

SHIRE OF ASHBURTON

ORDINARY COUNCIL MEETING

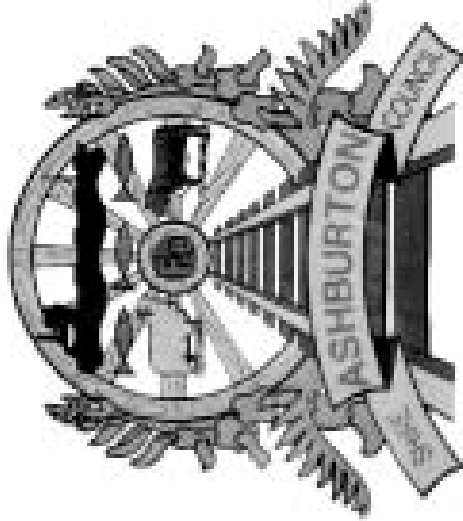
AGENDA

ATTACHMENTS

**Ashburton Hall, Ashburton Avenue,
PARABURDOO**

16 March 2011

EVALUATION & RECOMMENDATION REPORT



TENDER EVALUATION REPORT

Title of Tender:	<i>Shire Staff Housing Project</i>
RFT Number:	<i>RFT 05/11</i>
Tender Close:	<i>3pm Friday 11th March 2011</i>

1 SCORING SYSTEM

Each Panel member will individually assess each submission on a 0-10 score basis, as shown in the below table. Half marks, for example 3.5 or 4.5, are acceptable.

Score	Description
0	Inadequate or non appropriate offer, many deficiencies, does not meet criterion,
1	Between 0 and 2,
2	Marginal offer, some deficiencies, partly meets criterion,
3	Between 2 and 4,
4	Fair offer, few deficiencies, almost meets criterion,
5	Between 4 and 6,
6	Good offer, no deficiencies, meets criterion,
7	Between 6 and 8,
8	Very good offer, exceeds criterion,
9	Between 8 and 10,
10	Outstanding offer, greatly exceeds criterion.

There is not a set formula for determining scores. All scores should be made by comparing the responses of each tenderer.

In determining the score that will be given to each tenderer, Panel members should consider:

- Does the response answer each element of the criterion?
- Are any examples provided to substantiate the claims made in the response?
- Are the examples relevant to the requirements of the tender?

2 THE SCORE SHEET

The Score Sheet is completed by each Evaluation Panel Member to evaluate all tenders received. The score sheet is divided into 3 sections:

- Compliance criteria;
- Qualitative criteria; and
- Price details.

SCORE SHEET

Tenderer 1	Haven Designs
Tenderer 2	Royal Wolf
Tenderer 3	Garard Moulded

1. COMPLIANCE CRITERIA

The Tenderers have complied with:

TENDERERS:	Haven Designs	Royal Wolf	Garard Moulded
• Tender received before deadline	Yes	Yes	Yes
• All Tender Forms Completed	Yes	Yes	Yes
• Schedule 1.1 – Price Schedules & Program	Yes	Yes	Yes
• Schedule 1.2 – Price per Dwelling	Yes	Breakdown not provided	Yes
• Schedule 1.3 – Extra Over Cost Options	Yes	Yes	Yes
• Schedule 1.4 – Contract Program	Yes	Yes	Yes
• Schedule 2 – Occupational Health and Safety (OHS) Questionnaire	Yes	Documentation not provided	Yes
• Schedule 3 – Tenderer's Information	Yes	Yes	Yes
• Schedule 4 – Reference Sheet	Yes	Yes	Yes
• Schedule 5 – Evidence of Tenderer's Registration	Yes	No – not registered	No
• Schedule 6 – Tenderer's Current Commitments	Yes	No	Yes
• Schedule 7 – Tenderer's Selected Sub Contractors	Yes	No	Yes
• Schedule 8 – Insurance Policy Declaration (Professional Indemnity of \$5,000,000; Public Liability Insurance \$10,000,000)	Yes	No	Yes
• Addendums signed and completed	Yes	No - nonconforming	Yes

Comments:

Royal Wolf submitted a non-conforming Tender for the Willow Road portion of the project only. Schedules 2, 6, 7 & 8 were not completed with required documentation however this would be required if Tender is otherwise deemed successful.

2. QUALITATIVE CRITERIA

Insert each tenderers scores (0–10) (Click on table to open Excel Spreadsheet)

TENDERERS:		1	2	3
		Haven	Royal Wolf	Garard Moulded
a)	Price	8	5	6
Score/10				
Weighted Score 40%		32	20	24
COMMENTS: Add Comments as required				
TENDERERS:		1	2	3
b)	Submitted Design	8	8	6
Score/10				
Weighted Score 30%		32	32	24
COMMENTS: Add Comments as required				
TENDERERS:		1	2	3
c)	Time Frame for Completion	7	9	8
Score/10				
Weighted Score 20%		14	18	16
COMMENTS: Add Comments as required				
TENDERERS:		1	2	3
c)	Relevant Experience	8	7	5
Score/10				
Weighted Score 10%		16	14	10
COMMENTS: Add Comments as required				
Totals				
		94	84	74

The following represents a summary of the tenders received.

	Haven Designs	Royal Wolf	Garard Moulded
Design	<p>Submitted all plans as specified in the PPR, pursuing a design for 825 Warara Street slightly different to the suggested plans provided by Shire.</p> <p>Submitted a 7 bedroom, 6 bathroom design for Lot 27 Willow Road.</p> <p>Has submitted a modular design</p> <p>Some variation in submitted specifications to those outlined in PPR – to be clarified with Tenderer</p>	<p>Submitted a non-conforming Tender for Lot 27 Willow Road only.</p> <p>Provided 2 designs for a 6 bedroom and 8 bedroom option incorporating shipping containers.</p> <p>Preliminary floor/site plans and front/side elevation plans only provided.</p> <p>Tender provides for delivery of modules only, assembly, completion and all earthworks, etc not included.</p>	<p>Submitted design for Lot 825 Warara Street in accordance with suggested design in Tender. Elevations and floor plan only provided.</p> <p>Floor plan only provided for Willow Road (no elevations)</p> <p>No electrical plans, site plans, indicative boundary fence plans or sections submitted.</p>
Capacity and capability	<p>Have confirmed a 27 week delivery program for Warara Street and 33 weeks for Willow Road.</p> <p>Have current housing projects in the Pilbara (12 x staff houses & 1 x office building for Shire of Roebourne, 7 x houses in East Pilbara). Conducted site visit to Tom Price.</p> <p>Part of the JWH Group (incorporating Oswald Homes, Rural Building Company, Plunkett Homes & WA Country Builders)</p>	<p>Have confirmed a 8-10 week site delivery programme for the work</p> <p>Do not have a building licence</p> <p>Have extensive experience in mining industry and have completed works for Shire of Ashburton previously</p>	<p>Have advised a 20 week delivery programme from award of Tender.</p> <p>Previous projects are mainly water treatment, signalling bungalows, etc, however the company is keen to expand their concrete moulded pre-cast business into residential and commercial projects.</p>

3. PRICE

COMPARATIVE PRICE SCHEDULE

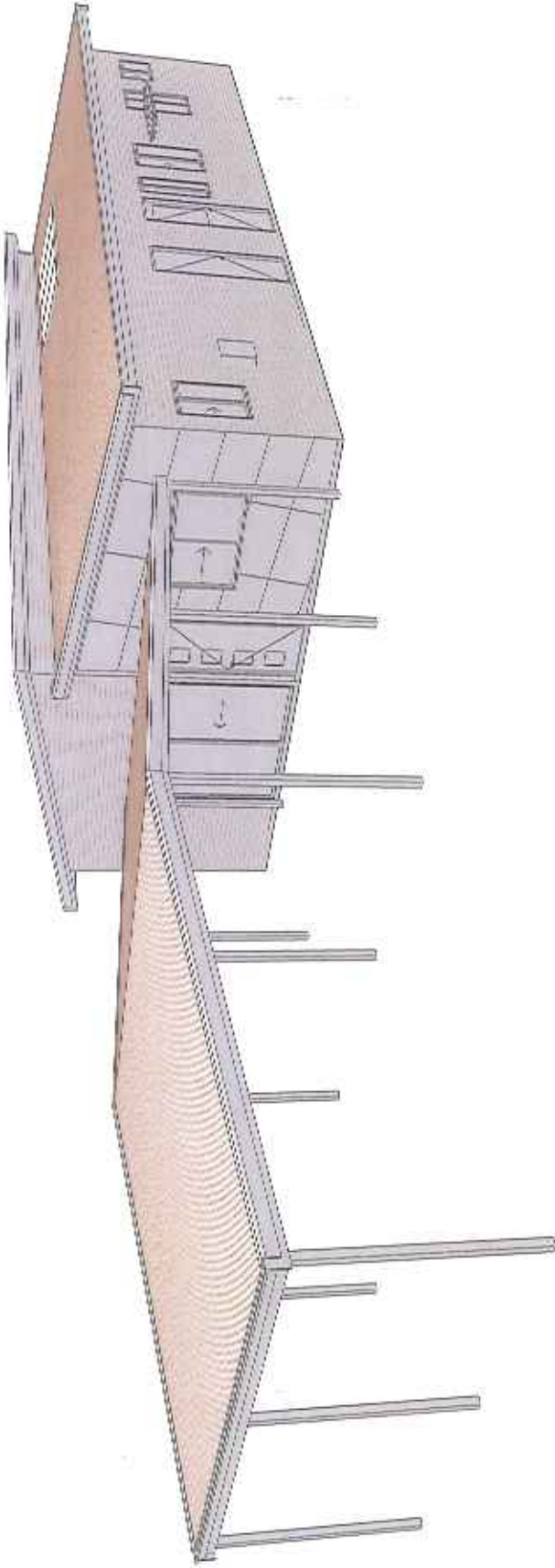
05/11 Shire Staff Housing Project

ITEM NO.	DESCRIPTION	TENDERERS			
		1	2	3	4
		Haven Designs		Garard Moulded	
			Royal Wolf – 8 bedroom		Royal Wolf – 6 bedroom
	Lot 825 Warara Street, Tom Price	\$361,000.00		\$338,000.00	
	Patio to Front Dwelling	\$12,500.00		\$12,000.00	
	Lot 27 Willow Road, Tom Price	\$830,058.00	*\$985,000.00	\$1,000,000.00	*\$840,000.00
	TOTAL excl GST	\$1,203,558.00	\$985,000.00	\$1,350,000.00	\$840,000.00
	GST	\$120,355.80	\$98,500.00	\$135,000.00	\$84,000.00
	TOTAL Inc. GST	\$1,323,913.80	\$1,083,500.00	\$1,485,000.00	\$924,000
	Lowest (1) / Highest (4)	(1)	(4)	(2)	(3)

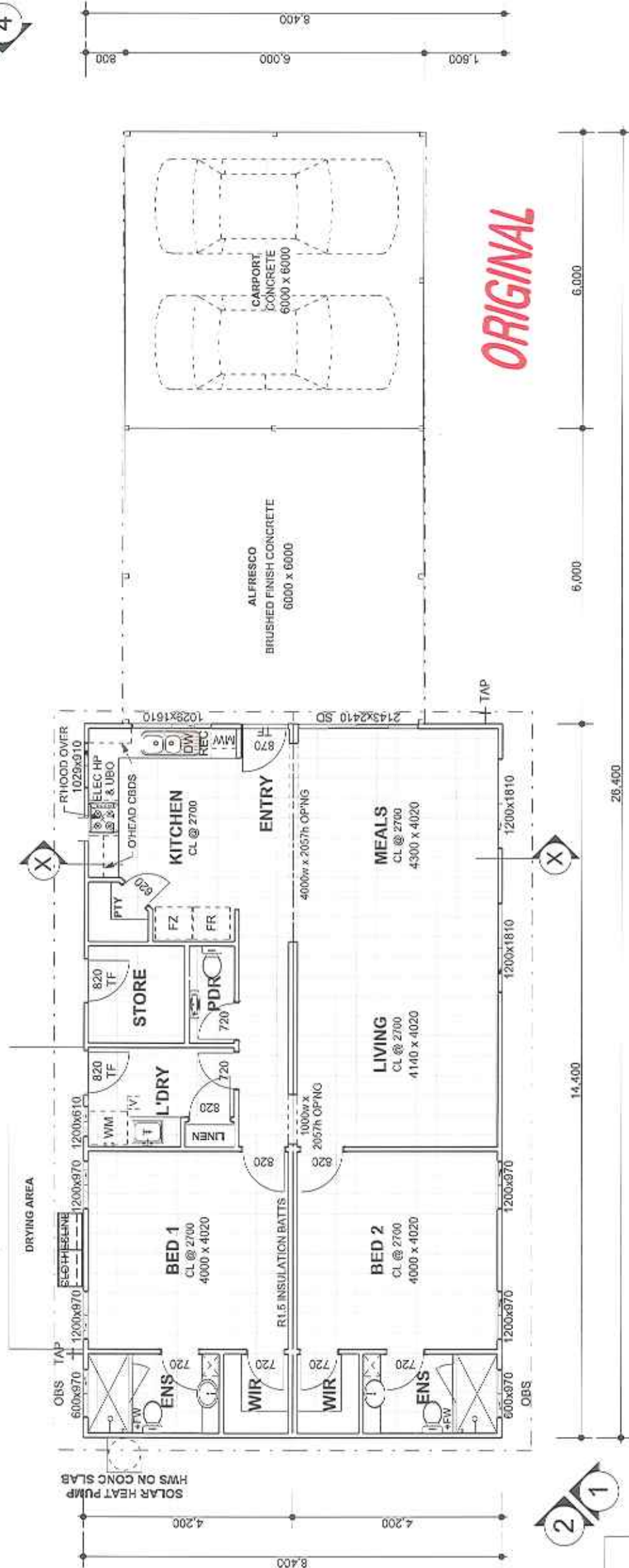
- (i) Royal Wolf submitted a non-conforming Tender for Lot 27 Willow Road only, which did **not** include the following:
- a) Site works
 - b) Footings & concrete work including slabs, driveways etc
 - c) Assembly of roof structure
 - d) Lifting and positioning of modules
 - e) Connections of all services
 - f) Fencing & landscaping

ITEMISED OPTIONS

ITEM NO.	DESCRIPTION	TENDERERS			
		1	2	3	4
		Haven Designs	Royal Wolf – 8 bedroom	Garard Moulded	Royal Wolf – 6 bedroom
	Lot 825 Warara Street, Tom Price:				
	Addition of colour to paving	\$6750		Included	
	Alternative cladding	\$5000		Included	
	Landscaping	\$30,000		No	
	Grid connect solar power	\$11,000		No	
	Lot 27 Willow Road, Tom Price				
	Addition of colour to paving	\$20,000	No	Included	No
	Alternative cladding	\$7,500	No	Included	No
	Landscaping	\$30,000	No	No	No
	Grid connect solar power	\$11,000	\$25000	No	\$25000



Floor Areas	
Location	Area
HOUSE	120.96
CARPOR	36.00
ALFRESCO	36.00
FRONT ALFRESCO	19.96
DRYING AREA	9.13
BIN STORE	1.53
	223.58 m²
	131.80 m



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FLOOR PLAN
1:100

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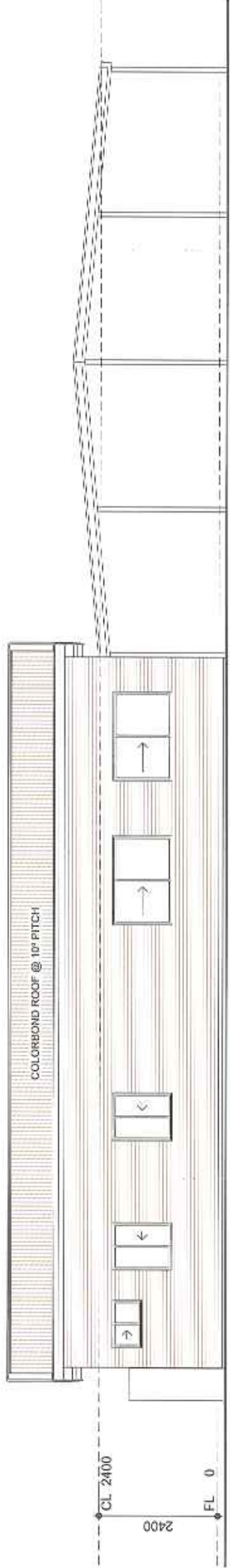
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 Lot 825 Warara Street, Tom Price
 Consultant: Jackie Feltham
 Job N°: RFT 05/11
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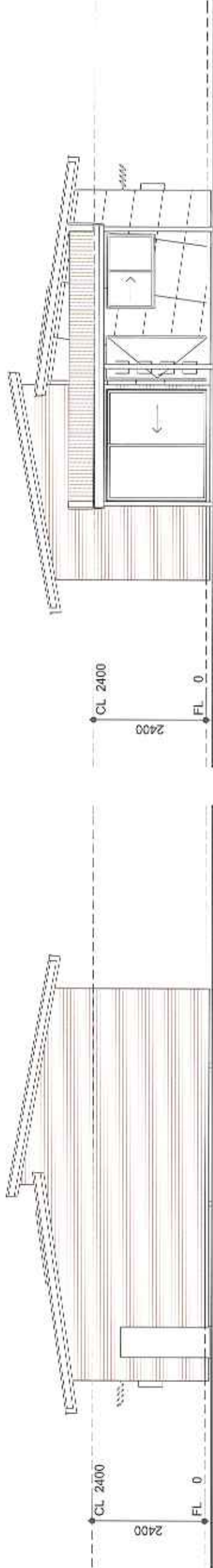


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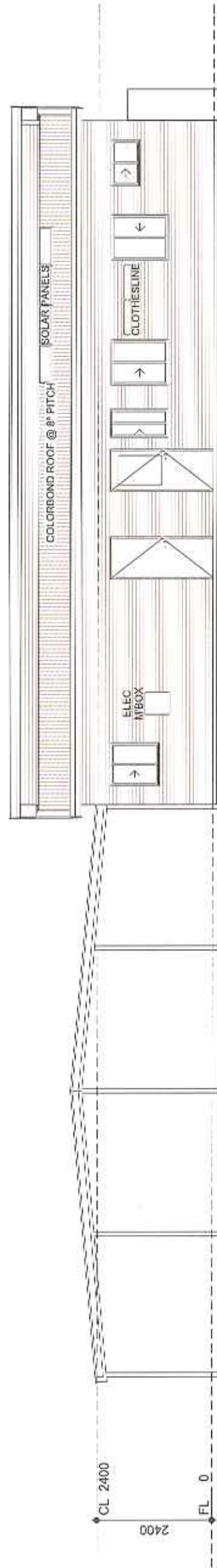


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1:100



ELEVATION 2
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ELEVATION 4
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ELEVATION 3
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Consultant: Jackie Feltham

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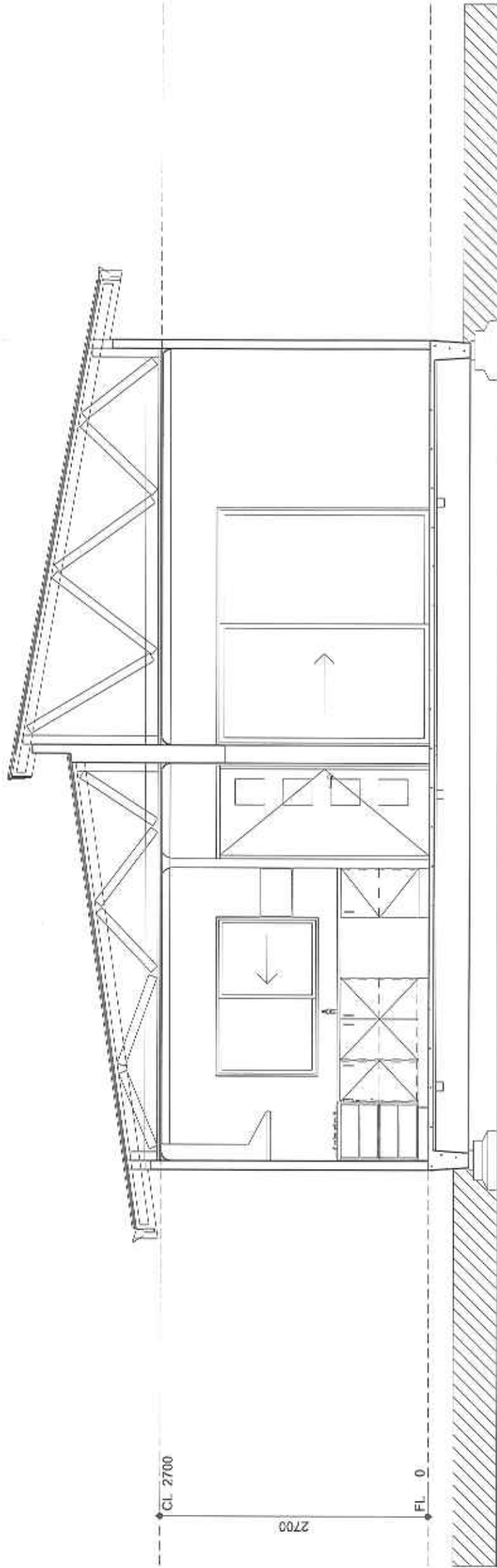
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Lot 825 Warara Street, Tom Price

Consultant: Jackie Feltham

Job N°: RET.05/11

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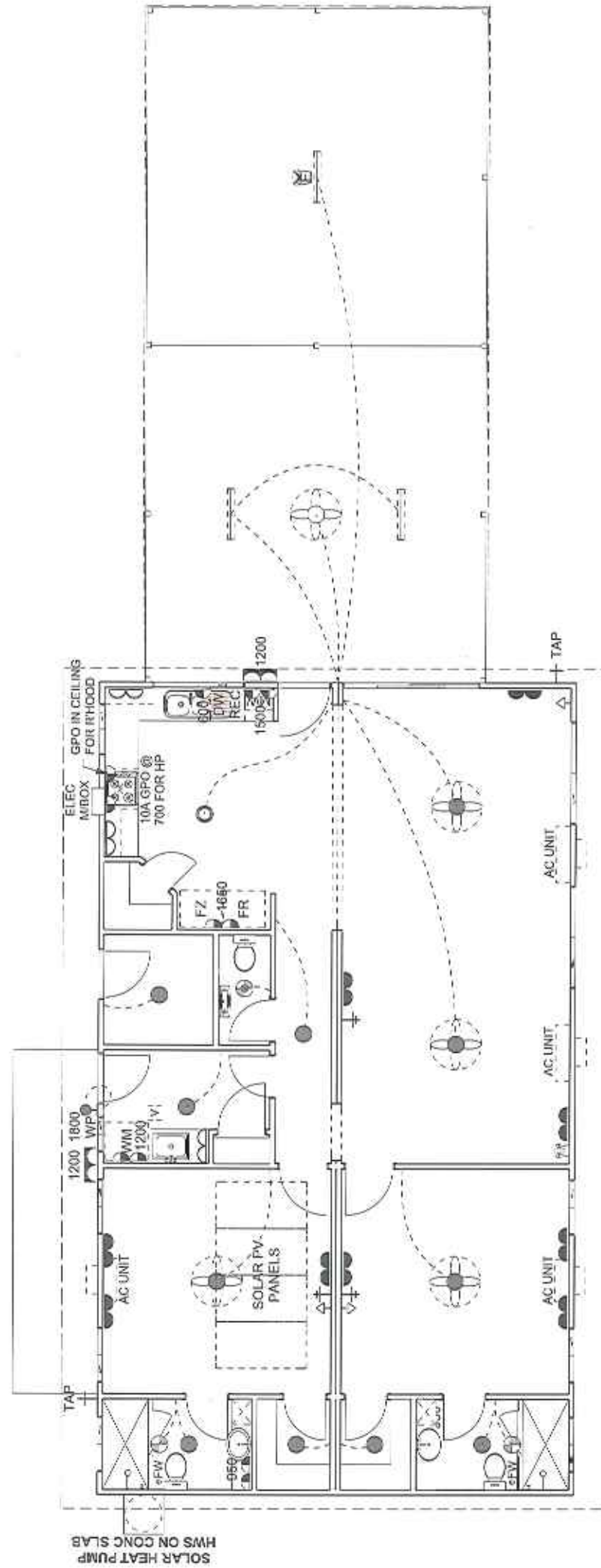
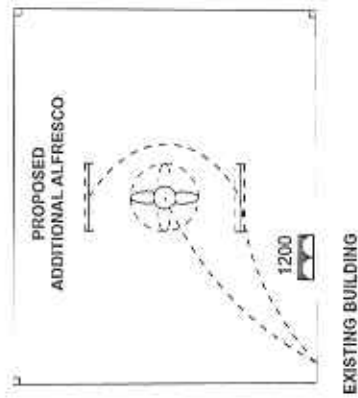
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ELECTRICAL LEGEND & COUNT

	CEILING LIGHT	7
	CEILING SWEEP FAN	2
	CEILING SWEEP FAN / LIGHT	4
	EXHAUST FAN (FLUMED) - CEILING MOUNTED	2
	EXHAUST FAN / LIGHT (FLUMED)	1
	FLUORESCENT LIGHT - ROUND	1
	FLUORESCENT LIGHT - SINGLE	5
	GPO DOUBLE @ 1,050 A.F.L.	3
	GPO DOUBLE @ 200 A.F.L.	9
	GPO DOUBLE @ HEIGHT NOMINATED A.F.L.	5
	GPO DOUBLE WEATHERPROOF @ HEIGHT NOMINATED A.F.L.	3
	GPO SINGLE @ HEIGHT NOMINATED A.F.L.	3
	MOTION SENSOR - EXTERNAL	1
	PHONE POINT	1
	TV POINT	3
	WALL LIGHT - WEATHER PROOF @ HEIGHT NOMINATED A.F.L.	1
	DATA POINT	1



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ELECTRICAL
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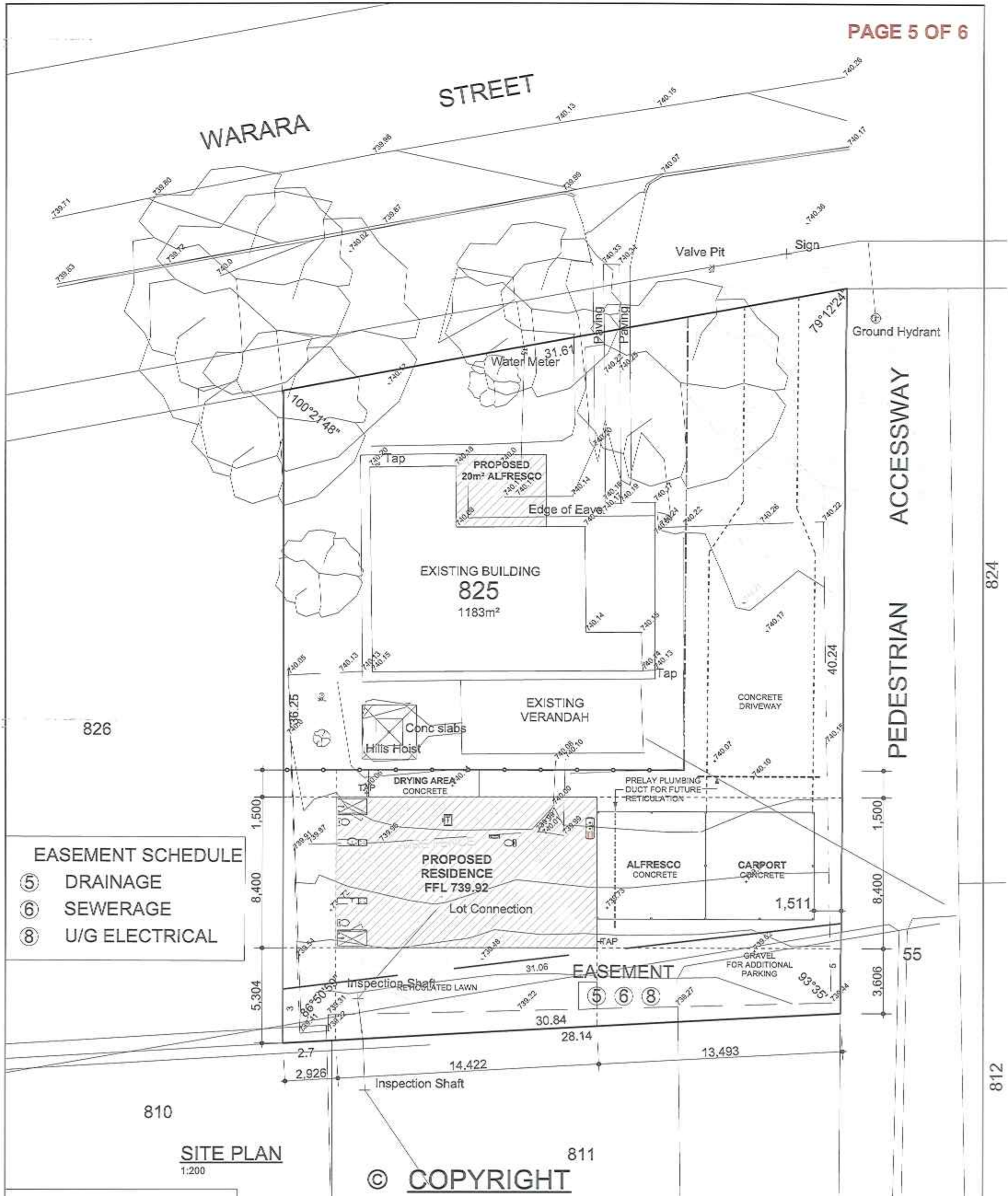
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EASEMENT SCHEDULE

