



# Agenda

Economic and Tourism Development Committee Meeting

Tuesday, 12 December 2023

Date:	Tuesday 12 December 2023
Time:	9:00am
Location:	Council Chambers, Onslow Shire Complex, Second Avenue, Onslow
Distribution Date:	Thursday 07 December 2023



**Shire of Ashburton**  
**Economic and Tourism Development Committee Meeting**

Please be advised an Economic And Tourism Development Committee Meeting will be held at 9:00am on Tuesday 12 December 2023 at Council Chambers, Onslow Shire Complex, Second Avenue, Onslow.

A handwritten signature in black ink, appearing to read "Kenn Donohoe".

Kenn Donohoe  
Chief Executive Officer  
07 December 2023

**Disclaimer**

*The recommendations contained in the agenda are subject to confirmation by Council. The Shire of Ashburton warns anyone who has an application lodged with Council must obtain, and should only rely on, written confirmation of the outcomes of the application following the Council meeting, and any conditions attaching to the decision made by Council in respect of the application. No responsibility whatsoever is implied, or accepted, by the Shire of Ashburton for any act, omission, statement, or intimation occurring during a Council meeting.*

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## 1 Declaration Of Opening

The Presiding Member declared the meeting open at [enter time](#).

### 1.1 Acknowledgement Of Country

As representatives of the Shire of Ashburton Council, we respectfully acknowledge the local Indigenous people, the traditional custodians of this land where we are meeting upon today and pay our respects to them and all their elders past, present and emerging.

## 2 Announcement Of Visitors

The Presiding Member welcomed members of the public to the gallery.

## 3 Attendance

### 3.1 Present

Elected Members:	Cr A Smith Cr M Lynch Cr A Sullivan	Shire President Tom Price Ward Paraburdoo Ward
Employees:	K Donohoe I Bishop C McGurk R Miller D Kennedy PH Hanlon A Johnston J Bray R Marlborough A Furfaro	Chief Executive Officer Deputy Chief Executive Officer Director Community Development Director Infrastructure Services Director Corporate Services Manager Business and Economic Development Manager Media and Communications Manager Governance Senior Governance Officer Governance Officer
Guests:	<a href="#">Enter names</a>	
Members of Public:	There were <a href="#">enter number</a> members of the public in attendance at the commencement of the meeting.	
Members of media:	There were <a href="#">enter number</a> members of the media in attendance at the commencement of the meeting.	

### **3.2 Apologies**

To be informed at the meeting.

### **3.3 Approved Leave Of Absence**

Nil

### **3.4 Election of the Presiding Member and Deputy Presiding Member**

The Chief Executive Officer to preside at the meeting in accordance with clause 3, Schedule 2.3 of the *Local Government Act 1995*, until the offices detailed are filled.

#### **Election of Presiding Member**

In accordance with section 5.12(1) and clause 2, Schedule 2.3 of the *Local Government Act 1995*, the office of Presiding Member is to be filled as the first matter dealt with at the first meeting of the committee after an ordinary election.

How elected:

The election of the Presiding Member is to be conducted in accordance with clause 4, Schedule 2.3 of the *Local Government Act 1995* as follows:

1. The committee is to elect a committee member to fill the office.
2. The election is to be conducted by the CEO in accordance with the procedure prescribed.
3. Nominations for the office are to be given to the CEO in writing before the meeting or during the meeting before the close of nominations.
4. Nominations close at the meeting at a time announced by the CEO, which is to be a sufficient time after the announcement by the CEO that nominations are about to close to allow for any nominations made to be dealt with.
5. If a committee member is nominated by another committee member the CEO is not to accept the nomination unless the nominee has advised the CEO, orally or in writing, that he or she is willing to be nominated for the office.
6. The committee members are to vote on the matter by secret ballot as if they were electors voting at an election.
7. Subject to clause 5(1), the votes cast under subclause (5) are to be counted, and the successful candidate determined, in accordance with Schedule 4.1 (which deals with determining the result of an election) as if those votes were votes cast at an election.
8. As soon as is practicable after the result of the election is known, the CEO is to declare and give notice of the result in accordance with regulations, if any.

## **Election of Deputy Presiding Member**

How elected

The election of the Deputy Presiding Member is to be conducted in accordance with clause 8, Schedule 2.3 of the *Local Government Act 1995* as follows:

1. The committee is to elect a committee member (other than the presiding member) to fill the office.
2. The election is to be conducted in accordance with the procedure prescribed by the presiding member, or if he or she is not present, by the CEO.
3. Nominations for the office are to be given to the person conducting the election in writing before the meeting or during the meeting before the close of nominations.
4. Nominations close at the meeting at a time announced by the person conducting the election, which is to be a sufficient time after the announcement by that person that nominations are about to close to allow for any nominations made to be dealt with.
5. If a committee member is nominated by another committee member the person conducting the election is not to accept the nomination unless the nominee has advised the person conducting the election, orally or in writing, that he or she is willing to be nominated for the office.
6. The committee members are to vote on the matter by secret ballot as if they were electors voting at an election.
7. Subject to clause 9(1) the votes cast under subclause (5) are to be counted, and the successful candidate determined, in accordance with Schedule 4.1 as if those votes were votes cast at an election.
8. As soon as is practicable after the result of the election is known, the person conducting the election is to declare and give notice of the result in accordance with regulations, if any.

## **4 Declaration By Members**

### **4.1 Due Consideration By Councillors To The Agenda**

Councillors will be requested to note they have given due consideration to all matters contained in this agenda.

### **4.2 Declaration Of Interest**

A member who has an Impartiality, Proximity or Financial interest in any matter to be discussed at this meeting must disclose the nature of the interest either in a written notice, given to the Chief Executive Officer, prior to the meeting, or at the meeting immediately before the matter is discussed.

A member who makes a disclosure in respect to an interest must not preside at the part of the meeting which deals with the matter, or participate in, or be present during any discussion or decision-making process relative to the matter, unless the disclosing member is permitted to do so under Section 5.68 or Section 5.69 of the *Local Government Act 1995*.

The following declarations of interest are disclosed –

To be advised at the meeting.

## **5 Confirmation Of Minutes**

### **5.1 Confirmation Of Previous Minutes**

#### **5.1.1 Minutes Of The Economic And Tourism Development Committee Meeting Held On 8 August 2023**

##### **Officer Recommendation**

That the Minutes of the Economic And Tourism Development Committee Meeting held 8 August 2023 (Item 5.1.1 Attachment 1) be confirmed as a true and accurate record.

## 6 Public Agenda Items

### 6.1 Shire of Ashburton Tourism and Economic Development Strategy Planning and Prioritisation Workshop Outputs Report October 2023

<b>File Reference</b>	ED01
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	A Bishop, Marketing Communications Officer
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 8 August 2023 Item 6.2 Council Decision 148/2023
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	1. Shire of Ashburton Tourism and Economic Development Planning and Prioritisation Workshop Outputs Report October 2023

#### Report Purpose

Council is required to review the Shire of Ashburton Tourism and Economic Development Strategy planning and prioritisation workshop outputs report.

The purpose of this report is to provide an overview of the priority areas that were identified for tourism and economic development during the workshop held with Councillors and senior Shire staff in October 2023.

Council is requested to adopt the report as the interim priorities with the findings to be used to inform the Economic Development Strategy 2024-2028.

#### Background

At its meeting held 8 August 2023, Council endorsed the Economic and Tourism Development Committee to undertake an initial scoping workshop on the immediate future directions for tourism and economic development during 2023/2024.

The workshop was held with Councillors and senior staff to collaboratively identify priority areas for tourism and economic development across the Shire of Ashburton (the Shire).

#### Comments

The Shire's economic development approach aligns with the Economic Development Framework developed by the Western Australian Local Government Association (WALGA). The approach is focused on delivering quality outcomes that ensure the community has the amenity, vibrancy and lifestyle in place to underpin the future of our region.



