

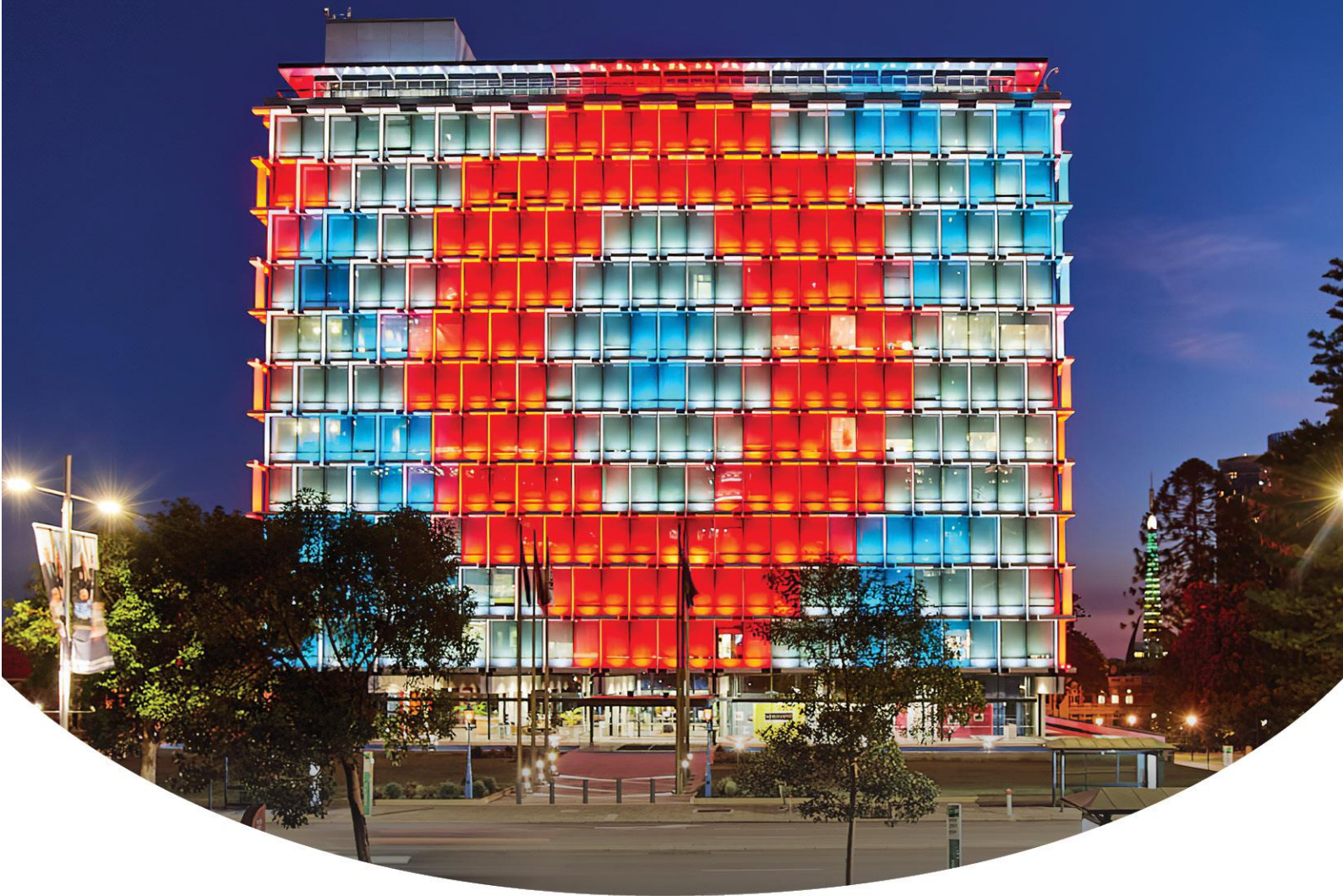


City of Perth

Ordinary Council Meeting

MINUTES

28 July 2020, 5pm | Council Chamber, Level 9, 27 St Georges Terrace, Perth



Minutes to be confirmed at the next Ordinary Council Meeting

These minutes are hereby certified as confirmed

Presiding member's Signature: _____ Date: _____

Vibrant, Connected, Progressive.

This is the community's vision for Perth and the City of Perth.



Order of Business

Item

1. Prayer/Acknowledgement of country
2. Declaration of opening
3. Apologies
4. Question time for the public and notification of deputations
5. Members on leave of absence and applications for leave of absence
6. Confirmation of minutes
7. Announcements by the Chair Commissioner
8. Disclosures of members interests
9. Questions by members of which due notice has been given
10. Correspondence
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15. Urgent business

16. Closure

Minutes of the Ordinary Council Meeting of the City of Perth held in the Council Chamber, Level 9, St Georges Terrace, Perth on Tuesday, 28 July 2020.

Members in attendance

Chair Commissioner Andrew Hammond Presiding Member
Deputy Chair Commissioner Gaye McMath
Commissioner Len Kosova

Officers in attendance

Mr Murray Jorgensen	Chief Executive Officer
Mr Bill Parker	General Manager Corporate Services
Mr Chris Kopec	General Manager Infrastructure and Operations
Ms Anne Banks-McAllister	General Manager Community Development
Ms Karin Strachan	Project Director Corporate Recovery
Ms Danielle Uniza	Alliance Manager Governance
Mr Dewald Gericke	Acting Alliance Manager Development Approvals Experience
Ms Siobhan Rippington	Governance Coordinator
Ms Ashlee Rutigliano	Governance Officer

Observers

No members of the public
Five members of staff
No members of the media

1. Acknowledgment of Country/Prayer

The Chair Commissioner read the Acknowledgement of Country.

The Chief Executive Officer read the prayer.

2. Declaration of opening

5.01pm The Chair Commissioner declared the meeting open.

3. Apologies

Mr Jayson Miragliotta, General Manager Planning and Economic Development
Mr Michael Kent, Project Director Strategic Finance

4. Question time for the public and notification of deputations

4.1 Question time for the public

Nil

4.2 Notification of deputations

Nil

5. Members on leave of absence and applications for leave of absence

Nil

6. Confirmation of minutes

Council Resolution

Moved: Commissioner Kosova

Seconded: Commissioner McMath

That Council CONFIRM the minutes of the Ordinary Council Meeting held on 30 June 2020 as a true and correct record.

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

7. Announcements by the Chair Commissioner

Welcome to Danielle Uniza – Alliance Manager Governance

The Chair Commissioner welcomed Danielle Uniza, Alliance Manager Governance, to the City.

Farewell to the Chief Executive Officer – Murray Jorgensen

The Chair Commissioner made the following announcement:

“It’s time to say farewell to our Chief Executive Officer, Murray Jorgensen. Murray joined us in late 2018.

Murray took the challenge on and has done a remarkable job in turning the corporation around into what is a redefinition of the structure of the place. It’s also a redefinition of the culture of the organisation. He has assembled a great team, there are people sitting here today that are part of that team, and what we’ve also seen is great relationships forged with our stakeholder groups. It’s disappointing that tonight we couldn’t adopt our treaty with our traditional owners, which Murray

has done an enormously positive amount of work, but also community groups such as the East Perth Community Group, our other progress associations, the state government, the federal government, local politicians, local bureaucrats, who are universal in their praise in the way which Murray has done the job.

We now have a proper Strategic Community Plan and Corporate Business Plan, a policy framework, a strategy framework, a governance framework. We have all this and we've also dealt with COVID-19, and in order for us to have dealt with COVID-19 the way we did, that was a result of us having an almost forensic understanding of our financial situation.

Murray, on behalf of the Commissioners, the staff, the state government, the community, Perth and Western Australia, thank you for your efforts in transforming this city, you have done a marvelous job."

8. Disclosures of members interests

Member/Officer	Item No. and Title	Nature of Interest
Commissioner Gaye McMath (CM 146087/20)	Item 13.14 - Proposed Lease and Operating Subsidy Agreement between the City of Perth and the Perth Theatre Trust for the Perth Concert Hall	Nature: Direct Financial Interest – Commissioner McMath is the City of Perth nominated member on the Perth Theatre Trust and has accepted and declared hospitality as part of the Board role. Extent: Significant

9. Questions by members of which due notice has been given

Nil

10. Correspondence

Nil

11. Petitions

Nil

12. Matters for which the meeting may be closed

Nil

13. Reports

Item 13.1 – Initiation of Amendment No. 45 to City Planning Scheme No. 2 to Introduce a Special Control Area over 11 (Lot 100) and 27 (Lot 700) Newcastle Street, Perth

File reference	P1039251#02
Report author	Roberta Circosta, Sustainability Officer
Other contributors	Kathy Lees, Acting Principal Urban Planner - Policy
Reporting Service Unit and Alliance	City Planning, Planning and Economic Development
Report author disclosure of interest	Nil
Date of report	2 July 2020
Nature of Council’s role	Legislative
Voting requirement	Simple Majority
Attachment/s	Attachment 13.1A – Location Plan Attachment 13.1B – Scheme Amendment Report

Purpose

The purpose of this report is for Council to consider the initiation of Amendment No. 45 to City Planning Scheme No. 2 (CPS2) to introduce a Special Control Area (SCA) over the subject site (refer Attachment 13.1A).

Background

The City of Perth (City) has received a request from Urbis on behalf of NEXTDC, the owners of 11 (Lot 100) and 27 (Lot 700) Newcastle Street, Perth, to amend to introduce a SCA over the lots.

A copy of the scheme amendment report is provided in Attachment 13.1B, which includes details of the SCA provisions, associated update to the Precinct Plan and the subject site context.

Development Approval

The total site is intended to be developed by NEXTDC as a high technology facility to provide information technology infrastructure to government and private sector clients.

On 17 July 2018, the City approved a development application for a communication pod at 11 Newcastle Street which has been constructed and is operational.

On 1 November 2018, the Perth Local Development Assessment Panel (LDAP) approved, with conditions, the further use and development of 11 Newcastle Street for a data centre complex

comprising a ten-level office building and a nine-level data centre containing 44 commercial tenant parking bays. The nine-level data centre is nearing completion.

The landowner intends to develop an office/data centre building along Newcastle Street occupying 27 and part of 11 Newcastle Street, that is likely to contain office and data centre uses. No development application has been lodged for this proposal yet.

Details

The subject site comprises two lots with a total area of 7,896m² and is located within the ‘City Centre’ Scheme Use Area under CPS2.

A maximum plot ratio of 4:1 applies to 11 Newcastle Street while a maximum plot ratio of 3:1 applies to 27 Newcastle Street. Both would be eligible for up to a maximum of 50% bonus plot ratio. Despite the variation in maximum plot ratios, a 21-metre street building height and a 40 metre maximum building height applies to both lots along Newcastle Street.

The subject site is also located within the Perth Parking Management Plan Area and is subject to the Perth Parking Policy 2014 (PPP). The PPP establishes the maximum number of commercial tenant car bays that can be located on a single lot. The PPP also restricts the sharing of commercial tenant bays across different lots.

The proposed scheme amendment will introduce a SCA over the subject site to facilitate the coordinated development of the site. It will introduce provisions to allow the two separate lots to be treated as one site for the purposes of distributing plot ratio and car parking across the site.

Stakeholder engagement

Community consultation will occur subject to the initiation of the scheme amendment by Council in accordance with the *Planning and Development (Local Planning Scheme) Regulations 2015*.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	Place
Strategic Objective	2.9 Land use, transport and infrastructure planning that encourages and facilitates a wide range of public and private sector investment and development

The proposed SCA will ensure that the site is developed in a coordinated manner.

Legal and statutory implications

- Sections 75, 81, and 84 of the Planning and Development Act 2005 - which outline the process for amending a local planning scheme, including referrals to the Environmental Protection Authority (EPA) and advertising.
- Regulations 34 and 35(2) of the Planning and Development (Local Planning Schemes) Regulations 2015 – assist to determine whether the amendment is basic, standard or complex.
- Clauses 3A of Schedule A (Supplemental Provisions) of the City Planning Scheme No. 2 – refers to amending Precinct Plans.
- Clause 39 of the City of Perth City Planning Scheme No. 2 – refers to Special Control Areas.

Connection with mandates in the City of Perth Act 2016

8(1)(f) - to promote environmentally sustainable development, while ensuring Perth's role as a thriving business, cultural and entertainment centre, considering the flow-on impact to the Perth metropolitan area

Risk implications

Impact of decision	
Organisation	Low
Community	LowLow

Risk domain	Consequence	Likelihood	Risk rating
Legal and Regulatory/Ethical	Minor	Unlikely	Low
Reputation and External Stakeholders	Minor	Unlikely	Low
Service Delivery/Strategic Objectives	Minor	Unlikely	Low

Approval implications

The decision to initiate a scheme amendment rests with Council. Should Council resolve not to initiate the scheme amendment, the applicant has no right of appeal for the decision. The Minister for Planning is responsible for final approval of scheme amendments.

Financial implications

There are no financial implications related to this report. The applicant is responsible for the administration costs in assessing, advertising and finalising the scheme amendment documentation.

Policy references

State Government

State Government's PPP establishes the maximum number of commercial tenant car parking bays that can be located on a single lot. The PPP also restricts the sharing of commercial tenant car parking bays across different sites.

Local Policy

Stirling Precinct Plan (P3) – provides a statement of intent/vision for development of the area.

Comments

Scheme Amendment Classification

The *Planning and Development (Local Planning Schemes) Regulations 2015* include three categories for amending Local Planning Schemes; basic, standard and complex. The proposed amendment will have minimal impact on the CPS2 area outside of the proposed SCA. Additionally, the proposed amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area. Given this, the amendment is considered to be a standard amendment.

Planning Justification

The proposed SCA will enable the land to be treated as one site for the purposes of distribution of plot ratio and commercial tenant car parking.

The SCA will not change the overall quantum of plot ratio available on the site but will allow greater flexibility in its distribution with more plot ratio able to be located to the west than is currently permitted under CPS2. The maximum plot ratio floor area for the two lots within the SCA would be individually calculated based on the maximum plot ratios indicated on the Plot Ratio Plan as currently required under CPS2, and added together to determine the total maximum plot ratio floorspace for the SCA. The SCA would then allow the total maximum plot ratio floor area to be distributed across the SCA in a manner proposed by the applicant through a development application subject to the CPS2 built form objectives also being met. Assessment of the specific built form proposed on the site would be assessed as part of the development application process.

The SCA will also not change the overall quantum of commercial tenant car parking available on the site but will allow more car parking bays to be distributed to the west than is currently envisaged under the PPP. Matters relating to traffic movement are addressed through the development approval process.

