



CITY of PERTH

Lord Mayor and Councillors,

**NOTICE IS HEREBY GIVEN** that the next Ordinary Meeting of the Council of the City of Perth will be held in the Council Chamber, Level 9, Council House, 27 St Georges Terrace, Perth on **Tuesday, 26 April 2016 at 6.00pm.**

Yours faithfully

MARTIN MILEHAM  
CHIEF EXECUTIVE OFFICER

21 April 2016

#### VISION STATEMENT

*Perth is renowned as an accessible city. It is alive with urban green networks that are safe and vibrant. As a global city, there is a diverse culture that attracts visitors. It provides city living at its best. Local and global businesses thrive here. Perth honours its past, while creating a sustainable future.*





CITY of PERTH

# COUNCIL CHAMBERS SEATING LAYOUT



Manager Governance  
**Mark Ridgwell**



The Right Honourable  
The Lord Mayor  
**Ms Lisa-M. Scaffidi**



Chief Executive  
Officer  
**Martin Mileham**



Director Community and  
Commercial Services  
**Rebecca Moore**



**Cr Judy McEvoy**



**Cr Janet Davidson**  
OAM JP



Personal Aide to  
the Lord Mayor  
**Paul Anastas**

Acting Director Planning  
and Development  
**Robert Farley**



**Cr Reece Harley**



**Cr Jemma Green**



Director  
Construction and  
Maintenance  
**Paul Crosetta**



Manager Development  
Approvals  
**Margaret Smith**



**Cr Keith Yong**



**Cr Lily Chen**



Director Corporate  
Services  
**Robert Mianich**

Acting Director Economic  
Development and  
Activation  
**Garry Dunne**



**Cr James Limnios**  
Deputy Lord Mayor



**Cr Jim Adamos**



Governance Electoral  
Officer - Minutes  
**Cathryn Clayton**



**Public Gallery**

# **BUSINESS**

- 1. Prayer**
- 2. Declaration of Opening**
- 3. Apologies**
- 4. Question Time for the Public.**
- 5. Members on Leave of Absence and Applications for Leave of Absence**
- 6. Confirmation of Minutes:**  
Ordinary Council - 5 April 2016
- 7. Announcements by the Lord Mayor**
- 8. Disclosure of Members' Interests**
- 9. Questions by Members of which due notice has been given**
- 10. Correspondence**
- 11. Petitions**
- 12. Matters for which the Meeting may be Closed**
- 13. Reports (refer to Index of Reports on the following pages)**
- 14. Motions of which previous notice has been given**
- 15. Urgent Business**
- 16. Closure**

## INFORMATION FOR THE PUBLIC ATTENDING COUNCIL MEETINGS

Welcome to this evening's Council meeting. This information is provided on matters which may affect members of the public. If you have any queries on procedural matters please contact a member of the City's staff in attendance tonight.

### Question Time for the Public

- An opportunity is available at Council meetings for members of the public to ask a question about any issue relating to the City. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible in order to allow the City sufficient time to prepare a response.
- The Presiding Person may nominate a Member or officer to answer the question and may also determine that any complex question requiring research be answered in writing. No debate or discussion is allowed to take place on any question or answer.
- To ask a question please write it on the white Question Sheet provided at the entrance to the Council Chamber and hand it to a staff member before the meeting begins. Alternatively questions can be forwarded to the City of Perth prior to 3.00pm on the day of the meeting, by:-
  - Letter: Addressed to GPO Box C120, Perth, 6839;
  - Email: [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au).
- Question Sheets are also available on the City's web site: [www.perth.wa.gov.au](http://www.perth.wa.gov.au).

### Disclaimer

Members of the public should note that in any discussion regarding any planning or other application that any statement or intimation of approval made by any Member or officer of the City during the course of any meeting is not intended to be and is not to be taken as notice of approval from the City. No action should be taken on any item discussed at a Council meeting prior to written advice on the resolution of the Council being received.

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# EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

The City of Perth values the health and safety of its employees, tenants, contractors and visitors. The guide is designed for all occupants to be aware of the emergency procedures in place to help make an evacuation of the building safe and easy.

## BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

### ALERT ALARM

**beep beep beep**

All Wardens to respond.

Other staff and visitors should remain where they are.

## EVACUATION ALARM/PROCEDURES

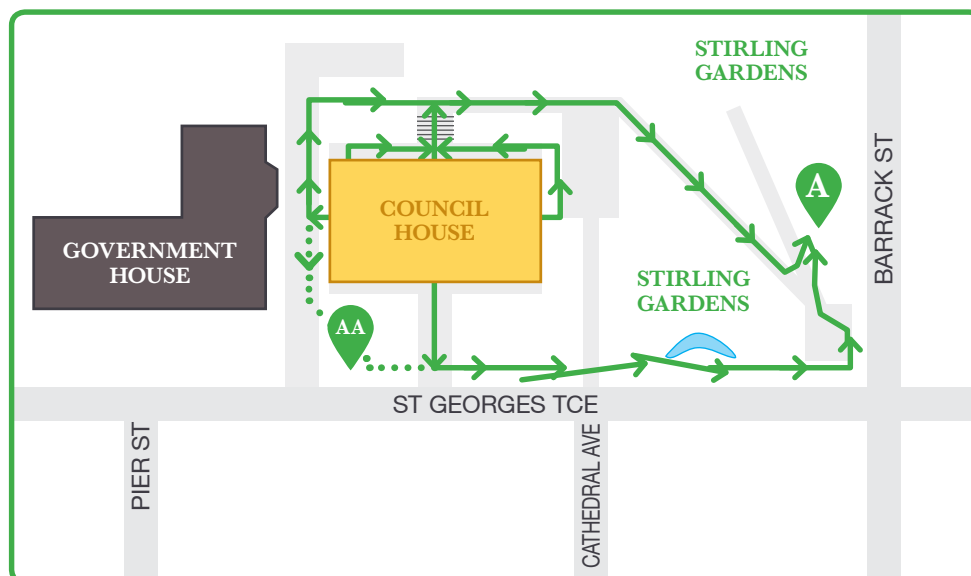
**whoop whoop whoop**

On hearing the Evacuation Alarm or on being instructed to evacuate:

1. Move to the floor assembly area as directed by your Warden.
2. People with impaired mobility (those who cannot use the stairs unaided) should report to the Floor Warden who will arrange for their safe evacuation.
3. When instructed to evacuate leave by the emergency exits. **Do not use the lifts.**
4. Remain calm. Move quietly and calmly to the assembly area in **Stirling Gardens** as shown on the map below. Visitors must remain in the company of City of Perth staff members at all times.
5. After hours, evacuate by the nearest emergency exit. **Do not use the lifts.**



### EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

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## PLANNING COMMITTEE REPORTS

### ITEM NO: 1

#### FINAL ADOPTION OF AMENDMENT NO. 34 TO CITY PLANNING SCHEME NO. 2 TO INTRODUCE A SPECIAL CONTROL AREA OVER LOTS 2, 7, 8 AND 123 MURRAY STREET, PERTH

**PLANNING COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. pursuant to clause 50(3) of the Planning and Development (Local Planning Schemes) Regulations 2015, adopts Amendment No. 34 to City Planning Scheme No. 2 without modification as detailed in the Scheme Amendment Report being Schedule 1;***
- 2. pursuant to clause 53 of the Planning and Development (Local Planning Schemes) Regulations 2015, forwards Amendment No. 34 to City Planning Scheme No. 2 and associated documents to the Western Australian Planning Commission for consideration and recommendation to the Minister for Planning; and***
- 3. pursuant to clause 56(5) of City Planning Scheme No. 2, adopts the amended Precinct Plan as detailed in Schedule 2, subject to the gazettal of Amendment No. 34 to City Planning Scheme No. 2.***

#### **BACKGROUND:**

FILE REFERENCE:	P1031820
REPORTING UNIT:	Strategic Planning
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	30 March 2016
MAP / SCHEDULE:	Schedule 1 – Scheme Amendment Report Schedule 2 – Summary of Submissions



The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

A development application for a 33 level residential building and a 28 level hotel building was approved by the City of Perth Local Development Assessment Panel at its meeting held on 4 June 2015. The approval included an advice note stating that “any future subdivision of the subject site following the completion of one or both of the proposed towers, will require an amendment to City Planning Scheme No. 2 to create a special control area over the site, in order to ensure the car parking and plot ratio provisions for the respective lots comply with the City Planning Scheme No. 2”.

At its meeting held on **24 November 2015**, Council resolved to initiate Amendment No. 34 to City Planning Scheme No. 2 (CPS2), refer it to the Environmental Protection Authority and release it for public consultation.

Amendment No. 34 to CPS2 proposes to establish a Special Control Area over the subject site to enable the future subdivision of the site while maintaining the integrity of CPS2 and the development approval in terms of plot ratio and tenant parking.

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation**                      Clauses 75, 81 and 84 of the *Planning and Development Act 2005*  
    Clause 50, 53 and 56 of the *Planning and Development (Local Planning Schemes) Regulations 2015*  
    Clause 56 and 57 of the City Planning Scheme No. 2

<b>Integrated Planning and Reporting Framework Implications</b>	<b>Strategic Community Plan</b> Council Four Year Priorities: Community Outcome Perth as a Capital City S5        Increased place activation and use of under-utilised space.
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**Policy**  
Policy No and Name:      City Centre Precincts 1 to 8 Plan

#### **DETAILS:**

##### **Environmental Protection Authority**

Amendment No. 34 to the CPS2 was referred to the Environmental Protection Authority (EPA) following initiation. On 29 December 2015 the EPA advised that the Scheme Amendment should not be assessed under the *Environmental Protection Authority Act 1986*.

## Consultation

Amendment No. 34 was advertised for 48 days (from 23 January to 11 March 2016), six additional days to the 42 day period required by the *Planning and Development (Local Planning Scheme) Regulations 2015*.

Advertising of the Scheme Amendment included:

- A letter and submission form being sent to 12 adjacent landowners and to relevant State Government agencies;
- A notice being placed in The Voice newspaper on 23 January 2016;
- Information being made available for viewing at the City's Customer Service Centre; and
- Information being placed on the City's website.

## Submissions

A total of five submissions were received in relation to the Scheme Amendment (refer to Schedule 2). Of the five submissions received one supported the Amendment while the other four had no objection.

## FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL16201000
BUDGET ITEM:	Community Amenities – Town Planning and Regional Development – Other Town Planning
BUDGET PAGE NUMBER:	9
BUDGETED AMOUNT:	\$ 1,281,009 (this component is \$231,709)
AMOUNT SPENT TO DATE:	\$ 658,227 (this component is \$28,309)
PROPOSED COST:	\$ 1,000 (Public Notice and Gazettal)
BALANCE:	\$ 621,782

All figures quoted in this report are exclusive of GST.

If adopted by the Minister for Planning, notices will be required to be placed in a local newspaper and in the Government Gazette. The costs associated with these will be recouped from the applicant.

## COMMENTS:

Pursuant to Regulation 50(3) of the *Planning and Development (Local Planning Schemes) Regulations 2015*, Council is now required to pass a resolution either:

- (a) to support the amendment without modification; or
- (b) to support the amendment with proposed modifications to address issues raised in the submissions; or
- (c) not to support the amendment.

The adoption of Amendment No. 34 to CPS2 will allow the site to be subdivided whilst preserving both the plot ratio and car parking allocation approved under the development approval for the site.

On this basis and given no objections have been received, it is recommended that the Amendment be adopted without modification and forwarded to the WAPC for the final approval of the Minister for Planning.

## ITEM NO: 2

### PROPOSED NOISE MANAGEMENT APPROACH IN NORTHBRIDGE

**PLANNING COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. endorses the initiation of the following projects, as outlined in this report, to improve the management of noise in Northbridge:***
  - 1.1 the preparation of a minor Amendment to Council Policy 14.4 Extended Trading Permits;***
  - 1.2 a review of conditions placed on planning approvals in relation to noise management;***
  - 1.3 the preparation of a new City Planning Scheme No.2 planning policy to consolidate and enhance the City's development standards relating to noise management;***
  - 1.4 the investigation of setting more appropriate noise levels in Northbridge using the "Approved Venue" provisions under Regulation 19B of the Environmental Protection (Noise) Regulations 1997;***
- 2. requests the Minister for Tourism and the Minister for the Environment to amend the Environmental Protection (Noise) Regulations 1997 to introduce designated Entertainment Precincts to enable the setting of more appropriate noise levels to protect and enhance the State's premier entertainment precincts, including Northbridge;***

**(Cont'd)**

3. ***invite representatives from peak bodies for the hospitality and entertainment industry, the Business Improvement Group of Northbridge (BigN), Australian Hotels Association, Perth City Liquor Accord and State Government on to a reference group to assist the City in identifying the specific implications and practicalities for implementation of a precinct approach to noise management in Northbridge; and***
4. ***notes that, subject to the adoption of the 2016/17 funding as identified in the report:***
  - 4.1 ***the tender for consultancy for part 1.4 (above) will be released in July 2016;***
  - 4.2 ***invitations for membership to the Reference Group will be released in July 2016; with the first meeting of the Reference Group anticipated for August 2016; and***
  - 4.3 ***the Northbridge Noise Management Framework is anticipated to be completed by June 2017 to enable commencement in the 2017/18 financial year.***

**BACKGROUND:**

FILE REFERENCE: P1026038  
REPORTING UNIT: Strategic Planning  
RESPONSIBLE DIRECTORATE: Planning and Development  
DATE: 8 April 2016  
MAP / SCHEDULE: Schedule 3 – Current Land Use Map  
Schedule 4 – Entertainment Venue Growth

At the Planning Committee meeting held on 19 April 2016 the Committee agreed to amend the Officer Recommendation part 3 and include an additional part 4 as follows:

- “3. *Advises entertainment venue operators in Northbridge of the above. invite representatives from peak bodies for the hospitality and entertainment industry, the Business Improvement Group of Northbridge (BigN), Australian Hotels Association, Perth City Liquor Accord and State Government on to a reference group to assist the City in identifying the specific implications and practicalities for implementation of a precinct approach to noise management in Northbridge;and*
4. *notes that, subject to the adoption of the 2016/17 funding as identified in the report:*

4.1 the tender for consultancy for part 1.4 (above) will be released in July 2016;

4.2 invitations for membership to the Reference Group will be released in July 2016; with the first meeting of the Reference Group anticipated for August 2016; and

4.3 the Northbridge Noise Management Framework is anticipated to be completed by June 2017 to enable commencement in the 2017/18 financial year.”