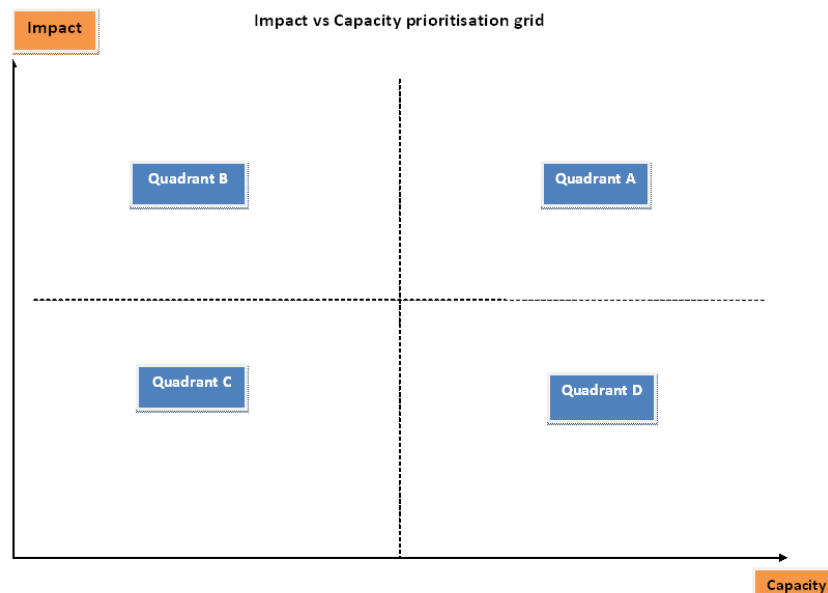
An independent facilitator guided members of the Economic and Tourism Development Committee and senior staff through the workshop. During the workshop, participants:

- i. Were provided with an overview of the core components of the Shire's framework for the Tourism and Economic Development Strategy (the Strategy);
- ii. Reviewed the current tourism and economic development environment for the Shire;
- iii. Conducted a SOAR analysis to better understand the Strengths, Opportunities, Aspirations and Results related to tourism and economic development across the Shire:
  - a. Strengths – What do we excel at? What makes us unique?
  - b. Opportunities – What will our stakeholders need from us in the future? What's needed to create a liveable region?
  - c. Aspirations – What do we want to be known for? What matters most to us?
  - d. Results – How do we know that we're on track to succeeding? How do we support each other to achieve ongoing success?
- iv. Identified and prioritised Strategy deliverables.

Deliverables and actions were grouped under the below pillars and were prioritised based on (i) their impact (i.e. what benefit will they provide across the Shire) and (ii) the capacity to complete them (i.e. Shire staff and contractor availability):

- Pillar 1 - Promote the Shire
- Pillar 2 - Encourage Infrastructure Development and Deliver Investment Priorities
- Pillar 3 - Promote Business Development and Diversification.

### Deliverables



Deliverables should be acted upon in the following order:

- A. Core focus – upcoming 12 months, will have a high impact for the Shire and there is significant capacity for action.
- B. Quick wins – upcoming 6 months, effective way to make progress.
- C. Longer term – 1-2 years, will provide significant value.
- D. Revisit – should be reconsidered in 12 months' time or if there's significant change in operating environment.

#### Pillar 1 - Promote the Shire

Core focus	Quick wins	Longer term
<ul style="list-style-type: none"> <li>• Business Promotion and Investment Attraction Prospectus - building the campaigns around the rivers that connect us throughout Ashburton</li> <li>• Expand 'Inside Ashburton'</li> <li>• Visit Ashburton brand expansion and marketing</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• Be systemised in approach to awards</li> <li>• Developing partnerships with State government agencies (e.g. DBCA) to ensure alignment in approach and use of systems</li> <li>• Leverage WA Tourism Awards results</li> <li>• Social media (Instagram, Facebook, LinkedIn)</li> <li>• Trade Shows – Perth 4WD and Caravanning and Camping Shows</li> <li>• TV shows</li> <li>• Videography and photograph</li> </ul>	<ul style="list-style-type: none"> <li>• International sister city with an Asian destination (e.g. Vietnam or Indonesia) for resource sharing, housing opportunities</li> <li>• International signature events (e.g. Karijini Experience; MTB cape to cape style events; friendly sporting games, basketball games)</li> <li>• Liveability campaign</li> </ul>

#### Pillar 2 - Encourage Infrastructure Development and Deliver Investment Priorities

Core focus	Quick wins	Longer term
<ul style="list-style-type: none"> <li>• 5% of rates going to economic development</li> <li>• Airport development (Onslow is delivery and Paraburdoo is advocacy and input)</li> <li>• Council co-contribution scheme to unlock private sector investment (façade improvement/headworks charges)</li> <li>• Development of accommodation strategies with developers and community - Pilbara price index and contractor incentives</li> </ul>	<ul style="list-style-type: none"> <li>• Astrotourism - assist with infrastructure to support this</li> <li>• Pilot a regional banking model by April 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Development of new housing</li> <li>• Key worker/affordable housing</li> <li>• Marine tourism - built form and investment market</li> <li>• New Tom Price Visitor Centre (CLIP)</li> <li>• Pilbara Experience Centre (CLIP)</li> <li>• Transport infrastructure investment advocacy</li> </ul>

<ul style="list-style-type: none"> <li>• Government levels of service and investment study (ie. hospital)</li> <li>• Promoting industry investment</li> <li>• Recreational Vehicle (RV) short stay (Community Lifestyle and Infrastructure Plan (CLIP))</li> </ul>		
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### Pillar 3 - Promote Business Development and Diversification

Core focus	Quick wins	Longer term
<ul style="list-style-type: none"> <li>• Ashburton Ranges MTB Plan</li> <li>• Shire of Ashburton Circular Eco-Industrial Park</li> </ul>	<ul style="list-style-type: none"> <li>• Business Friendly Local Government Program</li> <li>• Buy Local Scheme with Chambers of Commerce</li> <li>• Doing business with Council guide - encouraging and supporting Small to Medium Enterprises to go for tenders and contracts with Council and larger businesses (video/webinar format)</li> <li>• Early notification alerts of projects coming up to enable SMEs to get prepared to plan and submit tenders etc.</li> <li>• Home based business guide</li> <li>• Sponsor Chamber of Commerce events</li> </ul>	<ul style="list-style-type: none"> <li>• Ashburton Agriculture Study</li> <li>• Business hubs (CLIP)</li> <li>• Industrial lands (CLIP)</li> <li>• Marine tourism opportunities (superyachts, sailing, moorings, charters)</li> <li>• National Defence Strategic Review Opportunities (\$200m Northern Funding)</li> <li>• Pilbara Inshore Islands Eco-Tourism Plans</li> </ul>

### **Consultation**

Chief Executive Officer  
Economic and Tourism Development Committee

### **Strategic Community Plan**

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	2 Ensure Shire processes support the development of strong and sustainable local business opportunities.

## Council Policy

### Council Policy – Tourism Support and Promotion

The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire, and that it needs to play an active role to facilitate the growth and development of tourism in Ashburton.

## Financial Implications

### Current Financial Year

\$75,000 (excl. GST) has been budgeted in the Business and Economic Development 2023/2024 Annual Budget to conduct the review of the Economic and Tourism Development Strategy 2019.

### Future Financial Year(s)

Identified projects and deliverables will require future budget submissions on a case-by-case basis.

## Legislative Implications

Nil

## Risk Management

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	There is a risk to Council's reputation should the resolution to hold a priorities workshop not be closed out by adopting the outputs report.	Unlikely (2)	Minor (2)	Low (1-4)	Following the officer's recommendation will ensure the Council resolution is closed out with the workshop outputs adopted.
Interruption to service	There is a risk to Council's economic development and tourism service delivery should the priorities report not be adopted.	Unlikely (2)	Minor (2)	Low (1-4)	Following the officer's recommendation will ensure the Council's economic development and tourism function has a clear pathway of service delivery until the renewed Economic Development Strategy is adopted in 2024.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

## Voting Requirements

Simple Majority

**Officer Recommendation**

That with respect to the Shire of Ashburton Tourism and Economic Development Strategy Planning and Prioritisation Workshop Outputs Report October 2023, the Ashburton Economic and Tourism Development Committee recommends that Council,

1. Adopts the report (as detailed in Attachment 1) as the interim priorities for economic development and tourism.
2. Authorises the report (as detailed in Attachment 1) to be used to inform the Economic Development Strategy 2024-2028.

## 6.2 Small Business Friendly Local Government Program

<b>File Reference</b>	ED01
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	A Bishop, Marketing Communications Officer
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 18 September 2019 - Item 11.3 – 634/2019
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	1. WA Small Business Friendly Local Government Charter

### Report Purpose

Council is required to consider the Shire's membership of the Small Business Friendly Local Government program.