Referrals and Stakeholder Engagement

Following initiation of a standard scheme amendment, the local government is required to refer the proposed scheme amendment to the EPA to determine whether it needs to be assessed. The

EPA has 28 days to make this determination. Once advice is received from the EPA, the local government is required to advertise the proposed scheme amendment for public comment for a period of 42 days.

Conclusion

The proposed scheme amendment is generally consistent with the statutory planning framework provided by CPS2 and will facilitate development of the site in a co-ordinated manner. Given this, the proposed scheme amendment is considered suitable for initiation.

Officer Recommendation and Council Resolution

Moved: Commissioner Kosova
Seconded: Commissioner McMath

That Council:

1. INITIATES Amendment No. 45 to the City Planning Scheme No. 2 as detailed in Attachment 13.1B – Scheme Amendment Report and pursuant to section 75 of *the Planning and Development Act 2005* (the Act);
2. RESOLVES that Amendment No. 45 to the City Planning Scheme No. 2 is a standard amendment pursuant to regulations 34 and 35(2) of the Planning and Development (Local Planning Schemes) Regulations 2015 (the Regulations), for the following reasons:
 - 2.1 the amendment would have minimal impact on land in the scheme area that is not the subject of the amendment; and
 - 2.2 the amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area.
3. FORWARDS Amendment No. 45 to the City Planning Scheme No. 2 to the Environmental Protection Authority, pursuant to section 81 of the Act; and
4. ADVERTISES Amendment No. 45 to the City Planning Scheme No. 2 for public inspection pursuant to section 84 of the Act, and in accordance with section 47 of the Regulations.

CARRIED 3 / 0

For:
 Commissioner Hammond
 Commissioner McMath
 Commissioner Kosova

Against:
 Nil

Item 13.2 – Events, Arts and Culture Advisory Committee - COVID-19 Rebound Grant and Sponsorship Guidelines

File reference	CM 126472/20
Report author	Virginia Withers, Senior Sponsorship Officer
Other contributors	Nil
Reporting Service Unit and Alliance	Activation and Cultural Experience, Community Development Alliance
Report author disclosure of interest	Nil
Date of report	3 July 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 13.2A – COVID-19 Grant and Sponsorship Guidelines

Purpose

The purpose of this Report is for Council to consider the Events, Culture and Arts Advisory Committee recommendation that Council approve the 2020/2021 COVID-19 Rebound Grant and Sponsorship Guidelines.

Background

At its meeting on 26 May 2020, Council approved the City of Perth’s COVID-19 Rebound Strategy. The Strategy outlines the City’s plan to support the community and businesses re-invent and revive following the COVID-19 pandemic.

A ‘building back better’ approach will be achieved through programs that embrace the community’s health and wellbeing, financial support and sponsorships, activation and events, business support and investment attraction initiatives.

Details

In a ‘business-as-usual’ environment the City of Perth offers a suite of grant and sponsorship programs which are designed to align with the objectives of the City’s Strategic Community Plan and reviewed on an annual basis.

To support the City’s COVID-19 Rebound Strategy, all existing grant and sponsorship programs have been suspended. The ‘COVID-19 Grants and Sponsorship Program’ has been developed to align with the objectives of the Strategy and replace the ‘business-as-usual’ sponsorship programs for the 2020/21 Financial Year.

The COVID-19 Grant and Sponsorship Guidelines are included at Attachment 13.2A.

The objectives of the COVID-19 Grants and Sponsorship Program are to:

- support local businesses to recover, rebound and prosper;
- drive local visitation and tourism into the city in ways that are safe;
- enhance vibrancy and activation in the city, ensuring there is 'always something on in the city'; and
- support community wellbeing, safety and security and increase community connection and social cohesion.

The grant and sponsorship programs are informed by the community priorities as identified in the COVID-19 Rebound Strategy stakeholder survey and detailed in the total operating project expenditure for 2020/21.

The COVID-19 Grants and Sponsorship Program has an increased focus on Quick Response Grants in order to:

- address immediate needs and opportunities;
- ensure funding directly reaches small business and practitioners;
- promote smaller, immediate projects and activation; and
- spread the available funding amongst more applicants.

Applicants seeking funding for events and projects in the city are asked to detail how they will:

- encourage people to support and drive traffic to local Perth businesses in the hospitality, retail and/or tourism sectors; and
- support the local economy through local procurement and employment.

Applications received prior to approval of the Guidelines

Due to the timeframe required by event organisers, sponsorship applications are considered approximately six – ten months in advance.

Applications in rounds relating to 2020/21 Arts Grants, Arts Sponsorship, Event Sponsorship and Business Event Sponsorship were received in February and March, prior to the COVID-19 shutdown period. To ensure alignment with the City's COVID-19 Rebound Strategy, applicants have been asked to also address the following additional criteria:

Economic Rebound and Support for Local Business

- How will your project/event(s) encourage people to support and drive traffic to local Perth businesses in the hospitality, retail and/or tourism sectors?

Support for the Local Economy

- How will your project/event(s) help to support the local economy through opportunities for employment of local practitioners and/or businesses?

COVID-19 Risk Mitigation

- What is your contingency plan should any restrictions on large gatherings be re-introduced before your event(s)?
- How do you plan to build confidence in the public that your event(s) is/are safe to attend?

These applications will be assessed and processed as publicly advertised. These reports will be presented at the July and August Council Meetings.

Stakeholder engagement

To inform the development of the City’s COVID-19 Economic Rebound Strategy, the City sought feedback from key stakeholders on what is required to assist with the rebound of Perth’s economy. Close to 250 surveys were sent to individuals representing tourism, hotels, property, arts, culture, retail, hospitality and the community. A total of 74 valid responses were returned with feedback. This gives a 30 per cent response rate, which is well within the statistical requirements for a trustworthy sample.

The priorities identified in the survey have informed the Sponsorship Guidelines.

The Events, Arts and Culture Advisory Committee reviewed the proposed Guidelines at a Workshop held on 2 July 2020.

The Guidelines have been reviewed and endorsed by the City of Perth Executive Leadership Team.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	People
Strategic Objective:	1.3 Accessible and relevant community support services, and playing a leading role with homelessness.
	1.4 An inclusive approach that embraces youth, seniors, people with a disability, and people from all walks of life.
	1.5 Infrastructure, activities and programs that stimulate and entertain youth to reduce antisocial behaviour.

	1.6 Thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage locals and visitors to come back for more. 1.8 A community that is healthy in its lifestyle and wellbeing, and generous towards helping others.
Aspiration:	Place
Strategic Objective:	2.1 A city that is seen by all as a great place to be
Aspiration:	Prosperity
Strategic Objective:	4.1 A sustained increase in leisure and business tourism visitation. 4.4 Attract and support new and existing business to create a CBD retail experience that is superior to suburban competition. 4.5 A “can do” reputation that delivers investment and assists small businesses and development generally, through a willingness to assist and encourage. 4.6 Precincts that utilise their unique sense of place, local pride and enthusiasm to encourage investment and economic activity. 4.7 Strategic investment and development driven by key opportunities such direct international flights, student education, higher education and technology research and development. 4.8 Iconic signature events positioned strategically to create a vibrancy that attracts intrastate, interstate and international visitors.

Legal and statutory implications

Connection with mandates in the *City of Perth Act 2016*

8(1)(h) - to nurture and support the initiatives and innovations of the diverse precincts of Perth city8

Risk implications

Impact of decision	
Organisation	Low
Community	Medium

Risk domain	Consequence	Likelihood	Risk rating
People	Moderate	Unlikely	Low
Reputation and External Stakeholders	Moderate	Unlikely	Medium
Financial	Moderate	Unlikely	Low

Approval implications

If the Guidelines are not approved there will be significant delays in confirming grants and sponsorships. This has a reputational risk to the City of Perth and reduces the City’s ability to deliver on its COVID-19 Rebound Strategy and Strategic Community Plan.

Financial implications

In June 2020, Council approved a list of Operational Activities and Projects for inclusion into the 2020/21 annual planning and budget process. This list has informed the Long Term Financial Plan and the Corporate Business Plan which, in turn, informs the draft budget. The expenditure amounts in the COVID-19 Rebound Strategy are indicative until the draft budget is approved by Council in August 2020.

The Grants and Sponsorship programs are detailed in the COVID-19 Rebound Strategy, Total Operating Project expenditure for 2020/21, as follows:

Grants for small to medium businesses to help them survive and rebound after the pandemic	\$1,040,000	Quick Response Small Business Grants	\$350,000
		Economic Development Sponsorship	\$690,000
Grants for building improvement projects	\$270,000	Business Improvement Grants	\$ 270,000
Grants to support arts and cultural sector rebound and recover	\$1,400,000	Quick Response Arts and Cultural Grants	\$200,000
		Arts Sponsorship	\$1,200,000
Grants to support third-party activation and events post COVID-19	\$1,250,000	Quick Response Events and Activation Grants	\$180,000
		Event Sponsorship	\$1,070,000
Grants for community groups and programs	\$65,000	Community Wellbeing Grants	\$145,000
Grants to neighbourhood groups to support grass roots initiatives	\$80,000		
Grants to support lane-way activation and upgrades and locational precinct improvements	\$240,000	Precinct Development Matched Funding Grants	\$240,000
	<u>\$4,345,000.00</u>		<u>\$4,345,000.00</u>

Policy references

18.13 – Sponsorship and Grants.

The policy outlines a consistent and transparent assessment process and criteria which guides the

recommendation to Council.

Comments

In a ‘business-as-usual’ environment Council is not required to approve Sponsorship Guidelines. Given the exceptional circumstances relating to the COVID-19 Rebound Strategy it is considered appropriate for the Guidelines to be approved by Council in this instance.

According to the terms of reference, all members of the Events, Arts and Culture Advisory Committee must have no political or vested interests in the matters tabled at the committee meetings. Therefore, in relation to sponsorship, the best approach is to ensure the Committee provides high-level, strategic advice rather than assessing and/or recommending on individual applications. Once the Guidelines are fully endorsed, grants and sponsorships will therefore be assessed under the criteria outlined therein, by an internal panel of experts and recommended to Council as per normal processes. Council reports relating to grant and sponsorship applications submitted by individual applicants will not be put before the Committee. This is to avoid actual and perceived conflicts of interest and ensure efficient decision-making.

Officer and Committee Recommendation and Council Resolution

Moved: Commissioner McMath
Seconded: Commissioner Kosova

That Council APPROVES the COVID-19 Rebound Grant and Sponsorship Guidelines, as detailed in Attachment 13.2A.

CARRIED 3 / 0

For:
 Commissioner Hammond
 Commissioner McMath
 Commissioner Kosova

Against:
 Nil

Meeting Note:
 Commissioner Hammond acknowledged the City and staff’s response in developing this COVID-19 response as outstanding and one that needs to be recognised as an extraordinary effort.

Item 13.3 – COVID-19 Rebound Event Sponsorship Round 1 Financial Year 2020/21

File reference	P1038782#03
Report author	Candice Beadle, Sponsorship Officer
Other contributors	Nil
Reporting Service Unit and Alliance	Activation and Cultural Experience, Community Development Alliance
Report author disclosure of interest	Nil
Date of report	17 June 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 13.3A – Detailed Officer Assessment

Purpose

To provide recommendations in relation to COVID-19 Rebound Event Sponsorship applications received by the City of Perth.

Background

COVID-19 Rebound Strategy

At its meeting on 26 May 2020, Council approved the City of Perth’s COVID-19 Rebound Strategy. The Strategy outlines the City’s plan to support the community and businesses re-invent and revive following the COVID-19 pandemic. *A ‘building back better’ approach will be achieved through programs that embrace the community’s health and wellbeing, financial support and sponsorships, activation and events, business support and investment attraction initiatives.*

The Strategy recognised that events and activations are a critical tool for supporting the city’s economic rebound and community connection:

6.2 *Re-invent and Revive*

Investment in events and other arts and cultural activities are critical to ensure Perth is ready to welcome people back to the city once restrictions on large gatherings have been relaxed. Grants for events and activations will provide cash and in-kind support for those with widespread appeal that create a feeling of safety and vibrancy within the city, encourage people to support local businesses, and enhance the city’s reputation as a great place to be.

Events and festivals are one way the City can attract people back into Perth and support the hospitality, retail and tourism sectors. City grants will help to build capacity within the struggling events and cultural sectors, with the aim of emerging from this crisis more

resilient than before, creating an 'always something on in the city' perception that attracts visitors and is supported by residents.

COVID-19 Rebound Grants and Sponsorship Programs

To support the City's COVID-19 Rebound Strategy, all existing grant and sponsorship programs have been suspended. The 'COVID-19 Grants and Sponsorship Program' has been developed to align with the objectives of the Strategy and replace the 'business-as-usual' sponsorship programs for the 2020/21 Financial Year.

The grant and sponsorship programs are informed by the community priorities as identified in the COVID-19 Rebound Strategy stakeholder survey and detailed in the total operating project expenditure for 2020/21.

The Guidelines have been endorsed by the Events, Arts and Culture Advisory Committee.

The objectives of the COVID-19 Grants and Sponsorship Program are to:

- support local businesses to recover, rebound and prosper;
- drive local visitation and tourism into the city in ways that are safe;
- enhance vibrancy and activation in the city, ensuring there is '*always something on in the city*'; and
- support community wellbeing, safety and security and increase community connection and social cohesion.

The applications submitted in the Event Sponsorship round were received by the application deadline of 17 March 2020 and were assessed against the criteria in the 2020/21 Event Sponsorship Guidelines, as publicly advertised. This Report was originally planned to be delivered at the May Council Meeting however it has been deferred due to the COVID-19 situation and uncertainty of events proceeding given the government restrictions on mass gathering sizes, physical distancing requirements and travel restrictions.

Additional COVID-19 Rebound Criteria

All applicants have been required to submit additional information to ensure that events recommended for approval are aligned to the COVID-19 Economic Rebound Strategy and have appropriate risk management plans in place should restrictions return at any stage.

Economic Rebound and Support for Local Businesses

- How will your event encourage people to support and drive traffic to local Perth businesses in the hospitality, retail and/or tourism sectors?

Support for Local Employment and Businesses

- How will your event help to support the local events and/or cultural sectors through opportunities for employment of local practitioners and/or businesses?

COVID-19 Risk Mitigation

- What is your contingency plan should restrictions on large gatherings be reintroduced before your event?
- How do you plan to build confidence in the public that your event is safe to attend?
- What measures will you put in place to ensure the health and safety of attendees and staff at your event? (How will you address physical distancing and hygiene requirements so that they are in-line with the Department of Health’s regulations which may be applicable at the time of your event?)