**Reason:** The Planning Committee considered that the amendments provides greater clarity as to how and who the City will engage with as part of its investigations.

Northbridge is one of the State’s premier entertainment districts servicing the Perth Metropolitan Region and is home to a concentration of entertainment venues including night clubs, bars and restaurants as well as a hub for cultural facilities such as the State Theatre Centre, Museum and Art Gallery. The Accommodation and Food Services sector contributes 7.5% of the area’s economic output compared to 0.7% across the city. The trend towards inner city living has resulted in more residential developments, and hotels/ short stay accommodation, being developed in the area (See Schedule 3 for land use map).

Entertainment venues in Northbridge have historically operated relatively unfettered at higher noise levels, given the absence of residential and hotel uses. However, significant population growth in Northbridge (21% between 2011-2016) has resulted in a similar increase in the number of noise complaints (30%). Northbridge has seen a decline in the number of nightclubs over the last decade, although other entertainment venues which can cause noise disturbances, predominantly taverns, are increasing. Further details on these figures can be found in Schedule 4.

The potential impact of noise complaints from occupants of residential and hotel/ short stay accommodation developments on the operations of entertainment venues in Northbridge is an on-going and unresolved concern for the City and entertainment businesses in the area.

The City is responsible for implementing the State Government’s *Environmental Protection (Noise) Regulations 1997 (the Regulations)*, which apply to existing and new development and also regulating the development of land through the land use permissibilities and development standards contained in the City Planning Scheme No. 2 (CPS2) and its associated planning policies.

### **Environmental Protection (Noise) Regulations 1997**

The Regulations apply throughout Western Australia and set noise limits measured from outside of the land use that is receiving the noise. *The Regulations* measure noise using an A-weighted measurement filter which is intended to represent typical human hearing.

Evidence suggests however that A-weighted measurement underestimates noise at low frequencies, including 'bass' associated with amplified music. When low frequency noise is dominant, as is the case in Entertainment Precincts such as Northbridge, it is more appropriate to use C-weighted noise measurements.

Most environmental noise standards specify that sound measurements should be conducted outside the building where a complaint has been received, although it is now generally agreed that low frequency noise can only be meaningfully evaluated inside the building.

The Regulations place the responsibility of compliance with the noise emitting land use, regardless of which use was in the location first.

The state-wide application of the Regulations, resulted in them being developed on the presumption that land uses are separated into different zones. In a city centre environment, the majority of areas are mixed use to varying degrees, so the standard separation of land uses does not exist, making the Regulations difficult to apply.

The Regulations were amended in 2014 to include an Approved Venue Regulation (19B). This Regulation allows noise emissions to exceed the assigned noise levels in the Regulations in accordance with the approval. The general intent of this regulation is for use by major venues, such as the Perth Arena for special events, however smaller venues are not excluded from applying for this type of approval for their usual operations.

The process to have a venue approved through Regulation 19B includes a venue making an application to the City accompanied by a fee and the City's Chief Executive Officer seeking feedback from relevant State Authorities, neighbouring local governments and surrounding noise sensitive premises within one kilometre before making a determination.

## **City Planning Scheme No. 2**

The CPS2 Precinct Plan for Northbridge states that it:

*"will remain Perth's primary entertainment and night life area and provide a variety of residential and visitor accommodation and commercial services". It also states that: "East of Russell Square, entertainment activities will predominate. However, a rich mix of other commercial uses, including short stay accommodation such as hotels and serviced apartments will be encouraged. The remainder of the Precinct, generally west of Russell Square, will have a residential emphasis, accommodating a variety of residential dwellings, visitor accommodation and other compatible non-residential uses".*

The land use permissibilities for Northbridge reflect the intent set out in the Precinct Plan and show a distinction between east and west of Russell Square. East of Russell Square, entertainment is a 'Preferred' use while residential is 'Contemplated'. West of Russell Square, the opposite applies and entertainment is 'Contemplated' while residential is 'Preferred'.

A 'Preferred Use' cannot be refused on the basis of its use whilst a 'Contemplated Use' can be approved or refused taking into consideration the provisions of CPS2 and its planning policies.

The City's development standards with respect to noise management are currently spread across several CPS2 planning policies. The planning policies include reference to:

- uses being able to operate without undue interference from other land uses;
- development being designed and constructed to respond to its location and reduce any adverse impacts by locating windows of sleeping areas away from noise sources and using appropriate building materials;
- acoustic reports being submitted as part of the planning application for both noise emitting and noise sensitive developments; and
- an A-weighted noise level being prescribed for residential developments which is more stringent than the Regulations and the Australian Standards 2107:2000 – Acoustics (Recommended Design Sound Levels and Reverberation Times for Building Interiors) however is consistent with that outlined in the World Health Organisation's (WHO) Guidelines for Community Noise.

The spreading of noise provisions across several CPS2 planning policies has resulted in a number of inconsistencies and is not particularly user friendly.

The planning policies do not include C-weighted noise criteria for noise emitting or noise sensitive development and no noise management provisions for Special Residential development.

The City has received feedback from the City of Perth Local Development Assessment Panel (LDAP) that there needs to be a greater level of clarity and consistency within the CPS2 planning policies regarding noise attenuation.

### **Past Development Approvals and Conditions**

In the absence of C-weighted development standards in planning policy, the City has put the onus back on applicants proposing either noise emitting or noise sensitive development to demonstrate that reasonable acoustic amenity can be achieved.

In addition to the requirements outlined in City's planning policies, the following conditions have been imposed on planning approvals for residential and special residential development in the area:

- in addition to post construction acoustic testing being carried out to confirm compliance, remediation works being required
- all marketing documentation and contracts of sale or lease agreements to advise prospective purchasers and occupants of the development that there are existing licensed entertainment venues in the immediate locality;
- development being required to achieve an internal maximum C-weighted noise level for sleeping areas; and



- Section 70A Notifications being placed on the land titles and subsequent strata titles of noise sensitive premises warning of high ambient noise levels and the mixed use nature of the area.

The condition relating to remediation works has been challenged by applicants due to its open nature. The condition requiring the achievement of a particular C-weighted noise level has also been challenged by an acoustic consultant representing a number of applicants who argues that focussing on low frequency C-weighted external noise will exacerbate internal noise. Other acoustic consultants have differing views.

### **Extended Trading Permits**

Entertainment venue operators can apply for “Extended Trading Permits” with the Department of Racing Gaming and Liquor (DRGL). When granted, these permits allow venues to operate beyond their usual hours.

The DRGL refers these applications to the City for comment. Council Policy 14.4 - Extended Trading Permits (ETP) provides guidance to the Administration when providing comment back to the DRGL on applications for ETPs and currently states that the City will support all applications for ETPs in Northbridge.

In other parts of the city, the policy states that ETPs will be supported when similar events have previously been approved and conducted within the past 12 months, the extended hours are to host a special or unique event, appropriate management strategies regarding noise and patron behaviour are in place, the premise has not been subject to any recent noise or other complaints and the extended hours will not unreasonably impact upon nearby residents.

### **State Government Taskforce**

The desire to support the ongoing operation of vibrant entertainment precincts in mixed use areas with growing residential populations, such as Northbridge, saw the establishment of a State Government taskforce in 2003. This taskforce was focussed on ensuring live music venues and other entertainment facilities could continue to operate in inner city areas. Draft recommendations included the establishment of special entertainment precincts and an Interim Noise Management Framework for Northbridge which would provide clear guidelines for venues through trial noise levels. These recommendations however were never implemented.

### **Northbridge Noise Study**

The City has undertaken an independent noise study of Northbridge to gain an evidence base from which to develop new legislation, planning provisions and management strategies. The study was completed in 2012 and included 26 recommendations.

The key recommendations included:

- Imposing higher construction standards for all new residential development in the Northbridge Entertainment Precinct;
- Allocating noise certificates to entertainment venues prescribing an internal C-weighted noise level limit based on an external noise limit and establishing an associated enforcement procedure; and
- Developing an information and education strategy for existing and future businesses and residents.

The study found the ambient noise levels outside residential premises within the Northbridge Entertainment Precinct exceeded the Regulations most of the time, particularly between 10pm and 1am on Thursday, Friday and Saturday nights. This creates some complexity in enforcing *the Regulations* in Northbridge and requires sophisticated methods of noise analysis to reliably determine which venue/s are emitting the noise resulting in complaints.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

### **Legislation**

*Section 60 of the Liquor Control Act 1988*  
*Environmental Protection (Noise) Regulations 1997*  
*Planning and Development Act 2005*  
City Planning Scheme No. 2

### **Integrated Planning and Reporting Framework Implications**

#### **Corporate Business Plan**

Council Four Year Priorities: Major Strategic Investment  
S1 Ensure that major development effectively integrates  
into the City with minimal disruption and risk.

1.1 Strategic review of the City's planning approach

#### **Strategic Community Plan**

Council Four Year Priorities: Community Outcome  
Perth at Night

A City that has a vibrant night time economy that attracts  
new innovative businesses and events and where people  
and families feel safe.

Council Four Year Priorities: Community Outcome  
Living in Perth

The City is a place where a diverse range of people choose  
to live for a unique sustainable urban lifestyle and access to  
government and private services.

### **Policy**

Policy No and Name: 14.4 – Extended Trading Permits  
CPS2 – 2.1 Applications Policy  
CPS2 – 4.1 City Development Design Guidelines  
CPS2 – 4.9 Residential Design Policy

## DETAILS:

### Issues

As outlined above, there are a number of issues relating to noise management in Northbridge that require resolution. These include:

- the encroachment of residential and special residential uses on entertainment uses poses increasing potential for land use conflict;
- entertainment uses (in particular, where there is a concentration and they are within a mixed use area) find it difficult to comply with the Regulations as these were based on separation of uses and compliance is related to the proximity of noise sensitive uses which can change over time as new development occurs;
- there is a lack of guidance under the Regulations and planning policy in relation to low frequency C-weighted noise which is generated by entertainment uses;
- in the absence of guidance on low frequency C-weighted noise, conditions relating to this have been applied on a case by case basis;
- applicants have challenged the open-ended nature of some of the City's conditions, particularly those requiring remediation;
- the planning policies are inconsistent as to when an acoustic report is required and as to what needs to be included in an acoustic report at development application and building application;
- the planning policies lack guidance with respect to Special Residential development; and
- the City's ETP does not provide the City with discretion to not support applications in Northbridge.

### Proposed Approach

To address the issues outlined above, four projects are proposed. Changes to the CPS2 and associated planning policies only apply to new development, therefore a multifaceted approach which includes the management of noise emissions from existing development is also proposed.

