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# ATTACHMENTS

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## **Ordinary Meeting of Council**

**Tuesday 28 March 2017**

6.00pm

City of Albany Council Chambers

ORDINARY COUNCIL MEETING  
ATTACHMENTS – 28/03/2017

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**City of Albany**  
**MONTHLY FINANCIAL REPORT**  
**For the Period Ended 31st January 2017**

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City of Albany  
Compilation Report  
For the Period Ended 31st January 2017

**Report Purpose**

This report is prepared to meet the requirements of Local Government (Financial Management) Regulations 1996, Regulation 34 .

**Overview**

No matters of significance are noted.

**Statement of Financial Activity by reporting nature or type**

Is presented on page 3 and shows a surplus For the Period Ended 31st January 2017 of \$26,579,514.

Note: The Statements and accompanying notes are prepared based on all transactions recorded at the time of preparation and may vary.

**Preparation**

Prepared by: P Martin  
Reviewed by: D Olde  
Date prepared: 28/02/2017

REPORT ITEM CCCS 008 REFERS

City of Albany  
**STATEMENT OF FINANCIAL ACTIVITY**  
 (Nature or Type)  
 For the Period Ended 31st January 2017

	Note	Original Annual Budget	Revised Annual Budget	YTD Budget (a)	YTD Actual (b)	Var. \$ (b)-(a)	Var. % (b)-(a)/(b)	
<b>Operating Revenues</b>								
Rate Revenue		34,118,692	34,118,692	33,860,897	33,944,365	83,468	0.2%	▲
Grants & Subsidies	8	4,559,247	4,683,216	2,464,421	2,676,394	211,973	7.9%	▲
Contributions, Donations & Reimbursements		504,935	504,935	335,991	940,281	604,290	64.3%	▲
Profit on Asset Disposal	10	108,584	108,584	55,713	49,113	(6,600)	(13.4%)	▲
Fees and Charges		16,401,086	16,401,086	12,100,326	12,840,053	739,727	5.8%	▲
Service Charges		0	0	0	0	0		
Interest Earnings		1,042,690	1,042,690	674,767	789,453	114,686	14.5%	▲
Other Revenue		370,960	1,049,001	904,823	859,898	(44,925)	(5.2%)	
<b>Total</b>		<b>57,106,194</b>	<b>57,908,204</b>	<b>50,396,938</b>	<b>52,099,557</b>	<b>1,619,151</b>		
<b>Operating Expense</b>								
Employee Costs		(25,036,655)	(25,046,655)	(14,098,113)	(13,629,938)	468,175	3.4%	▼
Materials and Contracts		(18,193,633)	(18,940,565)	(9,496,861)	(9,012,332)	484,529	5.4%	▼
Utilities Charges		(1,791,020)	(1,791,020)	(972,980)	(754,023)	218,957	29.0%	▼
Depreciation (Non-Current Assets)		(15,912,428)	(15,912,428)	(9,279,956)	(9,724,420)	(444,464)	(4.6%)	▲
Interest Expenses		(938,708)	(938,708)	(476,222)	(453,119)	23,103	5.1%	▼
Insurance Expenses		(820,550)	(820,550)	(815,381)	(750,470)	64,911	8.6%	▼
Loss on Asset Disposal	10	(48,372)	(48,372)	0	(137,719)	(137,719)	(100.0%)	▲
Other Expenditure		(2,494,649)	(2,644,649)	(1,787,634)	(1,734,355)	53,279	3.1%	▼
Less Allocated to Infrastructure		809,491	809,491	422,619	776,590	353,971	45.6%	▲
<b>Total</b>		<b>(64,426,524)</b>	<b>(65,333,456)</b>	<b>(36,504,528)</b>	<b>(35,419,787)</b>	<b>1,084,741</b>		
<b>Contributions for the Development of Assets</b>								
Grants & Subsidies	8	21,040,875	20,341,115	10,221,292	9,744,711	(476,581)	(4.9%)	▼
Contributions, Donations & Reimbursements		620,000	570,000	17,493	182,287	164,794	90.4%	▲
<b>Net Operating Result</b>		<b>14,340,545</b>	<b>13,485,863</b>	<b>24,131,195</b>	<b>26,606,768</b>	<b>2,227,311</b>		
<b>Funding Balance Adjustment</b>								
Add Back Depreciation		15,912,428	15,912,428	9,279,956	9,724,420	444,464	4.6%	▲
Adjust (Profit)/Loss on Asset Disposal	10	(60,212)	(60,212)	(55,713)	88,606	(144,319)	162.9%	▲
Movement From Current to Non-Current		0	0	0	0	0		
Add back Carrying Value of Investment Land		0	0	0	0	0		
<b>Funds Demanded From Operations</b>		<b>30,192,761</b>	<b>29,338,079</b>	<b>33,355,438</b>	<b>36,419,793</b>	<b>3,064,355</b>		
<b>Capital Revenues</b>								
Proceeds from Disposal of Assets	10	544,219	544,219	367,331	408,460	41,129	10.1%	
<b>Total</b>		<b>544,219</b>	<b>544,219</b>	<b>367,331</b>	<b>408,460</b>	<b>41,129</b>		
<b>Acquisition of Fixed Assets</b>								
Land and Buildings	5	(14,273,125)	(14,119,377)	(7,633,942)	(5,040,250)	2,593,692	51.5%	▼
Plant and Equipment	5	(2,858,500)	(2,877,500)	(1,793,508)	(1,109,839)	683,669	61.6%	▼
Furniture and Equipment	5	(647,028)	(647,028)	(434,936)	(76,483)	358,453	468.7%	▼
Infrastructure Assets - Roads	5	(7,434,182)	(6,994,750)	(2,339,193)	(1,309,611)	1,029,582	78.6%	▼
Infrastructure Assets - Other	5	(12,181,788)	(11,921,007)	(6,997,832)	(3,754,689)	3,243,143	86.4%	▼
<b>Total</b>		<b>(37,394,623)</b>	<b>(36,559,662)</b>	<b>(19,199,411)</b>	<b>(11,290,873)</b>	<b>7,908,538</b>		
<b>Financing/Borrowing</b>								
Debt Redemption		(2,018,571)	(2,018,571)	(1,030,704)	(1,033,256)	(2,552)	(0.2%)	
Loan Drawn Down		1,500,000	1,500,000	0	0	0		
Profit on Sale of Investments		0	0	0	0	0		
Self-Supporting Loan Principal		0	0	0	0	0		
Self Supporting Loan Issued		0	0	0	0	0		
<b>Total</b>		<b>(518,571)</b>	<b>(518,571)</b>	<b>(1,030,704)</b>	<b>(1,033,256)</b>	<b>(2,552)</b>		
<b>Demand for Resources</b>		<b>(7,176,214)</b>	<b>(7,195,935)</b>	<b>13,492,654</b>	<b>24,504,124</b>	<b>11,011,470</b>		
<b>Restricted Funding Movements</b>								
Opening Funding Surplus(Deficit)		1,725,566	2,078,542	2,078,542	2,075,390	(3,152)	(0.2%)	
Transfer to Reserves	9	(11,501,252)	(11,920,433)	0	0	0		
Transfer from Reserves	9	16,951,900	17,085,429	0	0	0		
<b>Closing Funding Surplus(Deficit)</b>	2	<b>0</b>	<b>47,604</b>	<b>15,571,196</b>	<b>26,579,514</b>	<b>11,008,318</b>		

# REPORT ITEM CCCS 008 REFERS

**City of Albany**  
**NOTES TO THE STATEMENT OF FINANCIAL ACTIVITY**  
**For the Period Ended 31st January 2017**

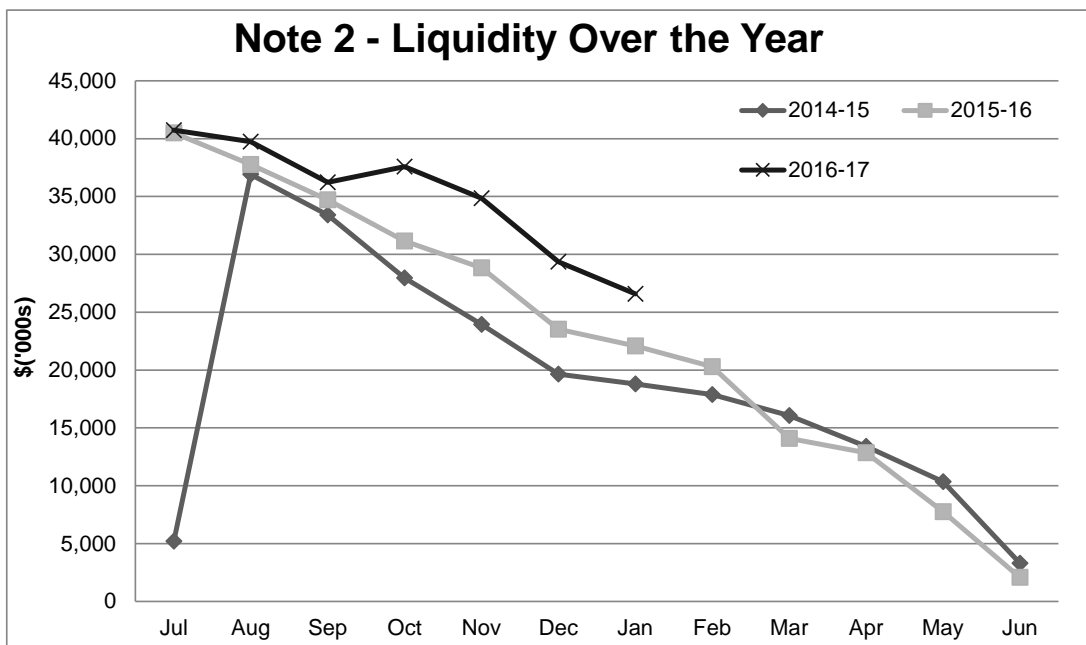
**Note 1: EXPLANATION OF MATERIAL VARIANCES IN EXCESS OF \$50,000**

	Var.	Var.	Timing/ Permanent	Explanation of Variance
	\$			
<b>1.1 Operating Revenues</b>				
Rate Revenue	83,468	▲	Permanent	Interim rates over budget. Interim rates are raised when the valuation for a specific property changes during the year, generally after a significant change or improvement. Over the course of the year this may be to budget, as it is difficult to know the increases or decreases in valuations that will occur during the year.
Grants & Subsidies	211,973	▲	Timing	Number of smaller grants. Australia Day, New Years Eve, Events, and bushfire grants.
Contributions, Donations & Reimbursements	604,290	▲	Permanent	Invoices raised for NAC/Heritage Park maintenance. Proceeds to be placed in reserve. Will be addressed in budget review.
Profit on Asset Disposal	(6,600)			No material variance.
Fees and Charges	739,727	▲	Timing	A number of areas performing well, primarily planning and waste collection fees.
Interest Earnings	114,686	▲	Timing	No one interest class. Small amounts over budget for instalment, penalty and investment interest. Interest on investment is budgeted conservatively due to the predicted low interest rates for the next year.
Other Revenue	(44,925)			No material variance.
<b>1.2 Operating Expense</b>				
Employee Costs	468,175	▼	Timing	EBA back pay yet to be processed (paid in February).
Materials and Contracts	484,529	▼	Timing	Primarily various components of waste contract under budget. Otherwise, no one significant variation.
Utilities Charges	218,957	▼	Timing	Timing of receipt of invoices. Expect to be to budget over the year. Synergy have had issues with invoicing for street lights (approx. \$150 000 behind YTD).
Depreciation (Non-Current Assets)	(444,464)	▲	Permanent	Depreciation over year to date budget due to Fair Value revaluation at 30th June of plant and equipment. To be addressed in January budget review. Non-cash item.
Interest Expenses	23,103			No material variance.
Insurance Expenses	64,911	▼	Timing	Insurance invoice received for 2016/17. Under budget, however, expect to be close to budget over the year as minor updates to insurance schedule are undertaken. May be some small saving based on revised wages schedule submitted.
Loss on Asset Disposal	(137,719)	▲	Timing	A budgeted amount is allowed for loss on sale of assets, however not allocated on a year-to-date basis.
Other Expenditure	53,279	▼	Timing	Primarily the cost of land sold at Cull Road brought to account - to be addressed in budget review. Balance a number of smaller items, primarily timing issue. Many items subject to budget review.
Less Allocated to Infrastructure	353,971	▲	Timing	Reflects the recent focus on capital projects, and costing of employees to those projects.
<b>1.3 Contributions for the Development of Assets</b>				
Grants & Subsidies	(476,581)	▼	Timing	Primarily timing of budgeted receipt of roads and bridge grants, offset by actual receipt of DSR pool grant and CCTV grant, and other smaller capital grants.
Contributions, Donations & Reimbursements	164,794	▲	Permanent	Receipt of developer contribution, budgeted later in the year.
<b>1.4 Funding Balance Adjustment</b>				
Add Back Depreciation	444,464	▲	Permanent	Depreciation over year to date budget due to Fair Value revaluation at 30th June of plant and equipment. To be addressed in January budget review. Non-cash item.
Adjust (Profit)/Loss on Asset Disposal	(144,319)			No material variance.
<b>1.5 Capital Revenues</b>				
Proceeds from Disposal of Assets	41,129			No material variance.
<b>1.6 Acquisition of Fixed Assets</b>				
Land and Buildings	2,593,692	▼	Timing	Awaiting completion and invoicing for new Stadium. Expect a timing difference until February/March.
Plant and Equipment	683,669	▼	Timing	Primarily timing on the changeover of cars and utes, and heavy plant.
Furniture and Equipment	358,453	▼	Timing	Timing of invoicing for VOIP telephone upgrade. Work being undertaken now.
Infrastructure Assets - Roads	1,029,582	▼	Timing	Timing in the commencement of road projects. Costs starting to be allocated to many jobs as they are commenced.
Infrastructure Assets - Other	3,243,143	▼	Timing	Timing difference between the projected completion of various Centennial Park projects and the actual completion.
<b>1.7 Financing/Borrowing</b>				
Debt Redemption	(2,552)			No material variance.
Loan Drawn Down	0			No material variance.
<b>1.8 Restricted Funding Movements</b>				
Opening Funding Surplus/(Deficit)	(3,152)			No material variance.
Transfer to Reserves	0			No material variance.
Transfer from Reserves	0			No material variance.

**City of Albany**  
**NOTES TO THE STATEMENT OF FINANCIAL ACTIVITY**  
**For the Period Ended 31st January 2017**

**Note 2: NET CURRENT FUNDING POSITION**

		Positive=Surplus (Negative=Deficit)		
		2016-17		
Note	This Period	Last Period	Same Period Last Year	
	\$	\$	\$	
<b>Current Assets</b>				
	23,411,212	21,477,823	18,862,107	
	18,849,885	18,819,838	16,904,254	
4	5,681,395	9,717,148	5,545,865	
	1,737,342	1,829,294	1,883,213	
	205,605	205,605	205,605	
	487,290	306,421	197,358	
	75,525	75,525	21,895	
	229,609	229,609	303,950	
	861,827	900,339	794,058	
	<b>51,539,689</b>	<b>53,561,603</b>	<b>44,718,306</b>	
<b>Less: Current Liabilities</b>				
	(3,121,135)	(2,566,025)	(2,400,789)	
	0	(6,539)	0	
	(20,309)	(27,656)	(83,002)	
	(3,974,173)	(3,893,808)	(3,693,244)	
	(208,157)	(181,578)	(199,952)	
	<b>(7,323,774)</b>	<b>(6,675,604)</b>	<b>(6,376,987)</b>	
	1,014,621	1,131,866	920,037	
	(18,215,807)	(18,213,089)	(16,670,358)	
	0	0	0	
	(229,609)	(229,609)	(303,950)	
	(205,605)	(205,605)	(205,605)	
<b>Net Current Funding Position</b>	<b>26,579,514</b>	<b>29,369,562</b>	<b>22,081,443</b>	

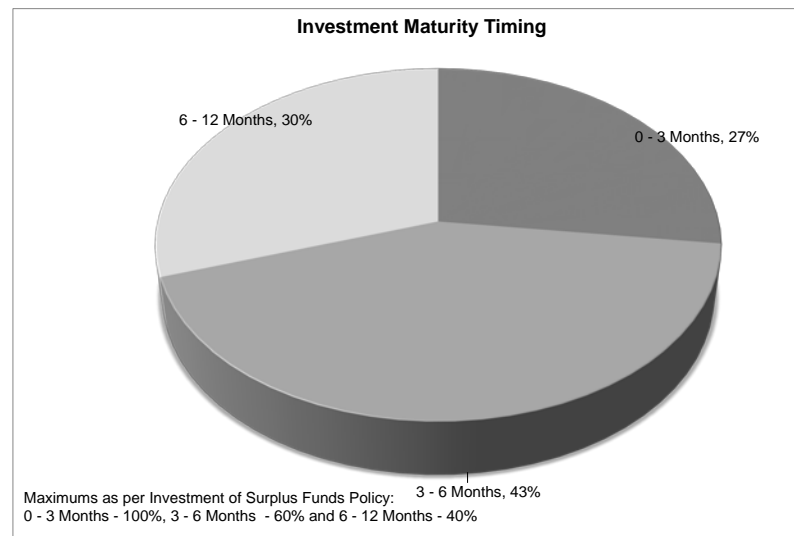
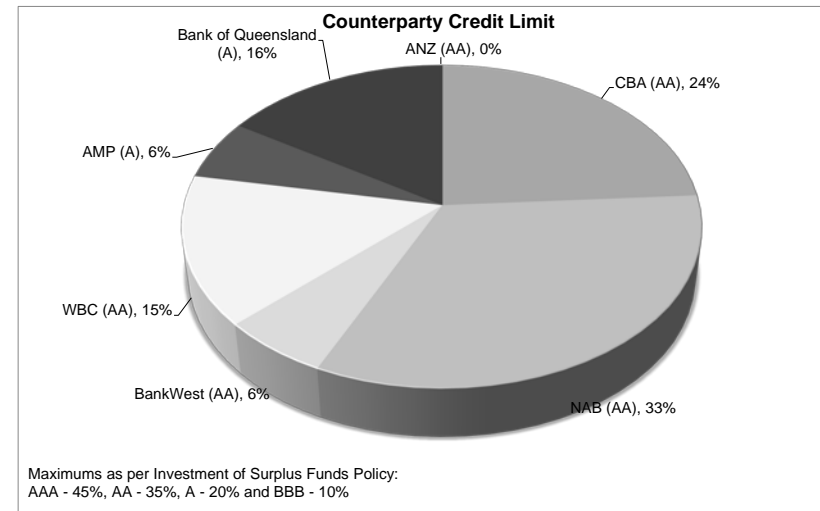
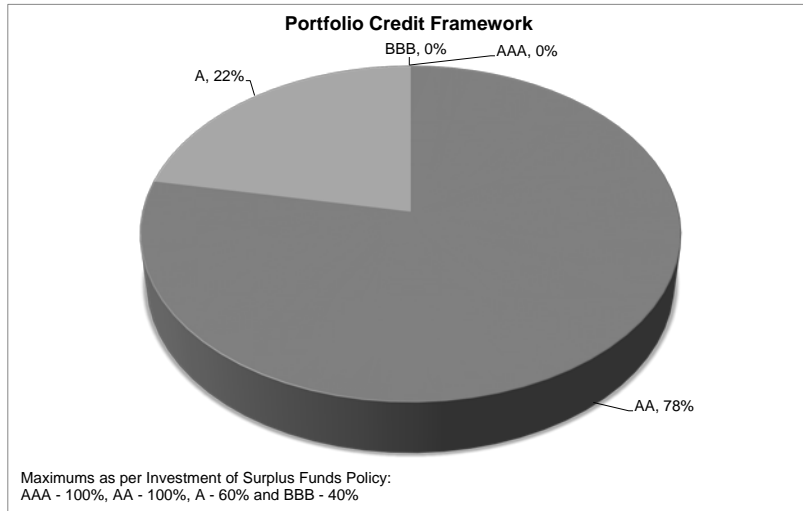


**Comments - Net Current Funding Position**



City of Albany  
 Monthly Investment Report  
 For the Period Ended 31st January 2017

**Note 3A: GRAPHICAL REPRESENTATION - CASH INVESTMENTS**



**City of Albany**  
**NOTES TO THE STATEMENT OF FINANCIAL ACTIVITY**  
**For the Period Ended 31st January 2017**

**Note 4: RECEIVABLES**

**Receivables - Rates and Refuse**

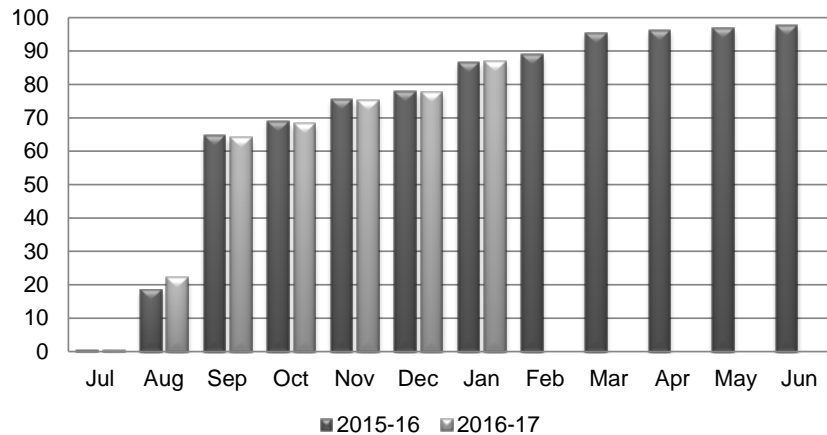
	<b>Current 2016-17</b>	<b>Previous 2015-16</b>	<b>Total</b>
	\$	\$	\$
Opening Arrears Previous Years		892,621	892,621
Rates Levied this year	33,944,365		33,944,365
Refuse Levied	5,860,391		5,860,391
ESL Levied	2,675,174		2,675,174
Other Charges Levied	367,334		367,334
<u>Less</u> Collections to date	<b>(37,466,137)</b>	<b>(592,352)</b>	<b>(38,058,489)</b>
<b>Equals Current Outstanding</b>	<b>5,381,126</b>	<b>300,269</b>	<b>5,681,395</b>
<b>Total Rates &amp; Charges Collectable</b>			<b>5,681,395</b>
% Collected			87.01%

**Receivables - General**

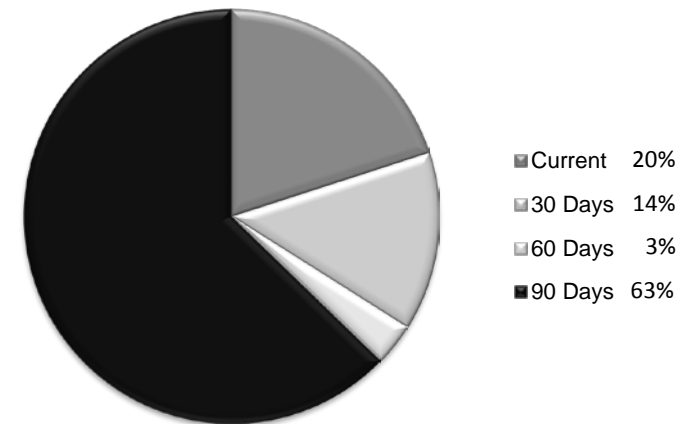
	<b>Current</b>	<b>30 Days</b>	<b>60 Days</b>	<b>90 Days</b>
	\$	\$	\$	\$
	325,657	227,155	53,416	1,020,857
<b>Total Outstanding</b>				<b><u>1,627,085</u></b>

Amounts shown above include GST (where applicable)

**Note 4 - Rates & Refuse % Collected**



**Note 4 - Accounts Receivable (non-rates)**



Comments/Notes - Receivables Rates and Refuse

Comments/Notes - Receivables General

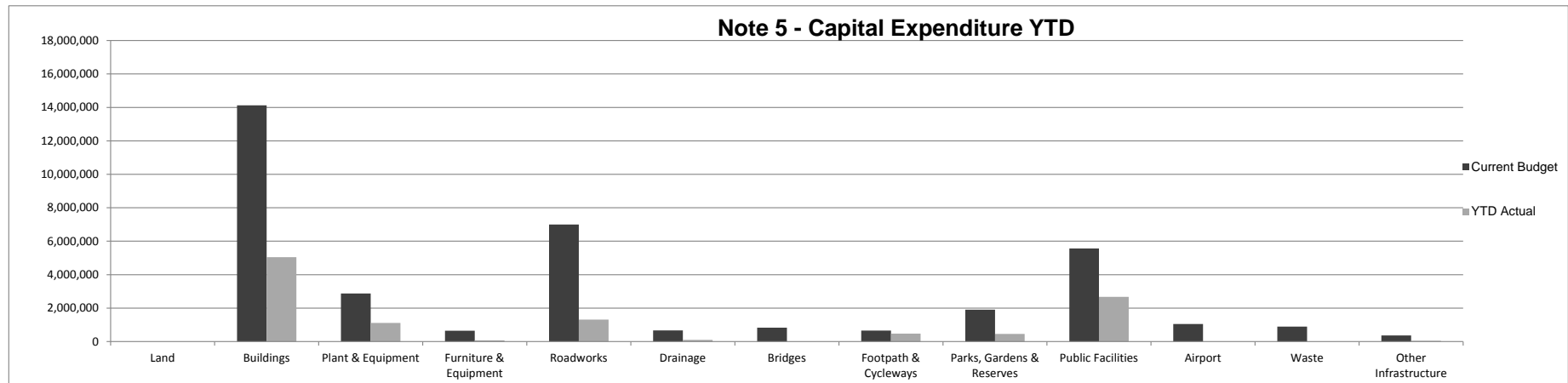


City of Albany  
 NOTES TO THE STATEMENT OF FINANCIAL ACTIVITY  
 For the Period Ended 31st January 2017

Note 5: CAPITAL ACQUISITIONS

Contributions Information					Summary Acquisitions	Original Budget	Current Budget	YTD Budget	Actual	Variance
Grants	Reserves	Borrowing	Restricted	Total						
\$	\$	\$		\$		\$			\$	\$
0	0	0	0	0	<b>Property, Plant &amp; Equipment</b>	0	0	0	0	0
1,327,500	770,000	1,000,000	0	3,097,500	Land	14,273,125	14,119,377	7,633,942	5,040,250	(2,593,692) ▼
50,000	0	0	0	50,000	Buildings	2,858,500	2,877,500	1,793,508	1,109,839	(683,669) ▼
0	0	0	0	0	Plant & Equipment	647,028	647,028	434,936	76,483	(358,453) ▼
					Furniture & Equipment					
					<b>Infrastructure</b>					
5,212,583	200,000	0	0	5,412,583	Roadworks	7,434,182	6,994,750	2,339,193	1,309,611	(1,029,582) ▼
0	175,000	0	0	175,000	Drainage	669,155	669,155	588,564	100,608	(487,956) ▼
825,000	0	0	0	825,000	Bridges	825,000	825,000	0	266	266 ▲
20,000	0	0	0	20,000	Footpath & Cycleways	664,932	652,474	487,731	473,912	(13,819) ▼
605,700	483,300	0	0	1,089,000	Parks, Gardens & Reserves	1,904,042	1,906,408	718,493	458,606	(259,887) ▼
13,035,092	467,820	500,000	0	14,002,912	Public Facilities	5,793,664	5,563,965	4,941,667	2,670,356	(2,271,311) ▼
0	0	0	0	0	Airport	1,070,000	1,049,010	33,086	0	(33,086) ▼
0	890,000	0	0	890,000	Waste	890,000	890,000	86,632	1,686	(84,946) ▼
0	0	0	0	0	Other Infrastructure	364,995	364,995	141,659	49,256	(92,403) ▼
<b>21,075,875</b>	<b>2,986,120</b>	<b>1,500,000</b>	<b>0</b>	<b>25,561,995</b>	<b>Totals</b>	<b>37,394,623</b>	<b>36,559,662</b>	<b>19,199,411</b>	<b>11,290,873.34</b>	<b>(7,908,538)</b>

Comments - Capital Acquisitions



REPORT ITEM CCCS 009 REFERS

**TRUST CHEQUES AND ELECTRONICS FUNDS TRANSFER PAYMENTS**

EFT/CHQ	Date	Name	Description	Amount
EFT114211	25/01/2017	SKYRAIL HOLDINGS PTY LTD	Return of Defects Bond	\$ 28,057.00
<b>Total</b>				<b>\$ 28,057.00</b>

**MASTERCARD TRANSACTIONS - JANUARY 2017**

Date	Payee	Description	Amount
16/01/2017	COLOUR POWDER AUSTRALIA	Colour Powder For Colour Dash Event	\$ 1,023.90
17/01/2017	AUSLINK TRADING CO PTY LTD	Safety/Sunglasses For Colour Dash Event	\$ 445.50
13/01/2017	REGIONAL EXPRESS AIRLINES	Flights - Albany To Perth Return - H Fell & M Bird - Digital Strategy Meeting	\$ 399.14
13/01/2017	LOCAL GOVERNMENT MANAGERS	Finance Conference Registration - M Cole	\$ 1,050.00
13/01/2017	AHRI LTD	HR Webinar Training - Multiple Staff	\$ 595.00
24/01/2017	REGIONAL EXPRESS AIRLINES	Flights For Hr Training Perth - H Loncar	\$ 397.43
24/01/2017	REGIONAL EXPRESS AIRLINES	Flights For Hr Training Perth - L Sounness	\$ 397.43
24/01/2017	SWIFTYPE.COM	Website Monthly Fee - Search Engine Application	\$ 337.69
07/01/2017	VIRGIN AIRLINES	Flights - Perth To Melbourne Return - P Camins - Cities 4.0 Summit	\$ 594.00
VARIOUS	SUNDRY < \$ 200.00		\$ 1,281.10
<b>Total</b>			<b>\$ 6,521.19</b>

**PAYROLL 16/01/2017 - 15/02/2017**

Date	Description	Amount
19/01/2017	COA - Salaries	\$ 5,530.00
19/01/2017	COA - Salaries	\$ 612,441.14
02/02/2017	COA - Salaries	\$ 618,712.05
06/02/2017	COA - Salaries	\$ 2,765.24
14/02/2017	COA - Salaries	\$ 35,153.18
16/02/2017	COA - Salaries	\$ 725,139.38
<b>Total</b>		<b>\$ 1,999,740.99</b>

REPORT ITEM CCCS 009 REFERS

Chq	Date	Name	Description	Amount
31486	19/01/2017	R MUNDAY	Crossover Subsidy	\$ 205.66
31487	19/01/2017	DEPARTMENT OF TRANSPORT	Vehicle Registration	\$ 3,048.50
31488	19/01/2017	PETTY CASH	Petty Cash Reimbursement	\$ 249.95
31489	19/01/2017	PETTY CASH	Petty Cash Reimbursement	\$ 372.15
31490	19/01/2017	PETTY CASH	Petty Cash Reimbursement	\$ 290.30
31491	19/01/2017	TELSTRA CORPORATION LIMITED	Telephone Charges	\$ 20,545.66
31492	19/01/2017	WATER CORPORATION	Water Charges Various Locations	\$ 4,188.29
31493	25/01/2017	PETTY CASH	Petty Cash Reimbursement	\$ 93.55
31494	25/01/2017	WATER CORPORATION	Water Charges Various Locations	\$ 4,451.57
31495	02/02/2017	DEPARTMENT OF TRANSPORT	Vehicle Registration	\$ 768.60
31496	02/02/2017	TELSTRA CORPORATION LIMITED	Telephone Charges	\$ 12,257.16
31497	02/02/2017	WATER CORPORATION	Water Charges	\$ 38.51
31498	09/02/2017	JANETTE ADAMS	Crossover Subsidy	\$ 182.11
31499	09/02/2017	DEPARTMENT OF TRANSPORT	Vehicle Registrations	\$ 1,152.90
31500	09/02/2017	DEPARTMENT OF TRANSPORT	Jetty Renewal Fee	\$ 39.10
31501	09/02/2017	PETTY CASH	Petty Cash Reimbursement	\$ 162.00
31502	09/02/2017	PIVOTEL SATELLITE PTY LIMITED	Satellite Phone Charges	\$ 124.00
31503	09/02/2017	TELSTRA CORPORATION LIMITED	Telephone Charges	\$ 129.48
31504	09/02/2017	WATER CORPORATION	Water Charges	\$ 193.84
<b><u>Total</u></b>				<b>\$ 48,493.33</b>

REPORT ITEM CCCS 009 REFERS

EFT	Date	Name	Description	Amount
EFT114096	17/01/2017	NEW VISION TRADING	Material Supply - Head Bands - Colour Run Event	\$ 387.00
EFT114097	19/01/2017	AD CONTRACTORS PTY LTD	Removal of ALAC Power Bunker	\$ 3,234.00
EFT114098	19/01/2017	D ADELINE	Staff Reimbursement	\$ 102.71
EFT114099	19/01/2017	ALBANY V-BELT AND RUBBER	Material Supply - Various Filters	\$ 1,153.70
EFT114100	19/01/2017	ALBANY ATHLETICS GROUP INCORPORATED	Sub-Lease Rent Albany Agricultural Society - February 2017	\$ 1,000.00
EFT114101	19/01/2017	ALBANY RSL SUB BRANCH	Forts Store Merchandise	\$ 1,830.00
EFT114102	19/01/2017	ALBANY SCREEN PRINTERS	Material Supply - T-Shirts for Colour Dash	\$ 346.00
EFT114103	19/01/2017	ALBANY LANDSCAPE SUPPLIES	Material Supply - Rainbow Quartz	\$ 80.00
EFT114104	19/01/2017	ALBANY OFFICE PRODUCTS DEPOT	Stationery Supplies	\$ 189.00
EFT114105	19/01/2017	ALBANY WHALE TOURS	Monitoring of Water Exclusion Zone - New Years Eve	\$ 1,540.00
EFT114106	19/01/2017	ALBANY MILK DISTRIBUTORS	Milk Deliveries - ALAC	\$ 9.15
EFT114107	19/01/2017	ALBANY IRRIGATION & DRILLING	Material Supplies - Irrigation	\$ 2,194.32
EFT114108	19/01/2017	ALBANY DOMESTIC SERVICES	Cleaning Services - Animal Waste	\$ 175.00
EFT114109	19/01/2017	ALBANYGATEWAY.COM.AU	Business Directory Advertising	\$ 455.00
EFT114110	19/01/2017	PAPERBARK MERCHANTS	Material Supply - Literature	\$ 164.80
EFT114111	19/01/2017	APPRENTICE & TRAINEESHIP COMPANY	Casual Staff/Apprentice Fees	\$ 822.03
EFT114112	19/01/2017	ARTYCOOL IMAGERY - NIC DUNCAN	Photography Service - Big Draw	\$ 200.00
EFT114113	19/01/2017	ATC WORK SMART	Casual Staff/Apprentice Fees	\$ 6,656.83
EFT114114	19/01/2017	AUSSIE DRAWCARDS PTY LTD	Quarterly Advertising Fees - NAC	\$ 474.00
EFT114115	19/01/2017	BAREFOOT CLOTHING MANUFACTURERS	Staff Uniforms	\$ 129.75
EFT114116	19/01/2017	BATTERY WORLD	Material Supply - Batteries	\$ 128.85
EFT114117	19/01/2017	ADVANCED TRAFFIC MANAGEMENT WA PTY LTD	Traffic Control - Various Locations	\$ 1,058.82
EFT114118	19/01/2017	BERTOLA HIRE SERVICES ALBANY PTY LTD	Equipment Hire - Mini Excavator ALAC	\$ 257.40
EFT114119	19/01/2017	M BIRD	Staff Reimbursement	\$ 100.43
EFT114120	19/01/2017	J. BLACKWOOD & SON PTY LTD	Material Supply -Various	\$ 227.95
EFT114121	19/01/2017	ALBANY BOBCAT SERVICES	Equipment Hire - Promenade Works	\$ 4,067.25
EFT114122	19/01/2017	BOC GASES AUSTRALIA LIMITED	Gas Container Rentals	\$ 129.90
EFT114123	19/01/2017	CABCHARGE AUSTRALIA LIMITED	Taxi Fares	\$ 486.60
EFT114124	19/01/2017	CALTEX AUSTRALIA PETROLEUM PTY LTD	Fleet Fuel Purchases	\$ 5,819.98
EFT114125	19/01/2017	CALTEX AUSTRALIA PETROLEUM PTY LTD	Diesel Fuel Purchases	\$ 12,177.24
EFT114126	19/01/2017	CAPE AGENCIES	Material Supply - Diesel for EMC	\$ 321.55
EFT114127	19/01/2017	CARAVAN INDUSTRY ASSOCIATION WESTERN AUSTRALIA	RAC Caravan and Camping Show - Site Fee	\$ 1,944.36
EFT114128	19/01/2017	J & S CASTLEHOW ELECTRICAL SERVICES	Sports Field Lighting And Power Installation - C16006	\$ 99,027.16
EFT114129	19/01/2017	CENTIGRADE SERVICES	Repairs and Maintenance - Fitness Studio Air Conditioning	\$ 104.50
EFT114130	19/01/2017	CLEANAWAY PTY LIMITED	Rubbish Removal Contract	\$ 208,262.67
EFT114131	19/01/2017	COLES SUPERMARKETS AUSTRALIA PTY LTD	Groceries	\$ 252.53
EFT114132	19/01/2017	COURIER AUSTRALIA	Freight Charges	\$ 86.83
EFT114133	19/01/2017	HOLCIM (AUSTRALIA) PTY LTD	Material Supply - Concrete Mix	\$ 662.20
EFT114134	19/01/2017	AL CURNOW HYDRAULICS	Repairs and Maintenance - Hydraulic Pump	\$ 2,311.43
EFT114135	19/01/2017	CUTTING EDGES PTY LTD	Material Supply - Sharp Flat Grader Blades	\$ 797.24
EFT114136	19/01/2017	DATA #3 LIMITED	Software Subscription	\$ 1,401.40
EFT114137	19/01/2017	G & M DETERGENTS & HYGIENE SERVICES ALBANY	Cleaning Supplies	\$ 801.15
EFT114138	19/01/2017	DOG ROCK MOTEL	Accommodation - Jim Cathcart Arts Development	\$ 268.20
EFT114139	19/01/2017	ESSENTIAL ENVIRONMENTAL	Professional Services - Hydrological Modelling and Stormwater Management	\$ 5,907.00
EFT114140	19/01/2017	EYERITE SIGNS	Signage - Assorted	\$ 3,234.00
EFT114141	19/01/2017	FREMANTLE ARTS CENTRE PRESS	Forts Store Merchandise	\$ 1,406.44
EFT114142	19/01/2017	FRONTLINE FIRE & RESCUE EQUIPMENT	Material Supply - Firebreak Foam	\$ 3,740.00
EFT114143	19/01/2017	SANDRA GILFILLAN	Professional Services - Wildlife Monitoring	\$ 2,533.50
EFT114144	19/01/2017	GLASS SUPPLIERS	Repairs and Maintenance - Glass Windbreak at Garrisons	\$ 8,572.30
EFT114145	19/01/2017	GLOBAL MARINE ENCLOSURES PTY LTD	Aquarius Barrier Monitoring - Middleton Beach November and December 2016	\$ 5,500.00
EFT114146	19/01/2017	J GRAY	Staff Reimbursement	\$ 2,995.00
EFT114147	19/01/2017	GREEN SKILLS INCORPORATED	Fire Tracks Maintenance - Cheynes Beach	\$ 11,118.42
EFT114148	19/01/2017	GREAT SOUTHERN SUPPLIES	Material Supply - Safety Equipment	\$ 1,806.17
EFT114149	19/01/2017	GRESLEY ABAS PTY LTD	Full Service Consultant - CPSP C13024	\$ 10,896.37

## REPORT ITEM CCCS 009 REFERS

EFT114150	19/01/2017	PROTECTOR FIRE SERVICES PTY LTD	Repairs and Maintenance - Kalgan Fast Attack Hose	\$ 55.00
EFT114151	19/01/2017	C HARROP	Refund	\$ 100.00
EFT114152	19/01/2017	DEPARTMENT OF HEALTH	Staff Training - Mosquito Management	\$ 2,310.00
EFT114153	19/01/2017	HELEN MUNT	Heritage Consultation - C00413	\$ 3,129.66
EFT114154	19/01/2017	JACK THE CHIPPER	Tree Removal - Hare Street	\$ 1,651.65
EFT114155	19/01/2017	JJ'S HIAB SERVICES & JJ'S GREAT SOUTHERN	CPSP - Moving of Agricultural Society Equipment	\$ 3,589.74
EFT114156	19/01/2017	JOHN KINNEAR AND ASSOCIATES	Professional Services - Subdivisions	\$ 385.00
EFT114157	19/01/2017	LA FREEGARD	Tree Removal - September 2016	\$ 1,520.00
EFT114158	19/01/2017	ALBANY WORLD OF CARS	Vehicle Repairs and Maintenance	\$ 57.20
EFT114159	19/01/2017	LATRO LAWYERS	Professional Services	\$ 172.15
EFT114160	19/01/2017	LEASE CHOICE	Photocopier Lease - December 2016	\$ 1,246.83
EFT114161	19/01/2017	LEDA SECURITY PRODUCTS PTY LTD	Material Supply - Bike Repair Station	\$ 2,679.62
EFT114162	19/01/2017	DEPARTMENT OF LOCAL GOVERNMENT	Youth Friendly Community Grant 15/16	\$ 2,898.60
EFT114163	19/01/2017	MANYPEAKS STORE - ARH (PGM) PTY LTD	Material Supply - Fuel for EMC	\$ 132.95
EFT114164	19/01/2017	MERRIFIELD REAL ESTATE	Storage Unit Rental - Cockburn Road	\$ 200.00
EFT114165	19/01/2017	MIRA MAR VETERINARY SERVICES	Veterinary Services	\$ 33.00
EFT114166	19/01/2017	M MITCHELL	Refund	\$ 49.00
EFT114167	19/01/2017	MOSTERT, DJ & H	Merchandise Order - Visitor's Centre	\$ 10.00
EFT114168	19/01/2017	NURRUNGA COMMUNICATIONS	Repairs and Maintenance	\$ 993.60
EFT114169	19/01/2017	NEVILLES HARDWARE & BUILDING SUPPLIES	Material Supply - Various	\$ 102.70
EFT114170	19/01/2017	PN & ER NEWMAN QUALITY CONCRETE PRODUCTS	Material Supply - Concrete Products	\$ 861.30
EFT114171	19/01/2017	ALBANY COMMUNITY PHARMACY	First Aid Supplies	\$ 20.24
EFT114172	19/01/2017	OCS SERVICES PTY LTD	Cleaning Services - Various Locations	\$ 978.62
EFT114173	19/01/2017	OFFICEWORKS SUPERSTORES PTY LTD	Material Supply - Storage Devices	\$ 183.00
EFT114174	19/01/2017	OKEEFE'S PAINTS	Paint materials/supplies	\$ 581.45
EFT114175	19/01/2017	ORIGIN ENERGY	LP Gas Charges	\$ 9,197.20
EFT114176	19/01/2017	OYSTER HARBOUR STORE	Catering Supplies	\$ 380.95
EFT114177	19/01/2017	PENROSE PROFESSIONAL LAWCARE	Lawn Mowing Services - VAC	\$ 264.00
EFT114178	19/01/2017	PERTH SAFETY PRODUCTS PTY LTD	Signage - Assorted	\$ 1,331.00
EFT114179	19/01/2017	PFD FOOD SERVICES PTY LTD	Catering Supplies	\$ 140.60
EFT114180	19/01/2017	ALBANY POLICE AND CITIZENS YOUTH CLUB	Bus Hire	\$ 336.00
EFT114181	19/01/2017	@THE POOLSIDE	Catering - Summer School	\$ 1,440.00
EFT114182	19/01/2017	PRECISION HEARING	Baseline Hearing Tests for Depot Staff	\$ 176.00
EFT114183	19/01/2017	PRE-EMPTIVE STRIKE PTY LTD	Printing - Swim School Poster	\$ 679.25
EFT114184	19/01/2017	PRINTSYNC BUSINESS SOLUTIONS	Photocopier Charges - Lotteries House	\$ 5.33
EFT114185	19/01/2017	RICOH	Photocopier and Printing Charges - December 2016	\$ 12,866.78
EFT114186	19/01/2017	RISING SIGNS	Signage - Glass Services	\$ 1,760.00
EFT114187	19/01/2017	HOME GROUP WA GREAT SOUTHERN PTY LTD	Refund	\$ 900.32
EFT114188	19/01/2017	K SEATON	Refund	\$ 112.50
EFT114189	19/01/2017	SECUREPAY PTY LTD	Web Payments December 2016	\$ 84.22
EFT114190	19/01/2017	SOUTHERN TOOL AND FASTENER CO	Hardware Tools and Supplies	\$ 39.00
EFT114191	19/01/2017	SOUTHCOAST SECURITY SERVICE	Security Services - December 2016 C15016	\$ 21,831.54
EFT114192	19/01/2017	SOUTHERN CROSS AUSTEREO PTY LTD	Advertising - Christmas Pageant 2016	\$ 82.50
EFT114193	19/01/2017	GARY OWEN SPENCE	Lawn Mowing Services - Day Care	\$ 115.00
EFT114194	19/01/2017	SPM ASSETS PTY LTD	SPM Assets Software Subscription Licence Feb - April 2017	\$ 3,960.00
EFT114195	19/01/2017	STATE LAW PUBLISHER	Advertising - Bush Fire Act	\$ 57.60
EFT114196	19/01/2017	STIRLING FREIGHT EXPRESS	Freight Charges	\$ 121.09
EFT114197	19/01/2017	ALBANY LOCK SERVICE	Repairs and Maintenance - Locks at Albany Race Club	\$ 120.00
EFT114198	19/01/2017	SUTTON'S CARPET CLEANING	Carpet Cleaning - Day Care	\$ 484.00
EFT114199	19/01/2017	SYNERGY	Electricity Charges	\$ 24,406.10
EFT114200	19/01/2017	T & C SUPPLIES	Hardware Supplies/Tools - Various	\$ 613.19
EFT114201	19/01/2017	THE LULUS PTY LTD	Entertainment - Christmas Pageant 2016	\$ 2,345.00
EFT114202	19/01/2017	TOURISM COUNCIL WESTERN AUSTRALIA	Marketing Strategy - Visitor's Centre	\$ 650.00
EFT114203	19/01/2017	TOYOTA MATERIAL HANDLING AUSTRALIA PTY LTD	Equipment Purchase - Skid Steer Loader	\$ 64,159.70
EFT114204	19/01/2017	TRADELINK PLUMBING SUPPLIES	Material Supply - Drain Covers	\$ 20.90
EFT114205	19/01/2017	VERO INSURANCE	Excess Insurance Claim	\$ 300.00

## REPORT ITEM CCCS 009 REFERS

EFT114206	19/01/2017	WA HARDWOOD FLOORS	Stadium Floor Maintenance and Marking - ALAC	\$	31,000.00
EFT114207	19/01/2017	ALBANY & GREAT SOUTHERN WEEKENDER	Advertising	\$	177.55
EFT114208	19/01/2017	LANDMARK LIMITED	Material Supply - Trough Blocks	\$	54.97
EFT114209	19/01/2017	WILD EYED PRESS PTY LTD	Forts Store Merchandise	\$	788.54
EFT114210	19/01/2017	ZENITH LAUNDRY	Laundry Services/Hire	\$	132.77
EFT114212	25/01/2017	AD CONTRACTORS PTY LTD	Material Supply - Turf & Sand	\$	5,659.50
EFT114213	25/01/2017	AECOM AUSTRALIA PTY LTD	Professional Services - Illustrative Enhancement Mt Adelaide	\$	3,960.00
EFT114214	25/01/2017	AFL SPORTSREADY LTD	Casual Staff/Apprentice Fees	\$	3,191.76
EFT114215	25/01/2017	ALBANY INDUSTRIAL SERVICES PTY LTD	Equipment Hire - Various Locations	\$	15,660.70
EFT114216	25/01/2017	ALBANY SWEEP CLEAN	Sweeping Contract - C15014	\$	5,594.00
EFT114217	25/01/2017	ALBANY OFFICE NATIONAL	Stationery - Gift Vouchers	\$	45.00
EFT114218	25/01/2017	ALBANY INDOOR PLANT HIRE	Indoor Plant Hire	\$	1,142.02
EFT114219	25/01/2017	ALBANY SKIPS AND WASTE SERVICES PTY LTD	Skip Bin Hire - Depot December 2016	\$	370.00
EFT114220	25/01/2017	ALBANY OFFICE PRODUCTS DEPOT	Stationery Supplies - Various	\$	323.49
EFT114221	25/01/2017	ALBANY CITY CABS AND TRANSPORT	Taxi Fares	\$	39.40
EFT114222	25/01/2017	ALBANY LEGAL PTY LTD	Professional Services	\$	663.20
EFT114223	25/01/2017	ALBANY RECORDS MANAGEMENT	Archive Storage - January 2017	\$	194.86
EFT114224	25/01/2017	ALBANY DOMESTIC SERVICES	Cleaning Services - Animal Waste	\$	175.00
EFT114225	25/01/2017	ALINTA	Gas Service Charges - Barker Road	\$	8.50
EFT114226	25/01/2017	AMPHIBIAN PLUMBING AND GAS	Plumbing Repairs and Maintenance	\$	297.50
EFT114227	25/01/2017	PAPERBARK MERCHANTS	Material Supply - Literature	\$	1,165.02
EFT114228	25/01/2017	APPRENTICE & TRAINEESHIP COMPANY	Casual Staff/Apprentice Fees	\$	273.95
EFT114229	25/01/2017	ANALYTICAL REFERENCE LABORATORY (WA) PTY LTD	Professional Services - TPH Analytical	\$	116.05
EFT114230	25/01/2017	ATC WORK SMART	Casual Staff/Apprentice Fees	\$	21,896.83
EFT114231	25/01/2017	AUSSIE DRAWCARDS PTY LTD	Annual Warehousing Fee 01/12/2016 - 30/11/2017	\$	539.00
EFT114232	25/01/2017	AUSTRALIA DAY COUNCIL OF WESTERN AUSTRALIA INC.	Certificate for Australia Day Award Nominees	\$	47.50
EFT114233	25/01/2017	BATHROOM DECOR & TILES	Material Supply - Sink and Tapware	\$	1,109.00
EFT114234	25/01/2017	BAYCORP WA PTY LTD	Professional Services	\$	14.62
EFT114235	25/01/2017	BERTOLA HIRE SERVICES ALBANY PTY LTD	Equipment Hire - Portable Toilets	\$	2,382.50
EFT114236	25/01/2017	BEST OFFICE SYSTEMS	Photocopier Charges	\$	140.00
EFT114237	25/01/2017	BETHEL CHRISTIAN SCHOOL INCORPORATED	Refund	\$	1,376.47
EFT114238	25/01/2017	BEWITCHED CLEANING SERVICES	Cleaning Services - Mary Thompson House	\$	70.00
EFT114239	25/01/2017	BIO DIVERSE SOLUTIONS	BAL Contour Plan - Scheme Amendment	\$	1,738.00
EFT114240	25/01/2017	ALBANY BOBCAT SERVICES	Equipment Hire - Bobcat and Truck	\$	1,612.88
EFT114241	25/01/2017	BREAKSEA CLEANING SERVICE	Cleaning Services - Garrison's	\$	165.00
EFT114242	25/01/2017	BROCKS	Material Supply - Mosaic Tiles	\$	14.74
EFT114243	25/01/2017	BUNNINGS GROUP LIMITED	Material Supply - Mirror	\$	18.05
EFT114244	25/01/2017	CAMLIN SPRINGS	Water Container Refills	\$	1,176.00
EFT114245	25/01/2017	J & S CASTLEHOW ELECTRICAL SERVICES	Electrical Repairs and Maintenance	\$	381.01
EFT114246	25/01/2017	CHRISTOPHER BURNELL	Building Services - Stone Pitching and Retaining Works	\$	2,700.00
EFT114247	25/01/2017	CHURCHILL CAPITAL CONSULTING PTY LTD	Tourism Development Strategy - Q16003	\$	14,046.19
EFT114248	25/01/2017	COLES SUPERMARKETS AUSTRALIA PTY LTD	Groceries - Various	\$	78.25
EFT114249	25/01/2017	TANJA COLBY DESIGNS	Forts Store Merchandise	\$	45.00
EFT114250	25/01/2017	COMMON GROUND TRAILS PTY LTD	AHP - Demonstration Trail Variation Q15063	\$	20,364.16
EFT114251	25/01/2017	COUNTRY ARTS WA	Annual Regional Community Organisation Membership Fee	\$	77.00
EFT114252	25/01/2017	CUTTING EDGES PTY LTD	Parts Supply - Grader Blades/Bolts/Washers	\$	1,650.50
EFT114253	25/01/2017	DATA #3 LIMITED	Subscription Fee - Software Licence	\$	315.50
EFT114254	25/01/2017	GRAEME & YVONNE DAVISON	Merchandise Order - Visitor's Centre	\$	150.00
EFT114255	25/01/2017	CGS QUALITY CLEANING	Cleaning Services - Public Infrastructure December 2016	\$	42,527.22
EFT114256	25/01/2017	LANDGATE	GRV Interim Valuations	\$	4,195.30
EFT114257	25/01/2017	DEPARTMENT OF TRANSPORT	Vehicle Search Fees - December 2016	\$	118.80
EFT114258	25/01/2017	CAROLYN DOWLING	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$	2,909.50
EFT114259	25/01/2017	EYERITE SIGNS	Signage - Tear Drop Banners	\$	859.10
EFT114260	25/01/2017	GIBSON INTERNATIONAL LTD	Character Posts and Tribute Wall - NAC January - March 2017	\$	3,437.50
EFT114261	25/01/2017	ALISON GOODE	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$	2,909.50
EFT114262	25/01/2017	THE GOOD FOUNDATION	Staff Training - Jamie's Ministry of Food	\$	675.00

## REPORT ITEM CCCS 009 REFERS

EFT114263	25/01/2017	GREAT SOUTHERN GROUP TRAINING INC	Casual Staff/Apprentice Fees	\$ 3,915.17
EFT114264	25/01/2017	GREEN SKILLS INCORPORATED	Reserves - Control of Environmental Weed	\$ 3,491.52
EFT114265	25/01/2017	GREAT SOUTHERN PEST & WEED CONTROL	Pest Control - Bee Management	\$ 220.00
EFT114266	25/01/2017	GREAT SOUTHERN SUPPLIES	Staff Uniforms - Safety Boots	\$ 163.00
EFT114267	25/01/2017	GREAT SOUTHERN LIQUID WASTE	Servicing of Various Ablutions	\$ 5,897.20
EFT114268	25/01/2017	GWN GREAT SOUTHERN (PRIME MEDIA GROUP LTD)	Advertising - Share The Road Campaign	\$ 1,405.80
EFT114269	25/01/2017	RAY HAMMOND	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$ 2,909.50
EFT114270	25/01/2017	PROTECTOR FIRE SERVICES PTY LTD	Repairs and Maintenance - Fire Hoses	\$ 308.00
EFT114271	25/01/2017	JR HERBERT	Refund	\$ 557.70
EFT114272	25/01/2017	BILL HOLLINGWORTH	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$ 2,909.50
EFT114273	25/01/2017	HOLI COLOUR - COLOURFIT GROUP PTY LTD	Material Supply - Colour Run 2017	\$ 4,010.97
EFT114274	25/01/2017	HOT HOUSE FLOWERS	Flower Delivery for Funeral	\$ 110.00
EFT114275	25/01/2017	HUMES WEMBLEY CEMENT	Material Supply - Concrete	\$ 6,930.00
EFT114276	25/01/2017	INTERACTCARD	Printing - Cleaning Kit/Blank Cards	\$ 213.40
EFT114277	25/01/2017	JOHN KINNAR AND ASSOCIATES	Professional Services - Drainage Easement	\$ 758.00
EFT114278	25/01/2017	JUST SEW EMBROIDERY	Staff Uniforms - Embroidery Services	\$ 403.70
EFT114279	25/01/2017	KEN STONE MOTOR TRIMMERS	Vehicle Repairs and Maintenance - Repair Drivers Seat	\$ 330.00
EFT114280	25/01/2017	KLB SYSTEMS	Material Supply - IT Products	\$ 2,161.50
EFT114281	25/01/2017	M & A STEEL FABRICATION	Supply and Installation - Wind Break at Garrison's Restaurant	\$ 23,342.00
EFT114282	25/01/2017	BUCHER MUNICIPAL PTY LTD	Vehicle Parts Supply	\$ 563.18
EFT114283	25/01/2017	ANTHONY MOIR	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$ 2,909.50
EFT114284	25/01/2017	MOUNT ROMANCE AUSTRALIA PTY LTD	Forts Store Merchandise	\$ 823.32
EFT114285	25/01/2017	N & S ELECTRONICS	Vehicle Repairs and Maintenance	\$ 75.00
EFT114286	25/01/2017	NEVILLES HARDWARE & BUILDING SUPPLIES	Material Supply - Petroleum Primer	\$ 506.05
EFT114287	25/01/2017	ALBANY NEWS DELIVERY	News Paper Deliveries	\$ 105.44
EFT114288	25/01/2017	NLC PTY LTD	Novated Lease and Associated Costs	\$ 1,351.30
EFT114289	25/01/2017	OCS SERVICES PTY LTD	Cleaning Services - Airport	\$ 501.66
EFT114290	25/01/2017	OFFICEWORKS SUPERSTORES PTY LTD	Material Supply - USB Wall Charger	\$ 34.88
EFT114291	25/01/2017	IXOM	Material Supply - Chlorine	\$ 348.50
EFT114292	25/01/2017	PALMER EARTHMOVING (AUSTRALIA) PTY LTD	Mueller Street Extension - C16003	\$ 29,550.42
EFT114293	25/01/2017	PRE-EMPTIVE STRIKE PTY LTD	Design Services - Travellers Map	\$ 3,476.00
EFT114294	25/01/2017	JANELLE PRICE	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$ 2,909.50
EFT114295	25/01/2017	PUBLIC LIBRARIES AUSTRALIA LTD	PLA E-Connect Subscription January 2017	\$ 209.55
EFT114296	25/01/2017	REDMOND PROGRESS ASSOCIATION	Community Funding Support	\$ 1,785.00
EFT114297	25/01/2017	REEF BEATS PRODUCTIONS	Entertainment Services - Glow Party Youth Event	\$ 600.00
EFT114298	25/01/2017	HAZEL ROOME - SOUTH COAST COUNSELLING SERVICES	Professional Services - EAP	\$ 250.00
EFT114299	25/01/2017	THE ROYAL LIFE SAVING SOCIETY WA INC	Call Centre Charges - December 2016	\$ 454.74
EFT114300	25/01/2017	BG, E AND KE RUSS	Earth Moving Services	\$ 495.00
EFT114301	25/01/2017	JOHN SHANHUN	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$ 2,909.50
EFT114302	25/01/2017	ALBANY OCEAN ADVENTURES & SILVER STAR CRUISES	Material Supply - Child Tickets to Camp Quararup	\$ 180.00
EFT114303	25/01/2017	SKILL HIRE WA PTY LTD	Casual Staff/Apprentice Fees	\$ 1,388.48
EFT114304	25/01/2017	SANDIE SMITH	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$ 2,909.50
EFT114305	25/01/2017	SOIL SOLUTIONS PTY LTD	Bulk Green Waste December 2016	\$ 34,359.48
EFT114306	25/01/2017	SOUTHERN TOOL AND FASTENER CO	Material Supply - Inverter Generator	\$ 5,860.00
EFT114307	25/01/2017	SOUTHERN CROSS AUSTEREO PTY LTD	Advertising - Share The Road Campaign	\$ 1,069.20
EFT114308	25/01/2017	STAR SALES AND SERVICE	Material Supply - Blower Belt	\$ 45.00
EFT114309	25/01/2017	STATEWIDE BUILDING CERTIFICATION WA	Professional Services - Inspection of Airport Transportable Building	\$ 245.00
EFT114310	25/01/2017	STEWART AND HEATON CLOTHING PTY LTD	Bush Fire Brigades Protective Clothing	\$ 517.45
EFT114311	25/01/2017	ST JOHN AMBULANCE WESTERN AUSTRALIA LTD	Staff Training - First Aid Courses	\$ 4,268.00
EFT114312	25/01/2017	GREGORY BRIAN STOCKS	Deputy Mayoral Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$ 4,760.83
EFT114313	25/01/2017	ROBERT SUTTON	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$ 2,909.50
EFT114314	25/01/2017	SYNERGY	Electricity Charges	\$ 5,191.10
EFT114315	25/01/2017	T & C SUPPLIES	Material Supply - Shelving for Kalgan Fire Shed	\$ 830.10
EFT114316	25/01/2017	TEEDE & CO	Catering - Disability Awareness Week	\$ 424.00
EFT114317	25/01/2017	PAUL TERRY	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$ 2,909.50
EFT114318	25/01/2017	D THEODORE	Staff Reimbursement	\$ 182.98

## REPORT ITEM CCCS 009 REFERS

EFT114319	25/01/2017	VANGUARD PRESS	Marketing - Amazing Albany Holiday Planners	\$	37,609.00
EFT114320	25/01/2017	WA HARDWOOD FLOORS	Stadium Floor Maintenance and Marking - ALAC	\$	16,054.00
EFT114321	25/01/2017	ALBANY & GREAT SOUTHERN WEEKENDER	Advertising	\$	308.00
EFT114322	25/01/2017	DENNIS WELLINGTON	Mayoral Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$	11,621.66
EFT114323	25/01/2017	WELLSTEAD AUTOMOTIVE SERVICES	Repairs and Maintenance - Green Rang Water Pump	\$	247.50
EFT114324	25/01/2017	WESTRAC EQUIPMENT PTY LTD	Equipment Repairs and Maintenance	\$	681.05
EFT114325	25/01/2017	WESTERN AUSTRALIAN LOCAL GOVERNMENT ASSOCIATION	Staff Training	\$	567.00
EFT114326	25/01/2017	WEST COAST ANALYTICAL SERVICES	Waste Facility Water Monitoring	\$	4,410.00
EFT114327	25/01/2017	HOLIDAY GUIDE PTY LTD	Bookings Marketing Fee - December 2016	\$	1,354.50
EFT114328	25/01/2017	NICOLETTE MULCAHY	Councillor Allowances and Sitting Fees 01/01/2017 - 31/01/2017	\$	2,909.50
EFT114329	25/01/2017	WORLD MANAGER PTY LTD	World Manager February 2017	\$	2,640.00
EFT114330	25/01/2017	WREN OIL	Waste Oil Disposal - Depot	\$	33.00
EFT114331	25/01/2017	ZENITH LAUNDRY	Laundry Services/Hire	\$	13.56
EFT114332	25/01/2017	ZURICH AUSTRALIA INSURANCE COMPANY LTD	Excess Insurance Claim	\$	300.00
EFT114333	30/01/2017	PRO DISPLAY TM LIMITED	Material Supply - Clearview Film - Window Projections	\$	3,365.13
EFT114334	02/02/2017	ABA SECURITY	Monitoring Of Security Alarm January - March 2017	\$	1,275.52
EFT114335	02/02/2017	ACORN TREES AND STUMPS	Tree Removal Services	\$	2,098.25
EFT114336	02/02/2017	ACTIVATE LIFE REHAB PROGRAM	Easy Movers Balance Program	\$	75.00
EFT114337	02/02/2017	AD CONTRACTORS PTY LTD	Tree Removal - CPSP/Heavy equipment hire	\$	18,023.55
EFT114338	02/02/2017	ADVERTISER PRINT	Printing Services	\$	2,844.00
EFT114339	02/02/2017	ALBANY SWEEP CLEAN	Cleaning Services - Airport Carparks	\$	478.00
EFT114340	02/02/2017	ALBANY OFFICE NATIONAL	Stationery Supplies	\$	3.50
EFT114341	02/02/2017	ALBANY RETRAVISION	Material Supply - Vacuum Cleaner	\$	280.00
EFT114342	02/02/2017	COASTAL CRANES ALBANY	Equipment Hire - Crane At North Road Complex	\$	374.00
EFT114343	02/02/2017	ALBANY REFRIGERATION	Bi-Annual Air Conditioning Maintenance - Visitors Centre	\$	394.41
EFT114344	02/02/2017	ALBANY SCREEN PRINTERS	T-Shirts Supply And Printing For Albany Colour Dash	\$	4,572.00
EFT114345	02/02/2017	ALBANY OFFICE PRODUCTS DEPOT	Stationery Supplies	\$	982.46
EFT114346	02/02/2017	ALBANY QUALITY LAWNMOWING	Lawn Mowing Services - Lotteries House	\$	110.00
EFT114347	02/02/2017	ALINTA	Gas Charges	\$	90.30
EFT114348	02/02/2017	ALL EVENTS HIRE AND PRODUCTION	Equipment Hire - Christmas Pageant 2016	\$	12,623.00
EFT114349	02/02/2017	AMITY PAINTING AND DECORATING	Painting Services At ALAC	\$	11,330.00
EFT114350	02/02/2017	AMPHIBIAN PLUMBING AND GAS	Plumbing Repairs & Maintenance	\$	8,341.95
EFT114351	02/02/2017	APPRENTICE & TRAINEESHIP COMPANY	Casual Staff/Apprentice Fees	\$	1,369.94
EFT114352	02/02/2017	ATC WORK SMART	Casual Staff/Apprentice Fees	\$	36,952.49
EFT114353	02/02/2017	AUSCOINWEST	Forts Store Merchandise	\$	2,508.00
EFT114354	02/02/2017	AUSTRALIAN FINE JEWELLERY PTY LTD	Forts Store Merchandise	\$	397.99
EFT114355	02/02/2017	BADGEMATE	Staff Name Badges	\$	65.18
EFT114356	02/02/2017	BARRETT'S MINI EARTHMOVING & CHIPPING	Tree Removal Services	\$	7,895.00
EFT114357	02/02/2017	ADVANCED TRAFFIC MANAGEMENT WA PTY LTD	Traffic Management	\$	4,486.17
EFT114358	02/02/2017	BEST OFFICE SYSTEMS	Supply And Install Receipt Printer	\$	659.00
EFT114359	02/02/2017	BRAEDON PTY LTD TRADING AS BETA SOUVENIRS	Forts Store Merchandise	\$	198.00
EFT114360	02/02/2017	BEWITCHED CLEANING SERVICES	Cleaning Services Vancouver Arts - Mary Thomson House	\$	210.00
EFT114361	02/02/2017	ALBANY BOBCAT SERVICES	Equipment Hire - Bobcat And Truck CPSP	\$	1,776.51
EFT114362	02/02/2017	CONSTRUCTION TRAINING FUND	BCITF Levy For The Month Of January 2017	\$	15,059.15
EFT114363	02/02/2017	BUNNINGS GROUP LIMITED	Material Supply - Hardware supplies/tools	\$	173.07
EFT114364	02/02/2017	BWS CONSULTING	MC Services For Australia Day	\$	620.00
EFT114365	02/02/2017	CALTEX AUSTRALIA PETROLEUM PTY LTD	Diesel Fuel Purchases	\$	32,113.28
EFT114366	02/02/2017	CAMPBELL CONTRACTORS	C16026 - Construction Of Warden Crossing	\$	10,788.25
EFT114367	02/02/2017	JOHN CARBERRY	Tasty Beacon Contract For IAS Artist In Residence Spaced 3 Project	\$	1,150.00
EFT114368	02/02/2017	J & S CASTLEHOW ELECTRICAL SERVICES	Electrical Services/Repairs/Maintenance	\$	11,539.22
EFT114369	02/02/2017	CENTIGRADE SERVICES	Maintenance And Repairs - Air Conditioning Replacement Server Room	\$	1,893.21
EFT114370	02/02/2017	CHRISTOPHER BURNELL	Princess Royal Fortress Gun Pit - Supply of Stone & Works Performed	\$	2,000.00
EFT114371	02/02/2017	COLES SUPERMARKETS AUSTRALIA PTY LTD	Groceries Items For Colour Dash	\$	292.02
EFT114372	02/02/2017	COURIER AUSTRALIA	Freight Charges	\$	127.17
EFT114373	02/02/2017	LESTER COYNE	Welcome To The Country - Lake Seppings Wetlands Program/Australia Day	\$	500.00
EFT114374	02/02/2017	SAMUEL CROOK	City Of Albany Australia Day Festival - Services Rendered	\$	1,437.50



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EFT114375	02/02/2017	D & K ENGINEERING	Repairs And Maintenance - Hook Lift Bin	\$	324.19
EFT114376	02/02/2017	DAVRIC AUSTRALIA	Merchandise Order - Visitors Centre	\$	2,216.50
EFT114377	02/02/2017	DEFIBTECH	Replacement Adult Pads	\$	118.25
EFT114378	02/02/2017	DE JONGE MECHANICAL REPAIRS	Vehicle Servicing	\$	2,406.00
EFT114379	02/02/2017	DE LAGE LANDEN PTY LIMITED	Master Lease Rental	\$	6,319.50
EFT114380	02/02/2017	DEPARTMENT OF PARKS AND WILDLIFE	Holiday Park Pass & Annual Local Park Pass	\$	2,970.00
EFT114381	02/02/2017	G & M DETERGENTS & HYGIENE SERVICES ALBANY	Cleaning Supplies	\$	638.80
EFT114382	02/02/2017	SET APART DJ SERVICES	Australia Day Festival - Bubble Soccer, Game Show Prizes & PA/Music Supply	\$	1,050.00
EFT114383	02/02/2017	DYLANS ON THE TERRACE	Catering	\$	410.00
EFT114384	02/02/2017	ALBANY ENGINEERING COMPANY	Repairs And Maintenance - Tension Bar	\$	215.16
EFT114385	02/02/2017	EVERTRANS	Vehicle Repairs	\$	78.10
EFT114386	02/02/2017	EYERITE SIGNS - WP & KA FAMILY TRUST	Printing	\$	935.00
EFT114387	02/02/2017	FEAST BEAST CATERING	Australia Day Staff And Volunteer Meal Vouchers	\$	210.00
EFT114388	02/02/2017	THE FIXUPPERY	Window Cleaning - Lotteries House December 2016	\$	258.80
EFT114389	02/02/2017	T FLETT	Staff Reimbursement	\$	152.70
EFT114390	02/02/2017	ALL TRUCK REPAIRS	Vehicle Maintenance And Repairs	\$	188.96
EFT114391	02/02/2017	FLIPS ELECTRICS	Reticulation Electrical Repairs	\$	918.00
EFT114392	02/02/2017	GIRL GUIDES WESTERN AUSTRALIA	Kidsport Vouchers	\$	400.00
EFT114393	02/02/2017	GLOBAL SPILL CONTROL PTY LTD	Spill Kit Refills	\$	98.67
EFT114394	02/02/2017	GREAT SOUTHERN PEST & WEED CONTROL	Pest Control	\$	220.00
EFT114395	02/02/2017	SOUTHERN SHARPENING SERVICES	Repairs And Maintenance - Locate Faults EWIS System	\$	2,025.00
EFT114396	02/02/2017	GSP WORKFORCE	Gardening Services - Lotteries House	\$	297.50
EFT114397	02/02/2017	GREAT SOUTHERN SUPPLIES	Cleaning Supplies - Public Buildings	\$	4,938.06
EFT114398	02/02/2017	GREAT SOUTHERN TURF	Material Supply - Turf	\$	495.00
EFT114399	02/02/2017	GREENMAN TRADING COMPANY	Tree Moving - Beauchamp Street	\$	2,310.00
EFT114400	02/02/2017	GT BEARING AND ENGINEERING SUPPLIES	Vehicle Parts	\$	55.00
EFT114401	02/02/2017	HB DISPLAYS	Comment Boxes For Community Engagement.	\$	220.79
EFT114402	02/02/2017	HIGHWAY WRECKERS	Towing Services	\$	110.00
EFT114403	02/02/2017	THE HONEY SHOP	Visitors Centre Merchandise	\$	186.00
EFT114404	02/02/2017	H AND H ARCHITECTS	Design Services	\$	18,133.50
EFT114405	02/02/2017	HHG LEGAL GROUP	Professional Services	\$	1,925.80
EFT114406	02/02/2017	ICKY FINKS WAREHOUSE SALES	Materials For Colour Dash Event	\$	14.00
EFT114407	02/02/2017	JACK THE CHIPPER	Mulching Services	\$	546.32
EFT114408	02/02/2017	JANIS RUDOLFS NEDELA	Valuation Of The City Of Albany Art Collection	\$	4,573.80
EFT114409	02/02/2017	BOOKS AND GIFTS DIRECT - JONKERLYN	Merchandise Order - Local Book Stocks	\$	20.00
EFT114410	02/02/2017	JUST A CALL DELIVERIES	Internal Mail Deliveries	\$	1,476.37
EFT114411	02/02/2017	KING RIVER HORSE AND PONY CLUB	Kidsport Vouchers	\$	200.00
EFT114412	02/02/2017	KMART ALBANY	Lego Club Mats	\$	159.00
EFT114413	02/02/2017	LATRO LAWYERS	Professional Services	\$	2,280.03
EFT114414	02/02/2017	LOCHNESS LANDSCAPE SERVICES	Contract Mowing Round December 2016	\$	17,053.00
EFT114415	02/02/2017	H LONCAR	Staff Reimbursement	\$	52.98
EFT114416	02/02/2017	LOWER GREAT SOUTHERN HOCKEY ASSOCIATION INC	Kidsport Vouchers	\$	1,900.00
EFT114417	02/02/2017	M AND B SALES PTY LTD	Material Supplies - Timber	\$	514.84
EFT114418	02/02/2017	RL & KJ MACKENZIE (GLENORAN LEATHER)	Visitors Centre Merchandise	\$	14.00
EFT114419	02/02/2017	ALBANY EVENT HIRE	Australia Day Site Dressing	\$	4,371.20
EFT114420	02/02/2017	SOUTH COAST WOODWORKS GALLERY	Forts Store Merchandise	\$	1,135.27
EFT114421	02/02/2017	ALBANY CITY MOTORS	Vehicles/Vehicle Parts/Repairs	\$	580.35
EFT114422	02/02/2017	MANYPEAKS COMMUNITY AND RECREATION ASSOCIATION	City Of Albany Rural Community Support	\$	1,964.00
EFT114423	02/02/2017	MCB CONSTRUCTION PTY LTD	Moving Of Sea Container - Multiple Relocations	\$	3,575.00
EFT114424	02/02/2017	DAVID KENNETH MCKENZIE	The Sound Den Installation	\$	1,500.00
EFT114425	02/02/2017	JAMES MCLEAN - SCULPTURAL TIMBER CREATIONS	Supply And Install Log Trail - Materials	\$	3,503.28
EFT114426	02/02/2017	METROOF ALBANY	Building Materials	\$	352.91
EFT114427	02/02/2017	MIDALIA STEEL PTY LTD	Material Supply - Steel Mesh	\$	879.35
EFT114428	02/02/2017	MOUNT ROMANCE AUSTRALIA PTY LTD	Visitors Centre Merchandise	\$	257.32
EFT114429	02/02/2017	MULE CREATIVE	Design Services	\$	580.00
EFT114430	02/02/2017	ALBANY NEWS DELIVERY	Newspaper Deliveries	\$	25.04

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EFT114431	02/02/2017	ALBANY NEWS DELIVERY	Newspaper Deliveries	\$	105.42
EFT114432	02/02/2017	OFFICEWORKS SUPERSTORES PTY LTD	Material Supply - Containers	\$	57.50
EFT114433	02/02/2017	V O'NEILL-GRAY	Refund	\$	270.00
EFT114434	02/02/2017	PAINT INDUSTRIES PTY LTD	Material Supply - Paint Supplies	\$	1,154.34
EFT114435	02/02/2017	PLASTICS PLUS	Material Supply - Opaque Builders Film	\$	105.94
EFT114436	02/02/2017	@THE POOLSIDE	Catering - Australia Day Citizenship Ceremony	\$	1,870.00
EFT114437	02/02/2017	QUANTIFIED TREE RISK ASSESSMENT LTD	QTRA User Registration Renewal	\$	471.90
EFT114438	02/02/2017	REPLAS WA	Material Supply - Assisted Access Modular System	\$	8,136.33
EFT114439	02/02/2017	CHRISTINE MARY SARGENT	Fitness Instruction	\$	180.00
EFT114440	02/02/2017	SAXXON IT	IT Services - Pre Paid Support	\$	24,750.00
EFT114441	02/02/2017	JAMIE SHANE SCALLY	Australia Day Family Entertainment 2017	\$	500.00
EFT114442	02/02/2017	EONIAN MEDIA - TERENCE SIVA	MC For 2017 Colour Dash Event	\$	100.00
EFT114443	02/02/2017	SKILL HIRE WA PTY LTD	Casual Staff/Apprentice Fees	\$	5,065.69
EFT114444	02/02/2017	SOUTHCOAST SECURITY SERVICE	Security Services - Australia Day 2016	\$	236.81
EFT114445	02/02/2017	SOUTHERN MODEL SUPPLIES	Forts Store Merchandise	\$	455.59
EFT114446	02/02/2017	SOUTHERN CROSS AUSTEREO PTY LTD	Advertising - NYE	\$	763.40
EFT114447	02/02/2017	B SPENCE	Refund	\$	1,394.24
EFT114448	02/02/2017	STAR SALES AND SERVICE	Material Supply - Knapsack With Shroud	\$	332.20
EFT114449	02/02/2017	STAR SPRAY CONCRETE COATINGS - SPRAY ON PAVING	Clean, Repair & Seal Grandstand Concrete Seating & Stairs	\$	2,829.75
EFT114450	02/02/2017	STIRLING PRINT	Printing Services	\$	157.50
EFT114451	02/02/2017	ALBANY LOCK SERVICE	Lock Services/Repairs/Maintenance	\$	111.00
EFT114452	02/02/2017	SYNERGY	Electricity Charges	\$	4,958.80
EFT114453	02/02/2017	T & C SUPPLIES	Hardware And Tool Supplies	\$	416.33
EFT114454	02/02/2017	JTAGZ PTY LTD	Dog Registration Tags	\$	587.40
EFT114455	02/02/2017	TECTONICS CONSTRUCTION GROUP PTY LTD	Internal Refurbishment - Westrail Barracks	\$	7,216.46
EFT114456	02/02/2017	TELSTRA LICENSED SHOP ALBANY	Insurance Claim	\$	240.00
EFT114457	02/02/2017	NAKED BEAN COFFEE ROASTERS	Advertising - Billboard Hire - COA Events	\$	3,140.00
EFT114458	02/02/2017	THINKWATER ALBANY	Material Supply - Submersible Pump	\$	1,581.80
EFT114459	02/02/2017	TRUCK CENTRE WA PTY LTD	Service And Repairs - Prime Mover	\$	1,371.47
EFT114460	02/02/2017	TWILIGHT DREAMS	Fitness Instruction - November December And January 16/17	\$	1,080.00
EFT114461	02/02/2017	ALBANY TYREPOWER	Tyre Purchases/Maintenance	\$	60.00
EFT114462	02/02/2017	N TYSOE	Staff Reimbursement	\$	79.96
EFT114463	02/02/2017	VARIDESK LLC	Office Furniture - Varidesk	\$	655.00
EFT114464	02/02/2017	ALBANY VETERINARY HOSPITAL PTY LTD	Veterinary Services	\$	80.00
EFT114465	02/02/2017	ALBANY & GREAT SOUTHERN WEEKENDER	Advertising	\$	665.50
EFT114466	02/02/2017	WILD EYED PRESS PTY LTD	Forts Store Merchandise	\$	538.81
EFT114467	02/02/2017	WREN OIL	Oil Waste Disposal Admin Fee	\$	33.00
EFT114468	02/02/2017	MARGARET YOUNG	Forts Store Merchandise	\$	1,050.00
EFT114469	02/02/2017	ZENITH LAUNDRY	Laundry Services/Hire	\$	9.24
EFT114470	09/02/2017	ABA SECURITY	Airport PA Systems Service	\$	176.00
EFT114471	09/02/2017	ACORN TREES AND STUMPS	Slashing Services - Stadium And Mt Clarence	\$	10,128.00
EFT114472	09/02/2017	AD CONTRACTORS PTY LTD	Screened Top Soil	\$	26,793.00
EFT114473	09/02/2017	AERODROME MANAGEMENT SERVICES PTY LTD	Annual Technical Inspection Of Airport As Per Quotation	\$	6,359.91
EFT114474	09/02/2017	ALBANY INDUSTRIAL SERVICES PTY LTD	Dry Roller Hire	\$	1,998.15
EFT114475	09/02/2017	OPTEON (ALBANY AND GREAT SOUTHERN WA)	Property Valuation	\$	550.00
EFT114476	09/02/2017	ALBANY COMMUNITY HOSPICE	Payroll Deductions	\$	96.00
EFT114477	09/02/2017	ALBANY GAS CENTRE PTY LTD	Forklift Gas Cylinder Refill	\$	30.00
EFT114478	09/02/2017	ALBANY REFRIGERATION	Replacement Of Air Conditioning Unit - Airport Donga	\$	3,399.88
EFT114479	09/02/2017	ALBANY OFFICE PRODUCTS DEPOT	Stationery Supplies	\$	1,109.88
EFT114480	09/02/2017	ALBANY SWIMMING CLUB INC	Kidsport Vouchers	\$	200.00
EFT114481	09/02/2017	ALBANY PLASTERBOARD COMPANY	Equipment Hire	\$	1,210.00
EFT114482	09/02/2017	ALBANY LASERSCAPE	School Holiday Programme	\$	1,760.00
EFT114483	09/02/2017	ALBANY PSYCHOLOGICAL SERVICES	EAP Consultation Services	\$	462.00
EFT114484	09/02/2017	ALBANY MILK DISTRIBUTORS	Milk Supplies January 2017	\$	548.32
EFT114485	09/02/2017	ALBANY LEGAL PTY LTD	Professional Fees	\$	620.65
EFT114486	09/02/2017	ALBANY IRRIGATION & DRILLING	Monthly Irrigation Supply Order - Various	\$	4,298.60

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EFT114487	09/02/2017	ALBANY COMMUNITY FOUNDATION	Payroll Deductions	\$	15.00
EFT114488	09/02/2017	ALBANY RECORDS MANAGEMENT	Archive Storage - Library	\$	462.00
EFT114489	09/02/2017	ALBANY DOMESTIC SERVICES	Cleaning Services - Animal Waste	\$	175.00
EFT114490	09/02/2017	AMITY PAINTING AND DECORATING	The Painting Of The Exterior Entrance Of The ALAC Building	\$	8,855.00
EFT114491	09/02/2017	AMPHIBIAN PLUMBING AND GAS	Plumbing Repairs/Maintenance	\$	5,830.42
EFT114492	09/02/2017	J ANG	Refund	\$	142.72
EFT114493	09/02/2017	APPRENTICE & TRAINEESHIP COMPANY	Casual Labour/Apprenticeship Fees	\$	773.52
EFT114494	09/02/2017	ARDESS NURSERY	Nursery Supplies	\$	176.60
EFT114495	09/02/2017	MURRAY CLIFFORD ARNOLD	History Tours - Middleton Beach	\$	250.00
EFT114496	09/02/2017	ARTSOUTHWA INCORPORATED	Art South WA Membership For 10+ Artists Jan 1 - Dec 31 2017	\$	135.00
EFT114497	09/02/2017	ASHDENE MANUFACTURING PTY LTD	Merchandise Order - Forts Store	\$	5,019.17
EFT114498	09/02/2017	ATC WORK SMART	Casual Staff/Apprentice Fees	\$	11,526.27
EFT114499	09/02/2017	AUSTRALIAN TAXATION OFFICE	Payroll Deductions	\$	555,192.07
EFT114500	09/02/2017	AUSTRALIAN SERVICES UNION WA BRANCH	Payroll Deductions	\$	5,670.30
EFT114501	09/02/2017	AUSTRALIAN FINE JEWELLERY PTY LTD	Merchandise Order - Forts Store	\$	350.00
EFT114502	09/02/2017	BADGEMATE	Staff Name Badges	\$	95.21
EFT114503	09/02/2017	BAREFOOT CLOTHING MANUFACTURERS	Staff Uniforms - Cotton Twill Safari Hats	\$	72.00
EFT114504	09/02/2017	BARRETT'S MINI EARTHMOVING & CHIPPING	Tree Removal - Various Locations	\$	3,158.00
EFT114505	09/02/2017	GEOFFREY BASTYAN	Retrieve & Redeploy AWEC	\$	1,801.25
EFT114506	09/02/2017	ADVANCED TRAFFIC MANAGEMENT WA PTY LTD	Traffic Control	\$	1,301.12
EFT114507	09/02/2017	BEST OFFICE SYSTEMS	Material Supply - Printer	\$	230.00
EFT114508	09/02/2017	J. BLACKWOOD & SON PTY LTD	Material Supply - Various	\$	656.19
EFT114509	09/02/2017	ALBANY BOBCAT SERVICES	Equipment Hire	\$	2,407.63
EFT114510	09/02/2017	BOOKMARKETING - GARY SPELLER	Library Local Book Stocks	\$	15.00
EFT114511	09/02/2017	BUILDING COMMISSION	BSL Levy Collected January 2017	\$	16,282.60
EFT114512	09/02/2017	BUNNINGS GROUP LIMITED	Material Supply - Various	\$	345.67
EFT114513	09/02/2017	BWS CONSULTING	Consultation Services - Planning Session	\$	625.00
EFT114514	09/02/2017	C&C MACHINERY CENTRE	Supply & Delivery - Trimax Stealth Series Metal	\$	32,508.35
EFT114515	09/02/2017	J & S CASTLEHOW ELECTRICAL SERVICES	Electrical Testing And Tagging	\$	6,286.42
EFT114516	09/02/2017	CENTRAL REGIONAL TAFE	Staff Training	\$	94.70
EFT114517	09/02/2017	CHARIOT MINI DIGGERS	Cleaning Services - Sand Clearing For Better Access To Beach Emu Point	\$	330.00
EFT114518	09/02/2017	CHILD SUPPORT AGENCY	Payroll Deductions	\$	2,889.90
EFT114519	09/02/2017	CIVICA PTY LTD	IT Services - Migration to Spydus	\$	7,541.69
EFT114520	09/02/2017	CLARK TYRES	Tyre Purchases/Repairs/Maintenance	\$	240.00
EFT114521	09/02/2017	M CLARK	Refund	\$	125.00
EFT114522	09/02/2017	CLEANAWAY PTY LIMITED	Rubbish Removal Contract	\$	6,206.20
EFT114523	09/02/2017	CMM TECHNOLOGY	Calibration - Breathalyser Unit	\$	145.36
EFT114524	09/02/2017	SUE CODEE (THIS PAPER CUT LIFE)	Visitors Centre Merchandise	\$	63.00
EFT114525	09/02/2017	COLES SUPERMARKETS AUSTRALIA PTY LTD	Groceries	\$	264.52
EFT114526	09/02/2017	COMMON GROUND TRAILS PTY LTD	Albany Heritage Park - Demonstration Trail (Variation #4)	\$	17,786.02
EFT114527	09/02/2017	ALBANY SIGNS	Assorted Signage	\$	4,510.00
EFT114528	09/02/2017	HOLCIM (AUSTRALIA) PTY LTD	Supply - Concrete Footpath Mix	\$	7,461.30
EFT114529	09/02/2017	R CUNNINGHAM	Staff Reimbursement	\$	83.00
EFT114530	09/02/2017	AL CURNOW HYDRAULICS	Vehicle Parts/Maintenance	\$	11.78
EFT114531	09/02/2017	CYNERGIC COMMUNICATIONS	Service Charges - Server Xeon February	\$	909.90
EFT114532	09/02/2017	D & K ENGINEERING	Signage - Assorted	\$	875.60
EFT114533	09/02/2017	DE JONGE MECHANICAL REPAIRS	Vehicle Servicing	\$	640.00
EFT114534	09/02/2017	LANDGATE - PROPERTY & VALUATIONS	Aerial Photography Services	\$	6,924.50
EFT114535	09/02/2017	G & M DETERGENTS & HYGIENE SERVICES ALBANY	Cleaning Supplies - Public Buildings	\$	939.30
EFT114536	09/02/2017	JOHN DOWSON	Forts Store Merchandise	\$	1,497.10
EFT114537	09/02/2017	DYLAN'S ON THE TERRACE	Catering - Strategic Meeting - Great Southern Local Governments	\$	401.50
EFT114538	09/02/2017	EASIFLEET MANAGEMENT	Payroll Deductions	\$	21,643.56
EFT114539	09/02/2017	G EMERY	Refund	\$	4,641.60
EFT114540	09/02/2017	EVERTRANS	Material Supply - Mudflap And Bracket To Suit	\$	92.40
EFT114541	09/02/2017	EYERITE SIGNS	Signwriting/Sign Purchases	\$	566.50
EFT114542	09/02/2017	WA FIRE APPLIANCES	Material Supply - Ball Valve For Fire Truck	\$	190.50

## REPORT ITEM CCCS 009 REFERS

EFT114543	09/02/2017	THE FIXUPPERY	Window Cleaning Vac January 2017	\$	1,542.50
EFT114544	09/02/2017	CAROLYN AVIS FLETT	Visitors Centre Merchandise	\$	130.00
EFT114545	09/02/2017	ALBANY ASPHALT SERVICES	Supply & Lay - Asphalt C15007	\$	6,660.00
EFT114546	09/02/2017	GREAT SOUTHERN GROUP TRAINING INC	Casual Staff/Apprentice Fees	\$	3,931.88
EFT114547	09/02/2017	GREEN SKILLS INCORPORATED	Environmental Weed Control	\$	1,820.34
EFT114548	09/02/2017	GREAT SOUTHERN SUPPLIES	Cleaning Supplies - Stock	\$	1,640.70
EFT114549	09/02/2017	GREENMAN TRADING COMPANY	Tree Removal - Storm Damage	\$	2,200.00
EFT114550	09/02/2017	HAVOC BUILDERS PTY LTD	Remove Rust And Re-Seal To Bases Of Structural Columns In Centre Garden Area	\$	1,149.50
EFT114551	09/02/2017	HELEN MUNT	Heritage Consultation - Contract No C004_13	\$	4,109.85
EFT114552	09/02/2017	HIGHWAY WRECKERS	Vehicle Towing	\$	88.00
EFT114553	09/02/2017	HOBBS SMITH AND HOLMES PTY LTD	Q16030 - UWA Verandah Reconstruction	\$	9,790.00
EFT114554	09/02/2017	THE HONEY SHOP	Forts Store Merchandise	\$	300.00
EFT114555	09/02/2017	H AND H ARCHITECTS	Garrisons Additions - Front Pergola Addition Detailed Design And Documentation	\$	9,460.00
EFT114556	09/02/2017	HHG LEGAL GROUP	Professional Services	\$	4,950.00
EFT114557	09/02/2017	HUDSON SEWAGE SERVICES	Quarterly Service - Waste Water System	\$	2,650.30
EFT114558	09/02/2017	ICKY FINKS WAREHOUSE SALES	Art Class Materials For Helen Leeder-Carlson	\$	411.03
EFT114559	09/02/2017	ICS GROUP AUTO ELECTRICAL & AIR CONDITIONING PTY LTD	Vehicle Servicing - EMC	\$	215.07
EFT114560	09/02/2017	IMPULSE CYCLES	Material Supply - Pannier Bags For E-Bikes	\$	260.00
EFT114561	09/02/2017	KING RIVER HORSE AND PONY CLUB	Kidsport Vouchers	\$	400.00
EFT114562	09/02/2017	KMART ALBANY	Material Supply - Toys For Day Care	\$	458.00
EFT114563	09/02/2017	KRYSTA GUILLE PHOTOGRAPHY	Photography Services - Christmas Pageant/News Years/Australia Day	\$	3,678.40
EFT114564	09/02/2017	LATRO LAWYERS	Professional Services	\$	11,789.20
EFT114565	09/02/2017	H LONCAR	Staff Reimbursement	\$	39.00
EFT114566	09/02/2017	M & A STEEL FABRICATION	Steel Grates For Cull Park And Muller Street Stormwater	\$	1,188.00
EFT114567	09/02/2017	M AND B SALES PTY LTD	Timber Supplies	\$	500.72
EFT114568	09/02/2017	BUCHER MUNICIPAL PTY LTD	Vehicle Parts	\$	377.08
EFT114569	09/02/2017	ALBANY EVENT HIRE	Red Carpet And Chairs For The Australia Day Ceremony	\$	627.00
EFT114570	09/02/2017	ALBANY CITY MOTORS	Material Supply - Various	\$	578.12
EFT114571	09/02/2017	METROOF ALBANY	Roofing Materials	\$	393.06
EFT114572	09/02/2017	METCO FARM	Library Sales Of Key Rings For May To December 2016	\$	192.50
EFT114573	09/02/2017	MIDALIA STEEL PTY LTD	Material Supply - Steel	\$	17.35
EFT114574	09/02/2017	AIRPORT SECURITY PTY LTD	Security Id Card And Clearance Fee	\$	220.00
EFT114575	09/02/2017	MINNA ENGINEERING	Refund	\$	671.43
EFT114576	09/02/2017	MODERN TEACHING AIDS PTY LTD	Day Care Materials	\$	209.75
EFT114577	09/02/2017	LINDAS BOOKS	Visitors Centre Merchandise	\$	37.79
EFT114578	09/02/2017	MOSTERT, DJ & H	Visitors Centre Merchandise	\$	20.00
EFT114579	09/02/2017	MOUNT ROMANCE AUSTRALIA PTY LTD	Forts Store Merchandise	\$	835.90
EFT114580	09/02/2017	NURRUNGA COMMUNICATIONS	Repairs And Maintenance - Rangers Vehicle Radio	\$	81.40
EFT114581	09/02/2017	MOUNT BARKER EXPRESS	Delivery Of Pallets And Couch For Colour Dash	\$	440.00
EFT114582	09/02/2017	MULE CREATIVE	Design Of Torbay Hill Community Fire Information Brochure	\$	870.00
EFT114583	09/02/2017	ALBANY NEWS DELIVERY	Newspaper Deliveries	\$	215.68
EFT114584	09/02/2017	NLC PTY LTD	Novated Lease And Associated Costs	\$	1,351.30
EFT114585	09/02/2017	OCS SERVICES PTY LTD	Cleaning Services - Various Locations - January 2017	\$	27,508.97
EFT114586	09/02/2017	OFFICEWORKS SUPERSTORES PTY LTD	Material Supply - Storage Containers	\$	72.00
EFT114587	09/02/2017	THE PERTH MINT SHOP	Forts Store Merchandise	\$	777.69
EFT114588	09/02/2017	PERTH SAFETY PRODUCTS PTY LTD	Signage - Various	\$	610.50
EFT114589	09/02/2017	POORNARTI ABORIGINAL TOURS - JOEY WILLIAMS	Poornarti Aboriginal Tours - Australia Day 2017	\$	1,500.00
EFT114590	09/02/2017	PRECISION LASER SYSTEMS	Supply Of New Charger	\$	194.50
EFT114591	09/02/2017	REECE PTY LTD	Cleaning Supplies - Cape Riche	\$	132.14
EFT114592	09/02/2017	ELIZABETH RICHARDS SCHOOL SUPPLIES PTY LTD	Day Care Materials	\$	192.34
EFT114593	09/02/2017	ROLSH PRODUCTIONS	Forts Store Merchandise	\$	463.65
EFT114594	09/02/2017	SECUREPAY PTY LTD	Web Payments Security	\$	44.62
EFT114595	09/02/2017	SKILL HIRE WA PTY LTD	Casual Staff/Apprentice Fees	\$	2,511.47
EFT114596	09/02/2017	SOIL SOLUTIONS PTY LTD	Material Supply - Sand	\$	184.56
EFT114597	09/02/2017	SOUTHERN TOOL AND FASTENER CO	Material Supply - Various	\$	303.66
EFT114598	09/02/2017	SOUTHCOAST SECURITY SERVICE	Security Services January 2017	\$	24,216.84

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EFT114599	09/02/2017	SOUTH COAST CRANE HIRE	Pick Up and Delivery Services - Toilet Block To Anzac Park - Events	\$	756.25
EFT114600	09/02/2017	GARY OWEN SPENCE	Lawn Mowing Services - Day Care	\$	115.00
EFT114601	09/02/2017	STATEWIDE BEARINGS	Material Supply - Various	\$	167.58
EFT114602	09/02/2017	STAR SPRAY CONCRETE COATINGS - SPRAY ON PAVING	Clean, Repair & Seal Grandstand Concrete Seating & Stairs	\$	8,489.25
EFT114603	09/02/2017	ST JOHN AMBULANCE WESTERN AUSTRALIA LTD	City Of Albany Australia Day Festival	\$	1,155.00
EFT114604	09/02/2017	ALBANY LOCK SERVICE	Locksmith Services/Repairs	\$	30.00
EFT114605	09/02/2017	ALBANY IGA	Groceries	\$	81.95
EFT114606	09/02/2017	SYNERGY	Electricity Charges - various	\$	5,200.35
EFT114607	09/02/2017	T4 TECHNOLOGY PTY LTD T/AS SOLUTIONS IT	Phone Insurance Quote	\$	75.00
EFT114608	09/02/2017	T & C SUPPLIES	Material Supply - Tools/Hardware Supplies	\$	942.29
EFT114609	09/02/2017	NAKED BEAN COFFEE ROASTERS	Coffee Supplies	\$	165.00
EFT114610	09/02/2017	THINKWATER ALBANY	Irrigation Material Supply - Various	\$	1,912.11
EFT114611	09/02/2017	TOLL FAST	Freight Charges	\$	1,277.58
EFT114612	09/02/2017	CAROLYN FRANCIS TRAPNELL	Forts Store Purchases	\$	3,150.00
EFT114613	09/02/2017	TROJAN CLEAN ENERGY	Q16040 Supply And Install Solar Array	\$	3,726.71
EFT114614	09/02/2017	TRUCKLINE	Material Supply - Valve Extension	\$	79.07
EFT114615	09/02/2017	ALBANY TYREPOWER	Tyres Repairs/Maintenance/Purchases	\$	937.35
EFT114616	09/02/2017	UNITED BOOK DISTRIBUTORS	Forts Store Merchandise	\$	3,473.29
EFT114617	09/02/2017	VOEGELER CREATIONS	Forts Store Merchandise	\$	724.00
EFT114618	09/02/2017	WA HARDWOOD FLOORS	Q16025 Stadium Floor Maintenance And Marking	\$	23,000.00
EFT114619	09/02/2017	WARREN BENNETT HOMES	Demolition Works For CPSP Variation 8 C15029	\$	3,806.00
EFT114620	09/02/2017	ALBANY & GREAT SOUTHERN WEEKENDER	Advertising	\$	1,303.50
EFT114621	09/02/2017	Y WELSH	Staff Reimbursement	\$	517.50
EFT114622	09/02/2017	WESTRAC EQUIPMENT PTY LTD	Material Supply - Switch And Lamp Assembly	\$	171.64
EFT114623	09/02/2017	LANDMARK LIMITED	Herbicide Supplies	\$	356.00
EFT114624	09/02/2017	WEST AUSTRALIAN NEWSPAPERS LIMITED	Advertising	\$	5,217.62
EFT114625	09/02/2017	WESTERN AUSTRALIAN MUSEUM - ALBANY	Brig Amity Management Fees	\$	4,620.00
EFT114626	09/02/2017	WOOLWORTHS LIMITED	Groceries For Day Care Centre	\$	1,691.54
EFT114627	09/02/2017	YOUNGS SIDING GENERAL STORE	Fuel For Bush Fire Brigades	\$	904.93
EFT114628	09/02/2017	ZENITH LAUNDRY	Laundry Services/Hire	\$	5.30
DD24473.1	17/01/2017	WA SUPER	Payroll deductions	\$	79,589.29
DD24473.2	17/01/2017	COLONIAL FIRST STATE FIRSTCHOICE PERSONAL SUPER	Superannuation contributions	\$	480.77
DD24473.3	17/01/2017	ABUNDANT SPERANNUATION FUND	Superannuation contributions	\$	427.42
DD24473.4	17/01/2017	ASGARD	Superannuation contributions	\$	1,230.77
DD24473.5	17/01/2017	LOCAL GOVERNMENT SUPER	Superannuation contributions	\$	528.37
DD24473.6	17/01/2017	DESMO SUPERANNUATION FUND	Superannuation contributions	\$	569.24
DD24473.7	17/01/2017	CBUS	Superannuation contributions	\$	672.98
DD24473.8	17/01/2017	AMP SUPERANNUATION SAVINGS	Superannuation contributions	\$	1,577.92
DD24473.9	17/01/2017	HOSTPLUS PTY LTD	Superannuation contributions	\$	574.57
DD24476.1	17/01/2017	WA SUPER	Superannuation contributions	\$	772.54
DD24522.1	31/01/2017	WA SUPER	Payroll deductions	\$	81,095.43
DD24522.2	31/01/2017	COLONIAL FIRST STATE FIRSTCHOICE PERSONAL SUPER	Superannuation contributions	\$	480.77
DD24522.3	31/01/2017	ABUNDANT SPERANNUATION FUND	Superannuation contributions	\$	431.68
DD24522.4	31/01/2017	ASGARD	Superannuation contributions	\$	1,230.77
DD24522.5	31/01/2017	LOCAL GOVERNMENT SUPER	Superannuation contributions	\$	528.37
DD24522.6	31/01/2017	DESMO SUPERANNUATION FUND	Superannuation contributions	\$	559.68
DD24522.7	31/01/2017	CBUS	Superannuation contributions	\$	637.81
DD24522.8	31/01/2017	AMP SUPERANNUATION SAVINGS	Superannuation contributions	\$	1,577.92
DD24522.9	31/01/2017	HOSTPLUS PTY LTD	Superannuation contributions	\$	536.19
DD24528.1	31/01/2017	WA SUPER	Superannuation contributions	\$	306.11
DD24555.1	31/01/2017	WA SUPER	Superannuation contributions	\$	123.20
DD24555.2	14/02/2017	WA SUPER	Payroll deductions	\$	42.48
DD24567.1	14/02/2017	WA SUPER	Payroll deductions	\$	98,402.54
DD24567.2	14/02/2017	COLONIAL FIRST STATE FIRSTCHOICE PERSONAL SUPER	Superannuation contributions	\$	480.77
DD24567.3	14/02/2017	ABUNDANT SPERANNUATION FUND	Superannuation contributions	\$	546.99
DD24567.4	14/02/2017	ASGARD 1	Superannuation contributions	\$	1,460.53

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DD24567.5	14/02/2017	LOCAL GOVERNMENT SUPER	Superannuation contributions	\$	673.41
DD24567.6	14/02/2017	DESMO SUPERANNUATION FUND	Superannuation contributions	\$	684.30
DD24567.7	14/02/2017	CBUS	Superannuation contributions	\$	882.07
DD24567.8	14/02/2017	AMP SUPERANNUATION SAVINGS	Superannuation contributions	\$	1,783.35
DD24567.9	14/02/2017	HOSTPLUS PTY LTD	Superannuation contributions	\$	591.32
DD24473.10	17/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	149.48
DD24473.11	17/01/2017	REST SUPERANNUATION	Payroll deductions	\$	2,246.00
DD24473.12	17/01/2017	AMP SUPERANNUATION SAVINGS	Superannuation contributions	\$	265.87
DD24473.13	17/01/2017	TAL SUPERANNUATION LIMITED	Superannuation contributions	\$	212.42
DD24473.14	17/01/2017	WEALTH PERSONAL SUPER AND PERSONAL	Superannuation contributions	\$	89.55
DD24473.15	17/01/2017	WEALTH PERSONAL SUPER AND PERSONAL	Superannuation contributions	\$	56.56
DD24473.16	17/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	305.16
DD24473.17	17/01/2017	NATIONAL MUTUAL RETIREMENT FUND	Superannuation contributions	\$	123.99
DD24473.18	17/01/2017	PRIME SUPER	Superannuation contributions	\$	780.73
DD24473.19	17/01/2017	MLC MASTERKEY BUSINESS SUPER	Superannuation contributions	\$	743.44
DD24473.20	17/01/2017	SUPERWRAP PERSONAL SUPER PLAN	Superannuation contributions	\$	409.98
DD24473.21	17/01/2017	COLONIAL FIRST STATE FIRSTCHOICE PERSONAL SUPER	Superannuation contributions	\$	588.32
DD24473.22	17/01/2017	OAK TREE SUPERANNUATION FUND	Superannuation contributions	\$	216.18
DD24473.23	17/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	152.01
DD24473.24	17/01/2017	FIRST SUPER	Superannuation contributions	\$	190.69
DD24473.25	17/01/2017	CARE SUPER PTY LTD	Superannuation contributions	\$	381.23
DD24473.26	17/01/2017	FIRST STATE SUPER	Superannuation contributions	\$	627.57
DD24473.27	17/01/2017	AUSTRALIAN SUPER	Payroll deductions	\$	6,654.22
DD24473.28	17/01/2017	SPECTRUM SUPER	Superannuation contributions	\$	310.17
DD24473.29	17/01/2017	SUPERWRAP PERSONAL SUPER PLAN	Superannuation contributions	\$	241.91
DD24473.30	17/01/2017	NORTH PERSONAL SUPERANNUATION & PENSION FUND	Superannuation contributions	\$	202.36
DD24473.31	17/01/2017	AJW SUPERANNUATION FUND	Superannuation contributions	\$	244.50
DD24473.32	17/01/2017	AUSTRALIAN CATHOLIC SUPERANNUATION	Superannuation contributions	\$	24.32
DD24473.33	17/01/2017	SUNSUPER SUPERANNUATION	Superannuation contributions	\$	481.28
DD24473.34	17/01/2017	MTAA SUPERANNUATION FUND	Superannuation contributions	\$	367.26
DD24473.35	17/01/2017	IOOF EMPLOYEE SUPER	Superannuation contributions	\$	345.82
DD24473.36	17/01/2017	RUSSELL SUPERSOLUTION MASTER TRUST	Superannuation contributions	\$	193.76
DD24473.37	17/01/2017	AUSTRALIAN ETHICAL SUPERANNUATION FUND	Superannuation contributions	\$	220.35
DD24473.38	17/01/2017	ASGARD	Superannuation contributions	\$	82.66
DD24473.39	17/01/2017	THE MCKENNA SUPER FUND	Superannuation contributions	\$	46.20
DD24473.40	17/01/2017	ONEPATH MASTERFUND	Superannuation contributions	\$	175.36
DD24473.41	17/01/2017	MLC MASTERKEY SUPERANNUATION	Superannuation contributions	\$	409.87
DD24473.42	17/01/2017	COMMONWALTH ESSENTIAL SUPER	Superannuation contributions	\$	100.78
DD24473.43	17/01/2017	UNI SUPER	Superannuation contributions	\$	191.58
DD24473.44	17/01/2017	THE UNIVERSAL SUPER SCHEME	Superannuation contributions	\$	194.58
DD24473.45	17/01/2017	AMP RETIREMENT TRUST	Superannuation contributions	\$	197.13
DD24473.46	17/01/2017	IOOF GLOBAL ONE	Superannuation contributions	\$	141.46
DD24473.47	17/01/2017	MACAULAY SUPER FUND	Superannuation contributions	\$	218.56
DD24473.48	17/01/2017	ANZ SMART CHOICE SUPER	Superannuation contributions	\$	216.18
DD24473.49	17/01/2017	FUTURE SUPER	Superannuation contributions	\$	202.64
DD24473.50	17/01/2017	COLONIAL SUPER RETIREMENT FUND	Superannuation contributions	\$	185.31
DD24473.51	17/01/2017	BT SUPER	Superannuation contributions	\$	204.80
DD24473.52	17/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	197.13
DD24473.53	17/01/2017	MACQUARIE SUPER CONSOLIDATOR	Superannuation contributions	\$	118.28
DD24473.54	17/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	281.47
DD24473.55	17/01/2017	MASON SUPERANNUATION FUND	Superannuation contributions	\$	118.01
DD24473.56	17/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	232.15
DD24473.57	17/01/2017	AMP SUPERANNUATION SAVINGS	Superannuation contributions	\$	791.38
DD24473.58	17/01/2017	HESTA SUPER FUND	Superannuation contributions	\$	852.07
DD24473.59	17/01/2017	KEZ AND JOHN MITCHELL SUPERANNUATION FUND	Superannuation contributions	\$	273.83
DD24473.60	17/01/2017	WEALTH PERSONAL SUPER AND PERSONAL PENSION	Payroll deductions	\$	224.85