Event sponsorship applications have been asked to ensure that they have sufficiently addressed risks relating to COVID-19 in their event plan. Due to the risk that events may need to be modified, postponed or cancelled if government restrictions are reintroduced, the City requires applicants to appropriately plan for this possibility as no sponsorship fee will be paid for an event that is unable to be delivered.

Details

Event Sponsorship is available to organisations who deliver events that bring social and economic benefits to support our aspiration to be a vibrant, connected and progressive city. To contribute to this vision, the City supports events that attract increased visitation, encourage broad community participation and create activation of city spaces for residents and visitors to enjoy and encourage them to come back again. The City welcomes events that actively engage local businesses and promote new economic and tourism opportunities.

Event Sponsorship is available in two streams, which recognise the outcomes sought by the City:

<p>Community Stream Community Event Sponsorships are typically managed by not-for-profit and community-based member-organisations. The events are widely accessible to the public and maintain a core focus on free programming that enlivens and activates the city.</p> <p>Events provide opportunities for the community to connect and often celebrate important cultural traditions and milestones and actively engage and support Perth’s diverse communities. Community Event Sponsorships help to support events that celebrate the spirit of a community, provide opportunities for active community participation, help build opportunities to share cultural experiences with a wider public, and create vibrant and resilient communities.</p>	<p>Commercial Stream Commercial Event Sponsorships are typically managed under a commercial structure, with revenue generated through commercial sponsorships, ticket sales and other income streams.</p> <p>The program supports events which activate and enliven the city, enhance Perth’s reputation on a local and state level, encourage increased visitation and deliver increased economic benefits to the City’s stakeholders, with opportunities for local businesses to leverage the event.</p>
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Assessment Summary

The City received 24 applications in the round, of which one was ineligible and nine were withdrawn as the events were cancelled due to the impacts of COVID-19.

The remaining 14 applications were assessed by a four-person assessment panel consisting of members from the City’s Administration.

A detailed Officer Assessment of all applications is included at Attachment 13.3A.

Funding recommendations are based on quality of the application, satisfaction of assessment criteria and available budget. The maximum funding contribution provided by the City cannot exceed 30% of the total event budget.

NOTE: Due to the awarding of bonus points aligned to optional criteria informed by the City’s Strategic Community Plan, it is possible for applicants to receive over 100% for high scoring applications.

Rank	Applicant	Project	Category	Requested amount	Assessment score	Recommendation
1	The Chung Wah Association Inc	Perth Chinese New Year Fair 2021	Community	\$75,000	116%	\$70,000
2	The Western Australian Yachting Foundation (inc), T/A Swan River Sailing	2021 Perth Festival of Sail	Commercial	\$60,000	111%	\$25,000
3	Perth International Jazz Festival Inc	2020 Perth International Jazz Festival	Community	\$40,000	101.5%	\$28,000
4	Seven Network Operations Limited	Alinta Energy Christmas Pageant	Community	\$120,000	99%	\$120,000
5	Consular Corps of Western Australia Inc.	Consular Corps of WA Inc - World of Food Festival 2020	Community	\$10,000	98%	\$5,000
6	GLBTI Rights In Aging INC. (GRAI)	Barn Dance 2020	Community	\$6,000	95%	\$3,000
7	Perth Glendi Association of WA	Perth Glendi 2021	Community	\$30,000	94%	\$15,000
8	East Perth Community Safety Group Inc.	The Teeniest Tiniest Festival in The World	Community	\$3,540	80.98%	\$3,000
9	Perth International Boat Show	Perth International Boat Show	Commercial	\$15,000	79%	Decline

10	MSWA	The SensAtion Gallery	Community	\$60,000	70%	Decline
11	TEDxUWA	TEDxUWA 2020: Vision	Community	\$2,000	58%	Decline
12	Perth Dinghy Sailing Club Inc.	Perth Waters Coaching Regatta	Community	\$5,000	51%	Decline
13	West Aussie Fur Frenzy	West Aussie Fur Frenzy	Community	\$5,500	47%	Decline
14	Perth Dinghy Sailing Club Inc.	2020 Australian O'pen Skiff Championships	Community	\$5,000	45%	Decline
TOTAL				\$437,040 Requested		\$269,000 Recommended

The 14 applications assessed requested support totaling \$437,040. Of the applications assessed, eight are recommended for approval and six for decline. This is a total support of \$269,000 for this sponsorship round.

Stakeholder engagement

The Guidelines have been endorsed by the Events, Arts and Culture Advisory Committee.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Event Sponsorships – Community Stream

Aspiration:	People
Strategic Objective:	1.6 Thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage locals and visitors to come back for more 1.4 An inclusive approach that embraces youth, seniors, people with a disability, and people from all walks of life
Aspiration:	Place
Strategic Objective:	2.1 A city that is seen by all as a great place to be

Event Sponsorships – Commercial Stream

Aspiration:	Prosperity
Strategic Objective:	4.8 Iconic signature events positioned strategically to create vibrancy that attracts intrastate, interstate and international visitors
Aspiration:	PeoplePeople
Strategic Objective:	1.6 Thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage locals and visitors to come back for more 1.4 An inclusive approach that embraces youth, seniors, people with a disability, and people from all walks of life
Aspiration:	Place
Strategic Objective:	2.1 A city that is seen by all as a great place to be

COVID-19 Economic Rebound Strategy

This item addresses the strategic objective ‘Re-invent and Revive’, by supporting events that have widespread appeal which return vibrancy to the city, encourage people to support local businesses, promote Perth as a destination of choice and enhance the city’s reputation as a great place to be.

Legal and statutory implications

There are no legal or statutory implications related to this report.

Connection with mandates in the *City of Perth Act 2016*

8(1)(g) - to strengthen Perth's reputation as an innovative, sustainable and vibrant city that attracts and welcomes all

Risk implications

Impact of decision	
Organisation	Low
Community	Medium

Risk domain	Consequence	Likelihood	Risk rating
People	Major	Unlikely	Medium
Reputation and External Stakeholders	Minor	Unlikely	Low
Financial	Minor	Possible	Medium
Service Delivery/Strategic Objectives	Minor	Unlikely	Low

Approval implications

If these sponsorships are not approved it is likely the events will be scaled back or not proceed within the city.

Financial implications

In June 2020, Council approved a list of Operational Activities and Projects for inclusion into the 2020/21 annual planning and budget process. This list has informed the Long Term Financial Plan and the Corporate Business Plan which, in turn, informs the draft budget.

The operational activities and projects approved by Council included \$1.25m for grants to support third-party activation and events post COVID-19. This item recommends approving 8 applications for a total cost of \$269,000.

The expenditure amounts in the COVID-19 Rebound Strategy are indicative until the draft budget is approved by Council August 2020.

Policy references

18.13 – Sponsorship and Grants.

The policy outlines a consistent and transparent assessment process and criteria which guides the recommendation to Council.

Comments

The events sector has been severely impacted by the COVID-19 pandemic with events being cancelled, postponed or having to change their mode of delivery. The decrease in visitation has contributed to a decline in economic activity and the government restrictions have left many feeling disconnected from their communities.

In order to assist in re-inventing and reviving Perth as a destination of choice to visit, live and play in, investment in events is critical. Providing financial certainty for future events in a timely manner will enable effective planning to ensure their adaptability to the rapidly changing conditions and restrictions. The recent lifting of restrictions on mass gathering sizes means that events will commence over the coming months.

Through Event Sponsorship funding, the City is able to attract events that have widespread appeal, create feelings of safety and vibrancy within the city, encourage people to support local businesses, and enhance the city's reputation as a great place to be. In addition, Event Sponsorship will help build capacity within the sector, with the aim of creating an '*always something on in the city*' perception that attracts visitors.

The applications recommended for support were able to demonstrate strong alignment with the City's Strategic Community goals, and key priorities of the City's COVID-19 Economic Rebound Strategy by increasing vibrancy by activating city spaces, providing unique opportunities for the

wider community to engage and connect and increasing economic benefits to city retailers and traders.

Assessing the Event Sponsorship applications within a round allows the assessment panel to benchmark the applications against each other and award funding based on qualitative rankings and return on objectives. The number of applications received in this round and the limited budget made the assessment process highly competitive. An assessment score of 80% and above was determined by the panel as the minimum required for support. The panel is confident applications receiving part-funding will be able to successfully deliver their projects in full or with revised plans.

The City recommends that all applicants adhere to the State Governments approach in the “COVID-19 Safety Guidelines – Events” in order to adequately mitigate health risks.

Officer Recommendation and Council Resolution

Moved: Commissioner McMath

Seconded: Commissioner Kosova

That Council, subject to the adoption of the 2020/21 Budget:

1. APPROVES a cash sponsorship \$269,000 (excluding GST) to the following applicants:
 - 1.1 The Chung Wah Association Inc. for Perth Chinese New Year Fair 2021 (\$70,000);
 - 1.2 The Western Australian Yachting Foundation (Inc), T/A Swan River Sailing for 2021 Perth Festival of Sail (\$25,000);
 - 1.3 Perth International Jazz Festival Inc. for 2020 Perth International Jazz Festival (\$28,000);
 - 1.4 Seven Network Operations Limited for Alinta Energy Christmas Pageant (\$120,000);
 - 1.5 Consular Corps of Western Australia Inc for World Food Festival 2020 (\$5,000);
 - 1.6 GLBTI Rights in Aging Inc for Barn Dance 2020 (\$3,000);
 - 1.7 Perth Glendi Association of WA for Perth Glendi (\$15,000); and
 - 1.8 East Perth Community Safety Group Inc. for the Teeniest Tiniest Festival in the World (\$3,000).

2. DECLINES sponsorship of the following applicants:
 - 2.1 Perth International Boat Show for the 2020 Perth International Boat show;
 - 2.2 MSWA for SensAtion Gallery;
 - 2.3 TEDxUWA for TEDxUWA 2020: Vision;
 - 2.4 Perth Dinghy Sailing Club Inc for Perth Waters Coaching Regatta;
 - 2.5 West Aussie Fur Frenzy for West Aussie Fur Frenzy; and
 - 2.6 Perth Dinghy Sailing Club Inc for 2020 Australian Open Skiff Championships.

3. AUTHORISES the Chief Executive Officer to negotiate with the applicants, the final list of sponsorship benefits for inclusion in the agreement, according to the Council approved funding amount.

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

Item 13.4 – COVID-19 Rebound Economic Development Sponsorship Spacecubed | #AdaptDontStop Digital Literacy Program

File reference	P1038987#02#05
Report author	Candice Beadle, Sponsorship Officer
Other contributors	Nil
Reporting Service Unit and Alliance	Activation and Cultural Experience, Community Development Alliance
Report author disclosure of interest	Nil
Date of report	3 June 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Nil

Purpose

To provide a recommendation in relation to a COVID-19 Rebound Economic Development Sponsorship application received by the City of Perth.

Background

COVID-19 Rebound Strategy

At its meeting on held on 26 May 2020, Council approved the City of Perth’s COVID-19 Rebound Strategy. The Strategy outlines the City’s plan to support the community and businesses re-invent and revive following the COVID-19 pandemic.

A ‘building back better’ approach will be achieved through programs that support the community’s health and wellbeing, financial support and sponsorships, activation and events, business support and investment attraction initiatives.

Economic Development Sponsorship

Economic Development Sponsorship aims to strategically support city businesses to ensure a strong return to economic performance and assist the City of Perth in its goals to position the city as a thriving centre for business and support commerce, employment, ongoing investment and economic growth. Through the Economic Development program, funding is available to projects which support skills and training development.

Applicant details

Entity name	Spacecubed Ventures Pty Ltd
ABN	18620753077
Entity type	Australian Private Company
ABN status	Active
ATO endorsed charity type	Not endorsed

Spacecubed is a Social Enterprise, supporting co-working and office spaces, events, programs and a curated community of small businesses, sole traders, corporates and entrepreneurs.

Spacecubed’s aim is to influence positive change through the community, by empowering and connecting 100,000 businesses and innovators by 2025. Spacecubed’s aim is to nurture a passionate, driven community of collaborators to build an environment that fosters creativity and engagement.

Details

Project title	#AdaptDontStop Digital Literacy Program
Project start date	Early August 2020
Project end date	End September 2020
Venue	Online and at Spacecubed’s Riff site, at 45 St Georges Terrace
Estimated attendance	135
Ticket cost	Free to City of Perth based businesses
Total project cost	\$19,648
Total amount requested	\$19,648
Recommendation	Approve
Recommended amount	\$15,000 (76% of the total project cost)
Assessment score	35 out of 55 (64%)

In response to the COVID-19 pandemic, Spacecubed is developing a training program to equip small-medium businesses with digital skills and knowledge to assist them diversify into the online space.

The program aims to support City of Perth businesses to:

- increase their knowledge of online tools that will assist them in streamlining business processes;
- increase digital literacy and feel more confident operating online; and
- understand the potential in the online space for their business.

Spacecubed propose a course of six-modules (classes) which will cover the basics in areas including:

- what being online means for a contemporary business;
- safe online practices for business;

- how being digital can improve a business’s operations and enable them to function more efficiently;
- introduction to programs that can simplify and enhance the day-to-day running of a business;
- programs to assist in managing accounts and payroll including XERO, Quickbooks, MYOB, online banking solutions and online rostering for accuracy and accountability;
- engaging with customers online;
- building a digital brand including search engine optimisation, maintaining a digital presence, website building, hosting and domains;
- e-commerce (Shopify, PayPal etc),
- operational software (GSuite, Zoom, Slack etc); and
- social media (analytics, advertising, brand etc).

The program will be offered free-of-charge to all City of Perth businesses. Two people per business are able to participate. The applicant anticipates that 90 City of Perth businesses will participate.

COVID Contingency Plan

The Program is able to be delivered online or in-person at Spacecubed’s St Georges Terrace space concurrently. This will allow the Program to be delivered successfully wholly online should government restrictions be reintroduced.

Previous five years of City of Perth Support

Year	Amount	Project
2015	\$3,000	West Tech Fest
2016	\$10,000	Start-up Weekend (May & November)
2018	\$11,000	Start-up Weekend 2018
2019	\$33,000	\$11,000 - Start-up Weekend 2019 \$22,000 - Industry Sector Sponsorship (Solder)
2020	\$11,000	Start-up Weekend 2020
Total	\$68,000	

Sponsorship benefits

Organisers will provide the following recognition for the requested sponsorship of \$19,648:

- City of Perth official designation - Major Sponsor;
- City of Perth logo recognition on all program promotional material;
- City acknowledged across Spacecubed’s social media channels; and
- database of participants given to City of Perth for profiling for City of Perth business communications (pending confirmation from participants).

