



Shire of Esperance

ORDINARY COUNCIL

TUESDAY 25 JUNE 2024

MINUTES



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ETHICAL DECISION MAKING AND CONFLICTS OF INTEREST

Council is committed to a code of conduct and all decisions are based on an honest assessment of the issue, ethical decision-making and personal integrity. Councillors and staff adhere to the statutory requirements to declare financial, proximity and impartiality interests and once declared follow the legislation as required.

ATTACHMENTS

Please be advised that in order to save printing and paper costs, all attachments referenced in this paper are available in the original Agenda document for this meeting.

RECORDINGS

The Meeting will be live streamed. The recording will be made publicly available as soon as practical following the meeting.

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SHIRE OF ESPERANCE

MINUTES

**ORDINARY COUNCIL MEETING HELD IN COUNCIL CHAMBERS ON
25 June 2024.
COMMENCING AT 4:00 PM**

1. OFFICIAL OPENING

The Shire President declared the meeting open at 4.00pm and did an acknowledgement to country.

The Shire of Esperance acknowledges the Kepa Kurl Wudjari people of the Nyungar nation and Ngadju people who are the Traditional Custodians of this land and their continuing connection to land, waters and community. We pay our respects to Elders past, present and emerging and we extend that respect to other Aboriginal Australians today.

The President welcomed Councillors, staff, guests and members of the public to the meeting.

2. ATTENDANCE

Members

Cr R Chambers	President	Town Ward
Cr J Obourne	Deputy President	Town Ward
Cr G Johnston		Town Ward
Cr S McMullen		Town Ward
Cr L de Haas		Town Ward
Cr W Graham		Rural Ward
Cr S Starcevich		Rural Ward
Cr S Flanagan		Town Ward
Cr C Davies		Town Ward

Shire Officers

Mr S Burge	Chief Executive Officer
Mr M Walker	Director Asset Management
Mr R Grieve	Director External Services
Mrs F Baxter	Director Corporate & Community Services
Mrs C Hoffrichter	Executive Assistant
Ms C Smith	Manager Media & Communications

Members of the Public & Press

Geoff Vivian	Weekender
Hayden Smith	ABC
John Stingemore	Observing
Kay Stingemore	Obseving
Ian Mickel	Observing

3. APOLOGIES & NOTIFICATION OF GRANTED LEAVE OF ABSENCE

Nil

4. APPLICATIONS FOR LEAVE OF ABSENCE

MOTION

Moved: Cr Obourne

Seconded: Cr Graham

O0624-084

Council Resolution

That Council accepts the below leave of absence:

Cr Starcevich 2nd July – 11th July, July 24th July – 5th August and 9th August - 16th August 2024

Cr McMullen 1st July – 15th September 2024

CARRIED

F9 - A0

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

5. ANNOUNCEMENTS BY THE PERSON PRESIDING WITHOUT DISCUSSION

Nil

6. DECLARATION OF MEMBERS INTERESTS

6.1 Declarations of Financial Interests – Local Government Act Section 5.60a

Nil

6.2 Declarations of Proximity Interests – Local Government Act Section 5.60b

Nil

6.3 Declarations of Impartiality Interests – Admin Regulations Section 34c

Cr Johnston declared an Impartiality Interest in Item 17.2 0570-24 Supply and Laying of Concrete Kerbing & Minor Concrete Works as one of the applicants are related to be being my sisters family company.

Cr Davies declared an impartiality Interest in Item 17.1 0561-24 – Prequalified Supplier Panel – Parks and Reserve Management as the applicant is a relative to his partner.

Cr de Haas declared an Impartiality Interest in item 12.4.4 as she is one of the leadership volunteers a part of the Leading Australian Resilient Communities Program piloting this project.

Mr Walker declared an Impartiality Interest in item 17.2 0570-24 Supply and Laying of Concrete Kerbing & Minor Concrete Works as one of the applicants plays hockey and sails with him

7. PUBLIC QUESTION TIME

Mr Stingemore asked Council if we have any plans to further the number of wind turbines we have situated on our coastline ?

The CEO advised currently there is no plans to have anything further. There has been some discussions with FFI within recent periods of time, but nothing concrete will eventuate within our community for additional wind turbines at this point in time.

Mr Stingemore advised Council this would be one of the perfect places to have a conglomeration of wind turbines so you can export the energy out of Esperance to further up the coast to power up Western Australia with renewable energy.

The CEO thanks Mr Stingemore for his comments and advised this is something Andrew Forrest is having a look at and if this is something he wants to pursue then we will hear about it in the future.

8. PUBLIC ADDRESSES / DEPUTATIONS

Nil

9. PETITIONS

Nil

10. CONFIRMATION OF MINUTES

Moved: Cr Flanagan

Seconded: Cr de Haas

O0624-085

Council Resolution

That the Minutes of the Ordinary Council Meeting of the 28 May 2024 be confirmed as a true and correct record.

**CARRIED
F9 - A0**

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

11. DELEGATES' REPORTS WITHOUT DISCUSSION

Cr Starcevich

18 June Attended Citizenship Ceremony

Cr Johnston

Nil

Cr Davies

Nil

Cr Flanagan

Nil

Cr McMullen

Nil

Cr De Haas

07 June Participated in Interagencies Meeting

11 June Attended Home Care Day Centre Opening

12 June Attended ECCI Brekkie Bites

Cr Graham

31 May	Participated in GVROC Meeting at Shire of Dundas
11 June	Attended Home Care Day Centre Opening
21 June	Participated in GVROC Meeting via Zoom

Cr Obourne

28 May	Participated in WLA Program – Self Understanding
11 June	Participated in WLA Program – Impactful Communications
25 June	Participated in WLA Program – Productive Conflict
27 May	Attended Senior Citizen Centre Monthly Meeting

Pres Chambers

31 May	Participated in GVROC Meeting at Shire of Dundas
11 June	Attended Home Care Day Centre Opening
17 June	Participated in Goldfields Esperance Water Security Group Meeting via Teams
20 June	Participated in RCAWA Government Forum at City of Vincent

12. MATTERS REQUIRING A DETERMINATION OF COUNCIL

12.1 EXTERNAL SERVICES

Item: 12.1.1

Request for Fee Waiver - Esperance and Districts Agricultural Society

Author/s	Mel Ammon	Manager Community Support
Authorisor/s	Roy Greive	Director External Services

File Ref: D24/15888

Applicant

Esperance and Districts Agricultural Society (EDAS)

Location/Address

N/A

Executive Summary

For Council to consider the waiving of all fees and costs, as listed in letter of request, associated with the running of the 2024 Esperance Show at the Greater Sports Ground.

Recommendation in Brief

That Council;

1. Agree to support the Esperance and Districts Agricultural Society, by waiving hire fees for the Greater Sports Ground, Indoor Sports Stadium (if available), Graham MacKenzie Stadium and Noel White Centre, as well as associated costs including rubbish disposal, traffic management and grounds maintenance, as outlined within their request, in exchange for a Platinum level sponsorship.
2. Request the CEO to respond to the Esperance and District Agricultural Society advising cleaning does not form part of this arrangement and is to be organised by the Esperance and Districts Agricultural Society.

Background

In previous years, the Esperance and Districts Agricultural Society (EDAS) have requested support for the waiver of fees associated with the hiring of the venue, including the Indoor Sports Stadium, Graham MacKenzie Stadium, Noel White Centre and all other areas within the Greater Sports Ground. Additionally, assistance with the costs associated with rubbish collection and disposal has also been sought.

In 2023, Council agreed to waive \$8,950 worth of fees in exchange for a Diamond Sponsorship Package, valued at \$7,000, which included free display space, a number of Show passes, the Shire logo included in advertising material as well as other benefits.

