




City of  
**Geraldton-Greenough**  
Climate of Opportunity



**2010 - 2011  
ANNUAL REPORT**

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## WELCOME TO THE CITY OF GERALDTON-GREENOUGH

The capital of the Midwest, Geraldton has a population of 38,000 and is a progressive, sustainable regional city overlooking the Indian Ocean. Geraldton is surrounded by Greenough which boasts fertile farm land and world class beaches and both areas are rich in indigenous and pioneering history.

The City of Geraldton-Greenough is a rapidly growing local authority located 424km north of Perth with a strong and diverse economy based on agriculture, fishing, mining and tourism industries.

## AMALGAMATION

The City of Geraldton-Greenough will undergo structural reform with the Shire of Mullewa and from 1 July 2011 will become the new entity of the City of Greater Geraldton.

The City looks forward to the benefits that this amalgamation will bring to both the Geraldton-Greenough and Mullewa communities, including increased opportunities for more comprehensive and broader regional planning, increased capacity for stronger and more effective advocacy and enhanced contributions to community programs.







## A MESSAGE FROM THE MAYOR

At this time last year we put a submission to the Local Government Advisory Board to ask that they consider recommending to the Minister of Local Government that the Shire of Mullewa and the City of Geraldton-Greenough amalgamate to form a new local government to be known as the City of Greater Geraldton.

After a very long process involving Advisory Board hearings and a poll of electors in both municipalities, the Advisory Board made its recommendation to Minister Castrilli that we should be allowed to proceed to amalgamation on 1 July 2011.

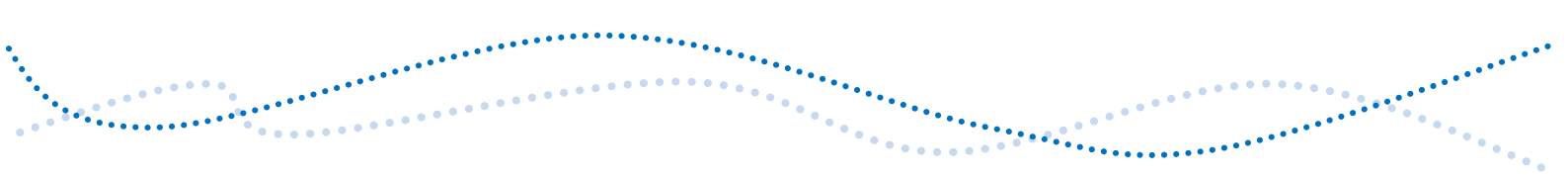
Our two local governments have put an enormous amount of work into the amalgamation's planning and continued to work towards amalgamation even though the outcome was unsure prior to the poll. Whilst the future of the reform was uncertain, the decision to continue with the planning was advantageous, as we did not receive advice that the amalgamation could proceed until after the polls on 16 April. This would have left very little time for proper planning had we begun the process then.

I would like to convey my particular thanks to the CEO, our Executive Directors, managers and staff, who all put their hearts and souls into the amalgamation to ensure its implementation would be successful. My thanks also go to the dedicated Joint Structural Reform Committee and the Councillors of both municipalities, who also put in a great deal of time, effort and thought into the process.

It is also important to acknowledge the foresight and contributions made by the Councillors of both local governments. Without their belief that amalgamation would have ongoing benefits to both communities we could not have succeeded. It is indeed a "big call" for Councillors to agree to amalgamate, foregoing their position as a Councillor and re-nominating to regain their positions.

In last year's Annual Report I made reference to the formation of the WA Regional Cities Alliance. This Alliance has continued to move forward and we have had useful meetings with the Premier and the Minister for Regional Development who can obviously see the benefits of closer relationships with us. The Alliance will soon sign an agreement with the University of WA which will enable their School of Regional Development to provide us with advice on such things as planning, policy and more particularly, targeted research in relation to regional areas. I believe this will assist all of the cities involved to obtain far better outcomes for their communities in the future.





I attended the Australian Local Government Association conference in Canberra in June, and apart from taking the opportunity to have separate meetings with various Ministers and their departmental heads, I also met with other Regional City Alliances from all over Australia. It was resolved to try to progress the formation of a National Regional Cities Alliance to enable us to form closer bonds with the Federal Government and to assist each other with projects which arise from time to time. My feeling is this alliance could have great potential to assist the government to direct some of Australia's growing population away from the major cities and place them into regional areas which would be a great outcome for ourselves and the government.

As well as this, we have continued to meet regularly with our state and federal representatives and enjoy good relationships with them and many of our state and federal ministers.

The City's 2029 Sustainable Future City Region program continues to move forward in planning for the future growth of our area and is being well supported by our residents, council and staff.

Our project was nominated for the 2011 Reinhard Mohn Prize, an international program to recognise the efforts of local governments across the world in including their communities in a type of deliberative democracy which provides good community engagement. Of approximately 130 entries from across the globe, the City was judged in the top seven and a panel of judges and a camera team visited us to see what we have achieved. Considering the calibre of the many large cities who have been working on their projects for many years, and the newness of our project, we did very well to finish in a creditable fifth place. My thanks and congratulations go to our dedicated staff for achieving such a great result not only in the competition but specifically for the direct benefits achieved for our community.

This year saw the City inaugurate the Midwest Art Prize. This was extremely well supported by the art community. With our continued support of the arts I'm sure we can continue to create great cultural diversity in our city.

December saw the opening of our new Regional Library in the city centre, by the Honourable Simon Crean, Minister for Regional Australia, Regional Development, Local Government and the Arts. The library immediately became a hit with the community and usage has grown dramatically. This has confirmed our belief that a main street venue, with good parking, was the right decision.

In closing, I would like to convey my thanks to the retiring Council for a job well done and in particular to our hard working Deputy Mayor, Councillor Neil McIlwaine. I trust I will see you all nominate for a position on the new City of Greater Geraldton Council to enable you to continue your good work.

I also convey my gratitude to our Executive Directors, Managers and the staff of the City. In particular I acknowledge the hard work and dedication of our CEO Tony Brun. The City is a far better place to be as a result of all their hard work and enthusiasm.

*Jan Carpenter*

**Mayor**



## A MESSAGE FROM THE CEO

As the City of Geraldton-Greenough continues to prosper and grow, it works to stay ahead of the expected changes and community needs. After the City's amalgamation with the Shire of Mullewa it is expected a new strategic plan will be developed to incorporate the growing regional community that currently stands at about 40,000 people.

The Joint Structural Reform Committee worked tirelessly to achieve a smooth amalgamation transition with the Shire of Mullewa on 1 July 2011 to form the City of Greater Geraldton. The State Government contributed funding of \$5 million towards the process to ensure it happened with a minimum of fuss.

A recent investibility report for the Mid West forecasts a population of 69,000 by 2021 and more than 86,000 by 2031. The corresponding summary for the gross regional product sits at \$8.5 billion in 2021 and more than \$10.1 billion by 2031 – calculated in 2010 dollars.

Proof of Geraldton-Greenough's rapid growth can be seen in the \$490 million of planning applications processed this year.

Keeping abreast of this, this year two residential structure plans were endorsed, opening up land for subdivision and housing development. This will allow the construction of more than 5,500 new dwellings and the potential generation of almost 600 jobs. Both these plans have been designed to protect and manage regionally significant and remnant vegetation.

Lobbying of the Federal Government over the past two years has paid dividends with Geraldton being chosen as one of only 19 sites nationally, for the second roll out of the National Broadband Network, which is expected to be completed by 2015, aiming to pass about half a million homes.

The City-led, community-owned 2029 and Beyond project, launched last year, has continued to power ahead. A Designing our City forum was held in August and more than 250 people joined urban planning experts to map out a desired and sustainable future for the Greater Geraldton region. The 2029 and Beyond project attracted international acclaim when it was judged fifth from a total of 123 submissions from 32 countries in the Reinhard Mohn Prize 2011 for Vitalising Democracy.

In line with the Sustainable Future City Vision of the 2029 and Beyond project, the City has implemented strategies for reducing energy, water and waste. To this end the City where possible, installs renewable and energy efficient generation systems on City owned assets. Bright Stars Family Day Care premises in Mt Tarcoola have been part of a pilot program and 26 solar panels were installed in June. The projected electricity cost reduction for the day care is about 65 per cent a year; and the carbon footprint is reduced by 8,000kg per year.



