



GERALDTON FUTURES GOVERNANCE
ALLIANCE COMMITTEE

MINUTES

28 July 2014

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CITY OF GREATER GERALDTON
GERALDTON FUTURES GOVERNANCE ALLIANCE COMMITTEE
MEETING HELD
ON MONDAY 28 JULY 2014 AT 11.30AM
IN THE COMMITTEE MEETING ROOM – CATHEDRAL AVENUE

M I N U T E S

- 1. DECLARATION OF OPENING**
- 2. ATTENDANCE**

Cr Neil Mcilwaine (Deputy Mayor, City of Greater Geraldton)
Cr Laurie Graham (Proxy) City of Greater Geraldton

Darren Lee, Chair
Andrew Outhwaite, Deputy Chair
Rob Jefferies, CEO, Midwest Chamber of Commerce and Industry
Todd West, Deputy Chair, Midwest Chamber of Commerce and Industry
Gavin Treasure, CEO, Midwest Development Commission

CGG Officers:

Ken Diehm, Chief Executive Officer
Phil Melling, Director Sustainable Communities
Bob Davis, Director of Corporate and Commercial Services
Brian Robartson, Manager Economic, Tourism & Property Development
Pieter Vorster, Economic Development Coordinator

Apologies:

Bert Beevers, Durack Institute of Technology
Andrew Pitcher, Deputy Chair, Midwest Development Commission
Leanne Sice, Durack Institute of Technology
Leonie Noble, Deputy Chair, RDA Midwest Gascoyne Region

- 3. CONFIRMATION OF PREVIOUS MINUTES**

MOVED Neil Mcilwaine, SECONDED Gavin Treasure

That the minutes of the City of Greater Geraldton Futures Governance Alliance Committee meeting held on 14 October 2013, as attached, be accepted as a true and correct record of proceedings.

GFC05	DISSOLUTION OF GOVERNANCE ALLIANCE COMMITTEE
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AGENDA REFERENCE:	D-14-49623
AUTHOR:	K Diehm, Chief Executive Officer
EXECUTIVE:	K Diehm, Chief Executive Officer
DATE OF REPORT:	24 July 2014
FILE REFERENCE:	ED/5/0012
APPLICANT / PROPONENT:	City of Greater Geraldton
ATTACHMENTS:	Yes

EXECUTIVE SUMMARY:

The Governance Alliance Committee was established by the City of Greater Geraldton on 26 March 2013 with the terms of reference being:

- a. Foster a strategic approach to the economic development of Greater Geraldton.
- b. Review, facilitate and implement the recommendations of the Geraldton Digital Strategy, Geraldton City Centre Vibrancy Strategy, IBM Smarter Cities Report 2012.
- c. Promote Geraldton as the regional centre and their leadership role in development of the area.
- d. Review, facilitate and implement a coordinated marketing and promotion of Geraldton, focusing on economic development, tourism and recruitment to the region.
- e. Review and facilitate an integrated approach to tourism.
- f. Review and facilitate the integration of economic development information.
- g. To review, investigate and recommend to Council options to include transitioning the Alliance into a separate incorporated body. Examples include Townsville Enterprise, Geelong G21, Bunbury Wellington Economic Alliance.

Since its inception, the Committee has struggled to gain momentum mainly through the lack of agenda items and absence of key staff. More recently, the increased and ongoing level of cooperation between Regional Development Australia, The Midwest Development Commission, the Midwest Chamber of Commerce and Industry and the City, has highlighted the inadequacy of the Governance Alliance Committee as an effective forum to promote the economic and tourism objectives of the City and the Midwest region.

The Midwest Development Commission has recently outlined its proposed Blueprint for the Midwest region and is recommending alternate governance structures to achieve the aspirational objectives of the Midwest region.

It is the opinion of the Executive of the City of Greater Geraldton, that the Governance Alliance Committee should be dissolved and that the objectives be managed through alternative governance structures.

EXECUTIVE RECOMMENDATION;

That Council by Simple Majority in accordance with section 5.20 of the Local Government Act 1995 RESOLVES to:

1. DISSOLVE the Governance Alliance Committee.
2. EXPRESS its appreciation to members of the Governance Alliance Committee for their valued contribution and input during the life of the Committee.

PROPONENT:

The proponent is City of Greater Geraldton.