For the first time, at the completion of the Show last year, staff met with the EDAS members to review the operations of the event. It was discussed at tis meeting that the Shire provided much more support to the EDAS than was initially requested. The EDAS were advised they needed to be more descriptive in their request for support which extended much further than just venue hire and rubbish collection fees.

An actual cost breakdown of hire and service fee waiver for the 2023 Esperance Show by the Shire was in excess of \$30,000. This breakdown has been provided at Attachment A

Officer's Comment

As a result of the post Show debrief, the EDAS have now submitted a request for support for the 2024 Esperance Show. Provided at Attachment B

This request includes, not only the traditional venue hire and rubbish collection fee waivers, but has extended to equipment usage and action/task lists including traffic management requirements, marking of outdoor trade spaces, cleaning, fencing etc, which have not previously been provided or undertaken by the Shire.

The EDAS have not provided a cost breakdown or requested a specific amount for financial support in this request. They have however, acknowledged a contribution of more than \$10,000, offering the Shire of Esperance a Platinum Sponsorship Package which will include;

- Naming rights to an event or activity within the Show i.e. Gardening or Cooking area, Children's entertainment, or Fireworks
- 50 x Adult 2 Day Passes
- 3 x Car Passes
- 4 x Invitations to the Presidents Function
- 2 x 3m Indoor trade spaces, or 10m outdoor trade spaces
- 1 full page colour advertisement in the Show Schedule
- Company logo to appear on the Show Schedule cover
- Company logo to appear on all advertising
- Company logo to appear on Website Homepage and Sponsors Page
- Company banners to be displayed around the Showground

The EDAS have requested the Showgrounds be available for the week prior to the Show, generally Monday pre Show for set up and bump in, until Monday post Show, for breakdown and clean up. There was conjecture over the cleaning arrangements for the Show last year, as all cleaning for the 7 days was directed to the EDAS for payment over this time. A request was later made by the EDAS for the cleaning outside the 2 day event time to be paid by the Shire, which was denied, as all usage of the ablutions over this period was exclusively used by the Show vendors and set up crews.

It is noted that all cleaning costs have been included in this years request by the EDAS. It is anticipated these costs will be in the vicinity of \$10 – \$12,000, which will include multiple cleans per day throughout the 2 day event, daily cleans in the lead up, as well as a deep clean on completion of the Show. Additionally, all carpets will require dry cleaning.

It is viewed that cleaning is a direct operational cost of the event, and therefore should be borne by the EDAS. Over the eight days, the EDAS have exclusive use of these facilities. All community sport and all other usage of these facilities is ceased during this time, as is all normal income.

Many of the additional requests made of the Shire this year, will be performed "in house" and can be resourced and tasked appropriately. The cleaning requirements are undertaken by contract cleaners and are therefore an additional cost to the Shire.

At this it is difficult to provide a costing on the hire fees for the Stadiums. With the ongoing assessment of the floors within the Indoor Sports Stadium, we are yet to commit to full availability of this facility at this time.

Based on the 2023 review, and the additional requests submitted this year, it is expected, the associated costs to the Shire, requested by the EDAS, excluding cleaning costs will be in the range of \$40 – \$50,000. Should Council wish to include the cleaning costs, as requested, cost to the Shire will be close to \$60,000.

Consultation

Esperance and Districts Agricultural Society
External Services
Asset Management

Financial Implications

As outlined in this report.

There is no budget allocation for this event.

Asset Management Implications

Nil

Statutory Implications

Nil

Policy Implications

Nil

Strategic Implications

Council Plan 2022 – 2032

People - Outcome 2. A healthy and active community

Objective 2.4. Grow community capacity by supporting community groups and volunteers.

Environmental Considerations

Nil

Attachments

A. Letter of Request from Esperance and District Agricultural Society

B. Actual Costs - Esperance Show

RECOMMENDATION AND DECISION

Item: 12.1.1 Request for Fee Waiver - Esperance and Districts Agricultural Society

Moved: Cr Starcevich

Seconded: Cr McMullen

O0624-086

Council Resolution

That Council;

- 1. Agree to support the Esperance and Districts Agricultural Society, by waiving hire fees for the Greater Sports Ground, Indoor Sports Stadium (if available), Graham MacKenzie Stadium and Noel White Centre, as well as associated costs including rubbish disposal, traffic management and grounds maintenance, as outlined within their request, in exchange for a Platinum level sponsorship.**
- 2. Request the CEO to respond to the Esperance and District Agricultural Society advising cleaning does not form part of this arrangement and is to be organised by the Esperance and Districts Agricultural Society.**

**CARRIED
F9 - A0**

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers



ESPERANCE & DISTRICTS AGRICULTURAL SOCIETY (INC.)

Affiliated with,
The Royal Agricultural Society of WA (Inc)
The Equestrian Federation of Australia WA

All Correspondence to:

P O Box 678

ESPERANCE WA 6450

Phone: 08 90712598

E-mail: secretary@esperanceshow.com.au

ABN: 93 862 161 548

Monday, 6th May 2024

CEO Shane Burge
Shire President Cr Ron Chambers
Deputy Shire President Cr Jennifer Obourne
Cr Leonie de Haas
Cr Shayne Flanagan
Cr Steve McMullen
Cr Jemma Johnston
Cr Connor Davies
Cr Wes Graham
Cr Sam Starcevich

Dear Mr Burge and Counsellors,

The Esperance and Districts Agricultural Soc, would like to thank you for being a major sponsor of the 71st annual show in 2023

As successful as the 2023 show was, costs are increasing in running this large community event.

With this in mind the EDAS would like to invite the Shire to once again become a major sponsor for our 72nd Agricultural show, by waiving the GSG grounds, stadiums and attached equipment/requirement costs.

These are large costs to us and we would very much appreciate your support in this.

If you would like to discuss this further, please contact our president, Mr Graham Cooper on 0429 960 560.

Kind regards,

Graham Cooper
President

Esperance and Districts Agricultural Society Inc. Show

Event - 18 & 19 October 2024

Access - GSG & all buildings 7 days prior to Show until 2 days after the Show

Equipment Requested

Delivery Day	Quantity	Equipment	Area
Monday 4 days prior to Show	2	4.5m3 general waste bins	Location as per plan
	2	3m3 general waste bins	Location as per plan
Tuesday 3 days prior to Show	70	Bollards and Traffic cones	Behind Macca Stadium
	30	Temporary fencing panels and bases to match	Brazier Street between bollards
	50	Site fencing bases	Outside netball courts
Wednesday 2 days prior to Show	30	240L general waste bins	Sheep Pavilion
	30	240L recycle bins	Sheep Pavilion
	2	4.5m3 recycle bin	Location as per plan
	3	3m3 bulk recycle bins	Location as per plan
	1	Water trailer	Contact Office
	1	Fuel trailer	Contact Office
Thursday 1 day 4 day prior to Show	6	4.5m3 general waste bins	Jane st

Actions requested for Shire to do PRIOR to Esperance Show

Day to be completed	Activity
Friday - 7 days prior to Show	GSG grounds & all buildings access including walk through and handover: Doors, Auto doors, Alarms, Power, Lights, Grounds
	FOB Access to buildings & internal doors: <ul style="list-style-type: none"> • Esperance Indoor Stadium (New) ie. Storeroom, kitchen servery window • Noel White • Macca Stadium
	Outside power points to be activated at locations: <ul style="list-style-type: none"> • Noel White • Esperance Indoor Stadium • Macca Stadium
	(Note unable to supply power from the Esperance soccer shed as this is billed to Esperance soccer as per their lease)
	Speed signs inside GSG fences (8/10km/h)
	Removal of goal posts from outdoor netball courts
	Marking of outdoor trade space
	Marking of underground utilities
	Turn off reticulation on the GSG
	Lay Carpet Esperance Indoor Stadium (New)
Monday - 4 days prior to Show	Locking of all personnel access gates to GSG - BOILC to be given key
	Unlock all public bins on the GSG - note this shall not include bins belonging Clubs.
Monday 4 days prior to Show to Sunday 1 day after Show	Cleaning public showers & toilets.