Council has formalised its commitment towards financial sustainability with the drafting of the Financial Sustainability Policy, which sets out the ratios and principles the City will use to realise its goal of achieving this for the long term. The current ratio for the new City of Greater Geraldton as at the end of 2011-12 is expected to be 100 per cent.

The City's ongoing promotion of a healthy and active lifestyle has been given a boost with funding from the Community Sport and Recreation Facilities Fund and Royalties for Regions for the redevelopment of the Eadon-Clarke Sporting Complex. The Draft Sporting Futures Report has been carefully prepared with considerable community consultation to guide the development of sporting facilities in the region over the next 20 years. The draft plan will undergo continued assessment before going to Council for endorsement.

In partnership with the Department of Sport and Recreation, 10,000 households were invited to take part in a world-first physical activity program, ActiveSmart. The take up has exceeded expectations, enabling residents to make long term lifestyle changes for the better health of the community.

In closing I'd like to acknowledge and thank all staff at the City of Geraldton-Greenough for their hard work and commitment over the past extremely busy year, we have achieved a lot.

I must say thank you to the outgoing Council and special thanks to outgoing Mayor, Cr Ian Carpenter, for his selfless commitment towards making this City a better and great place to live, work and invest.

*Tony Brun*  
**Chief Executive Officer**





## PLAN FOR THE FUTURE 2009 - 2014

The City's Plan for the Future 2009-2014, in compliance with s5.56 of the Local Government Act, was adopted by Council in July 2009, following a revision of the document adopted the previous year.

The City has four key goals which we use to drive our planning and decision making processes:

# Opportunities for Lifestyle Opportunities for Creativity Opportunities for Prosperity Leading the Opportunities

This Plan has been developed, through community, councillor and staff consultation to ensure a clear direction is mapped out which will lead to improved services and outcomes for the residents of the City of Geraldton-Greenough. It also aims to ensure the Council can continue to provide appropriate leadership in a challenging and changing environment.

As the City prepares to amalgamate with the Shire of Mullewa, it is anticipated that a new strategic plan will be developed incorporating our extended community.



## ELECTED MEMBERS



**First Row:** Mayor Ian Carpenter, Deputy Mayor Neil McIlwaine,  
Cr Gary Martin, Cr Ron Ashplant

**Second Row:** Cr Bob Hall, Cr Vickie Petersen, Cr Terry O'Toole,  
Cr Desmond Brick

**Third Row:** Cr Chris Gabelish, Cr John Sewell, Cr Graeme Bylund,  
Cr Graham Greenway

## 2010 - 2011 Briefing Session Agenda Forum

Briefing Sessions are held every three weeks to provide information on the current council agenda and assist with queries

	Mayor Carpenter	D. Mayor McIlwaine	Cr Hall	Cr Sewell	Cr Ashplant	Cr O'Toole	Cr Greenaway	Cr Brick	Cr Martin	Cr Petersen	Cr Bylund	Cr Gabelish
20 Jul	✓	✓		✓	✓			✓	✓		✓	
10 Aug	✓		✓	✓	✓	✓	✓				✓	✓
31 Aug			✓	✓	✓	✓	✓	✓	✓			
21 Sep		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
12 Oct	✓		✓	✓	✓		✓		✓	✓	✓	✓
16 Nov	✓			✓	✓		✓		✓		✓	✓
14 Dec	✓	✓	✓	✓	✓	✓	✓		✓			✓
15 Feb	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
15 Mar	✓	✓	✓	✓	✓	✓	✓		✓		✓	
12 Apr	✓		✓	✓	✓		✓	✓	✓		✓	
17 May	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓
21 Jun		✓	✓	✓	✓	✓	✓	✓	✓		✓	

## 2010 - 2011 Concept Forum

These meetings are held each month to provide explanation of the strategic direction of key projects

	Mayor Carpenter	D. Mayor McIlwaine	Cr Hall	Cr Sewell	Cr Ashplant	Cr O'Toole	Cr Greenaway	Cr Brick	Cr Martin	Cr Petersen	Cr Bylund	Cr Gabelish
20 Jul	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
31 Aug	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
21 Sep	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
12 Oct		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2 Nov	✓	✓			✓	✓	✓	✓	✓		✓	
7 Dec	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
1 Feb	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
1 Mar	✓	✓	✓	✓		✓	✓	✓	✓		✓	
5 April	✓	✓	✓	✓		✓	✓	✓	✓			✓
3 May	✓	✓	✓	✓	✓		✓	✓			✓	
7 June	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓

## 2010 - 2011 Ordinary Meetings of Council

These meetings are held each month in accordance with the Local Government Act

	Mayor Carpenter	D. Mayor McIlwaine	Cr Hall	Cr Sewell	Cr Ashplant	Cr O'Toole	Cr Greenaway	Cr Brick	Cr Martin	Cr Petersen	Cr Bylund	Cr Gabelish
6 Jul	✓		✓	✓	✓			✓	✓	✓	✓	✓
27 Jul	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
4 Aug	✓		✓	✓			✓	✓		✓	✓	✓
17 Aug	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7 Sep	✓	✓	✓	✓	✓	✓		✓	✓			✓
28 Sep	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
19 Oct		✓	✓	✓	✓		✓	✓	✓			✓
23 Nov	✓	✓			✓	✓	✓	✓	✓		✓	
21 Dec	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
22 Feb	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
22 Mar	✓	✓	✓	✓		✓	✓	✓	✓		✓	
19 April	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
24 May	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
28 June	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓



## ADMINISTRATION STRUCTURE

The City operations and administration is overseen by the Chief Executive Officer in accordance with his duties and responsibilities outlined by the Council, the Local Government Act 1995 and through other statutory legislation.



### DEPARTMENT OF CREATIVE COMMUNITIES

Responsible for Community Development, Community Law and Safety, Economic Development and Marketing, Geraldton-Greenough Regional Library, Queen Elizabeth Centre II and the Geraldton-Greenough Visitor Centre.



### DEPARTMENT OF COMMERCIAL ENTERPRISES

Responsible for the Geraldton Airport, Meru Regional Waste Facility, Aquarena, Land and Property Services, Queens Park Theatre and Midwest and Murchison Family Day Care Services.



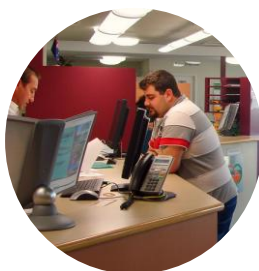
### DEPARTMENT OF COMMUNITY INFRASTRUCTURE

Responsible for City Infrastructure, Planning and Development, Design and Projects, Fleet and Support Services, Parks and Works Operations and Major Projects



### DEPARTMENT OF SUSTAINABLE COMMUNITIES

Responsible for Building Surveying, Town Planning and Environmental Health and Sustainability.



### DEPARTMENT OF CORPORATE SERVICES

Responsible for Financial Services, Information Services, Human Resources, Management Accounting, Governance and Risk and Customer Relations.

## OPPORTUNITIES FOR LIFESTYLE

### WAGGRAKINE RURAL RESIDENTIAL STRUCTURE PLAN

Over 10 years in the making, this Plan was given final endorsement by the Western Australian Planning Commission in March 2011. The purpose of the Structure Plan is to facilitate orderly and proper subdivision/ development in a manner consistent with modern planning and sustainability principles. The Structure Plan responds to the findings of a recently undertaken regional vegetation survey and has been prepared to improve community and environmental outcomes through appropriate subdivision design and also management of remnant vegetation.



### GLENFIELD STRUCTURE PLAN

This Structure Plan's endorsement in February 2011 was the culmination of over 5 years work between the City and the Department of Planning and will now guide land use planning for the eastern portion of Geraldton's northern growth corridor. It is envisaged that this plan will yield over 5,300 new dwellings, which could accommodate an additional 12,000 people and could potentially generate over 570 new jobs. Additionally the Plan proposes a mixed use activity centre; composite business/residential zone; primary school site; and protects over 15 hectares of regionally significant vegetation.