The purpose of this report is to provide an overview of the program and the benefits it offers to our community.

Council is requested to support and endorse the reinstatement of the Small Business Friendly Local Government program by executing the Charter (refer to Attachment 1).

### Background

#### Small Business Friendly Local Government Program Overview

The Western Australian Government's Small Business Development Corporation (SBDC) has established the Small Business Friendly Local Government (SBFLG) initiative to foster better ties between small businesses and local government. This effort acknowledges local governments that actively aid their small business communities. [Small Business Friendly Local Governments | Small Business Development Corporation](#)

#### Shire of Ashburton as a Small Business Friendly Local Government

On 18 September 2019, Council approved the request to become a Small Business Friendly Local Government with the SBDC. The Shire of Ashburton (the Shire) signed the State Government's Charter and released a [media announcement](#) in line with the requirements of signing up.

The Shire has not participated in the program since April 2022. However, the Shire has since recognised through the adoption of the Corporate Business Plan 2023-2027 that it is a priority action to return to the program.

### Comments

#### Supporting small and medium sized business

Supporting small and medium sized businesses in the Shire district is recognised in our strategies and plans. Prosperity is one of the four pillars included in the Shire's Strategic Community Plan 2022-2032, which states that we will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.

Sustainable commerce and tourism opportunities is a key strategy adopted in the pursuit of this objective. The Shire's Economic and Tourism Development Strategy 2019 was developed to compliment and assist with delivering outcomes aligned to the Strategic Community Plan.

Goal 3 of the Shire's Economic and Tourism Development Strategy 2019 recognises that a focus on creating a positive community business environment is crucial to local economic development and growth, with the mining and resource sectors currently dominating the scene. In this transient environment, small and medium enterprises are the backbone to local economic stability, community vibrancy and town livelihood.

#### Corporate Business Plan 2023-2027

Action 3.4.2.1 of the Shire's Corporate Business Plan states that the Shire will become a SBFLG. This action was identified for 2024/25, however, it has been identified that re-joining the program enables the Shire to market planned business support initiatives this financial year under the Business Friendly banner.

#### **Outcome 3.4** Sustainable commerce and tourism opportunities

Strategies	Actions	2023/ 24	2024/ 25	2025/ 26	2026/ 27
3.4.1 Support initiatives to add value to, and improve marketing of, local business.	3.4.1.1 Review the Economic and Tourism Development Strategy.	●			
	3.4.1.2 Collaborate with the Onslow Chamber of Commerce and Industry and Pilbara Inland Chamber of Commerce and Industry.	●	●	●	●
3.4.2 Ensure Shire processes support the development of strong and sustainable local business opportunities.	3.4.2.1 Become a Small Business Friendly local government.		●		

(Excerpt: Shire of Ashburton Corporate Business Plan 2023-27)

Per the Economic and Tourism Development Priorities Workshop Outputs report it was identified that becoming a SBFLG was a priority for Council.

#### Ongoing Commitment

Participating in the initiative involves committing to exceptional customer service for local small businesses and embracing three 'standard' activities along with a minimum of three 'additional' activities tailored to our Shire's needs.

The SBFLG requires members adhere to a Charter that is summarised below and attached:

1. **Commitment to small business** – recognising small business as an important stakeholder and engage regularly with this group providing consultation, networking opportunities, understanding, and addressing issues.
2. **Commit to customer service** – maintain open communications, provide advice, guidance, expectations, diversity, and resources.
3. **Administration and regulation** – limit unnecessary administrative burdens, undertake policy reviews and ensure Shire officers have the required skills and knowledge to carry out these plans.

4. **On-time payment policy** – work with suppliers to ensure all invoices are paid within 30 days.
5. **Small business engagement** – the Shire will regularly consult with the small business community, including operators and representatives, to understand local business needs.
6. **Dispute resolution** – the Shire commits to an efficient, fair, and non-legal conflict resolution process for small business disputes.
7. **Additional activities to support small business** – implement at least three additional initiatives (in addition to points 4, 5 and 6) to support small business.
8. **Progress reports** – provide SBDC with biannual reports and case studies when requested.
9. **Promotion and marketing of the program** – SBDC request that the Shire President and CEO provide a public statement in relation to its commitments and the Shire promote the initiative in marketing and communication materials.
10. **Contact** – SBDC request that the CEO be the primary contact with a secondary contact being made available.

Per the Economic and Tourism Development Priorities Workshop Outputs report, the following projects can be considered initial focus areas for the SBFLG program:

1. Buy Local Scheme with Chambers of Commerce
2. Doing business with Council guide - encouraging and supporting Small to Medium Enterprises to go for tenders and contracts with Council and larger businesses (video/webinar format)
3. Early notification alerts of projects coming up to enable SMEs to get prepared to plan and submit tenders etc.
4. Home based business guide
5. Sponsoring Chamber of Commerce events.

### Consultation

Manager Business and Economic Development  
Chief Executive Officer  
Economic and Tourism Development Committee

### Strategic Community Plan

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	2 Ensure Shire processes support the development of strong and sustainable local business opportunities.



**Council Policy**

Nil

**Financial Implications**Current Financial Year

There is no cost to participate in the initiative, however individual initiatives will be delivered in line with approved budget and considered on a case-by-case basis.

Future Financial Year(s)

Future financial year individual initiatives will be delivered in line with approved budget and considered on a case-by-case basis.

**Legislative Implications**

Nil

**Risk Management**

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	The Shire was a SBFLG and there is a risk to Council's reputation should Council not follow through on the original agreement by not delivering and reporting on actions.	Possible (3)	Moderate (3)	Low (1-4)	Following the officer's recommendation and delivering on initiatives and projects will ensure Council is supporting the local business community in line with previously agreed Charter.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

**Voting Requirements**

Simple Majority

**Officer Recommendation**

That with respect to the Small Business Friendly Local Government Program, the Ashburton Economic and Tourism Development Committee recommends that Council,

1. Supports and endorses the Shire of Ashburton reinstating its position as a Small Business Friendly Local Government, and
2. Authorises the Shire President and Chief Executive Officer to engross the Charter as detailed in Attachment 1.

### 6.3 Ashburton Ranges Mountain Bike Trail Master Plan

<b>File Reference</b>	ED281
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	A Bishop, Marketing Communications Officer
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 9 June 2020 - Item 14.1 – 92/2020 Ordinary Council Meeting 10 May 2022 - Item 11.1 – 051/2022 Ordinary Council Meeting 13 June 2023 - Item 5.3 – 093/2023
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	1. Draft Ashburton Ranges MTB Trails Master Plan

#### Report Purpose

Council is required to consider the draft Ashburton Ranges Mountain Bike Trails Master Plan.

The purpose of this report is to provide the Ashburton Economic and Tourism Development Committee with the draft proposal prepared by Common Ground Trails.

Council is requested to endorse the Master Plan and decide on a recommended pathway to develop sustainable world class mountain biking trails in the Shire of Ashburton (the Shire).

#### Background

The Shire endorsed the development of the Pilbara Trails network as a Priority Project in 2022. Financial support for Stage 2 of the Pilbara Trails Master Plan was endorsed by Council on 9 June 2020. Stage 1 of the Master Plan recognised that the development of mountain bike trails in Tom Price could turn the Pilbara into a mountain bike destination.

At its meeting held 13 June 2023, Council resolved as follows:

- “1. *Endorsed the concept as a key tourism project for the Shire of Ashburton,*
2. *Endorsed the Ashburton Economic and Tourism Development Committee to be on the project working group; and*
3. *Authorised the Chief Executive Officer to commence detailed concept planning and development with an update report to be presented to the Committee for consideration at its November 2023 meeting.*”

A briefing on the development of the Mountain Bike Trail Master Plan was provided to Council on 12 September 2023.

## Comments

The Ashburton Ranges Mountain Bike Trail Master Plan is the key visioning and planning document for development of sustainable world class mountain bike trails in the Shire.