BACKGROUND:

The Governance Alliance Committee was established by the City of Greater Geraldton on 26 March 2013 with the terms of reference being:

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- d. Review, facilitate and implement a coordinated marketing and promotion of Geraldton, focusing on economic development, tourism and recruitment to the region.
- e. Review and facilitate an integrated approach to tourism.
- f. Review and facilitate the integration of economic development information.
- g. To review, investigate and recommend to Council options to include transitioning the Alliance into a separate incorporated body. Examples include Townsville Enterprise, Geelong G21, Bunbury Wellington Economic Alliance.

Since its inception, the Committee has struggled to gain momentum through the lack of agenda items and absence of key staff. More recently, the increased and ongoing level of cooperation between Regional Development Australia, The Midwest Development Commission, the Midwest Chamber of Commerce and Industry and the City, has highlighted the inadequacy of the

Governance Alliance Committee as an effective forum to promote the economic and tourism objectives of the City and the Midwest region.

In an effort to identify a more effective manner to achieve the objectives of the Governance Alliance Committee a team comprising Regional Development Australia, The Midwest Development Commission, the Midwest Chamber of Commerce and Industry and the City, undertook extensive investigations into alternate governance arrangements and embarked on a study tour of Darwin, Townsville, and Cairns which all have differing governance arrangements. The observations from the meetings held in these cities are attached as appendix A.

Subsequent to the above investigations, the City, Midwest Development Commission, Midwest Chamber of Commerce and Industry, and Regional Development Australia have formed the collective view that the Governance Alliance Committee should be dissolved. Reasons for this position include:

1. The Governance Alliance Committee, whilst well intentioned, has not been able to achieve its objectives due to resourcing constraints and the inability to develop a clear strategic focus.
2. The objectives of the Governance Alliance Committee are incorporated into the Council's Business plan and can largely be managed in house by Council staff and through working directly with industry and businesses potentially impacted.
3. The Midwest Development Commission is finalising a Regional Blueprint that encompasses the objectives of the Governance Alliance Committee and is in the process of developing and resourcing governance arrangements to effect the successful delivery of the Blueprint.
4. The City is best served by working with the Development Commission and its proposed governance structures to achieve regional outcomes.
5. The City is best served by working closer with industry and industry associations to achieve local outcomes. This includes:
 - a. Working with the membership of the Geraldton Visitors Centre and tourism operators for localised Tourism initiatives and strategies.
 - b. Working with the Midwest Chamber of Commerce and Industry, and the Geraldton Business Leaders Forum, to develop initiatives and strategies to improve the local economy.
6. The City is required to develop and implement an ICT strategy and much of the digital and technology objectives will be incorporated through this strategy and the resulting ICT Steering Committee.
7. Relationships between the City, Midwest Development Commission, Midwest Chamber of Commerce and Industry, and Regional

Development Australia have significantly improved and there is a significant level of cooperation and communication between the parties which does not require more formalised processes such as the Governance Alliance Committee.

Additional barriers to the creation of a separate independent Economic Development and Tourism entity have been identified as:

1. Potential duplication of other local and regional organisation's current activities, particularly those of the Midwest Chamber of Commerce and Industry, Midwest Development Commission, if an additional body was formed.
2. The additional cost that would need to be borne by members of the proposed entity and the financial impact that this may have on the Midwest Chamber of Commerce if industry migrated from it to the new entity.
3. The lack of a strong groundswell of support from industry which is considered essential for the success of a separate independent Economic Development and Tourism entity

For the above reasons it is considered that the Governance Alliance Committee should be dissolved and that the aims and objectives of the Committee be achieved through the following mechanisms:

1. For regional economic development and tourism strategies and initiatives – Through the proposed governance arrangements being developed by the Midwest Development Commission in consultation with key industry representatives, the City, Midwest Development Commission and Regional Development Australia.
2. For Geraldton tourism development and promotion – In partnership with tourism operators and membership of the Geraldton Visitor Centre.
3. For the economic development of Geraldton – Through existing arrangements with the Midwest Chamber of Commerce and Industry, and the Geraldton Business Leaders Forum.
4. For Digital Strategy and technology initiatives – Through the ICT Steering Committee.
5. For City Vibrancy – Managed internally in accordance with the CBD Revitalisation and CBD Vibrancy Strategy and in direct consultation with the Midwest Chamber of Commerce and Industry, CBD retailers, and CBD Businesses.

ECONOMIC, SOCIAL, ENVIRONMENTAL & CULTURAL ISSUES:**Economic:**

There are no negative economic impacts associated with adopting the recommendation.

Social:

There are no social impacts.

Environmental:

There are no environmental impacts.

Cultural & Heritage:

There are no cultural or heritage impacts.

RELEVANT PRECEDENTS:

There are no relevant precedents.

