

City of Joondalup

Annual Report 2007 – 2008

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The symbol of the City of Joondalup combines imagery of both the man-made (the grid structure) and natural environments (the leaf pattern) and represents the balance between the two. The floral shapes are derived from local flora on Lake Joondalup and the two combined are symbolic of the planned City.

Mayor's Message



In 2007/08, the Joondalup Council continued to build and consolidate on its successful first 12 months in office by delivering good governance and leadership for the City's residents and ratepayers.

The Council is committed to the vision of Joondalup becoming a sustainable City that provides an outstanding array of facilities and services for its community.

Once again, the Council worked well as a team and though there was considerable debate throughout the year, all Elected Members were dedicated to serving the best interests of the City's residents. New faces in Fiona Diaz, Mike Norman and Trona Young joined the Council team after winning seats at the October 2007 Local Government elections.

The trio have been a welcome addition to the cohesive and forward-thinking Joondalup Council team.

This annual report represents a chance to reflect on the year that was and take stock of our achievements during another very busy 12 months for the Council and the City. The year saw some exciting projects coming to fruition and many accomplishments achieved particularly in the areas of lifestyle, safety, the environment, arts and culture and business.

Community wellbeing was a top priority for the Council and we became the first Local Government in WA to ban smoking on our beaches, with the decision being overwhelmingly supported by the local community, health agencies and the State Government.

The new Local Law has had a significant influence in Perth with other Local Governments now following our lead.

The City is also seeking public comment on the introduction of smoking bans in alfresco dining areas.

The development of the Ocean Reef Marina site was a major focus of the year and the project continues to progress well.

After extensive community consultation, the City formed a community reference group comprising 34 community representatives to discuss and develop options for the site.

Having met several times, the reference group concept has proven to be a great success and the group will shortly consider three concept designs for the Ocean Reef marina site, giving feedback and input on each plan prior to their release for public comment scheduled for the end of this year.

The City continued to protect and enhance its vast array of coastline, natural bushland and wetlands with important projects like adopt-a-coastline and continued partnerships with our many local environmental and conservation groups.

The City's dedication to the environment was recognised at the WA Environment Awards where we won two awards, one for the Cities for Climate Protection (CCP) Program efforts and another for the successful Eco-Business Program.

The Council showed its commitment to preserving Joondalup's beautiful natural environment by supporting the City's involvement in the "Local Action for Biodiversity" (LAB) project and the City continued its association with the CCP Program to reduce greenhouse gas emissions.

In October 2007, Joondalup was one of 21 cities from around the world that met in Croatia to form a "global think tank" on the issue of curbing biodiversity loss at a local level.

The City's yellow-topped recycling bins helped divert about 14 thousand tonnes of recyclable items away from landfill throughout the year and with the help of collection partners, the City has not sent any recyclable items to landfill since September 2007.

The success of recycling bins has exceeded all expectations with the community embracing recycling whole-heartedly.

The City held many important Civic events throughout the year including the Mayoral Prayer Breakfast, Anzac Day ceremony and NAIDOC Week festivities that were all well received by the community.

The City also hosted nine Civic dinners and receptions to recognise the great work of our many volunteer organisations, sporting and civic groups in the community.

A joint Australia Day Citizenship Ceremony with the Cities of Stirling and Wanneroo saw about 1500 members of the community become Australian citizens in the biggest event of its kind in WA.

The City of Joondalup looks forward to hosting the joint ceremony in 2009.

Three extremely valued members of our community, Nick Trandos, Margaret Cockman and Bill Marwick were recognised for their hard work, dedication and commitment to Joondalup when the Council endorsed them as the Inaugural Freeman of the City of Joondalup – a deserving honour for their many decades of voluntary work.

The City's cultural events calendar was a big success with huge numbers turning up to enjoy our many top-class concerts, festivals and numerous free community functions and activities.

Highlights included the Summer Sunset Markets, Marcia Hines headlining the Valentine's Day concert, the Joondalup Festival weekend, annual Bike Hike for Asthma and the Perth Criterion Series coming to the Joondalup CBD for a night racing event.

The responsible budget for this financial period has positively contributed to the Council's objective of ensuring we are well positioned to deliver long-term financial sustainability for the

City of Joondalup while allowing exciting projects to be progressed.

It was framed after thorough and comprehensive analysis using sustainability principles and long-term strategic planning, allowing the City to continue its measured growth while being able to continue to provide an outstanding level of services and infrastructure that the community now expects.

Some of the big projects this year included appointing consultants to design the much-awaited outdoor 50m pool for the City's Leisure Centre in Craigie, the construction of the Works Operation Centre which was finished by the end of the financial year and the West Coast Drive enhancement project which was developed to a preliminary design stage following an extensive public consultation process. The enhancement project is in the final design phase and is budgeted for implementation over the next two years.

The Council also engaged consultants to design new entry statements for the City, at strategic locations on the City's boundaries.

On behalf of the Council, thank you for your continued support and contribution over the past year, as it has contributed to 2007/08 being another positive step in the right direction for the City of Joondalup.

We aim to build on the good foundation of hard work to make sure Joondalup continues to be an innovative leader in local government in WA.

We are on an exciting journey, as we implement policies, strategies and initiatives that will continue to see Joondalup reach its full potential and grow into a vibrant regional City Centre – and be a great place in which to live, learn, work and play.

Troy Pickard
Mayor
City of Joondalup

CEO's Message



In 2007/08, the City of Joondalup was committed to "Focussing on the Future" to ensure the present and future needs of the community could be met in a financially sustainable way.

The Elected Members and the City's Executive Management

Team worked together to continue to improve leadership and decision making featuring greater community participation.

As part of the City's commitment to continuous improvement, strong leadership and high-quality governance, Elected Members completed a comprehensive training program to be better equipped to manage their obligations, and meet the priorities of the community.

Throughout the year, the City was involved in improving economic and business development, community safety and wellbeing and managing the local environment.

The budget was a responsible one and it allowed the City to deliver services and provide facilities for the public in a sustainable way.

The City continued to strengthen and develop its Sister City relationship with Jinan in China as a Joondalup-led delegation travelled in September, to meet key Jinan officials.

Positive economic, trade, education, health and tourism initiatives between the two Cities emerged from this successful trip.

Two very successful business forums were also held to further the City's economic development agenda.

The first focussed on ways to transform the City Centre into a thriving commercial hub for the north-west corridor and the Joondalup Business Association and its members.

The second was the Women's Business Forum, a joint venture between the City and the Joondalup Business Women's Professional Association, which more than 60 women in business attended.

An extensive review of the City Watch Community Patrol service was conducted before the City renewed a 12-month contract.

The major change to the service was the move away from visiting every street every day to focus on "hot spots" for crime and antisocial behaviour.

This has made the service more efficient and improved the chances of catching people doing 'the wrong thing'.

The City Watch service was also rebranded with a new modern logo to make all its vehicles more visible and easier to identify.

Construction of the \$6.2million Works Operation Centre just off Ocean Reef Road was completed during the financial year and staff, including the Engineering, Parks and Natural Areas workforce moved into the state-of-the-art facility.

The new Centre will make our City more self-sufficient and will save the City significant funds.

The City's Leisure Centres continue to thrive as industry leaders in the provision of aquatic, health, fitness and leisure programs and facilities.

Record attendances and an increase in membership and swim school enrolments helped the Craigie Centre exceed financial expectations and create an operating surplus for the second consecutive year.

In October 2007, the Leisure Centre in Craigie won a Department of Sport and Recreation award recognising the high level of customer service it provides.

In the past financial year, the City developed and adopted an inaugural strategic plan for the environment.

The Environment Plan 2007-2011 provides for ongoing environmental leadership to the City and its community to ensure the City retains its natural environmental assets and preserves them for the benefit of future generations.