The primary objectives of development of mountain bike trails in the Ashburton Ranges include:

- A focus on the towns of Tom Price and Paraburdoo, with the intention of improving liveability and providing a drawcard for visitors to dwell longer
- Maximise economic development, business opportunities and events
- Define the target market and outline the most appropriate trail offer for that market
- Develop a high-quality MTB trail system suitable for a diverse range of users, focusing on adventure and nature appreciation
- Provide inclusive trails, specifically trails with access for off-road hand cycles and other mobility equipment
- Ensure trails consider environmental and cultural heritage values and provide a sympathetic fit within the natural landscape
- Ensure trail development is consistent with best practice planning, design and construction standards.

## Vision for the Ashburton Ranges Mountain Bike Trails Destination



(Excerpt: Ashburton Ranges Mountain Bike Trail Master Plan pages 33-34)

## Discover the Awe

The MTB trails will provide the opportunity to experience the awe of the Ashburton Ranges landscape – the big skies, colour and texture contrast, gorges and waterholes, tall mountains, vast rolling hills.

## Guiding Principles

A number of important principles will guide the design and implementation of the Ashburton Ranges mountain bike trails, such that the vision for the destination is realised, the diverse stories within the landscape including of the Eastern Garuma, Yinhawangka and Banjima people are celebrated and the unique and important landscape of the Pilbara is protected.

## Exceptional experiences

The Ashburton Ranges mountain bike trail destination will have a focus on immersing locals and visitors in the unique and varied landscape setting. A diverse range of trail experiences will offer different levels of challenge and respond to the identified target market preferences.

## Stewardship

The natural, cultural, landscape and other significant values of the ranges will be protected through the use of best practice design, planning, management and interpretation, that will result in greater community appreciation, stewardship and advocacy for the area and its values.

## Benefits for the Pilbara Region

The Ashburton Ranges mountain bike trails will improve the liveability of local towns and also support the tourism potential of the region through diversifying the offer, enticing longer stays and repeat visits. The trail network will provide demonstrable social and economic benefit to the local community and the region by supporting a wide range of investment opportunities for tourism, complementary services and infrastructure that provide a holistic and integrated trail experience.

## Sustainable management model

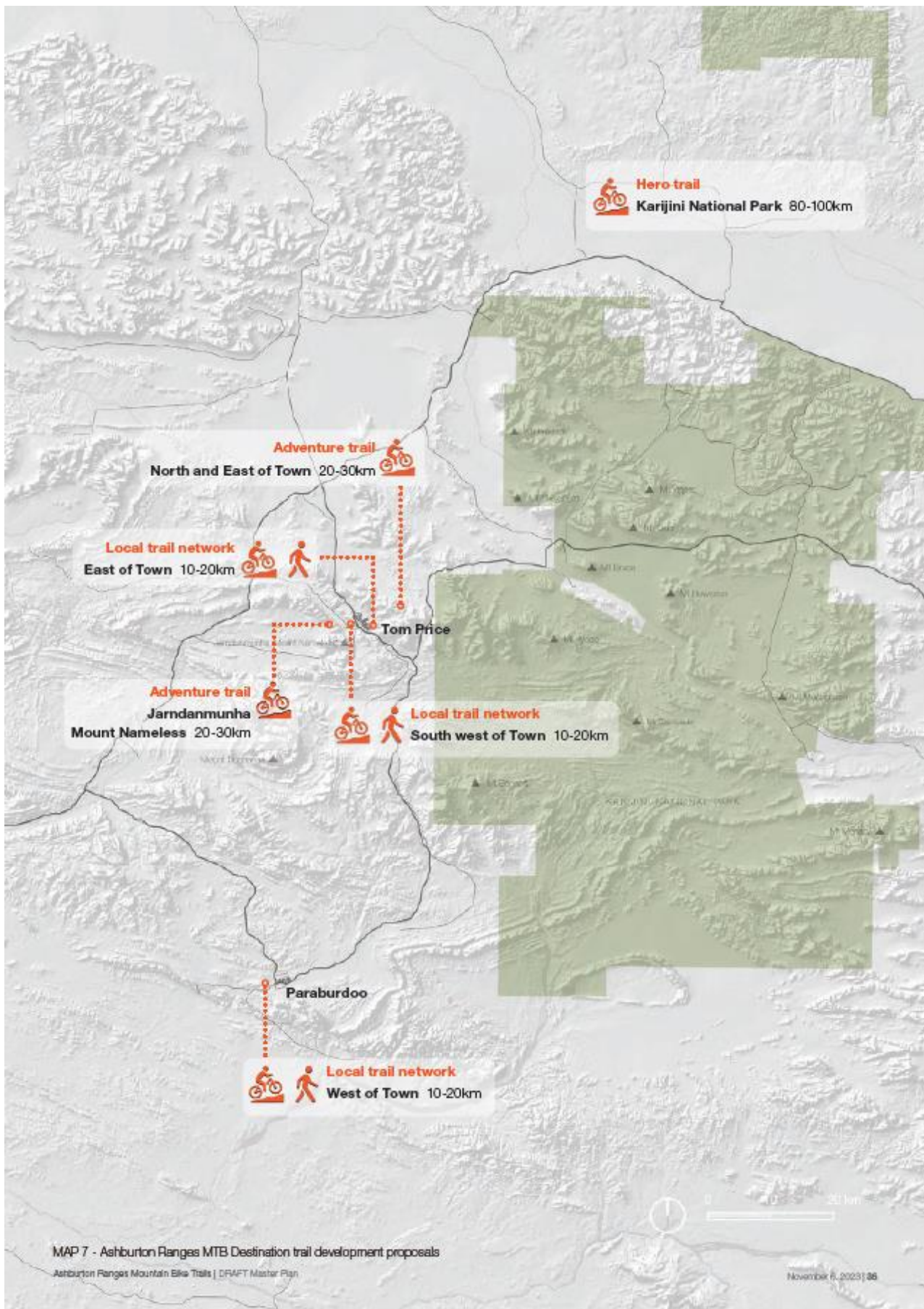
The Ashburton Ranges mountain bike trail experiences will be developed and operated within frameworks of best practice management and revenue models ensuring ongoing sustainability.

Key to achieving the vision for the Ashburton Ranges mountain bike trail destination will be the establishment of trails and infrastructure which deliver captivating and memorable experiences showcasing the unique local values.

## Consultants Recommendations

Key to achieving the vision for the Ashburton Ranges will be the establishment of trails and infrastructure which deliver captivating and memorable experiences showcasing the unique local values. Three key trail offerings are proposed - local trail networks, adventure trail loops and a hero trail experience. A range of sites within the project area were assessed for their suitability to cater for each of these trail offerings, with a multi criteria analysis (MCA) used to help determine the best sites for trail development. The full MCA analysis is presented in Appendix B of Attachment 1, with an overview of the locations recommended for development presented on Map 7.





(Map 7 Excerpt: Ashburton Ranges Mountain Bike Trail Master Plan page 35)

Delivering captivating local trail experiences should be a focus for development in the coming years, helping to build a local MTB scene and community.

Secondary to trail development will be ensuring Tom Price and Paraburdoo evolve into a vibrant trail towns, with facilities and services that cater for trail users. Marketing and promotion of the experience on offer needs to be appropriate to the level of development and to the intended markets. A comprehensive and cohesive strategy looking at how the diversity of experience can be packaged and marketed is needed to entice longer stays and repeat visits. Equally important is getting the governance and management right ensuring a consistent approach across all land tenures.

Based on the results of the MCA and consideration of the overall vision and establishment of the Ashburton Ranges mountain bike destination the following sites are recommended for trail development.

### Recommended Trail Network Development Priorities

Table 9: Ashburton Ranges MTB destination trail proposals - summary and next steps.