### STATUTORY PLANNING

A total of 452 planning applications were processed during the financial year with a combined estimated value in excess of \$490 Million.

APPLICATION TYPE	NUMBER RECEIVED	ESTIMATED VALUE (\$)
ANCILLARY ACCOMMODATION	7	400,000
COMMERCIAL / RETAIL	54	303,758,952
DEMOLITION	0	0
EXTRACTIVE INDUSTRY	6	260,000
GROUP DWELLING	40	29,528,858
HOME BASED BUSINESS	34	606,600
INDUSTRIAL	47	62,284,063
NEW SINGLE RESIDENTIAL DWELLING	73	26,602,112
OTHER	71	62,996,826
OUTBUILDING	58	2,156,490
RELOCATED SINGLE RESIDENTIAL DWELLING	1	96,000
RESIDENTIAL ADDITIONS / ALTERATIONS	50	2,623,207
SIGNAGE	11	64,500

### REPEAL OF THE WAGGRAKINE GUIDED DEVELOPMENT SCHEME

In April 2009, the City resolved to revoke the Waggrakine Guided Development Scheme on the grounds that the Scheme is no longer considered to be a contemporary or relevant planning instrument. The Minister for Planning formally approved the repeal of the Scheme which will be replaced by a Structure Plan.

### GERALDTON MUNICIPAL INVENTORY

The original Geraldton Municipal Heritage Inventory (the MHI) was prepared in 1997 and acts as a record of the City's heritage places whilst also offering management guidelines for the conservation of those places. Throughout the year the MHI was reviewed with the assistance of the Heritage Council's Midwest Regional Heritage Advisor and was endorsed by Council in June 2011.



### GERALDTON TREE PRESERVATION INVENTORY

Street trees are considered a valued public asset and the City recognises their significance in maintaining long-term environmental sustainability and creating functional aesthetic streetscapes. The Inventory (adopted by Council in September 2010) focuses on trees located on the street verges. Across 15 separate locations, over 224 trees have been identified.

### REGIONAL WASTE SERVICES

The past 12 months have proven to be very eventful for the Meru Waste Disposal Facility (MWDF) with a total of 65 183 tonnes of waste passing through the gates. The City also fared well on the recycling front with an additional 1,260 tonnes of scrap metal traded, together with 268 tonnes of newspaper and 447 tonnes of cardboard. Additionally, over 700 tons of mixed construction and demolition waste and limestone rock and rubble was crushed for reuse and diverted from landfill.

Council adopted a new strategic framework for waste management, with the objective of achieving diversion of at least 50% of waste from landfill within five years. Implementing the strategy will require redevelopment of the Meru site as a resource recovery and recycling centre. The City is investigating alternative waste treatment technologies including waste-to-energy technologies for the future, in line with the State's vision of Towards Zero Waste Landfill.

### YOUTH

The City's Youth 'n' Motion program provides services to an estimated 7,000 residents between the ages of 12 and 25 years, which is 20% of the city's population.





The program is consistent with the Council adopted Youth Policy that every young person has the right to be brought up in a safe, caring, encouraging and challenging environment where they are given the opportunity to reach their full potential in life. Youth are an integral part of the makeup of our community and are tomorrow's leaders.

After 18 months of research and community engagement, the Youth Policy & Strategic Plan was endorsed by Council in March 2011.

The key recommendations that came from this process include:

1. The development of a Youth Services Team;
2. The establishment of a Youth Resource Centre; and
3. The re-establishment of the Youth Coordinating Network (YCN)

In line with these recommendations, the City has re-established the YCN and provides administrative support to the network to assist youth service providers within the Midwest to share resources.

### YOUTH BUS

2010/11 saw a renovation of the Youth Bus resulting in a more professional and appealing mobile youth space. The Youth Bus, a service provided by the City in partnership with the Geraldton Iron Ore Alliance is currently located at the foreshore each Thursday evening and runs a variety of programs at the basketball half court



The official launch of the Youth 'n' Motion mobile youth centre was held on 7 April, during National Youth Week – a week of celebrations that were a collaborative effort between the City of Geraldton-Greenough, Durack Institute of Technology youth work students and local youth service providers.

### MIDNIGHT BASKETBALL

Two Midnight Basketball tournaments were held in 2010/11 with guest team managers State Basketball League players, Daniel Thomas and Michael.

The Midnight Basketball program has been very successful. The program is a national social inclusion program to assist youth in identifying and embracing positive opportunities. The program provides dinner, a compulsory life skills workshop and tournament basketball games.

Midnight Basketball program provides young people with the following:



- A safe, healthy and positive environment at times when they may be vulnerable to harmful and anti-social behaviour.
- Opportunities to combat drug, alcohol and physical abuse
- Encouragement to participate in mainstream society and their local community.
- Positive role models and the reinforcement of the importance of self-esteem amongst young people.
- Diversion from the risk of anti-social and criminal behaviour.

This program is funded by the City of Geraldton-Greenough in association with Midnight Basketball Australia, the Department of Sport and Recreation and the Attorney General's Office.

### **CCTV PROJECT**

In addition to the 34 cameras installed last year throughout the CBD, Foreshore, West End, Chapman Road and Durlacher Street, a further 12 cameras have been installed at the Queen Elizabeth II Seniors and Community Centre, Geraldton Regional Art Gallery and the HMAS Sydney Memorial. Cameras have been upgraded to new high definition format to allow for even clearer recording.

The City continues to provide recording services through its server with live monitoring being undertaken by the Geraldton Police Station.

### **QEII SENIORS AND COMMUNITY CENTRE**

The QEII Seniors and Community Centre is owned and managed by the City of Geraldton-Greenough to promote active, healthy ageing and quality of life for seniors in the region with funding support for programs from the Department of Communities.

In 2010/11 31 regular senior groups used the facility, with approximately 500 seniors attending the centre on a weekly basis.

In addition, the Centre also coordinates the provision of information and other resources to assist and inform seniors on a range of issues including health and ageing, physical activity, law, education and personal wellbeing.



## AQUARENA

Activity levels at Aquarena have been consistent with past years, with continuing support from the Water Polo Association, Geraldton Amateur Swimming Club, Aussie Masters, and the broader community.

In 2010/11 a range of maintenance problems emerged, requiring City investment. The indoor centre return air fan was replaced with a stainless steel model which will last for up to 10 years. New water saving shower heads and tap timers have been installed in the change rooms and a water tank, catching grey water from the showers has been installed along with an under-lawn irrigation garden watering system. The filter sand medium for all of the pools - a total of 52 tonnes – was replaced. Three large shade structures have been replaced outdoors. More shade structures will be replaced next year. The new crèche building is expected to be onsite by November 2011.

To enable important preventative maintenance to be carried out on the indoor centre, the City will close the Aquarena during winter 2012. Corrosion has become a growing problem with the steel structure of the building and closure is necessary to allow the pools to be emptied so that the steel structure can be sand blasted, treated and repainted. A program of essential work will be prepared before the end of 2011 and major user groups will be consulted as to the timing of the planned closure.

## ENVIRONMENTAL HEALTH

Environmental Health Officers provide surveillance on a number of activities including: food Safety, public buildings, health hazard management, planning healthy communities, and other regulated activities. The team also promotes and encourages the Food Stars program.

During 2010/11 the Environmental Health team carried out the following inspections.

Statutory Compliance Activity Monitored	Inspections	Inspections
	2011	2010
Food Businesses	448	467
Caravan Parks	5	6
Hairdressing and Beauty Establishments	31	26
Lodging Houses and Accommodation	23	29
Offensive Trades and Fish Processing	0	4
Pest Control Operators	4	6
Pet Meat Processors	2	6
Community and Commercial Public Buildings and Entertainment Venues	91	93
Skin Penetration / Tattooists	24	22
Soil Labelling	2	2
Abattoir Animal Carcass Inspections	18542	17506
Health related complaint investigations	244	208
<b>TOTAL</b>	<b>19, 416</b>	<b>18, 375</b>





### **ENVIRONMENTAL SUSTAINABILITY SERVICES**

The City supports the following best practice, local environmental sustainability initiatives:

- Biodiversity conservation and natural resource management
- Implementing strategies for reducing Energy, Water, and Waste
- Implementing Climate Change Adaptation actions and awareness and understanding
- Partnering community groups and agencies to support coastal and biodiversity programs
- Corporate Environmental Sustainability Strategy
- Proposed Towards Million Trees project – aims to plant 1 million trees by 2013
- Renewable and Energy Efficiency projects – to install energy generation systems on City owned assets and improve energy efficiency in facilities.