<b>Project One</b>	<b>Entertainment Noise Management Framework</b>
<b>Option 1</b>	<b>Amendment to the Regulations</b>
Proposed Scope	Option 1 would involve requesting the Minister for the Environment and Minister for Tourism to amend the Regulations to incorporate provisions for "Entertainment Precincts" where higher noise emissions would be acceptable.  It is expected that a significant area of Northbridge would form an 'Entertainment Precinct' although the exact boundary would require further investigation.
<b>Option 2</b>	<b>Use of Approved Venue Regulation (19B)</b>
Proposed	Option 2 would involve investigating the broader application of the

<b>Project One</b>	<b>Entertainment Noise Management Framework</b>
Scope	‘Approved Venue’ Regulation 19B process of the Regulations to entertainment venues in Northbridge on an opt-in basis. This would enable entertainment venues to legally operate at predetermined noise levels, above the noise levels set out in the Regulations.
Key Steps	<p>Option 2 would involve the following key steps:</p> <ul style="list-style-type: none"> <li>• Develop suitable Regulation 19B conditions and determine appropriate A and C Weighted external noise levels which existing and new entertainment venues would need to meet.</li> <li>• Consult with stakeholder groups;</li> <li>• Develop methodology to be used when taking noise measurements to have venues approved;</li> <li>• Establish management system to ensure the ambient noise level in Northbridge does not increase in line with the likely growth of venues. This may be achieved by requiring new entertainment venues to comply with a lower external noise level than existing entertainment venues; and</li> <li>• Prepare an enforcement procedure.</li> </ul>
Financial Implications	<p>Option 1: No financial implications                      Option 2: \$90,000 for consultancy fees.</p> <p><i>Legal Cost:</i> Between \$15,000 and \$20,000 may be needed for legal advice.</p> <p>If approved, funds will be allocated as part of the 2016/17 budget process.</p>

<b>Project Two</b>	<b>City Planning Scheme No. 2</b>
<b>Option 1</b>	<b>Maintain Land Uses and Planning Policy</b>
Proposed Scope	<p>Option 1 would involve maintaining the current land use permissibilities under CPS2 but preparing a new Noise Management planning policy. The new planning policy would seek to improve the clarity of the City’s noise attenuation requirements and enhance the criteria for the design and construction of noise sensitive and noise emitting developments.</p> <p>The new Noise Management planning policy would:</p> <ul style="list-style-type: none"> <li>• Consolidate noise related planning provisions where appropriate from the Applications Policy, Residential Design Policy and City Development Design Guidelines into a single policy;</li> <li>• Specify the level of detail required in acoustic reports for new noise sensitive and noise emitting development and when they should be submitted;</li> </ul>

<b>Project Two</b>	<b>City Planning Scheme No. 2</b>
	<ul style="list-style-type: none"> <li>• Ensure noise attenuation requirements are clear and consistent for the development of residential, special residential and entertainment uses;</li> <li>• Introduce a C-weighted noise criteria that new Residential and Special Residential developments will need to achieve in the Northbridge Precinct (generally east of Russell Square); and</li> <li>• Introduce a C-weighted noise criteria that new entertainment uses will need to achieve in the Northbridge Precinct (generally east of Russell Square).</li> </ul>
Key Steps	<p>Option 1 would involve the following key steps:</p> <ul style="list-style-type: none"> <li>• Draft policy;</li> <li>• Council initiation of draft policy for advertising purposes;</li> <li>• Advertise draft policy;</li> <li>• Review submissions and make any changes to policy; and</li> <li>• Council adoption of final policy.</li> </ul> <p>The process to adopt a new planning policy takes approximately nine months from the time it is initiated by Council.</p>
<b>Option 2</b>	<b>Change Land Uses and Planning Policy</b>
Proposed Scope	<p>Option 2 would involve changing the land use permissibilities under CPS2 to make residential a prohibited land use in the Northbridge Precinct (east of Russell Square).</p> <p>Like Option 1, a new Noise Management planning policy would also be prepared however the noise attenuation measures may not need to be as great given the separation of land uses.</p>
Key Steps	<p>Option 2 would involve the following key steps:</p> <ul style="list-style-type: none"> <li>• Draft Scheme amendment and planning policy;</li> <li>• Council adoption of draft Scheme amendment and planning policy for advertising purposes;</li> <li>• Referral of Scheme amendment to Environmental Protection Authority;</li> <li>• Advertising of Scheme amendment and planning policy;</li> <li>• Review submissions and make any changes to Scheme amendment and planning policy;</li> <li>• Council adoption of Scheme amendment and planning policy;</li> <li>• WAPC consideration of Scheme amendment; and</li> <li>• Minister approval and gazettal of Scheme amendment.</li> </ul> <p>A CPS2 Amendment process takes approximately 12-18 months from the time it is initiated by Council.</p>

Project Two	City Planning Scheme No. 2
Financial Implications	<p>Option 1: \$1,400 for advertising fees.                      Option 2: \$1,900 for advertising and gazettal fees.</p> <p>Legal Cost: \$5,000 may be needed for legal advice</p> <p>If approved, funds will be allocated as part of the 2016/17 budget process.</p>
Preferred Option	<p>Option 1 is the preferred option as making residential a prohibited land use, as Option 2 proposes, goes against both the City and the State's urban infill targets. The continued development of mixed use areas in the city is supported as they provide residents with excellent access to goods and services, while businesses benefit from an increase in their local customer base. Mixed use areas also enhance street activation outside traditional hours which can improve safety.</p> <p>Option 2 would provide greater certainty as to the permissibility of residential land uses within the Northbridge entertainment area (i.e. they would not be permitted) but would lead to 30 residential buildings including 335 dwellings becoming non-conforming uses i.e. (land use which was lawful prior to the amendment but subsequent to the amendment is a prohibited use). This could cause concern for property owners who may believe this will impact on their property values.</p> <p>This could be overcome by identifying existing residential developments as 'Additional Uses' which are permissible in addition to those generally permitted within the area as part of the Amendment. The use of the 'Additional Use' provisions of the CPS2 however is generally limited to avoid complexity in terms of land use provisions.</p>

Project Three	Planning Conditions
Proposed Scope	<p><u>Stage 1</u>                      The noise related conditions placed on planning approvals will be reviewed in terms of reasonableness and consistency of application.</p> <p>It is anticipated that:</p> <ul style="list-style-type: none"> <li>• post construction testing and remediation conditions would no longer be applied.</li> <li>• Notifications will continue to be placed on land titles and any subsequent strata titles of noise sensitive uses in mixed use areas to inform prospective land owners and residents of the</li> </ul>

<b>Project Three</b>	<b>Planning Conditions</b>
	<p>likelihood of higher noise levels.</p> <ul style="list-style-type: none"> <li>noise related conditions would be applied in a consistent manner based on the location of the proposed development and relevant land use permissibilities.</li> </ul> <p><u>Stage 2</u> When the new Noise Management Planning Policy is adopted, further standard noise conditions on approval will be developed.</p>
Key Steps	<ul style="list-style-type: none"> <li>Administration to review conditions.</li> </ul>
Financial Implications	No financial implications

<b>Project Four</b>	<b>Extended Trading Permits</b>
Proposed Scope	<p>A minor modification to the ETP Council Policy will be undertaken to allow the City to consider each application in Northbridge on a case by case basis and determine whether it is supported or not supported.</p> <p>Whilst it is considered that Northbridge should generally be enhanced and protected as an entertainment area, there may be instances (for example, where an entertainment venue abuts an existing residential development) where the City may wish to not support an application for an ETP. This discretion does not currently exist under the policy.</p>
Key Steps	<ul style="list-style-type: none"> <li>Draft amendment to policy.</li> <li>Council adoption of amendment to policy.</li> </ul>
Financial Implications	No financial implications

**FINANCIAL IMPLICATIONS:**

Please refer to financial implications within the tables above for each project.

**COMMENTS:**

The need to better manage noise in Northbridge has been acknowledged for some time. There has been much discussion about this by various stakeholders but little resolution. The completion however of the City's Northbridge Noise Study provides a sound evidence base to inform a way forward.

The four projects proposed offer short – medium term, practical solutions to the complex task of balancing the objectives of protecting and enhancing the City's and

State's primary entertainment area whilst providing reasonable amenity for residential/special residential development.

The proposed amendment of the Regulations to introduce designated Entertainment Precincts is considered to be the best long term solution to setting more appropriate noise levels for both existing and proposed entertainment venues in Northbridge. This would provide increased surety to entertainment operators and ensure the State's premier entertainment area is protected and enhanced. This is also likely to have broader benefit to other entertainment precincts across the State.

The Regulations however are a State Government responsibility and the amendment therefore is outside of the City's control. Previous amendments to the Regulations took many years and as such, whilst it is recommended that the proposed amendment to the Regulations be strongly advocated for, it is also recommended that the City look to other mechanisms that it could employ in the interim to provide venue operators the long awaited surety they have been asking for. The Approved Venue provisions under Regulation 19B of the Regulations provide one possible mechanism and should be further explored.

The proposed enhancement of the City's development standards relating to noise management will ensure that any new entertainment venues or residential or special residential development is appropriately designed and constructed to attenuate noise. Higher noise attenuation standards are likely to have cost implications for development however these are necessary to provide adequate levels of amenity for residential and special residential development if the City is to continue to support these uses in the area. Existing provisions will be reviewed to ensure clarity and consistency.

The conditions imposed or recommended on planning approvals will be reviewed to ensure that they are reasonable.

The amendment to City's ETP will provide the City with the discretion to support or not support applications in Northbridge taking into consideration context.

A number of entertainment venue operators in Northbridge were consulted during the preparation of the City's Northbridge Noise Study however there has been no formal consultation with operators since. A number of informal discussions however have taken place which have highlighted an expectation amongst venue operators for the City to take decisive action and implement solutions. It is recommended that the entertainment venue operators are advised of the projects outlined in this report.

There are other mixed use areas of the city, where entertainment uses are preferred and residential uses are contemplated, which may benefit from a similar approach in the future. It is intended however to test the approach on Northbridge, the priority area, before considering its roll out across the city.



## ITEM NO: 3

### CITY OF PERTH HERITAGE PROGRAM – HERITAGE GRANT APPLICATIONS 2015/2016

**PLANNING COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. *in accordance with Council Policy 6.1 Heritage Grants, conditionally approves the Heritage Grant Applications for the following properties (total distribution of \$279,669 (excluding GST)):***

<b>1.1</b>	<b>57 Goderich Street, East Perth</b>	<b>\$3,630;</b>
<b>1.2</b>	<b>223 Newcastle Street Northbridge</b>	<b>\$1,617;</b>
<b>1.3</b>	<b>49 Bennett Street East Perth</b>	<b>\$20,000;</b>
<b>1.4</b>	<b>61 King Street Perth</b>	<b>\$40,000;</b>
<b>1.5</b>	<b>101 St Georges Terrace Perth</b>	<b>\$40,000;</b>
<b>1.6</b>	<b>200 St Georges Terrace Perth</b>	<b>\$40,000;</b>
<b>1.7</b>	<b>7 Glyde Street East Perth</b>	<b>\$35,000;</b>
<b>1.8</b>	<b>33 Wellington Street East Perth</b>	<b>\$21,000;</b>
<b>1.9</b>	<b>61 Fitzgerald Street Northbridge</b>	<b>\$23,732;</b>
<b>1.10</b>	<b>1186 Hay Street West Perth</b>	<b>\$19,390;</b>
<b>1.11</b>	<b>120 Aberdeen Street Northbridge</b>	<b>\$40,000.</b>

- 2. *in approving (1) above adopts the Assessment Panel recommendations and conditions in relation to each application as outlined in Schedule 8 and in accordance with Council Policy 6.1 Heritage Grants Terms and Conditions of Grant Funding; and***

**(Cont'd)**

- 3. advises the applicant for 145 – 150 Murray Street, Perth that their heritage grant application dated 12 January 2016 has been unsuccessful.**

**BACKGROUND:**

FILE REFERENCE: P1023383-3  
REPORTING UNIT: Arts Culture and Heritage  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 30 March 2016  
MAP / SCHEDULE: Schedule 5 – Council Policy 6.1 – Heritage Grants  
Schedule 6 – Eligibility Requirements  
Schedule 7 – Assessment Criteria Matrix  
Schedule 8 – Heritage Grant Funding Assessment

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The City has developed a program of financial and development based incentives to promote and facilitate the retention, conservation and use of heritage places in the City of Perth. The program has received national and international awards for its success, and is often regarded as a model of heritage planning for other local governments. A key component of this program is Heritage Grants.

On **11 August 2015** Council adopted the revised Council Policy 6.1 - Heritage Grants (the Policy) (refer Schedule 5). The objective of the Policy is to encourage and assist landowners to conserve and actively use heritage places. Importantly, Heritage Grants are primarily focused on the conservation, rather than maintenance, of heritage places.

Matched funding up to \$40,000 is available for works associated with the conservation of heritage places, and up to \$20,000 for the preparation of studies, reports or advice prepared to inform the future retention, conservation and use of a heritage place. Full funding to a maximum amount of \$20,000 is also available for the preparation of a Conservation Management Plan for a heritage place.

The Policy states that no more than \$40,000 over a 5 year period will be provided to a single property and no more than \$90,000 will be allocated to a single property.

To be eligible for a Heritage Grant the property must be rateable, included in the City Planning Scheme No. 2 Heritage List or Metropolitan Redevelopment Authority Heritage Inventory, and included within the City's Local Government Area.

The 2015/16 Heritage Grants Round opened on 1 November 2015 and closed on 30 January 2016. Eligible landowners and owner representatives were advised in

writing and the State Heritage Office (including consultants in their Directory of Heritage Specialists), the National Trust of Western Australia, WA Property Council of Australia and Heritage Perth were also notified.

At the close of the advertising date, a total of 12 applications were received and assessed in accordance with the Policy requirements and the outcomes are at Schedule 6 Eligibility Requirements.

An Internal Assessment Panel consisting of the City Architect and the Manager of Approvals, and Managers for Business Support and Sponsorship and Arts Culture and Heritage was established.

All applications and Schedules 6 Eligibility Requirements and 7 Assessment Criteria Matrix were presented to the Internal Assessment Panel for assessment and recommendations. Schedule 8 Heritage Grant Funding Assessment consolidates the information presented and provides the Assessment Panel's recommendation, and justification in relation to the Policy and conditions to impose.

In accordance with Clause 21 of the Policy applications are to be determined by Council.

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

##### **Legislation**

City Planning Scheme No. 2

##### **Integrated Planning and Reporting Framework Implications**

##### **Corporate Business Plan**

Council Four Year Priorities: Perth as a Capital City

S7 Collaborate with private sector to leverage City enhancements.

Council Four Year Priorities: Living in Perth

S9 Promote and facilitate CBD living.

9.2 Review the City's approach to Conservation of Heritage Places.

Council Four Year Priorities: Healthy and Active in Perth

S15 Reflect and celebrate the diversity of Perth.

15.1 Undertake a full review of the Grants, Donations, Sponsorships and Event Funding Policies.

##### **Strategic Community Plan**

Council Four Year Priorities: Community Outcome

Perth as a Capital City

The City is recognised internationally as a city on the move and for its liveability, talented people and centres of excellence and business opportunities

##### **Policy**

Council Policy

6.1 – Heritage Grants

## **DETAILS:**

The City recognises the important contribution that heritage makes to community, sustainability, cultural identity and the economy where it contributes \$350 million to the local economy through cultural heritage tourism within the City (Economic Value of Heritage Tourism in the City of Perth, WA July 2008). Investing in the Heritage Grants Program ensures that the building stock of the City is kept vibrant and activated.