Key Sector Development - Assessment score card

The application was assessed by a three-person assessment panel and the scoring has been

averaged for each outcome.

Essential Project Criteria <i>All applications are assessed on the following criteria:</i>	Score out of 5
Alignment with a Key Sector	
To what extent does the project support the growth and development of an established or emerging key sector, that represents strategic importance to the City of Perth's economy	3.8
To what extent does the project assist the City of Perth in developing a compelling narrative on our unique selling points and raise the profile and reputation of the City of Perth as a premier Capital City to do business within the relevant sector?	3.5
Prestige and Significance	
To what extent does the applicant demonstrate prestige and significance through the quality of proposed speakers, participants, sponsors, media or the involvement or endorsement from international federations and organisations?	2.5
Project Plan and Other Funding Sources	
Has the applicant provided evidence of a robust project plan?	2.7
Has the applicant included a budget detailing investment through a variety of funding sources, illustrating that the project is not reliant on City of Perth funding to be delivered?	1.2
Has the applicant demonstrated what specific elements the City of Perth funding is supporting and what extra capacity the funding will enable?	4
Sponsorship Benefits	
Please rate the level of benefits and recognition provided to the City	3
Sub- total 20.7 out of 35	
Additional Project Outcomes <i>Applicants must address at least two of the following six outcome areas. Applicants can address as many outcome areas as are relevant to the project or initiative.</i>	
Outcome 1. Investment Attraction	N/A
Outcome 2. International Business Development	1.8
Outcome 3. Short term Direct Economic Benefits	4
Outcome 4. Long term Economic Development	3.7
Outcome 5. Professional Development, Training and Skill Development	4.8
Outcome 6. Linkages and Knowledge Exchange	N/A
Sub-total 14.3 out of 20	
TOTAL ASSESSMENT SCORE 35 out of 55 (64%)	

Stakeholder engagement

No stakeholder engagement has been undertaken in relation to this report.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	Prosperity
Strategic Objective:	4.5 A “can do” reputation that delivers investment and assists small businesses and development generally, through a willingness to assist and encourage.

Legal and statutory implications

There are no legal or statutory implications related to this report.

Connection with mandates in the *City of Perth Act 2016*

8(1)(g) - to strengthen Perth's reputation as an innovative, sustainable and vibrant city that attracts and welcomes all

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Reputation and External Stakeholders	Insignificant	Rare	Low
Financial	Insignificant	Rare	Low
Service Delivery/Strategic Objectives	Insignificant	Rare	Low

Approval implications

If this grant is not approved it is likely the project will not proceed.

Financial implications

In June 2020, Council approved a list of Operational Activities and Projects for inclusion into the 2020/21 annual planning and budget process. This list has informed the Long Term Financial Plan and the Corporate Business Plan which, in turn, informs the draft budget.

The operational activities and projects approved by Council included \$1.04m for grants for small

to medium businesses to help them survive and rebound after the pandemic. This item recommends approving 1 application for a total cost of \$15,000.

The expenditure amounts in the COVID-19 Rebound Strategy are indicative until the draft budget is approved by Council in August 2020.

Policy references

18.13 – Sponsorship and Grants.

The policy outlines a consistent and transparent assessment process and criteria which guides the recommendation to Council.

COVID-19 Rebound Grants and Sponsorship Programs

This application has been considered under the City's COVID-19 Rebound Grants and Sponsorship Program, which has been developed to support the objectives outlined in the City's COVID-19 Rebound Strategy. This application has been submitted in the Economic Development Sponsorship program.

Comments

Alignment to the City of Perth COVID-19 Rebound Strategy

The project is aligned to the objective to *support local businesses to recover, rebound and prosper* by supporting business owners in the City of Perth to develop capacity in the digital space. The program will provide opportunities for businesses to diversify their revenue streams and expand their customer base.

Assessment Panel Comments

The COVID-19 pandemic has had a profound impact on the City's local business community.

Supporting businesses to build capacity and diversify in a digital environment will assist them to adapt and respond to changing conditions and create additional revenue streams in the immediate term which will have longevity into a post-COVID environment.

Spacecubed is well-positioned to execute this program due to their longstanding history of working with small businesses and start-ups in the digital space. It is valuable that the program will be offered free-of-charge to City of Perth businesses.

The applicant is recommended for approval at \$15,000 and the panel is confident the program can be delivered at this investment (the requested amount was \$19,648) with minimal impact the outcomes of the program.

The COVID-19 Grant and Sponsorship Guidelines note that the maximum contribution of Economic Development sponsorship provided by the City of Perth cannot exceed 50% of the total project budget. It is noted that the applicant has applied for 100% of the project cost. Given the application

supports City of Perth businesses to participate in the program free-of-charge, it is recommended that an exception is made in this instance.

Officer Recommendation and Council Resolution

Moved: Commissioner Kosova

Seconded: Commissioner McMath

That Council APPROVES subject to the adoption of the Council 2020/21 budget, a Key Sector Development sponsorship of \$15,000 (excluding GST) to Spacecubed Ventures Pty Ltd for the #AdaptDontStop Digital Literacy Program.

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

Item 13.5 – City Amenity Advisory Committee – Economic Rebound - Safe City Security Patrols

File reference	P1039099#08
Report author	Konrad Seidl, Alliance Manager Community Safety and Amenity
Other contributors	Nil
Reporting Service Unit and Alliance	Community Safety and Amenity, Community Development Alliance
Report author disclosure of interest	Nil
Date of report	3 July 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Nil

Purpose

The purpose of this report is to seek Council approval of the City Amenity Advisory Committee recommendation to approve the expenditure of up to \$1,200,000 for the procurement of a contracted security service to supplement the Safe City Security Patrols subject to Council adoption of the budget.

Background

On 26 May 2020, Council endorsed the City of Perth Economic Rebound Strategy, endorsed in principle the operating budget and projects for 2020/21, and established three Advisory Committees.

On 30 June 2020, Council considered a further item relating to the City of Perth Economic Rebound Strategy and approved the operating budget and projects for 2020/21. This included an allocation of \$1,200 000 toward security, surveillance and community safety programs.

On 2 July 2020, the City Amenity Advisory Committee met and was presented with background information and options to enhance safety and security in the City during the 2020/2021 financial year.

Details

The proposal supported by the City Amenity Advisory Committee was to increase Safe City Security Patrols. It is proposed these patrols will be funded through the \$1,200,000 allocation to security, surveillance and community safety programs.

The patrols will increase the presence and hours of Safe City service in determined areas. Consistent with community and Advisory Committee feedback, the Security Patrols will work with Safe City Rangers to provide a highly visible presence in hotspot areas, engage with and educate (crime prevention) the community and local businesses, act on local law breaches, and support people experiencing homelessness.

A similar contracted security service was trialed as a quick recovery initiative in the Hay and Murray Street Malls from mid-May to June 2020. This patrol expanded existing Safe City Ranger service hours in the Malls by providing a dedicated presence 7am-7pm, 7 days a week. The officers were identifiable in City of Perth high visibility vests and focused on obstructions in thoroughfares, providing support to people experiencing homelessness, addressing matters of collecting money without a permit and engaging with community and business. This cost of the trial was approximately \$49,000. The expanded hours, additional patrols and dedicated presence to the area was recognised and welcomed by retailers.

The proposed Safe City Security Patrols would operate from September 2020 to 30 June 2021 and will have two patrol areas:

1. **Central Core and Entry Statement:**
Safe City Security Patrols of Hay and Murray Street Mall, Forrest Chase, Perth Train Station Entry to Perth (Wellington Street and Upper Concourse), and William and Barrack Street.

These patrols will be two groups of two officers, on foot and conducted from 7am to 7pm daily with the exception of Friday, whereby patrols will conclude at 10pm.

2. **Neighbourhood Centres and Northbridge:**
Safe City Security Patrols rotating through business, retail, hospitality areas of Northbridge, East Perth, West Perth and Nedlands.

These patrols will be two groups of two officers in vehicles supplied by the contractor (and badged Safe City Patrols) and on foot rotating through each neighbourhood between 8am and 6pm Sunday to Thursday with Friday and Saturday finishing times at 11pm.

The proposed times are a guide only, to provide a service to peak times of pedestrian traffic, improve perceptions of safety, address visible amenity issue and deter anti-social behaviour. Service times may change when in operation in response to data trends or feedback from the community.

Stakeholder engagement

The City Amenity Advisory Committee had input into the report at a meeting held on 2 July 2020 and unanimously endorsed the recommendation at their Committee meeting held on 14 July 2020.

As part of the preparation of the new Safe City Strategy the City has conducted several direct business engagement exercises and business safety and security forums.

Over the last two weeks of June 2020, businesses and retail in the Hay and Murray Street Malls were surveyed in relation to safety and security services provided in the City. The key findings from this survey were:

- Community safety and crime prevention education is a priority
- Differentiating between Safe City Rangers, Security and Police is for some not clear
- There is a demand for more business interaction
- There is a need for increased presence/visibility of Safe City patrols

The outcomes of these engagements contributed to the report presented to the City Amenity Advisory Committee.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	People
Strategic Objective:	1.1 Safe, clean and inviting public places that are well patronised and enjoyed by all.

Safe City Strategy

This item is strongly aligned and supports all focus areas of the Safe City Strategy 2016 – 2020 being Safe Environments, Drugs and Alcohol, Homelessness, Surveillance and Monitoring and Emergency Management.

Legal and statutory implications

Connection with mandates in the *City of Perth Act 2016*

8(1)(c) - to provide a safe, clean and aesthetic environment for the community, city workers, visitors and tourists

Risk implications

Impact of decision	
Organisation	Medium
Community	Medium

Risk domain	Consequence	Likelihood	Risk rating
Service Delivery/Strategic Objectives	Major	Possible	Medium

Reputation and External Stakeholders	Moderate	Possible	High
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Approval implications

If Commissioners adopt the recommendation, it will be supporting the recommendations of the City’s Advisory Committee and respond to feedback received from the community.

If Commissioners do not adopt the recommendation it will delay the timely identification and implementation of alternative projects that will satisfactorily address the security, surveillance and community safety priorities of the Economic Rebound Strategy.

Financial implications

In June 2020, Council approved a list of Operational Activities and Projects for inclusion into the 2020/21 annual planning and budget process. This included \$1.2m for security, surveillance and community safety programs.

This list has informed the Long Term Financial Plan and the Corporate Business Plan which, in turn, informs the draft budget. The expenditure amounts in the COVID-19 Rebound Strategy are indicative until the draft budget is approved by Council at the meeting held in August 2020.

Policy references

There are no policy references relevant to this report.

Comments

While this item relates directly to the Economic Rebound Strategy, it speaks to a broader need and demand for a safer city. Approval of this report will increase perceptions of safety, deter criminal and anti-social behavior through increased highly visible patrols, and provide assurance to people who live, work in/or visit the City of Perth.

Officer Recommendation and Council Resolution

Moved: Commissioner McMath
Seconded: Commissioner Kosova

That Council APPROVES the increase of Safe City Security Patrols at a cost not exceeding \$1.2m from September 2020 to June 2021 in the following locations, subject to Council adoption of the 2020/2021 budget;

1. Hay and Murray Street Malls, Forrest Chase, Perth Train Station Entry to Perth (Wellington Street and Upper Concourse), and William and Barrack Street; and

2. The business, retail and hospitality areas of Northbridge, East Perth, West Perth and Nedlands.

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

Item 13.6 – Danjoo-Treaty between the City of Perth and representatives of the Whadjuk Nyoongar City of Perth Elders Advisory Group and other Aboriginal people who have a connection to this place

File reference	P1035677
Report author	Emma Landers, Alliance Manager Community Services
Other contributors	Anne Banks-McAllister, General Manager Community Development
Reporting Service Unit and Alliance	Community Services, Community Development Alliance
Report author disclosure of interest	Nil
Date of report	2 July 2020
Nature of Council’s role	Advocacy
Voting requirement	Simple Majority
Attachment/s	Attachment 13.6A – Danjoo-Treaty between the City of Perth and representatives of the Whadjuk Nyoongar City of Perth Elders Advisory Group

Purpose

To seek endorsement of the Danjoo-Treaty between the City of Perth and representatives of the Whadjuk Nyoongar City of Perth Elders Advisory Group and other Aboriginal people who have a connection to this place.

Background

In February 2018, the City endorsed a Reflect Reconciliation Action Plan (RAP) as a part of its commitment to developing strong relationships with the Aboriginal community and increasing the level of engagement with Traditional Owners and the City. The RAP was developed through extensive consultation with Aboriginal Elders and the Aboriginal and Non- Aboriginal community and articulates their vision for reconciliation in the City of Perth. The City’s RAP has supported the City to deliver on its commitment towards reconciliation, whilst developing relationships and partnerships, and working towards creating social and economic opportunities for Aboriginal and Torres Strait Islander peoples.

To assist monitor and track the progress of the RAP, as well as consult on relevant actions, the City has developed a City of Perth Elders Advisory Group, *The Bridya’s*. The Bridya’s comprise Traditional Owners of Whadjuk Nyoongar Elders and Elders from across Western Australia. The Elders are the Bridya’s (bosses) and as such are recognised, valued and honoured by the City as heads of the Aboriginal community.

The City’s Chief Executive Officer and the Elders meet multiple times a year and have ‘boss to boss’ conversations to provide updates and to connect back to the wider community and keep

the City accountable for the delivery of the actions in the RAP.

Details

Action 9.1 in the Reflect RAP stated: *‘Investigate and consider a Treaty between City of Perth and the Whadjuk Nyoongar people’*. Through the investigation of this action with the Elders, it was determined the Treaty would form the guiding principles which would underpin the desired culture of the City of Perth and its Reconciliation Action Plans, both current and future. The Treaty outlines the principles for the City in how it will work with the Aboriginal community for the future. The actions for this future are articulated in the RAP for the City to deliver on its commitment to reconciliation.

Through consultation with the City of Perth Elders Advisory group on this action, the scope was defined for the City of Perth to seek quotations from suitably qualified and experienced Aboriginal consultant/s to assist in the development and writing of the Treaty between the City of Perth and the City of Perth Elders Advisory Group. The City engaged Christine Coyne & Associates with the support of Robyn Collard to facilitate the engagement, draft the Treaty and translate it into Nyoongar language.

Through a number of engagement sessions with the City of Perth and the Elders, individually and as a group, the content and intent of the Treaty was developed. The draft Danjoo-Treaty (see Attachment 13.6A) was finalised and endorsed by the City of Perth Elders Advisory Group and presented to the City of Perth Chief Executive Officer at a meeting held 18 June 2020.