Trail	Priority	Scale	Tenure	Stakeholders	Next Steps
<b>Local scale networks</b>					
East of Tom Price	High	10-20km	Unallocated Crown Land / Transfer of Land Act (Type 1) Parcel ID: 1005887, 2695089, 2670711, 2176971, 1005152	Shire of Ashburton, DPLH, Eastern Guruma Aboriginal Corporation, Guruma Resources	Discussion with stakeholders and establishment of trail proposal and framework
West of Paraburdoo	High	10-20km	Land Act (Type 2) / Unallocated Crown Land Parcel ID: 2739974, 1049424, 1049417, 1869610, 1869609	Shire of Ashburton, DPLH, Yinhawangka Aboriginal Corporation, FMG Pilbara	Discussion with stakeholders and establishment of trail proposal and framework
South West of Tom Price between Campdraft grounds and Bingarn Rd	Medium	10-15km	Land Act (Type 2) / Unallocated Crown Land Parcel ID: 1005153, 1405727	Shire of Ashburton, DPLH, Eastern Guruma Aboriginal Corporation, Hamersley Iron	Discussion with stakeholders and establishment of trail proposal and framework
<b>Adventure loop trails</b>					
Jarndanmunha Mount Nameless and ranges to west	High	20-30km	Land Act (Type 2) / Unallocated Crown Land Parcel ID: 1005157, 1191444	Shire of Ashburton, DPLH, Eastern Guruma Aboriginal Corporation, Hamersley Iron	Discussion with stakeholders and establishment of trail proposal and framework
North and East of Tom Price	Medium	20-30km	Unallocated Crown Land / Transfer of Land Act (Type 1) Parcel ID: 1005887, 2695089, 1005152, 1864653, 2176973, 2176971	Shire of Ashburton, DPLH, Eastern Guruma Aboriginal Corporation, Guruma Resources	Discussion with stakeholders and establishment of trail proposal and framework
<b>Hero Trail</b>					
Multiday adventure trail	Medium	80-100km	TBC, ideally within Karijini National Park	Shire of Ashburton, DBCA, Banjima Aboriginal Corporation	Discussion with stakeholders and agreement on proposed trail location. Investigate the merit of the proposal through a feasibility assessment.

(Excerpt: Ashburton Ranges Mountain Bike Trail Master Plan page 56)

<b>Local Scale network</b> (See Ashburton Ranges Mountain Bike Trail Master Plan pages 36-41)
Priority 1 Tom Price - East of town. This location offers good connections to residential areas, schools and the pump track at Lions Park. Rolling hills offer potential for beginner friendly trails and a range of climbs and descents. There are limited constraints and room for potential expansion of the trail network in the future.
Priority 2 Paraburdoo – West of town around the water tank. This location offers terrain suited to a range of trail classification and technical challenge. Potential to connect into town via the creek. Constraints to be worked through include ensuring the town water supply infrastructure is not compromised.
Priority 3 Tom Price – South west of town between the Campdraft grounds and Bingarn Road. This location offers more complex terrain suited to more challenging trails and features and offers potential for connection into the Tourist Park.
<b>Adventure Loops</b> (See Ashburton Ranges Mountain Bike Trail Master Plan pages 43-44)
Priority 1 - Jarndanmunha Mount Nameless and range to north west. This location has potential to offer a challenging and unique adventure trail which would appeal to destination trail users. Utilising the summit road, the start point would be the highest shuttle drop off for a trail in WA. The terrain is complex and varied offering opportunity for challenging trail and features. There is also opportunity to take in lookout points and interpret the natural and cultural significance of the mountain.
Priority 2 – North and East of town. This location offers a different feel to Jarndanmunha Mount Nameless with a mix of mellower hills and more complex terrain further out. Points of interest may include waterholes, lookout points and features of natural and cultural significance. There is opportunity to connect into the proposed local scale trail network and room for trail extension in future.
<b>Hero Trail</b>
Assessment of the project area has determined that this trail is best placed within Karijini National Park due primarily to the higher quality natural landscape setting and limited constraints relating to mining and Public Drinking Water Source Area. The MCA indicated that within the park the northern area had most potential for hosting the hero trail experience. Further assessment and engagement with the Department of Biodiversity Conservation and Attractions and other key stakeholders including the Banjima Aboriginal Corporation is required to determine the best location.

### Detailed Concept Planning

In order to progress the sites to construction phase, detailed concept planning must be undertaken. Under the existing contract with Common Ground Trails, there is budget to undertake detailed concept planning for one of the following sites only:

- Local Scale network Priority 1 Tom Price – East of Town Local Network.
- Local Scale network Priority 2 Paraburdoo – West of Town around the water tank Local Network.

Both sites have been rated as a high priority by Common Ground Trails. The sites present different user experiences and offer significant benefits to both communities.

Should Council wish to conduct detailed concept planning at both sites, a contract variation with Common Ground Trails must be approved. Conducting detailed concept planning at both sites concurrently will deliver Council cost savings in travel expenses and project initiation costs. Given the cost savings and benefits to both communities of undertaking detailed planning of both sites concurrently, it has been proposed to amend the contract to undertake detailed planning at both sites through Common Ground Trails.

### Stakeholder and Community Engagement

To maintain sustainability and consistency across the region, Common Ground have recommended that the Shire of Ashburton continue to be the lead agency driving development of trails and engagement with key stakeholders.

It has been recommended that the following stakeholders be included for trail development engagement:

- Department of Biodiversity, Conservation and Attractions (DBCA),
- Department of Local Government Sport and Cultural Industries (DLGSC),
- Department of Planning, Lands and Heritage (DPLH)
- Wintawari Guruma, Yinhawangka and Banjima Aboriginal Corporations,
- Pilbara Development Commission,
- Tourism WA,
- WestCycle and
- Rio Tinto

It is expected that the detailed concepts for the following identified locations will be put to the community for consultation once developed:

- Local Scale network Priority 1 Tom Price – East of Town Local Network.
- Local Scale network Priority 2 Paraburdoo – West of Town around the water tank Local Network.

### **Consultation**

Council Briefing September 2023

Chief Executive Officer

Executive Manager Land, Property and Regulatory Services

Shire of Ashburton Planning Department



## Strategic Community Plan

### Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	3 Work collaboratively with tourism sector providers, Australia's North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire.

## Council Policy

### Council Policy – Tourism Support and Promotion

The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire, and that it needs to play an active role to facilitate the growth and development of tourism in Ashburton.

## Financial Implications

### Current Financial Year

\$95,000 (excl. GST) has already been committed under Job J3159 Consultancy – Business and Economic Development.

Should Council approve detailed concept planning of either Local Scale network Priority site 1 Tom Price – East of Town or Priority site 2 Paraburdoo – West of Town around the water tank, this will be covered under the current contract and budget.

Should Council approve detailed concept planning for both Local Scale network Priority site 1 Tom Price – East of Town and Priority site 2 Paraburdoo – West of Town around the water tank, a contract variation must be approved for an additional \$61,513 (excl. GST).

### Future Financial Year(s)

#### *Capital Construction Costs*

A high level cost estimate of approximately \$14 million has been obtained for the full project development. The high level construction cost estimate of the Tom Price and Paraburdoo local networks is broken down as follows:

Priority 1 Tom Price **(\$2-3million)**.

Priority 2 Paraburdoo **(\$2-3million)**.

#### *Annual Maintenance Costs*

According to the Ashburton Ranges Mountain Bike Trail Master Plan, the general market rate for trail maintenance in Australia is average at 2-5% of capital investment/value per annum (Attachment 1: page 47). This means that at a capital expenditure of \$6 million, trail maintenance will cost approximately \$120,000 - \$300,000 (excl. GST) per annum. This figure is affected by a range of factors including; quality of trail construction, soil and geology type and local topography and terrain.

This figure is to be considered an upper limit range, and does not consider volunteer maintenance efforts, which have the potential to reduce costs (Attachment 1: page 47).

## Legislative Implications

Nil

## Risk Management

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	Trails experiences have been identified as a Priority Project for the Shire. Should the project not be continued, there is a risk to the Shire's reputation.	Possible (3)	Minor (2)	Moderate (5-9)	Endorse the officer's recommendation, to allow for further development which will enable the project to be put forward for funding consideration.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

## Voting Requirements

Simple Majority

## Officer Recommendation

That with respect to the Ashburton Ranges Mountain Bike Trails Master Plan, the Economic and Tourism Development Committee recommends that Council,

1. Adopts the Ashburton Ranges Mountain Bike Trails Master Plan (as detailed in Attachment 1) as the key visioning and planning document for the development of Mountain Bike Trails in the Shire of Ashburton,
2. Approves a variation to the existing contract with Common Ground Trails to complete detailed site planning for both Local Scale network Priority 1 Tom Price – East of Town and Priority 2 Paraburdoo – West of Town around the water tank sites concurrently for an additional \$61,513 (excl. GST).
3. Instructs the Chief Executive Officer to:
  - (a) conduct stakeholder engagement with Traditional Owners, Department of Local Government Sport and Cultural Industries, WestCycle, Tourism WA, Pilbara Development Commission as well as land managers including Rio Tinto, the Department of Planning, Lands and Heritage and Department of Biodiversity, Conservation and Attractions, and
  - (b) develop a funding strategy to attract external investment.