## RANGER SERVICES

The City of Geraldton-Greenough is fortunate to have a team of committed Rangers who work under good process to ensure a safer community for our residents. Over the year the Rangers have attended to 1849 jobs in response to public complaints including animal control, parking, fire prevention, litter control, camping, crime prevention and emergency management. In 2010/11 the Community Law and Safety Rangers have undergone significant training to ensure they have the ability and skills required to provide support to our community. City Rangers now hold a Certificate IV in Local Government (Regulatory Services) and are trained in the use of quad bikes, firearms and 4WDs.



The number of uncontained dogs in 2011 has decreased by 18% since 2010. A large part of a Ranger's duties is the enforcement of the Dog Act and whilst Rangers provide animal control services, the City relies on residents to keep their dogs and livestock effectively contained. The City of Geraldton-Greenough works closely with the Geraldton Dog Rescue to rehome unclaimed animals.

In 2010/11, the City has increased its parking patrols ensuring equitable access to parking. The City has installed additional signage and parking directions along Foreshore Drive to assist the community in identifying suitable parking provisions for their needs.

## COMMUNITY SAFETY

The City of Geraldton-Greenough works with a number of local agencies in improving community safety and security. The Community Law and Safety department provides administrative support to the Local Emergency Management Committee and the Community Safety Crime Prevention Committee.



As a result of the commitment and dedication of committee members, the following were achieved in 2010/11:

- Western Australian High Commendation in the Australian Safer Communities Awards for the Operation Torch DVD.
- Operation Fokker DVD Development
  - Both Operations Fokker and Torch were field emergency exercises for our local agencies.
- Business Crime Prevention Workshops.
- New Community Safety Crime Prevention Plan.
- Updated and Maintained Emergency Arrangements.

New technology has enabled Rangers to better identify issues of non-compliance with regard to fire prevention. The City's 'first and final notice' fire prevention brochure is circulated annually to assist the community in understanding its responsibilities in complying with the Bush Fire Act.

The City of Geraldton-Greenough Bush Fire Brigades of Moonyoonooka, Waggrakine, Walkaway and Cape Burney provide invaluable services to our community and with another busy year ahead for these brigades, land owners are reminded to be prepared and follow the measures outlined in the 'first and final notice' brochure which need to be maintained until 1 May 2012.

The City will soon launch an Annual Community Safety Day during the Sunshine Festival. A first of its kind, this event will showcase the safety efforts of local agencies and organisations in the Geraldton-Greenough area.



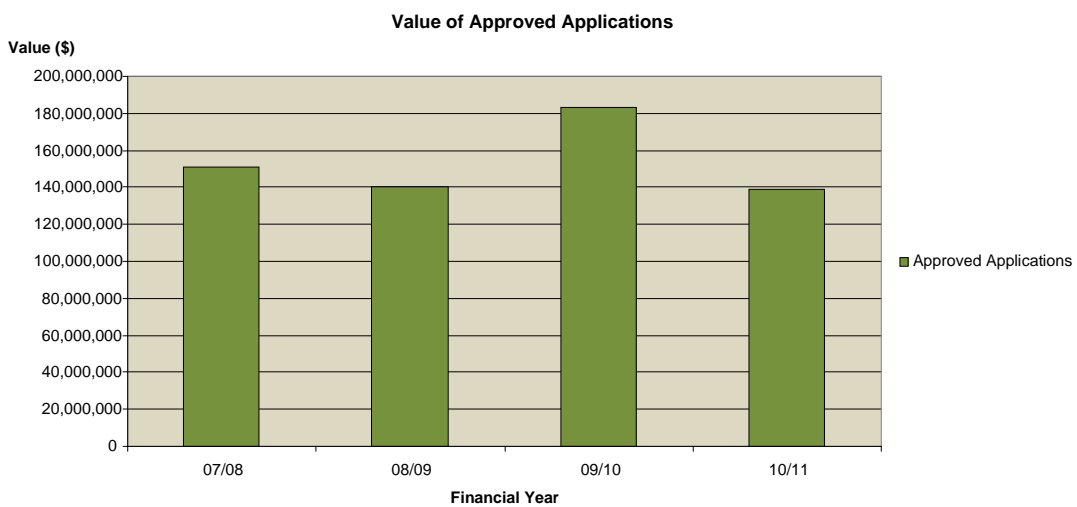
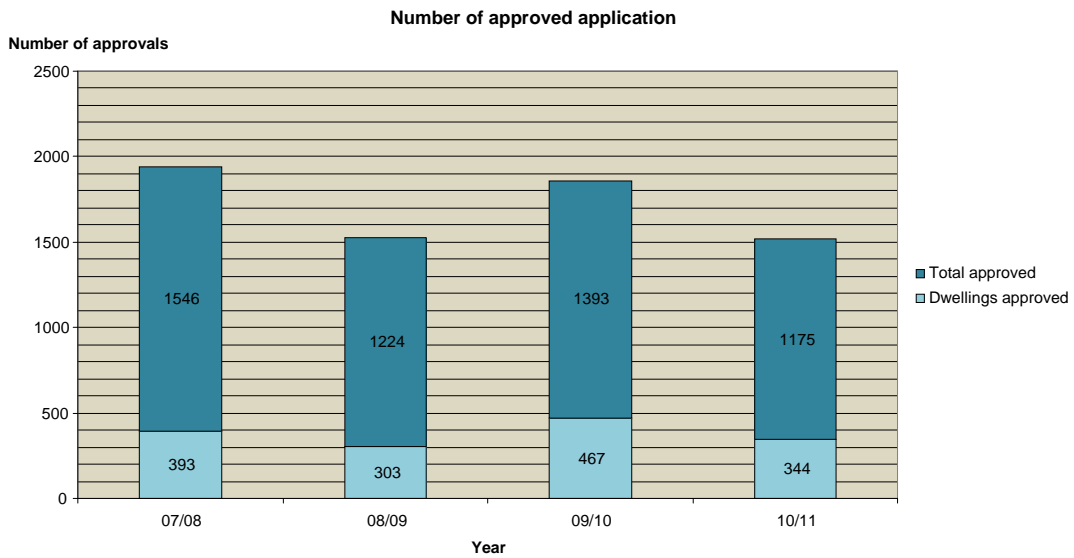


## BUILDING SERVICES

The City's building services team provide advice and assist customers with building related matters such as building licence applications and on-site inspections. This also includes assisting with sign and demolition licences and responding to public safety concerns in relation to defective and dangerous buildings.

Despite the economic downturn, the City continues to see a significant number of building licence applications, 1175 applications were approved over 2010/11 at a value of \$138,900,000. This figure is down slightly from last year but is still considered healthy in the current economic climate. The number of dwelling approvals has remained steady over the year.

The following graphs show the number of approved applications and the value of these applications between 2007 and 2011.



The City is working with the Master Builders Association on a joint project entitled the 'Build it Better Committee'. The main objective of this project is to encourage building methods that improve energy efficiency and sustainability in our built environment. The committee aims to:

- Successfully demonstrate a partnership approach to generating change towards sustainability.
- Reduce our community's vulnerability and the risks related with environmental change and resource shortages, through increasing the energy, water and resource efficiency of buildings.
- Grow the diversity, strength, size and capacity of the local economy, through a demonstrated increase in the dollar value of products and services procured and manufactured locally.
- Ensure appropriate development with no net loss of environmental assets or services, for example through over-extraction, pollution or physical degradation. This means taking into account local constraints and opportunities related to building materials, recycling and re-use biodiversity conservation, renewable energy generation and water conservation and re-use.

The City continues to meet regularly with the local Master Builders Association via a working group to share views, identify improvements and to inform and educate colleagues, all in the interests of giving the consumer a quality product for one of their single biggest investments.