- ⑤ DRAINAGE
- ⑥ SEWERAGE
- ⑧ U/G ELECTRICAL

SITE PLAN
1:200

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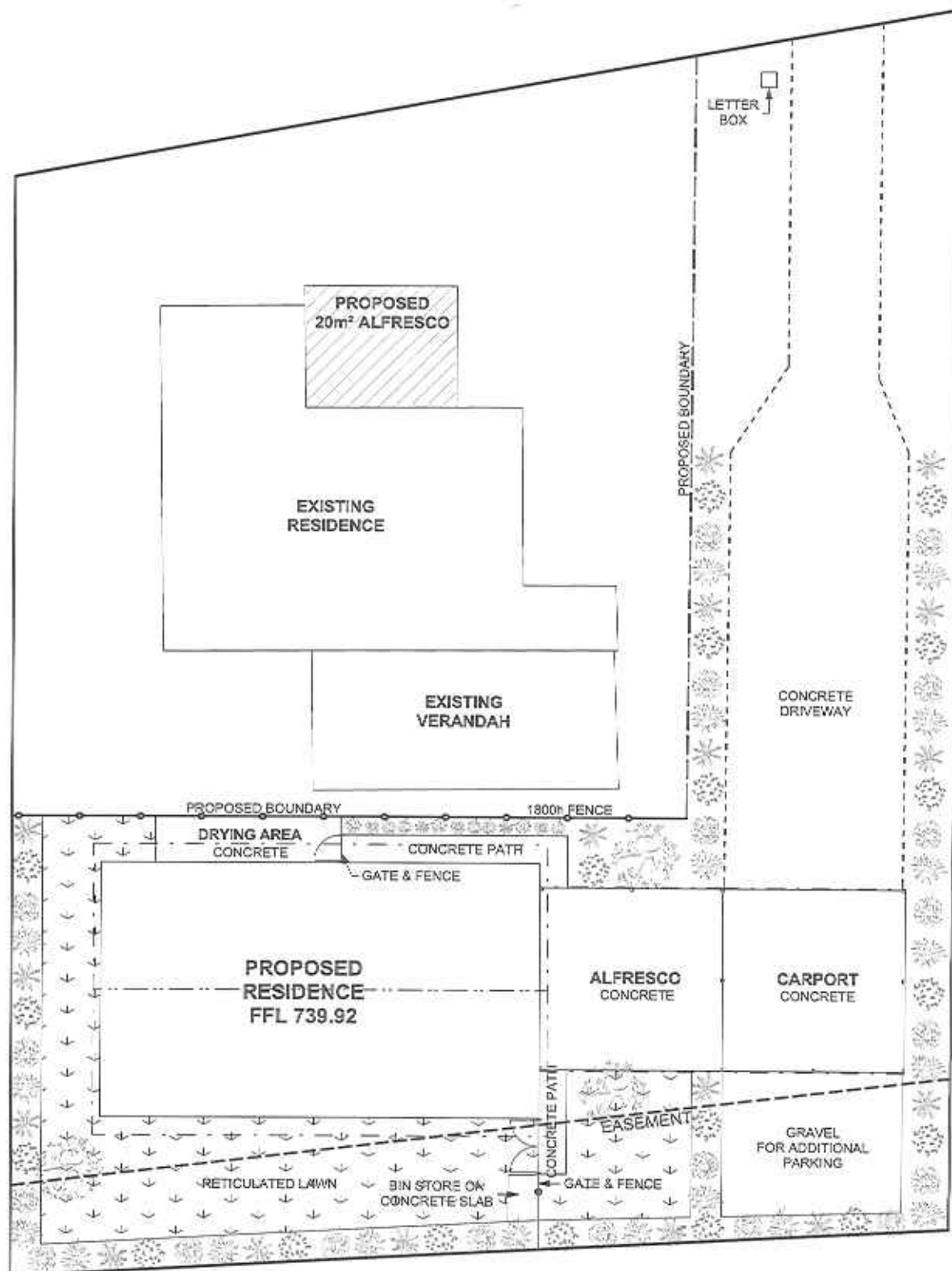
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Landscaping Areas	
ID	Area
CONCRETE	
	222.92
	222.92 m ²
LAWN	
	21.44
	82.45
	103.89 m ²
	326.81 m ²



LANDSCAPING PLAN
1:200

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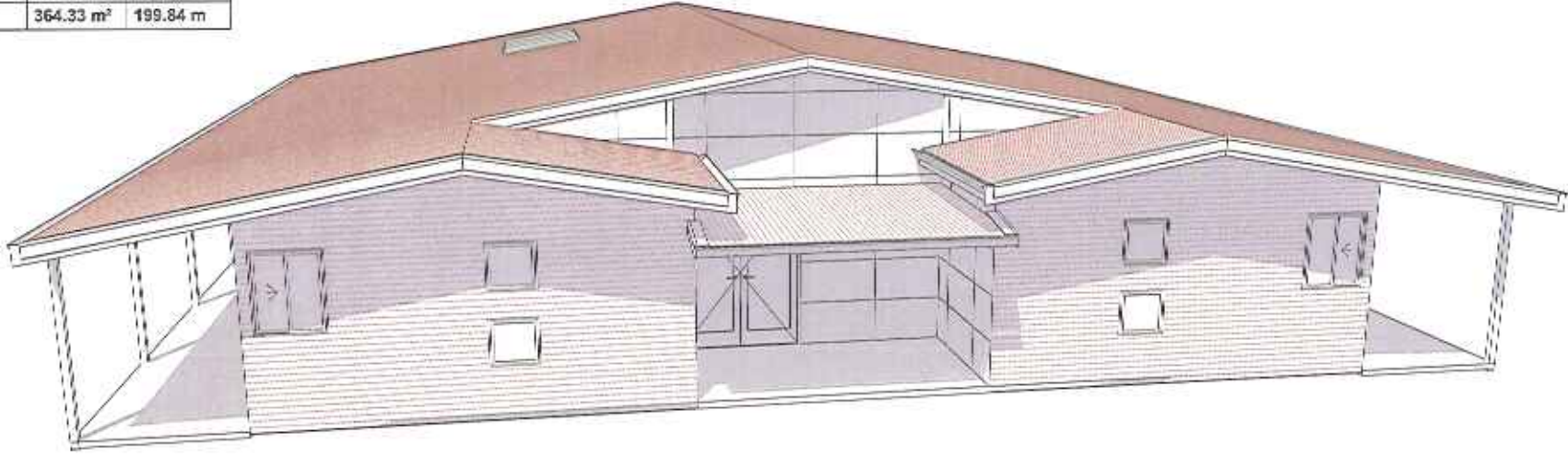
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Job N°: RFT 05/11

Consultant: Jackie Feltham

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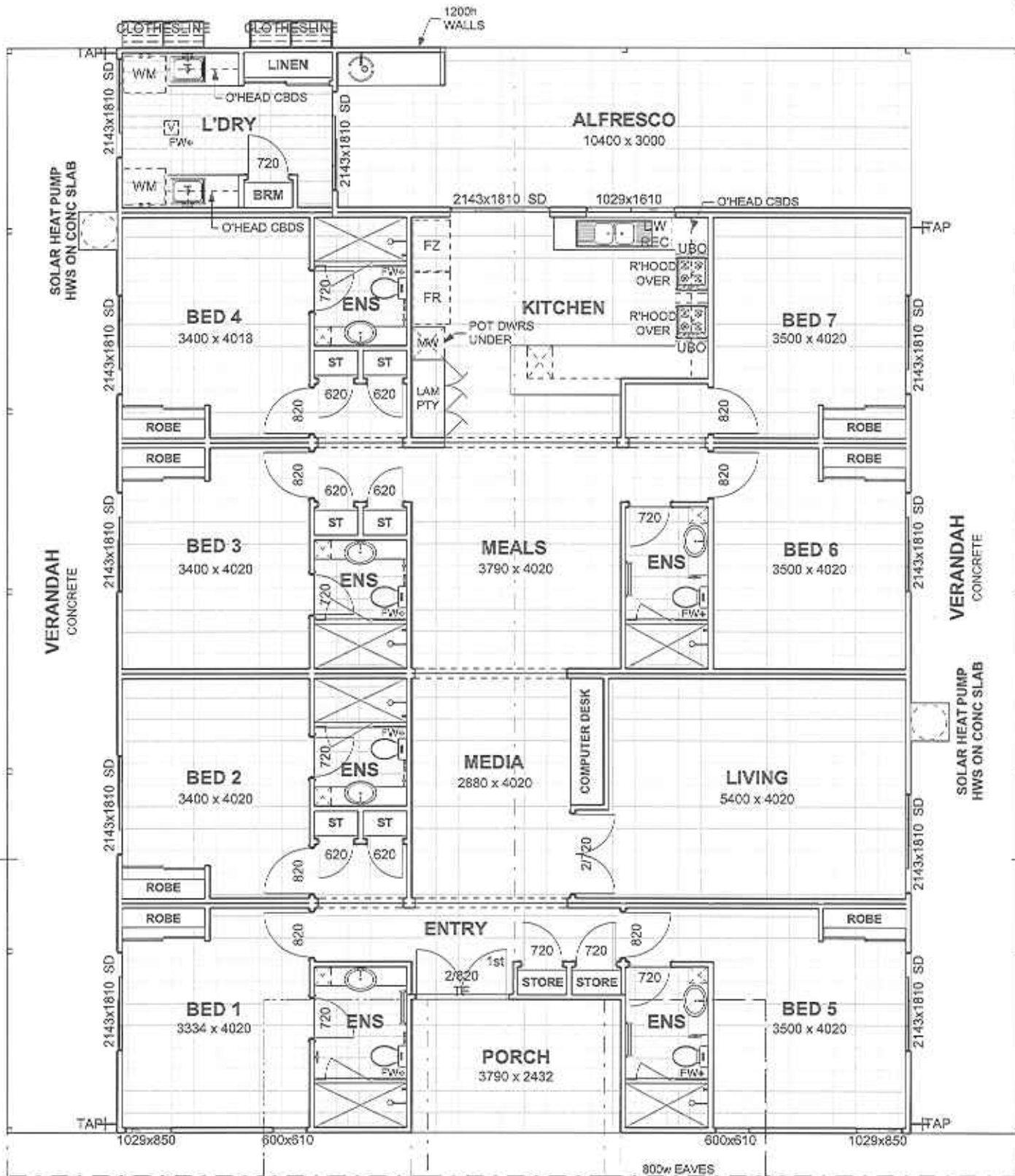
Floor Areas		
Location	Area	Perimeter
HOUSE	244.54	73.26
VERANDAH	39.60	43.60
VERANDAH	39.60	43.60
ALFRESCO	31.20	26.80
PORCH	9.39	12.58
	364.33 m²	199.84 m



N



3 4



FLOOR PLAN

1:100

2 1

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Lot 27 Willow Road, Tom Price

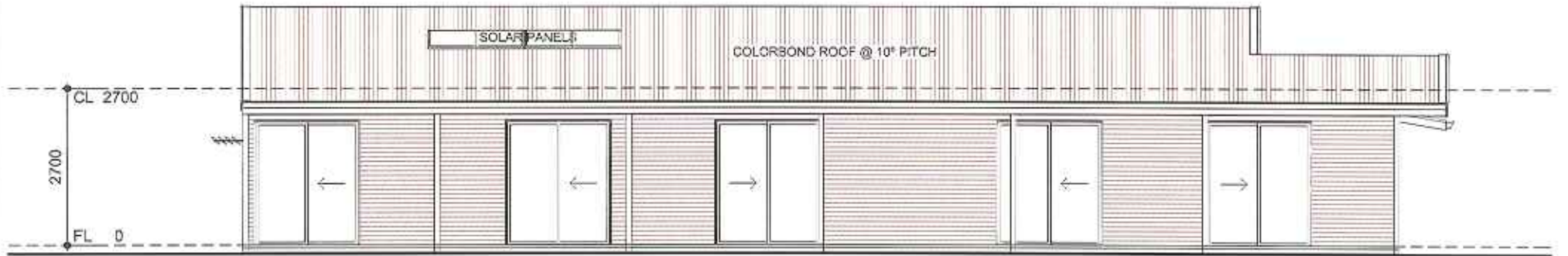
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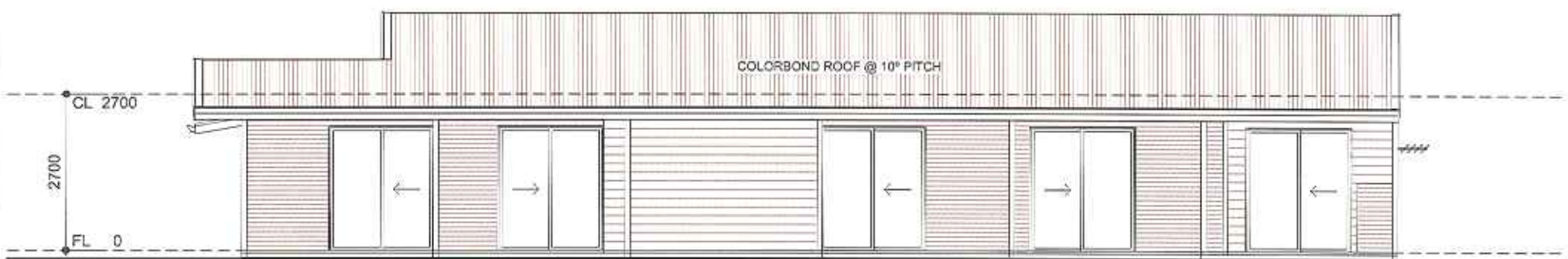
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ELEVATION 3
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ELEVATION 4
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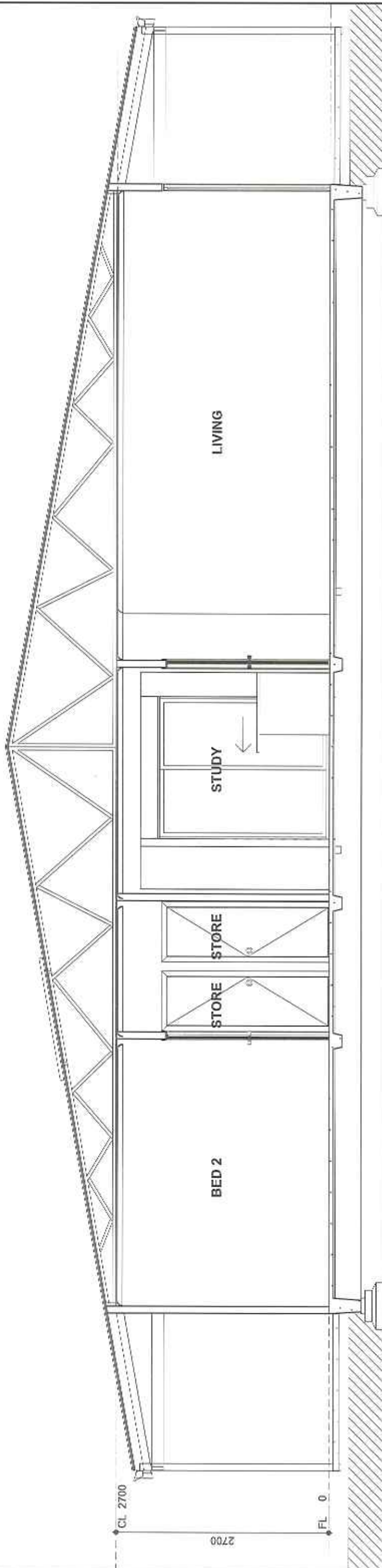
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Lot 27 Willow Road, Tom Price

Job N°: RFT 05/11

Consultant: Jackie Feltham

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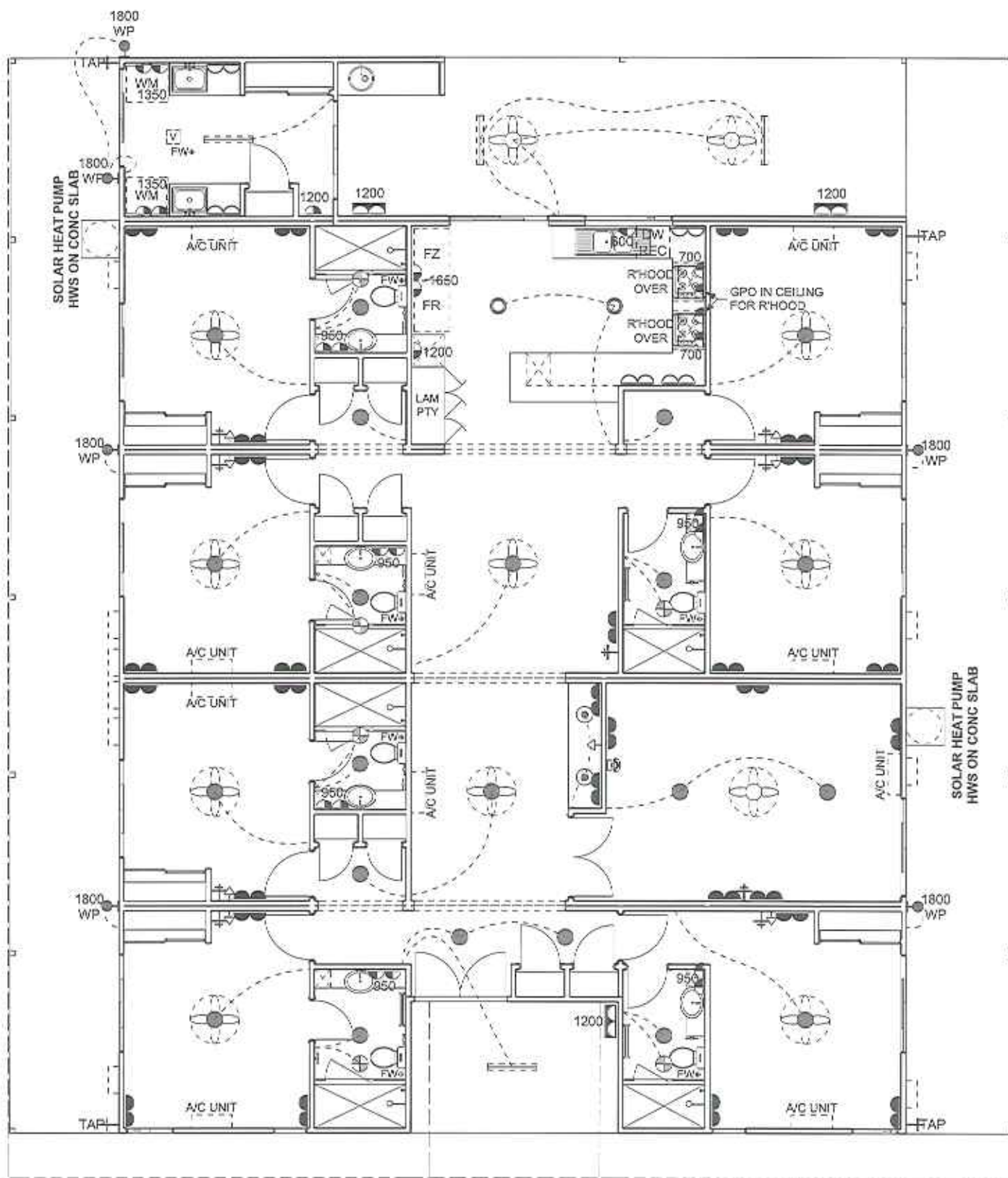
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ORIGINAL

HAVEN
DESIGNS

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ELECTRICAL LEGEND & COUNT		
	CEILING LIGHT	13
	CEILING SWEEP FAN	3
	CEILING SWEEP FAN / LIGHT	9
	DOWN LIGHT	2
	EXHAUST FAN (FLUMED) - CEILING MOUNTED	6
	FLUORESCENT LIGHT - ROUND	2
	FLUORESCENT LIGHT - SINGLE	4
	GPO DOUBLE @ 1,050 A.F.L.	5
	GPO DOUBLE @ 200 A.F.L.	29
	GPO DOUBLE @ HEIGHT NOMINATED A.F.L.	8
	GPO DOUBLE WEATHERPROOF @ HEIGHT NOMINATED A.F.L.	3
	GPO SINGLE @ HEIGHT NOMINATED A.F.L.	7
	PHONE POINT	1
	TV POINT	9
	WP WALL LIGHT - WEATHER PROOF @ HEIGHT NOMINATED A.F.L.	6
	DATA POINT	8



ELECTRICAL
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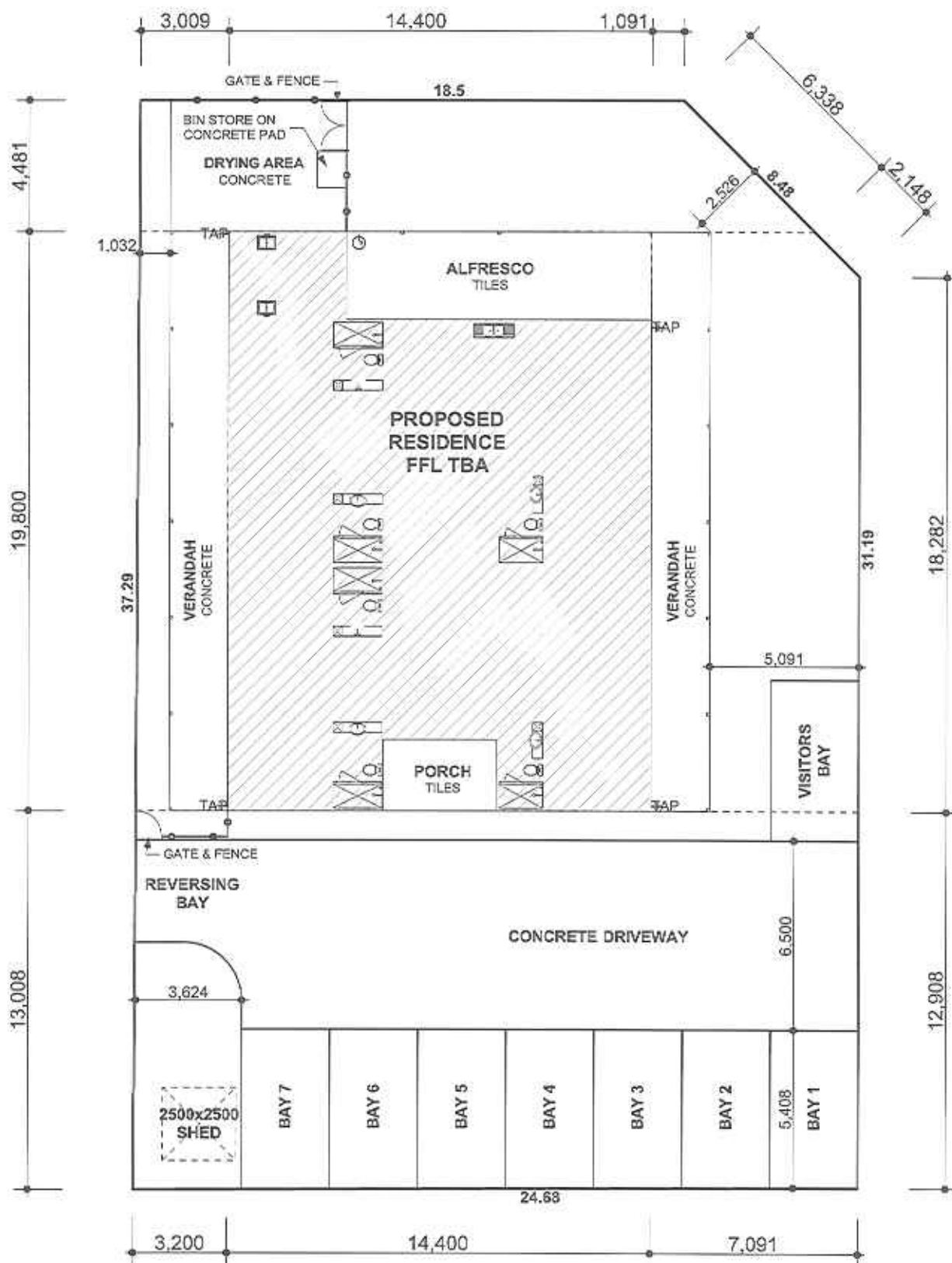
Lot 27 Willow Road, Tom Price

Job N°: RFT 05/11

Consultant: Jackie Feltham

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SITE PLAN
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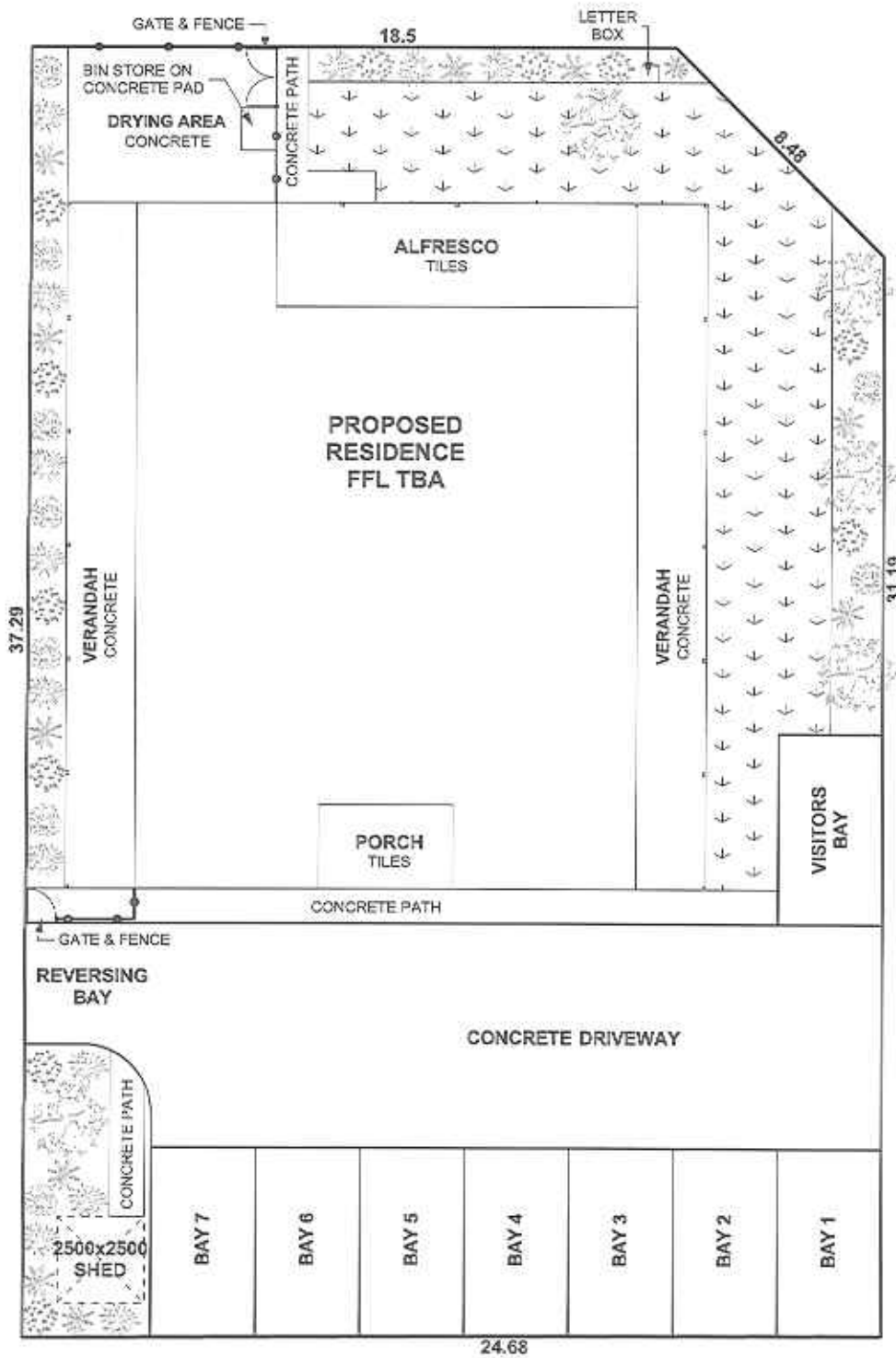
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Landscaping Areas	
ID	Area
CONCRETE	424.92
LAWN	109.42