The Plan incorporates strategies for managing our land, water, biodiversity, air quality and waste.

The City is also part of a three-year project involving 21 cities worldwide and in partnership with the International Council for Local Environmental Initiatives (ICLEI) to conserve and manage biodiversity as part of the Local Action for Biodiversity (LAB) project.

The City continued its association with the Cities for Climate Protection (CCP) Program to reduce greenhouse gas emissions and in October, received a State Environment Award for its CCP Program efforts.

The City won a second award for its Eco-Business Program, which also brought about significant cost savings and greenhouse gas reductions in the small business sector.

The implementation of the TravelSmart program continued during the year and led to a total of 4,424 households requesting TravelSmart information during the year.

TravelSmart provides information on alternative travel options and as a result of the program's success, the City of Joondalup was presented with a TravelSmart workplace award.

The City hosted an outstanding range of civic and cultural events, which were well attended as we endeavoured to meet community expectations and encourage community participation.

The City organised a very successful conference for all staff where key speakers gave presentations and motivated employees with inspirational discussions on the benefits of teamwork, loyalty and good customer service.

A new intranet with increased functionality was also launched during the year providing employees with better access to key corporate information, which improves efficiency.

With "focussing on the future" acting as a priority in the past 12 months, the City has continued to grow as a vibrant region, committed to providing excellent service to our community whilst being financially responsible and sustainable.

With the 10th anniversary of Joondalup's inception as a Local Government looming in 2008/09, the City is well positioned to be recognised as Perth's second CBD.

Garry Hunt
Chief Executive Officer
City of Joondalup

Your Council

MAYOR
City of Joondalup



Troy Pickard

SOUTH WARD
Warwick Duncraig Marmion

Cr Russ Fishwick
DEPUTY MAYOR



russ.fishwick@joondalup.wa.gov.au
Term Expires: October 2009

Cr Fiona Diaz



fiona.diaz@joondalup.wa.gov.au
Term Expires: October 2011

SOUTH EAST WARD
Kingsley Greenwood

Cr Sue Hart



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Term Expires: October 2009

Cr Brian Corr



brian.corr@joondalup.wa.gov.au
Term Expires: October 2011

CENTRAL WARD
Kallaroo Craigie Beldon Woodvale

Cr Marie Macdonald



marie.macdonald@joondalup.wa.gov.au
Term Expires: October 2009

Cr Geoff Amphlett



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Term Expires: October 2011

SOUTH WEST WARD
Padbury Hillarys Sorrento

Cr Michele John



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Term Expires: October 2009

Cr Mike Norman



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Term Expires: October 2011

NORTH CENTRAL WARD
Ocean Reef Heathridge Mullaloo Edgewater

Cr Albert Jacob JP



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Term Expires: October 2009

Cr Trona Young



trona.young@joondalup.wa.gov.au
Term Expires: October 2011

NORTH WARD
Joondalup Burns Beach Connolly Currabine Kinross Iluka

Cr Kerry Hollywood



kerry.hollywood@joondalup.wa.gov.au
Term Expires: October 2009

Cr Tom McLean



tom.mclean@joondalup.wa.gov.au
Term Expires: October 2011

Organisational Structure

CHIEF EXECUTIVE OFFICER



Garry Hunt

DIRECTOR
Planning and Community
Development



Clayton Higham

Responsible for:

Approvals, Planning
and Environmental Services

Community Development
and Libraries

Leisure and Cultural Services

DIRECTOR
Corporate Services



Mike Tidy

Responsible for:

Human Resource Services

Information Management

Financial Services

Rangers, Parking
and Community Safety

DIRECTOR
Infrastructure Services



Martyn Glover

Responsible for:

Infrastructure Management

Operations Services

Asset Management

DIRECTOR
Governance and Strategy



Ian Cowie

Responsible for:

Governance and Marketing

Strategic Development

Organisational Development

The City's Vision

To be a sustainable City that is committed to service delivery excellence and operates under the principles of good governance.

The City's Mission

To undertake all our activities with the endeavour of meeting community expectations and achieving sustainable lifestyles.

The City's Strategic Plan

The Plan is structured into five key areas that will guide the City in its efforts to provide greater leadership and support increased community participation.

The City's five key focus areas are:

- leadership and governance;
- the natural environment;
- economic prosperity and growth;
- the built environment; and
- community wellbeing.

Each key focus area is considered throughout this report.

Key Focus Area 1

Leadership and Governance

New Strategic Plan

The City finalised a new Strategic Plan 2008-2011 which was formally adopted at the March 2008 meeting of Council.

Developed in consultation with Elected Members, City staff and members of the community, it complies with the Local Government Act 1995 requirements and supports the City's committed objective to "focus on the future".

Elected Members training

As part of the City's commitment to continuous improvement, strong leadership and high quality governance, new and existing Elected Members completed a comprehensive induction training program following the October 2007 ordinary elections.

This best practice program provided Elected Members with a broader understanding of their legislative responsibilities and key City activities. Through training in the operations of local government and the examination of current issues, Elected Members are now better equipped to manage their positions and obligations, and meet the priorities of the community.

Elected Members Strategic Weekend

Elected Members and senior staff spent two days considering the City's key strategic issues in May 2008. Importance was placed on advancing the notion of a 2020 vision document, establishing position statements for top line issues and considering urban design concepts.

Development of a Corporate Plan

During the year, the City developed a new Corporate Plan. This Plan provides internal focus and guidance for the operation of the City's business units. It will help the City execute business excellence and is a key element in the City's corporate planning framework where the Strategic Plan sits at the pinnacle.

Service Reviews

Several service reviews were conducted throughout the year to ensure operational procedures were efficient and effective. Strategies have been developed to improve the identified areas and will be implemented during 2008/09.

A structured approach to improving the efficiency and effectiveness of City processes was also developed and applied to several areas including the front counter process of the Leisure Centres, the operations of the planning approval area and the way graffiti is managed in the City.

Supporting Our Staff

Once again, the City organised a very successful conference for all staff. Half the staff attended day one of the program, which was repeated for the remaining half on the next day. Speakers motivated our employees with inspirational presentations about the benefits of teamwork and good customer service.

A new intranet with increased functionality was also launched during the year. Staff now have better access to key corporate information, which provides added support for staff and increases their efficiency.



Key Focus Area 2

The Natural Environment

Environment Plan

During the year, the City developed and adopted an inaugural strategic plan for the environment. The Environment Plan 2007-2011 provides ongoing environmental leadership to the City and its community to ensure the City retains its natural environmental assets and preserves them for the benefit of future generations. The Plan incorporates strategies for managing our land, water, biodiversity, air quality and waste.

Implementation of the International Council for Local Environmental Initiatives Local Action for Biodiversity Project

The City's participation in the Local Action for Biodiversity (LAB) project was approved in January 2007 and several actions to support participation occurred during the year. The three year project involves 21 cities worldwide working in partnership with the International Council for Local Environmental Initiatives (ICLEI) and the World Conservation Union (IUCN) to conserve and manage biodiversity. The participating cities focus on exploring the best ways for local governments to engage in urban biodiversity conservation, enhancement, utilisation and management. The project requires each City to achieve five important stages. The City has completed stage one, the compilation of a biodiversity report. The report outlines the current state of biodiversity within the City of Joondalup and will guide the development of a 10 year Biodiversity Action Plan for the City. The City presented its draft Biodiversity Report for peer review to an international biodiversity workshop in Zagreb, Croatia during the year.

Implementation of the International Council for Local Environmental Initiatives Cities for Climate Protection Program (CCP)

In October 2007, the City received a State Environment Award for its CCP Program efforts, and a second award for the Eco-Business Program, which also brought about significant cost savings and greenhouse gas reductions in the small business sector.