Item: 12.1.2

Adoption of Extractive Industries Local Law 2024

Author/s	Sarah Walsh Richard Hindley	Coordinator Governance & Corporate Support Manager Development Services
Authorisor/s	Roy Greive	Director External Services

File Ref: D24/15464

Applicant

Internal

Location/Address

N/A

Executive Summary

For Council to consider adopting the Extractive Industries Local Law 2024.

Recommendation in Brief

That Council adopt the Extractive Industries Local Law 2024.

Background

Section 3.16(1) of the *Local Government Act 1995* requires that all local laws of local government must be reviewed within an eight (8) year period after their commencement or from their last review date. The Shire of Esperance Extractive Industries Local Law 2001 was gazetted in December 2001, and reviewed in 2009 and 2014 with no changes.

Officers reviewed the Extractive Industries Local Law 2001 and determined that some minor changes were required, including the addition of definitions for 'land', 'occupier' and 'owner', updating the format to the current local law template, and significant changes to Schedule 1 to include additional prescribed offences.

As various changes were recommended, it was proposed that a new local law, the Shire of Esperance Extractive Industries Local Law 2024, be adopted which will repeal the current local law.

Consequently, at the Ordinary Council Meeting held on 26 March 2024, Council resolved to request the CEO to:

1. Give Local Public Notice of the proposed Shire of Esperance Extractive Industries Local Law 2024 in accordance with s.3.12(3) of the *Local Government Act 1995*;
2. Forward a copy of the proposed local law and public notices to the Minister for Local Government; and
3. Prepare a further report at the conclusion of the public submission period to enable Council to consider submissions.

Officer's Comment

Local public notice of the proposed Extractive Industries Local Law 2024 was given in accordance with section 3.12(3)(a) of the *Local Government Act 1995*. A public submission period was open between 5 April 2024 and 25 May 2024 with no submissions received.

Officers sought advice from the Department of Local Government, Sport and Cultural Industries (DLGSC) and their comments have been reviewed and included (Attachment B).

DLGSC proposed minor modifications to the Extractive Industries Local Law 2024, with regard to formatting and grammatical amendments, inclusion of 'planning approval' definition and including notification of outcomes in clauses 3.1 and 4.1. These changes have since been incorporated into the Extractive Industries Local Law 2024.

Consultation

DLGSC
Manager Development Services
Director External Services

Financial Implications

There are nominal costs associated with making the local law, including advertising and gazettal.

Asset Management Implications

Nil

Statutory Implications

Local Government Act 1995

Policy Implications

Nil

Strategic Implications

Council Plan 2022 – 2032

Prosperity - Outcome 12. A prosperous and diverse economy

Objective 12.1. Attract and retain diverse industries and enterprises to grow the economy and local jobs.

Environmental Considerations

Nil

Attachments

A. Proposed Extractive Industries Local Law 2024

B. DLGSC Feedback - Extractive Industries Local Law 2024

RECOMMENDATION AND DECISION

Item: 12.1.2 Adoption of Extractive Industries Local Law 2024

Moved: Cr Davies

Seconded: Cr Flanagan

O0624-087

Council Resolution

That Council;

- 1. Notes that the law-making process will repeal the Extractive Industries Local Law 2001;**
- 2. Makes the Extractive Industries Local Law 2024, as per Attachment A, in accordance with section 3.12(4) of the *Local Government Act 1995*, subject to the Chief Executive Officer;**
 - a. Publishing the Extractive Industries Local Law 2024 in the Government Gazette in accordance with section 3.12(5) of the *Local Government Act 1995*;**
 - b. Following gazettal, providing local public notice of the Extractive Industries Local Law 2024 in accordance with section 3.12(6) of the *Local Government Act 1995*; and**
 - c. Following local public notice, providing an Explanatory Memorandum, signed by the Shire President and Chief Executive Officer, and a copy of the Extractive Industries Local Law 2024 to the Western Australian Parliamentary Joint Standing Committee on Delegated Legislation in accordance with section 3.12(7) of the *Local Government Act 1995*.**

CARRIED

F9 - A0

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

12.2 ASSET MANAGEMENT

Nil

12.3 CORPORATE & COMMUNITY SERVICES

Item: 12.3.1

2024/25 Community Grants Program - Budget Allocation

Author/s	Shane Tobin	Community Development and Events Manager
Authorisor/s	Felicity Baxter	Director Corporate & Community Services

File Ref: D24/11043

Applicant

Internal Application

Location/Address

N/A

Executive Summary

For Council to consider the applications received under the Community Grants Program and determine allocations in the 2024/25 Annual Budget.

Recommendation in Brief

That Council

Includes funds into the 2024/25 Annual Budget, to be distributed in accordance with the criteria and guidelines of the Community Grants Program.

Background

The Community Grants Program is the Shire's principal community investment program. Through this program Council contributes to community wellbeing by:

- Supporting and stimulating diverse projects, programs and activities;
- Encouraging collaboration through engagement and participation in the community;
- Facilitating stronger, more sustainable and resilient communities;
- Supporting the maintenance and upgrade of community facilities; and
- Encouraging projects and events benefitting Aboriginal and Torres Strait Islander People.

The guidelines and application forms for the Community Grants Program are available on the Shire's website. The Community Grant Program guidelines state that "The grants program is designed to provide limited financial assistance and is not intended to be relied upon as a primary or recurrent source of funding", and "All funding requests must not exceed 50% of the total project cost (with the exception of the Small Grants category)."

Among other requirements, part of the guiding assessment criteria states that applicants need to demonstrate the community need for the project, benefit to the community, alignment to the Esperance Council Plan, organisational ability to effectively manage the project and capacity to make a financial and in-kind contribution towards the project.

A total of 7 applications were received under the Annual Grant category of the Community Grants Program 2024/25. The 7 applications have requested funding of \$190,469 (Exc GST).

At the Ordinary Council Meeting held on the 28 March 2024, Council endorses the Esperance Tennis Clubs – Lights Upgrade and LED Conversion Project for the Department of Local Government, Sport and Cultural Industries, Club Night Lights Program as follows;

Council:

- i. Endorses the CNLP February Small Grants application*
 - a) from the Esperance Tennis Club – Lights Upgrade and LED Conversion Project for the Development Bonus amount of \$66,734.49 (ex GST).*
- ii. Prioritising the application as follows*
 - a) Esperance Tennis Club (Priority 1)*

The Small Grants category will be open to applications for the full grant year 2024/25, or until funds are allocated, to enable community groups to respond to opportunities in a timely manner as they present throughout the year.

Officer's Comment

The Community Grants Program applications have been supplied to Council along with a summary of each application to assist with the assessment of applications received.

The 7 applications this year have requested \$190,469 (Exc GST) of funding.

An annual allocation for the Small Grants Category also needs to be considered for the 2024/2025 budget. Last year's \$70,000 allocation was exhausted by March 2024. The past grant year saw an upswing in grant activity with a total of forty Small Grant applications being supported. As expected there has an increased demand upon the Small Grant funding pool.

It is proposed that the Small Grants Category allocation be increased to \$100,000 in 2024/2025. With the funding availability to be split into quarterly amounts of \$25,000 throughout the funding year. This will ensure funds are available for the entire funding year. Staff will manage this process by allocating funds from the appropriate quarter depending on the timing of the applicant's project.

Last year Council approved 11 Annual Grant applications with a combined allocation of \$220,290 and a Small Grants allocation of \$70,000. Totalling \$290,290.