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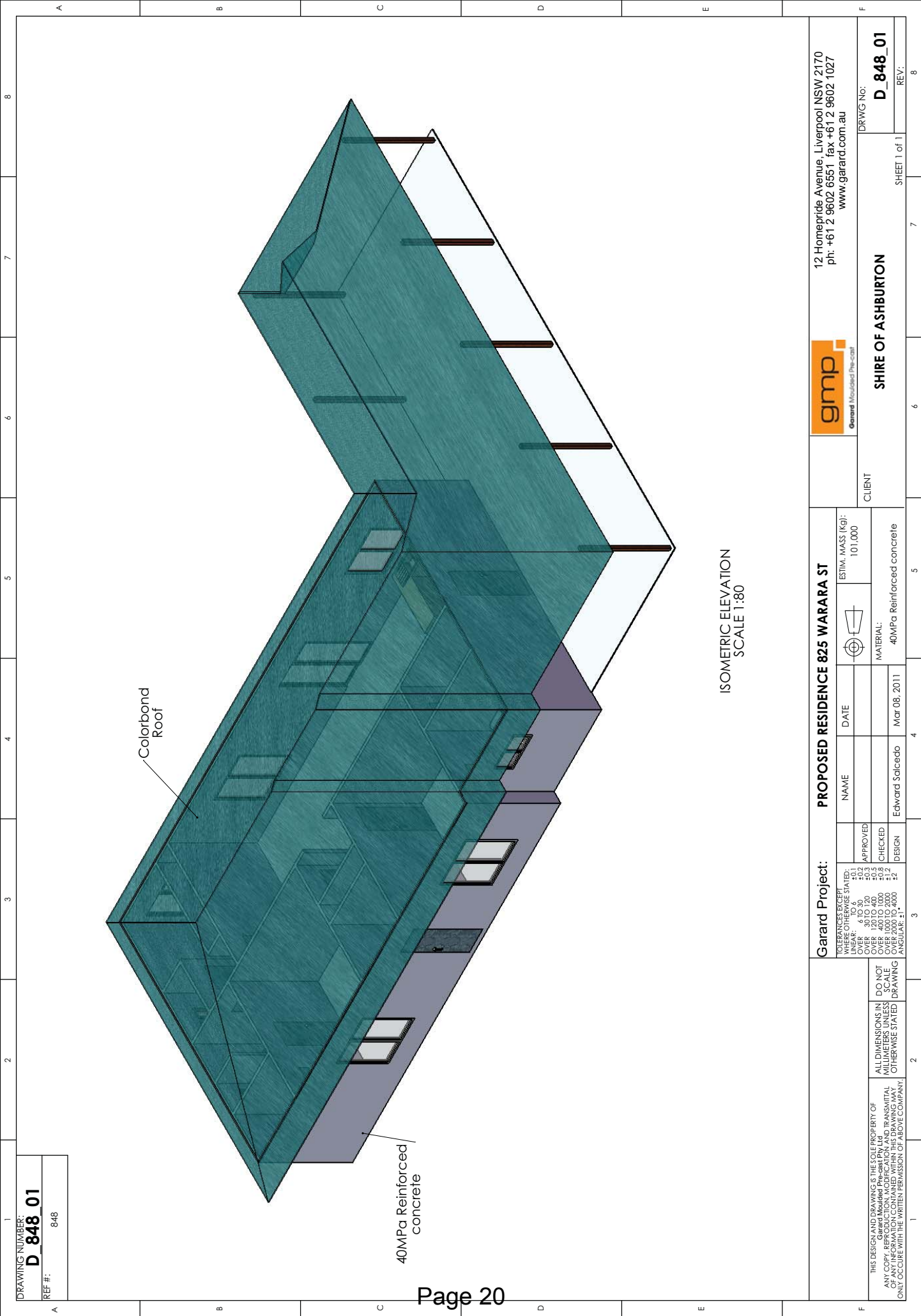
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Colorbond Roof

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CLIENT

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MATERIAL:
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D_848_01

REV:

SHEET 1 of 1

7

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APPROVED

NAME

DATE

Edward Salcedo

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NAME

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MATERIAL:

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SHEET 1 of 1

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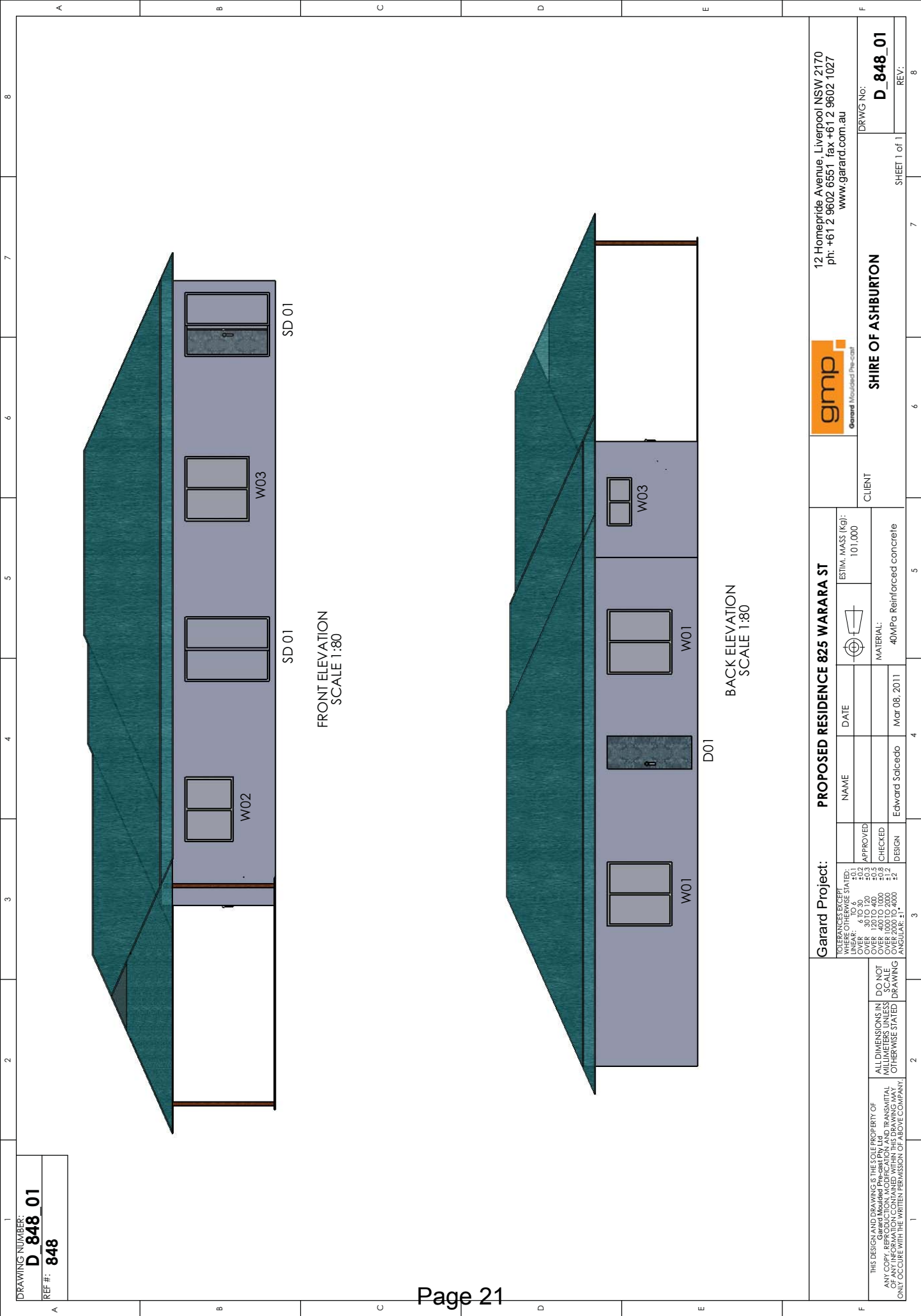
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SHIRE OF ASHBURTON

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VOTER/SECTORY WHERE OTHERWISE STATED:		NAME	DATE	ESTIM. MASS (KG):
LINEAR: 4 TO 6	±0.1			101,000
OVER 6 TO 10	±0.3			
OVER 10 TO 20	±0.5			
OVER 20 TO 400	±0.5			
OVER 400 TO 1000	±1.2			
OVER 1000 TO 2000	±1.2			
OVER 2000 TO 4000	±2			
ANGULAR: 1°	±2			

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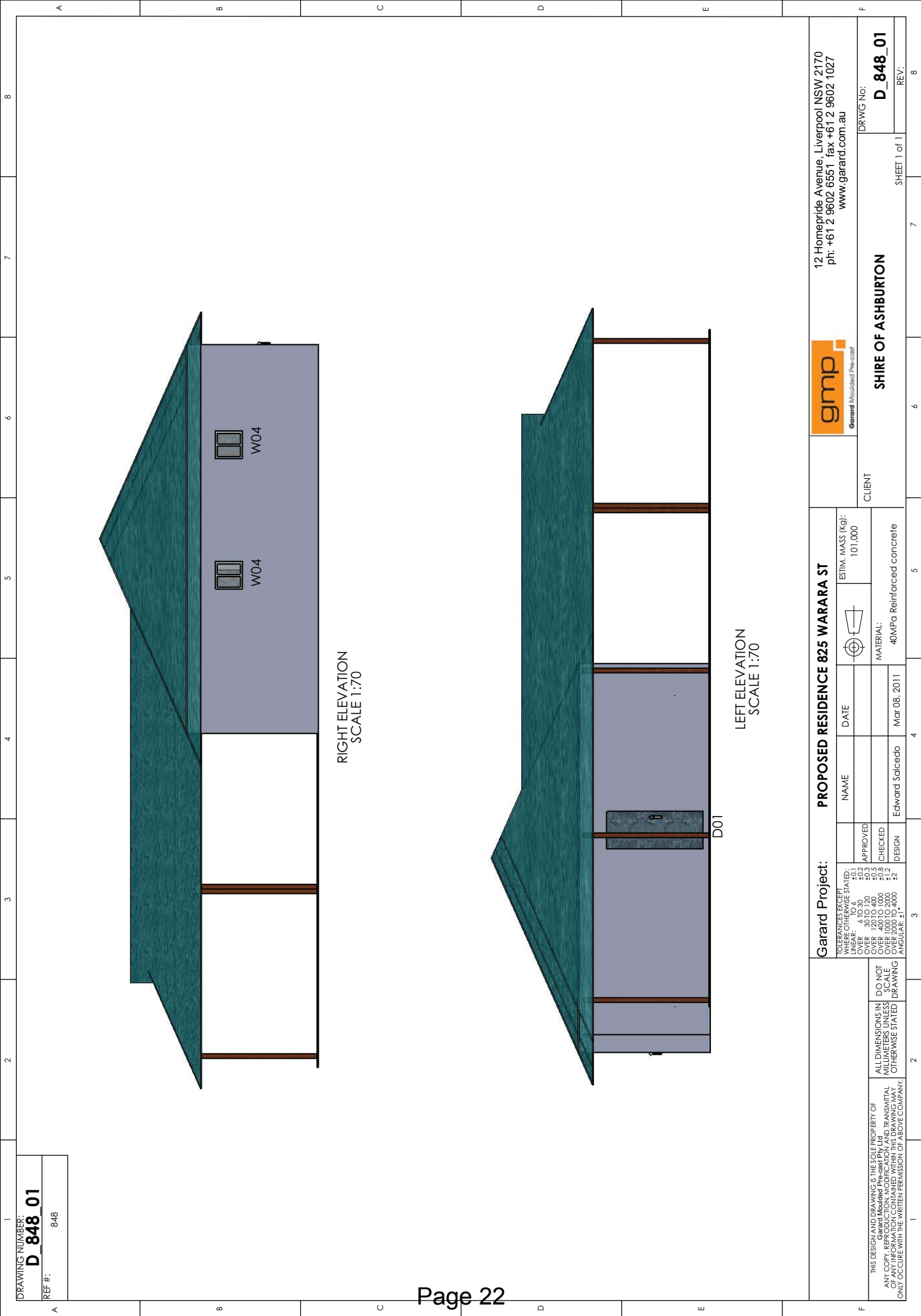
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RIGHT ELEVATION
SCALE 1:70

LEFT ELEVATION
SCALE 1:70

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TOTAL AREA EXCEPT WHERE OTHERWISE STATED:		ESTIM. MASS (KG):
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AREA: TO 10	±0.3	
VOLUME: TO 20	±0.5	
OVER 120 TO 400	±1.2	
OVER 400 TO 1000	±2	
OVER 1000 TO 2000	±2	
OVER 2000 TO 4000	±2	
ANGULAR: 5°		

APPROVED	DATE	MATERIAL:
CHECKED	Mar 08, 2011	40MPa Reinforced concrete
DESIGN	Edward Salcedo	



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CLIENT
SHIRE OF ASHBURTON

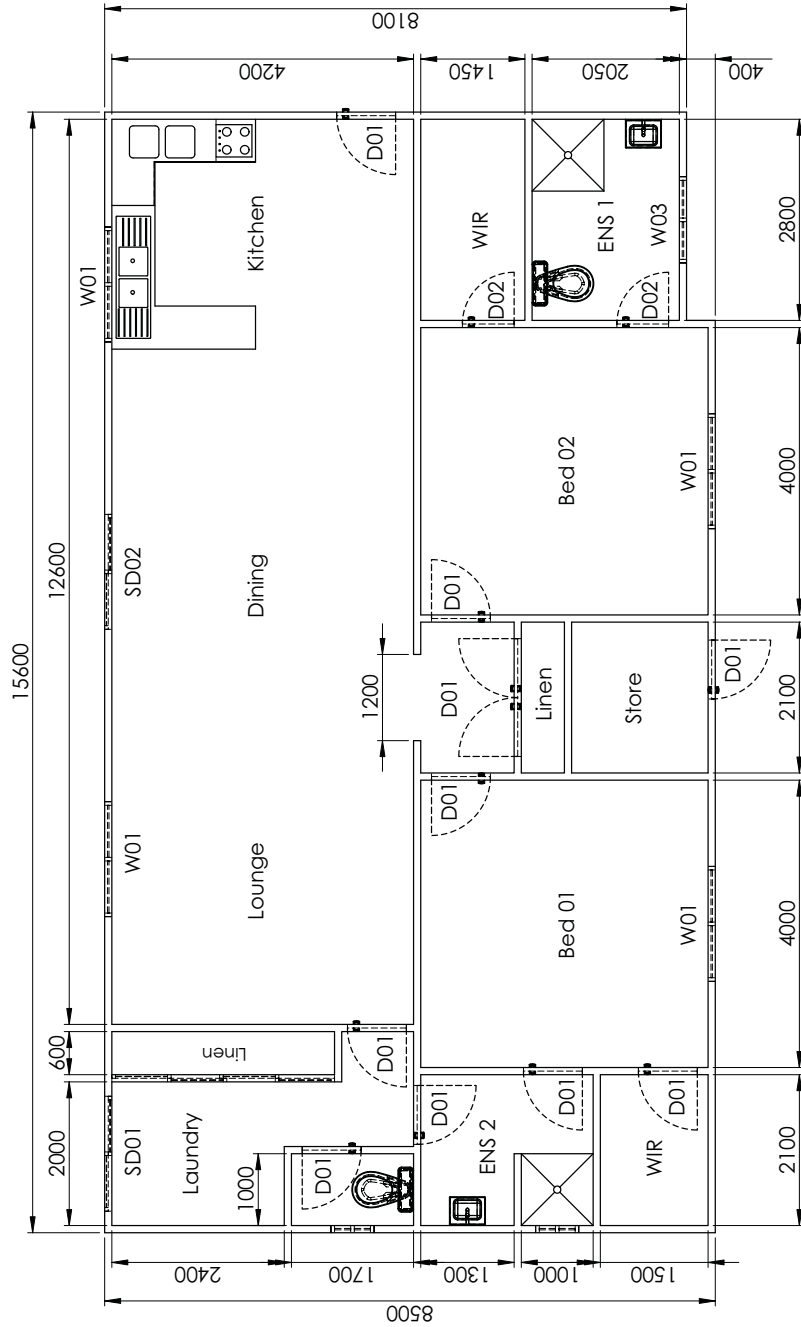
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TOP VIEW
SCALE 1:70

	WIDTH	HIGH
D01	820	2100
D02	720	2100
SD01	1570	2100
SD02	1810	2100
W01	1600	1600
W02	1600	1200
W03	1200	600
W04	600	600

Garard Project: PROPOSED RESIDENCE 825 WARARA ST

DATE	NAME	ESTIM. MASS (KG)
Mar 08, 2011	Edward Salcedo	101,000
DESIGN	CHECKED	MATERIAL:
DESIGN	CHECKED	40MPa Reinforced concrete



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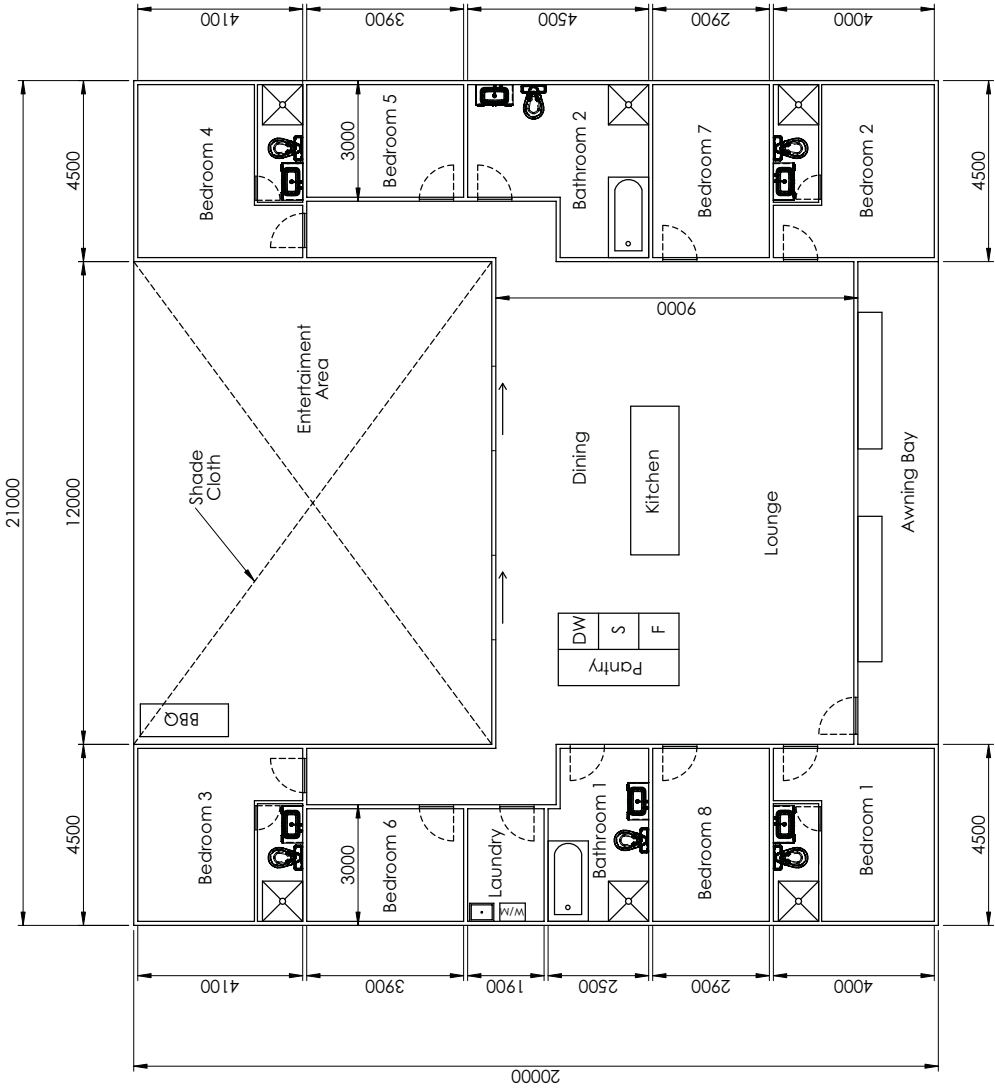
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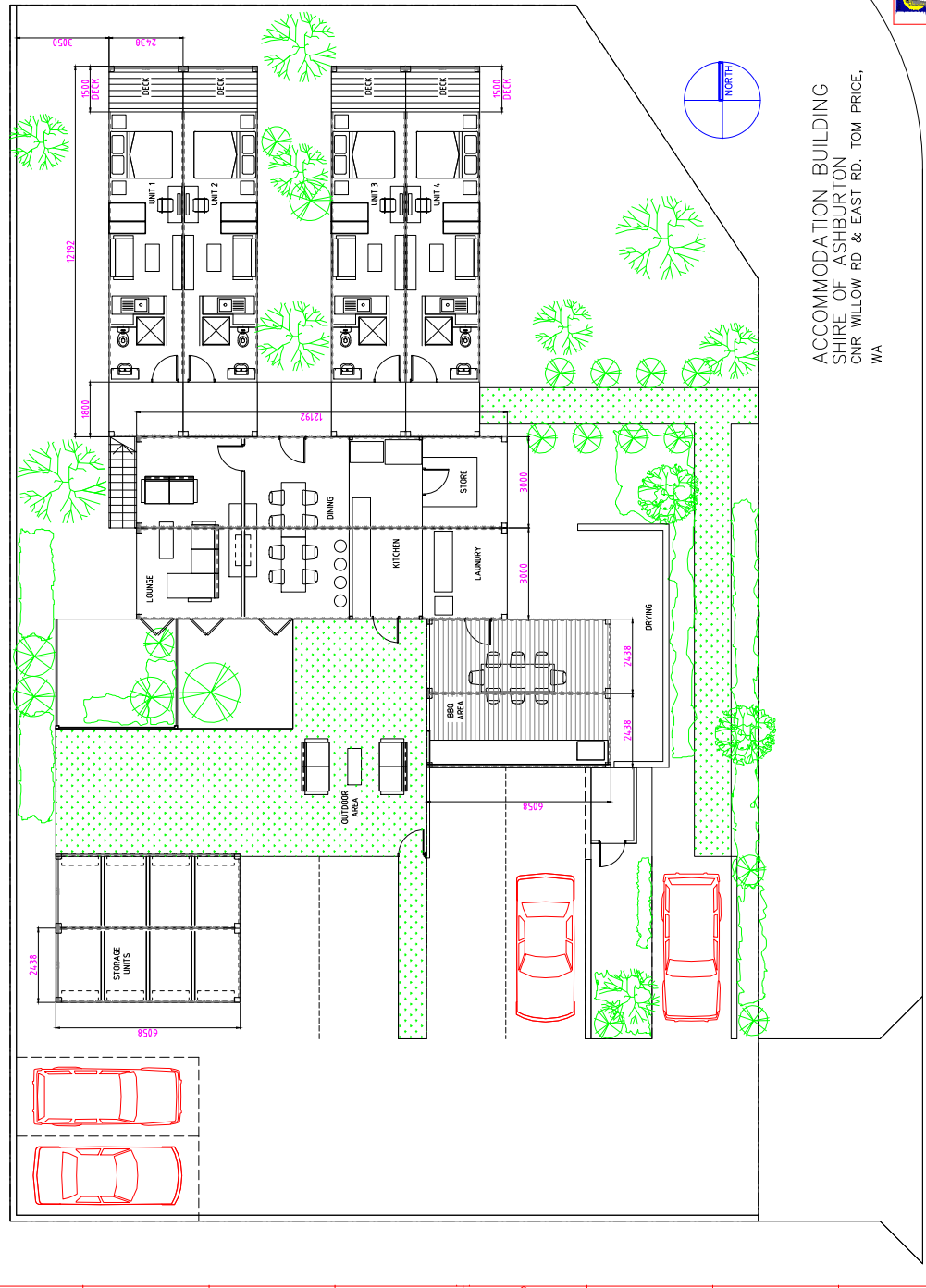
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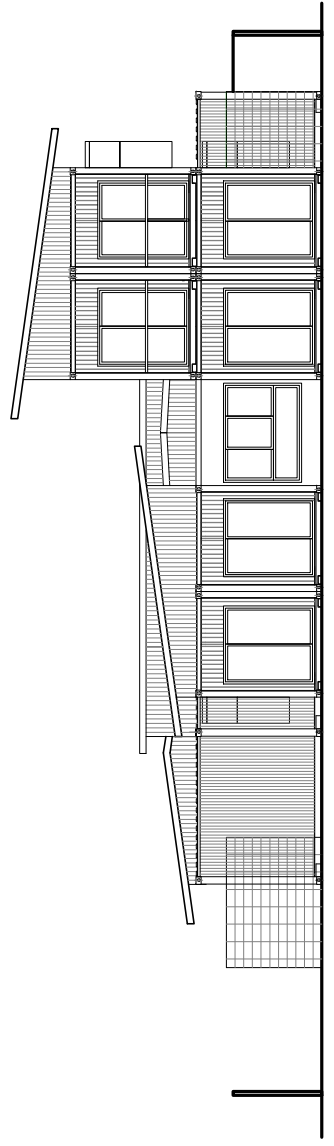
ACCOMMODATION BUILDING
 SHIRE OF ASHBURTON
 CNR WILLOW RD & EAST RD, TOM PRICE,
 WA

PRELIMINARY DRAWING

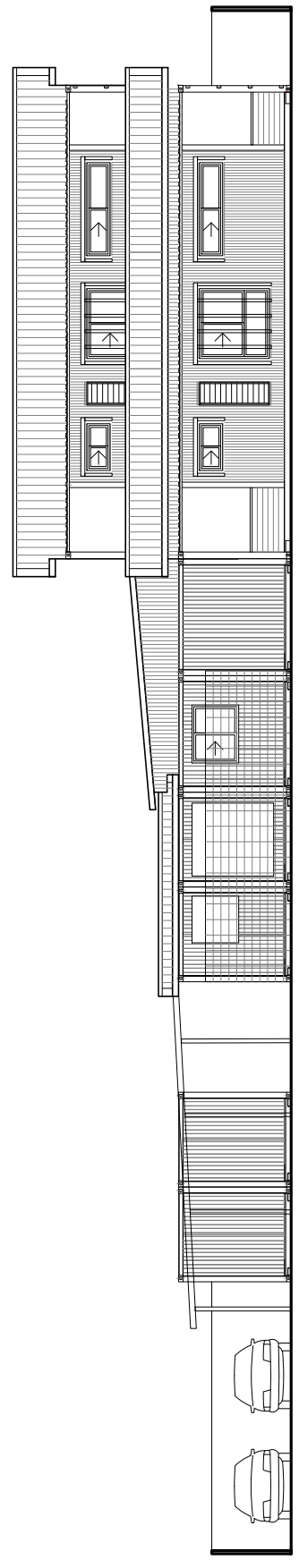
ROYAL WOLF TRADING	
TITLE: ASHBURTON ACCOM. BUILDING - VERSION 2	
OWNED BY: ROYAL WOLF	SCALE: NTS
DRAWN BY: DF	06/03/11
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FRONT ELEVATION
WILLOW ROAD