The City continued its association with the CCP Program by entering into the CCP Plus Program, a program to reduce greenhouse gas emissions and to measure reductions on an annual basis. To help achieve this outcome, the City developed and endorsed its second Greenhouse Action Plan (GAP) 2007-2010.

This Plan fulfils a preliminary part of the CCP Plus planning stage and outlines 35 actions that the City will pursue by 2010. In 2007/08, the City conducted energy audits of its four Libraries, the Civic Centre and the Administration Centre and undertook a re-inventory of its energy usage levels which will assist in the achievement of CCP Plus.

Landscape Master Plan

During 2007/08 the City made significant progress towards developing a Landscape Master Plan that will enhance public open space, adapt to climate change and conserve water through sustainable landscape planning practices.

This renewed vision for the City will guide stewardship and present a broad framework for the use and treatment of space in a manner that is complementary to the natural flora and fauna of the area.

The implementation of a dedicated vision for the form and expression of the landscape within the City will ensure appropriate long-term development of public areas in a coherent, harmonious and sustainable manner.

The development of the Plan involved researching community perceptions, undertaking a current state assessment of existing practices for dealing with public open spaces within the City, an evaluation of approaches from around Australia, and the initiation of pilot projects to test the concepts.

The main highlights are the introduction of 'eco-zoning' and 'hydro-zoning' – two new concepts in landscaping. These concepts will be implemented through the Landscape Master Plan over the next 10 years.

Landscape master planning will transform the City's open spaces, verges and medians to reflect the local natural landscape by reinstating the natural biodiversity of the City. It will also minimise water usage and assist in the creation of biodiversity corridors across the major east-west arterial roads of the City.

The City's Landscape Master Plan will be released for public comment with final endorsement by Council anticipated for early 2009.

Implementation of the International Council for Local Environmental Initiatives Water Campaign

During the year, the Council resolved to join the ICLEI ANZ Water Campaign. This international freshwater management program builds the capacity of local governments to reduce water consumption and improve local water quality. Under the program, the City is required to complete five key milestones, the first of which will be achieved once baseline water usage data has been verified by ICLEI. Achieving this milestone will provide the City with a good understanding of the current status of the City's water management practices and identify areas in which improvements can be made.

Water Conservation Plan for Groundwater Management

The City completed an analysis of its bores to establish baseline levels of groundwater extraction for 2007/08. The move coincided with the State Government's decision to set a target to constrain groundwater extraction to 7,500 kilolitres per hectare (kL/ha). A Water Conservation Plan has now been developed for the City outlining key strategies for reducing groundwater usage over the next five years.



Key Focus Area 3

Economic Prosperity and Growth

Economic Development Plan

During the year the City finalised, and Council adopted, its second Economic Development Plan 2007/2011. The Economic Development Plan provides an integrated approach to foster the local economic development of the City. The Plan focuses on four key areas:

1. **Industry:** industry development and attraction to maximise local employment;
2. **People:** ensuring the population has the appropriate skills to obtain jobs;
3. **Infrastructure, Land and Property:** ensuring appropriate land and buildings are available to accommodate industry growth; and
4. **Collaboration:** with key stakeholders across the broader north-west region.

The Plan was developed over an 18 month period with a high degree of stakeholder involvement.

Business Forums

Two very successful business forums were held during the year to further the City's economic development agenda.

The first centred on ways to transform the City Centre into a thriving commercial hub for the north-west corridor. Stakeholders provided input into a workshop where they reviewed and commented on the City's draft Economic Development Plan. Over 80 participants attended this forum.

The second forum focused on women in business. The Women's Business Forum was a joint venture between the City and the Joondalup Business Women's Professional Association and was hosted by West Coast TAFE. Over 60 women in business attended the forum.

Business Website

The City developed its Joondalup Business Website into an interactive resource for the broader community during the year. The Website now contains a range of economic information services, including a Commercial Property Search, a Commercial Property Network, basic planning information for businesses, and a link to a Sensis Business Directory. The website also contains online statistical data about the City, including a community profile, economic profile and community atlas that can be used for a range of research purposes. These tools and information are helping businesses to relocate or grow within the City.



Key Focus Area 4

The Built Environment

Joondalup Works Operation Centre

Construction of the Works Operation Centre adjacent to the Beenyup Water Treatment Plant in Craigie was completed during the year. City staff, including the Engineering, Parks and Natural Areas workforce moved into the Works Operation Centre in mid July 2008.

In consideration of the value of the asset and its relationship with neighbouring residences the project includes a state of the art security system and a noise attenuation wall on the western boundary.

Ocean Reef Marina Development

Community consultation was undertaken on the project in August and September 2007 and resulted in 456 submissions. A Community Reference Group comprising 34 community representatives was also formed.

The Community Reference Group drew on feedback from the consultation process to develop opportunities for the site.

An urban design and planning consultant is currently preparing three broad design options, that will be presented to the Community Reference Group and Ocean Reef Marina Committee for recommendation of a preferred option.

This information will form the basis of the Structure Plan for the development of the area, which will be lodged with the Western Australian Planning Commission in 2009.

Implementation of Capital Works Program 2007/08

The capital works program is broken down into a number of areas. Each is considered below:

Dry Parks Program: Pilot projects at Springvale Park and Brazier Park were completed using subsurface irrigation technology.

Park Play Equipment Program: Extensive public consultation was carried out as part of the implementation process for new play equipment at four parks within the City: Mamo Park; Mawson Park; Baltusrol Park; and Neil Hawkins Park.

Parks and Reserves Enhancement: The City assisted the Sorrento Beach Surf Life Saving Club by improving access to the beach, providing a lookout facility and constructing major limestone retaining walls and associated works for the extension of its clubrooms. The enhancement of Geneff Park continued with the construction of limestone steps, footpaths and a wooden boardwalk.

Streetscape Enhancement Program: The West Coast Drive Enhancement Project was developed to a preliminary design stage following an extensive public consultation process. Feedback from the general public, major stakeholders and Council formed a major part of the project – a dual path from Beach Road, Marmion to the Plaza, Sorrento – which was adopted by Council in July 2008.

Traffic Management Program: A number of key traffic management schemes were completed including Mullaloo Drive, Kingsley Drive, Oceanside Promenade, Eddystone Avenue and Fairway Circle. Public consultation was carried out for proposed traffic management schemes on Cliff Street, Penistone Avenue and Mawson Crescent.

A number of important Traffic Black Spot projects were also completed during the year. “Seagull Islands” were installed on Marmion Avenue at Seacrest Drive, Warburton Avenue, Cook Avenue, and Harman Road; on Hepburn Avenue at Goollelal Drive, Moolanda Boulevard, Cockman Road, Allenswood Road, Lilburne Avenue and Karuah Way; and on Warwick Road and Roche Road.

Parking Facilities Program: Traffic management and parking facilities at Burns Beach foreshore entry were completed during the year and will provide important infrastructure for this popular location.

The City also completed a drive-through information facility adjacent to Winton Road in consultation with the Joondalup Business Association.

Major Road Construction Program: The contract to extend Burns Beach Road to the east and west of the Mitchell Freeway termination was developed and awarded. Completion of this work is expected to coincide with the freeway extension opening in early November 2008.

The City also secured State Government funding for the duplication of lanes on Connolly Drive between Burns Beach Road and MacNaughton Crescent in Kinross.

Paths Program: A number of key shared paths and footpaths were completed within the City including dual use paths at Hodges Drive, Heathridge; Caridean Street to Marmion Avenue; and a dual use path at Whitfords Avenue, Hillarys and Flinders Avenue to John Wilkie Turn.

Stormwater Drainage Program: The City maintained its good record of upgrading drainage outfalls into natural areas. The Stormwater Drainage program was assisted by a Federal funding grant that helped deliver major improvements to outfalls at Yellagonga Regional Park. In total, six drainage outfalls were upgraded.

