

CITY OF JOONDALUP

Minutes of meeting of the **CBD ENHANCEMENT PROJECT STEERING COMMITTEE** held in Conference Room 3, Joondalup Civic Centre, Boas Avenue, Joondalup on **WEDNESDAY 27 OCTOBER 2004**.

ATTENDANCE AND APOLOGIES

Committee Members:

<i>Cmr J Paterson</i>	<i>Chairperson</i>
<i>Mr R Poliwka</i>	<i>Deputy Chairperson</i>
<i>Mr D Godley</i>	
<i>Mr G Foster</i>	<i>Entered at 0918 hrs</i>
<i>Ms L O'Halloran</i>	
<i>Mr M Blanchard</i>	
<i>Mr A Vlahov</i>	

Officers:

Manager Infrastructure Management & Ranger Services	P PIKOR
Manager Strategic & Sustainable Development	R HARDY
(Acting) Team Leader Sustainable Development	N BAXTER
Sustainable Development Officer	B TAPLEY
Coordinator Building Services	G INGVARSON

Guests:

Mr D Curry (former President of the JBA and former deputy Chairperson of this Committee)

Apologies:

Ms M Horgan
Ms P Court
Mr B McEloney
Mr C Higham

The Chairperson declared the meeting open at 0905 hrs.

DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY

Mr Poliwka declared a financial interest in properties located in the Joondalup CBD. Mr Poliwka revealed that he owned a substantial amount of property in the area.

CONFIRMATION OF MINUTES

MINUTES OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE HELD ON 15 SEPTEMBER 2004

MOVED Ms O'Halloran SECONDED Mr Vlahov that the Minutes of the CBD Enhancement Project Steering Committee meeting held on 15 September 2004 be confirmed as a true and accurate record of proceedings.

The Motion was Put and

CARRIED

ONGOING BUSINESS ITEMS FROM PREVIOUS MEETINGS

Joondalup CBD Car Boot Sale/Swap Meet

Mr Baxter provided an update on the Joondalup CBD swap mart item. Discussion Ensued. Mr Curry asked a number of questions including how long it was anticipated before an event of this nature was operating in the Joondalup CBD. Mr Baxter advised that the key drivers of the project needed to be external organisations such as Rotary Clubs and Sporting organisations (e.g. West Perth Football Club). Mr Baxter advised that a report would go to Council with recommendations on this proposal in the near future.

Inner City Public Transport in the Joondalup City Centre – Joondalup CAT service

Mr Paterson introduced this item to the Committee. Mr Baxter provided an update on the item noting the details outlined in the ongoing business document. Discussion ensued. Mr Curry queried the level of State Government involvement in this project. Mr Baxter advised that the State Government was fully involved (through Mr Tony O'Gorman's office) and that the Minister for Planning and Infrastructure had already been made aware of the project.

Ongoing business items are listed at **Appendix 1**.

ITEMS OF BUSINESS

ITEM 1 **PROPOSED REVIEW OF THE FUNCTIONS AND FUTURE OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE – [53469]**

WARD – Lakeside

PURPOSE

To request endorsement from the CBD Enhancement Project Steering Committee for the City of Joondalup Administration to carry out a review of the Committee during the next six weeks.

BACKGROUND

The CBD Enhancement Project was established in early 2002 as part of the Commonwealth Governments Regional Assistance Programme (RAP).

The City of Joondalup received seed funding for the CBD Enhancement Project from the Department and Transport and Regional Services (DoTaRS) through the Perth Area Consultative Committee (Perth ACC). As part of this funding agreement, the City was required to form a Committee of Council that would make recommendations to Council concerning broad priorities and financial monitoring of the CBD Enhancement Project and to recommend strategies for the project's financial self-sufficiency beyond the 2003/04 financial year.

The CBD Enhancement Project Steering Committee was established by Council resolution at the meeting on 9 April 2004. The following recommendations were made:

That Council:

1. **ESTABLISHES a CBD Enhancement Project Steering Committee to make recommendations to Council concerning broad priorities and financial monitoring of the CBD Enhancement Project and to recommend strategies for the project's financial self-sufficiency beyond the 2003/04 financial year;**
2. **APPOINTS the following persons to the Committee detailed in (1) above, being:**
 - **Cr P Kadak and Cr P Kimber;**
 - **Cr C Baker, Cr A Patterson and Cr Walker**
3. **INVITES a representative from each of the following stakeholder groups to be a member of the committee detailed in (1) above:**
 - **The Joondalup Business Association;**
 - **The Perth Area Consultative Committee;**
 - **The Department of Training (North Metropolitan Employment Office); and**
 - **The North Metropolitan Business Enterprise Centre (BEC)**

The final part of the RAP funding was acquitted in December 2003. Funds were requested from the 2004/05 budget to continue this project on a yearly basis.