SIDE ELEVATION
EAST ROAD

PRELIMINARY DRAWING

ROYAL WOLF TRADING

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OWNED BY: ROYAL WOLF SCALE: NTS

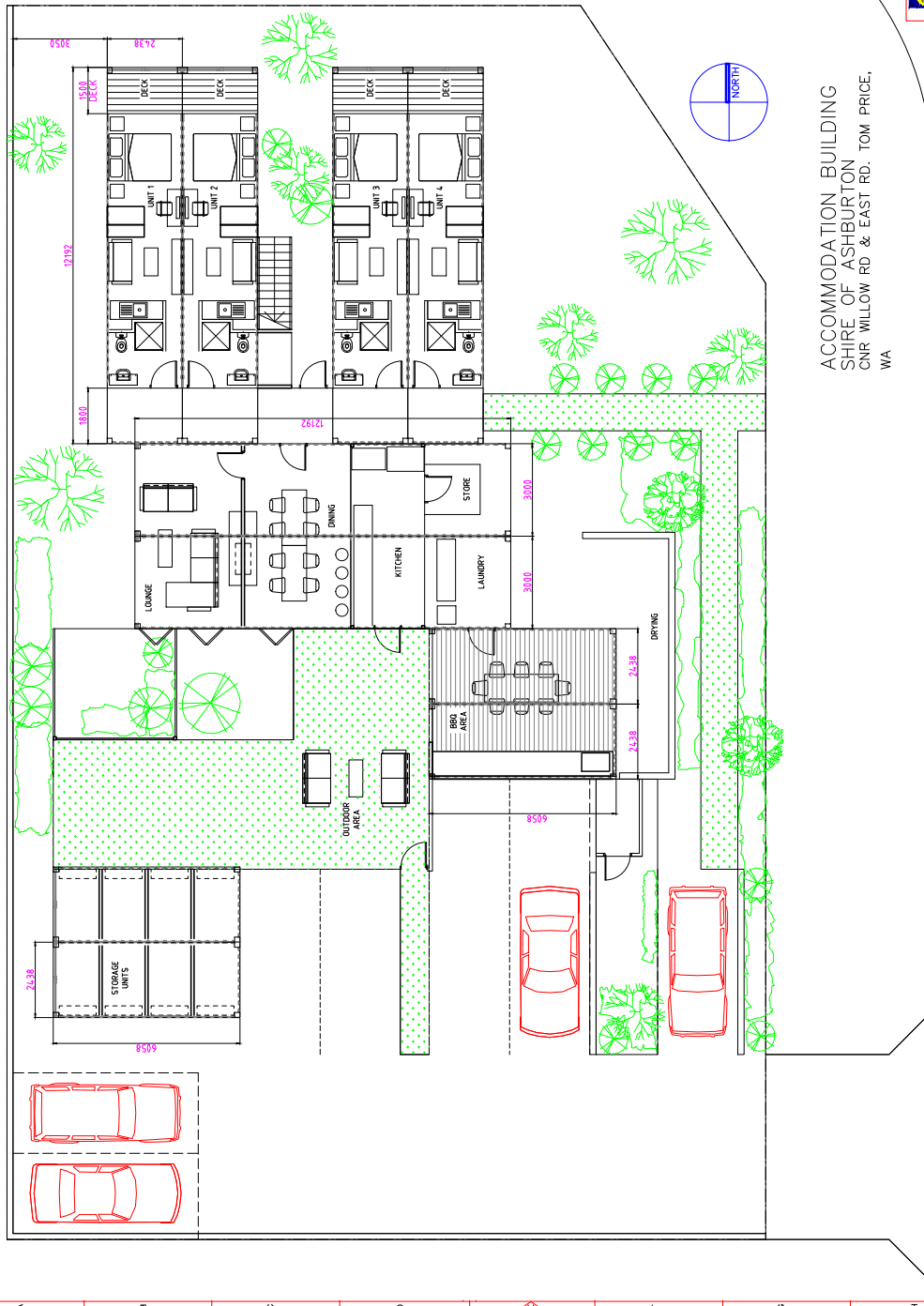
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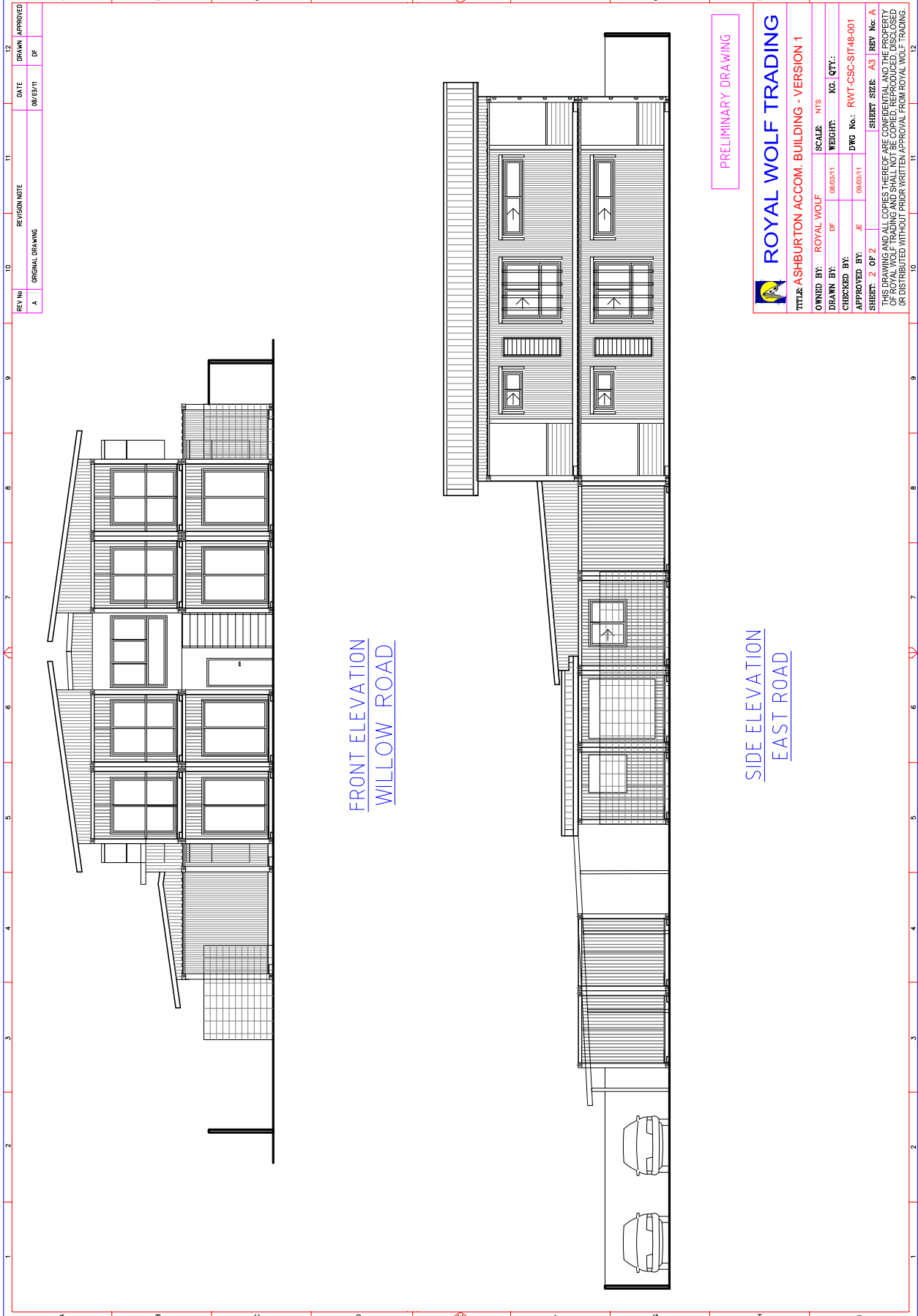
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ACCOMMODATION BUILDING
SHIRE OF ASHBURTON
CNR WILLOW RD & EAST RD, TOM PRICE,
WA

FLOOR PLAN

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WILLOW ROAD

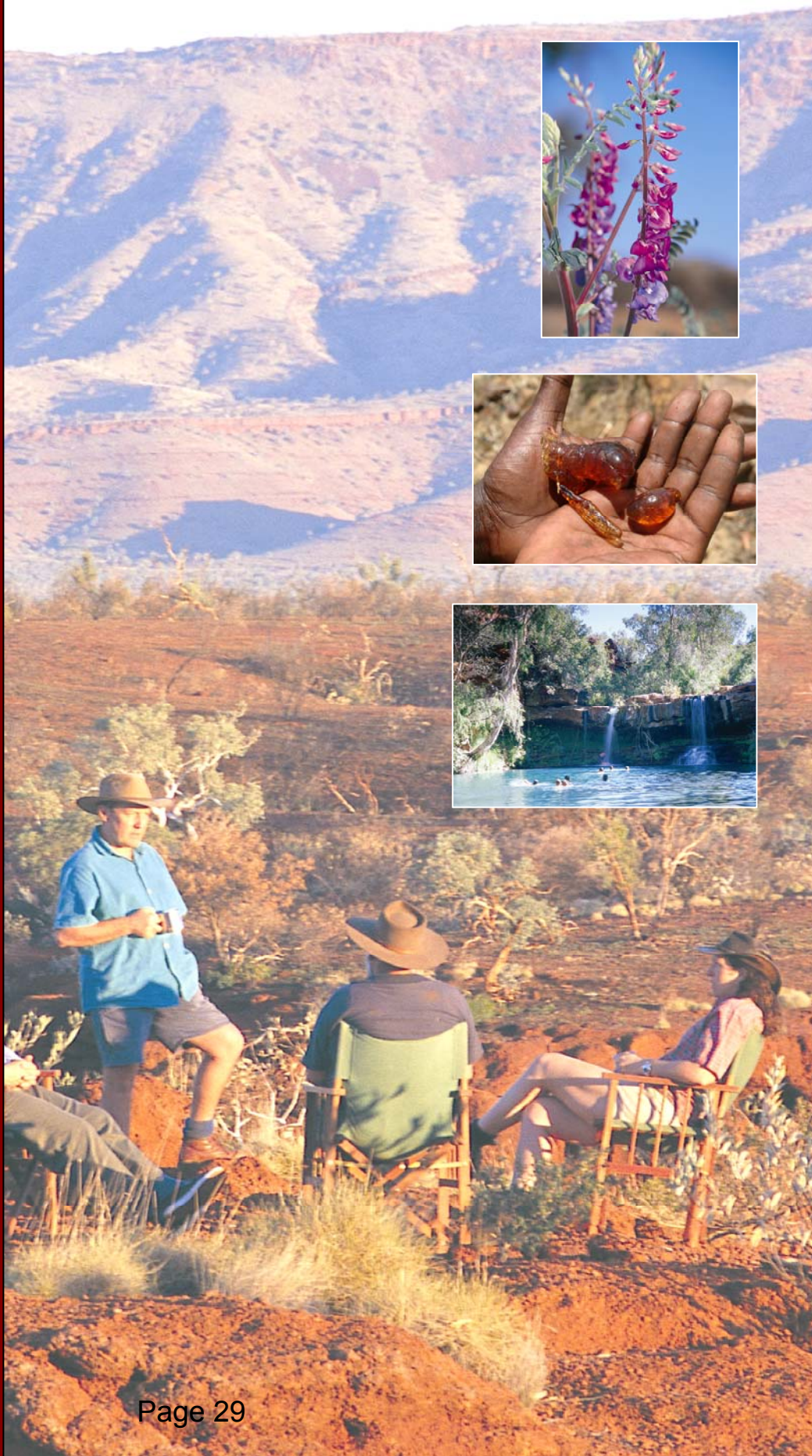
SIDE ELEVATION
EAST ROAD

PRELIMINARY DRAWING

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The Shire of Ashburton

Tourism Destination Development Strategy



Prepared by
RBA Consulting
January 2011

**THE
SHIRE OF ASHBURTON**

**TOURISM DESTINATION
DEVELOPMENT STRATEGY**

Final Version January 2011



CONSULTING
RAY BIRD and associates

Tourism & Hospitality Business Consultants
Tel 08 9380 9388 PO Box 335 Leederville WA 6903

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- This report is written for the sole use of the client and may not be used for any other purpose other than the party to whom it is addressed.
- Some of the material contained within this report is sourced from a range of third party agencies and these sources are clearly identified within the report sections. Although RBA Consulting is unable to validate the accuracy of this industry wide information it has been assumed correct for the purposes of this report.
- RBA Consulting's professional liability to the client and all third parties that may arise from or be due directly or indirectly to negligent acts, errors and/or omissions shall not exceed the amount of RBA Consulting's fees received for the engagement.

Executive Summary

Introduction

The Shire of Ashburton covers some 105,000sqkm and includes the major towns of Onslow, Tom Price, Paraburdoo and Pannawonica (the last three towns originally created to service the needs of the local mining industry, and Onslow now poised to expand significantly servicing the offshore energy industries). Mining and energy remain the main drivers for economic activity within the Shire and will continue as the major players for many years to come. Tourism, although a much smaller economic contributor, offers the opportunity to diversify the economic base, generate local employment for people outside of mining, and generally improve socio economic and lifestyles for local communities.

Although tourism in the Pilbara must compete directly with the larger mining and industry sectors for services such as accommodation and transport, there are still many opportunities for tourism to take advantage of and leverage off the substantial infrastructure delivered by its neighbouring “big brother” industries. This report contains some 47 recommendations that the Shire of Ashburton can implement to assist the region develop as a vibrant and successful tourism destination. The report estimates the direct economic contribution of tourism to the Shire of Ashburton currently in the order of \$43m each year and it is believed there are a number of opportunities to significantly increase and enhance these benefits if a focused approach to tourism destination development is adopted by the Shire.

Tourism Development Overview

The Shire of Ashburton region boasts significant natural tourism assets namely the Karijini and Millstream Chichester National Parks and some impressive coastal assets with associated recreational fishing and diving opportunities. Karijini National Park is considered an “iconic” visitor attraction on a national level and is regularly used by State and Australian tourism promotion agencies in external marketing. Built attractions and tourism specific infrastructure are limited in scope and number however specialised tourism operators such as the Mackerel Islands and Karijini Eco Retreat are good examples of professional tourism operators carving out niche markets and successfully servicing tourist needs. The remaining commercial accommodation operators are either lower cost caravan and camping parks or mid range hotel/motel style properties predominantly servicing local resource industry needs with tourism markets filling leftover available occupancy.

Outside of these nature based attractions tourism activity is focused largely on the town centres of Tom Price and Onslow and this is where the Shire directs the majority of its tourism funding in the form of visitor servicing. Whilst Paraburdoo and Pannawonica also offer tourism development opportunity, their major focus is on servicing local resource projects and tourism potential over the next 5 year timeframe for these two towns are considered minimal. This report’s recommendations are therefore heavily weighted towards the tourism destinations of Tom Price and Onslow and what activities the Shire can undertake to enhance the broader region’s tourism development potential.

The Shire of Ashburton & Tourism

The Shire of Ashburton is a major contributor to the local tourism industry and is to be commended on its level of investment and strong participation to date. The most visible form of involvement is through the Shire's investment in local visitor servicing with its direct funding and management of the Tom Price Visitor Centre and its part-funding of the tourist committee managed Onslow Visitor Centre. Less obvious but also important is its focus on the delivery of community facilities and maintenance, land use planning, tourism promotion and marketing, local economic development, town revitalisation planning, and attracting infrastructure investment and planning.

The Shire certainly has much to offer local residents, businesses and visitors alike and the economic future for the local communities appears very favourable with a number of new major resource and energy projects likely to add significantly to the existing resource based industries. Successful tourism development within the region faces a number of challenges with large travelling distances and geographical remoteness the most confronting, however tourism also has the opportunity to "ride the back" of this major wave of resource based investment and leverage off the high standard of transport and services infrastructure that will continue to be created.

The Shire has the opportunity to assist in the growth of a successful and vibrant tourism industry that is built upon a strong sense of local community pride and that integrates tourism product development and promotional activities across the region in a well planned approach. This report is written to assist the Shire to achieve its full potential as a strategic growth sector of the economy, generating income, employment and investment for the benefit of the local communities of the Shire of Ashburton. For tourism to gain its position as thriving economic sector of the Shire of Ashburton economy aggressive action is required in order to,

- Increase tourism products,
- Improve quality and value,
- Enhance infrastructure that support tourism,
- Improve visitor servicing in particular delivery of visitor information (visitor centres, website, information bays, brochures),
- Create new experiences that will attract visitors and encourage existing to stay longer,
- Create a positive image of Indigenous tourism in the region.

A successful Tourism Strategy requires community and local industry involvement with responsibility lying with more than just the Shire and Visitor Centre staff. Because tourism is a private-sector industry (the benefit of tourism is getting visitors to spend money in the community – at local businesses), this plan's implementation must include both the Shire and the local business community.

Visitor Servicing

The Shire is doing a good job in the delivery of visitor servicing and is to be commended on this level of commitment. The budgeted net financial contribution of the Shire to operate the Tom Price Visitor Centre is around \$110,000 per annum which is commensurate with other similar LGA operated visitor centres around the State, however when non direct operating costs such as Shire “administration allocations” are removed then the annual contribution is around \$37,000 which is considered excellent value for money. This reduced financial requirement is due largely to a strong and successful commercial focus implemented across the Visitor Centre operations. The Onslow visitor Centre also receives part funding of its operations from the Shire and this is also considered a successful arrangement however more formal planning and reporting has been recommended in this strategy.

Visitor signage (including visitor information bays, town entry statements and interpretive displays) throughout the Shire requires improvement and a general upgrade and the report provides a detailed review of these needs and recommendations. The effective delivery of visitor information via the creation of a new and highly interactive online presence is also discussed and along with a destination marketing role, a highly tourism focused website has the potential to deliver real benefits to the local tourism industry.

Destination Marketing

The Shire has been involved in various promotional and advertising activities in the recent past and has displayed a strong commitment to assisting local industry and other cooperatively based marketing initiatives. The broader tourism marketplace remains fiercely competitive so any future marketing activities for the destination must be part of a well planned and highly targeted approach. The report includes a strong focus upon destination marketing including the creation of two strong tourism brands linked to the major “iconic” visitor experiences of **Karijini** and the **Pilbara Coast**.

- Karijini is a major tourist attraction of national importance and should form the basis of a major tourism branding for the inland region of the Shire. The Shire should encourage leveraging the high marketing value of this attraction at every opportunity.
- Onslow and its surrounding coast is a potentially stand alone destination itself. The town is set to undergo massive investment linked to resource and energy projects and tourism in this setting will need to fight for limited accommodation and other local services. In the short term tourism to Onslow may be difficult to develop as these major resource projects overshadow typical visitor activities. However the medium to long term tourism outlook for the town should be very promising and there is potential to develop a destination brand focused mainly on coastal and fishing activities.

In terms of destination marketing principles, as a summary the Shire of Ashburton should work with local industry to;

- Leverage off the existing visitor numbers to and through the region, capture this through traffic and convert into extended overnight visitors.
- Undertake marketing activities cooperatively with complementary neighbouring regions to increase the numbers of visitors to iconic attractions such as Karijini NP, Millstream Chishester NP, and the coastal assets in and around Onslow.
- Undertake highly targeted marketing campaigns in conjunction with neighbouring regions and the Australia's North West regional tourism organisation.
- Undertake and promote major special events in shoulder seasonal periods.

Product Development

Local government has significant responsibilities that impact on the way tourism develops and is managed at the destination level. Although the majority of tourism product development such as accommodation, tours, and built attractions is largely undertaken by private industry there is an important role for local government to create an environment that is highly attractive to these types of investments. The report lists a range of recommendations that the Shire can implement to help achieve this with the major items including;

- The creation of a Shire Tourism Development Officer role with a focus on tourism industry networking, cooperative marketing, assisting the staging of major special events, service standard programs and encouraging Indigenous tourism development.
- The creation of an industry based Tourism Advisory Group that will provide recommendations and direction for cooperative visitor and destination marketing.
- The creation of two major special events that will attract significant interest from markets external to the region.

Funding requirements

As a summary, the report suggests 47 recommendations and of these some 17 require a total annual funding between \$323,000 and \$407,000 over the plan's next 5 year timeframe. These amounts include Shire allocations and third party grant funding sources. The net increase (from current levels) in required funding from the Shire to implement the report's recommendations is around \$138,500 in year 1, and then \$122,405 in year 2, \$124,558 in year 3, \$123,961 in year 4, and \$127,117 in year 5. The main cost item increase to the Shire is the funding of the proposed Shire Tourism Development Officer position. It is also recommended that a funding application be made under the Royalty for Regions program to fund the capital expenditure needs associated with the various town entry statements and visitor information bays of \$127,000 over the first 5 years.

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1. INTRODUCTION

RBA Consulting (the project consultants) were contracted by the Shire of Ashburton (referred to as the Shire in this report) to review its current tourism investment and visitor based programs and to prepare a Tourism Strategy (the Strategy) for the greater Shire destination. The Strategy is written to assist the Shire in its planning for tourism development over the next 5 years.

The Strategy identifies key issues that should be addressed by the Shire in order to achieve its full potential as a vibrant visitor destination. The report is divided into three key areas of review namely; Visitor Servicing; Marketing and Destination Promotion; and Tourism Investment.

To gain a strong understanding of the Shire of Ashburton visitor destination the project consultants have conducted a number of personal interviews with local tourism industry representatives, Shire of Ashburton staff and elected representatives, visitor centre staff and management, broader tourism industry representatives including Tourism WA, Australia's North West and other Regional Tourism Organisations. Extensive travel through the Shire was carried out with the consultant team visiting the major towns of Tom Price, Paraburdoo, Pannawonica, and Onslow, as well as major tourist attractions within the Shire boundary. In addition to the above, a desk top review and analysis of available written information was carried out.

1.1 Report Definitions

Defining Tourist and Visitor

A tourist is typically defined as a person who undertakes travel, for any reason, and involves a stay away from his or her usual place of residence for at least one night. Some definitions of tourist label only those travellers visiting for leisure or recreational purposes while other definitions also include business travellers. By most commonly accepted definitions the "fly-in fly-out" worker that dominates the air travel patterns to and from the Shire of Ashburton would not be classified as a tourist to the region, rather tourism researchers tend to classify this traveller group under the "business" category.

A more appropriate term for travellers to a region such as the Shire of Ashburton can be simply "visitor" and in the context of this report, "tourist" and "visitor" are used to mean the same thing and also include the daytrip market. While researchers and academics may apply travel time, reason of visit and distance parameters on these definitions for measuring purposes, in the end it is the visitor level of expenditure and the net benefit gained by a destination and its community that is of real concern. This report is written with the goal of influencing those visitors with the capacity to deliver real economic benefits to the communities of the Shire of Ashburton.

Defining "Iconic tourism"

A common term currently used in tourism destination development and promotion within Western Australia is "icon tourism". An iconic experience/attraction/event is *"awe-inspiring, unique to Western Australia, has the potential to draw significant visitors here gaining recognition nationally and internationally"* (source: Tourism WA). To illustrate how icon tourism works, Ningaloo Marine Park is rated by Tourism WA as the state's number 1 iconic tourist attraction. Interestingly, Karijini National Park is rated equal second with Purnululu National Park (Bungle Bungles). Iconic attractions are used by state and regional tourism promotion bodies as the basis for most marketing and promotional programs.

Tourist Yield

In recent years tourist destinations have shifted their marketing focus away from simply increasing the number of tourists to enhancing the ‘quality’ associated with tourism growth. The way to increase quality is often articulated as moving away from mass tourism (with low expenditure per person - low yield), and moving towards more quality tourism experiences with higher per capita spending (high yield). Tourism WA for example has recognised that within the global tourism marketplace the State faces many challenges including long haul travel times and relatively high travel costs when compared to competing destinations.

Reflecting this, it has positioned and promoted the State to potential international markets predominantly as a “unique nature based and experience driven” destination and actively targets the higher yield international traveller. In contrast, a destination such as Bali, takes a mass tourism or high volume tactic that is largely price driven and would be argued as a more lower yield approach.

Local Government & Industry Working Together

Tourism is a broad pursuit that interlinks across numerous industry sectors and for a particular destination should never be viewed in isolation. In order to achieve a successful and economically sustainable local tourism industry, there must be a collective approach between local government and a motivated local industry. Without this cooperative understanding underpinning the efforts to develop tourism, rarely will a destination achieve its full visitor potential. One of the aims of this report is to bring these elements together and to develop and detail a range of highly actionable visitor development strategies that will establish and promote the Shire of Ashburton destination as offering quality visitor experiences.

1.2 Overview of the Structure of Tourism Destination Management in Australia

The following table provides a basic outline of how the Shire of Ashburton fits amongst the wider “travel distribution system” operating throughout Australia and is provided for readers who do not possess a strong understanding of traditional travel distribution and tourism management systems.

Agency/Entity	Role/Responsibility
Tourism Australia – Commonwealth Government Agency	<u>Marketing</u> of Australia to external visitor markets as well as delivery of research and forecasts to industry.
Tourism Western Australia (TWA) – State Government Agency	<p>Three key roles including <u>marketing</u>, <u>product & industry development</u>, and <u>visitor servicing</u> in Western Australia. Up until recently, TWA operated a number of regional offices throughout the State including Karratha however under its new “business model” strategy released in May 2010 it now plans to close these offices by the end of 2010 and centralise all operations in Perth. A refocus on marketing, major events and increasing aviation access is the core of the refocus. TWA staff numbers will be reduced from the current level of 159 to 74 with the savings redirected to destination marketing.</p> <p>This refocus appears to be the right approach to more effective marketing and promotion of the State however there will be a need for LGAs such as Ashburton and the broader Pilbara Development Commission to take up various tourism focused responsibilities left void by the closure of the TWA Karratha office. The Shire’s review of tourism is therefore considered very timely.</p>

<p>Australia's North West (ANW) – Regional Tourism Organisation (RTO)</p>	<p>One of five formally recognised RTO's in WA largely funded by TWA and responsible for <u>marketing</u> the Kimberley and Pilbara destinations. ANW is based in Broome and operates a smaller office from Karratha. The Shire of Ashburton comprises the south west boundary of the ANW region which is itself an extremely large region covering over 1 million square kilometres. ANW is a member based organisation and the degree of marketing and promotional activity undertaken by ANW on behalf of a sub-region destination is generally reflected by the level of member support and financial dollars committed from that source destination.</p> <p>ANW produces a high quality annual holiday planner publication and undertakes a range of marketing initiatives such as attending trade and consumer travel shows, consumer website, travel industry familiarisations, MICE (meetings, incentive, conferences & exhibitions), and campaign specific programs. ANW are professional tourism industry marketers and the Shire of Ashburton should be working closely with them in developing and implementing destination promotional programs. The General Manager of the Karijini Eco Retreat (Karijini National Park) is currently on the ANW Board and previously the General Manager of Tom Price based Lestok Tours was also an active ANW Board Member.</p> <p>Discussions with management of ANW have indicated a strong desire to work more closely with the Shire of Ashburton in future activities.</p>
<p>Australia's Coral Coast (ACC) – Regional Tourism Organisation (RTO)</p> <p>Australia's Golden Outback (AGO) - Regional Tourism Organisation (RTO)</p>	<p>ACC and AGO are similar RTO operations as the Australia's North West specifically involved in <u>destination marketing</u>. The Shire of Ashburton does not lie within the ACC or AGO boundaries however importantly, it does form part of the northern boundaries of both regions.</p> <p>As travellers are not typically affected by imaginary RTO or LGA boundary lines there is substantial opportunity for the Shire of Ashburton to work more closely with its neighbouring southern Shires of Exmouth and Carnarvon (and respective RTO being Australia's Coral Coast), and the Shires of Upper Gascoyne and Meekatharra (and their respective RTO being Australia's Golden Outback). The main area of joint cooperation should be focused upon developing self drive itineraries and promotional programs, <u>self drive</u> being the main mode of holiday maker travel to and through the Shire region.</p>
<p>Tom Price Visitor Centre – local visitor information centre. Accredited Level 1 Network Visitor Centre.</p>	<p>One of 2 Visitor Centres operating within the Shire of Ashburton and one of 6 accredited Visitor Centres operating within the Pilbara sub region of the Australia's North West region. The Tom Price Visitor Centre is responsible for delivery of local <u>visitor servicing</u> and is fully funded and operated by Shire of Ashburton employees.</p>
<p>Onslow Visitor Centre – local visitor information centre .</p>	<p>The second visitor centre operating within the Shire of Ashburton. The Onslow VC is managed and operated by a local committee and receives part funding (\$45,000 pa) directly from the Shire.</p>
<p>Shire of Ashburton – Local Government Authority (LGA)</p>	<p>A major contributor to local tourism most visibly via the direct operation/management of the Tom Price Visitor Centre and part funding of the Onslow Visitor Centre. In addition the Shire has allocated some \$30,000 for its marketing budget with plans to work cooperatively with ANW.</p>

	The Council is also involved in the planning, provision and management of community activities, services and infrastructure that are shared by residents and visitors. These include parks and reserves, roads, water management, pedestrian and streetscape improvements, and public amenities such as toilets, bikeways and parking areas. Council also owns and leases a number of tourist commercial accommodation facilities and contributes to tourism related initiatives on a project style basis. Council's central role in tourism within the Shire also includes acting as the consenting authority for most development applications and is responsible for decisions related to land use planning.
Local tourism industry and business sector	The local tourism and business sectors are represented by business and community organisations including the newly formed Tom Price Business Association, the Onslow Tourist Committee, a small number of dedicated local tourism and general business operators. According to Tourism Research Australia – Ashburton Shire research summary, as at June 2007 there were some 96 tourism businesses operating within the Shire.
Department of Environment & Conservation (DEC)	The WA State Government agency responsible for managing national parks, marine parks and various conservations areas and therefore a large number of the region's nature based tourist attractions such as Karijini and Millstream Chichester National Parks. The DEC Pilbara region was a strong driver of the Warlu Way initiative – a self drive touring itinerary stretching from Exmouth to Broome. The DEC also operates the Karijini Visitors Centre located within the Karijini National Park and staffed by DEC employees.