## 6.4 Ashburton Regional University Study Hubs

<b>File Reference</b>	ED282
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	A Bishop, Marketing Communications Officer
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Nil
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. Presentation to the Shire of Ashburton</li> <li>2. EOI - Cert IV in Leadership &amp; Mentoring</li> <li>3. EOI - STEM in Sport</li> <li>4. Flyer - PKUC School Leavers</li> <li>5. Flyer - PKUC General</li> <li>6. Presentation - Nursing in the Pilbara</li> </ol>

### Report Purpose

Council is required to consider supporting the expansion of the Pilbara Kimberly University Centres (PKUC) Regional University Study Hubs (RUSH) to the Shire of Ashburton (the Shire).

The purpose of this report is to provide details about PKUC's plans to establish RUSHs in Onslow and Tom Price.

Council is requested to endorse a letter of support to the Pilbara Kimberly University Centres RUSH application and consider establishing a scholarship program for Shire residents in support of PKUC's Australian Government funding application.

### Background

#### About the Pilbara Kimberley University Centres (PKUC)

The PKUC is a not-for-profit organisation that provides education and other related support services to locally based students and organisations in the Pilbara and the Kimberley. It is part of the Australian Government's RUSH program which takes an innovative approach to improving access to tertiary education for regional and remote students. The Pilbara Universities Centre was established in 2019 and then expanded into the Kimberley in 2023 to form the Pilbara Kimberley University Centres. The PKUC currently has a small campus in Karratha, a study office in Hedland and a small study centre in Broome.

PKUC currently have five strategic university partnerships with CQ University, University of Tasmania/Australian Maritime College, Edith Cowan University, Curtin University and Charles Darwin University.

PKUC are also in discussions with other universities including UWA, University of Southern Queensland, James Cook University and University of Notre Dame about strategic partnerships and opportunities. PKUC's focus and objective is to provide support, wherever possible to any student who has higher education aspirations and career goals. PKUC currently supports over 400 students in the North-West.

## Federal Government's Policy Direction to Establish Further Regional RUSHs

12 months ago (November 2022) the Federal Minister for Education commenced a review of Australia's higher education system (the Accord). In late July 2023 the Minister handed down the Accord Interim Report (Interim Report) which outlined a vision for the future of Australia's higher education system. The Interim Report states that an increasing number of jobs will require a university qualification in the years ahead. While 36% of the current Australian workforce has a university degree, the report estimates that this could increase to 55% by the middle of 2050. Many of these students will come from the outer suburbs of major cities and regional and remote Australia.

Priority Action 1 of the Interim Report states: *Extend visible, local access to tertiary education by creating further Regional University Centres (Regional University Centre Study Hubs).*

The Interim Report notes that RUSHs have been found to be effective at improving student participation, retention and completion rates in regional and remote areas and should be expanded. In response to the Interim Report, the Government announced \$66.9m in additional funding to double the number of University Study Hubs across the country. This will result in the establishment of up to 20 additional RUSHs across two streams:

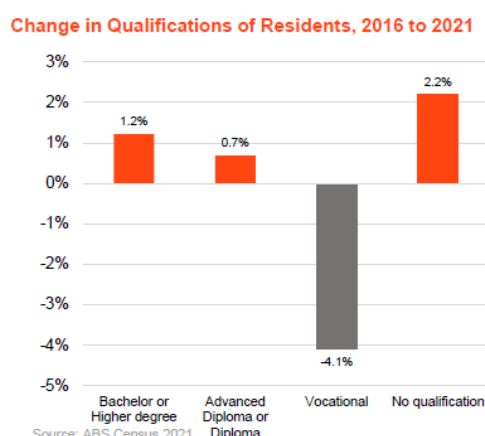
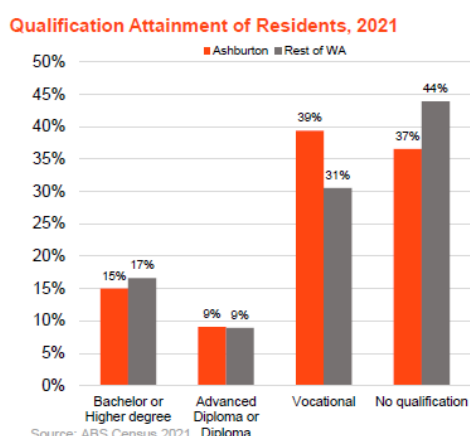
- Stream 1 (Cohort 4) up to 10 RUSHs in 2024; and
- Stream 2 (Cohort 5) up to 10 RUSHs in 2025.

The PKUC have indicated that they would like to establish a RUSH (through a hub and spoke model) under this funding stream in both Onslow and Tom Price.

## **Comments**

### Workforce Development and Upskilling for the Future

Recent data and trend analysis shows that the Shire's community has a lower Bachelor or Higher Degree attainment level compared to the Western Australian average and has had a significant rise in residents with no qualifications from 2016 to 2021. This highlights the need for improved local access to higher education pathways and support.



## Skills of the Future

The Onslow and Tom Price RUSHs are a significant first step to building the foundations of a locally based training economy in the Shire to meet these current and future workforce development needs.

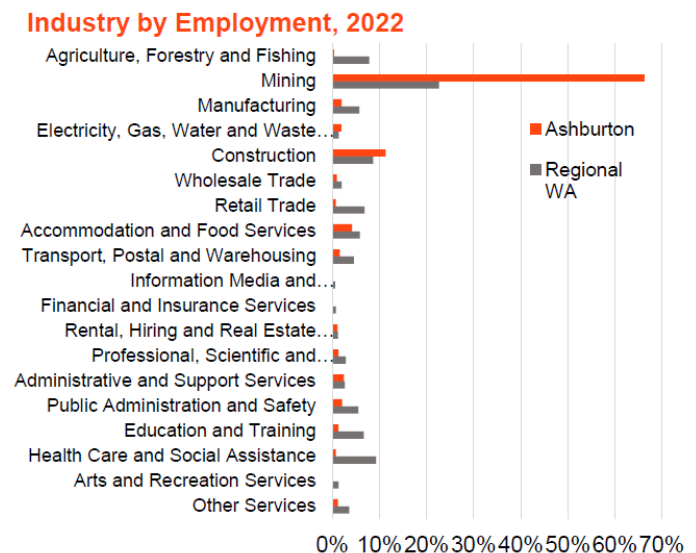
The National Skills Commission highlighted that future employment drivers will be driven under the four C's ([Skills and jobs of the future - the Four Cs | National Skills Commission](#)):

- Care, the group of skills responding to demographic and health challenges.
- Computing, a group of specialised technical skills needed to respond to the digital world.
- Cognitive abilities, the group of advanced reasoning and higher order skills computers cannot replace.
- Communication, the group of skills needed to collaborate and engage within and across workplaces.

As well as the four c's, the increasing need to transition to a net zero carbon economy and respond to the impacts of climate change present large opportunities for the Shire and Pilbara region. Major industry investment in renewable energy and new industry (such as hydrogen) in the Pilbara may present large employment opportunities for our community. These jobs will require significant workforce development and upskilling driven by technological change.

Developing an education and training economy is also a diversification pathway for the highly concentrated Shire economy.

In 2022, it was estimated that 66%, or two thirds, of Ashburton's local employment was in the mining industry. This was almost three times the regional WA average.



The education and training industry is a small industry supporting only 1.3% of the workforce in 2022. The industry is under-represented compared to the Pilbara and Regional WA average, with the industry dominated by primary education. Employment in technical and vocational education areas is underrepresented compared to the Pilbara region as a whole. In 2021, only 2% of the industry was working in this area, compared to 10-11% in Karratha and Port Hedland (economy id). Developing RUSHs in Onslow and Tom Price is a significant first step in developing the sector in these communities.

### Strategic Alignment

Prosperity is one of the four pillars included in the Shire's Strategic Community Plan 2022-2032, which states that we will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.

Sustainable commerce and tourism opportunities is a key strategy adopted in the pursuit of this objective. The Shire's Economic and Tourism Development Strategy 2019 was developed to compliment and assist with delivering outcomes aligned to the Strategic Community Plan.