Council approved funds to continue the project for the 2004/05 financial year when the 2004/05 budget was approved in August 2004.

DETAILS

After much discussion at Committee meetings over the last six months it is proposed that a review of the CBD Enhancement Project Steering Committee shall be undertaken by the end of 2004.

At the Committee meeting held on 14 July 2004, the Chairman raised the issue of the number of Council Committees and the number of other stakeholder groups throughout the City, including the Joondalup Regional Stakeholder Group. The Committee discussed these issues at this time. The origin, role and membership of the CBD Enhancement Project Steering Committee were also discussed. A Committee member noted that the Committee should not be simply a 'rubber-stamping' exercise.

The Chairman suggested using the next few Committee meetings as a trial to determine if the Committee is functioning as a useful tool for Council and is adding value for the City's administration.

Review Process

It is now timely to review the Committee – before the end of 2004. The review process will provide each Committee member the opportunity to comment and offer feedback on the future of the Committee. Relevant staff from the Administration and the City's Executive Management Team will also have the opportunity to provide comments and feedback on the Committee.

City of Joondalup administration will develop a set of review questions that will be distributed to each Committee member and all relevant officers. The questionnaire will form the basis for a qualitative analysis and subsequent report.

All comments will be summarised and a report with recommendations on the future and functions of the Committee will be presented to the next meeting of the Committee seeking endorsement and recommendation to Council. It is anticipated that this report will be presented to the 8 December 2004 Committee meeting.

This report seeks endorsement from the Committee that will set this review in motion.

ATTACHMENTS

Nil

VOTING REQUIREMENTS

Simple Majority

MOVED Ms O'Halloran, SECONDED Mr Poliwka that the CBD Enhancement Project Steering Committee ENDORSES a review of the CBD Enhancement Project Steering Committee to be completed and reported to the next meeting of the Committee.

Mr Paterson introduced this item. Ms Hardy talked to this item and outlined the process of the review, including how it would include personal interviews with each member of the Committee.

Discussion ensued.

Mr Paterson advised that this item required discussion by the Committee and noted the number of Committees that the City administers and their differing roles and powers. Mr Paterson noted that he supports the continuation of this Committee – if its role is clearly defined.

Mr Vlahov suggested postponing the review of the Committee until 2005. Ms O'Halloran suggested that the Committee needed to change its focus rather than cease existing. Ms O'Halloran also noted that time is an important issue and that most Committee members placed a high value on their time, therefore the Committee needed to be worthwhile.

Mr Foster entered the meeting at 0918 hrs.

Mr Poliwka voiced similar concerns to Ms O'Halloran and requested that the Committee needed to be actionable and more proactive. Mr Poliwka noted a number of issues (parking and public toilets) that the Committee should be actively investigating.

Mr Curry noted that the membership of the Committee had recently been increased, which is a positive step. Mr Curry stated that the Committee needed to deal with strategic issues and shouldn't just be a rubber stamping exercise. Finally, Mr Curry noted that the Committee has a strategic role to advise Council, and its membership either live or work (or both) in the Joondalup CBD.

Mr Blanchard agreed with Ms O'Halloran's comments and believes that the Committee should be progressing items such as parking and public toilets.

Mr Curry advised that he fully supports a review.

Further discussion ensued.

Mr Paterson brought discussion to an end and advised that all Committee members could speak to Ms Hardy about the Committee. Ms Hardy noted that a set of questions would be asked of each Committee member. This would be driven by the City administration.

The Motion was Put and

CARRIED

ITEM 2 PUBLIC TOILET FACILITIES IN THE JOONDALUP CITY CENTRE – [53469]

WARD – Lakeside

PURPOSE

This Report examines the issues relating to the provision of a temporary solution to the need for public toilet facilities in the Joondalup Central Business District (CBD), within the Joondalup City Centre.

EXECUTIVE SUMMARY

It has been identified that the Joondalup CBD lacks public toilet facilities. A preliminary investigation has indicated that the installation of EXELOO type toilets may be feasible. These facilities could be installed as a temporary installation on certain sections of land that are next to high usage areas in the Joondalup CBD that are under the care or control of the City of Joondalup. There are a number of technical issues that need to be addressed, including servicing requirements (eg. sewer connections) and costs for each nominated site. In addition, the preferred site(s) would be subject to formal planning approvals and consultation with the local businesses and general community.

The proposed locations and servicing constraints will be tabled at the meeting for consideration by the Committee prior to progressing a report to Council.

DETAILS

It has been identified that the Joondalup CBD lacks public toilet facilities. It has been reported that the public are regularly asking local businesses if they can use their private toilet facilities and it has been noted that on occasions the public are utilising the Lotteries House and the City of Joondalup Administration office toilets.