The remainder of this introduction section defines relevant general tourism issues and outlines some core tourism destination development principles that will be useful for those readers not familiar with the tourism industry and will set the scene for recommendations and analysis later in this report.

1.3 The Australian Tourism Industry

Tourism is a global industry that is highly competitive and over the longer term outlook has enjoyed strong growth. There were nearly 880 million international tourist arrivals throughout the world in 2009 (source: World Tourism Organisation). The World Tourism Organisation (WTO) forecasts that the number of international arrivals worldwide will continue to grow at around 4-5 per cent per annum. However, Australia is, and at least over the medium term, will remain a small global player due largely to its relative geographical remoteness from the main market sources of Europe, Northern Asia and the Americas. Australia currently attracts less than one per cent of this international tourism market with around five million international tourists per year. Australia is, for most of the world, a long-haul destination almost totally reliant on air services.

Reflecting these “access” challenges Australia will never rival (in terms of volume) mass tourist destinations such as France (estimated to have attracted some 75 million international tourists in 2009 source: WTO) however government agencies such as Tourism Australia and Tourism WA instead attempt to market and attract special interest and niche visitor markets by focusing upon how Australia is different to other competing global destinations. Tourism Australia's current global marketing campaign is **“There's Nothing Like Australia”** and for Tourism WA the **“Experience Extraordinary”** message is the focus of its current branding for Western Australia. How effective these agencies are in delivering these “unique selling point” messages will ultimately determine how successful these destinations attract the international visitor.

Western Australia attracted an estimated 694,100 international visitors in 2009, representing 13 per cent of the total international visitor numbers to Australia that year. By 2015, this number is expected to reach over one million visitors from overseas. International visitors represent 10 per cent of all tourists to Western Australia, with interstate tourists accounting for around 17 per cent (947,000) and intrastate tourists 73 per cent (4,174,000). In 2009 international visitors spent \$1.71 billion and domestic tourists (inter and intrastate) spent \$2.75 billion, for a total of \$4.46 billion. In terms of tourist yields (or average \$ spend per visitor), expenditure is clearly weighted towards overseas visitors, however in terms of overall dollars injected into local economies, domestic tourism (interstate and intrastate visitors) still rates far higher.

Tourism in Australia remains a highly competitive industry sector and subject to many influences beyond its sphere of direct control. As an example, in 2009 Australia's domestic tourism sector did not fare as well as expected. The economic value of the sector declined 5.3% in real terms, with visitor nights down 5.6% and overnight trips down 6.3%. The poor performance of the domestic market was attributed to its reduced price competitiveness compared with outbound tourism through cheaper international airfares, the high value of the Australian dollar and a combination of increases in domestic petrol prices and a small decrease in domestic aviation capacity (down 2.1%). This is in stark contrast to the performance of outbound travel.

Outbound departures by Australian residents increased 8.2% to 6.3 million in 2009, largely in response to lower airfares and reductions in tourism product prices overseas (source: Tourism Forecasting Council). Understanding the environment and the influencing factors that the Australian tourism industry must operate within is important when planning tourism development programs for destinations such as the Shire of Ashburton. The challenge lies largely in finding the appropriate balance between **yield**, **volume** and **reliability** amongst visitor market types and sources of origin, and how effectively the destination's marketing message are delivered.

1.4 Self Drive Holiday Makers

Self drive holidaymakers represent a significant tourism activity in Australia today. National Visitor Survey results estimate that around 53 million drive holidays are taken in Australia every year. That equates to around 70% of all trips taken in Australia by Australians and it represents a significant market for regional and rural areas. Of those 53 million around 17 million are away for at least 4 nights (32%) the rest are on shortbreaks (1–3 nights). Of those staying over 4 nights 90% are by Australians and 10% international. Around 22% of all international visitors to the country engage in drive holidays. The Self Drive Holidaymaker can be defined as "travelling away from home for at least one night, on holidays or visiting friends and relatives, in their own, a rented or borrowed vehicle, as the primary mode of transport".

Self-drive modes of transport include private or company car, rental car, self-drive van, motor home or campervan, and four-wheel drive vehicle. Other road transport includes long distance coach/bus travel and charter or tour bus. From a tourism industry perspective, self-drive transport modes allow for greater dispersal of tourism flows, and may be used to bring tourists and associated economic outcomes to locations away from the major transport routes (especially air transport).

Available research reveals the drive market have two distinct phases of information collection, pre-trip planning and information gained on the journey. Before departing home the drive market relies mostly on one or more of: Automobile clubs, State Tourism Organisations, word of mouth, and the Internet as sources information. An estimated 65% of self drive travellers go to their motoring organisation and look at maps as the first points of reference (source: Drive Tourism – CRTR). Word of mouth also has a strong influence on consumer decision

making and was found to act as a filter to brochures, guides and maps. Research reveals that good pre-trip planning information along with adequate road signage can lead to visiting more attractions, better time management and higher satisfaction with the overall journey. More recent developments in the improved delivery of visitor information via interactive websites and podcast capabilities also open the door to more innovative access to the self drive traveller. On the road, sources of information are much different to those used before leaving home and this is where Visitor Information Centres (VICs) play a key role. The desire for 'freedom' inherent in the drive holiday means that little more than the first and last nights accommodation is typically booked in advance and only around 40% of self drive visitors actually travel the route they had originally planned. It is information collected on the route from places like visitor information centres that can change drivers' plans and this highlights the importance of the Tom Price and Onslow Visitor Centres working more closely together and with neighbouring Visitor Centres such as Exmouth, Broome, Port Hedland and Karratha.

1.5 Successful tourism = Increased \$ into a Community

Successful tourism should always translate into additional cash into a community. The goal of engaging in tourism development and promotion for a region ultimately should be to ensure that more cash is imported into a community from local tourism than is exported. When local residents earn money in a community and spend some of it outside of this community this is referred to as leakages. Successful tourism is a way to fill this gap, with visitors injecting cash without the need for that community to extend social and other services.

Communities with successful tourism programs will see that the local industry actually subsidises the community, whereas communities where tourism programs are not effective or do not exist are in fact subsidising visitors – providing services that visitors use but don't leave money behind that cover the cost of having them available. Ultimately, successful tourism should be primarily measured by how much additional visitor dollars are spent in a community.

1.6 Three Basic Approaches to Tourism development

In general terms, for a local community there are 3 basic approaches to tourism;

1. **Status Quo;** if you do nothing to further the development of a local tourism industry, there will still be an element of tourism just by the fact that some visitors will pull off local highways for services such as petrol and food, and by the fact that a major reason for visiting any destination will also remain "visiting friends and relatives" – the important VFR visitor market. If there are local residents then some degree of tourism will always exist regardless of what local government does.
2. **Getting visitors to stop;** getting people to stop is always the first priority of successful tourism. There would be substantial economic benefits by simply encouraging just a small percentage of those holiday makers currently travelling along the major self drive access routes of the North West Coastal and Great Northern Highways to stop and visit visitor destinations like Onslow and Tom Price for just one or two extra nights.
3. **Becoming a Visitor Destination;** a successful tourism destination is not achievable if a community is unable to get visitors to stop so point 2 above is necessary if this third point is to be achieved. Once motivated to stop, there must be things to see and do, attractions and/or amenities that will convince visitors to spend time in the area, and ultimately overnight there as well. Overnight visitors spend approximately three times the level of daytripper expenditure and roughly ten times those that simply make a "pit stop".

In terms of visitor expenditure, **overnight visitors** are what highly successful tourism destinations must ultimately target and strive for.

1.7 The Three Key Components of Visitor Destination Development

- **Visitor Servicing;** defined as providing visitors accurate and useable travel information either prior to arrival or once entering a particular destination. For the Shire of Ashburton, visitor servicing is effectively delivered by the Tom Price and Onslow Visitor Centres and this represents the majority of the Shire's current and most visible investment levels in local tourism.

- **Destination Marketing;** defined as the management process through which the responsible promotion bodies/agencies and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes and to finally deliver tourist products to achieve optimal tourist satisfaction. For Ashburton, critical success factors for its tourism destinations will be the effective marketing of each area's unique selling points.

- **Product Development/Infrastructure Investment;** product development relates directly to why people decide to visit and how long they spend in a destination, and even in a natural setting, remains a key component of the visitor experience. Product development can be grouped under five headings, commonly referred to as the (6As); attractions, activities, accommodation, amenities, attitudes and access.

1.8 The Four Times Rule

A commonly accepted tourism planning rule is that visitors will make a point of stopping or staying in a community if there is enough on offer to keep them busy four times longer than it took them to get there. In other words, if a visitor drives 2 hours to get to a destination, is there enough to "see and do" to keep them busy for 8 hours (four times two hours)? If it takes a visitor 1 day to arrive from their source of origin is there 4 days of activities and so on. Ultimately, if the aim is to encourage overnight stays in the destination then there must be enough reasons for visitors to make the drive or travel. The more a destination has to offer then the further a visitor will come and the longer they will stay.

1.9 The Value of Tourism

Over the last two decades tourism has emerged as one of Australia's most significant growth industries. Being highly labour intensive, and an industry where the employee cannot be easily replaced by a machine or a computer, the development of tourism within a community has many advantages. Local business operators are obvious direct beneficiaries from the creation of a successful tourism industry within a destination, however the dollars spent by visitors also filter through to the community at large creating additional spending and employment opportunities. The main beneficiary of well-managed tourism development is ultimately the local communities of that visitor destination. Converting the local residents into "positive and enthusiastic ambassadors for their own region" is seen as a major priority for a successful tourism destination and considered important for the following reasons,

- Creating a sense of local community pride amongst local residents so that they will utilise these local visitor based products and services,
- VFR (visiting friends and relatives) of local residents will also be encouraged to visit attractions and participate in activities when accompanied by local residents,
- Create a positive atmosphere that will encourage commercial tourism operators to invest in tourism infrastructure and include the Shire of Ashburton features in tour programs,
- Ultimately deliver increased visitor expenditure into local businesses.

1.10 General Global Trends in Travel Patterns

The following table highlights traveller trends on a global scale and is taken from Tourism Western Australia sources.

PEOPLE MOVING AWAY FROM	➔	PEOPLE MOVING TOWARDS
Long trips		Short breaks
Less frequent travel		More frequent travel
Plan well in advance		Holiday on short notice
Established destinations		New destinations
City tourism		City & regional tourism
Fixed schedule holidays		Flexible schedule holiday
Undifferentiated markets		Specialty markets
Man made attractions		Nature based tourism
Inexperienced tourists		More experienced
Party holidays		Self improvement holiday
Low competition destinations		Increased competition
Destinations taking whoever arrives		Destinations targeting
Non branded destinations		Highly branded
Mass marketing		Niche marketing

These general trends can be important when considering development opportunities within the tourism industry.

Below; Various Images of Karijini National Park.



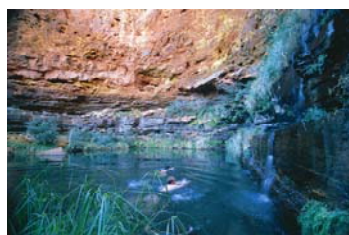
Karijini Visitor Centre - Karijini National Park



Dales Gorge - Karijini NP



Weano Gorge - Karijini NP



Circular Pool - Karijini NP



Karijini Eco Retreat

2.0 SHIRE OF ASHBURTON MARKET INDICATORS

The following section highlights the major trends being experienced within the wider commercial Shire of Ashburton setting.

2.1 Shire of Ashburton growth

Estimate Resident Population

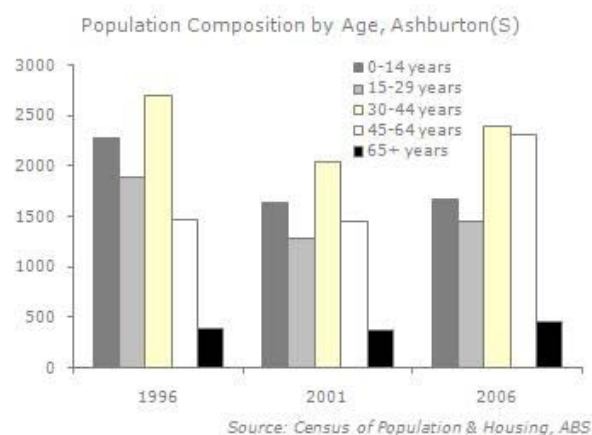
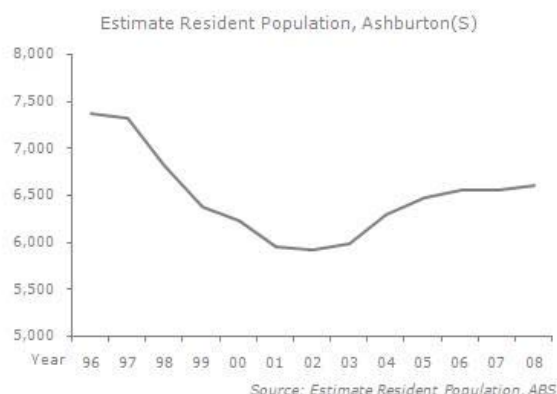
The 2006 population census carried out by the Australian Bureau of Statistics estimated 8,135 residents within the Shire of Ashburton comprising 4,919 males and 3,216 females. The graph below illustrates the trends in resident populations experienced within the Shire from 1996 through to 2008. Over the past 5 years growth in local population has been relatively consistent and this reflects the increases felt over the same periods within the local mining resources industry.

In Ashburton 30 – 44 year olds were the largest population group in each Census year. The 30 – 44 and 45 – 64 age groups showed the greatest increases from 1996 through to 2006. The 65+ age group remained relatively static throughout, showing small increases from 1996 to 2006.

In Ashburton the male to female ratio fell between 1996 and 2001, but climbed again between 2001 and 2006, with the latest Census results displaying over 150 males to every 100 females.

The most striking development over the last ten years has been the changing composition of the more mature aged section of the population, with those aged 45 to 64 making up a consistently larger component.

In Ashburton the average and median income for wage and salary earners rose between 2000-01 and 2005-06. The largest increase was seen between 2004-05 and 2005-06 with an increase in the Average Income of \$5,574 and an increase of \$3,533 in the Median Income.



Individual and household incomes

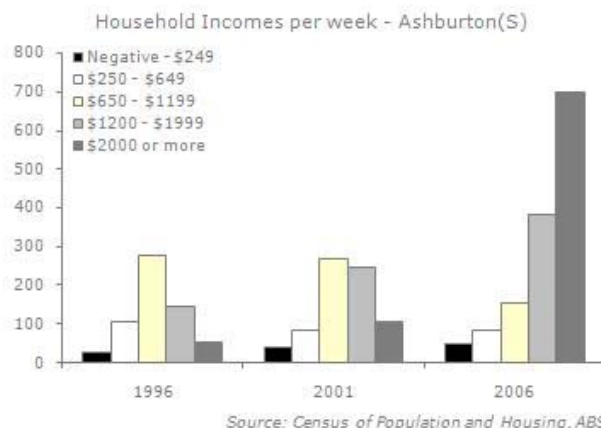
Income levels for individuals in Ashburton are evenly distributed across the population, apart from those earning more than \$1600 per week. In 2006 a large number of employees were earning in the \$1600 - \$1999 and \$2000 or more income brackets.

Individual Annual Income, Ashburton(S)						
	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
Average Income	\$51,781	\$51,325	\$54,768	\$57,141	\$58,179	\$63,753
Median Income	\$48,070	\$49,490	\$51,105	\$55,054	\$58,465	\$61,998

Source: Wage and Salary Earners, ABS

More than 55% of all those residents earning an income in Ashburton were receiving \$1000 gross or more a week. The large proportion of high income earners contributed to Ashburton having the highest median income of all local government authorities in the Pilbara region. The median income was \$1058 per week, surpassing the nearest Pilbara LGA by over \$150 per week.

Between 2001 and 2006, household incomes in the upper echelons (\$1200 - \$1999 and \$2000 per week) increased dramatically. In particular, the number of households earning over \$2000 a week rose from 104 to 699. Notably the population has not changed much over the same period for Ashburton.



This would indicate local Ashburton residents have a relatively high level of discretionary income. High levels of leisure travel typically also strongly correlate with high discretionary income levels and so there is potential for local tourism operators to target “short break” intra-Shire/Pilbara region holiday and leisure travel. For example, Onslow tourism operators specifically targeting Paraburdoo and Tom Price residents and inland based tourism operators encouraging coastal residents to visit.

2.2 General Economic growth

The visitor industry is directly affected by general economic conditions of the Australian economy and a review of general economic indicators such as growth, interest rates and exchange rates is detailed below.

Economic conditions are generally considered favourable and more specifically regions relying upon mining resource activities are predicted to fare better than the Australian average. The Reserve Bank of Australia expects an improvement in economic growth over the next two years as domestic demand increases, business investment - particularly in the resources sector - remains high and home building picks up (source: February 2010 RBA Statement on Monetary Policy).

In its monetary policy statement, the RBA outlined its central forecast for the economy to grow at around 3.25 per cent and 3.50 per cent in 2010 and 2011, which would be much stronger than 2009.

In addition to the RBA, most industry economists are tipping a return to Australia's long-term average economic growth rate of between 3% and 4% in 2010 – a positive outlook considering the position of other global economies. The strong economic growth from China is also forecast to continue for another 15 to 20 years which will benefit the Australian economy, in particular regions and their residents such as the Pilbara. China is Australia's largest export market and RBA assistant governor of economics Philip Lowe recently stated that “the continuing urbanisation in China and its subsequent investment in infrastructure will be a boon for the Australian economy”.

The downside of a recovering economy is rising interest rates. After slashing the cash rate by 4.25% to 3% in late 2008 and early 2009, the RBA has acted quickly to bring rates back towards what it calls a more “normal” setting. Consecutive 25-basis point rises in October, November and December have the cash rate sitting at 3.75%. Higher interest rates translates into less discretionary income for domestic households and therefore less money for holidays and leisure travel.

The Australian dollar experienced substantial changes in 2009 moving from a low of US62c in February to a high of US94c in mid-November. International visitation levels to Australia are strongly dampened when the Australian dollar is high against other major international currencies and this also encourages outbound travel (Australians to travel overseas). Conversely, when the Australian dollar is lower then overseas visitors have much higher “buying power” and Australia as a destination becomes far more attractive. Although fluctuating enormously in 2009, many economists predict the Australian dollar will enjoy a more stable year in 2010 settling around the US90c, however this is not considered favourable for the Australian tourism industry.

2.3 Economic Development

In its simplest form, Economic Development is about achieving a sustainable increase in living standards that delivers increased incomes and improved social well being to the members of the community. Economic Development is not simply about individuals and businesses – it contributes to the well being and prosperity of the whole community – individuals, families, business, industry and Local Government itself.

Achieving the positive benefits of economic development takes time and requires a vision and the associated strategic and operational planning. The Shire of Ashburton has recognised this need and already commenced this long term planning process and recently released its “**The Ashburton Vision**” presentation. The document clearly states its vision of “**The Shire of Ashburton will be a vibrant and prosperous place for work, leisure and living**”, and highlights a large number of key potential projects for the major townsites of Tom Price, Paraburdoo and Onslow many of which are strongly tourism focused and/or add to the visual and lifestyle amenity of these communities.

As a summary, these identified initiatives include;

Tom Price

- Town Centre revitalisation
- Industrial precinct
- Child Care Development
- Golf Course, Sporting and Recreational precinct
- Karratha to Tom Price Highway
- Tom Price Airport
- Tourism Resort Style Accommodation

Paraburdoo

- Town Centre revitalisation
- Recreational Precinct Upgrade
- Child Care Redevelopment
- Tourism Precinct and Accommodation Development
- Industrial Precinct/ Land Release

Onslow

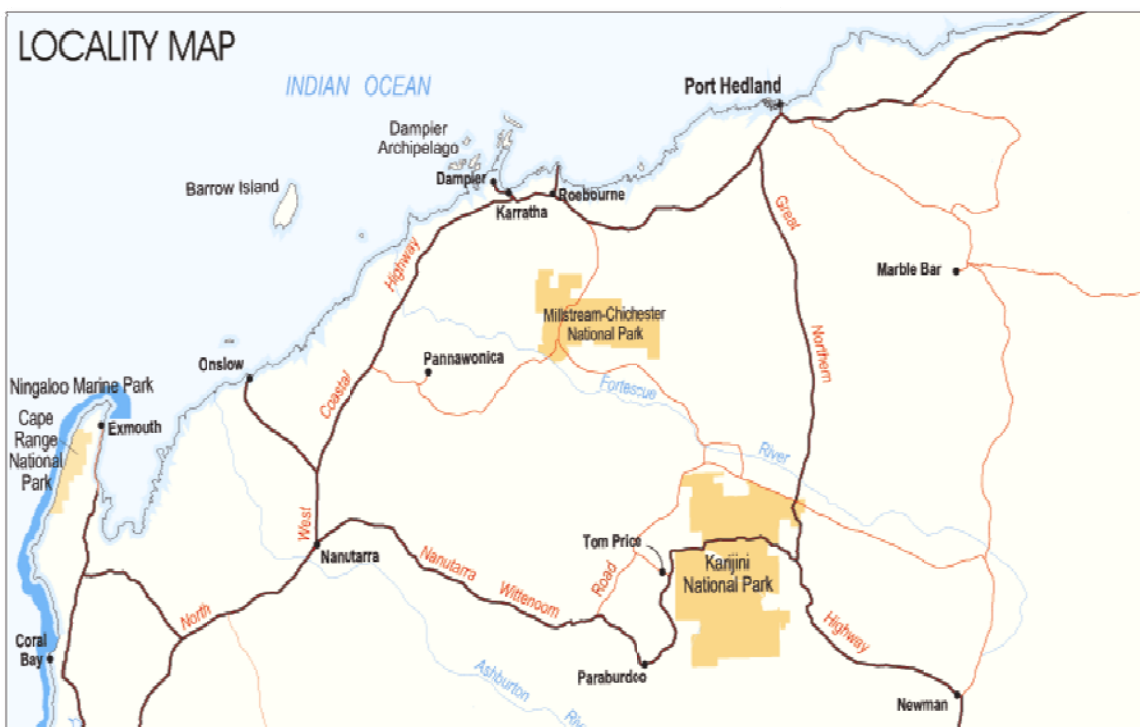
- Retail Commercial Precinct Development
- Land Development and Urban Planning
- Marina Development
- Onslow Sporting & Recreational Precinct Development
- Industrial Precinct
- Tourism Development
- Peedamulla Road Upgrade

Source: The Ashburton Vision – Shire document Onslow Presentation April 2010

The Shire is to be strongly commended on undertaking such an extensive and visionary approach to its longer term planning and economic development vision. In reality some of the identified projects may not eventuate however this should never constrain local support and community consultation for growth and visionary ideas such as those being put forward.

Economic development will mean different things to different LGAs depending on what are ultimately the required outcomes. As an example, for smaller LGA's economic development refers more to "business assistance and development", however as the LGA increases in size, has additional population and local employment demands, then economic development moves to creating industrial and housing estates and finally attracting large scale private and government infrastructure projects. Regardless of the scale and scope of economic development a LGA undertakes, a critical element is the development of an agreed Economic Development Vision and Strategy. The Shire of Ashburton has already commenced this process with "The Ashburton Vision" document and this tourism strategy is written to complement and assist the Shire in achieving some of these tourism related outcomes.

2.4 Broader Region Tourism Context



Warlu Way & Ningaloo Marine Park – Karijini National Park linkages

While the Karijini and surrounding areas possess tremendous natural attributes, geographically remote destinations rarely succeed when developed and promoted in isolation. There is, however, a readily identifiable opportunity to develop a tourist destination of world class that encompasses the Ningaloo Marine Park and the Karijini National Park attractions. Linkages between the State's number one rated visitor icon Ningaloo Marine Park and the equal second rated visitor icon of Karijini offers visitors to the area with experiences unmatched throughout Western Australia. The two major visitor attractions are located relatively close together (in respect to the State's overall size) and efforts to package and promote these together via a range of predetermined self drive routes and even fly drive itineraries should be implemented.

As can be seen from the map detailed above the major visitor icons of Ningaloo and Karijini are relatively close geographically and linked via good quality sealed road networks. Exmouth also boasts Learmonth Airport with large aircraft capacity and is rated to international standards. Qantas is now flying air services into Exmouth and the broader destination should benefit from increased attention from the holiday and leisure traveller markets via Qantas' extensive travel distribution network.

Exmouth in particular has been identified by the State Government as the "northern gateway to the Ningaloo Coast" and all residential expansion in the region is being planned for the existing population centres of either Exmouth, Coral Bay and Carnarvon. The role of Exmouth as an important regional commercial centre will therefore only continue to grow. The Ningaloo Coast Regional Strategy Carnarvon to Exmouth was released in August 2004 and states,

"Exmouth will cater for higher order and higher impact development, infrastructure and tourist facilities within the Ningaloo Coast."

And a planning guideline of,

"Encouraging larger scale tourism development such as hotels, motels and resorts to locate within the Exmouth townsite at a scale and design which accords with townscape and landscape plans for Exmouth."

(pages 139 – 149 Ningaloo Coast Regional Strategy Aug 2004)

The Exmouth Marina facility also provides an additional focal point for increased high yield visitor activity and new high standard commercial tourist accommodation at this location is demanding the destination develops a greater tourist profile. In a similar vein, Onslow's long term development vision has substantial plans including its own Marina facility. If established, then like Exmouth, achieving success for Onslow's marine and supporting upmarket hotel services will need a dramatic increase in air service frequency and capacity into the region.