Road Resurfacing Program: The City contributed \$3.8M to resurface roads within the Joondalup community. The resurfacing program covered a wide range of road sections and was prioritised using a condition assessment.

Parks Program

During the year, the City reorganised the way it delivers services to parks. In support of this, a maintenance plan was developed increasing levels of service to seven days a week in the City Centre and a major irrigation project was completed at Heathridge Park.

Heathridge Park’s irrigation system now uses a combination of hydro-zoning and eco-zoning and was the first project to be completed under the City’s draft Landscape Master Plan.

Eco-zones are areas of public open space that use native species which can flourish with little to no water, while hydro-zones are irrigation systems that use different rates of water application.

District Planning Scheme

The first stage of the City’s review of the District Planning Scheme was completed. A number of discussion papers were released for public comment relating to a broad range of planning issues including home businesses; the use of public open space; residential living density; heritage listings; commercial centres; and the City’s role in environmental sustainability. Community feedback will help guide the City to prepare a new District Planning Scheme.

Key Focus Area 5

Community Wellbeing

Jinan Sister City Relationship

In September 2007, the City led a delegation of industry partners from Joondalup to the City of Jinan in China in an effort to strengthen developing ties between the two cities and provide further opportunities for Joondalup to engage in cultural and policy exchanges.

During the visit the delegates met key officials from all industry sectors and explored the fields of economics, trade, science, technology, education, tourism, and health.

A list of joint initiatives was developed from the discussions. These included:

1. A cultural exchange program whereby the City will host the Jinan Acrobatic Troupe at the 2009 Joondalup Festival.
2. Sister City gardens that reflect native indigenous species of Joondalup will be established in the Jinan Botanical Gardens and a future site will be selected for a Chinese garden to be constructed in the Joondalup City Centre.
3. A public service training program was developed for the Jinan Government to access training through a partnership between the City of Joondalup, West Coast TAFE and Edith Cowan University.
4. A Sister City trade desk will be launched as a joint initiative between the Joondalup Business Association and the City of Joondalup. Austrade will provide support to the trade desk for local businesses in the north-west region seeking direct access to Chinese markets.

The City is currently pursuing implementation of these initiatives with the Jinan Local Government.

Leisure Centres

The City's Leisure Centres continued to thrive as industry leaders in the provision of aquatic, health, fitness and leisure programs and facilities.

Record attendances and an increase in membership and swim school enrolments helped the Craigie Centre to exceed financial expectations and create an operating surplus for the second consecutive year.

Improved presentation and operating standards have been achieved and major maintenance was conducted on the geothermal bore to ensure the Craigie Centre delivers appropriate pool water temperatures and operational efficiencies.

In October 2007, the Craigie Centre won the Department of Sport & Recreation Award for "Best Management Initiative of a Built Facility". The Award recognised the high level of customer service provided through the Horizon Club program during the construction and opening of the refurbished Craigie Centre in 2006.

Electronic Communication

During the year, the City commenced a marketing campaign to raise awareness of its e-newsletters and generate subscriptions from residents and other target markets.

Four e-newsletters were promoted – Joondalup Voice, Public Notices, Joondalup Jobs and Library Events with each recording spikes in subscriptions during the promotional period. Readers can subscribe to all of the e-newsletters via the City's website.

City Watch Service

The City Watch service proved to be a highly valued and accessed service during the past year, with Joondalup residents logging an average 140 calls per week.

Anti-social behaviour prompted the most requests for assistance with 2,176 calls, followed by alarms 2,123; noise 1,406; suspicious activity 947; vandalism and damage 324; and graffiti 309.

City Watch strengthened its collaborative relationship with the WA Police during the year and the provision of information by City Watch officers led to 17 convictions for various offences.

An extensive review of the City Watch service was conducted in collaboration with an external consultant prior to the renewal of the 12 month contract in mid December 2007.

The review aimed to determine the needs and requirements of the Joondalup community by comparing the existing service to those provided by other large metropolitan local governments.

The major change to the service was the move away from visiting every street every day to focus on hot spots for crime and antisocial behaviour. This allowed the service to become more efficient and has improved the chances of catching people doing 'the wrong thing'.

The City Watch service was also re-branded with a new modern logo and all City Watch vehicles will now be "wrapped" in the logo to make them more visible and easier to identify.

Continued Implementation of TravelSmart Program

The implementation of the TravelSmart program continued during 2007/08, and establishment of the TravelSmart Household program led to a total of 4,424 households requesting TravelSmart information during the year. TravelSmart provides information on alternative travel options.

As a result of the program's success, the City was presented with a TravelSmart Workplace Award.

City staff also participated in Walk Week, Bike Week and other TravelSmart events with approximately 30 staff participating in each event. A further 21 staff members also participated in the Freeway Bike Hike.

Five public transport Smart Riders were purchased for staff to use for travel to and from business trips and training courses and "pool" bikes were promoted to staff for use around the City.

The City commenced a review of its Bike Plan during the year and 235 responses were received from the community during the consultation phase. The feedback demonstrated strong support for improvements to the cycling infrastructure within the City, and information received will contribute to the formation of a new Bike Plan.

The Walking School Bus program was piloted as part of the TravelSmart to School program. Seven primary schools were given funding for a Walk Safely to School Day and a healthy breakfast in Term 2, 2008 with over 1,100 of the City's primary school students participating.

Key Focus Area 5

Community Wellbeing (continued)

Cultural Program

The City provided a rich and vibrant calendar of cultural events and world-class arts performances for residents and visitors to experience and enjoy in 2007/08.

Several of the City's flagship events, including the Invitation Art Award, Little Feet Festival and the Joondalup Festival marked their 10th anniversary, with new features of the Festival including physical challenges in the "Adventure Zone" and a food, wine and art fair.

Other highlights included:

- 40 of WA's most prominent professional artists were selected to exhibit in the Invitation Art Award, which featured a special retrospective exhibition to celebrate the Award's 10th birthday.
- 155 local artists participated in the popular Community Art Exhibition.
- The two art exhibitions were enjoyed by approximately 9,000 visitors.
- The Joondalup Eisteddfod attracted over 2,000 of WA's young and emerging performing artists who showcased their skills before a live audience and received professional adjudication.
- The Little Feet Festival entertained 4,500 visitors with Bob the Builder, all day entertainment, rides and a huge array of interactive activities. The Craigie Leisure Centre venue added a new aquatic dimension for the first year.
- The annual "Summer in the City" program was a highlight of the cultural calendar starting with a 13 week season of Sunset Markets in the Joondalup CBD and three free community CBD concerts.
- Marcia Hines performed at the City's premier performing arts event - the Valentine's Day Concert in February to a crowd of around 6,000 people.
- Around 50,000 people experienced ARIA award winner Katie Noonan and Beatles tribute band "The Fab Four" at the Joondalup Festival along with a parade that showcased 50 community groups and a spectacular fireworks finale.
- The Freeway Bike Hike drew the largest number of participants in the event's history with over 7,100 cyclists pedaling 10km, 30km or 60km to the finish line in the Joondalup CBD. This has fast become one of Perth's premier mass participation events.
- The Joondalup CBD was also the location for the Perth Criterion Cycling Series, which ran in conjunction with the Sunset Markets. Criterion cyclists took to the tight road course weaving their way through the streets of Joondalup and wowing hundreds of spectators.



Performance Measures

Customer Satisfaction Monitor

The Customer Satisfaction Survey is conducted annually to measure the level of overall satisfaction with the City, and its performance in delivering specific services and facilities.

This latest community research for 2007/08 involved random sampling and telephone interviewing of 604 respondents from within the City. The sample was crosschecked to ensure that it significantly matched the demographic profile and population spread of Joondalup in terms of age, gender and location to obtain a representative sample.