COMMUNITY/COUNCILLOR CONSULTATION:

There has been extensive consultation with the Mayor, Midwest Chamber of Commerce and Industry, Midwest Development Commission and Regional Development Australia and a consensus with regards to the recommendation of this report.

LEGISLATIVE/POLICY IMPLICATIONS:

The dissolution of the Governance Alliance Committee will require a resolution of Council.

FINANCIAL AND RESOURCE IMPLICATIONS:

There are no financial or resource implications associated with the recommendation. However, if the recommendation is not adopted and it is resolved that the Governance Alliance Committee is to continue, additional resourcing will be required.

INTEGRATED PLANNING LINKS:

Economy	A dynamic, diverse and sustainable economy
Strategy 4.1	Lifestyle and vibrancy
Strategy 4.3	Employment
Governance	Inclusive civic and community engagement and leadership
Strategy 5.1	Community Engagement
Strategy 5.2	Planning and Policy
Strategy 5.3	Advocacy and Partnerships

REGIONAL OUTCOMES:

There are likely to be better regional outcomes as a result of dissolving the Governance Alliance Committee and pursuing alternative governance arrangements as outlined in the report.

RISK MANAGEMENT

Risks associated with the recommendation are considered minimal and manageable.

ALTERNATIVE OPTIONS CONSIDERED

Extensive alternative options were considered by the team comprising of the City, Midwest Development Commission, Regional Development Australia and Midwest Chamber of Commerce and Industry but were discounted for the reasons contained in the above report.

COMMITTEE RECOMMENDATION;

That the Geraldton Futures Governance Alliance Committee by Simple Majority in accordance with section 5.20 of the Local Government Act 1995 RESOLVES to:

1. RECOMMEND to Council to dissolve the existing Governance Alliance Committee; and
2. EXPRESS its appreciation to members of the Governance Alliance Committee for their valued contribution and input during the life of the Committee.

***Moved: Cr Neil McIlwaine, Seconded: Rob Jefferies,
Supported: Darren Lee.***

CARRIED

Cr Neil McIlwaine – extended congratulations to the Committee members for all that has been achieved during their time on the committee.

The Chair, Darren Lee, added credits to the City leaders on the achievements and commented on the harmonious working relationships established and the well-constructed manner of business. He commended all in the room for their time and commitment and passed on his well wishes for the future.

5. FUTURE OF THE GERALDTON GOVERNANCE ALLIANCE COMMITTEE – Rob Jefferies / Andrew Outhwaite – (ATTACHMENTS 1 & 2)

The items proposed by Rob Jefferies and Andrew Outhwaite were mainly addressed by Item 4 above and resolved by Committee Recommendation to Council.

Discussions took place on the following:

5.1 Midwest Regional Blueprint, a document that provides for the development of the Midwest region to 2050 that is intergenerational, global, innovative, dynamic and one that attracts and retains talent and investment.

- The Blueprint and outcomes will include industry and key stakeholders.

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- Gavin Treasure informed on the latest draft Blueprint strategy lodged with the Minister which is seen as the best plan for the future of the Midwest. The document contains five (5) main pillars and other sub pillars. The key strategy to be released soon contains 80 projects identified as economic and social development and to have a structure in place to cover primary agencies to the joint consultation process.
 - This structure will be largely based on regional and local outcomes with a focus on community / tourism rather than a formal structure and to engage in a joint consult process.

ACTION: Ken Diehm to talk with Andrea Selvey, to discuss key parties for inclusion in a consultation Forum.

The Forum would be an opportunity to bring this process together.

- Preparation of an EOI for \$1 million prize for region-scale collaboration on social outcomes:
<http://www.collaborationforimpact.com/the-search/>

The prize for the region which has most capacity to collaborate. Looking at what are the key issues for the city, and this would require the MWDC to make a substantial commitment for application for funding.

6. URGENT BUSINESS APPROVED BY PRESIDING MEMBER OR BY DECISION OF THE COMMITTEE

6.1 Update on City Vibrancy

Pieter Vorster, Coordinator, Economic Development provided an update on City vibrancy and commented that the City supports local brand and local identity. The approach would be to attract good quality outcomes working with local groups and incorporating different activities.

6.2 Marketing and Media website – Marketing strategy – the City is currently working with MWCCI to formulate a strategy and resolve any issues.

Requested that any issues be noted and should be sent to the City to Pieter Vorster, Coordinator Economic Development via email pieterv@cgg.wa.gov.au .

7. NEXT MEETING: October 2014 (TBA)

8. MEETING CLOSURE – 12:30pm