Linking the spectacular Karijini gorges with the excellent marine based activities associated with Ningaloo will offer potential visitors an unmatched visitor experience. A similar case study would be Broome acting as the "gateway to the Kimberley gorges" and until recently this was the popular tourist town's promotional tagline. Significant long term tourism growth is projected for the Ningaloo coastline and it makes tremendous sense for inland destinations such as Karijini to be linked as closely as possible.

The Mackerel Islands

The Mackerel Islands have been a popular fishing and diving destination for many years and the proponents of the Mackerel Islands Resort have been very active in developing improved facilities for guests and undertaking strong marketing within selected marketplaces. Tourist accommodation is available on two of the ten Mackerel Islands, on Thevenard Island guests choose from a 30 room accommodation village catering to up to 55 guests, or 11 self contained cabins located on the island's beachfront. Facilities include restaurant, bar, general store, pool, and dive centre. On Direction Island one fully self contained cabin with sleeping for up to 6 guests offers a secluded island experience.

Additional services and facilities include the operation of a 8.2m Leisure Cat vessel offering Dive, Snorkel, Sunset, Whale watching, Island hopping and Fishing charters (promoting catch and release pelagic fishing). The resort caters for around 10,000 bed nights a year and in 2010 became a PADI Resort offering full courses and dive packages with its own Dive Instructor. Again there is tremendous opportunity to include the Mackerel Islands into an Ningaloo Marine Park – Karijini National Park tourist package. The resort proponents have indicated a strong desire to work with the Shire in developing a successful tourism industry within the Pilbara.



The visitor potential for this destination and development of self drive routes is considered extremely high. The Warlu Way is a cooperative marketing initiative between the relevant regional tourism organisations, Department of Environment and Conservation and Tourism WA. The Warlu Way is a suggested self drive route linking the Ningaloo Marine Park with the popular tourist town of Broome, some 2,500kms with a strong focus upon the major tourist assets of the Pilbara region. Although still in its infancy, the self drive route holds good potential for some local tourism industry operators. The Shire of Ashburton has been an active supporter of the project and should continue this with a strong focus upon the southern Ningaloo Marine Park, Karijini and Millstream Chichester National Parks segment of the trail.

The Warlu Way project is managed from the Karratha office of Australia's North West and they maintain the www.warluway.com.au internet presence along with supporting marketing collateral and road signage. As an observation, during consultation with local tourism industry stakeholders, there was a low level of recognition of the Warlu Way project, with many unsure what the Warlu Way is. Front counter staff at both Visitor Centres also report a large level of enquiry asking what is the Warlu Way suggesting more work in promoting the trail is required before visitors reach the region. It appears more work will also need to be done to increase the awareness of the Warlu Way project amongst local tourism operators and even the local community.


In a similar "self drive route" way, the potential linkages between the Karijini and Mount Augustus National Parks (located within the Shire of Upper Gascoyne) also holds good development potential. Although not attracting the same level of visitor numbers as the Ningaloo Marine Park destination, Mount Augustus is one of the most spectacular solitary peaks in the world and at about twice the size of Uluru, it is the biggest 'rock' in the world. Although remote, Mount Augustus attracts a significant number of special interest 4WD outback and adventure enthusiasts each year. There is a natural self drive touring link to be developed between Karijini and Mount Augustus.

The Shire of Ashburton should actively investigate working with the relevant RTOs and LGAs in each of these potential projects.

2.5 Shire of Ashburton Visitor Destination SWOT Analysis

The following Strengths, Weaknesses, Opportunities and Threats analysis reviews the tourism operating environment of the Shire and destination.

2.5.1 Strengths

- Shire of Ashburton's location within the Australia's North West region – a popular visitor destination with a professional destination marketing body in place.
- The Shire is located at the junction between the three State RTOs of Australia's North West, Australia's Coral Coast, and Australia's Golden Outback. Significant visitor traffic travels to and through the Shire of Ashburton boundaries.
- The Shire includes important and major nature based "iconic" tourist attractions including the Karijini National Park, Millstream Chichester National Park, and significant coastal assets including the Mackerel and Montebello Islands.
 - o Karijini National Park is rated as the equal second most "iconic" visitor attraction in Western Australia and offers people highly memorable experiences. The National Park attracts in excess of 100,000 visitors per annum (source: CALM visitor estimates). The region also attracts strong support from organised group travel operators. Karijini NP is included in all major coach and group 4WD tour product that travels through the region and many stop at Tom Price to use local services.
 - o The Mackerel Islands has been a popular fishing destination for many years however over more recent times improvements to the accommodation and supporting facilities and a highly focused approach to marketing has seen the island based tourism operation significantly improve its destination profile. The resort operator's claim to receive over 10,000 bed nights each year making this an important holiday and leisure destination within the Shire.
- Within the Shire there are two major holiday and leisure tourism accommodation operators; Karijini Eco Retreat and the Mackerel Islands Resort. These operators are highly experienced hospitality operators and are actively promoting their respective destinations in external marketplaces. Working with, and leveraging from this tourism expertise should be a priority.
- The Shire of Ashburton is a strong supporter of tourism in the region evidenced through its investment in visitor servicing, destination marketing and infrastructure planning.
- Tom Price Visitor Centre is well located, in a high profile townsite location, attracts significant visitor numbers and is an important information and access point for travellers to Karijini National Park. The Tom Price Visitor Centre is a professional operation well managed and operated by the Shire. Tom Price is one of 43 formally Accredited Visitor Centres operating within WA and authorised to use the  signage.
- Tom Price is one of the most attractive towns in the inland Pilbara with tree lined streets and a relaxed country town atmosphere.
- Onslow Visitor Centre is also well located in a high profile location with an interesting museum visitor attraction attached. Local committee operated with close relationship with local government.
- Both Visitor Centres report generally good relationships with tourism members. Memberships to both Visitor Centres are relatively small in number however appear supportive and enthusiastic for local tourism growth.
- Paraburdoo is also located close to the Karijini National Park and provides the main air access via the Paraburdoo Airport receiving some 24 flights from Perth each week.

- Activities in and surrounding Tom Price include a highly popular Pilbara Iron Mine tours, Kings Lake recreational area, Mt Nameless 4WD and walk trail, some limited retail operations at the town centre.
- Activities in and surrounding the Onslow townsite include interesting history, boardwalk and heritage trail walks, birdlife, on and offshore fishing, museum, Ashburton River.
- Strong Indigenous cultural heritage exists throughout the region however yet to be delivered successfully to tourist markets.
- Pastoral heritage is also a point of interest to visitors and forms an integral part of the story of the Pilbara landscape over the past 100 years. Although overshadowed in modern day times by the resources sector, pastoral stations continue to operate throughout the region and offer visitors a different and rewarding station stay experience. Mt Florence Station Stay is currently the only station stay accommodation promoted via the Tom Price Visitor centre.
- Tom Price offers a relatively high standard and range of community recreational and leisure facilities and potentially open to use by visitors.
- Holiday and leisure travellers predominantly travel to region via self drive vehicles and therefore travel plans can be influenced by effective signage along major road access routes and via Visitor Information Centres.
- Region has relatively good transport infrastructure considering the geographical isolation and distances involved. Air services between Perth and Paraburdoo are high frequency (daily) and standard of existing roadworks is considered very good. This high standard of infrastructure is due to the level of local resource industry investment. Tourism is well placed to leverage off this extensive resource industry investment.
- Strong growth in local populations' discretionary incomes as the resources industry enjoys sustained growth periods.
- There is increased focus on regional investment by the State Government into the Pilbara, better delivery of facilities and services, the Pilbara Cities Vision and Royalties for Regions programs good examples of this increased focus. Currently there are good opportunities to source a range of government grant programs.

2.5.2 Weaknesses

- The region has a very strong focus upon the resources industry. Service providers such as accommodation and transport operators focus primarily on meeting the needs of the resources sector at the expense of the tourist market. There is an identifiable lack of accommodation supply for tourist markets throughout the Pilbara and this is also the case for the Shire of Ashburton.
- The Shire is located at the junction of the three major tourism RTO's (ANW, ACC, and AGO) and in addition to being a strength it is also a potential weakness in that the Shire may "miss out" on opportunities by being located one each region's extremities. The onus is therefore on the Shire to actively drive initiatives with these RTOs.
- The nature of the visitor servicing industry is that it is difficult to generate revenue from providing this service and therefore a direct cost to operators of Visitor Centres such as the Shire. There is a consumer expectation that information at Visitor Centres will be provided free of charge. Visitor servicing requires ongoing investment of resources to maintain delivery of effective services. The lack of a large local tourist accommodation base denies both the Tom Price and Onslow Visitor Centres the ability to generate significant tourist accommodation booking commissions and thereby offset everyday operational costs.
- Difficulty in sourcing suitably qualified tourism and hospitality trained professional for employment in local industry and Shire tourism roles.

- Difficulty in maintaining rates of pay for staff within the local tourism industry in relation to other employers in the town.
- Very little communication occurs between Pilbara based Visitor Centres and to date a lack of coordination and sub regional destination marketing occurs. More specifically, little communication occurs between the Tom Price, Onslow and Karijini Visitor Centres. Although both the Tom Price and Onslow visitor Centres perform a good job in servicing the needs of visitors through their doors there is only minor networking with industry and a more coordinated approach should deliver more effective results.
- The Warlu Way has been a major promotion of the self drive traveller route from Exmouth to Broome with a major focus upon Pilbara based tourist assets in between. Although a concept with merit there is a lack of recognition (and understanding) for the Warlu Way concept amongst local tourism and hospitality industry operators and as well as within the local Shire communities.
- Tourism is a relatively small industry membership base within the Shire compared to the larger more prevailing local resources sector.
- The Paraburdoo and Tom Price towns are not located along a traditionally busy traveller route (being remote and inland), but rather benefit from tourist visitation due largely to the strong drawing power of the neighbouring Karijini National Park. As a remote destination potential visitors must make a deliberate decision to want to visit Karijini and the challenge lies with local industry to encourage these visitors to overnight for extended stays in the area in addition to time spent in the National Park.
- Mainstream RPT bus services (eg, Greyhound Australia) do not include Tom Price or Paraburdoo on their routes, however stops are made at the Onslow and Pannawonica turnoffs.
- Karijini National Park, although highly rated, lacks the promotion and profile of similar iconic attractions.
- Perception amongst travellers that there is a lack of things to see and do in the townsites of Tom Price and Paraburdoo.
- Both Onslow and Pannawonica require significant additional travel time from main highway turnoffs which can be a deterrent to potential visitors. Travelling up and back along the same road creates a negative perception amongst self drive travellers.
- Pannawonica is not geared to actively attract visitors to the town except for its annual Rodeo event which is considered successful.
- High capital start up costs can also be an inhibiting factor to local industry undertaking tourism investment due largely to the remoteness of locations and/or generally high sub contracting costs competing with the local resources sector.
- Of the main tourism focused towns within the Shire, both Tom Price and Onslow lack clear marketing messages/positioning statements that effectively leverage their respective points of difference.
- Lack of upmarket resort style commercial accommodation throughout the Shire however the Mackerel Island Resort is currently being constructed in Onslow and plans are still being considered for an upmarket accommodation facility for Tom Price. The lack of high quality accommodation facilities will continue to deter high yield tourist markets.
- The region experiences an undersupply of budget and caravan accommodation capacity during the peak visitor months. There is a lack of a dedicated backpacker accommodation operation within the township of Tom Price and this is a missed opportunity to capture additional visitor expenditure for the local destination.
- Lack of reliable visitor research on a local government and even regional level. The annual International Visitor Survey (IVS) and National Visitor Survey (NVS) only survey a relatively small number of respondents for the region and therefore the accuracy of the research compiled is largely untested.

- The Shire of Ashburton operates in an environment of limited resources, and therefore must have realistic and cost effective tourism strategies.
- Seasonality impacts of tourism to the region works to dissuade future investment. The inland region can experience extreme heat temperatures during summer months. Domestic holiday visitation is low during this period however northern hemisphere overseas travellers are less deterred (and in some cases even attracted) by the extreme heat.
- Apart from the Karijini Visitor Interpretive Centre there is very little emphasis upon, and lack of business ready ventures that focus upon local Aboriginal culture to current visitors to the region.
- Large geographical distances to travel from major population and access points such as Perth. Direct regular passenger transport services are via Paraburdoo airport however light aircraft can land at Tom Price and within the Karijini National Park.
- Visitor attractions of the region are promoted in isolation from each other, or in the case of National Parks, managing body DEC undertakes minimal external promotional activities leaving this role largely to TWA and the respective RTO's.
- On the whole, the natural and built tourism industry is poorly coordinated and promoted for tourism use from a regional point of view.
- The region offers limited tourist accommodation and the majority of this is of a low cost nature (caravan parks and camping areas) or is of a poor hotel/motel standard servicing the mining industry needs of the region. The hotels and motels offering private facilities are not oriented towards the holiday traveller type.
- Visitors to the region generate relatively low value in economic terms – this can be attributed both to a history of attracting low yield caravan/camping and packaged group tour types and a general lack of upmarket tourist accommodation types.

2.5.3 Opportunities

- To develop a vibrant and successful local tourism industry that delivers real socio economic benefits to the local community. Tourism is characterised by a large number of small business operators thereby spreading potential over-reliance risks. Tourism is also a people business where employees cannot be replaced by machines or made redundant by new technologies. The long term employment opportunities of a successful tourism destination are therefore strong.
- Tom Price Visitor Centre to focus upon realistic and cost effective income producing activities by establishing itself as an important stopping point for visitors; for example providing the primary booking agent for local tours, specialised services such as vehicle washdown facility and so on.
- Establish a regular passenger shuttle service between Tom Price and Karijini NP operated during the peak visitor season periods. Possible income source for the Tom Price Visitor Centre by either being responsible for delivering this service or at least taking bookings and generating commissions.
- To develop a broader range of station stay accommodation and pastoral station visitor activities. Good opportunity to develop additional pastoral station/heritage visitor experiences leveraging off the visitor interest surrounding the Karijini and Onslow destinations.
- To encourage the development and sale at the Tom Price and Onslow Visitor Centres of locally made souvenir and crafts.
- To advertise Visitor Centre services to better effect locally.
- To increase awareness in the community of the value of tourism and its flow on effects so as to encourage membership.
- Opportunity to integrate Indigenous tourism into the Tom Price and Onslow tourism products.

- To highlight the importance of a successful local visitor industry amongst the local community, develop a value of tourism program to local community.
- Undertake a confidential survey of local tourism industry on an annual basis to measure the value of tourism to the Shire each year.
- To convert local residents into tourism ambassadors for the Shire of Ashburton region.
- Promote Onslow as “the place” to go fishing.
- Australia’s North West - there will be opportunities for the Shire to become involved with and support the RTO activities.
- With the closure of TWA regional offices (including Karratha) they may be a need/opportunity for the Shire itself to undertake a greater role in promotional activities of the Shire area.
- A large market type for the ANW region is the self drive grey nomad traveller where word of mouth is very important. Opportunity to further attract this market type by specifically targeting and delivering high standards of service to these market types.
- The upgrade of the Onslow Airport and the creation of the Tom Price Airport would both be major stimulants to air travel arrivals servicing the needs of both business and leisure travellers to the region.
- Investigate new developments in social media and network marketing to leverage promotional and information delivery to potential markets, eg interactive websites, inclusion of links to travel blog sites, facebook pages for Karijini and selected special events.
- Addition of 5 star accommodation and serviced apartments to existing commercial accommodation operations.
- Addition of budget style accommodation and activities opportunities specifically backpacker accommodation in Tom Price.
- Opportunity to target visitor markets before they get to tom Price, Paraburdoo and Onslow (Exmouth, Nanutarra & Auski roadhouses, Broome, Port Hedland and Karratha Visitor Centres), visitors typically have already booked accommodation in other destinations so are unable to extend their visit once in the region.
- Opportunity to develop packages for marketing – “Reef and Gorge” Exmouth and Karijini, fly drive and fly stay packages; and Exmouth, Mackerel Island and Karijini tourist packages. With Qantas commencing air services into Exmouth and already servicing the major town hubs of the Pilbara, additional opportunity exists to access the holiday and leisure traveller via the extensive Qantas travel distribution network.
- The Karijini and surrounding region has a real opportunity to become one of Australia’s great visitor experiences. High quality nature based visitor attractions already exist. What is required is improved tourist accommodation standards and capacity and a range of rewarding tourism products/visitor experiences.
- The Karijini brand - the Shire should adopt a pattern of tourism development that will allow it to maximise the potential of tourism in terms of its economic, social and environmental objectives for the region. That is, adopt a development approach that targets higher value traveller types, integrates local Aboriginal culture where possible, and is connected and marketed through the natural attractions of the region. There is a real opportunity to develop a strong tourism brand centred around “Karijini” for the region and that should fit in with the wider ANW market positioning.
- Successful tourism business enterprises will generate expanded and more stable employment opportunities in the region.
- The potential to develop tourist routes that connect regional attractions and that incorporate local tourism business assets and Visitor Centre members. The large majority of visitor types to the region

arrive and travel by self drive means. Providing easy to follow tourist routes will work to increase visitor length of stay in the region and improve overall visitor expenditure levels. Potential to build on the Warlu Way self drive trail concept. Owner/managers of "Drive WA" website/program are also managers of the Karijini Eco Retreat so the Shire is well placed to leverage this existing internet based marketing expertise.

- Global growth in the nature based tourist market, with the Karijini and Millstream Chichester National Parks and Onslow's coastal assets well positioned to take advantage of this trend.
- Opportunities to develop and promote total holiday packages (airfares, transfers, accommodation, meals and activities) to new markets. Work with operators from the upper Gascoyne region, in particular those based at Exmouth, Carnarvon, Mackerel Islands, Mount Augustus and Coral Bay. The Ningaloo Marine Park is rated as the state's number one visitor attraction and Karijini is rated as equal number two. Packaging together Ningaloo-Karijini experiences could offer tremendous market potential. Shire should support industry based initiatives for these type of linkages wherever possible.

2.5.4 Threats

- Community's over-reliance upon a few major industries dominated by large players, there is a need to diversify the local economic base.
- Growing intra and inter competition amongst tourist destinations.
- Global uncertainties may inhibit international travel to Australia (may also be an opportunity to further develop Australian Domestic tourism).
- Lack of suitably qualified tourism and hospitality staff for local industry and Shire tourism roles.
- Global downturn in international tourism due to external factors such as renewed global terrorism threats, economic recessions in major source markets and the like.
- Improved Australian dollar exchange rate encouraging both greater overseas travel by Australians and deterring International arrivals.
- Significant increases in fuel prices thereby discouraging Australians undertaking large distance self drive travel within Australia.
- Shire Council elected representatives will change over time, there is a need to ensure tourism remains an important industry and that Council support for tourism development and growth remains strong.
- Competition for accommodation, local workforce and air services versus other local industries in particular shortage of the above for tourism markets due to buoyant local mining.
- As there has been a lack of high quality commercial accommodation available in the past, the higher end visitor market has not been actively pursued for the Karijini National Park and surrounding townsite destinations. A major awareness campaign will need to be undertaken to generate interest amongst more upmarket, high yield traveller types.
- The unpredictability of visitor numbers can be a real concern to remote Pilbara tourism operators with influencing factors on tourist travel patterns in many instances beyond the control of the individual operator. Events such as the Iraqi War, SARS, and the global threat of terrorist attacks can severely impact international travel decisions forcing many travellers to stay closer to home and only choose "safe" destinations. Domestically, events such as the collapse of domestic airline operators, and the high cost of petrol can also significantly influence the travel decisions of Australians.

3.0 SHIRE OF ASBURTON VISITOR PROFILES

3.1 Shire of Ashburton Visitor Statistics

Listed below is a summary of the current available tourism research for the Shire of Ashburton region. It is difficult to determine if this information is a true reflection of events however in the absence of more reliable research has been assumed correct for the purposes of this report. The following research is derived from the International and National Visitor Surveys which surveys a sample of both Domestic and International visitors and applies these results against the wider travel population statistics. As an example, for the 2007,08,09 periods only 144 Domestic visitors and 462 International visitors were surveyed to produce the results detailed below. To reduce the potential for statistical errors the data combines 3 or 4 years together and then determines an annual average.

Tourism WA – Shire of Ashburton Snapshot (Annual average data based on combined 3 years 2007, 08, 09).

According to available visitor research the Pilbara region attracted just under 285,000 visitors (annual average based on combined years 2007 to 2009). The same research estimated that the Shire of Ashburton attracted some **69,300 visitors** or around one quarter of all visitors to the broader Pilbara region and generated **369,700 total visitor nights**. Of these 69,300 visitors around 75% are Domestic (51,700) and 25% International (17,600). The research summarises visitation to the Shire as below;

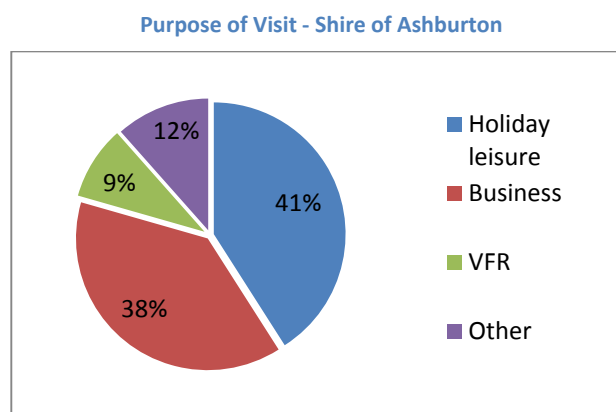
	Visitors	Visitor Nights	Avg Stay	Holiday/Leisure or VFR
Domestic	51,700	255,300	4.9	26,000
International	17,600	114,400	6.5	15,100

Source: Tourism WA Shire of Ashburton Visitor Fact Sheet 2007/08/09.

Tourism Research Australia – Ashburton Shire (Annual average based on combined 3 years 2005, 06, 07)

Other available research estimated average annual visitation to the Shire of around 82,000 generating some 504,000 visitor nights however this was based on earlier research over the year 2005 to 2007 periods. This research suggests the Shire of Ashburton has received a decrease in annual visitor numbers and visitor nights over the 2005-2009 periods. This result is not unexpected as many WA regional destinations have also experienced similar declines.

Purpose of Visit estimates



Source: Shire of Ashburton Overnight Visitor Factsheet 2007,8,9

The same research estimated the breakdown of “purpose of visit” amongst total visitors to the Shire, and of the estimated 69,300 overnight visitors to Ashburton, some 28,413 (41%) arrived for holidays or leisure reasons, some 26,334 visited for business reasons, 8,316 for “other”, and 6,237 (9%) to spend time with friends and relatives living in the area.

Visitor Source of Origin & Length of Stay

As detailed above, three quarters of overnighting visitors to the Shire are Domestic and the remaining one quarter from Overseas. Of these Domestic travellers the large majority are from intrastate (within WA 79%) and the remainder from interstate (21%). Interestingly some 44% are sourced from Perth. Applying these breakdown % against estimated visitor levels the following table is derived and ranks market sources in terms of visitor numbers attracted.

Rank	Source of origin	Estimated visitor #s
1	Perth	22,748
2	Other WA	18,095
3	International	17,600
4	Interstate	10,857
	Total	69,300

In terms of “duration of visit”, the research indicates that some 57% of international visitors to the Shire only spend only 1-2 nights in the region, 21% spend 3-4 nights, and 22% spend 5 or more nights. This would indicate that over half of international visitors are simply “travelling through” the Shire of Ashburton en route to the destinations.

There appears an excellent opportunity to convert these “travelling through” types to more extended stay visitors (3+ nights) through a more coordinated and effective approach to marketing and promotion of the region’s iconic attractions. For Domestic travellers some 37% spend 1-2 nights in the Shire, 24% spend 3-4 nights, and a large 39% spend 5 or more nights. The high 5+ night traveller group reflects the Pilbara coast’s strong attraction to WA retirees during the colder winter months in the south of the State.

Visitor Expenditure Estimates

Visitor expenditure research estimated Domestic only visitors to the Shire spent on average \$86 per night (2005-2007 data) however did not release international expenditure estimates due to data reliability issues. If we apply this Domestic average spend per night estimate against the estimated total visitor nights to the Shire of 504,000 (106,000 international and 398,000 domestic source: Tourism Research Australia years 2005-2007) then a total visitor expenditure of around \$43m per annum is derived.

If we assume the more recent research detailed is correct and apply this against current ANW region average visitor expenditure estimates (Domestic \$134 per night and International \$57 per night) then current visitor expenditure within the Shire is around \$40.7m. If the above research is assumed to be a true reflection of the current tourism activity within the Shire then we can assume that tourism within the Shire of Ashburton generates around **\$40m-\$45m in direct visitor expenditure** injected into the local communities each year.

If, through implementing a successful tourism destination development strategy, the current visitation levels to the Shire could be encouraged to spend just 1 extra night within the region then an additional \$8m in visitor expenditure could be generated each year.

3.2 Regional Context

The Pilbara region possesses some of the state’s most prized nature based tourism assets however attracts only a small number of visitors when compared to other regions around the State. This is largely due to the Pilbara tourism industry being overshadowed by the bigger local resources and energy industries which can compete directly for accommodation capacity and supporting services and infrastructure.

The table below highlights breakdown of visitation to the five recognised tourist regions within Western Australia. The Shire of Ashburton is included in the Australia’s North West region which the research estimates that the large North West region attracted just under 500,000 visitors generating around 4.5m visitor nights in the year ending March 2010. As can be seen from the table below visitation within the State is focused heavily around the Experience Perth and South West regions of Western Australia and when combined attract around 75% of total visitor numbers and nights for the State. The ANW region attracts around 8% of total visitors and 10.7% of total visitor nights.

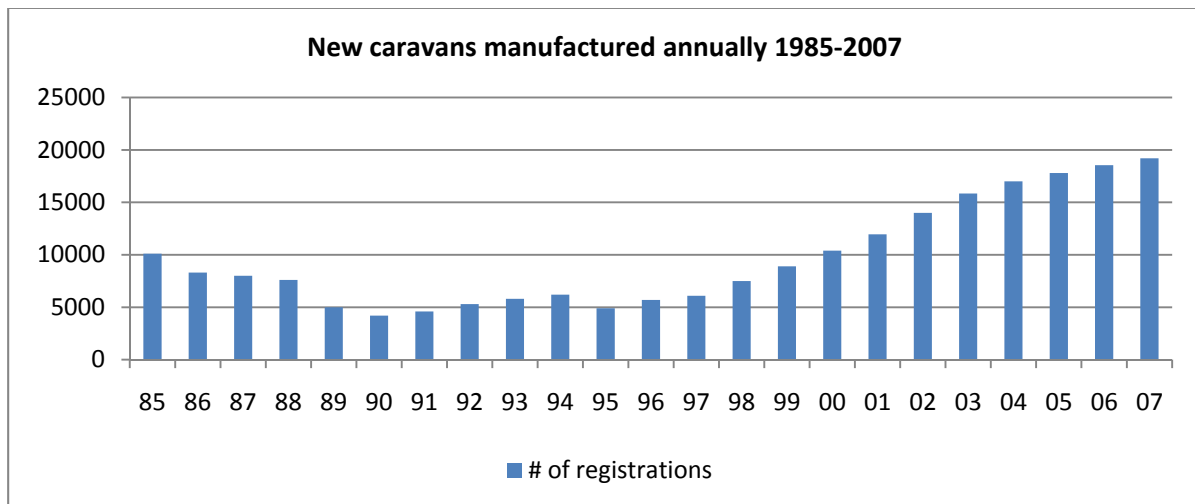
Estimated Visitation to WA Regions - Year ending March 2010					
	ACC	ANW	AGO	ASW	Exp Perth
Total					
Visitors	484,300	498,200	562,200	1,639,800	3,068,900
Nights	3,334,000	4,592,600	2,411,400	6,704,400	25,761,700
Domestic total					
Visitors	422,000	435,000	520,000	1,517,000	2,407,000
Nights	2,627,000	2,967,000	1,868,000	5,281,000	8,985,000
International					
Visitors	62,300	63,200	42,200	122,800	661,900
Nights	706,000	1,625,600	543,400	1,423,400	16,776,700

Source: Tourism WA Quarterly Tourism Snapshot

The above data indicates that while sufficient visitor volume is currently being attracted to the Pilbara region, the lack of good quality tourism product is not enabling the full economic potential of this market size to be achieved. A market opportunity exists to meet this need.