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DD24522.10	31/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	149.48
DD24522.11	31/01/2017	REST SUPERANNUATION	Payroll deductions	\$	1,898.68
DD24522.12	31/01/2017	AMP SUPERANNUATION SAVINGS	Superannuation contributions	\$	278.92
DD24522.13	31/01/2017	TAL SUPERANNUATION LIMITED	Superannuation contributions	\$	209.10
DD24522.14	31/01/2017	WEALTH PERSONAL SUPER AND PERSONAL	Superannuation contributions	\$	128.13
DD24522.15	31/01/2017	WEALTH PERSONAL SUPER AND PERSONAL	Superannuation contributions	\$	80.92
DD24522.16	31/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	305.16
DD24522.17	31/01/2017	NATIONAL MUTUAL RETIREMENT FUND	Superannuation contributions	\$	123.99
DD24522.18	31/01/2017	PRIME SUPER	Superannuation contributions	\$	781.13
DD24522.19	31/01/2017	MLC MASTERKEY BUSINESS SUPER	Superannuation contributions	\$	743.44
DD24522.20	31/01/2017	SUPERWRAP PERSONAL SUPER	Superannuation contributions	\$	409.98
DD24522.21	31/01/2017	COLONIAL FIRST STATE FIRSTCHOICE PERSONAL SUPER	Superannuation contributions	\$	588.32
DD24522.22	31/01/2017	OAK TREE SUPERANNUATION FUND	Superannuation contributions	\$	216.18
DD24522.23	31/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	133.86
DD24522.24	31/01/2017	FIRST SUPER	Superannuation contributions	\$	190.69
DD24522.25	31/01/2017	CARE SUPER PTY LTD	Superannuation contributions	\$	384.57
DD24522.26	31/01/2017	FIRST STATE SUPER	Superannuation contributions	\$	627.57
DD24522.27	31/01/2017	AUSTRALIAN SUPER	Payroll deductions	\$	6,723.82
DD24522.28	31/01/2017	SPECTRUM SUPER	Superannuation contributions	\$	310.17
DD24522.29	31/01/2017	SUPERWRAP PERSONAL SUPER PLAN	Superannuation contributions	\$	241.91
DD24522.30	31/01/2017	NORTH PERSONAL SUPERANNUATION & PENSION FUND	Superannuation contributions	\$	202.36
DD24522.31	31/01/2017	AJW SUPERANNUATION FUND	Superannuation contributions	\$	244.50
DD24522.32	31/01/2017	AUSTRALIAN CATHOLIC SUPERANNUATION	Superannuation contributions	\$	177.51
DD24522.33	31/01/2017	SUNSUPER SUPERANNUATION	Superannuation contributions	\$	500.25
DD24522.34	31/01/2017	MTAA SUPERANNUATION FUND	Superannuation contributions	\$	424.70
DD24522.35	31/01/2017	IOOF EMPLOYEE SUPER	Superannuation contributions	\$	257.47
DD24522.36	31/01/2017	RUSSELL SUPERSOLUTION MASTER	Superannuation contributions	\$	194.53
DD24522.37	31/01/2017	AUSTRALIAN ETHICAL SUPERANNUATION FUND	Superannuation contributions	\$	220.35
DD24522.38	31/01/2017	ASGARD	Superannuation contributions	\$	82.66
DD24522.39	31/01/2017	ONEPATH MASTERFUND	Superannuation contributions	\$	213.60
DD24522.40	31/01/2017	MLC MASTERKEY SUPERANNUATION	Superannuation contributions	\$	454.84
DD24522.41	31/01/2017	COMMONWEALTH ESSENTIAL SUPER	Superannuation contributions	\$	60.47
DD24522.42	31/01/2017	UNI SUPER	Superannuation contributions	\$	307.22
DD24522.43	31/01/2017	THE UNIVERSAL SUPER SCHEME	Superannuation contributions	\$	194.58
DD24522.44	31/01/2017	AMP RETIREMENT TRUST	Superannuation contributions	\$	185.33
DD24522.45	31/01/2017	MACAULAY SUPER FUND	Superannuation contributions	\$	218.56
DD24522.46	31/01/2017	IOOF GLOBAL ONE	Superannuation contributions	\$	91.85
DD24522.47	31/01/2017	ANZ SMART CHOICE SUPER	Superannuation contributions	\$	248.18
DD24522.48	31/01/2017	FUTURE SUPER	Superannuation contributions	\$	203.58
DD24522.49	31/01/2017	COLONIAL SUPER RETIREMENT FUND	Superannuation contributions	\$	185.31
DD24522.50	31/01/2017	BT SUPER	Superannuation contributions	\$	203.23
DD24522.51	31/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	197.13
DD24522.52	31/01/2017	MACQUARIE SUPER CONSOLIDATOR	Superannuation contributions	\$	118.28
DD24522.53	31/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	281.47
DD24522.54	31/01/2017	MASON SUPERANNUATION FUND	Superannuation contributions	\$	99.40
DD24522.55	31/01/2017	IOOF INVESTMENT MANAGEMENT LTD	Superannuation contributions	\$	328.45
DD24522.56	31/01/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	256.26
DD24522.57	31/01/2017	AMP SUPERANNUATION SAVINGS	Superannuation contributions	\$	773.46
DD24522.58	31/01/2017	HESTA SUPER FUND	Superannuation contributions	\$	776.42
DD24522.59	31/01/2017	KEZ AND JOHN MITCHELL SUPERANNUATION FUND	Superannuation contributions	\$	273.83
DD24522.60	31/01/2017	WEALTH PERSONAL SUPER AND PERSONAL PENSION	Payroll deductions	\$	224.85
DD24567.10	14/02/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	352.72
DD24567.11	14/02/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	192.25
DD24567.12	14/02/2017	REST SUPERANNUATION	Payroll deductions	\$	2,481.27
DD24567.13	14/02/2017	AMP SUPERANNUATION SAVINGS	Superannuation contributions	\$	315.95
DD24567.14	14/02/2017	TAL SUPERANNUATION LIMITED	Superannuation contributions	\$	261.68

REPORT ITEM CCCS 009 REFERS

DD24567.15	14/02/2017	WEALTH PERSONAL SUPER AND PERSONAL	Superannuation contributions	\$	153.60
DD24567.16	14/02/2017	WEALTH PERSONAL SUPER AND PERSONAL	Superannuation contributions	\$	97.01
DD24567.17	14/02/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	389.87
DD24567.18	14/02/2017	NATIONAL MUTUAL RETIREMENT FUND	Superannuation contributions	\$	158.53
DD24567.19	14/02/2017	PRIME SUPER	Superannuation contributions	\$	1,075.63
DD24567.20	14/02/2017	MLC MASTERKEY BUSINESS SUPER	Superannuation contributions	\$	817.72
DD24567.21	14/02/2017	SUPERWRAP PERSONAL SUPER PLAN	Superannuation contributions	\$	409.98
DD24567.22	14/02/2017	COLONIAL FIRST STATE FIRSTCHOICE PERSONAL SUPER	Superannuation contributions	\$	587.14
DD24567.23	14/02/2017	OAK TREE SUPERANNUATION FUND	Superannuation contributions	\$	275.73
DD24567.24	14/02/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	138.62
DD24567.25	14/02/2017	FIRST SUPER	Superannuation contributions	\$	249.28
DD24567.26	14/02/2017	CARE SUPER PTY LTD	Superannuation contributions	\$	444.51
DD24567.27	14/02/2017	FIRST STATE SUPER	Superannuation contributions	\$	683.83
DD24567.28	14/02/2017	AUSTRALIAN SUPER	Payroll deductions	\$	7,740.28
DD24567.29	14/02/2017	SPECTRUM SUPER	Superannuation contributions	\$	398.12
DD24567.30	14/02/2017	SUPERWRAP PERSONAL SUPER PLAN	Superannuation contributions	\$	308.40
DD24567.31	14/02/2017	NORTH PERSONAL SUPERANNUATION & PENSION FUND	Superannuation contributions	\$	258.68
DD24567.32	14/02/2017	AJW SUPERANNUATION FUND	Superannuation contributions	\$	311.70
DD24567.33	14/02/2017	AUSTRALIAN CATHOLIC SUPERANNUATION	Superannuation contributions	\$	106.43
DD24567.34	14/02/2017	SUNSUPER SUPERANNUATION	Superannuation contributions	\$	689.46
DD24567.35	14/02/2017	MTAA SUPERANNUATION FUND	Superannuation contributions	\$	519.60
DD24567.36	14/02/2017	IOOF EMPLOYEE SUPER	Superannuation contributions	\$	355.72
DD24567.37	14/02/2017	RUSSELL SUPERSOLUTION MASTER TRUST	Superannuation contributions	\$	252.39
DD24567.38	14/02/2017	AUSTRALIAN ETHICAL SUPERANNUATION FUND	Superannuation contributions	\$	284.87
DD24567.39	14/02/2017	ASGARD	Superannuation contributions	\$	98.95
DD24567.40	14/02/2017	ONEPATH MASTERFUND	Superannuation contributions	\$	264.19
DD24567.41	14/02/2017	MLC MASTERKEY SUPERANNUATION	Superannuation contributions	\$	549.41
DD24567.42	14/02/2017	COMMONWALTH ESSENTIAL SUPER	Superannuation contributions	\$	92.04
DD24567.43	14/02/2017	UNI SUPER	Superannuation contributions	\$	205.14
DD24567.44	14/02/2017	THE UNIVERSAL SUPER SCHEME	Superannuation contributions	\$	256.18
DD24567.45	14/02/2017	AMP RETIREMENT TRUST	Superannuation contributions	\$	220.32
DD24567.46	14/02/2017	MACAULAY SUPER FUND	Superannuation contributions	\$	282.87
DD24567.47	14/02/2017	IOOF GLOBAL ONE	Superannuation contributions	\$	112.71
DD24567.48	14/02/2017	ANZ SMART CHOICE SUPER	Superannuation contributions	\$	330.67
DD24567.49	14/02/2017	FUTURE SUPER	Superannuation contributions	\$	238.40
DD24567.50	14/02/2017	COLONIAL SUPER RETIREMENT FUND	Superannuation contributions	\$	239.34
DD24567.51	14/02/2017	BT SUPER	Superannuation contributions	\$	224.19
DD24567.52	14/02/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	240.42
DD24567.53	14/02/2017	MACQUARIE SUPER CONSOLIDATOR	Superannuation contributions	\$	164.66
DD24567.54	14/02/2017	BT SUPER FOR LIFE	Superannuation contributions	\$	329.81
DD24567.55	14/02/2017	MASON SUPERANNUATION FUND	Superannuation contributions	\$	139.62
DD24567.56	14/02/2017	IOOF INVESTMENT MANAGEMENT LTD	Superannuation contributions	\$	187.68
DD24567.57	14/02/2017	AMP SUPERANNUATION SAVINGS	Superannuation contributions	\$	959.47
DD24567.58	14/02/2017	HESTA SUPER FUND	Superannuation contributions	\$	1,041.17
DD24567.59	14/02/2017	KEZ AND JOHN MITCHELL SUPERANNUATION FUND	Superannuation contributions	\$	351.06
DD24567.60	14/02/2017	WEALTH PERSONAL SUPER AND PERSONAL	Payroll deductions	\$	224.85
<b>Total</b>				<b>\$</b>	<b>2,790,764.61</b>



REPORT ITEM CCCS 010 REFERS

Document Number	Description	DATE SENT /RECEIVED
EDR1760420	COPY OF EXECUTED DOCUMENT ITEM: N/A RE: SIGNED 2016-2017 ACTIVITY PLAN GREAT SOUTHERN REGION MID YEAR REPORT TO SLWA PARTIES: SLWA SIGNED BY THE CEO 1 COPY	17/01/2017
EDR1760460	COPY OF EXECUTED DOCUMENT ITEM: OCM 28.06.2016 ITEM CSF246 RE: AWARD OF TENDER C16025 EARTHWORKS - ALBANY AGRICULTURAL SOCIETY PAVILIONS PARTIES: ALBANY INDUSTRIAL SERVICES SIGNED BY THE CEO A SHARPE 1 COPY	18/01/2017
EDR1760535	COPY OF EXECUTED DOCUMENT ITEM:N/A RE: APPLICATION TO LANDGATE TO VEST LAND IN CITY OF ALBANY - DEED OF EASEMENT FOR SEWER TRUNK LINE RUNNING THROUGH CITY'S FREEHOLD LOT 22 LOWER KING ROAD PARTIES: WATER CORPORATION SIGNED BY THE CEO A SHARPE AND DEPUTY MAYOR 1 COPY	19/01/2017
EDR1760553	COPY OF EXECUTED DOCUMENT ITEM: N/A RE: SECTION 33F, DOG ACT 1976 DELEGATION 2016:013 (3) PARTIES: N/A SIGNED BY THE CEO A SHARPE 1 COPY	20/01/2017
EDR1760554	COPY OF EXECUTED DOCUMENT ITEM: N/A RE: APPLICATION OF BUILDING PERMIT ON CITY OWNED PROPERTY AT LOT 8122 - INSTALLATION AND FIT OUT OF AN EXISTING TRANSPORTABLE DONGA STYLE ACCOMMODATION AND ATTACHMENT OF AN EXISTING BATHROOM BLOCK AND NEW PERGOLA AT CARETAKERS RESIDENCE PARTIES: ALBANY CITY KART CLUB SIGNED BY THE CEO A SHARPE 1 COPY	20/01/2017
EDR1760668	COPY OF EXECUTED DOCUMENT ITEM: N/A RE: AWARD OF TENDER P17001 ALBANY AIRPORT - GENERAL AVIATION TAXIWAY AND APRON PARTIES: AD CONTRACTORS PTY LTD SIGNED BY THE CEO A SHARPE 1 COPY	24/01/2017

REPORT ITEM CCCS 010 REFERS

EDR1760669	COPY OF EXECUTED DOCUMENT ITEM:OCM 26.08.2014 ITEM CSF109 RE: AWARD OF TENDER C16026 - PANEL OF SUPPLIERS - LAYING OF BRICK PAVING AND / OR CONCRETE PARTIES: (A) WP REID; (B) CAMPBELL CONTRACTORS SIGNED BY THE CEO A SHARPE 2 COPIES	24/01/2017
EDR1760759	COPY OF EXECUTED DOCUMENT ITEM: N/A RE: APPLICATION FOR DEVELOPMENT APPROVAL ON CITY OWNED LAND - CONSTRUCTION OF NEW AMENITIES AT PARADE STREET - USED BY THE ALBANY ALL BREEDERS DOG CLUB PARTIES: N/A SIGNED BY THE CEO A SHARPE 1 COPY	27/01/2017
EDR1760808	COPY OF EXECUTED DOCUMENT ITEM:N/A RE: APPLICATION FOR DEVELOPMENT APPROVAL FOR AN OVER HEIGHT NON-HABITABLE STRUCTURE AT 1 BAXTERI ROAD, CHEYNES BEACH PARTIES: N/A SIGNED BY THE CEO A SHARPE 1 COPY	31/01/2017
EDR1760809	COPY OF EXECUTED DOCUMENT ITEM:OCM 18/09/2012 ITEM 1.1 RE: ANNUAL ENVIRONMENTAL REPORT FOR HANRAHAN ROAD LANDFILL, SUBMITTED TO DEPT. OF ENVIRONMENT REGULATIONS AS PART OF THE LICENCE CONDITIONS PARTIES: DEPARTMENT OF ENVIRONMENT REGULATIONS SIGNED BY THE CEO A SHARPE 1 COPY	31/01/2017
EDR1760810	COPY OF EXECUTED DOCUMENT ITEM:OCM 18/09/2012 ITEM 1.1 RE: ANNUAL ENVIRONMENTAL REPORT FOR BAKERS JUNCTION LANDFILL REQUIRED TO BE SUBMITTED TO DEPT ENVIRONMENT REGULATIONS AS PART OF THE LICENCE CONDITION PARTIES: DEPARTMENT OF ENVIRONMENT REGULATIONS SIGNED BY THE CEO A SHARPE 1 COPY	31/01/2017
EDR1760907	COPY OF EXECUTED DOCUMENT ITEM: N/A RE: DECEMBER 2016 INACTIVE RECORDS DESTRUCTION AUTHORISATION SCHEDULED FOR 7 FEBRUARY 2017 COMPLETED IN	02/02/2017

REPORT ITEM CCCS 010 REFERS

	<p>ACCORDANCE WITH GENERAL DISPOSAL AUTHORITY DA2015001  PARTIES: N/A  SIGNED BY THE CEO A SHARPE 1 COPY</p>	
EDR1760924	<p>COPY OF EXECUTED DOCUMENT  ITEM: N/A  RE: PERMISSION TO ENCROACH ON CITY OWNED LAND BY LOCKYER COMMUNITY KINDERGARTEN FOR PURPOSE OF SUB SOIL DRAINAGE ALONGSIDE PROPOSED PARAPET / RETAINING WALL  PARTIES: N/A  SIGNED BY THE CEO A SHARPE 1 COPY</p>	02/02/2017
EDR1761043	<p>COPY OF EXECUTED DOCUMENT  ITEM: N/A  RE: DEVELOPMENT APPLICATION FOR 40FT SEA CONTAINER TO BE LOCATED IN CARPARK BEHIND LIBRARY FOR TEMPORARY STORAGE DURING CONSTRUCTION OF ALBANY TOURISM AND INFORMATION HUB  PARTIES: N/A  SIGNED BY THE CEO A SHARPE 1 COPY</p>	06/02/2017
EDR1761258	<p>COPY OF EXECUTED DOCUMENT  ITEM: N/A  RE: UPDATING AN EXISTING AGREEMENT BETWEEN CITY OF ALBANY AND WA POLICE TO RELEASE VEHICLE OWNER DETAILS TO AUTHORISED PERSONS AT WALG  PARTIES: WESTERN AUSTRALIAN POLICE  SIGNED BY THE CEO A SHARPE 1 COPY</p>	09/02/2017
EDR1761259	<p>COPY OF EXECUTED DOCUMENT  ITEM: N/A  RE: NOTICE OF DECLARATION OF A DANGEROUS DOG IN ACCORDANCE WITH SECTION 33F OF THE DOG ACT 1976  PARTIES: N/A  SIGNED BY THE CEO A SHARPE 1 COPY</p>	09/02/2017
EDR1761424	<p>COPY OF EXECUTED DOCUMENT  ITEM: N/A  RE: DEVELOPMENT APPLICATION LOT 22 BAXTERI ROAD CHEYNES BEACH - TWO BEDROOM EXTENSION TO HOLIDAY HOUSE  PARTIES: PAUL LAWSON  SIGNED BY THE CEO A SHARPE 1 COPY</p>	10/02/2017
EDR1761452	<p>COPY OF EXECUTED DOCUMENT  ITEM: N/A</p>	14/02/2017

REPORT ITEM CCCS 010 REFERS

	<p>RE: APPLICATION FOR DEVELOPMENT APPROVAL FOR THE VANCOUVER ARTS CENTRE PLANNING ANNEXE  PARTIES: N/A  SIGNED BY THE CEO A SHARPE 1 COPY</p>	
NCSR1760534	<p>COPY OF COMMON SEAL  ITEM: N/A  RE: SIGNED AGREEMENT FOR CITY TO PAY COSTS FOR SUBDIVISION APPLICATION FOR PORTION OF lot 50 (PRIVATE ROADS) TO BE EXCISE TO BECOME A FREEHOLD LOT SEPARATE FROM THE PROPOSED ROAD RESERVE OF GOSS STREET AND CONNELLY STREET LITTLE GROVE  PARTIES: RONALD CRAWFORD LINDSAY  SIGNED BY THE CEO A SHARPE AND DEPUTY MAYOR 1 COPY</p>	19/01/2017
NCSR1760666	<p>COPY OF COMMON SEAL  ITEM: N/A  RE: SIGNED TRANSFER OF LAND DOCUMENT FOR SALE OF LOCKYER CHILD HEALTH CLINIC AT 4 PARKER STREET, LOCKYER  PARTIES: ANDREW MAY  SIGNED BY THE CEO A SHARPE AND MAYOR 1 COPY</p>	24/01/2017
NCSR1760893	<p>COPY OF COMMON SEAL  ITEM: OCM: 26.08.2014 ITEM CSF109  RE: AWARD OF TENDER C16026 - PANEL OF SUPPLIERS - LAYING OF BRICK PAVING AND / OR CONCRETE  PARTIES: (A) WP REID  SIGNED BY THE CEO A SHARPE AND MAYOR 2 COPIES</p>	01/02/2017
NCSR1760894	<p>COPY OF COMMON SEAL  ITEM: OCM: 126.08.2014 ITEM CSF109  RE: AWARD OF TENDER C16026 - PANEL OF SUPPLIERS - LAYING OF BRICK PAVING AND / OR CONCRETE  PARTIES: (B) CAMPBELL CONTRACTORS  SIGNED BY THE CEO A SHARPE AND MAYOR 2 COPIES</p>	01/02/2017
NCSR1761009	<p>COPY OF COMMON SEAL  ITEM: OCM: 27.09.2016 ITEM WA113  RE: SIGNING OF CONTRACTS FOR C16016(D) PANEL OF SUPPLIERS - SURVEY SERVICES  PARTIES: CALDWELL LAND SURVEYS  SIGNED BY THE CEO A SHARPE AND MAYOR 2 COPIES</p>	06/02/2017

REPORT ITEM CCCS 010 REFERS

<p>NCSR1761042</p>	<p>COPY OF COMMON SEAL ITEM:N/A RE: RESTRICTIVE COVENANTS FOR LOTS 105-109 ON DP409636 ON SUBDIVISION APPROVAL WAPC 149658 - STORM WATER NOT TO BE DISCHARGED DIRECTLY INTO PARKER BROOK - BUILDING ENVELOPE DESIGNATION PARTIES: MARTIN MOSS SIGNED BY THE CEO A SHARPE AND MAYOR 1 COPY OF EACH</p>	<p>06/02/2017</p>
<p>NCSR1761372</p>	<p>COPY OF COMMON SEAL ITEM: OCM: 28.06.2016 ITEM CSF246 RE: SIGNING OF CONTRACTS FOR P17001 FOR ALBANY AIRPORT - GENERAL AVIATION TAXIWAY AND APRON PARTIES: AD CONTRACTORS PTY LTD SIGNED BY THE CEO A SHARPE AND MAYOR 2 COPIES</p>	<p>10/02/2017</p>
<p>NCSR1761499</p>	<p>COPY OF COMMON SEAL ITEM: OCM: 26.05.2016 ITEM CSF169 RE: DEED OF ASSIGNMENT OF LEASE OVER LEASE PREMISES SITE 18 BAXTERI ROAD CHEYNES BEACH, PORTION CROWN RESERVE 878 PARTIES: ASSIGNOR: ROBYN JILLIAN BLIGHT; ASSIGNEE: SHORNE HOLDINGS PTY LTD AS TRUSTEE FOR THE COUPER FAMILY TRUST SIGNED BY THE CEO A SHARPE AND MAYOR 3 COPIES</p>	<p>14/02/2017</p>
<p>NCSR1761500</p>	<p>COPY OF COMMON SEAL ITEM: OCM: 28.06.2016 ITEM CSF245 RE: SUB-LEASE OVER PORTION LEASE PREMISES KNOWN AS WOMEN'S REST CENTRE BEING STIRLING TERRACE ALBANY TO AMITY TAXIS ALBANY PTY LTD PARTIES: SUB LESSOR - WOMEN'S REST CENTRE ASSOC. INC; SUB-LESSEE: AMITY TAXIS ALBANY PTY LTD SIGNED BY THE CEO A SHARPE AND MAYOR 3 COPIES</p>	<p>14/02/2017</p>
<p>NCSR1761501</p>	<p>COPY OF COMMON SEAL ITEM: N/A RE: SURRENDER OF LEASE FOR PORTION OF RESERVE 878 LOT 14 CHEYNE ROAD, CHEYNE BEACH PARTIES: DAVID WHEATCROFT SIGNED BY THE CEO A SHARPE AND MAYOR 3 COPIES</p>	<p>14/02/2017</p>

**City of Albany  
Statement of Budget Review  
By Nature and Type**

**For The Period Ending 31 January 2017**

	2016/2017					
	ORIGINAL ANNUAL BUDGET	CURRENT ANNUAL BUDGET	REVISED ANNUAL BUDGET	YTD ACTUAL	VARIANCE (b) - (a)	VARIANCE
	\$	(a) \$	(b) \$	\$	\$	%
<b>Operating Revenues</b>						
Rates	34,118,692	34,118,692	34,233,692	33,944,365	115,000	0.3
Grants & Subsidies	4,559,247	4,568,986	4,735,147	2,676,394	166,161	3.6
Interest Earnings	1,042,690	1,042,690	1,042,690	789,453	-	
Contributions, Donations & Reimbursements	504,935	619,165	1,253,668	940,281	634,503	102.5
Fees & Charges	16,401,086	16,401,086	16,557,379	12,840,053	156,293	1.0
Profit On Sale Of Assets	108,584	108,584	108,584	49,113	-	
Other Revenue	370,960	1,049,001	1,009,001	859,898	(40,000)	-3.8
	57,106,194	57,908,204	58,940,161	52,099,557	1,031,957	
<b>Operating Expenditure</b>						
Employee Costs	(25,036,655)	(25,046,655)	(25,121,655)	(13,629,515)	(75,000)	0.3
Materials & Contracts	(18,193,633)	(18,940,565)	(19,096,351)	(9,012,332)	(155,786)	0.8
Utilities (gas, electricity, water, etc.)	(1,791,020)	(1,791,020)	(1,791,020)	(754,023)	-	
Insurance	(820,550)	(820,550)	(820,550)	(750,470)	-	
Interest Expenses	(938,708)	(938,708)	(938,708)	(453,119)	-	
Other Expenses	(2,494,649)	(2,494,649)	(2,782,707)	(1,734,355)	(288,058)	11.5
Depreciation	(15,912,428)	(15,912,428)	(16,957,336)	(9,724,420)	(1,044,908)	6.6
Loss On Sale Of Assets	(48,372)	(48,372)	(48,372)	(137,719)	-	
Less Allocated to Infrastructure Assets	809,491	809,491	809,491	776,590	-	
	(64,426,524)	(65,183,456)	(66,747,208)	(35,419,363)	(1,563,752)	
<b>Contributions for the Development of Assets</b>						
Grants and Contributions	21,660,875	20,911,115	21,107,200	9,926,998	196,085	0.9
<b>Net Operating Result Excluding Rates</b>	14,340,545	13,635,863	13,300,153	26,607,192	(335,710)	
<b>Adjustment Non Cash Items</b>						
Write Back Non Cash Items	15,852,216	15,852,216	16,971,465	9,813,026	1,119,249	7.1
<b>Funds Demanded From Operations</b>	30,192,761	29,488,079	30,271,618	36,420,218	783,539	
<b>Acquisition of Fixed Assets</b>						
Land & Buildings	(14,273,125)	(14,269,377)	(14,300,377)	(5,040,250)	(31,000)	0.2
Plant & Equipment	(2,858,500)	(2,877,500)	(2,877,500)	(1,109,839)	-	
Furniture & Equipment	(647,028)	(647,028)	(647,028)	(76,483)	-	
Infrastructure Assets	(19,615,970)	(18,915,760)	(19,105,571)	(5,064,300)	(189,811)	1.0
	(37,394,623)	(36,709,665)	(36,930,476)	(11,290,872)	(220,811)	
<b>Capital Revenue</b>						
Proceeds from Sale of Assets	544,219	544,219	620,583	408,460	76,364	14.0
<b>Financing/Borrowing</b>						
Debt Redemption	(2,018,571)	(2,018,571)	(2,018,571)	(1,033,256)	-	
Loan Drawn Down	1,500,000	1,500,000	1,500,000	-	-	
<b>Demand for Resources</b>	(7,176,214)	(7,195,938)	(6,556,846)	24,504,550	639,092	
<b>Restricted Funding Movements</b>						
Opening Funds	1,725,566	2,078,542	2,075,384	2,078,108	(3,158)	-0.2
Transfer to Reserve Transactions	(11,501,252)	(11,920,433)	(12,576,337)	-	(655,904)	5.5
Transfer from Reserves Transactions	16,951,900	17,085,429	17,085,429	-	-	
<b>Closing Funds Surplus/(Deficit)</b>	-	47,600	27,630	26,582,658	(19,970)	

**City of Albany**  
**Statement of Budget Review**  
**By Program**

For The Period Ending 31 January 2017

	2016/2017					
	ORIGINAL ANNUAL BUDGET	CURRENT ANNUAL BUDGET	REVISED ANNUAL BUDGET	YTD ACTUAL	VARIANCE (b) - (a)	VARIANCE
	\$	(a) \$	(b) \$	\$	\$	%
<b>Operating Revenues</b>						
General Purpose Funding	39,065,432	39,065,432	39,180,432	36,781,812	115,000	0.3
Governance	6,700	6,700	33,465	38,177	26,765	
Law Order and Public Safety	484,268	435,013	485,013	402,106	50,000	11.5
Health	106,540	106,540	106,540	102,619	-	
Education and Welfare	1,163,303	1,166,303	1,166,303	633,838	-	
Community Amenities	8,088,079	8,088,079	8,168,079	7,376,937	80,000	1.0
Recreation and Culture	2,788,056	2,958,280	3,575,644	2,390,760	617,364	20.9
Transport	2,087,352	2,087,352	2,087,352	1,258,296	-	
Economic Services	2,419,351	2,419,351	2,562,179	1,636,281	142,828	5.9
Other Property and Services	897,113	1,575,154	1,575,154	1,478,733	-	
	57,106,194	57,908,204	58,940,161	52,099,559	1,031,957	
<b>Operating Expenditure</b>						
General Purpose Funding	(997,993)	(997,993)	(997,993)	(381,496)	-	
Governance	(4,655,962)	(4,655,962)	(4,685,896)	(2,611,313)	(29,934)	0.6
Law Order and Public Safety	(2,267,552)	(2,295,052)	(2,295,052)	(1,392,248)	-	
Health	(709,287)	(709,287)	(709,287)	(388,270)	-	
Education and Welfare	(1,661,635)	(1,664,635)	(1,664,635)	(820,779)	-	
Community Amenities	(10,425,829)	(10,587,692)	(10,873,865)	(4,691,399)	(286,173)	2.7
Recreation and Culture	(13,784,327)	(13,946,462)	(14,332,967)	(8,287,424)	(386,505)	2.8
Transport	(22,541,355)	(22,650,093)	(23,002,852)	(12,712,527)	(352,759)	1.6
Economic Services	(5,004,523)	(5,004,523)	(5,319,568)	(2,814,230)	(315,045)	6.3
Other Property and Services	(2,378,061)	(2,671,757)	(2,865,093)	(1,319,679)	(193,336)	7.2
	(64,426,524)	(65,183,456)	(66,747,208)	(35,419,365)	(1,563,752)	
<b>Non-Operating Grants, Subsidies And Contributions</b>						
Law Order and Public Safety	50,000	69,000	69,000	70,384	-	
Recreation and Culture	13,640,792	13,537,032	13,652,398	8,661,865	115,366	0.9
Transport	6,642,583	5,977,583	6,058,302	1,194,748	80,719	1.4
Economic Services	1,327,500	1,327,500	1,327,500	-	-	
	21,660,875	20,911,115	21,107,200	9,926,997	196,085	
<b>Adjustment Non Cash Items</b>						
Write Back Non Cash Items	15,852,216	15,852,216	16,971,465	9,813,026	1,119,249	7.1
<b>Funds Demanded From Operations</b>	30,192,761	29,488,079	30,271,618	36,420,217	783,539	
<b>Acquisition of Fixed Assets</b>						
Land & Buildings	(14,273,125)	(14,269,377)	(14,300,377)	(5,040,250)	(31,000)	0.2
Plant & Equipment	(2,858,500)	(2,877,500)	(2,877,500)	(1,109,839)	-	
Furniture & Equipment	(647,028)	(647,028)	(647,028)	(76,483)	-	
Infrastructure Assets	(19,615,970)	(18,915,760)	(19,105,571)	(5,064,300)	(189,811)	1.0
	(37,394,623)	(36,709,665)	(36,930,476)	(11,290,872)	(220,811)	
<b>Capital Revenue</b>						
Proceeds from Sale of Assets	544,219	544,219	620,583	408,460	76,364	14.0
<b>Financing/Borrowing</b>						
Debt Redemption	(2,018,571)	(2,018,571)	(2,018,571)	(1,033,256)	-	
Loan Drawn Down	1,500,000	1,500,000	1,500,000	-	-	
<b>Demand for Resources</b>	(7,176,214)	(7,195,938)	(6,556,846)	24,504,550	639,092	
<b>Restricted Funding Movements</b>						
Opening Funds	1,725,566	2,078,542	2,075,384	2,078,108	(3,158)	-0.2
Transfer to Reserve Transactions	(11,501,252)	(11,920,433)	(12,576,337)	-	(655,904)	5.5
Transfer from Reserves Transactions	16,951,900	17,085,429	17,085,429	-	-	
<b>Closing Funds Surplus/(Deficit)</b>	-	47,600	27,630	26,582,658	(19,970)	

**City of Albany**  
**Statement of Budget Review**  
**By Program**

For The Period Ending 31 January 2017

	2016/2017					VARIANCE (b) - (a)	VARIANCE %
	ORIGINAL ANNUAL BUDGET	CURRENT ANNUAL BUDGET	REVISED ANNUAL BUDGET	YTD ACTUAL			
<b>Operating Revenues</b>	\$	(a) \$	(b) \$	\$	\$		
General Purpose Funding	39,065,432	39,065,432	39,180,432	36,781,812	115,000	0.3	
Governance	6,700	6,700	33,465	38,177	26,765		
Law Order and Public Safety	484,268	435,013	485,013	402,106	50,000	11.5	
Health	106,540	106,540	106,540	102,619	-		
Education and Welfare	1,163,303	1,166,303	1,166,303	633,838	-		
Community Amenities	8,088,079	8,088,079	8,168,079	7,376,937	80,000	1.0	
Recreation and Culture	2,788,056	2,958,280	3,575,644	2,390,760	617,364	20.9	
Transport	2,087,352	2,087,352	2,087,352	1,258,296	-		
Economic Services	2,419,351	2,419,351	2,562,179	1,636,281	142,828	5.9	
Other Property and Services	897,113	1,575,154	1,575,154	1,478,733	-		
	57,106,194	57,908,204	58,940,161	52,099,559	1,031,957		
<b>Operating Expenditure</b>							
General Purpose Funding	(997,993)	(997,993)	(997,993)	(381,496)	-		
Governance	(4,655,962)	(4,655,962)	(4,685,896)	(2,611,313)	(29,934)	0.6	
Law Order and Public Safety	(2,267,552)	(2,295,052)	(2,295,052)	(1,392,248)	-		
Health	(709,287)	(709,287)	(709,287)	(388,270)	-		
Education and Welfare	(1,661,635)	(1,664,635)	(1,664,635)	(820,779)	-		
Community Amenities	(10,425,829)	(10,587,692)	(10,839,155)	(4,691,399)	(251,463)	2.4	
Recreation and Culture	(13,784,327)	(13,946,462)	(14,185,767)	(8,287,424)	(239,305)	1.7	
Transport	(22,541,355)	(22,650,093)	(22,550,093)	(12,712,527)	100,000	-0.4	
Economic Services	(5,004,523)	(5,004,523)	(4,998,324)	(2,814,230)	6,199	-0.1	
Other Property and Services	(2,378,061)	(2,671,757)	(2,776,098)	(1,319,679)	(104,341)	3.9	
	(64,426,524)	(65,183,456)	(65,702,300)	(35,419,365)	(518,844)		
<b>Non-Operating Grants, Subsidies And Contributions</b>							
Law Order and Public Safety	50,000	69,000	69,000	70,384	-		
Recreation and Culture	13,640,792	13,537,032	13,652,398	8,661,865	115,366	0.9	
Transport	6,642,583	5,977,583	6,058,302	1,194,748	80,719	1.4	
Economic Services	1,327,500	1,327,500	1,327,500	-	-		
	21,660,875	20,911,115	21,107,200	9,926,997	196,085		
<b>Adjustment Non Cash Items</b>							
Write Back Non Cash Items	15,852,216	15,852,216	15,926,557	9,813,026	74,341	0.5	
<b>Funds Demanded From Operations</b>	30,192,761	29,488,079	30,271,618	36,420,217	783,539		
<b>Acquisition of Fixed Assets</b>							
Land & Buildings	(14,273,125)	(14,269,377)	(14,300,377)	(5,040,250)	(31,000)	0.2	
Plant & Equipment	(2,858,500)	(2,877,500)	(2,877,500)	(1,109,839)	-		
Furniture & Equipment	(647,028)	(647,028)	(647,028)	(76,483)	-		
Infrastructure Assets	(19,615,970)	(18,915,760)	(19,105,571)	(5,064,300)	(189,811)	1.0	
	(37,394,623)	(36,709,665)	(36,930,476)	(11,290,872)	(220,811)		
<b>Capital Revenue</b>							
Proceeds from Sale of Assets	544,219	544,219	620,583	408,460	76,364	14.0	
<b>Financing/Borrowing</b>							
Debt Redemption	(2,018,571)	(2,018,571)	(2,018,571)	(1,033,256)	-		
Loan Drawn Down	1,500,000	1,500,000	1,500,000	-	-		
<b>Demand for Resources</b>	(7,176,214)	(7,195,938)	(6,556,846)	24,504,550	639,092		
<b>Restricted Funding Movements</b>							
Opening Funds	1,725,566	2,078,542	2,075,384	2,078,108	(3,158)	-0.2	
Transfer to Reserve Transactions	(11,501,252)	(11,920,433)	(12,576,337)	-	(655,904)	5.5	
Transfer from Reserves Transactions	16,951,900	17,085,429	17,085,429	-	-		
<b>Closing Funds Surplus/(Deficit)</b>	-	47,600	27,630	26,582,658	(19,970)		



## BUDGET REVIEW FOR THE PERIOD ENDING 31 JANUARY 2017

This Review Maintains Council's Budget in a Surplus Position

		\$
<b>GENERAL WORKS/VARIATIONS. (Additional Funds Required)</b>		(2,233,125)
<b>FUNDED BY</b>		
- Reduction in Expenditure	448,563	
- Adjustment in Grant/Contributions Funding	964,700	
- Adjustment in Revenue	315,922	
- Restricted Cash Adjustments	(632,121)	1,097,064
<b>Balance</b>		(1,136,061)
- Adjustment to opening funds from forecast to actual 30 June 2016 (Being adjustments at the conclusion of the annual Audit)	(3,158)	
- Less Non Cash Adjustments	1,119,249	
- Current 16/17 Budgeted closing funds	47,600	
- Amended 16/17 Budgeted closing funds		27,630

CITY OF ALBANY

BUDGET REVIEW FOR THE PERIOD ENDING 31 JANUARY 2017

SECTION						REQUESTED BY - MATTHEW THOMSON DIRECTORATE - WORKS AND SERVICES		
WORKS AND SERVICES								
JOB or GENERAL LEDGER	ACCOUNT DESCRIPTION	CURRENT BUDGET 2016/17		PROPOSED BUDGET 2016/17		BUDGET REVIEW CONSIDERATION		EXPLANATION
		EXPEND	INCOME	EXPEND	INCOME	EXPEND	INCOME	
71752	Organisational Security Key Changeover	30,000		60,000		30,000		Budget underspend in 15/16 by \$17k because of 15/16 invoice paid in 16/17 due to supplier not fulfilling all requirements as per quotation. An addition \$13k required to complete next stage.
3691	Proudlove Queens Gardens	115,785		124,876		9,091		AGHS grant funding to cover urns and additional plantings at Queens Gardens.
12085	Parks and Reserves Capital Grants		360,240		369,331		9,091	Australian Garden History Society Grant - Ref Council Item WS105 April 2016 Queens Gardens.
12923	Parks and Reserves Project Contributions		-		9,296		9,296	\$1,630 South Coast Natural Resource Management Inc. Final Invoice For The Cheyne Beach Weed Control Project. \$7,666 Elleker oval drainage upgrade 15/16 project.
2663	Eyre Park (Car Park Improvements)	-		80,719		80,719		
18555	Car Parking Contributions		-		80,719		80,719	WAPC Public Open Space Contributions T/F from Trust.
3778	BMX Site and Men's Shed - Site Earth Works	-		12,000		12,000		Project completed in15/16, invoice paid 16/17 due to supplier submitting their invoice in November.
3621	Old Post Office Veranda Works	361,000		406,000		45,000		Additional heritage requirements funded by the contribution from UWA.
15065	Grant - Heritage Building/s Upgrades		-		45,000		45,000	
2661	David Street Easement	-		100,000		100,000		Urgent works required due to pipe running between David St, Geake St and North Road in disrepair. This pipe runs through private properties, Realignment is recommended, using trenchless technology.
13222	Road Maintenance	4,763,030		4,663,030		(100,000)		
	<b>TOTAL :</b>	<b>5,269,815</b>	<b>360,240</b>	<b>5,446,625</b>	<b>504,346</b>	<b>176,810</b>	<b>144,106</b>	

CITY OF ALBANY

BUDGET REVIEW FOR THE PERIOD ENDING 31 JANUARY 2017

SECTION						REQUESTED BY - ANDREW SHARPE		
MEMBERS OF COUNCIL/MAJOR PROJECTS						DIRECTORATE - CEO'S OFFICE		
ALIAS or GENERAL LEDGER	ACCOUNT DESCRIPTION	CURRENT BUDGET 2016/17		PROPOSED BUDGET 2016/17		BUDGET REVIEW CONSIDERATION		EXPLANATION
		EXPEND	INCOME	EXPEND	INCOME	EXPEND	INCOME	
70102	Regional Alliance	15,000		44,934		29,934		The cities of Albany, Broome, Bunbury, Greater Geraldton, Kalgoorlie-boulder, Port Hedland and Karratha outline the case for a strategic approach to the regional development within Western Australia. While making the case for decentralisation of future population growth away from the Perth Metropolitan Area, their priority is strategic investment in the infrastructure of regional capitals. Subscription understated within original budget.
2662	Changing Places Public Facilities Waterfront	-		200,000		200,000		Major projects received funding money of \$100,000 for
3773	Albany Visitor Building Construction	2,450,000		2,345,000		(105,000)		Changing Places Facility (Universal Access Toilet). This will only cover the fabrication building cost. \$50,000 is required for installation, a further \$50,000 to undertake design & headworks.
77322	Middleton Beach Public Realm Planning	40,000		70,000		30,000		With the Election announcements, additional planning and design will be required by the City to move this project forward.
<b>TOTAL :</b>		<b>2,465,000</b>	<b>-</b>	<b>2,589,934</b>	<b>-</b>	<b>154,934</b>	<b>-</b>	

CITY OF ALBANY

BUDGET REVIEW FOR THE PERIOD ENDING 31 JANUARY 2017

SECTION	CORPORATE SERVICES	REQUESTED BY - DUNCAN OLDE DIRECTORATE - CORPORATE SERVICES
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JOB or GENERAL LEDGER	ACCOUNT DESCRIPTION	CURRENT BUDGET 2016/17		PROPOSED BUDGET 2016/17		BUDGET REVIEW CONSIDERATION		EXPLANATION
		EXPEND	INCOME	EXPEND	INCOME	EXPEND	INCOME	
10823	Sundry Income		-		26,765		26,765	Reimbursement of training costs, COA overcharged over a period of years.
	<b>Depreciation Adjustments (Non Cash)</b>							
50029	IT - Furniture & Equipment	179,342		268,337		88,995		Fair value end of year adjustments which have been recognised as at 30 June 2016. Due to the nature of revaluing assets on a regular basis these variances against budget and actual will continue from year to year. These adjustments have no impact to the closing position being these transactions are non cash by nature.
50010	Other Rec & Sport - Other Infrastructure	650,000		797,200		147,200		
50016	Albany Heritage Park - Furniture & Equipment	86,917		408,161		321,244		
50018	Transport - Infrastructure	6,991,704		7,220,645		228,941		
50018	Transport - Drainage	953,850		993,000		39,150		
50018	Transport - Other	420,891		514,000		93,109		
50018	Transport - Footpaths	736,500		785,000		48,500		
50019	Airport - Furniture & Equipment	94,941		138,000		43,059		
50024	Other Communities Amenities	138,790		173,500		34,710		
14597	Minor Technical & Equipment Upgrade	-		33,783		33,783		The purchase and installation of stage lighting and audio visual equipment for the Albany Entertainment Centre will deliver greater energy and operational efficiencies and a more enhanced audience experience.
14383	AEC - Grants and Sponsorships		-		23,783		23,783	Grant from the Department of Culture and the Arts \$23,783.
10101	Interim Rates		185,000		300,000		115,000	Greater number of new and improved properties processed through landgate than budgeted.
13265	Subdivision Land Sales		-		76,364		76,364	Proceeds from Sale, lot 451 (106) Mueller Road.
18527	Carrying Value of Investment Land	-		74,341		74,341		Expensing the capital value of land sold. (Non Cash).
14518	Transfer to Land Acquisition Reserve	-		76,364		76,364		
	<b>TOTAL :</b>	<b>10,252,935</b>	<b>185,000</b>	<b>11,482,331</b>	<b>426,912</b>	<b>1,229,396</b>	<b>241,912</b>	

**CITY OF ALBANY**

**BUDGET REVIEW FOR THE PERIOD ENDING 31 JANUARY 2017**

SECTION LIBRARY/COMMUNITY DEVELOPMENT/EVENTS						REQUESTED BY - ADAM COUSINS DIRECTORATE - COMMUNITY SERVICES		
JOB or GENERAL LEDGER	ACCOUNT DESCRIPTION	CURRENT BUDGET 2016/17		PROPOSED BUDGET 2016/17		BUDGET REVIEW CONSIDERATION		EXPLANATION
		EXPEND	INCOME	EXPEND	INCOME	EXPEND	INCOME	
75094	Transportable Information Hub	-		29,000		29,000		Repurposed portable sea container for community information, engagement and events.
15263	VAC-Country Arts Grant		50,000		31,500		(18,500)	\$18,500 received in 15/16 and was a prepayment for 16/17, budget revised to reflect 16/17 actual income.
16893	Income New Years Eve		10,000		27,105		17,105	Lotterywest funding from 15/16 allocated to 16/17.
18283	Income Christmas Pageant		21,000		1,850		(19,150)	Lotterywest funding allocated to Australia Day income.
18383	Australia Day Income		15,000		40,290		25,290	Lotterywest funding from 15/16 allocated to 16/17.
38647	Community Development Professional Services	8,500		15,168		6,668		Commission concept brief for Southern Investment fund (GSDC) for library redevelopment .
<b>TOTAL :</b>		<b>8,500</b>	<b>96,000</b>	<b>44,168</b>	<b>100,745</b>	<b>35,668</b>	<b>4,745</b>	

CITY OF ALBANY

BUDGET REVIEW FOR THE PERIOD ENDING 31 JANUARY 2017

SECTION						REQUESTED BY - CAMERON WOODS		DIRECTORATE - ECONOMIC DEVELOPMENT AND COMMERCIAL SERVICES	
RECREATION/ECONOMIC DEVELOPMENT									
JOB or GENERAL LEDGER	ACCOUNT DESCRIPTION	CURRENT BUDGET 2016/17		PROPOSED BUDGET 2016/17		BUDGET REVIEW CONSIDERATION		EXPLANATION	
		EXPEND	INCOME	EXPEND	INCOME	EXPEND	INCOME		
	<b>Albany Visitor Centre</b>								
10503	AVC Booking commission revenue		260,000		220,000	(40,000)		Online booking revenue continues to be eroded by strong global competition.	
73852	Digital Strategy - Tourism & Information Hub	77,016		89,380		12,364		Visitor Information Centre Digital Strategy, to match grant funds received.	
18333	Iconic Event Income		-		54,853	54,853		Grants Received in 16/17 relating to events held in 15/16. \$34,853 Perth Convention Bureau re CMCA event. \$20,000 GSCD 2015 Clipper event.	
	<b>Albany Heritage Park</b>								
75093	Wesfarmers Maintenance Contribution		-		173,606	173,606		Balance of uncommitted funding pertaining to the National	
75103	NAC Maintenance Contribution		-		405,934	405,934		Anzac Centre and Wesfarmers Lookout projects, withheld by	
17548	T/F to AHP Infrastructure Reserve	100,000		273,606		173,606		the Department of Finance (BMW). Funds to be transferred to	
17458	T/F to Anzac Interpretive Centre Reserve	-		405,934		405,934		reserves for future maintenance and improvements.	
15042	AHP Salaries	485,856		545,856		60,000		The City had omitted to pay shift loading as per the EA going	
15117	AHP Retail Shop Salaries	122,226		137,226		15,000		back to the 22 April 2014. Back pays where made to cover this	
75432	NAC/Forts Curatorial	55,000		15,000		(40,000)		Proposed for engagement of WA Museum however has yet to	
								come to fruition due to delays by the WA Museum.	
	<b>TOTAL :</b>	<b>840,098</b>	<b>260,000</b>	<b>1,467,002</b>	<b>854,393</b>	<b>626,904</b>	<b>594,393</b>		







CITY OF ALBANY

**BUDGET REVIEW FOR THE PERIOD ENDING 31 JANUARY 2017  
BUDGET VARIATIONS APPROVED BY COUNCIL VIA INDIVIDUAL COUNCIL ITEMS**

SECTION		DIRECTORATE - CORPORATE SERVICES
	FINANCE	

GENERAL LEDGER	ACCOUNT DESCRIPTION	CURRENT BUDGET 2016/17		PROPOSED BUDGET 2016/17		BUDGET REVIEW CONSIDERATION		EXPLANATION
		EXPEND	INCOME	EXPEND	INCOME	EXPEND	INCOME	
16047	Contrib. to Albany Agricultural Society Building	-		150,000		150,000		Special Council Meeting 29/11/2016 SCM014 (Albany Agricultural Society Deed Of Agreement & Lease
3828	Royals Football Club Refit	150,000		-		(150,000)		Arrangements – Proposed Amendments To Previous Agreements).
	<b>TOTAL :</b>	<b>150,000</b>	<b>-</b>	<b>150,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	

RECONCILIATION OF OPENING FUNDS AS AT 1 JULY 2016

	CURRENT BUDGET	REVISED BUDGET	VARIANCE (b) - (a)	VARIANCE %	NOTE
	\$	\$	\$	%	
<b>Net Current Asset Position</b>	<b>18,753,309</b>	<b>18,752,869</b>	<b>- 440</b>	<b>0.0</b>	
<b>Adjustments</b>					
<b>Add back</b>					
Loan Borrowings	2,047,877	2,047,877	-		(a)
<b>Less</b>					
Cash Backed Reserves	18,213,089	18,215,807	2,718	0.0	
Land held for Resale	303,950	303,950	-		
Local Government House Unit Trust Shares	205,605	205,605	-		
<b>Opening Funds Surplus/(Deficit)</b>	<b>2,078,542</b>	<b>2,075,384</b>	<b>- 3,158</b>	<b>-0.2</b>	

(a) (Add back loan repayments as they represent a current liability for payments to be made over the next twelve months already reflected as expenditure)

## **Council Policy & Procedure - Handling of complaints by or against elected members**

### **Objective**

1. The objective of this policy is to:
  - (a) promote positive change through mediation, and
  - (b) establish clear processes to address complaints made by or against an elected member of Council.

### **Policy Statement**

2. The City of Albany has adopted a Code of Conduct for Elected Members, Committee Members, Volunteers and Staff.
3. In adopting this policy, elected members made a public declaration of the conduct and standards of behaviour that the members of the City of Albany Council have agreed to demonstrate.

#### **Behaviour Contrary to the Code of Conduct**

4. The Council is committed to investigating and where appropriate addressing any complaints made against elected members including compliance with any statutory requirements of the *Local Government Act 1995*, *Local Government (Rules of Conduct) Regulations 2007* or any other relevant Acts or Regulations applicable to elected members in the performance of their role and responsibilities.

### **Scope**

5. This policy applies to elected members of Council, acknowledging that participation in an administrative investigation is voluntary.

### **Review**

6. This policy must be reviewed every two years after a general Local Government election, or earlier if Council considers it necessary.

### **Legislation Relating to this Policy**

7. The *Local Government Act 1995* is also complemented by guidelines and handbooks produced by the Department of Local Government (WA).
  - *City of Albany Standing Orders Local Law (Meeting Procedures)*
  - *Local Government Act 1995*
  - *Local Government (Rules of Conduct) Regulations 2007*
  - *Public Interest Disclosure Act 2003 (WA)*
  - *City Policy: Dealing with difficult customers*

**Complaint Handling Procedure**

8. Each local government is to designate a senior employee to be its Complaints Officer under the *Local Government Act 1995*.
9. It is not the role of the City of Albany's Complaints Officer to decide whether a breach has occurred. That is the role of the Standards Panel. The Complaints Officer is responsible for ensuring complaints made under the *Local Government (Rules of Conduct) Regulation 2007* are appropriately referred to the Standards Panel.
10. Where there has been an allegation of criminal or illegal behaviour, this complaint will not be investigated by the Council but will be referred to the appropriate authority. For example, allegations of corruption will be referred to the Corruption and Crime Commission; allegations of other illegal behaviour may be referred to Western Australian Police or to the Department of Local Government and Communities.
11. Where a complaint made by or against an elected member relates to a matter not dealt with under an Act or Regulation that complaint must:
  - be made in writing;
  - identify allegations including providing all available evidence that supports the allegation(s); and
  - be delivered to the Mayor or Deputy Mayor (in the case of a complaint against the Mayor).
12. Acknowledgement of receipt of the complaint will be provided by the recipient, to the complainant within seven days of receiving the complaint.
13. An elected member about whom a complaint has been made will be notified within seven days of receipt of the complaint and of its substance.
14. The complaint will be treated with strict confidentiality until such time as the matter has been determined. The complainant will also be expected to observe confidentiality.
15. The Mayor or Deputy Mayor (in the case of a complaint against the Mayor) may with the approval of the parties involved, coordinate a mediation meeting. Such meeting may be facilitated by an independent third party with experience in mediation and conflict resolution.
16. The following procedures will be followed with respect to assessment and investigation of complaints depending on the level of seriousness.
17. Where the mediation meeting referred at paragraph 14, has not been able to resolve the matter:
  - (a) Council may appoint an independent assessor who will investigate the complaint.
  - (b) The investigation will be a balanced assessment of the available evidence, the relevant circumstances prevailing at the time and any other factors relevant to making a fair and reasonable judgement about the matter.
  - (c) The assessor may recommend that no further action should be taken where in the assessor's opinion the complaint is unsubstantiated, frivolous or vexatious. In this case the assessor will prepare a report to that effect and provide it to the Mayor or Deputy Mayor (in the case of a complaint against the Mayor).
  - (d) If issues of substance are identified by the assessor the following is to occur:
    - (i) The elected member the subject of the allegation(s) will be provided with a reasonable opportunity to explain his/her actions and to make a written submission on the allegations to the assessor.
    - (ii) The assessor must provide the Council with a final written report on the investigation undertaken within 30 days of receiving written instructions.

However, if the assessor forms the view that additional time will be needed to conclude the investigation and finalise the report the assessor will bring this to the attention of the Council at the earliest convenience, but at the very latest before expiration of the 30 days from instruction.

- (iii) If the assessor makes recommendations that are punitive in nature, the elected member the subject of the complaint will be provided with a reasonable opportunity to respond in writing upon the contents and findings contained in the assessor's report and on the appropriateness of the proposed penalty. Such response must be taken into account by the Council.
- (iv) The final report will be presented at a Council meeting in confidence.
- (v) On receipt of the final report and recommendation of the independent assessor the Council will determine an appropriate course of action. This may include requesting the elected member:
  - Make a private or public apology in relations to the conduct/breach; and/or
  - Undertake a particular training course or receive appropriate instruction to ensure the offending behaviour is not repeated.
- (vi) After receipt of the final report from the assessor, the Council must convey to the elected member who is the subject of the complaint and to the person who made the complaint, Council's resolution in relation to the complaint and report, which may include referral to the Local Government Standards Panel.

**Definitions:**

- **Local Government Standards Panel.** The standards panel has the authority to make binding decisions to resolve allegations of minor misconduct submitted by a local government. It deals with complaints about council members who it is alleged have committed a breach of one or more of the provisions of the Rules of Conduct Regulations. The panel is independent of the Minister for Local Government and the Department of Local Government and Communities (DLGC).

The standards panel also has the jurisdiction to deal with misconduct allegations that relate to conduct at meetings under the provisions of a local government's Standing Orders Local Law. The standards panel has no jurisdiction to deal with complaints made against local government employees.

- The standards panel does not have investigative powers; findings and decisions of the panel are made on the basis of the information it receives. Proceedings are normally held in private (i.e. usually parties to a complaint and members of the public are not in attendance). However, the panel may, if it considers the circumstances warrant, hear evidence and conduct its deliberations in the presence of the parties concerned. If the standards panel finds that a breach has occurred, it may deal with the complaint by dismissing it or ordering that the council member:
  - publically apologises,
  - is publically censured, or
  - undertakes training.
- The standards panel may issue an order that imposes two or more of these sanctions.

<b>Document Approval</b>			
<b>Document Development Officer:</b>		<b>Document Owner:</b> <i>(Member of EMT)</i>	
Manager Governance & Risk		Executive Director Corporate Services	
<b>Document Control</b>			
<b>File Number - Document Type:</b>	CM.STD.7 - Policy		
<b>Synergy Reference Number:</b>	NP1119988_3		
<b>Meta Data: Key Search Terms</b>	Complaint handling, natural justice, mediation.		
<b>Status of Document:</b>	Council decision: Prepared for review.		
<b>Document file details:</b>	Location of Document: Intranet, Extranet		
<b>Quality Assurance:</b>	Chief Executive Officer, Executive Management Team, Council Committee, and Council		
<b>Distribution:</b>	Public Document		
<b>Document Revision History</b>			
Version	Author	Version Description	Date Completed
1.0	EM Business Governance	Prepared by the EM Business Governance. Adopted by Council OCM 11/10/2011.	11/10/2011
1.1	Manager Compliance & Community Safety	Minor formatting only. Inserted adoption reference date: <i>11 October 2011 and document control.</i>	18/10/2013
2.0	Manage Governance & Risk Management	<i>Amended and re-adopted by Council. Report Item CSF159.</i> <ul style="list-style-type: none"> <li><i>Clause 1. Policy Statement. Amended to align to align with Code of Conduct.</i></li> <li><i>Clause 3. Review. Amended to read: his policy must be reviewed every two years after a general Local Government election, or earlier if Council consider it necessary.</i></li> <li><i>Legislative reference to meeting procedures updated to Standing Orders.</i></li> </ul>	28/04/2015
2.1	Manager Governance & Risk	<i>Amended:</i> <ul style="list-style-type: none"> <li><i>Appended with objective;</i></li> <li><i>Scope amended to acknowledge that participation in administrative investigations is voluntary.</i></li> <li><i>Definition of the Local Governments Standards Panel included.</i></li> <li><i>Proposed Council actions modified.</i></li> <li><i>Included reference to City Policy: Dealing with difficult customers</i></li> </ul> <p><i>Prepared for review by Council Committee.</i></p>	16/02/2017

## **Council Policy & Procedure – Handling of Complaints By or Against the Chief Executive Officer**

### **Objective**

1. The objective of this policy is to establish clear guidelines and procedures for handling of complaints by or against the Chief Executive Officer.

### **Policy Statement**

2. Allegations made by or against the Chief Executive Officer of the City of Albany will be independently, transparently and promptly addressed and have regard to the principles of fairness, equity and natural justice.

### **Scope**

3. This policy applies to Council in its management of complaints by or against the Chief Executive Officer of the City of Albany.

### **Legislation Relating to this Policy**

4. The following documents support and compliment this policy and procedure:
  - Local Government Act 1995 (WA);
  - Occupational Safety and Health Act 1994 (WA);
  - Public Interest Disclosure Act 2003 (WA);
  - Council Policy: Employee Code of Conduct (City of Albany Code of Conduct for Elected Members, Committee Members, Volunteers and Staff);
  - [City Policy: Dealing with difficult customers](#); and
  - Chief Executive Officer's Contract of Employment.

### **Review Position and Date**

5. This policy must be reviewed every two years after a general Local Government election, or earlier if Council considers it necessary.

### **Complaint Handling Procedure**

6. Council will appoint a standing panel of two persons independent of Council and the City of Albany to have available to it a person to investigate and assess allegations made by or against the Chief Executive Officer.
7. The Chief Executive Officer is entitled to representation during any investigation.
8. The appointed assessor:
  - Will make enquiries into any allegations including enquiries to determine particular factual matters;
  - Reporting their findings and the reasons for those findings, in writing to Council and the Chief Executive Officer. Where possible, such report, were possible, will be given within four weeks of the allegation.
9. The appointed assessor may recommend that Council take disciplinary action against the Chief Executive Officer. Such disciplinary action may range from counselling, a formal warning letter or, in more serious cases, summary dismissal.

<b>Document Approval</b>			
<b>Document Development Officer:</b>		<b>Document Owner:</b> <i>(Member of EMT)</i>	
Manager Governance & Risk		Executive Director Corporate Services	
<b>Document Control</b>			
<b>File Number - Document Type:</b>	CM.STD.7 – Policy CM.STD.8 – Procedure		
<b>Synergy Reference Number:</b>	NP1120011_3		
<b>Meta Data: Key Search Terms</b>	Complaint handling, natural justice, mediation.		
<b>Status of Document:</b>	Council decision: Prepared for review.		
<b>Document file details:</b>	Location of Document: Extranet		
<b>Quality Assurance:</b>	Chief Executive Officer, Executive Management Team, Council Committee, and Council.		
<b>Distribution:</b>	Public Document		
<b>Document Revision History</b>			
Version	Author	Version Description	Date Completed
1.0	EM Business Governance	Adopted by Council OCM 11/10/2011.	11/10/2011
2.0	Manager Governance & Risk	<i>Reviewed and re-adopted by Council. Report Item CSF159, no changes made.</i>	28/04/2015
2.1	Manager Governance & Risk	<p><i>Amendment:</i>  <i>Minor formatting and simplified language used:</i>  <i>Review:</i></p> <ul style="list-style-type: none"> <li>• <i>From: This policy must be reviewed on at least a biennial basis.</i></li> <li>• <i>To: This policy and procedure must be reviewed every two years by Council.</i></li> </ul> <p><i>Appended:</i></p> <ul style="list-style-type: none"> <li>• <i>Objective of Policy, being: The objective of this policy is to establish clear guidelines and procedures for handling of complaints by or against the Chief Executive Officer.</i></li> <li>• <i>Updated from reference from Deputy CEO to Executive Director Corporate Services.</i></li> </ul>	05/09/2016
2.2	Manager Governance & Risk	<i>Prepared for review.</i>	16/02/2017



## City Policy – Dealing with difficult customers

### Objective

1. This policy explains how the City of Albany staff will deal with customers who:
  - a. are aggressive complainants;
  - b. are rude, abusive, and harassing complainants;
  - c. cannot be satisfied despite the best efforts of the City;
  - d. constantly raise the same issue with different staff; and/or
  - e. make unreasonable demands on the City where resources are substantially and unreasonably diverted away from its other functions or unfairly allocated (compared to other customers).

### Policy Statements

2. Customer satisfaction is one of City of Albany's values however, at times, a customer's demands or expectations may exceed the City's ability to deliver.
3. As a general rule, when a person approaches the City with a request, application, concern or complaint they first need to be heard, understood and respected.
4. Customer have a right to:
  - a. be given an apology if required;
  - b. be given information or an explanation;
  - c. have action taken to address their concerns or fix their problem;
  - d. have the matter dealt with quickly, fairly and properly;
5. **Customers who cannot be satisfied:**
  - a. Customers who cannot be satisfied include members of the public or groups who do not accept that the City is unable to assist them, provide any further assistance or level of service than has been provided already and/or disagree with the action the City has taken in relation to their complaint or concern.
  - b. If in the opinion of the Chief Executive Officer a customer cannot be satisfied and all appropriate avenues of internal review or appeal have been exhausted and the customer continues to write, telephone, email and/or visit the following actions may be taken:
    - (i) The Chief Executive Officer may write to the customer restating City's position on the matter if necessary and advising that if the customer continues to contact the City regarding the matter, the City may:
      - not accept any further phone calls from the customer;
      - not grant any further interviews;
      - require all further communication to be put in writing; and
      - continue to receive, read and file correspondence but only acknowledge or otherwise respond to it if:
        - the customer provides significant new information relating to their complaint or concern; or
        - the customer raises new issues which in the Chief Executive Officer's opinion warrant fresh action.

- (ii) The Chief Executive Officer shall advise Councillors of a person who is deemed to be 'a customer who cannot be satisfied', the customer's concerns, and any proposed management strategy by City Officers.

**6. Customers who make unreasonable demands:**

- a. Customers who make unreasonable demands include members of the public whose demands on the City start to significantly and unreasonably divert City resources away from other functions or create an inequitable allocation of resources to other customers. Such demands may result from the amount of information requested, the nature or scale of services sought or the number of approaches seeking information, assistance or service.
- b. If in the opinion of the Chief Executive Officer a customer is making unreasonable demands on staff and the customer continues to write, email, telephone and /or visit the offices the following actions may be taken:
  - (i) The Chief Executive Officer may write to the customer advising them of the City's concern and requesting that they limit and focus their requests and that if the customer continues to place unreasonable demands, staff may:
    - not respond to any future correspondence and only take action where, in the opinion of the Chief Executive Officer the correspondence raises specific, substantial and serious issues; or
    - only respond to a certain number of requests in a given period.
  - (ii) If the customer continues to contact staff after being advised of the proposed course of action, the Chief Executive Officer may, after considering representations from the customer, advise the customer that either or both of points 5(b)(i) above will now apply.

**7. Customers who constantly raise the same issue with different staff:**

- a. If in the opinion of the Chief Executive Officer a customer is constantly raising the same issues with different staff or elected members the Chief Executive Officer may notify the customer that:
  - only a nominated staff member will deal with them in the future;
  - they must make an appointment with that person if they wish to discuss a matter; or
  - all future contact with City must be in writing.
- b. The customer may wish to make a formal complaint in accordance with the Customer Service Commitment and Complains Resolution policy.

**8. Customers who are rude, abusive or aggressive:**

- a. The City of Albany will not tolerate or condone intimidating or offensive behaviour toward staff members by members of the public under any circumstances. Any staff member who is the victim of such behaviour may, at their own discretion, report the matter to Police for further action.
- b. Rude, abusive or aggressive behaviour may include rude or otherwise vulgar noises, expressions or gestures, verbal abuse of a personal or general nature, threatening or offensive behaviour, physical violence against property or physical violence against a person.
- c. If in the opinion of any staff member rude, abusive or aggressive comments or statements are made in telephone conversations or in person, the staff member may:
  - (i) warn the caller that if the behaviour continues the conversation or interview/meeting will be terminated;
  - (ii) terminate the conversation or interview/meeting if the rude, abusive or aggressive behaviour continues after a warning has been given.

- d. Where a conversation or interview/meeting is terminated, the staff member must notify the relevant Manager of the details as soon as possible.
- e. If in the opinion of the Chief Executive Officer any correspondence to the City contains personal abuse, inflammatory statements or materials clearly intended to intimidate, it will be returned to the sender and not otherwise acted upon.
- f. Violence, damage to property or threatening behaviour may be reported to police, depending on the severity of the actions.

**9. Documentation and reporting:**

- a. In all of the situations referred to in this policy, adequate documentary records must be made and maintained on the appropriate file.
- b. If an elected member feels that a customer is being difficult in a manner specified in this policy, they may notify the Chief Executive Officer who will consider taking action as per avenues described above.
- c. Where the Chief Executive Officer determines to limit a customer's access in any of the ways specified in this policy, the Chief Executive Officer will advise Councillors as soon as possible of the relevant circumstances and the action taken and forward such advice, where appropriate, to the Department of Local Government and the Western Australian Ombudsman for information.

**Scope**

10. All employees with potential customer interaction.

**Legislative and Associated Documents Relating to this Policy**

11. This policy is complimented by the following documents and resources:

- a. Legislation:
  - *Local Government Act 1995*
  - *Freedom of Information Act 1994*
  - *Public Interest Disclosure Act 2003*
- b. Council Policy Positions:
  - Council Policy: Code of Conduct (Council Members, Committee Members, Staff and Volunteers)
- c. City Administrative Policy Positions:
  - City Policy: Employee Code of Conduct
  - City Policy: Customer Service Commitment and Complaints Resolution
  - City Policy & Guideline: Workplace Violence Handbook
  - City Procedure: Customer Service Emergency Procedure
  - City Procedure: Responding to complaints made by customers about staff
- d. Ombudsman Western Australia Guidelines:
  - Dealing with unreasonable complainant conduct
  - Conducting administrative investigations

**Review Position and Date**

12. This policy and procedure is to be reviewed by the document owner annually.

<b>Document Approval</b>			
<b>Document Development Officer:</b>		<b>Document Owner:</b> <i>(Member of EMT)</i>	
Manager Governance & Risk		Executive Director Corporate Services	
<b>Document Control</b>			
<b>File Number - Document Type:</b>	CM.STD.7 – Policy		
<b>Synergy Reference Number:</b>	NP1659165		
<b>Meta Data: Key Search Terms</b>	Unreasonable, Complaint, Threat, Abuse, Rudeness, Customer, Service Delivery, Review		
<b>Status of Document:</b>	<b>Administrative decision:</b> Approved.		
<b>Document file details:</b>	Location of Document: Intranet		
<b>Quality Assurance:</b>	Chief Executive Officer, Executive Management Team, Customer Services Teams, and Council.		
<b>Distribution:</b>	Internal Document		
<b>Document Revision History</b>			
<b>Version</b>	<b>Author</b>	<b>Version Description</b>	<b>Date Completed</b>
0.1	Manager Governance & Risk	<i>First Draft (v1) prepared for review by Executive Director Corporate &amp; Community Services, prior to seeking internal stake-holder consultation. Modelled of the Devonport City Council policy position, Tasmania.</i>	19/08/2019
0.2	Manager Governance & Risk	<i>First Draft (v2) Amended:</i> <ul style="list-style-type: none"> <li>• <i>General Manager replaced with Chief Executive Officer</i></li> <li>• <i>Included reference to Customer Service Team (North Road) Emergency Procedures</i></li> <li>• <i>Inserted 6a. The City of Albany will not tolerate or condone intimidating or offensive behaviour toward staff members by members of the public under any circumstances. Any staff member who is the victim of such behaviour may, at their own discretion, report the matter to Police for further action.</i></li> </ul>	19/08/2019

<b>Document Revision History (continued)</b>			
<b>Version</b>	<b>Author</b>	<b>Version Description</b>	<b>Date Completed</b>
0.3	Manager Governance & Risk	<p><i>First Draft (v3) Amended:</i></p> <ul style="list-style-type: none"> <li>• <b>Policy statement updated to include:</b> As a general rule, when a person approaches the City with a request, application, concern or complaint they first need to be heard, understood and respected. The need to:                             <ul style="list-style-type: none"> <li>○ have the matter dealt with quickly, fairly and properly;</li> <li>○ be given information or an explanation;</li> <li>○ be given an apology if required;</li> <li>○ have action taken to address their concerns or fix their problem.</li> </ul> </li> <li>• <b>Objective updated:</b> This policy explains how Council will deal with customers who:                             <ul style="list-style-type: none"> <li>○ Cannot be satisfied despite the best efforts of the City;</li> <li>○ Make unreasonable demands on the City where resources are substantially and unreasonably diverted away from its other functions or unfairly allocated (compared to other customers) ;</li> <li>○ Constantly raise the same issue with different staff; and/or</li> <li>○ Are rude, abusive, and harassing complainants;</li> <li>○ Aggressive complainants.</li> </ul> </li> <li>• Appended with reference to WA Ombudsman WA guidelines.</li> </ul>	02/09/2016
0.4	Manager Governance & Risk	<p><i>First Draft (v4) Amended:</i></p> <ul style="list-style-type: none"> <li>• Appended with reference to City Guideline: Responding to complaints made by customers about staff.</li> </ul>	23/09/2016
1.0	Manager Governance & Risk	<p><i>Approved by the Executive as a City Policy position on 21/12/2016, Synergy Reference: NP1659165.</i></p>	19/01/2017

**PROJECT ASSESSMENT SHEET**

This page is for the use of the relevant Local Government Authority to be used for both community and LGA projects. Please **attach copies of council minutes** relevant to the project approval.

<b>Name of Local Government Authority:</b> City of Albany and the Great Southern
<b>Name of Applicant:</b> City of Albany

Note: The applicant's name cannot be changed once the application is lodged at DSR.

**Section A**

The CSRFF principles have been considered and the following assessment is provided:  
(Please include below your assessment of how the applicant has addressed the following criteria)

**All applications**

	Satisfactory	Unsatisfactory	Not relevant
Project justification	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planned approach	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community input	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management planning	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access and opportunity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial viability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-ordination	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential to increase Physical activity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Development applications only**

	Satisfactory	Unsatisfactory	Not relevant
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special Interest Group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Section B**

LGA – priority ranking of this project	
Priority ranking of no of applications received	1 of 1 applications received
Is this project consistent with the	<input type="checkbox"/> Local Plan <input checked="" type="checkbox"/> Regional Plan <input type="checkbox"/> State Plan
Have all planning and building approvals been given for this project?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If no, what approvals are still outstanding?	N/A

**Project Rating** (Please tick the most appropriate box to describe the project)

- A Well planned and needed by municipality
- B Well planned and needed by applicant
- C Needed by municipality, more planning required
- D Needed by applicant, more planning required
- E Idea has merit, more planning work needed
- F Not recommended

**Our whole  
Community wins**

**LGA comments (Required):**

*This project is the first step in thorough planning– analysing the needs and testing the feasibility of a Regional Tennis Centre for the region:*

- a) *The study will review the medium & long term needs of the sport in the Great Southern with recommendations for infrastructure and site requirements.*
- b) *Review the current level of tennis assets and make recommendations for rationalisation.*
- c) *Review and make recommendations on an appropriate governance model and measure economic/social value of a regional tennis centre to the region.*
- d) *Make recommendations for colocation with other sports to ensure a viable and sustainable model.*

*The project It is well needed by the region and Albany.*

*The project has received support from both Tennis West and Tennis Australia.*

*It will provide clear recommendations for the development and future of tennis in the Great Southern.*

Signed  Position Manager Recreation Services Date 14/3/17

Applications for CSRFF funding must be submitted to your Department of Sport and Recreation office by **4pm on the last working day in March**. Late applications cannot be accepted in any circumstances.

**DSR OFFICES**

**PERTH OFFICE**

246 Vincent Street  
Leederville WA 6007  
PO Box 329  
Leederville WA 6903  
Tel: (08) 9492 9700  
Fax: (08) 9492 9711

**PEEL**

Suite 94  
16 Dolphin Drive  
PO Box 1445

**GREAT SOUTHERN**

22 Collie Street  
Albany WA 6330  
Tel: (08) 9892 0100  
Fax: (08) 9892 0199

**GASCOYNE**

4 Francis Street  
PO Box 140  
Carnarvon WA 6701  
Tel: (08) 9941 0900  
Fax: (08) 9941 0999

**WHEATBELT - NORTHAM**

298 Fitzgerald Street  
PO Box 55  
Northam WA 6401  
Tel: (08) 9690 2400  
Fax: (08) 9690 2499

**WHEATBELT – NARROGIN**

Government Offices  
Level 2, 11-13 Park Street  
Narrogin WA 6312

**Our whole  
Community wins**

# lower great southern tennis



Department of  
Sport and Recreation



Gail Watkins

Secretary

PO BOX 538

ALBANY WA 6331

Mob: 0418 952 747

Email: [gail.watkins@bigpond.com](mailto:gail.watkins@bigpond.com)

[www.tenniswest.com.au/lowergreatsoutherntennis](http://www.tenniswest.com.au/lowergreatsoutherntennis)

12<sup>th</sup> March 2017

Sam Stevens  
City of Albany  
PO Box 484  
ALBANY DC WA 6331

Dear Sam

**Re: Lower Great Southern Tennis Association - Letter Of Support For Feasibility Study Into Regional Tennis Centre**

As the President and representative of the Lower Great Southern Tennis Association, I am writing in support of the application by the City of Albany for The Community Sporting and Recreation Facilities Fund (CSRFF) for a feasibility study into building a Regional Tennis Centre.

One completed, a Regional Tennis Centre will provide a fantastic opportunity for AR (Australian Ranking) events to be held in Albany. Event's such as these attract not just Albany and regional players, but also players from around WA, interstate and overseas (along with their families) to the City of Albany which, with no dedicated tennis facility, has not been possible in the past.

The community and economic benefits of being able to hold these type of events is clearly of considerable value to local businesses as well as having the chance to showcase Albany to visiting players and their families.

With the development of a purpose built facility, we will be able to provide ongoing opportunities not only for continued participation in tennis for players of all ages and standards in the greater Albany area, but also create healthy pathways and choices for the youth of Albany with the opportunity to increase junior coaching and training programs at a fully functional tennis centre. An important part of the development of our youth is sport and being able to cater for that need successfully, therefore it is imperative the facilities are modern, functional and are at least equal to, or better, than those in other parts of the state.

At present, there are 3 tennis clubs operating independently in the immediate inner City of Albany area. This is a unique situation in regional WA and is proving to be extremely challenging. The 3 clubs are continuously vying for the same DSR/Government/Royalties for Region's grant and funding opportunities (with little to no success) to maintain 3 separate venues, courts, facilities and infrastructure.



Merrifield Park has 4 courts and is in a total "landlocked" situation with no chance to expand. Lawley Park Tennis Club, with 6 courts is also completely "landlocked" and has a lease agreement with the City of Albany with expires on 31<sup>st</sup> May 2022. Emu Point Tennis Club has 6 courts and have little to no room for expansion.

The 3 clubs each have a very strong and active membership base and all the clubs are at bursting point with none having enough courts to cater for their playing members needs or for coaching and training of junior players to be conducted at any one venue. The merger of the clubs into one dedicated club based at a Regional Tennis Centre is clearly the best outcome.

In addition, none of the 3 clubs have lighting facilities to allow for after hour's event's such as Corporate Tennis, Junior and Senior Pennant competition's, coaching, training or extended social tennis play after dark. With junior players at school during the day and also having other sporting interest's, it is essential that a Regional Tennis Centre have lighting installed to maximize the times that the courts can be used for the above purposes as well as the facility being an inviting and accommodating place for the general public to use at their time and convenience.

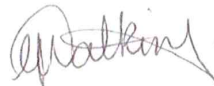
The Lower Great Southern Tennis Association strongly supports this grant application. We look forward to many years of mutual benefits for the City of Albany and the wider community.

Kind regards



---

PHILLIP SHARPE  
PRESIDENT – LGSTA



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GAIL WATKINS  
SECRETARY/RDA - LGSTA  
0418 952 747  
[gail.watkins@bigpond.com](mailto:gail.watkins@bigpond.com)



**Tennis West**  
Victoria Park Drive  
Burswood WA 6100  
PO Box 116  
WA 6100  
T +61 8 6462 8300  
F +61 8 9361 1500  
[www.tennis.com.au/wa](http://www.tennis.com.au/wa)

14 March 2017

Mr Cameron Woods  
Executive Director Commercial Services  
City of Albany  
PO Box 484  
Albany WA 6331

Dear Cameron

**RE: REGIONAL TENNIS CENTRE-LOWER GREAT SOUTHERN**

The City of Albany and the Lower Great Southern Tennis Association are seeking financial support for a regional tennis venue feasibility study.

There numerous tennis venues in the Great Southern Region of Western Australia, none of which are suited to hosting Australian Ranking Tournaments or being considered as a regional centre.

A properly planned regional tennis venue will contribute to the community as a whole. It will also assist the development of tennis players. A regional venue with floodlit courts will extended playing hours and permit the courts to be shared by both club members and social players. Acrylic playing surfaces will enable play to occur year round and provide a preferred surface for player development.

Tennis West supports the City of Albany in its application for a Community Sport and Recreation Facilities Fund grant. As the state sporting association for tennis we have had continuing communication with the City regarding this project and applaud them on their strategic approach to the initial planning phases.

Tennis West would welcome the commissioning of a regional tennis venue feasibility study and will continue to assist all stakeholders with the planning and development of this project.

Yours sincerely,



Graeme Hall  
**Manager Places to Play**

Western Australian  
Tennis Association Inc  
ABN 90 803 634 736  
Trading as Tennis West

## Attachment 2 - TDS & DMS SUMMARY OF PRIORITY ACTIONS 12 month Action Plan



#	AGREED PRIORITY ACTION	TIMING	RESPONSIBLE
1	Seek three elected member group endorsement of TDS (including DMS and logo) at March OCMs	March	3 x CEOs
2	Secure funding for implementation of the DMS and finalise marketing strategy once funding sources are known	March-May	Alliance
3	Undertake EOI process for delivery of visitor servicing across the Amazing South Coast region.	March-June	COA on behalf of Alliance
4	Prepare draft Tourism Advisory Group (TAG) Terms of Reference for Alliance review and endorsement.	April	COA on behalf of Alliance
5	Establish a tourism advisory group (TAG) comprising local tourism and business stakeholders. TAG to provide advice to Alliance for establishing sustainable LTO, reference group for implementation of DMS and TDS.	April	COA on behalf of Alliance
6	Prepare draft 2017/18 Consumer & Travel Trade marketing strategy for Amazing South Coast region for review and endorsement by TAG	April-May	COA on behalf of Alliance
7	Prepare draft Major Events strategy for Amazing South Coast region for review by TAG	June	COA on behalf of Alliance
8	Tourism advisory group to review and implement with Alliance admin support; <ul style="list-style-type: none"> <li>- Provide direction on Industry engagement/sustainable LTO models</li> <li>- Review and implement Consumer and Trade marketing plans</li> <li>- Review and implement Major Events strategy</li> <li>- Implement local industry adoption of ASC branding/logo</li> </ul>	June17-Dec18	TAG with CoA admin support



# Tourism Development Strategy for the Lower Great Southern

PART ONE: Current State Assessment

October 2016



# Table of Contents

## EXECUTIVE SUMMARY

### 1. INTRODUCTION

### 2. SITUATIONAL ANALYSIS

- Visitor Market and Outlook
- Tourism Organisations
- Infrastructure
- Events
- Accommodation
- Tourism Products

### 3. SUMMARY



Version	Reviewed by	Date
1.0	Cameron Woods and Matt Bird	17/10/16
2.0	Cameron Woods and Matt Bird	12/12/16
Final	Lower Great Southern Economic Alliance	15/12/16

# Current State Assessment (1/2)

The following key observations were compiled through interviews with key stakeholders, a desktop review of key documents and analysis of data provided by stakeholders.

Tourism Element	Key Observations
<b>Visitor Market Overview</b>	<p>The Lower Great Southern (LGS) has experienced a steady growth in visitor numbers at 7% (average annual growth rate). Visitor nights has also increased by almost 1 million between 2010/11 and 2015/16. However, the LGS is losing market share in visitor nights to the Margaret River Region.</p> <ul style="list-style-type: none"> <li>• LGS visitors are predominantly families (41%) and are mainly from intrastate sources (78%).</li> <li>• Most visitors come for holiday purposes (67%) with the same amount of business visitors as the Margaret River Region (6%).</li> <li>• There is a significant marketing gap in terms of visitor knowledge around what the region has to offer. For the intrastate market the greatest motivator is the natural scenery and the largest barrier is the time it takes to get there from Perth<sup>1</sup>.</li> </ul>
<b>Tourism Organisations</b>	<p>Destination Marketing and visitor servicing is fragmented (with minimal coordination) across the region, and limited resources for impactful marketing. There is also a duplication of members and stakeholder engagement among the destination marketing organisations:</p> <ul style="list-style-type: none"> <li>• With the LTOs lacking critical mass in market, optimised funding models and insufficient coordination of effort; coupled with ASW having a broad remit, an opening for the formation of a new destination marketing model is created.</li> <li>• There is a lack of coordination and joint marketing from the two existing LTOs in the region, presenting an opportunity for a single entity.</li> <li>• Marketing lacks scaled and certain investment in an environment of increasing competition :             <ul style="list-style-type: none"> <li>• There is a heavy reliance on local government funding that places sustainability and consistency at the mercy of changes among the Councillors.</li> <li>• Funding opportunities from natural assets is not available as is the case in Margaret River.</li> <li>• The financial contribution that potential visitor attraction assets (such as retail outlets and Discovery Bay) can make to ongoing marketing is subject to further assessment.</li> <li>• Alternative sources of funding such as differential rates and a restructure of State government funding for RTOs should be explored.</li> </ul> </li> </ul>
<b>Events</b>	<p>The region lacks a drawcard event for which it is renowned - most of the events held in the region will be attractive to visitors when they arrive but will not attract them to come at scale.</p> <ul style="list-style-type: none"> <li>• Out of a total of 362 events over 2015, approximately 173 events have the potential to attract visitors to the region, mostly from intrastate. The remaining events are likely to be attended by visitors already in the region (as well as community) but are unlikely to be the main purpose of visit.</li> <li>• Many of the events on the calendar are not pitched at the primary market of families<sup>2</sup>.</li> <li>• There is potential for the Adventure XPD event to become an iconic event for a niche market.</li> <li>• While it is acknowledged that there are a number of attractions and activities on offer pre and post conference or business event, there is a lack of suitable accommodation for business visitors.</li> </ul>

■ Notes:



1. Source: TNS Albany Identity Presentation provided by Tourism WA: Understanding the Albany Region's Identity and Appeal (2015)
2. Source: The Lower Great Southern Region Destination Marketing Strategy November 2016
3. Source: The Western Australian Tourism Work Atlas: WA Tourism Employment and Business Atlas (Tourism Council WA publication)

# Current State Assessment (2/2)

Tourism Element	Key Observations
<b>Infrastructure</b>	<p><u>Road</u></p> <p>One of the perceived biggest barriers to visitation in the region is the time and distance it takes to travel by road. Albany is approximately 4.5 hours and a 421 km drive from Perth by car (the direct road down, Albany Hwy, has 90 overtaking lanes).</p> <ul style="list-style-type: none"> <li>• The number of freight vehicles travelling on Albany highway is expected to increase significantly in the future due to growth in grain, hay and livestock industries. This may make the drive to Albany more stressful and less safe for tourists.</li> <li>• A dual carriage way for most of the journey to Albany would help to make the drive less stressful but current traffic volumes don't warrant this.</li> </ul> <p><u>Port</u></p> <ul style="list-style-type: none"> <li>• Growth of spend from cruise visitors will be dependent on ability to get visitors to paid attractions or services that are not available on board the ship.</li> <li>• The average spend per passenger is \$56.65 at the Albany Port, compared to \$143.03 at the Broome Port<sup>2</sup>. This may be attributed to the general cost of tours and entry fees being higher in Broome.</li> <li>• Visitors are shown a good level of hospitality once arriving at the port, with staff from the visitor centre there ready to meet and greet, and to provide information and directions, however there are improvements that can be made in terms of wayfinding.</li> </ul> <p><u>Air Travel</u></p> <ul style="list-style-type: none"> <li>• Only 8% of leisure visitors to Albany arrive by air with air travel dominated by those travelling for business purposes. However, business travellers should be marketed to and encouraged to bring along their families.</li> <li>• From a leisure perspective access by air is cost prohibitive when compared with other WA destinations:             <ul style="list-style-type: none"> <li>• Without an increase in demand driven through population increase in the region, this is unlikely to shift materially.</li> <li>• There is a lack of choice and competition in air travel, with only one operator to choose from in a regulated market.</li> <li>• The airline can rely on business travel for most of the year but not over the peak leisure period of Dec and Jan. This creates a marketing opportunity.</li> <li>• The quality of hotel infrastructure in the region may limit the desire to travel by air.</li> </ul> </li> </ul>
<b>Accommodation</b>	<p>A well-recognised and major issue is the undersupply of 4-5 star hotels in the region and a lack of a professional large capacity hotel provider:</p> <ul style="list-style-type: none"> <li>• Strengthen and prioritise the Middleton Beach and Waterfront hotel precincts through identifying opportunities for government intervention and incentive. These hotel developments will also enhance opportunities to package accommodation and flights to drive down the price of airfares.</li> <li>• There is a good range of accommodation options available for the family segment.</li> <li>• Nature based campsites and Caravan Parks are becoming more popular.</li> <li>• Air BnB will continue to grow and while it will impact on traditional booking models and accommodation providers it may also tap into new markets and grow the size of the visitation economy.</li> <li>• There is an increased focus on developing accommodation for students. Although niche, this is important due to the strong ties between leisure and education.</li> </ul>
<b>Tourism Products</b>	<ul style="list-style-type: none"> <li>• The region has a strong advantage over other locations in the state through products such as The Gap and Natural Bridge, Albany Heritage Park, The Tree Top Walk and The Granite Skywalk.</li> <li>• Of the top 20 tourist attractions in Western Australia<sup>1</sup>, the lower great southern region has three.</li> <li>• The awareness of the specific quality of tourism offerings is low among the intrastate market.</li> <li>• There is a gap in terms of manmade attractions (e.g. small scale rides, mazes etc.) that will appeal to the family segment.</li> <li>• The lifestyle motivation (move to Albany for a quiet life) and conservative demographic are stated as barriers to the development of tourism product.</li> </ul>

1. According to Trip Advisor

# 1 INTRODUCTION





# Background and Purpose

The purpose of the Tourism Development Strategy is to outline recommendations and strategic actions required to increase visitation to the Lower Great Southern area and in turn increase spend in the region.

This is an important time for tourism in Western Australia and indeed the role it plays in driving the state economy. The mining boom witnessed significant investment in accommodation, supporting industries such as retail, hospitality, public space and cultural attractions across the state, which the tourism industry can now take advantage of.

Within this macro opportunity, the region defined by the collective boundaries of the three local government authorities of the City of Albany, Shire of Denmark and Shire of Plantagenet (Lower Great Southern) has enormous potential; its pristine coastline, national parks harbouring some of the world’s rarest species, outstanding wineries and abundance of outdoor activities and distinct heritage.

To realise its full potential and achieve sustainable tourism growth across the region, The Lower Great Southern Economic Alliance was formed in 2016 (a partnership between the City of Albany, Shire of Denmark and Shire of Plantagenet). The Alliance, with the support of Tourism WA and the Great Southern Development Commission, have prepared this Tourism Development Strategy to establish a clear vision, goals, strategic actions and mechanisms for successful implementation.

In parallel to the Tourism Development Strategy, a Destination Marketing Strategy has been developed and visitor destination branding has been assessed. The new brand and name for the Lower Great Southern is ‘The Amazing South Coast’, which will be referred to in this report.



*Geographical Scope of the Tourism Development Strategy*

# Two Part Report

The Tourism Development Strategy has been developed from a current state assessment of tourism in the Lower Great Southern region.

In October 2016, extensive research was conducted on tourism in the Lower Great Southern region (collective boundaries of City of Albany, Shire of Denmark and Shire of Plantagenet), across tourism organisations, visitor servicing, accommodation, infrastructure, events and tourism products. This assessment was conducted through desktop research, one on one consultation with key industry stakeholders across the region<sup>1</sup> and analysis of key trends, issues and opportunities impacting the region. The findings were used to guide the development of a Tourism Development Strategy for the region.

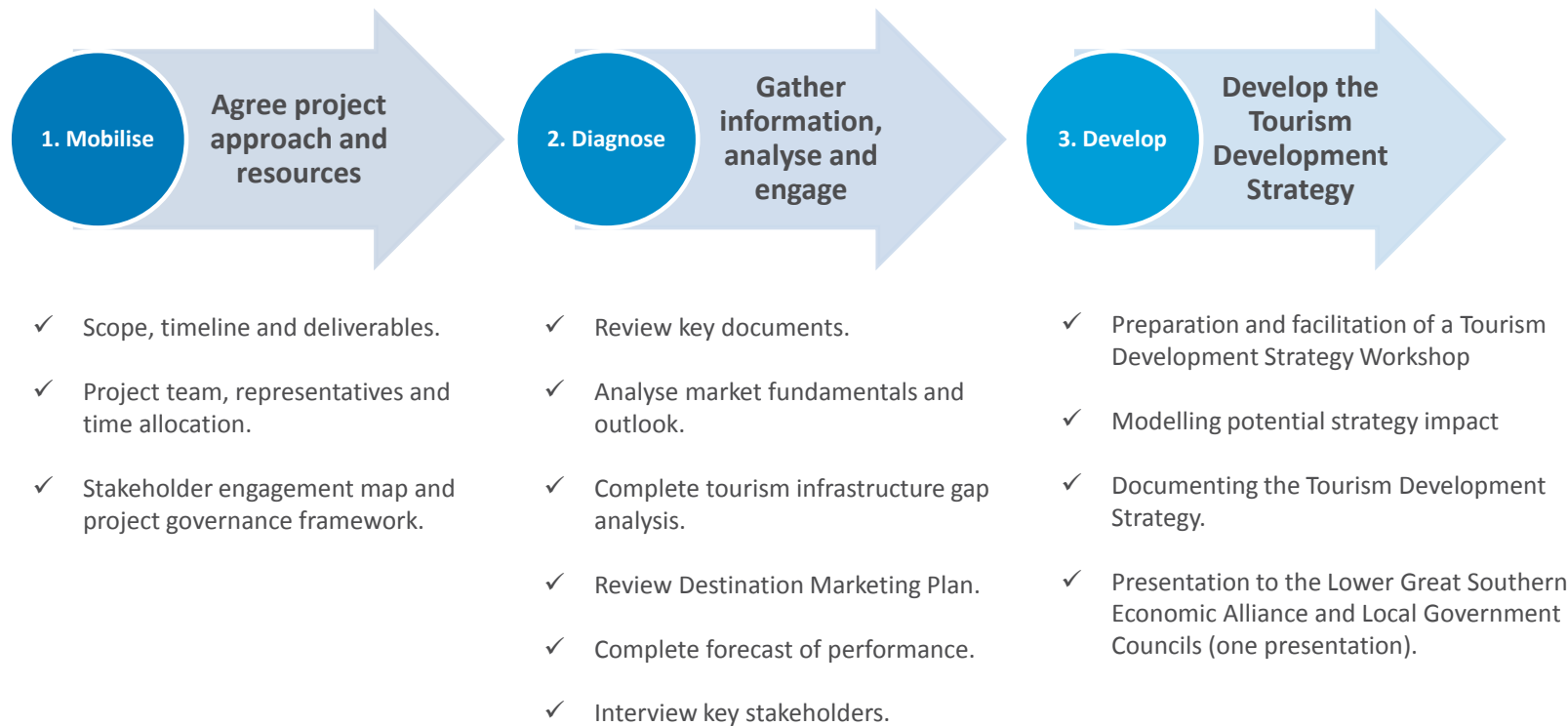
The final Tourism Development Strategy report is made up of two parts (two documents):

- **Part One: Current State Assessment** – a summary of the current state of tourism in the Lower Great Southern region. The executive summary of this report can be found on the following pages. For the detailed report, please refer to the part one document.
- **Part Two: The Strategy**– The contents of this document contains the strategic focus areas and objectives required to meet the strategic vision and goal for the region.



# Project Approach

The chart below highlights the project steps that were taken in developing the strategy:



# 2 SITUATIONAL ANALYSIS




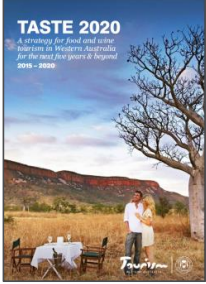
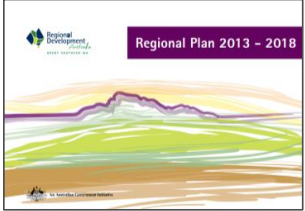
# Tourism Industry Assessment Model

The Tourism Industry Assessment Model has been used to guide the current state assessment, covering off the key six components of tourism.



# Strategic Alignment

The following key strategies for the region have been reviewed to ensure consideration and alignment with the Tourism Development Strategy for the Lower Great Southern.

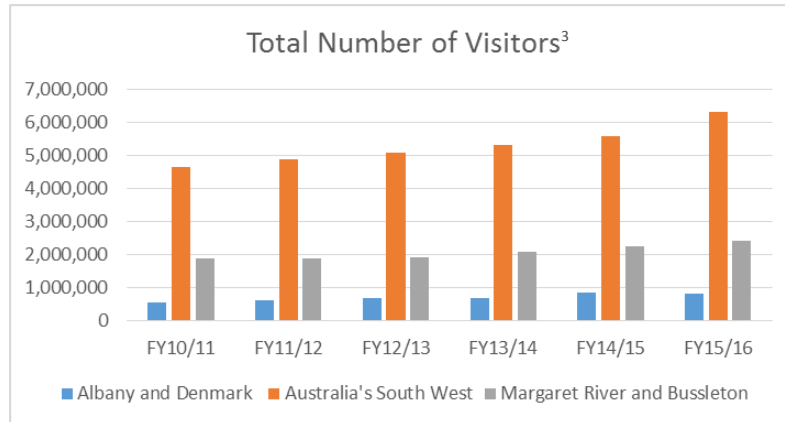
Strategy	Key Tourism Initiatives	
<p><b>Great Southern Development Commission Regional Investment Blueprint</b></p>	<ul style="list-style-type: none"> <li>The most relevant aspect of this blueprint is Transformational Project Six: Destination of Natural Choice                             <ul style="list-style-type: none"> <li>Focuses on enhancing National Parks, attracting investment to the Albany Waterfront, improving the Middleton Beach precinct, developing cultural and heritage assets, setting up regional wine trails and hubs, expanding festivals and event programs, linking cultural and biodiversity trails, setting up a south coast subregional tourism body and improving tourism amenity and safety management.</li> </ul> </li> </ul>	
<p><b>Tourism WA: Taste 2020, A Strategy for Food and Wine Tourism</b></p>	<p>Great Southern key culinary tourism experiences:</p> <ul style="list-style-type: none"> <li>Branding and marketing of food and wine offering</li> <li>Development of iconic festivals and events</li> <li>Develop and expand Taste Great Southern as the regions premier culinary event</li> <li>Growth in commercial fisheries</li> <li>Focus on connecting to Asian markets</li> </ul>	
<p><b>Regional Development Australia: Great Southern Regional Plan 2013-2018</b></p>	<ul style="list-style-type: none"> <li>Strengthen regional tourism marketing and coordination to develop destination branding and maximise tourism opportunities:                             <ul style="list-style-type: none"> <li>Interpretive infrastructure enhancements at Mt Clarence and Mt Adelaide</li> <li>Scenic feature at Mt Barker Hill</li> <li>Breaksea Island Upgrade</li> <li>Formation of Destination Marketing Alliance</li> <li>Stirling Ranges interpretation and information hub</li> <li>Albany Waterfront Hotel</li> </ul> </li> </ul>	

# 2.1 VISITOR MARKET OVERVIEW



# Overall Visitor Performance

The Lower Great Southern experienced a steady growth in visitor numbers at 7% (AAGR) and visitor spend has increased by over \$100m from 2010/11 to 2015/16.



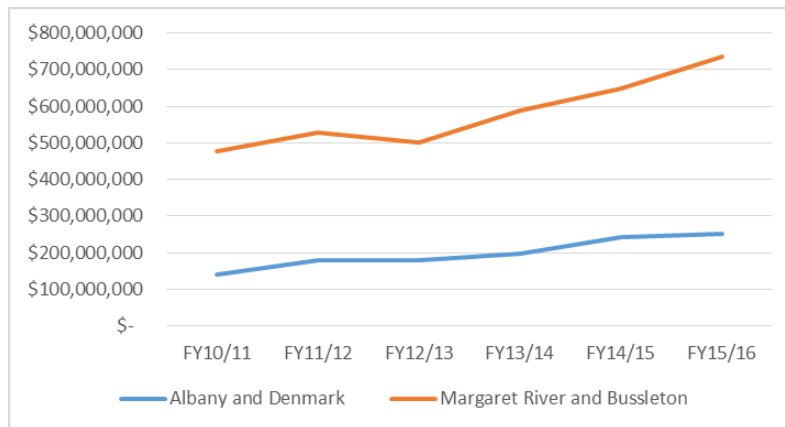
### Key Observations:

#### Number of Visitors

- LGS visitor numbers grew from 560,000 to over 835,000 from 10/11 to 15/16.
- During the same period, Margaret River Region grew visitor numbers from 1.8m to 2.4m. (10% AAGR)
- LGS share of ASW visitors has increased slightly from 12% to 13% across this time.

#### Visitor Spend

- LGS visitor spend grew from \$141m to \$251.3m from 10/11 to 15/16 (11% AAGR).
- During the same period, Margaret River Region grew visitor spend from \$476m to \$734m (14% AAGR).
- The average spend per visitor for Australia's South West in FY15/16 was \$301. This has grown from \$252 since 2010.
- Nb: Both data sets do not include the Shire of Plantagenet as the sample size is too small. The estimated visitation spend from 2013 to 2015 is \$26m per year.



■ Notes:

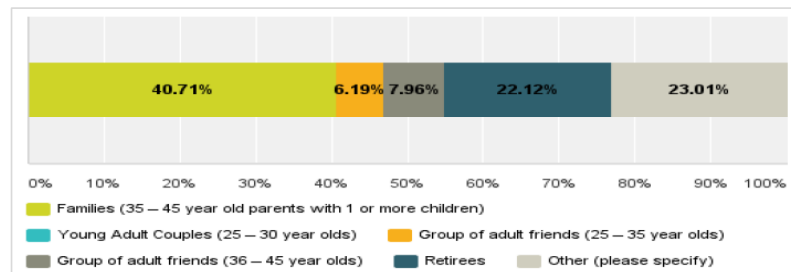


1. Source: Tourism Research Australia, International and National Visitor Survey, as analysed by Tourism Western Australia.
2. Margaret River Region includes Shire of Augusta-Margaret River and City of Bussleton
3. Does not include daytrips to Denmark as the sample size is too small, does include Albany daytrips. Also does not include Plantagenet due to sample size (est 103,600 per year 2013-2015)
4. Figures for Plantagenet are an estimate only and can only be provided for 2013-2015 as the sample size is too small

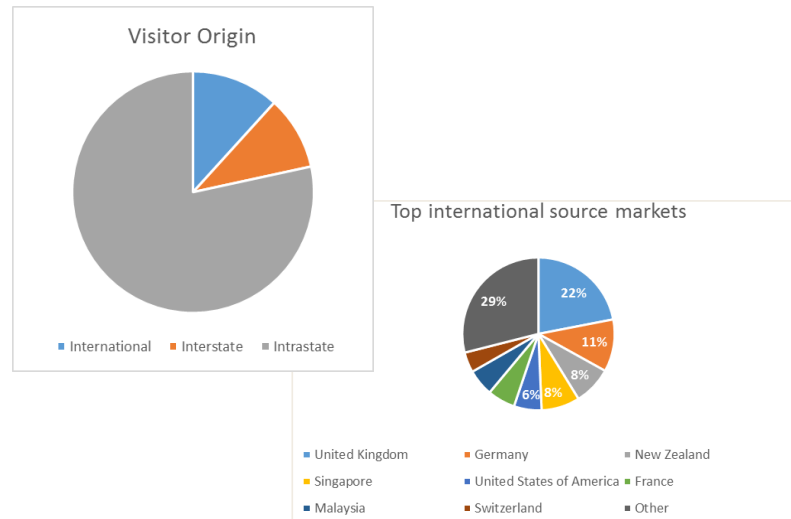


# Visitor Profile

The majority of visitors to the Lower Great Southern region are from intrastate and are families.



Source: Marketforce - The Lower Great Southern Region DMS Brand Development Report

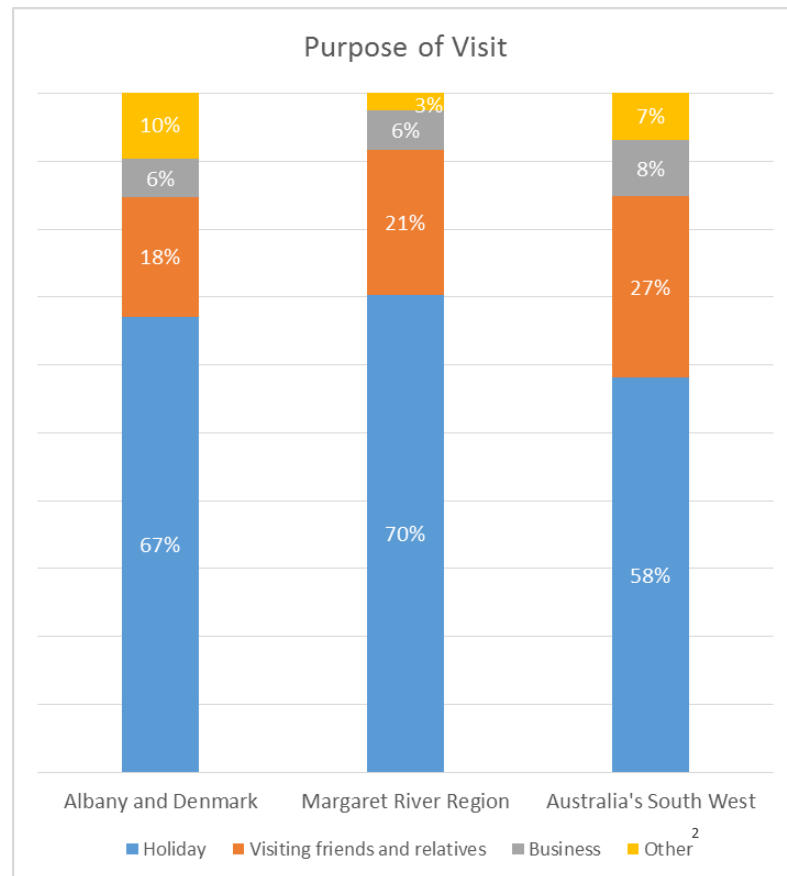


### Key Observations:

- The Destination Marketing Strategy<sup>4</sup> identified that over 40% of visitors to the LGS are families. This group can be broken down into two types of family segments:
  - Nature Families - Parents with children under 18 in the household. Prefer to holiday where they can see nature or be in a natural setting. Based in the Perth area.
  - Active Families - Parents with children under 18 in the household. We're always very active on holidays. On holidays I don't like to do as little as possible. Based in the Perth area.
- The main visitors to the region are from intrastate at over 78% with just 22% of visitors arriving from either interstate or international sources.
- This breakdown matches that of the Margaret River region and other regional WA destinations.
- Out of the 12% of international visitors, most are from the United Kingdom.

# Purpose of Visit

The majority of visitors to the Lower Great Southern region are visiting for leisure purposes and staying in the region over 5.5 days.



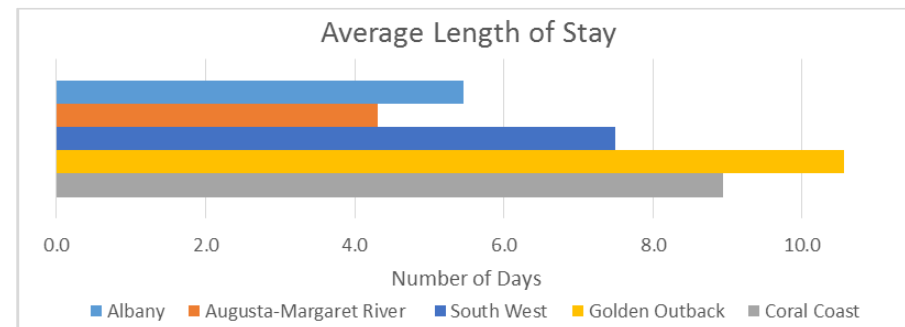
### Key Observations:

#### Purpose of Visit

- Of the total number of holiday visitors to Australia’s South West, Albany receives 17% of these
- 67% of visitors to Albany and Denmark come for holiday purposes and 18% for VFR.
- ‘Other’ refers to mostly employment and education for International visitors, while for domestic visitors it’s made up of a variety of reasons including personal appointments, attending a funeral, medical appointments etc.

#### Length of Stay

- On average, visitors to the region are likely to stay for 5.5 days. This is longer than Augusta-Margaret River region (at 4.3 days). It is likely that this is due to the distance from Perth.

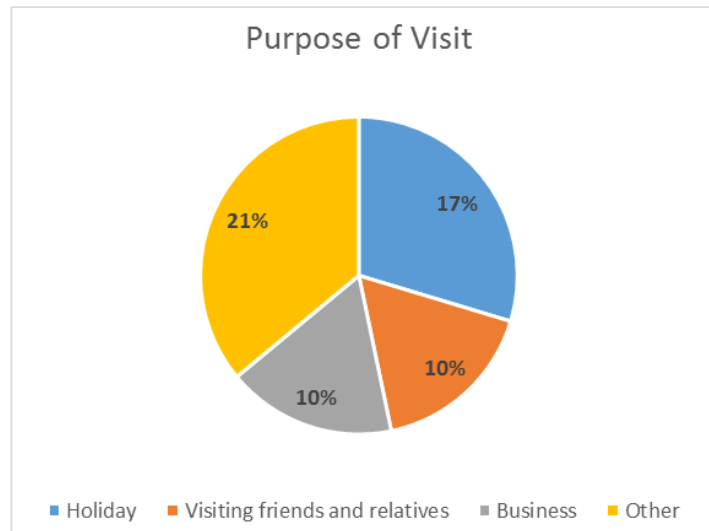


Notes:

1. Source: Tourism Research Australia, International and National Visitor Survey, as analysed by Tourism Western Australia.
2. ‘Other’ refers to mostly employment and education for International visitors, while for domestic visitors it’s made up of a variety of reasons including personal appointments, attending a funeral, medical appointments etc.

# Business Visitation

While it is acknowledged that there are a number of attractions and activities on offer pre and post conference or business event, there is a lack of suitable accommodation for this type of visitor.



*“Aggressive promotion is required – Bunker Bay, Smith’s Beach and Cable Beach are good examples of this”.*

## Key Observations

### Conference / Business Event Space:


- The Albany Entertainment Centre is a state of the art facility and can accommodate up to 618 people in a seated capacity for a conference or business events
- Although the Entertainment Centre provides some space for business events, there is a lack of break out areas available and there is no flat floor space suitable for an exhibition.
- There are a number of other venues (13) in the region that advertise event space but most are not suitable for a business event.

### Accommodation:

- The biggest barrier to attracting more business events to the region is the lack of 4-5 star accommodation that is suitable for the business traveller
- There is a site available for development next door to the Entertainment Centre which would be suitable for this kind of accommodation. The Waterfront lot have recently been sold, but have sunset clauses that require action to be taken within a certain timeframe or they return to Landcorp. The developers in the very early stages of developing plans for the site<sup>2</sup>.
- There is an available block on the other side of AEC available for development of an additional big event facility.

### Flights:

- The availability of flights to and from Albany can also be a barrier to attraction of business events to the region.


**Churchill**  
 CONSULTING

**Notes:**  
 1. Source: Interview with Perth Convention Bureau and Purpose of Visit numbers provided by Tourism WA  
 2. Source: Manager Building and Engineering Services, City of Albany.

# Education Visitation

There is an increased focus on developing accommodation for students. This is important due to the strong ties between leisure and education.

## Key Observations

### Regional Visions:

- An initiative within the Great Southern Regional Investment Blue print is to have a ‘vibrant tertiary education sector’ hosting over 3000 full time equivalent students by 2040, with 30% being from overseas<sup>1</sup>.