Of the 12 applications received, 9 seek matched funding for conservation works and three seek full funding for Conservation Management Plans. Details of the applications are at Schedule 6.

The 9 applications for matched funded conservation works totalling \$385,287 in heritage grants and \$2,984,753 in landowner contributions. This equates to a \$7.74 landowner contribution for every \$1 requested in a heritage grant.

In relation to funding for Conservation Management Plans, one application seeks full funding of \$20,000 for the preparation of a Conservation Management Plan (CMP), and one seeking full funding of \$4,700 for revisions to an existing CMP.

Another application sought full funding \$20,000 for the preparation of a CMP but did not provide the required supporting documents, including quotes. The City informed the applicant that they needed to complete the application for it to be assessed however no documentation was forthcoming and therefore the application did not progress.

Schedule 8 details the amounts requested from applicants and recommended funding from the Assessment Panel, including an outline of previous funding from the City of Perth.

Of note is the relationship between previous applications for Conservation Management Plans and current applications for conservation works, which reflects that the policy is working in that owners are using the documents to guide works.

## **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 16204000
BUDGET ITEM:	Recreation and Culture – Heritage – Heritage Inventory
BUDGET PAGE NUMBER:	10
BUDGETED AMOUNT:	\$668,569 (this component is 532,700)
AMOUNT SPENT TO DATE:	\$ 84,392 (this component is \$2,224)
PROPOSED COST:	\$279,669
BALANCE:	\$302,507
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

The Heritage Grants Program assists in conserving the City's heritage places in partnership with landowners. Council recognises the important contribution that heritage makes to community, sustainability, cultural identity and the economy through the roll of the Heritage Grants Program which ensures that the building stock of the City is kept vibrant and activated.

The applications for the Heritage Grants have been assessed in accordance with the Council Policy 6.1 Heritage Grants which was adopted by Council on **11 August 2015** (refer Schedule 5). The recommendations and conditions of the Assessment Panel are outlined at Schedule 8 for Council's consideration.

## MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE REPORTS

### ITEM NO: 4

#### DONATION – BRINGING THEM HOME COMMITTEE – SORRY DAY AND RECONCILIATION WEEK 2016

**MARKETING, SPONSORSHIP (APPROVAL)  
AND INTERNATIONAL  
ENGAGEMENT COMMITTEE  
RECOMMENDATION:**

***That Council approves a donation of \$6,800 (excluding GST) to the Bringing Them Home Committee to assist with costs of the Sorry Day event to be held on Thursday, 26 May 2016 at Wellington Square and in recognition of Reconciliation Week.***

#### **BACKGROUND:**

FILE REFERENCE: P1010627-31  
REPORTING UNIT: Community Amenity & Safety  
RESPONSIBLE DIRECTORATE: Community & Commercial Services  
DATE: 29 March 2016  
MAP / SCHEDULE: N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 12 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The Bringing Them Home Committee has submitted a request to the City for the amount of \$6,800 (excluding GST) to support the cost of holding the Sorry Day commemoration event at Wellington Square on Thursday, 26 May 2016, and to assist in raising awareness of Reconciliation Week, which runs from 22 May 2016 to 3 June 2016.

The Bringing Them Home Committee (WA) Inc. was formed in 1998 in response to the *Bringing Them Home Report*, which outlined the effects of policies surrounding the removal of Aboriginal children from their families, collectively known as 'The

Stolen Generation'. Sorry Day is commemorated annually on 26 May, which is the anniversary date of the *Bringing Them Home Report* being tabled in Parliament.

The Committee is a not-for-profit community organisation committed to supporting reconciliation between the Aboriginal and non-Aboriginal community and is supported by Reconciliation WA located in West Perth established to provide leadership, advocacy and support to people and organisations driving the movement for reconciliation in WA.

Reconciliation Week is nationally recognised as a week to celebrate the building of mutually respectful relationships between Indigenous and other Australians. It is considered a major cultural event.

Previous sponsorship associated with Reconciliation Week and Sorry Day is as follows:

Year	Amount	Event
2001	\$3,100	'Sorry Day Bridge Walk'
2010	\$2,000	'Sorry Day' Event Wellington Square
2011	\$6,831	Reconciliation Week and Sorry Day Event Wellington Square
2012	\$5,200	Reconciliation Week and Sorry Day Event Wellington Square
2013	\$6,176	Reconciliation Week and Sorry Day Event Wellington Square
2014	\$6,800	Reconciliation Week and Sorry Day Event Wellington Square
2015	\$7,000	Reconciliation Week and Sorry Day Event Wellington Square
<b>Requested/ Proposed 2016</b>	\$6,800	Reconciliation Week and Sorry Day Event Wellington Square

#### LEGISLATION / STRATEGIC PLAN / POLICY:

**Legislation** N/A

**Integrated Planning and Reporting Framework Implications**

**Strategic Community Plan**  
Council Four Year Priorities: Healthy and Active in Perth  
S17 Recognition of Aboriginal culture and strong relationships with the Indigenous community  
Council Four Year Priorities: Capable and Responsive Organisation  
S20 Meaningful and contemporary community engagement and communications

#### Policy

Policy No and Name: 18.8 – Provision of Sponsorship and Donations  
18.5 – Hire of City Banner and Flag Sites

## DETAILS:

National Reconciliation Week began in 1996 and was marked as an occasion to celebrate the resilience and achievements of Australia's Aboriginal peoples and build trusting relationships between Aboriginal peoples and other Australians. The dates of Reconciliation Week reflect significant dates in Australia's history. They are as follows:

- May 27 – The date of the 1967 Referendum, which saw 98% of Australians vote in favour of removing clauses in the Constitution that discriminated against Aboriginal people; and
- June 3 – The date in 1992 that the High Court recognised the Native Title rights of Aboriginal people and overturned the concept of 'terra nullius' (the belief that the continent was an empty, un-owned land at the time of European arrival). In 2000 over 300,000 people walked over the Sydney Harbour Bridge demonstrating their support for Reconciliation.

Sorry Day or the National Day of Healing for all Australians began in 1998, one year after the release of the Bringing Them Home Report which outlined the stories and recommendations of the Stolen Generations. In February 2008 the Prime Minister, Kevin Rudd, issued the National Apology to the Stolen Generations.

The Sorry Day event has been held at Wellington Square for the past six years and in 2015 attracted approximately 2,500 people, including schoolchildren. All schools will be invited to include children in the 2016 Sorry Day event.

The official ceremony at the Sorry Day Event runs from 12.00pm to 1.00pm on 26 May 2016. The Lord Mayor and Elected Members will be officially invited to attend this part of the event.

The Sorry Day Event is complementary to, and reinforces the City's support of the "Racism. It Stops With me" Campaign.

The costs included in the \$6,800 donation from the City are:

\$2,200	Council hire costs
\$2,000	Staging and PA equipment for the day
\$2,600	Marquees, trestle tables and chairs

The total cost of the Sorry Day event amounts to \$37,000. Cash income is sourced from a number of organisations including Lotterywest (\$14,800). In kind donations are sourced from a number of agencies including the Australian Indigenous Mentoring Experience, Notre Dame University and the Polly Farmer Foundation Follow The Dream.



**FINANCIAL IMPLICATIONS:**

ACCOUNT NO: 29B26000  
BUDGET ITEM: Other Property and Services- Unclassified – Other  
Unclassified  
BUDGET PAGE NUMBER: -  
BUDGETED AMOUNT: \$118,704  
AMOUNT SPENT TO DATE: \$ 42,048  
PROPOSED COST: \$ 6,800  
BALANCE: \$ 69,856  
  
ANNUAL MAINTENANCE: N/A  
ESTIMATED WHOLE OF LIFE COST: N/A

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

Sorry Day and Reconciliation Week are significant cultural events that enable the City to demonstrate its commitment to the organisation's Four Year Strategic Plan in supporting events and activities that showcase diversity, Aboriginal history and community development initiatives. The occasion is of major importance and the City's involvement would be highly regarded.

## ITEM NO: 5

### TENDER NO 047-15/16 PROVISION OF CREATIVE ADVERTISING AND RELATED SERVICES

**MARKETING, SPONSORSHIP (REFUSAL)  
AND INTERNATIONAL  
ENGAGEMENT COMMITTEE  
RECOMMENDATION:**

***That Council declines to accept all tenders for the appointment of a fully integrated service category for the provision of creative marketing concepts, branding, advertising and related services (Tender 047-15/16) in accordance with Regulation 18 (5) of the Local Government (Functions and General) Regulations 1996.***

#### **BACKGROUND:**

FILE REFERENCE: P1032146  
REPORTING UNIT: Marketing and Communications  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 31 March 2016  
SCHEDULE: N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 12 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The City of Perth has traditionally relied on a 'single agency' model to provide all marketing and related services.

Since June 2011, Marketforce Pty Ltd has been the sole creative agency for the City of Perth, tasked with the development and implementation of all campaign-based activity. The City's three year contract was extended in June 2014 and again in June 2015.

In addition to campaign-based activity – predominately the "Get to Know Me" branding campaign – through this contract, Marketforce Pty Ltd has generally also been utilised by the City's officers for non-campaign work such as:

- Civic advertising
- Community services marketing
- Event marketing
- Digital and social media

Marketforce are currently contracted to 13 July 2016 for the City's marketing and promotional requirements.

In preparation for the current contract expiry, the City of Perth requested responses from agencies with expertise and experience across one or more of the service categories, as outlined below:

<b>Category</b>	<b>Services</b>
<b>Service A Category</b>  <i>Full Integrated Service</i>	Lead Brand Strategy and Associated Creative Development  Digital and Interactive Creative Services  Media Buying and Channel Planning
<b>Service B Category</b>	Lead Brand Strategy and Associated Creative Development
<b>Service C Category</b>	Digital and Interactive Creative Services
<b>Service D Category</b>	Media Buying and Channel Planning

At the close of tender at 2.00pm on Tuesday, 22 December 2015, the following five submissions had been received:

<b>Organisation</b>	<b>Category</b>	<b>Location</b>
The Brand Agency Pty Ltd	Full integrated service	West Perth
J Walter Thompson Australia Pty Ltd	Full integrated service	Perth
Marketforce Pty Ltd	Full integrated service	West Perth
Precedent	Digital and Interactive Services only	Northbridge
Meerkats The Brand Leadership Company Pty Ltd	Full integrated service	Subiaco

Three agencies were invited to present and demonstrate their skills in the next stages:

- The Brand Agency Pty Ltd
- J Walter Thompson Australia Pty Ltd

- Marketforce Pty Ltd

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation** Section 3.57 of the *Local Government Act 1995* Part 4 of the *Local Government (Functions and General) regulations 1996*

**Integrated Planning and Reporting Framework Implications** **Strategic Community Plan**  
Council Four Year Priorities: Community Outcome  
**Perth at night**  
S13 Development of a healthy night time economy  
A City that has a vibrant night time economy that attracts new innovative business' and events and where people and families feel safe.

## **Policy**

Policy No and Name: 9.7 – Purchasing Policy

## **DETAILS:**

It is proposed that the City move away from a single agency approach for all of its marketing and related services. It is worth noting that concurrently, and in line with best practice, the City is reviewing its marketing strategy, program and spend for 2016/17. It is expected this will have a significant impact on the scope, scale and investment of work that this tender encompassed.

Whilst the City continues to review this strategy and continues its transition, it is not appropriate to revisit awarding the tender as it stands, as the City's business needs have since changed. Over the course of the review, the City will utilise the WALGA preferred suppliers for creative media concepts, branding and related services. A pre-qualified panel, will help ensure transparency, effectiveness and return on investment across all campaigns. For media buying, the City will engage agencies approved under the State Government Common Use Arrangement (CUA).

The role of agencies on the WALGA preferred supplier panel will be to provide services on an as-required basis that may involve:

- (a) Working in close association with the City of Perth's officers to address specific briefs based on consultation and research.
- (b) Working in close association with the Master Media Services Common Use Arrangement (CUA) for campaign advertising.
- (c) Attending briefing sessions/workshops/meetings wherever necessary.
- (d) Develop marketing plans and strategies to meet the City of Perth's needs.
- (e) Developing integrated advertising campaigns including creative execution and production of relevant materials, often within tight time and budget constraints.
- (f) Provision of strategic/creative/media recommendations in relation to all campaigns.

- (g) Provision of digital media recommendations in relation to all campaigns.
- (h) Participation in post campaign evaluation and feedback.

### **FINANCIAL IMPLICATIONS:**

The funding for campaign marketing is sourced from a variety of operating accounts in the City of Perth Annual Budget, as itemised in the Marketing and Commercial Parking annual budgets. The majority of the expenditure comes from 'Economic Services' and 'Recreation and Culture' for the purpose of economic development, retail marketing and other cultural activities, and from Parking Facilities for the promotion of off street parking.

In 2014/15, the City's spend under this contract was in the order of \$3.5 million, including production and media buying costs.

As mentioned previously, is not anticipated this expenditure will increase, which is in line with the City's broader strategy of realising operational efficiencies and improving/demonstrating return on investment to our ratepayers, stakeholders and the community.