3.3 Caravan Industry General Trends

Over the past 30 years the caravan industry has experienced varying degrees of success, from the massive growth of the mid 1970s, when registrations of new caravans reached unprecedented levels of 37,000 registrations a year to the lows associated with the declining growth of the late 1980s and early 1990s. Over the past 10 years however there has been a significant return to growth and as the graph below highlights there have consistent increases received in new caravan registrations since 1996. This growth trend also reinforces the emergence of the “baby boomer” generation now reaching retirement age and undertaking the well known travel around Australia. The Caravan Industry Association (CIA) National Body claims the Caravan sector is the fastest growing tourism sector in Australia. If this is true then it is fair to assume that products, services and visitor attractions around Australia that target these traveller types will be the major recipients of this growth.



Source: Recreational Vehicle Manufacturers Association Australia

The following highlights are taken from a range of sources including the Caravan, RV and Accommodation Industry of Australia Ltd (CRVA),

- 87.5% of Australians have stayed in a caravan park (CRVA Research)
- There are approximately 2700 Caravan parks in Australia providing approximately 200,000 holiday sites and 90,000 long term sites (ABS)
- There are 350,000 registered recreational vehicles in Australia. In 2004, registrations of new Caravans increased 11% on the previous year. (RVMAA Research)
- The production of Caravans and other Recreational Vehicles has almost trebled since the early 1990's. (CRVA Research)
- Over 60% of new Caravans and Motorhomes are purchased by consumers in the 55+ years of age group, however camper trailers and camping are more popular amongst the younger and family demographics. (CRVA Roy Morgan Research)
- Seniors (60+) are the highest consumers of Australian domestic travel. (CRVA Roy Morgan Research)
- 75% of people 55+ travelled within Australia last year and 80% of people 55+ want to travel now or in the future in their own country. (CRVA Roy Morgan Research)
- Today there are 2.3 million Australians 65+ and with baby boomers turning 55 years old the transfer of wealth and disposable income to the 55+ market is huge. (Australian Retirement Homes Yearbook 2007)
- The Australian population is ageing; 1 in 10 Australians are over the age of 65 years. The 24's and under will have shrunk from 4 in 10 to 2.5 in 10 by the year 2030. By 2020 the aged will be the "Post War Baby Boomers". (Australian Retirement Homes Yearbook 2007)

In general terms, the future outlook for the caravan industry in Australia also appears very positive with current growth expected to continue based upon the needs of the Baby Boomer sector. Based on these forecasts there are favourable reasons for focusing investment on this specific traveller market segment.

3.4 The Experience Seeker Market Segment

Recent Tourism Australia [TA] research has focused upon a new market segment labelled the “Experience Seekers”. A copy of the TA report is included in attachment 12 however as a summary an identified trend globally has been people wanting to understand the lifestyles of others and how it has been influenced by environmental factors. Another has been the trend to seek to grow as an individual, to be healthier, to experience freedom and to reconnect with family. Combined, these trends form the basis of the Experience Seeker traveller and it is believed that this market type occurs in all current market sources and across all age groups. As a summary, the typical experience seeker traveller has,

- Above average incomes and therefore possess high yield potential for potential tourism operations,
- Are well educated, most with tertiary qualifications so will be keen to learn and ask questions,
- Open minded and will enjoy interactive experiences,
- Typically this group are opinion leaders and will recommend destinations to others,
- They are experienced overseas travellers,
- The experience needs to be authentic and memorable, they will tell their friends,
- They enjoy interacting with local people and want to learn during their travels,
- Adventurous minded and like many activities and things to do whilst on holiday,
- Although they have high incomes they still want value for money and will prefer to stay in more modest accommodation in order to spend on activities,
- They are looking for something different from their normal lives,
- Considered “Australia’s Ideal Traveller” and are the focus of current Tourism Australia advertising campaigns globally.

This market segment is estimated at between 30% and 50% of all potential outbound long haul travellers from key market sources and Tourism Australia predicts there is strong long term growth potential from this sector.

3.5 Backpacker Market Segment

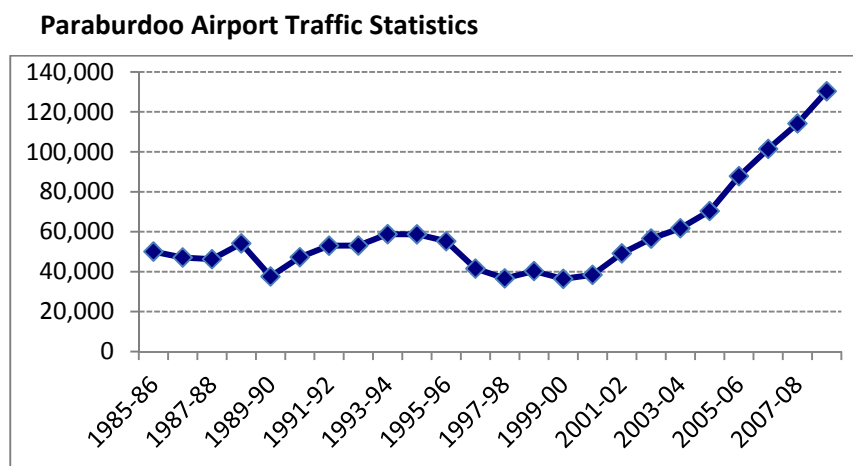
Despite their reputation as tourists on tight budgets, backpackers spend more, travel further and stay longer than other travellers whilst in Australia. The typical backpacker is young (18-35 years), educated, adventurous and price conscious. Around 10% of all international visitors to Australia are classified as backpackers and they account for about 25% of all international visitor nights. In 2009, International backpackers spent an average of \$8,193 per person on their trip, significantly more than the spend of other international visitors (\$4,687) and reflects the higher average length of stay of backpackers (77 nights) compared to other visitors (29 nights) (source: International Visitor Survey, 2009). The numbers visiting Australia grew steadily throughout the last decade. Their travelling style is characterised by the following factors;

- **Preference for budget accommodation.** Most backpackers use the wide variety of hostels around Australia. Whilst they prefer to spend as little as possible for accommodation, they also want value for money with most of their travel finances spent on “activities”.
- **Eager to mix with travellers and locals.** Social contact (including establishing friendships and partying) is a primary motive. Meeting fellow travellers is also an opportunity to acquire good travel tips.
- **Price Conscious.** Whilst aware of prices and wanting to spread their money over a longer period, backpackers spend, on average, double the amount of other international visitors to Australia (source: International Visitor Survey).

- **Flexible itinerary and extended stay.** Backpackers visiting Australia stay longer than the average international visitor. They usually arrive in Australia with flexible itineraries and travel ideas but few actual bookings.
- **Active adventure seekers.** Of particular interest to backpackers are adventure tours and attractions that require active participation. Activities that are authentically Australian, and removed from the mainstream tourist experiences are of major appeal. They are also looking for interaction and information about Aboriginal culture.
- **Working holiday.** A reasonable proportion are planning to work casually (if they have a Working Holiday visa) to supplement their funds.

3.6 Air Traveller Arrivals

In the year 2008/9 the Paraburdoo Airport moved some 65,551 outbound passengers and received some 64,747 inbound passengers and as can be seen from the graph the airport has received very strong and consistent growth since the year 2000, and over the last 5 years have received an average annual growth rate of 16.1%.



Source: The Bureau of Infrastructure, Transport and Regional Economics 2009

This strong growth is obviously due the resurgence of the local resources industry. Qantas currently operates Perth-Paraburdoo return morning and evening flights with some 24 services each week. Reflecting the growing importance the broader Pilbara energy and resources industries, Qantas also offers direct east coast services between Port Hedland and Melbourne and between Karratha and Brisbane, Sydney and Melbourne. These are strong indicators that air access into and servicing the Pilbara region will continue to grow over the coming years and although now primarily servicing the business market needs will also offer additional air access opportunities for leisure travellers to experience the region.

3.7 Summary of Visitor Markets to the Shire of Ashburton

From the above research, it can be seen that the Shire of Ashburton attracts a diverse range of visitor types reflecting its diverse range of attractions (sleepy coastal assets and lifestyle through to spectacular inland gorges) and its geographical positioning as a “travelling through” destination.

Self Drive

- Domestic family holidaymakers (stick to main sealed highways)
- Domestic grey nomads (older couple no children living at home)
- 4WD enthusiasts (more adventurous, will take unsealed trails)
- Domestic backpackers (couples or small groups)
- International backpackers (couples or small groups)
- International hire vehicle (couples or families)

Packaged Coach Tour/Group Travel

- Domestic retirees utilising group packaged tour operators such as ATP, Scenic Tours etc.
- Backpacker group tours (mix of Domestic and International travellers) using group travel operators such as Easyrider Tours, Australian Explorer etc.

Fly/Drive (fly into Perth, Exmouth, Paraburdoo, Karratha, Broome – hire vehicle and self drive)

- Domestic (high yield, shorter stay holiday maker, most likely couples accessed via Domestic Travel Wholesalers)
- International (high yield, shorter stay holiday maker, most likely couples accessed via Inbound Tour Operators)

More specialised visitor types

1. Recreational fishing & diving enthusiasts (individuals and groups)
2. Sun chasers (retirees from south of state – extended stay during winter, usually along coastline)
3. Cultural enthusiasts – experience seekers
4. 4WD Adventure tourists (prefer unsealed tracks) – experience seekers
5. Industrial tourism visitors – resource & energy sector
6. Nature lovers – birders, scientific based groups
7. Educational groups (specifically during school holiday periods)

4.0 SHIRE OF ASHBURTON TOURISM VISION

4.1 Summary of Analysis

The Shire of Ashburton covers some 105,000sqkm and includes the major towns of Onslow, Tom Price, Paraburdoo and Pannawonica (the last three towns originally created to service the needs of the local mining industry, and Onslow now poised to expand significantly servicing the offshore energy industries). Mining and energy remain the main drivers for economic activity within the Shire and will continue as the major players for many years to come. Tourism, although a much smaller economic contributor, offers the opportunity to diversify the economic base, generate local employment for people outside of mining, and generally improve socio economic and lifestyles for local communities.

On a regional level Pilbara tourism has been historically overshadowed by larger resource based industries. While high standards of road and air access throughout the region has been an important bi-product of these industries other visitor based infrastructure such as the standards of accommodation and food and beverage services are mediocre at best. Local tour product and built visitor attractions catering specifically to the holiday and leisure traveller are small in comparison.

Although tourism in the Pilbara must compete directly with the larger mining and industry sectors for services such as accommodation and transport, there are still many opportunities for tourism to take advantage of and leverage off the substantial infrastructure delivered by its neighbouring “big brother” industries.

As a sub region tourism destination, the Karijini and surrounding environs have taken the greatest steps forward when compared to the remainder of the Pilbara and this is due almost entirely to the very high standard of the natural visitor attractions of the Karijini National Park. In its current planning strategies Tourism Western Australia rates Karijini as the equal second most important “iconic visitor attraction” within the State ranked behind only Ningaloo Marine Park. Karijini attracts an estimated 100,000 visitors each year and is a highly popular destination amongst both organised group travel operators and self drive holiday and leisure travellers.

Current visitor interest in the destination is therefore very high however the major constraint on substantial tourism growth being achieved lies in the undersupply of good quality short stay accommodation options and a more general lack of “experiences” available through local tours and activities for visitors to participate in. Significant market opportunities therefore exist in these areas including indigenous culture, island tourism, adventure tourism and pastoral station stay.

Outside of the Karijini and Millstream Chichester National Parks, tourism activity is focused largely on the town centres of Tom Price and Onslow and this is where the Shire directs the majority of its tourism funding in the form of visitor servicing. Whilst Paraburdoo and Pannawonica also offer tourism development opportunity, their major focus is on servicing local resource projects and tourism potential over the next 5 year timeframe for these two towns are considered minimal. This report’s recommendations are therefore heavily weighted towards the tourism destinations of Tom Price and Onslow and what activities the Shire can undertake to enhance the region’s tourism development potential.

Tom Price

A modern and fully serviced town and the main commercial centre within the Shire. Tom Price is considered a picturesque town and when compared to other industrial towns of the Pilbara is visually highly attractive. However, its greatest strength in terms of tourism potential lies in its close proximity to the Karijini National Park and the town is the ideal base for those who wish to explore the natural wonders of Karijini. The Shire has an extensive town revitalisation plan for the town which will further enhance the tourism focal point positioning for the town.

Paraburdoo

As a general observation the town centre of Paraburdoo remains visually uninspiring with facilities built for functionality reflecting its direct links to local mining with little regard for visual appeal. The lack of a local visitor information service and range of visitor activities (tours and attractions) at Paraburdoo also inhibits its overall tourist attractiveness. Paraburdoo owes its existence to the mining interests of Pilbara Iron with the local resident population servicing the mines of Paraburdoo, Channar and Eastern Range referred to as the Greater Paraburdoo operation.

The importance of Paraburdoo rests largely as a service centre for these mine operations and most importantly for tourism development, includes the major Paraburdoo regional airport (receiving some 24 direct Perth Qantas flights per week) and the range of supporting vehicle hire operators. The town is undergoing a town revitalisation process and this should work to enhance the visual appeal of the town. Ultimately, if the town is to seriously focus on tourism development then this must be driven by local industry and business operators in a concerted and cooperative effort.

Onslow

Originally established as a coastal fishing and pearling town Onslow has a long and interesting history. Today, the town attracts a small yet consistent number of “sun seeker” retirees during winter that tend to stay for extended periods enjoying the relaxed and quiet coastal lifestyles in ideal warm weather. The Mackerel Islands Resort utilises Onslow as its closest land base and is an important driver of holiday and leisure visitors to the region. Onslow has recently become the focus for investment by energy sector businesses with plans to become a major service centre for offshore energy projects.

The Shire also has a revitalisation plan for the town which includes a range of major projects including the potential for a marina and major upgrade to the local airport facilities. Whilst these planned improvements offer many opportunities for tourism in the town there is also a danger these major resource projects will squeeze out the leisure traveller market by competing for the limited commercial accommodation capacity. Overall, the future for the town appears very positive and how the Shire and other local stakeholders manage this growth phase will determine the long term future of Onslow as a visitor destination. The challenge will be to successfully grow Onslow as a “town with a LNG plant, rather than a LNG town”.

Pannawonica

The town was established in 1970 and built specifically to house the workforce and families of the nearby Robe River Iron mines. In 2006, it reportedly had the highest median weekly income of any town in Australia, due to the high income of its mine workers. The town's facilities include a post office, library, supermarket, milk bar, tavern and hotel with motel style units, a small caravan and camping park, sportsmen's club, bank agencies and a service

station. Tourists are not actively promoted to except for the town's major annual event - the Robe River Rodeo which attracts around 1,500 people over a weekend in September. The Rodeo is the only event of its kind in the Pilbara and in its 15th year, is well supported by the local community and pastoral properties, with competitors and visitors coming from across the State (www.pannawonicarodeo.com.au).

4.2 Shire Tourism Vision

Vision

To assist in the growth of a successful and vibrant tourism industry that is built upon a strong sense of local community pride and that integrates tourism product development and promotional activities across the Shire of Ashburton region in a well planned approach. Ultimately, tourism will achieve its full potential as a strategic growth sector of the economy, generating income, employment and investment for the benefit of the local communities of the Shire of Ashburton.

4.3 Shire Tourism Goals

More specifically, to establish a successful and financially sustainable overnight visitor destination that will act as a base for visitors to explore the area's unique attractions through participation in local tours or undertaking a range of suggested self drive itineraries. These activities will provide confidence for additional investment in tourism infrastructure.

For tourism to gain its position as thriving economic sector of the Shire of Ashburton economy aggressive action is required in order to,

- Increase tourism products,
- Improve quality and value,
- Enhance infrastructure that support tourism,
- Improve visitor servicing in particular delivery of visitor information (website, information bays, brox)
- Create new experiences that will attract visitors and encourage existing to stay longer,
- Create a positive image of aboriginal tourism in the region.

Following are the principal strategic objectives of the Shire to be achieved over the life of the five year visitor plan. For each objective one or more performance indicators have been detailed. These indicators are suggestions for measuring the effectiveness of each objective however it is acknowledged that accurately measuring some indicators can take significant resources and that some of these measures may be monitored in an informal manner, with the level of frequency deemed appropriate by stakeholders over the five year period.

Goal - To increase the awareness of the Shire's major visitor destinations in key market sources.

Measure ; Growth in the number of visitors to the Shire. Monitor annual visitor estimates from DEC National Parks, door counters to Visitor Centres, third party surveys including National and International Visitor Surveys.

Goal - To increase the total visitor expenditure within the Shire by increasing visitor numbers, length of stay and daily spend per visitor.

Measure ; Growth in visitor expenditure within the Shire. Monitor estimates from third party surveys including National and International Visitor Surveys.

Goal - To increase the number of local visitor industry jobs.

Measure ; Growth in tourism and hospitality employment within the Shire.

Goal - To increase the level of visitor industry investment within the Shire.

Measure ; Growth in tourism and hospitality investment.

Goal - To continue supporting the delivery of effective visitor servicing services by establish the Tom Price Visitor Centre as the major showcase facility for all tourism aspects concerning the Karijini region and to assist the Onslow Visitor Centre continue to act as a major information point for visitors to the Onslow region.

Measure ; Visitor Centre visitor numbers, survey membership levels, and scrutinize operational performance.

Goal - To develop marketing strategies that enable highly focused targeting of potential markets, that generate significant awareness of the Shire's tourism destinations in the visitor marketplace, and that achieve stated visitor growth objectives.

Measure ; Monitor success of specific marketing programs. Monitor the general success levels/business confidence of the local retail and tourism operators.

Goal - To develop a close working relationship with the Australia's North West RTO in developing destination visitor brands and undertaking highly focused cooperative marketing activities. To create open and effective communication linkages between all tourism stakeholders in the region including neighbouring Shires and RTOs.

Measure ; Monitor level of cooperative marketing activities undertaken. Monitor level of activity undertaken with Australia's North West.

Goal - Reinvigorate community pride throughout the Shire of Ashburton through a program of townscape revitalisation, creation of town entry statements, and implement a value of tourism program that will work to improve the overall marketability of the Shire's visitor destinations.

Measure ; Monitor the implementation of town revitalisation and streetscape plans.

Goal - To develop major special events as a major contributor to the growth of tourism development within the Shire.

Measure ; Regularly monitor the effectiveness of major special events. Gain feedback on the success levels of each major event staged.

A successful Tourism Strategy requires community and local industry involvement with responsibility lying with more than just the Shire and Visitor Centre staff. Because tourism is a private-sector industry (the benefit of tourism is getting visitors to spend money in the community – at local businesses), this plan's implementation must include both the Shire and the local business community involvement.

5.0 VISITOR SERVICING STRATEGIES

5.1 Visitor Information Centres

“Tourism is worth \$4.2 billion to the Western Australian economy and visitor servicing is a vital part of that industry. While tourism marketing attracts more people to our unique state, it is visitor servicing that ensures visitors see more, do more, spend more and have the best possible experiences in WA. Visitor servicing also gives the widely diverse communities of Western Australia an opportunity to share and be proud of the special places they build and protect.”

Source TWA Visitor Servicing Study

The Shire is a strong supporter of local tourism with its investment largely directed towards ensuring a professional and high quality local visitor information service is delivered at the major tourist focal points of Tom Price and Onslow. The successes achieved are a result of the Shire’s financial commitment to visitor servicing along with the direct employment of capable individuals to ensure activities are appropriately implemented and managed.

When done well, Visitor Information Centres provide a primary medium through which to enhance visitor awareness of, and increase tourism yield for a particular destination. The principal role of a VIC is to provide high standards of visitor care by imparting useful local knowledge that significantly enhances the visitor experience.

Visitor information centres can have substantial influence upon,

- visitor length of stay in a destination,
- the range and number of local activities in which visitors engage,
- overall visitor satisfaction levels,
- and the propensity of visitors to return to a destination.

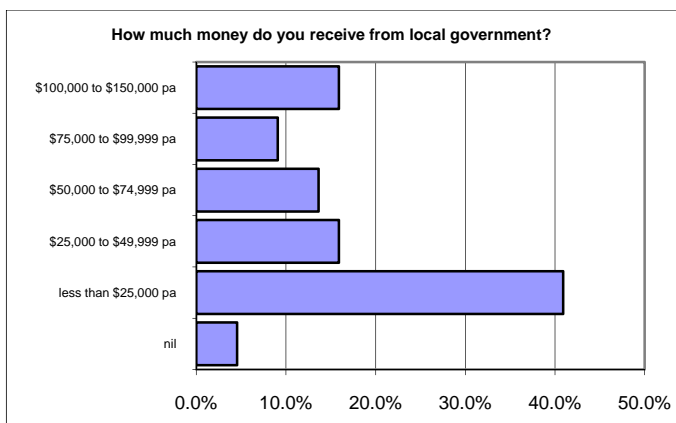
The key functions of a VIC include,

- imparting key local knowledge on an area,
- providing a showcase for the region’s major visitors assets, local produce, arts and crafts,
- and marketing and promoting an area.

Research carried out for Tourism New South Wales found that most VICs receive fewer than 60,000 walk-in visitors and telephone enquiries per annum. A recent study by the Visitor Centre Association of WA (VCAWA) of 47 visitor centres around WA revealed the following,

- Over 60% of visitor centres surveyed handled less than 50,000 enquiries per year and around one quarter handled between 80,000 and 150,000 per year.
- Only 8% of those surveyed indicated that they generate total revenue in excess of \$1m pa, while over 90% generated less than \$600,000pa.
- 28% of those surveyed were owned and managed by local government, 68% managed by an industry based board, and 4% privately owned and operated.
- Merchandise sales remain a major source of income for VICs around the state while membership fees have considerably less importance.

When asked how much money does the VIC receive from local government the following breakdown of responses were received.



source: Visitor Centre Association of Western Australia March 2003

While over 40% of the 47 visitor information centres surveyed indicated that they receive less than \$25,000 per annum from local government, over 15% receive between \$100,000 to \$150,000 on an annual basis. A separate study undertaken by the WA Tourism Commission found that on average local government's contribution to VICs constituted around 32% of the VIC's annual expenditure.

These studies highlight the importance of local government involvement in the operation of local VICs around the state.

Various other studies into VICs around Australia have found the following characteristics are important to the effectiveness of a local VIC,

- ease of visitor access,
- effective communication skills by information providers and front counter staff's understanding of the customers' needs,
- the capacity of the VIC to handle large numbers of visitors at any one time,
- good signage,
- located near major visitor attractions and/or along major access routes,

Source: "Increasing Tourism Yield: A Study of VICs" – CAUTHE 2004 Conference

As of the beginning of 2009 there were 82 Local Government authorities providing a total of \$3.9 million to Visitor Centres, with contributions ranging from \$200 to \$400,000 per annum. Some 26 of the 82 Visitor Centres are run directly by Local Governments ranging from small operations running out of Local Government administration centres, to large Visitor Centres open seven days per week. The latter is the model adopted by the Shire of Ashburton at Tom Price as well as other progressive-minded LGAs including the Cities of Swan, Armadale, Mandurah and Bunbury to name a few.

5.1.1 Shire of Ashburton Investment in Visitor Servicing

The Shire of Ashburton is a major contributor to local tourism most visibly via the direct operation and management of the Tom Price Visitor Centre and the part funding of the Onslow Visitor Centre.

Tom Price Visitor Centre

The Tom Price visitor Centre is well located in the centre of town and provides a high profile focal point for tourist activity. The visitor Centre is operated directly by the Shire of Ashburton. The Shire directly employs the Centre staff and invests dollars directly into any operational shortfall.

According to Shire reports, in the 2008/9 financial year the Tom Price Visitor Centre generated some \$228,964 in operational income comprising predominantly souvenir sales (80.7%), followed by commissions from local tour sales (12.3%), proceeds from consignment good sales (2.6%), and commissions from National Park Pass sales (1.9%).



Tom Price Visitor Centre

One of the reasons the Shire maintains direct control over the Visitor Centre is that there is only a small number of local tourism industry operators with membership numbers to the Centre varying between 12 and 19 each year. Membership income is minimal with only \$2,100 collected for the 2009/10 operational period.

A review of Shire VC financial report (10 months June 2009 to April 2010 figures) reveals a total operating income of \$191,959 and expenditure of \$288,956 leaving a shortfall of around \$97,000 for the 10 month period. The budgeted shortfall for the 12 month period is some \$115,867 so the operations appear to be largely on target for the year. From this 2009/10 data it would appear that the net cost of operating the Tom Price Visitor Centre to the Shire of Ashburton falls between \$100,000 and \$110,000 per annum. However, these budget figures also include a Shire "administration allocation" expense of around \$73,098 which is an expense item equally apportioned across all of the Shire's operational divisions reflecting the Shire's total administration costs rather than a direct operational cost of the Visitor Centre. If this "administration allocation" is removed then the Shire's net financial investment in the operation of the Tom Price Visitor Centre is around \$30,000 to \$40,000 per annum.

If additional revenue sources could be added then this should also work to reduce the Shire's ongoing annual financial commitment. A number of these options are discussed below.

The Visitor Centre is ideally located in the centre of town to act as a tour departure and termination point and has adequate parking for large coaches and buses. The local Pilbara Iron Mine Tour departs from the Tom Price Visitor Centre and this is a good income source from both tour sale commissions and flow on in-store retailing opportunities for passengers either before or after taking the tour. There may be an opportunity for the Visitor Centre to expand on this type of role by acting as the departure point for a regular daily passenger shuttle service to and from the Karijini National Park. This service could operate only in popular visitor periods (say April to September) and could be either run by the Visitor Centre and contracting a local transport operator (with profit retained by the VC) or by acting as a booking agent and a

local operator undertake the service (booking commissions retained by the VC). A regular passenger service to the National Park would work to alleviate vehicle and parking congestion in the NP, encourage greater extended stay and expenditure in Tom Price, provide additional income to the VC, and position Tom Price as the main service town for Karijini. This service could also be utilised by the Department of Environment and Conservation and management of the Karijini Eco Retreat.

Recommendation 1: Investigate the opportunity to establish a regular passenger transport service (bus service not tour) operating during the peak visitor season between Tom Price and the Karijini NP.

Souvenir sales make up the large proportion of the Tom Price VC revenue and the Shire is to be congratulated for refocusing commercial activities upon leveraging merchandising opportunities in-store. As per 2009/10 Shire VC financial reports souvenir sales have averaged around \$13,600 per month with cost of goods expenses at \$9,850 per month, or an average markup of around 38% (assuming opening and closing stocks levels over the 10 month period are roughly similar). There appears an opportunity to improve this average markup in line with a budgeted markup around 60%.

Recommendation 2: Management of the Tom Price Visitor Centre to focus upon improving gross margins across all souvenir and merchandising lines with the aim of achieving an average sale markup of at least 60% on cost of goods purchased.

Interestingly, commission revenue from accommodation bookings was negligible for the 12 month period being less than \$100. Typically, visitor centres representing destinations with a large accommodation base can generate significant revenue commissions by promoting and taking bookings for local accommodation received from visitor enquiries. Many of these VCs now utilise an online booking system called "Bookeasy". Visitors can book accommodation and tours online 24 hrs per day or telephone the visitor centres directly during business hours.