### Value of Education on Tourism:

- There is a trend in destination marketing toward integrated models where education and business tourism are promoted alongside leisure<sup>3</sup>.
- Students themselves do not spend many dollars in the region but an impact on spend can be made when families and friends come to visit.
- The value of education in a regional area needs to be measured with a clear KPI (is it to increase visitation or increase the dollars spent).

### Offering in Albany<sup>2</sup>:

- Albany offers almost all the amenities of a large city without the hustle and bustle which can be appealing to many students, particularly for science or agricultural degrees as Albany is a biodiversity hotspot.
- Most of the international and Perth students come for a semester or a year to experience regional living. The university packages up tours around the region to entice students to come down.
- Course attendance can be limited due to the availability of staff in the region.
- The Lower Great Southern Housing Association has recently received \$14m<sup>2</sup> grant from UWA to develop student accommodation.
- Great Southern Grammar offers a boarding house for secondary students whose families may spend money in the region.
- To increase growth in the region, focus should be on creating niche markets, for example:
  - Partnering with English language schools to do part of curriculum in Albany (not in the classroom)
  - Sister school opportunities for Secondary education providers in Japan and China
  - Study abroad opportunities for European students

*“Many international students haven’t heard of Perth, let alone Albany”.*

*“Focus should be on making Albany a place that makes WA more exciting to attract students to Perth and then disperse down to Albany for a semester”.*

*“Studying in Albany provides a unique and rewarding alternative to the big-city campus experience”.*

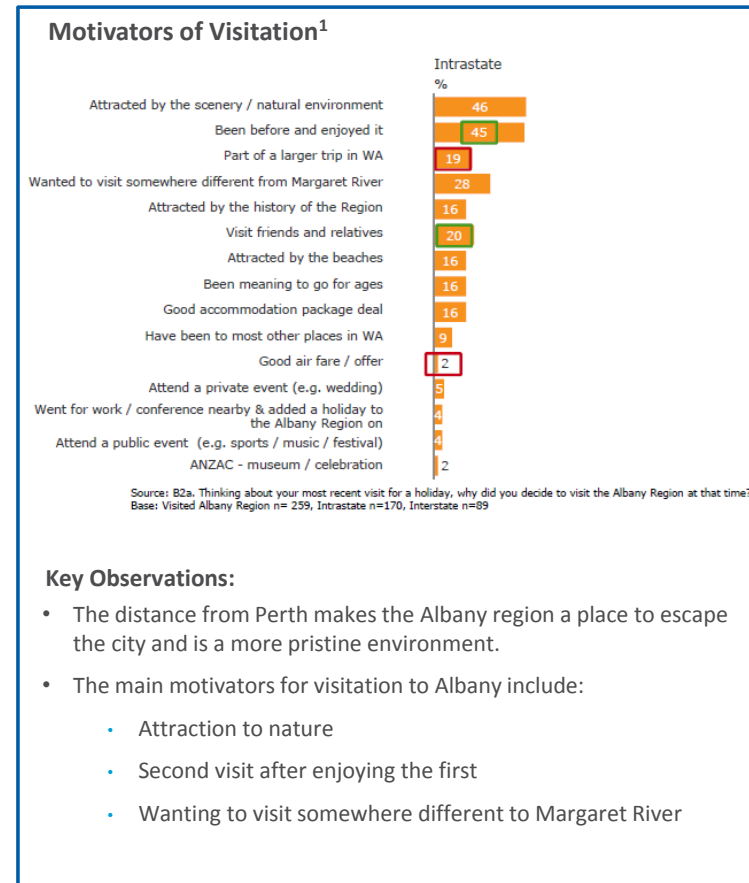
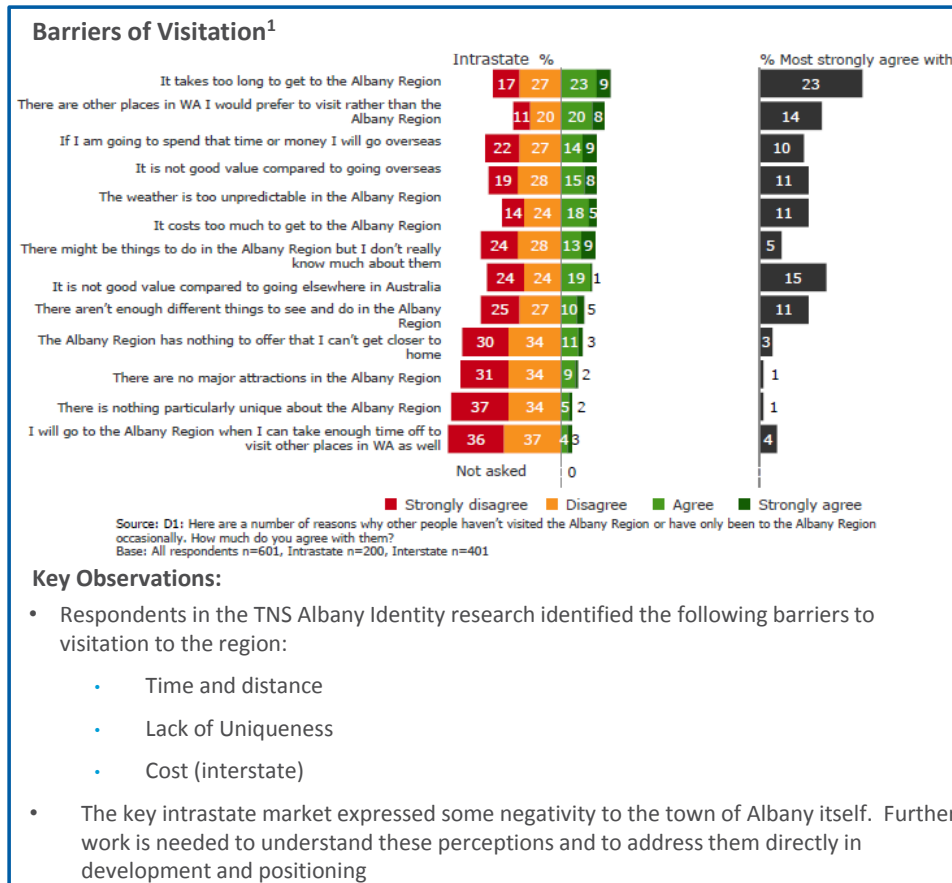
### Barriers to Education Visitors:

- Distance from Perth can be a limiting factor, particularly in getting tutors and professors to the region.
- Internet coverage is poor, making it difficult for students to access online materials required for completion of courses.
- Marketing and branding of courses externally is challenging.

■ Notes:  
 1. Source: Great Southern Regional Investment Blueprint Overview  
 2. Source: Stakeholder interviews  
 3. Source: Churchill analysis done for the Destination Perth Marketing project for Tourism WA

# Barriers and Motivators of Visitation

Time and cost, and a lack of knowledge, are the strongest barriers to visitation and the strongest motivator is the scenery and natural environment.



# Implications for the Strategy

Key visitor market findings to be considered in the development of the strategy include the following:

## Key Observations

- The LGS region has had modest growth and declining market share in the ASW region
- There is no clear overarching target established for either visitor nights or spend against which to galvanise action
- LGS visitors are predominantly families (41%) and are mainly from intrastate sources (78%)
- Most visitors come for holiday purposes (67%) with the same amount of business visitors as the Margaret River Region (6%)
- There is a significant marketing gap in terms of visitor knowledge around what the region has to offer. For the intrastate market the greatest motivator is the natural scenery and the largest barrier is the time it takes to get there from Perth.

## Strategic Implications

- The TDS must clarify an overarching goals for the region in both visitor spend and numbers. This must address the declining market share
- The strategy should focus on the dominant intrastate market and the family visitor segment, however, the niche strategies can be employed for other segments where there is a competitive advantage.
- Directly address negative perceptions of the areas through both visitor experience and marketing endeavours. This should include the key inhibitors such as travel time.
- A specific focus on increasing the number of business visitors has potential to lift total visitation to the region.

■ Notes:

# 2.2 DESTINATION MARKETING OF THE REGION



# Destination Marketing Organisations

There are a number of different bodies that market a destination at each stage of the visitor journey.



**Note:** the journey is not this linear and typically involves lots of variations/iterations but this framework helps to understand the basic journey and organisations involved.



# Destination Marketing Bodies

There is minimal coordination of destination marketing across the region, but the formation of the Lower Great Southern Economic Alliance represents a positive step towards this.



**Tourism Western Australia:**

- Promotes WA to Australia and overseas

**Australia's South West:**

- Promotes the South West to WA, Australia and overseas
- Partners closely with Tourism WA to promote the region

**Mount Barker Visitors Centre:**

- Promotes the Mount Barker region to WA and Australia

**Denmark Tourism Incorporated:**

- Promotes the lower great southern region to WA and Australia
- Runs the Denmark Visitors Centre

**Discover Albany Foundation:**

- Promotes the lower great southern region to WA and Australia

**Great Southern Development Commission:**

- The Great Southern Regional Investment Blueprint discusses the transformation project, 'Destination of Natural Choice', with 11 tourism initiatives.

**Lower Great Southern Economic Alliance:**

- Partnership between The City of Albany, Shire of Denmark and Shire of Plantagenet focussed on furthering the economic development and future prosperity of the region

**City of Albany:**

- Promotes the lower great southern region to WA and Australia through the brand 'Amazing Albany'
- Runs the Albany Visitors Centre

# 2.2.1 LOCAL TOURISM ORGANISATIONS



# Local Tourism Organisations - Overview

The strategy and brief business overview for each organisation is summarised below:

	Discover Albany Foundation	Denmark Tourism Inc.
<b>Strategy (Purpose &amp; Vision)</b>	<p><b>Vision:</b> TBD</p> <p><b>Strategic Themes:</b> TBD</p>	<p><b>Vision:</b> to develop, market and manage a sustainable tourism industry which contributes to the economic wellbeing and promotion of Denmark's character and lifestyle to the benefit of DTI members, the community and visitors</p> <p><b>Strategic Themes:</b></p> <ol style="list-style-type: none"> <li>1. To retain the low key level and natural character of the 'natural environment' tourist sites.</li> <li>2. Support the protection of National Parks and eco-tourist style developments which introduce natural environment interaction and learning, in a similar manner as the Tree Top Walk.</li> <li>3. Access to Denmark's iconic tourist locations via the provision of good roads as outlined in Tourism WA's Tourism Development Priorities.</li> <li>4. Encourage new tourist developments to employ a sustainable approach with their developments and a desire to establish a tourism industry that supports and enhances the local community, protects its environment and generates economic benefit.</li> <li>5. Embrace new tourism attractions and/or developments which achieve the objective above as they bring investment and employment into the area.</li> <li>6. To protect the longevity of tourist uses through appropriately zoned sites which contain flexibility for new development or extensions of existing developments to proceed.</li> <li>7. To consider low key, low density tourist accommodation proposals near to identified strategic tourism sites.</li> <li>8. To maintain the ability under the town centre zoning for appropriate tourist uses and tourist accommodation to locate in the town centre.</li> </ol>
<b>Business Overview</b>	<p>Discover Albany Foundation (DAF), is The Local Tourism Organisation (LTO) for Albany and the surrounding regions. It is the collective voice of the Albany Tourism Industry, for the distinct purpose of destination marketing of Albany and the Great Southern region.</p> <p>DAF has been established as a not-for-profit Company Limited by Guarantee. The Board comprises of committed tourism business operators in the Great Southern; they seek to provide a sustainable, long term direction and support and operation of destination marketing for the Region. In essence, this is to be 'for the industry by the industry'.</p>	<p>Denmark Tourism Incorporated (DTI) is a pro-active not-for-profit association with over 230 members drawn from businesses, individuals and organisations committed to growing the tourism industry. DTI is responsible for the operation of the Denmark Visitor Centre and Great Southern Tourism Events.</p> <p>DTI's business arm, Great Southern Tourism Events (GSTE), subscribes to the notion that events complement tourism and build and stabilise visitation contributing significantly to the local economy. GSTE was created to capitalise on this opportunity. Taste Great Southern was the inaugural and highly successful event of GSTE. Into the future, GSTE will develop and deliver a strong events calendar for destination Denmark to the benefit of DTI members, the community and visitors.</p> <p>DTI runs the Denmark Visitor Centre, the tourism hub of Denmark, located at 73 South Coast Highway. The Visitor Centre provides information to visitors and <b>free</b> bookings for accommodation, tours and attractions.</p>

■ Notes:

1. Source: Amazing Albany Marketing Guide 2016/17 and Shire of Denmark Local Planning Strategy 2011

# Local Tourism Organisations - Governance

The Board composition and constitution for each organisation is summarised below:

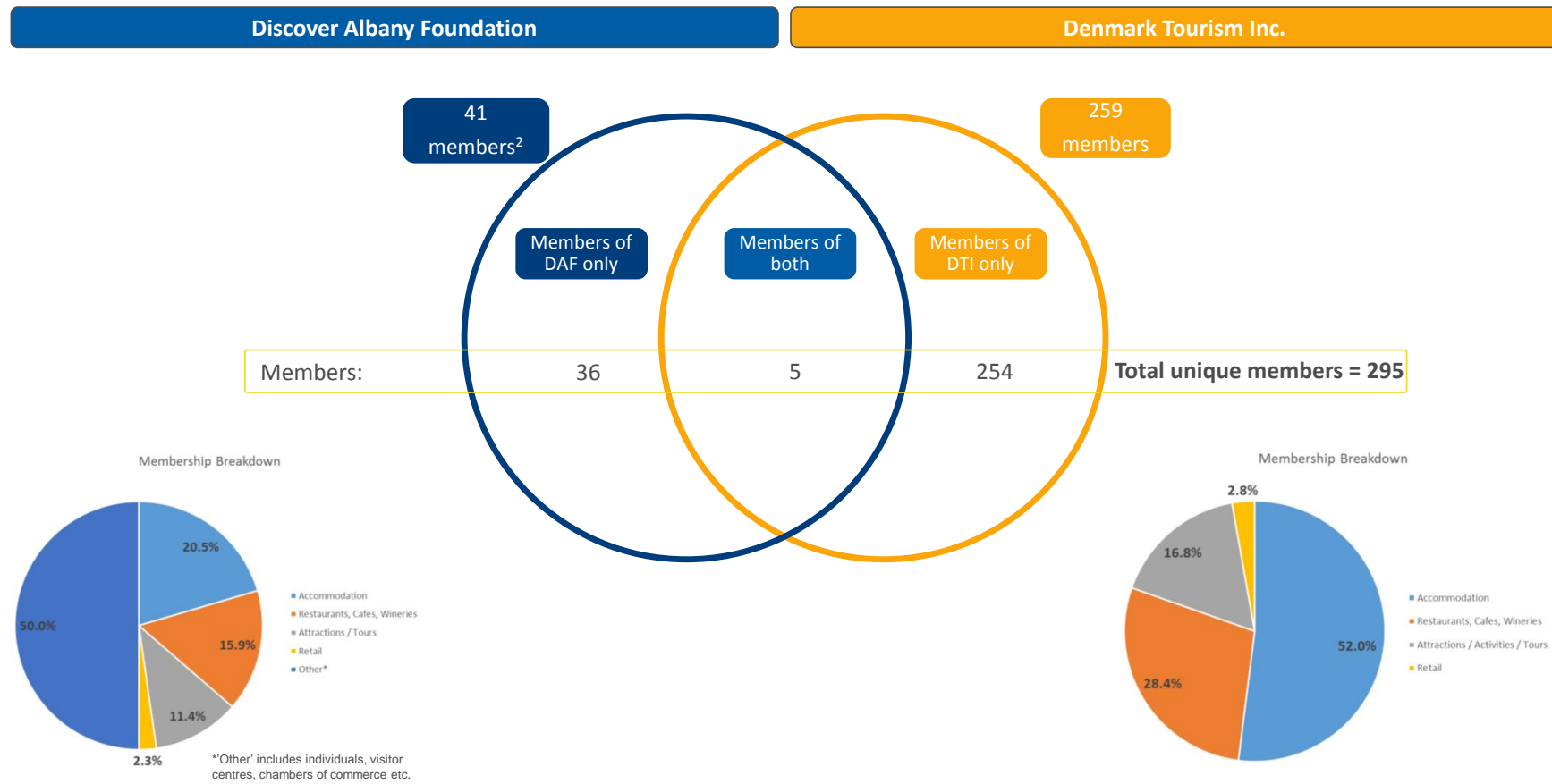
	Discover Albany Foundation	Denmark Tourism Inc.
<b>Board Composition</b>	<p>There are 8 board members including:</p> <ul style="list-style-type: none"> <li>• Chairman: Peter Snow</li> <li>• Vice Chairman: Glenn Russell</li> <li>• Secretary: Kate Lown</li> <li>• Joan Baily</li> <li>• Bill Hollingworth</li> <li>• Murray Montgomery</li> <li>• Simon Shuttleworth</li> <li>• Warrick Welsh</li> </ul>	<p>The affairs of the Association will be managed exclusively by a Board of Management consisting of nine (9) members comprising:</p> <ul style="list-style-type: none"> <li>• a Chair, who may hold office for only two consecutive two-year terms.</li> <li>• at least five (5) elected members, each of whom is to be a Financial Member of the Association and, subject to rule 10(h), is to be elected for a term of two (2) years at an Annual General Meeting; and</li> <li>• up to three (3) appointed members, who may or may not be Financial Members of the Association, who are appointed, from time to time, for a term not exceeding two (2) years by a majority of the Board where that majority includes at least four (4) elected members.</li> </ul>
<b>Constitution</b>	<p>The objects of which the Company has been established are:</p> <ol style="list-style-type: none"> <li>a) the acquisition, development, maintenance and operation of tourism assets or services within Albany and/or the surrounding region either directly or through funds or trusts;</li> <li>b) to establish separate gift funds that qualify as Deductible Gift Recipients for Income Tax purposes in respect of one or more tourist attractions or services;</li> <li>c) to act as trustee of any fund or trust associated with the ownership or operation of any tourism asset or service within and/or servicing Albany and/or the surrounding region;</li> <li>d) to promote tourism activity and industry development in Albany and the surrounding region, including in co-ordination with other organisations and stakeholders;</li> <li>e) to be the local tourism organisation for Albany and the surrounding region and conduct destination marketing activities for Albany and/or the surrounding region; and</li> <li>f) to do all such things as the Board considers are necessary or reasonably incidental, to achieve the objects set out in this clause.</li> </ol>	<p>The objects of the Association are –</p> <ol style="list-style-type: none"> <li>1. To promote, encourage and assist the development of sustainable tourism as an integral part of future development within Denmark and the region.</li> <li>2. To provide through the Denmark Visitor Centre a Level 1 Accredited Centre providing high quality assistance, information and service for tourists, intending residents, businesses and residents about Denmark and the region, its attractions, businesses and services.</li> <li>3. To support, promote and encourage members in providing quality tourist facilities and assistance.</li> <li>4. To ensure visitors have access to comprehensive, up-to-date and easily understood information on visitor opportunities and experiences available to them.</li> <li>5. To always act for the common good of all members and in the best interests of Denmark, the region and its residents.</li> <li>6. To compile, publish and distribute information publicising and promoting Denmark and to compile and disseminate available statistical information relevant to tourism in the area.</li> <li>7. To encourage, sponsor and promote ways and means of accommodating, entertaining and providing facilities for visitors to Denmark.</li> <li>8. To actively promote and market Denmark as a key tourist hub and destination in the South-West of Western Australia.</li> <li>9. To work closely and co-operatively with the immediate Centres in Albany, Walpole, Mt Barker and Frankland and with the South-West Regional Tourist Organisation.</li> </ol>

■ Notes:

1. Source: Discover Albany Foundation Constitution and Denmark Tourism Incorporated Constitution.

# Membership

Currently only 5 members of DAF are also members of DTI. There is recognition that DAF is yet to do a full scale membership drive due to a number of factors.

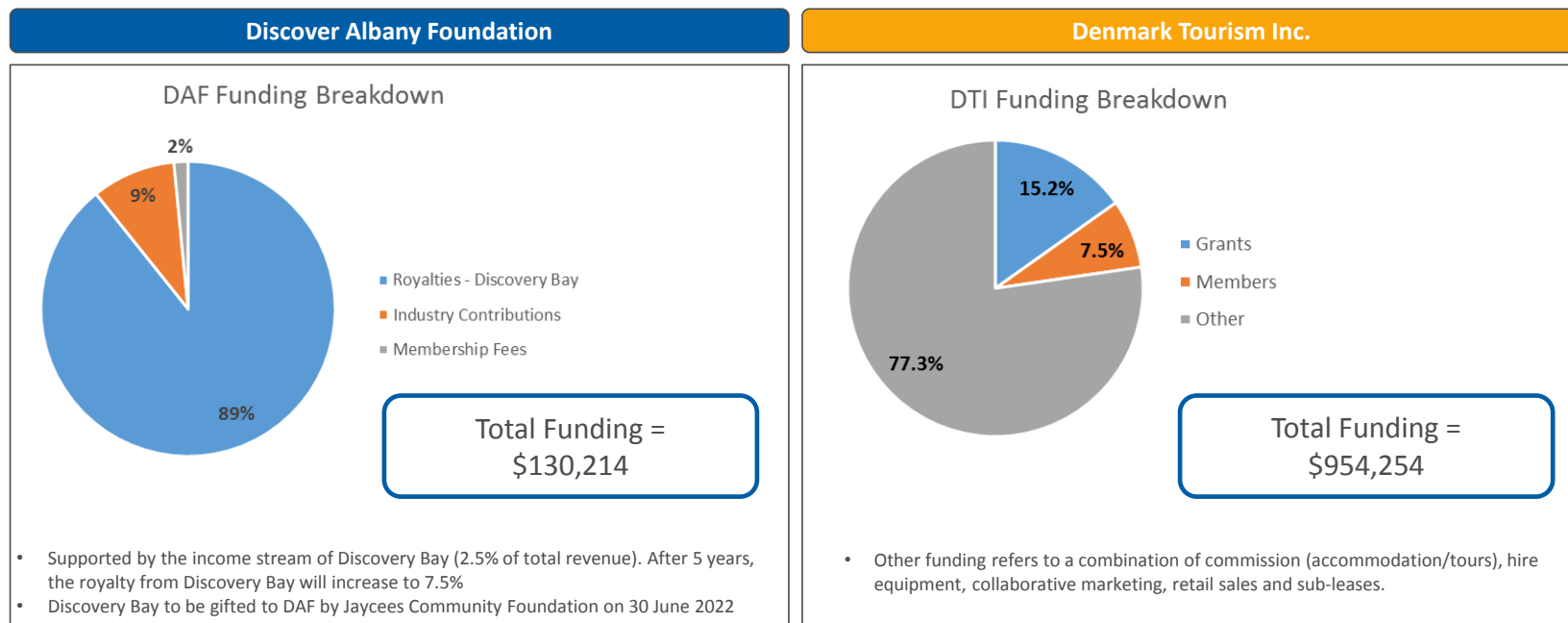


**Notes:**

1. Source: Data provided by management of each organisation.
2. DAF have not conducted a full scale membership drive at this time due to discussions on joint arrangements with DTI

# Funding

Funding of each organisation is largely dependent on either government or funding from one external organisation, which has been raised as a concern by stakeholders.



*“There are no DPAW assets to handover as per MR caves but a new destination marketing organisation could propose to run a DPAW asset over time”.*

*“In Denmark we have a differential rate available but this has not really been used up until this point”.*

*“We need a funding model and governance model that local government has confidence in”.*

**Churchill CONSULTING**

Notes:  
 1. Source: Data provided by management of each organisation.

# Interaction with the RTO

There is a perception among stakeholders that the RTO has a disproportionate focus on the Margaret River region.

## Scope of Australia’s South West RTO:



## Key Observations

- The RTO for the Lower Great Southern Region is Australia’s South West (ASW)
- All RTOs are funded equally by the State government through Tourism Western Australia. This does not give consideration to the number of businesses or employment as outlined in the table below.
- Various tourism bodies in the region collaborate with ASW on broader marketing campaigns for the region such as the recent ‘Drive the Great South West Edge’, published in the West Australian.
- Key stakeholders have formed a perception that ASW has a disproportionate focus on the Margaret River region.

Tourism Region	Tourism Employment	Tourism Businesses
Australia’s Coral Coast	2,210	930
Australia’s Golden Outback	2,400	1,180
Australia’s North West	3,030	850
Australia’s South West	6,240	3,070
Experience Perth	50,490	24,590
<b>Total Direct</b>	<b>64,380</b>	<b>30,950</b>
Indirect Employment	32,870	
<b>Total WA Employment</b>	<b>97,240</b>	

NB: Rounded to tens. Totals may not add up due to rounding and unallocated tourism businesses.

“ASW doesn’t work, the area is too big and the brand doesn’t work properly”.

“ASW has traditionally concentrated on the south west, although interaction is getting better now”.

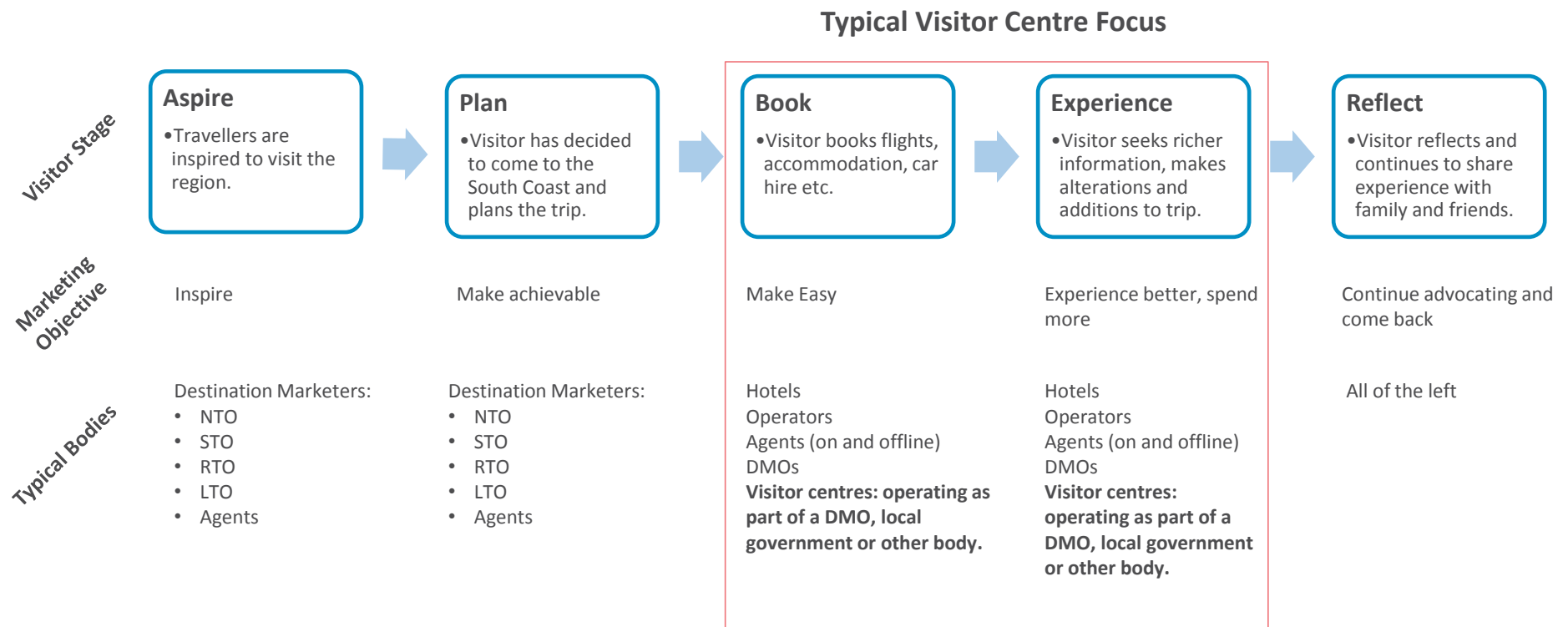
# 2.2.2 VISITOR CENTRES





# Visitor Centres and Servicing

Depending on the level of resourcing available and sophistication, visitor centres can play a servicing role across the whole visitor cycle\*. However it is more typical for the focus of the visitor centre to be centred on the “book” and “experience” stage of the journey:



■ Notes:

- \*Adapted from TRA and range of sources

# Visitor Centre Summary

There are three visitors centres in the region, all with varying management structures.

	Albany	Denmark	Mount Barker
<b>Visitor Numbers</b>	112450	83911	6199
<b>Management Model</b>	Local government	Not-for-profit association	Board Organisation
<b>Main Costs</b>	Operational Costs e.g. Wages, Insurance, administration	Operational Costs e.g. Wages, Insurance, administration	Wages, Visitor Guide, Purchase of Stock, Telephone Calls and Rental, Electricity, Stalls and Raffles, Insurance
<b>Main Revenue Items</b>	Bookings, commissions, merchandising	Bookings, Commissions, Grant Funding, Membership funding	Membership Fees, Visitor Guide, Advertising, Racking Fees, Sale of Stock, Mt Barker Wine Producers (sub lease), Stalls and Raffles
<b>Number Of Staff</b>	4 FTE, 6 casuals and 0 volunteers	3 FTE, 3 Casuals and 0 volunteers	0.5 FTE and 12 volunteers.
<b>Purpose</b>	To make a valuable contribution to the local Albany economy by delivering high standards of customer service, maximising the dollar spend of visitors to local businesses, adopt a strong business model focus and to operate in a financially stable manner across aspects of operations in the Centre.	Develop, market and manage a sustainable tourism industry which contributes to the economic wellbeing and promotion of Denmark's character and lifestyle to the benefit of DTI members, the community and visitors	To facilitate and foster tourism by providing effective information services (currently being reviewed).

■ Notes:

1. Source: Data provided by management of each visitor centre.

# Marketing Summary

Total spend and focus on marketing varies across the three visitor centres and there is opportunity for collaboration on marketing efforts.

	Albany	Denmark	Mount Barker
<b>Websites</b>	<a href="http://www.amazingalbany.com.au/">http://www.amazingalbany.com.au/</a>	<a href="http://www.denmark.com.au">www.denmark.com.au</a> <a href="http://www.greatsoutherntastewa.com">www.greatsoutherntastewa.com</a>	<a href="http://mountbarkertourismwa.com.au/">http://mountbarkertourismwa.com.au/</a>
<b>Social Media</b>	<a href="https://www.facebook.com/amazingalbany">https://www.facebook.com/amazingalbany</a> Instagram - @AmazingAlbany Twitter - @AmazingAlbany	<a href="http://www.facebook.com/ExperienceDenmarkWA">www.facebook.com/ExperienceDenmarkWA</a> <a href="http://www.facebook.com/TasteGreatSouthern">www.facebook.com/TasteGreatSouthern</a> Instagram - @TasteGreatSouthern Twitter - @TasteGreatSouth	<a href="https://www.facebook.com/mbvcwa">https://www.facebook.com/mbvcwa</a>
<b>Physical Collateral</b>	<ul style="list-style-type: none"> <li>2017 Amazing Albany Escape Planner                             <ul style="list-style-type: none"> <li>Amazing Albany media kit</li> <li>Amazing Albany Dining Out Guide</li> </ul> </li> <li>Amazing Albany and the Great Southern sub-regional map</li> </ul>	<ul style="list-style-type: none"> <li>Denmark and Great Southern Holiday Planner</li> <li>Annual Taste Great Southern Program of Events</li> </ul>	<ul style="list-style-type: none"> <li>Mt Barker Visitor's Guide</li> </ul>
<b>Marketing Investment</b>	\$115,000 – Destination Marketing \$424,000 – Major Events (City of Albany)	\$168,910	\$22,930

*"The relocation of the visitor centre will allow easier access and a more central location for visitors."*

*"There is not enough money at the Denmark VC to employ staff, so it is support by volunteers who can't be trained to sell the region or do not have the desired message for the region."*

*"We are all volunteers and as such, combined with a large number initiatives in the pipeline, and professional and personal demands, there are huge and competitive resources on our spare time."*

**Notes:**  
1. Source: Data provided by management of each visitor centre and interviews with key stakeholders

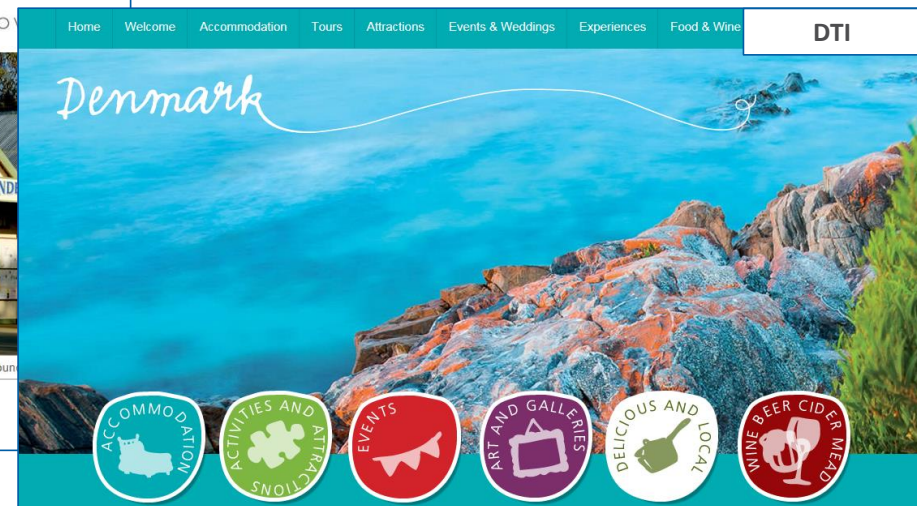
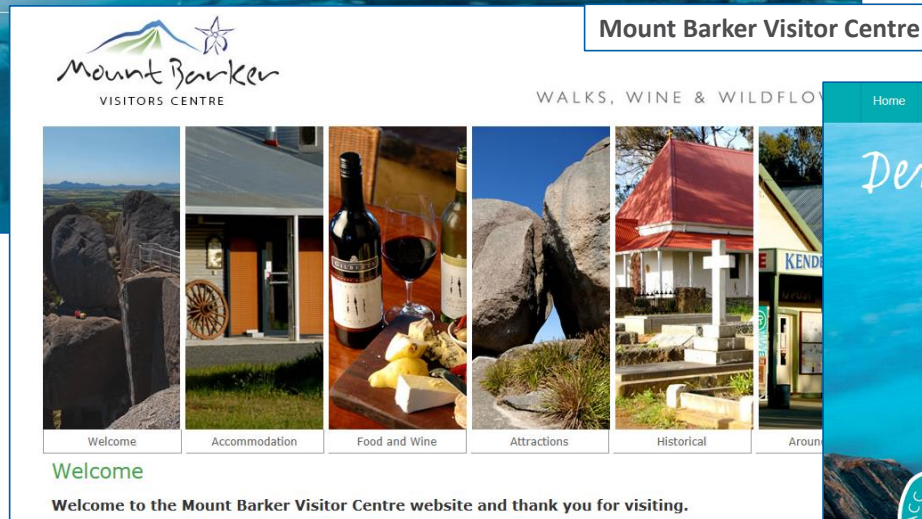
# Visitor Websites

The marketing strategy should foster consistency across the visitor websites, digital assets and other collateral in terms of both information available and the 'look and feel'.



## Key Observations

- The Albany and Denmark visitor centre websites promote their own shire as well as highlights in the entire region.
- The Mt Barker website only promotes the Plantagenet shire.
- There is consistent messaging around the key attractions being nature, coastal and food/wine experiences.
- The Discover Albany Foundation are considered to be an LTO for the region and do not have a website at all (only a Facebook page).



Notes:

1. <http://www.amazingalbany.com.au/>
2. <http://denmark.com.au/>
3. <http://mountbarkertourismwa.com.au/>

# Implications for the Strategy

Key destination marketing findings to be considered in the development of the strategy include the following:

## Key Observations

- Destination Marketing and visitor servicing is fragmented across the region, with minimal coordination and limited resources for effective and efficient marketing. There is also a duplication of members and stakeholder engagement among the destination marketing organisations
- With a broad remit (demographical reach) and funding inequity in comparison to other RTOs, the lack of focus ASW is able to give to the region creates an opening for the formation of an LTO.
- Marketing lacks scaled and certain investment in an environment of increasing competition:
  - There is a heavy reliance on local government funding that places sustainability and consistency at the mercy of changes among the Councillors.
  - Funding opportunities from natural assets is more limited than was available to Margaret River and will require engagement with senior stakeholders to gain more clarity in this area and of this asset based model
  - Subject to further assessment, the financial contribution that potential visitor attraction assets can make to ongoing marketing is reportedly precarious.
  - Alternative sources of funding such as differential rates and social business models may present an opportunity.

## Strategic Implications

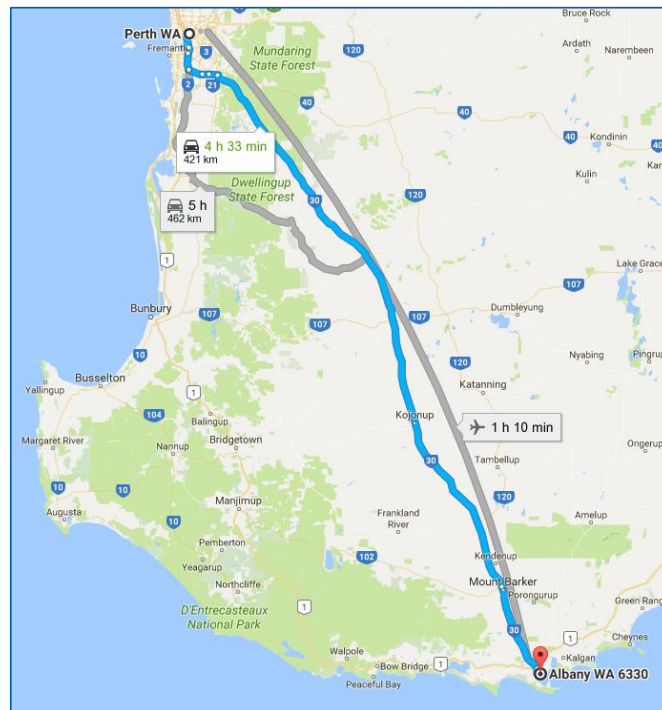
- Destination Marketing Organisations, businesses, and other organisations such as DPaW all share a common objective of increasing visitation through more effective marketing.
- The strategy must address the underlying issues associated with the destination marketing organisations through the following actions:
  - An assessment of the potential options for building capability in the region
  - Leveraging lessons from other successful destination marketing organisation's within WA and abroad
  - Identifying structural options and outlining a clear plan for transition that establishes financial and governance credibility
  - Assessment of potential membership models
  - Identifying more sustainable business models including key assets for transition/vesting to the destination marketing organisations to enable greater financial strength (etc.)
- A unified brand and servicing model should be considered across the visitor centres. There is an opportunity for consolidation of websites and marketing materials in addition.
- There is an opportunity to lobby and influence government to change the RTO structure for the southern part of the State and the funding structure for the RTOs.

# 2.3 INFRASTRUCTURE



# Road Access

Road performance in terms of driving time, safety and quality is weaker than the Margaret River region.



*“We need a 20 year plan for Albany Highway improvement”.*

## Key Observations

Car drive to Albany:

- Albany is approximately 4.5 hours and a 421 km drive from Perth by car. The direct road down, Albany Hwy, has 90 overtaking points<sup>1</sup>.
- Findings from the Albany Identity Presentation<sup>2</sup> conclude that one of the perceived biggest barriers to visitation in the region is the time and distance it takes to travel by road.
- The number of freight vehicles travelling on Albany highway is expected to increase significantly in the future due to growth in grain, hay and livestock industries. This may make the drive to Albany more stressful and less safe for tourists. The Coalfields Road and Albany Highway intersection is being upgraded to help alleviate this<sup>3</sup>.
- In the coming year an additional 9 overtaking lanes will be constructed along Albany Hwy to alleviate congestion caused by trucks and large vehicles<sup>4</sup>.
- Currently there is not enough traffic on Albany Hwy to warrant a dual carriageway (currently 4000 passengers per day and a requirement of 9000 passengers per day<sup>4</sup>).
- Planning is underway for a heavy freight route around Kojonup town which will make the tourist experience safer during stop overs<sup>4</sup>.
- Some upgrades (widening of sections) are planned for areas of South Coast Hwy and Chesterpass Road to make the roads safer<sup>4</sup>.

Public Transport:

- TransWA operates daily coach services (taking 6 hours to reach Albany) via Williams, Gnowangerup or Bunbury

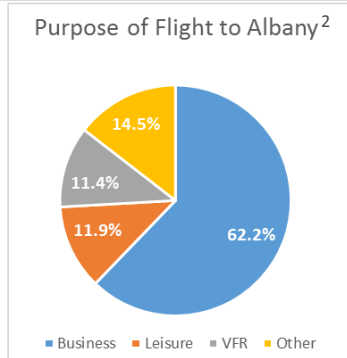
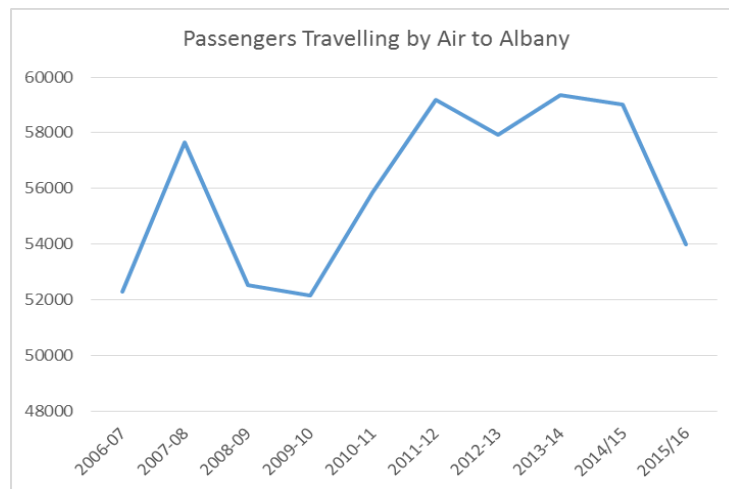
■ Notes:

1. Source: Main Roads Asset Geospatial Team. The number of overtaking points includes the start and finish of the overtaking lanes on both sides of the road. This equals 24 lanes heading south to Albany and 21 lanes heading north to Perth.
2. Source: TNS Albany Identity Presentation provided by Tourism WA: Understanding the Albany Region’s Identity and Appeal (2015)
3. Source: Main Roads Website – Regional Projects <https://www.mainroads.wa.gov.au/BuildingRoads/Projects/Regional/Pages/Arthur-River.aspx>
4. Source: Interview with key stakeholder from Main Roads



# Air Access

Only 8% of visitors to Albany arrive by air. Air travel is mostly used by visitors travelling for business purposes.



## Key Observations

### Flight Availability:

- Albany is currently serviced by up to 23 flights per week, by a 34 seater plane.
- Flight availability on Saturdays and Sundays is less than weekdays, reinforcing the belief that the route is strongest in the business travel sector.
- The inclusion of another airline on the route can only be considered when there is evidence that demand is sufficient to sustain airline competition. Such demand is generally around 100,000<sup>2</sup> passengers per year.

### Passenger Profile:

- Albany Airport has a passenger base of 54,000 (2015/16) and has experienced a recent decline due to changes to the regulated route.
- 68% of passengers are Albany residents
- For most international travellers, restrictions on baggage allowance with the regional airline may make air travel not an option.

### Airport Landing Fees:

- There is an airport passenger landing fee of \$30.47 upon arrival into Albany. The City of Albany allocates 40% of the operational surplus of the airport towards city infrastructure projects.<sup>3</sup>

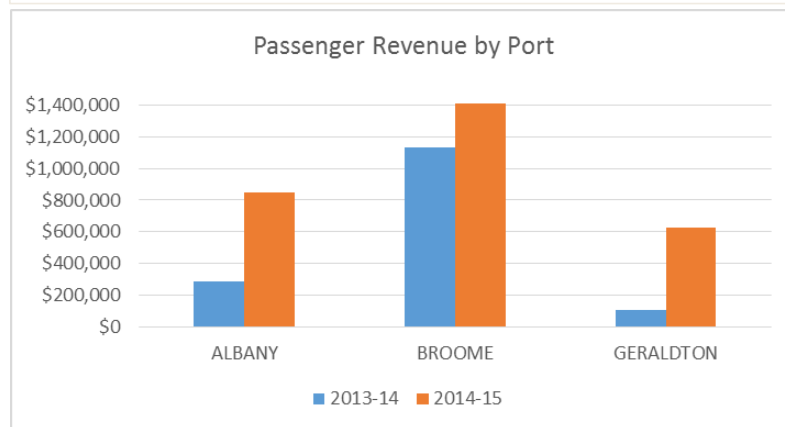
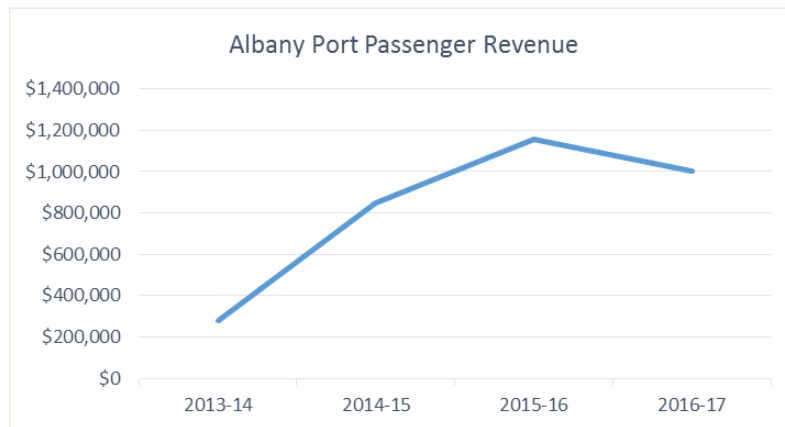
■ Notes:

1. Source: Regional Express website - <http://www.regionalexpress.com.au/Schedules/Default.aspx>
2. Source: Review of Regulated Regular Public Transport Air Routes in Western Australia Final Public Report 2015
3. Source: City of Albany Economic Development Strategy 2013-14



# Cruise Summary

To maximise spend from cruise ship visitors, focus should be on enabling them to get to attractions or services that are not available on board the ship.



### Key Observations

- There are 23 cruise ships planned to arrive over the next two years to Albany Port, bringing a total of 32,003 passengers<sup>1</sup>
- The average spend per passenger is \$56.65 at the Albany Port, compared to \$143.03 at the Broome Port<sup>2</sup>. This may be attributed to the general cost of tours and entry fees being higher in Broome.
- Total revenue in the Albany Port for 2014-15 was over \$200k more than the Geraldton Port<sup>2/3</sup>
- The Albany Port infrastructure is good and works well for routes coming from Perth. The route from Esperance can be more difficult for ships<sup>4</sup>.
- Visitors are shown a good level of hospitality once arriving at the port, with staff from the visitor centre there ready to meet and greet, and to provide information and directions.
- It has been noted that wayfinding into the town centre from the port could be improved as there are a number of passengers who do not catch the shuttle bus<sup>4</sup>
- The Albany Visitor Centre also sets up a market on the days when there is a large cruise at the port but there is a perception that the quality of this requires significant improvement to increase interest and spend.
- Although it is recognised by operators in the region that the cruise market is a growing sector, there is little opportunity to influence the number of ships that choose to stop at Albany Port<sup>4</sup>.

■ Notes:

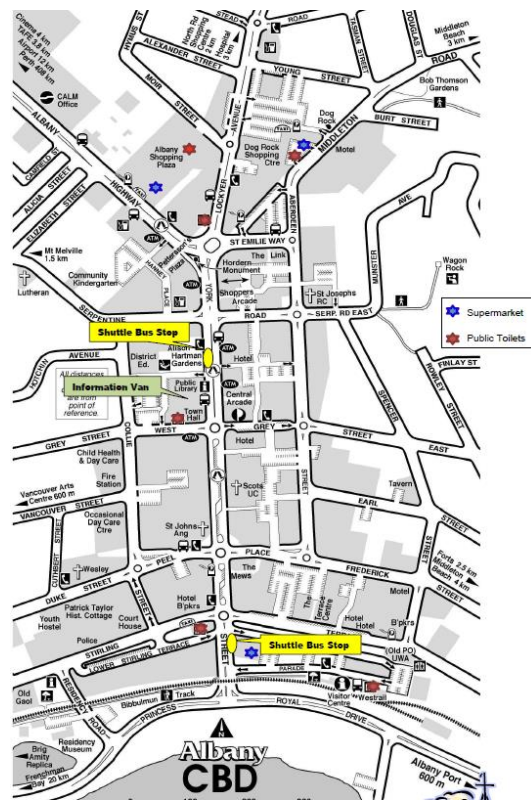


1. Source: Albany Port Authority Website: <http://www.albanyport.com.au/htm/cruise2011.html>
2. Source: Economic Impact Assessment of the Cruise Shipping Industry in Australia, 2012-13 to 2014-15
3. Revenue for 2015-16 and 2016-17 is based on planned cruise ships to Albany Port and average revenue per passenger from 2014-15
4. Interviews with key stakeholders

# Transport in the Region

If visitors fly from Perth or come in on a cruise ship they may have difficulty getting to the tourist destinations due to the distance between attractions.

Map of free shuttle bus service from Port



## Key Observations

### Cruise Ship Shuttle Bus:

- The Port of Albany provides a free shuttle bus to take visitors to the main street where there are local tour operators offering outings. This is only offered to passengers who have purchased a 'Shore Ex' ticket.
- The Busy Blue tour operator provides a paid hop-on hop-off shuttle service to the main visitor attractions in the region and leave from the main street in the Albany<sup>2</sup>.

### Other Transport:

- There are five companies offering taxi services within Albany and one in Denmark
- There are seven car hire companies in operation in Albany and one in Denmark
- A public bus service exists within Albany city centre
- The distance between towns and attractions within the region needs to be taken into consideration

*"Visitors are not that well serviced when they arrive - there are limited tour operators, long distance between attractions and it's difficult for overseas tourist to see the region without a car".*

■ Notes:

1. Source: Albany Port Authority Website: <http://www.albanyport.com.au/hm/cruise2011.html>
2. Interviews with key stakeholders

# Accessibility

Overall, most key tourist services, products and accommodation are accessible to visitors but there is a lack of understanding in the community around the value of tourism.



*“Albany wants tourism but not the tourists”.*

*“There are high quality information bays at each town entry point providing visitor directions”.*

## Key Observations

### Signage:

- There is recognition within the region for the need to address wayfinding and signage.
- There is a lack of signage to attractions within the National Park from the main roads, for example, the attractions along the road to Frenchman's Bay<sup>1</sup>.
- Commemoration signage has recently been installed in the area<sup>1</sup>.

### Opening Hours / Retail Trading Hours:

- Although there are some restaurants and cafes open to the public on Sundays and public holidays, retail stores are not.
- It is perceived that Albany residents may not understand the impact and value of tourism, with some choosing not to open every day.

### Roadside Visitor Information:

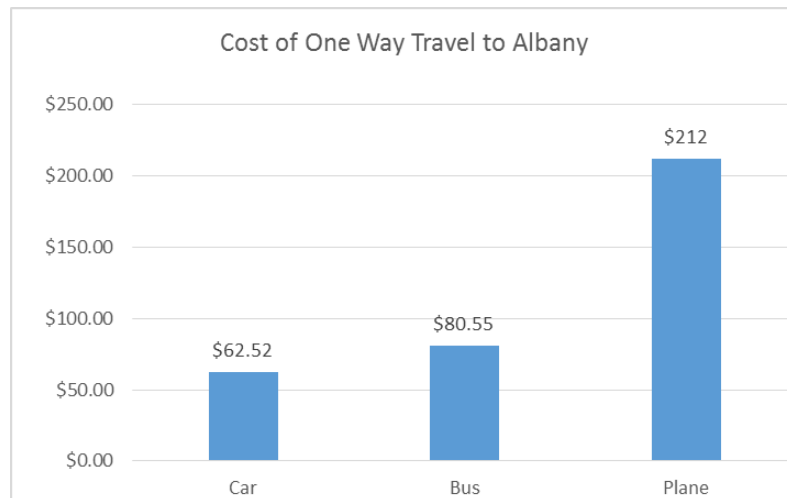
- There are currently 5 roadside information bays on the way into Albany. These are aimed at providing information for visitors to avoid the need to go the Visitor Centre as soon as they arrive. A digital strategy is currently being developed to link real time information between the VC and the information bay.
- Denmark and Plantagenet also have roadside information bays, providing maps and information upon arriving into the towns.

#### Notes:

1. Interviews with key stakeholders

# Cost of Transport

Travelling by air is restricted by its cost vs competing options. Without an increase in demand this is unlikely to shift materially.



### Key Observations

- Travel by car to Albany is the most cost effective mode of transport. The cost shown does not include cost of petrol used within the region.
- The bus may be cost effective for a single traveller, although there must be consideration of getting around once in the region.
- A cheaper flight cost could make plane travel more desirable although there will always be an additional cost of transport within the region such as car hire or taxi fares.
- A traveller could fly to Broome for \$259 one way, Sydney for \$279<sup>1</sup> one way from Perth and there are regular flight sales to Bali for around \$150. There needs to be a distinct point of difference to entice an intrastate visitor to fly to Albany for leisure with strong competition from other destinations.
- Other factors such as hotel quality and packages available within the region may also make air travel less desirable for the leisure traveller.
- Business travel and conferences are less price sensitive, making air travel a suitable option.
- Economic factors such as the currency and employment rates could impact air travel to Albany. For example, when the Australian dollar is strong, intrastate visitors may choose to go overseas as opposed to somewhere like Albany.

# Implications for the Strategy

Key infrastructure findings to be considered in the development of the strategy include the following:

## Key Observations

- The current road infrastructure creates a barrier to visitation by making the trip longer and less secure than it needs to be.
- Growth of the spend from cruise visitors will be dependent on ability to get visitors to paid attractions or services that are not available on board the ship.
- Only 8% of leisure visitors to Albany arrive by air with air travel dominated by those travelling for business purposes.
- From a leisure perspective access by air is cost prohibitive when compared with other destinations:
  - It has been stated that without an increase in demand driven through population increase in the region, this is unlikely to shift materially.
  - There is a lack of choice and competition in air travel , with only one operator to choose from in a regulated market.
  - The air line can rely on business travel for most of the year but not over the peak leisure period of Dec and Jan. This creates a marketing opportunity.
  - Access to most of the attractions once in the region requires car transport.
  - The quality of hotel infrastructure in the region limits the desire to travel by air, and therefore impacts the cost of air travel.

## Strategic Implications

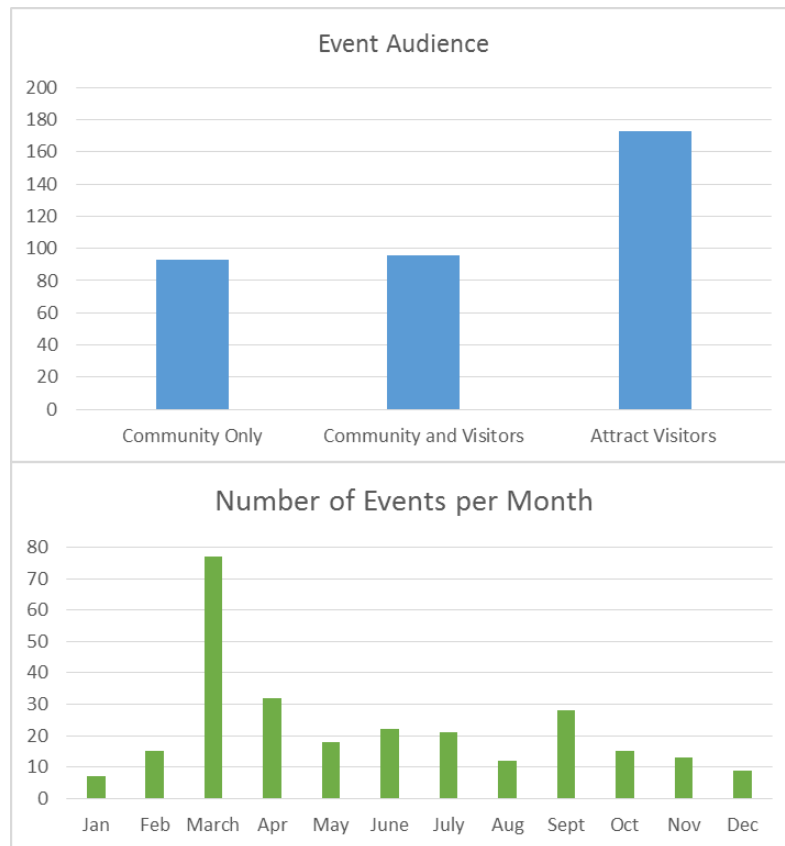
- Road access is likely to remain the main point of access. Even with improvements to speed and quality there will remain a disadvantage compared with Margaret River. The marketing strategy should consider:
  - The benefits of distance: more pristine and an opportunity to get away from crowds.
  - Informing visitors of the vast number of things to do and also where to stop on the drive.
  - Working with other local governments to invest in quality experiences on the journey down (and the marketing of these) is a win-win opportunity.
  - Appealing to those looking to escape for a longer period of time.
  - Visitor servicing strategies to reflect the high percentage of self drive arrivals.
- The strategy should look to challenge the prohibitive air access over the long term and tap into new growth .
- To maximise spend from cruise ship visitors, focus should be on enabling them to get to attractions or services that are not available on board the ship.

# 2.4 EVENTS



# Events Summary

A large number of events held in the region are targeted at the local community and do not drive or attract visitation.



## Key Observations

- Out of a total of 362 events over 2015, approximately 173 events could attract visitors to the region, mostly from intrastate (likely to come from South West or other Great Southern locations). The remaining events are likely to be attended by visitors (as well as community) but are unlikely to be the main purpose of visit<sup>2</sup>.
- There are 93 scheduled or planned events in Albany over the coming year that are targeted toward the Albany community only (such as sporting club events and health awareness sessions)<sup>1</sup>.
- The lowest months for events are November to February, when visitation in the highest.
- The number of events in March is mainly attributed to the Taste Great Southern event, lasting 17 days.
- The City of Albany spent \$425K on major event attraction last year.

*“Need someone delegated to focus on events to be able to develop an all year round, iconic events calendar”.*

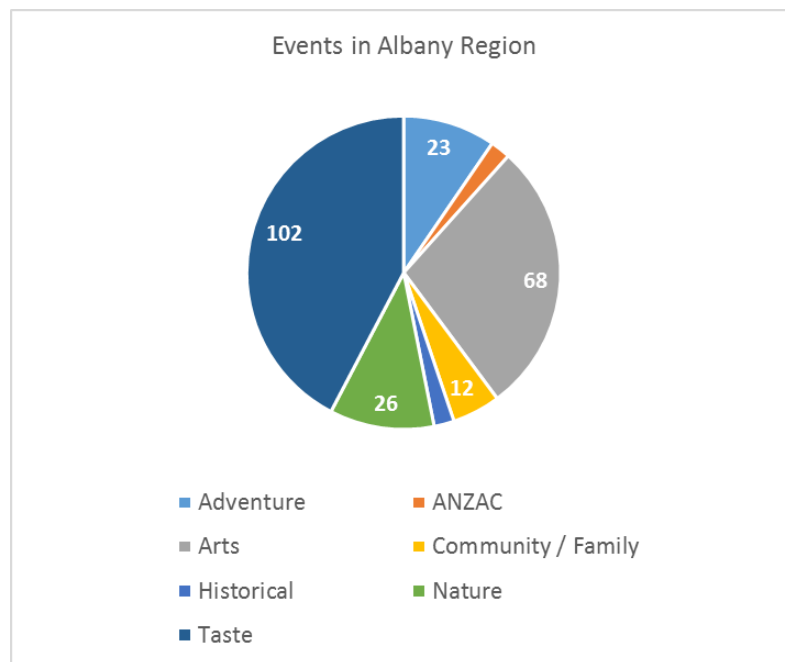
*“Most events are not marketed outside of social media or are only marketed to the industry”.*

■ Notes:

1. Source: Data provided by the City of Albany and information available on the Amazing Albany website <http://www.amazingalbany.com.au/events/>
2. Analysis by Churchill

# Type of Events

Food and wine events feature predominantly in the event calendar for the region.



### Key Observations

- Most of the events in the region are based around food and wine which may not appeal to the family segment.
- The region is missing a high profile participation event that is unique. The Margaret River region holds 11 adventure events annually including the Ironman competitions in Busselton.
- Consideration needs to be taken on the objectives of events in the region, for example, attraction of community or for publicity (such as TV coverage).

### Taste Great Southern

- In 2016, the Taste Great Southern event was attended by 9,640 people.
- 41% of attendees in 2016 came from outside the Lower Great Southern region and are likely to have spent additional money on accommodation, facilities, attractions and retail, on top of ticket sales.
- Gourmet Escape, held in Margaret River, is a very similar event. Though more established than Taste Great Southern, the event recently won the Best Tourism Event award at the Australian Events Award ceremony.

■ Notes:

1. Source: Data provided by the City of Albany and information available on the Amazing Albany website <http://www.amazingalbany.com.au/events/>
2. Analysis by Churchill
3. Source: Taste Great Southern 2016 Event Report



# Implications for the Strategy

Key events findings to be considered in the development of the strategy include the following:

## Key Observations

- While it is acknowledged that there are a number of attractions and activities on offer pre and post conference or business event, there is a lack of suitable accommodation for business visitors.
- The region lacks a drawcard event for which it is renowned - most of the events held in the region will be attractive to visitors when they arrive but will not attract them to come at a scale. There is potential for the recently held Adventure XPD event to become an iconic event for the region.
- Many of the events on the calendar are not pitched at the primary market of families.

## Strategic Implications

- The region is exploring new events, strategies and how to best execute these and should be encouraged to continue doing so – explore, learn and develop, rather than seek perfection.
- From a tourism point of view the events calendar and iconic event strategy should be assessed and geared towards the attraction of intrastate families.
- The local community needs to be educated and engaged around events without overpromising the returns.
- To leverage events there needs to be significant investment made into the promotion of these events. There should also be engagement of tourism operators to ensuring a high quality experience for visitors when they come – to ensure they return again and tell others of the experience.
- Additional infrastructure is required to enhance the Albany Entertainment Centre business model and attract further business events.

# 2.5 ACCOMMODATION



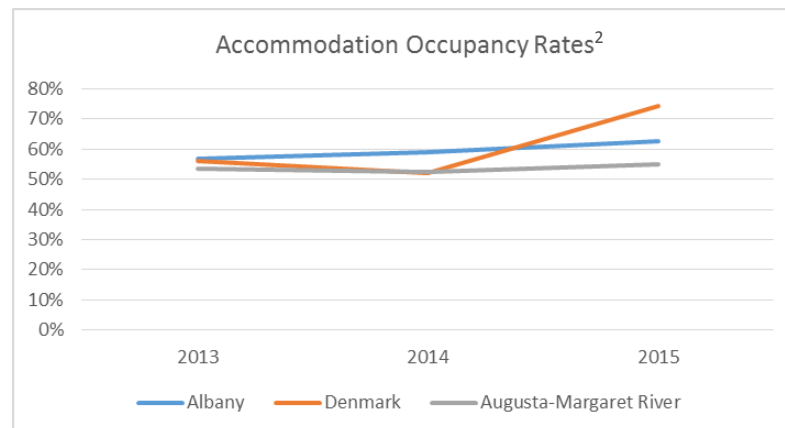
# Accommodation Summary

There is a range of accommodation options available in the region, with a number that are suitable to the family segment.

Accommodation by Property Type <sup>1</sup>	#
Backpackers	3
B&B	25
Caravan Park	18
House Boat	1
Motel	18
Self Contained Apartments	67
<b>TOTAL</b>	<b>132</b>

## Key Observations

- There are approximately 2000 rooms available in the lower great southern region with an additional number of accommodation options available at the various campgrounds and caravan parks across the region. Most of these rooms can sleep at least two people.
- Self contained apartments feature strongly in the accommodation options available
- Occupancy rates are based on properties with 15+ rooms.
- Occupancy rates for Albany and Denmark are highest during January and lowest during July.
- Occupancy rates in Denmark have increased by 22% from 2014 to 2015, with only minor increases in both Albany and Augusta-Margaret River. Although Denmark figures appear to be higher, they come from a much smaller base than Albany.



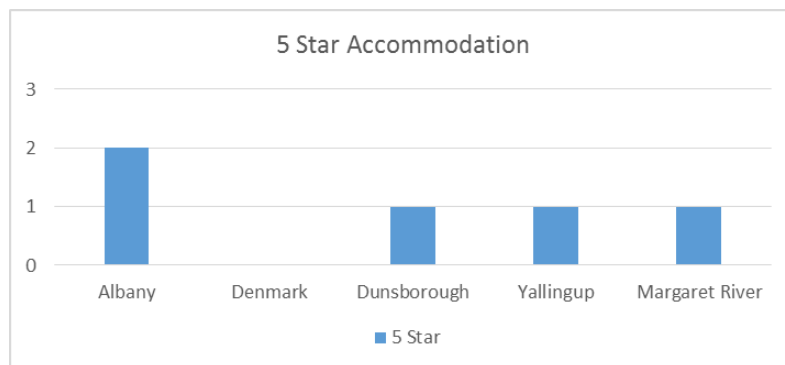
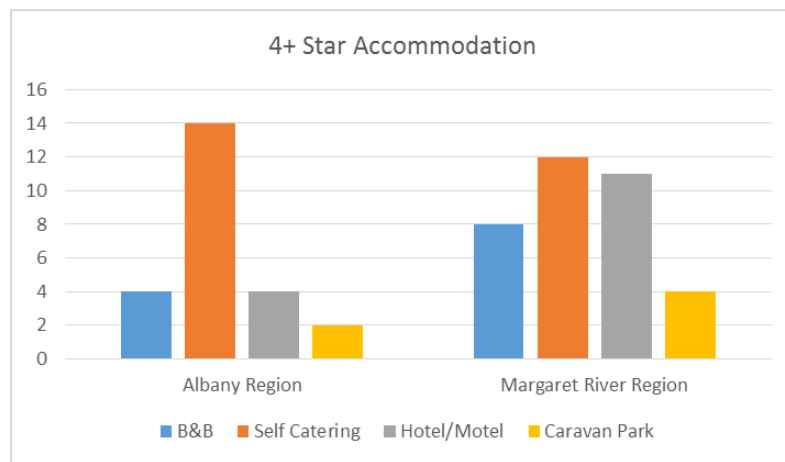
*“We need to change the perception that Albany is not a winter destination.”*

■ Notes:

1. Accommodation by Property Type Source: Accommodation listing provided by Australia’s South West, Albany Hotel Markets Analysis and National ANZAC Centre Visitation Trends Report and various print marketing sources. May not include all properties.
2. Accommodation Occupancy Rates Source: Tourism WA Overnight Visitor Factsheets 2014/15 for Albany, Denmark and Augusta-Margaret River. Occupancy based on properties with 15+ rooms (does not include Caravan Parks). Denmark occupancy appears higher but comes from much smaller data base.

# Luxury Accommodation Options

There is an undersupply of 4 and 5 star hotels that offer a full range of facilities.



## Key Observations

- According to the official Star Ratings Australia there are 24<sup>1</sup> accommodation properties with a 4+ star rating in the Albany region compared to 35 in the Margaret River region. There are many other properties in the region claiming to have a high star rating but these are not official ratings.
- Of the two 5 star accommodation options in Albany, both are bed and breakfast style accommodation.
- There are no hotels or resorts that offer a full range of facilities including swimming pool, restaurants and conference spaces in the region. A comparison in other WA regions is the Pullman Resort in Bunker Bay or the Novotel Ningaloo Resort in Exmouth.

## Future Developments:

- The Esplanade hotel at Middleton Beach was demolished to make way for a new development in 2007, but the site has failed to go ahead.
- The Middleton Beach Activity Centre Improvement Plan is aimed at creating a lively community hub with potential for new restaurants, cafes, shops, wellness centres/spas, hotel and short stay accommodation as well as permanent residential apartments. Registrations of interest are currently being sought<sup>2</sup>
- The Middleton Beach site will offer absolute beach front accommodation suitable to leisure visitors.
- The star rating of the Middleton Beach hotel will be reliant on the quality of staff<sup>3</sup>.
- The TDS will play a vital role in marketing the new hotel.

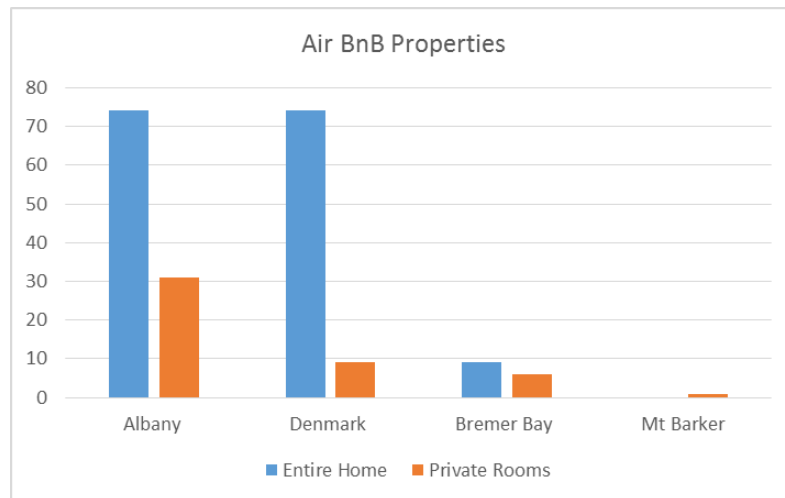
■ Notes:



1. Star Rating according to Star Ratings Australia, the official star ratings scheme. There are a number of additional properties that are self rated or rated by organisations such as Trip Advisor and are not included in this count.
2. Source: Landcorp Website <http://www.landcorp.com.au/Industrial-and-Commercial/Middleton-Beach-Albany/Developer-Information/>
3. Interviews with key stakeholders.

# Impact of Air BnB

The impact of Air BnB may be significant on traditional accommodation providers but may meet future visitor demand or even increase visitation if the value proposition improves.



### Key Observations

- Currently there are 204<sup>1</sup> properties listed on Air BnB for the Lower Great Southern region.
- The growth rate for Perth from 2015 to 2016 is 57<sup>2</sup>. This shows the potential impact that Air BnB could have in Albany.
- According to Air BnB, guests stay 2.1 times longer than typical visitors and spend 2.1 times more money than typical visitors.
- It is argued by some that Air BnB opens up accommodation for visitors that may not have otherwise been able to visit due to the cheaper accommodation options.
- Not all Air BnB properties obtain the correct licenses and insurances, therefore may not be covered by public liability if a guest is injured whilst staying.

# Implications for the Strategy

Key accommodation findings to be considered in the development of the strategy include the following:

## Key Observations

- A well recognised and major issue is the undersupply of 5 star hotels in the region and a lack of a professional large capacity hotel provider.
- Air BnB will continue to grow and while it will impact on traditional booking models and accommodation providers it may also tap into new markets and grow the size of the visitation economy.
- There is a good range of accommodation options available for the family segment.
- Nature based campsites and caravan park are becoming more popular.

## Strategic Implications

- New 4-5 star accommodation at the Middleton Beach and/or Entertainment Centre is only likely to be bearing returns to the economy over the medium term (3-5 years time).
- The new accommodation infrastructure may have impact on the demand for air travel and therefore may drive down the cost air fares.
- The marketing and destination strategy needs to account for this scenario and consider interim innovative options.

# 2.6 TOURISM PRODUCT



# Tourism Product Summary

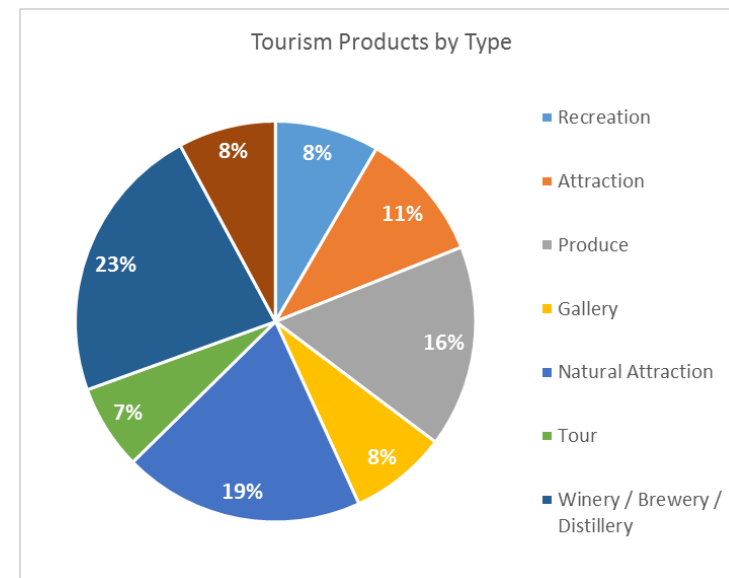
There are over 200 tourism products available in the Lower Great Southern that were identified as part of this research.

**Tourism Product:** Term used to describe any place or service used by tourists including tours, attractions (natural or man-made) or activities. Does not include accommodation.

## Top 10 Tourism Products in the Lower Great Southern<sup>1</sup>

Tourism Product	# Visitors
Discovery Bay (Historic Whaling Station)	50494
Greens Pool and Elephant Rocks	263599 <sup>2</sup>
Mount Romance Sandalwood Factory	26788
National ANZAC Centre	67687
Padre White Lookout	n/a
The Desert Corp Memorial	n/a
The Gap and Natural Bridge	185173 (Apr-Sept 2016)
The Granite Skywalk	85046 <sup>2</sup>
The Tree Top Walk	131277
West Australian Museum	117692

Of the top 10 attractions in the LGS, four are natural attractions.



Wineries, Breweries and Distilleries make up the largest percentage of product types, closely followed by natural attractions.



# Top Tourism Products in WA

The National ANZAC centre stands out on a list of otherwise predominantly nature based tourism products.

#	Attraction	Location
1	Kings Park Botanic Garden	Perth
2	Kings Park War Memorial	Perth
3	Turquoise Bay	Exmouth
4	Cape Le Grande National Park	Esperance
5	Fremantle Prison	Fremantle
6	National ANZAC Centre	Albany
7	Horizontal Falls	Talbot Bay
8	HMAS Sydney Memorial	Geraldton
9	Cable Beach	Broome
10	Jewel Cave	Augusta
11	Greens Pool	Denmark
12	Little Beach	Albany
13	Swan River	Perth
14	Meelup Beach	Dunsborough
15	The Pinnacles	Cervantes
16	Little Ferry Co	Perth
17	Lake Cave	Margaret River
18	Karijini National Park	Karijini National Park
19	Coral Bay Beach	Coral Bay
20	Emma Gorge	Kununurra

### Key Observations

- Of the top 20 tourist attractions in the state (according to Trip Advisor), the lower great southern region has three.
- The National Anzac Centre also features in the top 10 sights in Western Australia according to Lonely Planet.
- The top attractions in the Lower Great Southern region and the Margaret River region are all natural attractions aside from the National ANZAC Centre. There is potential to promote the Anzac offering in Albany as a point of uniqueness for the region.
- Although most of the top attractions are nature based, these will not appeal to all markets.

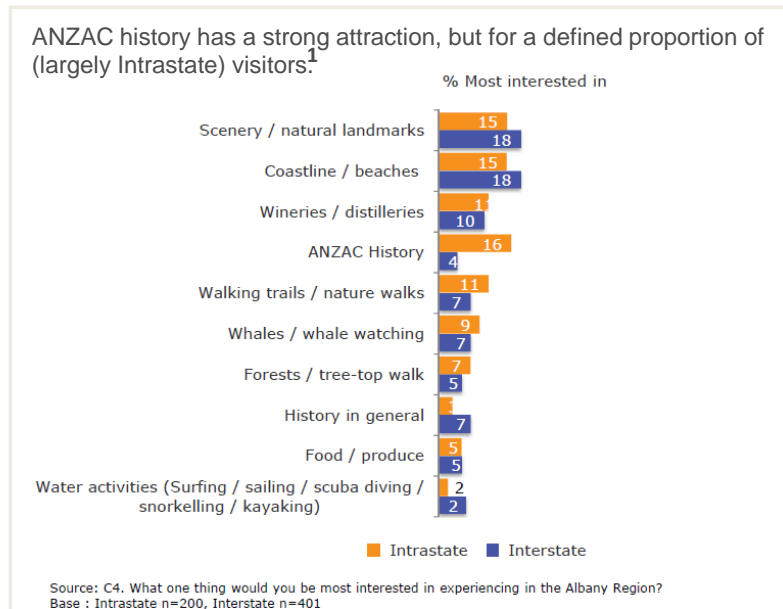
*“The quality of products in our region is fantastic, we just need to market them better”.*

■ Notes:

1. Source: Trip Advisor [https://www.tripadvisor.com.au/Attractions-g255101-Activities-Western\\_Australia.html](https://www.tripadvisor.com.au/Attractions-g255101-Activities-Western_Australia.html)

# ANZAC Offering

Although the ANZAC product offering is a clear point of difference for the region, it does not connect easily with the proposed “Amazing South Coast” brand.



### Key Observations

- The National ANZAC Centre (NAC) was recently (2016) rated the National Museum of the Year by Trip Advisor.
- There are 15 ANZAC attractions in Albany.
- If promoted and packaged correctly, the ANZAC offering has the potential to appeal to a range of visitors including families.
- Of the attractions and experiences available in the Albany region, the ANZAC history offering has 16% interest from the intradate market.
- A recent survey found that only 8% of locals has been to the NAC. This indicates an opportunity to educate the community on the tourism experiences in the region.

### Albany Heritage Park Development:

- The Albany Heritage Park development offers a point of difference that sets the Albany region apart from Margaret River and offers the potential to increase visitation from interstate visitors as an experience that cannot be found anywhere else in Australia.
- Opportunity to broaden the niche market currently attracted to the NAC through promotion of the other features within Albany Heritage Park including the views and trails.
- The botanical garden development could offer an alternative for a niche market.

#### Albany Heritage Park Initiative Team Plan:

*“To deliver an experience of immense national importance to visitors and locals that is considered among the best in Australia, positioning Albany as the home of our nation’s most iconic cultural pilgrimage”*

■ Notes:

1. Source: TNS research report provided by Tourism WA: Understanding the Albany Region’s Identity and Appeal
2. Source: Distinctly Travel Management - NATIONAL ANZAC CENTRE & ALBANY HERITAGE PARK Content Review Stage 1

# Product Development

The vast and pristine coastline, as well as the hinterland, offers an opportunity to develop the nature based adventure products within the region.

*“Any new product developments need to be dense, diverse and unique”.*

*“Need to encourage private operators to come with ideas regarding opportunities at their assets”.*

*“Margaret river is trying to promote trails as well and at this stage looks like they may beat the Lower Great Southern to it”.*

## Key Observations

### Trails:

- The Munda Biddi trail and the Bibbulum Track both run through the Lower Great Southern
- An opportunity has been recognised to promote a diverse trail offering in Albany. The Porongurup's is suitable for alpine trails, whilst the coast has some spectacular coastal trails that could be further developed<sup>1</sup>.
- The Margaret River region are also promoting trails in their region including the 'Walk Into Luxury' which was recently named a Great Walk of Australia<sup>2</sup> (the only WA walk on the list).
- DPAW has been working with the Tasmanian Walking Company to develop trail packages in the region<sup>1</sup>.

### Adventure Experiences:

- The Albany CCI has recently received a \$0.5M grant to pitch Albany as an outdoor adventure area including hikes, water ski, surfing, horse riding, and fishing<sup>1</sup>.

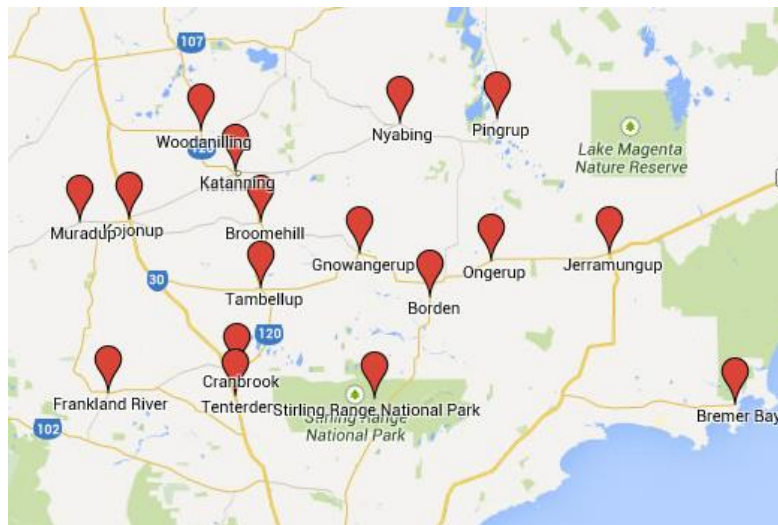
#### Notes:

1. Interviews with Key Stakeholders
2. Source: <http://greatwalksofaustralia.com.au/walks/margaret-river/>

# Tourism Products on the Way to Albany

There is an opportunity to collaborate with Shires such as those within the Hidden Treasures region to promote the drive down to Albany as being an experience in itself.

Hidden Treasures Region Map



*“Need to make the journey part of the experience and promote the destinations enroute to the region”.*

**Key Observations:**

Drive from Perth to Albany:

- Williams Woolshed offers a café and gift shop for a decent stop on the drive down. Promotes wool products and Australian made goods.
- The Kodja place is a key attraction in Kojonup that offers a café, as well as the following attractions:
  - The Rose Maze –a maze of roses with a series of plaques, mosaics and striking pergolas ranging from old sheep yards to the mission brown 1970s pergola, the Woodhenge to the ‘deaths in custody’ pergola.
  - The Yoondis Mia Mia Noongar experience
  - Kodja gallery
- A heavy freight route is being constructed to bypass Kojonup. This will make the visitor experience both safer and more enjoyable for those who would like to stop at Kojonup<sup>1</sup>.

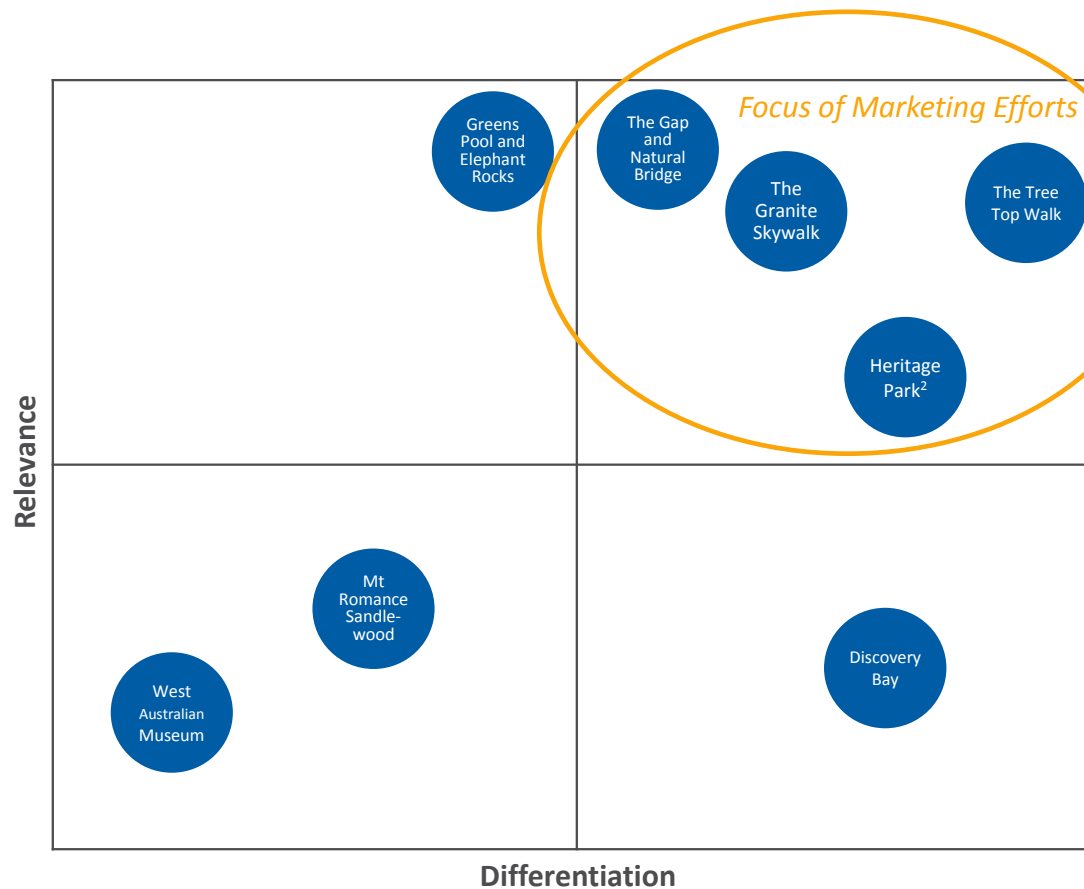
Hidden Treasures Region:

- On the drive to Albany, visitors pass through the ‘Hidden Treasures’ regions of the Great Southern, shown on the map to the left.
- The primary industries of this region include from broad acre cropping, sheep for wool and meat production, viticulture, silviculture and horticulture.
- There are grand old homesteads, community halls and hotels from an era when the country relied on the “sheep’s back” to huge grain operations that showcase modern agriculture, all mixed in with award winning wineries, local produce, great scenery and that warm sense of country charm on offer.

■ Notes:  
1. Source: Interview with key stakeholder.

# Appeal of Top Products to Intrastate

*Marketing what people will come to see, not what they will also see when they visit.*



### Key Observations

- Each of the top products have been mapped against the following dimensions to determine the appeal to the intrastate market:
  - Relevance: how relevant is the product to the intrastate market and the target segment of families.
  - Differentiation: how different is the product to that of competitors?
- Products that are different and are nature based or coastal experiences feature strongly.
- Visitor numbers during the Anzac Commemoration weekend suggests that the Heritage Park development could also be a point of differentiation to focus on.

■ Notes:



1. Source: Interviews and Churchill analysis and TNS Albany Identity Presentation provided by Tourism WA: Understanding the Albany Region's Identity and Appeal
2. Includes the National Anzac Centre

# Implications for the Strategy

Key tourism product findings to be considered in the development of the strategy include the following:

## Key Observations

- The region has a strong advantage over other locations in the state through products such as:
  - The Gap and Natural Bridge
  - Heritage Park
  - The Tree Top Walk
  - The Granite Skywalk
- The awareness of the specific quality of these offerings is low among the target market
- Wineries, Breweries and Distilleries make up the largest percentage of product types.
- There is a gap in terms of man made attractions that will appeal to the family segment (compared with Margaret River). E.g. small scale rides, mazes etc.
- Operators in the region are at a lower stage of maturity than in the Margaret River region
- The lifestyle motivation and conservative demographic are stated as barriers to the development of tourism product .

## Strategic Implications

- Giving a youth twist to natural attractions and so making them more appealing to younger members of families is important
- Marketing should be pinned off the product hooks that people will come to see, not what they will also see when they visit.
- Educating the population on the value of tourism and on upskilling the operators will be crucial to improving the product offering.

# 3 SUMMARY



# Implications for the Strategy (1/2)

The research contained in this report contains a number of implications for the development of a strategy for the region.

Tourism Element	Strategic Implications
<b>Visitor Market Overview</b>	<ul style="list-style-type: none"> <li>The TDS must clarify an overarching goals for the region in both visitor spend and numbers. This must address the declining market share</li> <li>The strategy should focus on the dominant intrastate market and the family visitor segment, however, the niche strategies can be employed for other segments where there is a competitive advantage.</li> <li>Directly address negative perceptions of the areas through both visitor experience and marketing endeavours. This should include the key inhibitors such as travel time.</li> <li>A specific focus on increasing the number of business visitors has potential to lift total visitation to the region.</li> </ul>
<b>Tourism Organisations</b>	<ul style="list-style-type: none"> <li>Destination Marketing Organisations, businesses, and other organisations such as DPaW all share a common objective of increasing visitation through more effective marketing.</li> <li>The strategy must address the underlying issues associated with the destination marketing organisations through the following actions:                             <ul style="list-style-type: none"> <li>An assessment of the potential options for building capability in the region</li> <li>Leveraging lessons from other successful destination marketing organisation’s within WA and abroad</li> <li>Identifying structural options and outlining a clear plan for transition that establishes financial and governance credibility</li> <li>Assessment of potential membership models</li> <li>Identifying more sustainable business models including key assets for transition/vesting to the destination marketing organisations to enable greater financial strength (etc.)</li> </ul> </li> <li>A unified brand and servicing model should be considered across the visitor centres. There is an opportunity for consolidation of websites and marketing materials in addition.</li> <li>There is an opportunity to lobby and influence government to change the RTO structure for the southern part of the State and the funding structure for the RTOs.</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>The region is exploring new events, strategies and how to best execute these and should be encouraged to continue doing so – explore, learn and develop, rather than seek perfection.</li> <li>From a tourism point of view the events calendar and iconic event strategy should be assessed and geared towards the attraction of intrastate families.</li> <li>The local community needs to be educated and engaged around events without overpromising the returns.</li> <li>To leverage events there needs to be significant investment made into the promotion of these events. There should also be engagement of tourism operators to ensuring a high quality experience for visitors when they come – to ensure they return again and tell others of the experience.</li> <li>Additional infrastructure is required to enhance the Albany Entertainment Centre business model and attract further business events.</li> </ul>



# Implications for the Strategy (2/2)

The research contained in this report contains a number of implications for the development of a strategy for the region.

Tourism Element	Strategic Implications
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>Road access is likely to remain the main point of access. Even with improvements to speed and quality there will remain a disadvantage compared with Margaret River. The marketing strategy should consider:                             <ul style="list-style-type: none"> <li>The benefits of distance: more pristine and an opportunity to get away from crowds.</li> <li>Informing visitors of the vast number of things to do and also where to stop on the drive.</li> <li>Working with other local governments to invest in quality experiences on the journey down (and the marketing of these) is a win-win opportunity.</li> <li>Appealing to those looking to escape for a longer period of time.</li> <li>Visitor servicing strategies to reflect the high percentage of self drive arrivals.</li> </ul> </li> <li>The strategy should look to challenge the prohibitive air access over the long term and tap into new growth .</li> <li>To maximise spend from cruise ship visitors, focus should be on enabling them to get to attractions or services that are not available on board the ship.</li> </ul>
<b>Accommodation</b>	<ul style="list-style-type: none"> <li>New 5 star accommodation at the Middleton Beach and/or Entertainment Centre is only likely to be bearing returns to the economy over the medium term (3-5 years time).</li> <li>The new accommodation infrastructure may have impact on the demand for air travel and therefore may drive down the cost air fares.</li> <li>The marketing and destination strategy needs to account for this scenario and consider interim innovative options.</li> </ul>
<b>Tourism Product</b>	<ul style="list-style-type: none"> <li>Giving a youth twist to natural attractions and so making them more appealing to younger members of families is important</li> <li>Marketing should be pinned off the product hooks that people will come to see, not what they will also see when they visit.</li> <li>Educating the population on the value of tourism and on upskilling the operators will be crucial to improving the product offering.</li> </ul>

The following implications and observations found within this report have been used to develop the Tourism Development strategic focus areas and initiatives. These can be found in Part Two: The Strategy (second document).



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# APPENDIX A: STAKEHOLDER INTERVIEW LIST

# Stakeholder Interviews

The following key stakeholders were interviewed as input to the current state assessment and development of the strategy:

Name	Role	Organisation	Name	Role	Organisation
Justine Nagorsky	CEO	Denmark Tourism Incorporated	Mike Ryan	CEO	StudyPerth
Ross Thornton	Chairman	Denmark Tourism Incorporated	Paul Beeson	CEO	Perth Convention Bureau
Tess Dixon	Marketing and Public Relations Coordinator	City of Albany	Jennifer O'Neil	Director UWA Albany Centre	UWA Albany
Adam Cousins	Exec Manager Community Services	City of Albany	Andrew Duffield	Regional Manager	Main Roads
Matt Bird	Manager Tourism Development and Services	City of Albany	Steve Crawford	Tourism and Marketing Unit Leader	DPAW
Cameron Wood	Executive Director Commercial Services	City of Albany	Rod Quartermaine	Manager Tourism and Property Branch	DPAW
Peter Snow	Chairman	Discover Albany Foundation	Stuart Nahajski	General Manager Regional	Land Corp
Kate Lown	Company Secretary	Discover Albany Foundation	Simon Shuttleworth	Owner	Middleton Beach Caravan Park
Glen Russel	Chair	Discover Albany Foundation	Matt Hammond	Manager - Albany Heritage Park	City of Albany
Catrin Allsop	A/Chief Executive Officer	Australia's South West	Mike Shepard	Regional Leader – Parks and Visitor Services South Coast Region	DPAW
Simon Lyas	CEO	Regional Development Authority	Derryn Belford	Executive Director – Destination Development	Tourism WA
Russ Clark	CEO	Albany CCI	Bruce Manning	CEO	Great Southern Development Commission
David Steytler	Executive Member	Albany CCI. Also Owner of White Star Hotel and 3 Anchors Restaurant			



# Tourism Development Strategy for the Lower Great Southern

PART TWO: The Strategy

November 2016



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## EXECUTIVE SUMMARY

### 1. BACKGROUND AND PURPOSE

### 2. VISION AND GOAL

### 3. STRATEGIC FOCUS AREAS AND INITIATIVES

- Sustainable Leadership
- Enhanced Visitor Servicing
- Optimising Demand
- Enriching Experiences
- Destination Development

### 4. IMPLEMENTATION



Version	Reviewed by	Date
1.0	Cameron Wood and Matt Bird	12/12/16
Final	Lower Great Southern Economic Alliance	15/12/16

# Executive Summary

The Tourism Development Strategy for the Lower Great Southern has been developed from a current state assessment of tourism in the region.

In October 2016, extensive research was carried out on the tourism landscape in the Lower Great Southern region (collective boundaries of City of Albany, Shire of Denmark and Shire of Plantagenet), across tourism organisations, visitor servicing, accommodation, infrastructure, events and tourism products. This assessment was conducted through desktop research, one on one consultation with key industry stakeholders across the region<sup>1</sup> and analysis of key trends, issues and opportunities impacting the region. The findings were used to guide the development of a Tourism Development Strategy for the region.

The final Tourism Development Strategy report is made up of two parts (two documents):

- **Part One: Current State Assessment** – a summary of the current state of tourism in the Lower Great Southern region. The executive summary of this report can be found on the following pages. For the detailed report, please refer to the part one document.
- **Part Two: The Strategy** – The contents of this document contains the strategic focus areas and objectives required to meet the strategic vision and goal for the region.



# Current State Assessment (1/2)

The following key observations were compiled through interviews with key stakeholders, a desktop review of key documents and analysis of data provided by stakeholders.

Tourism Element	Key Observations
<b>Visitor Market Overview</b>	<p>The Lower Great Southern (LGS) has experienced a steady growth in visitor numbers at 7% (average annual growth rate). Visitor nights has also increased by almost 1 million between 2010/11 and 2015/16. However, the LGS is losing market share in visitor nights to the Margaret River Region.</p> <ul style="list-style-type: none"> <li>• LGS visitors are predominantly families (41%) and are mainly from intrastate sources (78%).</li> <li>• Most visitors come for holiday purposes (67%) with the same amount of business visitors as the Margaret River Region (6%).</li> <li>• There is a significant marketing gap in terms of visitor knowledge around what the region has to offer. For the intrastate market the greatest motivator is the natural scenery and the largest barrier is the time it takes to get there from Perth<sup>1</sup>.</li> </ul>
<b>Tourism Organisations</b>	<p>Destination Marketing and visitor servicing is fragmented (with minimal coordination) across the region, and limited resources for impactful marketing. There is also a duplication of members and stakeholder engagement among the destination marketing organisations:</p> <ul style="list-style-type: none"> <li>• With the LTOs lacking critical mass in market, optimised funding models and insufficient coordination of effort; coupled with ASW having a broad remit, an opening for the formation of a new destination marketing model is created</li> <li>• There is a lack of coordination and joint marketing from the two existing LTOs in the region, presenting an opportunity for a single entity.</li> <li>• Marketing lacks scaled and certain investment in an environment of increasing competition : <ul style="list-style-type: none"> <li>• There is a heavy reliance on local government funding that places sustainability and consistency at the mercy of changes among the Councillors.</li> <li>• Funding opportunities from natural assets is not available as is the case in Margaret River.</li> <li>• The financial contribution that potential visitor attraction assets (such as retail outlets and Discovery Bay) can make to ongoing marketing is subject to further assessment.</li> <li>• Alternative sources of funding such as differential rates and a restructure of State government funding for RTOs should be explored.</li> </ul> </li> </ul>
<b>Events</b>	<p>The region lacks a drawcard event for which it is renowned - most of the events held in the region will be attractive to visitors when they arrive but will not attract them to come at scale.</p> <ul style="list-style-type: none"> <li>• Out of a total of 362 events over 2015, approximately 173 events have the potential to attract visitors to the region, mostly from intrastate. The remaining events are likely to be attended by visitors already in the region (as well as community) but are unlikely to be the main purpose of visit.</li> <li>• Many of the events on the calendar are not pitched at the primary market of families<sup>2</sup>.</li> <li>• There is potential for the Adventure XPD event to become an iconic event for a niche market.</li> <li>• While it is acknowledged that there are a number of attractions and activities on offer pre and post conference or business event, there is a lack of suitable accommodation for business visitors.</li> </ul>

■ Notes:



1. Source: TNS Albany Identity Presentation provided by Tourism WA: Understanding the Albany Region's Identity and Appeal (2015)
2. Source: The Lower Great Southern Region Destination Marketing Strategy November 2016
3. Source: The Western Australian Tourism Work Atlas: WA Tourism Employment and Business Atlas (Tourism Council WA publication)



# Current State Assessment (2/2)

Tourism Element	Key Observations
<b>Infrastructure</b>	<p><u>Road</u></p> <p>One of the perceived biggest barriers to visitation in the region is the time and distance it takes to travel by road. Albany is approximately 4.5 hours and a 421 km drive from Perth by car (the direct road down, Albany Hwy, has 90 overtaking lanes).</p> <ul style="list-style-type: none"> <li>• The number of freight vehicles travelling on Albany highway is expected to increase significantly in the future due to growth in grain, hay and livestock industries. This may make the drive to Albany more stressful and less safe for tourists.</li> <li>• A dual carriage way for most of the journey to Albany would help to make the drive less stressful but current traffic volumes don't warrant this.</li> </ul> <p><u>Port</u></p> <ul style="list-style-type: none"> <li>• Growth of spend from cruise visitors will be dependent on ability to get visitors to paid attractions or services that are not available on board the ship.</li> <li>• The average spend per passenger is \$56.65 at the Albany Port, compared to \$143.03 at the Broome Port<sup>2</sup>. This may be attributed to the general cost of tours and entry fees being higher in Broome.</li> <li>• Visitors are shown a good level of hospitality once arriving at the port, with staff from the visitor centre there ready to meet and greet, and to provide information and directions, however there are improvements that can be made in terms of wayfinding.</li> </ul> <p><u>Air Travel</u></p> <ul style="list-style-type: none"> <li>• Only 8% of leisure visitors to Albany arrive by air with air travel dominated by those travelling for business purposes. However, business travellers should be marketed to and encouraged to bring along their families.</li> <li>• From a leisure perspective access by air is cost prohibitive when compared with other WA destinations:             <ul style="list-style-type: none"> <li>• Without an increase in demand driven through population increase in the region, this is unlikely to shift materially.</li> <li>• There is a lack of choice and competition in air travel, with only one operator to choose from in a regulated market.</li> <li>• The airline can rely on business travel for most of the year but not over the peak leisure period of Dec and Jan. This creates a marketing opportunity.</li> <li>• The quality of hotel infrastructure in the region may limit the desire to travel by air.</li> </ul> </li> </ul>
<b>Accommodation</b>	<p>A well-recognised and major issue is the undersupply of 4-5 star hotels in the region and a lack of a professional large capacity hotel provider:</p> <ul style="list-style-type: none"> <li>• Strengthen and prioritise the Middleton Beach and Waterfront hotel precincts through identifying opportunities for government intervention and incentive. These hotel developments will also enhance opportunities to package accommodation and flights to drive down the price of airfares.</li> <li>• There is a good range of accommodation options available for the family segment.</li> <li>• Nature based campsites and Caravan Parks are becoming more popular.</li> <li>• Air BnB will continue to grow and while it will impact on traditional booking models and accommodation providers it may also tap into new markets and grow the size of the visitation economy.</li> <li>• There is an increased focus on developing accommodation for students. Although niche, this is important due to the strong ties between leisure and education.</li> </ul>
<b>Tourism Products</b>	<ul style="list-style-type: none"> <li>• The region has a strong advantage over other locations in the state through products such as The Gap and Natural Bridge, Albany Heritage Park, The Tree Top Walk and The Granite Skywalk.</li> <li>• Of the top 20 tourist attractions in Western Australia<sup>1</sup>, the lower great southern region has three.</li> <li>• The awareness of the specific quality of tourism offerings is low among the intrastate market.</li> <li>• There is a gap in terms of manmade attractions (e.g. small scale rides, mazes etc.) that will appeal to the family segment.</li> <li>• The lifestyle motivation (move to Albany for a quiet life) and conservative demographic are stated as barriers to the development of tourism product.</li> </ul>

1. According to Trip Advisor

# The Strategy Summary

The Tourism Development Strategy sets out a clear vision, goals, strategic actions and mechanisms for the region.

The agreed goal and vision for the region is:

*To strengthen and diversify the economic base of the Amazing South Coast through unified promotion and development of an abundance of unique and unrivalled experiences.*

To achieve this vision, the region will aim for:  
*3 million visitor nights by 2021.*



To guide the vision, a series of initiatives have been developed under the following Key Strategic Areas and objectives:

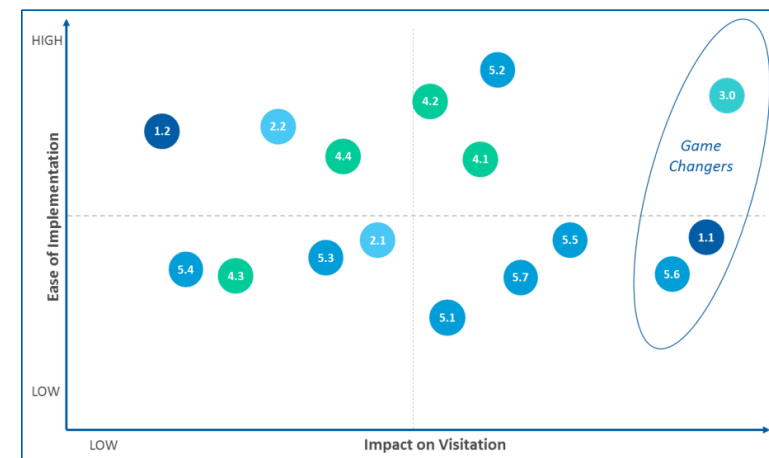
1.0 Sustainable Leadership	2.0 Enhanced Visitor Servicing	3.0 Optimising Demand	4.0 Enriched Experiences	5.0 Destination Development
<ul style="list-style-type: none"> <li>Establish a bespoke destination marketing model for the region.</li> <li>Create a sustainable and optimised funding model.</li> <li>Increase the return on investment from destination marketing.</li> <li>Increase industry support and engagement.</li> <li>Reduce duplication and increase collaboration.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a sustainable sub regional visitor servicing model for the three LGA's.</li> <li>Enhanced collaboration between visitor centres in the region.</li> <li>Increase the return on investment from the visitor centres across the region.</li> <li>Promote excellent visitor servicing and visitor experience as a region.</li> <li>Innovate and evolve with technology / digital enhancements.</li> </ul>	<ul style="list-style-type: none"> <li>Build awareness of the new regional brand.</li> <li>Meaningfully connect with the approved target audience segments.</li> <li>Build a sense of intrigue around the regional product offering.</li> <li>Positively influence current perceptions of the region.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the density and diversity of tourism experiences.</li> <li>Create new and compelling visitor packages that are distribution ready.</li> <li>Create a landmark event for the intrastate market.</li> <li>Lift visitation and brand visibility through a strategic event's calendar that is based on the comparative advantages of the region.</li> <li>Increase private sector collaboration on events</li> </ul>	<ul style="list-style-type: none"> <li>Improve the accessibility of the region.</li> <li>Make it easy for visitors to find their way around the region.</li> <li>Put the visitor at the centre of urban and regional planning.</li> <li>Enhance the infrastructure available for education and business visitors.</li> <li>Improve the range and quality of accommodation available.</li> </ul>

# Game Changing Initiatives

In achieving our goal it is critical that the Economic Alliance pursues and achieves the following initiatives outlined in detail further in this document:

The following initiatives have been identified as 'game changers' because of their high ability to drive the goal of increased visitation:

- **SUSTAINABLE LEADERSHIP - 1.1 Tourism Organisation Review (Page 18):** Building an optimal tourism organisation structure and funding model that is able to execute compelling marketing, engage industry and advocate for destination development.
- **OPTIMISING DEMAND - 3.0 Destination Marketing (Page 24):** Increase the number of visitors to the region by using a significant uplift in destination marketing to create strong awareness and interest.
- **DESTINATION DEVELOPMENT - 5.6 Hotel Accommodation (Page 36):** A 4-5 star hotel for business and leisure visitors within the region is a significant gap in the current value proposition for the intrastate family market and in the attraction of business travellers.



■ Notes:

1. Refer to Appendix C for Initiative Prioritisation Matrix used to identify the game changing initiatives.

# 1 BACKGROUND AND PURPOSE



# Background and Purpose

The purpose of the Tourism Development Strategy is to outline recommendations and strategic actions required to increase visitation to the Lower Great Southern area and in turn increase spend in the region.

This is an important time for tourism in Western Australia and indeed the role it plays in driving the state economy. The mining boom witnessed significant investment in accommodation, supporting industries such as retail, hospitality, public space and cultural attractions across the state, which the tourism industry can now take advantage of.

Within this macro opportunity, the region defined by the collective boundaries of the three local government authorities of the City of Albany, Shire of Denmark and Shire of Plantagenet (Lower Great Southern) has enormous potential; its pristine coastline, national parks harbouring some of the world’s rarest species, outstanding wineries and abundance of outdoor activities and distinct heritage.

To realise its full potential and achieve sustainable tourism growth across the region, The Lower Great Southern Economic Alliance was formed in 2016 (a partnership between the City of Albany, Shire of Denmark and Shire of Plantagenet). The Alliance, with the support of Tourism WA and the Great Southern Development Commission, have prepared this Tourism Development Strategy to establish a clear vision, goals, strategic actions and mechanisms for successful implementation.

In parallel to the Tourism Development Strategy, a Destination Marketing Strategy has been developed and visitor destination branding has been assessed. The new brand and name for the Lower Great Southern is ‘The Amazing South Coast’, which will be referred to in this report.



*Geographical Scope of the Tourism Development Strategy*

# 2 VISION AND GOAL



# Selecting the Strategic Goal




A strategic tourism goal outlines what the region strives to achieve in the implementation of the strategy and strategic initiatives.

Goals should be achievable and reflect the current situational analysis and the projected tourism environment; and should be a combination of qualitative and quantitative targets.

The goal will enable the Amazing South Coast to plan activities and meet full potential. Some examples include:

- Ensuring there is enough accommodation to meet future demand
- Ensuring there will be enough infrastructure in place to service visitors
- Inform business planning such as budgeting and marketing

The Western Australia, Australia’s South West and Great Southern tourism goals (in addition to the situational analysis) have been used to guide the choice of goal for the Lower Great Southern.

	<p>To double the value of tourism in Western Australia – from \$6 billion in 2010 to \$12 billion by 2020.</p>
	<p>To increase the value of tourism in ASW to \$2 billion by 2020.</p>
	<p>Tourism as a percentage of regional turnover will have doubled to 20 per cent (by 2040).</p>

■ Notes:

# Visitor Nights

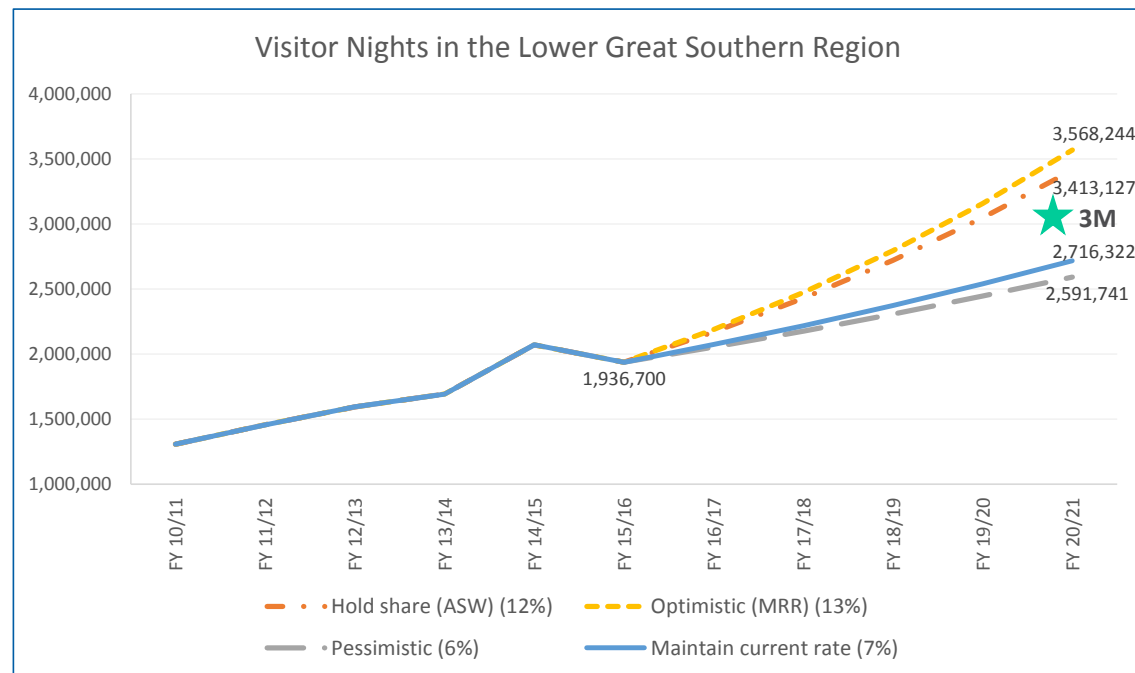
Based on current performance of 1.9 million visitor nights, and the scenarios applied to forecasting, a goal of 3 million visitor nights by 2021 has been chosen.