The sampling size produces a sampling precision of +/- 4% at the 95% confidence interval – ie there is a 95% certainty that the results obtained will be within a +/- 4% if a census was conducted of all households within the City of Joondalup. This percentage is in accordance with the level specified by the Auditor General.

Service/Activity	% SATISFACTION		
	2007/08	2006/07	2005/06
Overall Satisfaction	82%	86%	77%
Libraries	94%	96%	93%
Parks and Public Open Spaces	92%	91%	89%
Mobile Security Patrols	62%	71%	72%
Control of Parking	69%	72%	69%
Management and Control of Traffic on Local Roads	73%	72%	75%
Planning and Building Approvals	55%	61%	72%
Weekly Rubbish Collections	96%	98%	95%
Fortnightly Recycling Services	92%	95%	72%
Festivals, Events and Cultural Activities	88%	88%	84%
Sport and Recreation Centres	88%	91%	85%
Appearance of Streets	84%	82%	Not measured
Ranger Services	80%	Not measured	Not measured
Graffiti Removal Services	75%	75%	71%
Value for Money from Rates	68%	67%	Not measured

The 2007/08 Customer Satisfaction results show that, in the main, residents are very satisfied with the services provided by the City with a number of service areas attracting extremely high satisfaction ratings.

A significant percentage of respondents (77.5%) agreed that the City has a good understanding of community needs, and the City will continue to provide opportunities for community participation and consultation.

Community consultation is an important part of local government activities and customer satisfaction surveys play an integral role in responding to community expectations. Those services and activities that attracted lower satisfaction ratings will continue to be a focus for improvement.

The 2007/08 Customer Satisfaction report provides information to inform improvements to service delivery. The City will utilise the information to introduce and build on improvement strategies.

A number of improvements are already being progressed including:

- Changes to the Mobile Security Patrols;
- Process improvements in graffiti removal and reporting; and
- Continuing process improvements in Planning and Building Approvals.

Performance Measures

Environmental Performance Indicators

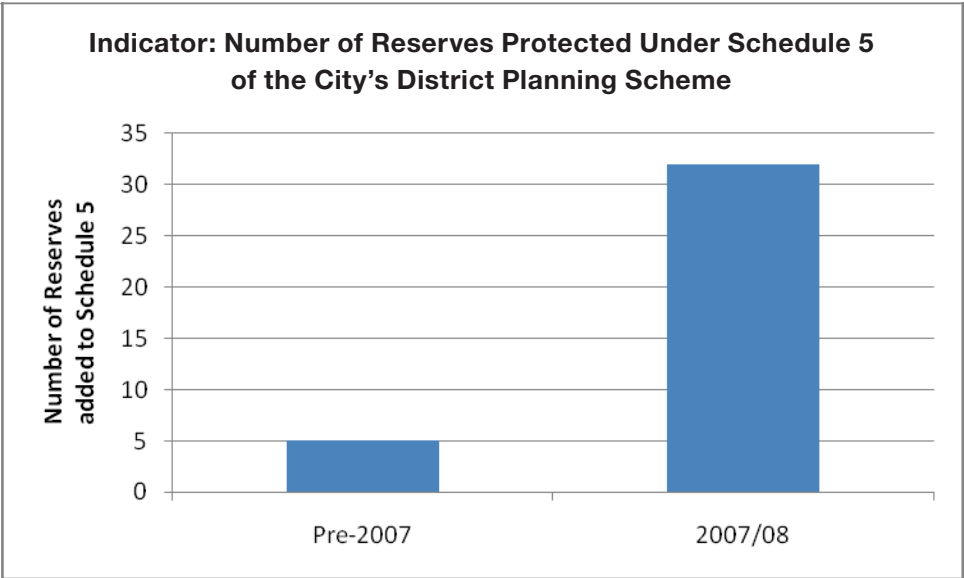
The City’s Environmental Plan 2007-2011 identifies the five key areas of environmental action to be addressed. These are:

- Land
- Water
- Biodiversity
- Air Quality
- Waste Management

The City’s performance in each of these areas is assessed below:

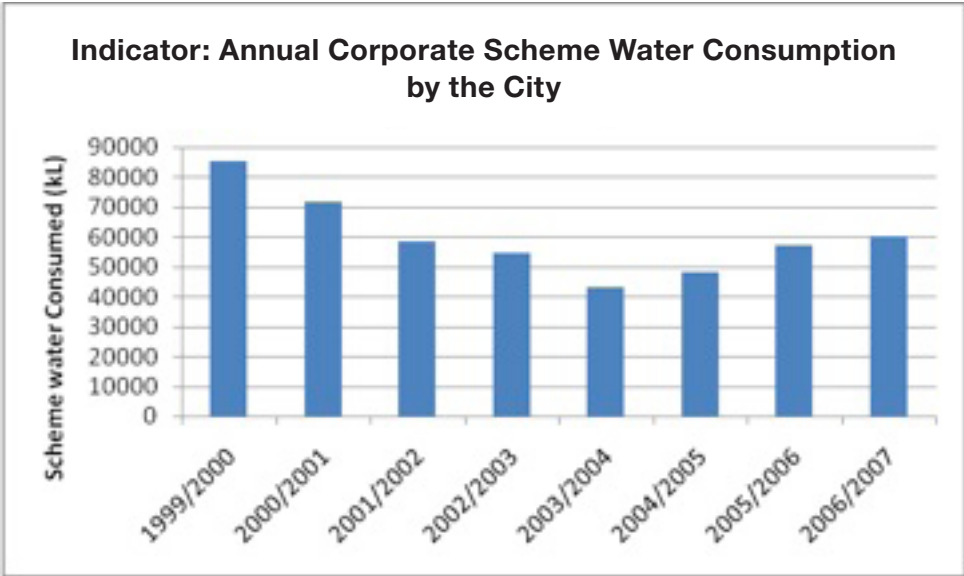
LAND

The City prides itself on a wide diversity of natural and built environments including wetlands, coastal foreshore, reserves, residential areas, light industrial and commercial precincts, and dry and reticulated parks. All these contribute to the City’s overall environmental sustainability and require effective monitoring and management to ensure protection of these natural assets.



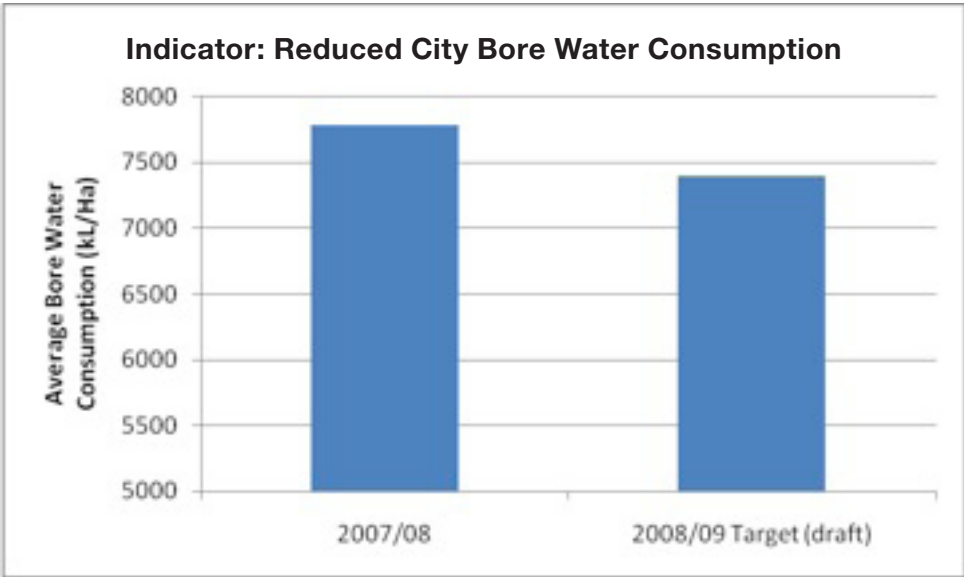
WATER

The responsible management of water sources is of crucial importance to the sustainability of the City, especially given the effects of climate change on reduced rainfall and recharge of surface and ground water resources. The City is participating in the International Council of Local Environmental Initiatives (ICLEI) Water Campaign to develop an overarching strategy for water usage and management.