The City of Joondalup is also faced with the issue of needing to accommodate toilet facilities for the general public during scheduled events over the year such as the Summer Events calendar – incorporating twelve night markets and four summer concerts, the Extreme Youth Festival and the Joondalup Festival.

It is estimated that the ongoing cost of hire toilets to the City is between \$15,300 and \$18,800 per year. This cost provides for the minimum requirements under the State Health Department guidelines for holding such events.

ATTACHMENTS

A report outlining the proposed locations and servicing constraints will be tabled at the meeting for consideration by the Committee.

VOTING REQUIREMENTS

Simple Majority

MOVED Mr Poliwka, SECONDED Ms O'Halloran that the CBD Enhancement Project Steering Committee recommends that the Joint Commissioners PROGRESS as a matter of urgency the planning, design and construction of public toilet facilities in the Joondalup CBD at the preferred locations of Central Walk (north – Reid Promenade and south – Boas Avenue) and that the toilets are constructed as a triple compartment building of tilted concrete construction with integrated aesthetics.

Mr Paterson introduced this item. Mr Ingvarson provided Committee members with a map of the Joondalup CBD outlining potential sites for the location of public toilet facilities and details on Exeloo Automated Public Toilets. Mr Pikor spoke to this item outlining the City's plans to eventually integrate public toilet facilities into car parking areas within the Joondalup CBD. Mr Pikor also outlined the planning issues associated with the construction of public toilet facilities and examples from other CBD's around Australia, noting how Exeloo toilets can easily be relocated at a later date. Mr Pikor noted that there are currently 4 sites (under the care and control of the City) that are being considered for the location of public toilet facilities. These are:

1. Northern side of Reid Promenade at the end of Central Walk;
2. Southern side of Boas Avenue at the end of Central Walk;
3. West of Grand Boulevard and north of Reid Promenade (in front of the Courthouse lawn area); and
4. Southern side of Boas Avenue, east of Davidson Terrace – close to the Joondalup Library in the Council car park.

Discussion ensued. Questions were asked regarding the timeline of any such proposal being completed, why a permanent option would not be better and whether it would be more appropriate to build brick/prefabricated concrete toilets instead of Exeloo style toilets.

Mr Pikor advised that realistically it would be early 2005 before anything started due to the planning application process, development approvals required and the budget review process.

Mr Poliwka commented that in terms of value for money, the permanent construction of prefabricated concrete toilets (three times the size) could be achieved for a similar cost.

Discussion ensued regarding the various types of toilet options, the number of toilets at each location and the cost of toilets.

The Motion was Put and

CARRIED

ITEM 3 JOONDALUP NIGHT MARKETS: INAUGURAL JOONDALUP WAITERS RACE – [53469]**WARD** – Lakeside

PURPOSE

To provide details on the inaugural Joondalup Waiters Race proposed for the Joondalup Night Markets and seek feedback from the Committee.

EXECUTIVE SUMMARY

The Joondalup Night Markets will commence another season on Friday 19 November 2004 as part of the City's Summer Events Calendar. This year's markets are planned to be bigger and brighter than ever with high quality eclectic musical performances, demonstrations displays and more market stalls than ever before.

As part of the Joondalup Night Markets this year, it is proposed that the inaugural Joondalup Waiters Race will be held on the opening night of the markets on Friday 19 November 2004. The City of Joondalup and the Joondalup Business Association will coordinate the race.

DETAILS

The Joondalup Waiters Race will involve local restaurants and hospitality providers (from the Joondalup CBD) competing against each other over an obstacle course to serve food and drink to 'customers' and generally have as much fun as possible. The markets have always had a reputation for a fun, family-friendly atmosphere and this race will entertain a diverse audience whilst providing some excellent opportunities for local businesses to raise their profile.

This type of event has run very successfully in other City's around the world – although it is not regarded as commonplace. The general idea for the race is for it to be as messy, wacky, funny and entertaining as possible. Trickery and stretching of the rules will be strongly encouraged to make the race more entertaining.

The race will enable local restaurant owners to promote their businesses to a large, captive audience whilst providing one of the focal points of entertainment for the evening. Local businesses will be dressed in clothing that clearly identifies their restaurant logos/brand.

The race will be professionally MC'd with running commentary designed to involve the crowd. This inaugural race is proposed be the first, in what is hoped to be an annual event, held every year at the opening of the Joondalup Night Markets. The winner will be presented with a perpetual trophy that they will be encouraged to display at their business premises for one year.

The opening night of the Joondalup Night Markets will also see musical performances, demonstrations, children's activities and entertainment, and a large range of market stalls.