The state government will soon introduce a new Building Act, the Act facilitates the owners of land or buildings to use a private building surveyor to advise on, adjust and certify drawings and documents before applying to local government for a building permit. Owners will also continue to have the option to use local government for these services prior to a permit being issued.

There will be new application forms and check lists created to assist applicants along with explanatory documentation available prior to the implementation of the new Building Act and associated legislation. In the meantime information is available on the Building Commission website:

[www.buildingcommission.wa.gov.au/bc/Building\\_Act\\_Information.aspx](http://www.buildingcommission.wa.gov.au/bc/Building_Act_Information.aspx)



## BRIGHT STARS FAMILY DAY CARE

Bright Stars Family Day Care (BSFDC) was accredited for the fourth consecutive time this year with High Quality in all Six Principles as part of the National Family Day Care Quality Assurance process.



BSFDC attracted 21 new educators to the service this financial year. As of June 2011 there were a total of 41 educators engaged.

BSFDC expanded further into the region by taking over a number of services operating in the Pilbara as a result of the closure of the Pilbara Family Day Care Scheme. BSFDC is now the most northern based Family Day Care Scheme in WA.

In addition to the Geraldton-Greenough area the service operates in the following towns: Port Hedland, Wickham, Karratha, Tom Price, Carnarvon, Denham, Dongara, Kalbarri, Morawa, Mingenew and Three Springs.

In November 2010, Bright Stars organised a Family Day Care Conference. The two day conference, open to all educators and support staff was supported by the Department of Education, Employment and Workplace Relations, Department of Communities and the Professional Childcare Support of WA.

Nationally, Family Day Care will be transitioning to a new phase as of January 2012 with the introduction of new national regulations. Family day care schemes, rather than individual licensed educators, will be approved and rated under the National Quality Standard, with new staff-to-child ratio requirements and new qualification requirements to apply from 1 January 2014.





## PHYSICAL ACTIVITY PARTICIPATION PROGRAM

The City has been involved in a world-first physical activity participation program, ActiveSmart, based on the internationally recognised, proven and successful strategy used by the TravelSmart program. The program uses tailored information, resources and personal contact to motivate and encourage households to participate in physical activity.

Ten thousand households have been invited to participate in the

program which is a partnership with the Department of Sport and Recreation. The aim of the project is to encourage residents of the city to become more active and to provide a diverse variety of activities that will enable residents of all backgrounds to make long term lifestyle changes for the better health of the community.

The program will be reviewed in November to assess what long term physical activity benefits it may have on the community.

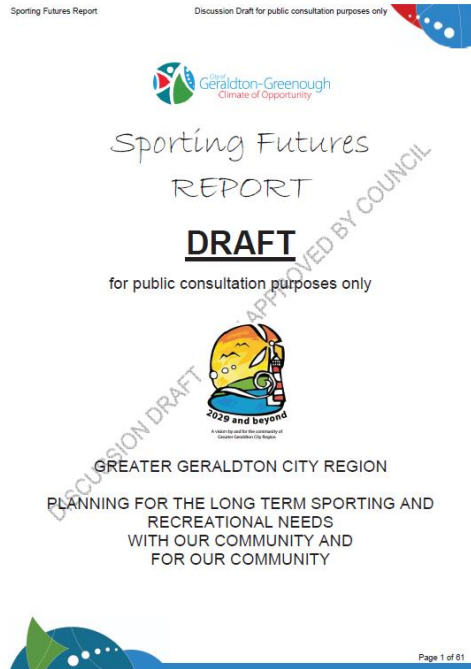
## DRAFT SPORTING FUTURES REPORT

The Draft Sporting Futures Report has been prepared to provide a comprehensive overview of proposed sporting facilities required for the sporting community within the City of Geraldton-Greenough. It details proposed priorities within the overall strategy that will guide the development of facilities over the next 20 years.

There has been comprehensive public consultation as to the purpose of the report, the principles that will guide the decision making on the priorities of the projects contained within and the projects themselves.

At this stage, the Report is in a draft form while further assessment and analysis of individual projects is undertaken to allow accurate comparison of each and to determine which has the highest priority.

Continued assessment and analysis of individual projects, including full lifecycle costing and likely grant funding, will be undertaken before the final report is presented to Council for endorsement.



## EADON-CLARKE SPORTING COMPLEX REDEVELOPMENT

With funding from the Community Sport and Recreation Facilities Fund and Royalties for Regions, the redevelopment of the Eadon-Clarke Sporting Complex commenced in November 2010. Stage 1 preparations for the redevelopment included:

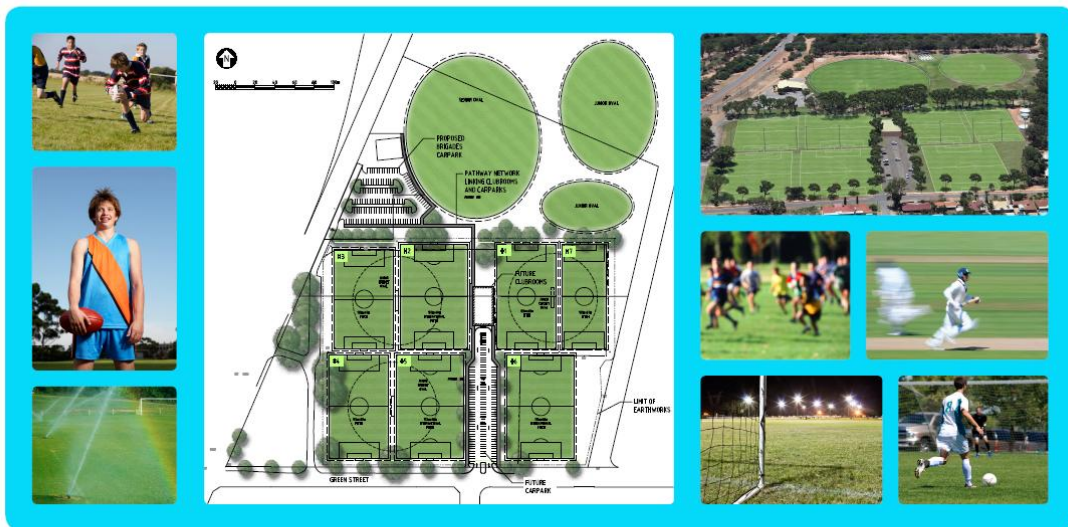
- Site works and ground levelling
- Reticulation upgrade
- Returfing of the playing surface
- Power upgrade and flood lighting infrastructure
- Cricket Pitch Installation
- Driveway and car parking
- Realign Brigades Football Club ticket box
- Fencing

The City was also successful in securing funding for the relocation and upgrade of the Eadon-Clarke Sporting Complex cricket nets, part of the Eadon-Clarke Reserve Sport and Recreation Facilities Master Plan. The project was completed in early 2011 and has been a fantastic addition to the Eadon-Clarke Sporting Complex.

Redevelopment works are due to start in August 2011 with the project scheduled for completion in late 2012 / early 2013.



## EADON-CLARKE SPORTING COMPLEX REDEVELOPMENT



The Eadon-Clarke Sporting Complex Redevelopment is funded and supported by



## OPPORTUNITIES FOR CREATIVITY

### INTERIM COMMERCIAL ACTIVITY CENTRES STRATEGY

The principal purpose of the strategy is to provide a broad regional planning framework to coordinate the location and development of shopping and associated commercial activities in the City. This strategy focuses on the location, distribution, broad design criteria and staging of development for commercial activities at a regional and district level. The strategy was endorsed by the WA Planning Commission in May 2011.



### COMMUNITY GRANTS

City of Geraldton-Greenough offers 1% of the value of its rates revenue by way of Community Grants.

During 2010/11, 86 Community Grant applications were received with a total of \$244,460.00 being distributed for community projects valued at \$2,896,916



### AUSTRALIA DAY 2011

Geraldton was once again the perfect playground for thousands of patriotic and passionate Aussies celebrating Australia Day on Wednesday 26 January. The 2011 Australia Day program had a diverse range of activities and events, offering something for all ages, interests and cultures to enjoy from 8am to 11pm.

