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# MINUTES

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## ECONOMIC DEVELOPMENT COMMITTEE

**2 February 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.

ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES – 02/02/2016

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1. **DECLARATION OF OPENING** The Chair declared the meeting open at 6.49pm

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	S Smith
Member	C Dowling
Member	J Shanhun

**Staff:**

Chief Executive Officer	A Sharpe
Executive Director Economic Development and Commercial Services	C Woods
Manager Tourism Development Services	M Bird
EDCS	M Cole
Minutes	C Crane

**Apologies:**

Member	P Terry
Member	Stocks
Member	Price
Member	Sutton

**4. DISCLOSURES OF INTEREST**

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

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

**6. PUBLIC QUESTION TIME - Nil.**

**7. PETITIONS AND DEPUTATIONS - Nil.**

**8. CONFIRMATION OF MINUTES**

**DRAFT MOTION**

**MOVED: MAYOR WELLINGTON  
SECONDED: COUNCILLOR GOODE**

**THAT the minutes of the Economic Development Committee Meeting held on 1 December 2015, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.**

**CARRIED 7 - 0**

**9. PRESENTATIONS - Nil**

**10. UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS - Nil.**

**11. OFFICER REPORTS**

Motorplex WA – C Woods

Albany Co-op Building Update – C Woods

Economic Alliance – Destination Marketing, Tourism Marketing Strategy, Executive Officer – C Woods

Clipper – M Bird

Rex Update – M Bird

**ED029: ALBANY HERITAGE PARK – 2<sup>ND</sup> 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.
  - c. **Strategic Objective 1.3** To develop and promote Albany as a unique and sought after destination.
  - d. **Strategy 1.2.2.** Economic Diversity
  - e. **Strategy 1.3.2.** Tourism Destination

**In Brief:**

- To provide Council with quarterly statistical and financial year to date updates on the performance of the National Anzac Centre and Albany Heritage Park.

**RECOMMENDATIONS**

**ED029: COMMITTEE RECOMMENDATION**

**THAT Council NOTE the Albany Heritage Park Report July to December 2015.**

**ED029: RESPONSIBLE OFFICER RECOMMENDATION**

MOVED: MAYOR WELLINGTON  
SECONDED: COUNCILLOR SMITH

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

CARRIED 7 - 0

**BACKGROUND**

2. The National Anzac Centre is the City of Albany's most significant tourism asset.

3. 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.
4. 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.
5. 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.
6. The City will establish an independent National Anzac Centre Advisory Committee for the 2016/17 financial year 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.
7. Officers will present the Terms of Reference for the National Anzac Centre Advisory Committee to Council for endorsement in an upcoming Committee meeting.
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 second revision 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.
10. Officers will provide a more detailed description on the financial variances at the Committee Meeting if greater details is required.

#### **GOVERNMENT & PUBLIC CONSULTATION**

11. Not Applicable.

#### **STATUTORY IMPLICATIONS**

12. Not Applicable.

#### **POLICY IMPLICATIONS**

13. Not Applicable.

#### **RISK IDENTIFICATION & MITIGATION**

14. Nil.

#### **FINANCIAL IMPLICATIONS**

15. Nil.

#### **LEGAL IMPLICATIONS**

16. Nil.

## ENVIRONMENTAL CONSIDERATIONS

17. Nil.

## ALTERNATE OPTIONS

18. The Committee can further develop and refine the reporting tool as it requires or request changes to the current quarterly reporting timeline.

## SUMMARY CONCLUSION

19. The financial performance of the NAC and AHP year to date is well above budget and the National Anzac Centre continues to deliver economic outcomes to the region as is evident from the visitation profiles.

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

12. **NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF THE COMMITTEE**
13. **MEETING CLOSED TO PUBLIC:**
14. **NEXT MEETING DATE** 1 March 2016
15. **CLOSURE OF MEETING** The Chair declared the meeting closed at 7.20pm.