The Danjoo-Treaty has a succinct, strong clear statement that is sincere and genuine. It does not involve any land use agreement or formal call to action. The Danjoo-Treaty acknowledges Whadjuk Nyoongar people as the Traditional Owners of the land on which the City of Perth is located. It is a commitment by both parties to respectfully work together to improve the future of Aboriginal people and to ensure the true history and culture of Aboriginal people is visible throughout the City of Perth.

The naming of the document was determined by the Elders Advisory Group, and is reflective of its intent as an agreement to establish protocols to work together for the advancement of Aboriginal people now and into the future. Danjoo is the Nyoongar word for “Together” and was selected by the Elders Advisory Group as the appropriate Nyoongar translation for the word “Treaty” and its intent.

The City’s Chief Executive Officer, Murray Jorgensen, has been pivotal to working with the Elders to develop the Danjoo-Treaty, and committed to the Elders to present the Danjoo-Treaty to Council prior to his departure from the City of Perth. It is proposed the Danjoo-Treaty will be executed by the Lord Mayor and CEO after the new Council is elected in October 2020 to demonstrate the Council’s and Administration’s ongoing commitment to working with the Aboriginal community in our continuing reconciliation journey.

Stakeholder engagement

The development of the Danjoo-Treaty was based on the engagement outcomes with the Elders

Advisory Group comprising of 10 Aboriginal Elders, the City of Perth Chief Executive Officer, General Manager of Community Development Alliance and the Alliance Manager Community Services.

The City’s articulated commitment to investigate a Treaty (Action 9.1) in the Reflect Reconciliation Action Plan was based on engagement outcomes with Aboriginal Elders, Aboriginal and non-Aboriginal organisations and Aboriginal and non-Aboriginal Community.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	People
Strategic Objective	1.7 Ongoing acknowledgement, recognition and continuing engagement with the Traditional Owners of city lands, the Whadjuk Nyoongar people
Aspiration:	Partnership
Strategic Objective	6.5 Meaningful and sincere engagement with associations and organisations that represent various interest groups, to facilitate and promote a shared vision for Perth as a city.

Legal and statutory implications

There are no legal or statutory implications related to this report.

Risk implications

Impact of decision	
Organisation	High
Community	High

Risk domain	Consequence	Likelihood	Risk rating
Reputation and External Stakeholders	Major	Likely	Extreme
Service Delivery/Strategic Objectives	Major	Likely	Extreme

Approval implications

Should the Danjoo-Treaty not be supported, it will have a significant negative impact on the relationship with the Aboriginal community, particularly the Elders. The City of Perth has been working closely with the City of Perth Elders Advisory Group on reconciliation and investigation of the Treaty which involves considerable mutual respect and trust. By not endorsing the Danjoo-Treaty it will significantly impact the relationships formed, the trust built between the City and the

Elders and the perception and reputation of the City in the Aboriginal community. The impact may cease progress on Reconciliation initiatives in the future.

Financial implications

Within existing budget

Account number:	1050-100-50-10276
Description:	Aboriginal Engagement and Reconciliation – Aboriginal Treaty
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$6,000

Financial implications of this report relate to the design and the specialised archival treatment of the Danjoo-Treaty, and any costs associated with the official signing ceremony after the election of the new Council in 2020.

An amount of \$21,250 was expended in 2019/20 to produce the draft Danjoo-Treaty. This amount includes payments to Elders and the consultant’s fee to facilitate the engagement, draft the Treaty document and to research and translate the Treaty into Nyoongar language.

Policy references

There are no policy references related to this report.

Comments

It is recognised that had the City had a positive relationship built on mutual understanding, respect and trust with the Aboriginal community in the lead up to 2015, the protest camp on Matagarup (Heirisson Island) may never have eventuated; or could have been promptly resolved without force and with positive outcomes for many of the individuals impacted.

Since that time and building on the City’s commitment to a Reconciliation Action Plan, strong relationships have been developed with the City of Perth Elders Advisory Group and wider Aboriginal community through ongoing and genuine engagement and action. The Danjoo-Treaty will further demonstrate the City’s intention to learn from the past and provide the guiding principles for how we will work together in our continuing reconciliation journey.

Officer Recommendation

That Council:

1. ENDORSES the Danjoo-Treaty between the City of Perth and representatives of the Whadjuk Nyoongar City of Perth Elders Advisory Group and other Aboriginal people who have a connection to this place.
2. APPROVES the use of the City of Perth common seal on the Danjoo-Treaty between the City of Perth and representatives of the Whadjuk Nyoongar City of Perth Elders Advisory Group and other Aboriginal people who have a connection to this place.

Council Resolution

Moved: Commissioner Hammond

Seconded: Commissioner Kosova

That Council DEFER consideration of 'Item 13.6 – Danjoo-Treaty between the City of Perth and representatives of the Whadjuk Nyoongar City of Perth Elders Advisory Group and other Aboriginal people who have a connection to this place' to the August Ordinary Council Meeting.

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

Item 13.7 – City Amenity Advisory Committee - Economic Rebound - Homelessness Initiatives

File reference	P1039099#08
Report author	Bek Slavin, Community Development Coordinator
Other contributors	Nil
Reporting Service Unit and Alliance	Community Services, Community Development Alliance
Report author disclosure of interest	Nil
Date of report	23 June 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 13.7A – Economic Rebound - Homelessness Initiatives - Homelessness Project Model

Purpose

The purpose of this report is for Council to consider the City Amenity Advisory Committee recommendations for initiatives to address homelessness in the City of Perth to support reactivation of the City through the Economic Rebound Strategy.

The City Amenity Advisory Committee met on Thursday 2 July 2020 to review the proposed initiatives and make recommendations to Council.

Background

On 30 July 2019, City of Perth Commissioners endorsed an Interim Homelessness Plan whilst awaiting the finalisation of the Department of Communities 10-Year Homelessness Strategy to inform a City of Perth Homelessness Strategy. The Department of Communities has released their 10-year Homelessness Strategy: *All Paths Lead to a Home* which articulates the role of Local Government in the delivery of the strategy. The Department of Communities is currently working on an implementation plan which is expected later this year.

The City committed to taking a lead role to support and advocate for the coordination and collaboration throughout the Perth Homelessness Sector (sector) to assist in aligning to the strategic direction required to shift from ‘managing homelessness’, to ‘ending homelessness’ in Western Australia. Homelessness is complex, and the challenges presented by homelessness need a consistent, integrated and structured approach. Ongoing and consistent feedback from the City’s community, including businesses, has identified addressing homelessness as one of the City’s priority’s, if not the number one priority.

Stakeholder engagement in the development of the Economic Rebound Strategy has confirmed the need to expedite initiatives to address homelessness in the City of Perth. This is key to the success of reactivation of the City after COVID-19 improving perceptions of safety and addressing the needs of those who have been experiencing homelessness. The City of Perth conducted a rough sleeper count in March 2020 which evidenced approximately 272 people sleeping rough (excluding emergency departments, crisis accommodations and squatting). It is anticipated the actual number is higher and is expected to increase with recent job losses and changes to personal circumstances because of COVID-19. It is anticipated the numbers of people who find themselves sleeping rough will increase again in September 2020 when the Federal Governments Economic stimulus is rolled back, and Job Keeper payments cease, and Job Seeker payments return to pre-COVID amounts.

Details

Diverse homelessness initiatives across the continuum of homelessness is required to have effective and sustainable outcomes to rough sleeping in the City of Perth. The initiatives required are outlined in the ‘Homelessness Initiatives and Economic Rebound’ model (Attachment 13.7A) and some have already been identified within the City of Perth’s Interim Homelessness Plan.

Initiative / Budget	Action	Proposed Outcome
Drop Pin App (Budget: \$40,000)	Develop a Drop Pin app linked to a community education and awareness campaign. The app will enable members of the public and ratepayers to support better outcomes by connecting outreach workers with people sleeping rough.	As part of Assertive Outreach, members of the public and ratepayers can support improvements of resource efficiency and connecting outreach workers with people sleeping rough. Through the app hotspot locations, trends and movements in the City will be evidenced and resourced according to need (refer Attachment 13.7A, page 3).
Homeless Services Collaboration Model in the City of Perth (Budget: \$10,000)	Undertake facilitated workshops to develop an agreed collaboration model with clear roles, responsibilities and referral pathways in to services in the City of Perth and Inner City. The model and consortium of agencies will align to the Department of Communities No Wrong Door Concept and implementation plan.	A developed consortium of organisations, community groups and government agencies with clearly articulated referral pathways to support connection of people to appropriate services and improved resource efficiencies and collaboration. (Refer Attachment 13.7A, page 2). This developed consortium and model will improve collaboration between Department of Communities, City of Perth, WA Police, Perth Transport Authority and Main Roads. (refer Attachment 13.7A, page 2)

<p>Coordination of Services around young people. (Budget: BAU)</p>	<p>Coordinate existing services to and undertaken research to understand why young people visit the City in the evening and what barriers exist for engaging in youth programming within their home Local Government.</p>	<p>Utilise research undertaken to inform the coordination of services around young people and the development of positive engagement activities and connection to support services as required.</p>
<p>Understand trends and movements of Rough Sleeping in the City of Perth (Budget: BAU)</p>	<p>Develop a consistent and accurate methodology across service units in the City of Perth. The Methodology is required to connect and collaborate with the Drop Pin app.</p>	<p>The data resulting from the methodology will connect to Assertive Outreach and the By Name List, improving resourcing efficiency and great connection of people sleeping rough to the services they need. The data can also demonstrate trends and movement of people rough sleeping in the City of Perth through hotspot mapping according to day and time.</p>
<p>Investigate Safe Spaces (Budget: BAU)</p>	<p>Investigate options for Safe Spaces within the City of Perth for people who chose not to engage in services.</p>	<p>Through the provision of safe spaces, where people who are rough sleeping can visit in the Inner City during the day and evening, there may be a reduction in people begging and sleeping in the City's CBD and town centres during the day and support improved perceptions of safety (refer Attachment 13.7A, page 3).</p>
<p>Extend Assertive Outreach in the City of Perth (Budget: \$450,000)</p>	<p>Contract Assertive Outreach Services to meet the current gap in services provision; after 12.30pm Monday – Friday and during the day on weekends.</p>	<p>Increased assertive outreach can improve case management and connection to appropriate services. The connection with Assertive Outreach workers will also support the continuation and ongoing management of the By Name List (refer Attachment 13.7A, page 4)</p>
<p>Coordination of Services in the Inner City (Budget: \$135,000)</p>	<p>Extend the Accreditation Process and Moore Street engagement hub beyond the initial 12-month trial (due to be completed January 2021) and support the continuation of contracted security service to mitigate issues in the public realm.</p>	<p>Coordination of goodwill groups and service providers operating in the public realm supports the connection to appropriate services, minimise impacts to surround stakeholders, reduces services duplications and improves resource efficient in the sector. (refer Attachment 13.7A, page 4)</p>

<p>Expedition of the By Name List and Project Zero (Budget: n/a)</p>	<p>Support the expedition of the By Name List and Project Zero to understand rough sleeping in the City of Perth and effectiveness of implementation of strategies and actions for people sleeping rough.</p>	<p>Action completed, \$29,909 contracted to Ruah Community Services to expedite the By Name List, as identified to be spent in the 2019/2020 budget and approved by Council at the 26 May 2020 meeting. (refer Attachment 13.7A, page 3)</p>
<p>Improve affordable housing supply in the City of Perth (Budget: n/a)</p>	<p>Support the Housing First Approach and initiatives and actions to increase affordable housing supply in the City of Perth. Support of the Housing First Approach contributes to removing blockages across the Homelessness continuum.</p>	<p>Review Affordable Housing policy and incentives available through planning mechanisms to increase supply is underway. Action complete: \$15,000 awards to Home Hub under the COVID-19 quick response grants. (refer attached A, page 6)</p>
<p>Community Education and awareness (Budget: \$40,000)</p>	<p>Improve Community understanding and awareness around Department of Communities 10 Year Homelessness Strategy: All Paths Lead to a Home, Housing First Approach, Referral pathways and initiatives operating in the sector. Develop a coordinated Communication Plan to support community understanding and awareness.</p>	<p>Community education and awareness support the homeless sector and supports people sleeping rough. Through understanding and knowledge on initiatives with the homeless sector, the community and businesses can play an active role in connecting people to the services they require and provides context to what is being done to address rough sleeping in the City of Perth. (Refer Attachment 13.7A, Page 1)</p>
<p>Provision of service information to people experiencing homelessness and people wanting to help those experiencing or at risk of homelessness. (Budget: \$10,000)</p>	<p>Continue to develop and update the Homeless Services in the Inner-City brochure.</p>	<p>The Homeless Services in the Inner City Brochure is a referral tool which is used by many agencies; hospitals, service providers, goodwill groups and community members to connect people experiencing homelessness with the services they need. The City currently distributes 10,000 brochures per year and the demand for the brochures in 2020 has increased significantly. (Refer Attachment 13.7A, Page 4)</p>

Stakeholder engagement

Stakeholder engagement was undertaken in the development of the:

Homeless Sector Review (2018);
 Homeless Sector Review Update (2019);
 City’s Interim Homelessness Plan (2019-2020);
 City Homeless Framework Committee Action Plan (2018);
 Accreditation Process of Homeless Services in the Public Realm (2019-2020);
 City of Perth Community Care Program (2020); and
 Economic Rebound Strategy (2020).

The City Amenity Advisory Committee met on Thursday 2 July 2020. The initiatives listed above were discussed at this meeting as opportunities to support reduction in rough sleeping in the City of Perth.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	People
Strategic Objective:	1.2 Timely and contemporary community infrastructure and services.
	1.3 Accessible and relevant Community support services and playing a lead role with homelessness.
	1.8 A community that is healthy in its lifestyle and wellbeing, and generous towards helping others.
Aspiration:	Place
Strategic Objective:	2.1 A City that is seen by all as a great place to be.
Aspiration:	Prosperity
Strategic Objective:	4.1 A sustained increase in leisure and business tourism visitation.
Aspiration:	Performance
Strategic Objective:	5.8 Service levels that exceed customer expectations
Aspiration:	Partnership
Strategic Objective:	6.2 Genuine collaboration between the City and State on major projects that add considerable value to the city’s economic, social and environmental fabric
	6.6 Collaboration, support and communication with neighbouring local governments, peak industry associations and community groups to optimise outcomes for wider Perth areas service by all these stakeholders.