### **COMMENTS:**

It is acknowledged that Marketforce Pty Ltd has provided a solid and professional service to the City of Perth for the previous two contract periods, being almost 10 years, and have delivered award-winning destination marketing campaigns that exceeded target indicators. It is also acknowledged that all agencies have provided evidence of their experience, processes and creative expertise across a number of similar accounts. They have offered significant 'added value' opportunities and have demonstrated enthusiasm and passion for the City of Perth through the tender process.

However, after a rigorous assessment process with quality submissions from all agencies involved, adopting the approach of utilising the WALGA preferred supplier panel will provide the City a wider scope and increased return on investment during this period of transition.

It is also worth noting that our consideration takes into account the work Tourism WA are currently undertaking; with a full review of their marketing strategies and the emphasis their campaigns place on the promotion of Perth City. It is prudent to ensure there are consistent messages relating to the City.

The WALGA panel consists of a varied range of agencies and two of the shortlisted agencies are currently on the panel: Marketforce Pty Ltd and The Brand Agency Pty Ltd. The panel is developed by invitation of tender, and it is anticipated the tender process for this panel will commence in the coming months, opening up the process for additional agencies to join, and will also include consultation with the City of Perth.

In meeting requirements to purchase media via the State Government's Master Media Agency account for campaign advertising, media planning will be carried out by approved WALGA panel agencies, with media purchasing via Carat or Optimum Media Decisions (OMD).

## FINANCE AND ADMINISTRATION COMMITTEE REPORTS

### ITEM NO: 6

#### VICTORY TERRACE CAR PARK – LICENCE FROM THE PUBLIC TRANSPORT AUTHORITY

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council agrees to enter into a licence agreement with the Public Transport Authority (PTA) for the management of Victory Terrace Car Park under the terms and conditions as detailed in Schedule 9.***

#### **BACKGROUND:**

FILE REFERENCE: P1021488  
REPORTING UNIT: Properties  
RESPONSIBLE DIRECTORATE: Construction and Maintenance  
DATE: 23 February 2016  
MAP / SCHEDULE: Schedule 9 – Licence Terms - Victory Terrace Car Park  
Schedule 10 – Victory Terrace Car Park

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

Victory Terrace Car Park was developed by the former East Perth Redevelopment Authority (EPRA) now the Metropolitan Redevelopment Authority (MRA), on Perth Transport Authority (PTA) land. The MRA have normalised this area and have been requesting that the City of Perth take on the management of the car park.

The MRA holds a lease over the car park. This lease expires on 31 March 2019 and the MRA does not plan to renew the lease. Under the terms of the lease, the MRA are required to remove the car park and return the land to PTA.

At its meeting held on **13 March 2001**, Council supported the transfer of a lease from the PTA to the City however did not commit to maintain the 'free' status of the car park.

At its meeting held on **30 August 2011**, Council agreed to accept the transfer of various parcels of land in East Perth from the MRA but excluded Victory Terrace Car Park until the City had the opportunity to assess the financial implications of taking over this lease.

There are 33 bays and 2 ACROD bays in the car park.

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b>
	Council Four Year Priorities – Getting Around Perth
	S4 Enhanced accessibility in and around the City including Parking.
	4.1 Develop a Business Plan for future car park development.

#### **DETAILS:**

Until now the City has maintained its position that it would not accept the car park as a 'free' car park. In 2012 the PTA advised that it would consider a lease to the City for a fee paying car park at a rental of \$23,000 per annum. In addition to this the City needed to meet the cost of the State Car Parking Levy. The offer was not accepted.

The MRA has recently contacted the City again in an effort to have this matter resolved as it believes it is not the appropriate body to lease the car park.

Although the PTA is the owner of the land, it does not see the management of the car park as part of their role. On expiry of the lease between the MRA and the PTA on 31 March 2019, the MRA is required to remove the car park.

In the event that the City does not enter into an agreement with the PTA the car park will be extinguished and a much used facility will be lost. The development of the new Perth Stadium will further add to the usage of the car park.

There are three options available to the City:

1. Refuse to accept management/licence over the car park.
2. Enter into a licence arrangement with PTA for a free car park.
3. Enter into a licence agreement for a paid car park.

#### **OPTION 1**

The car park will be removed and returned to the PTA as PTA land. This is not a preferred option.



## OPTION 2

The PTA enters into a licence agreement with the City for a free car park at \$1.00 per annum for 10 years. The City would incur relatively minor costs (approx. \$2,000) for documentation and signage and ongoing cleaning and maintenance costs of an estimated \$6,000 per annum. The State Government Car Park Levy will not apply as the car park is adjacent to a recreational facility. There is no financial benefit to the City.

## OPTION 3

The City agrees to enter into an agreement with the PTA whereby the car park is converted into a fee paying facility. This will incur the State Car Parking Levy.

In the event that this is the City's preferred option, the PTA have agreed to a rental payment of \$1,000 per annum. The City would also incur the cost of the State Government Car Park Levy.

The overall costs of utilising the car park as a fee paying facility are:

<b>Capital</b>	<b>\$45,000</b> (estimated)
2 x TVX Ticket Machines	\$20,000
Lighting Upgrade	\$20,000
New Signage	\$ 5,000
<b>Ongoing</b>	<b>\$58,860</b>
Rent	\$ 1,000
State Parking Levy	\$32,860
Cleaning	\$ 6,000
Other Costs	\$19,000

Other costs include depreciation, security, collection fees, maintenance, printing and advertising.

Projected income at 80% occupancy and based on ten hour blocks at \$13.50 is \$91,260 per annum (\$82,000 after GST). This figure assumes the car park is free on weekends as per other East Perth car parks such as Victoria Gardens.

These figures indicate a net income of \$24,100 (excluding GST) in the first year.

The licence terms shown in Schedule 9 contain a six month break clause, which given the location of the car park, is highly unlikely to be acted upon. There is also a requirement for the City to make good at the expiry of the licence should a further term not be entered into.

PTA has committed to maintain the vegetation on its land surrounding the car park.

**FINANCIAL IMPLICATIONS:**

The ticket machines value \$20,000 are in stock and no further expenditure is required. Any upgrade required for signage and lighting are provided for in the City's 2015/16 budget.

The State Parking Levy will be met in the 2016/17 Financial Year and the ongoing operating costs can be met from the current budget.

The City has the opportunity to receive a net contribution of \$24,100 in the first full year of operation with the potential to increase this by increasing the paid operating hours over weekends once the new Perth Stadium becomes operational.

**COMMENTS:**

Victory Terrace Car Park will be demolished if the City of Perth does not enter into an arrangement to manage the car park. There is a positive financial (although minor) advantage for the City to do so.

City of Perth will manage the car park as a leased facility within its portfolio.

The car park can be converted to a paid for facility in approximately two weeks after finalisation of the document.

The proposal is supported.

## ITEM NO: 7

### NATIONAL INFRASTRUCTURE SUMMIT, 15-16 JUNE 2016 – LORD MAYOR ATTENDANCE

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council approves attendance by the Lord Mayor at the National Infrastructure Summit to be held on 15 and 16 June 2016 in Sydney at an estimated cost of \$7,475.***

#### **BACKGROUND:**

FILE REFERENCE: P1004067-59  
REPORTING UNIT: Executive Support  
RESPONSIBLE DIRECTORATE: Chief Executive's Office  
DATE: 6 April 2016  
MAP / SCHEDULE: Schedule 11 – Invitation from Informa to Participate in a Lord Mayors' Roundtable  
Schedule 12 – National Infrastructure Summit 2016 Brochure

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The Lord Mayor of Perth has been invited to participate in a Lord Mayors' Roundtable at the Australian Financial Review's second annual National Infrastructure Summit to be held on 15-16 June 2016 at the Four Seasons in Sydney. The National Infrastructure Summit is part of the Australian Financial Review's National Policy Series.

The invitation and Summit brochure are attached. The Lord Mayor also attended the inaugural event in 2015.

## LEGISLATION / STRATEGIC PLAN / POLICY:

### Integrated Planning and Reporting Framework Implications

### Corporate Business Plan

Council Four Year Priorities: Perth as a Capital City  
S6 Maintain a strong profile and reputation for  
Perth as a city that is attractive for investment.  
S7 Collaborate with private sector to leverage city  
enhancements.

### Policy

Policy No and Name: 10.3 – Elected Members – Interstate and Overseas Travel  
and Expenses

## DETAILS:

The focus of summit will be on driving growth through enabling smarter cities. The expected audience is Australia's top infrastructure investors, planners, contractors, advisers and policy makers.

The Lord Mayor of Perth has been invited to be key speaker at the event, participating in a Lord Mayors' Roundtable on the topic 'Infrastructure for the People – Rebuilding Public Confidence'. The Lord Mayor of Sydney is also a key speaker at the roundtable.

One of the special roles of the Lord Mayor under the City of Perth Act is to develop and maintain inter-governmental relationships at regional, State, national and international levels, and as part of that to develop and implement strategies and policies that seek to ensure consistency in policies and strategic direction at all levels of government.

## FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 42A 01000
BUDGET ITEM:	Governance – Members of Council – Lord Mayor
BUDGET PAGE NUMBER:	6
BUDGETED AMOUNT:	\$844,132
AMOUNT SPENT TO DATE:	\$563,430
PROPOSED COST:	\$ 7,475
BALANCE:	\$273,227

All figures quoted in this report are exclusive of GST.

The estimated costs associated with attendance at this event include registration (\$3,075), flights (\$4,000) and accommodation (\$400).

## COMMENTS:

Attendance at the National Infrastructure Summit 2016 provides an opportunity to gain insights from key stakeholders regarding Australia's infrastructure priorities and associated strategies. This could enhance Perth's capital city status in a federal election year.

## ITEM NO: 8

### WASTE MANAGEMENT SERVICE FEES 2016 – 2017

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. approves the Waste Management Fees as listed in Table 2 and as outlined in the report titled, “Waste Management Service Fees 2016 – 2017”; and***
- 2. approves the Waste Management Fees for inclusion in the 2016/17 Budget Schedule of Fees and Charges.***

#### **BACKGROUND:**

FILE REFERENCE: P1013202-3  
REPORTING UNIT: Waste and Cleansing  
RESPONSIBLE DIRECTORATE: Construction and Maintenance  
DATE: 7 April 2016  
MAP / SCHEDULE: Schedule 13 – Bin Fees Projection 2016/17 to 2026/27

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

Waste management service fees are calculated on a full cost recovery. The report analyses emerging waste issues, service growth and the various costs involved in waste collection, transportation and disposal. Fees are imposed on properties utilising the City’s waste services under Section 67 of the Waste Avoidance and Resource Recovery (WARR) Act 2007.

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation** Sections 6.16 and 6.17 of the *Local Government Act 1995*  
Part 6, Division 3, Section 67 of the *Waste Avoidance and Resource Recovery Act 2007*

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**

Council Four Year Priorities: Capable and Responsive Organisation

S18 Strengthen the capacity of the organisation

**Policy**

Policy No and Name: 9.1 – Budget Policy

**DETAILS:**

**1. COST FACTORS**

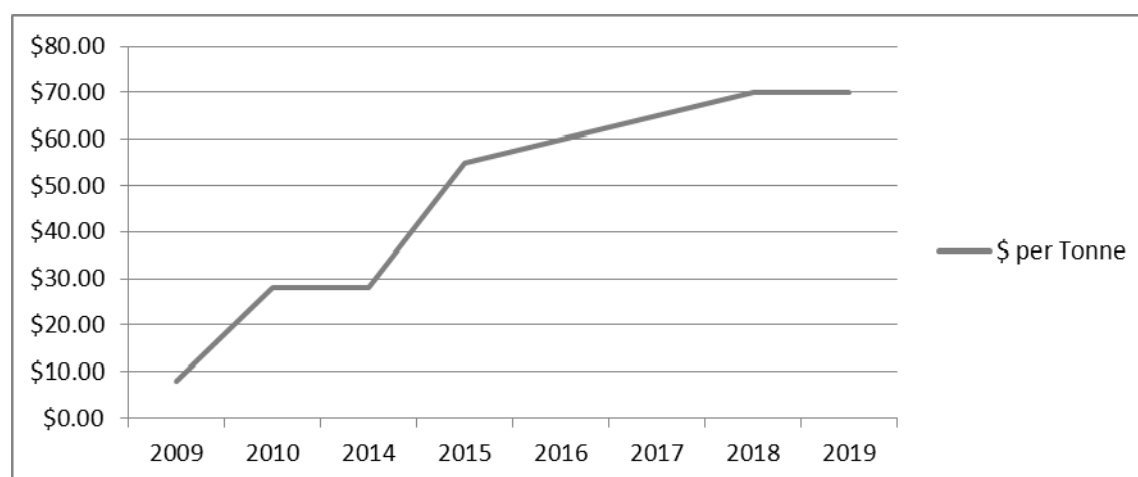
**1.1 Labour Costs**

Labour to provide waste services to the community accounts for approximately 52% of the service cost provision and includes all related costs. Indirect labour costs such as those originating in the City's workshop for the servicing, repair and maintenance of relevant fleet and plant are also included.

**1.2 Disposal Costs**

The cost to dispose of Municipal Solid Waste (MSW) to landfill accounts for up to one third of the overall expense of providing waste services. The City currently pays \$155.00 per tonne of MSW delivered to the Tamala Park landfill site (GST exclusive) of which 35% is attributable to the levy. Further increases in the Levy over the next three years have been announced placing additional pressure on service costs. Mindarie Regional Council has advised that the anticipated member gate fee at Tamala Park will increase 9.6% to \$170.00 per tonne from 1 July 2016. The landfill levy accounts for \$60 per tonne. Costs are also payable for the disposal of recyclables however these costs do not incur the landfill levy.