Consultation

Applications were originally assessed by the Community Development Officer with input from other Shire officers where appropriate.

The Community Grants Program applications have been workshopped with Council over two sessions (21 May 2024 and the 4 June 2024). With three of the applicants being invited to present to Council. Tjaltjraak (Wild Flower Festival), Recherche Aged Welfare (Fence removal) and Rotary Club of Esperance (New Year's Eve Festival).

Financial Implications

Allocations approved in this agenda item will be factored into Council's 2024/25 Annual Budget.

Asset Management Implications

Nil

Statutory Implications

The statutory implications associated with this item are contained within Local Government Act 1995, Section 6.2 - Local Government to prepare annual budget.

Policy Implications

Nil

Strategic Implications

Council Plan 2022 - 2032

People

Outcome 2. A healthy and active community.

Objective 2.4. Grow community capacity by supporting community groups and volunteers.

Environmental Considerations

Nil

Attachments

Nil

RECOMMENDATION AND DECISION

Item: 12.3.1 2024/25 Community Grants Program - Budget Allocation

Moved: Cr Davies
Seconded: Cr Obourne

O0624-088

Council Resolution

That Council:

Includes \$290,469 into the 2024/2025 Annual Budget, to be distributed in accordance with the criteria and guidelines of the Community Grants Program:

- a. **Small Grants category budget of \$100,000 allocated in quarterly amounts of \$25,000 during the funding year and in accordance with the guidelines on the Community Grants Program;**
- b. **allocated as follows:**

Organisation	Project	Requested Amount	Approved Amount
Cascade Primary School Parents & Citizens' Association Inc	Event: Cascade Primary school 50th Anniversary Dinner	\$12,000	\$12,000
Esperance Care Services Inc.	Waste Recycling & Disposal / Fabric Recycling / New Fridge & Freezer for Community Hubb	\$37,996	\$37,996
Esperance Tennis Club Inc.	Tennis Club Lights Upgrade and LED Conversion Project	\$44,993	\$44,993
Esperance Tjaltjraak Native Title Aboriginal Corporation	Event: Esperance Wildflower Festival 2024	\$35,480	\$35,480
Recherché Aged Welfare Committee Incorporated	Replacement of Fencing at Alchera Welfare Units	\$10,000	\$10,000
Rotary Club of Esperance Inc.	Event: Australia Day Celebration (Entertainment) 2025	\$10,000	\$10,000
Rotary Club of Esperance Inc.	Event: New Year's Eve Celebration (Laser Light Show)	\$40,000	\$40,000

**CARRIED
F9 - A0**

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

Item: 12.3.2

Financial Services Report - June 2024

Author/s	Roselyn Hamilton	Manager Financial Services
Authorisor/s	Felicity Baxter	Acting Chief Executive Officer

File Ref: D24/15550

Attachments

[A1.](#) Monthly Financial Services Report - May 2024

RECOMMENDATION AND DECISION

Item: 12.3.2 Financial Services Report - June 2024

Moved: Cr de Haas
Seconded: Cr Starcevich

O0624-089

Council Resolution

That Council receive the attached report entitled Monthly Financial Services Report for the month of May 2024.

**CARRIED
F9 - A0**

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

Item: 12.3.3

Lease Reassignment Request - Airport Car Hire Desk 1

Author/s	Sarah Walsh	Coordinator Governance & Corporate Support
Authorisor/s	Felicity Baxter	Director Corporate and Community Services

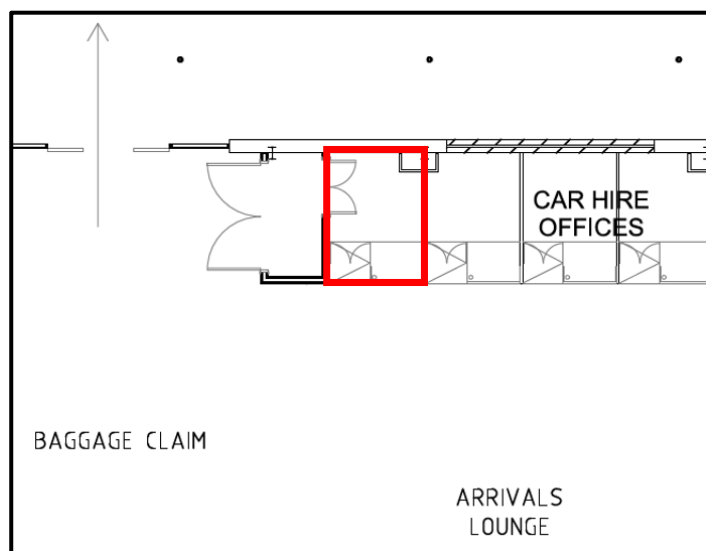
File Ref: D24/15608

Applicant

Felsoft Pty Ltd
Busby Investments Pty Ltd

Location/Address

Portion of Esperance Airport Terminal, Lot 15 Coolgardie-Esperance Highway Gibson.



Executive Summary

For Council to consider reassigning the lease with Felsoft Pty Ltd t/as Avis Esperance Car Rentals to Busby Investments Pty Ltd for Car Hire Desk 1, portion of Lot 15 Coolgardie-Esperance Highway, Gibson.

Recommendation in Brief

That Council reassign the lease with Felsoft Pty Ltd t/as Avis Esperance Car Rentals to Busby Investments Pty Ltd for Car Hire Desk 1, portion of Lot 15 Coolgardie-Esperance Highway, Gibson.

Background

The current lease with Felsoft Pty Ltd commenced 1 April 2023 for a term of 5 years.

On 3 June 2024, John McShera from Busby Investments reached out to advise that they would be taking over the Avis business as at 1 July 2024 and require the lease to be reassigned from Felsoft Pty Ltd to Busby Investments Pty Ltd.

A lease reassignment request was received from both parties on 10 June 2024 and is included as an attachment to this report.

Officer's Comment

Airport staff are aware of the change in ownership for the Avis car hire business and there are no concerns with the lease being reassigned.

Consultation

Beverly Drabik – Felsoft Pty Ltd (Avis)
John McShera – Busby Investments Pty Ltd
Airport staff

Financial Implications

Reassignment fee of \$240 inc GST being payable.

Asset Management Implications

Nil

Statutory Implications

Local Government Act 1995

Policy Implications

Building and Property Agreements policy

Strategic Implications

Council Plan 2022 – 2032

Prosperity - Outcome 12. A prosperous and diverse economy

Objective 12.1. Attract and retain diverse industries and enterprises to grow the economy and local jobs.

Environmental Considerations

Nil

Attachments

A. Reassignment Request Form - Felsoft Pty Ltd and Busby Investments Pty Ltd

RECOMMENDATION AND DECISION

Item: 12.3.3 Lease Reassignment Request - Airport Car Hire Desk 1

Moved: Cr McMullen

Seconded: Cr Davies

O0624-090

Council Resolution

That Council reassign the lease with Felsoft Pty Ltd t/as Avis Esperance Car Rentals for Esperance Airport Car Hire Desk 1, portion of Lot 15 Coolgardie-Esperance Highway Gibson, to Busby Investments Pty Ltd; subject to;

- 1. Sale of business being finalised;**
- 2. Lease reassignment date being 1 July 2024;**
- 3. Any outstanding invoices being paid; and**
- 4. Lease reassignment fee of \$240 being payable.**

CARRIED

F9 - A0

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

Item: 12.3.4

Schedule Fees and Charges 2024/2025

Author/s	Sarah Bridge	Corporate Accountant
Authorisor/s	Felicity Baxter	Director Corporate and Community Services

File Ref: D24/15655

Applicant

Corporate and Community Services

Location/Address

Internal

Executive Summary

For Council to consider the draft Schedule of Fees and Charges for 2024/2025 to include in the draft budget.