Corporate water consumption has reduced by approximately 30% from early 2000 to stabilise at around 60KL per annum. The lower than usual consumption from 2003-05 is largely attributed to the closure of Craigie Leisure Centre during its refurbishment.

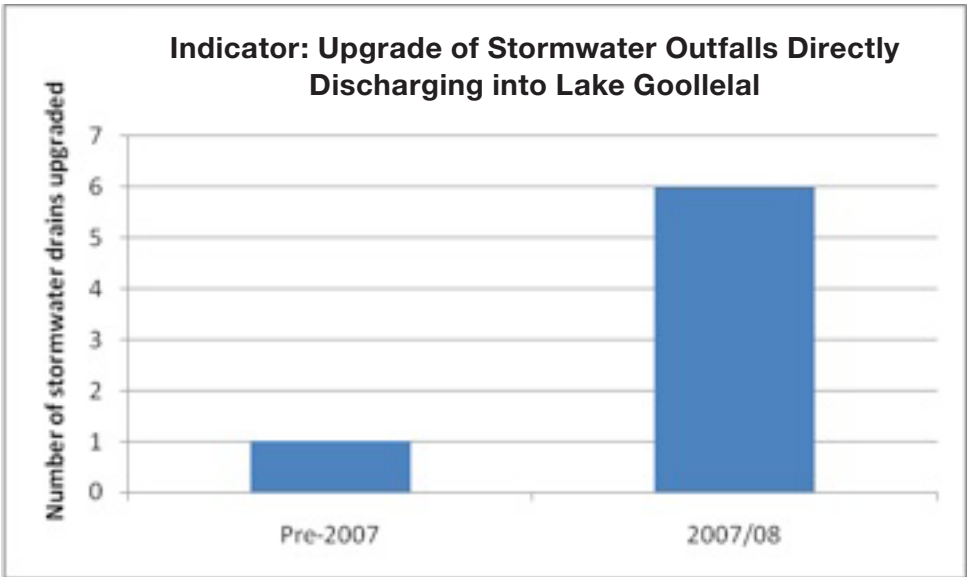
In 2007 the State Government required local governments to develop Water Conservation Plans as a management tool to constrain bore water use below the Department of Water’s bore licence allocations. The City has drafted the Water Conservation Plan 2009-2010 which establishes staged bore water reduction targets out to 2015.



Performance Measures

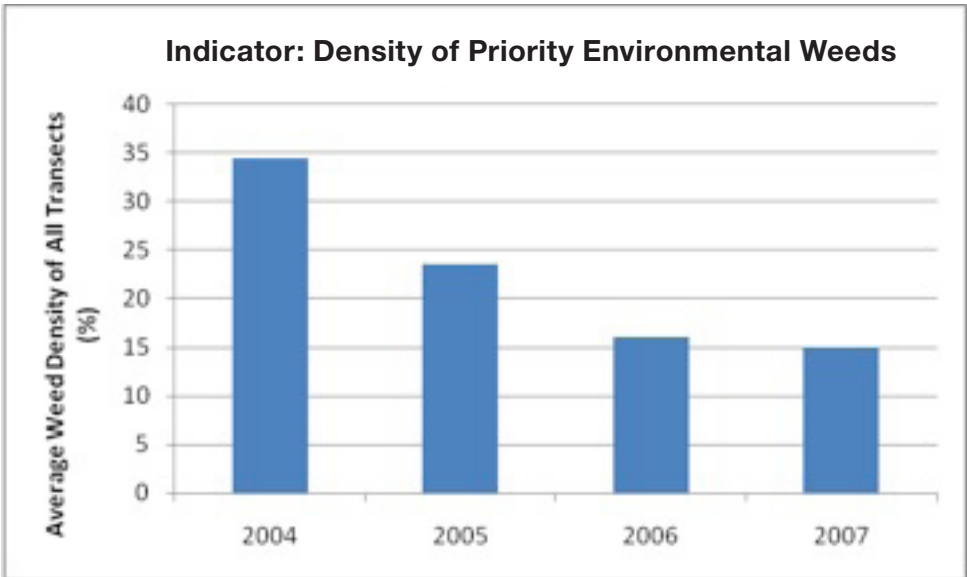
Environmental Performance Indicators

Of the 32 stormwater outfalls and sumps within the Yellagonga Regional Park, the City has responsibility for seven outfalls which directly discharge into Lake Goollelal. Recognising that the particulate matter and pollutants carried in stormwater flows can have an adverse effect on the water quality in the park wetlands, the City undertook capital works in 2007/08 to upgrade the remaining six stormwater outfalls by installing gross pollutant traps, landscaped infiltration basins and retention swales. The remaining outfall had been completed in 2003/04.



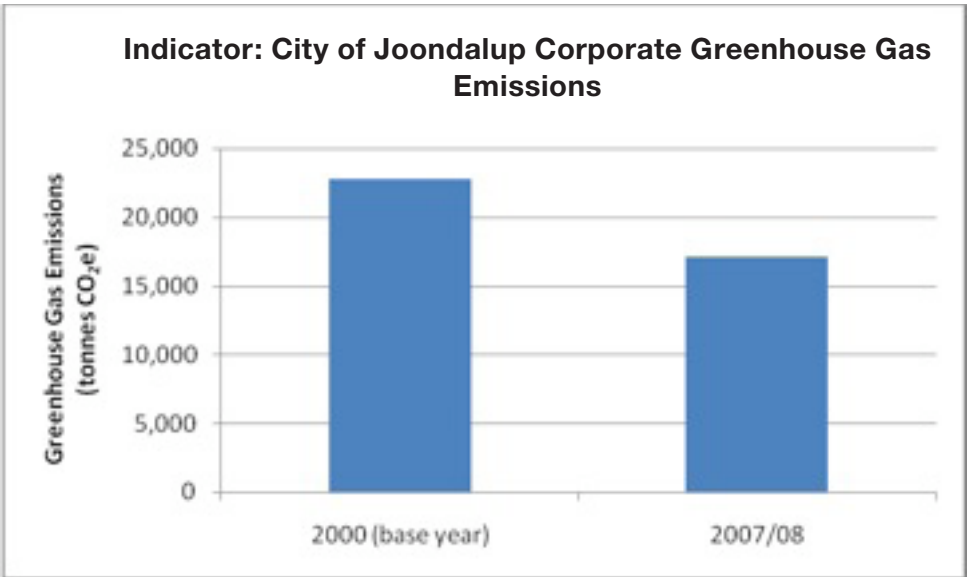
BIODIVERSITY

Biodiversity is measured in a variety of ways, one of which is to consider the density of weeds. This is measured on three transects (a line along which environmental data is collected) in each of ten natural bush areas.



AIR QUALITY

The City's Greenhouse Action Plan 2007-2010 has been developed to pursue the ongoing reduction of greenhouse gas emissions across the City's corporate and community sectors. The reduction of annual greenhouse gases emitted through the City's corporate activities is shown in the indicator below.



In 2007/08 the City cut its corporate greenhouse gas emissions by 5,707 tonnes of carbon dioxide-equivalent (CO₂e), or a reduction of 25%, compared with the 2000 base year when the City joined the Cities for Climate Protection (CCP®) Australia program.

As a result of this achievement, in 2007/08 the City exceeded its Corporate greenhouse gas reduction target, set in 2002, of a 20% reduction in corporate CO₂e emissions on 2000 levels by 2010, and is well on its way to achieving its stretch target of a 35% reduction.