It has been estimated that between 8,000 and 10,000 people participated in the day's events along the Geraldton Foreshore. The Youth Concert was a resounding success with local youth providing the supporting acts for nationally acclaimed band 'British India'.

The 2012 Australia Day celebrations will again be the highlight in our social calendar for all people throughout the Midwest region. The program will begin with the presentation of awards at 9am continuing through the day with a kids' beach party, youth concert, seniors' afternoon tea and the Market Creations family concert and fireworks.



### **STREETBALL CLASSIC BASKETBALL TOURNAMENT**

The inaugural Australia Day 3 on 3 Streetball Classic Basketball Tournament was held in 2011 with 7 teams participating on the half court at the Foreshore. Though the temperature was hot, the action on the court was hotter with teams ranging in ages from 12 – 35 competing to be the champions of Streetball in Geraldton.

Support received from players and the large crowd of spectators indicate that this year's event is just the beginning of an event that will form a feature of future Australia Day celebrations in the City.

The 2012 Australia Day 3 on 3 Streetball Classic Basketball Tournament is set to be an even bigger success with increased participation, sponsorship, promotion and volunteer support.



### **HARMONY WEEK**

Harmony Week celebrations were a time to recognise and celebrate cultural diversity within our community. The events held were designed to develop greater cultural awareness and understanding between the various cultural and religious backgrounds within Geraldton-Greenough. The City partnered with the Midwest Multicultural Association to showcase the talents, arts, crafts and cultural food to bring the community together and united them with fun, laughter and music.

A Harmony Dinner was held on Saturday 19 March with over 200 people enjoying an international meal, entertainment from the Maori community, Geraldton Mabuhay Cultural Association, Indian and Indonesian communities, and the Samarkand Sirens belly dancers was enjoyed in the lead up to the headliner act - Perth band, LC Salsa. The host for the evening was Dr Hari from the Indian community.

Harmony celebrations continued on Sunday 20 March at Stow Gardens on the Geraldton Foreshore.

Local indigenous band, Red Ochre, who has been on the Tamworth music festival program for many years, set the scene for the relaxing and social Harmony celebrations followed by performances from local language students, Dreams of Kazbah belly dancers, Geraldton Mabuhay Cultural Association, Indian Bollywood artists and LC Salsa.

School displays, Japanese cultural displays and work from local community artist Shah Jackey provided a variety of interactive sights, sounds and information - followed by a 'Parade of Nations' national costume parade.



### **GERALDTON REGIONAL LIBRARY**

In November 2010 the Library was successfully relocated to 37 Marine Terrace, the site of a former supermarket. The project received significant funding support from The Commonwealth Regional and Local Community Infrastructure Program; Royalties for Regions Country Local Government Fund and Mid West Regional Grants Scheme; Mid West Development Commission and the Department of Culture and the Arts.

The relocation was on time and within budget, thanks to the hard work and planning of Library staff and project leaders.

The new premises opened to a warm reception from the community, who embraced the longer opening hours as well as the implementation of Radio Frequency Identification (RFID), which allows patrons to issue their own items.

The building was officially opened by the Hon Simon Crean MP, Minister for Regional Australia, Regional Development and Local Government; Minister for the Arts on 16 December. The State Librarian, Margaret Allen also attended the event.

Since opening, the Library has been extremely busy, with increased usage in all areas. A comparison which was made between the first six months of opening and the previous six months revealed that new memberships showed a 91% increase, Issues were up by 7%, Inter Library loans increased by 30% and visits to the Library increased by 20%

The new premises, located in the heart of the CBD, boasts a dedicated Wi-Fi area, a larger floor space, two meeting rooms, a well-planned Heritage Services area, an appealing space for children's activities, two entrances and a carpark at the rear of the premises.

## LIBRARY PROGRAMS

The Library continues to offer the Better Beginnings programme to families with young children. Each baby born in Geraldton receives a gift of a board book, and an invitation to attend a presentation at the Library. At this session parents are encouraged to read to their young children and are given information about the services and resources available at the Library.

The Library participated in a pilot programme called Better Beginnings Plus which was conducted by the State Library of Western Australia. Families of children in Kindergarten and Pre-Primary in five nominated schools were targeted. Each child in these years received a kit which contained a book, and families were invited to attend presentations which encouraged families to read with their children in the home.

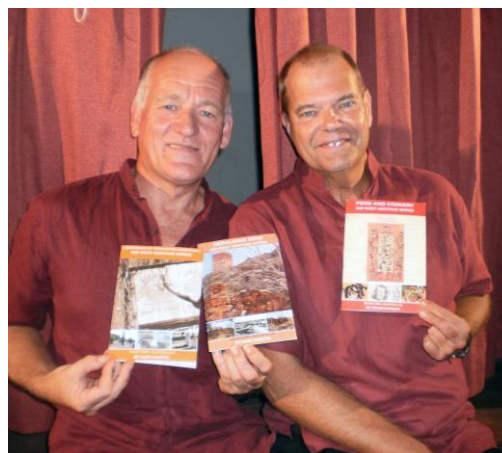
Dainne Wolfer, author of the award winning "Lighthouse Girl" spent two days visiting schools in Geraldton-Greenough as part of Children's Book Week. Ms Wolfer was also guest speaker at the Randolph Stow presentation night.

The weekly Rhyme Time, and twice weekly Story time sessions continue to attract up to 30 young children and their families per session, who often stay after the sessions and form friendship groups.

## MIDWEST HERITAGE SERIES

The City's Heritage Services department continued its publishing project when it launched four more titles in the Midwest Heritage Series – The Geraldine Mine, Cemeteries of Geraldton-Greenough, Cray fishing the Batavia Coast and Food and Cookery.

The aim of this project is to publish a series of booklets on historical topics specific to the Midwest Region. To date, seven titles have been published and are available from the Library bookshop.



## BIG SKY READERS AND WRITERS FESTIVAL

In September, the Library held the sixth annual Big Sky Festival, which was combined with the Big Ideas Festival, an initiative of the 2029 and Beyond Project.

Once again, guests from throughout Australia travelled to Geraldton to take part in workshops, discussions, performances and social events. Big Sky is developing a reputation among literary circles as well as attendees for its well organised, relaxed atmosphere, where everyone is made welcome.

Guests included Dr Richard Walley, Andrea Goldsmith, Russell Blaikie, Paul Murray, Terry Serio, Carmel Bird, Natasha Lester, Amanda Betts and Robyn Mundy. The festival also attracts significant funding from writingWA, Australia Council for the Arts, Fremantle Press as well as the local business community.





### **RANDOLPH STOW YOUNG WRITERS AWARDS**

The Geraldton Midwest Regional Group of Australian Library and Information Association together with the Geraldton-Greenough Regional Library first introduced the awards twenty one years ago to encourage students' creative talents in the art of poetry and prose writing. Since then, the Randolph Stow Young Writers Award (RSYWA) continues to be a very successful and on occasion, very competitive competition. This year the committee received more than 650 entries from students across the Midwest region.

Nagle Catholic College hosted the award evening with more than 40 awards presented across 10 categories of poetry and prose. The awards attracted approximately \$1700 in sponsorship from local organisations, politicians and individuals.

### **RECONCILIATION ACTION PLAN**

In May 2011, the City became the second only Local Government in Western Australia to have a Reconciliation Action Plan [RAP]. The Reconciliation Action Plan is a tool to assist with building positive relationships between Aboriginal and non-Aboriginal people. It provides a framework for the future, detailing steps and priorities to achieve equality. It endorses the vision of our nation recognising the culture of Aboriginal people and provides equal life opportunities for all. The City's focus is to engage and consult with the Aboriginal community on key aspects to develop a unified community that is thriving towards a sustainable future.



**Reconciliation**  
**A U S T R A L I A**  
**RECONCILIATION ACTION PLANS**

The City of Geraldton-Greenough aims to meet cultural protocols with traditional owners, to have an understanding of Aboriginal history and the preservation of Aboriginal heritage and significant sites in the Midwest region. The RAP enables the City of Geraldton-Greenough to take a lead role in fostering reconciliation.