Goal 3 of the Economic and Tourism Development Strategy 2019 is to 'Promote Business Development'. Under this goal it was recognised that the Shire can promote training opportunities that support local businesses. Providing employment pathways for locals, including school students, is fundamental to ensuring our community is economically desirable, resilient, and prosperous.

Training locally based people will help our community maintain a workforce that delivers the vital services our community needs now and into the future.

### PKUC in the Ashburton

The PKUC have indicated that they would like to establish further RUSHs in Onslow and Tom Price. PKUC have identified two appropriate and well-suited locations at the Onslow Hub in Onslow and the Nintirri Centre in Tom Price as preferred locations to set up the Shire RUSHs. These locations are both centrally located in our towns and are easily accessible to the broader community.

Supporting documentation provided includes:

1. A presentation to the Shire regarding the support of its workforce with regards to upskilling.
2. The Expression of Interest for the Cert IV in Leadership & Mentoring that was developed and contextualised for Indigenous employees working at Rio Tinto.
3. The Expression of Interest for the PKUC's STEM in Sport Programme which was designed to increase local student athletes' knowledge with respect to STEM through the medium of sport.
4. The PKUC flyer for school leavers which provides an overview of the services they provide including career guidance.
5. General PKUC flyer.
6. A presentation that PKUC provides to students interested in studying nursing in the Pilbara (PKUC currently have several nursing students located in the Shire in Tom Price, Onslow, Pannawonica and Paraburdoo.)

### Community Support Required

A critical part of the grant application to establish a RUSH is community support, both in-kind and financial. PKUC have indicated that it would be beneficial to their funding application if the Shire was in a position to provide the following support:

1. A letter of support for the establishment of the two RUSHs in the Shire including need and benefit of such a centre for the Shire community,
2. Financial commitment, either with respect to student scholarships, operational costs or commitment to support of the RUSH's services with respect to staff development; and/or
3. Any other in-kind commitment that the Shire could provide, either for RUSH staff or in general.

### Proposed Shire Support

It is proposed that the Shire provides a letter of support for the funding application to be signed by the Chief Executive Officer. In addition, should the PKUC be successful in receiving Australian Government funding, it has been proposed that the Shire make a financial contribution to PKUC of up to \$20,000 (excl. GST) to be allocated in support of both locations at \$10,000 (excl. GST) each. A funding agreement will be established with sufficient KPI's, requirements and reporting structures put in place to be authorised by the Shire's Chief Executive Officer. It is envisaged that the financial contribution will take the form of individual scholarships of \$500 (excl. GST) each to provide financial assistance to residents of the Shire. The high level details of this financial commitment of \$20,000 (excl. GST) will be included in the letter of support should Council endorse the contribution.

Should the PKUC be successful in its funding application, this financial support provided by the Shire will help to leverage additional funding by the Australian Government as well as by PKUC itself. This will provide additional economic benefits through jobs and economic consumption to both Onslow and Tom Price.

### **Consultation**

Chief Executive Officer

Manager Business and Economic Development

### **Strategic Community Plan**

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	1. People - We will support opportunities for the community to be safe, socially active, and connected.
Strategic Outcome	1.1 Coordinated delivery of social services and projects for the community
Strategy	1 Develop and maintain key social services partnerships, both internally and externally, to support Council's vision.

### **Council Policy**

Nil

### **Financial Implications**

#### Current Financial Year

A financial contribution of up to \$20,000 (excl. GST) to be allocated in support of the PKUC Onslow and Tom Price RUSH locations at \$10,000 (excl. GST) each, through Job J3100 Advocacy and Investment Attraction.

This financial contribution will be allocated to support Shire residents through individual \$500 (excl. GST) scholarships should the PKUC be successful in receiving Australian Government funding for the establishment of these locations. An appropriate set of guidelines should be established to ensure that there is equitable and just access to the scholarship program.

#### Future Financial Year(s)

Should the Onslow and Tom Price RUSH be successful, a financial contribution should be considered annually following a review of the program's successes and community needs. The Shire should consider administering the scholarships through existing grant processes if there is a commitment over multiple years. A future report should be developed and brought to Council for consideration.

### **Legislative Implications**

Nil

## Risk Management

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	There is a risk to the Shire's reputation if it is not seen to be actively supporting the economic and social growth and diversification of the region.	Unlikely (2)	Minor (2)	Low (1-4)	By following the officer's recommendation, the Shire will be actively supporting economic and social growth of the community by leveraging investment into the region and offering additional training pathways for local residents.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

## Voting Requirements

Simple Majority

## Officer Recommendation

That with respect to Ashburton Regional University Study Hubs, the Ashburton Economic and Tourism Development Committee recommends that Council,

1. Supports the establishment of Regional University Study Hubs in Onslow and Tom Price.
2. Approves financial support of \$20,000 (excl. GST), \$10,000 excl. GST per location, to the Pilbara Kimberly University Centres should they be successful in their funding application, to be used for individual \$500 (excl. GST) scholarships for Shire of Ashburton residents.
3. Instructs the Chief Executive Officer to:
  - (a) provide a letter of support to Pilbara Kimberly University Centres.
  - (b) develop a funding agreement for the \$20,000 (excl. GST) financial contribution mentioned at point 2, outlining Key Performance Indicators, guidelines and reporting requirements between the Shire of Ashburton and Pilbara Kimberly University Centres.



## 6.5 The Karijini Experience 2024 Sponsorship Proposal

<b>File Reference</b>	ED01
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	P Hanlon, Manager Business and Economic Development
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Special Council Meeting 21 December 2020 - Item 7.4 – 234/2020 Ordinary Council Meeting 9 May 2023 – Item 11.4 – 070/2023
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. The Karijini Experience 2024 - Presentation</li> <li>2. The Karijini Experience 2024 - Program Draft</li> <li>3. The Karijini Experience 2024 - Sponsor Information</li> <li>4. The Karijini Experience 2023 - Sponsor Report</li> </ol>

### Report Purpose

Council is required to consider the proposal to sponsor The Karijini Experience 2024 event.

The purpose of this report is to outline the sponsorship opportunities available to the Shire of Ashburton (the Shire) for The Karijini Experience 2024.

Council is requested to consider the different levels of financial sponsorship available and, agree to provide a \$75,000 (excl. GST) contribution to become a Platinum Sponsor.

### Background

The Karijini Experience is one of the premier events in the Shire, serving as an opportunity to showcase high-quality arts, music, and cultural experiences to unite the community and attract visitation.

The Karijini Experience was established in 2013, originally hosted by the Pilbara Inland Chamber of Commerce and Industry (PICCI), before hosting of the event changed to the Nintirri Centre Inc (Nintirri) in 2015. Prior to COVID in 2019, the event attracted 2,045 visitors, featuring 98 artists and 57 separate headline events. Most importantly, The Karijini Experience represented 16 Aboriginal language groups.

The Shire has been a platinum sponsor of the event for a number of years including 2023.

The 2020 and 2022 event did not run due to COVID-19. There were some issues with the 2019 Karijini Experience event, including a lack of representation of the Shire's sponsorship agreement, as well as a lack of adherence to ministerial visitation protocols.

The sponsorship proposal highlights that from 2022, the event was passed over to the Banjima Native Title Aboriginal Corporation (BNTAC) as the traditional owners of the land.

Nintirri stepped back after the 2021 event, with the subsequent appointment of a professional event management company, CMS Events who delivered the 2023 event within a short lead time of 12 weeks.

CMS Events are a Perth based event company that states they have professional industry experience built over 30 years. With a sound background of operating events. They have used the broad knowledge of marketing, sales, operations and financial control to apply their skills across a range of industries and styles of events. Currently their management includes food and wine, trade and consumer exhibitions, seminars, functions, tourism and community events and more. CMS offer a strategic approach to development, management and marketing for events of any size offering the experience of over 200 exhibitions and projects.

The proposal states that the change in operating model provides new impetus for the event and greater recognition of the Banjima People.

### **Comments**

The Shire's Economic and Tourism Development Strategy 2019 (the Strategy) recognises that tourism is an important driver of the Shire's economy. The strategy highlights a way forward for the Shire to achieve the strategic objectives and goals of the community.

Action 2.10 of the Strategy identifies for Council to provide an annual sponsorship to The Karijini Experience to achieve Goal 1 (Promote the Shire). As one of the esteemed events in the region, The Karijini Experience showcases our distinctive tourism offering to a local, intrastate and interstate audience.