Recommendation in Brief

That Council endorse the attached proposed Schedule of Fees and Charges to be included in the 2024/2025 budget adoption process.

Background

Each year the fees and charges are put to Council for endorsement prior to the budget adoption, so that changes can be communicated to stakeholders ahead of them coming into force. The attached draft copy of the fees and charges proposed for the 2024/2025 Budget is presented to Council for consideration. Council workshopped the proposed Schedule of Fees and Charges at a Council Workshop on Tuesday 21st May 2024.

The fees and charges, as presented, will be the basis used to determine the revenue estimates for fees and charges in the draft 2024/2025 budget. Fees and Charges that are new are highlighted darker orange. Fees and Charges determined by a regulatory instrument are indicated by comment.

Officer's Comment

A Pricing Policy has been included at the front of the Schedule of Fees and Charges. It outlines the Pricing Principles used as a guide to determine the fees and charges each year. Fees are set by regulatory bodies, or by other mechanisms including:

- **BONDS** - Price charged is for a refundable bond or damage security deposit required to be paid to Council to ensure specific conditions are fulfilled.
- **REGULATED** - Price charged is regulated by State or Federal Government legislation. In the event of legislation introducing a new or amended statutory/regulatory fee subsequent to adoption or printing of this document, the Council may apply these new charges without further notice.
- **FULL COST RECOVERY** - Price charged aims to recover all of the direct and indirect costs involved in providing a service.
- **PARTIAL COST RECOVERY** - Price charged aims to only partially recover the full cost involved in providing a service. Situations where partial cost recovery may apply include:
 - where benefits from provision of the service accrue to the community as a whole as well as individual users;
 - a short-term approach to stimulate demand for a service.

- where benefits from provision of the service accrue to the community as a whole as well as individual users;
- a short-term approach to stimulate demand for a service.
- MARKET COMPETITIVE (MC) - involves selecting price points based on market competition.

The proposed fee increase is based on the Long-Term Financial Plan assumptions and current CPI indicators. This has been estimated on a combination of factors including:

- the Australian CPI increase of 3.5% to March 2024.
- the West Australian CPI at 3.4% to March 2024.
- the Local Government Cost Index (LGCI) forecasts a decrease to 3.1% in 2024/2025 as indicated at the WALGA Economic Briefing in March 2024.
- the current Shire Enterprise Agreement (EA) which provides for a 3% increase to salaries and wages.

Given the above, a 3.1% increase has been generally applied to fees and charges, with some rounding. Noting that some fees and charges have remained the same as the previous year, or for a specific reason.

Since the Council workshop, a minor addition has been included on page 13 of the document. It was proposed to recognise a Nil charge for hire fees in relation to the Noel White Centre - Meeting Room Clubs (Club Sports Administration). This fee had previously been taken out.

There was also a query from the Council workshop in relation to the animal rehoming/surrender fees and having options for those who may be in financial hardship. The Shire Management Practice MAN0040: Debt Collection will be utilised including the option of payment arrangements being made available to assist those with financial hardship.

It is proposed that the fees will be adopted formally by Council and come into force with the adoption of the budget. An endorsement of the fees prior to the budget adoption will allow staff to inform people or organisations who may be affected by any changes prior to their implementation. Bay of Isles Leisure Centre and Sporting Complexes fees will be effective from 1 September as this allows officers time to inform members/clubs, change brochures and direct debit set-ups.

Consultation

Internal consultation with each department as well as Directors was undertaken in relation to this item. Council Workshop 21st May 2024.

Financial Implications

Fees and charges constitute approximately 22% of the Shire's operating revenue for the year.

Asset Management Implications

Nil

Statutory Implications

Section 6.16 of the *Local Government Act 1995* provides authority for local governments to impose fees and charges when adopting the annual budget.

Policy Implications

Nil

Strategic Implications

Council Plan 2022 – 2032

Leadership

A financially sustainable and supportive organisation achieving operational excellence

Environmental Considerations

Nil

Attachments

A. [DRAFT Fees Charges 2024-25](#)

B. [Pricing Principles](#)

RECOMMENDATION

Item: 12.3.4 Schedule Fees and Charges 2024/2025

Officer's Recommendation

That Council endorse the attached draft Schedule of Fees and Charges to be included within the 2024/2025 budget adoption.

MOTION AND DECISION

Moved: Cr Obourne

Seconded: Cr de Haas

O0624-091

Council Resolution

That Council endorse the attached draft Schedule of Fees and Charges to be included within the 2024/2025 budget adoption with the following changes.

- **Remove \$10 fee for commercial green waste**
- **Remove \$2 per kilo charge on disposal of household goods**
- **Dog rehoming/surrender fee to remain the same as 2023/2024 financial year.**

**CARRIED
F6 – A3**

*For: Cr Starcevich, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers
Against: Cr Davies, Cr Flanagan, Cr Johnston*

Reason: Council would like to explore other options for dog rehoming/surrendering before implementing a fee increase, as well as encouraging the community to take their waste to the Waste Facility instead of illegally dumping it.

12.4 EXECUTIVE SERVICES

Item: 12.4.1

Esperance Jetty - s43 Prohibition on Fishing (Wire Trace) Order

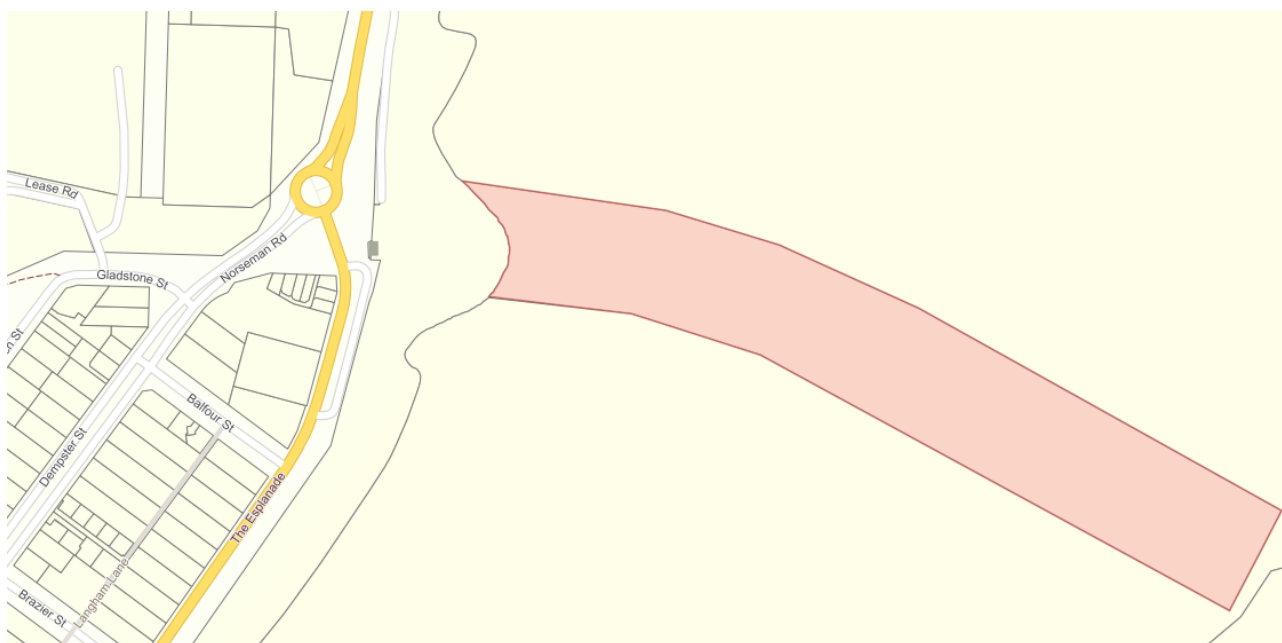
Author/s	Shane Burge	Chief Executive Officer
Authorisor/s	Shane Burge	Chief Executive Officer

File Ref: D24/15525

Applicant

Shire of Esperance

Location/Address



Executive Summary

For Council to consider and provide advice back to the Minister for Fisheries on proposed wire trace prohibition order around the Esperance Jetty to restrict shark fishing.

