



Avon Regional Organisation of Councils

AROC Governance Group Meeting

13 September 2021

MINUTES

To: AROC Members

Here within are the Minutes of the AROC Governance Group (President's & CEO's) Meeting held on the abovementioned date in the Council Chambers at the Shire of Toodyay, 15 Fiennes Street, Toodyay.

Suzie Haslehurst

CHIEF EXECUTIVE OFFICER

AROC Secretariat

MINUTES – AROC GOVERNANCE GROUP
AVON REGIONAL ORGANISATION OF COUNCILS
13 SEPTEMBER 2021

Preface

When the CEO approves these Minutes for distribution they are in essence "Unconfirmed" until the following AROC Governance Group Meeting, where the Minutes will be confirmed subject to any amendments.

The "Confirmed" Minutes are then signed off by the Presiding Person.

Attachments that formed part of the Agenda, in addition to those tabled at the Meeting are incorporated into a separate attachment to these Minutes.

Unconfirmed Minutes

These minutes were approved for distribution on 23 September 2021.



Suzie Haslehurst
Chief Executive Officer
AROC Secretariat

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Confirmed Minutes

These minutes were confirmed at a meeting held on
8 November 2021

Signed: 

Note: The Presiding Member at the meeting at which the minutes were confirmed is the person who signs above.

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ATTACHMENTS follow Item 9.

1. DECLARATION OF OPENING

Cr Madacsi, Chairperson, commenced the meeting at 9.35am.

2. PRESENTATIONS

3. RECORD OF ATTENDANCE / APOLOGIES

Members:

Cr R Madacsi	Shire President, Shire of Toodyay
Cr B Ruthven	Deputy Shire President, Shire of Toodyay
Mr C Linnell	CEO, Shire of York
Mr P Bentley	CEO, Shire of Goomalling
Cr B Haywood	Shire President, Shire of Goomalling
Cr P Bantock	Shire President, Shire of Victoria Plains
Mrs G Teade	CEO, Shire of Victoria Plains
Mr J Whiteaker	CEO, Shire of Northam
Cr C Antonio	Shire President, Shire of Northam (<i>arrived 9.39am</i>)

3.1 APOLOGIES

Ms S Haslehurst	CEO, Shire of Toodyay
Cr D Smythe	Shire President, Shire of York

4. CONFIRMATION OF MINUTES

4.1 Minutes of Meeting held on 12 July 2021.

OFFICER'S RECOMMENDATION/AROC RESOLUTION NO. 05/09/21

MOVED C Linnell

That the Unconfirmed Minutes of the Avon Regional Organisation of Councils meeting held on 12 July 2021 be accepted as a true and correct record.

MOTION CARRIED 9/0

5. INFORMATION ADDITIONAL TO THE MINUTES

5.1 From the Action List

The words “Toodyay CEO to arrange a meeting with Christian (the two Federal Members)” were removed from the list.

6. ITEMS OF BUSINESS

6.1 Financial Report

OFFICER'S RECOMMENDATION/AROC RESOLUTION NO. 06/09/21

MOVED Cr Antonio

SECONDED Cr Haywood

That the Governance Group receive the financial report for the period ending 31 August 2021.

MOTION CARRIED 9/0

6.2 Destination Perth - Avon Valley collaboration

Background

Jason Whiteaker, Chief Executive Officer from the Shire of Northam requested Stephen Gollan, Chief Executive Officer from the Shire of Beverley to attend the September 2021 AROC Meeting.

Destination Perth met and presented an opportunity to five Avon Valley Shires (Toodyay, Goomalling, Northam, York and Beverley) to sign up as Silver Corporate Members of the Avon Valley with Destination Perth.

The proposal requires a \$1,000 joining fee and a \$5,000 contribution payment be made into the collaborative marketing fund, which Destination Perth will then match.

The intention is that Destination Perth will then work with the Avon Valley Shires to develop and implement a marketing plan for the Avon Valley region.

Basically, aside from the joining fee, the combined \$25,000 plus the \$25,000 matched contribution Destination Perth are prepared to pay will provide to the Avon Valley Shires a total of \$50,000 in marketing spend as well as a solid marketing plan and staffing resources to implement it.

Reason put forward on this Agenda

Toodyay, York and Beverley are interested in signing up, but we are just waiting on Goomalling and Northam. There have been some concerns raised via email amongst all five Avon Valley Shires and discussion in the open forum of the AROC meeting may shed light on those concerns and pave the way for a collaborative approach and joint response back to Destination Perth.

Points raised as follows:

- Shire of Northam CEO advised that the background of the report was slightly misleading as it was a suggestion and not a request.

Concept

Destination Perth to bring regional local governments together to market for a more coordinated perspective. The proposal asks that local governments join Destination Perth, pay a membership fee (\$1,000 to \$5,000) and in return the group has access to the expertise of Destination Perth as well as additional add-on marketing benefits.