On assessment of the data available, the focus of the goal will be on visitor nights. This is due to spend data for the Lower Great Southern being unreliable due to smaller sample size (refer to appendix B for further detail)<sup>1</sup>.

It is important to look at a range of different scenarios when goal setting. For the purposes of informing the Tourism Development Strategy, the following scenarios were used to guide selection of the goal:

- Maintain Current Rate – continue to grow at the average rate of the last 3 years
- Hold Share – maintain the LGS share of ASW
- Optimistic – grow at the same rate as Margaret River has grown for the last 3 years
- Pessimistic - grow at the lowest rate in the last 5 years

To meet the goal of 3 million visitor nights, a growth rate of 9.1% per year is required (2.1% above the current growth rate). It will also be important for the region to consider infrastructure to meet the number of nights, such as the number of accommodation providers required<sup>2</sup>.



Refer to the appendix B for performance forecasts for Visitor Numbers and Visitor Spend.



- Notes:
1. Once visitor spend data is able to be reliably captured for the sub region, a visitor spend target should also be established
  2. Accommodation Considerations:
    - Currently there are approximately 2000 rooms available in the region currently (this does not include campsites), which equates to 1.5 million possible visitor nights per year.
    - Based on data provided by TRA, approximately 34% of visitors stay with family and friends (Albany data only).



## FY 2020 Forecast Matrix

Attainment of the visitor nights target can be reached through growth in visitor number and/or nights per visitor. The matrix below shows the interaction between different levels of growth in number of night visitors and the number of nights per visitor.

# of overnight visitors	Level of growth required	# of nights per visitor					
		3.2	3.4	3.6	3.8	4.0	4.2
630,000	4.0%	2,016,000	2,142,000	2,268,000	2,394,000	2,520,000	2,646,000
693,000	5.7%	2,217,600	2,356,200	2,494,800	2,633,400	2,772,000	2,910,600
737,813	7.0%	2,361,000	2,508,563	2,656,125	2,803,688	2,951,250	3,098,813
756,000	7.6%	2,419,200	2,570,400	2,721,600	2,872,800	3,024,000	3,175,200
819,000	9.3%	2,620,800	2,784,600	2,948,400	3,112,200	3,276,000	3,439,800
882,000	11.0%	2,822,400	2,998,800	3,175,200	3,351,600	3,528,000	3,704,400
945,000	12.5%	3,024,000	3,213,000	3,402,000	3,591,000	3,780,000	3,969,000

The matrix shows there are two ways that the region can reach the goal of 3 million visitor nights:

- By increasing the average number of nights per visitor, or
- By increasing the number of visitors that stay the night

As shown by the blue circle above, if the current growth rate of 7% is maintained, and the average number of nights per visitor remains at 3.6, this will fall short of the target number of 3 million visitor nights.

■ Notes:

1. Source: Data provided by Tourism WA and analysis by Churchill Consulting.

# Vision and Goal

To support the quantitative goal, a qualitative vision was chosen for the region by the Economic Alliance.

The 2021 vision and goal for the Lower Great Southern is:

***To strengthen and diversify the economic base of the Amazing South Coast through unified promotion and development of an abundance of unique and unrivalled experiences.***

To achieve this vision, the region will aim for:

***3 million visitor nights by 2021.***

**Strengthen and Diversify:**

- Grow the size of the tourism industry to compliment the agricultural economy.

**Amazing South Coast:**

- The region within the collective boundaries of the City of Albany, Shire of Denmark and Shire of Plantagenet.

**Unified Promotion:**

- A united approach to destination marketing between the tourism bodies in the region.

**Unique and Unrivalled:**

- An experience that can't be found (or matched) anywhere else in Western Australia.

# 3 STRATEGIC FOCUS AREAS AND INITIATIVES



# Key Strategic Focus Areas

To support the achievement of the 2021 goal, a number of initiatives have been identified and grouped into five key strategic focus areas.

The strategic areas have been developed to cover the following aspects of tourism, and are described on the following page:

- **Sustainable Leadership:** Destination Marketing Organisations (DMO) and industry engagement.
- **Enhanced Visitor Servicing:** Visitor servicing.
- **Optimising Demand:** Destination Marketing including brand development, target audiences, marketing and where to play.
- **Enriching Experiences:** the tourism products and events engage the visitor whilst in the region.
- **Destination Development:** infrastructure, accommodation and services to enable visitation.

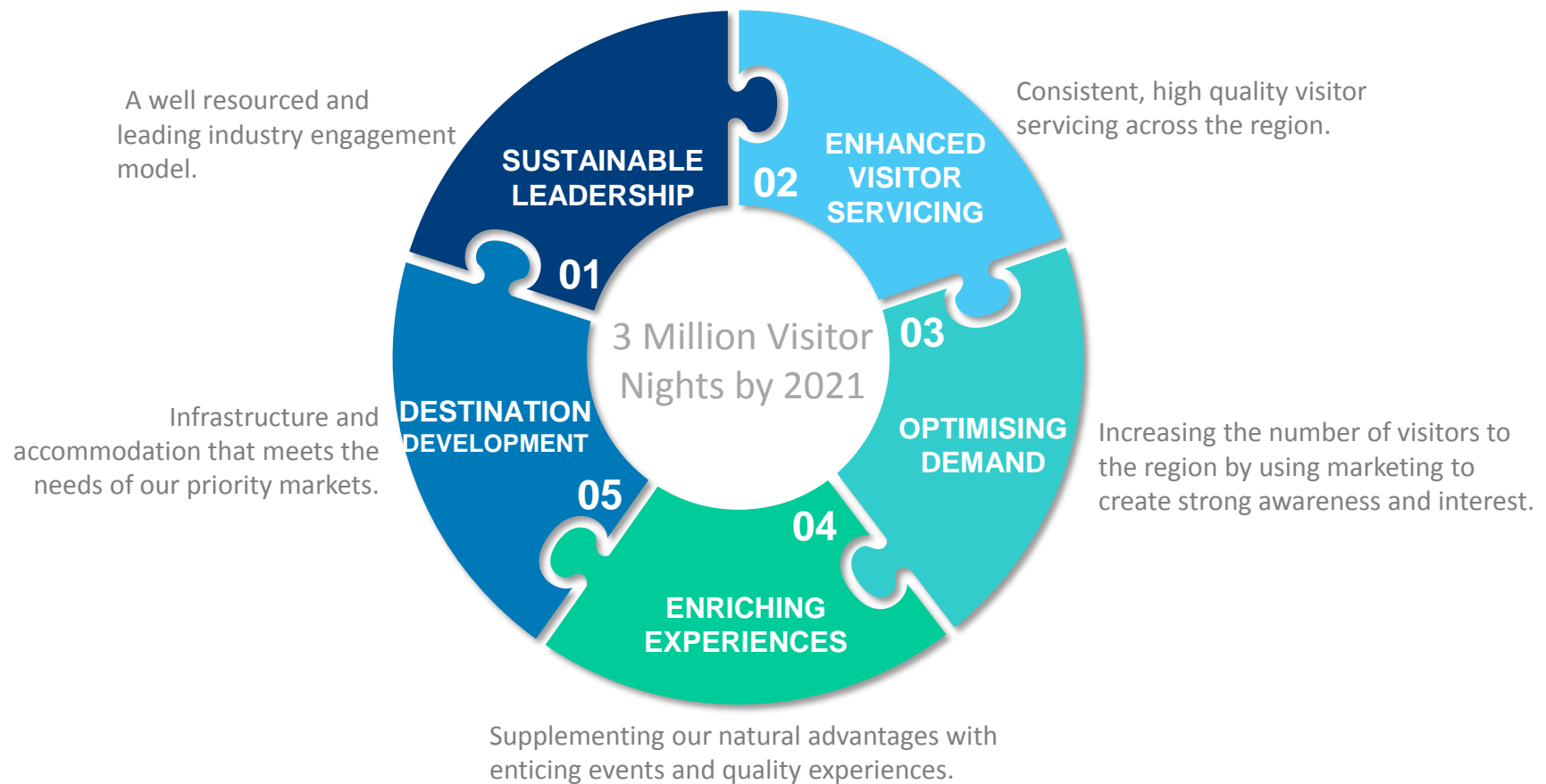
The initiatives under each of the strategic focus areas are detailed in the following sections. The indicative KPIs and priorities have been agreed by the Economic Alliance to deliver on the Strategic Plan. Delivery of the initiatives are subject to ongoing operations and delivery of projects.

The timing of each of the initiatives is allocated to one of three horizons:

- Horizon 1 = 1-3 years
- Horizon 2 = 3-5 years
- Horizon 3 = 5-7 years

# Strategic Focus Areas

The Tourism Development Strategy focuses on five key focus areas.



# 1.0 Sustainable Leadership

A well resourced and leading industry engagement model.



Objectives
<ol style="list-style-type: none"> <li>1. Establish a bespoke destination marketing model for the region.</li> <li>2. Create a sustainable and optimised funding model.</li> <li>3. Increase the return on investment from destination marketing.</li> <li>4. Increase industry support and engagement.</li> <li>5. Reduce duplication and increase collaboration.</li> </ol>

KPIs
<ul style="list-style-type: none"> <li>• Increased visitation (spend, nights and #s) across all categories (education, leisure and business)</li> <li>• Optimal model implemented</li> <li>• Increased funding for Destination Marketing</li> <li>• Brand awareness and regard</li> <li>• Increase number of people employed in tourism</li> <li>• Improved quality of Visitor Experience (measured through net promotor Score)</li> </ul>

#	Initiative	Description	Horizon	Lead Agency
1.1	<b>Tourism Organisation Review</b>	Building an optimal tourism organisation structure and funding model that is able to execute compelling marketing, engage industry and advocate for destination development.	H2	Economic Alliance
1.2	<b>Industry Development</b>	Facilitating collaboration that lifts standards and the quality of the industry value proposition.	H2	Economic Alliance



# 1.1 Tourism Organisation Review

Description		Lead Agency	Support Agency
Building an optimal tourism organisation structure and funding model that is able to execute compelling marketing, engage industry and advocate for destination development.		Economic Alliance	
Objective/s			
<ul style="list-style-type: none"> <li>• Establish a bespoke destination marketing organisation for the region.</li> <li>• Create a sustainable and optimised funding model.</li> <li>• Increase industry support and engagement.</li> <li>• Maximise the contribution of Visitor Centres to the region.</li> <li>• Reduce duplication and increase collaboration.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
1.1.1	Assessment of the model options for improved destination marketing and servicing: <ul style="list-style-type: none"> <li>• Design of the model and funding options</li> <li>• Assessment of sustainable model and funding options</li> <li>• Identification of the issues, barriers and critical success factors associated with new models.</li> <li>• Stakeholder forums for developing, assessing and selecting the preferred model</li> <li>• Development of the implementation plan.</li> </ul>	Q1 2017	Q3 2017
1.1.2	The activities of this phase are subject to the above but can include: <ul style="list-style-type: none"> <li>• Detailed operating model design</li> <li>• Detailed legal and financial due diligence</li> <li>• Councils, boards and membership voting on options for change</li> <li>• Change management and communications</li> <li>• Embedding and stabilisation of any new model</li> </ul>	Q3 2017	Q4 2017

# Tourism Organisation Review Assessment

During the development of the Strategy, this initiative was discussed in detail<sup>1</sup> with the Economic Alliance, with an assessment of three primary structural options.

Three primary structural options were assessed:

Option	Title	Overview
Option A	Single LTO with New Capability	<p>A new LTO is formed to undertake destination marketing activities for the LGS region. This could occur via a new entity or by merger of existing entities: Key features include:</p> <ul style="list-style-type: none"> <li>• Requires a new operating model and capability to maximise visitation</li> <li>• Funding primarily reliant on local government but other revenue sources can be assessed.</li> <li>• A skills-based board with representation from LGAs, other funders and industry players (tbd).</li> <li>• The new LTO collaborates with ASW to maximise joint effectiveness.</li> </ul>
Option B	Enhanced Marketing Alliance	<p>Building on the existing economic alliance, a newly formed marketing board with supporting capability; delegated brand and marketing authority, and committed resourcing is established. Key features include:</p> <ul style="list-style-type: none"> <li>• A skills-based board with representation from LGAs, other funders and industry players.</li> <li>• Oversee increased marketing activities such as campaigns, communications and ensuring one website, visitor guide and consistent approach to brand management.</li> <li>• The Alliance could treat visitor servicing as a separate function with options such as status quo, evolve model, economic alliance coordinated approach.</li> <li>• Will likely require new/increased dedicated resourcing to oversee this.</li> <li>• DTI/ DAF can remain to hold assets and participate within the alliance.</li> </ul>
Option C	Greater RTO Focus	<p>Under this option a new level of state funding and focus is provided to the region. There are two options to achieve this:</p> <p>Option C1 – Additional funding is injected into ASW</p> <ul style="list-style-type: none"> <li>• Greater State funding specifically for the Lower Great Southern region.</li> <li>• Funding is directed into specific staffing needs, campaigns and branding.</li> <li>• Existing tourism organisations at the local level continue to evolve (as seen fit).</li> </ul> <p>Option C2 – Creation of New RTO (ASW scope reduced)</p> <ul style="list-style-type: none"> <li>• A new formal RTO structure is established to do destination marketing for the Amazing South Coast region.</li> <li>• Existing tourism organisations at the local level continue to evolve (as seen fit).</li> <li>• The LTO(s) collaborate with the RTO.</li> </ul>

■ Notes:

1. Refer to appendix D for the detailed assessment.




# Tourism Organisation Review Assessment

The advantages and considerations, as well as funding options were discussed<sup>1</sup>, leading to an agreement to pursue Option C in parallel to developing the case for the establishment of a new LTO with new capability.

Option	Title	Advantages	Considerations
A	<b>Single LTO with New Capability</b>	<ul style="list-style-type: none"> <li>Greater teeth and capacity to drive consistent branding, marketing and synergies</li> <li>One strategy and governance model</li> <li>Potential for increased financial sustainability from multiple sources</li> <li>A strong signal to stakeholders of a new start</li> </ul>	<ul style="list-style-type: none"> <li>Implementation challenges:               <ul style="list-style-type: none"> <li>Capability development</li> <li>Employee management in existing organisations</li> <li>Viability of funding options</li> </ul> </li> </ul>
B	<b>Enhanced Marketing Alliance</b>	<ul style="list-style-type: none"> <li>Speed of implementation – able to execute marketing campaigns in short term</li> <li>Potential to improve visitor servicing (removal of duplication and greater consistency)</li> <li>Allows for proof of concept for increased collaboration until sufficient maturity reached for LTO</li> </ul>	<ul style="list-style-type: none"> <li>Creation of a third entity (including additional layer of governance)</li> <li>Potential duplication outside of the alliance</li> <li>Financially reliant on local government for funding Brand and Marketing initiatives.</li> </ul>
C	<b>Greater RTO Focus</b>	<ul style="list-style-type: none"> <li>Dedicated and experienced destination marketing resources</li> <li>Greater ability to influence and coordinate on an interstate and international level</li> <li>Fix long term inequalities in current RTO system by creating an additional RTO representing the South Coast region and re-aligning some GS regions to Australia's Golden Outback</li> </ul>	<ul style="list-style-type: none"> <li>Local government funding continuation/focus</li> <li>Ability to influence and control State decisions</li> <li>Relationship with existing tourism bodies in the region would need to be clarified to ensure collaboration and integration where possible</li> </ul>

The key recommendations were as follows:

- Option C (Greater RTO Focus) is pursued in the lead up to the state election and runs in parallel to option A.
- Proceed to business case for Option A (new capability, new LTO).
- Option B (Enhanced Marketing Alliance) is a fall back option if Option A or C does not proceed or is delayed.

 **Churchill**  
CONSULTING

■ Notes:  
1. Refer to appendix D for the detailed assessment.



# 1.2 Industry Development

Description		Lead Agency	Support Agency
Facilitating collaboration that lift standards and the quality of the industry value proposition.		Economic Alliance	
Objective/s			
<ul style="list-style-type: none"> <li>• Improve the quality of destination marketing and visitor servicing.</li> <li>• Increase industry support and engagement.</li> <li>• Reduce duplication and increase collaboration.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
1.2.1	Run networking events with tourism operators to facilitate collaboration and awareness of other products and services in the region: <ul style="list-style-type: none"> <li>• Work with industry to develop an annual calendar of networking events</li> <li>• Roll out, monitor and adjust the program accordingly</li> </ul>	TBD	TBD
1.2.2	Develop and implement Industry Training program: <ul style="list-style-type: none"> <li>• Assess current industry knowledge/training gaps</li> <li>• Research industry training programs used by other DMOs</li> <li>• Work with TCWA and other bodies to develop and implement the training program</li> <li>• Communicate training opportunities to industry to maximise utilisation</li> </ul>	TBD	TBD

# 2.0 Enhanced Visitor Servicing

Seamless visitor servicing across the region delivering a strong return on investment.



Objectives	KPIs
<ol style="list-style-type: none"> <li>1. Develop a sustainable sub regional visitor servicing model for the three LGA's.</li> <li>2. Reduce duplication and increase collaboration between visitor centres in the region.</li> <li>3. Increase the return on investment from the visitor centres across the region.</li> <li>4. Promote excellent visitor servicing and visitor experience as a region.</li> <li>5. Innovate and evolve with technology / digital enhancements.</li> </ol>	<ul style="list-style-type: none"> <li>• Reduced cost of Visitor Servicing</li> <li>• Increase average length of visitor stay</li> <li>• Increase average daily visitor spend</li> <li>• Repeat visitation</li> <li>• Net promotor score (measured at point of visitor servicing)</li> </ul>

#	Initiative	Description	Horizon	Lead Agency
2.1	<b>Visitor Centres</b>	Increasing the efficiency and effectiveness of visitor servicing and marketing from the visitor centres across the region.	H2	Economic Alliance
2.2	<b>Visitor Economy Performance Monitoring</b>	Establishing a new visitor satisfaction/engagement measure, performance reporting and benchmarking, and significantly improved data quality for the region.	H2	Economic Alliance



## 2.1 Visitor Centres

Description		Lead Agency	Support Agency
Increasing the efficiency and effectiveness of visitor servicing and marketing from the visitor centres across the region.		Economic Alliance	
Objective/s			
<ul style="list-style-type: none"> <li>Increase the return on investment from the visitor centres across the region.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
1.5.1	Linked with the model options above (initiative 1.1), design a future visitor centre /servicing operating model in terms of people, process and technology <ul style="list-style-type: none"> <li>Develop an integrated management model across the three locations to take advantage of synergies</li> <li>Pilot new digital interactions to improve data collection and visitor servicing; scale up and rollout across all three</li> <li>Complete financial modelling and funding sustainability assessment for new visitor operating model(s)</li> <li>Complete a detailed business case on for new visitor servicing model.</li> <li>Develop a strategic, business and/or marketing plan for the visitor centres</li> </ul>	TBD	TBD
1.5.2	Implement new visitor centre model: <ul style="list-style-type: none"> <li>Develop change management and communication strategy</li> <li>Embed and stabilise</li> </ul>	TBD	TBD



## 2.2 Visitor Economy Performance Monitoring

Description		Lead Agency	Support Agency
Establishing a new visitor satisfaction/engagement measure, performance reporting and benchmarking, and significantly enhanced data collection and quality for the region.		Economic Alliance	LGAs
Objective/s			
<ul style="list-style-type: none"> <li>Improve the quality of destination marketing and visitor servicing.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
1.3.1	Engage tourism operators in the region to develop and implement customer experience measurement: <ul style="list-style-type: none"> <li>Agree goals and in turn questionnaire</li> <li>Determine best delivery mechanism and accountability</li> <li>Roll out, learn and further develop</li> <li>Develop and implement ongoing communication plan for survey</li> </ul>	TBD	TBD
1.3.2	Implement opportunities to employ new technologies collect visitor data: <ul style="list-style-type: none"> <li>Pilot Beacons at information bays, VCs and other practical locations.</li> <li>Learn, adjust and scale up accordingly</li> <li>Assess other opportunities to collect data such as from credit card transactions at attractions</li> </ul>	TBD	TBD
1.3.3	Enhance data quality relating to visitor spend, nights, numbers and other key measures <ul style="list-style-type: none"> <li>Research and implement a method of gathering accurate visitor data for Plantagenet and across the region.</li> <li>Explore opportunity to partner with TWA and TRA to widen the sample and improve the quality of the research</li> </ul>	TBD	TBD
1.3.4	Build a performance scorecard and benchmark the region against this <ul style="list-style-type: none"> <li>Develop an approach to information sharing and benchmarking with other LTO's and Local Governments across the state</li> </ul>	TBD	TBD

# 3.0 Optimising Demand

Increasing the number of visitors to the region by using marketing to create strong awareness and interest.



Objectives	KPIs
<ol style="list-style-type: none"> <li>1. Build awareness of the new regional brand</li> <li>2. Meaningfully connect with the approved target audience segments</li> <li>3. Build a sense of intrigue around the regional product offering</li> <li>4. Positively influence current perceptions of the region</li> </ol>	<ul style="list-style-type: none"> <li>• Increase Tourist Visitation to the region</li> </ul>

For the detailed initiatives and action plan for Optimising Demand, please refer to the Lower Great Southern Destination Marketing Strategy, November 2016 (separate document).

# 4.0 Enriching Experiences

Supplementing our natural advantages with enticing events and quality experiences.



Objectives
<ol style="list-style-type: none"> <li>1. Increase the density and diversity of tourism experiences.</li> <li>2. Create new and compelling visitor packages that are distribution ready.</li> <li>3. Create a landmark event for the intrastate market.</li> <li>4. Lift visitation and brand visibility through a strategic event's calendar that is based on the comparative advantages of the region.</li> <li>5. Increase private sector collaboration on events.</li> </ol>

KPIs
<ul style="list-style-type: none"> <li>• Visitation (spend, nights and #s)</li> <li>• # of experiences for intrastate family market throughout year</li> <li>• Increased range of products and experiences</li> <li>• Event awareness<sup>1</sup></li> <li>• Regional brand awareness</li> <li>• Attendance numbers</li> </ul>

#	Initiative	Description	Horizon	Lead Agency
4.1	<b>Event Strategy</b>	Developing an event strategy (business, sporting and cultural) that lifts visitation to the region and brand recognition and regard.	H1	Economic Alliance
4.2	<b>Product packaging</b>	Developing a comprehensive range of attractive product packages to suit the target markets.	H1	Economic Alliance
4.3	<b>New Products</b>	A range of new products that diversify the regions offering.	H1	Economic Alliance
4.4	<b>Renowned Region of Trails</b>	Enhancing the natural advantages of the region to build an internationally renowned centre for trail experiences.	H2	Economic Alliance

Notes:  
 1. Requires marketing activation spend



# 4.1 Event Strategy

Description		Lead Agency	Support Agency
Developing an event strategy that lifts visitation to the region and brand recognition and regard.		Economic Alliance	LGAs
Objective/s			
<ul style="list-style-type: none"> <li>• Create a landmark event for the intrastate market.</li> <li>• Lift visitation and brand visibility through a strategic event’s calendar that is based on the brand positioning of the region.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
4.1.1	Review and rank existing events against the following criteria: <ul style="list-style-type: none"> <li>• Fit with target market identified in the marketing strategy</li> <li>• Desirability - ability to attract visitors from the target market</li> <li>• Capacity to drive increased brand recognition for the region</li> <li>• Fit with brand positioning for the region</li> </ul>	TBD	TBD
4.1.2	Review the overarching calendar to assess: <ul style="list-style-type: none"> <li>• Density – is there a sufficient mass of events throughout the year?</li> <li>• Diversity – is there enough diversity of events to maintain interest within the overarching brand positioning?</li> <li>• Capacity to execute – is there sufficient capability to execute the events effectively?</li> <li>• Activation – is there budget in place to actively promote the events amongst the target markets?</li> </ul>	TBD	TBD
4.1.3	Develop regional events strategy that spans across 3 shires, considerations include: <ul style="list-style-type: none"> <li>• End events that do not meet the criteria above</li> <li>• Brief agency to identify landmark event options (that meet the criteria above)</li> <li>• Work with partners and stakeholders to also brainstorm and identify events (that meet the criteria above)</li> <li>• Select and deliver events with stakeholders</li> <li>• Put in place a marketing activation budget for event promotion</li> <li>• Communicate the distinction between community events and visitor events (focus of the strategy should be visitor events).</li> <li>• Engage the community on the importance of events for the local economy and on the importance of servicing visitors during this time.</li> <li>• Actively measure the performance of events, adjust and continue accordingly.</li> </ul>	TBD	TBD
4.1.4	Explore opportunities to collaborate with other organisations on existing events in other nearby regions to achieve scale such as: <ul style="list-style-type: none"> <li>• TWA / ASW</li> <li>• Hidden Treasures</li> <li>• Events Corp (royalties for regions)</li> </ul>	TBD	TBD





## 4.2 Product Packaging

Description		Lead Agency	Support Agency
Developing a comprehensive range of attractive product packages to suit the target markets.		Economic Alliance	Visitor Centres
Objective/s			
<ul style="list-style-type: none"> <li>Create new and compelling visitor packages that are distribution ready.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
4.2.1	Educate tourism operators on the importance of packages/bundles, how to cooperatively market and distribute them. <ul style="list-style-type: none"> <li>Educate the importance of accommodation listings being up to date on the Book Easy and other systems</li> </ul>	TBD	TBD
4.2.2	Explore new packaging options including: <ul style="list-style-type: none"> <li>Opportunities with Margaret River (for example wine and food offerings that play to the regional differences. E.g. Lower Great Southern for Pinots and Rieslings and Margaret River for others).</li> <li>Events in Albany with flights from Perth</li> <li>Interstate sporting or cultural event packages. For example, new Perth stadium Anzac event with flights to Albany to see the Anzac ceremony and attractions.</li> <li>Key tourist attractions in the southern part of WA (STARS of WA concept)</li> </ul>	TBD	TBD
4.2.3	Develop 'regional passes' (package of entry passes into the main attractions in the area): <ul style="list-style-type: none"> <li>Develop a list of entry fees to key attractions</li> <li>Liaise with organisations that operate the attractions to gain agreement to package entry fees</li> <li>Develop alternate regional passes</li> </ul>	TBD	TBD
4.2.4	Develop packages to include airfares and accommodation to address issues around competitiveness of air travel. <ul style="list-style-type: none"> <li>Work with Regional Express and accommodation providers to develop options</li> <li>Develop a strategy to market the packages to the target audiences</li> <li>Ensure packaged offers with tourism operators and REX are distributed.</li> </ul>	TBD	TBD



## 4.3 New Products

Description		Lead Agency	Support Agency
A range of new products that diversify the regions offering.		Economic Alliance	LGAs
Objective/s			
<ul style="list-style-type: none"> <li>Increase the density and diversity of tourism experiences.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
4.3.1	Execute an innovation and new product development process: <ul style="list-style-type: none"> <li>Work with stakeholders to form an aligned view of the types of products that the region should encourage</li> <li>Conduct innovation sessions and process to identify new product ideas</li> <li>Review policy setting to identify barriers and potential motivators for the fruition of such new products</li> <li>Develop and execute strategies and policies to attract investors and developers</li> </ul>	TBD	TBD
4.3.2	Develop fun and adventure based experiences that play to the regions strengths and appeal to the target family market: <ul style="list-style-type: none"> <li>Work with organisations such as DPAW and CCI to identify 'bolt on' fun- adventure based experiences' to natural attractions</li> <li>Incentivise the development of appropriate manmade attractions that will appeal to the family market.</li> </ul>	TBD	TBD
4.3.3	Develop new indigenous experiences that will lift the diversity and appeal of the regions cultural and natural offering: <ul style="list-style-type: none"> <li>Work with partners such as WAITOC to identify opportunities</li> <li>Prioritise/ filter opportunities against clear criteria</li> <li>Business case and implement accordingly</li> <li>Develop action plan that identifies what support operators require to get products / experiences market ready.</li> </ul>	TBD	TBD



## 4.4 Renowned Region of Trails

Description		Lead Agency	Support Agency
Enhancing the natural advantages of the region to build an internationally renowned centre for trail experiences.		Economic Alliance	DPAW
Objective/s			
<ul style="list-style-type: none"> <li>Increase the density and diversity of tourism experiences.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
4.4.1	Prioritise the trails that will deliver the most visitation relative to investment, including: <ul style="list-style-type: none"> <li>Trail hub within Heritage Park</li> <li>Porongurups (potential to be only alpine trail network in WA)</li> <li>Heritage park to Middleton Beach</li> <li>Trails that link multiple attractions</li> </ul>	TBD	TBD
4.4.2	Explore and implement opportunities to promote and enhance trails in packages with accommodation providers and tourism operators. A good example is what has been done in Tasmania by the Tasmanian Walking Company and in Margaret River with Walk into Luxury.	TBD	TBD
4.4.3	Enhance the appeal of trails through improved information, signage, artwork and storytelling.	TBD	TBD

# 5.0 Destination Development

Infrastructure and accommodation that meets the needs of our priority markets.



Objectives
<ol style="list-style-type: none"> <li>1. Improve the accessibility of the region.</li> <li>2. Make it easy for visitors to find their way around the region.</li> <li>3. Put the visitor at the centre of urban and regional planning</li> <li>4. Enhance the infrastructure available for education and business visitors.</li> <li>5. Improve the range and quality of accommodation available</li> </ol>

KPIs
<ul style="list-style-type: none"> <li>• Drive to the region seen as less of a barrier</li> <li>• Community awareness of the value of tourism</li> <li>• Increase in business visitors</li> <li>• Higher demand for air travel</li> <li>• Establishment of a 4- 5 star hotel</li> <li>• Changes to policy and planning settings to reduce barriers to development</li> </ul>

#	Initiative	Description	Horizon	Lead Agency
5.1	<b>Safer and Enjoyable Drive: Perth to Albany</b>	Improving the drive experience from Perth to Albany - this is critical to optimising visitation	H3	Economic Alliance
5.2	<b>Leverage the Local Community</b>	Raising community understanding of the value of tourism and leveraging them in growing the visitation economy.	H3	Economic Alliance
5.3	<b>Cruise Experience</b>	Small scale infrastructure investment to enhance the cruise passenger experience; and in turn advocacy and spend within the regional economy.	H2	Economic Alliance
5.4	<b>In-Region Aesthetics and Accessibility</b>	Addressing the ease with which a visitor navigates a region and the visual appeal of the built landscape - these leave a strong impression on the visitor and play a key role in driving demand.	H3	Economic Alliance
5.5	<b>Business Infrastructure</b>	Developing a range of suitable accommodation and infrastructure to facilitate the attraction of business visitors.	H3	Economic Alliance
5.6	<b>Hotel Accommodation</b>	The range and quality of accommodation is a critical driver of the visitation economy. This includes a 4-5 star hotel for leisure visitors within Albany and also on having a range of options for the intrastate family market across the region.	H3	Economic Alliance
5.7	<b>Air Travel</b>	Addressing air access competitiveness through seasonal and packaged offers with accommodation and tourism operators; and ongoing cooperation with TWA on the aviation strategy.	H1 and ongoing	Economic Alliance



# 5.1 Safer and Enjoyable Drive: Perth to Albany

Description		Lead Agency	Support Agency
Improving the drive experience from Perth to Albany - this is critical to optimising visitation.		Economic Alliance	Main Roads
Objective/s			
<ul style="list-style-type: none"> <li>Improve the accessibility of the region.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
5.1.1	Work with local governments, GRDC and LTOs such as 'Hidden Treasures' to package up activities, itineraries and audio guides on the journey down to the region from Perth.	TBD	TBD
5.1.2	Engage with political stakeholders, directly and through with TCWA on improvements to Albany Hwy.	TBD	TBD
5.1.3	Continue to work with Main Roads on the development of passing lanes, safety stops and signage.	TBD	TBD



## 5.2 Leverage the Local Community

Description		Lead Agency	Support Agency
Raising community understanding of the value of tourism and leveraging them in growing the visitation economy.		Economic Alliance	Tourism Operators
Objective/s			
<ul style="list-style-type: none"> <li>Harness the local community in growing the value of the tourism economy.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
5.2.1	Develop and implement a communication strategy to increase community understanding of the value of tourism: <ul style="list-style-type: none"> <li>Leverage visitors centres and attractions as points to communicate the value of tourism to locals</li> <li>Implement other low cost means of communicating the value of tourism: editorial, billboards and newspaper advertising.</li> <li>Work with partners such as TCWA on the strategy</li> </ul>	TBD	TBD
5.2.2	Develop an ambassador program to improve customer service and knowledge of the region's offering. <ul style="list-style-type: none"> <li>Online 'tourism induction' course for operators targeting all areas of customer service in the region</li> <li>Identify opinion leaders and influencers who can disseminate the story of the region</li> <li>Providing a platforms for tourism operators to communicate directly with other members of the community</li> </ul>	TBD	TBD
5.2.3	Develop incentives program with the regions tourism operators for locals who bring their visiting friends and relatives. Options to explore: <ul style="list-style-type: none"> <li>Discounted entry fees for locals</li> <li>Free entry for locals when they bring visiting family and friends</li> </ul>	TBD	TBD
5.2.4	Implement incentives for the local community to visit the attractions and become word of mouth advocates for these: <ul style="list-style-type: none"> <li>An option includes having a free entry day for locals</li> </ul>	TBD	TBD



## 5.3 Cruise Visitor Experience

Description		Lead Agency	Support Agency
Small scale infrastructure investment to enhance the cruise passenger experience; and in turn advocacy and spend within the regional economy.		Economic Alliance	TWA
Objective/s			
<ul style="list-style-type: none"> <li>Make it easy and safe for visitors to find their way around the region.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
5.3.1	Improve wayfinding and access from the port to town centre (signage and foot paths). <ul style="list-style-type: none"> <li>Identify new footpaths required</li> <li>Construct new footpaths</li> <li>Develop and implement new signage</li> </ul>	TBD	TBD
5.3.2	Develop strategies for businesses to coordinate opening hours during scheduled large cruise visits <ul style="list-style-type: none"> <li>Hold community education events</li> <li>Send out information to business operators</li> </ul>	TBD	TBD
5.3.3	Review the current service offered to cruise ship passengers such as the markets and develop strategies for improvement. <ul style="list-style-type: none"> <li>Complete a visitor survey on the cruise ship markets and improvements that passengers would like to see (linked to initiative 2.2)</li> </ul>	TBD	TBD



## 5.4 In-Region Aesthetics and Accessibility

Description		Lead Agency	Support Agency
Addressing the ease with which a visitor navigates a region and the visual appeal of the built landscape - these leave a strong impression on the visitor and play a key role in driving demand.		Economic Alliance	Main Roads
Objective/s			
<ul style="list-style-type: none"> <li>• Make it easy and safe for visitors to find their way around the region.</li> <li>• Ensure that visitors are a central part of the urban planning process.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
5.4.1	Developing a signage strategy for the region: <ul style="list-style-type: none"> <li>• Identify areas of highest priority based on visitor traffic and gaps</li> <li>• Implement accordingly</li> </ul>	TBD	TBD
5.4.2	Ensuring the natural, built and general environment planning has the tourist accounted for: <ul style="list-style-type: none"> <li>• Identify and prioritise areas of concern based on market research with the intrastate market. TNS has reported that: negativity relates to the town of Albany itself being 'urban' or even 'suburban'; but this concern needs to be explored in greater detail.</li> <li>• In line with the above and in general, invest in improving the visual appeal of the areas of highest tourism traffic and in terms of driving 'first impressions':                             <ul style="list-style-type: none"> <li>○ Powerlines</li> <li>○ Commercial signage</li> <li>○ Trees</li> </ul> </li> </ul>	TBD	TBD
5.4.3	Continue to work with Main Roads on the following initiatives to improve road safety: <ul style="list-style-type: none"> <li>• South Coast Highway reconstruction and alignment (around the tight curve of Pfeiffer Road to Cheynes Beach Road)</li> <li>• Upgrades to Chesterpass Road</li> </ul>	TBD	TBD





# 5.5 Business and Education Infrastructure

Description		Lead Agency	Support Agency
Developing a range of suitable accommodation and infrastructure to facilitate the attraction of business and education visitors.		Economic Alliance	Landcorp
Objective/s			
<ul style="list-style-type: none"> <li>Enhance the infrastructure available for education and business visitors.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
5.5.1	Develop business case for infrastructure opportunities to enhance the Albany Entertainment Centre and Waterfront, for example: <ul style="list-style-type: none"> <li>Break out rooms</li> <li>Improved floor space</li> <li>Exhibition space</li> </ul>	TBD	TBD
5.5.2	Continue to facilitate the development of a 4-5 start hotel within the AEC precinct.	TBD	TBD
5.5.3	Continue to support UWA in the expansion of the education offering through infrastructure: <ul style="list-style-type: none"> <li>Assistance with identification of land and development of student accommodation</li> <li>Assistance with identification of land and possible investment into additional campus space in the future if demand increases</li> </ul>	TBD	TBD
5.5.4	Investigate requirements to improve internet access in the region.	TBD	TBD
5.5.5	Explore opportunities to develop niche education offerings, for example: <ul style="list-style-type: none"> <li>Create relationships with English Language schools in Perth to promote completing some learning in Albany</li> <li>Encourage Secondary schools to develop relationships with international schools for exchange programs</li> <li>Encourage courses at the Bunbury university to do study trips to Albany</li> </ul> These should be pursued with clear KPIs in mind and a view to generating increased spend in the region.	TBD	TBD



## 5.6 Accommodation

Description		Lead Agency	Support Agency
The range and quality of accommodation is a critical driver of the visitation economy. This includes a 4-5 star hotel for leisure visitors within Albany and also on having a range of options for the intrastate family market across the region.		Economic Alliance	Land Corp
Objective/s			
<ul style="list-style-type: none"> <li>Improve the range and quality of accommodation available for visitors.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
5.6.1	Facilitate the accelerated development of a 4-5 star hotel in Middleton Beach and / or the Albany Entertainment Centre precinct (Landcorp).	TBD	TBD
5.6.2	Ensure that local government policy settings are conducive to the development of a 4-5 star hotel in Albany.	TBD	TBD
5.6.3	Facilitate the development of additional accommodation around the Stirling Ranges / Mt Barker.	TBD	TBD
5.6.4	Develop planning objective and policy measures for management of Air BnB and other short term rental markets: <ul style="list-style-type: none"> <li>Conduct an audit on the number of Air BnB properties in the area</li> <li>Research how other areas are addressing the impact of Air BnB</li> <li>Assess the types of regulations options available and the resources required for enforcement. This includes licencing.</li> <li>Ensure fit of policies with the desired regulatory environment</li> <li>What is the input from those who would be responsible for enforcing new laws?</li> </ul>	TBD	TBD



## 5.7 Air Travel

Description		Lead Agency	Support Agency
Addressing air fare price competitiveness through seasonal offers and packaged offers with accommodation and tourism operators; and ongoing cooperation with TWA on the aviation strategy.		Economic Alliance	City of Albany / Regional Express
Objective/s			
<ul style="list-style-type: none"> <li>Improve the accessibility of the region.</li> </ul>			
Key Activities and Planning			
#	Step	Start	Finish
5.8.1	Identify and develop packages for cheaper airfares and accommodation, during off season for business travel (December – January).	TBD	TBD
5.8.2	Develop cooperative marketing campaigns to promote these offers to target markets.	TBD	TBD
5.8.3	Continue working with TWA on the development of the aviation strategy for the region.	TBD	TBD
5.8.4	Explore ways to collaborate with Margaret River international airport (packages etc.)	TBD	TBD

# 4 IMPLEMENTATION



# Implementation

The Strategy and the initiatives that underpin it will be implemented over three horizons<sup>1</sup>, guided by the Economic Alliance.

- Until there is an agreement on the tourism model for the region (strategic area 1), the strategy will be governed by the Lower Great Southern Economic Alliance, including responsibility for the engagement and communication of the strategic direction to all stakeholders. Areas of shared responsibility with other government agencies and tourism organisations will be identified.
- As part of the implementation planning, each initiative will require a governance structure, timeframe and supporting KPIs to guide delivery. Implementation of the strategy will be undertaken in a collaborative and coordinated way and stakeholders will be managed and engaged with according to their level of impact on the successful delivery of the strategy. The implementation timeline to be completed is on the following page.
- Importantly, the strategy will be regularly monitored and refined to ensure it remains current and relevant, and is making real progress towards meeting the regional goal of 3 million visitor nights by 2021.

# TDS Implementation Plan

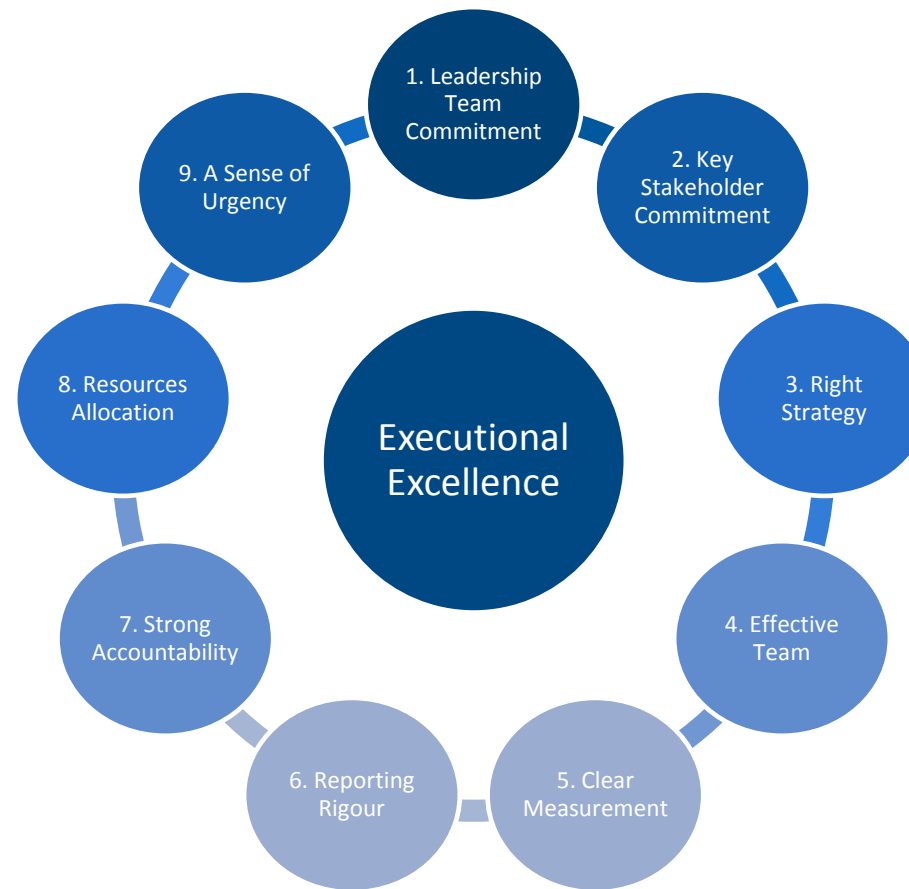
An implementation plan, including ownership and timing will need to be completed.

#	Strategic Focus Area	Initiatives	Owner	2017				2018				2019				2020			
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	Sustainable Leadership	Tourism Organisation Review																	
		Industry Development																	
2	Enhanced Visitor Servicing	Visitor Centres																	
		Visitor Economy Performance Monitoring																	
3	Optimising Demand	See Destination Marketing Plan																	
4	Enriching Experiences	Event Strategy																	
		Product packaging																	
		New Products																	
		Renowned Region of Trails																	
5	Destination Development	Safer and Enjoyable Drive: Perth to Albany																	
		Leverage the Local Community																	
		Cruise Experience																	
		In-Region Aesthetics and Accessibility																	
		Business Infrastructure																	
		Hotel Accommodation																	
		Air Travel																	

To be Completed

# Critical Drivers of Strategy Execution

There are a number of key factors to ensuring successful implementation of a Tourism Development Strategy.



# Critical Drivers of Strategy Execution

Driver	Description
<b>1. Leadership Team Commitment</b>	There needs to be majority support and buy-in from members of the Economic Alliance to the effect that they "will support this with my time, resources and influence."
<b>2. Key Stakeholder Commitment</b>	Project success is driven on the back of motivated stakeholders who can see benefits from success and clear consequences for poor performance. Many strategic initiatives are outside the bounds of "my usual job", and so the stakeholders need to be aware and understand the big picture of why the initiative is being undertaken, how they can influence this big picture and what specific benefits such are involved.
<b>3. Right Strategy</b>	Sometimes it is not about the execution, but the strategy or initiative. Sometimes an initiative was not actually important enough to be on the plan in the first place, or was not clear at the outset, and so it becomes deprioritised as time progresses.
<b>4. Effective Team</b>	Critical skills cover a number of areas including technical, interpersonal and intellectual. There needs to be a team with a complementary balance of skills such as: <ul style="list-style-type: none"> <li>• Technical and intellectual skills such as project management, measurement, problem solving, systems and processes and analytics</li> <li>• Interpersonal skills such as reporting, persuasion and stakeholder mapping/understanding</li> </ul>
<b>5. Clear Measurement</b>	"If you don't measure it, it won't get done." Strategic initiatives need to have clear measures of success, ideally as few as possible so the team remembers them (ideally no more than 5-7).
<b>6. Reporting Rigour</b>	Reporting is essential to track progress, ensure consequences for performance and to give the project team stage gates to focus on. The Governance should ensure that the project links, understands and communicates well with other business initiatives.
<b>7. Strong Accountability</b>	Accountability is not solely about holding someone to account, but also about empowering an "owner" to make decisions and avoid consensus decision making. Single point accountability for delivery should be the target wherever practical.
<b>8. Resources</b>	An insufficient allocation of time and money is an area of significant and frequent failure. The amount of time allocated for implementation is a common driver of failure. A detailed planning and testing phase is required at the outset to ensure that the project is appropriately resourced.
<b>9. A Sense of Urgency</b>	Strategy execution requires change, and effective change requires a sense of urgency. Taking too long can be a drain on money as well as the energy and interest of stakeholders.





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# APPENDIX A: STAKEHOLDER INTERVIEW LIST

# Stakeholder Interviews

The following key stakeholders were interviewed as input to the current state assessment and development of the strategy:

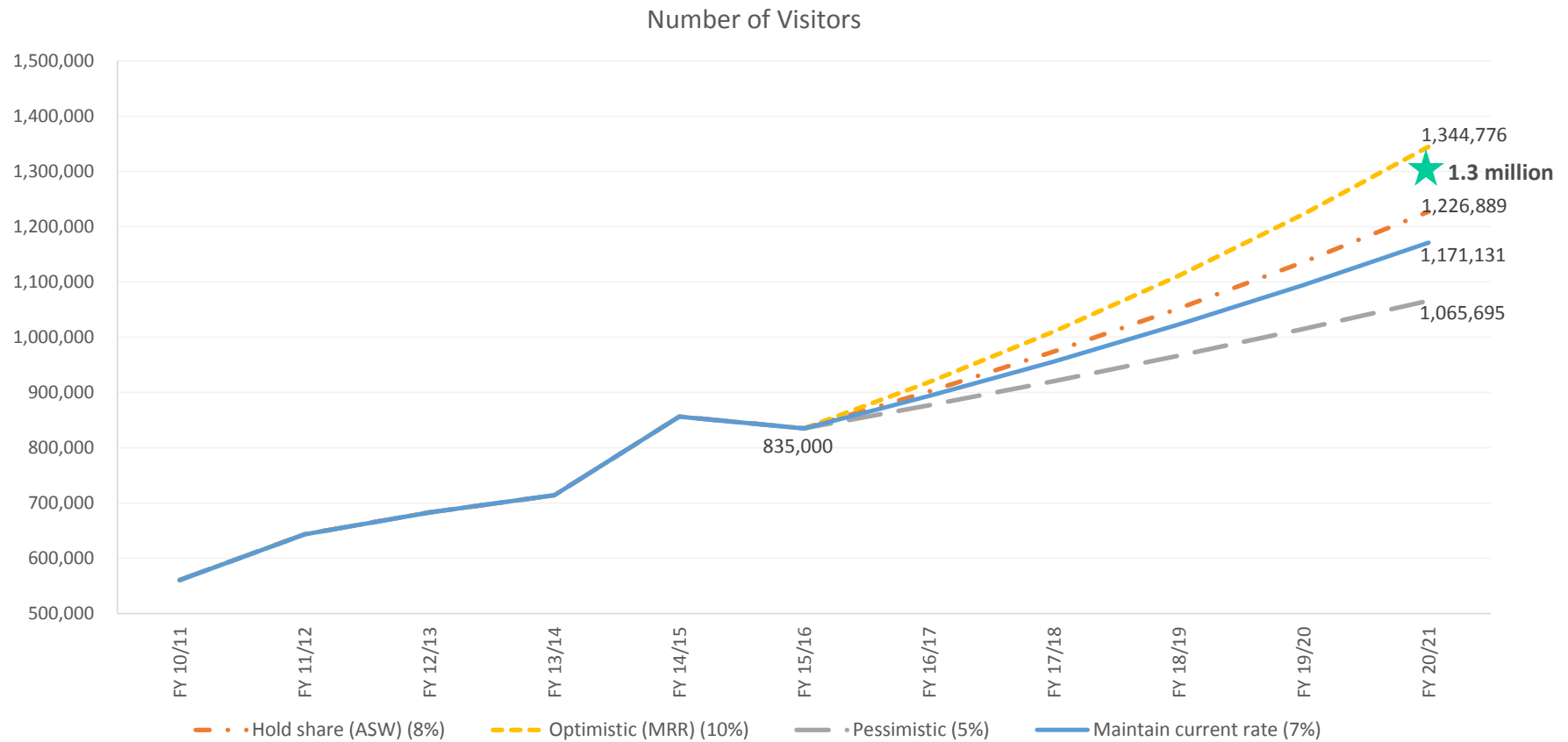
Name	Role	Organisation	Name	Role	Organisation
Justine Nagorsky	CEO	Denmark Tourism Incorporated	Mike Ryan	CEO	StudyPerth
Ross Thornton	Chairman	Denmark Tourism Incorporated	Paul Beeson	CEO	Perth Convention Bureau
Tess Dixon	Marketing and Public Relations Coordinator	City of Albany	Jennifer O'Neil	Director UWA Albany Centre	UWA Albany
Adam Cousins	Exec Manager Community Services	City of Albany	Andrew Duffield	Regional Manager	Main Roads
Matt Bird	Manager Tourism Development and Services	City of Albany	Steve Crawford	Tourism and Marketing Unit Leader	DPAW
Cameron Wood	Executive Director Commercial Services	City of Albany	Rod Quartermaine	Manager Tourism and Property Branch	DPAW
Peter Snow	Chairman	Discover Albany Foundation	Stuart Nahajski	General Manager Regional	Land Corp
Kate Lown	Company Secretary	Discover Albany Foundation	Simon Shuttleworth	Owner	Middleton Beach Caravan Park
Glen Russel	Chair	Discover Albany Foundation	Matt Hammond	Manager - Albany Heritage Park	City of Albany
Catrin Allsop	A/Chief Executive Officer	Australia's South West	Mike Shepard	Regional Leader – Parks and Visitor Services South Coast Region	DPAW
Simon Lyas	CEO	Regional Development Authority	Derryn Belford	Executive Director – Destination Development	Tourism WA
Russ Clark	CEO	Albany CCI	Bruce Manning	CEO	Great Southern Development Commission
David Steytler	Executive Member	Albany CCI. Also Owner of White Star Hotel and 3 Anchors Restaurant			



# APPENDIX B: PERFORMANCE FORECASTS

# Number of Visitors

The goal is 1.3 million visitors by 2021.



**Notes:**

1. Source: Data provided by TWA and analysed by Churchill Consulting.

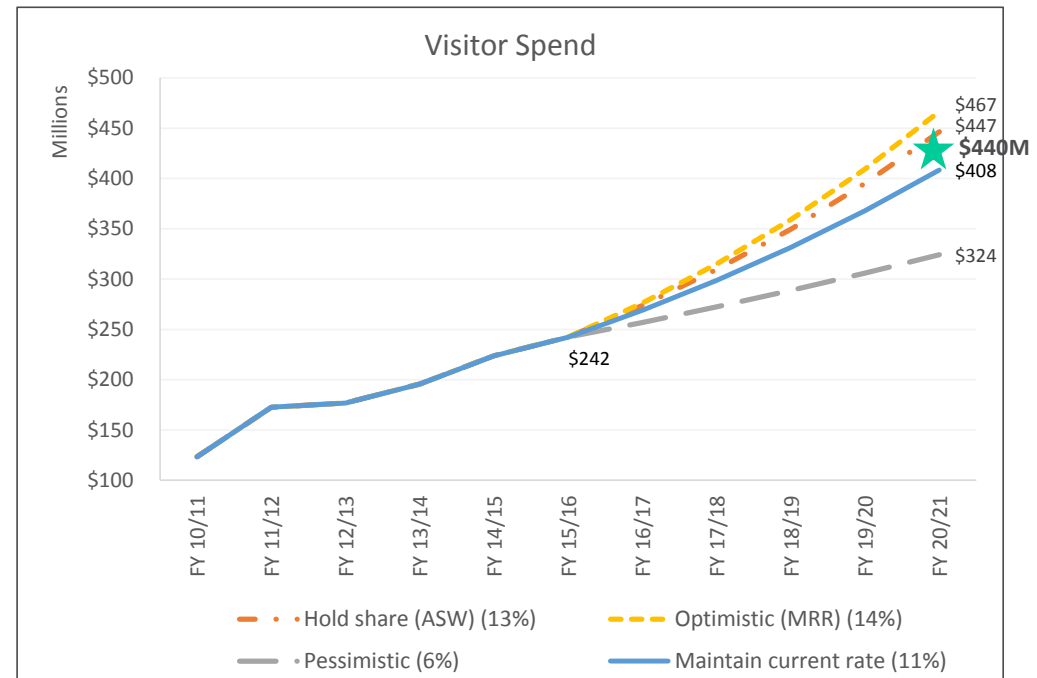
# Visitor Spend

The goal of 3 million visitor nights equates to approximately \$440 million in visitor spend.

### Spend Analysis:

Spend data is only recorded at the RTO level (Australia’s South West), therefore the only way to calculate a spend figure for the Lower Great Southern is to calculate an estimate using the ASW average and the number of visitors to the Lower Great Southern. Further analysis of the data has raised concerns because it is indicating the following:

- 1) Average spend per visitor night \$126 and average spend per day visitor = \$108. This implies accommodation = \$16 which is highly unlikely.
- 2) Average spend by international visitor night = \$65 and average domestic visitor night spend = \$162, indicating a significant divergence in spend. This could be explained partly by the fact that international backpackers working on farms possibly don't spend any money on accommodation, however it would be difficult to pin the entire difference to this.



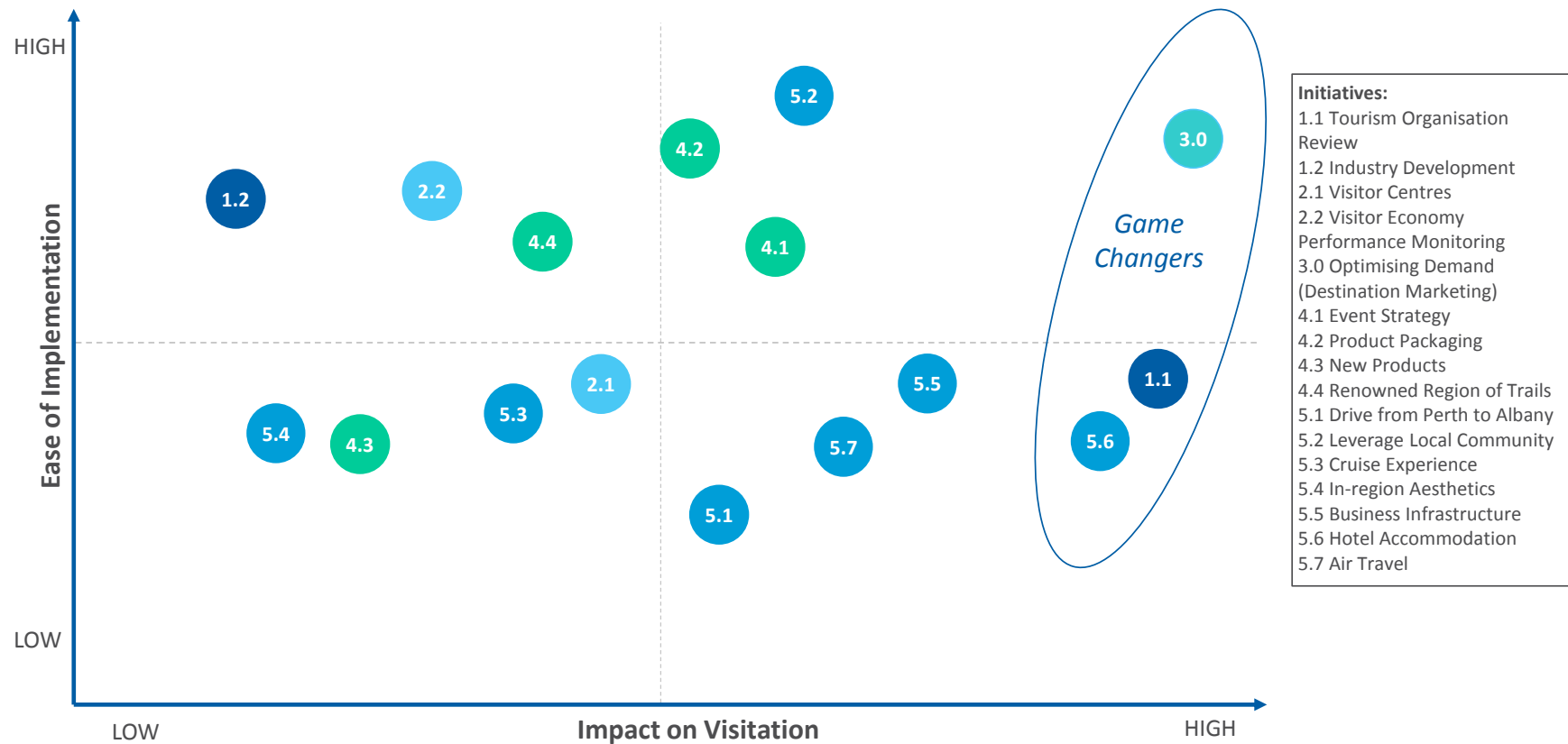
It was recommended that due to the unreliable nature of the spend data, the goal for the Lower Great Southern should be set based on the number of visitor nights spent in the region.



# APPENDIX C: INITIATIVE PRIORITISATION

# Initiative Prioritisation

The initiatives have been prioritised on their ability to impact achievement of the 2021 goal and the ease of implementation.



**Notes:**

1. Based on a subjective assessment by key stakeholders. Subject to further assessment during implementation planning.





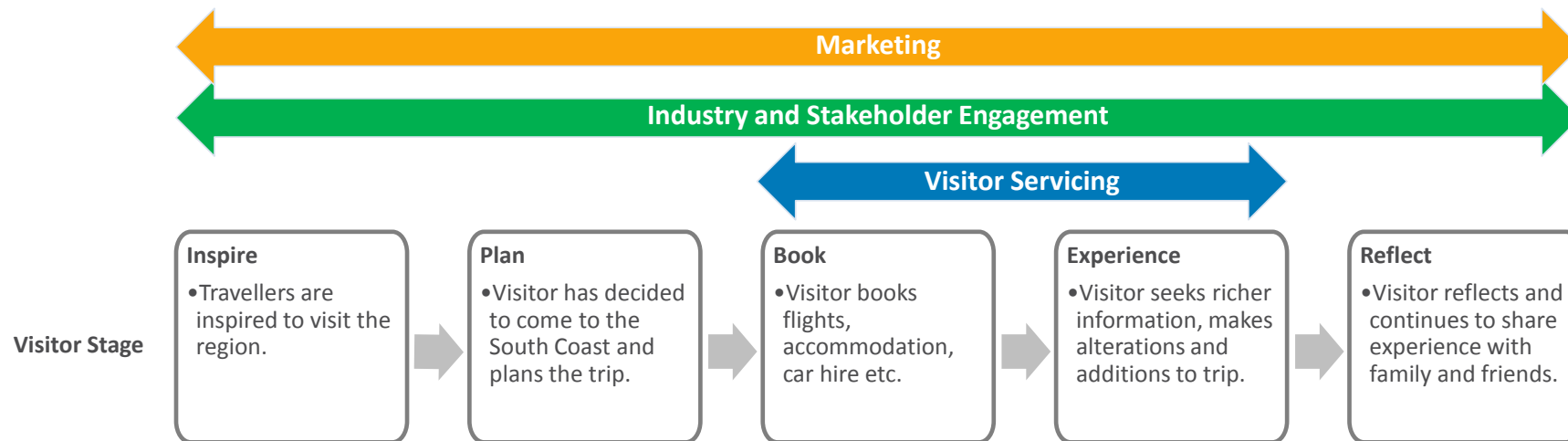
# APPENDIX D: TOURISM ORGANISATION INITIATIVE DEEP DIVE

# What Destination Marketing Organisations Do

A DMO can be involved across all visitor<sup>3</sup> stages.

Typical roles can include:

1. **Marketing** - developing and executing marketing and communication strategies.
2. **Industry and Stakeholder Engagement** - promoting collaboration between tourism organisations, engagement with other DMOs across the region and state, and advocating the value of tourism.
3. **Visitor Servicing** including provision of visitor information, bookings and distribution of maps (through visitor centres) and may include attraction operations.



**Note:** A DMO may perform one, or all of the above roles depending on the right fit for the local situation.

■ Notes:

1. Source: Adapted by Churchill from TRA and a range of other sources.
2. **Note:** the journey is not this linear and typically involves lots of variations/iterations but this framework helps to understand the basic journey and organisations involved.
3. Leisure, business and education visitors.

# Model Options Review

Our goal is to create a model that can sustainability increase visitation to the region.

## Current State

- Fragmented across the region (8 organisations focussing on tourism in some capacity).
- Economic Alliance Committee working on joint branding, strategy and marketing (Brand Board) but still a low level of maturity and collaboration.
- The lack of focus ASW is able to give to the region creates an opening for the formation of an LTO and/or restructure of the RTO framework.
- Marketing lacks scale and certain investment in an environment of increasing competition.



## Desired Future State

- Establish a bespoke destination marketing model for the region.
- Create a sustainable and optimised funding model.
- Increase the return on investment from destination marketing.
- Increase industry support and engagement.
- Reduce duplication and increase collaboration.

# Enabling Structure

There are three structural options worth exploring for the Amazing South Coast:

## Option A

- Single LTO with New Capability

## Option B

- Enhanced Alliance

## Option C

- Greater RTO Focus

# Option A – Single LTO with New Capability

Under this option a single LTO with leading capability to grow visitation, attract funding and execute winning marketing is established.

**Key Features:**

- Requires a new operating model and capability to maximise visitation
- Funding primarily reliant on local government but other revenue sources can be assessed.
- A skills-based board with representation from LGAs, other funders and industry players (tbd).
- The new LTO collaborates with ASW to maximise joint effectiveness.
- The legal structure can be:
  - A1 – Establish from DTI/ DAF Entity
  - A2 – Establish New Entity

ADVANTAGES	CONSIDERATIONS
<ul style="list-style-type: none"> <li>• Greater teeth and capacity to drive consistent branding, marketing and synergies</li> <li>• One strategy and governance model</li> <li>• Operational and scale efficiencies</li> <li>• Eliminates membership duplication (if a membership organisation).</li> <li>• Potential for increased financial sustainability from multiple sources</li> <li>• A strong signal to stakeholders of a new start</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation challenges:                             <ul style="list-style-type: none"> <li>• Capability development</li> <li>• Employee management in existing organisations</li> <li>• Viability of funding options</li> </ul> </li> </ul>
<p><b>Potential Risks:</b></p> <ul style="list-style-type: none"> <li>• Some stakeholders may be uncomfortable with change, due to perceptions of “area bias” (loss of local area representation and servicing)</li> <li>• Ineffective governance and implementation of the new operating model.</li> <li>• Unable to achieve funding security</li> <li>• Financial resources may be consumed with change.</li> </ul>	

■ Notes:

# Option B – Enhanced Marketing Alliance

Building on the existing economic alliance, a newly formed marketing board with supporting capability; delegated brand and marketing authority, and committed resourcing is established.

**Key Features:**

- A skills-based board with representation from LGAs, other funders and industry players.
- Oversee increased marketing activities such as campaigns, communications and ensuring one website, visitor guide and consistent approach to brand management.
- The Alliance could treat visitor servicing as a separate function with options such as status quo, evolve model, economic alliance coordinated approach.
- Will likely require new dedicated resource to oversee this.
- DTI/ DAF can remain to hold assets and participate within the alliance.

ADVANTAGES	CONSIDERATIONS
<ul style="list-style-type: none"> <li>• Speed of implementation – able to execute marketing campaigns in short term</li> <li>• Marketing efficiencies and effectiveness through co-ordinated efforts.</li> <li>• Potential to improve visitor servicing (removal of duplication and greater consistency)</li> <li>• Allows for proof of concept for increased collaboration until sufficient maturity reached for LTO</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of a third entity (including additional layer of governance)</li> <li>• Potential duplication outside of the alliance</li> <li>• Financially reliant on local government for funding Brand and Marketing initiatives.</li> </ul>
<p><b>Potential Risks:</b></p> <ul style="list-style-type: none"> <li>• Ability to act with speed and adapt to market changes</li> <li>• Future funding and general commitment is at whim of local government political cycle.</li> <li>• Lack of industry engagement.</li> <li>• Not a strong signal for industry as a fresh start</li> </ul>	

# Option C – Greater RTO Focus

Under this option a new level of state funding and focus is provided to the region.

### Option C1 – Additional funding is injected into ASW

- Greater State funding specifically for the Lower Great Southern region.
- Funding is directed into specific staffing needs, campaigns and branding.
- Existing tourism organisations at the local level continue to evolve (as seen fit).

### Option C2 – ASW is split into two RTO’s

- A new formal RTO structure is established to do destination marketing for the Amazing South Coast region.
- Existing tourism organisations at the local level continue to evolve (as seen fit).
- The LTO(s) collaborate with the RTO.

ADVANTAGES	CONSIDERATIONS
<ul style="list-style-type: none"> <li>• Greater amount of resourcing /funding</li> <li>• Dedicated and experienced destination marketing resources</li> <li>• Greater ability to influence and coordinate on an interstate and international level</li> <li>• Fix long term inequalities in current RTO system by creating an additional RTO representing the South Coast region and re-aligning some GS regions to Australia's Golden Outback</li> </ul>	<ul style="list-style-type: none"> <li>• Local government funding continuation/focus</li> <li>• Ability to influence and control State decisions</li> <li>• Relationship with existing tourism bodies in the region would need to be clarified to ensure collaboration and integration where possible</li> <li>• May increase the number of brand messages (dilute the brand) in the region if existing organisations continue as is.</li> </ul>
<p><b>Potential Risks:</b></p> <ul style="list-style-type: none"> <li>• Local industry engagement</li> <li>• Decision making lies outside the control of the region- creating a number of risks.</li> <li>• Speed of implementation.</li> <li>• Over reliance on State Government.</li> </ul>	

# Funding Options

There are a number of funding options including:

OPTIONS*	DESCRIPTION	FUNDING IMPACT	EASE OF IMPLEMENTATION
<b>OPTION A</b>	<b>LOCAL GOVERNMENT CONTRIBUTION</b> <ul style="list-style-type: none"> <li>Funding input from local government, generated through options such as differential rates</li> </ul>	High	Hard/Moderate
<b>OPTION B</b>	<b>MEMBERSHIP FEES</b> <ul style="list-style-type: none"> <li>Tiered membership structure</li> </ul>	Low	Moderate
<b>OPTION C</b>	<b>COOPERATIVE MARKETING</b> <ul style="list-style-type: none"> <li>Industry contribution</li> <li>Contribution of TWA, ASW and DPAW</li> </ul>	High (subject to quality of campaigns and model capability)	Moderate
<b>OPTION D</b>	<b>GRANTS</b> <ul style="list-style-type: none"> <li>Federal and State government</li> </ul>	Medium	Moderate
<b>OPTION E</b>	<b>INCOME FROM ASSETS</b> <ul style="list-style-type: none"> <li>Funds from key assets such as retail stores at key attractions, car parking fees, contribution from key assets owned by DPAW etc.</li> </ul>	High (subject to quality of the asset)	Hard



# Comparative Funding

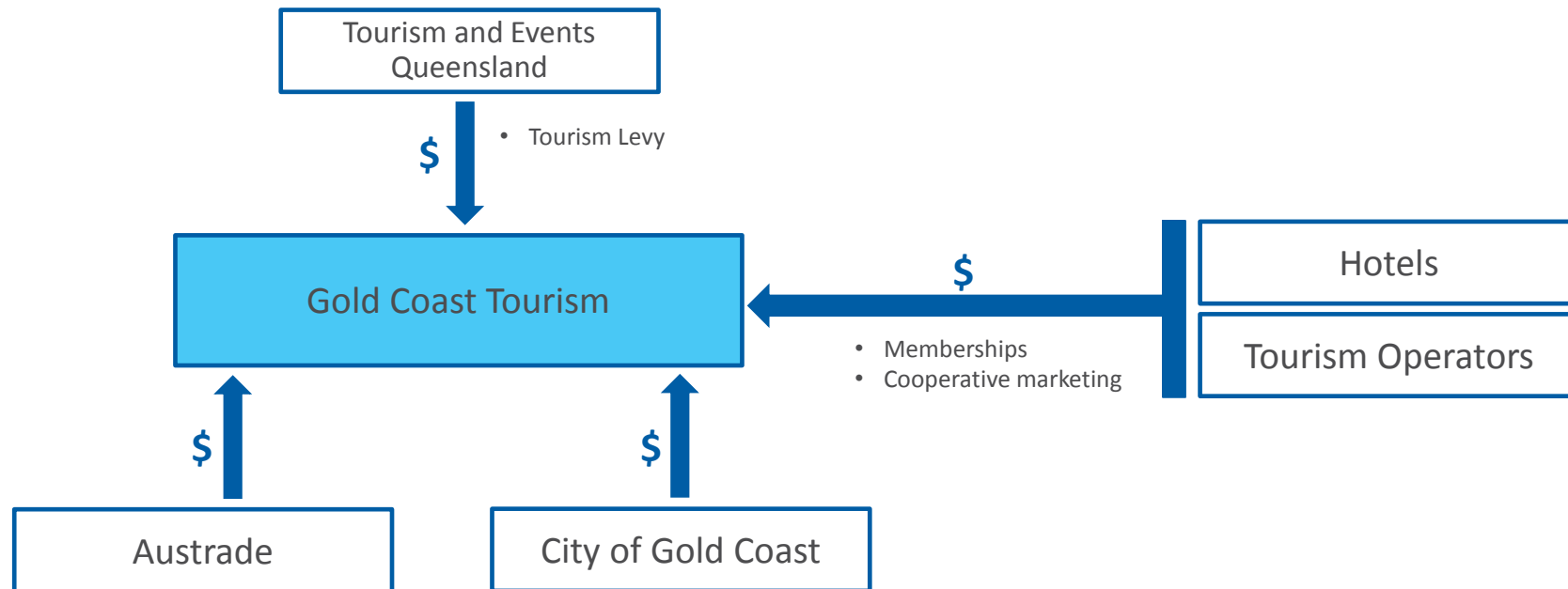
It is typical that 70-80% of funding come from public sources.


	Funding Source	Total Budget
WA RTOs	70-80% Government (\$1.131m*) 20-30% Private	\$1.4 - 1.6m
Gold Coast	91% Public 8% Private	\$15.8M
European DMOs	69% Public 31% Private	50% under \$10M *mean membership revenue is \$258K
US/ Canada DMOs	88% Public 12% Private	\$4.49**



# Gold Coast Tourism Corporation

Almost 80% of Gold Coast Tourism's total revenue of \$15.8M is funded by the City of Gold Coast through the tourism levy.




**Churchill**  
 CONSULTING

■ Notes:  
 1. Primary Source: [www.visitgoldcoast.com](http://www.visitgoldcoast.com)  
 2. Secondary Source: Senior Stakeholder, Tourism and Events Queensland

# Recommendation

The discussions with the Economic Alliance led to an agreement to pursue Option C in parallel to developing the case for the establishment of a new LTO with new capability.

1. Option C (Greater RTO Focus) is pursued in the lead up to the state election and runs in parallel to option A.
2. Proceed to business case for Option A (new capability, new LTO).
3. Option B (Enhanced Marketing Alliance) is a fall back option if Option A or C does not proceed or is delayed.



**Marketforce**

# What we will be talking about today

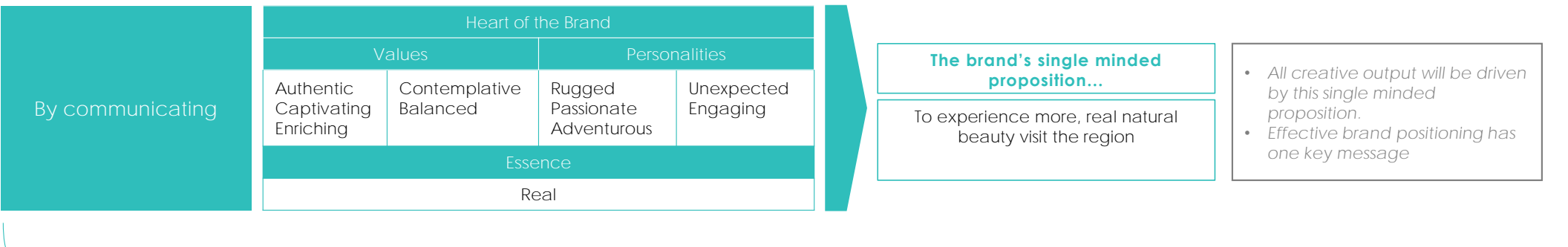
- 3. Situational Context
- 7. Target Audience Analysis
- 12. Product Analysis
- 14. Competitor Analysis
- 18. Industry Analysis
- 22. Timing Analysis
- 28. Marketing Channel Analysis
- 40. Destination Marketing Strategy
- 48. Next Steps
- 49. Appendix

# Situational Context

*Where are we now?*

# Brand Strategy Overview

<b>Get these people...</b>	<ul style="list-style-type: none"> <li>• Nature Seeker Families</li> <li>• Active Families</li> <li>• Young singles and couples 25-34 yrs. old</li> </ul>
<b>Who currently think...</b>	<ul style="list-style-type: none"> <li>• I am unsure what the Region has to offer that I can't find in closer destinations such as Margaret River.</li> <li>• The region is too far to go, it takes too long to get there and the mild temperatures aren't a selling point.</li> <li>• When considering short trip destinations I am always on the lookout for something new to experience (be it active or nature based).</li> </ul>
<b>To think...</b>	<ul style="list-style-type: none"> <li>• Is a majestic natural playground full of activities</li> <li>• Is a discovery of raw landscape of natural beauty</li> <li>• Gives me an escape with unexpected rewards</li> <li>• Allows me to do as much or as little as I want</li> </ul>



## Destination Marketing Strategy

# Project Objectives

## Overarching Project Objective

Develop a unique unifying brand identity for the Region that will increase brand awareness and motivation to visit the region. This brand identity will represent the areas of City of Albany, Shire of Denmark and Shire of Plantagenet.

## Destination Marketing Strategy Objectives

- Build awareness of the new regional brand
- Meaningfully connect with the approved target audience segments
- Build a sense of intrigue around the regional product offering
- Positively influence current perceptions of the region

Increase  
Tourist  
Visitation to  
the region

*Within this strategy we will refer to the Lower Great Southern Region as the Region.*



# Behaviors and Barriers Needed to be Addressed

In order to achieve the objectives mentioned earlier we need to change the behaviours of holiday makers listed below by addressing the barriers also listed below. For this to happen the Destination Marketing Strategy will recommend activities that will achieve this. This will enable us to reposition the region as a favourable holiday destination.

What changes in behaviour do we **require...**

- Visitation - We need more people to visit the region.
- Time of Visitation - We need people to visit during shoulder periods not just peak periods.
- Length of Visitation - We need people to stay for longer time.

What barriers are preventing **this...**

- Lack of Awareness - I don't know what is on offer throughout the region.
- Negative Perception - I think the region is too far to travel for a holiday.
- Negative Perception - I feel that the weather is unpredictable.
- Lack of Differentiation - I can get what is there at other WA travel destinations.

# Target Audience Analysis

*Who do we need to target and what do they want?*

# Families

## Active and Nature Loving...

Age: 35 – 49

Education: Tertiary.

Over index for home duties due to skew to female.

Work Status: Full-time

Socio-economic Scale: AB - Big spenders

HH: 3 – 4 ppl.



Values - Visible Achievement

Retain traditional values even with their success.

Family is very important, wanting to provide their families with a high quality environment.

Look for quality and value for money, not necessarily something that is expensive.

## Attitudes and Lifestyles



# Adult Couples and Singles

*Active and Nature Loving, whilst also looking for an escape...*

Age: 25 – 34

Education: Tertiary

Work Status: Full-time

Socio-economic Scale: AB

Medium Spenders

Young married no children HHI \$70k+



Values

Young optimism – want to experience all life has to offer.

Socially aware - Seek detailed information about their options.

Visible Achievement - Look for quality and value for money, not necessarily something that is expensive.

Attitudes and Lifestyles



# Target Audience Research Insights

Target Audience Insights	Action
There is an inherent lack of knowledge as to the region's offering	<ul style="list-style-type: none"> <li>• Promotion of the region and it's offering.</li> <li>• Online is a channel most commonly used for holiday research.</li> </ul>
There is a lack of perceived uniqueness for the region.	<ul style="list-style-type: none"> <li>• Distinctive features must be investigated and emphasised wherever possible in communications.</li> </ul>
There are perceived gaps in core product offerings within the region. E.g. past visitors were critical of the region's accommodation and dining experiences.	<ul style="list-style-type: none"> <li>• Promote quality options in these areas so tourists are able to find the best options tailored to their demands.</li> <li>• Continue to develop product to fill gaps.</li> </ul>
The region's greatest strength is it's natural offering. But is this any different to other regions natural offerings?	<ul style="list-style-type: none"> <li>• We need to communicate a distinctive and unique regional identity.                             <ul style="list-style-type: none"> <li>• Remind people what makes up the region</li> <li>• Dial up products like local produce and ANZAC</li> </ul> </li> </ul>

The Albany Region is perceived, both Intra and Interstate, as a slow-paced, nature based escape, reconnect and recharge destination. It offers a personal, introspective form of connection / reconnection with nature/ history/ self and loved ones.

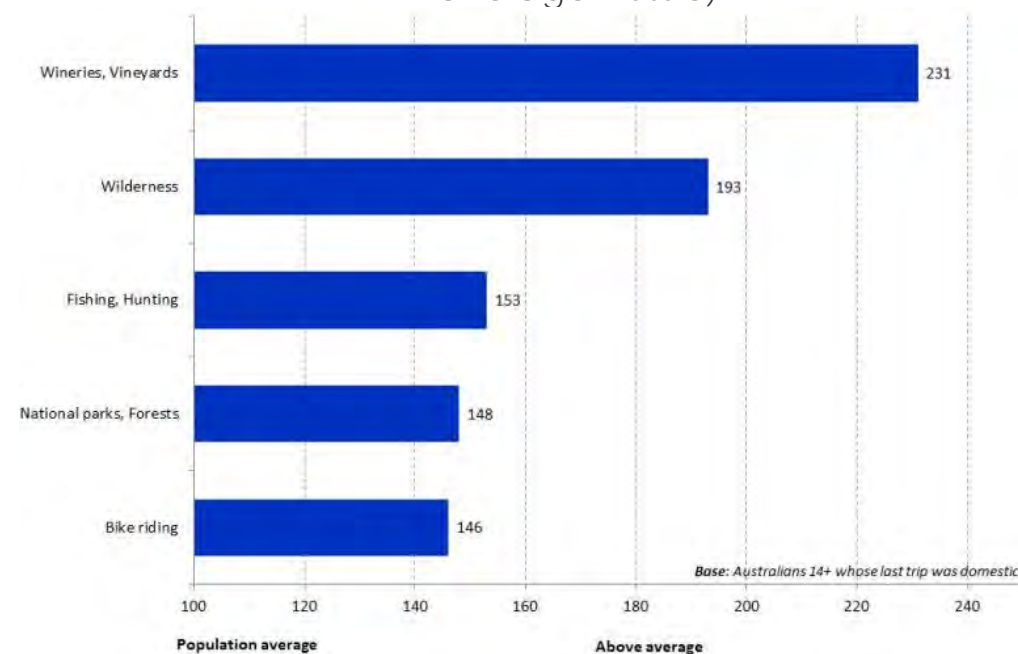


# WA Holiday Demands

- Western Australians are 93% more likely than the average Aussie holiday-goer to have visited a wilderness area.
- Western Australian's are above average for participation in outdoorsy activities such as bushwalking, and taking in the local scenery.
- Western Australians are below-average in participation in more urbane holiday pursuits like going to art galleries, theme park.
- 75% of people whose last holiday was in WA, were in fact local WA residents.

Research suggests that the region has a product offering that is in high demand. Majority of WA holiday makers are in fact WA residents.

Top 5 holiday activities of people whose last holiday was in WA (compared to average Aussie)

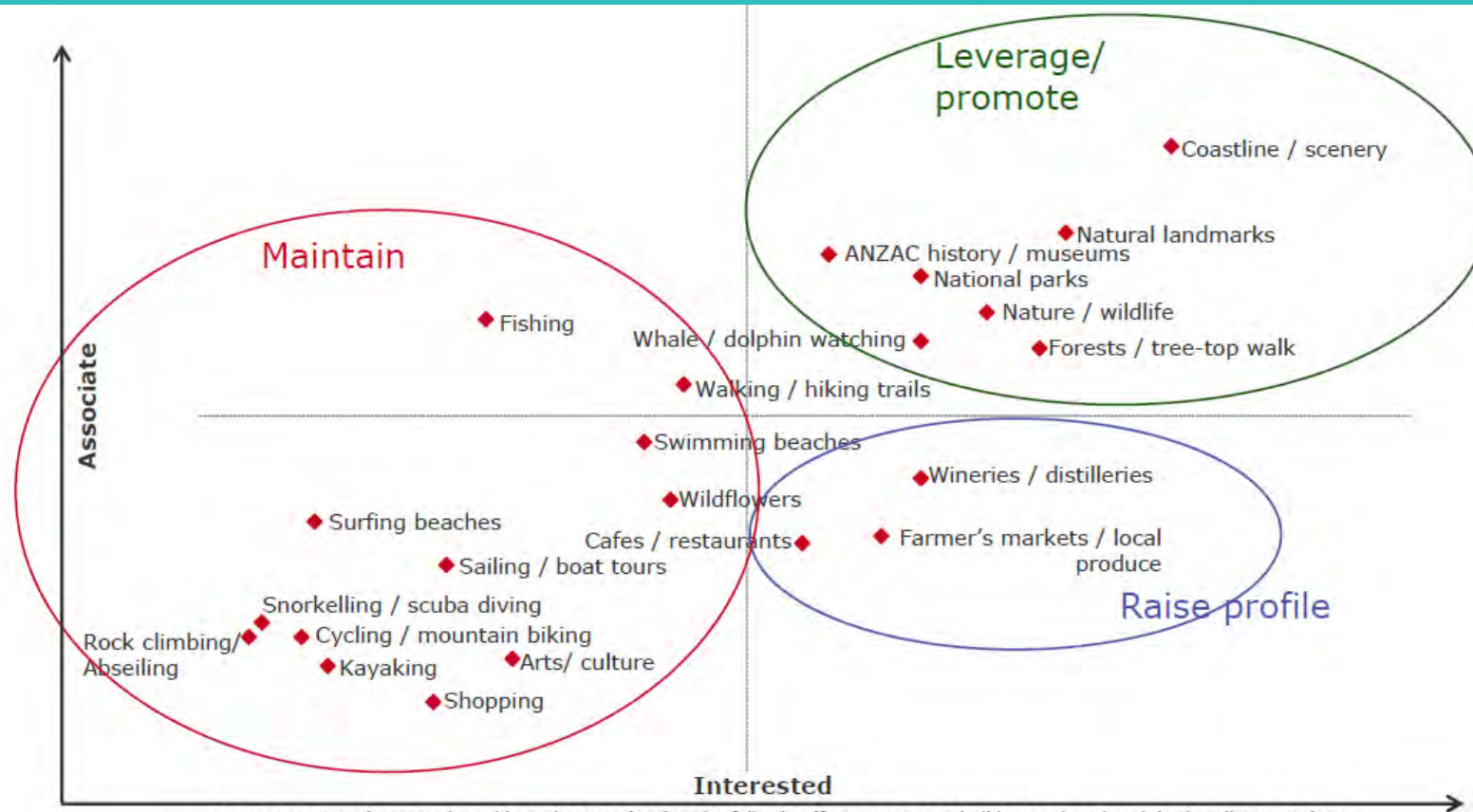


Source: Roy Morgan 2016

# Product Analysis

*What do we need to Promote?*

# What do we need to Promote?



Source: Tourism WA

Source: C3. How interested would you be experiencing the following if you were on a holiday or short break in the Albany Region?  
Base: Intrastate n=200



# Competitor Analysis

*What have other destinations done?*

# Tourism Northern Territory

*Pushing the NT off Aussies' bucket lists and onto their to-do lists*

## Challenge

- NT was perceived as too far to travel for a holiday
- Absence of elements that make a great holiday – fun and sociability
- NT was on people's 'one-day' bucket lists but not on this year's itinerary

## Objective

- Build a new brand positioning for the Northern Territory to take it from a passive experience offering personal enrichment to an active holiday destination that is social, fun and exciting, to drive more interstate visitors

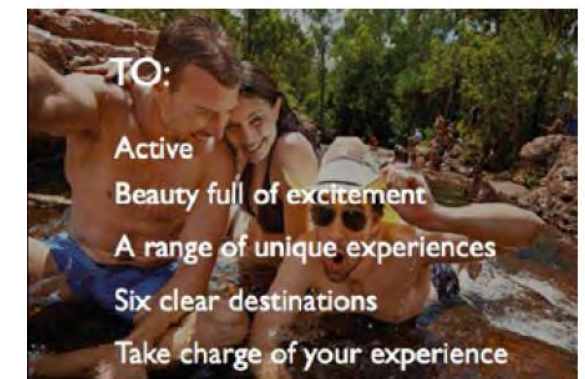
## Insight

When the target audience saw the adventurous experiences on offer this shifted the destination up people's lists of places to visit

## The Big Idea

NT isn't somewhere you go, it's somewhere you DO, and what you DO is unlike anything else on earth.

Source: WARC



# Tourism Northern Territory

To successfully launch the new brand, NT needed to build brand awareness and consideration. This was achieved by the activities listed below.



## 1. Awareness

- Raise awareness around the activities on offer in and around iconic NT landscapes, to make the destination feel closer and more accessible.
- "Do the NT" launched with:
  - TV
  - New website
  - Radio
  - Digital banners
  - Pre-rolls
  - Social media
- This helped clearly define the type of holiday the Northern Territory made possible both at a broader level ("do unexpected") and an activity level ("do Alice by bike").

Source: WARC

## 2. Consideration

- The task was to create a more complete picture of how to do the NT, making planning easier, with the **message "Do the NT your way"**.
- A PR partnership was developed with Sunrise to clarify how to best navigate the region.
- Social Media - Reach was amplified by presenters posting NT images on personal profiles with live commentary.
- PR / TV / Online - The PR phase was assisted through reworked TV and online video itineraries laying out how to navigate the region.
- Print - Large-format print ads appeared in press, explaining the different regions and how to plan to make the most of them.

# Tourism Northern Territory Channels

Examples of creative output used in various marketing channels used to build awareness and consideration.



TV



Digital banners



Source: WARC

New website and YouTube channel



PR



Mainstream Press



Video itineraries and E-brochure

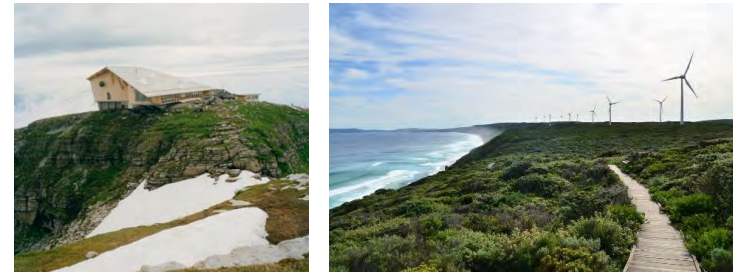


# Industry Analysis

*What is trending in the industry?*

# Tourism and Social Trends

- Event Travel: People are becoming more interested in travelling to destinations for event oriented holidays and then also experience the local offering as a bonus.
- Travellers want authentic experiences that make them feel they are getting the real local experience.
- A study revealed that 82% of Australians are concerned about at least one environmental issue. The future of marketing is philanthropy.
- The latest dining experiences to entice luxury consumers are extreme and about accessing remote, rare and theatrical settings amid the wonders of nature.
- Aquatic Travel: As demand rises for aquatic experiences tourism operators are responding by providing new experiences to interact with the aquatic wildlife.



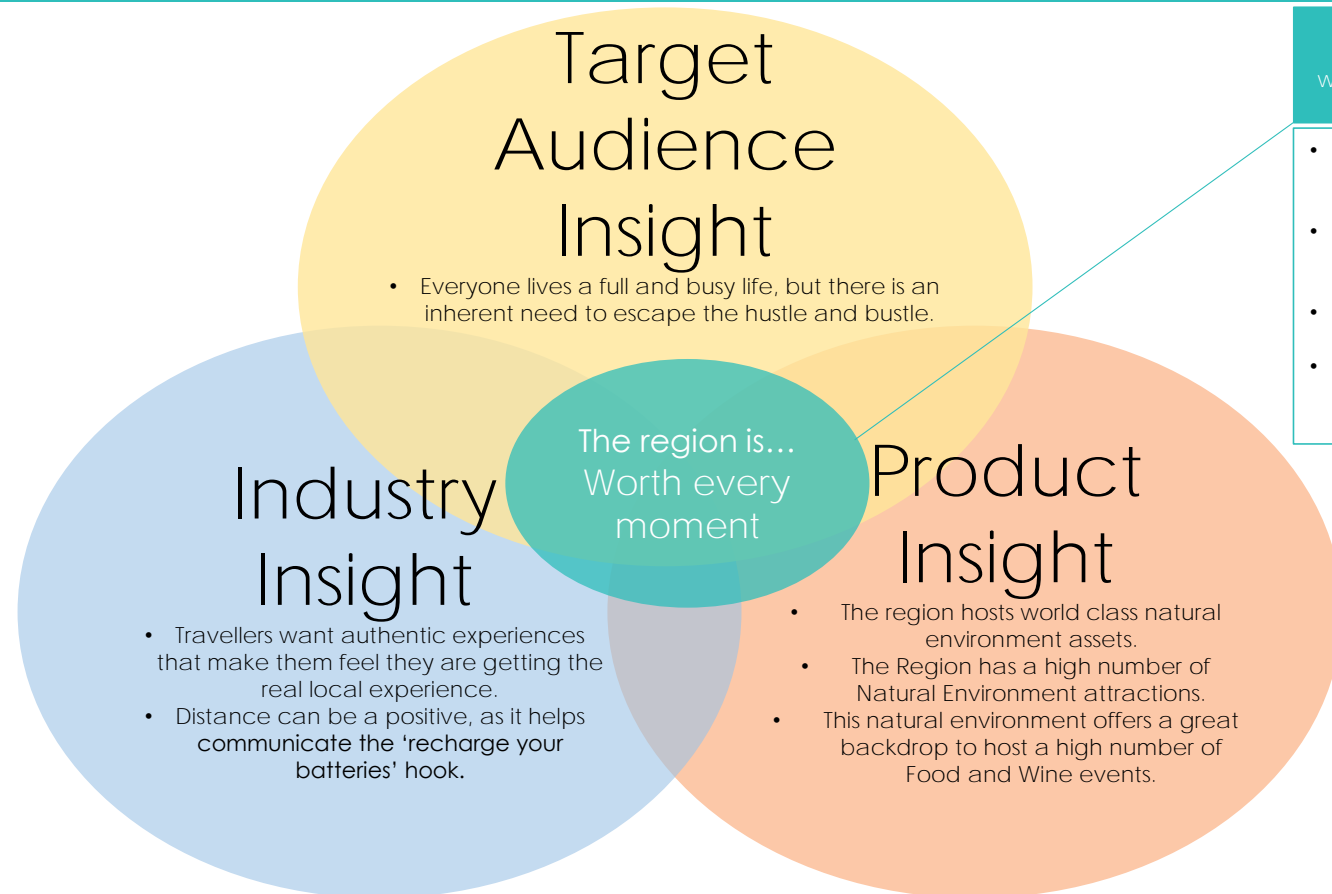
Source: Cummins and Partners - Travel Trends 2015; TWA Taste 2020



In a  
Nutshell....



# Research Key Insights



## Target Audience Insight

- Everyone lives a full and busy life, but there is an inherent need to escape the hustle and bustle.

## Industry Insight

- Travellers want authentic experiences that make them feel they are getting the real local experience.
- Distance can be a positive, as it helps communicate the 'recharge your batteries' hook.

## Product Insight

- The region hosts world class natural environment assets.
- The Region has a high number of Natural Environment attractions.
- This natural environment offers a great backdrop to host a high number of Food and Wine events.

The region is...  
Worth every moment

By communicating that the region is *Worth every moment* will start the process of overcoming the barriers below:

- Lack of Awareness - I don't know what is on offer throughout the region.
- Negative Perception - I think the region is too far to travel for a holiday.
- Negative Perception - I feel that the weather is unpredictable.
- Lack of Differentiation - I can get what is there at other WA travel destinations.

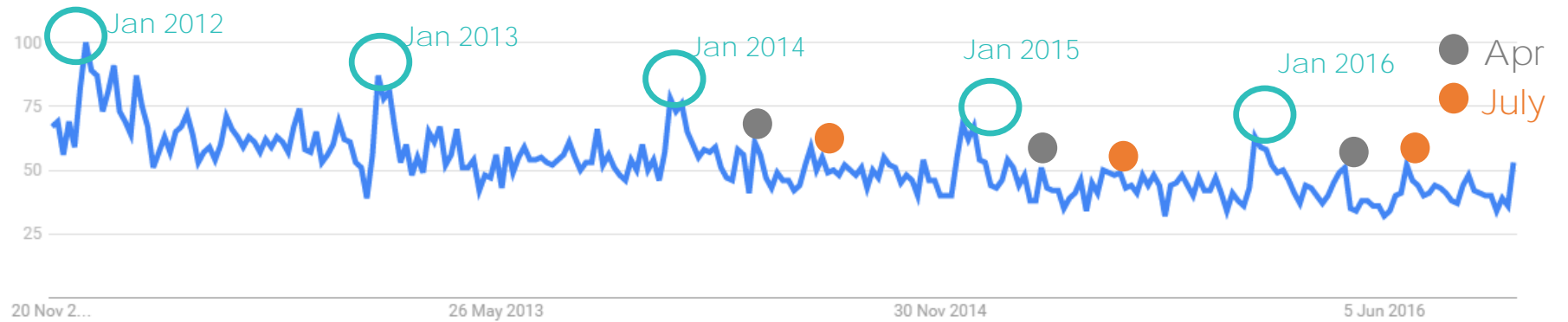


# Timing Analysis

*When should we target our audience?*

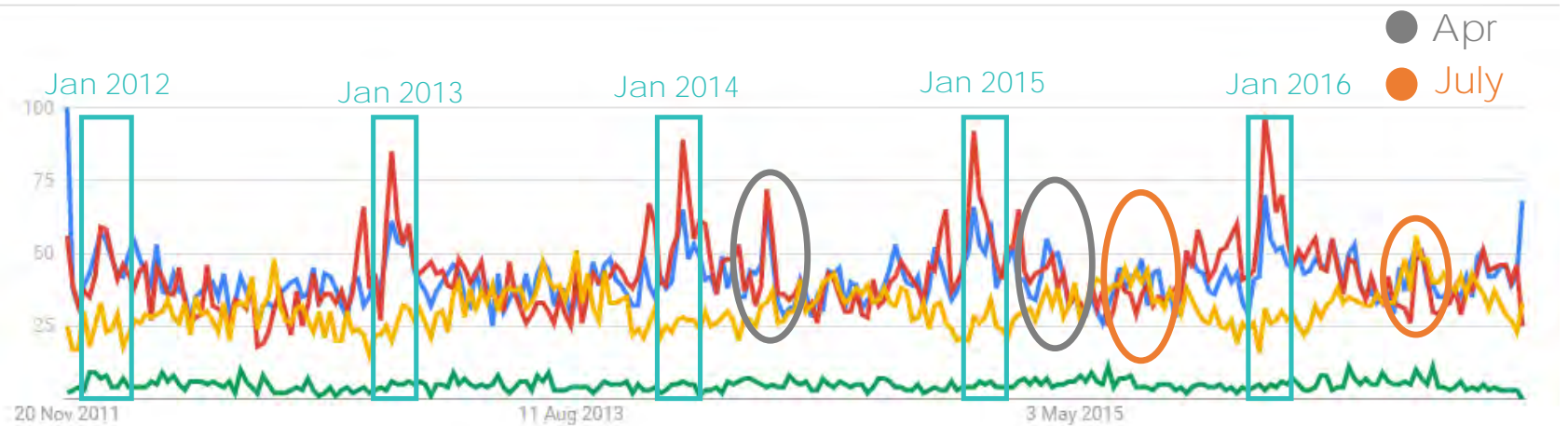
# WA Online Search Trends

Category: Travel  
Search Term: Holiday

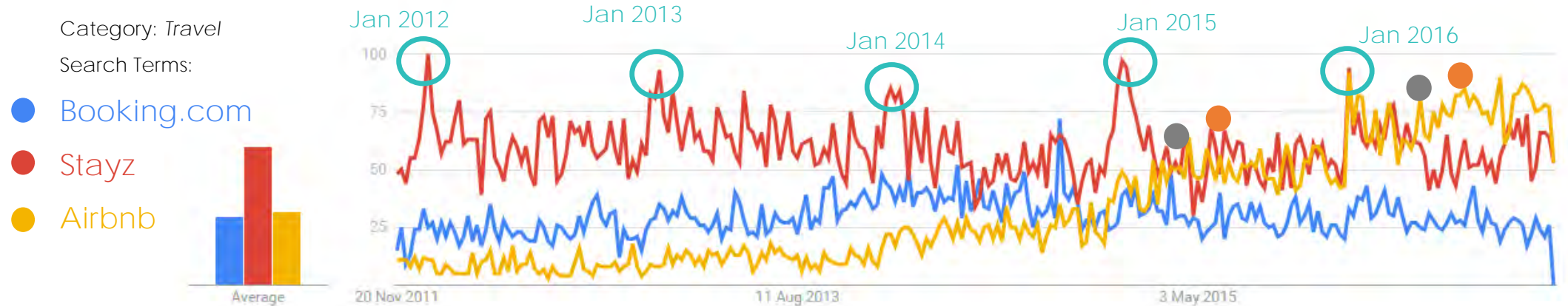
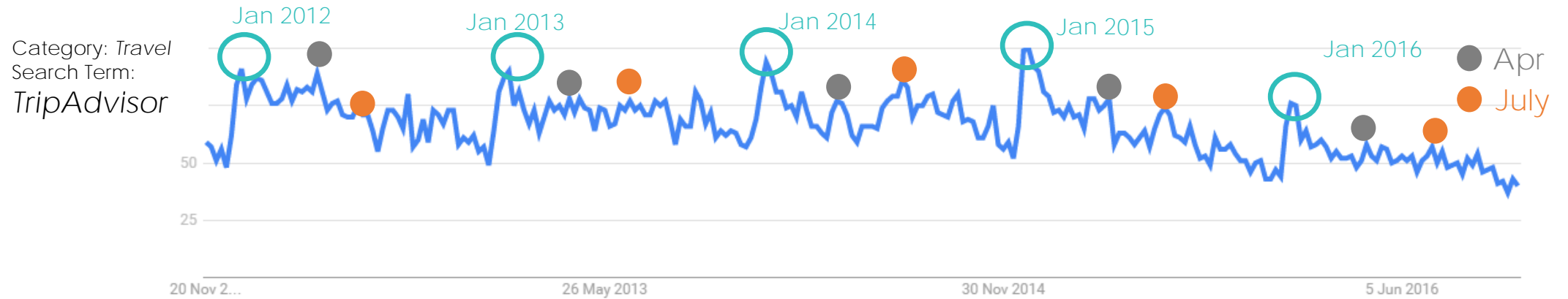


Category: Travel  
Search Terms:

- Margaret River
- Dunsborough
- Broome
- Exmouth



# WA Online Search Trends



# WA Tourism Advertising Expenditure

The table below outlines the expenditure various WA tourism organisations have spent on advertising over the past 2 years.

*\*This table must be taken as an averaged out indication of expenditure, as there are various minor advertising particulars not costed or monitored due to their small size. For example TV Billboards, Radio live reads and Cinema stills to name a few.*

Western Australia													
Y2015													
	Grand Total	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
Australia's North West Tourism	\$11,475			\$11,475									
WA Tourism North West	\$56,435			\$36,832	\$11,761		\$7,842						
WA Tourism Commission	\$1,205,179	\$69,099	\$126,745	\$174,111	\$186,283	\$121,675	\$148,788	\$29,963	\$62,138	\$85,182	\$66,368	\$63,151	\$71,676
WA Tourism Commission	\$839,485	\$59,158	\$122,618	\$83,582	\$159,792	\$102,017	\$65,738	\$12,745	\$986	\$51,711	\$60,107	\$63,151	\$57,880
WA Tourism Aust Golden Outback	\$87,627	\$852	\$4,127	\$23,772	\$8,469	\$6,261			\$37,885		\$6,261		
Australia's Coral Coast	\$34,492	\$1,372			\$3,267	\$19,602		\$10,251					
WA Tourism Coral Coast	\$2,614					\$2,614							
WA Tourism South West	\$94,124			\$22,393			\$44,421	\$430		\$26,880			
Augusta Margaret River Tourism Assoc Inc	\$15,191	\$3,740		\$2,290		\$4,580			\$2,082			\$2,499	
<b>Total</b>		\$134,221	\$253,490	\$354,455	\$369,572	\$256,749	\$266,789	\$53,389	\$103,091	\$163,773	\$132,736	\$128,801	\$129,556
Western Australia													
Y2014													
	Grand Total	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
Australia's North West Tourism	\$16,143					\$1,923			\$14,220				
WA Tourism North West	\$60,218		\$7,842	\$36,692	\$7,842			\$7,842					
WA Tourism Commission	\$1,360,985	\$125,925	\$77,034	\$114,512	\$132,103	\$198,675	\$103,522	\$80,434	\$144,521	\$60,061	\$55,884	\$126,317	\$141,997
WA Tourism Commission	\$927,651	\$94,846	\$54,388	\$16,531	\$91,103	\$156,934	\$67,699	\$22,179	\$96,167	\$42,277	\$42,518	\$123,254	\$119,755
WA Tourism Commission-Notices	\$1,942										\$1,942		
WA Tourism Aust Golden Outback	\$135,252			\$42,555	\$6,261	\$6,261	\$4,127	\$27,883	\$25,315	\$15,170	\$7,539	\$141	
Australia's Coral Coast	\$12,053						\$3,836					\$8,217	
WA Tourism Coral Coast	\$31,576	\$993			\$13,385	\$2,064	\$2,064	\$2,614	\$7,842	\$2,614			
WA Tourism Coral Coast-Comp	\$22,432	\$3,070			\$6,429	\$6,192	\$2,064				\$2,614	\$2,063	
WA Tourism South West	\$47,282	\$11,445	\$8,364			\$27,224	\$249						
Augusta Margaret River Tourism Assoc Inc	\$38,323	\$2,750	\$4,346	\$1,756	\$1,733	\$5,177	\$11,625	\$5,835	\$2,394	\$2,707			
<b>Total</b>		\$239,029	\$151,974	\$212,046	\$258,856	\$404,450	\$195,186	\$146,787	\$290,459	\$122,829	\$110,497	\$259,992	\$261,752

Source: AQX

# Regional Seasons and Event Timings

	Peak Season											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lower Great Southern												
Margaret River Region												
<b>Australia's North West</b>												
<b>Australia's Golden Outback</b>												
<b>Australia's Coral Coast</b>												

	Events and Attractions													
	Event 1	Event 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lower Great Southern	Taste Great Southern	ANZAC Day			1 / 2									
Margaret River Region	Gourmet Escape	Margaret River Pro				2							1	
<b>Australia's North West</b>	Broome Races	Pilbara Music Festival								1	2			
<b>Australia's Golden Outback</b>	Wave Rock Weekender	Kalgoorlie Races									1 / 2			
<b>Australia's Coral Coast</b>	Whale Shark Season	Wildflower Season					1				2			

# Timing Analysis Key Learnings

- Research shows *January* is a month that is high on the agenda when it comes to searching information online regarding the category and topics of *holiday* and *travel*. Other months include *April* and *July*.
- In the past 2 years the majority of Tourism advertising expenditure is being spent during the months of March to May and Nov to January.
- It is recommended to know when Tourism WA is going into market for 2017 before any advertising timings be confirmed for the region.
- It is recommended to not only advertise and promote the peak season's, but put a focus on shoulder seasons and the off-season to encourage visitation when the region is not at full capacity already.
- The timeline presented later in this strategy will take these learnings into consideration.

# Marketing Channel Analysis

*Where should we target our audience?*

# Mindset and Behavioural Targeting

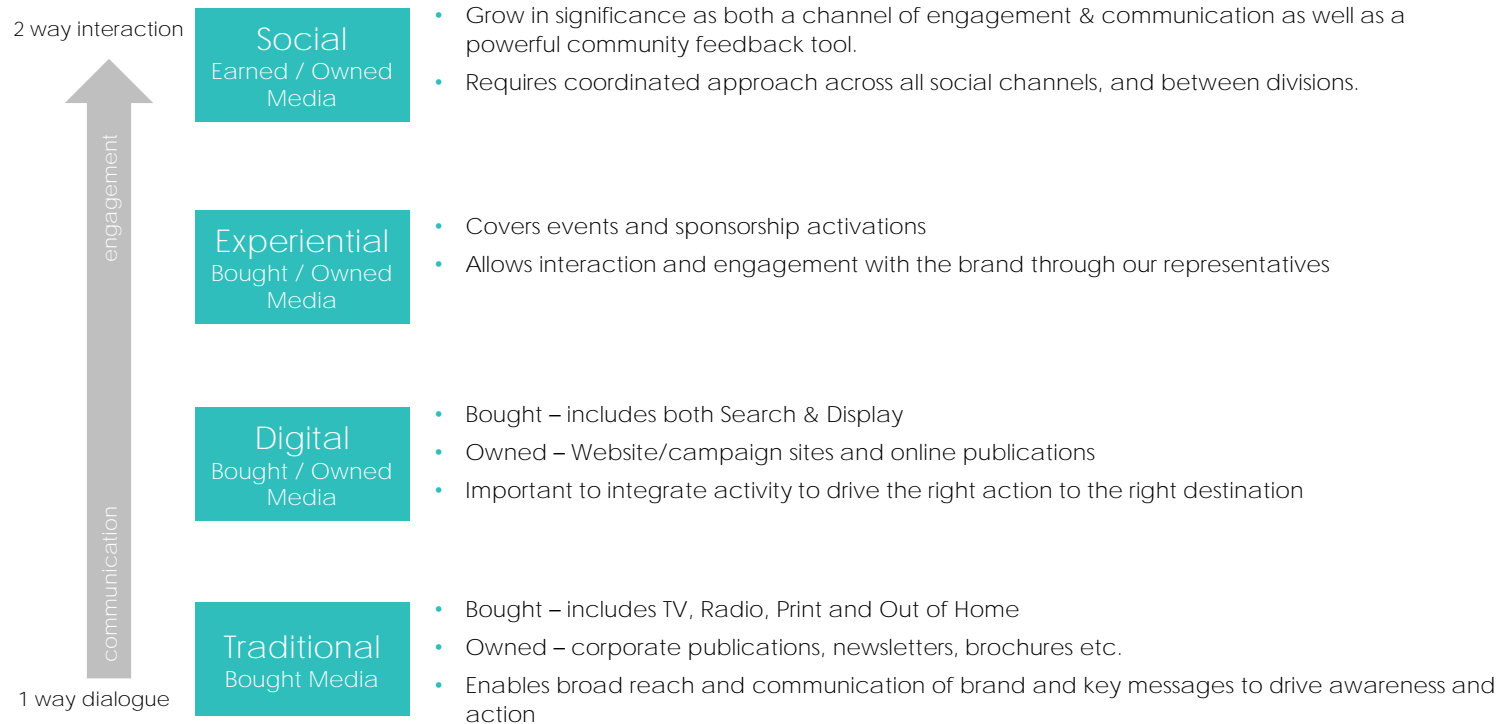
- When segmenting our audiences we have the opportunity to communicate with our audiences when they are in the relevant mindset.
- For example: If we are wanting to convince our Active and Nature Loving Families that the region is the best place to escape for more real natural beauty we should communicate this message when they are:
  - At the time they are most in need of escape
  - Researching and planning nature and activity based outings
- The following slides will delve into our target audiences media and channel preferences and consumption.