Recommendation in Brief

That Council requests the CEO to advise the Minister for Fisheries of support for the Esperance Tanker Jetty and immediate surrounds to be included in a s43 Prohibition on Fishing (Wire Trace) Order.

Background

Shark fishing in and around the Esperance Jetty (the Jetty), a highly popular location for recreational water activities, came into prominence following increasing reports, and media coverage of sharks being targeted from the jetty. This raised safety concerns for water users and swimmers who also use this area for recreational purposes. It is believed that fishing activities including the use of burley and blood attracts sharks into the area.

The State Government is responsible for the regulation of fishing activities under the Fish Resources Management Act 1994 (the Act). In February 2022, the State Government announced they were reviewing the Act to expand shark fishing restrictions in all nearshore waters within the Perth metropolitan area.

On 3 November 2023, the Prohibition on Fishing (Wire Trace) Order 2022 (the Order) came into effect, prohibiting the use of wire trace (meaning a length of steel or metal wire or chain that is attached to, or is part of, a fishing line) within 800 metres of shore from 5kms North of Two Rocks Marina to Tim's Thicket Beach (south of Mandurah).

In mid 2023 the Shire President wrote to the Minister for Fisheries to request consideration of Esperance being included in any areas of expansion of the shark beach fishing legislation due to the incompatibility of shark fishing and other water pursuits in key recreational areas.

During late 2023 and early 2024 the Shire has been in discussions with the Department of Primary Industries and Regional Development (DPIRD) on how an extension to the Prohibition on Fishing (Wire Trace) Order could assist the Shire of Esperance. The Shire has recently received correspondence from DPIRD that proposes the Esperance Tanker Jetty to be included in the wire trace prohibition order.

Council considered this matter at the May 2024 Ordinary Council Meeting and resolved the following-

00524-001

Council Resolution

That Council lay this item on the table until the June 2024 Ordinary Council Meeting to allow further clarification on Wire Trace.

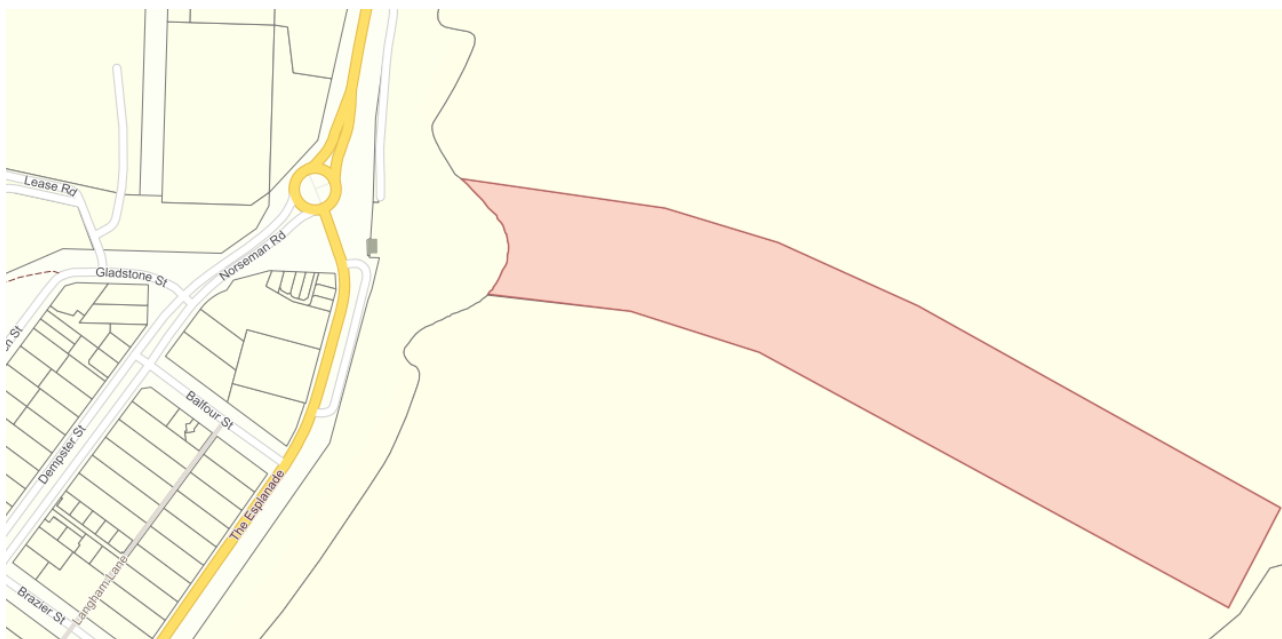
This was to allow the CEO to seek further clarification from DPIRD on how or if a wire trace order could be exempt for small fish species like taylor and snook. The response from DIPRD is attached.

Officer's Comment

Due to the complaints from member of the public and the incompatible nature of shark fishing from a key piece of recreational infrastructure, the proposed restrictions on shark fishing from the Esperance Tanker Jetty and immediate adjacent areas would appear to be a suitable solution.

Although the Esperance Tanker Jetty is proposed at this time, if there is a need in the future this area could be expanded to other areas if required.

The proposed restricted area is parcel number 14866 within Reserve 27318 and this also covers the dive trail that extends out from the end of the Esperance Tanker Jetty.



Fishing for sharks in this key recreational coastal area is considered incompatible with community values, and importantly community safety.

The State is responsible for the regulation of fishing activities under the Act but has requested the assistance of the Shire in understanding the appropriateness of introducing a wire trace fishing ban in the waters surrounding the Esperance Jetty, and in any other recreational waters in the district. Having considered the written requests that have been received, it is recommended the Council support the inclusion of an area around the Esperance Jetty in the Order.

As an alternative Council may also want to consider requesting the ban to include the area from the Esperance Jetty down to the Esperance Port to ensure that shark fishing is prohibited within the Esperance Bay and would cover areas such as James St groyne and Taylor St jetty.

Alternate Recommendation:

That Council requests the CEO to advise the Minister for Fisheries of support for the area from Esperance Tanker Jetty and immediate surrounds and west to the Esperance Port to be included in a s43 Prohibition on Fishing (Wire Trace) Order.

Consultation

Consultation was held with the Esperance Land Based Fishing Club who were generally supportive of the proposal but would like to see small wire traces still be able to be used for species such as taylor and snook.

The Esperance Land Based Fishing Club also made the point that the Taylor St jetty as well as the beaches between the Port and the Esperance Jetty should also be included in the prohibition order but made it clear that this order should not be implemented anywhere else on our coastline.

Financial Implications

Nil

Asset Management Implications

Nil

Statutory Implications

The following pieces of legislation apply as noted above:

- Fish Resources Management Act 1994
- Prohibition on Fishing (Wire Trace) Order 2022

Policy Implications

Although not directly related the Shire does have a Shark Hazard Response policy that provides direction for responding to shark interactions and shark sightings.

Strategic Implications

Council Plan 2022 – 2032

Natural Environment

A community that values and protects our natural environment

Environmental Considerations

Nil

Attachments

[A.1](#). DPIRD Response

RECOMMENDATION AND DECISION

Item: 12.4.1 Esperance Jetty - s43 Prohibition on Fishing (Wire Trace) Order

Moved: Cr de Haas
Seconded: Cr Flanagan

O0624-092

Council Resolution

That Council requests the CEO to advise the Minister for Fisheries of support for the Esperance Tanker Jetty and immediate surrounds to be included in a s43 Prohibition on Fishing (Wire Trace) Order.