Legal and statutory implications

Nil

Connection with mandates in the *City of Perth Act 2016*

8(1)(d) - to continuously improve the services and facilities provided to the community, visitors and tourists

Risk implications

Impact of decision	
Organisation	Medium
Community	High

Risk domain	Consequence	Likelihood	Risk rating
People	Moderate	Likely	High
Reputation and External Stakeholders	Moderate	Almost certain	High
Financial	Moderate	Possible	Medium

Approval implications

Without approval, current actions and initiatives in place to support reducing rough sleeping in the City of Perth remain as status quo. New actions and initiatives to address rough sleeping in the City of Perth will be implemented through the delivery of the Department of Communities 10-year Homelessness Strategy: *All Paths Lead to Home* in the latter half of 2020 and early 2021. Through the Economic Rebound Strategy, the City in collaboration with the Department of Communities and the Homeless Sector, can expedite initiatives to support interim relief and initiatives to address rough sleeping in the City of Perth.

Financial implications

In June 2020, Council approved a list of Operational Activities and Projects for inclusion into the 2020/21 annual planning and budget process. This list has informed the Long Term Financial Plan and the Corporate Business Plan which, in turn, informs the draft budget.

The operational activities and projects approved by Council included \$1.905m for support and advocacy for people experiencing or at risk of homelessness, including the co-ordination of services and support

Networks. This item recommends approving 4 initiatives at a total cost of \$595,000.

Initiative	Proposed budget
Expand Assertive outreach in the City of Perth	\$350,000
Provide culturally appropriate Assertive Outreach Services in the City of Perth	\$100,000

Continue the coordination and accreditation of homelessness services in the public realm and ongoing security at Moore Street	\$135,000
develop and print of the Homeless Services in the Inner-City Brochure	\$10,000
Total proposed	\$595,000

The expenditure amounts in the COVID-19 Rebound Strategy are indicative until the draft budget is approved by Council in August 2020.

Policy references

There are no policy references related to this report.

Comments

The ‘Rough Sleeping Initiatives to support Economic Rebound’ can be implemented as interim measures to address rough sleeping in the City of Perth. The initiatives and actions can improve the health and wellbeing of people who are rough sleeping, support the reduction of rough sleeping in the city, contribute to positive perceptions of safety and add value to the reactivation of the City of Perth.

The City Amenity Advisory Committee met on Thursday 2 July 2020 to review the proposed initiatives. The Committee deferred part of the officer’s recommendation to allow for further discussion to better understand those initiatives prior to a further recommendation to Council. As a result, an alternate Committee recommendation was adopted by the Committee to fund the following four initiatives to a value of \$595,000:

1. expand Assertive Outreach Services in the City of Perth (\$350,000);
2. provide culturally appropriate Assertive Outreach Services in the City of Perth (\$100,000);
3. continue the coordination and accreditation of homelessness services in the public realm and ongoing security at Moore Street (\$135,000); and,
4. develop and print of the Homeless Services in the Inner-City Brochure (\$10,000).

Other proposed initiatives will be re-considered at a further meeting of the Advisory Committee.

Revised Officer Recommendation and Council Resolution
<p>Moved: Commissioner McMath Seconded: Commissioner Kosova</p> <p>That Council:</p> <ol style="list-style-type: none"> 1. subject to Council’s adoption of the proposed 2020/21 budget, <u>APPROVES</u> \$245,000 of the \$1.905M identified within the Economic Rebound Strategy for projects and initiatives which respond to homeless within the City of Perth to:

- 1.1 provide culturally appropriate Assertive Outreach Services in the City of Perth (\$100,000);
- 1.2 continue the coordination and accreditation of homelessness services in the public realm and ongoing security at Moore Street (\$135,000);
- 1.3 develop and print of the Homeless Services in the Inner-City Brochure (\$10,000);
2. DEFERS the following initiatives to be presented back to the City Amenity Advisory Committee with further information at a future meeting:
 - 2.1 develop the Drop Pin App (\$40,000);
 - 2.2 develop a City of Perth No Wrong Door Concept and Consortium of agencies who respond to rough sleeping (\$10,000);
 - 2.3 support the ongoing engagement of Homeless Sector Service Providers during the Economic Rebound period (\$10,000);
 - 2.4 develop and implement a community education and awareness program on homelessness (\$40,000).

CARRIED 3 / 0

For:

Commissioner Hammond
Commissioner McMath
Commissioner Kosova

Against:

Nil

Item 13.8 – Draft Policy - Neighbourhood Place Planning and Engagement

File reference	P1039137#04
Report author	Tabitha McMullan, Alliance Manager Activation and Cultural Experience
Other contributors	Alyce Higgins, Alliance Manager Customer Experience Daniel High, Alliance Manager Economic Development Emma Landers, Alliance Manager Community Services Georgia Lilly, Urban Planner Rachael Kalajzich, Principal Urban Planning – Strategy Robert Farley, Alliance Manager City Planning
Reporting Service Unit and Alliance	Community Development Alliance
Report author disclosure of interest	Nil
Date of report	6 July 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 13.8A – Draft Neighbourhood Place Planning and Engagement Policy

Purpose

The purpose of this report is to consider the adoption of a Neighbourhood Place Planning and Engagement Policy.

Background

The City’s Strategic Community Plan (SCP) identifies ‘place’ as one of six aspiration areas and articulates detailed objectives focused on place supporting four of the six aspirations. These objectives are closely reflective of the community’s ambition to work with the City in a more active and collaborative capacity that realises the unique potential of different areas of the city. The Draft City Planning Strategy identifies six distinct neighbourhoods within the Perth local government area. This broad community aspiration and strategic direction identifies the need for a place-based approach to the planning, engagement and management of the city’s neighbourhoods.

In April this year, Commissioners provided feedback on a discussion paper exploring options for the development of a place-based approach to neighbourhood planning and engagement. The consensus was that a responsive, agile and bespoke framework would be developed, rather than an issue-specific neighbourhood strategy. This framework is to be developed in parallel with the development of the City Planning Strategy, which forms an integral part of the place-based approach. Detailed feedback and principles have been incorporated into the draft policy (Attachment 13.8A).

Place based approaches have been embraced successfully by other local governments and cities all over the world. The City’s framework will be tailored to Perth, responding to the specific needs of our community, yet it will appropriately adapt existing processes and apply learnings from the mistakes and successes of others.

Details

Through initial consultation with the community, City staff and Commissioners, the Draft Neighbourhood Place Planning and Engagement Policy proposes a bespoke, place-based neighbourhood framework that sits within the broader city-wide context and responds to the diverse communities and urban fabric that create the character and heritage of each distinct neighbourhood place. It outlines a set of key principles that will form the foundation of the City’s working relationship with its community into the future.

Intrinsic to this approach is collaborative, ongoing, meaningful and sincere engagement between the City and the community. The City will work with the community to identify opportunities to enhance city neighbourhoods’ unique sense of place, encourage economic activity, social wellbeing, cultural identity, and ongoing development. The overarching goal is to put the community at the centre of creating quality public spaces and services that contribute to people’s health, happiness and wellbeing; to build a vibrant, connected and progressive city.

The approach is governed and implemented through the Neighbourhood Place Planning and Engagement Framework, which comprises a four-part structure:

	Key Mechanism
1. Strategic Context	Neighbourhood Place Plans
2. Philosophy and Principles	Neighbourhood Place Planning and Engagement Policy
	Neighbourhood Charters
3. Delivery	Implementation Plan, Service Plans, Community Initiatives
4. Outcomes	Project Outputs, Performance Measurement

The Neighbourhood Place Planning and Engagement Framework is informed by the City’s Strategic Community Plan and City Planning Strategy and sits alongside and within the Integrated Planning and Reported Framework as a collection of area specific plans. As such, it feeds into and from the Community Vision and Aspirations, Corporate Business Plan and informs four year plans. Strategically, it comprises a number of bespoke neighbourhood plans and precinct plans. Details are outlined in the Draft Policy (Attachment 13.8A).

Templates are in development for the Neighbourhood Place Plans and Neighbourhood Charters, which will also be put to the community for comment and input. These templates will be used as a springboard for conversation with our community alongside Neighbourhood Profiles as we move through delivery phase, to ensure we are capturing each neighbourhood community’s unique vision, aspirations, initiatives and project goals in a consistent manner.

Delivery phase is expected to formally commence in early October following the adoption of the Policy, however, the framework acknowledges that it is necessary to be responsive and agile in

working with our community and much of the City’s existing planning and engagement is already moving towards a neighbourhood approach. This facilitates learning, growth and continuous improvement.

Stakeholder engagement

Stakeholder engagement and community participation are integral to the development of a Neighbourhood Place Planning and Engagement Policy and Framework. An Engage Perth page has been created to inform the community about the proposed framework and invite any early engagement or commentary. The City has also had unsolicited, informal feedback from neighbourhood groups and relevant stakeholders regarding their challenges, aspirations and vision for neighbourhoods in response to the development of the Draft City Planning Strategy and other key City initiatives. This initial feedback has informed the content of the Policy and the details of the framework.

In accordance with the Council Policy Framework, a 21-day community consultation process will be undertaken in early August, following the adoption of the recommendations in this report.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and several objectives across the six Aspirations contained in the Strategic Community Plan 2019 – 2029. Most specifically, it aligns with the following Aspiration and Strategic Objective:

Aspiration:	Place
Strategic Objective:	2.8 Individual precincts enjoying a unique sense of place, bespoke service delivery and governance arrangements.

Beginning the process to adopt a Neighbourhood Place Planning and Engagement Policy and endorse a Neighbourhood Place Planning and Engagement Framework is a significant step in the City’s strategic realignment to a neighbourhood approach, which is a strategic objective embedded throughout its Strategic Community Plan and Draft City Planning Strategy and will also be embedded in its operations through cultural change and continuous improvement.

Legal and statutory implications

Connection with mandates in the *City of Perth Act 2016*

8(1)(h) - to nurture and support the initiatives and innovations of the diverse precincts of Perth city

Risk implications

Impact of decision	
Organisation	High
Community	High

Risk domain	Consequence	Likelihood	Risk rating
Reputation and External Stakeholders	Moderate	Unlikely	Medium
Service Delivery/Strategic Objectives	Major	Unlikely	Medium

Failure to implement a neighbourhood place framework and policy that sufficiently engages and empowers the community would elicit concerns from a cross-section of the public and possibly metro-based media, which would impact the City’s reputation and stakeholder relationships. However, the 21-day public consultation period and supporting community participation initiatives sufficiently address this risk.

Implementation of the framework after the final policy is adopted will likely have an impact the City’s operating model and service delivery, in that organisational and cultural change will be required to work in a new way with the community, as is outlined in the Draft Policy under the “Neighbourhood Place Planning and Engagement Principles,” and will be further developed through community consultation. However, integration with the Corporate Recovery Implementation Plan, including the organisational cultural change process already underway, will ensure that the organisation can make the change smoothly and effectively. Failure to deliver and implement a neighbourhood place framework would significantly impact the City’s ability to meet some important objectives, specifically, there are five objectives of the City’s Strategic Community Plan that reference “place” or “sense of place” and will depend on a neighbourhood approach.

Approval implications

If the recommendation to receive the draft Council Policy – Neighbourhood Place Planning and Engagement and initiate a public consultation period is not adopted, Council will need to consider an alternate option for addressing the identified need for a place-based approach to the planning, engagement and management of the City’s neighbourhoods. Key decision-making considerations include: an existing sense of urgency within the community to take action and deliver an approach as soon as possible; the level of community and stakeholder engagement to date; and the significant strategic implications associated with the approach.

Financial implications

There are no financial implications to this report. The resource requirements for implementation of the six bespoke Neighbourhood Place Plans will be identified during the development of these plans. It is expected that current staff will have the capacity to implement the plans, in collaboration with the community.

Policy references

- 1.2 Community Consultation
- 1.3 Community Participation
- Council Policy Framework

Comments

The drafting of a neighbourhood policy is the first step on what will be an ongoing journey of working with our community to establish and continually improve a framework for neighbourhood place planning and engagement. This framework will set out how we will work together in responding to today’s challenges and opportunities and in planning for the future. It will set the governance model for decisions and the approach for implementation. It will also set the ethos and ambition of all parties for our future relationship. It is a positive indication by the City of our intent to collaborate with, and empower our community.

Officer Recommendation and Council Resolution

Moved: Commissioner Kosova
Seconded: Commissioner McMath

That Council ENDORSES the draft policy - Neighbourhood Place Planning and Engagement as detailed in Attachment 13.8A for the purpose of community consultation.

CARRIED 3 / 0

For:
 Commissioner Hammond
 Commissioner McMath
 Commissioner Kosova

Against:
 Nil

Item 13.9 – Financial Activity Statement for the Period Ended 31 May 2020

File reference	P1014149-25
Report author	Neil Jackson, Acting Senior Management Accountant
Other contributors	Reshma Jahmeerbacus, Acting Manager Finance
Reporting Service Unit and Alliance	Finance, Corporate Services
Report author disclosure of interest	Nil
Date of report	03 July 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 13.9A – Financial Statements and Financial Activity Statement for the Period Ended 31 May 2020

Purpose

For Council to receive the Financial Activity Statement for the period ended 31 May 2020.

Background

The Financial Activity Statement is submitted to Council as per the requirement of Section 6.4(1) and (2) of the *Local Government Act 1995 Regulation 34(1) of the Local Government (Financial Management) Regulations*

Details

The Financial Activity Statement commentary compares the actual results for the 11 months to 31 May 2020 with the budget approved by Council on 23 July 2019 and subsequent amendments on 24 September 2019, 3 October 2019, 26 November 2019 and 31 March 2020.

Stakeholder engagement

There is no stakeholder engagement related to this report.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	Performance
Strategic Objective:	5.5 A financial business model underpinned by a culture of cost management, best value and strategic financial analysis that is subject to ongoing oversight, transparency and accountability.

Legal and statutory implications

Section 6.4(1) and (2) of the *Local Government Act 1995 Regulation 34(1) of the Local Government (Financial Management) Regulations*

Connection with mandates in the *City of Perth Act 2016*

8(1)(d) - to continuously improve the services and facilities provided to the community, visitors and tourists

Risk implications

Impact of decision	
Organisation	Low
Community	LLow

Risk domain	Consequence	Likelihood	Risk rating
Financial	Minor	Unlikely	Low

Approval implications

There are no approval implications to this report.

Financial implications

There are no financial implications related to this report.

Policy references

There are no policy references related to this report.

Comments

Nil

Officer Recommendation and Council Resolution

Moved: Commissioner McMath

Seconded: Commissioner Kosova

That Council RECEIVES the Financial Statements and the Financial Activity Statement for the period ended 31 May 2020 as detailed in Attachment 13.9A.