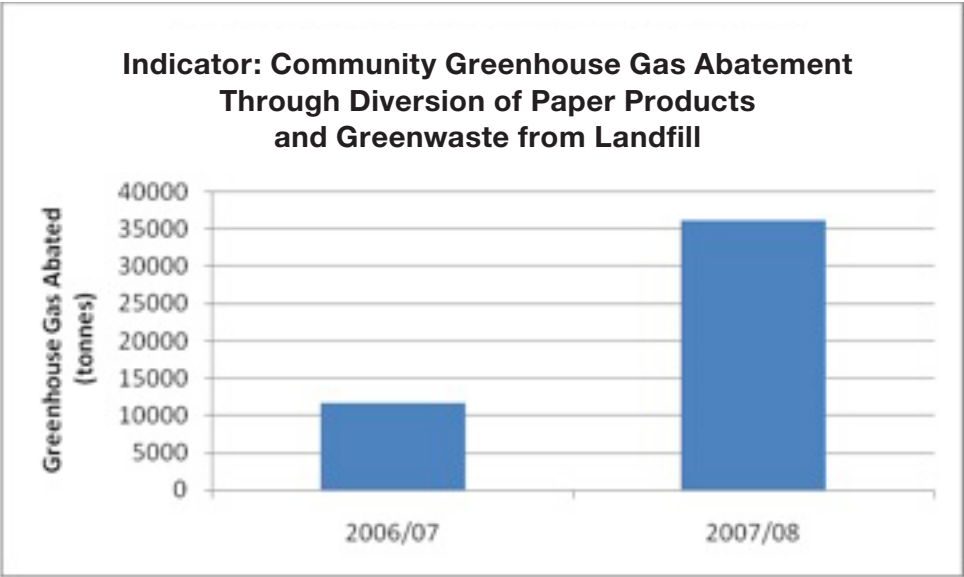
The City has reduced corporate emissions through various initiatives, including:

- Green power purchased for 75% of the power requirements for key City buildings, saving 3,394 tonnes of CO₂e;
- City green waste diverted from landfill to composting, saving 1,943 tonnes of CO₂e;
- Verified Emissions Reduction certificates purchased to partially offset power consumed in City buildings by planting trees, saving 1,468 tonnes of CO₂e;
- Geothermal heating of Craigie Leisure Centre pool and buildings, annually saving 933 tonnes of CO₂e.

Performance Measures

Environmental Performance Indicators

Initiatives undertaken by the City in 2007/08 have also resulted in significant achievements to curb community greenhouse gas emissions, including the diversion of an additional 9,840 tonnes of paper products from landfill over 2006/07 amounts, due to the introduction of recycling bins to all City households. This has saved an additional 24,600 tonnes of CO₂e emissions.



Other actions of the City aimed at abating community emissions included:

- Recovery of methane gas produced from City waste at Tamala Park to produce electricity, saving 20,848 tonnes CO₂e, and;
- 5,227 tonnes of greenwaste collected from 2007/08 City bulk verge collections and direct green waste deliveries by residents was diverted from landfill to composting, saving 5,749 tonnes CO₂e emissions.

WASTE MANAGEMENT

The City continues to implement strategies and projects that aim to reduce the creation of waste, to sustainably dispose of it and to efficiently manage its recovery. Effective initiatives that reduce the amount of waste sent to landfill include the distribution of recycling bins to all households within the City which, with the recently upgraded Wangara Materials Recovery Facility, allows the diversion of cardboard, mixed plastics, mixed paper and other recyclable products from landfill.



Statutory Reports

Disability Services

Under the Disability Services Act 1993 all local governments were required in 2007 to develop a Disability Access and Inclusion Plan (DAIP) addressing six desired outcomes to be submitted to the Disability Services Commission (DSC).

The City commenced a review of its existing DAIP in May 2007, which led to the development of a new draft Access and Inclusion Plan (AIP) that was broadened to include people from culturally and linguistically diverse backgrounds.

The draft document was submitted to the DSC and approved. Following this, the City amended Policy 5.1 Access and Equity, and the Council endorsed the outcomes of the new AIP in December 2007.

In 2007/08, the City implemented the following in line with the new AIP outcomes:

- Delivered Disability Awareness training to over 100 staff members with two staff members also being trained to deliver a Disability Awareness module to new staff and elected members.
- Identified and rectified access barriers to the City's infrastructure, including the addition of ramps, handrails and removal of barriers to bus stops.
- Ensured City events were organised in an accessible manner.
- Raised awareness of the AIP and access and inclusion issues among staff, through internal promotion.
- Continued to make information available to community members in alternative formats upon request.
- Promoted the Translating and Interpreting Service (TIS) and the AUSLAN translators service to improve access to services.



Statutory Reports

Record Keeping

The ongoing commitment to electronic record keeping has provided the City with a single repository for all corporate information. The City has promised a total of 47 Freedom of Information applications, averaging 25 days to complete each application.

The number of items of correspondence captured into the City's corporate record keeping system during 2007/08 was 139,363. This included incoming and outgoing letters, emails, faxes and internal documents.

The City is proposing to upgrade its current record-keeping system to provide a more comprehensive, modern-day records and document-management solution. This will allow the City to improve efficiencies for document processing and to meet future customer service and volume demands.

National Competition Policy

In 1995 the Council of Australian Governments entered into a number of agreements, collectively known as the National Competition Policy. Local government is affected mainly where it operates significant business activities which compete, or could compete, with private sector businesses. Local government will also be affected where local laws unnecessarily affect competition. The City is required to comply with certain policies contained within the National Competition Policy statement and report on progress in connection with Competitive Neutrality Principles and review of Local Laws.

Competitive Neutrality

It is the responsibility of the City to determine whether it is engaged in "significant business activities" within the context of its operations and therefore whether it is required to apply the competitive neutrality principles.

Local government is only required to implement the above principles to the extent that the benefits to be realised from implementation outweigh the costs in respect of individual business activities exceeding \$500,000 annual income.

Within these criteria the City identified the following business activities:

- Craigie Leisure Centre,
- Duncraig Leisure Centre, and
- Heathridge Leisure Centre

The public benefit tests for these activities revealed that competitive advantages and disadvantages existed in each of these Leisure Centres and it was beneficial to the local community to continue the operational subsidies to enable the services to be maintained in the future.

Payment to Employees

Regulation 19B of the Local Government Act (Administration) Regulations 1996 requires the City to include the following information in its Annual Report:

- The number of employees of the City entitled to an annual salary of \$100,000 or more; and
- The number of those employees with an annual salary entitlement that falls within cash bands of \$10,000 over \$100,000.

To eliminate issues associated with employees receiving numerous fringe benefits, the City has adapted a total employee cost approach to remuneration. This packages all benefits into one total number and no specific cash component is identified.

This is considered a far more transparent and open approach to payment, which goes much further than that requirement of the Regulations.

