

# AGENDA

## Strategic Financial Management Committee

### MEETING OF THE STRATEGIC FINANCIAL MANAGEMENT COMMITTEE

TO BE HELD ON

MEETING DATE



**THURSDAY 10 MAY 2007**

commencing at 6.30 pm

in Conference Room 2

JOONDALUP CIVIC CENTRE,  
BOAS AVENUE, JOONDALUP



**GARRY HUNT**  
Chief Executive Officer  
4 May 2007

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City of  
Joondalup

# CITY OF JOONDALUP

Notice is hereby given that a meeting of the **STRATEGIC FINANCIAL MANAGEMENT COMMITTEE** will be held in Conference Room 2, Joondalup Civic Centre, Boas Avenue, Joondalup on **THURSDAY 10 MAY 2007** commencing at **6.30 pm**.

GARRY HUNT  
Chief Executive Officer  
4 May 2007

Joondalup  
Western Australia

## AGENDA

### **Committee Members**

*Cr Michele John* - *Presiding Person*  
*Cr Russel Fishwick* - *Deputy Presiding Person*  
*Mayor Troy Pickard*  
*Cr Tom McLean*  
*Cr Steve Magyar*  
*Cr Brian Corr*  
*Cr Geoff Amphlett*

### **Terms of Reference**

- 1 *Promote and advocate sound financial management within the City and provide advice to the Council on strategic financial management issues;*
- 2 *In particular advise Council on:*
  - (a) *How funding can be achieved for any major capital works project before the Council makes a commitment to a project;*
  - (b) *Levels of service delivery — determine:*
    - (i) *which services to be provided;*
    - (ii) *Standards of service. Such standard will be determined with reference to:*
      - *best industry practice standards where applicable;*
      - *internally agreed standards which will be determined with reference to local community expectations;*
  - (c) *Preparation of the Plan for the Future with high priority being given to ensure that the Plan is achievable in the long term;*
  - (d) *Alignment of the Plan for the Future to the Council's Strategic Plan;*
  - (e) *Consideration of public submissions to the Plan for the Future;*
  - (f) *Final acceptance of the Plan for the Future;*
- 3 *Policy development and review of policies with financial implications for the City.*

**DECLARATION OF OPENING**

**APOLOGIES/LEAVE OF ABSENCE**

**CONFIRMATION OF MINUTES**

MINUTES OF THE STRATEGIC FINANCIAL MANAGEMENT COMMITTEE HELD  
18 APRIL 2007

**RECOMMENDATION**

**That the minutes of the meeting of the Strategic Financial Management Committee held on 18 April 2007 be confirmed as a true and correct record.**

**ANNOUNCEMENTS BY THE PRESIDING PERSON WITHOUT DISCUSSION**

**DECLARATIONS OF INTEREST**

**IDENTIFICATION OF MATTERS FOR WHICH THE MEETING MAY SIT BEHIND  
CLOSED DOORS**

**PETITIONS AND DEPUTATIONS**

**REPORTS**

**Item 1          Workshop Alternative Revenue Streams**

**Page 3**

**MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN**

**REQUESTS FOR REPORTS FOR FUTURE CONSIDERATION**

**CLOSURE**

**ITEM 1                      WORKSHOP                      ALTERNATIVE                      REVENUE  
STREAMS – [51567, 03089]**

**WARD:**                      All

**RESPONSIBLE**                      Mr Mike Tidy  
**DIRECTOR:**                      Corporate Services

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**PURPOSE**

The purpose of this report is for the committee to workshop alternative revenue streams that the City may be able to tap into.

**EXECUTIVE SUMMARY**

The Strategic Financial Management Committee at its meeting on 18 April 2007 resolved to work through a number of financial issues that had been previously identified for consideration by the Committee. The first of these is alternative revenue streams.

*It is recommended that the outcomes of the workshop of alternative revenue streams be NOTED.*

**BACKGROUND**

At its meeting of 4 July 2006 the Strategic Financial Management Committee carried the following motion:

*“That it be recommended that Council requests a further report be submitted to the next meeting of the Strategic Financial Management Committee on:*

- 1        options and potential role of the City in the development of the Joondalup Central Business District;*
  
- 2        a framework and work plan for:*
  - Alternative Revenue Streams;*
  - Asset Management;*
  - Portfolio;*
  - Expenditure;*
  - Strategic Financial Management Plan (Plan for the Future).”*

A report was considered at the Committee’s meeting of 12 September 2006 but deferred and reconsidered at its meeting of 18 April 2007.

It was felt that the best approach was for the Committee to workshop the issues rather than just receive reports for discussion. Alternative revenue streams was nominated as the first issue to be workshopped.

## **DETAILS**

### **Issues and options considered:**

Alternative revenue streams will be workshopped at the meeting.

### **Link to Strategic Plan:**

Key Focus Area 3 - City Development 3.1

The City of Joondalup has well maintained assets and built environment.

Key Focus Area 4 - Organisational Development 4.1

The City of Joondalup is a sustainable and accountable business.

### **Legislation – Statutory Provisions:**

Not Applicable.

### **Risk Management considerations:**

Not applicable

### **Financial/Budget Implications:**

Not applicable

### **Policy implications:**

Not Applicable.

### **Regional Significance:**

Not Applicable.

### **Sustainability implications:**

Financial sustainability is absolutely critical to the future growth and development of the City of Joondalup. Alternative revenue streams will enhance the long-term financial sustainability of the City.

### **Consultation:**

Not Applicable.

## **COMMENT**

Attached is some statistical information in relation to the City's current sources of revenue to help set the scene for the workshop. The numbers are based on the current 2006/07 financial year revised budget. In terms of any unusual items or whether they represent a typical year the most volatile area is in relation to grants which apart from the Grants Commission General Purpose grant can vary significantly from one year to the next. As the grants are invariably tied to expenditure however regardless of the quantum they do not represent a net cash flow. The only other area

to be mentioned is in relation to income streams from the Craigie Leisure Centre. It returned to full operation in 2006/07 but it is felt that there is still some room for growth. Again however this is not a generator of significant net cash flow.

For further thought some issues currently being dealt with that have potential for generating revenue streams include:

- Paid parking in the Joondalup CBD – proposals are currently being worked on, requires large short term investment but has significant medium to long term revenue generation potential.
- Intensifying the commercial development of the CBD which:
  - Could provide rate growth, and
  - The City could participate in as a property owner and potential developer.
- Ocean Reef marina development – has potential for rate growth and for revenue generation from the City's land holdings but is a long-term project.

#### **ATTACHMENTS**

Attachment 1 Statistical Information re Revenue

#### **VOTING REQUIREMENTS**

Simple Majority

#### **RECOMMENDATION**

**That the outcomes of the workshop of alternative revenue streams be NOTED.**

Appendix 1 refers.

## APPENDICES

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