes for the consultancy which are outlined in the following four broad objectives:
 - Develop a dynamic accommodation supply and demand model that enables the City to reasonably predict the future demand for specific categories of accommodation relative to market trends and to identify gaps in the accommodation market.
 - Develop a site assessment methodology that will provide a transparent, internally consistent framework for assessing the relative tourism value of identified sites and the preferred development options for each.
 - Apply the site assessment methodology to a shortlist of sites to arrive at a determination of the priority tourism development sites in the City and refer the analysis and findings back to the supply and demand analysis.
 - Review the City's planning policy and strategy environment with a view to providing recommendations on planning scheme amendments and mechanisms to enable the optimal protection and planning guidance for prospective tourism sites in the city.

STATUTORY REQUIREMENTS

5. There are no statutory requirements relating to this item.

POLICY IMPLICATIONS

6. There are several land use planning policies introduced by Council, which may need to be revisited upon the adoption of this strategy.

FINANCIAL IMPLICATIONS

7. Council has entered a contract with Pracsys for \$42,318 (ex gst) and has budgeted these funds. \$20,000 of these funds were sourced from Tourism WA as a grant.

STRATEGIC IMPLICATIONS

8. This item directly relates to the following elements from the City of Albany 3D Corporate Plan...

“Community Vision:

Historic Albany – A vibrant, learning and culturally diverse City, nestled around a spectacular natural harbour in a region of unique beauty, enhanced by a spirit of generosity, enterprise and opportunity.

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Item 14.3.2 continued.

Mission Statement:

Making the Difference for Albany

Priority Projects:

Major Planning Projects

Number 2 – Develop a 20-year land use and development strategy

Number 4 – Establish clear direction on Council's involvement in activities relating to major public infrastructure, tourism, learning, investment and employment attraction

COMMENT/DISCUSSION

9. The City of Albany recognises the need to preserve and plan for tourism infrastructure into the future, to promote Albany as a viable tourism investment and visitor destination that has the capability to attract and cater for a broad range of tourism market segments.
10. Of primary importance is the planning for a range of accommodation styles and star ratings throughout the City to facilitate tourism growth and the recognition that the development of sites for tourism purposes is complicated by competing land uses, which may deliver higher short term benefits to the owner.
11. When adopted, the report will provide planning staff and elected members with a robust methodology for making informed planning decisions relating to tourism development.
12. The draft report has been prepared by the consultants in liaison with an internal Project Control Group consisting:
 - Chief Executive Officer;
 - Executive Director Development Services;
 - Manager Economic Development, and;
 - Planning Officer (Strategic)

Tourism WA also provided input to the consultants.
13. The draft report findings were presented to elected members at a Concept briefing on 25 September 2007. In addition, an industry breakfast briefing was provided to key stakeholders including property owners, developers, planners and Government agencies on 26 September 2007.
14. The report is divided into four main parts being:-
 - Accommodation Supply and Demand Analysis
15. Pracsys has reviewed available data and estimated visitor demand according to a range of visitor market segments. It has also examined current and future supply by estimating likely functional capacity for Albany accommodation. In order to ensure accuracy in projections it is important that visitor surveys be undertaken on an ongoing basis.
 - Tourism Site Assessment Methodology

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Item 14.3.2 continued.

16. The Tourism Taskforce Planning Report recommended a site assessment methodology to provide a consistent, transparent and defensible framework to assess the relative tourism value of prospective development sites. The draft report by Pracsys proposes an alternative, more robust assessment methodology to the strategic site assessment outlined by the Tourism Taskforce Report.
17. The methodology proposed in the Pracsys study recognises the need for site assessments to be informed by accommodation supply and demand analysis and to consider the relative value and uses of prospective sites in the context of the most appropriate development for a site. The following site assessment categories are suggested using the Pracsys methodology;-
 - **Priority 1 Tourism Development Sites** - High value, accessible, unique sites that contribute to the market positioning of Albany
 - **Priority 2 Tourism Development Sites** - Sites that support and contribute to the overall tourism capacity of Albany
 - **General Non Priority Development Sites** - Sites with no obvious or apparent tourism value
18. The assessment methodology comprises a two part, 100 point scoring system designed to provide a quantitative system for site rankings. Part A deals with site attributes and features, while Part B addresses the development logistics of the site. Sites are assigned a score out of 50 points for each part.
 - Site Assessments
19. The draft report assesses 16 sites using the proposed Site Assessment Framework and assigns them as either Priority 1, Priority 2 or Non Priority site. These are listed in Section 8 of the report.
20. A computer based planning tool has been developed by Pracsys to assist the Planning team (and Council) make such assessments if other sites are to be considered.
 - Planning Policy and Development Mechanisms
21. The draft report provides an overview of planning controls Council can use to maintain a broadly based range of tourism accommodation and development opportunities. Once adopted, the report can be used to make modifications to the final ALPS document and be incorporated into the development control provisions of the Community Planning Scheme.

RECOMMENDATION

THAT Council receive the draft report ‘City of Albany Local Tourism Planning Strategy’ prepared by Pracsys in association with Landvision and that it make the report available for public comment for a period of 28 days prior to considering its adoption.

Voting Requirement Simple Majority

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14.4 CORPORATE GOVERNANCE

Nil

14.5 GENERAL MANAGEMENT SERVICES COMMITTEES

Nil