The table opposite is based on what an employee is entitled to receive over the 12 month period of the annual report and includes:

- Annual cash component
- Statutory 9% superannuation
- Salary sacrifice
- Allowance for motor vehicle

\$From	\$To	Number of Employees
100,000	109,999	3
110,000	119,999	2
120,000	129,999	2
130,000	139,999	7
140,000	149,999	3
150,000	159,999	0
160,000	169,999	1
170,000	179,999	0
180,000	189,999	2
190,000	199,999	1
200,000	209,999	1
210,000	219,999	0
220,000	229,999	0
230,000	239,999	0
240,000	249,999	0
250,000	259,999	0
260,000	269,999	0
270,000	279,999	0
280,000	289,999	1
Total		23

Heading

Financial Statements

Heading

Financial Statements

Elected Members

Attendance

Legend:
LOA = Leave of Absence
NM = Not member of the Committee/Regional Council

			Ordinary Council	Special Council	Strategy Session	Briefing Session	Mindarie Regional Council	Tamala Park Regional Council
Total number of meetings held during 2007/08 financial year			12	7	12	12	6	9
Mayor Troy Pickard	Meetings attended (from start to finish)		11	7	10	12	NM	9
	Exclusion from attendance		-	-	-	-	-	-
Cr Trona Young (Term commenced 20 Oct 2007)	Meetings attended (from start to finish)		7 (of 7)	1 (of 5)	3 (of 7)	5 (of 7)	NM	NM
	Exclusion from attendance		-	2 LOA	-	-	-	-
Cr Albert Jacob	Meetings attended (from start to finish)		11	5	8	9	NM	4 (of 7)
	Exclusion from attendance		1 LOA	2 LOA	1 LOA	2 LOA	-	-
Cr Tom McLean	Meetings attended (from start to finish)		8	7	9	10	NM	NM
	Exclusion from attendance		3 LOA	-	2 LOA	2 LOA	-	-
Cr Kerry Hollywood	Meetings attended (from start to finish)		12	7	10	11	6	NM
	Exclusion from attendance		-	-	-	-	-	-
Cr Geoff Amphlett	Meetings attended (from start to finish)		11	6	11	9	NM	NM
	Exclusion from attendance		1 LOA	-	-	-	-	-
Cr Marie Macdonald	Meetings attended (from start to finish)		12	6	11	10	NM	NM
	Exclusion from attendance		-	-	-	-	-	-
Cr Michele John	Meetings attended (from start to finish)		9	2	5	4	NM	1 (of 2)
	Exclusion from attendance		-	2 LOA	2 LOA	-	-	-
Cr Mike Norman (Term commenced 20 Oct 2007)	Meetings attended (from start to finish)		5 (of 7)	5 (of 5)	5 (of 7)	4 (of 7)	NM	NM
	Exclusion from attendance		2 LOA	-	2 LOA	3 LOA	-	-
Cr Sue Hart	Meetings attended (from start to finish)		8	7	1	4	2 (of 3)	NM
	Exclusion from attendance		1 LOA	-	1 LOA	-	-	-
Cr Brian Corr	Meetings attended (from start to finish)		11	7	11	10	NM	NM
	Exclusion from attendance		1 LOA	-	1 LOA	2 LOA	-	-
Cr Russ Fishwick	Meetings attended (from start to finish)		12	7	9	11	3 (of 3)	NM
	Exclusion from attendance		-	-	2 LOA	1 LOA	-	-
Cr Fiona Diaz (Term commenced 20 Oct 2007)	Meetings attended (from start to finish)		7 (of 7)	4 (of 5)	2 (of 7)	4 (of 7)	NM	NM
	Exclusion from attendance		-	-	-	-	-	-
Cr Steve Magyar (Term expired 19 Oct 2007)	Meetings attended (from start to finish)		5 (of 5)	2 (of 2)	4 (of 5)	4 (of 5)	NM	NM
	Exclusion from attendance		-	-	-	-	-	-
Cr Richard Currie (Term expired 19 Oct 2007)	Meetings attended (from start to finish)		5 (of 5)	2 (of 2)	4 (of 5)	4 (of 5)	NM	NM
	Exclusion from attendance		-	-	-	-	-	-

Elected Members

Attendance

Legend:
LOA = Leave of Absence
NM = Not member of the Committee/Regional Council
Ob = Attendance at a meeting as an Observer

(of ...) = Where an Elected Member was not in office or not a committee member for the whole of the financial year, the total number of meetings held during their term of office is shown in brackets.

		Audit Committee		CEO Performance Review Committee	Conservation Advisory Committee	Cities of Joondalup and Wanneroo North West Corridor Coordinating Committee	Ocean Reef Marina Committee	Policy Committee	Seniors Interest Advisory Committee	Strategic Financial Management Committee	Sustainability Advisory Committee
	Total number of meetings held during 2007/08 financial year	5		9	6	1	4	6	5	3	5
Mayor Troy Pickard	Meetings attended (from start to finish)	5		8	NM	1	4	5	NM	3	NM (1 Ob)
	Exclusion from attendance	-		-	-	-	-	-	-	-	-
Cr Trona Young (Term commenced 20 Oct 2007)	Meetings attended (from start to finish)	NM		NM	NM	NM	3 (of 3)	3 (of 4)	NM	1 (of 2)	NM
	Exclusion from attendance	-		-	-	-	-	1 LOA	-	-	-
Cr Albert Jacob	Meetings attended (from start to finish)	3 (of 3)		2 (of 3)	NM	1	4	NM	NM	NM	1 (of 3)
	Exclusion from attendance	-		-	-	-	-	-	-	-	-
Cr Tom McLean	Meetings attended (from start to finish)	5		7	NM	NM	NM	NM (1 Ob)	NM	2	NM
	Exclusion from attendance	-		1 LOA	-	-	-	-	-	-	-
Cr Kerry Hollywood	Meetings attended (from start to finish)	NM		NM	NM	NM	3	6	NM	NM (1 Ob)	NM
	Exclusion from attendance	-		-	-	-	-	-	-	-	-
Cr Geoff Amphlett	Meetings attended (from start to finish)	NM		5	NM	1	4	NM (2 Ob)	NM	3	NM
	Exclusion from attendance	-		1 LOA	-	-	-	-	-	-	-
Cr Marie Macdonald	Meetings attended (from start to finish)	4		NM (2 Ob)	6	NM	NM (2 Ob)	6	NM	NM (2 Ob)	NM
	Exclusion from attendance	-		-	-	-	-	-	-	-	-
Cr Michele John	Meetings attended (from start to finish)	0		0 (of 2)	0 (of 3)	1	1	0 (of 2)	NM	1	1 (of 2)
	Exclusion from attendance	-		-	-	-	-	-	-	-	-
Cr Mike Norman (Term commenced 20 Oct 2007)	Meetings attended (from start to finish)	NM		3 (of 3)	3 (of 3)	NM	NM (1 Ob)	3 (of 4)	NM	NM	3 (of 3)
	Exclusion from attendance	-		-	-	-	-	1 LOA	-	-	-
Cr Sue Hart	Meetings attended (from start to finish)	1 (of 2)		NM	1	NM	NM	0 (of 3)	NM	NM	0 (of 2)
	Exclusion from attendance	-		-	-	-	-	-	-	-	-
Cr Brian Corr	Meetings attended (from start to finish)	NM		5 (of 6)	1 (of 3)	NM	3	NM (2 Ob)	5	3	3 (of 3)
	Exclusion from attendance	-		1 LOA	1 LOA	-	-	-	-	-	-
Cr Russ Fishwick	Meetings attended (from start to finish)	NM		9	NM	1	4	2 (of 2) 2 Ob			
	Exclusion from attendance	NM		2	4						
Cr Fiona Diaz (Term commenced 20 Oct 2007)	Meetings attended (from start to finish)	2 (of 3)		NM	1 (of 3)	NM	NM (1 Ob)	2 (of 4)	2 (of 3)	NM	NM
	Exclusion from attendance	-		-	-	-	-	-	-	-	-
Cr Steve Magyar (Term expired 19 Oct 2007)	Meetings attended (from start to finish)	1 (of 2)		3 (of 6)	3 (of 3)	NM	1 (of 1)	1 (of 2)	NM	1 (of 1)	2 (of 2)
	Exclusion from attendance	-		-	-	-	-	-	-	-	-
Cr Richard Currie (Term expired 19 Oct 2007)	Meetings attended (from start to finish)	1 (of 2)		NM	NM	NM	NM	NM	2 (of 2)	NM	NM
	Exclusion from attendance	-		-	-	-	-	-	-	-	-



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