# Channels

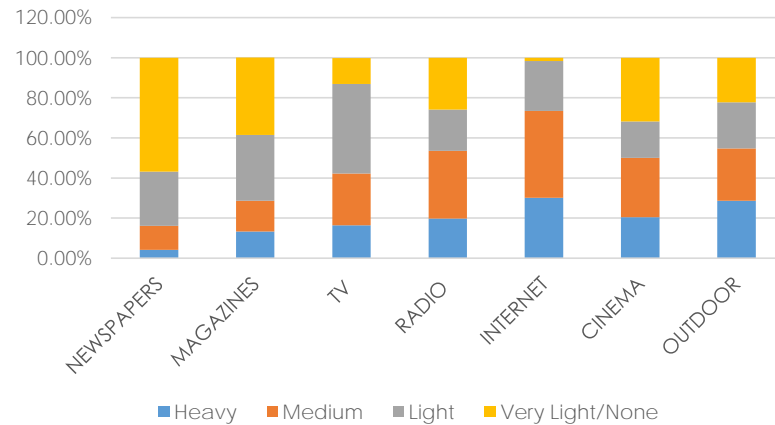
Important to leverage the full spectrum of Bought / Earned / Owned media to enable effective and relevant communication and engagement. The target audiences needs & our objectives will play a deciding factor, shifting emphasis as required.



# Media Channel Consumption

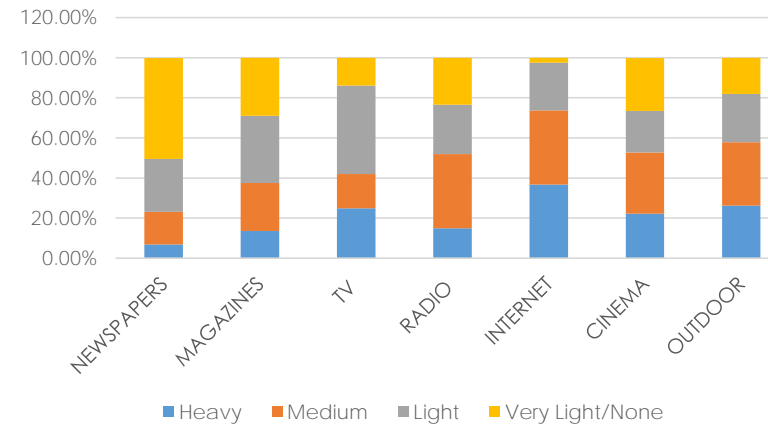
These graphs illustrate the media channels that our target audience are most receptive to...

Nature Families



- Light newspaper
- Light Magazines
- Medium/Light TV
- Medium Radio
- Heavy Internet
- Medium/Heavy Cinema
- Heavy Outdoor

Active Families

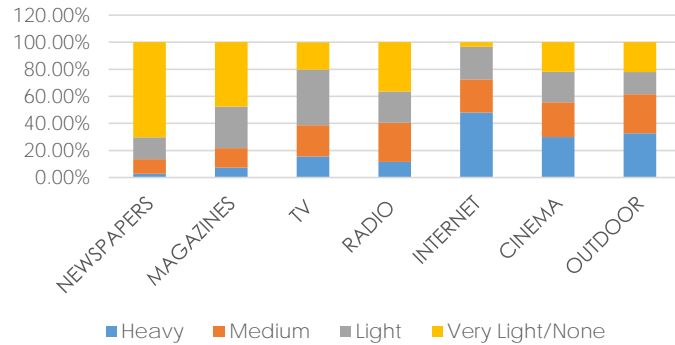


- Light newspaper
- Light Magazines
- Medium TV
- Medium Radio
- Heavy Internet
- Medium/Heavy Cinema
- Heavy Outdoor

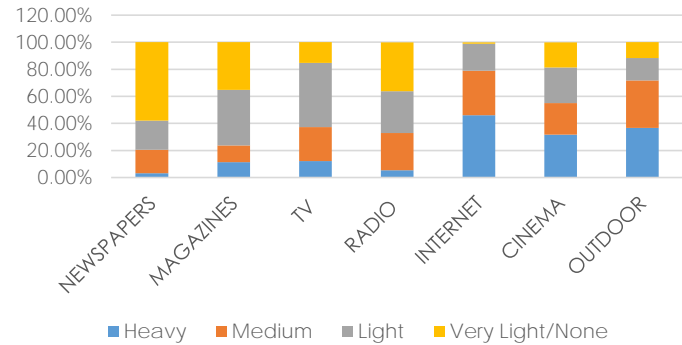
# Media Channel Consumption

These graphs illustrate the media channels that our target audience are most receptive to...

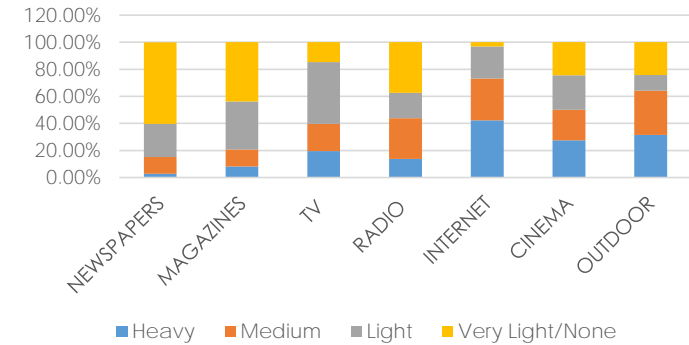
Escape Adult Couples Sgls



Active Adult Couples Sgls



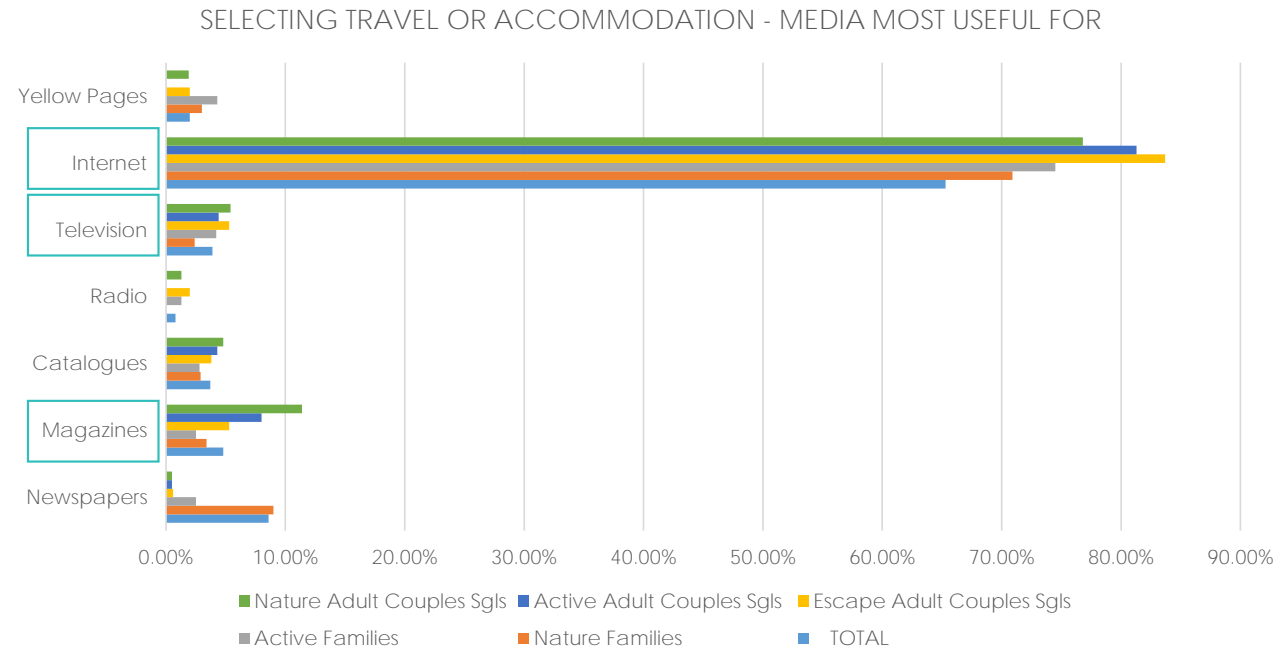
Nature Adult Couples Sgls



- Light newspaper
- Light Magazines
- Medium TV
- Medium Radio
- Heavy Internet
- Heavy/Medium Cinema
- Heavy Outdoor

# Media Most Useful for Travel and Accommodation

This graph illustrates the media channels that our target audience use to research Travel / Accommodation?



- The target audience find the internet the most useful for Travel / Accommodation research, this is because they can access large quantities of content, and access it at their own time.
  - Magazines and TV are also used. Magazines can also be the inserts within Newspapers.

# Media Channel Used During the Day

M - F	Nature Families	Active Families	Escape Adult Couples Sgls.	Active Adult Couples Sgls.	Nature Adult Couples Sgls.
Breakfast	Radio	Radio / Internet	Radio / Internet	Radio	Radio
Mid-Morning	Radio / Internet	Radio / Internet	Internet	Internet	Internet
Lunch	Internet	Internet	Internet	Internet	Internet
Afternoon	Radio	Radio / Internet	Radio / Internet / Magazine	Internet / Radio / Magazine	Radio / Internet / Magazine
Dinner	TV / Radio	TV	TV / Internet / Cinema	TV / Internet / Cinema	TV / Internet / Cinema
After Dinner	TV	TV	TV / Internet	TV / Internet	TV / Internet

- Internet is the highest indexing media throughout the morning.
  - TV and Internet are the sole medium in the evening.
- Magazine over indexes for Sgls. and Couples in the afternoon.
  - Cinema over indexes for Sgls. and Couples in the evening.

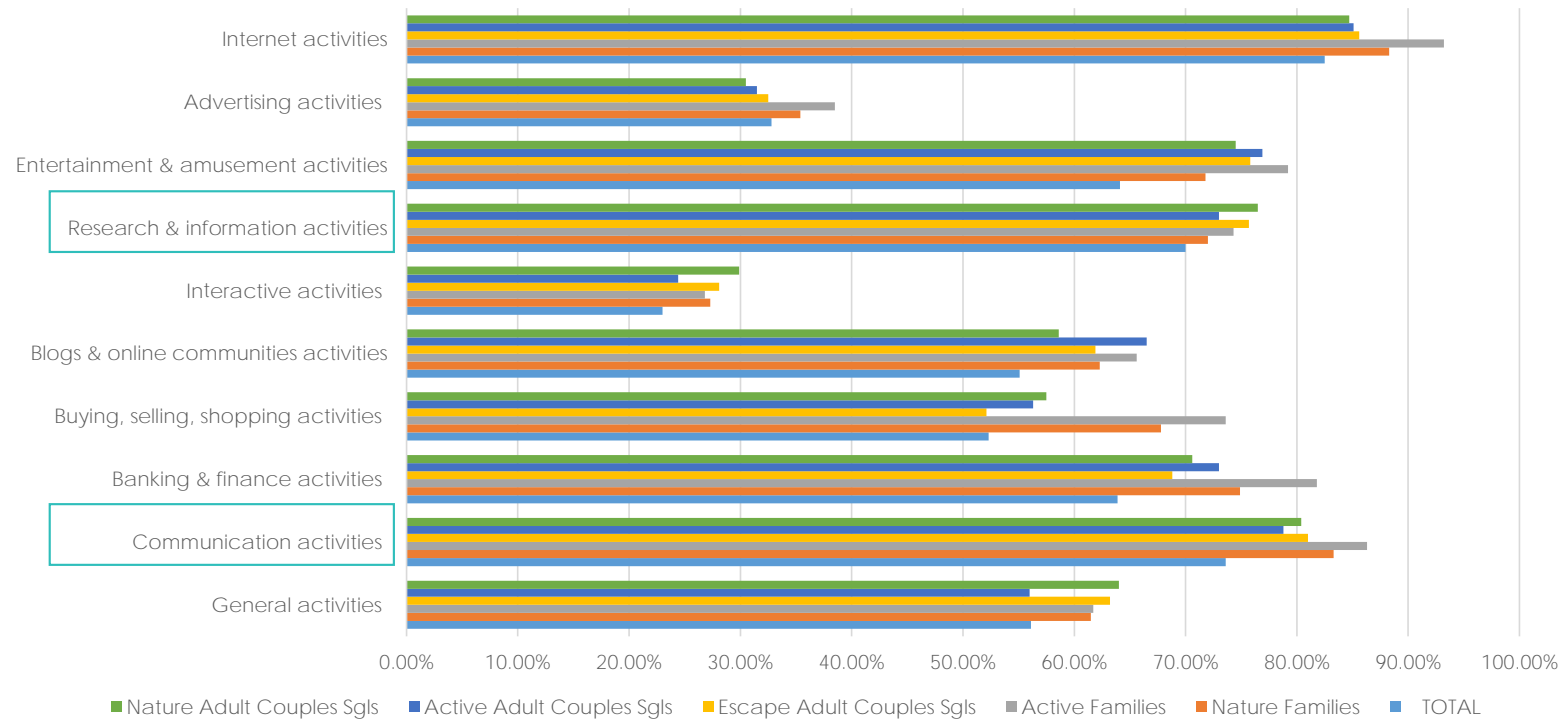
# Media Channel Used During the Day

S-S	Nature Families	Active Families	Escape Adult Couples Sgls.	Active Adult Couples Sgls.	Nature Adult Couples Sgls.
Breakfast	Radio / TV	Newspaper	TV	TV / Internet	TV / Internet
Mid-Morning	Internet / Radio	Radio / Internet	Internet / TV / Book	Internet / TV / Book	Internet / TV / Book
Lunch	Internet / Book	Internet	Internet / Radio	Internet / Radio	Internet / Radio
Afternoon	Internet / TV / Radio	Internet / TV / Radio	Internet / TV	Internet / TV	Internet / TV
Dinner	TV	TV	Internet / TV / Cinema	Internet / TV / Cinema	Internet / TV / Cinema
After Dinner	Book / TV / Internet	Book / TV / Internet	Internet / TV	Internet / TV	Internet / TV

- Similar consumption of media as during the week. With the exception of more TV viewing due to more free time.
  - There is over indexing for Book in the morning for Sgls. / Couples in the morning and Families in the evening.

# Internet Activities

Summary - Internet Activities Done In The Last 4 Weeks

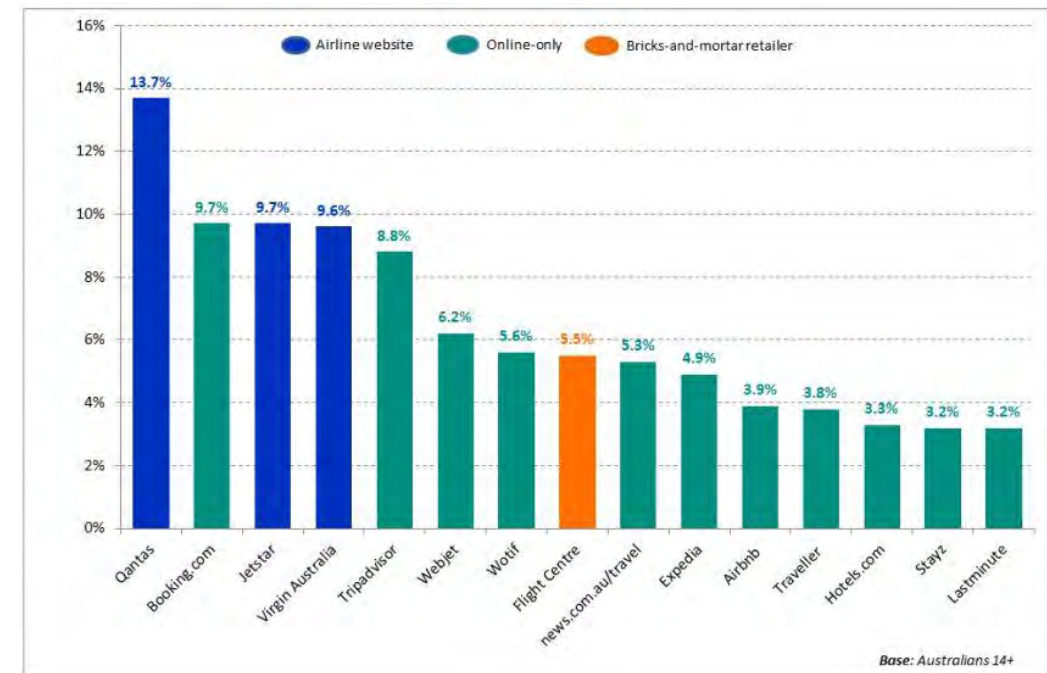


The target audience uses the internet to conduct research activities in order to look for information. It can be suggested that the target audience heavily use the internet to research and find information for upcoming holidays.

# Travel Websites

- Highest rated non-booking sites are News Corp-owned news.com.au/travel (5.3%) and Fairfax-owned Traveller.com.au (3.8%).
- User-review site Trip Advisor is the most improved by far, increasing its average four-weekly visitation by almost 45% (from 6.1% to 8.8%), while Booking.com inched up from 9.0% to 9.7%.
- Cross visitation is high with 37.2% of Aussies who visit TripAdvisor in an average four weeks also visit Booking.com. This is because Australians are driven by price and want to ensure they are getting the best deal.

Australia's top 15 travel/tourism websites by average four-weekly visitation

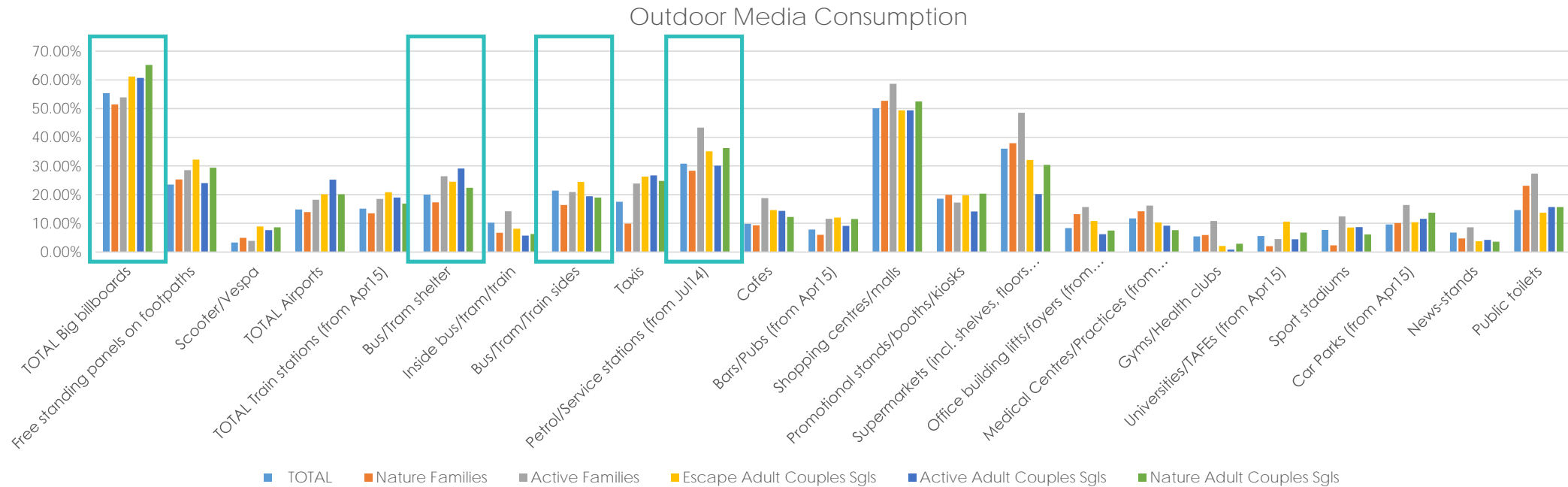


Source: Roy Morgan 2016



# Outdoor Media Consumption

This graph illustrates the media channels that our target audience use to research Travel / Accommodation?



The highest consumed outdoor media channel is Big Billboards followed by and Petrol stations. Bus wraps and Bus shelters are also consumed and must be considered as it will target the audience when they are on their way to and from work in an optimal mindset.

# Media Channel Key Learnings

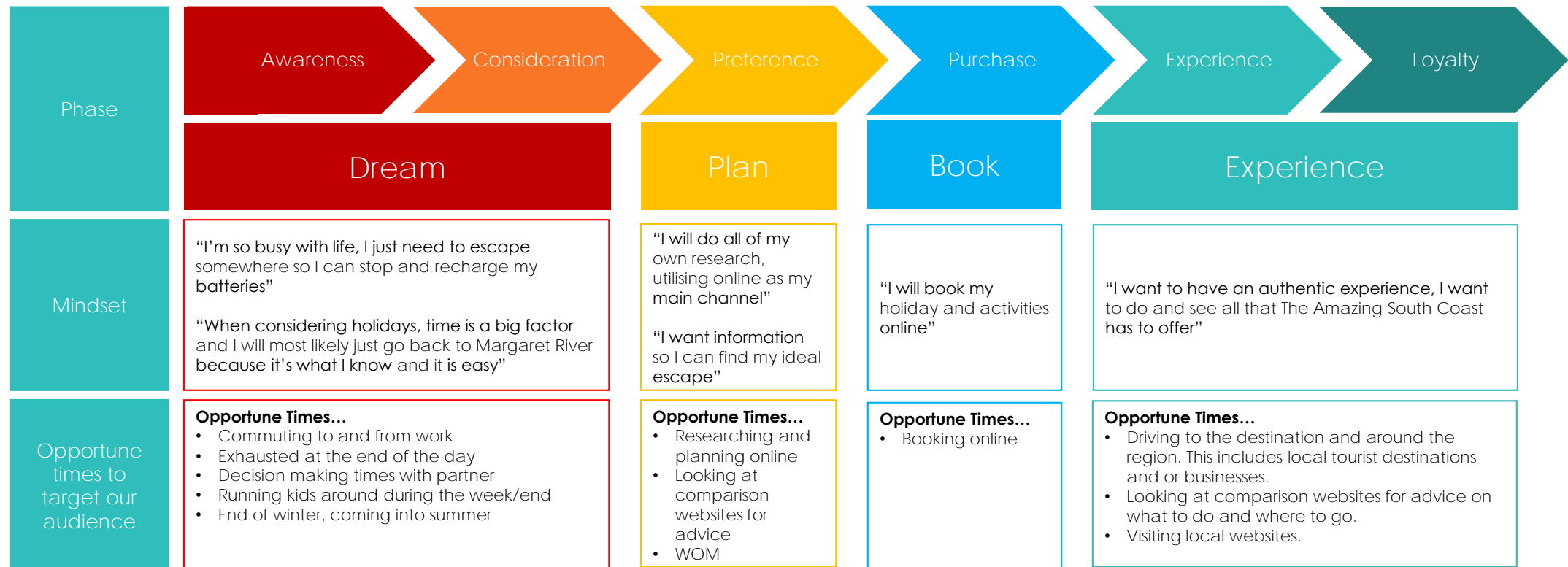
- Cinema, TV and Online will be primary channels used to build brand awareness throughout the *dream phase* of the target audience's customer journey. These are the best channels to use in order to build awareness of the region's natural beauty and drive a sense of awe and intrigue towards the region.
- Outdoor will be used as a secondary channel to support Cinema, TV and Online communications.
- Online channels and Print will be primary channels used to educate and inform the target audience throughout the *plan phase* of the target audiences' customer journey. These are the best channels to provide high levels of content and information enabling the target audience to plan their ultimate escape and authentic holiday experience.
- These channels will be allocated to ensure they are placed in optimum locations and times to target the target audience when they are in the optimal mindset.

# Destination Marketing Strategy

*How will we target our audience?*

# Our Customer Journey

Based on the research, the diagram below maps out the journey holiday makers go through when deciding on their next holiday destination in WA.



# Marketing Strategy

Based on the media channel analysis, the diagram below maps out The Amazing South Coast marketing strategy. Please see appendix 1 for detailed breakdown.

Phase	Dream	Plan	Book	Experience	Advocacy
Messaging	<ul style="list-style-type: none"> <li>Build brand awareness and drive consideration for the region.</li> <li>Brand messaging to demonstrate the best the region has to offer.</li> <li>Be noticeable and entertain.</li> </ul>	<ul style="list-style-type: none"> <li>Retail messaging to inform and educate the target audience so they prefer the region over competing destinations.</li> </ul>	<ul style="list-style-type: none"> <li>Clear and easy product messaging to help people purchase the right service to their needs.</li> </ul>	<ul style="list-style-type: none"> <li>Personal messaging that will enable people to get the most out of their experience within the region.</li> <li>Teach, advise and care for the audience.</li> <li>If this is done accurately visitors will become advocates for the region.</li> </ul>	
Marketing Channels	Cinema TV Outdoor	PR Campaign Print EDMs	Marketing Collateral Content - Social / Travel Bloggers / Brand Ambassadors	Event Development and Marketing Online Advertisements	Online - Website / SEO / Social hashtag

# Marketing Strategy Timeline

		2017												2018	
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Dream Phase	Cinema														
	TV														
	Outdoor														
	Online														
Plan Phase	PR Campaign														
	Print														
	EDMs														
	Online/Social Content														

Always On – Book and Experience Phase

Online	Online/Social Content														
Website	SEO														
	EDMs														
Marketing Collateral	Various Marketing Collateral														
Event Marketing	Various Events and Collateral								Various events throughout the year						

# Dream Phase Strategy

## Objective

- Highlight and visually communicate the key features and benefits of the region to the target audience.
- Build brand awareness and drive consideration for the region. Spark genuine interest and awe into the region.
- Transition people from the **'dream'** phase of the decision making process to the **'plan'** phase. Drive people to communication platforms that will have greater levels of information (E.g. Website and or social media channels).

## Messaging

- Visual imagery – High percentage of communications. Demonstrate the best the region has to offer.
- Text – Low percentage of communications. Short and clear messaging.
- Key messaging - Brand messaging to demonstrate the best the region has to offer. Be noticeable and entertain.

Channel	Detail
Cinema	Action – Develop a Cinema commercial that best represent the region's key features and benefits. Placement – Outdoor and Indoor cinema.
TV	Action – Develop a TV commercial that best represent the region's key features and benefits. Placement – Evening times as per the media behaviour of the target audience.
Outdoor	Action – Develop Outdoor Billboard artwork that best represent the region's key features and benefits. Placement – <i>Forrest Hwy – to put the region top of mind for the target audience's next holiday. Metro locations</i> – so the region is top of mind during times where the target audience needs an escape due to work or stress.
Online	Action – Develop online advertisements to drive people to the planning phase. Placement – Websites that the target audience frequent for planning and research holidays and other associated activities.
Social	Action – Utilise the tagline as a hashtag to build awareness and establish an identity. #wortheverymoment Placement - Across Dream Phase communications.
Website / SEO	Action – Develop a new website and provide ongoing content management along with SEO. SEO will improve SERP and ensure the website is optimised. Placement – Online website, link the new website to social channels, along with various stakeholder brands and organisations.

# Plan Phase Strategy

## Objective

- Communicate high levels of information about the region's activities, experiences and what is on offer.
- Educate and inform the target audience of how best to experience the region.
- Transition people from the **'plan'** phase of the decision making process to the **'book'** phase. Drive people to booking platforms.

## Messaging

- Visual imagery – Medium to high percentage of communications.
- Text – Medium percentage of communications. Educate and inform.
- Key messaging - Retail messaging to inform and educate the target audience so they prefer the region over competing destinations.

Channel	Detail
Public Relations	Action – Develop a partnership with a media supplier to endorse and promote the region to their audience. Placement – TV or Radio station personalities
Print	Action – Develop print advertisements that best <b>represent the region's key features and benefits.</b> Placement - Early general news and Travel section (Editorial to be used within the Travel section).
Marketing Collateral	Action – Develop marketing collateral that will form communication tools to facilitate the best possible experience for visitors. Placement – Points at which visitors need and want information to heighten their experience. (Tourism and Council buildings, Tourist locations, Online Downloadable etc.)
Content – Social / Travel Bloggers / Brand Ambassadors	Action – Develop content that will provide education and information on how best to experience the region. Placement – Utilise owned channels (Website, Social) along with paid channels (Websites that the target audience frequent for planning and research holidays)
	Action – Utilise influencers to promote the region along with developing content. Leverage influencers and blog audiences to increase the region's <b>brand awareness.</b> Placement – Blogs and online platforms.
Event Marketing	Action – Marketing and promotions at existing events to grow brand awareness throughout the marketing mix. Grow new events to build a local identity, Placement – Blogs and online platforms.
EDMs	Action – Build a database for marketing communications. Develop segmented signup questionnaires to ensure communications are as tailored as possible to ensure value. Placement – Owned channels such as CRM and Website.



# Book Phase Strategy

## Objective

- Enable people to book the experience as close to their needs and wants as possible.
- Clear and easy product messaging to help people purchase the right service to their needs.
- Transition people from the **'book'** phase of the decision making process to the **'experience'** phase.
- Drive people to collect marketing collateral and communications to make their experience as enjoyable as possible.

## Messaging

- Visual imagery – Low to medium percentage of communications.
- Text – High percentage of communications. Clear and easy product messaging.
- Key messaging - Clear and easy product messaging to help people purchase the right service to their needs.

Channel	Detail
Marketing Collateral	Action – Develop marketing collateral that will provide retail messaging to help visitors book the correct holiday option for their needs and wants. Placement – Downloadable online, physical booking facilities.
Website	Action – Develop content that will provide retail messaging to help visitors book the correct holiday option for their needs and wants. Placement – Owned online channels - Website.
EDMs	Action – Build a database for marketing communications. Develop segmented signup questionnaires to ensure communications are as tailored as possible to ensure value. Placement – Owned channels such as CRM and Website.
Online	Action – Develop online advertisements Placement – Websites that the target audience frequent for planning and research holidays and other associated activities.

# Experience Phase Strategy

## Objective

- Provide people with the needs to have the best experience as close to their needs and wants as possible.
- Clear and easy product messaging to help people purchase the right service to their needs.
- Transition people from the **'experience'** phase of the decision making process to the **'advocacy'** phase.
- Drive people to collect marketing collateral and communications to make their experience as enjoyable as possible.

## Messaging

- Visual imagery – Low to medium percentage of communications.
- Text – High percentage of communications. Clear and easy product messaging.
- Key messaging - Personal messaging that will enable people to get the most out of their experience within the region. Teach, advise and care for the audience.

Channel	Detail
Marketing Collateral	Action – Develop marketing collateral that will provide retail messaging to help visitors book the correct holiday option for their needs and wants. Placement – Downloadable online, physical booking facilities.
Event Marketing	Action – Utilise marketing collateral to ensure all warranted events have a brand presence. Distribute event content on Bought, Owned and Earned media before, during, and post event. Placement – Bought, Owned and Earned media.
Online	Action – Develop online content to facilitate an experience visitors need and want. Provide both promotion and informative functions for the region. Placement – Earned and Owned online channels.

# DMS Objectives and Measurement

## Destination Marketing Strategy Objectives

- Build awareness of the new regional brand
- Meaningfully connect with the approved target audience segments
- Build a sense of intrigue around the regional product offering
- Positively influence current perceptions of the region

Increase Tourist  
Visitation to the  
region

Measurement		Particular Metrics	KPIs
Brand Awareness	Annual Omnibus Survey to track brand awareness and attribute ratings for the region.	<ul style="list-style-type: none"> <li>• Awareness of the region</li> <li>• Perception towards the product offering</li> <li>• Intention to travel</li> </ul>	15-20% year on year increase
Visitation to the region	Utilise tourism and industry data to track particular metrics.	<ul style="list-style-type: none"> <li>• Number of visitors</li> <li>• Length of stay</li> <li>• Time of stay</li> </ul>	5 - 10% year on year increase
Website analytics and SEO	Conduct ongoing website and SEO analytics with ongoing reporting to track and optimise the Website.	<ul style="list-style-type: none"> <li>• Visitation timings</li> <li>• Page(s) views/session</li> <li>• Organic traffic</li> <li>• Bounce rate</li> <li>• EDM metrics</li> <li>• SEO metrics (e.g. SERP rankings)</li> </ul>	TBC
Channel Reporting and Tracking	Integrate channel reporting and tracking for media channels.	<ul style="list-style-type: none"> <li>• TV reporting and tracking</li> <li>• Cinema reporting and tracking</li> <li>• Digital (Social media) reporting and tracking</li> </ul>	TBC

Based on the DMS objectives the above measurements have been developed to ensure the success and sustainability of the DMS can be achieved and managed into the future. Once the budget and marketing channels have been confirmed a more detailed set of measurements can be detailed.

# Estimated Initial Budget

The Amazing South Coast 2017 Estimated Budget		
Channel	Media	Production
TV	\$300,000	\$200,000
Cinema	\$50,000	
Outdoor	\$100,000	\$30,000
Print	\$50,000	\$20,000
Digital	\$200,000	\$50,000
Sub-Total	\$700,000	\$300,000
Website	TBC	
SEO/Search	\$100,000	
Total	\$1,100,000	

*This is an estimated cost. A more detailed cost can be finalised when budget, activities, timelines, placement have been approved and other organisational advertising expenditure (Tourism WA) timeline investigated. This cost doesn't include printing or building of marketing collateral e.g. brochures / signage.*

# Next Steps

1. Confirm strategic marketing activities
2. Confirm budget
3. Confirm Tourism WA's advertising timeline
4. Finalise brand identity (logo development and design application)

# Appendix

# Appendix 1

## Destination Marketing Strategy

# Dream Phase

## Dream Phase Objective

- Highlight and visually communicate the key features and benefits of the region to the target audience.
- Build brand awareness and drive consideration for the region. Spark genuine interest and awe into the region.
- Transition people from the **'dream'** phase of the decision making process to the **'plan'** phase.
- Drive people to communication platforms that will have greater levels of information (E.g. Website and or social media channels).

Channel	Detail
1 Cinema	Action – Develop a Cinema commercial that best represent the region's key features and benefits. Placement – Outdoor and Indoor cinema.
2 TV	Action – Utilise the commercial produced for cinema on TV that best represent the region's key features and benefits. Placement – Evening times as per the media behaviour of the target audience.
3 Outdoor	Action – Develop Outdoor Billboard artwork that best represent the region's key features and benefits. Placement – <i>Forrest Hwy – to put the region top of mind for the target audience's next holiday. Metro locations</i> – so the region is top of mind during times where the target audience needs an escape due to work or stress.
4 Online	Action – Develop online advertisements Placement – Websites that the target audience frequent for planning and research holidays and other associated activities.
Website	Action – Develop a new website to house The Amazing South Coast brand. Placement – Online website, link the new website to social channels, along with various stakeholder brands and organisations.
5 Social	Action – Utilise the tagline as a hashtag to build awareness and establish an identity. #wortheverymoment Placement - Across Dream Phase communications.



# Dream Phase Messaging

## Visual imagery

High percentage of communications. Visually demonstrate the best the region has to offer.

## Text

Low percentage of communications. Short and clear messaging.

## Key messaging

Brand messaging to demonstrate the best the region has to offer. Be noticeable and entertain:

*"Need a real break?...Escape to The Amazing South Coast for a real holiday."*

# Dream Phase Channel: Cinema

## Insights

- The target audience over index on cinema as a preferred media channel.
- Recall rates are much higher than other display media.
- Captive audience, can't change the channel and it is considered rude to talk through a movie.
- Cinema screen is large scale to help showcase the size and beauty of the region.

## Strategy

- What – Develop a commercial that can be used for both Cinema and TV. Utilise a maximum of 6 features of the region within the commercial.
- Where – Target outdoor and indoor cinemas within Perth Metro and South West WA region.
- Competitor Tactic - Target South West WA Cinema locations (Outdoor and indoor cinemas).
  - Indoor - Bunbury, Busselton and \*Margaret River (Arts cinema). Outdoor – Busselton drive in. Margaret River – Cape Mentelle.



Key Messaging	Placement	Mindset
<p><i>Brand messaging to demonstrate the best the region has to offer. Be noticeable and entertain.</i></p>	<ul style="list-style-type: none"> <li>• In door cinema – Perth Metro region and South West WA region.</li> <li>• Outdoor cinema - Perth Metro region and South West WA region.</li> </ul>	<ul style="list-style-type: none"> <li>• Captive and ready to be immersed.</li> <li>• Relaxed but feeling active because they are outdoors.</li> <li>• On holiday in the South West of WA.</li> </ul>

# Dream Phase Channel: TV

## Insights

- TV is the most preferred media channel during the evening.
- TV is a great channel to showcase imagery, atmosphere and the mood of the region through music, High Definition imagery and the ability to tell a story.
- TV has a high reach and frequency, which is the reason it is an effective channel to build brand awareness.

## Strategy

- What – Develop a commercial that can be used for both Cinema and TV. Utilise a maximum of 6 features of the region within the commercial.
- Where – Target evening spots due to viewing over indexing at night time. Target popular TV channels.



Key Messaging	Placement	Mindset
<p><i>Brand messaging to demonstrate the best the region has to offer. Be noticeable and entertain.</i></p>	<ul style="list-style-type: none"> <li>• Evening television spots</li> </ul>	<ul style="list-style-type: none"> <li>• Same old daily routine</li> <li>• Stressed out at work</li> <li>• Decision making with partner</li> </ul>

# Dream Phase Channel: Outdoor

## Insights

- The target audience over index in outdoor media consumption. This makes this channel an effective media to build brand awareness.
- The target audience will consume this media when they are:
  - The daily monotonous commute to and from work
  - Completing boring, mundane but also stressful family duties
- This will mean that they will be susceptible to the brand message.

## Strategy

- What – Develop outdoor communications to deliver key messaging when target audience are in vulnerable mindset.
- Where – Large format billboards, shopping centre malls within Perth Metro and South West WA region.
- Competitor Tactic - Target South West WA Outdoor locations to make holiday goers think of the region for their next holiday. Utilise Forrest HWY northbound as people will be thinking about their next holiday.



Key Messaging	Placement	Mindset
Brand messaging to demonstrate the best the region has to offer. Be noticeable and entertain.	<ul style="list-style-type: none"> <li>• Large Format Billboards</li> <li>• Shopping Centres and Malls</li> <li>• Bus Wraps and Adshels</li> </ul>	<ul style="list-style-type: none"> <li>• Same old daily routine</li> <li>• Stressed out at work</li> </ul>



# Dream Phase Channel: Event Marketing – *Bibbulmum Charity Walk*

## Insights

- People are beginning to base their holiday decision making on upcoming events within a region and then conducting sightseeing activities on top of this.
- To help establish a local image it is recommended to further develop special events, which are linked to iconic attractions and that celebrate community values. This will attract like minded visitors. E.g. Byron Bay's BluesFest.
- Ensure that both residents and local businesses receive a social and economical value from the event. This will aid in sustainability and local ownership.
- Social good is on the rise and demand is on the rise for brands to stand for a charitable cause. This cause must have an element of synergy with the brand's identity to ensure authenticity.
- The Bibbulmum Track is rated as one of Lonely Planet's top rated walks in the world. There is an overwhelming increase in eco / adventure tourism, this is not just for individuals, groups but also for corporate team building.
- If people were to walk the Bibbulmum track to the region, than the next time they make the 4.5 hour drive, it will seem like the region is just around the corner. This will aid in overcoming the region's tyranny of distance.



## Strategy

- This presents a unique opportunity for the region to develop an annual Bibbulmum Charity Walk. This could be extended out to individual corporate team building programs also. For this to be successful a harmonious cause must be identified with the region's local identity.
- Build on the Taste Great Southern festival within the region to ensure other festivals and events can build on the local identity and the primary tourism product offering: Food and Wine Tourism; Nature Tourism; Heritage and Cultural Tourism.
- Ensure there is a marketing presence at all regional events to ensure that visitors are building brand recognition with the local identity.



Key Messaging	Placement	Mindset
<i>Brand messaging to demonstrate the best the region has to offer. Be noticeable and entertain.</i>	Across the integrated marketing mix of Owned, Earned and Paid channels.	<ul style="list-style-type: none"> <li>• I want to do something unique for charity</li> <li>• I want a real adventurous holiday I can't get elsewhere in WA</li> <li>• I want to escape from my routine life</li> </ul>

# Dream Phase Channel: Online

## Insights

### Online Advertising

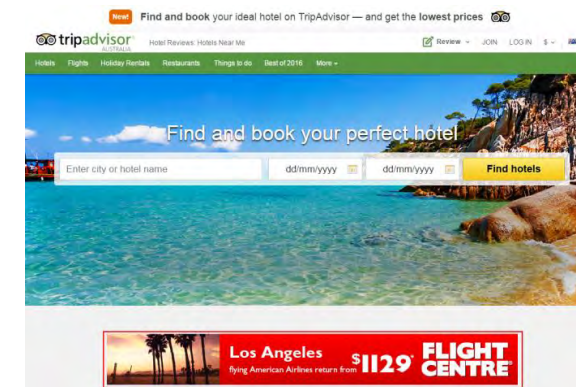
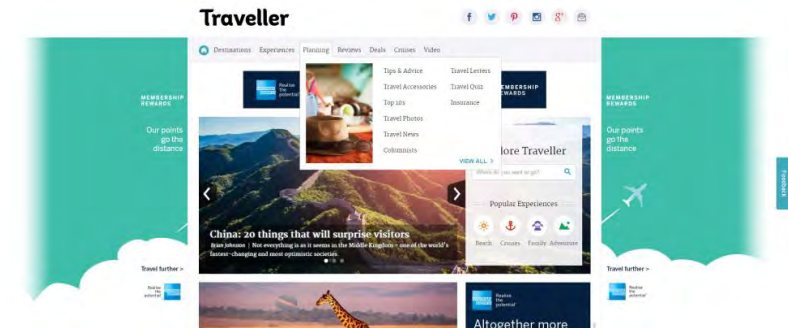
- The target audience use online media channels as their primary research tool for holiday planning.
- This represents a good opportunity to position The Amazing South Coast as a preferable holiday option whilst the target audience are in the mindset of dreaming about escaping to a destination they can unwind and recharge the batteries.

### Integrated Marketing Mix

- Use the tagline as a hashtag across Paid, Earned and Owned mass media channels to motivate visitors to use the hashtag on Earned online channels such as Instagram and Facebook.

### Strategy

- Online banner advertisements to be posted on popular websites that the target audience frequent when they are in the optimal mindset of planning similar activities.
- These websites include TripAdvisor, news.com.au/travel, Traveller.com.au.
- The target audience over index in visiting the website Seek, this could represent an opportunity to target the audience when they have had enough of their work and what a change.
- It is recommended that online advertisements be in the form of rich media. This means that there is an element of video, audio that encourage the viewer to interact and engage with content.



Key Messaging	Placement	Mindset
<p><i>Brand messaging to demonstrate the best the region has to offer. Be noticeable and entertain.</i></p>	<ul style="list-style-type: none"> <li>• Popular websites for travel / holiday research, outdoor activities, events etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Dreaming - I need to go on a holiday</li> <li>• Indecisive - Where am I going to go?</li> <li>• Stressed and getting burnt out.</li> </ul>

# Dream Phase Channel: Website

Insights - The target audience utilise online channels primarily for researching travel and accommodation.

Action		Purpose
Planning and Local Knowledge	<ul style="list-style-type: none"> <li>Trip planner function.</li> </ul>	<ul style="list-style-type: none"> <li>Assist users to research and plan their trip prior to purchasing product.</li> <li>Enabling people to design their perfect real holiday.</li> <li>Realise they may need an extra day to fit all their activities in.</li> </ul>
	<ul style="list-style-type: none"> <li>Impart local insights through top 10 experiences; self drive itineraries; local tips and recommendations.</li> </ul>	<ul style="list-style-type: none"> <li>Visitors will receive a real local experience.</li> <li>Visitors will be able to confidently design their ideal holiday experience.</li> </ul>
	<ul style="list-style-type: none"> <li>Split the region into smaller iconic regions and illustrate this through an interactive map.</li> </ul>	<ul style="list-style-type: none"> <li>This will help people search for experiences from a geographic mindset.</li> <li>Communicate the diversity and breadth of experiences on offer.</li> </ul>
Social	<ul style="list-style-type: none"> <li>Integration of social buttons along with the inclusion of share buttons for likeable content.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage social advocacy.</li> <li>Make every day people brand advocates for the region.</li> <li>Visually communicate what the region has to offer.</li> <li>Share dream / likeable holiday content with holiday companions.</li> </ul>
	<ul style="list-style-type: none"> <li><b>Integration of the brand's social accounts and feeds*</b> <i>(Real time ability to see what photos people are sharing on social media platforms in the physical website)</i></li> </ul>	
E-newsletter	<ul style="list-style-type: none"> <li>Integration of a segmented (Winter &amp; Summer, Relax &amp; Active) e-newsletter sign up in the footer and via pop-ups. Provide incentive competitions for completion of pop-ups, surveys, database sign ups.</li> </ul>	<ul style="list-style-type: none"> <li>Pop-ups will increase click through and database development numbers.</li> <li>Segmentation can enable the brand to provide tailored e-newsletters to improve click through and valuable information for people.</li> <li>Incentives will motivate people to provide their data to build database capture. Align incentives with the product offering they will also offer value during the experience (e.g. picnic setting).</li> </ul>
Product offering	<ul style="list-style-type: none"> <li>Deals, offers and packages for the region at the bottom of the page as a call to action.</li> </ul>	<ul style="list-style-type: none"> <li>Offer cost efficient ways to experience the region.</li> <li>Increase value for visitors to improve the experience and motivate advocacy.</li> </ul>

# Dream Phase Channel: Website

Insights - The target audience utilise online channels primarily for researching travel and accommodation.

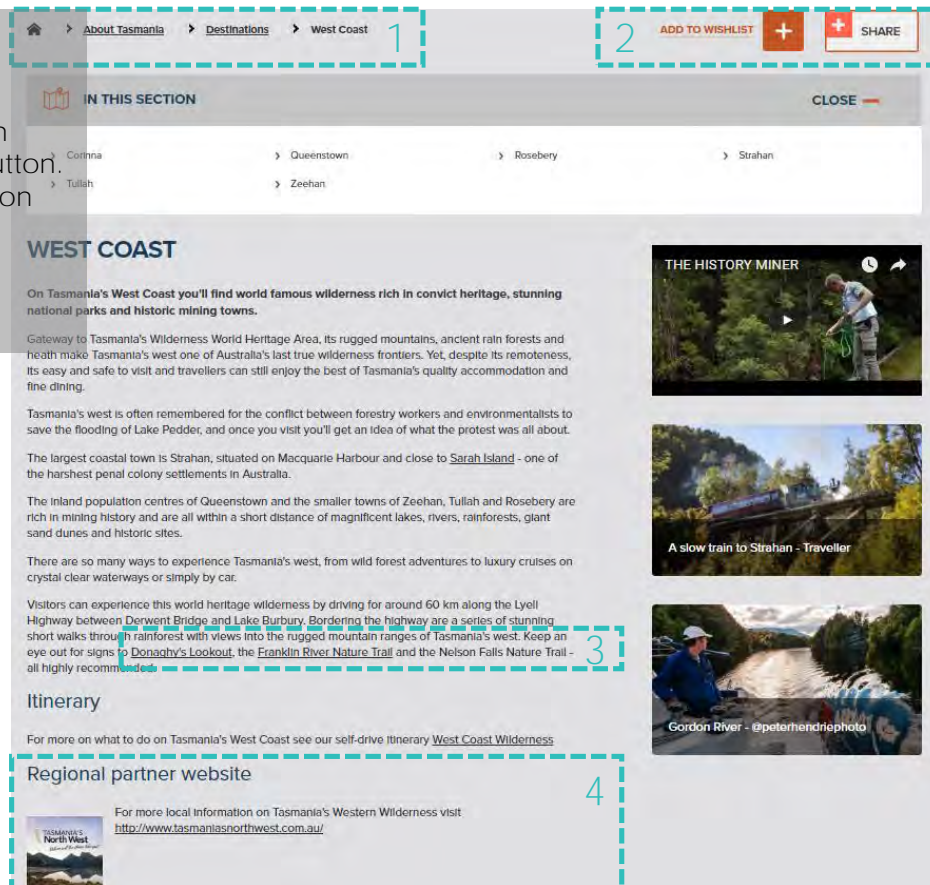
	Action	Purpose
Imagery	<ul style="list-style-type: none"> <li>Professional imagery. Use full width images below the main navigation; use images as clickable links in sidebars; and use relevant images as feature images for product listings &amp; articles.</li> </ul>	<ul style="list-style-type: none"> <li>Support the brand, and also engage the user in the available product and experiences.</li> <li>Inspire people in the Dream phase to research further.</li> </ul>
	<ul style="list-style-type: none"> <li>360 degree photography for key attractions and sites.</li> </ul>	<ul style="list-style-type: none"> <li>Enable people to visually put themselves in the region's key attractions and sites. Help visualise the scale of the region.</li> </ul>
Ratings and Reviews	<ul style="list-style-type: none"> <li>Inclusion of TripAdvisor ratings and reviews at the end of product, event etc. listings.</li> </ul>	<ul style="list-style-type: none"> <li>This will increase time spent on the brand's website and not bouncing between TripAdvisor and the brand's website.</li> <li>Assist in transitioning people through the customer journey.</li> </ul>
	<ul style="list-style-type: none"> <li>Category Advisor awards and ratings displayed on the website (E.g. Lonely Planet).</li> </ul>	<ul style="list-style-type: none"> <li>Communicate the high quality nature of the region's product offering.</li> </ul>
Optimisation	<ul style="list-style-type: none"> <li>Optimisation to include intuitive site navigation opportunities, including Breadcrumb, Horizontal and Vertical Navigation, Sub-Page content menus, and in text hyperlinks.</li> <li>Other opportunities include Wish-list capture buttons and partner website listings.</li> </ul>	<ul style="list-style-type: none"> <li>Enable the user to browse the content on the site without getting lost, helping to enhance user engagement.</li> <li>Increasing time on site by lowering bounce rates and increasing the number of pages per session.</li> <li>Provision of wish-list capture buttons</li> </ul>
	<ul style="list-style-type: none"> <li>Fully responsive website or complimentary app for mobile and tablet device usage.</li> </ul>	<ul style="list-style-type: none"> <li>Allow people to utilise the websites functionality effectively on smaller devices.</li> </ul>
	<ul style="list-style-type: none"> <li>External link building through the posting of partnered / affiliated URLs in related content (E.g. For more information on this Winery click on this URL link).</li> </ul>	<ul style="list-style-type: none"> <li>Improve search engine result page ranking.</li> <li>Improve the customer journey through increased knowledge / information.</li> </ul>



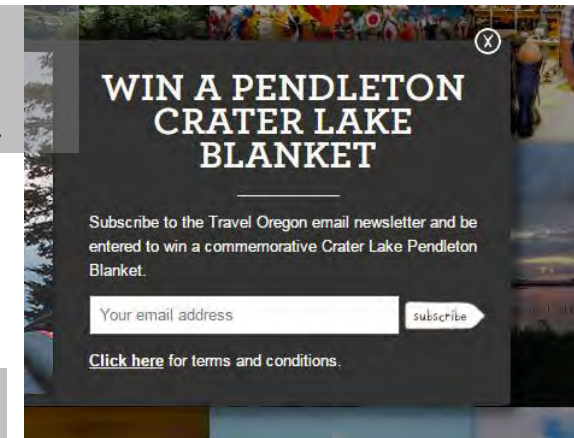
# Website Best Practice Examples

Website optimisation:

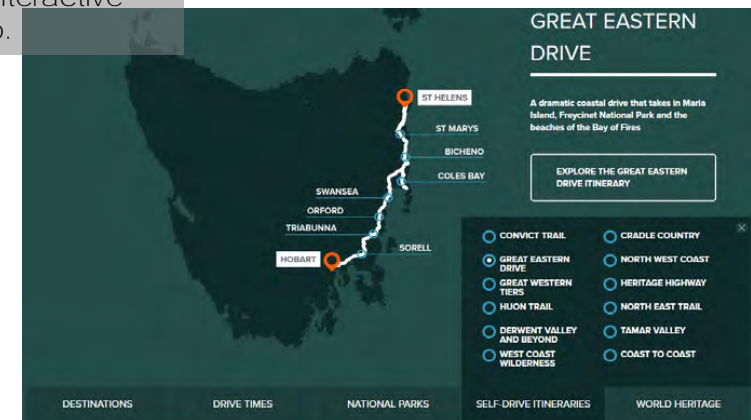
1. Horizontal Navigation
2. Wish-list button. Share button
3. In-text Hyperlinks
4. Partner website



E-Newsletter pop-up with incentive competition.



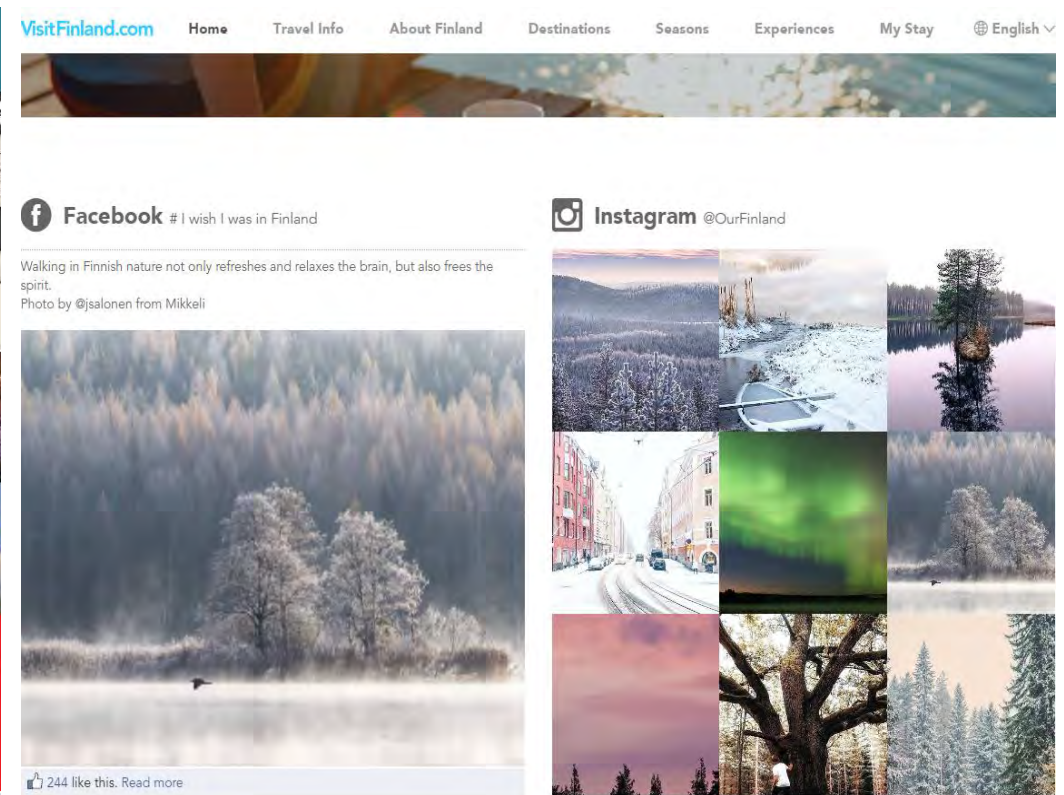
Self drive itineraries and an interactive map.



# Website Best Practice Examples



TripAdvisor ratings and local business advertising



Social media accounts and lives feeds

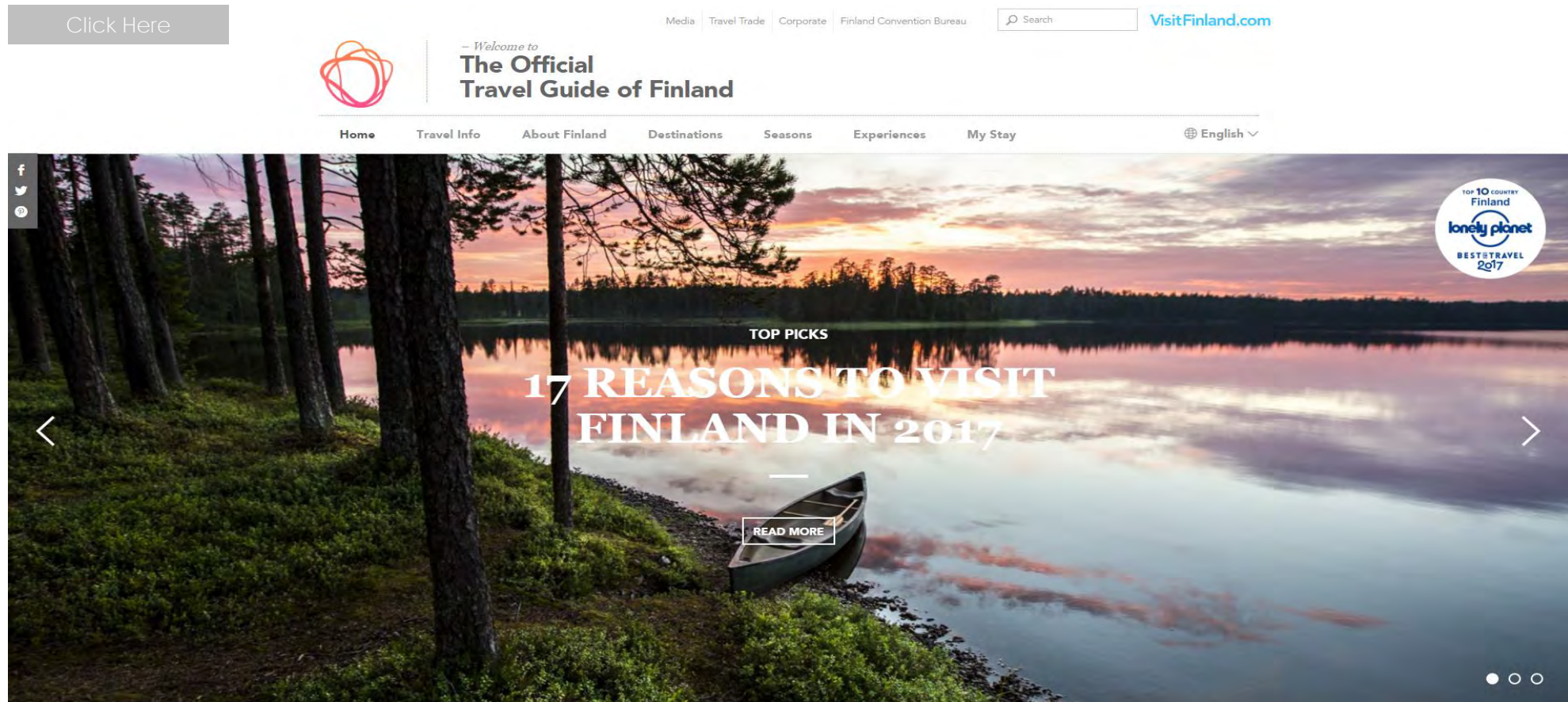


# Website Best Practice Examples





# Website Best Practice Examples



# Website Best Practice Examples



# Plan Phase Strategy

Objective

- Communicate high levels of information about the region's activities, experiences and what is on offer.
- Educate and inform the target audience of how best to experience the region.
- Transition people from the **'plan'** phase of the decision making process to the **'book'** phase.
- Drive people to booking platforms.

Channel	Detail
Public Relations	Action – Develop a partnership with a media supplier to endorse and promote the region to their audience. Placement – TV or Radio station personalities
Print	Action – Develop print advertisements that best represent the region's key features and benefits. Placement - Early general news and Travel section (Editorial to be used within the Travel section).
Marketing Collateral	Action – Develop marketing collateral that will form communication tools to facilitate the best possible experience for visitors. Placement – Points at which visitors need and want information to heighten their experience. (Tourism and Council buildings, Tourist locations etc.)
Content – Social / Travel Bloggers / Brand Ambassadors	Action – Develop content that will provide education and information on how best to experience the region. Placement – Utilise owned channels (Website, Social) along with paid channels (Websites that the target audience frequent for planning and research holidays)
	Action – Utilise influencers to promote the region along with developing content. Leverage influencers and blog audiences to increase the region's brand awareness. Placement – Blogs and online platforms.
Event Marketing	Action – Marketing and promotions at existing events to grow brand awareness throughout the marketing mix. Grow new events to build a local identity, Placement – Blogs and online platforms.
EDMs	Action – Build a database for marketing communications. Develop segmented signup questionnaires to ensure communications are as tailored as possible to ensure value. Placement – Owned channels such as CRM and Website.

# Plan Phase Messaging

Visual imagery

Medium to high percentage of communications.

Text

Medium percentage of communications. Educate and inform.

Key messaging

Retail messaging to inform and educate the target audience to the breadth of activities on offer.

*"The Amazing South Coast is worth every moment because there is so much to experience.*

*Why not stay another day?...It's worth every moment."*



# Plan Phase Channel: Public Relations

## Insight

- The movie *Breath* presents an excellent opportunity to utilise the film as a large scale advertisement.
- There is a lack of awareness for the region and there is a tyranny of distance.
- TV and Radio Stations have a large viewer following that can be utilised by brand's to springboard their brand awareness to higher levels.

## Strategy

### Breath

- Host the national / world premiere of *Breath* in the region. Organise media interviews to not only promote the movie but also the region.
- Utilise behind the scenes footage across owned media channels.

### TV

- Utilise strong audience numbers on over indexed TV shows such as *The Project* as a platform to raise brand awareness of what the region has to offer and how best to experience it. This could be achieved by organising personalities to host segments in the region participating in activities and or events.
- Content would be distributed throughout owned channels to encourage people to like, comment and share content throughout earned channels.



Key Messaging	Placement	Mindset
Retail messaging to inform and educate the target audience to the breadth of activities on offer.	Over indexed TV shows including <i>The Project</i> .	<ul style="list-style-type: none"> <li>• Same old daily routine</li> <li>• Stressed out at work but trying to take the time to relax of an evening and potentially contemplate ways to escape.</li> </ul>



# Plan Phase Channel: Print

## Insights

- Magazines and newspapers over index for popular channels to research travel and accommodation. Magazines are magazine inserts within newspapers.

## Strategy

- Develop an editorial piece on the region with visual imagery of the best to offer within the region and content about how best to experience the region.
- Develop a press ad for the early general news section also.

## Travel Editorial

- High levels of content to showcase all that the region has to offer.
- Target people when they are thinking about holidays.

## Early General News

- High reach due to being in the early section of the newspaper.



Key Messaging	Placement	Mindset
Retail messaging to inform and educate the target audience to the breadth of activities on offer.	<ul style="list-style-type: none"> <li>Travel Editorial</li> <li>Early General News</li> </ul>	<ul style="list-style-type: none"> <li>Planning a holiday</li> <li>Contemplating a holiday</li> <li>Vulnerable to a possible holiday because of my same old daily routine and stressed out at work</li> </ul>

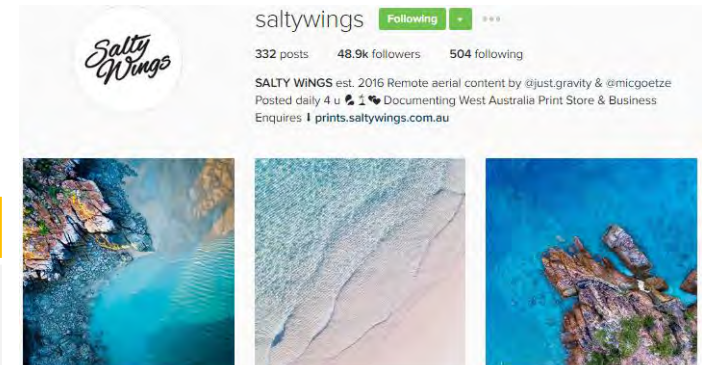
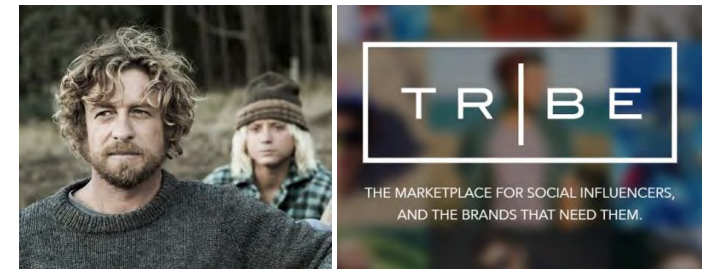
# Plan Phase Channel: Influencers

## Insights

- Social media platforms (Earned channels) fuel an element of FOMO (Fear of missing out) for the target audience. It is here where people begin to day dream their next holiday destination.
- Influencers are people / brands on social media platforms that have a level of authority when it comes to a topic such as Travel. People will follow these influencers because they value their opinion and content posted.
- Utilising influencers' reach can help improve brand awareness due to the high reach and level of category authority.

## Strategy

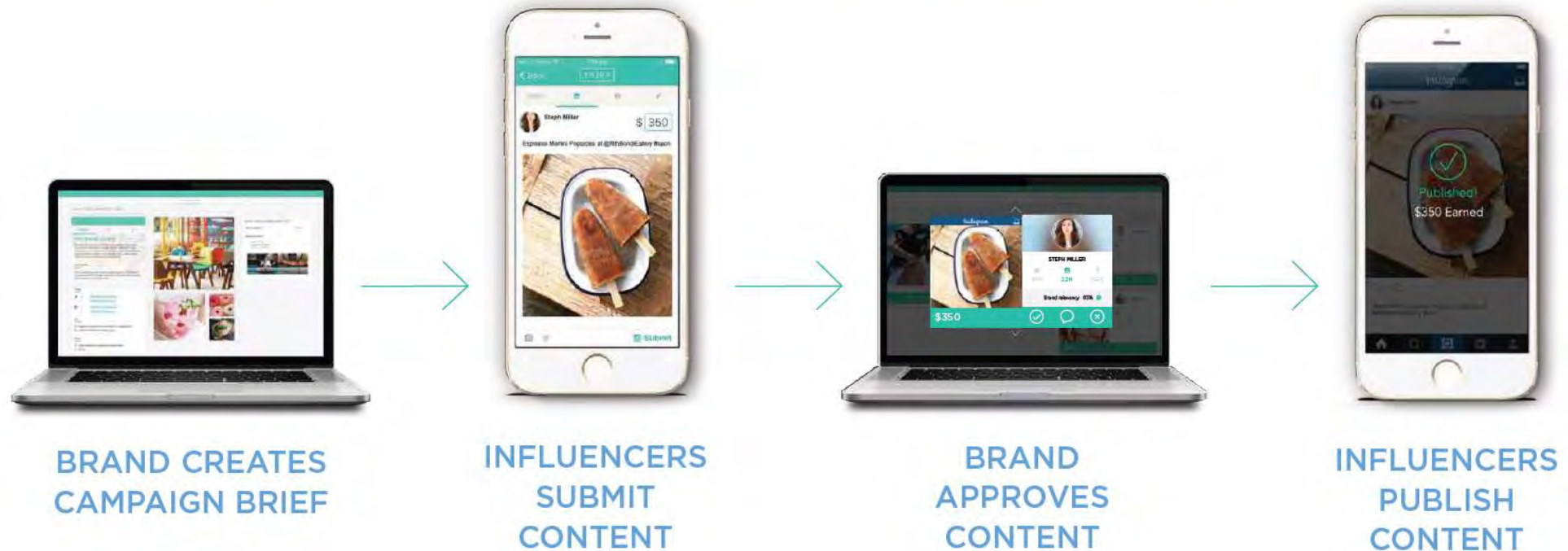
- Simon Baker can be used as an influencer due to his authentic personality and his role in the movie Breath. Interviews, behind the scenes footage, and potentially regional brand ambassador are individual roles that could be conducted by him. This would entail significant PR work between the region and Simon Baker's management.
- Tribe is an app that brands can utilise to track down influencers within a specific category such as Travel. Brands provide a brief that outline the direction for content development that they want influencers to create. Tribe will then put the brief out to specified influencers and the influencers then develop content. Once the brand approves the content, the content is made live to the influencers audience. Thus enabling the brand to multiply their reach and ultimately improve brand awareness.
- Other WA specific brands that can be used as influencers, include a photography group called Salty Wings who have a following of 50K. In the past Salty Wings have been commissioned by tourism organisations to promote their work via paid holidays. During these holidays and post holidays they upload content sharing the brand's product offering with their audience.



Key Messaging	Placement	Mindset
Retail messaging to inform and educate the target audience to the breadth of activities on offer.	Owned and Earned channels.	<ul style="list-style-type: none"> <li>• Where are the most beautiful spots to holiday in WA?</li> <li>• I trust influencers more than retail messages.</li> <li>• Vulnerable to a possible holiday.</li> </ul>

# Plan Phase Channel: Influencers

**TRIBE = SELF-SERVE TECH PLATFORM**





# Plan Phase Channel: Influencers

92% OF CONSUMERS  
**TRUST**  
RECOMMENDATIONS  
FROM OTHER PEOPLE,  
EVEN FROM SOMEONE  
THEY DON'T KNOW,  
OVER BRAND  
CONTENT.



# Plan Phase Channel: Social Media

## Insights

- Where possible integrate Paid, Owned and Earned channels to extend the story across as many relevant marketing channels.
- Online channels are used for planning and research travel and accommodation due to the high levels of content enabling the audience to make the best decision for their next holidays.
- The audience will research content looking for the destination most in line with their values, interests and needs.

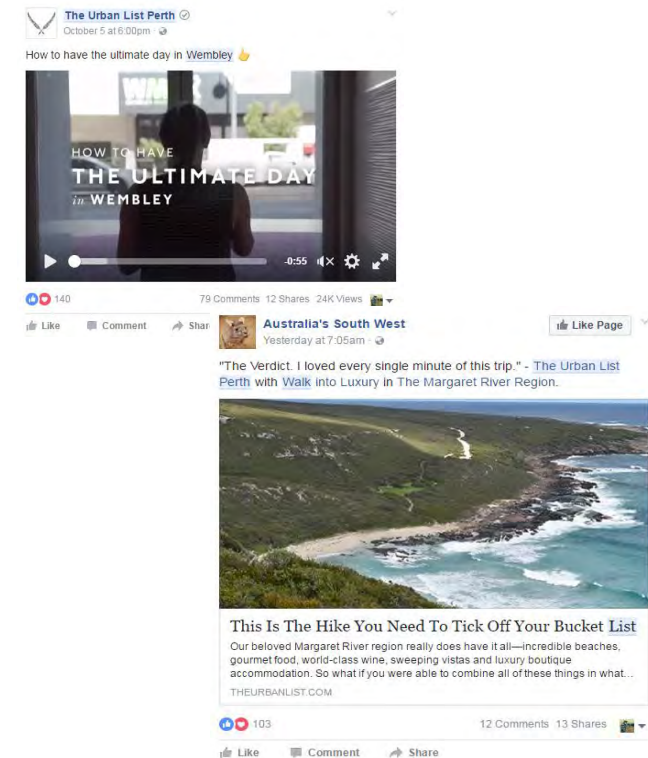
## Strategy

### Partnerships

- Partner with strong tourism and lifestyle brands to leverage their followers to increase the reach of our communications.
- Showcase the best of what the region has to offer through content (Video, Photography, Editorials).

### Ultimate Experience

- Communicate to the audience the best ways to experience the region so the audience can get the most valuable experience in order to improve repeat visitation (Video, Photography, Editorials).



Key Messaging	Placement	Mindset
Retail messaging to inform and educate the target audience to the breadth of activities on offer.	<ul style="list-style-type: none"> <li>• Owned and Earned – Online channels (Websites, Social media etc.)</li> <li>• Partner owned online channels (Websites, Social media etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Planning a holiday</li> <li>• Contemplating a holiday</li> <li>• Vulnerable to a possible</li> </ul>

# Plan Phase Channel: Social Media

## Insights

- Tourism Australia uses the #seeAustralia hashtag to motivate 7.2M Facebook and 2.3M Instagram followers to create content for the brand.
- Content is more engaging when it comes from peers and influencers as opposed to brands and companies.
- It is this reason that Tourism Australia has been able to grow the largest social media following of any brand in the country.
- In 2014, 197 of the top 200 most-liked travel photographs on Instagram all belonged to Tourism Australia.
- By having an established base and enabling tourists to sell the place, trust and engagement is heightened.

## Strategy

Sometimes the best strategy is to get out of the way....

- Provide a platform so consumers can play in that space. Encourage the use of the hashtag #wortheverymoment through owned, earned and paid media channels.
- Speak the language of the target audience.
- Provide live feeds on owned media channels (Website).
- Distribute the best posts on various media channels, this will encourage posting. (Annual Report, Website, Marketing Collateral).



Key Messaging	Placement	Mindset
Retail messaging to inform and educate the target audience to the breadth of activities on offer.	Owned, Earned and Paid media channels	<ul style="list-style-type: none"> <li>• Planning a holiday</li> <li>• Contemplating a holiday</li> <li>• Vulnerable to a possible holiday</li> </ul>



# Plan Phase Channel: Social Media

## Insights

- Imagine if we could offer a 'test-drive' for a holiday? Technology is at a point through virtual reality (VR) and live streaming that can help us achieve this.
- The case studies shown on this page highlight the possibilities that our creative team can develop.
- If potential visitors can visualise what is on offer within the region they will be more likely to realise that the region is worth the drive because it has more to offer than a weekend trip.

## Strategy

- Utilise virtual reality and or 360 degree photography to enable holiday makers to visually understand the magnitude of the region's natural beauty.
- Utilise 360 degree photography specifically on the website. The website can house a selection of key regional assets (Tree Top Walk, Skywalk, Vineyards, Whale World etc.) showcased in 360 degree panoramic photography.
- Activations can be developed similar to the Ayers Rock Dive Store targeting the target audience when they are in need of escape utilising VR technology to help holiday makers escape to The Amazing South Coast for a minute of escape. This will drive them to the next phase of the customer journey.
- Live social media streaming can be set up to communicate how best to experience the region. These can be in line with designed self driving itineraries: crowd favourite tours (Great Southern Distillery, Denmark Thrills Adventure Park); or even just going for a SUP in one of the region's majestic inlets.



Key Messaging	Placement	Mindset
Retail messaging to inform and educate the target audience to the breadth of activities on offer.	Owned and Earned channels.	<ul style="list-style-type: none"> <li>• Trust peers over retail messaging</li> <li>• Planning a holiday</li> <li>• Contemplating a holiday</li> <li>• Vulnerable to a possible holiday</li> </ul>

# Book Phase

## Objective

- Enable people to book the experience as close to their needs and wants as possible.
- Clear and easy product messaging to help people purchase the right service to their needs.
- Transition people from the **'book'** phase of the decision making process to the **'experience'** phase.
- Drive people to collect marketing collateral and communications to make their experience as enjoyable as possible.

Channel	Detail
1 Marketing Collateral	Action – Develop marketing collateral that will provide retail messaging to help visitors book the correct holiday option for their needs and wants. Placement – Downloadable online, physical booking facilities.
2 Website	Action – Develop content that will provide retail messaging to help visitors book the correct holiday option for their needs and wants. Placement – Owned online channels - Website.



# Book Phase Messaging

## Visual imagery

Low to medium percentage of communications.

## Text

High percentage of communications. Clear and easy product messaging.

## Key messaging

Clear and easy product / retail messaging to help people purchase the right service to their needs. There is still an inherent need to communicate personality within retail messaging, where possible.

*“The Amazing South Coast...*

- Is a majestic natural playground full of activities;*
- Is a discovery of raw landscape of natural beauty;*
- Gives me an escape with unexpected rewards; and*
- Allows me to do as much or as little as I want.”*

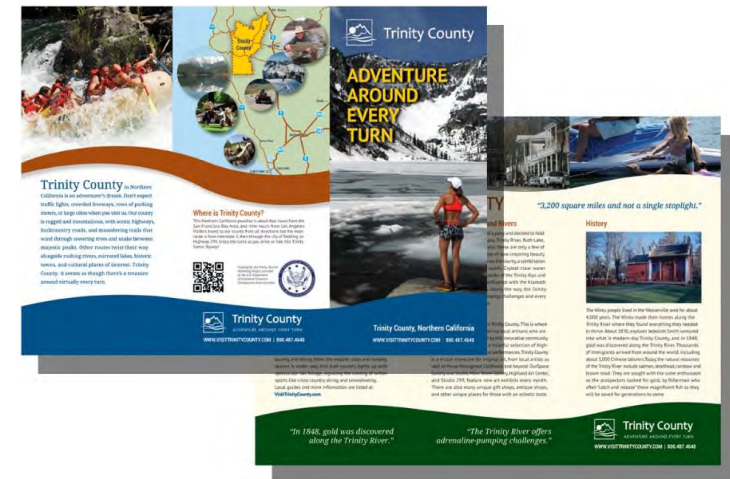
# Book Phase Channel: Marketing Collateral

## Insights

- To ensure holiday makers are confident in making the booking decision it is important they have on offer desired marketing collateral such as downloadable marketing brochures, self drive itineraries.
- This will instil confidence within holiday makers on their purchase decision and aid them in hitting the ground running when they get to the region because they will have a well thought out plan of what they are going to achieve whilst visiting the region.

## Strategy

- Take the look and feel developed by the regional brand identity and apply it across marketing collateral.
- The brand personality must be encapsulated within the tone for all marketing communications, which will help reinforce the local brand identity.



Key Messaging	Placement	Mindset
Retail messaging with proof points. Instil personality.	<ul style="list-style-type: none"> <li>• Downloadable online</li> <li>• Physical locations</li> </ul>	What should I book?

# Experience Phase

## Objective

- Enable people to have the best possible experience that meets their needs and wants.
- Clear and easy product messaging to help people purchase the right service to their needs.
- Transition people from the '**experience**' phase of the decision making process to the '**advocacy and loyalty**' phase.
- Drive people to collect marketing collateral and communications to make their experience as enjoyable as possible.

Channel	Detail
1 Marketing Collateral	Action – Develop marketing collateral that will form communication tools to facilitate the best possible experience for visitors. Placement – Points at which visitors need and want information to heighten their experience. (Tourism and Council buildings, Tourist locations etc.)
2 Event Marketing	Action – Utilise marketing collateral to ensure all warranted events have a brand presence. Distribute event content on Bought, Owned and Earned media before, during, and post event. Placement – Bought, Owned and Earned media.
3 Tourism Packages	Action – Develop tourism packages to <b>provide increased cost efficiencies</b> to visitors. This will also strengthen the positioning of the region's diversity that will help communicate the need to stay longer to properly experience the region. Placement – Online booking platforms, physical booking offices. Content promoted via online channels.
4 Online	Action – Develop online content to facilitate an experience visitors need and want. Provide both promotion and informative functions for the region. Placement – Earned and Owned online channels.

# Experience Phase Messaging

Visual imagery

Medium percentage of communications.

Text

Medium to High percentage of communications.

Key messaging

Personal messaging that will enable people to get the most out of their experience within the region. Teach, advise and care for the audience.

*“Whatever you want from a holiday,  
The Amazing South Coast will facilitate your real ideal holiday.”*

# Experience Phase Channel: Marketing Collateral

## Insights

- To overcome the tyranny of distance we must maximise value and facilitate the real ideal holiday for visitors. This includes signage, self drive maps and visitor guides.

## Strategy

- Establish effective Visitor Information Centers (VICs) in prominent locations within regional tourism areas.
- VICs serve not only to promote the region's tourist attractions and facilities, but also take on the role of orientating visitors to the region and controlling the flow of tourists within an area.
- Networking between VICs within the region, and those in nearby areas is essential to enable a proactive approach to advising the visitor on travel options and opportunities throughout their entire holiday.
- Other essential elements of information provision for visitors to the region include informative visitor guides, and clear tourist signage (both directional and interpretive) to ensure visitors flow easily around the region.
- The provision of interactive interpretation experiences will heighten the involvement of the visitor with the destination, providing a more memorable experience.
- Visitor guides should be made available throughout the regions many attractions, tour providers, accommodation properties, wineries, cellar doors etc.



Key Messaging	Placement	Mindset
<p>Personal messaging that will enable people to get the most out of their experience within the region. Teach, advise and care for the audience.</p>	<ul style="list-style-type: none"> <li>Visitor Information Centres, Tourism and Local Government Offices</li> <li>Tourist Attractions</li> <li>Throughout the region</li> <li>Online – downloadable</li> </ul>	<ul style="list-style-type: none"> <li>How can I best experience the region?</li> <li>Where do I go for my real holiday experience?</li> </ul>

# Experience Channel: Making Travel Time Fun

## Insights

- Distance is a major barrier that is deterring the target audience from visiting.
- A strong motivation for family holidays is to create family memories and to strengthen the family bond.
- When doing something new, engaging or fun time passes quicker than when we are not engaged.
- 73% of holiday makers will drive to their holiday destination (Roy Morgan 2016).

## Strategy

- Make the car ride fun, interactive and as much a part of the experience as the physical attractions throughout the region. This will help remove the stress and frustration of the long drive.
- Develop tools / platforms to turn the time spent travelling into a fun and memorable experience.
- These tools / platforms would be branded The Amazing South Coast and could include:
  - Toys – informative, tell you about the area when you get within close proximity.
  - Games – Number plate bingo; Take a photo and put it in a scrap-book.
  - Food, snacks – physical nutrients and energy. Also can be a form of bribery for kids to be good.
  - Audio books – mentally active.
  - Spotify playlist – roadtrip playlist.
  - Books – colouring in book.

*\*The actual creative idea will be developed by Marketforce's creative department*

Key Messaging	Placement	Mindset
Personal messaging that will enable people to get the most out of their experience within the region. Teach, advise and care for the audience.	Within the car	<ul style="list-style-type: none"> <li>• Are we there yet?</li> <li>• Stressed out</li> <li>• Bored</li> </ul>



# Peter Watson

## MEMBER FOR ALBANY



MEDIA RELEASE

Tuesday, 14 February 2017

### **McGowan Labor Government to boost local tourism strategy**

**A McGowan Labor Government will allocate \$1million over four years to local governments in the Great Southern region to further develop their tourism strategy and continue to promote the region.**

Shadow Treasurer Ben Wyatt joined local MP Peter Watson in Albany today to announce the \$250,000 a year package to assist the City of Albany, Shire of Plantagenet, Shire of Denmark and the Shire of Jerramungup to develop tourism opportunities.

These local governments have come together to support each other in a collaborative effort to market the Amazing South Coast regional brand.

The funding comes on top of WA Labor's substantial commitment to promote tourism in Albany and surrounding shires.

A McGowan Labor Government will allocate \$425 million over five years to attract more visitors to the State and to regional destinations like Albany, Bremer Bay and the Fitzgerald River National Park.

WA Labor's Plan for Albany also included a plan to work with industry to develop more landside destinations for the cruise ship market, generating additional visitor spending and more local jobs.

We will also provide \$6million towards the development of a world class motorplex complex in Albany, enhancing, adding another attraction for the region.

Importantly, WA Labor's Plan for Albany includes \$35million to complete the Albany Ring Road project and \$30million for the first stage of an upgrade to South Coast Highway between Albany and Jerramungup.

These road improvements will improve the experience for intra-State travellers – a key revenue generator for local tourism operators.

#### **Comments from Member for Albany Peter Watson:**

"Albany is an amazing place bursting with tourism potential but we need to do more to promote it, both nationally and abroad.

"Local Governments have done a lot of hard work in coming up with a tourism strategy, but they need to be supported by the State Government.

"This commitment will allow them to progress their strategy in the coming years."

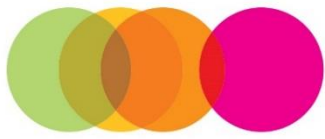
#### **Comments from Shadow Treasurer Ben Wyatt:**

"We are absolutely committed to diversifying our economy to create new jobs for Western Australians.

“A McGowan Labor will bring in a range of initiatives to increase tourism to the Albany region, creating jobs and opportunities for locals and allowing the region to reach its tourism potential.”

**Media contact: Peter Watson 0438 194 753**





Harley Dykstra

PLANNING & SURVEY SOLUTIONS

## Amendment No. 25

Lot 1000 (No.11) Lockheed Road, Lange

City of Albany Local Planning Scheme No.1

Prepared by Harley Dykstra Pty Ltd

PLANNING AND DEVELOPMENT ACT 2005  
RESOLUTION DECIDING TO AMEND A LOCAL PLANNING SCHEME  
CITY OF ALBANY

LOCAL PLANNING SCHEME NO.1

AMENDMENT NO. 25

RESOLVED that the Council, in pursuance of Section 75 of the Planning and Development Act 2005, amend the above local planning scheme by:

1. Rezoning a 2.7785ha portion of Lot 1000 (No.16) Lockheed Road, Lange from 'General Agriculture' zone to 'Residential' zone with an applicable density coding of R25; and
2. Amending the Scheme Map accordingly;

The Amendment is basic under the provisions of the Planning and Development (Local Planning Schemes) Regulations 2015 for the following reason(s):

- The amendment to the scheme map is consistent with the Catalina Structure Plan that has been approved under the scheme for the land to which the amendment relates

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_ .

\_\_\_\_\_  
**CHIEF EXECUTIVE OFFICER**

## DOCUMENT CONTROL

Control Version	DATE	Status	Distribution	Comment
A	20.10.16	Draft	Internal	Draft for QA
B	31.10.16	Final	City of Albany	For lodgement
C				
D				

Prepared by: DC  
 Reviewed by: LB  
 Date: 31.10.2016  
 Job No & Name: 21042 Lot 1000 Lockheed Rd, Lange  
 Version: B

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## MINISTER FOR PLANNING

### PROPOSAL TO AMEND A LOCAL PLANNING SCHEME

LOCAL AUTHORITY: CITY OF ALBANY

DESCRIPTION OF TOWN

PLANNING SCHEME: LOCAL PLANNING SCHEME NO.1

TYPE OF SCHEME: DISTRICT PLANNING SCHEME

NO. OF AMENDMENT: AMENDMENT NO. 25

REZONING A 2.7785 HA SOUTHERN PORTION OF LOT 1000 (NO.11) LOCKHEED ROAD, LANGE TO 'RESIDENTIAL' ZONE WITH A DENSITY CODING OF R25, AND AMENDING THE SCHEME MAP ACCORDINGLY.

## 1.0 INTRODUCTION & PROPOSAL

This amendment proposes to amend the City of Albany Local Planning Scheme No. 1 (LPS 1) by rezoning a 2.7785 Ha southern portion of Lot 1000 Lockheed Road, Lange (the 'subject site') from 'General Agriculture' zone to 'Residential' zone, and retaining a 4 Ha northern portion of the subject site as 'General Agriculture' zone.

The following key objectives are applicable to the Amendment:

- Providing well located future urban lots appropriately located adjacent existing residential land;
- Providing for a future primary school site to be located on the 4 Ha portion of the site zoned General Agriculture;
- To bring the Scheme and zoning into conformity with the adopted Catalina Outline Development Plan and Albany Local Planning Strategy;
- Finalising future land uses in this locality; and
- Respecting the landform and providing future subdivision and development opportunities that consider the site's strategic objective.

A key outcome of this Scheme Amendment is to allow for the subject site to be subdivided into two separate lots in accordance with the proposed zonings (and proposed land uses). This will provide the landowner, Department of Education and the City of Albany with increased certainty of the provision of a future primary school site and residential development.

## 2.0 CONTEXT ANALYSIS

### 2.1 Site Description

The particulars of the landholding and ownership details are contained in **Table 1** below. A copy of the Certificate of Title and Deposited Plan are included at **Appendix A**.

Landowner:	Robin Ray Green			
Lot No.	Vol/Folio	Plan/Diagram	Area	Road Name/No.
Lot 11	1731/269	DP230628	6.7785ha	Lockheed Road

**Table 1:** Subject site and Landowner details

#### 2.1.1 Location and Description

The subject site comprises of Lot 1000 (No.11) Lockheed Road, Lange, which has an area of 6.7785ha. The subject site is 6km from the Albany CBD, via Catalina Road, Chester Pass Road and Albany Highway.

For a location plan, refer to **Figure 2**.



**Figure 2:** Location Plan (subject site shaded in red)

[Source: Harley Dykstra]

## 2.2 Land Use

### 2.2.1 Existing Land Use

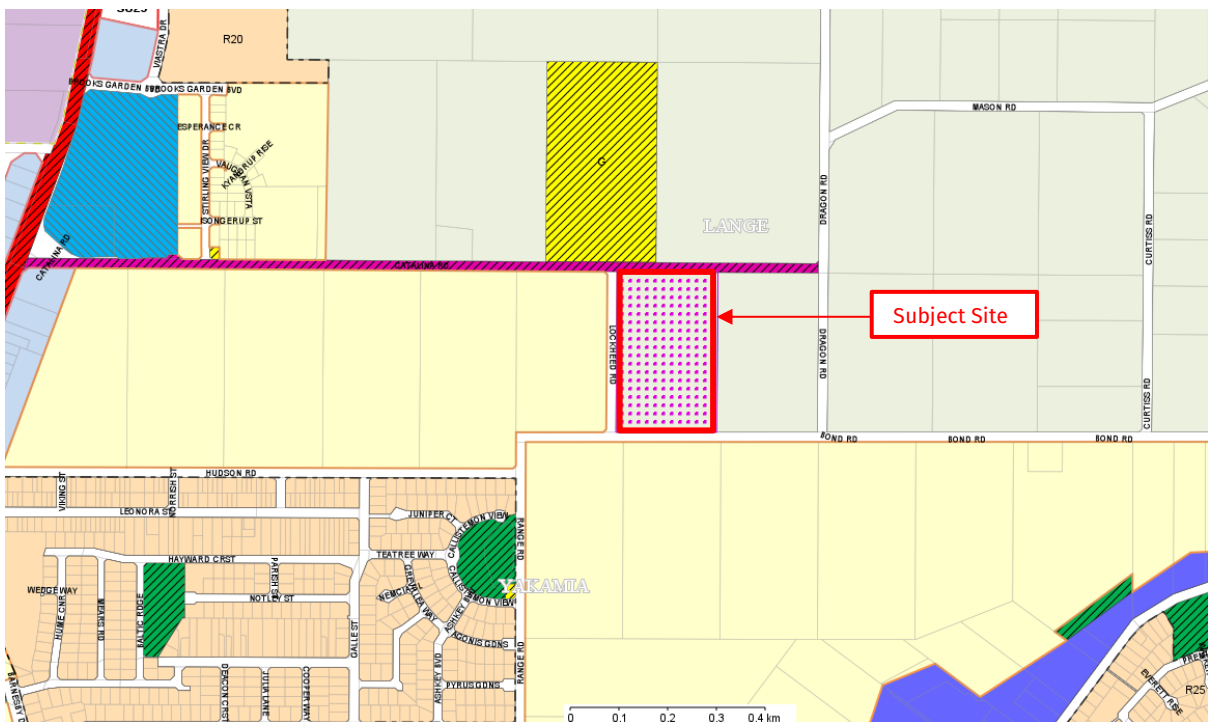
The subject site is currently used as a lifestyle property. The site accommodates two dwellings and associated outbuildings. The Site Plan at **Appendix B** provides an aerial photograph of the subject site.

### 2.2.2 Surrounding Land Use and Zonings

**Figure 3** below shows the current zoning of the subject site and surrounding area.

Land abutting the eastern boundary and to the north is zoned General Agriculture, and included within the Yakamia Structure Plan area, which identifies these properties for residential and conservation land uses.

To the west and south of the subject site, land is zoned Future Urban. Land to the west is included in the Catalina Outline Development Plan, and identified for residential land use. Land to the south is included within the Yakamia Structure Plan, and also identified for residential land use.



**Figure 3:** Land zoning (subject site highlighted in red)

[Source: City of Albany]

## 2.3 Community Consultation

In accordance with the requirements of the *Planning and Development (Local Planning Schemes) Regulations 2015*, this Basic Amendment is not required to be advertised for public submissions unless directed by the Minister or an authorised person.

## 2.4 Environmental

### 2.4.1 Topography

The subject site consists of generally flat farmland. The dominant features of the subject site are:

- A central ridgeline running from east to west with relatively gentle gradients;
- A gentle south facing slope overlooking the City of Albany; and
- A gentle north facing slope overlooking agricultural farmland.

## 2.5 Infrastructure

### 2.5.1 Access

Existing access to the site is from Lockheed Road, which will continue to provide future access to the site.

### 2.5.2 Services

#### *Sewer and Water*

The Water Corporation have advised the subject land is outside the Water Corporation's water and wastewater operating licence areas, and as such neither a reticulated water supply or sewer are currently available to service the land. The existing dwellings located on lot 1000 provide potable water through a combination of rain water harvesting and bore. The site also accommodates onsite effluent disposal.

Future development of residential dwellings and a primary school will require to be serviced with a reticulated water supply and sewer connection.

#### *Power*

The subject site is currently serviced by an overhead power supply which is located to the south western boundary of the site fronting Bond Road.

#### *Telecommunications*

The subject site is currently connected to telecommunications and will retain this connection as a result of future subdivision and development.



## 3.0 PLANNING CONTEXT

### 3.1 State and Regional Planning

Applicable State Planning Policies are SPP1 – “State Planning Framework Policy (variation No.2), and SPP3 “Urban Growth and Settlement”. The applicable Development Control Policy (DCP) is DCP 2.4 School Sites.

#### 3.1.1 State Planning Policy No.1 – State Planning Framework Policy

The purpose of SPP1 is to bring together the State and Regional policies that apply to land use and development in Western Australia and to establish the general principles for land use planning and development in WA. SPP1 states “*the primary aim of planning is to provide for the sustainable use and development of land*”. Furthermore, it qualifies this through identifying and expanding upon the five key principles that further define this statement; environment, community, economy, infrastructure and regional development.

This Amendment meets the objectives of SPP1, as evidenced by the following:

- The Amendment complies with ALPS and the Catalina Outline Development Plan;
- The Amendment seeks to allow for the future development of the subject site in its existing location which is not environmentally sensitive;
- It provides for continued population growth, especially in terms of housing and education;
- It will allow for more efficient use of future infrastructure and services in the locality; and
- The proposal will have minimal ability to generate land use conflicts, given the majority of adjoining land uses are for future urban purposes.

#### 3.1.2 State Planning Policy No.3 – Urban Growth and Settlement

The purpose of SPP3 includes: “*To promote a sustainable and well planned pattern of settlement across the State, with sufficient land provided for a wide variety of housing, employment, recreation facilities and open space.*”

This Amendment achieves the principles and intent of this policy, as the proposal seeks to facilitate a future mix of urban land uses which will capitalise on future open space and other benefits of the locality.

#### 3.1.3 Development Control Policy No.2.4 School Sites

The purpose of DCP2.4 is to provide guidelines for the provision of school sites and other education facilities related to community needs. It also indicates school site requirements, specifies criteria for selecting new sites and establishes guidelines for their design and location in new subdivisions. The policy notes the desirable size for a government primary school is 4 hectares.

Applicable to this Amendment is Section 3.4 of DCP2.4, which is outlined below:

- 3.4.1 *The physical condition of the selected land is particularly important. There is a need to ensure that the area to be occupied by buildings is level, in order to produce a satisfactory relationship between buildings and any adjoining hard-surfaced play areas. Second, there is a need to provide level, grassed, recreation areas for organised sports and games.*
- 3.4.2 *For these and general economic reasons, land for school sites should generally be level, although gently sloping sites may be acceptable. Sites with extreme topographical features involving extensive on-site earthworks and/or importation of fill, or sites containing rock outcrops or land liable to inundation are not acceptable unless such area is additional to the minimum area required.*
- 3.4.3 *Public utilities such as drainage sumps, compensating basins, high tension transmission lines and transformer pads for underground power are not acceptable within the land area requirement for school sites. Other easements and reserves for public utilities such as sewerage and drainage mains and underground pumping stations should be included in the land area requirement of school sites only where these can be demonstrated to be safe and useable.*
- 3.4.4 *Consistent with other considerations such as topography and accessibility, all school sites should be regular in shape and preferably rectangular. In no instance should the length of the site exceed twice the width. Acute boundary angles with the consequent unusable spaces are not acceptable.*
- 3.4.5 *All appropriate services should be made available to the school site, especially to that part selected for the construction of buildings.*

A 4 Ha portion of the site will retain General Agriculture zoning. Under the City of Albany Local Planning Scheme No. 1, an Education Establishment is an “A” class land use in this zone, meaning that the Local Government is able to exercise its discretion by granting planning approval after giving special notice and public advertising.

Accordingly, the requirements of *Development Control Policy 2.4 – School Sites* have been addressed in this Amendment.

## 3.2 Local Planning

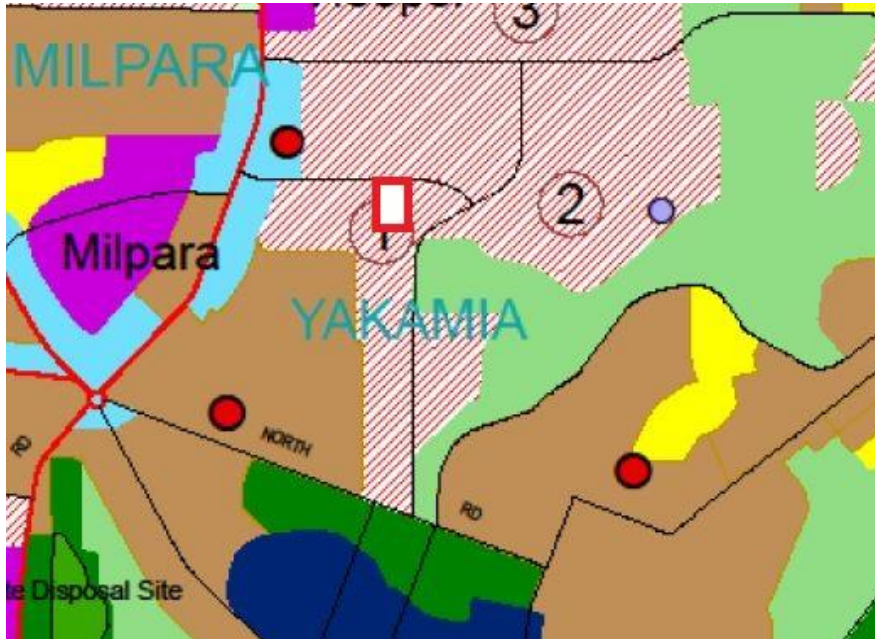
Applicable Local Planning considerations are:

City of Albany Local Planning Strategy (ALPS), Local Planning Scheme No. 1 (LPS 1) and the Outline Development Plan – Catalina.

### 3.2.1 Albany Local Planning Strategy

The Albany Local Planning Strategy (ALPS) sets out the long term planning direction for the City of Albany and has regard to all relevant State and Regional planning policies.

The subject site and surrounding area is identified as *Future Urban* in map 9B of ALPS. Rezoning the southern 2.7785 Ha portion of the site to Residential will bring the Scheme and zoning of the site into conformity with ALPS.



**Figure 4:** Excerpts from Map 9B of ALPS, showing the current classification of the subject site (outlined in red), identified as Future Urban (priority area 1). [Source: ALPS]

Strategic Planning objectives of ALPS applicable to the subject site include:

- Facilitate and manage sustainable growth for the urban area in the City of Albany;
- Support the consolidation of serviced urban areas and facilitate staged fully urban frontal development;
- Support urban infill development based on compatibility of land uses and infrastructure capacity; and
- Protect future fully serviced urban areas from appropriate land uses, subdivision and development.

This Amendment is consistent with the objectives of the Strategy.

### 3.2.2 City of Albany Local Planning Scheme No.1

The City of Albany Local Planning Scheme No. 1 (LPS 1) divides the Local Government district into zones to identify areas for particular uses and identifies land reserved for public purposes. The Scheme controls the types of uses and development allowed in different zones, and sets out the requirements for planning approval and enforcement of the Scheme provisions.

Clause 1.6 of LPS 1 outlines the aims of the scheme, including the following:

- (a) *Implement the findings of the Albany Local Planning Strategy (ALPS) within the City;*

*(e) Define by zoning and reservation the future land use and types of development permitted on land to assist in guiding decisions of investors, public authorities, residents and business people;*

*(k) Provide for increased population growth within the City by establishing controls for the co-ordinated planning and development of land to be used for residential purposes allowing for complementary uses to provide a range of services to meet the needs of the local residents;*

*(m) Respond to the changing needs of the City through the provision of social, administrative and land use initiatives which support the retention and growth of rural townsites, the urban population and advance sustainable land use practices; and*

*(o) Promote opportunities for new and value-added industries and businesses, particularly those industrial and business activities that create synergies with existing activities.”*

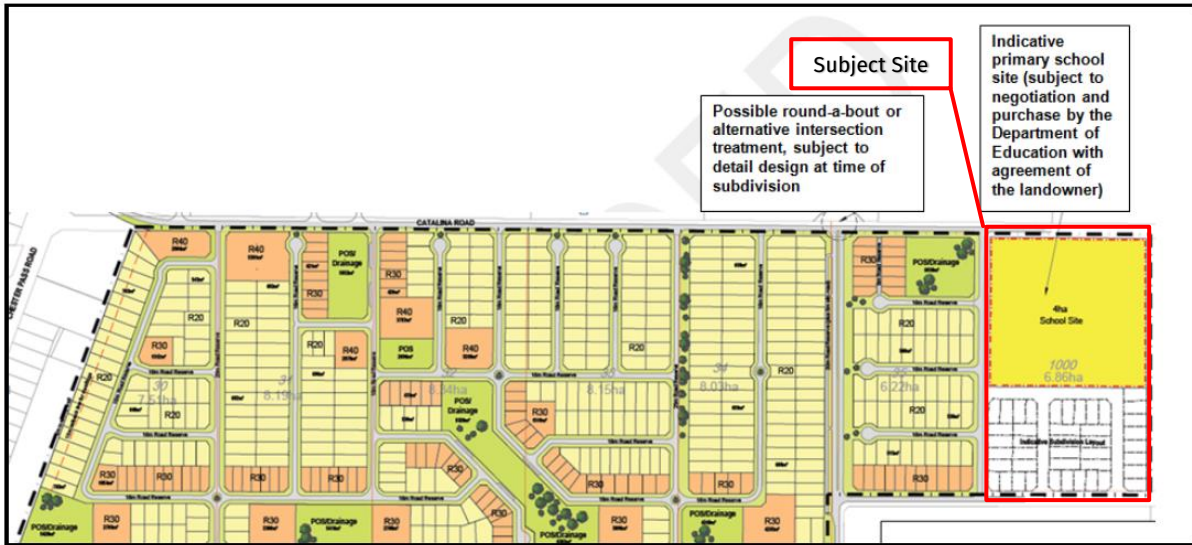
Rezoning the southern portion of the subject site to ‘Residential’ with an applicable density code of ‘R25’ is consistent with the intent and objectives of the Scheme, as evidenced by the following:

- The Amendment will allow for the site to be subdivided into two separate land parcels for separate future land uses in accordance with the approved Catalina Outline Development Plan;
- The subject site is included within the approved Catalina Outline Development Plan, which guides land uses, infrastructure and service provisions over multiple landholdings within the ODP area (outlined in more detail below); and
- This proposal will provide increased certainty to the Department of Education, City of Albany and the Landowner for the future development of a primary school site and residential development.

### 3.2.3 City of Albany Local Planning Policy – Outline Development Plan - Catalina

The City of Albany Local Planning Policy: *Outline Development Plan – Catalina* guides the future development provisions and settlement pattern applicable to the OPD area. The subject site is included within the ODP area and is identified to accommodate a future primary school and residential development.

**Figure 5** below is an excerpt of the Catalina ODP showing the future uses for the subject site and surrounding landholdings.



**Figure 5:** Excerpt of the Catalina ODP (subject site highlighted in red) [Source: City of Albany]

The Policy notes:

- Lot 9000 is currently zoned 'Rural' and is to be rezoned in its entirety to Future Urban by the City as part of the review of its Draft Local Planning Scheme No. 1; and
- Interim subdivision to separate the school site from the parent lot in accordance with the ODP being permitted.

Although the policy notes that subdivision of the site to separate the school site from the parent lot in accordance with the ODP is permitted, the Western Australian Planning Commission advised a 2.7785 Ha portion of the site would need to be rezoned from General Agriculture to Future Urban prior to a subdivision application being considered for approval.

Consultation with City of Albany Senior Planning Officers confirmed that Council would consider rezoning the southern portion of the site to the residential zone with an applicable density coding of R25.

Rezoning the southern 2.7785Ha portion of the site from General Agriculture to Residential will bring the Scheme and zoning of the site into conformity with the adopted Catalina Outline Development Plan.

## 4.0 REZONING PROPOSAL AND JUSTIFICATION

### 4.1 Development Concept

As outlined earlier, the aim of this Amendment is to facilitate Residential zoning to the southern portion of the site, which reflect the City of Albany's strategic direction. The Amendment seeks to provide certainty for future land uses on the site, and an opportunity to subdivide Lot 1000 into two separate land parcels in accordance with these land uses. Future development and subdivision on

the subject site will be subject to the necessary approvals from the City of Albany and Western Australian Planning Commission.

This proposal has sound planning grounds, as justified by the following:

- The subject site is identified for *Future Urban* land use by the Albany Local Planning Strategy (ALPS);
- The subject site is identified for a future primary school and residential land use within the adopted Catalina Outline Development Plan;
- The rezoning will allow the landowner to subdivide the land into two separate lots, with two different land uses, without compromising the future intended development; and
- The proposal will provide certainty to the Landowner, Department of Education and City of Albany for the provision of residential development and a future government primary school site to service the locality.

#### 4.2 Scheme Map Modifications

In order to facilitate this Amendment it is necessary to modify the City of Albany Local Planning Scheme No. 1 Map to identify the southern portion (2.7785 Ha) of the site as Residential zone.

## 5.0 CONCLUSION

Amendment No. 25 to City of Albany Local Planning Scheme No.1 seeks to rezone a 2.7785 Ha southern portion of the subject site from *General Agriculture* zone to *Residential* zone with a density coding of R25 and amend the Scheme Map accordingly.

This Amendment achieves the following objectives:

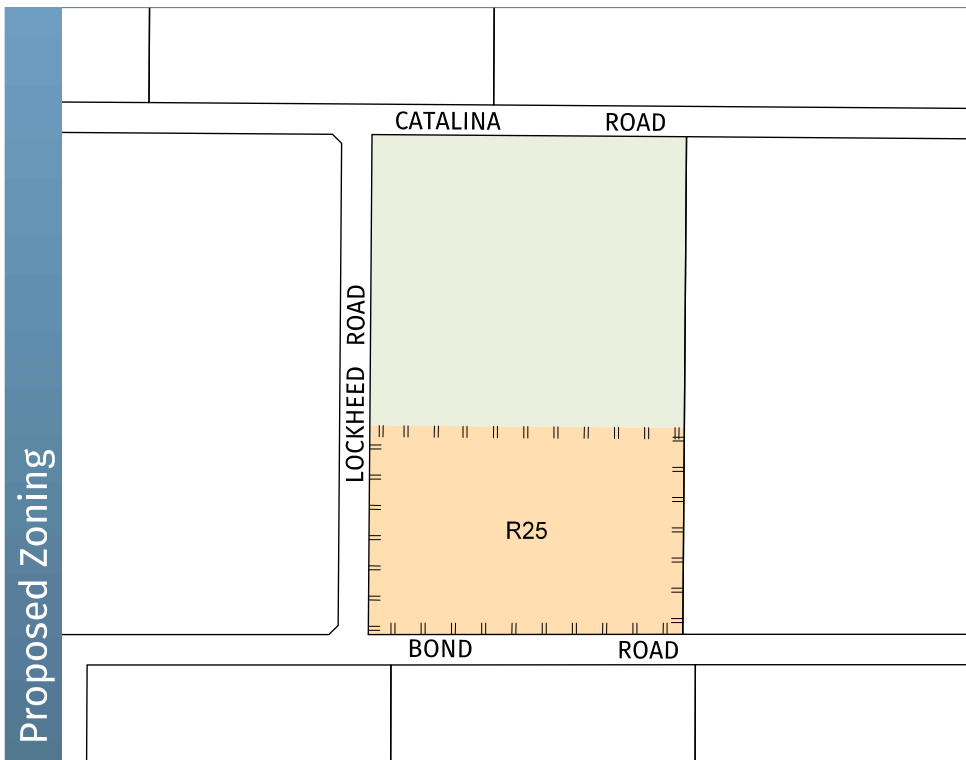
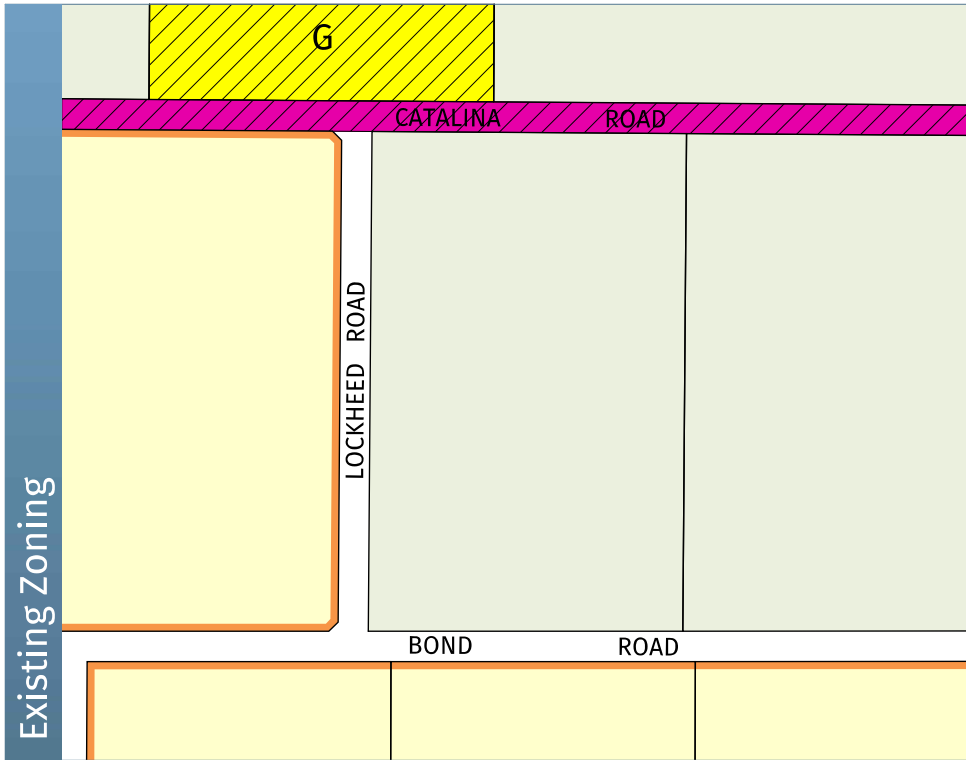
- Providing future provision for a strategically located primary school in an area that will not impact on the future expansion of the Albany urban area;
- Providing for the subject site to be subdivided into two separate lots, with separate land uses;
- Logically completing future urban development in this locality;
- Bringing the Scheme map into conformity with the adopted Catalina Outline Development Plan and ALPS;
- Providing for suitable land uses which complement their surrounding context; and
- Providing increased certainty to the Landowner, Department of Education and residents to the location of a future primary school.