## COASTAL PROJECTS

The City has continued to work with community groups on coastal projects at Drummond Cove, Bluff Point, Sunset Beach, Point Moore and Cape Burney. Projects and events focus on protecting and rehabilitating the coastal environment, providing interpretive signage and hosting clean-up and education days. Significant studies and reports received by Council during the year include the Point Moore to Tarcoola Beach Foreshore Master Plan and the Coastal Processes Study. A Sediment Pathways study is due for completion this year.



An exciting program which commenced this year is the Geraldton Beach Monitoring Program which aims to capture photographic profiles of beaches up and down the Geraldton coastline, using social media to circulate information to the public. Information is available at [www.flickr.com/groups/gbmp](http://www.flickr.com/groups/gbmp)





## THEMED WALK TRAILS



With the support of interpretive signage, visitors can follow a series of themed self-guided walk trails around Geraldton.

Working with consultants and supported by Royalties for Regions funding through the Mid West Development Commission, the City has developed 48 interpretive signs for five trails illustrated with historic photographs and text.

The five trails cover Bluff Point, West End, Marine Terrace, the Waterfront and Foreshore and Victoria Hospital. Each trail circles around to end where they start, visiting well known – and not so well known – sites; chronicling the founding of Geraldton and Champion Bay in 1939 and taking participants on a journey through time to the present. Interpretive panels detail the history of European settlement, Aboriginal use of certain areas, development of buildings, tell lost stories, unearth secret places and expose which was there and how to enjoy what is still there.

## BOOTENAL SPRINGS INTERPRETATION

Following from a history of the spring by local historian Stan Gratt in 2005 and a cultural heritage interpretation plan in 2007, considerable thought has been given to an interpretation of the site. A theme of 'Explore, Observe, Respect' has been developed.

In April, the interpretation consisting of 11 stainless steel discs, each quoting historic records and oral history and attempting to expand on the contested stories of the place was officially launched. Visitors are encouraged to explore the area and find the discs which are on concrete plinths in the ground. The concrete and steel also serve a practical purpose as the area is prone to flooding.





## THE GERALDTON REGIONAL ART GALLERY

Operated in partnership between the City and the State Government, via Art Gallery WA, the Geraldton Regional Art Gallery launched the inaugural Mid West Art Prize on in March. With \$45,000 worth of non-acquisitive awards this is one of the richest art prizes in West Australia.



The City of Geraldton-Greenough sponsored an overall award for excellence and further sponsorship was forthcoming from local and State industry groups and individuals including; Minerals and Metals Group/Golden Grove, Worley Parsons, Humfrey Land Developments, Yamaji Art, Grant Woodhams MLA, Eastman Poletti Sherwood Architects, GWN7 and The Guardian Newspaper.



The opening was attended by over 400 people and included an address by Dr Stefano Carboni during the VIP launch for sponsors and artists. Open to artists from throughout the State, over 350 works were submitted for consideration from which 64 works were selected for final exhibition. This

Art Prize contributed to an overall 20% increase in attendances as compared to 2010.

The Gallery continued to work closely with local indigenous artists with the third annual Yamaji exhibition entitled "Connected 2 Place" opening in June.

## OPPORTUNITIES FOR PROSPERITY

### NARNGULU INDUSTRIAL BUFFER PRECINCTS C AND D STRUCTURE PLANS

During the financial year these two Structure Plans were finalised which will accommodate industry in the buffer areas of the Narngulu industrial estate.



### GERALDTON AIRPORT TECHNOLOGY PARK DESIGN GUIDELINES

It is envisaged that new development at the Geraldton Airport will form part of a sophisticated technology park that supports a strategic aviation hub and provides a range of aviation and non-aviation services and employment opportunities to the Geraldton-Greenough area and beyond. The design guidelines (adopted in July 2010) encourage proponents to produce environmentally sensitive, contemporary buildings of a high design quality that will add to the corporate image of the tenant and to the overall vision of the Geraldton Airport as a premier commercial address.

### GERALDTON REGIONAL AIRPORT

Passenger movements through the airport exceeded 105,000 in 2010-11. This reflects continuation of the growth trend in Midwest air travel, with passenger movements consistently increasing by more than 5% per year over the past five years.

In February 2011 deregulation of the Western Australian coastal route enabled the introduction of competitive air services to the Midwest region with opportunities for additional air carriers to commence services to the region.

In June 2011 the City was approved by the Federal Office of Transport Security for passenger and checked baggage security screening and became a screening authority.

SkyWest Airlines commenced jet passenger services on 3 June 2011, travelling between Geraldton and Perth and a weekly international and Pilbara service to Bali via Port Hedland was introduced at the end of June.

The Greenough terminal was extended to create a new secure departures lounge and to accommodate the state-of-art baggage security screening equipment. The state government provided financial assistance under the Regional Airports Development Scheme for this development. A grant of \$559,500 was received from the Federal Government to offset the cost of the security screening equipment.

Recognising the significant growth of Midwest air travel demands, in June 2011 the State Government provided the City with a \$240,000 grant for the development of construction design plans and specifications for a new 2600 metre main runway to accommodate larger jet aircraft in anticipation of future airport expansion.

The development of a new Airport Master Plan has progressed, with the master planning review report completed in 2010-11. A proposed new Airport Master Plan will be considered by Council in September 2011 and will be provided to aviation stakeholders and the community for further consultation, prior to formal adoption by Council.

Other initiatives this year included the installation of Flight Information Display monitors in both the main terminal and the secure departure lounge and the installation of an aircraft landing camera system to record landing information for landing fee billing purposes.

The building of a new airport maintenance shed has been commissioned and is due for completion in November 2011. The development of paid car parking stations for both long and short term parking will commence in September 2011 with the completion of short term paid parking and enhancement of long term car parking areas expected in 2011-12.



On 21 November 2011 QantasLink will commence services between Geraldton and Perth and it is anticipated that the resource industry will increase the fly in fly out services, with continuing growth of the iron ore industry in the Midwest region.

#### **ECONOMIC DEVELOPMENT**

The City in partnership with Geraldton Newspapers and local businesses produced 280,000 'Geraldton Take a Fresh Look' brochures in the West Australian in October 2010. The brochure is part of the marketing programs undertaken in 2010/11 which are designed to challenge Perth and regional areas within the State to take a fresh look at Geraldton. Other marketing efforts have included television advertising and e-Marketing such as:

- Discover Australia
- Getaway
- Mercurio's Menu
- Post Cards WA
- Home in WA
- Website and Social Media
- Weekly e-newsletters and weekend activity sheets.

The City completed a submission to the National Population Strategy which is a Federal Government initiative aimed at ensuring future population growth is sustainable.

Geraldton and Pilbara businesses were surveyed to gauge the number of local businesses currently providing services to the Pilbara. Over half the businesses surveyed reported strong growth potential with the Pilbara. The results of the survey will be used to measure potential demand for air travel between the two regions.

The City financially supported the Mid West Procurement Officer position at the Mid West Chamber of Commerce and Industry to improve local business opportunities with major project proponents. The City as a key stakeholder is part of the Management Group overseeing this initiative.

The City financially supported the Mid West Small Business Centre to assist small business start-ups.



In 2010/11, the City continued to build current and future sister city relationships with local government agencies in Japan, China and Indonesia.

The City continues to promote the region to the rest of the world and this year, has converted economic and tourism brochures into Mandarin for major project investors and visitors from China while agriculture brochures were produced to promote the vast opportunities in agriculture business development.

Fly in Fly Out brochures were also produced to promote the opportunities for major mining companies to relocate their workers to Geraldton.

The Midwest Investability Report was completed this year providing economic, demographic and population projections to 2031 and the City conducted the 2010/11 Community Satisfaction Survey which showed an increase in community satisfaction with the City from survey results in 2007/08.

### **TOURISM**

The City advocates and promotes the regions tourism attractions, tours and facilities as a whole by:

**Co-Branding** – This involves aligning tourism and destination marketing strategies of the City of Geraldton-Greenough, Geraldton Visitor Centre and tourism operators under one brand. In October 2010 the City launched the ‘Geraldton-Take a Fresh Look’ tourism destination campaign, followed by the introduction of the campaign’s Facebook strategy in February.



**Direct Marketing** – 60,000 comprehensive visitor guides, 70,000 maps and a host of brochures were produced and distributed both locally, regionally (around the State) and internationally in the last 12 months.