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

Item 13.10 – Payments from Municipal Fund – June 2020

File reference	P1036562-9
Report author	Reshma Jahmeerbacus, Acting Manager Finance
Other contributors	Sarah Gosling, Senior Financial Accountant
Reporting service unit and alliance	Finance, Corporate Services
Report author disclosure of interest	Nil
Date of report	8 July 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 13.10A – Warrant Report – EOM June 2020 Attachment 13.10B – Credit card documentation March - June 2020

Purpose

In accordance with *Regulation 13(1) of the Local Government (Financial Management) Regulations 1996*, the list of payments made under delegated authority for the month ended 30 June 2020 to be received and recorded in the Minutes of the Council.

Background

A monthly report that summarises the payments for the Municipal Account for the month ended 30 June 2020 as required by *Regulation 13(1) of the Local Government (Financial Management) Regulations 1996*.

Details

Payments for the month of June 2020 included the following significant items, but exclude payroll and payroll taxation payments to the Deputy Commissioner of Taxation:

- \$2,544,806.07 to Fire & Emergency Services (DFES) (supplier 91770) for the following -
 - \$2,543,886.07 – 2019/20 ESL Quarter 4 1998 Part 6a Emergency Service Levy-Section 36ZJ & Option B agreement arrangements,
 - \$920.00 – Call out fee – Concert Hall car park;
- \$951,224.25 to Densford Civil Pty Ltd (supplier 09508) for payment of claim number 4 of the Wellington Square Enhancement Project;
- \$818,439.73 to The Western Australian Treasury Corporation for loan repayments of -
 - \$541,200.68 for the Elders Car Park,
 - \$244,464.23 for the Perth City Library and Public Plaza and

- \$ 32,774.82 for the Goderich Street Carpark;
- \$644,253.68 to Data 3 (supplier 01483)) for the following payments -
 - \$460,839.45 – Microsoft Enterprise Agreement year1-3 Visio licenses
 - \$183,414.23 – Microsoft Enterprise Agreement year1-3 Visio licenses;
- \$571,516.49 to Building & Construction Industry (supplier 13580) for the payment of BCITF as at 31 May 2020;
- \$455,666.77 to Enviropath Pty Ltd T/As Spots All Surface Cleaning (supplier 02725) for the following;
 - \$441,510.06 - Purchase 2 x self propelled pavement cleaning machines
 - \$ 11,457.44 - State Library car park degreasing 2019/20
 - \$ 807.40 - Rubber skirting protection-RS3590
 - \$ 678.92 - Deport workshop tandem main cylinder RS3600
 - \$ 497.95 - Two licensing fees for pavement cleaners
 - \$ 440.00 - Car park degreasing 2019/20 – State Library
 - \$ 275.00 – Removal bus bay lines-300 Murray St
- \$397,846.45 to Department of Mines Industry Regulation and Safety (supplier 05167) for the Building Service Levy – June 2020/19;
- \$376,739.00 to Penguin Facades Pty Ltd (supplier 09391) for the following;
 - \$110,217.25 – Forrest Place canopy refurbishment -claim 2
 - \$266,521.75 – Forrest Place canopy refurbishment -claim 3;
- \$336,642.89 to Icinic Property Services (supplier 06783) for the following;
 - \$329,320.28 – Cleaning Concourse Tenant TLT
 - \$ 7,322.61 – General Cleaning & consumables public toilets & Bathrooms;
- \$334,735.65 to Cirrus Networks Pty Ltd T/As Cirrus Networks-Federal (supplier 09009) for the following;
 - \$195,750.95 – Supply & install 2 x VXRail Servers
 - \$138,984.70 – Cisco maintenance renewal 1/7/2020-30/06/2021.

A detailed payment list for June 2020 is available under Attachment 13.10A.

Attachment 13.10B discloses credit card expenditure details for the months of March, April, May and June 2020.

Stakeholder engagement

There is no stakeholder engagement related to this report.

Strategic implications

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	Performance
Strategic Objective:	5.5 A financial business model underpinned by a culture of cost management, best value and strategic financial analysis that is subject to ongoing oversight, transparency and accountability.

Legal and statutory implications

Regulation 13 (1) of the *Local Government (Financial Management) Regulations 1996*

Connection with mandates in the *City of Perth Act 2016*

8(1)(d) - to continuously improve the services and facilities provided to the community, visitors and tourists

Risk implications

There are no risk implications related to this report.

Approval implications

There are no approval implications related to this report.

Financial implications

There are no financial implications related to this report.

Policy references

There are no policy implications related to this report.

Officer Recommendation and Council Resolution

Moved: Commissioner Kosova

Seconded: Commissioner McMath

That Council, in accordance with *Regulation 13(1) of the Local Government (Financial Management) Regulations 1996*, RECEIVES and RECORDS the list of payments made under delegated authority for the month ended 30 June 2020 in Ordinary Council Meeting minutes, the summary of which is as follows:

FUND	PAID
Municipal fund	\$18,418,570.89
Trust fund	\$0.00
TOTAL	\$18,418,570.89

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

Item 13.11 – Policy – Motor Vehicle and Transport Services for the Lord Mayor

File reference	P1007035-3
Report author	Gary Clark, Acting Alliance Manager Governance
Other contributors	Bill Parker, General Manager Corporate Services
Reporting service unit and alliance	Governance, Corporate Services
Report author disclosure of interest	Nil
Date of report	3 March 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 13.11A – Draft Council Policy – Motor Vehicle and Transport Services for the Lord Mayor

Purpose

The purpose of this report is for Council adoption of the draft Council Policy – Motor Vehicle and Transport Services for the Lord Mayor.

Background

At the Ordinary Council Meeting on 26 May 2020, Council resolved to endorse the draft Council Policy – Motor Vehicle and Transport Services for the Lord Mayor, for the purposes of community consultation. The public consultation period has now concluded.

Details

As outlined in the report to Council for the Ordinary Council Meeting of 26 May 2020, the policy seeks to provide guidance and transparency on the provision of transport services for the Lord Mayor.

The principles of effectiveness, efficiency, consistency with community expectations and industry practice have guided the draft policy.

Stakeholder engagement

The public consultation period commenced on 3 June 2020 and closed on 24 June 2020 via the City of Perth’s Engage Perth website. No public comments were received.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	Performance
Strategic Objective:	5.5 A financial business model underpinned by a culture of cost management, best value and strategic financial analysis that is subject to ongoing oversight, transparency and accountability. 5.6 Decision-making that is ethical, informed and inclusive.

Legal and statutory implications

Section 5.98(2)(a) and (3) of the *Local Government Act 1995* provides for reimbursement of prescribed expenses to council members.

Regulation 31(1)(b) of the *Local Government (Administration) Regulations 1996* prescribe that travel costs incurred to attend council and committee meetings are to be reimbursed.

Regulation 32(1)(c) of the *Local Government (Administration) Regulations 1996* prescribe that a local government may approve the reimbursement of expenses incurred by a council member in performing a function in their capacity as a council member.

Section 7B(2) of the *Salaries and Allowances Act 1975* requires the Salaries and Allowances Tribunal to inquire into and determine the amount of expenses, or the minimum and maximum amounts of expenses, to be reimbursed pursuant to section 5.98(2)(a) and (3) of the *Local Government Act 1995*.

Regulation 8 of the *Local Government (Rules of Conduct) Regulations 2007* prescribes that a council member must not either directly or indirectly use the resources of a local government for any purpose unless authorised under the Act, or authorised by the council or the CEO, to use the resources for that purpose.

Connection with mandates in the *City of Perth Act 2016*

8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors
8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Financial	Insignificant	Unlikely	Low
Legal and Regulatory/Ethical	Insignificant	Unlikely	Low
Reputation and External Stakeholders	Insignificant	Unlikely	Low

The recommendation represents a low risk.

Approval implications

Adoption of the policy will result in the City of Perth providing transport services that support the Lord Mayor to fulfil their role.

Financial implications

The annual cost of providing a vehicle and driver for the Lord Mayor is estimated at \$57,000 per year. The new policy will provide a reduction in operating costs because a City employed driver will not be necessary.

The costs under the new policy will include the ownership and running costs of the vehicle (approximately \$12,000 per year for the current vehicle) plus the cost of any charter vehicles, taxi and ride share usage. The future costs will be dependent on the individual preferences of the incumbent Lord Mayor in terms of the events and functions that they choose to attend. However attendance at 40 events per year would incur less than \$10,000 in charter vehicle costs.

The draft Council Policy should result in an estimated saving of \$35,000 per year.

Policy references

- 12.1 Council Vehicles – Lord Mayor and Employees.
- 10.6 Elected Members – Reimbursement of Expenses.
- Council Policy Framework

Comments

The attached draft Council Policy - Motor Vehicle and Transport Services for the Lord Mayor sets out the Council’s intent that the transport arrangements are effective, efficient and aligned with community expectations and industry standards.

Officer Recommendation and Council Resolution

Moved: Commissioner McMath

Seconded: Commissioner Kosova

That Council ADOPTS Council Policy – Motor Vehicle and Transport Services for the Lord Mayor, as detailed in Attachment 13.11A.

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

Item 13.12 – Draft Policy - Council Member Allowance and Meeting Attendance Fees

File reference	P1039299
Report author	Bill Parker, General Manager Corporate Services
Other contributors	Nil
Reporting Service Unit and Alliance	Corporate Services Alliance
Report author disclosure of interest	Nil
Date of report	16 July 2020
Nature of Council's role	Executive
Voting requirement	Absolute Majority
Attachment/s	Nil

Purpose

To review Council Policy 10.5 relating to the payment of meeting attendance fees and allowances for elected members.

Background

Due to the extraordinary circumstances of the suspension of the Council in March 2018, the Commissioners reviewed meeting attendance fees and allowances so as payments to the suspended Lord Mayor and Councillors were either annulled or minimised.

The Minister for Local Government has declared Saturday 17th October 2020 as the date for an election that will establish a new Council.

It is considered timely to review the current policy given this imminent return of elected members to normal governance arrangements.

Details

Elected members are entitled to meeting attendance fees, provided that the levels of payment lie within the thresholds set by the Western Australian Salaries and Allowances Tribunal.

Council has the discretion to pay meeting attendance fees on a per meeting basis or by way of an annual allowance.

In addition to sitting fees the Lord Mayor is entitled to a general allowance.

The Deputy Lord Mayor, at the discretion of the Council, may also receive an allowance calculated

as a percentage of the Lord Mayor’s allowance to compensate for occasions where Lord Mayoral tasks are deputised.

Stakeholder engagement

The draft policy will be advertised for 21 days prior to being given final consideration.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	Performance
Strategic Objective:	5.6 Decision-making that is ethical, informed and inclusive.

Legal and statutory implications

Division 8 of the Local Government Act 1995 covers the subject matter of this report.

More specifically Section 5.98 (1A) provides that the Salary and Allowances Tribunal under the Salaries and Allowances Act 1975 shall determine the amount payable. Section 5.98 (1) entitles payment of sitting fees and Section 5.98 (5) entitles the payment of the Lord Mayoral allowance.

Section 5.98 A gives Councils the discretion to set an allowance for the Deputy Mayor and Section 5.99 provides discretion (by absolute majority) to pay elected members an annual allowance in lieu of meeting attendance fees.

Connection with mandates in the *City of Perth Act 2016*

8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Reputation and External Stakeholders	Minor	Possible	Low

Proposing the maximum remunerations levels during the current economic situation may create a reputational risk.

Approval implications

Should the draft policy be endorsed for advertising the subject matter will be advertised. Feedback from this consultation process will inform considerations on final adoption of the policy at a future Council meeting.

Financial implications

Costs for the consultation and collation of responses are nominal. The substantive annual cost of the allowances as proposed is as follows:

Mayoral Annual Attendance Fee	\$ 47,516	
Mayoral Annual Allowance	\$ 137,268	
Total		\$ 184,784
Deputy Mayoral Annual Attendance Fee	\$ 31,678	
Deputy Mayoral Annual Allowance	\$ 34,317	
Total		\$ 65,995
Councillor Annual Attendance Fee	\$ 31,678	
Total (x7)		\$ 221,746
Total Annual Cost		<u><u>\$ 472,525</u></u>

Policy references

The process of reviewing the Council Member Allowance and Meeting Attendance Fees Policy is guided by the Council Policy Framework Policy which provides for an endorsed draft of the policy being subject to 21 days community consultation prior to final determination.

Comments

The Salaries and Allowances Tribunal has classified the City of Perth as a “Band 1” local government. Band 1 classifications include major metropolitan local governments such as Stirling, Wanneroo and Joondalup.

The Band 1 range of payments is as follows:

- Mayoral Meeting Attendance Fees: \$615 to \$1,189 per meeting.
- Mayoral Annual Attendance Fee in lieu of Meeting Attendance fees: \$24,604 to \$47,516 per annum.
- Councillor Meeting Attendance Fees: \$615 to \$793 per meeting.
- Councillor Annual Attendance Fee in lieu of Meeting Attendance Fees: \$24,604 to \$31,678.
- Mayoral Annual Allowance: \$51,228 to \$89,753.
- Deputy Mayor Annual Allowance @ 25%: \$12,815 to \$22,438.

Despite the provisions outlined for a Band 1 local government, the most recent Salaries and Allowances Tribunal Determination outlines that the Perth City Council is to set the amount of the annual local government allowance to which the Lord Mayor is entitled within the range of \$61,509 to \$137,268. The annual allowance for the Deputy Mayor is up to 25% to which the mayor or president is entitled (\$15,377 - \$34,317).

Given the status of the City of Perth as Western Australia’s capital city local government and the significant role the Lord Mayor plays in the civic and ceremonial fabric of both City and State it is proposed that all allowances be based at the upper end of the scale.

The payment of an annual allowance in lieu of meeting attendance fees is favoured given the simplicity of calculation and acquittal and the uniformity of payment. It is proposed to apply this annual allowance method.

This accords with the approach taken by most other major metropolitan local governments.

It is also proposed to continue with the quarterly payment regime, three months in arrears.

Officer Recommendation and Council Resolution

Moved: Commissioner McMath
Seconded: Commissioner Kosova

That Council ENDORSES the Draft Council Member Allowance and Meeting Attendance Fees Policy (as reviewed) for the purposes of community consultation as follows:

CP10.5 Council Member Allowance and Meeting Attendance Fees

POLICY OBJECTIVE

To remunerate elected members in a manner that recognises and acknowledges the important role they play in governing the City of Perth.