Endorsement of the Amendment is therefore respectfully requested.




# CITY OF ALBANY

## Local Planning Scheme No. 1

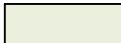
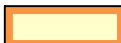

### Amendment No. 25




#### LOCAL SCHEME RESERVES

-  Local Road
-  Priority Road
-  Public Use : Government

#### ZONES

-  General Agriculture
-  Future Urban
-  Residential

#### OTHER

-  R25 R Codes

PLANNING AND DEVELOPMENT ACT 2005

CITY OF ALBANY

LOCAL PLANNING SCHEME NO.1

AMENDMENT No. 25

The City of Albany under and by virtue of the powers conferred upon it in that behalf by the Planning and Development Act 2005 hereby amends the above local planning scheme by:

1. Rezoning a 2.7785ha portion of Lot 1000 (No.16) Lockheed Road, Lange from 'General Agriculture' zone to 'Residential' zone with an applicable density coding of R25; and
2. Amending the Scheme Map accordingly;



PLANNING AND DEVELOPMENT ACT 2005

CITY OF ALBANY

LOCAL PLANNING SCHEME NO.1

AMENDMENT No. 25

**ADOPTION:**

Adopted by resolution of the Council of the City of Albany at the meeting of the Council held on the \_\_\_\_\_ day of \_\_\_\_\_ 201\_\_:

\_\_\_\_\_  
**Mayor**

\_\_\_\_\_  
**Chief Executive Officer**

**FINAL APPROVAL:**

Adopted for final approval by resolution of the City of Albany at the meeting of the Council held on the \_\_\_\_\_ day of \_\_\_\_\_ 201\_\_ and the Common Seal of the municipality was pursuant to that resolution hereunto affixed in the presence of:

\_\_\_\_\_  
**Mayor**

\_\_\_\_\_  
**Chief Executive Officer**

**RECOMMENDED / SUBMITTED FOR FINAL APPROVAL:**

\_\_\_\_\_  
**Delegated under s.16 of the PD Act 2005**

**Date**

**FINAL APPROVAL GRANTED:**

\_\_\_\_\_  
**Minister for Planning**

**Date**

**APPENDIX A**

---

CERTIFICATE OF TITLE

WESTERN



AUSTRALIA

REGISTER NUMBER <b>1000/DP230628</b>	
DUPLICATE EDITION <b>N/A</b>	DATE DUPLICATE ISSUED <b>N/A</b>

**RECORD OF CERTIFICATE OF TITLE**  
UNDER THE TRANSFER OF LAND ACT 1893

VOLUME  
**1731**

FOLIO  
**269**

The person described in the first schedule is the registered proprietor of an estate in fee simple in the land described below subject to the reservations, conditions and depth limit contained in the original grant (if a grant issued) and to the limitations, interests, encumbrances and notifications shown in the second schedule.

REGISTRAR OF TITLES



**LAND DESCRIPTION:**

LOT 1000 ON DEPOSITED PLAN 230628

**REGISTERED PROPRIETOR:**  
(FIRST SCHEDULE)

ROBIN RAY GREEN OF 11 LOCKHEED ROAD, ALBANY

(T F612373 ) REGISTERED 13 JULY 1994

**LIMITATIONS, INTERESTS, ENCUMBRANCES AND NOTIFICATIONS:**  
(SECOND SCHEDULE)

- 1. \*L250839 MORTGAGE TO AUSTRALIA & NEW ZEALAND BANKING GROUP LTD REGISTERED 8.3.2010.

Warning: A current search of the sketch of the land should be obtained where detail of position, dimensions or area of the lot is required.  
\* Any entries preceded by an asterisk may not appear on the current edition of the duplicate certificate of title.  
Lot as described in the land description may be a lot or location.

-----END OF CERTIFICATE OF TITLE-----

**STATEMENTS:**

The statements set out below are not intended to be nor should they be relied on as substitutes for inspection of the land and the relevant documents or for local government, legal, surveying or other professional advice.

SKETCH OF LAND: 1731-269 (1000/DP230628).  
PREVIOUS TITLE: 349-23.  
PROPERTY STREET ADDRESS: 11 LOCKHEED RD, LANGE.  
LOCAL GOVERNMENT AREA: CITY OF ALBANY.

- NOTE 1: A000001A LAND PARCEL IDENTIFIER OF PLANTAGENET LOCATION 1000 (OR THE PART THEREOF) ON SUPERSEDED PAPER CERTIFICATE OF TITLE CHANGED TO LOT 1000 ON DEPOSITED PLAN 230628 ON 31-JUL-02 TO ENABLE ISSUE OF A DIGITAL CERTIFICATE OF TITLE.
- NOTE 2: THE ABOVE NOTE MAY NOT BE SHOWN ON THE SUPERSEDED PAPER CERTIFICATE OF TITLE OR ON THE CURRENT EDITION OF DUPLICATE CERTIFICATE OF TITLE.
- NOTE 3: DUPLICATE CERTIFICATE OF TITLE NOT ISSUED AS REQUESTED BY DEALING L250839

**APPENDIX B**

---

SITE PLAN





CATALINA ROAD

LOCKHEED ROAD

1000  
6.8568ha

35

1001

LOCKHEED

BOND ROAD

# SITE PLAN

Lot 1000 Lockheed Road,  
LANGE

Plan No. | 21042-02A  
 Date | 21/10/16  
 Drawn | BdR  
 Checked | DC  
 Revision | A

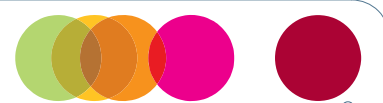
ALBANY OFFICE:  
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 ALBANY WA 6330  
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 E: albany@harleydykstra.com.au  
 W: www.harleydykstra.com.au  
 Offices also at Bunbury,  
 Busselton, Kelmescott and Perth

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Scale | 1:1250@A3



NOTE: This plan has been prepared for planning purposes. Areas, Contours and Dimensions shown are subject to survey



# Harley Dykstra

PLANNING & SURVEY SOLUTIONS



# WARRENUP / WALMSLEY LOCAL STRUCTURE PLAN

ALB/2016/\_\_\_

This Structure Plan (Number **ALB/2016/\_\_\_\_\_**) is prepared under the provisions of the City of Albany Local Planning Scheme No 1.

**IT IS CERTIFIED THAT THIS STRUCTURE PLAN WAS APPROVED BY RESOLUTION OF THE WESTERN AUSTRALIAN PLANNING COMMISSION ON**

.....Date

Signed for and on behalf of the Western Australian Planning Commission

.....

an officer of the Commission duly authorised by the Commission pursuant to section 16 of the *Planning and Development Act 2005* for that purpose, in the presence of:

.....Witness

.....Date

.....Date of Expiry

**Modifications**

Modification No.	Description of Modification	Date Endorsed by Council	Date endorsed by WAPC

**Pre-lodgement Consultation**

The following were consulted as the Structure Plan was being prepared

Agency or Organisation.	Date of Consultation	Method of Consultation
City of Albany	10/11/15, 8/12/15, 18/03/16	Meetings
Department of Education		Emails
Department of Planning	10/11/15, 8/12/15, 18/03/16	Meetings
Water Corporation		Email
Department of Water		Email/Phone Call
Western Power		Email
Main Roads WA	06/08/15, 18/03/16	Meetings
Telstra		Email
Atco Gas		Email



**EXECUTIVE SUMMARY**

The Warrenup/Walmsley Local Structure Plan (WWLSP) area brings together the five main land parcels which form the development front for the northern extension of the Albany urban area. Two of the land holdings, Lots 6 and 271, are located on the western side of Chester Pass Road and the other three are located on the eastern side - Lots 5498, 4925 and 521. Two small incidental lots being Lots 1 and 2 on the corner of Terry Road and Chester Pass Road are also included.

Apart from Lot 521 which is still zoned ‘General Agriculture’, all the properties are zoned ‘Future Urban’. Lot 521 has been included in the WWLSP because of its strategic significance to the area and consequent need to ensure it is taken into account when considering key elements of the WWLSP such as major roads, public open space, education facilities and drainage.

Proposed land use within the LSP is predominantly residential, with mixed use/commercial (long term) along the Chester Pass Road frontage, a composite/light industrial area, a local centre (long term), a primary school and public open space.

The Summary Table below provides the key statistics relating to the LSP.

Item	Data		Structure Plan Ref. (Section No.)
<b>Total Area covered by the Structure Plan</b>	<b>269 hectares</b>		<b>Part One 1.0 Table 2</b>
Land use proposed	Area of each	Lot Yield	
Residential	200.82	2555	Part One 4.1
Local Centre	1.4	1	Part One 4.0
Mixed Use	4.9	24	Part One 4.0
Composite/Light Industry	5.75	25	Part One 4.0
Road Widenings	5.6		Part Two 3.4.1
Community Purposes	1.09		Part One 4.0
Total Estimated Lot Yield		2605	
Total Estimated Number of dwellings		2555	Part Two 3.3
Estimated residential site density	12.7		Part Two 3.3
Estimated Population		7,154 (2.8 ppdw)	
Number of High Schools	Nil		Part Two 3.6
Number Primary Schools	3.5	1	Part Two 3.6
Estimated Commercial Floor Space	2,000m <sup>2</sup>		
Estimated number and % of Public Open Space given over to:			Part One 4.2 Part Two 3.2
<ul style="list-style-type: none"> <li>• Foreshore Reserves</li> <li>• District Open Space</li> <li>• Neighbourhood Parks</li> <li>• Local Parks</li> </ul>	<p>3.72</p> <p>9.10</p> <p>23.43 (8)</p> <p>5.32 (9)</p>	<p>8%</p> <p>20%</p> <p>51%</p> <p>11.5%</p>	
Estimated % of natural area	4.37	9.5%	
	45.94	100.0%	

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## **PART ONE - IMPLEMENTATION**

### 1.0 STRUCTURE PLAN AREA

The Warrenup/Walmsley Local Structure Plan (WWLSP) incorporates Lots 6 and 271 Chester Pass Road on the western side of Chester Pass Road and Lots 1, 2 and 5498 Chester Pass Road on the eastern side of the road and Lot 4925 Terry Road and Lot 521 Mercer Road. Refer Figure 1 below.

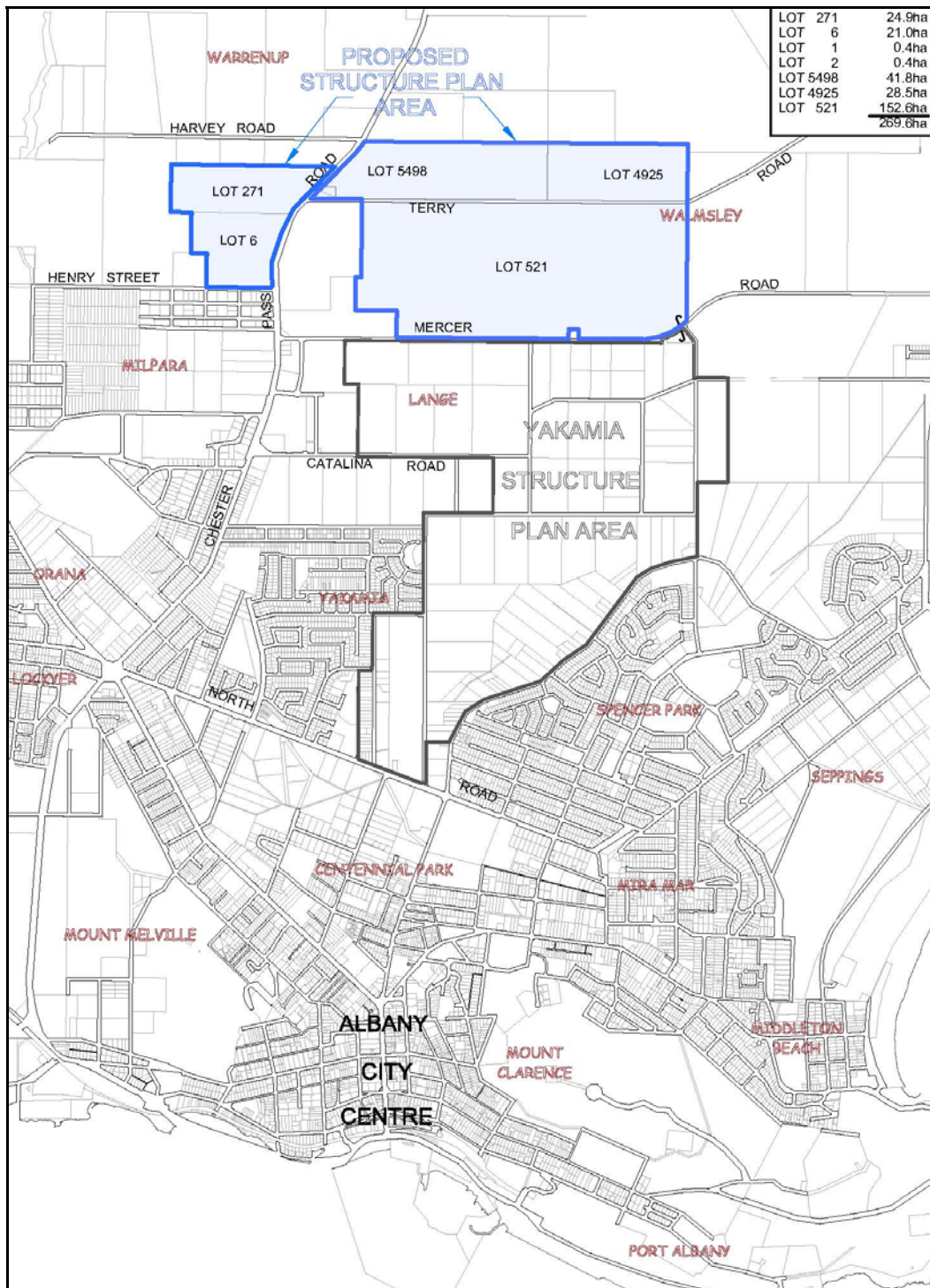


Figure 1: Locality Plan

Together these parcels of land comprise approximately 268.8 hectares (ha) of land. Table 2 below provides the detailed land description of each lot.

**Table 2 Land Description**

Land Description		Plan/Diag	Vol	Folio	Area	Street Address	Owner
Lot 6	Henry St/Chester Pass Road	D 87311	2012	640	21.020ha	275 Chester Pass Road Warrenup	T & T Gorman Pty Ltd – 275 Chester Pass Road Warrenup WA 6330
Lot 271	Chester Pass Road	P 248837	1454	731	23.947ha	315 Chester Pass Road, Warrenup	A & B D'Addario – PO Box 860 Albany DC WA 6332
Lot 5498	Chester Pass Road/Terry Road	P 202474	1710	778	41.8571ha	87 Terry Road, Walmsley	GH, SM Davies, PE List and Cammit Pty Ltd – C/- Wellington & Reeves PO Box 5242 Albany, PO WA 6332
Lot 1	Chester Pass Road/Terry Road	D 38604	1905	8461	4047m <sup>2</sup>	308 Chester Pass Road, Walmsley	Rm Grayson PO Box 750 Albany DC WA 6331
Lot 2	Chester Pass Road/Terry Road	D 38604	283	14A	4047m <sup>2</sup>	314 Chester Pass Road, Walmsley	R & PA Weir – 21 William Street Yakamia WA 6330
Lot 4925	Terry Road	P 160331	202	143A	28.5733ha	159 Terry Road, Walmsley	LE & WD Spinks – PO Box 988 Albany DC WA 6331
Lot 521	Mercer Road /Terry Road	P 76829	2822	563	152.62ha	Lot 521 Mercer Road, Walmsley	Ten Year Developments Pty Ltd PO Box 5592, Albany PO WA 6332
					<u>268.8268ha</u>		

## 2.0 OPERATION

The WWLSP comes into effect on the date that it is endorsed by the Western Australian Planning Commission (WAPC). It is anticipated that this will occur in 2017.

### 3.0 STAGING

With a total of over 2,600 potential lots that could be created within the WWLSP, it is likely that development will need to be staged over at least 15 to 20 years. Given the number of other development areas within Albany, staging will need to be flexible and capable of adapting to competing development fronts and the varying attractivity and cost of developing these areas.

The construction of the proposed Waste Water Pumping Station on Terry Road within Lot 5498 is a key piece of infrastructure which will be required to proceed with the first stage of development in the structure plan. This will facilitate development within Lots 6, 271 and portion of Lots 5498 and 521. Landowner/developer intent and cost sharing agreements will dictate which area(s) proceed first. As Lot 271 is not permitted direct access to Chester Pass Road, it will need to obtain access via either Lot 6 to the south or Lot 1 to the North. Lot 521 is still zoned 'General Agriculture' consequently it will need to be rezoned prior to subdivision and development proceeding. The eastern portion of Lot 5498, all of Lot 4925 and the majority of Lot 521 will be served by a waste water pumping station in the north eastern corner of Lot 4925. This will connect through to the Yakamia Structure Plan and a waste water pumping station located on the corner of Mason and Curtiss Road. Because of this and the constraints associated with the north eastern precinct of the Yakamia Structure Plan, development of these eastern areas of the Walmsley Structure Plan will only occur in the latter stages of the plan unless alternative arrangements are made in relation to connection to scheme sewer.

## 4.0 SUBDIVISION AND DEVELOPMENT REQUIREMENTS

The predominant land use within the Warrenup/Walmsley Structure Plan area will be residential development. There is the opportunity in the longer term to develop Chester Pass Road as an activity corridor which will create jobs close to the residential areas as well as facilitate public transport. In the short term large residential lots (2000m<sup>2</sup>) with building envelopes set back 100 metres from Chester Pass Road are proposed in order to address noise emanating from traffic using the highway.

Other non-residential uses include long term provision for a local retail centre at the realigned intersection of Terry Road with Chester Pass Road, a primary school to be located within Lot 521, and a composite light industrial development as a buffer between the existing service industrial area and residential area to the east on Lot 521. Provision is also made to extend the community use (Hawthorn House) on Lot 6 with the landowner proposing to cede land adjacent to the facility which can be used for associated housing.

### 4.1 Residential Density

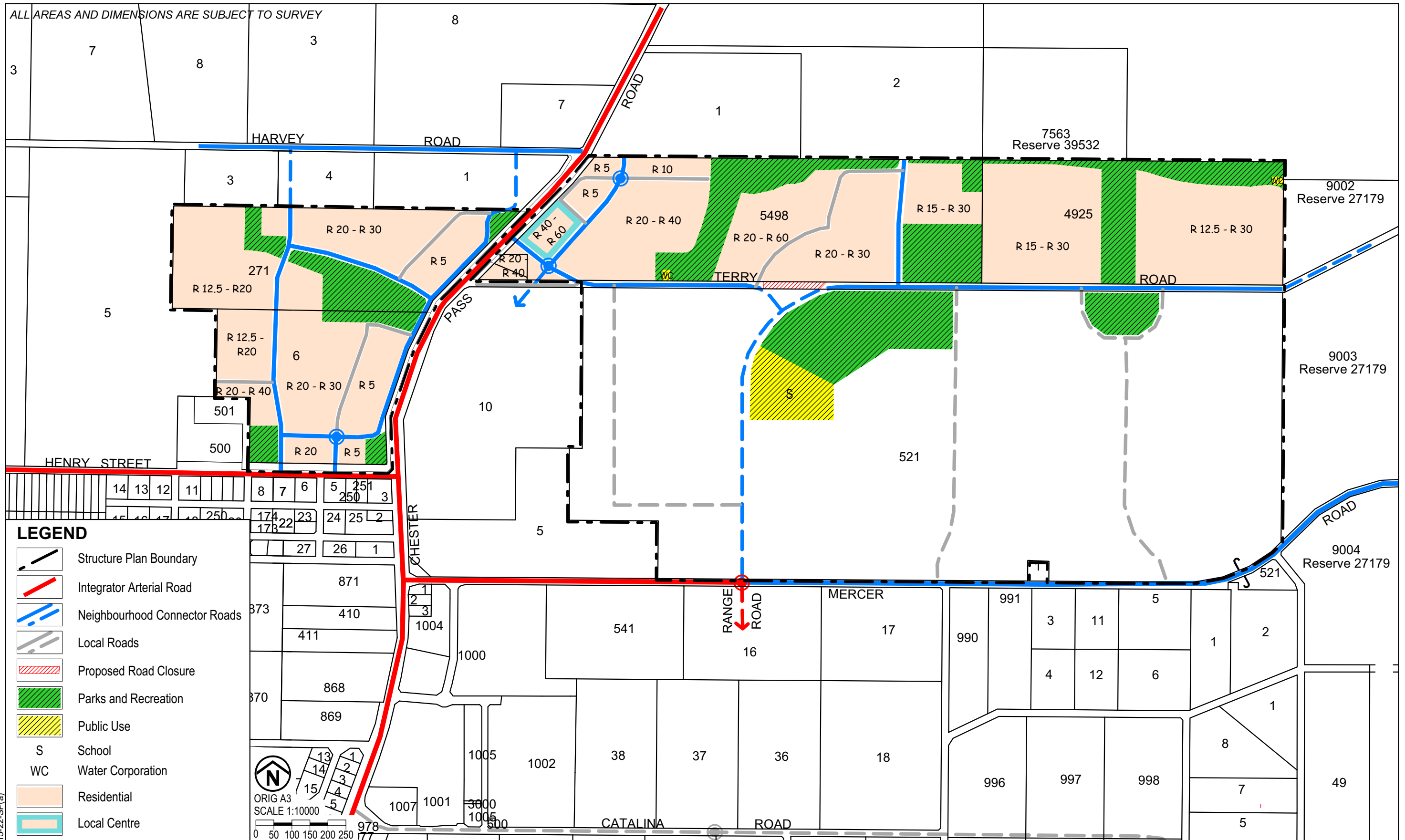
In view of the long time frame anticipated to fully develop the structure plan area, it is proposed to designate a range of R-Codes that will apply to various areas of the structure plan. This will allow for some flexibility, allowing the final R Code to be applied closer to the time that the land will be subdivided. ALPS recommends that urban residential densities of approximately R20 are to be achieved in 'Future Urban' areas.

The proposed density ranges are based on the following planning principles:

- Low Density R5 (2000m<sup>2</sup> minimum) for residential lots abutting Chester Pass Road with long term mixed use/commercial potential.
- Low Density R10 (875m<sup>2</sup> minimum) for lots abutting intensive horticultural development.
- Low Density R12.5-R15 (700m<sup>2</sup> - 580m<sup>2</sup>) for lots requiring hazard separation from vegetated reserves on the periphery of the structure plan area.
- Low Density/Medium Density R20 - R30 to apply to the bulk of the residential areas with the R30 lots to be associated with POS and Foreshore Reserve areas.
- Medium Density R40-R60 to be considered within and in close proximity to the Local Centre and proposed 'ridge housing' located on Lot 5489.

Refer Figure 2 overleaf.





## 4.2 Public Open Space

An integrated network of Public Open Space (POS) is proposed which provides access to a range of areas suitable for sporting activities, nature space (associated with remnant vegetation areas and creek lines) and recreational space associated with playgrounds, picnic/barbecue areas, skate parks etc.

Public open space identified for Warrenup/Walmsley in the LSP includes:

- A District Park co-located with the proposed primary school, located on relatively flat land with the ability to accommodate sporting ovals, club facilities and on-site remnant vegetation.
- Three linear parks associated with seasonal drainage lines.
- Three nature space areas incorporating remnant vegetation.
- Eight neighbourhood/local parks, some with a drainage function.

**Table 3 Public Open Space Schedule**

<b>Public Open Space Schedule based on 269ha.</b>			
	<b>ha</b>		<b>ha</b>
<b>Lot 6 Total Area</b>	<b>21.02</b>		
Road Widening (Henry St)	0.76		
Road Widening (Chester Pass Rd)	0.46		
Mixed Use Area	2.14		
<b>Total</b>	<b>3.36</b>		
<b>Net Development Area</b>	<b>17.66</b>		
POS Nature Space / Remnant Vegetation	0.80		
POS/Drainage	0.30	Dry Basin	0.23
POS/Drainage	0.94	Wet Basin	0.30
<b>Total POS</b>	<b>2.04</b>		<b>0.53</b>
<b>%</b>	<b>11.55%</b>		
<b>Lot 271 Total Area</b>	<b>23.947</b>		
Road Widening	0.40		
Mixed Use Area	2.14		
<b>Total</b>	<b>2.54</b>		
<b>Net Development Area</b>	<b>21.407</b>		
POS/Drainage	2.85	Wet Basin	0.32
POS	0.80		
POS/Drainage	0.30	Dry Basin	0.17
<b>Total POS</b>	<b>3.95</b>		<b>0.49</b>
<b>%</b>	<b>18.45%</b>		

	ha		ha
<b>Lot 5498 Total Area</b>	<b>41.853</b>		
Road Widening	0.47		
Local Centre	1.43		
Foreshore Reserve	3.72	Drainage Basins- Wet (3)	0.46
Pump Station	0.06		
<b>Total</b>	<b>5.68</b>		<b>0.46</b>
<b>Net Development Area</b>	<b>36.173</b>		
POS Buffer	0.84		
POS Buffer	0.32		
POS Tree Belt	0.36		
POS	0.40		
POS/Nature Space/Remnant Vegetation	0.36		
POS/Drainage	0.65	Dry Basin	0.20
<b>Total POS</b>	<b>6.2248</b>		<b>0.20</b>
<b>%</b>	<b>17.2%</b>		
<b>Lot 4925 Total Area</b>	<b>28.577</b>		
Road Widening	0.835		
Pump Station	0.06		
<b>Total</b>	<b>0.895</b>		
<b>Net Development Area</b>	<b>27.682</b>		
POS/Drainage/Living Stream	2.90	Living Stream Dry Basin	0.53
POS	2.80		
<b>Total POS</b>	<b>5.70</b>		<b>0.53</b>
<b>%</b>	<b>20.6%</b>		
<b>Lot 521 Total Area</b>	<b>152.62</b>		
Composite Light Industrial Area	5.74		
Road Widening	1.75		
Primary School	3.50		
<b>Total</b>	<b>10.99</b>		
<b>Net Development Area</b>	<b>141.63</b>		
POS	9.10		
POS	1.40		
POS/Drainage	3.30	Drainage Basin Wet	0.70
POS/Drainage	2.80	Drainage Basin Wet	0.26
POS/Drainage	2.00	Drainage Basin Wet	0.20
<b>Total POS</b>	<b>18.60</b>		<b>1.16</b>
<b>%</b>	<b>13.1%</b>		
<b>Total POS</b>	<b>36.7448</b>		
<b>%</b>	<b>15.02%</b>		
<b>Total Net Development Area</b>	<b>244.551</b>		

## 5.0 LOCAL DEVELOPMENT PLANS

Local Development plans will be required to support applications for subdivision and development relating to the following;

- i. The future local centre to address access, car parking, built form, possible mixed uses and landscaping.
- ii. Mixed Use/Commercial development sites to address;
  - noise from Chester Pass Road
  - built form, service road access, orientation to Chester Pass Road and landscaped setbacks.
- iii. The development of 'Ridge Housing' on Lot 5498 based on R40-R60 density coding.
- iv. Lots with access provided by a rear laneway.
- v. Lots within 100 metres of a bush fire hazard as identified in the Bush Fire Management Plan.
- vi. The development of medium density housing in proximity to the Local Centre to address access, built form, orientation and landscaping.



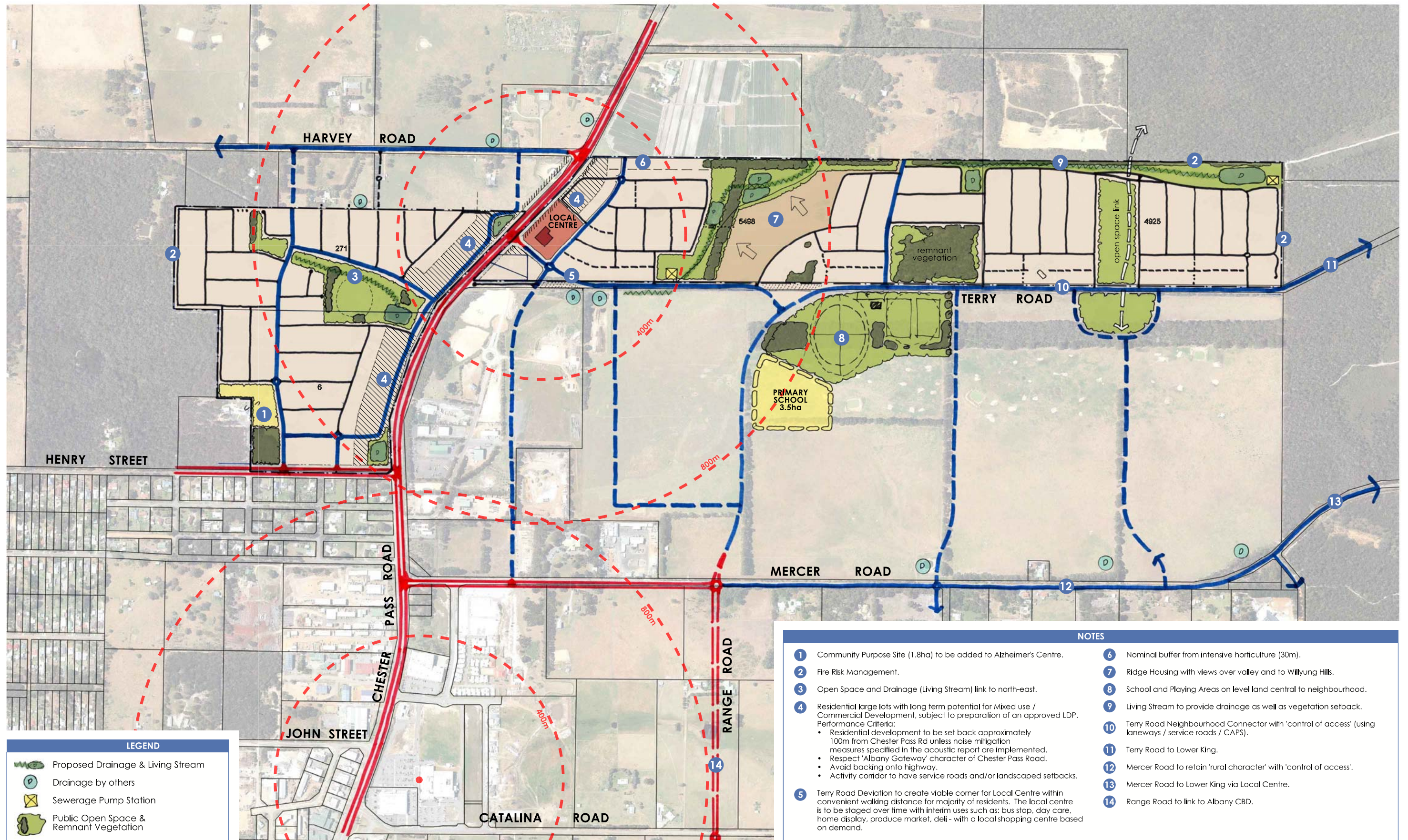


FIGURE 3

**INDICATIVE MASTERPLAN**

Lots 6 & 271 Chester Pass Road, Warrenup and Lots 4925 & 5498 Terry Road, Walmsley



## **PART TWO – EXPLANATORY SECTION**

## 1.0 PLANNING BACKGROUND

### 1.1 Introduction and Purpose

The Warrenup/Walmsley localities are located on the northern periphery of the Albany urban area and straddle Chester Pass Road which is the main arterial road serving the agricultural hinterland to the north and north east. The Albany Local Planning Strategy (ALPS) designates the land 'Future Urban' and some of the land has already been zoned 'Future Urban' under the provisions of the City of Albany's Local Planning Scheme No 1 (LPSNo1).

In order to proceed to the subdivision and development of the land, it is necessary to prepare a 'Local Structure Plan' in accordance with the 'Planning & Development Regulations 2015'.

The purpose of this report is to provide the background information to support the preparation of the Warrenup/Walmsley Local Structure Plan (WWLSP).

### 1.2 Land Description

#### 1.2.1 Location

The subject land is located approximately 4.5 kilometres north of the Albany CBD. Refer Figure 4 below.

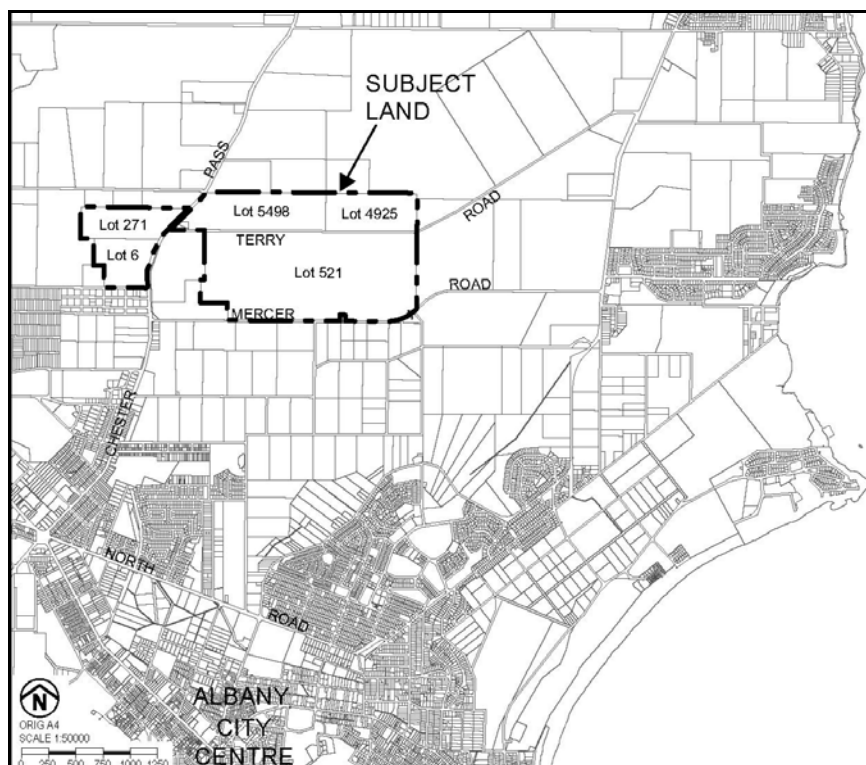


Figure 4: Location Plan

Lots 6 & 271 are located on the west side of Chester Pass Road between Henry Street and Harvey Street. Lots 1, 2, 5499 & 4925 are located on the eastern side of Chester Pass Road and northern side of Terry Road and Lot 521 is located to the south of Terry Road with Mercer Road forming its southern boundary.

### 1.2.2 Area and Land Use

The overall area of the Structure Plan is approximately 268.8ha and Table 4 below provides the individual Lot areas.

**Table 4 Lot Areas**

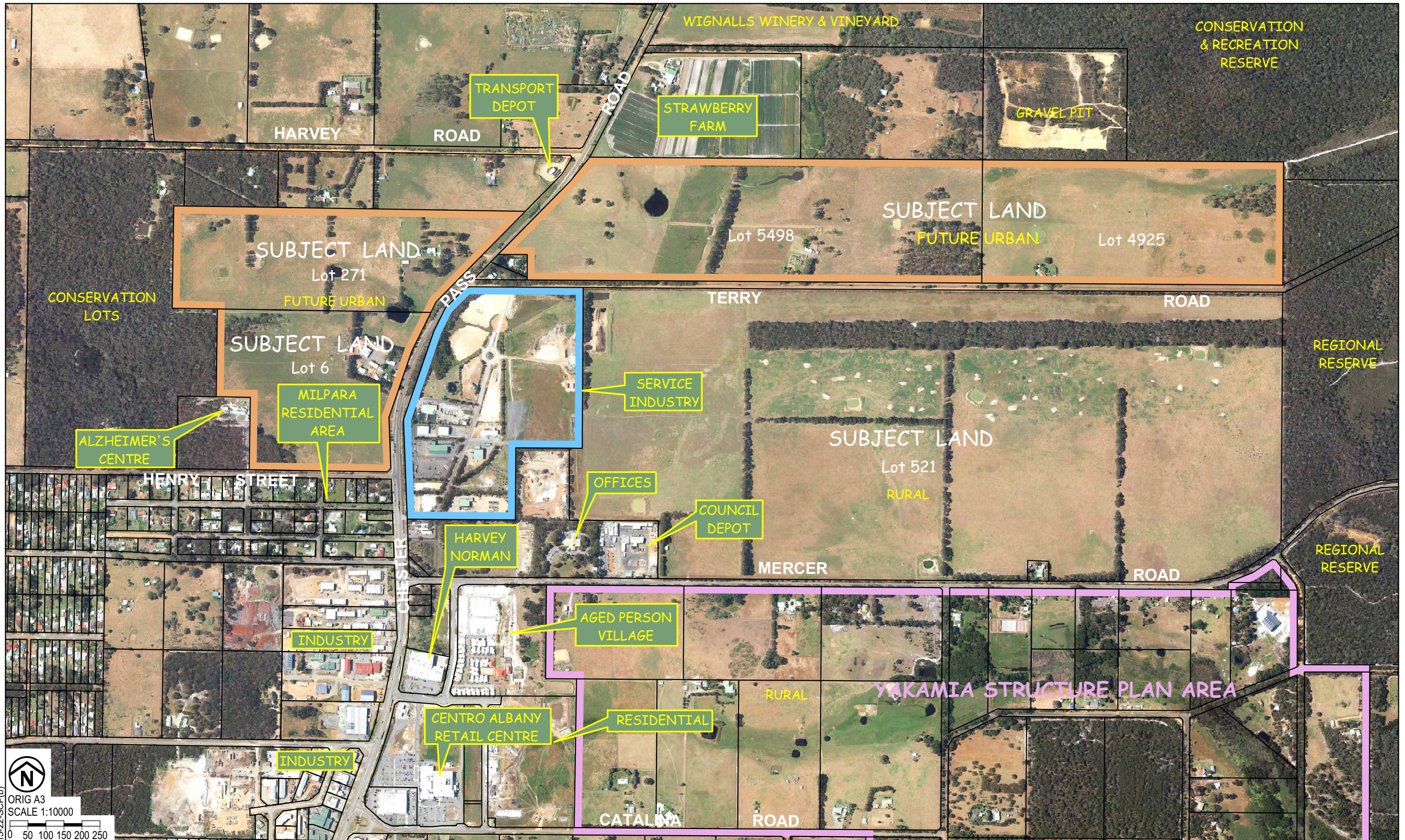
Land Description		Area
Lot 6	Henry St/Chester Pass Road	21.020 ha
Lot 271	Chester Pass Road	23.947 ha
Lot 5498	Chester Pass Road/Terry Road	41.8571 ha
Lot 1	Chester Pass Road/Terry Road	0.4047 ha
Lot 2	Chester Pass Road/Terry Road	0.4047 ha
Lot 4925	Terry Road	28.5733 ha
Lot 521	Mercer Road /Terry Road	152.62 ha
		<b>268.8268 ha</b>

Apart from Lots 1 and 2 on the corner of Terry Road and Chester Pass Road, which are just over 4000m<sup>2</sup> in area, all the other lots are in excess of 20ha and the largest lot, Lot 521 is over 150ha. This compares with the smaller and more fragmented land ownership to the south of Mercer Road and particularly within the Yakamia Structure Plan area.

The larger lots have predominantly been cleared and are used to agist stock. Existing development is restricted to a single residence and associated outbuildings. Lot 6 has a number of sheds associated with the residence which are used for a variety of purposes and fall within the 'Rural Industry' land use classification.

A variety of land uses surround the structure plan area. Refer Figure 5 Site Context Plan overleaf. To the south of Lot 6 is the Milpara residential area consisting of large unsewered lots ranging in size from 2000m<sup>2</sup> to 4000m<sup>2</sup>.





15-22-SCP(b)  
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 SCALE 1:10000  
 0 50 100 150 200 250

**AYTON BAESJOU**  
 PLANNING  
 59 Peels Place  
 ALBANY WA 6330  
 Ph 9842 2304 Fax 9842 8494

**SITE CONTEXT PLAN**  
 Lots 4925 & 5498 Terry Road, Lot 521 Mercer Road  
 & Lots 1, 2, 6 & 271 Chester Pass Road  
 Warrenup/Walmsley, City of Albany



To the west is a large area (39ha) of privately owned remnant vegetation. While this area is designated as 'Future Urban' by ALPS, control of the clearing of the vegetation has resulted in development being restricted to the creation of two conservation lots which will result in the majority of the vegetation being retained. In the southeastern corner of this area is a 3.6ha reserve, a portion of which has been developed as an Alzheimers community centre. The balance is remnant vegetation.

To the north of Lot 271 are two smaller rural smallholding lots of 4ha, one of which is predominantly uncleared and used as a 'rural retreat' and the other which is predominantly cleared and used as a small hobby farm. A third 7ha lot on the corner of Henry Street and Chester Pass Road has been cleared and is used as a 'rural industry' (Bevans Transport Depot).

On the eastern side of Chester Pass Road, land to the south of Terry Road and fronting Chester Pass Road is used as a service industrial area with lots being leased for a variety of uses. Of the proposed 23 leases, approximately 10 are currently developed.

To the south of the service industrial area is the site of the former Shire of Albany offices, which is being used for offices, and the City's depot and dog pound. On the corner of Mercer Road and Chester Pass Road is the Albany Business Centre.

Immediately to the north of Lot 5498 and Lot 4925 is a commercial strawberry farm fronting Chester Pass Road, a partially cleared 16ha rural smallholding, a gravel extraction area located in a 12ha reserve and to the east of that an extensive area of remnant vegetation within a Local Reserve. To the east of Lot 4925 and Lot 521 are three reserves containing remnant vegetation.

### 1.2.3 Legal Description and Ownership

Table 5 below provides the legal description and ownership details for the properties contained within the Structure Plan area.

**Table 5 Legal Description and Ownership**

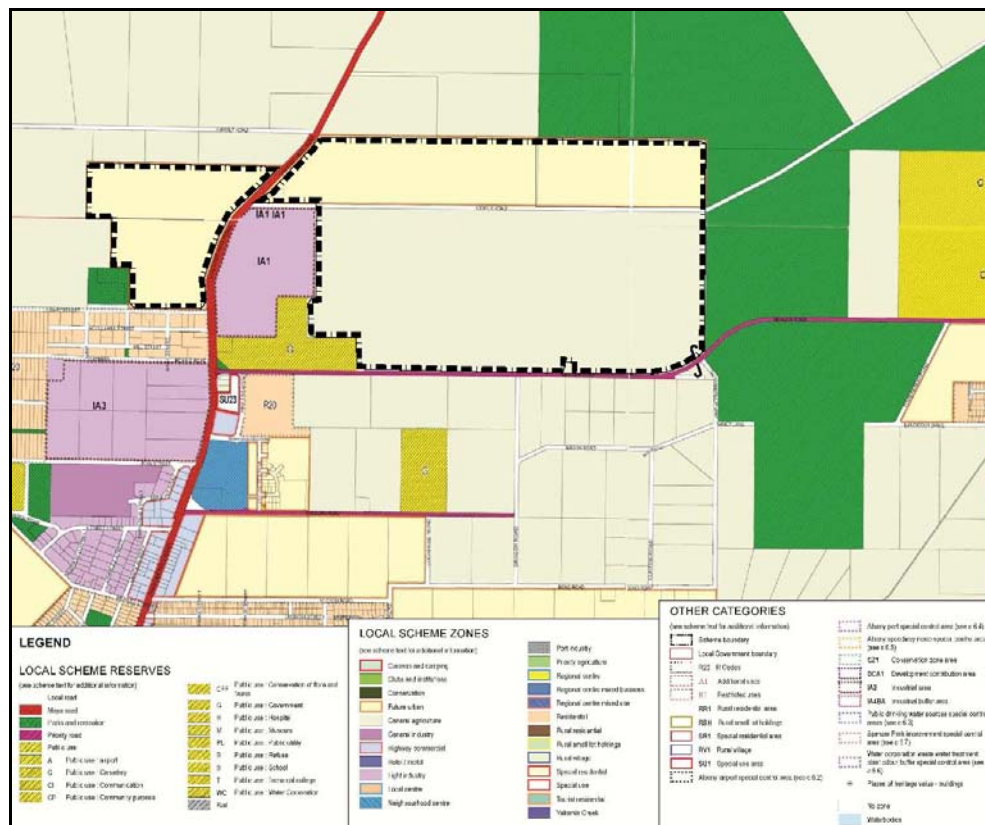
Land Description	Plan/Diag	Vol	Folio	Area	Street Address	Owner	
Lot 6	Henry St/Chester Pass Road	D 87311	2012	640	21.020ha	275 Chester Pass Road Warrenup	T & T Gorman Pty Ltd – 275 Chester Pass Road Warrenup WA 6330
Lot 271	Chester Pass Road	P 248837	1454	731	23.947ha	315 Chester Pass Road, Warrenup	A & B D'Addario – PO Box 860 Albany DC WA 6332
Lot 5498	Chester Pass Road/Terry Road	P 202474	1710	778	41.8571ha	87 Terry Road, Walmsley	GH, SM Davies, PE List and Cammit Pty Ltd – C/- Wellington & Reeves PO Box 5242 Albany, PO WA 6332
Lot 1	Chester Pass Road/Terry Road	D 38604	1905	8461	4047m <sup>2</sup>	308 Chester Pass Road, Walmsley	RM Grayson PO Box 750 Albany DC WA 6331
Lot 2	Chester Pass Road/Terry Road	D 38604	283	14A	4047m <sup>2</sup>	314 Chester Pass Road, Walmsley	R & PA Weir – 21 William Street Yakamia WA 6330
Lot 4925	Terry Road	P 160331	202	143A	28.5733ha	159 Terry Road, Walmsley	LE & WD Spinks – PO Box 988 Albany DC WA 6331
Lot 521	Mercer Road /Terry Road	P 76829	2822	563	152.62ha	Lot 521 Mercer Road, Walmsley	Ten Year Developments Pty Ltd PO Box 5592, Albany PO WA 6332

268.8268ha

### 1.3 Planning Framework

#### 1.3.1 Zoning and Reservations

Apart from Lot 521 Mercer Road, which is still zoned 'General Agriculture' in the City of Albany Local Planning Scheme No. 1, the rest of the area is zoned 'Future Urban'. Refer Figure 6 below.



**Figure 6: Extract of Zoning Map.**

### 1.3.2 Regional & Sub-Regional Structure Plan

There are no regional or sub-regional structure plans that apply to the LSP area.

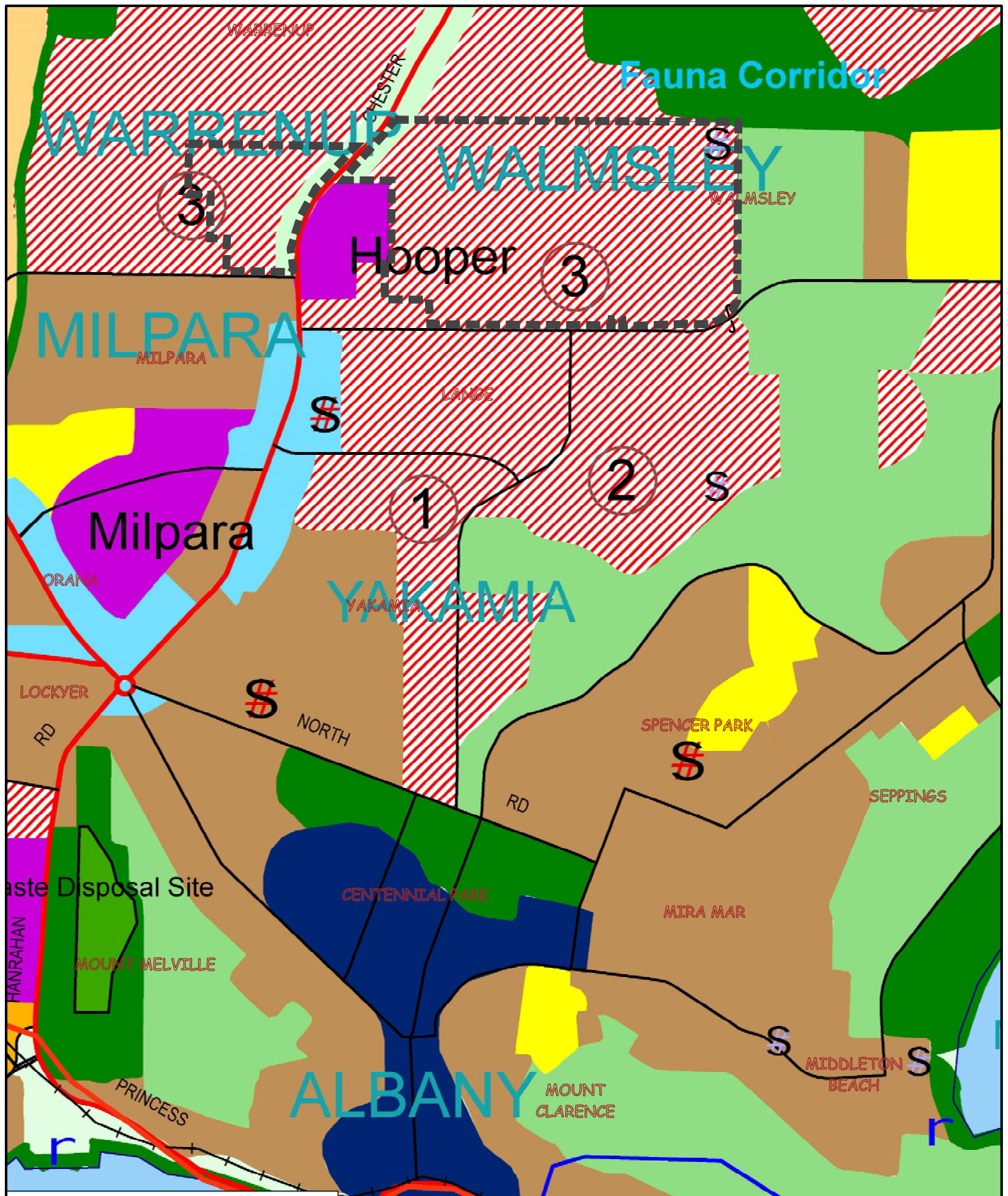
### 1.3.3 Planning Strategies

The Albany Local Planning Strategy was endorsed by the WAPC on the 15 June 2010 and identified the subject land as being suitable for 'Future Urban' development. Figure 7 Overleaf refers. It was given a 'Priority 3' designation which is described in the Strategy as follows:

*"Priority 3 areas are logical extensions of the Priority 2 areas locations and/or existing urban areas and include parts of McKail, Gledhow, Warrenup, Walmsley and Big Grove. Priority 3 areas are expected to be rezoned with local structure planning undertaken in the near future. These areas are capable of producing lots within the medium term."*

In addition to the designation of the land as 'Future Urban' the Strategy also sets out a number of strategic objectives and actions which include:

- Facilitate and manage sustainable settlement growth for the urban area in the City of Albany.
- Support the consolidation of serviced urban areas and facilitate fully serviced incremental development nodes.
- Support urban infill development based on compatibility of land uses and infrastructure capacity.
- Protect areas designated as future fully serviced urban areas from inappropriate land uses, subdivision and development.
- To provide for a range of easily accessible community services and facilities.
- Facilitate a diversity of housing to align with the future population and social needs.



**LEGEND**

	Existing Urban
	Future Urban
	Priority Development
	Regional Reserve
	Local Reserve
	Major Public Purpose Use
	City Centre
	Neighbourhood Centre
	Local Centre

	Rural Townsite
	Mixed Business
	Rural Residential
	Special Residential
	Conservation
	General Agriculture
	Priority Agriculture
	Rural Small Holding
	Industry
	Future Industry
	Tourist Accommodation Node

	Airport noise buffer
	Speedway Noise Buffer
	Port Noise Buffer
	Water Treatment Plant Buffer
	Quarry Buffer
	Major Highway
	Local Distributor Road
	Railway
	Regional mine/quarry
	Albany Airport
	Albany Port
	Wind farm

15-22-ALPS(a)

FIGURE 7

### **1.3.4 Planning Policies**

Relevant State Planning Policies (SPPs) include:

SPP1 - State Planning Framework, which establishes statewide key land use planning principles and informs the Commission, Local Government and others involved in the planning process in relation to sustainable land use and development across the State. It is designed to ensure there is coordination across all spheres of planning.

SPP3 - Urban Growth and Settlement. This policy sets out the key principles and planning considerations that apply to planning for urban growth and expansion of settlements in the State.

### **1.3.5 Other Approvals and Decisions**

A decision which does impact on this structure plan is the designation of approximately 40 hectares of the Warrenup locality as two conservation lots immediately to the west of Lots 6 and 271 Chester Pass Road. This will significantly reduce the population growth of this locality with implications regarding provision of services such as the need for a school within the Warrenup locality.

### **1.3.6 Pre-lodgement Consultation**

This LSP has been prepared following meetings and discussions with key government agencies such as the City of Albany, Department of Planning, Main Roads, Water Corporation, Department of Water and Department of Education.

The decision to designate the area for 'Future Urban' development has previously formed part of ALPS which was advertised for public comment and referred to all relevant government agencies. The land was then subsequently rezoned (with the exception of Lot 521 Mercer Road) from the 'General Rural' zone to 'Future Urban' zone. This again provided for public comment and feedback from government agencies.

## **2.0 SITE CONDITIONS AND CONSTRAINTS**

### **2.1 Biodiversity and natural area assets**

The majority of the LSP area has been cleared with only small remnant pockets of degraded vegetation. Consequently there is relatively little biodiversity and natural assets. There are no Ramsar listed sites, Wetlands of National Importance or Declared Rare or Priority species of vegetation. Nevertheless, the remaining vegetation does have value and it is proposed to retain these areas where possible. There is also the opportunity to integrate some of them with proposed green corridors or 'living streams' with connection to significant areas of remnant vegetation which abut the LSP area.

### **2.2 Landform and Soils**

The landform and soils of the LSP area consist of a gently undulating lateritic plateau which falls away to colluvial slopes. A distinct scarp dropping up to ten metres runs NE/SW across Lot 5498.

Soils consist of sands and laterite on elongate crests, sandy yellow duplex soils on slopes and deep sands on the narrow swampy floor.

The land is capable of supporting urban development and has similar soil types and hydrology to the surrounding urban areas. The soils have good foundation stability and any inconsistencies (eg lateritic cap rock) can be managed via design and normal construction techniques. Urban development is likely to increase water loading and the need for recharge by 1,850kl per hectare. The soils have a moderate to high phosphorus retention ability. Soil permeability is generally low across the site. The silty sand and lateritic soils have a low permeability but adequate drainage potential in areas with gentle slopes. Flat areas are likely to become saturated unless drainage is managed to allow for storage and slow release of water under developed conditions. Steep areas are likely to experience low permeability and low infiltration, particularly during winter and have the potential to exhibit erosion if surface water is not managed appropriately.

A desktop investigation was undertaken to assess the presence of acid sulfate soils (ASS) in the area using ASS risk maps, environmental geology maps and site inspection. While the ASS mapping indicates there is a low risk of ASS, experience in the district indicates that ASS may occur in relation to isolated areas of organic rich soils, indurated horizons and coffee rock.



## **2.3 Ground Water and Surface Water**

The subject land is in the catchment of Oyster Harbour. The northern portion is part of the King River sub-catchment, the southern portion is part of the Yakamia Creek catchment and a small area on the western portion drains into Willyung Creek which flows into the King River. The King River, Yakamia Creek and Willyung Creek all discharge into Oyster Harbour.

The main surface water feature is a shallow valley on Lot 5498 that has been excavated into a series of pools and channels which accepts water from the light industrial area on Chester Pass Road and areas to the west and runs to the north through Lot 5498. Other water gaining areas occur as shallow valleys that do not form water courses per se but channel shallow groundwater during winter months.

There are no wetlands within the LSP area.

### **2.3.1 Flooding and Inundation**

While the LSP area is generally well drained, the shallow valley running through Lot 5498 does flood in response to storm events. Where the drainage line crosses Terry Road, the road was occasionally flooded due to the inadequate size of the culvert. This has recently been replaced.

### **2.3.2 Confined Aquifers**

There is little information in relation to groundwater beneath the LSP area as the thin sands and laterite in the district were not considered to be prospective for groundwater supplies. A ground water table is likely to be experienced at approximately 40m AHD.

An investigation by Aurora Environmental in October and November 2015 involving the installation of five piezometers to between 1 and 3m resulted in groundwater being intersected in only one test hole in the valley floor of Lot 5498 at 1.1 BGL (approximately 35m AHD). Refer Appendix A.



## **2.4 Bushfire Hazard and Risk Management**

While the majority of the LSP area has been cleared, pockets of remnant vegetation which are to be retained and vegetated reserves which border the site require the preparation of a bush fire plan. The bush fire plan has been prepared by FirePlan WA and is contained in Appendix B.

Bushfire Assessment Level Mapping has been prepared based on the vegetation classification and nominates the building setbacks required based on Bushfire Attack Levels which vary from BAL 12.5 to BAL 29. Refer Figure 8 overleaf.

Development abutting the 'Forest Class A' located to the western, northern and eastern boundaries of the LSP will require setbacks varying from 42m to 60m with a BAL of 12.5, to 31m to 46m with a BAL of 19 and 21m to 33m with a BAL of 29.

An area of 'Woodland Class B' on Lot 5498 which is proposed to be retained will require a building setback of 29m with a BAL of 12.5 or 20m with a BAL of 19 and 14m with a BAL of 29.

Building setbacks will be finalised at the subdivisional stage of development when detailed survey information will be made available.

## **2.5 Heritage**

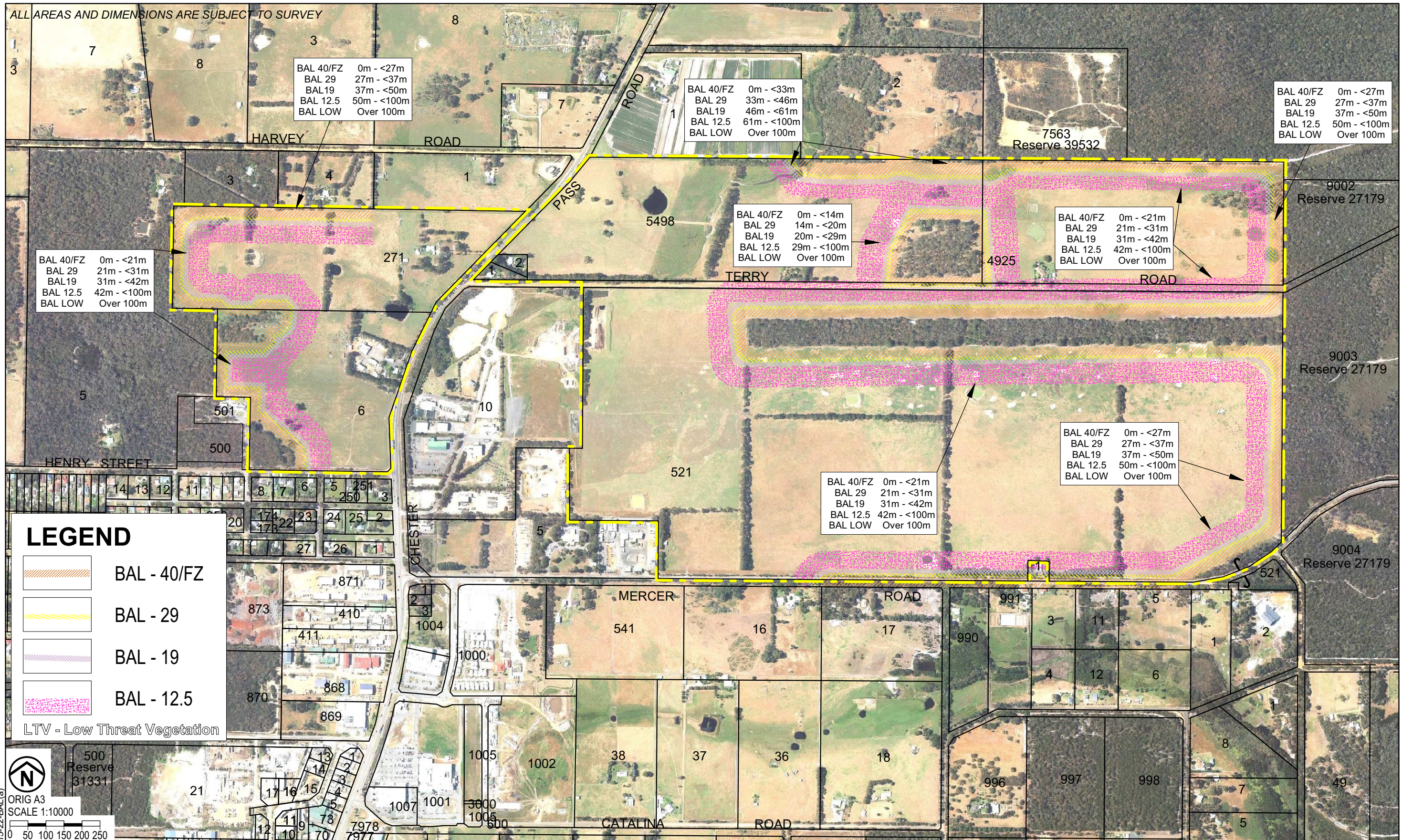
### **2.5.1 Aboriginal Heritage**

An online search of the Aboriginal Heritage Inquiry System indicated that the site was not listed as a Registered Aboriginal Site or Survey Area.

### **2.5.2 European Heritage**

An online search of the Heritage Council WA data base using the inHerit portal found no recorded sites of European heritage from the State Register. A review of the City of Albany's Heritage Inventory also found no recorded sites.





**BUSHFIRE ASSESSMENT LEVEL MAPPING**  
 Lots 4925 & 5498 Terry Road, Lot 521 Mercer Road  
 & Lots 1, 2, 6 & 271 Chester Pass Road  
 Warrenup/Walmsley, City of Albany



## 2.6 Foreshores

Only one foreshore area is proposed in association with the drainage line which runs through Lot 5498. This will contain the flood plain and proposed drainage basins. As there is currently no vegetation within the proposed foreshore area, replanting of areas associated with water management will improve outcomes for water quality and the local community.

The other minor drainage lines will not have foreshore areas but will be incorporated in POS/Drainage areas and developed as 'living streams'.

## 2.7 Land Use Constraints

There are very few land use constraints within the LSP area given the fact that the majority of the land has been cleared and has a generally high capability for development and no significant natural water bodies or wetlands. Three identified land use constraints are:

- Vehicular noise associated with Chester Pass Road. The Acoustic Report (Section 3.4.2) provides recommendations to manage the noise impacts.
- Intensive horticulture (strawberry farming) is located adjacent to a portion of Lot 5498's northern boundary. Larger lots are recommended adjacent to the strawberry farm which will accommodate an appropriate buffer/setback (Section 4.1 in Part One).
- Bush Fire management implications associated with heavily vegetated reserves on the western, northern and eastern boundaries. The Bushfire Assessment (Section 2.4) provides recommendations requiring appropriate building setbacks to address bushfire threat.

### **3.0 LAND USE AND SUBDIVISION REQUIREMENT**

#### **3.1 Land Use**

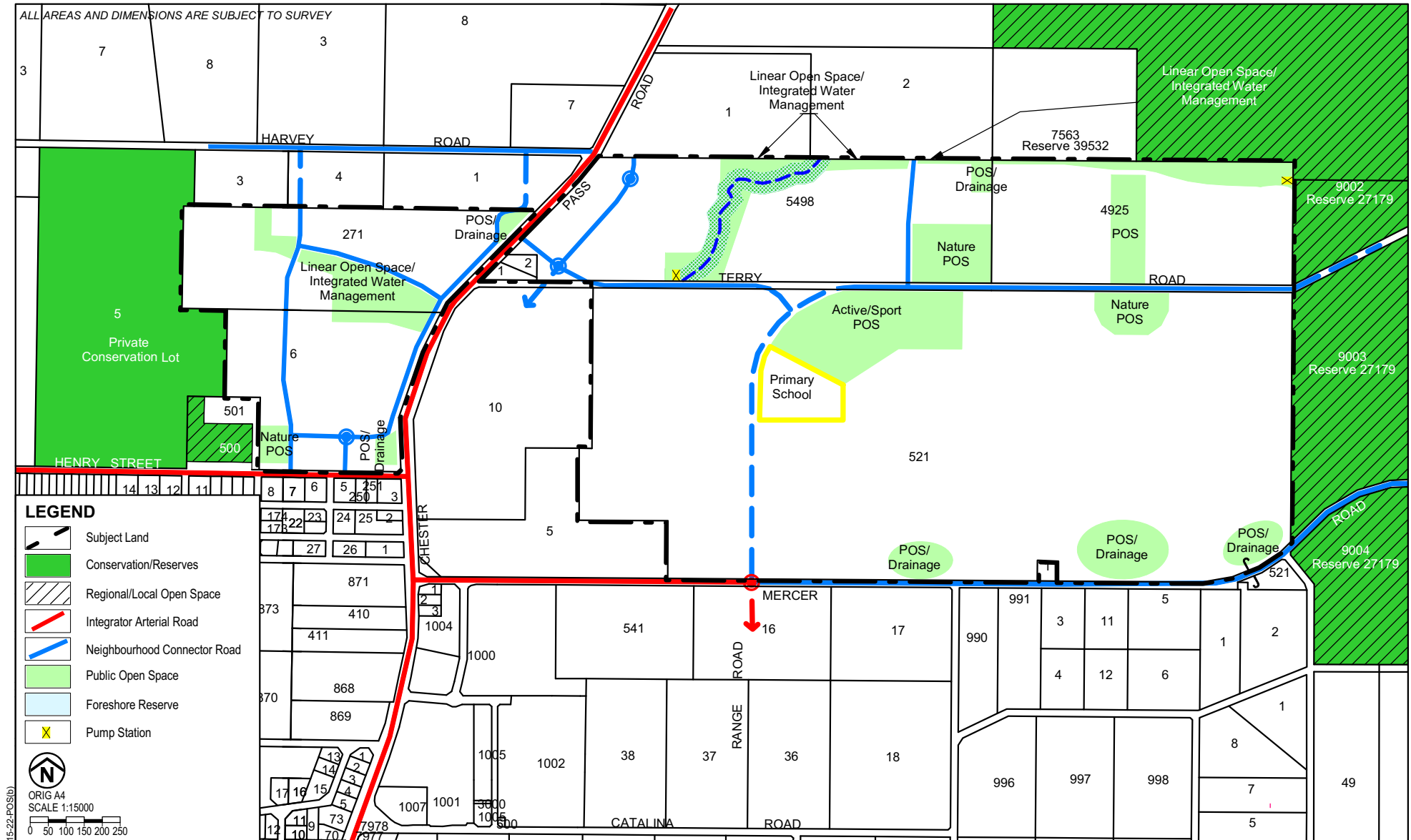
Land uses proposed in the LSP area include:

- Low to medium density residential land.
- Community housing land (Alzheimer Centre).
- Aged persons housing.
- Public Open Space.
- Local Centre (long term).
- Composite (light industrial/residential) land.
- Highway commercial/mixed use development (long term).
- Primary school site.
- Associated roads including provision of road widening for Chester Pass Road, Henry Street and Mercer Road

#### **3.2 Public Open Space**

The provision of public open space is a critical component of the LSP helping to create a distinctive sense of place and providing a range of natural areas, active sporting facilities and recreational areas within easy access of the residential areas. Integration with water management is also a significant component creating three linear open space areas associated with drainage lines. Refer Figure 9 overleaf.

The public open space consists of the following areas:



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**OPEN SPACE PLAN**  
Lots 4925 & 5498 Terry Road, Lot 521 Mercer Road  
& Lots 1, 2, 6 & 271 Chester Pass Road  
Warrenup/Walmsley, City of Albany

### **3.2.1 Surrounding Reserves**

While not included within the LSP area, it is bordered by significant areas of remnant vegetation along its north eastern and eastern boundaries and also along its western boundary. The land to the north east and east consists of regional and local reserves which are zoned 'Parks and Recreation' within the LPS No 1. The land to the west consists of privately owned conservation lots. Together these areas contribute significantly to the character and amenity of the area. Although public access is not available to the privately owned conservation lots, there is the potential to provide access by way of trails to the 'Parks and Recreation' reserves.

### **3.2.2 District Open Space**

Approximately 9ha of land is designated as a District Park in association with a Primary School site on Lot 521. The site is the only suitable site large enough and flat enough to contain both uses. It is also central to the major proportion of residential development within the LSP area and is well served with the extension of Range Road abutting its western boundary and Terry Road abutting its northern boundary. Both are Neighbourhood Connector roads providing good access to surrounding neighbourhoods.

The park is large enough to accommodate a variety of activities and user groups, including significant sporting activities requiring a variety of sporting ovals. An area of remnant vegetation will also be retained on the site.

### **3.2.3 Linear Open Space**

Three areas of linear open space are proposed and are associated with the three drainage lines running through the LSP area. All three will enhance connectivity within the area and encourage pedestrian/cycleway access as well as providing opportunities to develop ecological corridors in association with living streams. Adjoining residential lots will overlook the linear parks, providing good surveillance.

The linear park on Lot 271 extends from a low point on Chester Pass Road which will accommodate a drainage basin and extends in a north westerly direction to the northern boundary along a seasonal drainage line. An extension of the area into Lot 6 to the south will enable an oval or area for sporting activity to be accommodated.

There is an opportunity in the future to connect into an area of remnant vegetation on private property immediately to the north of the LSP area.

On Lot 5498, a seasonal drainage line winds in a north easterly direction through the property at the base of a significant ridge line. A sixty metre wide foreshore reserve is proposed with the opportunity to create a significant linear park which will connect through to properties to the north and also to the east along the northern boundary to the drainage line which runs along the northern boundary of Lot 4925. The elevated land to the east of the foreshore reserve will facilitate surveillance of the foreshore reserve. The foreshore reserve is complemented by POS which is used to incorporate the buffer area to the strawberry farm to the north, mature trees running along the base of the ridge line and a buffer area to the sewerage pump station on Terry Road.

The third linear park runs along the northern boundary of Lot 4925 and has the potential to be developed as a living stream which can be linked to the foreshore reserve on Lot 5498. The corridor will also provide a buffer to the remnant vegetation to the north for bush fire management purposes.

### **3.2.4 Nature Space**

While the majority of the LSP area has been cleared there are three areas of remnant vegetation that will be retained within the POS. Approximately 8000m of Jarrah/Marri/Sheoak Laterite Forest is located in Lot 6 on Henry Street and 3.6ha of the same vegetation is located on Lot 5498 fronting Terry Road. The condition of both these remnants is described as 'transformed native' which indicates severe disturbance and lack of a native understory. The third area is in better condition and is located on Lot 521 on the western portion of a long narrow strip of vegetation running parallel with Terry Road. A portion of this vegetation will be retained within the District Open Space area.

### **3.2.5 Recreation Space**

Recreation space is well distributed throughout the LSP area and includes a number of multiple use sites which also have a drainage function. Where drainage basins remain dry for most of the year, they can be designed to enable them to be used for recreational purposes.

Within Lot 6, a drainage basin with an area of 2300m<sup>2</sup> which will remain dry for most of the year, is located within an area of Public Open Space with an area of 4500m<sup>2</sup>. This site is capable of being developed for active recreational use such as playgrounds, half-court basketball courts, picnic/barbecue areas, gazebos and casual seating. Its strategic location on the corner of Henry Street and Chester Pass Road provides an opportunity to create an attractively landscaped entry statement to the western precinct.

The above situation is replicated on Lot 271 with a drainage basin 1700m<sup>2</sup> in area which is located within a Public Open Space area of 3000m<sup>2</sup>. This area can be integrated with the adjoining future mixed use area which is proposed along the Chester Pass Road frontage.

As noted in section 3.2.2 above, the main areas of recreation and sporting POS for the western precinct will be integrated with the linear open space area running through Lot 271.

Recreation POS within lot 5498 will be accommodated within the Foreshore reserve and adjoining POS, and within the combined drainage/POS area in the north east corner of the property. A 200m<sup>2</sup> drainage basin, which will remain dry most of the year, is located within an overall POS area of 6500m<sup>2</sup>. There may also be an opportunity to locate some low key recreational facilities within the 3.5 ha 'nature space' located on Terry Road.

In addition to the linear park on Lot 4955, a large recreation park of 2.88ha runs north south through the property to Terry Road. This can accommodate a wide range of recreation activities and facilities as well as providing a link between other areas of POS.

Four large areas of POS are proposed on Lot 521 in addition to the District Open Space area. One is 2ha in area located on the ridge line running along Terry Road and the other three are located down slope abutting Mercer Road. These areas accommodate drainage basins of 7000m<sup>2</sup>, 2600m<sup>2</sup> and 2000m<sup>2</sup> in area within POS areas of 1.4ha, 3.3ha and 2.76ha respectively. There is an opportunity to provide attractively designed areas of POS which will be overlooked by the surrounding residential areas which occupy the relatively steeply sloping land to the north.



### **3.3 Residential**

Approximately 200ha has been identified as net residential development land of which about 67ha (33.5%) is located within the likely Stage One area which includes all the residential land within Lot 6 and 271 and a portion of residential land within Lots 5498 & 521.

As noted in Part One 4.1 ALPS recommends that urban residential densities of approximately R20 are to be achieved in 'Future Urban' areas. The R20 are to be achieved in 'Future Urban' areas. The R20 density code is the equivalent to an urban density of approximately 13 dwellings per hectare of gross urban land. Based on the Indicative Masterplan, it is estimated approximately 2,555 lots will be created, which at 12.7 dwellings per hectare of gross urban land is marginally below the R20 density code. Final yields will be determined at the subdivision design stage of development and over the anticipated life of the project there is an opportunity to achieve an increased overall density, subject to market demand.

### **3.4 Movement Networks**

#### **3.4.1 Transport Assessment**

A transport assessment has been undertaken based on the Indicative Masterplan which has been prepared for the Walmsley and Warrenup localities. Refer Appendix C.

The purpose of the transport assessment was to assess both the internal transport links within the LSP area as well as its integration with the external transport network in order to determine the impact of traffic generated by the proposed land use within the master plan.

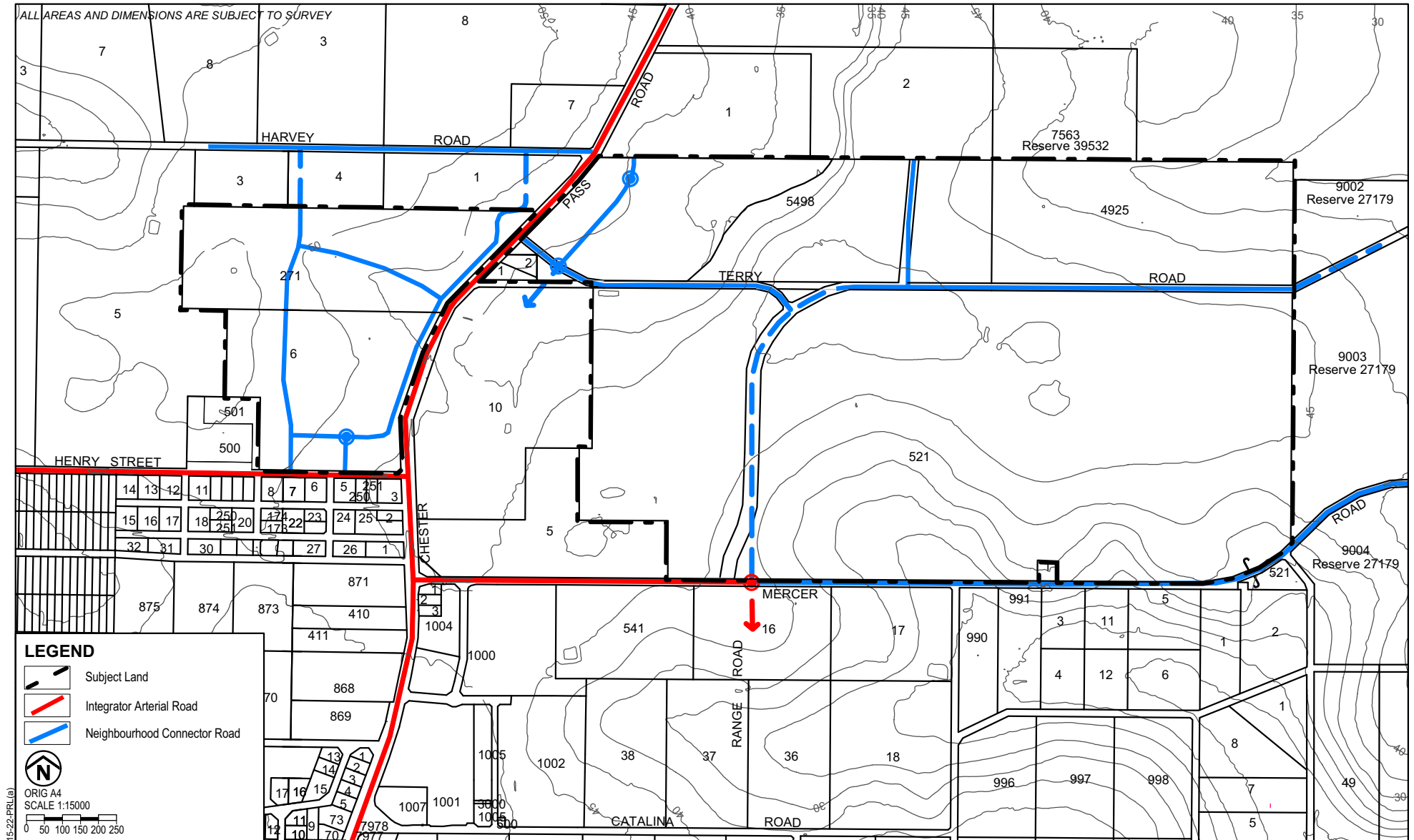
The report follows the guidelines provided by the WAPC's Transport Assessment Guidelines for Developments: Volume 2 - Structure Plans (2006) and comments on the following key matters:

- Existing site and transport situation;
- Proposed land use and associated internal and external road networks;
- Associated traffic generation and distribution;
- Impact on the internal and external transport networks and potential mitigating measures and proposed road types/functions.

Key issues and outcomes from the assessment are as follows:

- The recommendations are based on the understanding that Chester Pass Road will continue to act as part of the Restricted Access Vehicle (RAV) Class 7 Network until the Albany Ring Road is constructed;
- Extension of the dualling of Chester Pass Road past Henry Street to Harvey Road;
- Provision for Chester Pass Road to be widened by 10 metres on either side.
- Retention of the Henry Street/Chester Pass Road and Chester Pass Road/Mercer Road intersections as opposed to linking Henry Street directly to Mercer Road with a four way intersection or roundabout;
- No new points of access permitted onto Chester Pass Road with provision for seagull-style T intersections at Henry Street and Harvey Road to allow right turning movements as well as from the realigned Terry Road intersection. Detailed design of the intersections will be subject to finalisation of the Main Roads WA Albany Transport Model and testing of the proposed structure plan;
- An extension of Range Road to provide an alternative north-south route to Chester Pass Road;
- Limited access to/from Mercer Road to the east of Range Road;
- Provision of an internal service road on the western side of Chester Pass Road between Henry Street and Harvey Road to accommodate traffic serving the proposed future mixed use/commercial area;
- Provision for on and off-road cycle infrastructure within the site and opportunities to improve safety of cyclists on Chester Pass Road;
- Provision of footpaths from residential areas to school and future commercial/retail precincts, including a suitable connection across Chester Pass Road to access the Local Centre;
- Plan for provision of bus services and bus stops within the development.

The Primary Road Layout is illustrated in Figure 10 overleaf.



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**PRIMARY ROAD LAYOUT**  
 Lots 4925 & 5498 Terry Road, Lot 521 Mercer Road  
 & Lots 1, 2, 6 & 271 Chester Pass Road  
 Warrenup/Walmsley, City of Albany

### 3.4.2 Acoustic Report

Outcomes of the acoustic assessment are as follows:

- With no treatment to reduce the impact of noise from Chester Pass Road, residential buildings would need to be located 100 metres from the verge of the road.
- Residential buildings within 50 to 100 metres would require implementation of Package A as defined in Appendix D of the report.
- Between 20 and 50 metres approximately Package B would be required, and Package C or a more onerous solution would be used if noise sensitive development were located closer than 20 metres.
- Location of noise sensitive buildings behind non-sensitive buildings would help to shield noise, however, further assessment of the exact extent of the reduction in noise would have to be studied in detail.

### 3.5 Water Management

A Local Water Management Strategy (LWMS) has been prepared in support of the structure plan as required by State Planning Policy 2.9 Water Resources and Better Urban Water Management (WAPC 2008). Refer Appendix A.

The LWMS confirms that there are no significant constraints or sensitive features which would preclude implementation of water sensitive urban design.

Design elements considered suitable for water management in the WSPA area include:

- Development of treatment drains at the level of lot, road reserve and public open space (POS);
- Treatment of stormwater from 1 year annual recurrence interval (ARI) events through installation of treatments such as soak wells on individual lots (where soil types allow), bio retention swales, stormwater gardens, side entry pits and detention basins in road reserves and POS areas;
- Use of treatments to reduce pipework, prevent erosion and scouring and reduce water velocity (e.g. flush kerbing adjacent to POS);

- Temporary detention in terminal basins to attenuate stormwater flows prior to discharge from the site. Attenuation will need to be sized to discharge post development flows for the 10 year ARI event, at the 5 year ARI discharge rate, as required by the City of Albany;
- Control of the 100 year ARI flood events via the road network and POS areas;
- Management of water entering the WSPA from upstream;
- Minimisation of scheme water use in residences through the installation of water saving devices, including the installation of plumbed in rainwater tanks (minimum 2000L);
- Reduction of water use in POS (especially in relation to irrigation) through use of water wise landscaping; and
- Sourcing water for irrigation in POS, independent of the potable scheme water.

Due to the long time frames which are likely to apply to the implementation of the WSP, the above list should be reviewed and updated as necessary over the development time frame.

### **3.6 Education Facilities**

Liaison with the Department of Education confirms that only one primary school will be required within the LSP area. Provision for a high school is not required.

The school site selection was based on the following considerations:

- The site is located within Lot 521 where it will be central to the main residential areas proposed within Lots 5498, 4925 and 521;
- The site is relatively flat, sloping in the south east corner but no greater than the recommended slope of 1:20;
- It is co-located with public open space located on the flat ridge top on Lot 521 which is capable of accommodating sports ovals which can be jointly used by the school;
- The site has minimal physical constraints, being well drained and capable of supporting school buildings;

- It is located adjacent to one of the main neighbourhood connector streets in the LSP, being an extension of Range Road and providing a link between Mercer Road and Terry Road, both of which are also neighbourhood connectors. This will ensure the school is readily accessible from all directions and will facilitate the provision of public transport;
- A rectangular site with access streets on three sides can be provided in accordance with the Education Department specifications;
- At such time as Lot 521 is rezoned from its current 'General Agricultural' zone to 'Future Urban', further detailed structure planning will be carried out to ensure the surrounding street system maximises accessibility to the school.

### **3.7 Activity Centres and Employment**

#### **3.7.1 Proposed Local Centre**

Council's 'Activity Centres Planning Strategy' (June 2009) (ACPS) currently recommends one Local Centre (long term) be located in the eastern extremity of the LSP area. Refer Figure 11: Strategy Map overleaf.

The ultimate population within the LSP area of 7,154 people, will support a local centre, however, it is anticipated that this will only be viable in the long term when the area is more fully developed. It is also evident that the site shown on the ACPS Plan is unlikely to be viable given its location on the periphery of the LSP and with the eastern half of the catchment consisting of Parks and Recreation reserves.

In order to be viable a more central site on the corner of Chester Pass Road and the realigned Terry Road intersection is recommended. The Local Centre will need to be staged over time with interim uses such as bus stop, day care, home display, produce market, local offices, residential development and deli. The ultimate build out of the local centre will be based on demand. A local development plan may be required to coordinate the development for the site at such time as its potential becomes more viable.

# STRATEGY MAP

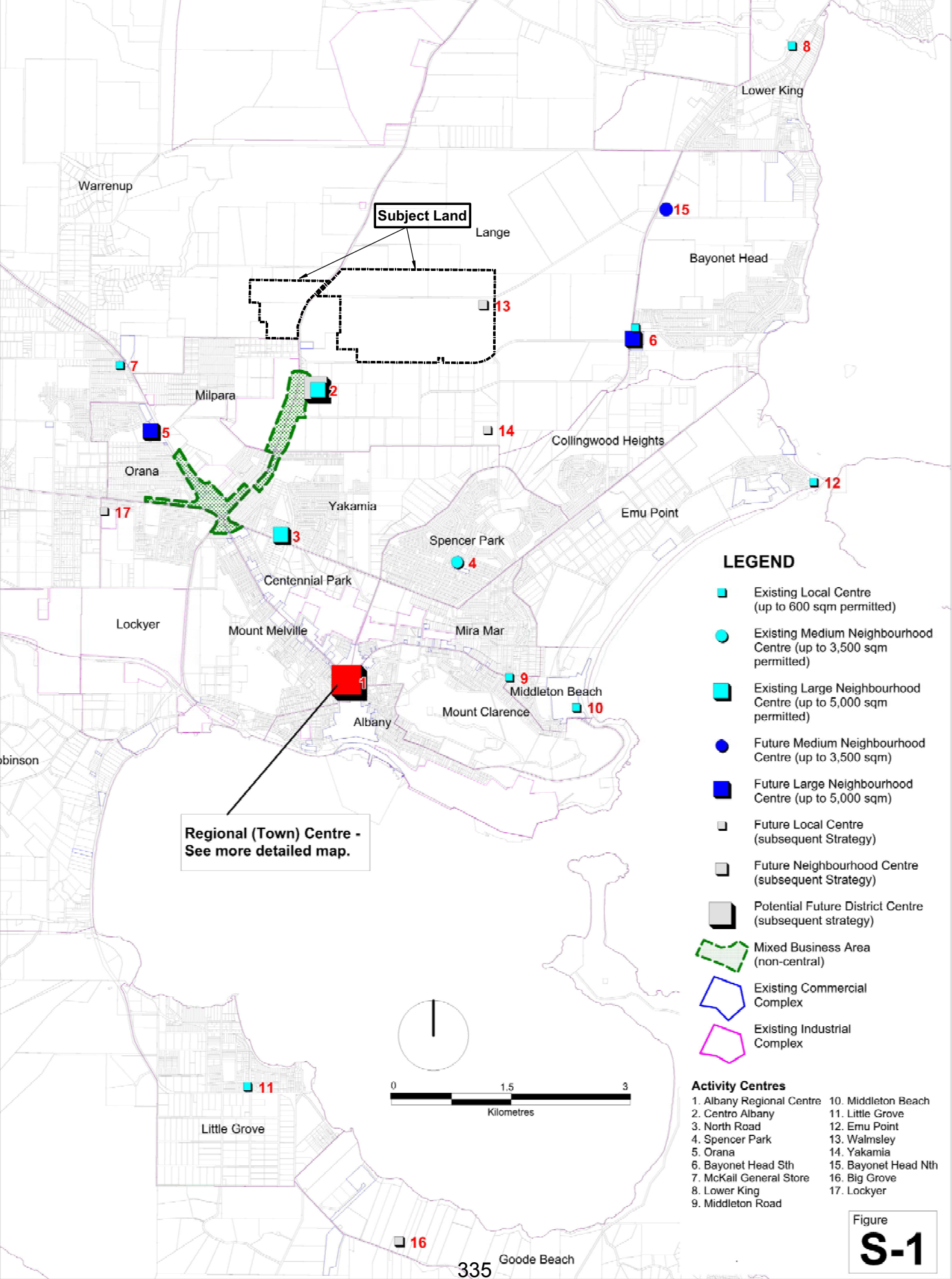


Figure  
**S-1**

**FIGURE 11**

### 3.7.2 Employment

In order to encourage employment provision in proximity to residential areas, Livable Neighbourhoods also encourages the provision of appropriately located non-residential sites suitable for a wide variety of business development opportunities, including land fronting integrated arterials in or close to high order centres and public transport.

There is an opportunity in the longer term to link the existing large Neighbourhood Centre (Centro Albany) with the proposed Local Centre in this locality, by an activity corridor and high frequency public transport along Chester Pass Road.

In the past, commercial development, particularly along Chester Pass Road, exhibits the worst features of ribbon development with individual driveways accessing the highway and no median strip. However, properly planned 'activity corridors' with restricted access to the highway and use of service roads have the potential to create employment close to where people live. The increased activity can also facilitate the extension and viability of public transport.

The City of Albany's current strategy is to consolidate existing highway commercial development and encourage redevelopment of existing sites. Consequently it is proposed to create large residential lots adjacent to the highway with long term potential for mixed use/commercial development. The use of these lots for mixed use/commercial development would be subject to preparation of an approved Local Development Plan and the following criteria:

- Residential development to be set back approximately 100m from Chester Pass Road unless mitigation measures specified in the acoustic report are implemented.
- Direct access to Chester Pass Road prohibited with access provided by way of service roads.
- Landscaped setbacks and building design to have regard to the 'Albany Gateway' character of Chester Pass Road.

Other employment generators include the proposed primary school on Lot 521 and composite light industrial lots with residential frontages, which will act as a buffer between the existing service industrial area fronting Chester Pass Road and the proposed residential development to the east.



In general terms the LSP area is conveniently located to developing employment centres such as 'Centro Albany', the Orana and Milpara commercial/industrial areas and the Pendeen Industrial area to the north.

### **3.8 Infrastructure Coordination, Servicing and Staging**

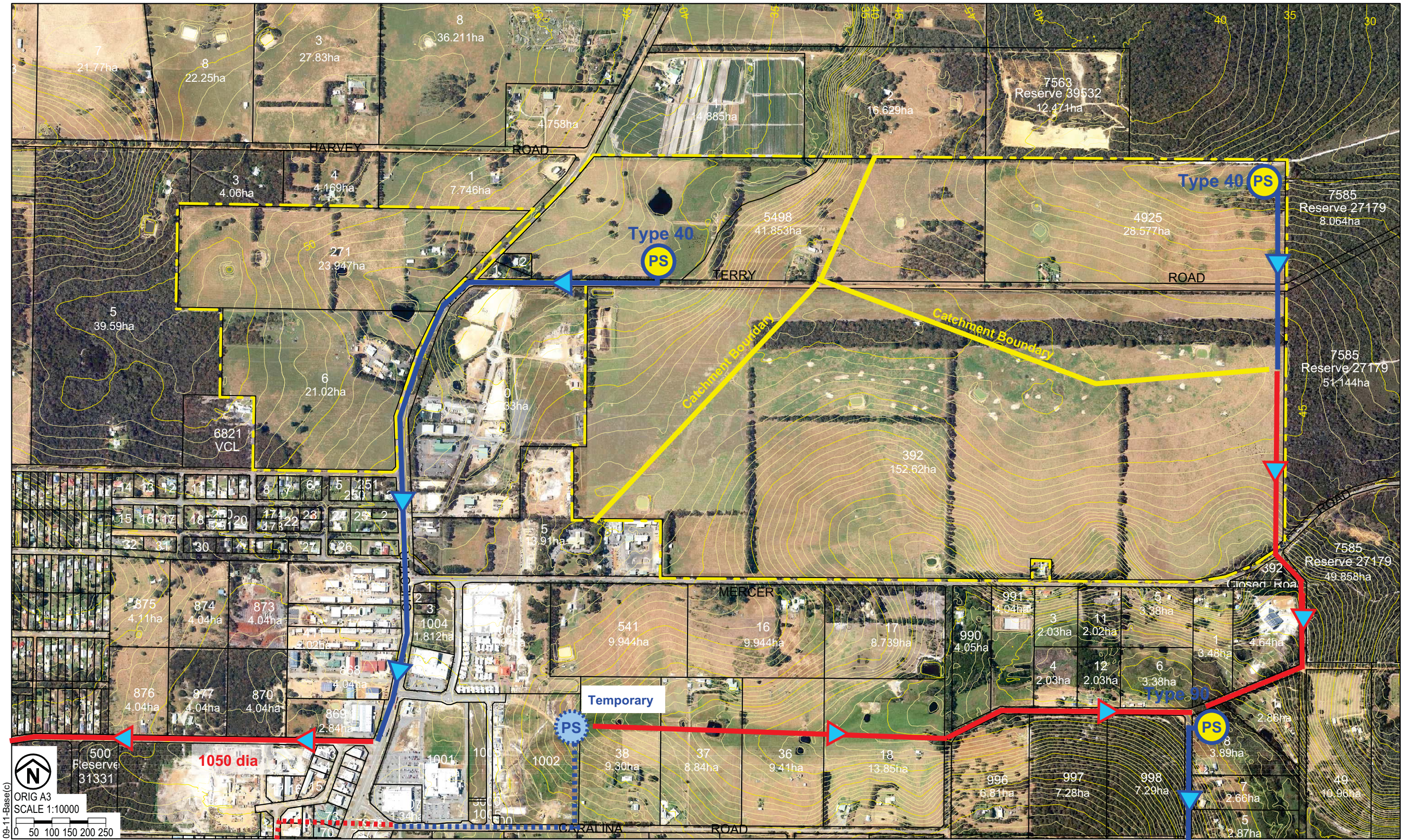
#### **3.8.1 Waste Water Reticulation**

The WWLSP area is to be serviced by two Type 40 Waste Water Pumping Stations (WWPS) for the two Northern Catchments and one Type 90 WWPS servicing the Southern Catchment. Refer Appendix E. The first of the Northern WWPS is located on Terry Road adjacent to the low point where the creek crosses Terry Road. This pump station will service all of Lots 6 and 271, the western portion of Lot 5498 and the northwestern corner of Lot 521. Refer Figure 12 Waste Water Management Plan overleaf. The second pump station is located in the northeast corner of Lot 4925 Terry Road and will service the balance of Lot 5498, all of Lot 4925 and the northern ridge line of Lot 521. The Southern WWPS is located to the south of the WWLSP area on Mason Road within the Yakamia Structure Plan area. This will service the balance of Lot 521. All three WWPSs eventually discharge into the pump station on the corner of Albany Highway and Le Grande Avenue.

While the permanent pump stations and their pressure mains are ultimately funded by the Water Corporation, pre-funding of those works by developers is likely to be required to enable subdivision to proceed. These costs can be shared between developers both within and outside of the LSP area.

The first stage of the WWSP area will involve the construction of the WWPS on Terry Road with the potential for the developers of Lots 6, 271, 5498 and 521 to share the pre-funding costs. There is also the possibility of the owners of other land, such as a number of lots on the northern side of John Street, also contributing in order to reduce up-front costs.





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**WU**  
 WOOD & GRIEVE ENGINEERS

# Waste Water Management Plan

- PS Proposed Waste Water Pumping Station
- Proposed Waste Water Pressure Main
- Proposed Waste Water Gravity Main

Lots 392, 4925 & 5498 Terry Road & Lots 271 & 6 Chester Pass Road Walmsley, City of Albany

**FIGURE 12**



### **3.8.2 Water Reticulation**

The Water Corporation has advised that the capacity exists within the existing water reticulation network to accommodate the development within the LSP area and that no significant offsite works will be required.

At the subdivision stage of development, further discussion with the Water Corporation on the timing and development rates will be required.

### **3.8.3 Stormwater Drainage**

A stormwater management plan has been prepared by Wood and Grieve Engineers within the context of an overall Local Water Management Strategy prepared by Aurora Environmental. Figure 13 Stormwater Management Strategy overleaf, indicates the location of stormwater basins at each low point within the catchments which will be required to return the flow rates back to predevelopment levels. These basins will be fully integrated with the Public Open Space system and designed and landscaped to become a significant feature of the development.

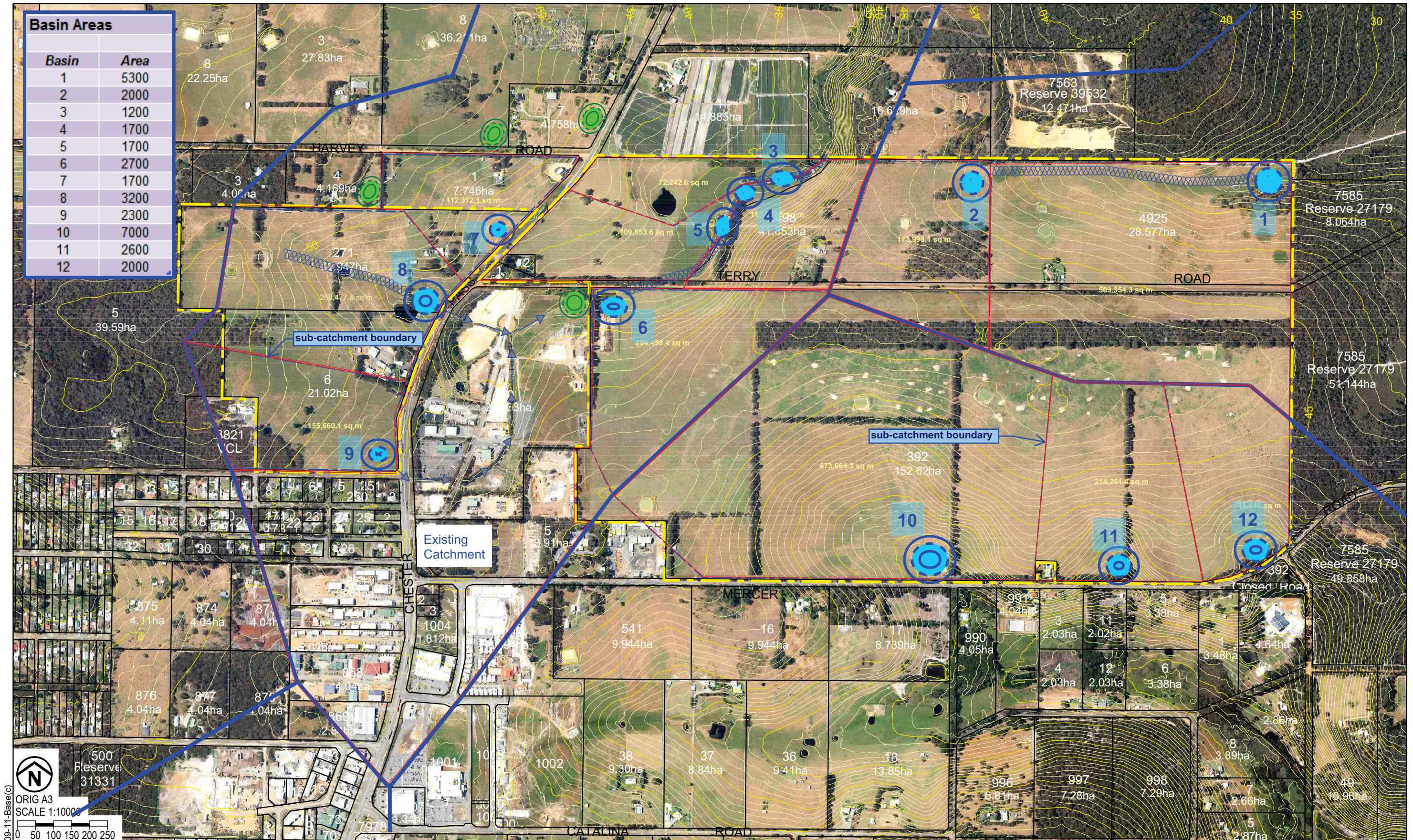
As the stormwater eventually discharges into both King River and Yakamia Creek, which in turn discharge into Oyster Harbour, particular attention has been paid to treatment of the stormwater prior to discharge into the waterways.

Existing upstream flows from Brooks Garden to the south and the nearby light industrial estate will be accommodated in the proposed system.

### **3.8.4 Power**

Existing HV power supplies are available in adjacent commercial and industrial areas and can be extended in a staged program to service the LSP area. While no significant offsite infrastructure upgrades are anticipated, this will need to be confirmed closer to the subdivision stage of development. All power will be located underground.









500 Reserve 31331  
 ORIG A3  
 SCALE 1:10000  
 0 50 100 150 200 250

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**WOOD & GRIEVE ENGINEERS**

-  Overall Catchment Boundary
-  Living Stream
-  Proposed Basin
-  Future Basins by others

# Stormwater Management Strategy

Lots 392, 4925 & 5498 Terry Road & Lots 271 & 6 Chester Pass Road  
 Walmsley, City of Albany



### **3.8.5 Gas**

Albany has an LPG reticulated gas network operated by Atco Gas. While the current system is limited and there is no network in the Warrenup/Walmsley locality, upgrades currently being carried out may extend the system.

The options at present are an individual household bottled supply or the establishment of a centralised 'bullet' for reticulated gas to each household.

### **3.9 Developer Contributions/Arrangements**

Developer contributions are to be made in accordance with the WAPC's State Planning Policy 3.6 and any Local Planning Policy adopted by the City of Albany.

## **4.0 CONCLUSION**

Warrenup/Walmsley Local Structure Plan seeks to coordinate and facilitate the City of Albany's northern development front as identified in the Albany Local Planning Strategy. Its relative proximity to the CBD, retail, commercial and industrial activity provides an opportunity to consolidate development which maximises access to employment and service activities. At the same time the extensive area of protected natural environment which surround the area and views to surrounding features such as Willyung Hill, Porongurup, Stirling Ranges and Mount Many Peaks, provide an opportunity to create a high quality extension of Albany's urban area.