**CARRIED
F7 – A2**

*For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr Graham, Cr de Haas, Pres Chambers
Against: Cr Obourne, Cr McMullen*

SUSPENSION OF STANDING ORDERS

Moved: Cr Obourne
Seconded: Cr McMullen

O0624-093

Council Resolution

That Standing Orders be suspended to allow for discussion of item 12.4.1

**CARRIED
F9 - A0**

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

RESUMPTION OF STANDING ORDERS

Moved: Cr Obourne
Seconded: Cr McMullen

O0624-094

Council Resolution

That Standing Orders be resumed.

**CARRIED
F9 - A0**

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

Item: 12.4.2

Information Bulletin - June 2024

Author/s	Chantelle Hoffrichter	Executive Assistant
Authorisor/s	Shane Burge	Chief Executive Officer

File Ref: D24/15548

Applicant

Internal

Strategic Implications

Council Plan 2022-2032

Performance

Outcome 15. Operational excellence and financial sustainability.

Objective 15.1. Provide responsible, agile and innovative planning and resource management.

Attachments

A. Information Bulletin - June 2024

B. Council Priorities Summary - Corporate Performance - May 2024

RECOMMENDATION AND DECISION

Item: 12.4.2 Information Bulletin - June 2024

Moved: Cr de Haas
Seconded: Cr Johnston

O0624-095

Council Resolution

That Council accepts:

- 1. Information Bulletin – June 2024**
- 2. Council Priorities Summary – Corporate Performance – May 2024**

**CARRIED
F9 - A0**

*For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr
Obourne, Pres Chambers*

Item: 12.4.3

WALGA Annual General Meeting and WA Local Government Convention 2024

Author/s	Chantelle Hoffrichter	Executive Assistant
Authorisor/s	Shane Burge	Chief Executive Officer

File Ref: D24/15647

Applicant

Executive Services

Location/Address

Internal

Executive Summary

For Council to consider nominating two (2) voting delegates for the 2024 WALGA Annual General Meeting, to be held in Perth on Tuesday 08 October 2024, as part of the 2024 Annual Local Government Convention.

Recommendation in Brief

That Council nominate two (2) Councillors as the Shire's Voting Delegates for the WALGA Annual General Meeting and request the CEO to register Councillors for the Local Government Convention 2024.

Background

The 2024 WA Local Government Convention & Trade Exhibition (Local Government Week) will be held on Wednesday 9 and Thursday 10 of October 2024, in Perth.

As per previous Local Government Weeks, WALGA will hold its Annual General Meeting, to discuss and consider local government industry issues. Each Council of WALGA has the ability to elect two (2) voting delegates to participate at the WALGA Annual General Meeting (non-voting delegates are also able and encouraged to attend).

Officer's Comment

Attendance at the annual WA Local Government Convention is open to all Councillors. Registration fees, travel and accommodation expenses will be paid by Council in advance for any Elected Member(s) choosing to attend the WA Local Government Convention.

The theme for the 2024 WA Local Government Convention is *Innovation Ecosystems*. Innovation Ecosystem speaks to the ability of WALGA and the sector to foster dynamic change within the fabric of WA through collaboration, promotion and daring to think big. It will evoke new ideas, heightened passion for communities and facilitate connections for ongoing skills and ideas sharing within the Local Government sector.

As a member of WALGA, it is important that Council also attend WALGA's Annual General Meeting, requiring the election of voting delegates by Council.

Financial Implications

The costs associated for this conference can be accommodated within 2024/25 budget: *Members of Council Travel, Accommodation and Conference expenses*. Anticipated costs are approximately \$3,000 per delegate, comprising registration of \$1,295; airfares in the vicinity of \$500 return and accommodation of approximately \$1000 per delegate plus meals and other miscellaneous expenses.

Policy Implications

Council Policy EXEC-007: Elected Member Entitlements

Strategic Implications

Council Plan 2022 – 2032

Performance

Outcome 14. Community confidence and trust in Council.

Objective 14.1. Provide transparent, accountable and effective leadership.

Attachments

A. [2024 Local Government Convention Program](#)

RECOMMENDATION AND DECISION

Item: 12.4.3 WALGA Annual General Meeting and WA Local Government Convention 2024

Moved: Cr McMullen

Seconded: Cr de Haas

O0624-096

Council Resolution

That Council:

- 1. Nominate Councillors Shire President Chambers and Cr Obourne as the Shire's Voting Delegates for the WALGA Annual General Meeting to be held in Perth on 9th October 2024.**
- 2. Request the CEO to register Councillors, Cr Starcevich, Cr Johnston, Cr Davies, Cr McMullen, Cr de Haas, Cr Graham, Cr Obourne and Shire President Chambers to attend the 2024 Western Australian Local Government Convention held in Perth on 8-10th October 2024.**

CARRIED

F9 - A0

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

Item: 12.4.4

Compassionate Community Charter Esperance Initiative

Author/s	Chantelle Hoffrichter	Executive Assistant
Authorisor/s	Shane Burge	Chief Executive Officer

File Ref: D24/16210

Applicant

Compassionate Community Charter Esperance

Location/Address

N/A

Executive Summary

For council to consider the Compassion Community Charter initiative and supports the group in further consulting with the community

Recommendation in Brief

That Council endorse the Compassionate Community Charters initiative and supports further public consultation with the community

Background

Compassionate Community Charter Esperance is a group of Esperance volunteers who developed this project as a part of their leadership journey through Leading Australian Resilient Communities (LARC) Program. This is a national pilot program designed to support regional communities to meet challenges and collectively drive the positive change in their region.

Council met with the Compassionate Community Charter team on 26 March 2024. A draft copy of the Community Charter was presented to Council with a request for endorsement before they proceed to the next round of community consultation. This endorsement is a crucial step in validating the Charter's content and encouraging broader community participation and support.

The Charter will have a set of guiding principles to help decision-makers identify and prioritise programs to improve community health, wellbeing, resilience and connection.

Officer's Comment

This Charter aligns with the Council Plan 2022-2032 Community Connection "*A Community where everyone feels welcome, involved and connected to each other.*" Council endorsement of the Charter will allow the volunteer leadership group to move forward with the next stage of public consultation of the Compassionate Community Charter.

Consultation

Presentation to Council on 26 March 2024 of the draft Community Charter.

Financial Implications

N/A

Asset Management Implications

N/A

Statutory Implications

N/A

Policy Implications

N/A

Strategic Implications

Council Plan 2022 – 2032

Community Connection

A Community where everyone feels welcome, involved and connected to each other

Environmental Considerations

N/A

Attachments

[A](#). DRAFT Compassionate Community Charter 2024

[B](#). Letter - Compassionate Community Charter Esperance

RECOMMENDATION AND DECISION

Item: 12.4.4 Compassionate Community Charter Esperance Initiative

Moved: Cr de Haas
Seconded: Cr Flanagan

O0624-097

Council Resolution

That Council endorse the Compassionate Community Charter Esperance initiative and supports further public consultation with the community.

**CARRIED
F9 - A0**

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

Item: 12.4.5

Esperance Tourism Brand Project

Author/s	Shane Liddelow	Manager Economic Development
Authorisor/s	Shane Burge	Chief Executive Officer

File Ref: D24/15961

Applicant

Australia's Golden Outback

Location/Address

N/A

Executive Summary

For Council to consider endorsing the new Esperance Tourism Brand; "*Esperance - In Your Element*", and for the Shire to work closely with Australia's Golden Outback to implement the new brand with the tourism industry and community.

Recommendation in Brief

That Council;

1. Endorse the new Esperance Tourism Brand "Esperance – In your element"
2. Request the Shire to work closely with Australia's Golden Outback to implement the new Esperance Tourism Brand with the tourism industry and community.