- Commitments been made from the Shires of York, Toodyay and Beverley but Northam has reservations about what the benefit would be.

- Collective Brand:
Destination Perth is going to be the responsible party for developing and marketing the collective brand.
- Shire of Northam: have spent a lot of time on their own brand and have a significant marketing budget however if majority wanted to go in the Shire of Northam would come in and support it.
- York: the perspective from York and the wider Avon region is that it comes back to what the state government strategy is with respect to their “destination” bodies. They are doing master plans. If we do not align to those opportunities where funding is spent we may miss out on them. The Avon Valley needs to have a collective voice. Destination Perth and the Golden outback are two different places. How we move forward not sure. York branding ok on its own as well as some level of regional tourism brand. The name is the brand. We’re not trying to recreate a different by-line. Don’t know the detail of what we would receive for the investment. Would wish to avoid it being disruptive like the breakup of the last Avon tourism commitment. We would be interested in a collective approach and not missing an opportunity to miss out on promotion of the Avon Arc.
- Goomalling: gaining a little momentum. Potential for further marketing to occur to bring more tourism to the region.
- Membership Information:
 - Bronze membership \$2,000 providing a range of things. Access to data in relation to people coming through communities through mobile phone hot spotting. Bronze gets workshopping, what’s on calendar. AGM voting rights. Access to match cooperative marketing funding capped at \$10,000 (you put in \$5,000 and they put in \$5,000).
 - Silver Membership \$5,000 except matching funding is up to \$25,000
 - Gold Membership \$10,000 a year and access given to same things and matching funding up to \$50,000.
 - Model is interesting. With gold there is only one available. They will invite the one. That is one across destination Perth. Silver limited to four and bronze limited to ten.
- Beverley: very keen to go down this way because everyone is likeminded.

- Toodyay: we have common denominators with the proximity to Perth and the wheatbelt. There is an agricultural and urban mix along here which no one else has to the same extent as York, Toodyay and Northam so maybe we should be looking at something along lines of the green rural peri-urban lifestyle or connection. Wheatbelt=golden. Hills=boutique industries. Avon=green rolling hills, agriculture, tourism. A comfortable day's journey to relax.
Victoria Plains: There is a Toodyay valley continuance that falls into the Avon (Bolgart being part of wheatbelt) and on the western side of Victoria Plains are the Northern Valleys. You haven't got us listed here but can Victoria Plains be included as they were previously with Avon Tourism?
- Marketing Points:
 - Catch words describing the collective location, pretty, scenic, boutique industries with Arts and Crafts on their doorstep.
 - marketing aspect is the day trip from Perth. Not having to pack up the caravan. Exploring New Norcia, Chittering, etc.
 - something that is associated with the Avon as a whole region. Nail it to something that is clear for people to understand and visualise and appetising for them – putting a lot of money into membership that may not have much in return.
- The choice – in or out?
 - Do we need more information provided to us? You don't have Vic Plains in it but Bolgart could be included within it.
 - What is the key picture to identify and the flow on effect? Not coming out just for one thing but is more to be done. Get that understanding clear in our minds.
- The decision – without resolution
 - All members local governments of AROC, including the Shire of Victoria Plains sign up with the Shire of Beverley to see what Destination Perth will deliver in the short and long-term for the region.
 - Reassess annually for at least the next 3- or 4-year period to see how it evolves.
- Expectation– without resolution
 - Destination Perth have the responsibility to put our collective regions on the map.

6.3 Annual Financial Contribution - AROC Fees

Background

The AROC MOU, adopted in September 2020 states the following:

Annual Financial Contribution

1. Each year at its April meeting the Governance Group will determine the annual contribution for member Councils for the following financial year;
2. The annual contribution shall be identical for each member Council;
3. The annual contribution will be not less than \$5,000 and not more than \$10,000

per member local government.

Reason put forward on this Agenda

March 2019 was the last time the annual financial contribution came up on an agenda for consideration. It has not been determined since that time. The recommendation is that the contribution remain the same given the pressure that the COVID-19 Pandemic has put on local government budgets.

Acceptance of the recommendation means the Shire of Northam can issue invoices for the 2021/2022 financial year; having had confirmation of the fees set by the Governance Group via resolution as per the MOU.

OFFICER'S RECOMMENDATION/AROC RESOLUTION NO. 07/09/21
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MOVED C Antonio	SECONDED: P Bantock
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That the annual financial contribution toward AROC from each of the member Councils remain at \$5,000.
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7. OTHER MATTERS TO BE DISCUSSED

7.1 Cr Madacsi

7.1.1 Feral Pigs

Cr Madacsi advised that a stakeholder meeting had taken place at the Shire of Toodyay on Friday 10 Sept 2021 in an attempt to discuss the feral pig issue that is occurring in the region.

Discussion Points were as follows:

- NRM: we vaguely talked with the NRM about Feral Pigs but we more intensely discussed the issue with the DPIRD and DBCA and we intend running

Toodyay as a test case for control so we will find strategies that may work.