## **Appendix A**

### **Local Water Management Strategy**

Aurora Environmental

## **Appendix B**

### **Bushfire Attack Level Contour Plan**

FirePlan WA

## **Appendix C**

### **Transport Assessment**

Opus International



## **Appendix D**

### **Acoustic Report**

Wood & Grieve Engineers

## **Appendix E**

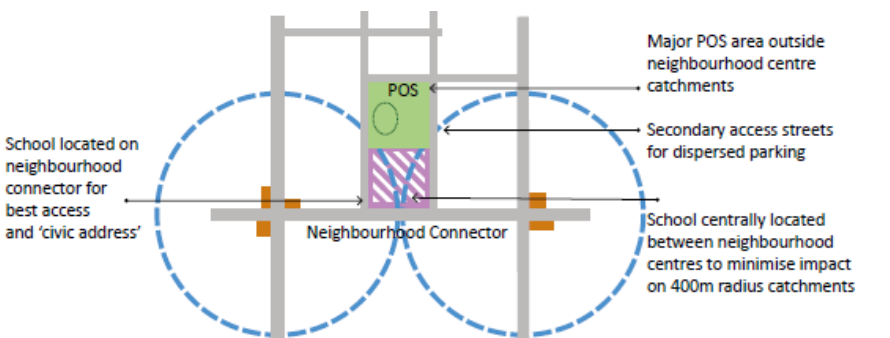
### **Infrastructure and Servicing Report**

Wood & Grieve Engineers

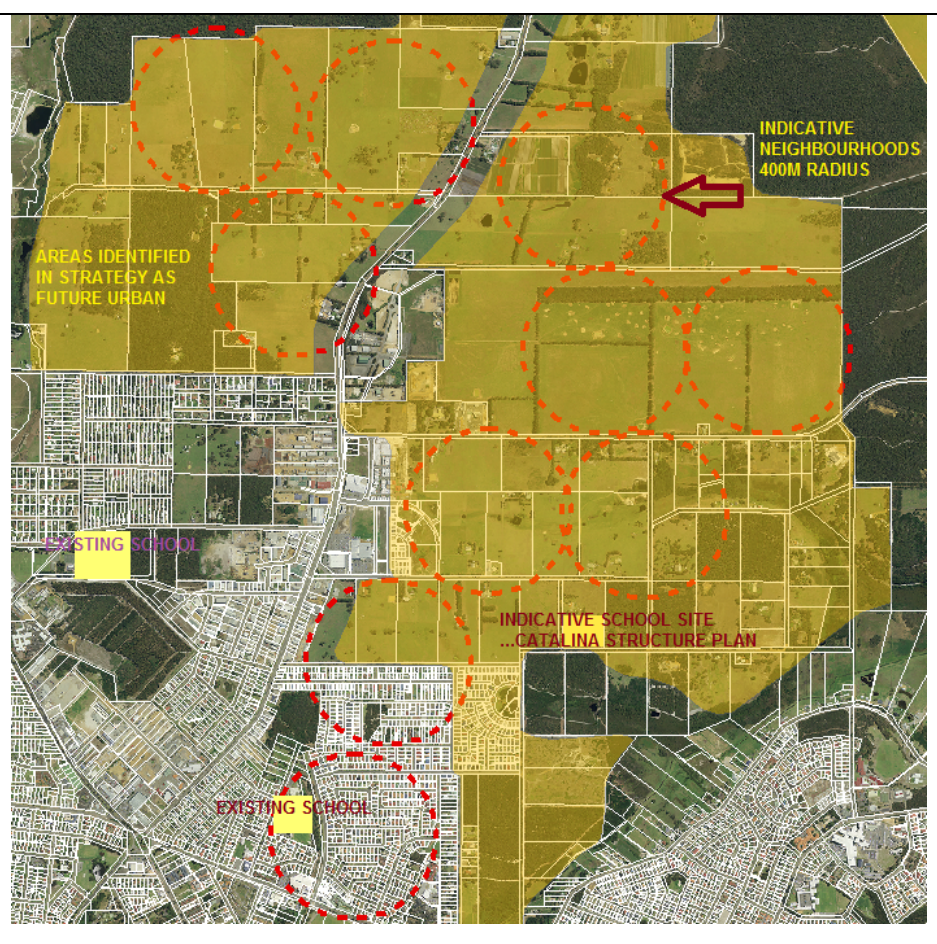
Schedule on Submissions				
No.	Address	Copy/Summary of Submissions	City of Albany Comments on submissions	Proposed modifications to address issues raised in the submissions
1.	Water Corporation	<p>The structure plan area is remote from existing wastewater conveyance infrastructure and that significant upgrades may be required to increase the capacity of water supply and distribution infrastructure. Likely to be upgrades required to the capacity of the existing wastewater conveyance infrastructure downstream of the development area. The structure plan area is best described as non-frontal or pioneer, meaning provision of new major works to enable the development to proceed are currently unplanned or un-programmed.</p> <p>The proponent has noted that Water Corporation could consider pre-funding by the developer of major infrastructure such as wastewater pump stations and wastewater mains in the 5 year Capital Investment Programme (CIP). However, this has not been considered in the current 5 year CIP. The developer would need to provide a business case for inclusion in the CIP.</p> <p>A range of factors are considered in the CIP including but not limited to, population growth rates and demand for services, location and capacity of existing infrastructure, asset renewals and regulatory requirements. Generally major infrastructure and renewals occur in a planned and orderly manner with priority given to frontal development and renewals to support infill.</p> <p>While the proponent has alluded in the second paragraph of section 3.8.1 of the structure plan report that Water Corporation will deal with multiple developers in the structure plan area, this is generally not the case. When major works such as pump stations are required, Water Corporation policy is to deal with a single developer or entity. Where the costs for major works are to be shared between developers within and outside of the structure plan area, Water Corporation policy is still to deal with one developer or entity. How this is organised and funded is up to the developers in the structure plan area.</p>	<p>The following issues were raised by the Water Corporation:</p> <ol style="list-style-type: none"> <li>1. Likely to be <u>infrastructure upgrades</u> required to increase water capacity and for the conveyancing of wastewater.</li> <li>2. <u>Prefunding of infrastructure</u> has not been considered as part of Water Corporations Capital Investment programme.</li> <li>3. The <u>Staging of Infrastructure Development</u> is to occur in a planned and orderly manner with priority given to frontal development and renewals to support infill. When major works such as pump stations are required, Water Corporation policy is to deal with a single developer or entity.</li> </ol> <p>1. <u>Infrastructure Upgrades</u> Wood and Grieve Engineers have stated in their 'Infrastructure and servicing report' undertaken for the Walmsley Structure Plan, that:</p> <p>Reticulated Water</p> <ul style="list-style-type: none"> <li>• The development is frontal to the existing water supply system and extension of this network will be required. There is an existing 200m dia. AC distribution main in Chester Pass Road. The Water Corporation have advised that capacity exists in the network, and no significant offsite works will be required for development to proceed on a stage by stage basis. Once subdivision proceeds further discussions on timing and development rates will need to be confirmed with the Water Corporation.</li> </ul> <p>Waste Water</p> <ul style="list-style-type: none"> <li>• Future sewer planning has been completed recently. The Water Corporation has advised that this area is to be serviced by two proposed Type 40 Wastewater Pumping Stations (WWPS) for the Northern two catchments.</li> <li>• The first of these is to be located on Terry Road adjacent to the existing low point at the "creek". The second is located in the most North East corner of Lot 5498.</li> <li>• The third catchment to the South has an additional proposed Type 90 WWPS on Mason Road.</li> <li>• All three of these WWPS discharge eventually to Albany Highway on the corner of Le Grande Avenue (see attached Wastewater Management Plan – Appendix 1).</li> </ul> <p>2. <u>Prefunding of Infrastructure</u> Wood and Grieve Engineers have stated in their 'Infrastructure and servicing report' undertaken for the Walmsley Structure Plan, that:</p> <ul style="list-style-type: none"> <li>• Whilst infrastructure is ultimately funded by the Water Corporation under provision of headworks, prefunding of these works may occur to enable subdivision to proceed prior to when these items can be provided by the Corporation.</li> </ul>	<p>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from the Water Corporation:</p> <ol style="list-style-type: none"> <li>1. Include the following text within the structure plan at section 3.8.1, to clarify procedures for the staging of infrastructure:</li> </ol> <p><i>The structure plan area will require new major infrastructure works, including the development of sewer pumping stations and the upgrading of existing infrastructure.</i></p> <p><i>Discussions amongst key agencies and individual landholders can be carried out upon application of a Customer Constructed Works Agreement, when subdivision approvals are available. The costs associated with the development of infrastructure can be shared with other lots or developers if they combine resources.</i></p> <p><i>All subdivision and development is to be connected to the Ministers sewerage and water schemes. The staging of infrastructure development or temporary or interim solutions may vary depending on location and timing of development.</i></p>

			<p><b>3. Staging of Infrastructure Development</b>  Wood and Grieve Engineers have stated in their 'Infrastructure and servicing report' undertaken for the Walmsley Structure Plan, that:</p> <ul style="list-style-type: none"> <li>• <i>Staging of infrastructure development or temporary or interim solutions vary significantly depending on location, size and timing. The costs associated can be shared with other lots or developers if they combine resources. Refund of these costs is dependent on a number of conditions; however it can be as early as 12 months after completion of the works. These discussions would be carried out upon application of the Customer Constructed Works Agreement (CCWA), later in the process when subdivision approvals are available.</i></li> </ul>	
2.	Department of Water	<p>The subject site is a low risk site with regard to water resource management. Groundwater does not constrain development on the site, nor are there any wetlands. Degraded waterways which drain to the King River presents an opportunity to improve the condition of water quality and riparian habitat through the incorporation of these drainage lines into POS.</p> <p>The local water management strategy (LWMS) developed to accompany the structure plan is a well prepared document that follows the DoW guidelines and provides all the information required for assessment.</p> <p>The DoW is supportive of the principles and objectives of the stormwater management strategy which is consistent with DoW policy. As development proceeds, more detailed information and design will be required through urban water management plans.</p>	<p>The Department of Water has not raised any issues in relation to the proposed structure plan and accompanying Local Water Management Strategy.</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from the Department of Water:</b></p> <ol style="list-style-type: none"> <li><b>1. No modifications proposed.</b></li> </ol>
3.	Department of Parks and Wildlife (DPaW)	<p>The proposed structure plan involves minimal impacts upon native vegetation and is therefore consistent with the Environmental Protection Authority (EPA) and the City of Albany preference for further expansion of residential areas in and around Albany to be located on already cleared land.</p> <p>The department considers that the LSP is aligned with our previous comments on Amendment No. 298 through the identification of Public Open Space (POS) that incorporates areas of remnant vegetation.</p> <p>The LSP depicts an area of POS on Lot 521 for the purpose of school and playing area that directly intersects with the strip of remnant vegetation that has been mapped as ARVS Unit 12 Jarrah / Marri / Sheoak Laterite Forest with condition mapped as modified. The mapping for this vegetation was likely completed by desktop and therefore the vegetation should be assessed in the field as part of any future Local Planning Scheme amendment to change the zoning from Agricultural to Residential.</p>	<p>The structure plan recommends the clearing of some vegetation on Lot 521, to accommodate an area for District Open Space.</p> <p>The Department of Parks and Wildlife (DPaW) has recommended the retention of vegetation to support habitat and landscape connectivity.</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from the Department of Parks and Wildlife:</b></p> <ol style="list-style-type: none"> <li><b>1. Modify the structure plan boundary so that Lot 521 is not being considered for structure planning; and</b></li> <li><b>2. Modify the structure plan and appendices by deleting recommendations for Lot 521 Mercer Road, including the recommendation to clear vegetation to accommodate open space at Lot 521.</b></li> </ol>

		The vegetation in this strip will support roosting Black Cockatoo species that are listed as threatened under the State Wildlife Conservation Act 1950 and Federal Environmental Protection and Biodiversity Conservation Act 1999. Parks and Wildlife encourage the retention of as much of the strip of vegetation as possible on Lot 512 to support roosting habitat and landscape connectivity in the form of stepping stones.		
4.	Main Roads Western Australia	<p>The Warrenup/Walmsley Local Structure Plan under item 3.4 Movement Networks, sub item 3.4.1 Transport Assessment Key Issues and Outcomes details <i>Provision for Chester Pass Road to be widened by 10 metres on either side.</i> In reference to this key issue and outcome:</p> <ul style="list-style-type: none"> <li>As Main Roads WA is not intending to purchase this land at this time, it appears the purchase of the demarcated land is a non-resolved item.</li> <li>Does this land then amalgamate into the Chester Pass Road road reserve?</li> <li>Prior to any possible amalgamation, who manages these 10m wide parcels of land?</li> <li>Prior to any possible amalgamation, who maintains these 10m wide parcels of land?</li> <li>The existing Chester Pass Road, road reserve is approximately 30m in width, is additional land available to achieve the 52.6m in total?</li> <li>Are utility providers required to install all services within the proposed 10m wide parcels of land?</li> </ul>	<p>Main Roads WA raised questions pertaining to proposed ceding of a 10m road reserve either side of Chester Pass Road.</p> <p>The 10m strip of land is proposed to be ceded at the subdivision stage of development.</p> <p>It is proposed that services maybe developed within the Chester Pass road reserve.</p> <p>It is recommended that future design planning of Chester Pass Road is undertaken by MRWA to confirm exact road design and width requirements.</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from Main Roads Western Australia:</b></p> <p><b>1. Include the following text at section 3.41. of the structure plan:</b></p> <p><b><i>A 10m strip of land, either side of Chester Pass Road, is to be set aside/ceded at the subdivision stage of development.</i></b></p>
5.	Public Transport Authority WA   PO Box 8125, Perth Business Centre, WA, 6000	It should be noted that in order for Trans Albany services to be able to use the Neighbourhood Connector Roads, the Public Transport Authority will require a minimum 3.2m carriageway along these roads, increased to 3.5m if non parallel parking is proposed along the carriageway.	The Public Transport Authority requested a minimum 3.2m carriageway along Neighbourhood Connector roads.	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from the Public Transport Authority:</b></p> <p><b>1. Include the following text at section 3.4.1 of the structure plan:</b></p> <p><b><i>Neighbourhood Connector Roads are to be designed to accommodate the Public Transport Authority's minimum requirements.</i></b></p>
6.	Department of Agriculture and Food, WA	To ensure agricultural operations are not restricted by urban or rural-residential development and to reduce the potential of future land use conflict, DAFWA recommends that minimum setbacks and / or buffers are established for the land area north of Terry Road. However, while guidelines prepared by the Environmental Protection Authority (EPA) set out minimum separation distances for a range of agricultural activities (see: <a href="http://www.epa.wa.gov.au/docs/1840_GS3.pdf">www.epa.wa.gov.au/docs/1840_GS3.pdf</a> ) there is opportunity for the City of Albany to take a	<p>The Department of Agriculture and Food, WA requested larger buffers at the northern structure plan boundary fronting the existing strawberry farm.</p> <p>The structure plan currently employs measures to ensure separation between residential development and rural activities as follows:</p> <ul style="list-style-type: none"> <li>Large 1000m<sup>2</sup> and 2000m<sup>2</sup> lots are proposed adjacent to the strawberry farm to enable development to be setback from shared boundaries; and</li> </ul>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received by the Department of Agriculture and Food, WA:</b></p> <p><b>1. Include the following text at section 3.3 of the structure plan;</b></p> <p><b><i>Residential subdivision and/or development proposed adjacent to the strawberry farm,</i></b></p>

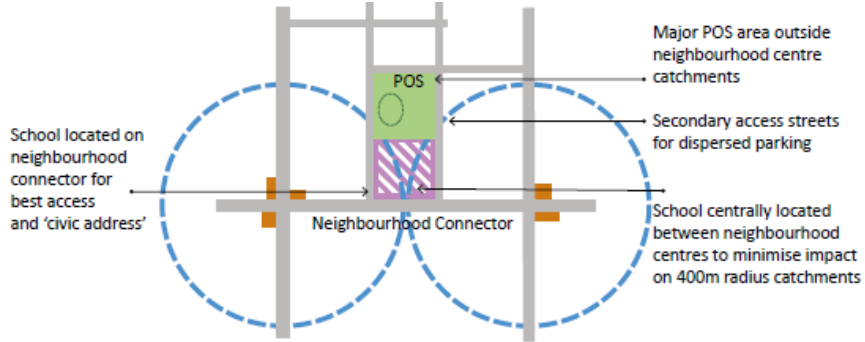
		<p>planning lead and consider implementing wider / larger buffers at the boundary between future urban and existing rural.</p>	<ul style="list-style-type: none"> <li>• Areas of Public Open Space is proposed between proposed development areas and the strawberry farm.</li> </ul> <p>Recommend including notification on property title advising that the lot (lots located adjacent to strawberry farm) is located near horticulture use and may be affected by transport and operational noise, dust and odours.</p>	<p><b>which is located to the north of Lots 5498 and 4925, is to:</b></p> <ul style="list-style-type: none"> <li>• <b>Include a notification on title advising that the lot is located near horticulture land use and may be affected by transport and operational noise, odours and/or dust.</b></li> </ul>
<p>7.</p>	<p>Department of Education</p>	<p>The proposed neighbourhood road that the school site is located on has a significant bend at the school/POS junction and will limit visibility and on street parking.</p> <p>Future road access around school currently shows only one street frontage. Is it anticipated that further access roads will be provided to the south and east of the site? The Department would require at least three street frontages.</p> <p>The primary school site is irregular in shape and the Department prefers a more regular profile i.e. a rectangular site. Further discussion on the orientation of the site is welcomed. The shared public open space abutting the primary school site requires clarification on the accessibility to and from the school site.</p> <p>The Department would welcome the opportunity to discuss these matters at a convenient time in the future. Please contact Stephen Muldoon on 9264 4183 or stephen.muldoon @education.wa.edu.au to discuss.</p>	<p>The Department of Education is concerned about the proposed irregular shape of the school site proposed at Lot 521 and the safety of children due to the proposed location of school site on a bend of a proposed neighbourhood connector.</p> <p>The exact location of a school can be considered when detailed Structure Planning is undertaken for Lot 521.</p> <p>As recommended by the WAPC Liveable Neighbourhoods:</p> <ul style="list-style-type: none"> <li>• primary schools generally service a catchment comprising two to three neighbourhoods (refer to pg 27 Liveable Neighbourhoods); and</li> <li>• Schools should be located on neighbourhood connector for best access and 'civic address'.</li> </ul>  <p>The Lot 521 is strategically earmarked (Local Planning Strategy) for 'Future Urban' and has capacity for 2 neighbourhoods.</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from the Department of Education:</b></p> <ol style="list-style-type: none"> <li><b>1. Modify the structure plan by deleting any recommendations for Lot 521, including the designation of school and district open space site.</b></li> </ol>

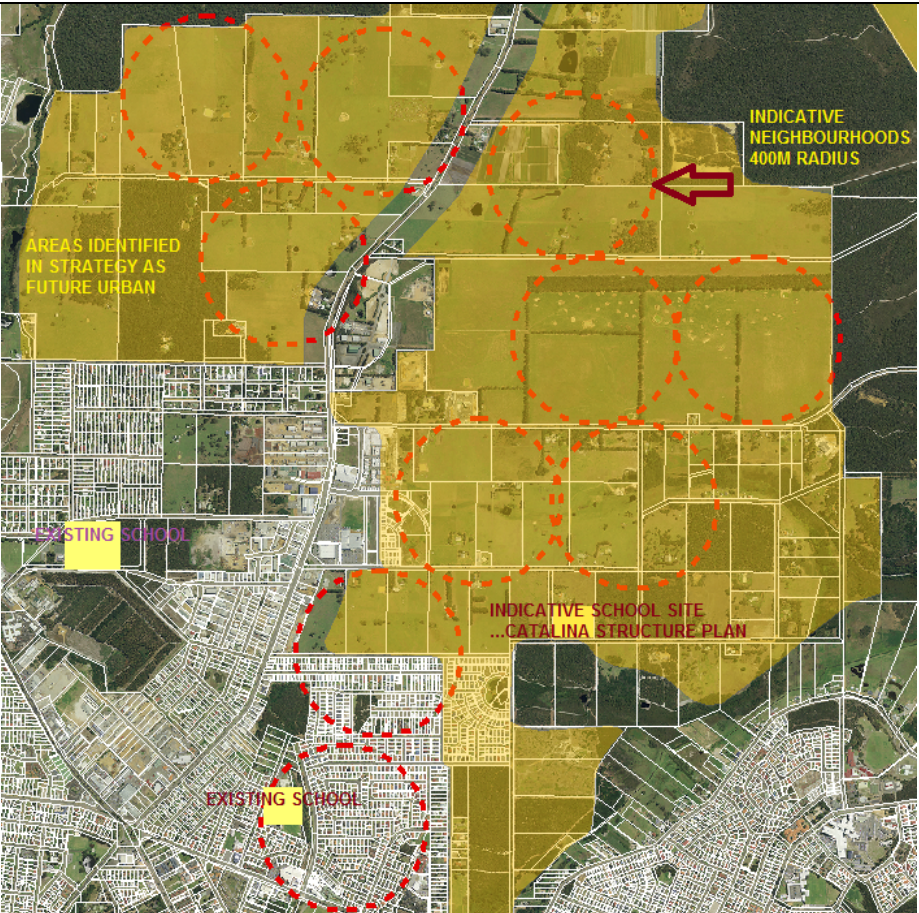


				
8.	Department of Aboriginal Affairs	<p>There are no sites under the <i>Aboriginal Heritage Act, 1972</i> (AHA) as currently mapped on the Register of Aboriginal Sites (the Register) within the LSP area. There are also no reports held at the Department of Aboriginal Sites (DAA) of specific heritage surveys conducted within the LSP area. There may be Sites present to which the AHA applies that are yet to be recorded and are therefore not in DAA files, and these Sites are still afforded protection under the AHA.</p>	<p>The Department of Aboriginal Affairs did not raise any issues pertaining to the proposed structure plan.</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from the Department of Aboriginal Affairs:</b></p> <p><b>1. No modification proposed.</b></p>
9.	Environmental Protection Authority	<p>I believe it will be beneficial to discuss the above and invite you to contact me at your earliest convenience.</p>	<p>The Environmental Protection Authority did not raise any issues pertaining to the proposed structure plan.</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from the Environmental Protection Authority:</b></p> <p><b>1. No modification proposed.</b></p>
10.	Telstra	<p>At present, Telstra Corporation Limited has no objection.</p> <p>The Federal Government has deemed developers are now responsible for telecommunications infrastructure on all developments, i.e. conduits, pits and the cost of the cable installation by Telstra or other carrier.</p> <p>The owner/developer will have to submit an application before construction is due to start to Telstra (less than</p>	<p>Telstra did not raise any issues pertaining to the proposed structure plan.</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from Telstra:</b></p> <p><b>1. No modification proposed.</b></p>



		100 lots or living units) or NBN Co. (for greater than 100 lots or living units in a 3 year period).		
11.		<p>Light and general industry land for lease is limited, making development difficult in this sector.</p> <p>We support the proposed extension of the industrial area surrounding Ardess Estate to ensure a long term supply of industrial land within a reasonable proximity to other commercial areas and good accessibility to the CBD and rural land.</p>	<p>Merrifield Real Estate requested that, the structure plan indicate areas for industrial land use, at Lot 521, as an extension to the existing Ardess Industrial estate.</p> <p>The City of Albany is currently (2017) undertaking strategic planning to identify suitable future industrial areas. The land east of the existing Ardess Estate is being assessed as a component of the strategic review.</p> <p>Detailed structure planning of Lot 521 may be undertaken at a later stage, subject to compliance with a strategic plan adopted by the City of Albany.</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from Merrifield Real Estate:</b></p> <p><b>1. Modify the structure plan by deleting any reference to Lot 521.</b></p>
12.		<p>Specifically our objections are:</p> <ul style="list-style-type: none"> <li>• No provision of suitable buffer zones.</li> <li>• Proximity of urban development to a pre-existing industrial estate.</li> <li>• No provision for existing road crossover onto Terry Rd to align with proposed road realignment.</li> <li>• Any proposed new industrial development should be co-located with existing industrial land and existing City of Albany site.</li> </ul>	<p>Submission on behalf of Lot 10 expressed concern in relation to:</p> <ul style="list-style-type: none"> <li>• Suitable buffers to industrial development;</li> <li>• Access from Ardess Industrial Estate to Terry Road;</li> <li>• Opportunity for new industrial development.</li> </ul> <p><u>Buffers/Proximity of urban development to a pre-existing industrial estate.</u> A buffer area is the area within which sensitive uses are either restricted or prohibited. In the case of industries of a light/service nature and technology parks, the impacts can usually be <u>retained on-site</u> within industrial area boundaries...refer to SPP4.1 (cl.1.1)</p> <p>The Ardess industrial estate is zoned 'Light Industry'. The estate has been established to accommodate light industrial type activities.</p> <p>Maybe appropriate to include notification on property title, for lots being subdivided or developed and located north of the industrial estate.</p> <p><u>Crossover from Lot 10 (Ardess Estate) onto Terry Rd</u> The City's <i>Local Planning Scheme No.1</i> currently does not support access from the Ardess Estate onto Terry Road. The City's <i>Local Planning Scheme No.1</i> requires a single access between Chester Pass Road and the Ardess Estate...refer to Schedule 11 (IA1), cl.4.1:</p> <p><i>4.1 Access to the estate will be via a single entry road onto Chester Pass Road.</i></p> <p><u>New industrial development</u> The City of Albany is undertaking strategic planning to identify suitable future industrial areas. The land east of the existing Ardess Estate is being assessed as a component of the strategic review.</p> <p>Where a private developer as the proponent of an industrial estate, incorporates an off-site buffer area over privately owned land to satisfy environmental criteria, and it is not possible to apply compatible use zones, then appropriate economic mechanisms shall be considered by the proponent to satisfy the Western Australian Planning Commission requirements for the buffer area. There are a</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from Lot 10 Ardess Estate:</b></p> <p><b>1. Include the following text at section 3.3:</b></p> <p><b><i>Residential subdivision and/or development proposed adjacent to Terry Road and directly north of land designated for industrial uses is to:</i></b></p> <ul style="list-style-type: none"> <li>• <b><i>Include a notification on title advising that the lot is located near industrial use and may be affected by transport and operational noise, odours and/or dust.</i></b></li> </ul>

			<p>number of economic mechanisms that can be applied by the developer to secure and consolidate buffer areas. These measures vary from outright purchase, land swaps, acquiring interests or rights to restrict the development or use of land, and in extreme cases the relocation of industry or infrastructure.</p>	
<p>13.</p>		<p>Objections in relation to:</p> <ul style="list-style-type: none"> <li>• Suitability of the district park site.</li> <li>• School site - why should it be on our property in an area with prime views. If this eventuates adequate compensation should be paid.</li> <li>• Lack of identifying fenced off healthy remnant native vegetation that has been fenced off since the block was cleared in the 1960's.</li> </ul>	<p>Submission on behalf of Lot 521 expressed concern in relation to:</p> <ul style="list-style-type: none"> <li>• Proposed school and district open space; and</li> <li>• Proposal to clear vegetation to accommodate open space.</li> </ul> <p><u>School and open space designations</u></p> <p>Lot 521 was included in the structure plan to indicate 'planning context' with Lots 5498 and 4925 and the extent to which the plan provides for the coordination of key transport and other infrastructure.</p> <p>The structure plan may proceed independent of school and open space designations over Lot 521 for the following reason:</p> <p>1. As recommended by the WAPC Liveable Neighbourhoods:</p> <ul style="list-style-type: none"> <li>• primary schools and major areas of open space generally service a catchment comprising two to three neighbourhoods (refer to pg 27 Liveable Neighbourhoods). The Lot 521 is strategically earmarked (Local Planning Strategy) for 'Future Urban' and has capacity for 2 neighbourhoods.</li> </ul> 	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from Lot 521 Mercer Road:</b></p> <p><b>1. Modify the structure plan boundary by not including Lot 521 and delete recommendations made for Lot 521.</b></p>

			 <p><u>Native Vegetation</u> Detailed structure planning of Lot 521 and flora and fauna assessments for Lot 521 may determine the suitability of protecting or clearing remnant vegetation. Alternatively, clearing exemptions may apply under the current zone and land use in accordance with the <i>Environmental Protection Act 1986</i>.</p>	
14.		<p><u>Industrial Noise and Residential Development</u> The draft Structure Plan as currently proposed, with Residential R20-40 development abutting the northern boundary of the Ardess Industrial Estate, is expected to impact operations of approved development or future development in the Ardess Industrial Estate. It is suggested that future nearby development to the north should take account of the Ardess Industrial Estate...such as... a solid 'acoustic' wall at least 1.8 metres in height along with notifications on the titles advising that the lot is located near industrial uses and may be affected by transport and operational noise.</p> <p><u>Commercial Development</u> The Indicative Masterplan (Figure 3) proposes to further extend ribbon commercial development along Chester Pass Road through longer term mixed use/commercial development. It is suggested that extending ribbon commercial development along Chester Pass Road is inconsistent with the objectives and intent of the <i>Albany Local Planning Strategy, Albany Activity Centres</i></p>	<p>Submission on behalf of Lots 10 and 521 expressed concern in relation to:</p> <ul style="list-style-type: none"> <li>• Suitable buffers to industrial development;</li> <li>• Proposed commercial development on the west side of Chester Pass Road;</li> <li>• Ecological corridor;</li> <li>• Open space;</li> <li>• School; and</li> <li>• Road alignments.</li> </ul> <p><u>Residential development adjacent to Industrial development</u> Recommend including notification on title to account for noise associated with industrial activities to the south of Terry Road.</p> <p><u>Commercial development along Chester Pass Road (west side)</u> State Planning Policy 4.2 – Activity Centres for Perth and Peel, states: <i>Activity centre structure plans and developments should be consistent with the centre's classification in the hierarchy.</i></p>	<p><b>It is recommended that the Council agree to make the following recommendations to the Commission, pertaining to comments received on behalf of Lots 10 and 521 (Edge Planning):</b></p> <p><b>1. Modify the structure plan as follows:</b></p> <p><b>a) include the following text at section 3.3:</b></p> <p><i>Residential subdivision and/or development proposed adjacent to Terry Road and directly north of land designated for industrial uses is to:</i></p> <ul style="list-style-type: none"> <li>• <i>Include a notification on title advising that the lot is located near industrial use and may be affected by transport and operational noise, odours and/or dust.</i></li> </ul> <p><b>b) Delete the proposal to support commercial development on the west side of Chester Pass Road.</b></p>



Planning Strategy and State Planning Policy 4.2 (while noting its direct applicability to Perth and Peel).

Ecological Corridor

An ecological corridor will provide an effective buffer between the Ardess Industrial Estate and residential or non-residential uses to the north.

Open Space

The large Parks and Recreation area (district park) shown on Lot 521 is not centrally located to future residential development on Lot 521.

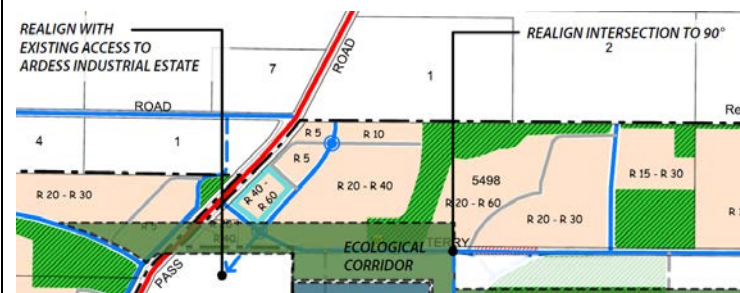
School

Prefer that the school site is not located on Lot 521. Instead, explore locating the school site in an alternative location. Alternative locations include:

- near the proposed local centre to enhance accessibility to future students living west of Chester Pass Road and to enhance the viability of the local centre through; or
- approximately 250 metres to the north of the school site shown on the draft Structure Plan (commencing on the northern side of the existing native vegetation/ecological corridor on Lot 521). The alternative location could be shared between Lot 521 and Lot 5298 if Terry Road is partially realigned.

Road Alignments

- Modify Terry Road alignment with ecological corridor.
- Modify Terry Road/Range Road Intersection to T-junction.
- Remove the north-south neighbourhood connector road through Ardess Industrial Estate as shown on Figure 3.
- Align the existing access between Ardess Industrial Estate and Terry Road.



The responsible authority should not support activity centre structure plans or development proposals that are likely to undermine the established and planned activity centre hierarchy.

The City's 'Activity Centres Planning Strategy' has not recommended commercial activity on the west side of Chester Pass Road and north of Henry Street. Prior to supporting commercial development as a component of structure planning, a review of the City's strategic framework needs to be undertaken.

Ecological Corridor

The Ardess industrial estate is zoned 'Light Industry'. The estate has been established to accommodate light industrial type activities. In the case of industries of a light/service nature and technology parks, the impacts can usually be retained on-site within industrial area boundaries...refer to SPP4.1 (cl.1.1). An ecological corridor established to restrict residential development is therefore not necessary.

Open Space

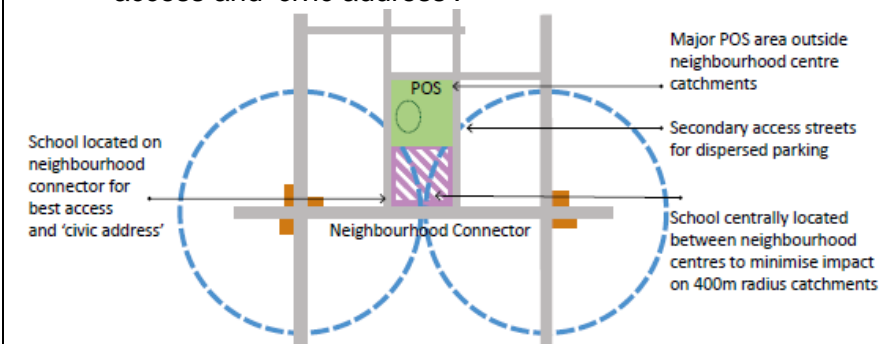
Structure planning of Lot 521 at a later stage may well determine suitable location, size and function of open space. The City of Albany Public Parkland Policy states:

- a) Ensure POS is large enough, located within walking distance (400m) and has a variety of facilities (e.g. informal and formal) to attract people of all ages and aspirations.

School Site

As recommended by the WAPC Liveable Neighbourhoods:

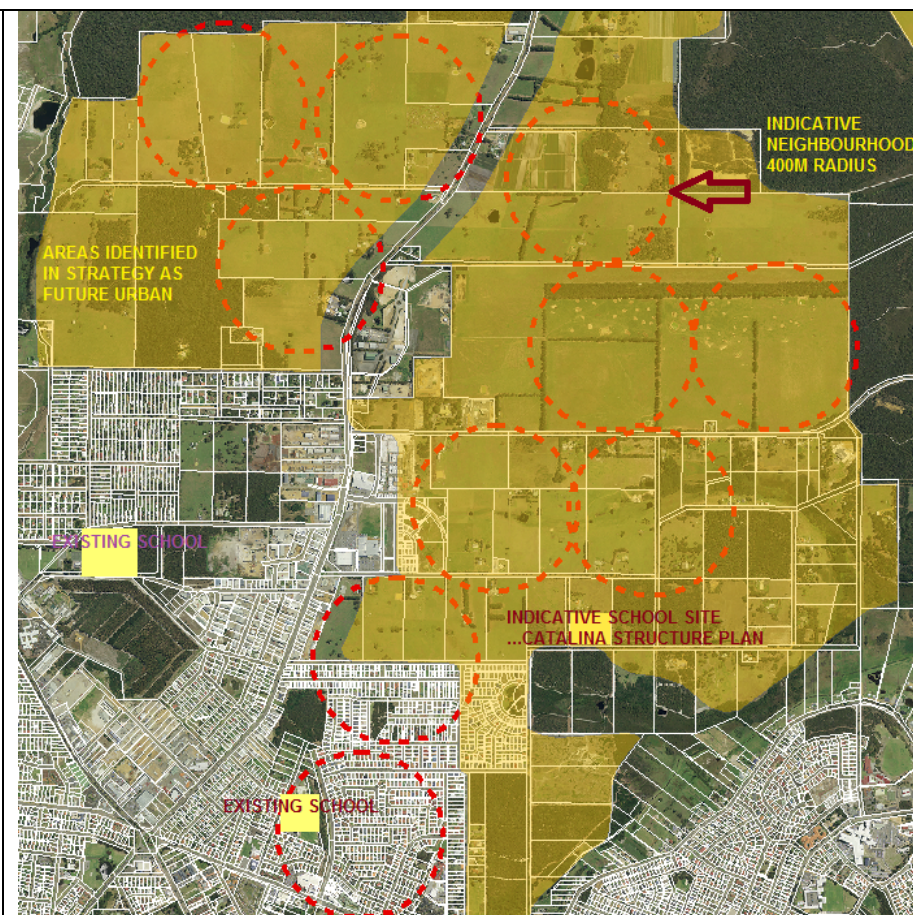
- primary schools generally service a catchment comprising two to three neighbourhoods (refer to pg 27 Liveable Neighbourhoods); and
- Schools should be located on neighbourhood connector for best access and 'civic address'.



The Lot 521 is strategically earmarked (Local Planning Strategy) for 'Future Urban' and has capacity for 2 neighbourhoods.

- c) modify the structure plan boundary by not including Lot 521;
- d) modify the structure plan by deleting any recommendations for Lots 10 and 521;
- e) modify the north-south neighbourhood connector, shown on the east side of the proposed Local Centre, to align with the existing Ardess Industrial Estate road alignment;
- f) Include the following text at section 3.4.1:

- Terry Road and intersections to Chester Pass Road being designed and developed to safely accommodate vehicles generated by development of Lots 5498 and 4925 and vehicles expected from fringing areas.
- For egress in relation to bushfire protection measures - two different vehicular access routes, both of which connect to the public road network, being developed to provide safe access and egress to two different destinations and be available to residents/the public at all times and under all weather.
- Development of Lots 5498 and 4925 may not occur whereby the above provisions cannot be achieved.



#### Road Alignments

The existing Terry Road intersection with Chester Pass Road is at an angle and with short sight distances. By realigning Terry Road, a 90° T-intersection and satisfactory sight distances can be achieved. The realignment of Terry Road also improves access and functionality of the proposed local centre.

The Ardess Industrial Estate has requested that a north-south neighbourhood connector road, shown on the proposed structure plan passing through the Ardess Industrial Estate, be aligned with the existing access between the Ardess Industrial Estate and Terry Road. The City recommends that the structure plan be modified to align the proposed north-south neighbourhood connector with the Ardess Industrial Estate road alignment.

The structure plan includes Lot 521, however the assessment undertaken for Lot 521 is brief and not to the standard required by the *Planning and Development Regulations 2015*, cl.16, as follows:

- (1) A structure plan must...set out the following information —
- (i) the key attributes and constraints of the area covered by the plan including the natural environment, landform and the topography of the area;
  - (ii) the planning context for the area covered by the plan and the neighbourhood and region within which the area is located;
  - (iii) any major land uses, zoning or reserves proposed by the plan;

			<p><i>(iv) estimates of the future number of lots in the area covered by the plan and the extent to which the plan provides for dwellings, retail floor space or other land uses;</i>  <i>(v) the population impacts that are expected to result from the implementation of the plan;</i>  <i>(vi) the extent to which the plan provides for the coordination of key transport and other infrastructure;</i>  <i>(vii) the proposed staging of the subdivision or development covered by the plan.</i></p> <p>Lot 521 was included in the structure plan to indicate 'planning context' with Lots 5498 and 4925 and the extent to which the plan provides for the coordination of key transport and other infrastructure. The intent was not to indicate in any detail, proposed land uses and the number of lots.</p> <p>There is merit in further detailed planning for Lot 521 occurring under the current structure plan, however this will result in a substantial amount of additional time, work and consent from landholders of Lot 521.</p> <p>The structure plan may proceed independent of structure planning for Lot 521, subject to complying with the following criteria:</p> <ul style="list-style-type: none"> <li>• Terry Road and intersections to Chester Pass Road being designed and developed to safely accommodate vehicles generated by development of Lots 5498 and 4925 and vehicles expected from fringing areas.</li> <li>• For egress in relation to bushfire protection measures - two different vehicular access routes, both of which connect to the public road network, being developed to provide safe access and egress to two different destinations and be available to residents/the public at all times and under all weather.</li> <li>• Development of Lots 5498 and 4925 may not occur whereby the above provisions cannot be achieved.</li> </ul>	
15.		<p>In the proposal there are only two Neighbourhood Arterial roads entering/exiting the whole subdivision onto Henry St Milpara., one of which is located directly adjacent our property as stated above.</p> <p>Given the fact that Henry St is already a very busy road with local traffic it is also used as a thoroughfare between Chesterpass Rd and Albany Hwy. We feel that with the added volume of traffic entering/exiting this subdivision onto Henry St at this point will have a huge impact on our ability to enter/ exit our driveway in a safe manner.</p> <p>The high volume of vehicle lights at night will impact on our quality of life by shining directly into our home.</p> <p>Would it be possible for the developers/planners to realign this Neighbourhood Arterial road to enter/exit</p>	<p>Maybe possible to realign Neighbourhood Arterial road to align with Mary Street subject to appropriate intersection treatments.</p>	<p><b>It is recommended that the Council agree to make the following recommendation to the Commission, pertaining to comments received from 17 Henry Street:</b></p> <p><b>1. Modify structure plan by realigning the Neighbourhood Arterial road to align with Mary Street.</b></p>

		<p>onto Henry St at the same point where Mary St, if Mary St was extended from Woolahara St to Henry St, at the present time this is vacant land between Lot 5 or 17 Henry St and Lot 6 or 25 Henry St.</p>		
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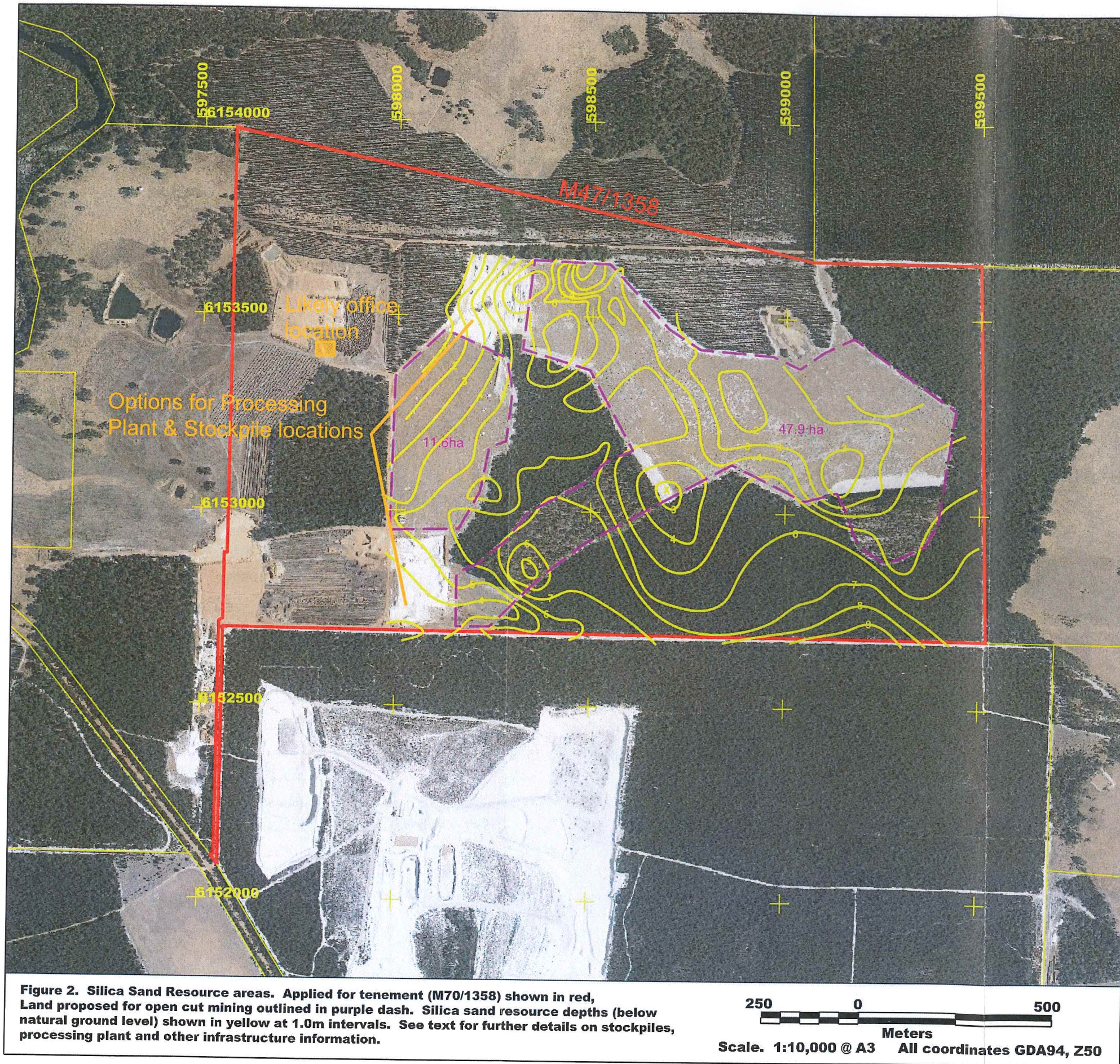


Figure 2. Silica Sand Resource areas. Applied for tenement (M70/1358) shown in red, Land proposed for open cut mining outlined in purple dash. Silica sand resource depths (below natural ground level) shown in yellow at 1.0m intervals. See text for further details on stockpiles, processing plant and other infrastructure information.

250 0 500  
Meters  
Scale. 1:10,000 @ A3 All coordinates GDA94, Z50



## CITY OF ALBANY LOCAL PLANNING SCHEME No. 1

## Industry – Mining (Silica Sand)

## SCHEDULE OF SUBMISSIONS AND MODIFICATIONS

No.	Summary of concern raised. The number of properties this concern represents is indicated in brackets at the end of the summarised concern.	Officer Comment
1	<p>Safety of road users due to the increase in vehicle movements combined with the existing road conditions, as detailed below:(6 submissions)</p> <p><b>a) <u>Condition of Palmdale and Mindijup Roads</u></b></p> <ul style="list-style-type: none"> <li>• Requests that Palmdale and Mindijup Road are widened, sealed, marked with centre lines and appropriate signage installed, with a maximum speed limit imposed across the subject route.</li> <li>• Requests that vegetation is pruned to establish better sightlines.</li> <li>• Lack of signage warning of road trains, particularly at the intersections of Fishtrack, Moirs and James Road.</li> <li>• Blind bend just before the intersection of Palmdale Road and Moirs Road and the absence of a filter lane.</li> <li>• Concern for drivers turning right into Moirs Road when travelling in a northerly direction. Insufficient stopping distances at this point would result in an accident and should this concern not be addressed and an accident occurs, legal action against the City will be taken.</li> </ul> <p><b>b) <u>Increased traffic</u></b></p> <ul style="list-style-type: none"> <li>• Concerns with the increased number of heavy vehicle movements, being 23 return trips per day, in addition to the existing current mix of Silica Sand Mine trucks, log trucks, lime trucks, agricultural traffic, service vehicles, mulch vehicles, horse floats, tourist vehicles, grain trucks, private vehicles and school bus.</li> </ul> <p><b>c) <u>Palmdale Road and South Coast Highway intersection</u></b></p> <ul style="list-style-type: none"> <li>• Concerns regarding the intersection of Palmdale Road and South Coast Highway</li> </ul>	<p>a) Staff inspected the both Palmdale and Mindijup Road and have recommended that the following condition be applied which will mitigate concerns in relation to road width, condition, sightlines and intersections:</p> <p><i>‘Mindijup and Palmdale Roads are to be widened to a 7 metre seal with 9 metre formation from the site to South Coast Highway. They are to be constructed and drained at the full cost to the Developer, to the specifications and satisfaction of the City of Albany.’</i></p> <p>The City of Albany will investigate opportunities to improve signage and line marking.</p> <p>Officers recommend that a standard condition requiring the proponent to rectify any damage to any road as a result of the operation within the City of Albany should be applied.</p> <p>b) The proposed vehicles are classed as ‘as of right vehicles’ and the City does not have the statutory authority to restrict these.</p> <p>c) The proposal was referred to Main Roads WA who have provided the following advice;</p> <p><i>‘As the proposal will necessitate the extension of the existing TAV7 network to service the mining operations Main Roads recommends that the sealed extension of Mindijup Road be built to a</i></p>

Industry – Mining (Silica Sand)

SCHEDULE OF SUBMISSIONS AND MODIFICATIONS

No.	Summary of concern raised. The number of properties this concern represents is indicated in brackets at the end of the summarised concern.	Officer Comment
	<p>due to poor visibility combined with the speed of the oncoming traffic (110km/h) when looking eastward.</p> <p><b>d) <u>Signage</u></b></p> <ul style="list-style-type: none"> <li>• Requests that signs be erected on terminating roads.</li> <li>• Requests that a stop sign should be installed at the Mindijup and Palmdale Road intersection and vegetation removal and clearing at this junction to provide better sightlines.</li> <li>• Requests that a Give Way sign should be installed at the junction of South Coast Hwy and Palmdale Road.</li> </ul>	<p><i>minimum width of 7m seal with 9m formation. Main Roads has applied for funding to undertake intersection improvement works for the Palmdale Road and South Coast Highway intersection in the 2017/2018 financial year. The current extent of proposed works is for a left turn pocket from South Coast Highway to Palmdale Road, sight distance improvement works and widening of the Palmdale Road intersection fishtails.'</i></p> <p>d) The City of Albany will investigate opportunities to improve signage and line marking.</p>
2	<p><b>a) <u>Requests an upgrade of Mindijup and Palmdale Road: (5 submissions)</u></b></p> <ul style="list-style-type: none"> <li>• Wear and tear on Palmdale and Mindijup Road and maintenance burden on ratepayers due to increased heavy vehicle traffic volume.</li> <li>• Requests that the City of Albany secures a co-contribution from the proponent in relation to the works and maintenance.</li> </ul>	<p>a) Staff inspected the both Palmdale and Mindijup Road and have recommended that the following condition be applied:</p> <p><i>'Mindijup and Palmdale Roads are to be widened to a 7 metre seal with 9 metre formation from the site to South Coast Highway. They are to be constructed and drained at the full cost to the Developer, to the specifications and satisfaction of the City of Albany.'</i></p>
3	<p><b>a) <u>School Bus Route: (4 submissions)</u></b></p> <ul style="list-style-type: none"> <li>• Safety concerns with the school bus route, particularly the sightlines and stopping distances at the Moirs and Palmdale Road intersection where one of the school bus pickup and drop off points are.</li> <li>• Requests that an upgrade, including a pull in bay, at the Moirs and Palmdale Road intersection to improve visibility and to prevent accidents at the junction, given the line of sight and minimum safe stoppage distances.</li> </ul>	<p>a) Should the proposal be supported, staff recommend the following condition is applied;</p> <p><i>The applicant shall liaise with school bus operator to establish a traffic schedule to avoid potential conflict with school bus operations. No truck movements shall be undertaken during the times that the school bus services the area, being between 8.10am – 8.23am and 3.30pm – 3.45pm unless otherwise</i></p>

## Industry – Mining (Silica Sand)

## SCHEDULE OF SUBMISSIONS AND MODIFICATIONS

No.	Summary of concern raised. The number of properties this concern represents is indicated in brackets at the end of the summarised concern.	Officer Comment
	<ul style="list-style-type: none"> <li>Requests that the City of Albany place a curfew on truck movements while the school bus is running (8.10am to 8.23am and 3.30pm-3.45pm).</li> </ul>	<i>agreed in writing by the City of Albany.</i>
4	<p>a) Concerns that there will be non-adherence to prescribed speed limits, conditions and curfews associated with the proposed industry due to the speed and positioning of existing trucks already using Palmdale Road. <b>(2 submissions)</b></p> <ul style="list-style-type: none"> <li>One submission requested an 80km/h speed limit be imposed</li> <li>One submission requested a 70km/h speed limit be imposed.</li> </ul>	a) RAV 7 'C-trains' are vehicles which are permitted to travel on this network, however are subject to adhering to the designated road rules and speed limits.
5	<p>a) Noise and volume of traffic due to proposed 24/7 operation. <b>(4 submissions)</b></p> <p>b) Proximity of some dwellings to proposed route. <b>(3 submissions)</b></p> <p>c) Enjoyment of fresh air, peace and quiet and space will be affected. <b>(1 submission)</b></p> <p>d) The applicant should consider constructing earth banks between dwellings located close to the road and the road to act as a sound barrier. <b>(1 submission)</b></p> <p>e) Requests that the City of Albany place a curfew on truck movements from 6.00am to 6.00pm. <b>(1 submission)</b></p> <p>f) Requests that RAV7 C-train movements are spread between 5.00am and 6.00am and 3.30pm and 8.30pm to limit the interactions between passenger and heavy vehicles. <b>(2 submissions)</b></p> <p>g) A curfew is observed on all public holidays <b>(1)</b></p>	<p>a) Due to the buffers, officers believe that the operations onsite can be undertaken 24/7 with minimal impact on adjoining properties, however officers recommend that the truck movements be limited to between the hours of 6am and 6pm.</p> <p>b) Three concerns were raised in regards to the proximity of dwellings to Palmdale Road. These submissions represented two dwellings. These two dwellings have an approximate setback of 40m and 70m from Palmdale Road. Staff believe by restricting the traffic movements to between 6am and 6pm, these concerns will be mitigated.</p>
6	<p>a) <b><u>South Coast Highway and infrastructure.</u></b></p> <ul style="list-style-type: none"> <li>Concerns that there will be a bank up of traffic on South Coast Highway heading into Albany due to it being a tourist route combined with the increase in heavy traffic</li> </ul>	<p>a) The proposal was referred to Main Roads WA who have provided the following advice;</p> <p><i>'As the proposal will necessitate the extension of</i></p>

## Industry – Mining (Silica Sand)

## SCHEDULE OF SUBMISSIONS AND MODIFICATIONS

No.	Summary of concern raised. The number of properties this concern represents is indicated in brackets at the end of the summarised concern.	Officer Comment
	<p>and the lack of passing opportunities. Passing lanes on South Coast Highway should be considered. <b>(2)</b></p> <ul style="list-style-type: none"> <li>• Concerns regarding the extra pressure the traffic movements will put on the Upper Kalgan Bridge <b>(1)</b></li> <li>• Concerns that the North Road roundabout will not be able to cope with the additional truck movements. <b>(1)</b></li> </ul>	<p><i>the existing TAV7 network to service the mining operations Main Roads recommends that the sealed extension of Mindijup Road be built to a minimum width of 7m seal with 9m formation. Main Roads has applied for funding to undertake intersection improvement works for the Palmdale Road and South Coast Highway intersection in the 2017/2018 financial year. The current extent of proposed works is for a left turn pocket from South Coast Highway to Palmdale Road, sight distance improvement works and widening of the Palmdale Road intersection fishtails.'</i></p>
7	<p>Appreciated the economic value that this proposed business would bring to the City of Albany in terms of employment and flow on for businesses, however would appreciate that they try to minimise the impact that their business would have upon other rural activities that take place in this location (farming, vineyards). <b>(1)</b></p>	Noted
8	<p>Concerns raised that an increase in heavy vehicle movements may impede any future business developments for the existing winery. <b>(1)</b></p>	<p>Due to the limited lifespan and distance from the existing winery, officers do not believe that there is any reason why the proposed use will impact any future business developments for the established winery</p>
9	<p>Department of Water –</p> <ul style="list-style-type: none"> <li>• Baseline data should be established to guide the mining operations to ensure protection of the groundwater.</li> <li>• A surface water management plan should be prepared demonstrating the measures that will be taken to prevent any run-off from the excavated areas.</li> <li>• More detail should be provided on how the site will be rehabilitated. Site should be</li> </ul>	<p>This advice will form a planning condition should the proposal be supported.</p>

**Industry – Mining (Silica Sand)**

**SCHEDULE OF SUBMISSIONS AND MODIFICATIONS**

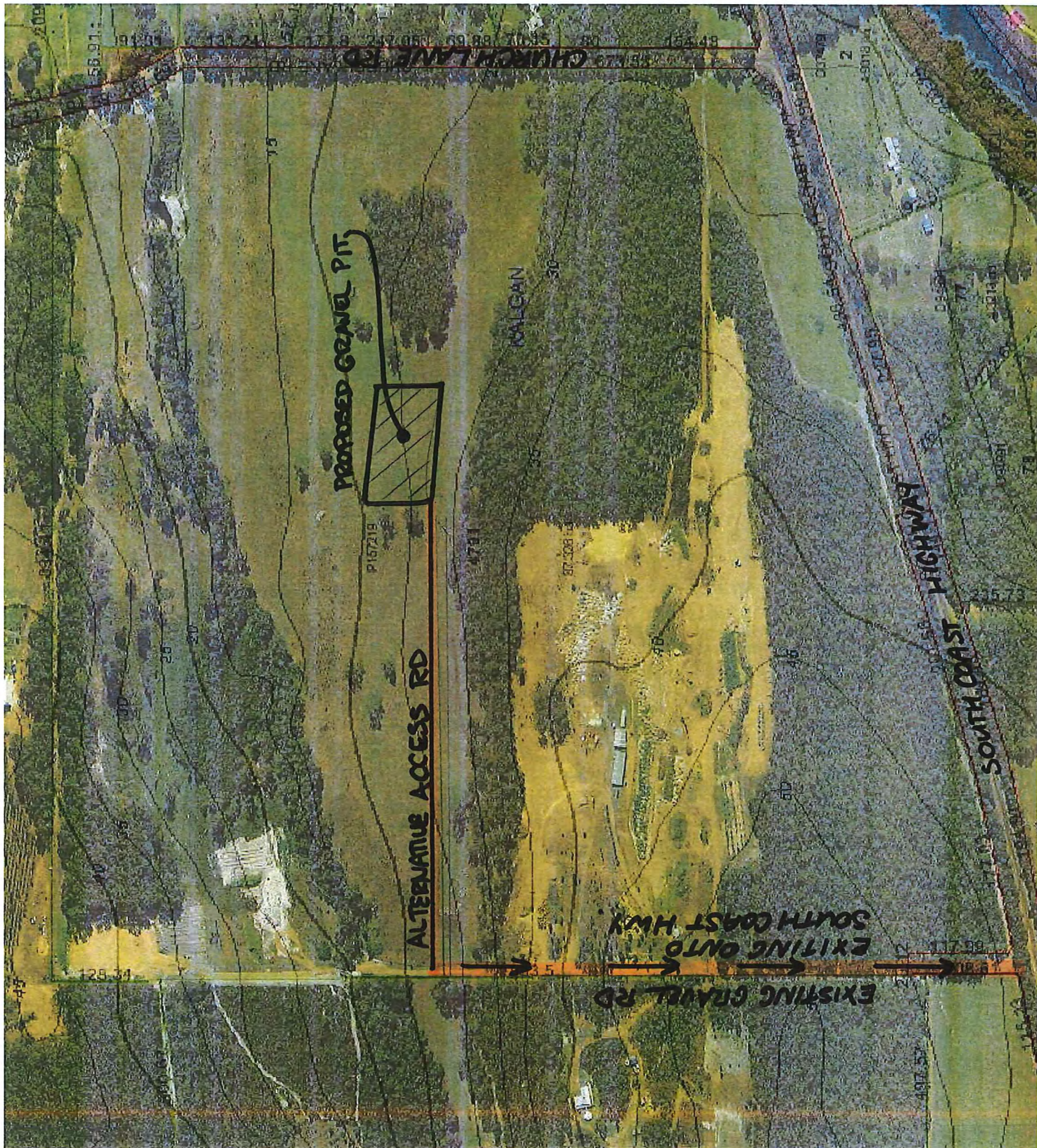
No.	Summary of concern raised. The number of properties this concern represents is indicated in brackets at the end of the summarised concern.	Officer Comment
	recontoured to provide a stable site and avoid ponding of surface water or steep slopes.	
10	<p>Main Roads:</p> <ul style="list-style-type: none"> <li>• Recommends that the sealed extension of Mindijup Road be built to a minimum width of 7m seal with 9m formation.</li> <li>• Main Roads has applied for funding to undertake intersection improvement works for the Palmdale Road and South Coast Highway intersection in the 2017/2018 financial year. The current extent of proposed works is for a left turn pocket from South Coast Highway to Palmdale Road, sight distance improvement works and widening of the Palmdale Road intersection fishtails.</li> </ul>	This advice will form a planning condition should the proposal be supported.
11	<p>Department of Agriculture and Food:</p> <ul style="list-style-type: none"> <li>• Recommends that extensions to the existing sand pit will require notification sent to the Office of the Commissioner for Soil and Land Conservation.</li> </ul>	Noted
12	<p>Department of Parks and Wildlife (South Coast Region):</p> <ul style="list-style-type: none"> <li>• No comments on the proposal as it is considered that the proposal and any potential environmental impacts will be appropriately addressed through the existing planning framework.</li> </ul>	Nil
13	<p>Department of Mines and Petroleum:</p> <ul style="list-style-type: none"> <li>• Subject lot does not include rights to minerals.</li> <li>• The proponent is unable to secure the grant of his mining lease as it is second in time to another mining tenement.</li> </ul>	Noted
14	<p>Department of Environment Regulation</p> <ul style="list-style-type: none"> <li>• Advised that the applicant will need to lodge an application for a works approval</li> </ul>	It is the applicant's obligation to obtain any permits or approvals from the Department of Environment Regulation as required.

Industry – Mining (Silica Sand)

SCHEDULE OF SUBMISSIONS AND MODIFICATIONS

No.	Summary of concern raised. The number of properties this concern represents is indicated in brackets at the end of the summarised concern.	Officer Comment







**CITY OF ALBANY LOCAL PLANNING SCHEME 1**  
**EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan**  
**SCHEDULE OF SUBMISSIONS**

No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
1	Department of Environment Regulation The Atrium, 168 St Georges Terrace PERTH WA 6820	No comment on this matter in reference to regulatory responsibilities under the Environmental Protection Act 1986 and the Contaminated Sites Act 2003.	Nil	The submission is noted.
2	Department of Water PO Box 525 ALBANY WA 6331	No objections – however the Department of Water requests the preparation and implementation of a surface water management plan to control surface water run-off from the pit site.	Nil.	Should the proposal be supported, staff recommend the following condition be applied: <ul style="list-style-type: none"> <li>a) A surface water management plan shall be prepared and implemented to the satisfaction of the Department of Water.</li> <li>b) The pit shall be suitably drained. No direct discharge shall occur from the pit into a watercourse without the prior approval of the Department of Water.</li> </ul>
3		<p><b><u>Objections based on the following:</u></b></p> <p>a) <b><u>Noise, Dust and Proximity – impact on heath:</u></b></p> <p>Mine site located 369m away from the dwelling. Concerns with the proximity and dust, noise (screening/crushing)</p>	a) The Extractive Industry and Mining Policy requires that buffer distances are to be in accordance with the setbacks outlined within the Environmental Protection Authority requirements. The Environmental Protection Authority's <i>Separation Distances between Industrial and Sensitive Land Uses</i> guidelines do not set out	Should the proposal be supported, staff recommend the following condition be applied: <ul style="list-style-type: none"> <li>a) Access shall be in accordance with the plan hereby approved. No access is permitted via Churchlane Road, unless otherwise agreed in writing by the City</li> </ul>

**CITY OF ALBANY LOCAL PLANNING SCHEME 1REPORT ITEM DIS012 REFERS**  
**EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan**  
**SCHEDULE OF SUBMISSIONS**

No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
		<p><i>'Dust and Noise for the firebreaks last year was cruel on our 7 year old son due to suffering Leukaemia. Noise is very disturbing for him and dust is dangerous as it poses a threat to his weakened immunity system. It will possibly increase the number of times he is hospitalised.'</i></p> <p>No vegetation to hide the pit, block dust, sound or vibration.</p> <p>Moved to this area for peace and quiet</p> <p>Prior to purchasing this lot they were advised by Council that the existing extractive industry was close to finishing.</p> <p><b>b) <u>Adjacent to Kalgan Rural Village Zone:</u></b></p> <p>Mine site located opposite Kalgan Rural Village. The peaceful lifestyle will be destroyed. Proposal is not in keeping with the council objectives for the Kalgan Rural Village which outlines objectives:  Environmental sustainability  Landscape values  Protection of rural village  Avoiding adverse impact on the village  Encouraging a strong sense of community  Self buffering of land use</p>	<p>a specific buffer for this type of extraction and therefore the proposal was referred to the Department of Environment Regulation who have advised that they have no comments on the proposal. It should be noted that a separate licence through DER is required to be obtained for screening and crushing plants and therefore a full assessment will be undertaken by DER at this time.</p> <p>The <i>Extractive Industry and Mining Policy</i> and <i>Local Planning Scheme No. 1</i> states 200 meters should be achieved between the extraction area and dwellings not on the subject property. The closest dwelling is 369 metres away from the nominated extraction area, and is therefore compliant with the <i>Extractive Industry and Mining Policy</i>.</p> <p>A water truck is available when dust suppression is required.</p> <p>The pit area to the east and south is screened by a significant amount of remnant vegetation. In addition to this, topsoil will create earth bunds screening the pit from Churchlane Road.</p> <p>The proposed operation times would be 7.30am to 4.30pm</p>	<p>of Albany.</p> <p><b>b)</b> Operation of the extraction areas shall be restricted to the hours of 7.30am – 4.30pm Monday to Friday, unless otherwise agreed in writing by the City of Albany.</p> <p><b>c)</b> The operation of the extraction areas shall be contained within the area nominated on the stamped, approved plans.</p>

**CITY OF ALBANY LOCAL PLANNING SCHEME 1 REPORT ITEM DIS012 REFERS  
EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan  
SCHEDULE OF SUBMISSIONS**

No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
		<p><b>c) <u>Proposed use of Churchlane Road:</u></b></p> <p>Concerns with the location of the driveway and use of Churchlane Road for the following reasons:</p> <ul style="list-style-type: none"> <li>• introduction of heavy machinery</li> <li>• bus stop location</li> <li>• dangerous road with limited vision</li> <li>• no marked speed limit.</li> <li>• Use of Churchlane Road will impact adjoining landowners in terms of noise and dust</li> </ul> <p><b>d) <u>Safety concerns:</u></b></p> <p>Children have been woken at 2am due to noise due to men breaking into one of the dozers onsite and letting it run unmanned. It was pointed towards our dwelling.</p> <p><b>e) <u>Advertising:</u></b></p> <p>Advertising received prior to Christmas which was fortuitous for the applicant due to many people being away on vacation.</p> <p><b>f) <u>Existing pit area:</u></b></p> <p>No rehabilitation of existing mine site so far.</p>	<p>(Monday to Friday), which is less than the permitted operation times for Extractive Industries.</p> <p>b) An extractive industry is a common use on Priority Agriculture zoned land. There has been an existing extractive industry on the site predating 1999. Under the Local Planning Scheme No. 1, this use can be considered within this zone.</p> <p>c) The applicant has since agreed to change the access route and use the existing route, entering and exiting on South Coast Highway.</p> <p>d) The applicant has confirmed that they had one break in during 2016, however this was not associated with the operation of the pit and they do not operate outside of the permitted hours.</p> <p>e) Under provision 9.4.3 of Local Planning Scheme 1, the proposal was required to be advertised for a period of 21 days. Taking the holiday period into consideration, the proposal was advertised for a period of 32 days.</p> <p>f) The existing pit area is currently in the process of being rehabilitated and returned to pasture.</p>	

**CITY OF ALBANY LOCAL PLANNING SCHEME 1REPORT ITEM DIS012 REFERS**  
**EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan**  
**SCHEDULE OF SUBMISSIONS**

No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
		They should not be permitted to have another open until the existing site is fully rehabilitated.		
4		<p><b><u>Objects for the following reasons:</u></b></p> <p>a) <b><u>Dust, Noise</u></b></p>	<p>a) A water truck is available when dust suppression is required.</p> <p>The Extractive Industry and Mining Policy requires that buffer distances are to be in accordance with the setbacks outlined within the Environmental Protection Authority requirements. The Environmental Protection Authority's <i>Separation Distances between Industrial and Sensitive Land Uses</i> guidelines do not set out a specific buffer for this type of extraction and therefore the proposal was referred to the Department of Environment Regulation who have advised that they have no comments on the proposal. It should be noted that a separate licence through DER is required to be obtained for screening and crushing plants and therefore a full assessment will be undertaken by DER at this time.</p> <p>The Extractive Industry and Mining Policy and Local Planning Scheme No. 1 states 200 meters should be achieved between the extraction area and dwellings not on the</p>	<p>Should the proposal be supported, staff recommend the following condition be applied:</p> <p>a) Access shall be in accordance with the plan hereby approved. No access is permitted via Churchlane Road, unless otherwise agreed in writing by the City of Albany.</p> <p>b) Operation of the extraction areas shall be restricted to the hours of 7.30am – 4.30pm Monday to Friday, unless otherwise agreed in writing by the City of Albany.</p> <p>c) The operation of the extraction areas shall be contained within the area nominated on the stamped, approved plans.</p>

**CITY OF ALBANY LOCAL PLANNING SCHEME 1REPORT ITEM DIS012 REFERS**  
**EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan**  
**SCHEDULE OF SUBMISSIONS**

No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
			<p>subject property. The closest dwelling is 369 metres away from the nominated extraction area, and is therefore compliant with the <i>Extractive Industry and Mining Policy</i>.</p>	
5		<p><b><u>Objects for the following reasons:</u></b></p> <p><b>a) <u>Proposed access:</u></b></p> <p>Concerns with dust and safety with the proposed use of Churchlane Road</p> <p>Safety concerns with extra traffic on South Coast Highway</p> <p><b>b) <u>Adjacent to Kalgan Rural Village Zone:</u></b></p> <p>The proposed pit is opposite the Kalgan Rural Village zone and it is not compatible with the objectives which are trying to be achieved.</p> <p><b>c) <u>Noise, Dust and Proximity – impact on health:</u></b></p> <p>Dust and noise generated from the operations including screening and crushing could present serious health issues.</p> <p><b>d) <u>Rehabilitation of existing pit:</u></b></p>	<p>a) The applicant has since agreed to change the access route and use the existing route, entering and exiting on South Coast Highway. This will be conditioned.</p> <p>The proposed vehicles are classed as ‘as of right vehicles’ and the City does not have the statutory authority to restrict the movement of these on South Coast Highway.</p> <p>b) An extractive industry is a common use on Priority Agriculture zoned land. There has been an existing extractive industry on the site predating 1999. Under the Local Planning Scheme No. 1, this use can be considered within this zone.</p>	<p>Should the proposal be supported, staff recommend the following condition be applied:</p> <p>a) Access shall be in accordance with the plan hereby approved. No access is permitted via Churchlane Road, unless otherwise agreed in writing by the City of Albany.</p> <p>b) Operation of the extraction areas shall be restricted to the hours of 7.30am – 4.30pm Monday to Friday, unless otherwise agreed in writing by the City of Albany.</p> <p>c) The operation of the extraction areas shall be contained within the area nominated on the stamped, approved plans.</p>

**CITY OF ALBANY LOCAL PLANNING SCHEME 1REPORT ITEM DIS012 REFERS  
EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan  
SCHEDULE OF SUBMISSIONS**

No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
		<p>The existing pit has not been rehabilitated.</p> <p><b>e) <u>Compliance:</u></b></p> <p>How will the council respond to the many complaints that will be forthcoming and the subsequent monitoring involved if this proposal is permitted to go ahead?</p>	<p>c) A water truck is available when dust suppression is required.</p> <p>The Extractive Industry and Mining Policy requires that buffer distances are to be in accordance with the setbacks outlined within the Environmental Protection Authority requirements. The Environmental Protection Authority's <i>Separation Distances between Industrial and Sensitive Land Uses</i> guidelines do not set out a specific buffer for this type of extraction and therefore the proposal was referred to the Department of Environment Regulation who have advised that they have no comments on the proposal. It should be noted that a separate licence through DER is required to be obtained for screening and crushing plants and</p>	



**CITY OF ALBANY LOCAL PLANNING SCHEME 1REPORT ITEM DIS012 REFERS  
EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan  
SCHEDULE OF SUBMISSIONS**

No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
			<p>therefore a full assessment will be undertaken by DER at this time.</p> <p>The Extractive Industry and Mining Policy and Local Planning Scheme No. 1 states 200 meters should be achieved between the extraction area and dwellings not on the subject property. The closest dwelling is 369 metres away from the nominated extraction area, and is therefore compliant with the <i>Extractive Industry and Mining Policy</i>.</p> <p>The pit area to the east and south is screened by remnant vegetation. In addition to this, topsoil will create earth bunds screening the pit from Churchlane Road.</p> <p>The proposed operation times would be 7.30am to 4.30pm (Monday to Friday), which is less than the permitted</p>	

**CITY OF ALBANY LOCAL PLANNING SCHEME 1REPORT ITEM DIS012 REFERS  
EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan  
SCHEDULE OF SUBMISSIONS**

No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
			<p>operation times for Extractive Industries.</p> <p>d) The existing extractive pit area has been exhausted and is currently in the process of being rehabilitated. The rehabilitation will be inspected as part of the annual inspections.</p> <p>e) Extractive Industries are subject to annual inspections and bonds.</p>	
6		<p><b><u>Strongly objects for the following reasons:</u></b></p> <p>a) <b><u>Previous concerns raised:</u></b></p> <p>Made a complaint over the noise, extension of existing pit, proximity of works to Churchlane Road, visual eyesore, operation outside of normal hours and vegetation being cut down on 27/09/2016.</p> <p>b) <b><u>Landfill used contains tiny bits of plastic</u></b></p> <p>c) <b><u>Use not compatible with the adjacent Kalgan Village zone</u></b></p>	<p>a) This concern was raised with the landowner at the time and they stated that the subject works were in relation to constructing firebreaks, fencing, internal road construction and rehabilitation of existing pit. Staff visited the site on the same day and were satisfied that the works involved were not in relation to the extractive industry and were in fact in relation to firebreaks, access ways and fencing. It should be noted that internal access ways, firebreaks and fencing do not require development approval.</p>	The submission is noted.

**CITY OF ALBANY LOCAL PLANNING SCHEME 1REPORT ITEM DIS012 REFERS  
EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan  
SCHEDULE OF SUBMISSIONS**

No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
			<p>In addition to this, the applicant also confirmed that they had a break in on one occasion where machines were started, however this was not in relation to the extractive industry.</p> <p>They do not operate outside of the permitted hours.</p> <p>b) Although there was evidence of small bits of black building plastic within the rubble onsite, it was in staff's opinion during a site visit on 15 February 2017 that the amount was negligible.</p> <p>c) An extractive industry is a common use on Priority Agriculture zoned land. There has been an existing extractive industry on the site predating 1999. Under the Local Planning Scheme no. 1, this use can be considered within this zone.</p>	
7		Does not object to the extraction provided that it does not impact on her existing tourist accommodation operated at 112 Churchlane Road.	a) The applicant has since agreed to change the access route and use the existing route, entering and exiting on South Coast Highway.	Should the proposal be supported, staff recommend the following condition be applied: a) Access shall be in accordance with the plan hereby approved. No access

**CITY OF ALBANY LOCAL PLANNING SCHEME 1REPORT ITEM DIS012 REFERS**  
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No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
		<p><b>a) <u>Objects to the use of Churchlane Road</u></b></p> <p>Strongly objects to the access point being located on Churchlane Road for the following reasons:</p> <ul style="list-style-type: none"> <li>• Forms part of the Kalgan Rural Village zone which is to encourage tourism uses.</li> <li>• Guest often walk along Churchlane Road.</li> <li>• Churchlane Road is narrow and windy with an unrestricted speed limit</li> <li>• School bus on Churchlane Road</li> <li>• Limited sightlines</li> <li>• They should use the existing haul track which exits directly onto South Coast Highway.</li> </ul>		<p>is permitted via Churchlane Road, unless otherwise agreed in writing by the City of Albany.</p>
8		<p>Strongly objects to the proposal:</p> <p><b>a) <u>Discrepancies within application:</u></b></p> <p>Proposed pit is 1.7ha in area</p> <p>Will encroach on the existing vegetation</p> <p>Topography of the drainage is incorrect. The land slopes towards the existing creek to the north of the lot. Run-off will include diesel and other chemical spills and will impact the Kalgan River</p>	<p>d) The applicant is proposing an area of approximately 2ha, however only 1ha will be open at any one time.</p> <p>The applicant does not propose to clear any vegetation. If the applicant requires to clear vegetation, they will require the approval from the DER.</p> <p>The proposal was referred to the Department of Water due to the proximity to the Kalgan</p>	<p>Should the proposal be supported, staff recommend the following condition be applied:</p> <p>a) Access shall be in accordance with the plan hereby approved. No access is permitted via Churchlane Road, unless otherwise agreed in writing by the City of Albany.</p> <p>b) Operation of the extraction areas shall be restricted to the hours of 7.30am –</p>

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No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
		<p>The applicant states that the proposed pit is 400m from any residence. This is incorrect and the closest dwelling is 369m.</p> <p><b>b) <u>Noise, Dust – impact on heath:</u></b></p> <p>Concerns with noise generated from crusher and screener</p> <p>The noise levels predicted are taken from machinery in isolation and therefore will be noisier when used in conjunction</p> <p><b>c) <u>Rehabilitation:</u></b></p> <p>Concerns that the rehabilitation will not be undertaken as the existing pit has not been rehabilitated. Full rehabilitation of the existing pit should be achieved before a new pit opened.</p> <p>Concerns that the proposed pit area will not be backfilled and it will remain as a 2 metre deep unfilled bed.</p> <p>Concerns that once this resource has been exhausted that another pit will be opened.</p> <p><b>d) <u>Dust concerns</u></b></p> <p>Concerns that the prevailing wind will be contaminated with dust from the pit area and truck movements. This will affect the rainwater quality.</p>	<p>River. Advice was received and it will be conditioned to mitigate concerns in relation to the Kalgan River.</p> <p>e) The existing extractive pit is currently in the process of being rehabilitated.</p> <p>As part of rehabilitation of the proposed pit, the sides will be required to be battered prior to being returned to pasture.</p> <p>Any further areas proposed for extraction will be subject to a new development application.</p> <p>f) A water truck is available when dust suppression is required.</p> <p>The Extractive Industry and Mining Policy requires that buffer distances are to be in accordance with the setbacks outlined within the Environmental Protection Authority requirements. The Environmental Protection Authority's <i>Separation Distances between Industrial and Sensitive Land Uses</i> guidelines do not set out a specific buffer for this type of extraction and therefore the proposal was referred to the</p>	<p>4.30pm Monday to Friday, unless otherwise agreed in writing by the City of Albany.</p> <p>c) The operation of the extraction areas shall be contained within the area nominated on the stamped, approved plans.</p>

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		<p>Dust contamination is a health hazard for residents and livestock. It could result in breathing difficulties and lung disease.</p> <p><b>e) <u>Financial</u></b></p> <p>Allowing commercial mining operation would be contrary to the declared intent of the Kalgan Village plan and will impact the upon the value of surrounding properties.</p> <p>Commercial mining has no viable entitlement in a residential neighbourhood.</p>	<p>Department of Environment Regulation who have advised that they have no comments on the proposal. It should be noted that a separate licence through DER is required to be obtained for screening and crushing plants and therefore a full assessment will be undertaken by DER at this time.</p> <p>The Extractive Industry and Mining Policy and Local Planning Scheme No. 1 states 200 meters should be achieved between the extraction area and dwellings not on the subject property. The closest dwelling is 369 metres away from the nominated extraction area, and is therefore compliant with the <i>Extractive Industry and Mining Policy</i>.</p> <p>g) The subject site is zoned Priority Agriculture and an Extractive Industry is a common use.</p> <p>Property value is not a valid material planning consideration.</p>	
9		<p>Objects for the following reasons:</p> <p><b>a) <u>Churchlane Road</u></b></p> <p>Concerns with Churchlane Road being used to access the site as it will be further degraded, is poorly</p>	<p>a) The applicant has since agreed to change the access route and use the existing route, entering and exiting on South Coast Highway.</p>	<p>Should the proposal be supported, staff recommend the following condition be applied:</p> <p>a) Access shall be in accordance with the plan hereby approved. No access is permitted via Churchlane</p>

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		<p>maintained, pose health risks, threaten the Kalgan’s fragile natural environment, is dusty, access is close to a crest and blind corner.</p> <p><b>b) <u>Rehabilitation:</u></b></p> <p>The existing pit has not been rehabilitated and the site was left denuded.</p> <p><b>c) <u>Noise and dust pollution.</u></b></p> <p>Although permissible in this zone, it is no longer appropriate in this area.</p> <p>The Kalgan Rural Village zone was intended to create a quiet, peaceful lifestyle and help revitalise the local community.</p>	<p>b) The existing extractive pit is currently in the process of being rehabilitated.</p> <p>c) A water truck is available when dust suppression is required.</p> <p>The Extractive Industry and Mining Policy requires that buffer distances are to be in accordance with the setbacks outlined within the Environmental Protection Authority requirements. The Environmental Protection Authority’s <i>Separation Distances between Industrial and Sensitive Land Uses</i> guidelines do not set out a specific buffer for this type of extraction and therefore the proposal was referred to the Department of Environment Regulation who have advised that they have no comments on the proposal. It should be noted that a separate licence through DER is required to be obtained for screening and crushing plants and therefore a full assessment will be undertaken by DER at this time.</p>	<p>Road, unless otherwise agreed in writing by the City of Albany.</p> <p>b) Operation of the extraction areas shall be restricted to the hours of 7.30am – 4.30pm Monday to Friday, unless otherwise agreed in writing by the City of Albany.</p> <p>c) The operation of the extraction areas shall be contained within the area nominated on the stamped, approved plans.</p>



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No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
			<p>The Extractive Industry and Mining Policy and Local Planning Scheme No. 1 states 200 meters should be achieved between the extraction area and dwellings not on the subject property. The closest dwelling is 369 metres away from the nominated extraction area, and is therefore compliant with the <i>Extractive Industry and Mining Policy</i>.</p>	
10		<p>Objects for the following reasons:</p> <p><b>a) <u>Churchlane Road:</u></b></p> <p>Proposed entrance is immediately opposite their entrance. Requests that the entrance is directly off South Coast Highway.</p> <p><b>b) <u>Dust and Noise:</u></b></p> <p>Increased traffic will result in increased dust and noise.</p>	<p>a) The applicant has since agreed to change the access route and use the existing route, entering and exiting on South Coast Highway.</p> <p>b) A water truck is available when dust suppression is required.</p> <p>The Extractive Industry and Mining Policy requires that buffer distances are to be in accordance with the setbacks outlined within the Environmental Protection Authority requirements. The Environmental Protection Authority's <i>Separation Distances between Industrial and Sensitive Land Uses</i> guidelines do not set out a specific buffer for this type of</p>	<p>Should the proposal be supported, staff recommend the following condition be applied:</p> <p>a) Access shall be in accordance with the plan hereby approved. No access is permitted via Churchlane Road, unless otherwise agreed in writing by the City of Albany.</p> <p>b) Operation of the extraction areas shall be restricted to the hours of 7.30am – 4.30pm Monday to Friday, unless otherwise agreed in writing by the City of Albany.</p> <p>c) The operation of the extraction areas shall be</p>

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No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
			<p>extraction and therefore the proposal was referred to the Department of Environment Regulation who have advised that they have no comments on the proposal. It should be noted that a separate licence through DER is required to be obtained for screening and crushing plants and therefore a full assessment will be undertaken by DER at this time.</p> <p>The Extractive Industry and Mining Policy and Local Planning Scheme No. 1 states 200 meters should be achieved between the extraction area and dwellings not on the subject property. The closest dwelling is 369 metres away from the nominated extraction area, and is therefore compliant with the <i>Extractive Industry and Mining Policy</i>.</p>	<p>contained within the area nominated on the stamped, approved plans.</p>
11	<p>Joint submission representing seven properties.</p>	<p>Raises the following concerns:</p> <p><b>a) <u>Noise, dust, vibration:</u></b></p> <p>Concerns with noise, dust and vibration and the general disruption of to health, safety and lifestyle.</p>	<p>a) All concerns are previously addressed above.</p>	<p>Should the proposal be supported, staff recommend the following condition be applied:</p> <p>a) Access shall be in accordance with the plan hereby approved. No access is permitted via Churchlane Road, unless otherwise</p>

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No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
		<p>The noise and vibration from screening and crushing machines has not been taken into consideration.</p> <p>Machinery has been heard late at night and during the early hours of the morning.</p> <p>The proposed pit is not shielded by any vegetation which will result in increased dust.</p> <p><b>b) <u>Clearing:</u></b></p> <p>Proposed area does not include the area required to stockpile material, access tracks, or hardstand area. Concerns the vegetation will be cleared to accommodate these needs.</p> <p><b>c) <u>Life of pit:</u></b></p> <p>Concerns that the pit will be extended after 5 years.</p> <p><b>d) <u>Adjacent to Kalgan Rural Village Zone:</u></b></p> <p>Not consistent with the Kalgan Rural Village Redevelopment Plan.</p>		<p>agreed in writing by the City of Albany.</p> <p>b) Operation of the extraction areas shall be restricted to the hours of 7.30am – 4.30pm Monday to Friday, unless otherwise agreed in writing by the City of Albany.</p> <p>c) The operation of the extraction areas shall be contained within the area nominated on the stamped, approved plans.</p>

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EXTRACTIVE INDUSTRY – 45720 South Coast Highway, Kalgan  
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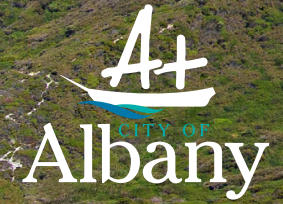
No.	Name/Address of Submitter	Summary of Submission	Officer Comment	Staff Recommendation
		<p><b>e) <u>Access and Churchlane Road:</u></b></p> <p>Proposed access point is unsafe (blind bend) and will be disruptive on the residents.</p> <p>The proposed number of truck movements will increase danger for pedestrians, children on bikes and is a school bus route.</p> <p>Churchlane Road intersection is dangerous due to the blind corner.</p> <p>The proposed use of Churchlane Road will result in increased dust levels and damage to the road.</p> <p>Requests that access is achieved via the existing access track entering directly onto South Coast Highway.</p> <p><b>f) <u>Drainage concerns:</u></b></p> <p>Disruption of water flow and quality of water in the creek that runs through the lot is a major concern as this creek feeds into the Kalgan River.</p> <p><b>g) <u>Proximity:</u></b></p> <p>The closest occupied dwelling is 369m</p>		

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		<p><b>h) <u>Rehabilitation:</u></b></p> <p>The existing pit has not been rehabilitated.</p>		



# NATURAL RESERVES Strategy & Action Plan 2017 – 2021



## Vision

To protect and enhance the City's world-class natural reserves today and into the future.



## Contents

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Banksia image p4 courtesy Discovery Bay





# Message From The Mayor



The Natural Reserves Strategy is a key strategic document that outlines how the City of Albany and the broader community can improve management of natural reserves across the City by developing an agreed framework and actions that address a wide range of issues impacting natural reserves.

I have lived in Albany most of my life, and along with many of you, I have visited our natural reserves and enjoyed the quality and beauty of the environment with family and friends. We live in one of the most biodiverse hotspots in the world, and our City is known to support one of the highest proportions of flora and fauna species in the State. As a City we have focused on continuing to preserve the 450 reserves in our care that spans 11,500 hectares within the municipality.

Five focus areas - sustainable management; environmental biodiversity; community safety and assets; cultural heritage values; and recreation services and facilities - bring together priorities supporting the City's Community Strategic Plan objective to be 'Clean, Green and Sustainable'.

I urge you to support the City's Natural Reserves Strategy and action plan so that the City of Albany is enabled to support the community's deep love of natural areas and their desire to ensure they are both protected and accessible for everyone's enjoyment.

Albany's natural reserves have been and will continue to be a pristine sanctuary in Western Australia and contribute to making our City a unique place to live, work and visit.

Dennis Wellington  
Mayor

# Introduction

The City of Albany's Natural Reserves Strategy and Action Plan is a five year strategic plan which provides the necessary framework to manage the 450 reserves under the Council's stewardship. The Plan identifies key strategies and actions to provide access for the community and protection of the environmental values of the natural reserves with the long-term goal of enhancing the overall conditions of the reserves. These strategies and actions reflect environmental best practice, are financially sustainable and balance biodiversity conservation and user needs.

This Plan is an integral part of the City assets management process and is important to informing the Community Strategic Plan, Albany 2021 and a range of other related plans.





# 5 Key Focus Areas

The strategy covers five key focus areas with Objectives and Strategies developed to address each area.





# Background

The City of Albany Natural Reserves are significant assets for biodiversity, scenic beauty, local and visitor enjoyment, research, education and health.

There are over 11,500 hectares of natural reserves that range from small isolated parcels of land to large connected parcels of land, particularly along the coastal strips. A number of these larger reserves have been actively managed under individual management plans in the past, whilst the smaller reserves have not had this level of active management.

In 2010 the City, as a part of corporate planning for reserves, developed an Asset Management Plan for Natural Reserves which provided guidance for the care and maintenance of natural bush reserves. This asset plan outlines the key principles, common management issues and service levels for reserve asset management. It also ranks each reserve in order of priority for management based on a mix of environmental, social/cultural and economic values. These rankings help guide the level of investment that is required in each reserve. The next step in this process was the development of a strategic action plan for natural reserves.

In its 2015-16 budget, the City of Albany allocated funding to develop a Natural Reserves Strategic Plan, to further promote and guide future works in natural reserves. Extensive community consultation for this plan took place in early 2016. Importantly, the development of this plan included a review of all existing individual management plans and any outstanding operational actions from them.

# Why do we need it?

This strategy sits as part of the integrated planning and reporting framework for the Council and provides an overview of the community's aspirations into the future regarding managing the Council's natural reserve assets. The strategy directly relates to the 'Clean, Green and Sustainable' key focus area from the Strategic Community Plan – Albany 2021.

## Key Focus Area

### 2. Clean, Green and Sustainable

## Community Priority

### 2.1 To protect and enhance our natural environment

## Proposed Strategies

- By preserving our parks, gardens and reserves for the benefit of future generations;
- By managing factors which impact our coastline, such as erosion and development; and
- By protecting and enhancing the health of our catchments and waterways.

The aspirations expressed as part of the Strategic Community Plan highlight the community's deep love of natural areas and their desire to ensure they are both protected and accessible for enjoyment.



“Our community loves the City’s natural assets, coastline and green spaces within our municipality. Ours parks and natural reserves represent great aesthetic, functional and environmental value for our community.

This should be protected, maintained and, where practical, enhanced. There is a strong desire for our natural assets to feature prominently in nature-based tourism opportunities, and to promote Albany as a sustainable city.”

City of Albany Community Strategic Plan 2021 (2013)

## The City's Role

Under the Land Administration Act 1997 the care, control and management of a crown reserve can be vested to a Local Government. This process is known as a vesting (or management) order, and whilst it does not convey total land ownership, it does require the Local Government in which the land is vested to be responsible for the land’s ongoing management. This is the case for the majority of the City’s 450 natural reserves.

The unique natural environment of Albany is part of Australia’s only global biodiversity hot-spot. The many coastal cliffs and beaches are recognised as some of the most spectacular scenic coastal locations in Australia and provide a range of popular recreational opportunities. For these reasons, the natural reserves are highly valued by the City and its residents, and significant resources are devoted to maintaining and protecting these assets. It is therefore important to have a set of guiding principles to manage these areas to ensure that they are protected for future generations.



## Guiding Principles of Natural Reserve Management

These principles are consistent with the Western Australian Environmental Protection Act 1986.

1

### Consistent:

Recognising that a significant body of quality work has been undertaken in managing natural reserves across the City of Albany over the past decade; plans and actions shall seek to align to and build on existing strategies, management plans, policies and/or guidelines.

2

### Conserve and Protect:

High biodiversity values of reserves shall be identified and protected using the best available information to enhance ecological function and connectivity.

3

### Cultural and Heritage:

Plans and actions shall be sensitive to local cultural and heritage values.

4

### In Partnership:

A whole of landscape approach, working together where appropriate with other land managers, key agencies and Local Governments, will be taken to assist the integration of planning and effective actions across natural areas.

5

### Precautionary principle:

Where there are threats of serious or irreversible damage, lack of scientific certainty should not be used as a reason for postponing measures to prevent environmental degradation. Decisions should be guided by careful evaluation and risk based assessment.

6

### Community Engagement:

The City recognises the importance of local knowledge and community pride in its natural assets, and will engage with the local community in developing plans and actions that align to these key strategic values.

7

### Resilient:

Natural reserves are public places, available for all to enjoy - plans and actions shall contribute to the reserves capacity to cope with potential increased use and shall be adaptive to address current and future biodiversity (and other) threats.

8

### Recreation and Tourism:

Plans and actions shall enhance the capacity of natural reserves to enable manageable growth to continue in recreation and tourism (including events and cultural tourism).

9

### Sustainable:

Plans and actions shall be affordable, well developed, carefully staged and manageable into the long term.

10

### Safe and Accessible:

Access to reserves will be managed without discrimination where feasible, considering a range of potential and current users; plans and actions shall have visitor safety as a priority.



The City of Albany will adhere to all statutory obligations, international agreements and local strategies and frameworks when guiding reserve management and conservation decisions.

The Biodiversity Prioritisation Framework is particularly useful in helping to identify biodiversity values, level of threat and feasibility to act for the south coast region. The City will invest in natural areas across environmental, social and economic values that are:

- High priority;
- Important; and
- Feasible.

An extended list of associated documents that underpin this Plan is appended, central documents are shown.





# Challenges and Opportunities

Community were consulted during the preparation of this plan and highlighted a number of key issues of concern in natural reserves. These included:

- threatening processes that degrade biodiversity and recreational experience (including weeds, dieback, fire etc.);
- protection of cultural heritage;
- maintaining access while controlling damage and potential conflict between user groups;
- increasing visitor pressure particularly on coastal reserves;
- directional and interpretive signage to improve safety and enhance appreciation and experience;
- resourcing to provide and maintain facilities appropriate to usage levels and location;
- adequate regulation and resourcing to ensure reserves are both fit for purpose and regulated to protect purpose; and
- cross tenure landscape management.

The level of community motivation and willingness to provide assistance with planning and on-ground work such as weed and rubbish management is influenced by the value a community places on a reserve. Businesses have also indicated interest in being engaged in support of local reserves. The City places a high level of importance on responding positively to the interests and concerns of the community and working with them to achieve best management.

## Environmental Biodiversity

Challenge	Opportunity
Impacts from increasing human use (e.g. domestic & feral animals, dieback, weeds, erosion, vandalism)	Prevent unauthorised or inappropriate activities. Assess level of impact and mitigation. Rehabilitation and revegetation. Involve and educate community.
Climate change	Monitor, review and evaluation data on condition of reserves. Encourage resilience of natural systems and adaptation to possible impacts.
Protection of significant biodiversity values	Identify, prioritise and protect biodiversity values. Reduce threats. Plan for connectivity outcomes.
Unauthorised clearing/encroachment/edge effect	Community education in regards to the legal framework (Acts & Legislation). Appropriate enforcement of legislation.

## Community Safety and Access

Challenge	Opportunity
Plan fire prevention and management	Fuel reduction plans and community safety plans in place. Cross agency approach. Consider environmental and community assets in reserves.
Timely management of risks and hazards	Assess risks and act to manage them. Ensure sufficient reserve and infrastructure maintenance budget allocation.
Emergency response capability	Appropriate access and protocols in place.
Adequate and current signage	Signage plan. Standardize signage. Maintain signage.



Recreational Services and Facilities

Challenge	Opportunity
Potential conflicting user group needs	Management plans for each user group including regulations relating to the activity, signage, infrastructure needs, safety etc.
Budget limitations for implementing the Strategy	Seek funding opportunities. Prioritise budgeting.
Providing recreation facilities while protecting environment	Match facilities to user numbers and needs. Educate users to appreciate and protect reserves. Consider impacts on scenic vistas.
Understanding recreational users to ensure facilities are managed sustainably	Survey user groups as part of review process.

Cultural Heritage Values

Challenge	Opportunity
Identifying and protecting known and unknown sites	Involvement of Noongar and other groups. Have appropriate registers of Noongar and settler heritage sites and features.
Building opportunities to visit and understand sites in a respectful and sustainable way	Interpretative signage and other interactive knowledge/education programs and resources.

Sustainable Management

Challenge	Opportunity
Working together on natural area management with other agencies and stakeholders across boundaries	Working group concept, partnerships with other key agencies. Support active community, businesses and NRM groups. Ensure consistent management across boundaries to protect common value and share resourcing for management.  Prioritising where to focus resources for best natural area outcomes and highest demand Support regional projects with natural area management focus.
Management of currently unmanaged reserves e.g. Road reserves, UCL	Prioritising areas in terms of biodiversity value. Partner with other key agencies and local governments and community groups.
Appropriate reserve tenure and leasing	Assess tenure of reserves to ensure appropriate for biodiversity and community values, and current and future use. Amalgamate where appropriate. Lease conditions to include management needs, values and purpose. (e.g. booking system, fees, camp hosts, dedicated ranger resources, consistent rules and signage. Incorporate private camping options.)



# Resourcing

The value of the City's natural reserves assets has been estimated at approximately \$3.3million (City of Albany 2013). It is important that infrastructure investment is sustainable in the long term with maintenance of all new infrastructure soundly budgeted into ongoing asset maintenance budget projections. This plan may be subject to legislative or policy changes over time that may require reassessment of priorities.

The City has a process of budgeting across a number of time-frames with 10 year, 5 year and annual plans for capital works.

The key to strategic planning and prioritising on-ground actions is the development of SMART objectives.

Outcomes from this plan will be delivered using existing officer time and are subject to project budget allocations. External funding opportunities for major projects of regional significance may be sought to support implementation of selected projects.







**S**PECIFIC  
**M**EASURABLE  
**A**CHIEVABLE  
**R**EALISTIC  
**T**IMELY






# City of Albany Natural Reserves Strategy & Action Plan - Actions Table

## PRIORITY LEGEND

-  High/Short Term
-  Medium
-  Ongoing

## 1.0 Environmental Biodiversity









Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
<b>Strategic Goal 1.1 To preserve and increase the ecological values of our natural reserves</b>					
1.1.1 Audit existing City of Albany natural reserve management plans to determine what has been achieved, what is outstanding and the final status of plans.	 Identify outstanding actions within existing plans and have them programmed for implementation within the 10yr budget.			The existing management plans have been completed.	City Reserves
1.1.2 Identify priority reserves using the Reserves Attribute Assessment Process, including important wildlife corridors and shorebird habitat, and increase their protection if required.	 Continue to assess reserves using the Reserve Attribute Form to determine priority reserves that will be focused on.			All reserves have been assessed for environmental values and operational plans are developed for priority reserves.	City Reserves
1.1.3 Minimise the impacts of works on the environment.	<ul style="list-style-type: none"> <li> Review and update the Environmental Code of Conduct document to ensure practices are up to date.</li> <li> Assess all new projects under the Environmental Impact Assessment procedure.</li> <li> Where vegetation needs to be cleared as part of a project, encourage off-set rehabilitation areas.</li> </ul>	 Regular training of CoA staff and contractors on the Environmental Code of Conduct document.		<p>Environmental Code of Conduct document is up to date with best management practices.</p> <p>All staff and contractors conduct works in line with Environmental Code of Conduct document.</p> <p>All new works on City land are managed to reduce negative environmental impacts.</p> <p>Negative impacts on the environment as a result of new works is minimised.</p>	City Reserves

Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
1.1.4 To increase community education on the values of bushland and how they can contribute to the preservation of these areas.		 Develop and publish a good neighbour brochure for neighbouring properties of natural bushland reserves.	 Install interpretative signage in high use natural areas.	More visitors are informed about environmental values of high use reserves.	City Reserves Communications & events Team
Strategic Goal 1.2 To partner with stakeholders to deliver on biodiversity conservation and the health of local waterways					
1.2.1 Provide input into new subdivision development proposals regarding the management of existing and new foreshore reserves and other POS.			 Develop guideline sheets for developers.	Improved foreshore and other POS management plans.	City Reserves Planning
1.2.2 Support regional catchment groups and State NRM programs, and participate in on-ground activities.	 Support projects that are involved with conservation works in reserves that involve youth training programs (eg Green Army)			Regional groups and programs are continued.	City Reserves
1.2.3 Work closely with DPaW on undertaking 'Conservation burns' to enhance specific conservation values.			 Develop an internal procedure to undertake 'conservation burns'.	Conservation and biodiversity values in reserves are maintained through specific prescribed burning processes.	City Reserves Ranger & Emergency Services  External parties (DPaW, DFES, VBFB).
Strategic Goal 1.3 To reduce the impact of invasive species on the natural environment (including ferals & dieback)					



Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
1.3.1 Review and implement the Environmental Weeds Strategy for lands managed by the City of Albany.		<ul style="list-style-type: none"> <li>Promote existing weed brochures/ pamphlets.</li> </ul>	<ul style="list-style-type: none"> <li>Update the Environmental Weed Strategy, including reviewing the priority work areas.</li> <li>Develop a Pest Plant Local law.</li> </ul>	<p>Environmental Weed Strategy is updated and weeds are successfully managed in priority reserve/areas.</p> <p>Weed information is widely distributed to the community.</p> <p>A Pest Plant Local law is developed and adopted by Council.</p>	<p>City Reserves Bushcare Team Rangers</p>
1.3.2 Support and assist in developing regional weed and invasive species management programs.	<ul style="list-style-type: none"> <li>Staff continue to attend SCNRM Biodiversity Reference Group meetings.</li> <li>Support feral animal control in particular areas, if part of a regional or larger program, if feasible.</li> </ul>		<ul style="list-style-type: none"> <li>Review and update the Animal Local Law to support management control actions regarding feral animals.</li> </ul>	<p>Regional plan of attack against invasive weeds.</p> <p>Increased feral animal control in important regions.</p> <p>An updated Animal Local Law that includes feral animal control efforts.</p>	<p>City Reserves Ranger &amp; Emergency Services Governance &amp; Risk</p>
1.3.3 Implement management actions to reduce the spread of dieback in high conservation value reserves.	<ul style="list-style-type: none"> <li>Undertake dieback surveys by qualified dieback interpreters, as required, to locate dieback protectable areas and develop appropriate hygiene plans.</li> </ul>	<ul style="list-style-type: none"> <li>Install educational signage regarding the spread of dieback.</li> </ul>		<p>Dieback is not avoidably introduced to dieback-free or dieback protectable areas.</p> <p>Public is better educated about the importance of dieback hygiene when visiting reserves.</p>	<p>City Reserves</p>

## 2.0 Community Safety

Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
<b>Strategic Goal 2.1 To effectively manage fire risk within City of Albany natural reserves</b>					
2.1.1 Develop and Implement Fuel Management Plans and continue to manage fire risk according to reserve priority.			<ul style="list-style-type: none"> <li> Develop fuel management plans for priority CoA managed natural reserves.</li> <li> Implementation of fuel management plans for priority reserves against timelines.</li> <li> Determine a procedure to appropriately manage unmade road reserves in urban environments specifically for fuel load management, including burning.</li> </ul>	<p>Fuel management plans developed for priority reserves.</p> <p>Approved fuel management plans are implemented.</p> <p>Procedure for fuel management within unmade road reserves is developed and made available to community.</p>	<p>City Reserves</p> <p>Ranger &amp; Emergency Services</p>
2.1.2 To support local volunteer bushfire brigade activities.	<ul style="list-style-type: none"> <li> Provide support to local volunteer bushfire brigades to implement reserve fire management plans as required.</li> </ul>			<p>Volunteer Bushfire Brigades feel well supported by the City.</p>	<p>Ranger &amp; Emergency Services</p> <p>City Reserves</p> <p>Volunteers</p>
2.1.3 Increase knowledge and understanding of CoA fire management programs and fire safety within community.	<ul style="list-style-type: none"> <li> Liaise with Brigades on minimising impact on the environment during wildfire events.</li> </ul>	<ul style="list-style-type: none"> <li> Attend local Emergency Management Committee meetings and support education activities.</li> </ul>		<p>Brigades are better educated to ensure wildfire events are managed to minimise environmental damage.</p> <p>Public better understands the annual CoA fire management program.</p>	<p>Ranger &amp; Emergency Services</p> <p>City Reserves</p> <p>Volunteers</p>
2.1.4 Undertake post wildfire remediation works.	<ul style="list-style-type: none"> <li> Remediate areas impacted as a result of wildfire events.</li> </ul>		<ul style="list-style-type: none"> <li> Develop a procedure for reporting and mapping all wildfire events.</li> </ul>	<p>All wildfire events are reported and mapped.</p> <p>Areas affected by wildfire events are remediated.</p>	<p>City Reserves</p> <p>Bushcare Team</p> <p>Ranger &amp; Emergency Services</p>

Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
<b>Strategic Goal 2.2 To provide safe access to City of Albany natural reserves</b>					
2.2.1 Undertake annual maintenance of fire access tracks on reserves.	<ul style="list-style-type: none"> <li>✔ Fire access tracks continue to be maintained and improved annually as required.</li> </ul>			Fire access tracks are maintained to a safe standard.	City Reserves
2.2.2 Undertake safety audits of recreational facilities and access points regularly.	<ul style="list-style-type: none"> <li>! Complete the outstanding recommendations from the 2015 CoA visitor risk assessment.</li> <li>* Update CoA asset visitor risk audit every five years.</li> <li>* Support and assist in the implementation of the Albany Coastal Rock Fishing Safety Committee initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>✔ Support communication education programs resulting from the Albany Coastal Rock Fishing Safety Committee with a key focus on minority populations.</li> </ul>		<p>Improved visitor experiences within reserves.</p> <p>Reserve infrastructure is kept to a safe standard for visitors.</p> <p>Decrease in rock fishing incidents and reported improved safe behavior.</p>	<p>Recreation Services</p> <p>City Reserves</p> <p>Ranger &amp; Emergency Services</p> <p>Volunteers</p>
<b>Strategic Goal 2.3 To have an educated and well informed community supporting emergency management</b>					



Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
2.3.1 Develop and implement a communication plan to educate the community on safety, responsible conduct and compliance.	<ul style="list-style-type: none"> <li>✔ Encourage user groups to use the customer service system to assist with monitoring activities of others in reserves.</li> </ul>	<ul style="list-style-type: none"> <li>* Develop community education resources and programs to promote visitor safety and conduct in reserves.</li> <li>* Make materials available at the visitors centre regarding responsible conduct in reserves.</li> </ul>		<p>Better understanding by community about responsible conduct in reserves.</p> <p>Positive feedback received from the community on reserve management.</p>	<p>City Reserves</p> <p>Ranger &amp; Emergency Services</p> <p>Communications &amp; Events Team</p>
2.3.2 Reduce the level of visitor conflict and management/safety issues in recreational reserves.			<ul style="list-style-type: none"> <li>✔ Develop a strategic working group to address and improve safe recreational reserve behaviours.</li> <li>✔ Implement the visitor safety strategies from the Albany Trails Hub Strategy.</li> </ul>	<p>A reduction in the number of reports received regarding user conflict in reserves.</p>	<p>Recreation Services</p> <p>City Reserves</p> <p>Recreational Groups &amp; Volunteers</p>

### 3.0 Recreational Services & Facilities

Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
<b>Strategic Goal 3.1 To provide recreational facilities that minimise impact on the natural environment</b>					
3.1.1 Identify priority reserves against usage patterns and ability to sustain increased levels of visitation as part of the reserves attribute assessment process.			<ul style="list-style-type: none"> <li>✔ Gather appropriate data on specific high use reserves (ie reserve usage surveys, traffic counters).</li> </ul>	Local residents are engaged to assist with monitoring activities within reserves.	City Reserves Recreation Services
3.1.2 Develop a Reserves Works/ Design Manual.			<ul style="list-style-type: none"> <li>* Develop an in-house standard design manual for reserve infrastructure.</li> </ul>	Consistency of infrastructure within reserves which results in reduced maintenance costs.	City Reserves City Engineering
3.1.3 Maintain an inventory of recreational infrastructure within natural reserves and undertake regular assessment and replacement.	<ul style="list-style-type: none"> <li>* Review the 2010 Natural Reserves Asset Management Plan.</li> </ul>		<ul style="list-style-type: none"> <li>✔ Implement actions from the reviewed Natural Reserves Asset Management Plan.</li> </ul>	Updated Natural Reserves Asset Management Plan. Infrastructure within reserves will be consistent and of a high standard.	City Engineering City Reserves
3.1.4 Identify suitable reserves for community groups to lease for recreational activities, with minimal impact on the environment.	<ul style="list-style-type: none"> <li>✔ Support additional and new leases to be developed on previously cleared or degraded areas and/or co-location of facilities.</li> <li>✔ Develop leases with conditions associated with the management of any bushland within the lease area.</li> <li>✔ Regularly inspect lease areas to ensure compliance with environmental conditions.</li> </ul>			Minimise environmental impact as a result of new leases Remnant bushland within leases areas are better protected. Minimise environmental impacts as a result of leases.	Corporate Services / Leasing City Reserves Recreation Services
3.1.5 Ensure compliance officers/ rangers presence in 'hotspots' to ensure sustainable recreational activities in reserves.			<ul style="list-style-type: none"> <li>! Develop a business case for increased resourcing for dedicated reserve compliance officer.</li> </ul>	Reserve compliance is resourced by additional resources.	City Reserves Rangers

Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
3.2.1 Develop a working group to review relevant City of Albany Local laws to clearly define what activities are permissible.	<p>❗ Review all CoA Local Laws in relation to reserve management.</p>			Clear schedule of regulatory actions based on simple and consistent rules.	City Reserves Ranger & Emergency Services Compliance & Risk
3.2.2 Support existing and approved management plans.	<p>✳ Upgrade trails and signs at Lake Seppings.</p> <p>✳ Implement outstanding actions regarding track management for existing approved plans.</p>		<p>✳ Assist with implementing the actions as per the Trails Hub Strategy plan.</p>	<p>People report positive experiences using our trails.</p> <p>Fewer unapproved and unnecessary tracks within reserves.</p> <p>Key priority recreational trails are completed.</p>	City Reserves Recreation Services Recreational Groups & Volunteers
3.2.3 Support local, regional and state recreational programs and events.	<p>🔄 Provide input into planning stages of events to advise on minimising environmental harm.</p>			Positive event outcomes with supportive community feedback and minimal environmental harm.	Communications & Events Team Corporate Services City Reserves
3.2.4 Support actions from the Boating Facilities Study.			<p>✳ Implement outstanding actions relating to boating from the 2015 Black Swan Point Management Plan and the 2015 Cheyne Beach Improvement Plan.</p>	Key boating facilities are upgraded.	City Reserves
3.2.5 Improve high visitor use access nodes on natural reserves.			<p>❗ Upgrade Bluff Rock Reserve with formal car park and rehabilitation of degraded areas as per the Mounts Management Plan.</p> <p>✳ Upgrade facilities at Mutton Bird reserve as per the 2016 feasibility study.</p>	Visitors report positive experiences when visiting our reserves.	City Reserves










Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
<b>Strategic Goal 3.3 To provide affordable nature based camping opportunities within key reserves</b>					
3.3.1 Undertake a whole of CoA camping feasibility study.	 Develop and implement a CoA camp host program annually.	 Promote CoA camping facilities through various media.	 Complete a camping feasibility study which will encompass expansion options to meet projected growth estimates.	Visitors are reporting positive nature based camping experiences in the CoA. Campers are no longer camping in undesignated areas. Campsites are used to full capacity during peak times.	City Reserves Communications & Events Team

## 4.0 Cultural Heritage Values

Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
Strategic Goal 4.1 Involve Aboriginal community members in decisions					
4.1.1 Engage Aboriginal community members in reserve planning.	<ul style="list-style-type: none"> <li>Refer all reserves projects through the CoA Noongar Consultative Committee.</li> </ul>			Noongar heritage values are protected.	City Reserves Corporate Services
4.1.2 Engage Aboriginal community members in the management of natural reserves.	<ul style="list-style-type: none"> <li>Employ Indigenous staff and contractors where possible.</li> <li>Use Noongar youth training programs to undertake reserve management activities where possible.</li> </ul>			<p>Members of the Noongar community feel included in the process of reserve management.</p> <p>Noongar members are actively involved in reserve management.</p>	City Reserves
Strategic Goal 4.2 To identify and protect City of Albany heritage values and to ensure that the City complies with all relevant heritage legislation					
4.2.1 Identify and protect heritage values on City of Albany natural reserves.	<ul style="list-style-type: none"> <li>Support projects that identify and enhance heritage sites.</li> <li>Undertake heritage impact assessments on all proposed works within reserves and adapt on-ground works as required.</li> </ul>			<p>Places of heritage values are recognised and protected on CoA reserves.</p> <p>New works do not result in disturbing heritage values.</p>	City Reserves
4.2.2 Develop and implement concept plans for key heritage sites.	<ul style="list-style-type: none"> <li>Develop and implement a heritage concept plan for Albany Fish Ponds reserve.</li> </ul>		<ul style="list-style-type: none"> <li>Develop and implement a heritage concept plan for Mt Melville/Kardarup.</li> <li>Develop and implement a heritage concept plan for Point Possession reserve.</li> </ul>	Key heritage sites are protected and celebrated.	City Reserves Planning
Strategic Goal 4.3 To promote heritage through education and awareness					

Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
4.3.1 Engage with the Noongar community to promote cultural heritage in reserves.	<ul style="list-style-type: none"> <li>❖ Include dual naming on signs for reserves where a name is recognised and supported by the Noongar community.</li> <li>❖ Include Noongar heritage information on reserve interpretative signage as appropriate.</li> <li>❖ Consult with relevant groups to identify key historical sites within reserves.</li> </ul>			<p>Cultural heritage is recognised and promoted in reserves.</p> <p>Increased awareness and appreciation of Noongar culture.</p> <p>An up to date register of key historical sites within CoA reserves.</p>	<p>City Reserves</p> <p>Corporate Services</p>
4.3.2 Engage with relevant groups regarding the promotion of European history in reserves.	<ul style="list-style-type: none"> <li>❖ Include European heritage information on reserve interpretative signage as appropriate.</li> </ul>			<p>Increased awareness and appreciation of European heritage.</p>	<p>City Reserves</p>

## 5.0 Sustainable Management

Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
<b>Strategic Goal 5.1 To improve the resilience of our natural environment to change.</b>					
5.1.1 Support ongoing investigation and research on natural reserve management through internal and external programs.	<ul style="list-style-type: none"> <li> Support and encourage local projects that investigate the impacts of fire on local flora and fauna.</li> <li> Monitor impacts of development using adaptive management principles.</li> </ul>		<ul style="list-style-type: none"> <li> Repeat the Lowlands fauna survey to monitor change in the environment.</li> <li> Undertake baseline flora and fauna surveys between Sand Patch and Torbay.</li> </ul>	<p>The most up to date information is used to assist in the management of natural reserves.</p> <p>Environmental baseline data is available for key reserves.</p> <p>A better understanding of how fire impacts flora and fauna.</p> <p>Improved developments that result in minimal environmental impacts.</p>	City Reserves Tertiary Education Organisations Community
5.1.2 Revegetate degraded areas within reserves, with particular attention to high use and vulnerable areas such as coastal zones.	<ul style="list-style-type: none"> <li> Priority areas are identified annually and revegetation planned.</li> </ul>			Priority areas are successfully revegetated.	City Reserves
<b>Strategic Goal 5.2 To align natural reserve management with industry best practices and standards</b>					
5.2.1 Engage with industry natural resource management leaders and State agencies on reserve management activities.	<ul style="list-style-type: none"> <li> Attend regionally focused partnership meetings.</li> <li> Liaise with relevant agencies and non-for-profit groups to bring collaboration and consistency in natural resource management across all tenures.</li> </ul>			<p>Collaboration and consistency in natural resource management across all tenures.</p> <p>Consistent management across all land tenures.</p>	City Reserves

Objective	Actions			Outcomes	Responsibility
	Existing Practices	Community Education	New Initiatives		
5.2.2 Implement projects to help refine best practice techniques for the Albany region.			<ul style="list-style-type: none"> <li>Trial new and innovative management activities and techniques within reserves as appropriate.</li> </ul>	The City is continuing to evolve and develop best available reserve management options.	City Reserves
5.2.3 Staff to attend professional development opportunities.	<ul style="list-style-type: none"> <li>Staff attend professional development opportunities once a year.</li> </ul>			Staff are kept up to date on new and innovative techniques and information in relation to natural resource management.	City Reserves
<b>Strategic Goal 5.3 To engage and consult stakeholders on natural reserve management</b>					
5.3.1 Foster local community involvement in the planning and management of reserves.	<ul style="list-style-type: none"> <li>Staff continue to support and attend Bushcarers Group meetings.</li> </ul>	<ul style="list-style-type: none"> <li>Promote and co-ordinate community busy bees on reserves (including community planting days).</li> </ul>	<ul style="list-style-type: none"> <li>Support the formation of new community groups to address specific issues and/or reserve locations.</li> </ul>	<p>Improved partnerships with local community groups.</p> <p>Bushcarers Group continues to grow and succeed.</p> <p>Local community groups feel included and encouraged to get involved in environmental management in their local reserves.</p>	City Reserves
5.3.2 Support partnership programs with regional groups.	<ul style="list-style-type: none"> <li>Continue representation on key regional groups (i.e. South Coast Management Group, SCNRM Biodiversity Reference Group, DPaW dieback and rare flora working group).</li> <li>Continue to coordinate nature based camping alliance with neighbouring LG's and DPaW.</li> </ul>			<p>Collaboration and consistency in natural resource management across all tenures.</p> <p>Consistent nature based camping rules across Shire boundaries in the Great Southern Region.</p>	City Reserves External Parties
5.3.3 Value community groups including progress associations as stakeholders in management	<ul style="list-style-type: none"> <li>Staff attend relevant community group meetings at least annually.</li> </ul>			Improved partnerships with local community groups.	City Reserves

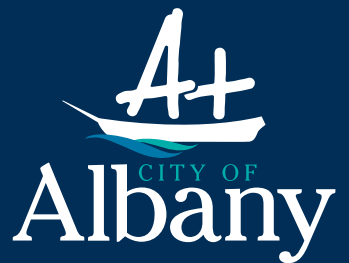






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Synergy Ref:

Adoption Date:

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WASTE AVOIDANCE AND RESOURCE RECOVERY ACT 2007  
LOCAL GOVERNMENT ACT 1995

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**CITY OF ALBANY**

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**WASTE LOCAL LAW 2017**

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CITY OF ALBANY

**WASTE LOCAL LAW 2017**

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**WASTE AVOIDANCE AND RESOURCE RECOVERY ACT 2007  
LOCAL GOVERNMENT ACT 1995**

CITY OF ALBANY

**WASTE LOCAL LAW 2017**

Under the powers conferred on it by the *Waste Avoidance and Resource Recovery Act 2007* and the *Local Government Act 1995* and under all other enabling powers, the Council of the City of Albany resolved on [.....] to make the following local law.