Figure 1 – State Waste Levy - \$ per Tonne



### **1.3 Service Demand**

The demand for the City's waste collection services has a direct impact upon the cost of the service. Maintaining an acceptable level of service is directly dependent upon the number of staff and collection vehicles available. Waste services consist of MSW and recyclable collection, transportation and disposal.

On 1 July 2015 the City commenced a range of new services to support the requests and needs of our ratepayers. These services were primarily based around co-mingled and cardboard recycling.

The commencement of these services has stopped the decline in bin lifts experienced in previous years and resulted in MSW collection services increasing.

A number of residential properties currently under development will be completed over the next four to five years resulting in an average growth of 32,760 bin lifts per annum (630 per week). Under the WARR Act the City is responsible for residential (domestic) collection of MSW.

### **1.4 Residential Recycling**

The City introduced co-mingled recycling to East Perth residential properties in 2006 and gradually expanded the service to all areas of the municipality over the following two years. Throughout this period, the City has borne the cost of providing this service to residents in order to encourage recycling and reduce waste to landfill. Annual cost per residential property has varied between \$43.00 and \$50.00 per property equating to an annual cost in 2014/15 of \$30,326.

### **1.5 Waste Strategy**

At its meeting on **22 April 2014**, Council adopted the City of Perth Waste Strategy 2014 – 2024 which included 19 prioritised actions required to meet the demands of a growing city and the pressures resulting from competition for street space. Costs associated with implementing those actions are to be funded from both annual revenue and the Refuse Disposal and Treatment Reserve Fund which, as at 29 February, 2015 had a balance of approximately \$2,892,628.

### **1.6 Other Factors**

Other associated costs can be attributed to the provision and maintenance of Mobile Garbage Bins (MGBs), which are provided to properties free of charge, and to the internal hire of plant and equipment.

## **2. FEES AND CHARGES**

### **Fees and Charges – Assumptions for Budget Projections**

The City's reserve fund 'Refuse Disposal and Treatment Reserve' (the Reserve) has been gradually built up over previous years in anticipation of the introduction of secondary waste treatment for the purpose of subsidising the waste fees to ratepayers for a period of time thus softening the financial impact.

Cost increases, including the State Government levy, has effectively amplified the need for subsidisation resulting in the Reserve being utilised over the last six years. The Reserve was budgeted in 2015/16 to provide a further \$1,269,433 in additional subsidises. The implementation of the new service initiatives and operational reform has reversed this trend and no monies were been drawn from the Reserve. In fact for the first time in seven years the City transferred funds from the accumulated surplus adding an extra \$49,104 to the Reserve so far in 2016.

Assumptions for 2016/17 centre around maintaining an income that contributes to the Reserve, recovers the cost of the State Government levy and adds value to City ratepayers. Residential properties currently receive one bulk verge collection each calendar year. In 2016/17 we are proposing to add a second collection and have costed this into our residential fee.

The increase in the levy and charges has also been calculated and they represent over 3.2% of the Fee increase.

The final cost component of the 2016/17 fees is the current Perth All Groups CPI indicator which at the end of the December quarter 2015 is 1.6%.

It is estimated that the commercial business activities will provide continued opportunity and an increase in services of 5% is budgeted.

Additional event service fees are included in the 2016/17 fees and charges with the expectation of growing this market segment. No income is allocated to these costs for 2016/17 as we establish City services in the event industry.

An increase of 5.15% has been applied to the residential service charges to cover all costs and 5% to commercial services. These increases will recover costs and eliminate reliance on the Reserve. Schedule 13 indicates an increase of 5.15% and 5% respectively for 2016/17 followed by 1.5% for residential and 5% commercial in 2017/18 and subsequent years. The Reserve in this forecast will not be eroded and funds from the Reserve can be available to introduce new technology and services to the City.

### **Recommended Fee Schedule 2016/17**

It is recommended that the waste management fees for 2016/17 be increased by 5.15% for residential and 5% for business in accordance with Table 2 below.

Each standard fee type provides one service per week for the full year (i.e. 52 services per annum). In order to provide an appropriate frequency of removal for health and hygiene reasons or to reduce the number of bins stored at premises, many commercial and multi-tenanted residential properties are serviced multiple times per week.

In Table 2, Item 3 below, residential service charges are the same as those for the equivalent service in Item 1. This is because the 660L MGB is designed to replace three 240L MGBs at multi tenanted properties. Each property therefore pays for one service per week whether from 240L MGBs or shared 660L MGBs.



Table 3 provides a comparison of fees and charges between City of Perth fees for 2015/16 and 2016/17 (proposed) and those of six other local governments for 2015/16.

Table 2 – Proposed Waste Management Fees 2016/17

Service Type		Residential Customers		Commercial Customers (Non-residential)	
Item	Description	Current 2015/16	Proposed 2016/17	Current 2015/16	Proposed 2016/17
1	MSW - Basic (240L bin) <sup>1</sup>	\$272.00	\$286.00	\$320.91* (\$353.00 incl)	\$337.00*
2	MSW – Additional (240L bin or service)	\$272.00	\$286.00	\$220.00* (\$242.00 incl)	\$231.00*
3	MSW 660L	\$272.00 <sup>2</sup>	\$286.00 <sup>2</sup>	\$649.09* (\$714.00 incl)	\$682.00*
4	MSW 1100L	NA	NA	NA	\$1136.00*
5	Commercial Co-mingled Recycling 240L	NA	NA	\$140.91* (\$155.00 incl)	\$151.00*
6	Commercial Co-mingled Recycling 660L	NA	NA	\$421.82* (\$464.00 incl)	\$443.00*
7	Commercial Co-mingled Recycling 1100L	NA	NA	\$703.03* (\$773.33 incl)	\$738.00*
8	Paper/Cardboard 240L	NA	NA	\$143.64* (\$158.00 incl)	\$151.00*
9	Cardboard only bin hire 660L	NA	NA	\$208.00* (228.8 incl)	\$219.00
10	Cardboard only bin hire 1100L	NA	NA	\$260.00* (\$286.00 inc)	\$273.00
11	Glass Recycling 240L	NA	NA	NA	\$605.00*

Note:

<sup>1</sup> The fees in Item 1 include co-mingled recycling service for residential customers and a free conditional cardboard removal service for commercial customers.

<sup>2</sup> The residential fee for 660L waste is the same as that for a basic 240L as one 660L replaces three 240L services from three properties.

\* 10% GST Exempt

**Table 3 – Comparative Fees by Local Government**

<b>Service Type (240L MGB)</b>	<b>Perth<sup>1</sup> 15/16 \$</b>	<b>Perth<sup>1</sup> 16/17 \$</b>	<b>Vincent<sup>2</sup> 15/16 \$</b>	<b>Swan<sup>3</sup> 15/16 \$</b>	<b>Nedlands<sup>4</sup> 15/16 \$</b>	<b>Sydney<sup>5</sup> 15/16 \$</b>
Residential	272.00	286.00	285.00	372.00	293.00	797.00
Commercial	320.91	345.00	350.00	372.00	355.00	NA
Establishment	NA	NA	NA	65.00	80.00	NA
<p>Note:</p> <p><sup>1</sup> Perth includes a co-mingled recycling service for residential properties in the basic fee.</p> <p><sup>2</sup> Vincent's waste charges are incorporated in the Property Rates. Prices indicated are for additional weekly services to rateable properties. Additional recycling service is \$80.00.</p> <p><sup>3</sup> Swan provides a 240L waste bin and a 240lt recycling bin to properties in the basic fee.</p> <p><sup>4</sup> Nedlands provide residential properties with one 240L recycle bin, one 240L green waste bin and one 120L rubbish bin in their standard service fees. Other options are available at reduced or additional costs. Commercial properties are provided one free 240L recycle bin for every basic waste service, if required.</p> <p><sup>5</sup> Sydney provides both a waste and comingled recycling 240L MGB to residential properties in their basic fee. Organics bin is an option. Smaller MGB sizes are available at reduced cost. Sydney does not service commercial properties.</p>						
<b>Service Type (240L MGB)</b>	<b>Fremantle<sup>6</sup> 15/16 \$</b>	<b>Subiaco<sup>7</sup> 15/16 \$</b>	<b>Commercial<sup>8</sup> Waste Companies Tender \$</b>	<b>Commercial<sup>8</sup> Waste Companies Quote \$</b>		
Residential	471.00	505.00	NA	NA		
Commercial	522.60	521.40	392.08	780.00		
Establishment	164.00	NA	NA	50.00		
<p>Note:</p> <p><sup>6</sup> Fremantle includes a fortnightly co-mingled recycling service for residential properties in the basic fee. The cost of a 240L general waste bin for commercial services can be discounted.</p> <p><sup>7</sup> Subiaco's commercial waste service incorporates a free weekly 240L recycling bin if at least half full.</p> <p><sup>8</sup> Commercial operator rates vary depending upon the number of bins serviced, concentration of customers and waste material collected.</p>						

Table 4 below, summarises costs and revenues by service types based on proposed fees for 2016/17. Costs have been grouped into residential and commercial customers based on a recent extraction of service records from the City's database plus projected growth.

Current projections indicate the cost to provide waste and recycling services will increase from an estimated \$7,453,742.16 in 2015/16 to \$7,581,157 in 2016/17, an overall increase of 17%. The increase in operating costs includes a 15% allocation of \$667,270 for indirect costs. Income will increase from an estimated \$7,473,923.63 in 2015/16 to \$8,182,282.42 in 2016/17.

Table 4 – Operating Costs and Revenues

SERVICE TYPE	Projected No of bin services per week	Projected Operating Costs 2016/17	Proposed Fees 2016/17	Income Using Proposed Fees 2016/17
Basic Residential <sup>1</sup>	11,517		\$286.00*	\$3,291,273.91
Basic Commercial <sup>2</sup>	2429		\$337.00*	\$818,346.98
Additional Residential	398		\$286.00*	\$113,736.67
Additional Commercial	15,282		\$231.00*	\$3,530,072.70
MSW Residential 660L	108		\$286.00*	\$30,902.17
MSW Commercial 660L	30		\$682.00*	\$20,753.03
MSW Commercial 1100L	25		\$1136.00*	\$28,397.78
Commercial Co-Mingled Recycling 240L	32		\$151.00*	\$4,762.80
Commercial Co-mingled Recycling 660L	11		\$443.00*	\$4,650.57
Commercial Co-mingled Recycling 1100L	10		\$738.00*	\$7,381.50
Glass Recycling 240L	25		\$605.00*	\$15,120.00
Paper/Cardboard 240L	1,444		\$151.00*	\$218,295.00
Paper/Cardboard 660L Bin Hire	48		\$219.00	\$10,557.85
Paper/Cardboard 1100L Bin Hire	39		\$273.00	\$10,581.48
Total Residential (40% of total service cost)		\$3,032,462.93		
Total Commercial (60% of total service cost)		\$4,548,694.40		
Recycling Income <sup>3</sup>				\$77,000.00
		<b>\$7,581,157.33</b>		<b>8,182,282.42</b>

Notes:

<sup>1</sup> Basic Residential fee includes one waste bin and one recycling bin.

<sup>2</sup> Basic Commercial fee includes one waste bin and loose cardboard collection if requested.

<sup>3</sup> The City receives a small income from the sale of clean paper and cardboard to a specialist recycler/manufacturer.

\* 10% GST Exempt

As indicated in Table 5 below, the recommended 5.15% and 5% increases in 2016/17 fees will allow for a transfer of \$601,125.09 into the Reserve.

### Goods and Services Tax

The City has received a determination from the Australian Tax Office (ATO) stating that the Goods and Services Tax (GST) is not to be applied to commercial waste service fees charged by the City.

Table 5 – Waste Management – Comparison of Total Service Costs and Income between 2015/16 and 2016/17 financial years.

2015/16				2016/17		
Revised Budgeted Service Cost \$	Projected Service Cost \$	Revised Budgeted Income \$	Projected Income \$	Proposed Service Cost \$	Proposed Income \$	Balance to Waste Reserve\$
7,451,818	7,451,818	7,643,665	7,643,665	7,581,157	8,182,282	601,125.09

Projected 2015/16 service costs and proposed 2016/17 service costs include a 15% expense for corporate overhead.

### COMMENTS:

The City's Waste Management services and operations were restructured in 2015/16. The new business initiatives delivered a heightened level of service and productivity and eliminated the reliance upon the Refuse Disposal and Treatment Reserve.

An increase in fees of up to 5.15% for 2016/17, will enable full cost recovery and result in additional funds being available for service improvements and utilising relevant new waste management technologies and methodologies.

## ITEM NO: 9

### DIFFERENTIAL RATING – PRELIMINARY SETTING OF THE ANNUAL RATES LEVY FOR 2016/17

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. approves the advertising of the differential rates based on the predominant purpose for which the land is held in accordance with Section 6.36(3)(b) of the Local Government Act 1995 as follows:***
  - 1.1 Commercial – 5.008334 cents in the dollar;***
  - 1.2 Hotel – 5.008334 cents in the dollar;***
  - 1.3 Office – 2.95448 cents in the dollar;***
  - 1.4 Residential – 4.48135 cents in the dollar;***
  - 1.5 Retail – 5.08334 cents in the dollar;***
  - 1.6 Vacant Land – 5.90855 cents in the dollar;***
- 2. notes the intent of increasing rates revenue by 1.6%, comprising of only a CPI adjustment;***
- 3. notes the increase in rate revenue on the current rate base of \$1.3 million;***
- 4. notes the intention of retaining the principle of rating vacant land at twice the rate applied to the lowest rated category, being the Office category; and***
- 5. notes the increase to the minimum rate by \$10 to \$695 in each rate differential category.***

**BACKGROUND:**

FILE REFERENCE: P1032338  
 REPORTING UNIT: Finance  
 RESPONSIBLE DIRECTORATE: Corporate Services Directorate  
 DATE: 11 April 2016  
 MAP / SCHEDULE: Schedule 14 – Rates Comparison Schedule

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation** Section 6.33 of the Local Government Act 1995

**Integrated Planning and Reporting Framework Implications** **Strategic Community Plan**  
 Council Four Year Priorities: Community Outcome Capable and Responsive Organisation  
 A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and deliver efficient and effective community centred services.