Background

The Shire of Esperance developed a five-year tourism strategy to guide a coordinated approach to tourism development, sustainable growth and yield improvement into the future.

A key action of the strategy was to review and strengthen the current brand "Esperance – Create Your Own Story", as it was not widely accepted.

In February 2024, Australia's Golden Outback in partnership with the Shire of Esperance engaged the Brand Agency with the aim to review and strengthen the positioning of the Esperance tourism brand.

The work sought to deliver to the community and industry a sense of what the essence of Esperance is, how it can be positioned in the marketplace and how the industry and community can unite behind the revised or new positioning.

- Brand Development Process:
- Phase 1: Discovery: Desktop research, workshops, interviews, surveys.
- Phase 2: Strategy: Analysis of discovery phase, design and draft brand strategy
- Phase 3: Creative: Creative brief writing and creative development.
- Phase 4: Consultation and Refinement: Presentations to key stakeholder groups for input, and co-creation workshop with community.
- Phase 5: Final creative: Visual identity, guidelines, promotional film, print and digital templates and community toolkit.
- Phase 4 of the project is near completion and in FY/24/25 the project will move to the implementation stage which will be led via a plan to ensure the brand is embedded into marketing material and stakeholders and community are supported with the information and tools to leverage the brand through their own initiatives.

Officer's Comment

The review and strengthening of the Esperance Brand is a key action identified in the Esperance Tourism Strategy, 2021-2026.

Feedback from the consultation with community and key stakeholders has been overwhelmingly positive. The majority of feedback indicates that the essence of Esperance has been captured, and there are practical ways of using the brand in the marketplace, and ways the industry and community can unite behind the brand.

Funds from the Shire's annual joint marketing and promotional budget with AGO will be allocated towards the implementation of the new brand, to ensure the brand is embedded into marketing material and stakeholders and community are supported with the information and tools to leverage the brand through their own initiatives.

The implementation phase will include updating local marketing information including the Esperance holiday planner, the Shires visitor centre website, plus a new social media strategy. New signage, industry workshops and activation ideas including brand place making, plus a new digital marketing strategy will be part of the implementation plan.

A formal launch of the new brand is proposed for Wednesday 21st August, 2024.

Consultation

Ongoing consultation with Brand working group, AGO & Shire

January: 10 key stakeholder interviews

February: Community Workshops x 2 – approx. 30 people

March: Survey – 27 responses

April: Presentation to Shire officers x 6

April: Co-creation workshop with Community – approx. 20 people

April: Presentation to Esperance Tourism Working Group

June: Presentation to Council

Financial Implications

Nil

Asset Management Implications

Nil

Statutory Implications

Nil

Policy Implications

Nil

Strategic Implications

Council Plan 2022 – 2032

Growth And Prosperity

Esperance is seen as a destination of choice to live and work

Environmental Considerations

Nil

Attachments

A⇒. Esperance Tourism Brand Presentation - *Under Separate Cover*

RECOMMENDATION AND DECISION

Item: 12.4.5 Esperance Tourism Brand Project

Moved: Cr Starcevich

Seconded: Cr de Haas

O0624-098

Council Resolution

That Council

- 1. Endorse the new Esperance Tourism Brand “*Esperance - In Your Element*”**
- 2. Request the Shire to work closely with Australia’s Golden Outback to implement the new Esperance Tourism Brand with the tourism industry and community.**

**CARRIED
F9 - A0**

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

13. REPORTS OF COMMITTEES

Nil

14. MOTIONS OF WHICH NOTICE HAS BEEN GIVEN

Cr Johnston provided sufficient notice for the following motion:

MOTION

Moved: Cr Johnston
Seconded: Cr Davies

O0624-099

That Council authorise Cr Johnston to engage in communications on behalf of the Shire of Esperance with the owners of 2 Andrews St to explore options to improve the amenity of the site.

LOST
F3 – A6

For: Cr Johnston, Cr Davies, Cr Flanagan

Against: Cr Starcevich, Cr Obourne, Cr McMullen, Cr Graham, Cr de Haas, Pres Chambers

MOTION

Moved: Cr McMullen
Seconded: Cr Starcevich

O0624-100

Council Resolution

That Council authorise CEO to engage in communications on behalf of the Shire of Esperance with the owners of 2 Andrews St to explore options to improve the amenity of the site.

CARRIED
F8 – A1

For: Cr Starcevich, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers
Against: Cr Johnston

15. MEMBERS QUESTIONS WITH OR WITHOUT NOTICE

Nil

16. URGENT BUSINESS APPROVED BY DECISION

Nil

17. PUBLIC QUESTION TIME

Nil Questions

18. MATTERS BEHIND CLOSED DOORS

Officer's Comment:

It is recommended that the meeting is behind closed doors for the following items, in accordance with section 5.23(2) of the Local Government Act 1995.

Moving behind closed doors

Moved: Cr Graham

Seconded: Cr Davies

O0624-101

Council Resolution

That the meeting proceed behind closed doors in accordance with section 5.23(2) of the Local Government Act 1995, to consider the following items, which are considered confidential for the reasons indicated.

17.1 0561-24 - Prequalified Supplier Panel - Parks and Reserve Management

This report is considered confidential in accordance with the Local Government Act 1995, as it relates to a matter that if disclosed, would reveal a trade secret, where the trade secret is held by, or is about, a person other than the local government (Section 5.23(2)(e)(i)).

17.2 0570-24 Supply and Laying of Concrete Kerbing & Minor Concrete Works

This report is considered confidential in accordance with the Local Government Act 1995, as it relates to a contract entered into, or which may be entered into, by the local government and which relates to a matter to be discussed at the meeting (Section 5.23(2)(c)).

CARRIED

F9 - A0

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

17.1 0561-24 - Prequalified Supplier Panel - Parks and Reserve Management

Moved: Cr Flanagan

Seconded: Cr Starcevich

O0624-102

Council Resolution

That Council

- 1. Accept the following applicant for appointment to 0561-24 Prequalified Supplier Panel Parks & Reserve as per the rates detailed in the attached "Schedule of Rates", conditional upon the applicant's compliance with the Shire of Esperance Contractor Management System:
 - i. Howat.W.A.Pty.Ltd. Pty. Ltd T/a The Weed Terminator****
- 2. Advise Applicant in their notice of acceptance that the mere existence of a Panel does not compel the Shire to purchase exclusively from such Panel. The Shire reserves the right to purchase equivalent goods and/or services available under the Panel from the open market during the period of which the Panel is established and they make no guarantee that any goods and/or services will be purchased from pre-qualified suppliers on the Panel during the 2024/25 financial year.**

CARRIED
F9 - A0

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

17.2 0570-24 Supply and Laying of Concrete Kerbing & Minor Concrete Works

Moved: Cr McMullen

Seconded: Cr Flanagan

O0624-103

Council Resolution

That Council awards Request for Tender 0570-24 Supply and laying of Concrete Kerbing & Minor Concrete Works to NC & CM Worth T/A Worth Kerbing as per the schedule of rates, for a period of 2 years from 1 July 2024, with a 2 year option to extend subject to satisfactory performance.

CARRIED
F9 - A0

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

Coming from behind closed doors

Moved: Cr Flanagan

Seconded: Cr McMullen

O0624-104

Council Resolution

That the meeting come from behind closed doors.

CARRIED
F9 - A0

For: Cr Starcevich, Cr Johnston, Cr Davies, Cr Flanagan, Cr McMullen, Cr Graham, Cr de Haas, Cr Obourne, Pres Chambers

The Presiding Member read aloud the above Resolutions.

19. CLOSURE

The President declared the meeting closed at 5:10pm.

These Minutes were confirmed at a meeting held on _____

Signed _____

Presiding Member at the meeting at which the Minutes were confirmed.

Dated _____