POLICY STATEMENT

1. LORD MAYORAL ALLOWANCES
 - 1.1 An annual meeting attendance fee of \$47,516 shall be paid to the Lord Mayor
 - 1.2 An annual mayoral allowance of \$137,268 shall be paid to the Lord Mayor
 - 1.3 A deputy mayoral allowance of \$34,317 shall be paid to the Deputy Lord Mayor

2. COUNCILLOR MEETING ATTENDANCE FEES
 - 2.1 An annual meeting attendance fee of \$31,678 shall be paid to all Councillors.

3. PAYMENT ARRANGEMENTS
 - 3.1 Payments shall be made quarterly in arrears by electronic funds transfer to a bank account nominated by the elected member.

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

Item 13.13 – Marketing and Promotions Advisory Committee - Always On Marketing Campaign Financial Year 2020/21

File reference	P1039099#07
Report author	Lauren Brophy, Senior Campaigns Officer
Other contributors	Ben Fitzpatrick, Manager Marketing and Communications Christine Lim-Abrahams, Marketing Coordinator
Reporting Service Unit and Alliance	Marketing and Communications Unit, CEO Alliance
Report author disclosure of interest	Nil
Date of report	26 June
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Nil

Purpose

This report seeks Council approval of a new Always On campaign approach, creative and media strategy for the 2020/21 financial year, following a recommendation of approval by the Marketing and Promotions Advisory Committee on 25 June 2020.

Background

For the past four years, the City of Perth’s paid marketing approach has been four to five short term (six-week) campaigns with bespoke branding under the City of Perth masterbrand. These campaigns have centred around activations and events and have focused on driving visitation and spend over the six-week periods. In between campaign periods, paid marketing activity has been significantly scaled back, or non-existent.

The City’s Marketing and Communications Unit recommends moving towards a new approach which sees the City in market all year around with content that is suited to each of its three brands (City of Perth, Visit Perth and Think Perth) and which aligns with the Strategic Community Plan pillars (People, Place, Planet, Prosperity, Performance and Partnerships).

A key driver behind this approach is the recent development of the interim Visit Perth destination brand, the purpose of which is to unearth the human stories of Perth to inspire city wanderlust. This brand has the authenticity to share certain rich content that the corporate brand alone could not tell.

The Always on approach

The Always On campaign is a 12-month content strategy which uses owned channels including the website and social media to share rich content related to living, working, studying, investing and playing in Perth.

The content is amplified via a paid media schedule and earned PR from the City's Communications team. A base level of activity will be maintained all year around, with certain significant calendar events seeing increased scaled investment, such as Christmas.

Objectives

The overarching campaign objectives are:

- Grow brand awareness for Visit Perth as a unique and authentic voice for the human stories of Perth to inspire city wanderlust.
- Grow City of Perth, Visit Perth and Think Perth platforms to become the most favoured and reliable sources of content.
- Contribute to 10% increase in annual channel visitation/ following for websites and socials.
- Increase visitation to the city and surrounding precincts to allow businesses to convert these to paying customers

Through achieving these objectives, the Always On campaign will drive long term loyalty, visitation and spend.

Target audiences

The primary target audience is the local market; all people aged 18+ in the greater Perth region.

The secondary target audience is the intrastate market, focussing on large urban centres.

Content will be targeted to these groups based on interest and behaviours, for example new venues and what's on content for the local market, and itinerary and experience content for the intrastate audiences.

The City's Audience Segmentation project, due in quarter 1 financial year 2020/21, will help to better define new and improved audiences by their actual website behaviours and allow for more refined targeting of audiences.

Content strategy

A comprehensive content schedule has been developed as a guiding document for the 12-month campaign period. This content plan provides structure around the topics to be covered, however individual content pieces will be fluid and respond to changing market conditions and global trends of the time. A small example of some of the content categories includes:

- Iconic Perth places
- Experience the city
- Welcome to my neighbourhood
- Perth day trips
- Signature event guide
- Late night eats

Media and creative strategy

The media strategy is dual-layered. A mass media layer will help build brand awareness for the Visit Perth brand. Television will be used for this layer with a branded spot showcasing Perth as a well-rounded destination to live, work, study, invest and play.

A second targeted media layer will provide tactical amplification of the content pillars on digital. A comprehensive, agile media schedule will allow us to plan at a granular level which content will be served to which audiences, on which platforms and to meet differing objectives. We will be able to plan feature content in advance but also respond to changes in the market and capitalise on well-performing organic content posted on the City’s channels. This layer will use the Visit Perth brand, as per the branding guidelines, in a templated approach that sees the content seamlessly blending between owned and paid channels ensuring the audience views the content as authentic.

Stakeholder engagement

Stakeholders were engaged as part of the COVID-19 Recovery and Rebound Project. The following table shows the number of votes received in favour of marketing activities:

Prioritisation of projects as per Stakeholder Feedback:	Keep doing / do more	Do less / don’t do
Marketing campaign to support retail sector	65	9
Marketing campaign to support small business sector	65	9
Marketing of Perth as a visitor destination	61	13
Marketing of Perth as a business investment destination	58	16

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	Prosperity
Strategic Objective:	Strategic brand positioning for Perth as a city that is internationally recognisable, unique and inviting.

Whilst most aligned to the above Aspiration and Strategic Objective, the Always On campaign

intentionally includes content that addresses every one of the six strategic pillars. From sharing the unique stories of Perth (People) to showcasing upcoming city developments (Prosperity).

Legal and statutory implications

Connection with mandates in the *City of Perth Act 2016*

8(1)(g) - to strengthen Perth's reputation as an innovative, sustainable and vibrant city that attracts and welcomes all

Risk implications

Impact of decision	
Organisation	Medium
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Service Delivery/Strategic Objectives	Moderate	Possible	Medium
Reputation and External Stakeholders	Moderate	Likely	Medium

Approval implications

If the Always On approach isn't approved, the City is unable to be in market with any paid promotion until a new campaign plan is developed and presented. This will have implications for the businesses in the city who are struggling due to COVID-19 and are relying on paid marketing activity to help drive increased visitation and awareness that businesses are open.

Financial implications

In June 2020, Council approved a list of Operational Activities and Projects for inclusion into the 2020/21 annual planning and budget process. This list has informed the Long Term Financial Plan and the Corporate Business Plan which, in turn, informs the draft budget.

The operational activities and projects approved by Council included \$2.8m for a marketing campaign to promote Perth as safe and open. This item recommends spending \$1.15 million on the Always On campaign over 12 months.

The expenditure amounts in the COVID-19 Rebound Strategy are indicative until the draft budget is approved by Council in August 2020.

Comments

Officers recommend the Always-On approach as the best way forward for ensuring presence in market all year around, resulting in long term brand awareness for Visit Perth and sustained visitation to the city. The new approach will replace the previous marketing approach of short

term, tactical campaigns under the corporate brand which did not integrate with the destination marketing brand of Visit Perth.

The Marketing and Promotion Advisory Committee approved the recommendation at their meeting on 25 June 2020, subject to ongoing review and continuous improvement of the creative and media approach as well as the implementation of the future Brand Perth project into the City's destination marketing.

Revised Officer Recommendation and Council Resolution

Moved: Commissioner Kosova

Seconded: Commissioner McMath

That Council APPROVES \$1,150,000 for the Always On marketing campaign, creative and media approach for the financial year 2020/21, subject to;

1. The adoption of the 2020/21 Budget;
2. Ongoing review and continuous improvement of the creative and media approach; and
3. The implementation of the future Brand Perth project into the City's destination marketing.

CARRIED 3 / 0

For:

Commissioner Hammond

Commissioner McMath

Commissioner Kosova

Against:

Nil

5.33pm Commissioner McMath declared a direct financial interest in Item 13.14 (as detailed in Item 8) and departed the meeting.

Item 13.14 – Proposed Lease and Operating Subsidy Agreement between the City of Perth and the Perth Theatre Trust for the Perth Concert Hall

File reference	P1038317#09
Report author	Bill Parker, General Manager Corporate Services
Other contributors	Nil
Reporting Service Unit and Alliance	Corporate Services
Report author disclosure of interest	Nil
Date of report	23 July 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Nil

Purpose

The purpose of this report is for Council to consider a new lease and operating subsidy agreement between the City of Perth and the Perth Theatre Trust (PTT) for the Perth Concert Hall (PCH).

Background

The PCH is a landmark building on St George’s Terrace and has provided Perth and Western Australia with a performance venue of international standard since 1973, allowing the State to host events it could not otherwise have experienced.

The PCH resides on Reserve 30347, with the City of Perth holding the management authority. Under the Management Order, the City has the power to lease the subject property for any term not exceeding 21 years, subject to Ministerial approval.

In terms of the operations, the City of Perth currently leases the venue to the Perth Theatre Trust (PTT) and provides PTT with an annual operating subsidy. Under a management agreement, PTT commissions WA Venues and Events (WAVE) to manage the venue.

In February 2014, the lease between PTT and the City of Perth for PCH expired. The lease is in holdover and a new draft lease is being prepared.



Figure 1: Perth Concert Hall site

Prior to considering this report on a new lease, Commissioners requested a discussion paper on a number of issues including:

1. Details on the business model / governance framework for other capital city performing arts venues in Australia;
2. Details on where each state symphony is based and what level of recurrent funding is received from each relevant capital city council; and
3. Financial information on the operating deficit that the PCH (in its current format) would generate based upon three different operating models.

This item is in response to the discussion paper presented to Commissioners on Tuesday, 23 June 2020.

Details

In considering a new lease for the PCH, Commissioners requested information and detail on three potential management options including:

- a) Current leased relationship with PTT and WAVE as a venue operator plus annualised asset management costs;
- b) Outsourced directly to a theatre management company plus annualised asset management costs; and
- c) Operated “in-house” plus annualised asset management costs.

After assessing the three options presented above, option (a) is considered to be the best option

when assessed against the City’s Strategic Community Plan and the cost implications associated with the other models.

In response to the negotiations that have occurred to date, the City of Perth is preparing a new draft lease for the PCH site. In terms of the new lease, the following terms are proposed:

- Term – 5 years;
- Premises – The proposed lease area includes the PCH building. It excludes the undercroft public carpark and all of the escalators and stairways connecting the public carpark to the building; and
- Rent – The proposed rent is \$1.00 per annum.

In addition to the lease, it is proposed that the City enter into an Operating Subsidy Agreement for the PCH. Historically, this payment was included in the lease agreement.

The new agreement will run concurrently with the lease and provide PTT with an annual operating subsidy. The agreement will outline how the operating subsidy shall be used by the Lessee in carrying out its business operations in respect of the PCH. The subsidy is approximately \$250,000 per annum.

Stakeholder engagement

The City has engaged throughout this process with the Department of Local Government, Sport and Cultural Industries and the Perth Theatre Trust.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	People
Strategic Objective:	1.6 Thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage locals and visitors to come back for more.

Legal and statutory implications

The proposed disposal (via lease) to the PTT is an exempt disposal under section 30 of the *Local Government (Functions and General) Regulations 1996*.

30. Dispositions of property excluded from Act s. 3.58 (1)

1. A disposition that is described in this regulation as an exempt disposition is excluded from the application of section 3.58 of the Act.
 - (c) the land is disposed of to —

- (i) the Crown in right of the State or the Commonwealth; or
- (ii) a department, agency, or **instrumentality of the Crown** in right of the **State** or the Commonwealth; or
- (iii) another local government or a regional local government;

Connection with mandates in the *City of Perth Act 2016*

8(1)(d) - to continuously improve the services and facilities provided to the community, visitors and tourists
 8(1)(d) - to continuously improve the services and facilities provided to the community, visitors and tourists

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Legal and Regulatory/Ethical	Moderate	Possible	Medium
Reputation and External Stakeholders	Minor	Possible	Medium

The lease for the PCH expired in 2014. Resolving this matter will provide security of tenure for the PTT.

Approval implications

Should Council agree with the officer recommendaton, a new lease and operating subsidy agreement will be finalised and executed between the City and PTT. Given the land tenure arrangements, the City will also require the consent of the relevant Minister to finalise the transaction.

If Council does not endorse the officer recommendaton, other options could be pursued in terms of operating models.

Financial implications

Under the terms of the proposed lease, the City would receive \$1.00 per annum. As the building owner, the City also incurs various other operating costs totalling approximately \$70,000 per annum.

Under the terms of the proposed operating subsidy agreement, the City will provide an annual operating subsidy to the PTT of approximately \$250,000 per annum.

When considering both the operating subsidy and other operating costs, the City’s operating deficit under the proposed lease will be approximately \$320,000 per annum. This is offset by

revenue generated by the Perth Concert Hall Carpark. The net result is a modest surplus approx. \$180,000.

In addition to the operating costs, the City has also forecasted to spend approximately \$1.0m per annum over the term of the lease. This includes resolving structural issues associated with the concourse.

Both the proposed operating and capital costs are included in the City’s draft 2020/21 budget. Future cost implications from both a revenue and expenditure perspective are accommodated within the Corporate Business Plan and Long Term Financial Plan.

Policy references

Policy 10.9 - *City of Perth Common Seal and Document Signing Authority* applies to this item. This policy provides the authority for the CEO to execute land transaction and funding agreement documents.

Comments

If endorsed by Council, this new lease agreement will finalise many years of uncertainty between the City of Perth and PTT.

Officer Recommendation and Council Resolution

Moved: Commissioner Kosova
Seconded: Commissioner Hammond

That Council:

1. APPROVES a new lease over a portion of Lot 853 on Deposited Plan 174436 (excluding the undercroft public carpark number 7 and all of the escalators and stairways connecting the public carpark to the building) between the City of Perth and the Perth Theatre Trust for the Perth Concert Hall comprising;
 - i. Term: Five years.
 - ii. Rent: One dollar (\$1.00) per annum exclusive of GST payable on demand.

2. APPROVES an annual operating subsidy between the City of Perth and the Perth Theatre Trust towards the operations of the Perth Concert Hall comprising:
 - i. Term: Five year;
 - ii. Subject to the adoption of the 2020/21 Budget, an initial annual payment in August 2020 of \$253,750; and
 - iii. Future annual payments indexed to CPI (Perth).

3. AUTHORISES the Chief Executive Officer to finalise negotiations and duly execute the lease and operating subsidy agreement between the City of Perth and Perth Theatre Trust for the Perth Concert Hall.

CARRIED 2 / 0

For:

Commissioner Hammond
Commissioner Kosova

Against:

Nil

5.36pm Commissioner McMath returned to the meeting.

14. Motions of which previous notice has been given

Nil

15. Urgent business

Nil

16. Closure

The Chair Commissioner declared the meeting closed at 5.35pm.