**PART 1—PRELIMINARY**

**1.1 Short title**

This is the *City of Albany Waste Local Law 2017*.

**1.2 Commencement**

This local law commences 14 days after the day on which it is published in the *Government Gazette*.

**1.3 Application**

This local law applies throughout the district.

**1.4 Repeal**

Part 4 of the *City of Albany Health Local Laws 2001*, published in the *Government Gazette* on 17 April 2002, is repealed.

**1.5 Meaning of terms used in this local law**

(1) In this local law—

**authorised person** means a person appointed by the local government under section 9.10 of the LG Act to perform any of the functions of an authorised person under this local law;

**bulk waste** means domestic household items, such as furniture, timber products, stoves and refrigerators with doors removed, e-waste and electronic items, steel and metal items;

**carriageway** has the meaning given to it in the *Road Traffic Code 2000* and means the paved or made portion of a thoroughfare, whether sealed or unsealed, used or intended for use by vehicles;

**collectable waste** means local government waste that is not—

- (a) liquid refuse;
- (b) liquid waste; or
- (c) non-collectable waste;

**collectable waste receptacle** means a receptacle for the deposit and collection of collectable waste that is—

- (a) a recycling waste receptacle;
- (b) a general waste receptacle; or
- (c) an organic waste receptacle;

**collection**, when used in relation to a receptacle, means the collection and removal of collectable waste from the receptacle by the local government or its contractor;

**collection day** means the day determined by the local government for the collection of collectable waste in the district or a part of the district;

**collection time** means the time on the collection day determined by the local government for the collection of collectable waste in the district or a part of the district;

**commencement date** means the date on which this local law commences operation under clause 1.2;

**costs** of the local government include administrative costs;

**commercial purpose** means for the purpose of this local law to remove bulk waste placed on the road verge to sell for profit.

**Council** means the council of the local government;

**cycleway** means a path, lane or way which is specifically designed and/or designated for bicycle use;

**district** means the district of the local government;

**footpath** has the meaning given to it in the Road Traffic Code 2000. For the purpose of this local law a footpath is defined as a pavement intended for pedestrians (including wheelchair users) separate from the road or street carriageway, and either located within or outside a road reserve;

**green waste** means vegetative material as approved by the local government.

**general waste receptacle** means a receptacle for the deposit and collection of collectable waste that is not recycling waste;

**LG Act** means the *Local Government Act 1995*;

**LG Regulations** means the *Local Government (Functions and General) Regulations 1996*;

**liquid refuse** includes all washings from windows and vehicles, overflow, bleed off, condensate and drainage from air conditioning equipment including cooling towers and evaporative coolers and other liquid used for cooling purposes and swimming pool discharges;

**liquid waste** means bathroom, kitchen, scullery and laundry wastes, all washings from animal and poultry pens and any other domestic or trade wastes that are discharged by means of a drain to a receptacle for drainage;

**local government** means City of Albany;

**local government waste** has the same meaning as in the WARR Act;

**nuisance** means—

- (a) an activity or condition which is harmful or annoying and which gives rise to legal liability in the tort of public or private nuisance at law;
- (b) an unreasonable interference with the use and enjoyment of a person of his or her ownership or occupation of land; or
- (c) interference which causes material damage to land or other property on the land affected by the interference.

**non-collectable waste** has the meaning set out in Schedule 1;

**occupier in relation to premises**, means any or all of the following—

- (a) a person by whom or on whose behalf the premises are actually occupied; or
- (b) a person having the management or control of the premises;

**organic waste** means waste that decomposes readily, such as garden waste or food waste;

**organic waste receptacle** means a receptacle for the deposit and collection of organic waste;

**owner** has the same meaning as in the LG Act;

**prescribed area** means the prescribed area that is defined in writing and approved by the local government;

**public place** includes a place to which the public ordinarily have access, whether or not by payment of a fee;

**receptacle**, means a receptacle—

- (a) which has been approved by the local government; and
- (b) the waste from which is collected and removed from the premises by the local government or its contractor;

**recycling waste receptacle** means a receptacle for the deposit and collection of recycling waste;

**recycling waste** means—

- (a) paper and cardboard;
- (b) plastic containers comprised of:



- (i) polyethylene terephthalate (PET);
- (ii) high density polyethylene (HDPE);
- (iii) polyvinyl chloride (PVC);
- (iv) low density polyethylene (LDPE);
- (v) polypropylene (PP); or
- (vi) other plastics;
- (c) glass containers;
- (d) steel containers;
- (e) aluminium containers;
- (f) liquid paper board; and
- (g) any other waste determined by the local government to be recycling waste;

**refuse** includes any rubbish, filth, dirt, ashes, vegetation, garden refuse, waste material, waste food, sludge, offensive matter, cinders, wood or metal shavings and sawdust but does not include liquid waste or liquid refuse;

**right of way** means a portion of land that is—

- (a) shown and marked ‘Right of Way’ or ‘R.O.W’”, or coloured or marked in any other way to signify that the portion of land is a right of way, on any plan or diagram deposited with the Registrar of Titles that is subject to the provisions of section 167A of the *Transfer of Land Act 1893*;
- (b) shown on a diagram or plan of survey relating to a subdivision that is created as a right of way and vested in the Crown under section 152 of the *Planning and Development Act 2005*; or
- (c) shown and marked as a right of way on a map or plan deposited with the Registrar of Titles and transferred to the Crown under the *Transfer of Land Act 1893*, but does not include –
  - (i) private driveway; or
  - (ii) a right of way created by easement between two parties;

**schedule** means a Schedule to this local law;

**specified** means specified by the local government or an authorised person, as the case may be;

**street alignment** means the boundary between the land comprising a street and the land that abuts the street;

**vector of disease** means an arthropod or rodent that transmits, by biological or mechanical means, an infectious agent from a source or reservoir to a person, and includes fleas, bedbugs, crab lice, body lice and head lice.

**vehicle** includes every conveyance not being a train, vessel or aircraft, and every object capable of being propelled or drawn on wheels by any means, and, where the context permits, an animal being driven or ridden;

**WARR Act** means the *Waste Avoidance and Resource Recovery Act 2007*;

**WARR Regulations** means the *Waste Avoidance and Resource Recovery Regulations 2008*;

**waste** has the same meaning as in the WARR Act;

**waste facility** means a waste facility, as defined in the WARR Act, that is operated by the local government; and

**waste service** has the same meaning as in the WARR Act.

- (2) Where, in this local law, a duty or liability is imposed on an owner or occupier, or on an owner and occupier, the duty or liability is taken to be imposed jointly and severally on each of the owners or occupiers.

## 1.6 Local public notice of determinations

Where, under this local law, the local government has a power to determine a matter –

- (a) local public notice, under section 1.7 of the LG Act, must be given of the matter determined;
- (b) the determination becomes effective only after local public notice has been given;
- (c) the determination remains in force for the period of one year after the date that local public notice has been given under paragraph (a);

- (d) after the period referred to in paragraph (c), the determination continues in force only if, and for so long as, it is the subject of local public notice, given annually, under section 1.7 of the LG Act; and
- (e) the determination must be recorded in a publicly accessible register of determinations that must be maintained by the local government.

**1.7 Rates, fees and charges**

The local government’s powers to impose rates, fees and charges in relation to waste services are set out in sections 66 to 68 of the WARR Act and section 6.16 and 6.17 of the LG Act.

**1.8 Power to provide waste services**

The local government’s power to provide, or enter into a contract for the provision of, waste services is dealt with in section 50 of the WARR Act.

**PART 2—LOCAL GOVERNMENT WASTE**

**2.1 Local government may supply receptacles**

- (1) The local government may supply, for the use of each premises that are, or are capable of being, occupied or used for residential purposes, one or more receptacles for the collection and removal, from those premises, of collectable waste.
- (2) The owner of premises for which a receptacle has been supplied by the local government must ensure that the fee or charge (if any) imposed by the local government in relation to the receptacle is paid to the local government.

**2.2 Deposit of waste in receptacles**

- (1) An owner or occupier of premises must not deposit or permit to be deposited in a receptacle any non-collectable waste.
- (2) A person must not deposit waste in a receptacle belonging to other premises without the consent of the owner or occupier of those premises.

**2.3 General waste receptacles**

- (1) An owner or occupier of premises must not deposit or permit to be deposited in a general waste receptacle—
  - (a) where the receptacle has a capacity of 240 litres—more than 70 kilograms of collectable waste; or
  - (b) where the receptacle has any other capacity—more than the weight determined by the local
- (2) Where the local government supplies recycling waste receptacles, an owner or occupier of premises must not deposit or permit to be deposited in a general waste receptacle any recycling waste.
- (3) Where the local government supplies organic waste receptacles, an owner or occupier of premises must not deposit or permit to be deposited in a general waste receptacle any organic waste.

**2.4 Recycling waste receptacles**

An owner or occupier of premises must not deposit or permit to be deposited in a recycling waste receptacle—

- (a) anything other than the particular type of recycling waste for which that receptacle was provided by the local government for those premises;
- (b) where the receptacle has a capacity of 240 litres— more than 70 kilograms of recycling waste; or
- (c) where the receptacle has any other capacity—more than the weight determined by the local government.

**2.5 Organic waste receptacles**

An owner or occupier of premises must not deposit or permit to be deposited in an organic waste receptacle—

- (a) anything other than the particular type of organic waste for which that receptacle was provided by the local government for those premises;
- (b) where the receptacle has a capacity of 240 litres - more than 70 kilograms of organic waste; or
- (c) where the receptacle has any other capacity - more than the weight determined by the local government.

**2.6 Direction to place or remove a receptacle**

- (1) The local government or an authorised person may give a written direction to an owner or occupier of specified premises—
  - (a) to place a receptacle in respect of those premises for collection; or
  - (b) to remove a receptacle in respect of those premises after collection.
- (2) The direction under subclause (1) may specify when the placement or removal is to occur, or where the receptacle is to be placed, or both.
- (3) An owner or occupier of premises must comply with a direction given under this clause.

**2.7 Duties of owner or occupier**

- (1) For the purpose of this clause, a ‘reasonable period’ means on the evening prior to collection day or on collection day.
- (2) An owner or occupier of premises must—
  - (a) except for a reasonable period before and after collection time, keep each receptacle in a storage space or area that is behind the street alignment;
  - (b) if a receptacle requires to be emptied of waste, take reasonable steps to place a receptacle for collection on the verge adjoining the premises, or other area as determined by the local government, ensure that, within a reasonable period before collection time, each receptacle is—
    - (i) within 1 metre of the carriageway;
    - (ii) does not unduly obstruct any footpath, cycle way, right-of-way or carriageway; and
    - (iii) facing squarely to the edge of and opening towards the carriageway, or in such other position as is approved in writing by the local government or an authorised person;
  - (c) take reasonable steps to ensure that an adequate number of receptacles are provided and used for those premises and that each is kept in good condition and repair; and
  - (d) in the case of a receptacle that is supplied by the local government, if the receptacle is lost, stolen, damaged or defective, notify the local government, as soon as practicable, after the event.

**2.8 Exemption**

- (1) An owner or occupier of premises may apply in writing to the local government for an exemption from compliance with the requirements of clause 2.7 (2) (a) or (b).
- (2) The local government or an authorised person may grant, with or without conditions, or refuse an application for exemption from compliance under this clause.
- (3) An exemption granted under this clause must state—
  - (a) the premises to which the exemption applies;
  - (b) the period during which the exemption applies; and
  - (c) any conditions imposed by the local government or the authorised person.
- (4) An exemption granted under this clause ceases to apply—
  - (a) if the local government decides, on reasonable grounds, that there has been a failure to comply with a condition of the exemption; and
  - (b) from the date that the local government informs the owner or occupier of its decision under clause 2.8(4)(a).

**2.9 Damaging or removing receptacles**

- (1) A person must not—
  - (a) damage or destroy a receptacle;
  - (b) interfere or tamper with, or remove, a receptacle placed for collection pursuant to clauses 2.6 or 2.7(b); or
  - (c) except as permitted by this local law or as authorised by the local government or an authorised person, remove a receptacle from any premises to which it was delivered by the local government or its contractor.
- (2) Clause 2.9(1)(a) and (c) does not apply to the person who owns the receptacle.
- (3) Clause 2.9(1)(b) does not apply to—
  - (a) the person who owns the receptacle; or
  - (b) the owner or occupier of the premises on which the receptacle is kept.
- (4) Clause 2.9(1) does not apply to the local government or a contractor in the course of undertaking waste services for the local government.

**2.10 Verge collections**

- (1) Where the local government has advertised a verge waste collection (such as a green waste, or a bulk waste, verge collection) a person, unless with and in accordance with the approval of the local government or an authorised person—
  - (a) must deposit waste only during the period of time, and in accordance with other terms and conditions, as advertised by the local government in relation to that verge waste collection; and
  - (b) must otherwise comply with those terms and conditions.
- (2) Where waste has been deposited on a verge for a verge waste collection, a person must not remove any of that waste for a commercial purpose but may remove it for any other purpose.
- (3) Except where waste is lawfully removed from a verge under this clause, a person must not disassemble or tamper with any waste deposited on a verge for a verge waste collection so as to increase the risk of harm to any person.
- (4) Clause 2.10 (2) does not apply to the local government or a person engaged or contracted by the local government in relation to the verge waste collection.

**PART 3—GENERAL DUTIES**

**3.1 Duties of an owner or occupier**

An owner or occupier of premises must—

- (a) take reasonable steps to ensure that a sufficient number of waste receptacles are provided to contain all waste which accumulates or may accumulate in or from the premises;
- (b) ensure that each waste receptacle is kept in good condition and repair;
- (c) take all reasonable steps to—
  - (i) prevent fly breeding and keep each receptacle free of flies, maggots, cockroaches, rodents and other vectors of disease;
  - (ii) prevent the emission of offensive or noxious odours from each waste receptacle; and
  - (iii) ensure that each waste receptacle does not cause a nuisance to an occupier of adjoining premises; and
- (d) whenever directed to do so by the local government or an authorised person, thoroughly clean, disinfect, deodorise and apply a residual insecticide to each waste receptacle.

**3.2 Removal of waste from premises**

- (1) A person must not remove any waste from premises unless that person is—
  - (a) the owner or occupier of the premises;
  - (b) authorised to do so by the owner or occupier of the premises; or
  - (c) authorised in writing to do so by the local government or an authorised person.

- (2) A person must not remove any waste from a receptacle without the approval of—
- (a) the local government or an authorised person; or
  - (b) the owner or occupier of the premises at which the receptacle is ordinarily kept.

**3.3 Receptacles and containers for public use**

A person must not, without the approval of the local government or an authorised person—

- (a) deposit household, commercial or other waste from any premises on or into; or
- (b) remove any waste from,

a receptacle provided for the use of the general public in a public place.

**3.4 Unauthorised deposit of waste**

Except as permitted under this local law, a person must not deposit any waste on any thoroughfare or on any other land.

**PART 4—OPERATION OF WASTE FACILITIES**

**4.1 Operation of this Part**

This Part applies to a person who enters a waste facility.

**4.2 Hours of operation**

The local government may from time to time determine the hours of operation of a waste facility.

**4.3 Signs and directions**

- (1) The local government or an authorised person may regulate the use of a waste facility—
  - (a) by means of a sign; or
  - (b) by giving a direction to a person within a waste facility.
- (2) A person within a waste facility must comply with a sign or direction under subclause (1).
- (3) The local government or an authorised person may direct a person who commits, or is reasonably suspected by the local government or the authorised person of having committed, an offence under this clause to leave the waste facility immediately.
- (4) A person must comply with a direction under subclause (3).

**4.4 Fees and charges**

- (1) Unless subclause (3) applies, a person must, on or before entering a waste facility or on demand by the local government or an authorised person, pay the fee or charge as assessed by an authorised person.
- (2) An authorised person may assess the fee or charge in respect of a particular load of waste at a rate that applies to any part of that load, even if that rate is higher than the rate that would apply to any other part of the load.
- (3) Subclause (1) does not apply—
  - (a) to a person who disposes of waste in accordance with the terms of—
    - (i) a credit arrangement with the local government; or
    - (ii) any other arrangement with the local government to pay the fee or charge at a different time or in a different manner; and
  - (b) to the deposit of waste owned by the local government, or in the possession of an employee on behalf of the local government.

**4.5 Depositing waste**

- (1) A person must not deposit waste at a waste facility other than—
  - (a) at a location determined by a sign and in accordance with the sign; and
  - (b) in accordance with the direction of an authorised person.
- (2) The local government may determine the classification of any waste that may be deposited at a waste facility.

**4.6 Prohibited activities**

- (1) Unless authorised by the local government, a person must not—
  - (a) remove any waste or any other thing from a waste facility;
  - (b) deposit at a waste facility that is a landfill site any waste that is toxic, poisonous or hazardous, or the depositing of which is regulated or prohibited by any written law;
  - (c) light a fire in a waste facility;
  - (d) remove, damage or otherwise interfere with any flora in a waste facility;
  - (e) remove, injure or otherwise interfere with any fauna in a waste facility; or
  - (f) damage, deface or destroy any building, equipment, plant or property within a waste facility.
- (2) A person must not act in an abusive or threatening manner towards any person using, or engaged in the management or operation of, a waste facility.

**PART 5— ENFORCEMENT**

**5.1 Offences and general penalty**

- (1) A person who fails to do anything required or directed to be done under this local law, or who does anything which under this local law a person is prohibited from doing, commits an offence.
- (2) A person who commits an offence under this local law is liable, on conviction, to a penalty not exceeding \$5,000, and if the offence is of a continuing nature, to a further penalty not exceeding \$500 in respect of each day or part of a day during which the offence has continued.

**5.2 Other costs and expenses**

- (1) A person who is convicted of an offence under this local law is to be liable, in addition to any penalty imposed under clause 5.1, to pay to the local government the costs and expenses incurred by the local government in taking remedial action such as—
  - (a) removing and lawfully disposing of toxic, hazardous or poisonous waste; or
  - (b) making good any damage caused to a waste facility.
- (2) The costs and expenses incurred by the local government are to be recoverable, as a debt due to the local government, in a court of competent civil jurisdiction.

**5.3 Prescribed offences**

- (1) An offence against a clause specified in Schedule 2 is a prescribed offence for the purposes of section 9.16(1) of the LG Act.
- (2) The amount of the modified penalty for a prescribed offence is that specified adjacent to the clause in Schedule 2.

**5.4 Form of notices**

- (1) Where a vehicle is involved in the commission of an offence, the form of the notice referred to in section 9.13 of the LG Act is that of Form 1 in Schedule 1 of the LG Regulations;
- (2) The form of the infringement notice given under section 9.16 of the LG Act is that of Form 2 in Schedule 1 of the LG Regulations; and
- (3) The form of the infringement withdrawal notice given under section 9.20 of the LG Act is that of Form 3 in Schedule 1 of the LG Regulations.

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**SCHEDULE 1—MEANING OF ‘NON-COLLECTIBLE WASTE’**

[Clause 1.5]

*non-collectable waste* means –

- (a) hot or burning material;
- (b) household hazardous waste, including paint, acids, alkalis, fire extinguishers, solvents, pesticides, oils, gas cylinders, batteries, chemicals and heavy metals;
- (c) any other hazardous material, such as radioactive waste;



- (d) any explosive material, such as flares or ammunition;
- (e) electrical and electronic equipment;
- (f) hospital, medical, veterinary, laboratory or pathological substances;
- (g) construction or demolition waste;
- (h) sewage;
- (i) ‘controlled waste’ for the purposes of the Environmental Protection (Controlled Waste) Regulations 2004;
- (j) any object that is greater in length, width, or breadth than the corresponding dimension of the receptacle or that will not allow the lid of the receptacle to be tightly closed;
- (k) waste that is or is likely to become offensive or a nuisance, or give off an offensive or noxious odour, or to attract flies or cause fly breeding unless it is first wrapped in non-absorbent or impervious material or placed in a sealed impervious and leak-proof container; and
- (l) any other waste determined by the local government to be non-collectable waste.

**SCHEDULE 2—PRESCRIBED OFFENCES**

[Clause 5.3]

<b>Item No.</b>	<b>Clause No.</b>	<b>Description</b>	<b>Modified Penalty</b>
1	2.1(2)	Failing to pay fee or charge	\$350
2	2.2(1)	Depositing non-collectable waste in a receptacle	\$350
3	2.2(2)	Depositing waste in another receptacle without consent	\$350
4	2.3(1)	Exceeding weight capacity of a general waste receptacle	\$350
5	2.3(2) and (3)	Depositing unauthorised waste in a general waste receptacle	\$350
6	2.4(a)	Depositing unauthorised waste in a recycling waste receptacle	\$350
7	2.4(b) and (c)	Exceeding weight capacity of a recycling waste receptacle	\$250
8	2.5(a)	Depositing unauthorized waste in an organic waste receptacle	\$350
9	2.5(b) and (c)	Exceeding weight capacity of an organic waste receptacle	\$350
10	2.6(3)	Failing to comply with a direction concerning placement or removal of a receptacle	\$250
11	2.7(2)(a)	Failing to keep a receptacle in the required location	\$250
12	2.7(2)(b)	Failing to place a receptacle for collection in a lawful position	\$250
13	2.7(2)(c)	Failing to provide a sufficient number of receptacles	\$250
14	2.7(2)(d)	Failing to notify of a lost, stolen, damaged or defective receptacle	\$50
15	2.9(1)(a)	Damaging or destroying a receptacle	\$400

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<b>Item No.</b>	<b>Clause No.</b>	<b>Description</b>	<b>Modified Penalty</b>
16	2.9(1)(b)	Interfering or tampering with, or removing, a receptacle	\$400
17	2.9(1)(c)	Removing a receptacle from premises	\$400
18	2.10(1) and (2)	Failing to comply with a term or condition of verge waste collection	\$400
19	2.10(2)	Removing waste for commercial purposes	\$350
20	2.10(3)	Disassembling or leaving in disarray waste deposited for collection	\$250
21	3.1(a)	Failing to provide a sufficient number of receptacles	\$250
22	3.1(b)	Failing to keep a waste receptacle clean and in a good condition and repair	\$250
23	3.1(c)(i)	Failing to prevent fly breeding and vectors of disease in a receptacle	\$350
24	3.1(c)(ii)	Failing to prevent the emission of offensive odours from a receptacle	\$350
25	3.1(c)(iii)	Allowing a receptacle to cause a nuisance	\$350
26	3.1(d)	Failing to comply with a direction to clean, disinfect or deodorise a waste receptacle	\$300
27	3.2(1)	Unauthorised removal of waste from premises	\$250
28	3.2(2)	Removing waste from a waste receptacle without approval	\$250
29	3.3(a)	Depositing unauthorised waste into waste receptacle provided for use of the general public	\$350
30	3.3(b)	Removing waste from waste receptacle provided for use of the general public	\$350
31	4.3(2)	Failing to comply with a sign or direction	\$500
32	4.3(4)	Failing to comply with a direction to leave	\$500
33	4.4(1)	Disposing waste without payment of fee or charge	\$500
34	4.5(1)	Depositing waste contrary to sign or direction	\$500
35	4.6(1)(a)	Removing waste without authority	\$250
36	4.6(1)(b)	Depositing toxic, poisonous or hazardous waste	\$500
37	4.6(1)(c)	Lighting a fire	\$300
38	4.6(1)(d)	Removing, damaging or interfering with any flora	\$300
39	4.6(1)(e)	Removing, injuring or interfering any fauna without approval	\$300
40	4.6(1)(f)	Damaging, defacing or destroying any building, equipment, plant or property within a waste facility	\$500

Item No.	Clause No.	Description	Modified Penalty
41	4.6(2)	Acting in an abusive or threatening manner	\$300

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Dated this: ..... day of ..... 2017.

The Common Seal of the )  
 City of Albany was affixed )  
 by the authority of the )  
 resolution of Council )  
 in the presence of: )

.....

Dennis Wellington, Mayor

.....

Andrew Sharpe, Chief Executive Officer

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**Consented to -**

.....

Jason Banks, Director General

Department of Environment Regulation

Dated this .....

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<p style="text-align: center;"><b>RECOMMENDATIONS FROM THE DEPARTMENT OF LOCAL GOVERNMENT AND COMMUNITIES</b></p>	<p style="text-align: center;"><b>OFFICER COMMENT / ACTION TAKEN</b></p>
<p style="text-align: center;"><b>City of Albany Waste Local Law 2016</b></p> <p><b>1. Waste local laws</b></p> <p>The Department notes that the City’s local law appears to be based on the new model prepared by WALGA and the Department of Environment Regulation. The Joint Standing Committee on Delegated Legislation has made a preliminary analysis of the model (including on specific clauses) and provided their general approval for the content. However, the Committee noted in its 77th Report that:</p> <p>...its general approval of the proposed template should not be taken as meaning that the Committee could not still recommend disallowance of a waste local law drafted in accordance with the final template.</p> <p>Although the City has amended certain parts of the model in preparing its proposed waste local law the City should be prepared for the possibility that the Committee may still raise concerns with the local law. It is suggested that the City consult the Committee’s 77th Report for an idea of what kind of issues the Committee will investigate. A link to the Report is as follows:</p> <p><a href="http://www.parliament.wa.gov.au/Parliament/commit.nsf/(Report+Lookup+by+Com+ID)/EF5B8A2CE285F6E248257D9D000B4947/\$file/dg_wll.141127.rpf.077.pdf">http://www.parliament.wa.gov.au/Parliament/commit.nsf/(Report+Lookup+by+Com+ID)/EF5B8A2CE285F6E248257D9D000B4947/\$file/dg_wll.141127.rpf.077.pdf</a></p>	<p>Agreed. Actioned.</p>
<p><b>2. Page numbers</b></p> <p>It is suggested that page numbers are removed as the page numbers may not remain accurate after the local law has been published in the Government Gazette.</p> <p>The City can still retain the page numbers in the public version of the local law (in hard copy or electronic format) if it wishes to do so.</p>	<p>Agreed. Page numbers removed.</p>
<p><b>3. Date of local law</b></p> <p>It is suggested that that the date of the local law is amended to 2016 to reflect the year in which it will be gazetted. If this amendment is made, the citation title in clause 1.1 should also be amended accordingly.</p>	<p>Agreed. Note: Local Law is now amended to reflect the year 2017.</p>
<p><b>4. Contents page</b></p> <p>It is suggested that the contents page is updated due to the deletion of certain clauses in Part 2 of the local law. The City should ensure that the contents page accurately reflects the clauses in the local law.</p>	<p>Agreed. Amended.</p>
<p><b>5. Clause 1.5 – Meaning of terms</b></p> <p>a) It is suggested that the following terms which are used throughout the local law should be defined:</p> <ul style="list-style-type: none"> <li>• “carriageway”;</li> <li>• “footpath”;</li> <li>• “cycle way”;</li> <li>• “right-of-way”;</li> <li>• “bulk waste”;</li> <li>• “green waste”;</li> <li>• “commercial purpose”;</li> <li>• “vectors of disease”;</li> <li>• “liquid refuse”.</li> </ul>	<p>Agreed. Definitions defined.</p>
<p>b) It is also suggested that the term “nuisance” is defined as this term is vague and may be subject to interpretation. An example of a definition used by local governments in local laws is as follows:</p> <p><b>nuisance</b> means –</p> <ul style="list-style-type: none"> <li>(a) an activity or condition which is harmful or annoying and which gives rise to legal liability in the tort of public or private nuisance at law;</li> <li>(b) an unreasonable interference with the use and enjoyment of a person of his or her ownership or occupation of land; or</li> <li>(c) interference which causes material damage to land or other property on the land affected by the interference.</li> </ul>	<p>Agreed. Definition included.</p>

RECOMMENDATIONS FROM THE DEPARTMENT OF LOCAL GOVERNMENT AND COMMUNITIES	OFFICER COMMENT / ACTION TAKEN
<p><b>6. Prosecution of property owners for conduct of third parties</b></p> <p>A number of clauses in the local law appear to hold the property owner responsible for offences committed by other people, even when the offence was committed without the owner’s knowledge or permission.</p> <p>The City may wish to consider changing these requirements so the property owner must “take all reasonable steps” to ensure the receptacle is used in compliance with the law.</p>	<p>Agreed. Amended.</p>
<p><b>7. Clause 2.6(a) – Duties of owner or occupier</b></p> <p>Clause 2.6 provides that receptacles must be kept behind the street alignment except for a ‘reasonable period’ before and after collection time.</p> <p>As the paragraph is currently written, it may be interpreted to provide that removing the receptacle from storage on collection days is mandatory. The City may wish to redraft this or provide that a receptacle only needs to be placed for collection if it contains rubbish during collection time.</p> <p>Further, the term ‘reasonable period’ could be interpreted in a variety of ways and this may lead to misunderstandings over what the local law requires. It is suggested that the City clarifies the meaning of this term to ensure it is understood in the manner in which it is intended.</p>	<p>Agreed. Amended. Note: Clause is now numbered 2.7.</p>
<p><b>8. Schedules</b></p> <p>In line with best drafting practices, it is suggested that the heading of the Schedules are followed with a bracketed reference to the relevant clause in the local law. For example: --- Schedule 1 – Meaning of ‘non-collectable waste’ [Clause 1.5]</p>	<p>Agreed. Amended.</p>
<p><b>9. Schedule 1 – Meaning of ‘non-collectable’ waste</b></p> <p>Under clause 1.5, ‘non-collectable’ waste has the meaning set out in Schedule 1. Paragraph (l) in Schedule 1 provides that the City can ‘determine’ other waste as ‘non-collectable waste’.</p> <p>The Delegated Legislation Committee has traditionally objected to the use of determination devices except for simple administrative matters. Although clause 1.6 provides for local public notice of determinations which may satisfy the Committee, there is no guarantee this will be the case.</p> <p>It is suggested that the City review paragraph (l) of Schedule 1 and consider whether the preceding paragraphs already provide enough restrictions to suit the City’s requirements.</p>	<p>Agreed. Reviewed and amended.</p> <p>Note: Consistent with other Waste Local Laws.</p>
<p><b>10. Common seal</b></p> <p>The City should include an area for the common seal and relevant signatures at the end of the local law after the Schedules.</p>	<p>Agreed. Amended.</p>
<p><b>11. Written approval of other Departments</b></p> <p>The Department is aware that this local law is being made under the Waste Avoidance and Resource Recovery Act 2007 as well as the Local Government Act 1995.</p> <p>At the end of the local law, it is suggested that a space be inserted for the CEO of the Department of Environment Regulation to provide their written approval in accordance with the WARR Act.</p> <p>Since the local law repeals certain parts of the City’s health local law, there is a possibility that the creation of the local law also requires the use of the heads of power provided to the City under the Health Act 1911.</p> <p>The City should consult the Department of Health for further information in that regard. If the Health Department confirms their authority is required, the City should make the following additional changes:</p> <ul style="list-style-type: none"> <li>• References to the Health Act should be included in the title area and enabling provision; and</li> <li>• At the end of the local law, a space should be inserted for the Executive Director of Public Health to provide their written approval in accordance with the Health Act.</li> </ul>	<p>Agreed, consultation will be conducted.</p> <p>Note: Consistent with other Waste Local Laws.</p>

<p align="center"><b>RECOMMENDATIONS FROM THE DEPARTMENT OF LOCAL GOVERNMENT AND COMMUNITIES</b></p>	<p align="center"><b>OFFICER COMMENT / ACTION TAKEN</b></p>
<p><b>12. Minor edits</b></p> <p>The following minor edits are suggested:</p> <p>(a) Clause 1.1 – Citation title should be in italics.                      (b) Clause 1.4 – Citation title should be in italics.                      (c) Clause 1.5 – In the definition of “organic waste receptacle” delete space before semi-colon at the end of sentence.                      (d) Clauses 2.2(2) and (3) – replace “an” with “An”.                      (e) Clause 2.6(b):</p> <ul style="list-style-type: none"> <li>• Delete “is” after “each receptacle”.</li> <li>• In paragraph (i) insert “is” before within.</li> <li>• In paragraph (ii) delete “so that it”.</li> <li>• In paragraph (ii) insert “is” before “facing”.</li> </ul> <p>(f) Schedule 2:</p> <ul style="list-style-type: none"> <li>• In the description of item 36 (clause 4.6(1)(d)), insert “,damaging” after “Removing”.</li> <li>• In the description of item 37 (clause 4.6(1)(e), replace “interfering” with “Removing, injuring or interfering.</li> <li>• The City should ensure that the descriptions of all modified penalties in the table accurately reflect the offence in the relevant clause.</li> <li>• The City should also ensure that all references and cross references in the local law are accurate.</li> </ul> <p>The City should also ensure that all references and cross references in the local law are accurate.</p>	<p>Noted, Agreed and clauses amended.</p> <p>Note: Clause 2.6 now numbered 2.7.</p>
<p><b>Minister’s Directions pursuant to section 3.12(7) of the Local Government Act 1995</b></p> <p>Please note: Once the City has published a local law in the Government Gazette, the City must comply with the requirements of the Minister’s Local Laws Explanatory Memoranda Directions 2010. The City must, within 10 working days of the Gazettal publication date, forward the signed Explanatory Memoranda material to the Committee at the current address...</p>	<p>Noted.</p>



PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
<p>WASTE AVOIDANCE AND RESOURCE RECOVERY ACT 2007 LOCAL GOVERNMENT ACT 1995</p> <p>City of Albany</p> <p><b>WASTE LOCAL LAW 2017</b></p> <p>Under the powers conferred on it by the <i>Waste Avoidance and Resource Recovery Act 2007</i> and the <i>Local Government Act 1995</i> and under all other enabling powers, the Council of the City of Albany resolved on [.....] to make the following local law.</p> <p><b>PART 1 – PRELIMINARY</b></p> <p><b>1.1 Short title</b> This is the <i>City of Albany Waste Local Law 2017</i>.</p> <p><b>1.2 Commencement</b> This local law commences 14 days after the day on which it is published in the <i>Government Gazette</i>.</p> <p><b>1.3 Application</b> This local law applies throughout the district.</p>		<p>Consistent with model WALGA local law.</p>
<p><b>1.4 Repeal</b> Part 4 of the City of Albany Health Local Laws 2001, published in the <i>Government Gazette</i> on 17 April 2002, is repealed.</p>		<p>Consistent with model WALGA local law.</p>
<p><b>1.5 Meaning of terms used in this local law</b> (1) In this local law—</p>		<p>Consistent with model WALGA local law.</p>
<p><i>authorised person</i> means a person appointed by the local government under section 9.10 of the LG Act to perform any of the functions of an authorised person under this local law;</p>		<p>Consistent with model WALGA local law.</p>
<p><i>bulk waste</i> means domestic household items, such as furniture, timber products, stoves and refrigerators with doors removed, e-waste and electronic items, steel and metal items;</p>	<p>DLGC suggested that the term be defined:</p>	<p>Agreed, clause included.</p> <p><i>bulk waste</i> means domestic household items, such as furniture, timber products, stoves and refrigerators with doors removed, e-waste and electronic items, steel and metal items;</p> <p>Note: Consistent with other Waste Local Laws.</p>
<p>“<i>carriageway</i>” has the meaning given to it in the <i>Road Traffic Code 2000</i> and means the paved or made portion of a thoroughfare, whether sealed or unsealed, used or intended for use by vehicles;</p>	<p>DLGC suggested that the term be defined.</p>	<p>Agreed, clause included.</p> <p>“<i>carriageway</i>” has the meaning given to it in the <i>Road Traffic Code 2000</i> and means the paved or made portion of a thoroughfare, whether sealed or unsealed, used or intended for use by vehicles;</p> <p>Note: Consistent with the City of Albany Activities on Thoroughfares and Public Places and Trading Local Law 2011.</p>

PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
<p><b>collectable waste</b> means local government waste that is not—</p> <ul style="list-style-type: none"> <li>(a) liquid refuse;</li> <li>(b) liquid waste; or</li> <li>(c) non-collectable waste;</li> </ul>		Consistent with model WALGA local law.
<p><b>collectable waste receptacle</b> means a receptacle for the deposit and collection of collectable waste that is—</p> <ul style="list-style-type: none"> <li>(a) a recycling waste receptacle;</li> <li>(b) a general waste receptacle; or</li> <li>(c) an organic waste receptacle;</li> </ul>		Consistent with model WALGA local law.
<p><b>collection</b>, when used in relation to a receptacle, means the collection and removal of collectable waste from the receptacle by the local government or its contractor;</p>		Consistent with model WALGA local law.
<p><b>collection day</b> means the day determined by the local government for the collection of collectable waste in the district or a part of the district;</p>		Consistent with model WALGA local law.
<p><b>collection time</b> means the time on the collection day determined by the local government for the collection of collectable waste in the district or a part of the district;</p>		<p>Amended, clause included.</p> <p><b>collection time</b> means the time on the collection day determined by the local government for the collection of collectable waste in the district or a part of the district;</p> <p>Note: Manager Governance &amp; Risk, recommended inclusion to ensure consistency with WALGA local law.</p>
<p><b>commencement date</b> means the date on which this local law commences operation under clause 1.2;</p>		Note: Amended, clause reference corrected.
<p><b>costs</b> of the local government include administrative costs;</p>		Consistent with model WALGA local law.
<p><b>commercial purpose</b> means for the purpose of this local law to remove bulk waste placed on the road verge to sell for profit.</p>	<p>DLGC suggested that the term be defined.</p>	<p>Agreed, clause included.</p> <p><b>commercial purpose</b> means for the purpose of this local law to remove bulk waste placed on the road verge to sell for profit.</p> <p>Note: City of Albany suggested definition.</p> <p>or</p> <p><b>commercial purpose</b> means the carriage of persons or property for any fare, fee, rate, charge or other consideration, or directly or indirectly in connection with any business, or other undertaking intended for profit.</p> <p>Note: Consistent with Town of Cambridge Waste Local Law.</p>

PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
<i>Council</i> means the council of the local government;		Consistent with model WALGA local law.
<i>cycleway</i> means a path, lane or way which is specifically designed and/or designated for bicycle use;	DLGC suggested that the term be defined.	Amended, clause included.  <i>cycleway</i> means a path, lane or way which is specifically designed and/or designated for bicycle use;  Note: Consistent with Town of Cambridge Waste Local Law 2016.
<i>district</i> means the district of the local government;		Consistent with model WALGA local law.
<i>footpath</i> has the meaning given to it in the Road Traffic Code 2000. For the purpose of this local law a footpath is defined as a pavement intended for pedestrians (including wheelchair users) separate from the road or street carriageway, and either located within or outside a road reserve.	DLGC suggested that the term be defined.	Agreed, clause included.  <i>footpath</i> has the meaning given to it in the Road Traffic Code 2000. For the purpose of this local law a footpath is defined as a pavement intended for pedestrians (including wheelchair users) separate from the road or street carriageway, and either located within or outside a road reserve.  Note: Consistent with the City of Albany Activities on Thoroughfares and Public Places and Trading Local Law 2011.
<i>Green waste</i> means vegetative material as approved by the local government.	DLGC suggested that the term be defined.	Agreed, clause included.  <i>Green waste</i> means vegetative material as approved by the local government.  Note: City of Albany suggested definition.
<i>general waste receptacle</i> means a receptacle for the deposit and collection of collectable waste that is not recycling waste;		Consistent with model WALGA local law.
<i>LG Act</i> means the <i>Local Government Act 1995</i> ;		Consistent with model WALGA local law.
<i>LG Regulations</i> means the <i>Local Government (Functions and General) Regulations 1996</i> ;		Consistent with model WALGA local law.
<i>liquid refuse</i> includes all washings from windows and vehicles, overflow, bleed off, condensate and drainage from air conditioning equipment including cooling towers and evaporative coolers and other liquid used for cooling purposes and swimming pool discharges;	DLGC suggested that the term be defined.	Agreed, clause included.  <i>liquid refuse</i> includes all washings from windows and vehicles, overflow, bleed off, condensate and drainage from air conditioning equipment including cooling towers and evaporative coolers and other liquid used for cooling purposes and swimming pool discharges;  Note: Consistent with Health Local Laws.

PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
<i>liquid waste</i> means bathroom, kitchen, scullery and laundry wastes, all washings from animal and poultry pens and any other domestic or trade wastes that are discharged by means of a drain to a receptacle for drainage.	DLGC suggested that the term be defined.	Agreed, clause included.  <i>liquid waste</i> means bathroom, kitchen, scullery and laundry wastes, all washings from animal and poultry pens and any other domestic or trade wastes that are discharged by means of a drain to a receptacle for drainage.  Note: Consistent with Health Local Laws.
<i>local government</i> means City of Albany;		Consistent with model WALGA local law.
<i>local government waste</i> has the same meaning as in the WARR Act;		Consistent with model WALGA local law.
<i>nuisance</i> means – (a) an activity or condition which is harmful or annoying and which gives rise to legal liability in the tort of public or private nuisance at law; (b) an unreasonable interference with the use and enjoyment of a person of his or her ownership or occupation of land; or (c) interference which causes material damage to land or other property on the land affected by the interference.	DLGC suggested that the term be defined. Feedback: It is also suggested that the term “nuisance” is defined as this term is vague and may be subject to interpretation. An example of a definition used by local governments in local laws is as follows: <i>nuisance</i> means – (a) an activity or condition which is harmful or annoying and which gives rise to legal liability in the tort of public or private nuisance at law; (b) an unreasonable interference with the use and enjoyment of a person of his or her ownership or occupation of land; or (c) interference which causes material damage to land or other property on the land affected by the interference.	Agreed, clause included.  <i>nuisance</i> means – (a) an activity or condition which is harmful or annoying and which gives rise to legal liability in the tort of public or private nuisance at law; (b) an unreasonable interference with the use and enjoyment of a person of his or her ownership or occupation of land; or (c) interference which causes material damage to land or other property on the land affected by the interference.  Note: Definition based on example suggested by DLGC.
<i>non-collectable waste</i> has the meaning set out in Schedule 1;		Consistent with model WALGA local law.
<i>occupier</i> in relation to premises, means any or all of the following— (a) a person by whom or on whose behalf the premises are actually occupied; or (b) a person having the management or control of the premises;		Consistent with model WALGA local law.
<i>organic waste</i> means waste that decomposes readily, such as garden waste or food waste;		Consistent with model WALGA local law.
<i>organic waste receptacle</i> means a receptacle for the deposit and collection of organic waste;		Consistent with model WALGA local law.
<i>owner</i> has the same meaning as in the LG Act;		Consistent with model WALGA local law.

PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
<p><i>prescribed area</i> means the prescribed area that is defined in writing and approved by the local government.</p>		<p>Amended, clause included.</p> <p><i>prescribed area</i> means the prescribed area that is defined in writing and approved by the local government.</p> <p>Notes:                      (1) City of Albany suggested definition.                      (2) Council can make modifications to the prescribed waste collection areas through Council determination in accordance with clause 1.6.</p>
<p><i>public place</i> includes a place to which the public ordinarily have access, whether or not by payment of a fee;</p>		<p>Consistent with model WALGA local law.</p>
<p><i>receptacle</i>, means a receptacle—                      (a) which has been approved by the local government; and                      (b) the waste from which is collected and removed from the premises by the local government or its contractor;</p>		<p>Consistent with model WALGA local law.</p>
<p><i>recycling waste receptacle</i> means a receptacle for the deposit and collection of recycling waste;</p>		<p>Consistent with model WALGA local law.</p>
<p><i>recycling waste</i> means—                      (a) paper and cardboard;                      (b) plastic containers comprised of:                      (i) polyethylene terephthalate (PET);                      (ii) high density polyethylene (HDPE);                      (iii) polyvinyl chloride (PVC);                      (iv) low density polyethylene (LDPE);                      (v) polypropylene (PP); or                      (vi) other plastics;                      (c) glass containers;                      (d) steel containers;                      (e) aluminium containers;                      (f) liquid paper board; and                      (g) any other waste determined by the local government to be recycling waste;</p>		<p>Amended to include additional descriptions consistent with the City of Busselton Waste Local Law 2016.</p> <p>Consistent with model WALGA local law.</p>
<p><i>refuse</i> includes any rubbish, filth, dirt, ashes, vegetation, garden refuse, waste material, waste food, sludge, offensive matter, cinders, wood or metal shavings and sawdust but does not include liquid waste or liquid refuse;</p>	<p>DLGC suggested that the term be defined.</p>	<p>Agreed, clause included.</p> <p><i>refuse</i> includes any rubbish, filth, dirt, ashes, vegetation, garden refuse, waste material, waste food, sludge, offensive matter, cinders, wood or metal shavings and sawdust but does not include liquid waste or liquid refuse;</p> <p>Note: Consistent with Health Local Laws.</p>

PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
<p><i>right of way</i> means a portion of land that is –</p> <ul style="list-style-type: none"> <li>(a) shown and marked ‘Right of Way’ or ‘R.O.W’’, or coloured or marked in any other way to signify that the portion of land is a right of way, on any plan or diagram deposited with the Registrar of Titles that is subject to the provisions of section 167A of the Transfer of Land Act 1893;</li> <li>(b) shown on a diagram or plan of survey relating to a subdivision that is crated as a right of way and vested in the Crown under section 152 of the Planning and Development Act 2005; or</li> <li>(c) shown and marked as a right of way on a map or plan deposited with the Registrar of Titles and transferred to the Crown under the Transfer of Land Act 1893, but does not include – <ul style="list-style-type: none"> <li>(i) private driveway; or</li> <li>(ii) a right of way created by easement between two parties;</li> </ul> </li> </ul>	<p>DLGC suggested that the term be defined.</p>	<p>Agreed, clause included.</p> <p><i>right of way</i> means a portion of land that is –</p> <ul style="list-style-type: none"> <li>(d) shown and marked ‘Right of Way’ or ‘R.O.W’’, or coloured or marked in any other way to signify that the portion of land is a right of way, on any plan or diagram deposited with the Registrar of Titles that is subject to the provisions of section 167A of the Transfer of Land Act 1893;</li> <li>(e) shown on a diagram or plan of survey relating to a subdivision that is crated as a right of way and vested in the Crown under section 152 of the Planning and Development Act 2005; or</li> <li>(f) shown and marked as a right of way on a map or plan deposited with the Registrar of Titles and transferred to the Crown under the Transfer of Land Act 1893, but does not include – <ul style="list-style-type: none"> <li>(iii) private driveway; or</li> <li>(iv) a right of way created by easement between two parties;</li> </ul> </li> </ul> <p>Note: Consistent with the Town of Cambridge Waste Local Law 2016.</p>
<p><i>schedule</i> means a Schedule to this local law;</p>		<p>Amended, clause included.</p> <p><i>schedule</i> means a Schedule to this local law;</p> <p>Note: Consistent with the Town of Cambridge Waste Local Law 2016 and the feedback they received from the DLGC.</p>
<p><i>specified</i> means specified by the local government or an authorised person, as the case may be;</p>		<p>Consistent with model WALGA local law.</p>
<p><i>street alignment</i> means the boundary between the land comprising a street and the land that abuts the street;</p>		<p>Consistent with model WALGA local law.</p>
<p><i>vector of disease</i> means an arthropod or rodent that transmits, by biological or mechanical means, an infectious agent from a source or reservoir to a person, and includes fleas, bedbugs, crab lice, body lice and head lice.</p>	<p>DLGC suggested that the term be defined.</p>	<p>Agreed, clause included.</p> <p><i>vector of disease</i> means an arthropod or rodent that transmits, by biological or mechanical means, an infectious agent from a source or reservoir to a person, and includes fleas, bedbugs, crab lice, body lice and head lice.</p> <p>Note: Consistent with Health Local Laws.</p>
<p><i>vehicle</i> includes every conveyance not being a train, vessel or aircraft, and every object capable of being propelled or drawn on wheels by any means, and, where the context permits, an animal being driven or ridden;</p>		<p><b>Amended, clause include:</b></p> <p><i>vehicle</i> includes every conveyance not being a train, vessel or aircraft, and every object capable of being propelled or drawn on wheels by any means, and, where the context permits, an animal being driven or ridden;</p> <p>Notes:</p>



PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
		(1) Consistent with the Town of Cambridge Waste Local Law 2016; and (2) The feedback they received from the DLGC.
<i>WARR Act</i> means the <i>Waste Avoidance and Resource Recovery Act 2007</i> ;		Consistent with model WALGA local law.
<i>WARR Regulations</i> means the <i>Waste Avoidance and Resource Recovery Regulations 2008</i> ;		Consistent with model WALGA local law.
<i>waste</i> has the same meaning as in the WARR Act;		Consistent with model WALGA local law.
<i>waste facility</i> means a waste facility, as defined in the WARR Act, that is operated by the local government; and		Consistent with model WALGA local law.
<i>waste service</i> has the same meaning as in the WARR Act.		Consistent with model WALGA local law.
(2) Where, in this local law, a duty or liability is imposed on an owner or occupier, or on an owner and occupier, the duty or liability is taken to be imposed jointly and severally on each of the owners or occupiers.		Consistent with model WALGA local law.
<p><b>1.6 Local public notice of determinations</b> Where, under this local law, the local government has a power to determine a matter –</p> <ul style="list-style-type: none"> <li>(a) local public notice, under section 1.7 of the LG Act, must be given of the matter determined;</li> <li>(b) the determination becomes effective only after local public notice has been given;</li> <li>(c) the determination remains in force for the period of one year after the date that local public notice has been given under paragraph (a);</li> <li>(d) after the period referred to in paragraph (c), the determination continues in force only if, and for so long as, it is the subject of local public notice, given annually, under section 1.7 of the LG Act; and</li> <li>(e) the determination must be recorded in a publicly accessible register of determinations that must be maintained by the local government.</li> </ul>		Consistent with model WALGA local law.
<p><b>1.7 Rates, fees and charges</b> The local government’s powers to impose rates, fees and charges in relation to waste services are set out in sections 66 to 68 of the WARR Act and section 6.16 and 6.17 of the LG Act.</p>		Consistent with model WALGA local law.
<p><b>1.8 Power to provide waste services</b> The local government’s power to provide, or enter into a contract for the provision of, waste services is dealt with in section 50 of the WARR Act.</p>		Consistent with model WALGA local law.

PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
<b>PART 2 – LOCAL GOVERNMENT WASTE</b>		Consistent with model WALGA local law.
<p><b>2.1 Local government may supply receptacles</b></p> <p>(1) The local government may supply, for the use of each premises that are, or are capable of being, occupied or used for residential purposes, one or more receptacles for the collection and removal, from those premises, of collectable waste.</p> <p>(2) The owner of premises for which a receptacle has been supplied by the local government must ensure that the fee or charge (if any) imposed by the local government in relation to the receptacle is paid to the local government.</p>	<p>DER raised concern with this clause, being: Deposit of waste in receptacles – this clause has not been amended to reflect the deletion of clause 2.1 “Supply of receptacles” from the template local law, and is unclear.</p>	<p>Agreed, clause amended.</p> <p>Notes:</p> <p>(1) Clause 2.1 renumbered to Clause 2.2.            (2) Consistent with City of Busselton Waste Local Law 2016.            (3) Amended to address DER concern.</p>
<p><b>2.2 Deposit of waste in receptacles</b></p> <p>(1) An owner or occupier of premises must not deposit or permit to be deposited in a receptacle any non-collectable waste.</p> <p>(2) A person must not deposit waste in a receptacle belonging to other premises without the consent of the owner or occupier of those premises.</p>		<p>Note: Consistent with other Waste Local Laws.</p>
<p><b>2.3 General waste receptacles</b></p> <p>(1) An owner or occupier of premises must not deposit or permit to be deposited in a general waste receptacle—</p> <p>(a) where the receptacle has a capacity of 240 litres—more than 70 kilograms of collectable waste; or</p> <p>(b) where the receptacle has any other capacity—more than the weight determined by the local government.</p> <p>(2) Where the local government supplies recycling waste receptacles, an owner or occupier of premises must not deposit or permit to be deposited in a general waste receptacle any recycling waste.</p> <p>(3) Where the local government supplies organic waste receptacles, an owner or occupier of premises must not deposit or permit to be deposited in a general waste receptacle any organic waste.</p>	<p>DLGC Feedback:</p> <p>A number of clauses in the local law appear to hold the property owner responsible for offences committed by other people, even when the offence was committed without the owner’s knowledge or permission.</p> <p>The City may wish to consider changing these requirements so the property owner must ‘take all reasonable steps’ to ensure the receptacle is used in compliance with the law.</p>	<p>Amended.</p> <p>Note: Consistent with Town of Cambridge Waste Local Law 2016 and City of Busselton Waste Local Law 2016.</p>

PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
<p><b>2.4 Recycling waste receptacles</b>                      An owner or occupier of premises must not deposit or permit to be deposited in a recycling waste receptacle—</p> <ul style="list-style-type: none"> <li>(a) anything other than the particular type of recycling waste for which that receptacle was provided by the local government for those premises;</li> <li>(b) where the receptacle has a capacity of 240 litres— more than 70 kilograms of recycling waste; or</li> <li>(c) where the receptacle has any other capacity—more than the weight determined by the local government.</li> </ul>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>2.5 Organic waste receptacles</b>                      An owner or occupier of premises must not deposit or permit to be deposited in an organic waste receptacle—</p> <ul style="list-style-type: none"> <li>(a) anything other than the particular type of organic waste for which that receptacle was provided by the local government for those premises;</li> <li>(b) where the receptacle has a capacity of 240 litres - more than 70 kilograms of organic waste; or</li> <li>(c) where the receptacle has any other capacity - more than the weight determined by the local government.</li> </ul>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>2.6 Direction to place or remove a receptacle</b></p> <ul style="list-style-type: none"> <li>(1) The local government or an authorised person may give a written direction to an owner or occupier of specified premises —                             <ul style="list-style-type: none"> <li>(a) to place a receptacle in respect of those premises for collection; or</li> <li>(b) to remove a receptacle in respect of those premises after collection.</li> </ul> </li> <li>(2) The direction under subclause (1) may specify when the placement or removal is to occur, or where the receptacle is to be placed, or both.</li> <li>(3) An owner or occupier of premises must comply with a direction given under this clause.</li> </ul>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>2.7 Duties of owner or occupier</b></p> <ul style="list-style-type: none"> <li>(1) For the purpose of this clause, a ‘reasonable period’ means on the evening prior to collection day or on collection day.</li> <li>(2) An owner or occupier of premises must—                             <ul style="list-style-type: none"> <li>(a) except for a reasonable period before and after collection time, keep each receptacle in a storage space or area that is behind the street alignment;</li> <li>(b) if a receptacle requires to be emptied of waste, take reasonable steps to place a receptacle for collection on the verge adjoining the premises, or other area as determined by the local government, ensure that, within a reasonable period before collection time, each receptacle is—                                     <ul style="list-style-type: none"> <li>(i) within 1 metre of the carriageway;</li> </ul> </li> </ul> </li> </ul>	<p>DLGC feedback: Clause 2.6(a) – Duties of owner or occupier                      Clause 2.6 provides that receptacles must be kept behind the street alignment except for a ‘reasonable period’ before and after collection time.</p> <p>As the paragraph is currently written, it may be interpreted to provide that removing the receptacle from storage on collection days is mandatory.</p> <p>The City may wish to redraft this or provide that a receptacle only needs to be placed for collection if it contains rubbish during collection time.</p> <p>Further, the term ‘reasonable period’ could be interpreted in a variety of ways and this may lead to misunderstandings over what the local law requires. It is suggested</p>	<p>Agreed, amended accordingly.</p> <p>Notes:</p> <ul style="list-style-type: none"> <li>(1) Numbering amended.</li> <li>(2) Consistent with WALGA Model Local Law.</li> <li>(3) To address DER concern, amended to be consistent with City of Busselton Waste Local Law 2016.</li> <li>(4) Consistent with the Town of Cambridge Waste Local Law 2016, to address the definition of ‘reasonable period’, inserted:</li> </ul> <p><i>“(1) For the purpose of this clause, a ‘reasonable period’ means on the evening prior to collection day or on collection day.”</i></p>

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<p>(ii) does not unduly obstruct any footpath, cycle way, right-of-way or carriageway; and                      (iii) facing squarely to the edge of and opening towards the carriageway,                      or in such other position as is approved in writing by the local government or an authorised person;                      (c) take reasonable steps to ensure that an adequate number of receptacles are provided and used for those premises and that each is kept in good condition and repair; and                      (d) in the case of a receptacle that is supplied by the local government, if the receptacle is lost, stolen, damaged or defective, notify the local government, as soon as practicable, after the event.</p>	<p>that the City clarifies the meaning of this term to ensure it is understood in the manner in which it is intended.</p> <p>DER raised concern with this clause, being: 2.7(c) Duties of owner or occupier – it is not clear how an owner or occupier would seek approval for receptacles in order to meet the requirement to ‘take reasonable steps to ensure that the premises are provided with an adequate number of receptacles’.</p>	<p><i>and</i></p> <p><i>“(2)(b) if a receptacle requires to be emptied of waste...”</i></p>
<p><b>2.8 Exemption</b>                      (1) An owner or occupier of premises may apply in writing to the local government for an exemption from compliance with the requirements of clause 2.7(2) (a) or (b).                      (2) The local government or an authorised person may grant, with or without conditions, or refuse an application for exemption from compliance under this clause.                      (3) An exemption granted under this clause must state—                      (a) the premises to which the exemption applies;                      (b) the period during which the exemption applies; and                      (c) any conditions imposed by the local government or the authorised person.                      (4) An exemption granted under this clause ceases to apply –                      (a) if the local government decides, on reasonable grounds, that there has been a failure to comply with a condition of the exemption; and                      (b) from the date that the local government informs the owner or occupier of its decision under clause 2.8(4)(a).</p>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>2.9 Damaging or removing receptacles</b>                      (1) A person must not—                      (a) damage or destroy a receptacle;                      (b) interfere or tamper with, or remove, a receptacle placed for collection pursuant to clauses 2.6 or 2.7(b); or                      (c) except as permitted by this local law or as authorised by the local government or an authorised person, remove a receptacle from any premises to which it was delivered by the local government or its contractor.                      (2) Clause 2.9(1)(a) and (c) does not apply to the person who owns the receptacle.                      (3) Clause 2.9(1)(b) does not apply to—                      (a) the person who owns the receptacle; or                      (b) the owner or occupier of the premises on which the receptacle is kept.                      (4) Clause 2.9(1) does not apply to the local government or a contractor in the course of undertaking waste services for the local government.</p>	<p>DLGC Feedback:</p> <p>A number of clauses in the local law appear to hold the property owner responsible for offences committed by other people, even when the offence was committed without the owner’s knowledge or permission.</p> <p>The City may wish to consider changing these requirements so the property owner must ‘take all reasonable steps’ to ensure the receptacle is used in compliance with the law.</p>	<p>Agree, amended to address DLGC feedback.</p> <p>Note: Consistent with City of Busselton Waste Local Law 2016.</p>

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<p><b>2.10 Verge collections</b></p> <p>(1) Where the local government has advertised a verge waste collection (such as a green waste, or a bulk waste, verge collection) a person, unless with and in accordance with the approval of the local government or an authorised person—</p> <p>(a) must deposit waste only during the period of time, and in accordance with other terms and conditions, as advertised by the local government in relation to that verge waste collection; and</p> <p>(b) must otherwise comply with those terms and conditions.</p> <p>(2) Where waste has been deposited on a verge for a verge waste collection, a person must not remove any of that waste for a commercial purpose but may remove it for any other purpose.</p> <p>(3) Except where waste is lawfully removed from a verge under this clause, a person must not disassemble or tamper with any waste deposited on a verge for a verge waste collection so as to increase the risk of harm to any person.</p> <p>(4) Clause 2.10 (2) does not apply to the local government or a person engaged or contracted by the local government in relation to the verge waste collection.</p>		<p>Notes:</p> <p>(1) Consistent with WALGA Model Local Law.</p> <p>(2) The term “Commercial Purpose” has been defined.</p>
<p><b>PART 3 – GENERAL DUTIES</b></p>		

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<p><b>3.1 Duties of an owner or occupier</b>                      An owner or occupier of premises must—</p> <ul style="list-style-type: none"> <li>(a) take reasonable steps to ensure that a sufficient number of waste receptacles are provided to contain all waste which accumulates or may accumulate in or from the premises;</li> <li>(b) ensure that each waste receptacle is kept in good condition and repair;</li> <li>(c) take all reasonable steps to—                             <ul style="list-style-type: none"> <li>(i) prevent fly breeding and keep each receptacle free of flies, maggots, cockroaches, rodents and other vectors of disease;</li> <li>(ii) prevent the emission of offensive or noxious odours from each waste receptacle ; and</li> <li>(iii) ensure that each waste receptacle does not cause a nuisance to an occupier of adjoining premises; and</li> </ul> </li> <li>(d) whenever directed to do so by the local government or an authorised person, thoroughly clean, disinfect, deodorise and apply a residual insecticide to each waste receptacle.</li> </ul>	<p>DER concern:</p> <p>Maintenance of receptacles – these subclauses are likely to be beyond power in that they purport to apply to the maintenance of waste receptacles not provided by the local government.</p> <p>Provision of receptacles – the comments for ‘duties of the owner or occupier’ apply equally to this subclause, being: it is not clear how an owner or occupier would seek approval for receptacles in order to meet the requirement to ‘take reasonable steps to ensure that the premises are provided with an adequate number of receptacles’.</p>	<p>Agree, amended to address DER concerns.</p> <p>Note: Consistent with the City of Busselton Waste Local Law 2016.</p>
<p><b>3.2 Removal of waste from premises</b></p> <ul style="list-style-type: none"> <li>(1) A person must not remove any waste from premises unless that person is—                             <ul style="list-style-type: none"> <li>(a) the owner or occupier of the premises;</li> <li>(b) authorised to do so by the owner or occupier of the premises; or</li> <li>(c) authorised in writing to do so by the local government or an authorised person.</li> </ul> </li> <li>(2) A person must not remove any waste from a receptacle without the approval of –                             <ul style="list-style-type: none"> <li>(a) the local government or an authorised person; or</li> <li>(b) the owner or occupier of the premises at which the receptacle is ordinarily kept.</li> </ul> </li> </ul>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>3.3 Receptacles and containers for public use</b>                      A person must not, without the approval of the local government or an authorised person—</p> <ul style="list-style-type: none"> <li>(a) deposit household, commercial or other waste from any premises on or into; or</li> <li>(b) remove any waste from,</li> </ul> <p>a receptacle provided for the use of the general public in a public place.</p>		<p>Consistent with WALGA Model Local Law.</p>
<b>PART 4 – OPERATION OF WASTE FACILITIES</b>		
<p><b>4.1 Operation of this Part</b>                      This Part applies to a person who enters a waste facility.</p>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>4.2 Hours of operation</b>                      The local government may from time to time determine the hours of operation of a waste facility.</p>		<p>Consistent with WALGA Model Local Law.</p>



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<p><b>4.3 Signs and directions</b></p> <p>(1) The local government or an authorised person may regulate the use of a waste facility—</p> <p>(a) by means of a sign; or</p> <p>(b) by giving a direction to a person within a waste facility.</p> <p>(2) A person within a waste facility must comply with a sign or direction under subclause (1).</p> <p>(3) The local government or an authorised person may direct a person who commits, or is reasonably suspected by the local government or the authorised person of having committed, an offence under this clause to leave the waste facility immediately.</p> <p>(4) A person must comply with a direction under subclause (3).</p>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>4.4 Fees and charges</b></p> <p>(1) Unless subclause (3) applies, a person must, on or before entering a waste facility or on demand by the local government or an authorised person, pay the fee or charge as assessed by an authorised person.</p> <p>(2) An authorised person may assess the fee or charge in respect of a particular load of waste at a rate that applies to any part of that load, even if that rate is higher than the rate that would apply to any other part of the load.</p> <p>(3) Subclause (1) does not apply—</p> <p>(a) to a person who disposes of waste in accordance with the terms of—</p> <p>(i) a credit arrangement with the local government; or</p> <p>(ii) any other arrangement with the local government to pay the fee or charge at a different time or in a different manner; and</p> <p>(b) to the deposit of waste owned by the local government, or in the possession of an employee on behalf of the local government.</p>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>4.5 Depositing waste</b></p> <p>(1) A person must not deposit waste at a waste facility other than—</p> <p>(a) at a location determined by a sign and in accordance with the sign; and</p> <p>(b) in accordance with the direction of an authorised person.</p> <p>(2) The local government may determine the classification of any waste that may be deposited at a waste facility.</p>		<p>Consistent with WALGA Model Local Law.</p>

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<p><b>4.6 Prohibited activities</b></p> <p>(1) Unless authorised by the local government, a person must not—</p> <ul style="list-style-type: none"> <li>(a) remove any waste or any other thing from a waste facility;</li> <li>(b) deposit at a waste facility that is a landfill site any waste that is toxic, poisonous or hazardous, or the depositing of which is regulated or prohibited by any written law;</li> <li>(c) light a fire in a waste facility;</li> <li>(d) remove, damage or otherwise interfere with any flora in a waste facility;</li> <li>(e) remove, injure or otherwise interfere with any fauna in a waste facility; or</li> <li>(f) damage, deface or destroy any building, equipment, plant or property within a waste facility.</li> </ul> <p>(2) A person must not act in an abusive or threatening manner towards any person using, or engaged in the management or operation of, a waste facility.</p>		<p>Consistent with WALGA Model Local Law.</p>
<b>PART 5 – ENFORCEMENT</b>		
<p><b>5.1 Offences and general penalty</b></p> <p>(1) A person who fails to do anything required or directed to be done under this local law, or who does anything which under this local law a person is prohibited from doing, commits an offence.</p> <p>(2) A person who commits an offence under this local law is liable, on conviction, to a penalty not exceeding \$5,000, and if the offence is of a continuing nature, to a further penalty not exceeding \$500 in respect of each day or part of a day during which the offence has continued.</p>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>5.2 Other costs and expenses</b></p> <p>(1) A person who is convicted of an offence under this local law is to be liable, in addition to any penalty imposed under clause 5.1, to pay to the local government the costs and expenses incurred by the local government in taking remedial action such as—</p> <ul style="list-style-type: none"> <li>(a) removing and lawfully disposing of toxic, hazardous or poisonous waste; or</li> <li>(b) making good any damage caused to a waste facility.</li> </ul> <p>(2) The costs and expenses incurred by the local government are to be recoverable, as a debt due to the local government, in a court of competent civil jurisdiction.</p>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>5.3 Prescribed offences</b></p> <p>(1) An offence against a clause specified in Schedule 2 is a prescribed offence for the purposes of section 9.16(1) of the LG Act.</p> <p>(2) The amount of the modified penalty for a prescribed offence is that specified adjacent to the clause in Schedule 2.</p>		<p>Consistent with WALGA Model Local Law.</p>

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<p><b>5.4 Form of notices</b></p> <p>(1) Where a vehicle is involved in the commission of an offence, the form of the notice referred to in section 9.13 of the LG Act is that of Form 1 in Schedule 1 of the LG Regulations;</p> <p>(2) The form of the infringement notice given under section 9.16 of the LG Act is that of Form 2 in Schedule 1 of the LG Regulations; and</p> <p>(3) The form of the infringement withdrawal notice given under section 9.20 of the LG Act is that of Form 3 in Schedule 1 of the LG Regulations.</p>		<p>Consistent with WALGA Model Local Law.</p>
<p><b>SCHEDULE 1 – MEANING OF ‘NON-COLLECTIBLE WASTE’</b> [Clause 1.5]</p>	<p>See DLGC feedback above.</p>	<p>Consistent with WALGA Model Local Law.</p>
<p><i>non-collectable waste</i> means –</p> <ul style="list-style-type: none"> <li>(a) hot or burning material;</li> <li>(b) household hazardous waste, including paint, acids, alkalis, fire extinguishers, solvents, pesticides, oils, gas cylinders, batteries, chemicals and heavy metals;</li> <li>(c) any other hazardous material, such as radioactive waste;</li> <li>(d) any explosive material, such as flares or ammunition;</li> <li>(e) electrical and electronic equipment;</li> <li>(f) hospital, medical, veterinary, laboratory or pathological substances;</li> <li>(g) construction or demolition waste;</li> <li>(h) sewage;</li> <li>(i) ‘controlled waste’ for the purposes of the <i>Environmental Protection (Controlled Waste) Regulations 2004</i>;</li> <li>(j) any object that is greater in length, width, or breadth than the corresponding dimension of the receptacle or that will not allow the lid of the receptacle to be tightly closed;</li> <li>(k) waste that is or is likely to become offensive or a nuisance, or give off an offensive or noxious odour, or to attract flies or cause fly breeding unless it is first wrapped in non-absorbent or impervious material or placed in a sealed impervious and leak-proof container; and</li> <li>(l) any other waste determined by the local government to be non-collectable waste.</li> </ul>	<p>DLGC Feedback: Under clause 1.5, ‘non-collectable’ waste has the meaning set out in Schedule 1.</p> <p>Paragraph (l) in Schedule 1 provides that the City can ‘determine’ other waste as ‘non-collectable waste’.</p> <p>The Delegated Legislation Committee has traditionally objected to the use of determination devices except for simple administrative matters. Although clause 1.6 provides for local public notice of determinations which may satisfy the Committee, there is no guarantee this will be the case.</p> <p>It is suggested that the City review paragraph (l) of Schedule 1 and consider whether the preceding paragraphs already provide enough restrictions to suit the City’s requirements.</p>	<p>Noted. Not Amended.</p> <p>Notes:</p> <ul style="list-style-type: none"> <li>(1) Consistent with WALGA Model Local Law.</li> <li>(2) Consistent with other local laws.</li> <li>(3) The City of Albany collects non-frangible metal.</li> </ul>

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<b>SCHEDULE 2 – PRESCRIBED OFFENCES</b>					
Item No.	Clause No.	Description	Modified Penalty		
1	2.1(2)	Failing to pay fee or charge	\$350		Penalties consistent with other local laws.
2	2.2(1)	Depositing non-collectable waste in a receptacle	\$350		Penalties consistent with other local laws.
3	2.2(2)	Depositing waste in another receptacle without consent	\$350		Penalties consistent with other local laws.
4	2.3(1)	Exceeding weight capacity of a general waste receptacle	\$350		Penalties consistent with other local laws.
5	2.3(2) and (3)	Depositing unauthorised waste in a general waste receptacle	\$350		Penalties consistent with other local laws.
6	2.4(a)	Depositing unauthorised waste in a recycling waste receptacle	\$350		Penalties consistent with other local laws.
7	2.4(b) and (c)	Exceeding weight capacity of a recycling waste receptacle	\$250		Penalties consistent with other local laws.
8	2.5(a)	Depositing unauthorized waste in an organic waste receptacle	\$350		Penalties consistent with other local laws.
9	2.5(b) and (c)	Exceeding weight capacity of an organic waste receptacle	\$350		Penalties consistent with other local laws.
10	2.6(3)	Failing to comply with a direction concerning placement or removal of a receptacle	\$250		Penalties consistent with other local laws.
11	2.7(2)(a)	Failing to keep a receptacle in the required location	\$250		Clause numbering amended. Penalties consistent with other local laws.
12	2.7(2)(b)	Failing to place a receptacle for collection in a lawful position	\$250		Clause numbering amended. Penalties consistent with other local laws.
13	2.7(2)(c)	Failing to provide a sufficient number of receptacles	\$250		Clause numbering amended. Penalties consistent with other local laws.
14	2.7(2)(d)	Failing to notify of a lost, stolen, damaged or defective receptacle	\$50		Clause numbering amended. Penalties consistent with other local laws.
15	2.9(1)(a)	Damaging or destroying a receptacle	\$400		Penalties consistent with other local laws.
16	2.9(1)(b)	Interfering or tampering with, or removing, a receptacle	\$400		Penalties consistent with other local laws.
17	2.9(1)(c)	Removing a receptacle from premises	\$400		Penalties consistent with other local laws.
18	2.10(1) and (2)	Failing to comply with a term or condition of verge waste collection	\$400		Penalties consistent with other local laws.
19	2.10(2)	Removing waste for commercial purposes	\$350		Penalties consistent with other local laws.

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<b>SCHEDULE 2 – PRESCRIBED OFFENCES</b>					
Item No.	Clause No.	Description	Modified Penalty		
20	2.10(3)	Disassembling or leaving in disarray waste deposited for collection	\$250		Penalties consistent with other local laws.
21	3.1(a)	Failing to provide a sufficient number of receptacles	\$250		Penalties consistent with other local laws.
22	3.1(b)	Failing to keep a waste receptacle clean and in a good condition and repair	\$250		Penalties consistent with other local laws.
23	3.1(c)(i)	Failing to prevent fly breeding and vectors of disease in a receptacle	\$350		Penalties consistent with other local laws.
24	3.1(c)(ii)	Failing to prevent the emission of offensive odours from a receptacle	\$350		Penalties consistent with other local laws.
25	3.1(c)(iii)	Allowing a receptacle to cause a nuisance	\$350		Penalties consistent with other local laws.
26	3.1(d)	Failing to comply with a direction to clean, disinfect or deodorise a waste receptacle	\$300		Penalties consistent with other local laws.
27	3.2(1)	Unauthorised removal of waste from premises	\$250		Penalties consistent with other local laws.
28	3.2(2)	Removing waste from a waste receptacle without approval	\$250		Penalties consistent with other local laws.
29	3.3(a)	Depositing unauthorised waste into waste receptacle provided for use of the general public	\$350		Penalties consistent with other local laws.
30	3.3(b)	Removing waste from waste receptacle provided for use of the general public	\$350		Penalties consistent with other local laws.
31	4.3(2)	Failing to comply with a sign or direction	\$500		Penalties consistent with other local laws.
32	4.3(4)	Failing to comply with a direction to leave	\$500		Penalties consistent with other local laws.
33	4.4(1)	Disposing waste without payment of fee or charge	\$500		Penalties consistent with other local laws.
34	4.5(1)	Depositing waste contrary to sign or direction	\$500		Penalties consistent with other local laws.
35	4.6(1)(a)	Removing waste without authority	\$250		Penalties consistent with other local laws.
36	4.6(1)(b)	Depositing toxic, poisonous or hazardous waste	\$500		Penalties consistent with other local laws.
37	4.6(1)(c)	Lighting a fire	\$300		Penalties consistent with other local laws.
38	4.6(1)(d)	Removing, damaging or interfering with any flora	\$300		Penalties consistent with other local laws.
39	4.6(1)(e)	Removing, injuring or interfering any fauna without approval	\$300		Description amended. Penalties consistent with other local laws.
40	4.6(1)(f)	Damaging, defacing or destroying any building, equipment, plant or property within a waste facility	\$500		Penalties consistent with other local laws.
41	4.6(2)	Acting in an abusive or threatening manner	\$300		Penalties consistent with other local laws.

PROPOSED LOCAL LAW	RECOMMENDATIONS AND FEEDBACK RECEIVED FROM THE DEPARTMENT OF LOCAL GOVERNMENT & COMMUNITIES & DEPARTMENT OF ENVIRONMENTAL REGULATION	OFFICER COMMENT / ACTION TAKEN
<p>Dated this: ..... day of ..... 2017.</p> <p>The Common Seal of the )  City of Albany was affixed )  by the authority of the )  resolution of Council )  in the presence of: )</p> <p>..... )  Dennis Wellington, Mayor ) Andrew Sharpe, Chief Executive Officer</p> <p><b>Consented to -</b></p> <p>..... )  Jason Banks, Director General )  Department of Environment Regulation )</p> <p>Dated this .....</p>		<p>Consistent with other Waste Local Laws.</p>




**CITY OF ALBANY**

**REPORT**

To : His Worship the Mayor and Councillors  
From : Technical Support Officer - Planning  
Subject : Development Application Approvals – February  
2017  
Date : 1 March 2017

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1. The attached report shows Development Application Approvals issued under delegation by a planning officer for the month of February 2017.
2. Within this period 48 Development applications were determined, of these;
  - 46 Development applications were approved under delegated authority;
  - 1 Development application was cancelled; and
  - 1 Development applications were withdrawn.

  
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**Zoe Sewell**  
Technical Support Officer – Planning

**PLANNING SCHEME CONSENTS ISSUED UNDER DELEGATED AUTHORITY****Applications determined for February 2017**

<b>Application Number</b>	<b>Application Date</b>	<b>Street Address</b>	<b>Locality</b>	<b>Description of Application</b>	<b>DeCancelledisision</b>	<b>Decision Date</b>	<b>Assessing Officer</b>
P2170018	13/01/2017	Duke Street	Albany	Change of Use - Existing Office to Single House & Office	Delegate Approved	22/02/2017	Alex Bott
P2170051	2/02/2017	Parade Street	Albany	Development - New Facility & Amenities Block	Delegate Approved	17/02/2017	Taylor Gunn
P2170062	7/02/2017	York Street	Albany	Development - Sea Container (Temporary Storage)	Delegate Approved	13/02/2017	Taylor Gunn
P2170085	21/02/2017	Spencer Street	Albany	Single House - Alterations & Additions	Delegate Approved	27/02/2017	Alex Bott
P2170091	23/02/2017	Aberdeen Street	Albany	Club Premises - Additions (Reinstatement of Original Verandah/Balcony)	Delegate Approved	24/02/2017	Taylor Gunn
P2160599	22/11/2016	Rowley Street	Albany	Grouped Dwelling	Delegate Approved	8/02/2017	Alex Bott
P2160675	21/12/2016	Grey Street West	Albany	Single house - Additions (front deck; rear additions) - Design Codes Assessment	Delegate Approved	10/02/2017	Taylor Gunn
P2170036	24/01/2017	Ballindean Avenue	Bayonet Head	Display Home	Delegate Approved	3/02/2017	Jessica Anderson
P2170044	1/02/2017	Houghton Boulevard	Bayonet Head	Single House - Addition (Carport Extension) Design Codes Assessment	Delegate Approved	2/02/2017	Alex Bott
P2170056	3/02/2017	Ballindean Avenue	Bayonet Head	Development - Car Park for Display Homes	Delegate Approved	8/02/2017	Alex Bott
P2170088	23/02/2017	Drake Bend	Bayonet Head	Single House (Design Codes Assessment)	Delegate Approved	27/02/2017	Alex Bott
P2170034	24/01/2017	Prior Street	Centennial Park	Light Industry - Panel Beating/Spray Painting (Shed Additions)	Delegate Approved	1/02/2017	Alex Bott
P2170050	2/02/2017	Graham Street	Centennial Park	Community Purpose - Change of Use & Additions	Delegate Approved	17/02/2017	Alex Bott
P2160576	11/11/2016	Cheyne Road	Cheyne	Zoo - Additions (Feed Shed & Fencing)	Withdrawn	14/02/2017	Taylor Gunn
P2160648	7/12/2016	Barry Court	Collingwood Park	Single House - Policy variation	Delegate Approved	9/02/2017	Taylor Gunn
P2170017	13/01/2017	Mermaid Avenue	Emu Point	Holiday Accommodation	Delegate Approved	15/02/2017	Jessica Anderson

Application Number	Application Date	Street Address	Locality	Description of Application	DeCancelledisision	Decision Date	Assessing Officer
P2170059	6/02/2017	Bedwell Street	Emu Point	Single House - Additions (Bedroom/Living Room/Deck) Design Codes Assessment	Delegate Approved	23/02/2017	Taylor Gunn
P2170055	3/02/2017	Churchlane Road	Kalgan	Development - Cut & Fill in Excess of 600mm (Farm Dam x 2)	Delegate Approved	17/02/2017	Taylor Gunn
P2170032	24/01/2017	Kingswood Road	King River	Single House - Outbuilding (Design Codes Assessment)	Delegate Approved	1/02/2017	Alex Bott
P2170003	5/01/2017	Stewart House Hill	Kronkup	Development - Outbuilding (Storage) - Boundary Setback Variation	Delegate Approved	13/02/2017	Jessica Anderson
P2170065	7/02/2017	Bandicoot Drive	Lange	Single House - Retaining Walls Water Tanks (Design Codes Assessment)	Delegate Approved	24/02/2017	Jessica Anderson
P2170070	8/02/2017	Catalina Road	Lange	Single House	Delegate Approved	20/02/2017	Alex Bott
P2170000	3/01/2017	Chipana Drive	Little Grove	Holiday Accommodation	Delegate Approved	3/02/2017	Taylor Gunn
P2170042	30/01/2017	Blackswan Court	Little Grove	Single House - Additions (Garage)	Delegate Approved	3/02/2017	Jessica Anderson
P2160457	20/09/2016	Magpie Cove	Little Grove	Single House - Design Codes Assessment & Water Tank	Delegate Approved	4/02/2017	Taylor Gunn
P2160582	14/11/2016	Bay View Drive	Little Grove	Grouped Dwelling	Delegate Approved	21/02/2017	Alex Bott
P2170089	23/02/2017	Mueller Street	Lockyer	Single House - Front Fence (Overheight)	Delegate Approved	28/02/2017	Alex Bott
P2170035	24/01/2017	Nambucca Rise	Lower King	Single House Outbuilding & Water Tanks	Delegate Approved	1/02/2017	Alex Bott
P2170038	24/01/2017	Koonwarra Close	Lower King	Single House - Retaining Wall (Northern Side of Existing Shed)	Delegate Approved	2/02/2017	Alex Bott
P2170061	7/02/2017	Bushby Road	Lower King	Single House - Partial Demolition of Outbuilding	Delegate Approved	13/02/2017	Taylor Gunn
P2170014	11/01/2017	Dustan Way	McKail	Single House - Retaining Walls (Design Codes Assessment)	Delegate Approved	3/02/2017	Taylor Gunn
P2170043	1/02/2017	Dustan Way	McKail	Single House (Retaining Wall) Design Codes Assessment	Delegate Approved	8/02/2017	Alex Bott
P2170047	2/02/2017	Lancaster Road	McKail	Single House - Outbuilding	Delegate Approved	6/02/2017	Jessica Anderson
P2170049	2/02/2017	Beaudon Road	McKail	Single House Outbuilding & Water Tank	Delegate Approved	3/02/2017	Alex Bott
P2170054	3/02/2017	Celestial Drive	McKail	Single House - Parapet Wall (Design Code Assessment)	Delegate Approved	15/02/2017	Jessica Anderson

REPORT ITEM DIS 015 REFERS

Application Number	Application Date	Street Address	Locality	Description of Application	DeCancelledisision	Decision Date	Assessing Officer
P2170060	6/02/2017	Orion Avenue	McKail	Single House - Outbuilding Extension (Design Codes Assessment)	Delegate Approved	8/02/2017	Alex Bott
P2170074	13/02/2017	Morgan Place	McKail	Single House - Outbuilding (Design Codes Assessment)	Delegate Approved	24/02/2017	Taylor Gunn
P2170015	12/01/2017	Grey Street West	Mount Melville	Holiday Accommodation	Delegate Approved	15/02/2017	Alex Bott
P2170005	5/01/2017	Moorialup Road	Napier	Bed and Breakfast	Delegate Approved	3/02/2017	Taylor Gunn
P2170027	20/01/2017	Eden Road	Nullaki	Development (Establish Building Envelope)	Delegate Approved	22/02/2017	Alex Bott
P2170039	25/01/2017	South Coast Highway	Orana	Single House - (Change of Use From Shop & Building Additions)	Delegate Approved	7/02/2017	Alex Bott
P2170020	16/01/2017	Harding Road	Robinson	Single House and Outbuilding (boundary setback variation)	Delegate Approved	20/02/2017	Alex Bott
P2160624	29/11/2016	Rycraft Drive	Spencer Park	Single House - Additions (Carport & Patio)	Delegate Approved	7/02/2017	Taylor Gunn
P2170037	24/01/2017	Negri Road	Willyung	Industry - Rural (service and storage of forestry equipment)	Delegate Approved	10/02/2017	Taylor Gunn
P2170045	1/02/2017	Bilaboya Place	Willyung	Single House - Outbuilding	Delegate Approved	3/02/2017	Taylor Gunn
P2170066	8/02/2017	Vokes Court	Willyung	Single House	Delegate Approved	28/02/2017	Taylor Gunn
P2170068	8/02/2017	Parker Brook Road	Willyung	Grouped Dwelling x 2 & Rainwater Tank	Delegate Approved	16/02/2017	Taylor Gunn
P2170069	8/02/2017	Parker Brook Road	Willyung	Double up made at cashiers for	Cancelled	8/02/2017	Planning

**CITY OF ALBANY**

**REPORT**

To : His Worship the Mayor and Councillors  
From : Administration Officer - Development  
Subject : Building Activity – February 2017  
Date : 1 March 2017

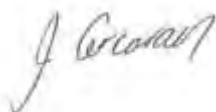
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1. In February 2017, eighty one (81) building permits were issued for building activity worth \$12,582,032, including three (3) demolition licences and one (1) sign licence.

It is brought to Council's attention that these figures included building licences: #161101 for Internal Services Upgrade to Gwen Hardie Lodge; estimated value: \$1,696,200.

#161102 for Internal Services Upgrade to Baptistcare Bethel Lodge; estimated value: \$3,338,500.

2. The two (2) attached graphs compare the current City activity with the past three (3) fiscal years. One compares the value of activity, while the other compares the number of dwelling units.
3. A breakdown of building activity into various categories is provided in the Building Construction Statistics form.
4. Attached are the details of the permits issued for February 2017, the eighth month of activity in the City of Albany for the financial year 2016/2017.



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Jasmin Corcoran  
**Administration Officer – Development**

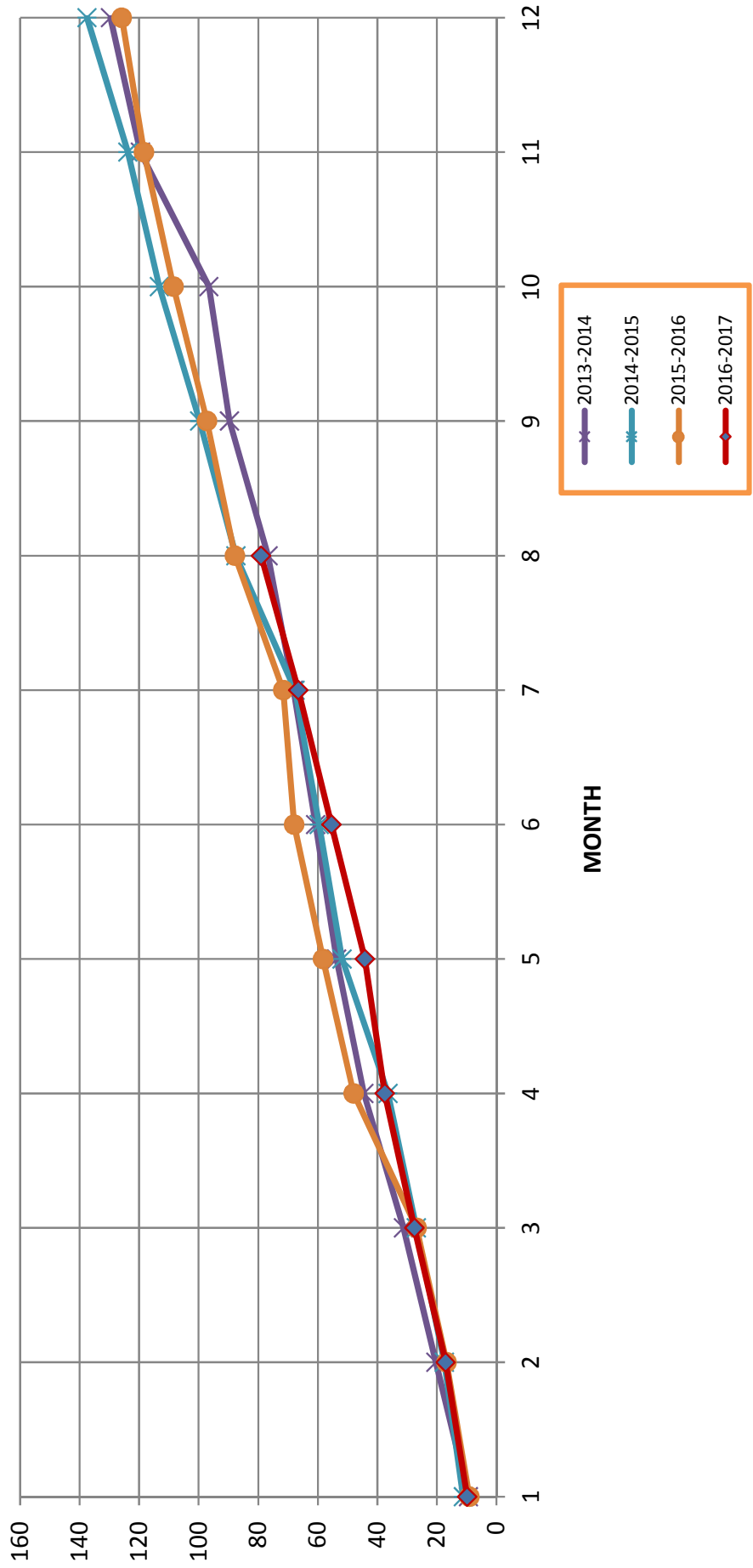
CITY OF ALBANY

BUILDING CONSTRUCTION STATISTICS FOR 2016 - 2017

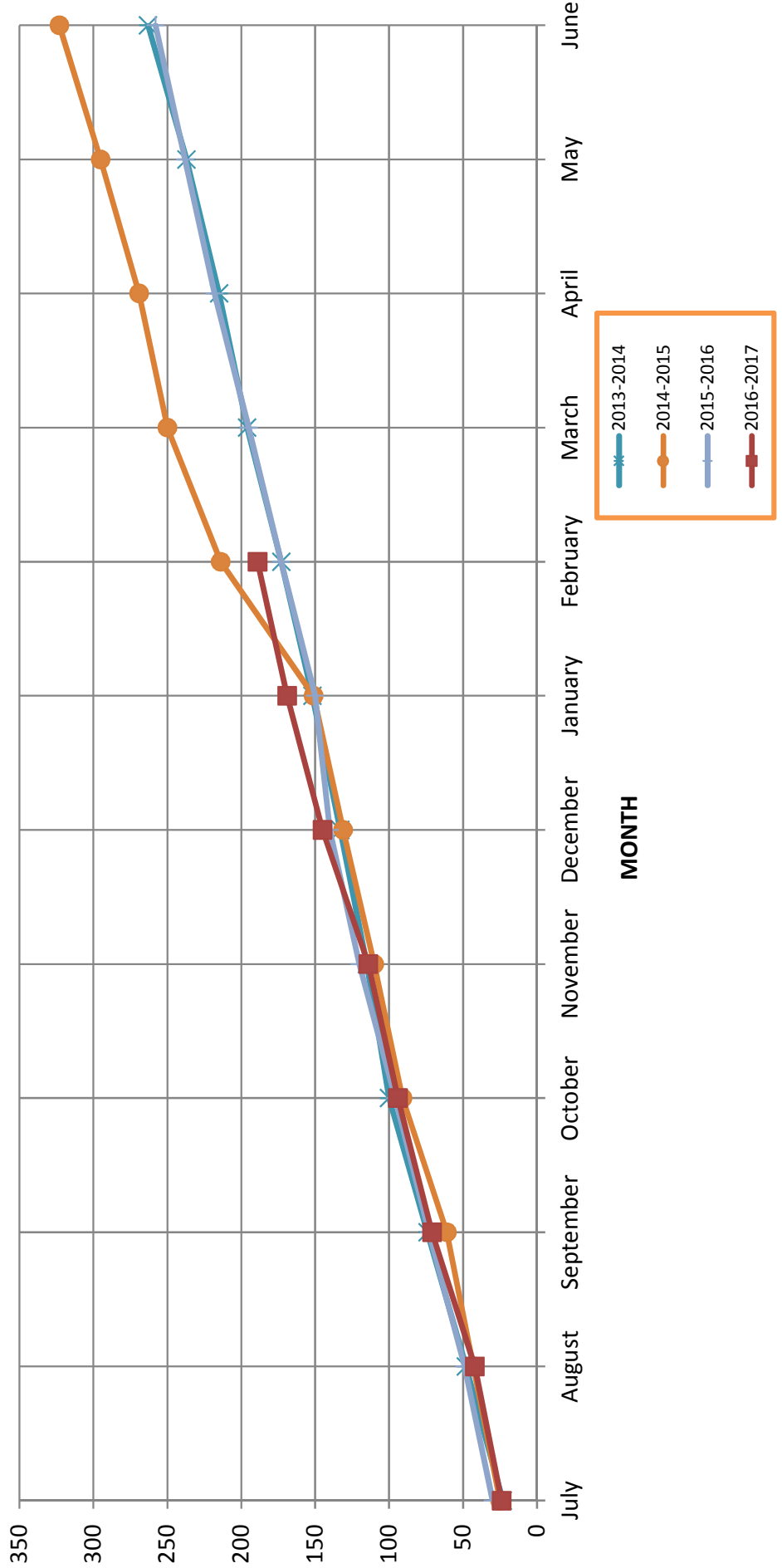
2016-2017	SINGLE DWELLING		GROUP DWELLING		TOTAL \$ VALUE	No	\$ Value	DOMESTIC/ OUTBUILDINGS		ADDITIONS/ DWELLINGS		HOTEL/ MOTEL		NEW COMMERCIAL		ADDITIONS/ COMMERCIAL		OTHER		TOTAL \$ VALUE
	No	\$ Value	No	\$ Value				No	\$ Value	No	\$ Value	No	\$ Value	No	\$ Value	No	\$ Value	No	\$ Value	
JULY	22	5,099,241	2	303,900	24	24	274,840	17	368,250	0	0	2	3,206,764	4	418,265	9	117,085	9,788,345		
AUGUST	17	4,427,348	1	35,000	18	24	380,839	28	1,725,271	0	0	0	0	4	141,793	10	608,920	7,319,171		
SEPTEMBER	29	9,077,464	0	0	29	16	337,170	15	566,839	0	0	0	0	3	377,000	5	61,200	10,419,673		
OCTOBER	23	7,369,345	0	0	23	28	562,909	23	1,134,368	0	0	3	62,326	6	595,067	11	133,466	9,857,481		
NOVEMBER	17	4,376,370	3	439,375	20	21	320,925	26	832,790	0	0	0	0	2	68,500	13	703,670	6,741,630		
DECEMBER	22	6,499,717	9	2,130,761	31	9	241,430	27	1,093,900	0	0	2	950,505	2	190,000	12	95,865	11,202,178		
JANUARY	23	7,242,364	1	56,000	24	13	227,579	22	550,869	1	70,000	0	0	2	2,672,000	10	312,920	11,131,732		
FEBRUARY	19	5,556,328	1	150,000	20	16	303,975	22	381,419	0	0	3	605,000	4	5,460,769	9	124,547	12,582,038		
MARCH																				
APRIL																				
MAY																				
JUNE																				
TOTALS TO DATE	172	49,648,177	17	3,115,036	189	142	2,649,667	180	6,653,706	1	70,000	10	4,824,595	27	9,923,394	79	2,157,673	79,042,248		



# BUILDING ACTIVITY \$M Value



# DWELLING UNITS



NUMBER OF UNITS

**BUILDING, SIGN & DEMOLITION LICENCES ISSUED UNDER DELEGATED  
AUTHORITY**

Applications determined for February 2017

Application Number	Builder	Description of Application	Street Address	Suburb
161152	GREGORY LEEDER	AMENDMENT TO BP 160040 RESIDENTIAL	WITTENOOM STREET	MIDDLETON
161132	OWNER BUILDER	PATIO - UNCERTIFIED	MIDDLETON ROAD	BEACH MIRA MAR
161146	DOWNRITE	PARTIAL DEMOLITION - DEMOLITION	PEELS PLACE	ALBANY
161164	OWNER BUILDER	PATIO - UNCERTIFIED	NORWOOD ROAD	LOWER KING
161093	OWNER BUILDER	CARPORT - UNCERTIFIED	BOHEMIA ROAD	YAKAMIA
161134	OWNER BUILDER	ALTERATION/ADDITION TO EXISITING SHED - UNCERTIFIED	SATELLITE CLOSE	MCKAIL
161114	LOWER GREAT SOUTHERN HOCKEY ASSOCIATION	ALTERATION/ADDITION TO EXISITING HOCKEY CLUBROOMS VERANDAH -	BARKER ROAD	CENTENNIAL
161105	RISING SIGNS	MONOLITH SIGN - UNCERTIFIED	SANFORD ROAD	PARK CENTENNIAL
161111	OWNER BUILDER	PATIO - UNCERTIFIED	QUEEN STREET	PARK LITTLE GROVE
161115	PULS PATIOS	CARPORT EXTENSION - UNCERTIFIED	HOUGHTON BOULEVARD	BAYONET HEAD
161119	OWNER BUILDER	RELOCATION OF EXISTING DWELLING - DEMOLITION	WARRENUP PLACE	WARRENUP
161142	OWNER BUILDER	SHED - UNCERTIFIED	BANDICOOT DRIVE	LANGE
161143	OWNER BUILDER	SHED - UNCERTIFIED	CHIPANA DRIVE	LITTLE GROVE
161106	BUILDING APPROVAL CERTIFICATE	UNATHORISED WORKS - PATIO SHED EXTENSION & AWNING/ROOF COVE	COSTIGAN STREET	MCKAIL
161099	PULS PATIOS	PATIO - UNCERTIFIED	LOWER KING ROAD	COLLINGWOOD
161091	MATSON FABRICATIONS	SHED EXTENSION - UNCERTIFIED	PARMELIA WAY	HEIGHTS MCKAIL
161145	OWNER BUILDER	CARPORT	ORION AVENUE	MCKAIL
161116	BUILDING APPROVAL CERTIFICATE	UNAUTHORISED EXTENSION TO DECK & NEW LOCATION OF STAIRS - BU	ALBANY HIGHWAY	ORANA
161100	OWNER BUILDER	GARAGE - UNCERTIFIED	FALLWOOD PARADE	BAYONET HEAD
161097	MCB CONSTRUCTION PTY LTD	EXTENSION TO EXISITING PATIO - UNCERTIFIED	GREENWOOD DRIVE	WILLYUNG
161125	TRAVIS HORDYK	RE-PITCHING OF EXISTING CURVED ROOF TO 22.62 DEG HIPPED ROOF	COOGEE STREET	MILPARA
161128	OWNER BUILDER	PATIO - UNCERTIFIED	DROME ROAD	MCKAIL
161141	NEWMAN'S CONCRETE	RETAINING WALLS - UNCERTIFIED	KOONWARRA CLOSE	LOWER KING

REPORT ITEM DIS 015 REFERS

Application Number	Builder	Description of Application	Street Address	Suburb
161088	TURPS STEEL	LIMESTONE RETAINING	DANIELS CLOSE	LOWER KING
161108	FABRICATIONS MATSON	WALL - UNCERTIFIED SHED - UNCERTIFIED	KINGSWOOD ROAD	KING RIVER
161156	FABRICATIONS ALBANY ALLWAY	RE-ROOF EXISTING RESIDENCE - UNCERTIFIED	FLEMINGTON STREET	ORANA
161158	ROOFING PTY LTD FLEETWOOD PTY LTD	CARPORT ALFRESCO & VERANDAH - SITE 191 - UNCERTIFIED	ALISON PARADE	BAYONET HEAD
161149	WA BUILDING AND MAINTENANCE PTY LTD	RE- ROOF - UNCERTIFIED	PEELS PLACE	ALBANY
161090	NEWMAN'S CONCRETE	RETAINING WALL - UNCERTIFIED	BEDWELL STREET	EMU POINT
161110	OWNER BUILDER	3 BAY GARAGE/WORKSHOP - UNCERTIFIED	OLD ELLEKER ROAD	GLEDHOW
161135	RYDE BUILDING	SHED - UNCERTIFIED	CELESTIAL DRIVE	MCKAIL
161140	COMPANY PTY LTD DOWNRITE	FULL DEMOLITION OF EXISTING DWELLING	SOUTH COAST HIGHWAY	MANYPEAKS
161129	DEMOLITION KOSTER'S OUTDOOR	PATIO X 2	RYCRAFT DRIVE	SPENCER PARK
161170	PTY LTD MCB CONSTRUCTION	SHED & VERANDAH - UNCERTIFIED	CENTAURUS TERRACE	MCKAIL
161139	PTY LTD OWNER BUILDER	SHED - UNCERTIFIED	BARFLEUR PLACE	MARBELUP
161174	KOSTER'S OUTDOOR	PATIO - UNCERTIFIED	FRANCIS STREET	LOWER KING
161131	PTY LTD OWNER BUILDER	PATIO & DECK - UNCERTIFIED	ALBANY HIGHWAY	CENTENNIAL PARK
161144	GREAT SOUTHERN SHEDS & STEEL	SHED - UNCERTIFIED	LANCASTER ROAD	MCKAIL
161107	DAVID ANDREW & ANN MARIE HOLLAND	PATIO EXTENSION - UNCERTIFIED	CHURCHLANE ROAD	KALGAN
161121	ELDRIDGE	RE-ROOF EXISTING	BOHEMIA ROAD	YAKAMIA
161109	ENTERPRISES PTY LTD TURPS STEEL	DWELLING - CERTIFIED SHED - UNCERTIFIED	DANIELS CLOSE	LOWER KING
161112	FABRICATIONS OWNER BUILDER	ALFRESCO AREA - UNCERTIFIED	WYLIE CRESCENT	MIDDLETON BEACH
161165	ORIGIN ENERGY	SOLAR PANELS INSTALLED ON ROOF - CERTIFIED	CHESTER PASS ROAD	MILPARA
161098	SERVICES LIMITED JACK TOWTON	SHED - UNCERTIFIED	BREWSTER ROAD	COLLINGWOOD HEIGHTS
161103	AUGUSTSON	FENCE FRONT & SIDE BOUNDARIES - UNCERTIFIED	WAKEFIELD CRESCENT	MIRA MAR
161085	ENTERPRISES PTY LTD KOSTER'S OUTDOOR	SHED - UNCERTIFIED	HOUGHTON BOULEVARD	BAYONET HEAD
161096	PTY LTD BUILDING APPROVAL	BUILDING APPROVAL CERTIFICATE - SECTION 51(3) - UNAUTHORISED	CHURCHLANE ROAD	KALGAN

REPORT ITEM DIS 015 REFERS

Application Number	Builder	Description of Application	Street Address	Suburb
161117	WREN (WA) PTY LTD	SHED - UNCERTIFIED	BILABOYA PLACE	WILLYUNG
141644	THOMAS ANDREW BENSON-LIDHOLM	NEW DWELLING 2 STOREY - UNCERTIFIED	WARRANGOO ROAD	BAYONET HEAD
161087	GARRY RAYMOND & JOANNE EATON	ANCILLARY ACCOMMODATION & GARAGE - UNCERTIFIED	HENTY ROAD	KALGAN
161154	JOHN MATTHEW AND DEIDRE LOUISE DEKKER	ALTERATIONS & ADDITIONS TO EXISTING DWELLING AND NEW	HARVEY ROAD	WARRENUP
161155	CLAUDIO CARLO & ROMEO GIANNI GLIOSCA	INDUSTRIAL WORKSHOP / WAREHOUSE - CERTIFIED	NEGRI ROAD	WILLYUNG
161126	RAYMOND ESKETT	TWO X NEW INDUSTRIAL SHEDS - CERTIFIED	NEWTON STREET	ROBINSON
161160	MCB CONSTRUCTION PTY LTD	STEEL FRAMED TOILET BUILDING WITH 2 X UAT'S STORAGE ROOM AND	PARADE STREET	ALBANY
161133	PLUNKETT HOMES (1903) PTY LTD	SINGLE STOREY DWELLING - UNCERTIFIED	HAYWARD CREST	YAKAMIA
161123	POCOCK BUILDING COMPANY PTY LTD	NEW DWELLING - UNCERTIFIED	BALLINDEAN AVENUE	BAYONET HEAD
161095	J & TW DEKKER PTY LTD	NEW SINGLE DETACHED DWELLING ONE-STOREY WITH ALFRESCO PORC	DUSTAN WAY	MCKAIL
161138	J & TW DEKKER PTY LTD	SINGLE STOREY DWELLING & SHED - UNCERTIFIED	GALLE STREET	YAKAMIA
161127	WREN (WA) PTY LTD	NEW DWELLING GARAGE AND ALFRESCO - UNCERTIFIED	CULLINAN TERRACE	BAYONET HEAD
161147	RYDE BUILDING COMPANY PTY LTD	TWO STOREY DWELLING AND SHED - UNCERTIFIED	MCKENZIE DRIVE	LOWER KING
161120	WA COUNTRY BUILDERS PTY LTD	SINGLE STOREY DWELLING & RETAINING WALLS - CERTIFIED	RADIATA DRIVE	MCKAIL
161136	RYDE BUILDING COMPANY PTY LTD	SINGLE STOREY HOUSE RAINWATER TANK AND SHED - UNCERTIFIED	BEAUDON ROAD	MCKAIL
161137	RYDE BUILDING COMPANY PTY LTD	SINGLE STOREY DWELLING - UNCERTIFIED	CENTAURUS TERRACE	MCKAIL
161159	FLEETWOOD PTY LTD	NEW PARK HOME - SITE 191 - UNCERTIFIED	ALISON PARADE	BAYONET HEAD
161069	PLUNKETT HOMES (1903) PTY LTD	NEW SINGLE DETACHED DWELLING ONE-STOREY WITH ALFRESCO VERA	CELESTIAL DRIVE	MCKAIL
161094	WA COUNTRY BUILDERS PTY LTD	NEW SINGLE DETACHED DWELLING ONE-STOREY WITH PORCH ALFRESC	BAGNALL PARKWAY	LANGE
161124	WA COUNTRY BUILDERS PTY LTD	NEW DWELLING - CERTIFIED	ASCANIUS PARADE	BAYONET HEAD
161122	SCHLAGER GROUP PTY LTD	NEW DWELLING & RETAINING WALLS - CERTIFIED	HOUGHTON BOULEVARD	BAYONET HEAD
161118	PRC BUILDING SERVICES PTY LTD	REMOVAL OF ASBESTOS ROOF AND WALL CLADDING RE-CLAD WITH	HANRAHAN ROAD	MOUNT ELPHINSTONE

REPORT ITEM DIS 015 REFERS

Application Number	Builder	Description of Application	Street Address	Suburb
161157	POCOCK BUILDING COMPANY PTY LTD	NEW DWELLING & WATER TANK - UNCERTIFIED	HARDING ROAD	ROBINSON
161017	NORTH 2 SOUTH EXECUTIVE HOMES PTY LTD	NEW SINGLE DETACHED DWELLING TWO-STOREY WITH COVERED AREA	MCLEOD STREET	MIRA MAR
161151	POCOCK BUILDING COMPANY PTY LTD	TWO STOREY DWELLING RETAINING WALLS & 2 X WATER TANKS	BANDICOOT DRIVE	LANGE
161101	BADGE CONSTRUCTIONS (WA) PTY LTD	INTERNAL SERVICES UPGRADE TO GWEN HARDIE LODGE -	MERMAID AVENUE	EMU POINT
161102	BADGE CONSTRUCTIONS (WA) PTY LTD	INTERNAL SERVICES UPGRADES TO BAPTISTCARE BETHEL LODGE RESID	BETHEL WAY	YAKAMIA
161089	OCCUPANCY PERMIT	OCCUPANCY PERMIT - SECTION 46 - HEARING CENTRE (CLASS 6) - C	ALBANY HIGHWAY	CENTENNIAL
161113	OCCUPANCY PERMIT	ORANA CINEMAS - OCCUPANCY PERMIT	ALBANY HIGHWAY	PARK ORANA
161130	TEMPORARY OCCUPANCY PERMIT	TEMPORARY OCCUPANCY PERMIT - CERTIFIED	LOCKYER AVENUE	CENTENNIAL
161148	ALBANY SCAFFOLD HIRE	SCAFFOLDING ON TOP OF VERANDAH/PROPS FROM FOOTPATH - UNCERTIFIED	STIRLING TERRACE	PARK ALBANY
161168	OCCUPANCY PERMIT	OCCUPANCY PERMIT - WESTRAIL BARRCKS COMMUNITY USE BUILDING -	FREDERICK STREET	ALBANY
161169	OCCUPANCY PERMIT	OCCUPANCY PERMIT - RURAL INDUSTRY STORAGE & PACKAGING SHED F	SOUTH COAST HIGHWAY	KING RIVER
161171	WAUTERS ENTERPRISES PTY LTD	SCAFFOLDING / DEPOSIT OF BUILDING MATERIAL ON STREET	STIRLING TERRACE	ALBANY