**Press Advertising** – adverts were placed in Scoop Traveller, SkyWest Out There magazine and Australia’s Coral Coast Holiday Planner, which covered metropolitan, business and interstate tourism sectors.

**Events** - The City has supported and facilitated many events and activities that promote Geraldton as a great tourism destination – internationally and state-wide. These include the high profile international Clipper Round the World Yacht Race.

**Increased Visitors to the region** - There were 69,833 visitors recorded by the Geraldton Visitor Centre this year which is a 12% increase in last year’s numbers. During Easter, the City’s accommodation experienced overflow issues - a first for Geraldton and an indication of the City’s rising popularity.

The City continues to introduce new improvements and initiatives to encourage tourism operators to work together - including the very popular 'Tourism After Hours' held bi-monthly.

A Geraldton Cruise Ship Strategy has now been completed and the City is working with the Geraldton Port Authority to fund a dedicated cruise ship officer position commencing in 2011-12.

The City is pleased to again be recognised as the second highest port for satisfaction by cruise ship passengers in 2011.



## LAND AND PROPERTY SERVICES

This year the City continued to develop concept plans for major land developments at the North West Coastal Highway precinct and Boyd Street.

Successful land sales were conducted on four properties giving the City a return of \$745,000. Two major land acquisitions were made this year - the former Beaufort site on Chapman Road which has been identified for future car parking and 24.756 hectares of land for the Geraldton airport runway extension.

Town Planning Scheme amendments to residential zoning for the Olive Street reserve and Boyd Street developments have been endorsed by Council and submitted to the WA Planning Commission for approval with the Cape Burney land development to follow in 2011-12 after the completion of study assessments.

In 2011-12, project coordination will continue with various studies in geotechnical, environmental and civil engineering assessments to support scheme amendments and development plans to the North West Coastal Highway Precinct, while Stage 1 of the Airport Technology Park will undergo road and utilities development following tender processes.





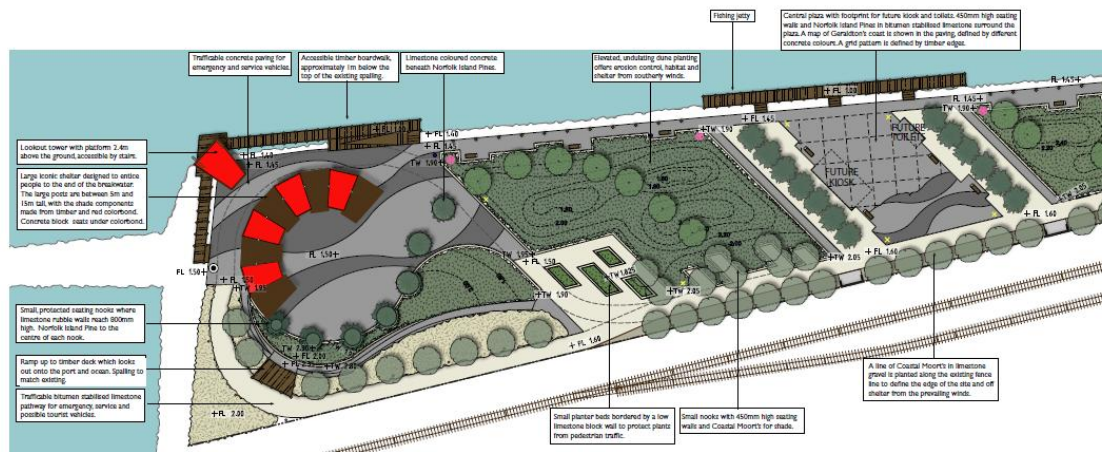
## FORESHORE REVITALISATION

One of Geraldton's main attractions, the Foreshore is a popular location for residents and tourists. This year the City has continued to improve the area with the addition of beach shelters and BBQ facilities before Christmas 2010.



Gym equipment has also been installed providing a unique way to integrate exercise with the stunning views from the Foreshore.

## EASTERN BREAKWATER



The Geraldton Foreshore is an iconic attraction for our city and the Midwest region. It attracts tourists travelling by land and sea and is well-frequented by local residents. With future growth and as economic activities in the Midwest region increase the City plans to further develop the Foreshore to meet the growing demands placed upon it.

An opportunity now exists to reinvigorate the south-western area adjoining the current Geraldton Foreshore. The enhancement of this otherwise isolated precinct would bring much needed amenities and facilities to the area, reduce pressure on the existing Foreshore amenities and provide valuable linkages to the Point Moore precinct. This area, known as the Eastern Breakwater Precinct, is anticipated to cost \$4.25M and is expected to be completed in August 2012.

The community viewed the concept designs during a 45 day public consultation period and grant funding for the project was officially announced on 18 July 2011.

## LEADING THE OPPORTUNITIES

### CUSTOMER RELATIONS

A new team within the City, Customer Relations will focus on both internal and external customer service.

The City has engaged Customer Service Benchmarking Australia again in the April-June 2011 quarter to measure customer service provided on the telephone by the City. The results are benchmarked against a total of 54 councils across Australia. The individual report is used to compare performance to last year and pinpoint opportunities for improvement.

In 2011-12 the City will put in place a renewed Customer Service Strategy including a Customer Service Charter, a refined complaints process, customer service training and the implementation of consistent customer service standards.

### CITY OF GERALDTON-GREENOUGH PEOPLE PLAN

The City of Geraldton-Greenough People Plan is a strategic framework for the City's management of its people resources and the use of these resources in delivering services and strategic outcomes that meet the organisational goals of the City.

The People Plan summarises the people strategies required to support the achievement of the City's Plan for the Future and the key inputs to the strategies chosen.

This plan outlines:

- Where the City aims to be by 2015 in regard to its People Management Plan
- The current People Management strategies of the City
- Contemporary People Management strategies necessary to align to the City's Plan for the Future
- Actions that will be necessary to be completed in order to meet the objectives of the People Plan





## STATUTORY REQUIREMENTS

### RECORDS STATEMENTS

The City of Geraldton-Greenough submitted its Record Keeping Plan on 5 December 2008 as required under the State Records Act 2000. Our plan will be reviewed on 5 December 2013.

As part of the induction process, new councillors and staff are made aware of the legislation and their responsibilities towards compliance.

### DISABILITY ACCESS AND INCLUSION PLAN (DAIP)

A requirement of the Disability Services Act (1993, amended 2004), the City has a Disability Access and Inclusion Plan (DAIP) that outlines the ways in which it ensures that people with disabilities have equal access to its facilities and services. The City of Geraldton-Greenough recognises its responsibility to provide adequate means of access to information, functions, facilities and services for all persons.

Progress to 30 June 2011 includes:

- A beach wheelchair is now available from the Geraldton Rest Centre, located on the Foreshore improving beach access to people with mobility restraints.
- Partnering with the Disability Services Commission, the City participates in the 'You're Welcome WA' access project. This project will produce a database of public facilities and reserves, rated for their accessibility. The information is available at [www.accesswa.com.au](http://www.accesswa.com.au).
- The City partners with local agencies to celebrate International Day for People with Disabilities in December each year.
- Implementation of the Premises Standard 2009 and the amendments to the Building Code of Australia and AS 1428, introduced in May 2011 continue.

### FREEDOM OF INFORMATION STATEMENT

The City of Geraldton-Greenough complies with the Freedom of Information Act 1992. The Coordinator Governance and Risk is the City's Information Officer. Any formal application for information that is not already freely available at the City may be made through the Information Officer. Between 1 July 2010 and 30 June 2011, the City received 11 (Eleven) Freedom of Information Requests.

### COMPLAINTS

The City of Geraldton-Greenough, in accordance with s 5.120 'Complaints Officer' of the Local Government Act 1995, does not have a designated Complaints Officer and the Chief Executive Officer fulfils this role in terms of subsection (2).

As required in accordance with s 5.121 'Register of certain complaints of minor breaches' of the Act, the City maintains an electronic register (Customer Service Database) at its Information Service Desk. The City reports no complaints as defined under s 5.110(6) (b) or (c) of the Act for the period ending 30 June 2011.



# ANNUAL FINANCIAL STATEMENTS