ATTACHMENTS

Nil

VOTING REQUIREMENTS

Simple Majority

MOVED Mr Poliwka, SECONDED Mr Godley that the CBD Enhancement Project Steering Committee:

- 1. NOTES the report on the inaugural Joondalup Waiters Race proposed for the Joondalup Night Markets.**
- 2. SUPPORTS the introduction of the inaugural Joondalup Waiters Race at the grand opening of the Joondalup Night Markets.**

Mr Baxter provided details of this event to the Committee. Discussion ensued. The Committee outlined its full support of this new event at the Joondalup Night Markets. Mr Poliwka stated that he was very supportive of the Joondalup Business Association and the City of Joondalup collaborating on the organisation of this event.

The Motion was Put and

CARRIED

ITEM 4 ECONOMIC DEVELOPMENT STRATEGY – [43458]**WARD – Lakeside**

PURPOSE

To present to the CBD Enhancement Project Steering Committee the opportunity to review and comment on the plan to develop an Economic Development Strategy (EDS) for the City of Joondalup.

EXECUTIVE SUMMARY

At the meeting of Joint Commissioners on 9th March 2004, Council resolved to request the City of Joondalup's Administration to review and update the City's current EDS and any associated policies. In order to progress this resolution Strategic & Sustainable Development are developing an EDS with a 20-year strategic focus and an implementation time frame for 2005-2010. The Plan to develop the EDS has been endorsed in full by the EMT subject to several conditions (shown at **Attachment 2**), including that the CBD Enhancement Committee note the report and provide comment.

DETAILS

The key objectives of the Strategy include:

- Promote the Learning City concept and Education cluster;
- Develop and promote the City's Health cluster;
- Diversify the City's industry base by facilitating the development of new industries such as IT and Telecommunications;
- Diversify the skill set of the local workforce;
- Increase the vibrancy of the Joondalup CBD;
- Support Home Based Businesses (HBBs);
- Encourage Regional Tourism Development;
- Facilitate ease of access to Broadband Internet Services;
- Identify planning & infrastructure requirements to support businesses; and
- Develop strategies in co-operation with the City of Wanneroo and other neighbouring Councils to achieve sustainable regional economic development.

There are three main steps involved in developing the Strategy:

1. Determine what we've got, in terms of existing industries and labour supply;
2. Determine where we want to get to, ie. What is the desirable mix of industries and labour skills.
3. Develop strategies to fill in the gaps and achieve our objectives.

The first step requires the development of an economic profile that will form the basis of the Strategy.

In the second step stakeholder consultation and data analysis will enable us to determine where we want to get to, and the gaps in current labour skills, industries, planning and infrastructure. The third step entails the development of strategies, again using stakeholder consultation, to fill in the gaps and achieve our objectives for economic development in the City of Joondalup.

ATTACHMENTS

Nil

VOTING REQUIREMENTS

Simple Majority

MOVED Mr Poliwka, SECONDED Ms O'Halloran that the CBD Enhancement Project Steering Committee:

- 1. SUPPORTS the development of the City of Joondalup Economic Development Strategy.**
- 2. REQUESTS the Joint Commissioners to seek support from the City of Wanneroo and the City of Stirling Council's to form a Regional Economic Development Group to progress regional economic development opportunities and strategies for the North West Metro region.**

Ms Hardy introduced Mr Tapley to the Committee. Mr Tapley spoke to this item outlining the proposed timelines and objectives of the report. Mr Tapley provided further information to the Committee on each objective. Mr Paterson suggested speaking to members of the Committee individually for comments on the Economic Development Strategy (EDS).

Discussion ensued regarding the accuracy of the data being used in the strategy, regional economic development and the formation of a high-level regional economic development group.

Ms Hardy noted that the previous EDS prepared in 2001 utilised data provided by the Australian Bureau of Statistics (ABS) in 1996. The EDS currently being prepared would utilise current data (2001-2004) from the ABS, Department of Planning and Infrastructure, the Valuer Generals' Office and the City of Joondalup.

The Committee raised Regional Economic Development between the City of Joondalup and the City of Wanneroo as an item of high importance.

The Motion was Put and

CARRIED

GENERAL BUSINESS

General Comments from the Chairman

Mr Paterson advised the Committee to be aware of the political climate leading up to the State Government election and that this time presented Joondalup and its stakeholders with an ideal opportunity to make requests to the political parties. Mr Paterson advised the Committee to keep a close eye on the newspapers for developments over the coming months.

Mr Paterson raised the issue of trying to attract a Government Department to relocate to Joondalup and briefly spoke about the Joondalup depot site acquisition.

Mr Paterson thanked Mr Baxter for his time and dedication in administering the CBD Enhancement Project Steering Committee over the last two years and wished him well for the future. The Committee expressed similar thanks.

DATE OF NEXT MEETING

The next meeting of the CBD Enhancement Project Steering Committee will be held in Conference Room 3, Joondalup Civic Centre, Boas Avenue, Joondalup on Wednesday 08 December 2004 at 0900 hrs.

CLOSE OF MEETING

There being no further business, the Chairperson declared the meeting closed at 1012 hrs.