**Policy**  
 Policy No and Name: 9.1 – Budget Policies

**DETAILS:**

Differential rating enables the City to vary the impact of its rates on different classes of ratepayers.

The revenue raised from rates in accordance with the Annual Budget 2015/16 is as follows:

Details	Gross Rental Value (inc. Minimum)	Rate in \$	Estimated Rate Revenue				
			Minimum Rates		Non Minimum Rates		Total
			No of Prop	Revenue	No of Prop	Revenue	
<b>Rates</b>	(\$)	(cents)		(\$)		(\$)	(\$)
Commercial	416,953,184	5.0032	550	376,750	1,937	20,454,351	20,831,101
Office	1,486,761,541	2.9079	198	135,630	2,173	43,190,275	43,325,905
Residential	328,193,967	4.4107	871	596,635	10,725	13,973,563	14,570,198
Vacant Land	21,460,150	5.8157	2	1,370	81	1,261,120	1,262,490
<b>Total Rates</b>			<b>1,621</b>	<b>1,110,385</b>	<b>14,916</b>	<b>78,879,309</b>	<b>79,989,694</b>

A “Differential Rate Review” was conducted in 2015 and made the following recommendations for setting of the City’s differential rates into the future:

- The Office category is the largest contributing sector to rates, yet falls below the cost of services provided to it by the City; this is after including the net contribution from parking. The Rate in the Dollar for Office is the only category not previously adjusted to reduce the funding shortfall. Scope therefore exists for higher increases in the Rate in the Dollar of the Office sector relative to other categories;
- In order to achieve a closer alignment with the other categories, a higher increase in the Rate in a Dollar for Office should be pursued in future years;
- Apply a higher increase to Residential Rate in a Dollar but still maintain it lower than other metropolitan Councils;
- Maintain maximum Rate in a Dollar for Vacant land; and
- To progressively increase the general minimum rate.

The winding down of the resources boom has resulted in higher than anticipated office vacancy rates. Perth’s CBD vacancy rate is estimated to be close to 20% as at the end of January 2016, reaching a 21-year high. It is expected that at the next triennial revaluation due in 2017/18, Office’s GRV values will be significantly lower.

The City of Perth’s Rate in a Dollar values for Residential ratepayers compares favourably with all neighbouring Councils. Residential rates have historically been kept low to attract residents to the City. In the 2015/16 budget, residential rates were increased by 4.52% which compared to the average increase of 3.2% to address this imbalance. The residential property market has seen reductions in property prices and rental values over the last 12 months.

The Commercial category accounts for 6.5% and Hotel for 7.1% of the overall ratebase. Changes made to the Rate in the Dollar for these categories will have a minimal impact on overall rates raised for the City.

The City has traditionally restricted average rate increases to CPI. Exception has been made in recent years when modest increases above CPI were utilised to fund an intensive capital works program. Increase in the demands for the City’s services is anticipated as major developments in a number of areas come to fruition. According to the Australian Bureau of Statistics, the CPI for Perth for December year was 1.6%.

The strategic Long Term Financial Plan for 2014/15 to 2024/24 flagged the need to continue with moderate rate increases above the predicted CPI increases. Accordingly the average rate in the dollar was increased in previous years by CPI and an additional 2.0%. The current long term financial plan shows a proposed 1.5% increase above CPI to reduce over future years to the level of CPI only.

## Consider the level of Minimum Rate

Section 6.35(6)(c) of the Local Government Act 1995 gives local governments the power to raise a minimum payment in each differential rating category where a differential general rate is imposed.

Traditionally the Council has employed a general minimum rate for all categories and currently has a minimum rate of \$685, which is the lowest in the metropolitan area. Minimum ratepayers have access to the same services as other ratepayers, even though their GRV's are lower. It is justifiable for them to pay a minimum rate to cover basic services.

The Act provides for consideration to be given to set or vary the minimum rates in conjunction to the relative movement in GRV's for each category. Foreshadowed in the Long Term Financial Plan is the intention to gradually increase the minimum payments to levels aligned closer to those of neighbouring councils.

## Minimum Rate Comparison

<b>2015/16 MINIMUM RATE COMPARISONS</b>		
<b>COUNCIL</b>	<b>MINIMUM RATE - RESIDENTIAL</b>	<b>MINIMUM RATE - COMMERCIAL</b>
ARMADALE	\$1,084	\$1,262
BAYSWATER	\$795	\$795
BELMONT	\$790	\$930
COCKBURN	\$1,250	\$722
FREMANTLE	\$1,222	\$1,222
JOONDALUP	\$828	\$846
MANDURAH	\$1,016	\$1,022
NEDLANDS	\$1,333	\$1,820
PERTH	\$685	\$685
ROCKINGHAM	\$1,043	\$1,043
STIRLING	\$805	\$805
SUBIACO	\$780	\$780
SWAN	\$845	\$1,340
VICTORIA PARK	\$1,112	\$1,156
VINCENT	\$907	\$1,414

## CONCLUSION:

Based on the factors highlighted in this report, the recommendations for adopting Differential Rates for 2016/17 are as follows:

- The Office category is the largest contributing sector to rates yet falls below the cost of services provided to it by the City; this is after including the net



contribution from parking. It should also be noted that the allocation of parking contribution to the Office category is substantial, which, when revenue from parking fluctuates, has a significant effect in offsetting the funding shortfall;

- In the current economic conditions, an increase of CPI of 1.6% in the Rate in the Dollar for the Office category is proposed. In future years' strategies should be undertaken to reduce the underrating in this category;
- Apply a 1.6% increase to the Residential Rate in a Dollar; in keeping with the strategy to have this category lower than other metropolitan Councils;
- Maintain maximum Rate in the Dollar for Vacant land to encourage development; and
- Increase the general minimum rate by \$10 to \$695 for all categories.

### **FINANCIAL IMPLICATIONS:**

The City requires a quantum of rates each year to fund a portion of the budget. The spread of rates amongst differential rate classes is an exercise undertaken to make up that total. Other rate considerations such as the level of minimum rates and the application of rate rebates are also incorporated into the total of rates needed.

The Long Term Financial Plan flagged the need to for a moderate increase above the predicted CPI. The plan foreshadowed an increase of 1.5% above CPI in 2016/17 and continue to increase above the level of inflation for the following 4 years. With the effect of the winding down of the resources boom, this additional increase is not advisable in the current economic climate and therefore it is recommended any rate increase be limited to the current inflation level.

The rates for 2016/17 as set out in this report allow for an increase of CPI of 1.6%.

In this report the estimated annual rates levy to be raised in 2016/17 is \$85.5 million including predicted interim growth of \$1.1 million during the year.

Information produced by this report will be available for consideration in preparing the four-year budget and an updated Long Term Financial Plan to be presented to Council in June.

ACCOUNT NO:	-
BUDGET ITEM:	Rate Revenue
BUDGETED AMOUNT:	\$ 85,498,189

All figures quoted in this report are exclusive of GST.

Under the *Local Government Act 1995*, the City is required to advertise the Differential Rates for 21 days prior to adopting of the Differential Rates.

## ITEM NO: 10

### PAYMENTS FROM MUNICIPAL AND TRUST FUNDS – FEBRUARY 2016

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

*That 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 29 February 2016, be received and recorded in the Minutes of the Council, the summary of which is as follows:*

<b>FUND</b>	<b>PAID</b>
<b>Municipal Fund</b>	<b>\$ 13,997,949</b>
<b>Trust Fund</b>	<b>\$105,873</b>
<b>TOTAL:</b>	<b>\$ 14,103,822</b>

#### **BACKGROUND:**

FILE REFERENCE: P1031101-24  
REPORTING UNIT: Finance  
RESPONSIBLE DIRECTORATE: Corporate Services  
DATE: 29 February 2016  
MAP / SCHEDULE: TRIM ref. 32989/16

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

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

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**

Council Four Year Priorities: Community Outcome  
Capable and Responsive Organisation

A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and deliver efficient and effective community centred services.

**COMMENTS:**

Payments for the month of February 2016 included the following significant items:

- \$624,390 to Schindler Lifts Australia Pty Ltd for the first payment of 30% in relation to the upgrade of the Council House elevators; and
- \$338,425 to Advantearing Civil Engineers for the December 2015 progress claim in relation to the Museum Street enhancement project.

## ITEM NO: 11

### PAYMENTS FROM MUNICIPAL AND TRUST FUNDS – MARCH 2016

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That 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 31 March 2016, be received and recorded in the Minutes of the Council, the summary of which is as follows:***

<b>FUND</b>	<b>PAID</b>
<b><i>Municipal Fund</i></b>	<b><i>\$ 25,400,269</i></b>
<b><i>Trust Fund</i></b>	<b><i>\$ 179,411</i></b>
<b>TOTAL:</b>	<b><i>\$ 25,579,680</i></b>

#### **BACKGROUND:**

FILE REFERENCE: P1031101-24  
REPORTING UNIT: Finance  
RESPONSIBLE DIRECTORATE: Corporate Services  
DATE: 31 March 2016  
MAP / SCHEDULE: TRIM ref. 51298/16

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

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

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**

Council Four Year Priorities: Community Outcome  
Capable and Responsive Organisation

A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and deliver efficient and effective community centred services.

**COMMENTS:**

Payments for the month of March 2016 included the following significant items:

- \$7,164,456 to the Department of Fire and Emergency Services for the emergency service levy third quarter contribution for 2015/16;
- \$1,379,014 to the Western Australian Treasury Corporation for loan payments of \$541,200 for the Elder Street Carpark, \$560,574 for the Perth Convention and Exhibition Centre Carpark, \$32,774 for the Goderich Street Carpark and \$244,464 for the construction of the new Perth City Library and Public Plaza; and
- \$1,240,419 to Department of Lands for rental payments of \$281,090 for 2014/2015 rent of the Cultural Central Car Park, \$877,532 for net rents covering the period 2012-2015 for the State Library Car Park, \$69,690 for the 6 month lease rent for the City Arcade underpass and \$12,105 for the 6 month lease rent for the underpass from Allendale Square to Trinity Arcade.

## ITEM NO: 12

### MARDALUP JETTY, CLAISEBROOK – PROPOSED REFURBISHMENT AND MODIFICATION AND HANDOVER TO THE CITY OF PERTH

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council agrees to enter into a Jetty Licence Agreement with the Department of Transport (DoT) for the Management of the Mardalup Jetty in Claisebrook.***

#### **BACKGROUND:**

FILE REFERENCE: P1024168  
REPORTING UNIT: Properties  
RESPONSIBLE DIRECTORATE: Construction and Maintenance  
DATE: 11 April 2016  
MAP / SCHEDULE: Schedule 15 – Proposed structural modifications  
Schedule 16 – Visual of proposed structure

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

At its meeting held on **26 June 2001**, Council accepted the assignment of the Management Licences over the Claisebrook boardwalks and jetties from the East Perth Redevelopment Authority on satisfactory completion of restoration of the Jetties.

The Mardalup Jetty which formed part of the original Management Licence was not handed over to the City due to its poor condition.

At its meeting held on **7 October 2008**, Council reaffirmed its decision to accept the Management Licence over the Claisebrook boardwalks and jetties and agreed to accept the Management Licence over the Mardalup Jetty subject to repair work identified by Sinclair Knight Mertz being completed at a cost of \$128,000. The City agreed to meet 50 percent of this cost. The repair work was never undertaken.

The Mardalup Jetty is not used by vessels to tie up because of the wash created by passing vessels and because the structural capacity of the jetty head section has been assessed as operating at a reduced capacity and does not provide any lateral support at the neck/ramp connection which poses a safety risk to users.

The Licence for the Claisebrook Cove Jetty Complex No 1582 (excluding Mardalup Jetty) was issued on 12 November 2012.

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

<b>Legislation</b>	Section 3.58 of the Local Government Act 1995
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b> Council Four Year Priorities: Living in Perth S12 Provide facilities to cater for the growth of the residential community 12.1 Develop East Perth infrastructure and land use plan.

#### **DETAILS:**

The Department of Transport (DoT), Coastal Infrastructure has approached the City to seek its agreement to accept a jetty licence agreement for the management of the Mardalup Jetty, Claisebrook.

The DoT's initial intention was to demolish the jetty in full. Subsequent discussions with the Department of Parks and Wildlife (which now incorporates the former Swan River Trust) suggested that the existing use as a fishing structure was very popular and loss of such an amenity should be avoided.

The DoT has reviewed its case for complete demolition and with recommendation from a practising marine engineer proposes to convert the structure into a fishing platform by:

- Completely removing the entire existing jetty head and ramp section from the riverbed upwards;
- The head piles will be cut off at seabed level;
- The circular steel structure under the jetty head will be cut off at seabed level;
- The remaining timber structure to be retained and re-decked with new timber to the extent of the outside piles (currently not decked) and kerbing installed; and
- The existing sub-structure (stringer beams, packers and half caps) are to be replaced with new timber sections.