The event also offers visitors the opportunity to take in other tourism attractions while in our region including Millstream Chichester National Park, Onslow and the Mackerel Islands, as well as exploring neighboring Pilbara towns and attractions.

CMS Events has prepared a comprehensive sponsorship proposal (refer to Attachment 3), that details the different levels of financial contribution and specific outputs available to the Shire. The levels of financial contribution are outlined below:

1. Platinum Sponsorship - \$Financial Contribution to be negotiated
2. Premium Partner - \$50,000 plus GST
3. Major Sponsor - \$25,000 plus GST
4. Event Sponsor - \$10,000 - \$15,000 plus GST
5. Supporting Partner - \$5,000 plus GST
6. Friend of Karijini Experience - \$1,000.

The proposal highlights the different levels of branding and marketing, hospitality and recognition that each level of sponsorship provides. As a Platinum Sponsor, the Shire receives a strong level of organisational recognition and achieves the outcome of the Strategy.

### **2023 Event Report**

The Shire has over a number of years, committed \$50,000 annually to the event. In 2023, the Shire agreed to become a Platinum Sponsor and committed \$75,000 (excl. GST) to the event.

CMS have provided a comprehensive sponsor report from 2023 (refer to Attachment 4). In the report they highlight the success of the event given they had 12 weeks to plan and deliver it. CMS noted that the July timing impacted the event and have since returned the event to the April timeslot.

It was estimated that 2,423 visitors attended events and spent \$784,687 based on 75% of people from outside of the Pilbara. This means that the Shire's contribution of \$75,000 delivered an estimated 10 to 1 return to the region.

### Council Policy – Community Donations, Grants and Funding

The Karijini Experience has not been treated under our Council Policy – Community Donations, Grants and Funding which outlines our process to provide funding to Signature Events this financial year.

The event organisers approached Council in April 2023 for sponsorship towards the 2023 event. A Council report was written with Council approving the funding under the annual Business and Economic Development budget. The 2024 event could also not be considered under the policy as they did not submit an application earlier this year which closed on 28 March 2023. Given the importance of The Karijini Experience and timing issues with CMS Events having only had 12 weeks to run the event in 2023, this report requests Council to consider funding The Karijini Experience 2024 outside of our policy.

Therefore, the 2024 event will be the last event considered for funding outside of Council Policy – Community Donations, Grants and Funding which outlines our process to provide funding to Signature Events. CMS events have been notified of this policy for future years.

### **Consultation**

Chief Executive Officer  
CMS Events

### **Strategic Community Plan**

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	3 Work collaboratively with tourism sector providers, Australia's North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire.

### **Council Policy**

Council Policy – Tourism Support and Promotion

The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire, and that it needs to play an active role to facilitate the growth and development of tourism in Ashburton.

### **Financial Implications**

#### Current Financial Year

The officer's recommendation is to provide a \$75,000 (excl. GST) for The Karijini Experience 2024 under Economic Development Budget J3102 Event Sponsorships.

Future Financial Year(s)

CMS Events have been notified of the Shire of Ashburton's Council Policy – Community Donations, Grants and Funding which outlines our process to provide funding to Signature Events. Future year funding will be considered under this policy.

**Legislative Implications**

Nil

**Risk Management**

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	Council has endorsed an annual contribution to The Karijini Experience in the Economic and Tourism Development Strategy 2019. Failing to make a contribution could cause reputational damage to the Shire.	Likely (4)	Moderate (3)	High (10-16)	Provide a financial contribution to the event in line with the 2023/2024 Economic Development Budget.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

**Voting Requirements**

Simple Majority

**Officer Recommendation**

That with respect to The Karijini Experience 2024 Sponsorship Proposal, Council, agrees to make a \$75,000 (excl. GST) contribution to become a Platinum Partner of the event.

## 6.6 2024 Economic and Tourism Development Committee Meeting Dates

<b>File Reference</b>	ED278
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	A Furfaro, Governance Officer
<b>Authorising Officer</b>	D Kennedy, Director Corporate Services
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 13 June 2023 – Item 5.1 – (091/2023) Ordinary Council Meeting 8 August 2023 – Item 13.4 – (157/2023)
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	Nil

### Report Purpose

Council is required to set and publish a schedule of meeting dates, times and locations for all committee meetings proposed to be open to the public.

The purpose of this report is to present to the Economic and Tourism Development Committee (the Committee) the proposed meeting dates, times, and locations for 2024.

Council is requested to approve the 2024 Committee meeting dates as detailed in this report.

### Background

At its meeting held 13 June 2023, Council endorsed the Committee's Terms of Reference and meeting dates for the remainder of 2023. The meetings were scheduled to coincide with Council meeting day to allow for meetings to be held in person.

The Terms of Reference were reaffirmed at the Council meeting held 8 August 2023 as part of the adoption of the Shire of Ashburton Committees and Working Groups Booklet.

### Comments

In accordance with the Terms of Reference, the Committee is to develop and agree to the schedule of meetings.

The 2024 Committee meeting dates have been scheduled to be held quarterly, with one meeting in each of the Shire's four towns (Paraburdoo, Onslow, Pannawonica and Tom Price). The meetings will be held in the morning, coinciding with Ordinary Council Meetings. The proposed dates, times and locations are detailed below:

Date	Time	Location
19 March 2024	9:00am	Ashburton Hall, Ashburton Avenue, Paraburdoo
21 May 2024	9:00am	Council Chambers, Onslow Shire Complex, Second Avenue, Onslow
17 September 2024	9:00am	Barry Lang Centre, Deepdale Drive, Pannawonica
10 December 2024	9:00am	Clem Thompson Sports Pavilion, Stadium Road, Tom Price

To encourage public participation and maintain the Shire's value of openness, the Committee meetings will be open to the public. Holding meetings in all four towns provides the Council the opportunity to raise awareness with our community on strategies identified to promote economic development and tourism within the Shire.

It is a legislative requirement to publish a schedule of committee meeting dates, times, and locations on an annual basis if they are proposed to be open to members of the public, for the following calendar year therefore, the meeting details as endorsed by Council, will be published on the Shire's official website.

### Consultation

The proposed meeting dates have been prepared in consultation with elected members and the Manager Business and Economic Development.

### Strategic Community Plan

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	4. Performance - We will lead the organisation, and create the culture, to deliver demonstrated performance excellence to the community.
Strategic Outcome	4.6 Visionary community leadership with sound, diligent and accountable governance
Strategy	3 Deliver best practice governance and risk management.

### Council Policy

Nil

### Financial Implications

#### Current Financial Year

Nil

#### Future Financial Year(s)

Nil

### Legislative Implications

Regulation 12(2)(b) of the *Local Government (Administration) Regulations 1996* requires the Chief Executive Officer to publish the meeting details for committee meetings which are intended to be open to the public, on the Shire's official website.

## Risk Management

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Compliance	The local government fails to publish a schedule of dates, location, and times for meetings to be held in the following calendar year.	Unlikely (2)	Minor (2)	Low (1-4)	Adoption of the proposed 2024 Committee meeting dates and ensure appropriate procedures are in place for the publishing of these dates.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

## Voting Requirements

Simple Majority

## Officer Recommendation

That with respect to the 2024 Economic and Tourism Development Committee Meeting Dates, the Ashburton Economic and Tourism Development Committee recommends that Council, approves the publishing of the dates, times, and locations as outlined below -

Date	Time	Location
19 March 2024	9:00am	Ashburton Hall, Ashburton Avenue, Paraburdoo
21 May 2024	9:00am	Council Chambers, Onslow Shire Complex, Second Avenue, Onslow
17 September 2024	9:00am	Barry Lang Centre, Deepdale Drive, Pannawonica
10 December 2024	9:00am	Clem Thompson Sports Pavilion, Stadium Road, Tom Price

## **7 New Business of an Urgent Nature introduced by Council Decision**

Nil

## **8 Confidential Agenda Items**

Nil

## **9 Next Meeting**

The next Economic and Tourism Development Committee is tentatively scheduled to be held at Ashburton Hall, Ashburton Avenue, Paraburdoo on 19 March 2023 at 9:00am.

## **10 Closure of Meeting**

There being no further business, the Presiding Member closed the meeting at [enter time](#).