- Illegal hunters are an issue.
- Do not have a degree of management from DBCA as they do not have workplace resources.
- Decimation of farming land.
- Plans roughly mapped out and more GIS data regarding movements will start to be collected.
- Northampton (Lake Muir) has good 21-year program and Shire of Chittering has commenced a good program there.
- Boddington and Darkan suggested as other places.
- Morawa has a Central Wheatbelt Biosecurity Organisation where you get funding for dogs and feral pigs. That may be worth setting up and use that to manage feral pig numbers and any other biosecurity issues that come along with that.
- Northam Biosecurity spoken with already. Management report from Dr Peter Adams well received.
- Shire of Toodyay not directly involved but we are looking at providing legitimacy through the community stakeholder group by bringing them under the Environmental Advisory Committee providing GIS Data entry and a data repository.
- The Shire's role is only to facilitate meetings here and using local government advocacy and at least one Officer resource to assist them. The community stakeholder group will do their own management directly and will report back. If it is a common problem then periodically we can update you all and coordinate any programs in unison.

8. NEXT MEETING

Officer's Group (CEO's)	11 October 2021
Governance Group (CEO's & Presidents)	8 November 2021

9. MEETING CLOSURE

The Presiding Member closed the meeting at 10.45am.



AROC Governance Group Meeting

Attachments to Minutes – Monday 13 September 2021

Item 5 Matters Arising

5.1 Action List	1
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Item 6 Items of Business

6.1 Financial Report to 31 August 2021	3
6.2 Destination Perth - Avon Valley collaboration	N/A
6.3 Annual Financial Contribution - AROC Fees	N/A

AROC STATUS REPORT

Avon Regional Organisation of Councils

Secretariat

CEO - Shire of Toodyay

Meeting Date	Purpose	Resolution	Target date for completion	Actioned by	Completion Date	Meeting Commentary
12 July 2021	Climate Change Initiative & Water Sustainability	AROC CEOs to work together to identify a project we could apply for funding on a regional level.	ASAP	ALL		13.09.21: No action taken place. CEOs have not had a chance to talk about it at this stage.
10/05/2021	Corella Management	That AROC authorise the CEO Officer Group to expend up to \$30,000 from AROC Funds to have Wheatbelt NRM undertake field work on behalf of the member shires to develop strategies for Corella management.	ASAP	J Whiteaker, CEO, Northam Shire	Completed.	13.09.21: Wheatbelt NRM engaged. It will be next year by the time we get the report.
10/05/2021	Water Sustainability (Actions to take)	<p>Northam CEO to arrange a meeting with Water Corporation (Toodyay and York to be included) (Mike) to discuss the concept for the future and they may have advice to offer to Vic Plains' subject.</p> <p>Vic Plains to get some advice regarding their already written business case for lobbying of (Melissa) election candidate. Goomalling to also contact Melissa's office.</p>	ASAP	Refer to Resolution column.	t.b.a.	<p>13.09.21: Hon Melissa Price invited to AROC meeting in future – she has been invited but still awaiting when she will be free.</p> <p>Water Corporation being invited – SON CEO advised that once the SON has dealt with agreements with the WC they'll follow up with inviting that representative</p> <p>Issues with landholder side of it. Another meeting to be held as the business case written from Vic Plains but agreement needed on the content.</p>

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AVON REGIONAL ORGANISATION OF COUNCILS

Statement of Comprehensive Income

Administered by Shire of Northam

	01.07.2021	31.08.2021	2021	2020	2019	2018	2017	2016	2015
			\$	\$	\$	\$	\$	\$	\$
Brought Forward		161,314	189,822	165,490	139,323	118,752	95,655	101,543	134,108
Revenue									
Member Contributions		-		25,000	30,000	30,000	49,625	30,000	30,000
Fees & Charges		5						5,391	2,459
Interest Earnings		630		1,832	3,667	-	-	1,914	2,299
Other Revenue		7,900						-	-
Total Revenue	5	25,630	31,832	33,667	57,525	30,000	37,305	34,759	
Expenses									
Insurance								846	1,158
Recreation Plan						5,000			
Equipment Expenditure								5,897	3,081
Shire of Toodyay Administration				7,500	7,500	7,500	7,500	7,500	7,500
WB Infrastructure Conway Highbury								12,000	
WB Infrastructure refund to WDC								17,273	
Localise Aged Friendly Audit								26,312	
Strategic Waste Management Plan							28,950		
Training						7,900			
Capacity and capability assessment			22,500						
Other Expenditure Exit Dowerin		31,637			16,554				
Total Expenditure	-	54,137	7,500	7,500	36,954	7,500	43,193	67,324	
Net Result	5	(28,507)	24,332	26,167	20,571	22,500	(5,888)	(32,565)	
Accumulated Funds on hand 31.08.2021		161,319	161,314	189,822	165,490	139,323	118,752	95,655	101,543
Represented by Bankwest Muni Account		161,319							