On completion of this work and subject to the City's satisfaction, the DoT proposes to hand the jetty over to the City.

In its proposal the DoT states that its maintenance contractor believes that once the planned upgrades have been completed there should be little if any maintenance required above or below the water.

While there is no Western Australian Legislation regarding inspections of public jetties, the City, in an effort to ensure public safety and best practice, has undertaken to follow the NSW legislation that requires annual inspection above water and tri-annual inspections below water. The cost of these inspections is estimated at \$50,000 over a ten year period. Additionally DoT in consultation with its contractors estimates another \$50,000 for routine/reactive maintenance over 10 years.

The Dot has agreed to contribute to these costs on 50/50 basis with the City and the DoT has agreed to engross the proposed Licence documentation to reflect this commitment over the first 10 years.

### **FINANCIAL IMPLICATIONS:**

All cost associated with the modification/refurbishment of the jetty will be borne by the DoT.

With the DoT contributing 50% of inspection and maintenance costs there is a potential cost of \$5,000 per annum over the initial 10 years of the licence.

ACCOUNT NO:	N/A
BUDGET ITEM:	N/A
BUDGET PAGE NUMBER:	N/A
BUDGETED AMOUNT:	\$0
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$0
BALANCE:	\$0
ANNUAL MAINTENANCE:	\$ 5,000.00 per annum
ESTIMATED WHOLE OF LIFE COST:	\$50,000.00

All figures quoted in this report are exclusive of GST.

### **COMMENTS:**

The existing Claisebrook Cove finger jetties were handed over to the City from the East Perth Redevelopment Authority as part of its normalisation programme.

While the City initially agreed to accept the Management Licence for Mardalup Jetty the Licence was never transferred to the City due to incompleteness of repair works. The ownership has since reverted to the DoT.

The new modified/refurbished jetty will finalise the enhancement of the jetties in the Claisebrook area.

The proposal is supported.



## ITEM NO: 13

### INVITATION FOR THE LORD MAYOR TO ADDRESS THE PROPERTY COUNCIL LEADERS CONFERENCE

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That the Council approve the attendance of the Lord Mayor at the Property Council Leaders Conference 19 to 20 May 2016 at an estimated cost of \$2,100.***

#### **BACKGROUND:**

FILE REFERENCE: P1004067  
REPORTING UNIT: Executive Support  
RESPONSIBLE DIRECTORATE: Chief Executive  
DATE: 11 April 2016  
MAP / SCHEDULE: Schedule 17 – Letter of Invitation

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The Property Council of Australia, has invited the Lord Mayor to be involved in a session of the Leaders Conference 2016.

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation** N/A

**Integrated Planning and Reporting Framework Implications** **Corporate Business Plan**  
Council Four Year Priorities: Perth as a Capital City  
Maintain a strong profile and reputation for Perth as a city that is attractive for investment  
Collaborate with private sector to leverage city enhancements

## **DETAILS:**

The Property Council of Australia holds a Leader's Conference each year which is an exclusive forum (invitation only) that brings together prominent industry leaders of the Western Australian property industry, senior government representatives (key decision makers) and CEO's from the wider business community.

The Leaders Conference recognises leadership in the industry, imparts crucial information relating to property and the economy, facilitates debate, and determines the barriers and opportunities for development in WA across all sectors. Only property developers, investors, owners and managers are invited to attend.

The Lord Mayor has been invited to participate in a session on 20 May 2016 that will explore the property industries priorities and the Election 2017.

The Conference will be held at the Pullman Resort, Bunker Bay.

## **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	42A01000
BUDGET ITEM:	Lord Mayor
BUDGET PAGE NUMBER:	6
BUDGETED AMOUNT:	\$844,132
AMOUNT SPENT TO DATE:	\$525,981
PROPOSED COST:	\$ 2,100
BALANCE:	\$316,051

ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

The estimated cost includes conference registration, attendance at the official welcome dinner, lunch, two nights' accommodation.

All figures quoted in this report are exclusive of GST.

## **COMMENTS:**

The participants in the Leaders Conference are important stakeholders of the City of Perth. The current downturn in the Western Australian economy has resulted in high vacancy rates in the CBD commercial property sector and the property market faces significant challenges in the coming years. The Leaders Conference provides an opportunity to share knowledge and discuss the issues they are facing, the attendance of the Lord Mayor will provide an opportunity for participants to understand the City of Perth's priorities and for the Lord Mayor to hear first-hand the issues facing the industry

## ITEM NO: 14

### SETTING OF ON-STREET AND OFF-STREET PARKING FEES 2016/17

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. Supports the proposed fee settings detailed as Option 1 in Schedule 19 – Schedule of Parking Fees 2016/17, for adoption as part of Council’s 2016/17 Annual Budget-Schedule of Fees and Charges.***
- 2. Supports the proposal to pass on the Merchant Fee that is charged by the bank, to the customer, as an additional charge which will be shown separately to the parking fee.***

#### **BACKGROUND:**

FILE REFERENCE:	P1003659-7
REPORTING UNIT:	Commercial Parking
RESPONSIBLE DIRECTORATE:	Director Community and Commercial Services
DATE:	12 April 2016
MAP / SCHEDULE:	Schedule 18 – Fee comparison by Market Provider Schedule 19 – Schedule of Parking Fees 2016/17

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 19 April 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

On-Street and Off-Street Parking fees have been reviewed in accordance with Council Policy 9.1 – Budget Policies and anticipated influences for the 2016/17 financial year. The On-Street Parking Policy which relates mainly to traffic management and transport considerations has been taken into account.

## LEGISLATION / STRATEGIC PLAN / POLICY:

<b>Legislation</b>	6.1.6 and 6.1.7 of the <i>Local Government Act 1995</i> <i>Perth Parking Management Act and Regulations.</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Strategic Community Plan</b> Council Four Year Priorities: Community Outcome Major Strategic Investments S2 Optimise the commercial and community outcomes Within the property portfolio. S4 Enhanced accessibility in and around the City including parking.
<b>Policy</b> Policy No and Name:	9.1 – Budget Policies – Parking business states that the City is engaged in a parking business for the following purposes: 5.1 – To ensure that there is adequate public parking for both commuters and shoppers to ensure the long term viability of the City as the premier business district of Perth and the state of Western Australia and that the Parking business be operated at a profit. 5.2 – To that end the City has adopted the following principles in relation to the business operations: 5.2.1 Commuter car parks are developed for revenue production purposes with the intent to levy fees at market price. 5.2.2 Multi-storey shopper car parks will be operated to achieve a reasonable return on investment. At the same time fees will be set at levels to assist and ensure visitation to the city. 5.2.3 Special events will be charged as per the Council's adopted fee schedule. Parking for City Sponsored events/programs will be considered under Policy 9.5 – Sponsorship of City of Perth Activities and Policy 18.8 – Provision of Sponsorship and Donations. 5.2.4 Parking fees are to be determined taking into account the control and management of traffic in the City.

## DETAILS:

Emerging Issues and Influences on the 2016/17 parking fee setting.

### 1. State Government Parking Levy

It is not yet known by how much the state Parking Levy is expected to increase by the department. A provision has been made for an increase of 5%. The table below provides details of increases in the last four years.

Year	Short term			Long Term			Tenant		
	Existing Levy	Increase %	New Levy	Existing Levy	Increase %	New Levy	Existing Levy	Increase %	New Levy
2013/14	\$600.70	5.01%	\$630.80	\$633.60	10.01%	\$697.00	N/A	N/A	N/A
2014/15	\$630.80	28.93%	\$813.30	\$697.00	26.18%	\$879.50	\$728.70	25.04%	\$911.20
2015/16	\$813.30	22.44%	\$995.80	\$879.5	20.75%	\$1,062.00	\$911.20	20.03%	\$1,093.70
2016/17	\$995.80	5%	\$1045.60	\$1062	5%	\$1115.10	\$1093.70	5%	\$1148.40

*Note: Tenant parking was introduced by the State Government in 2014/15 which relates to Parking bays available on-site for the use of tenants/owners/occupiers of that site.*

In the current year 2015/16 the City will pay \$16.93 million in parking levies, for 2016/17 that amount is estimated to escalate by 5% to \$17.78 million, an increase of \$0.85 million.

Each time a motorist pays for parking, more than 20% is direct State Government costs in the form of the parking levy.

Based on an estimated total income of \$74.71 million for the 2015/16 year the \$16.93 million levy charge constitutes 22.66% of the parking fees collected.

Over the past few years, the parking business has consistently sought to lower those operating costs over which it exercises control. For example, the business has achieved significant reduction in electricity consumption (and therefore cost) through the adoption of intelligent lighting systems. However, the impact of the continuing increases in parking levies will negate the financial benefits of such measures introduced by City of Perth Parking (CPP). De-licensing bays is regularly reviewed as a means of reducing the levy impact however the strict criteria to enable the reduction to occur are a challenge to comply with.

## **2. Income Below Budget in 2015/16**

Income as a total is projected to be \$74.71 million made up of \$15.34 million from on-street bays, \$58.96 million from off-street bays and \$0.41 million from other revenue for the 2015/16 year.

Over the 2015/16 year the original budgeted figure of \$77.20 million will have decreased to \$74.71 million. There are a number of indicators as to the weaker economic circumstances influencing whether and how people come into the City thereby resulting in a diminishing parking demand. The indicators both published and reported are:

- As reported in local media and business chronicles the commercial office floor space vacancy rate has increased from 3% three years ago, to 19% at the time of writing this report. This indicates a reduction in the number of workers employed in the CBD;
- Reported unemployment is still at a relatively high 6.3% in February 2016. This indicates an impact on employment opportunities and shopping activities; and

- There has been some loss of on-street parking bays both permanent and temporary due to road network changes. Demand for CPP car park bays is being further limited as a result of private spaces being privately leased.

The above factors indicate that there has been a shift in travel patterns of the workforce in Metropolitan Perth. Changing economic trends and working practices means that car usage and parking habits have been impacted. However, it is important to note that significant changes have been observed in recent months whereby occupancy in certain car parks has seen a marked increase, in particular since the opening of Elizabeth Quay in January 2016. Another reason is the response to innovative pricing options offered by CPP.

Careful consideration has been given to anticipating what might happen economically to the city parking environment for the next 12 months when recommending fees for 2016/17.

It is important to highlight that the income received from the City's parking business contributes significantly to City projects and services including investment in infrastructure and improvements to community facilities.

### **3. Market competitiveness**

As can be seen from Schedule 18 the City's car parking fee structure is competitive with other private providers. Nevertheless, parking customers are prepared to pay a little extra for convenience. It is also noted that many employees who have bays in multi-storey commercial premises also have parking as part of their salary package. These bays tend to be lease managed by private sector parking companies. The City's parking business has had some difficulty entering this sector of the market.

### **4. Cost of living increase**

The Consumer Price Index (CPI) is currently at 1.6% and is likely to fall further. An increase of 1.6% has been selectively applied to potential operational cost increases. However it needs to be recognised that the City's labour costs will rise as negotiated EBA increases come into force during 2016/17.

## **PARKING FEE OPTIONS**

Three options are presented below and are in Schedule 19 for consideration.

### **Option 1**

This option proposes an increase on hourly parking fees and capped fees based on CPI, which is currently 1.6%, rounded off to the nearest 10c. Increases in Long Term Permit rates will also be increased by 1.6%, but rounded off to the nearest dollar. It is proposed to drop the 12 hour capped fee due to low customer take up.

## **Option 2**

This option is similar to option 1, but includes an extra 3% increase, taking the total proposed increase to 4.6%. This is to cover for expenditure that increases by more than CPI, such as the anticipated parking levy, increase electricity and other utilities.

## **Option 3**

This option provides for a restructure of the fees for pay on foot car parks. There is no change to pay and display car parks or to on street fees. The reasoning is to round fees off to the nearest 50 cents in order to use less change in payment machines and reduce coin collection. Pricing becomes more transparent and easier to navigate.

A targeted 4 hour maximum rate will be introduced in specific car parks. In introducing the 4 hour rate CPP aims to better cater for existing patron requirements. Part time workers have raised the issue of the lack of shorter block rates. The 12 hour capped fee will also be dropped under this option.

This option could increase the baseline cost at some car parks to over 13%.

## **OTHER CONSIDERATIONS:**

Parking fees in the area of City of Subiaco that will be incorporated into the City of Perth as from 1 July 2016 are proposed to increase by 1.6% rounded off to the nearest 10 cents. An estimate of the revenue from this area has not been included in these figures.

The minimum \$2 fee on street will continue.

The minimum of 1 hour or part thereof for car parks will continue.

Merchant fees charged by the banks can be passed on to customers as a separate charge. It is estimated that this will recover direct costs currently absorbed by the City of \$400,000. Currently the City is paying merchant fees for Visa, Mastercard and Amex transactions; we are planning to recover these costs via a user pay system. Competitors already separate their charges.

## **FINANCIAL IMPLICATIONS:**

The financial implications of each of the three options have been discussed in the body of the report and as a consequence financial impacts will align with the particular option which is decided.

## **COMMENTS:**

Option 1 is the preferred option, as it proposes the lowest increase, taking into account Council's concerns in relation to tight economic circumstances and the need to curtail high parking fees increases balanced against possible increases in expenditure that are larger than CPI, such as the Parking Levy.

It should be noted that the proposed revenue increase under this option is estimated at \$1.25 million of which \$850,000 is estimated to flow purely to the State Government in the increased Parking Levy.