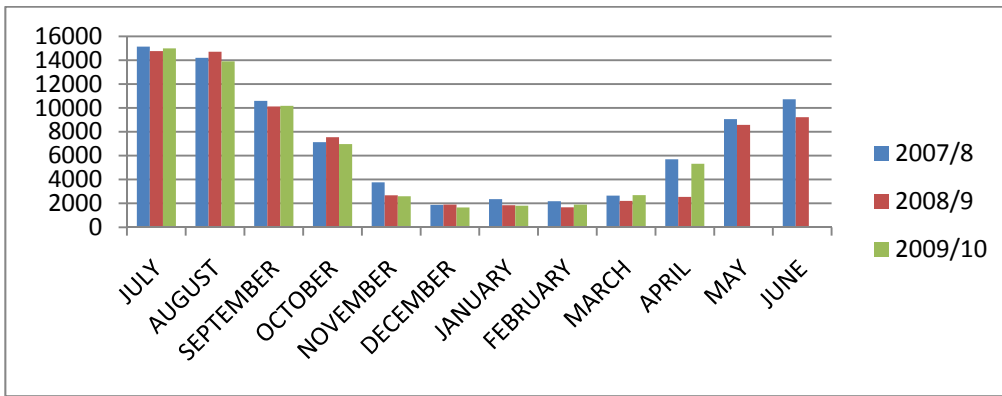
To date, Tom Price has a limited number of local accommodation operators and the seasonal tourism markets must compete with the more consistent mining and associated contractor market sources. This lack of room capacity has hindered the ability of the Visitor Centre to perform a more active role as a local accommodation booking agent.

A larger range of local accommodation operators is therefore required and this should be a goal of successful long term tourism development. The establishment of the Karijini Eco Retreat is a good example of the new investment in additional accommodation required.

The planned "tourism lodge" development within the Tom Price town centre is another project that will be important. As new accommodation capacity is added to the Tom Price and Karijini destination the Tom Price Visitor Centre should investigate including an online accommodation booking agency facility such as "Bookeasy" to their operations.

Recommendation 3: Management of the Tom Price Visitor Centre to encourage more investment in local tourist accommodation capacity and once achieved investigate opportunity to establish an effective accommodation booking service.

Tom Price Visitor Centre – Monthly door counter figures 2007/8 to 2009/10



Source: Tom Price Visitor Centre door counter

The monthly visitor numbers to the Tom Price Visitor Centre display a distinct high seasonality pattern evidenced with a peak period of July and August, high periods of May, June, September and October and low visitor periods November to March. Opening hours for the Tom Price Visitor Centre vary reflecting the tourist seasonality. Between May and October the centre is open some 50½ hours each week (Monday-Friday 830am-5pm, and Weekends 830am-1230pm). Between November and April the Centre is open reduced hours, some 33 hours per week (Monday-Friday 930am-330pm, Saturdays 9am-1200noon, and closed Sundays).

The reduced opening hours between November and April would also work to limit overall visitor numbers through the Centre doors however management attempts to strike a balance between effectively servicing visitor needs and efficiently managing staffing and Centre operational costs. Ideally, a Visitor centre should be open 7 days per week all year round and as the Tom Price and Karijini destination grow in tourism popularity then again, this should be an ultimate goal of visitor centre operations.

Recommendation 4: Management of the Tom Price Visitor Centre to closely monitor visitation level across months to determine any changes in tourist seasonality and alter Visitor Centre opening hours if required to meet these needs. The long term goal should be to operate the Tom Price Visitor Centre on a 7 day per week basis all year round.

As a summary, the Tom Price Visitor Centre does a good job in servicing the needs of visitors entering into its doors. The strong focus on retailing and merchandising has been effective in reducing the required annual financial contribution from the Shire and commission revenue from acting as the booking agent for local tours is also a major strength. However, it appears only minimal amount of work is undertaken external to the Centre operations and improvements in networking with the ANW and other Pilbara, Gascoyne and Kimberley region visitor Centres would assist in destination promotion and overall operations.

Recommendation 5: Management of the Tom Price Visitor Centre to work more closely with ANW, and other Pilbara and neighbouring Gascoyne and Kimberley Visitor Centres. Attendance by the Tom Price Centre Manager at ANW regional meetings and the Annual Visitor Centre Association of WA annual conference and managers meetings would be good starting points.

Onslow Visitor Centre

The Onslow visitor Centre is managed by a local tourism industry committee and receives part funding directly from the Shire of Ashburton in the order of \$45,000 per annum and through the provision of a well located building and infrastructure. The Onslow VC opens only between the months of April to October each year, Monday to Saturday 9am to 4pm and closed 1 hour in the middle for lunch, and Sundays 10am to 2pm, for an average of 40 hours per week over the 7 month visitor period. Visitors are directed to the local Shire office front counter for information outside of these operational months.



Onslow Visitor Centre entrance

Door figures supplied by the Onslow VC estimate around 6,368 visitors to the Visitor Centre were received in the 7 months of 2009 with a low of 208 visitors in the month of April up to a peak of 1,699 visitors in the month of July. In addition to servicing the information needs of visitors to the town, the Visitor Centre undertakes a regular program of markets and social events. As a committee based entity, local tourism operators have the opportunity to participate directly in the operation of the Visitor Centre and have input into the direction of local promotion and marketing initiatives. Visitors entering into the Onslow facility are well serviced for local information and it is considered that the Onslow Visitor Centre performs this role well.

Like the Tom Price Visitor Centre, where improvements could be made lies in the lack of “networking” with/amongst other visitor centres, and more specifically for the Onslow destination, cooperative work should be undertaken with the Shire of Roebourne to broaden the current “West Pilbara Coast” banner. As a major financial contributor to the Onslow Visitor Centre there is a need to supply the Shire with a regular reporting mechanism. This can be in the form of a simple written report however should include actual budget, summary of promotional initiatives undertaken, events, and future planned directions and activities.

Recommendation 6: Management of the Onslow Visitor Centre to supply the Shire with a regular reporting mechanism. Reflecting the Centre’s opening times it is suggested two reports per visitor season (the first in April at the beginning of the season outlining future direction, operational goals and planned activity, and the second at the end of the season in October reporting on previous 7 month performance). This reporting format is not considered too onerous on Centre management/committee as this should already be undertaken for the Committee’s own planning and monitoring purposes.

It is the view of the consultants that in a general sense, LGA operated Visitor Information Centres offer many advantages to the overall development of a successful tourism destination. When considering the setting and context in which tourism operates specifically within the Shire of Ashburton region, again it is considered that the Shire is undertaking the correct approach to fully funding and managing the Tom Price visitor information service and part funding the industry committee managed Onslow VIC and this approach should continue. In terms of organisational structure, responsibility for the Tom Price and Onslow visitor information centres fall under the Shire’s Community & Economic Services section which is considered appropriate. The Tom Price visitor centre operations are overseen by the Executive Manager of this section and this structure has worked well largely due to the levels of commercial experience and enthusiasm for tourism held by current individuals within the management structure.

However, as the region continues to grow and the inevitable moving on of effective Shire employees there will be a need to ensure that tourism development remains effectively managed by the Shire. The eventual refocusing upon economic development initiatives would most likely lead to a restructure of the Shire’s organisational structure at an unknown time in the future and at this stage it would be recommended that tourism and visitor servicing be included under a dedicated “economic development” department.

Recommendation 7: The Shire of Ashburton should continue its current investment in operating the Tom Price Visitor Centre and part funding the Onslow Visitor Centre operations. The Shire performs an essential role in the funding and management of the delivery of visitor information services on behalf of its local industry and broader community.

Recommendation 8: The Tom Price and Onslow Visitor Information Centres to prepare respective business and local promotional plans to guide the management of their visitor servicing operations and to be reviewed annually.

Recommendation 9: If and when the Shire adopts a more focused approach to economic development then tourism operations should be included under this department heading.

5.2 Visitor Signage

Visitor signage can be broadly grouped into 2 categories; directional or interpretive and the following section reviews how these are currently delivered and makes recommendations on possible improvements.

5.2.1 Directional signage

An important element of visitor servicing and successful tourism destination development is easy to read and understand road directional signage. The large majority of visitors to the Shire’s tourist sites are/will be self drive travellers that will be unfamiliar with the local geography and road networks so directions need to be clear and simple. Clear and easy to understand signposting is crucial to the development of a destination heavily reliant upon the self drive traveller. Motorists also tend to be reluctant to turn around if they realise that they have missed a stop off point of interest on the way to a particular end destination. The provision of effective directional signage should not be underestimated in terms of its impact upon a visitor’s overall experience.

A review of existing roadside directional signage within the Shire appears largely appropriate. A selection of these is included below however a more comprehensive photographic library of current road side bays and the like is included in report attachment 13. These roadside signs are managed by Main Roads WA and are part of a uniform road signage system implemented across the State.



A selection of roadside directional signage within the Shire.

5.2.2 Interpretative signage

The second type of visitor signage is interpretive signage and can be located along roadsides, at information bays, entry to destinations and attractions, and along self drive travel routes. This type of signage would welcome travellers to the region, provide important information such as trail entry points, availability of services, travel and road conditions, along with visitor interpretive and directional information.

A review of the various visitor interpretive signage within the Shire highlights the lack of a consistent approach. Some interpretive signage is unreadable and in need of repair, some outdated, some uninspiring, and some confusing.



Examples of inconsistent visitor interpretive signage

A more comprehensive photographic listing of visitor interpretive signage within the Shire is included as attachment 2.

Ideally roadside bays with appropriate interpretive display panels should be located at strategic road intersection points and positioned alongside major roadhouses and other popular visitor stopping points and attractions. There is an obvious need to design, fabricate and install uniform signage along suggested tourist self drive itinerary routes and that reflect and reinforce the respective destination branding.

There is opportunity to establish new roadside information bays to make it more inviting for travellers to stop and gather information. The locations could include a more visual presence in the form of more directional and interpretive signage and may also include visitor amenities such as shelters and the like. A large portion of the current visitor interpretive signage is basic and largely in need of replacement. In particular the current signage provides no real “welcome message” to potential visitors.

A visually impressive entry statement combined with a substantial roadside facility would encourage visitors to stop and read the information however in its present form the effectiveness of the signage would be highly questionable. It should be kept uppermost in mind that there is only one opportunity to create a good “first impression” and professional visitor welcome statements strategically located can work to achieve this.

Although the Shire has a good range of visitor attractions, they are unevenly scattered and commonly separated by relatively long distances. It is fair to say that outside of wildflower season, these connecting routes can become uninteresting from a visitor’s point of view with large sections of the surrounding roadside bush and pastoral land. There is an opportunity to develop short stops along these roads with off road vehicle parking areas combined with clear visitor signage. These road stops could provide both directional and interpretive signage on local features of interest as identified.

Entry Statements & Information Bays

Pannawonica

Of the four major towns within the Shire only Pannawonica has a highly visible town entry statement. This entry statement actually comprises two locations, the first at the turnoff along North West Coastal highway and the second at the entry to the townsite (see attachment 3).



Above left: entry statement at North West Coastal Hwy turnoff. Above middle & right: Entry statement to townsite.



The above entry statements are appropriate for the level of tourism activity that Pannawonica currently seeks. The focus upon the town's iconic special event "the Robe River Rodeo" features strongly. However, as can be seen from attachment 3, major work is required to replace the current interpretive information panels at the town's entry as most is unreadable. The presence of the large haulpack truck also offers a tourist photo opportunity and could form the centrepiece of a more substantial visitor information precinct.

Recommendation 10: The Shire of Ashburton should install new visitor information panels at current roadside information bay near entrance to Pannawonica town and incorporate any new destination branding where appropriate.

Onslow

As with Pannawonica there are two major locations to establish entry and visitor information bays for potential visitors to Onslow. The first is at the turnoff to North West coastal Highway and the second at the entry to the Onslow townsite.

At present there is no entry statement or information bay at the T junction of Onslow Rd and North Coastal Highway. Due to earlier road realignments a visitor information roadside bay was established some 600metres south of the Onslow turnoff and is now in the wrong location.



Aerial view of current roadside information bay wrongly located 600m south of turnoff.

Roadside bay with information shelter, currently information panels blank.



Recommendation 11: The Shire of Ashburton should work with Main Roads WA to relocate current roadside information bay to Onslow turnoff T junction and install a new Onslow entry statement at the same location.

As illustrated in attachment 4 at the Onslow townsite there are a number of different “welcome” signs at the entry to the township. A business listing and basic visitor information board is also located at town entrance. This signage needs updating and ideally a more eye-catching entry and welcome statement should be installed along with new information interpretive panels displaying the consistent destination branding.



Recommendation 12: The Shire of Ashburton should install a new town entry statement along with a roadside bay, shelter and information and interpretive panels with consistent Onslow branding.

Paraburdoo

At present Paraburdoo lacks a visitor or tourism destination profile. Saying this, the Shire is committed to a town revitalisation program and this should work to significantly lift the visitor profile. The creation of an attractive entry statement would be a benefit to both visitor and local community sense of pride.

Recommendation 13: The Shire of Ashburton should install a town entry statement along with a roadside bay, shelter and information and interpretive panels with consistent Karijini branding.

Tom Price

Tom price has positioned itself as the major gateway/service centre for visitors travelling to Karijini National Park. This positioning should be continued and further enhanced with a strong link and branding to the Karijini destination. As detailed previously, the greatest visitor strength of the Tom Price township is its close proximity to the popular Karijini National Park and this strength should be leveraged at every opportunity. Tom Price currently lacks an eye catching entry statement to the township however there are a number of opportunities available.

A roadside information bay and basic town map is located at the T junction of Paraburdoo and Mine roads and this could be relocated across the road and integrated with the large haul pack truck currently on show (see attachment 5 for more photographic images) to create a useful visitor arrival and information point. The area could include a range of services including information, toilets, short stay overnight caravan/camping sites, waste dump, blackwater dump, and even explore the feasibility of establishing DIY (pay for use with proceeds to local Visitor Centre) vehicle washdown facility and petrol sales.



Recommendation 14: The Shire of Ashburton should install a town entry statement and relocate current roadside information shelter (with new panels) across the road to be alongside haul pack truck and create a useful visitor stopping point with a range of basic services (information, toilets, caravan sites, waste dump, blackwater dump, vehicle wash down).

Nanutarra Roadhouse

The Nanutarra Roadhouse is a popular stopping point for self drive travellers located along North West Coastal Highway on the major southern entry point into the Shire of Ashburton. For travellers heading north from Carnarvon and Exmouth, the Nanutarra Roadhouse is a logical stop for fuel, ablutions, restaurant and accommodation. This appears an excellent location to establish a major visitor information display to promote the Shire's major tourist attractions and destinations.

Located just a few kilometres south from the Karijini NP road turnoff and approximately 40 kilometres south of the Onslow turnoff, the roadhouse offers an opportunity to convey very positive Karijini and Onslow destination marketing messages. The Shire should investigate establishing a static information shelter/display including highly motivational images of the region's tourist attractions and suggestions on how potential visitors can experience the region. See attachment 6 for more photographic images.

Recommendation 15: The Shire of Ashburton should investigate the creation of a visitor information shelter/display with highly motivational images to be located at a highly visible location at the Nanutarra Roadhouse.

6.0 DESTINATION MARKETING STRATEGIES

Effective marketing is based upon the ability of an activity or program to positively influence a potential visitor's decision making process. With limited marketing resources it is important to undertake cost effective marketing programs that can deliver real and measurable results. General "feel good" activities are no longer acceptable in today's destination marketing. Marketing should be highly focused and tailored specifically to potential market needs.

The Shire, along with local industry and agencies such as ANW, should develop a cooperative marketing program that only focuses upon potential visitor markets that can be readily influenced by external marketing and promotional activities. Travellers need to be given reasons to visit a particular region and **generating experiences** rather than promoting products and facilities should be a key element of marketing the destination.

It is assumed that during the initial implementation of the plan (over the first 1 to 3 years) the majority of market types will be derived from Australian domestic sources with a focus upon the Perth market. International visitors will also be targeted however it is assumed that creating a heightened level of awareness in overseas markets will take more time. In terms of destination marketing principles, the Shire of Ashburton should;

- Leverage off the existing visitor numbers to and through the region, capture this through traffic and convert into extended overnight visitors.
- Undertake marketing activities cooperatively with complementary neighbouring regions to increase the numbers of visitors to iconic attractions such as Karijini NP, Millstream Chishester NP, and the coastal assets such as Mackerel and Montebello Islands in and around Onslow.
- Undertake highly targeted marketing campaigns in conjunction with neighbouring regions, tourism focused local operators, and the ANW.
- Undertake and promote major special events in shoulder seasonal periods.

6.1 Destination Tourism Branding

In terms of general product marketing this is the age of specialization. Generalised marketing messages are no longer accepted and have been replaced with highly focused product branding. Branding is the art and process of setting yourself apart from everyone else, and for tourism destinations this entails focusing upon "must see" attractions and experiences that are unique to a particular area.

The large distances between and diversity of its natural attractions means the Shire of Ashburton does not lend itself naturally to a typical travellers itinerary. It is always difficult to effectively promote a region that offers a range of diverse experiences. Focusing upon one iconic attraction can alienate other operators within that subregion however preferring to promote a mix of diverse experiences to "keep everyone happy" can also severely dilute any potential marketing message effectiveness. A regional tourism brand typically becomes a hybrid of mixed marketing messages and there are many instances where the overall effectiveness of the marketing program is severely reduced because of it. In the case of the Shire of Ashburton there are two key regional visitor experiences that should be the key focus of all brand development and promotion.

- **Karijini** (Tom Price & Paraburdo)
- **Pilbara Coast** (Onslow)

However when analysing these attractions there is not a natural visitor connection between these two core features. That is, a visitor to Onslow or the Mackerel Islands will not necessarily also include a visit to the Shire's inland tourist assets such as Karijini, and vice versa. Large distances separate these two features and road networks do not encourage a natural visitor flow from one to the other. In many respects these two features appeal and attract different market sources. Onslow and surrounds is a fishing and diving hotspot and attracts this specialised recreational fisher group. At the same time its generous winter sunshine attracts retirees from the south of WA and its relaxed lifestyle, caravan sites along the water, and generally slow pace is a major attraction for repeat "sun chaser" visitors. Compare this to the typical traveller to Karijini, a self drive holiday maker (both international and domestic) usually on an extended holiday covering enormous distances, keen on sightseeing as much of Australia as possible, unlikely to have visited previously, and keen on undertaking unique and memorable holiday experiences.

In many ways Onslow is a far better match and complements the Shire of Roebourne's "West Pilbara Coast" branding and efforts should be made to either join this tourism branding cooperatively (ie from a tourism marketing perspective become part of the "West Pilbara Coast") or at least closely align Onslow's marketing message and tourism brand to this.

Ideally, Onslow would fit nicely into the current marketing work done by the Shire of Roebourne and its www.pilbaracoast.com website. Under a cooperative regional approach directed by ANW, Onslow could effectively join this sub regional tourism branding.

At the same time the creation of the Karijini tourism brand should be seriously considered. Tourism WA currently control the www.karijini.com.au website domain and the Karijini Eco Retreat owns the www.karijini.com domain. Approaches to TWA via ANW could see the sub region utilise this .au domain name to great marketing effect and the Karijini Eco Retreat would also work closely with Shire if the Karijini brand was to be adopted and widely promoted as destination tourism brand.

Recommendation 16: that the Shire support the creation of two distinct visitor destination brands within its region; 1. Karijini and 2. the Pilbara Coast.

Recommendation 17: Karijini should be the overarching "iconic" tourism brand for the inland areas of the Shire, and efforts to utilise the appropriate website domain names should be investigated with ANW assistance.

Recommendation 18: Onslow and its surrounding coastal area should look to attach (or at least align) itself to the existing "Pilbara Coast" tourism branding (Shire of Roebourne). Again working closely with ANW investigate cooperative opportunities to develop a tourism branding based on visitor travel patterns and regardless of LGA boundaries.

Recommendation 19: Incorporate this new branding across all promotional literature, visitor signage, websites and make available to local industry to utilise in individual marketing and promotion. Consistency in image/logo presentation is imperative when marketing to potential visitor markets and each destination's visitor identity needs to be reinforced throughout all entry statements and appropriate tourism signage.

6.2 Australia's North West

The Australia's North West RTO is the professional destination marketing body representing the tourism industry within the Shire of Ashburton. External marketing activities typically undertaken by the ANW include the production of major visitor collateral, an extensive holiday planner, distribution to interstate and overseas travel industry, attendance at consumer shows such as the caravan and camping shows held in major state capital cities, hosting travel media and industry familiarisations, maintaining consumer and industry websites and the like.

These external marketing activities have been carried out with Shire of Ashburton support on an inconsistent basis over the past 5 years.

While the Australia's North West works to promote the broader region's profile to external trade and consumer markets there is a role for the tourism sub region destinations within the Shire to undertake highly targeted external marketing and promotion under their own branding or in cooperation with neighbouring regions where similarities exist.

Recommendation 20: for the Shire to work closely with the Australia's North West RTO, undertake marketing programs cooperatively and to utilise the ANW's tourism marketing expertise in developing tourism destination branding.

6.2.1 Visitors do not recognise invisible boundaries

Visitors travelling to and through a destination do not make an effort to stay within nor care about local government boundaries. It is therefore important to market and develop cooperatively with other attractions in neighbouring regions and beyond.

In the end, the ultimate goal is to keep visitors in the region long enough so that more money is spent and ultimately visitors choose to overnight locally. Within tourism development a primary rule remains that the more a destination has to offer collectively, the longer visitors are likely to stay, and the longer they stay, the more money that is spent.

Recommendation 21: for the Shire to support local tourism industry marketing initiatives and to actively cooperate and network with complementary and neighbouring tourism industry. Leaders within the local tourism industry to become actively involved in a number of tourism industry groups and associations and the Shire to be an active driver of networking amongst the various Pilbara and neighbouring region.

6.3 Marketing Strategies

6.3.1 Improve the business and tourism image of the region. Although keen to work more closely, the Shire must differentiate its distinct visitor destinations from surrounding shires and create strong reasons for tourism businesses to consider investing within Ashburton. Improved destination branding, and more tangible physical improvements to towns via revitalisation programs will work to achieve this.

Recommendation 22: to create strong tourism brands for its destinations and to include visitor needs in all town revitalisation plans.

6.3.2 Get the locals on side.

A deliberate and proactive campaign supported by coordinated and consistent messaging (and actions) is required to build confidence, acceptance and support for this direction. Establishment of an education and communication program to ensure visitors, local businesses, local government and the community understand community values and tourism.

6.3.3 Strong relationship between local industry and Shire of Ashburton required.

In order to achieve a successful and economically sustainable local tourism industry, there must be a collective approach between local government and motivated local industry. Without this cooperative understanding underpinning the efforts to develop tourism, rarely will a destination achieve its full visitor potential. The tourism development potential of Ashburton exists and is undeniable, however a more cooperative approach is required between all local stakeholders if this potential is to be realised.

It is also acknowledged that the development of a visitor industry within the Shire is implemented in an environment of limited human and financial resources. Tourism is just one element of successful community development and management and therefore must compete for its share of resource allocation. Efficient and effective application of LGA resources is therefore required.

Recommendation 23: Investigate interest from local tourism industry operators for the forming of a "tourism advisory group" that would open direct communication channels with the Shire and enable the development of tourism based ideas and the like.

6.3.4 Creation of a Tourism Advisory Group (TAG).

This could have joint representation from local tourism industry leaders, Shire, local business group representatives, and agencies such as the ANW, with the goal to implement a more proactive approach to marketing the Shire of Ashburton as a visitor destination. The TAG would be an advisory body that meets 3 to 4 times each year to review past promotional campaigns and provide recommendations for future destination marketing activities.

Recommendation 24: Create the Ashburton Tourism Advisory Group by calling for expressions of interest amongst local tourism industry operators, senior Shire tourism staff, ANW representation, and administered by the Shire.

6.3.5 Online Marketing.

A tourism website for the Shire already exists and is a webpage within the Shire's general website offering a range of useful visitor information, www.ashburton.wa.gov.au/tourism. The Tom Price Visitor Centre also operates its own separate website, www.tompricewa.com.au. The Shire is to be commended for maintaining this website presence however if a re-branding of the destination is to be undertaken then this is an opportune time to revisit the destination's online presence. An easy to search/find website name is considered essential. If 'Karijini' is to be the focus of the branding then www.karijini.com or a close derivative should be pursued. The Shire of Roebourne have adopted a similar simple yet effective approach with its website domain www.pilbaracoast.com. With websites, simplicity of domain name (less likely to mis-spell, get wrong) and inclusion of keywords is the primary goal. Ideally, be part of the www.pilbaracoast.com website for Onslow and surrounds, and manage the www.karijini.com.au (or similar) website to promote the Shire's inland tourism industry.

Changes in technology occur very quickly on the internet and social media networking, Twitter, Facebook and the like are now used extensively by business promoting and selling on the world wide web. “Word of mouth” has long been a major selling technique utilised within the travel and tourism industries. Social media networking via the internet has opened a new medium for travellers sharing visitor experiences (both good and bad) with other travellers. Websites such as www.tripadvisor.com.au provide forums for travellers to rate accommodation, flights, tours and attractions and to share these experiences with others. There are even specialised websites/forums that allow travellers to rate Australian caravan parks.

Other features for a tourism destination website should include high levels of interactivity for the user. Downloadable podcasts of short movies on attractions and activities, maps and guides, and even forums for travellers to post comments on their experiences.

Maintaining an up to date web presence is considered essential. As a general rule, maintain high user interaction with fresh timely content using the 80/20 rule: 80% should be informational, educational or have entertainment value. Only 20% of content should be specifically about the commercial services offered.

Recommendation 25: Consolidate the Shire’s tourism online presence into one highly interactive and user friendly tourism website, ideally utilising a simple yet effective and appropriate website address. Work in with the existing Tom Price visitor website wherever possible. Include the website address in all promotional literature and make available any visitor map guides, podcasts etc available in downloadable format through the website. Work closely with the Australia’s North West to ensure the Shire’s tourism interests are included and up to date on the larger ANW regional tourism website.

6.3.6 Self drive visitor map

Produce a visitor map guide on the Shire and surrounding regions that specifically targets the self drive traveller. The proposed publication is in addition to the current town visitor maps produced for visitors and distributed via local visitor centres and Shire offices and would include a greater focus on activities and maps linking major attractions to the region’s townsites.

Publication specifications could mirror the current “West Pilbara Coast” publication format (see right; DL size, full colour, highly pictorial, full copy included in report attachment 7) and include a fold out map(s) that features a number of suggested self drive itineraries, visitor attractions and services information and opportunities for local industry to advertise. The suggested itineraries would cater to half, full and extended stay visits along experiential based visitor themes and be designed so as to encourage the use of towns or station stays as an overnight accommodation base.



Copy of West Pilbara Coast visitor map guide, cover page (L), sample accommodation advertising page (C), and information page on Onslow (R) most likely only included due Mackerel Islands advertising support.

Ideally, the Shire should support the inclusion of Onslow and Pannawonica areas under this broader “Pilbara Coast” theme and look to financially support the republication of an expanded “West Pilbara Coast” map guide in cooperation with the Shire of Roebourne.

A similar and complementing visitor map guide publication could also be produced under the Karijini heading/theme and focus specifically upon the Shire's inland regions. The guide would also include a fold out map, information on attractions, accommodation tours and related services with advertising opportunities available for industry operators. Approaches to the Shires of Upper Gascoyne to create a link between Mount Augustus should also be explored for this publication.

Recommendation 26: the Shire to allocate seed funding to support the publication of two visitor map guides. In the first instance jointly fund the reproduction and expansion of the "West Pilbara Coast" visitor guide to include the Shire of Ashburton's coastal towns and tourism assets. To fund and produce a similar format, Karijini visitor map guide that promotes the Shire's inland tourism assets. Production costs to be offset with operator advertising income and possible corporate support.

6.3.7 Work with neighbouring Shires

Be open to working with Shires of Exmouth, Carnarvon, Upper Gascoyne, Roebourne and east Pilbara in project specific marketing initiatives.

The Warlu Way is an example of a cross LGA boundary marketing initiative that when done well can have a positive effect upon local tourism industries. The Warlu Way has an already established website, brochure collateral and roadside signage, and with appropriate resourcing and effective promotion (to both local industry and to external markets) can grow to be an important marketing tool for the broader Pilbara region. Suggested self drive routes such as the Warlu Way that cross many subregions do not replace destination marketing however does provide an added tourism product and marketing avenue on which to attract additional visitor numbers.

Recommendation 27: the Shire should continue supporting the Warlu Way project however substantial work is required in educating the local communities and tourism industry as to what it is. Support working with other neighbouring Shires in developing successful tourism linkages across LGA boundaries where and when market based opportunities arise.

7.0 TOURISM DEVELOPMENT STRATEGIES

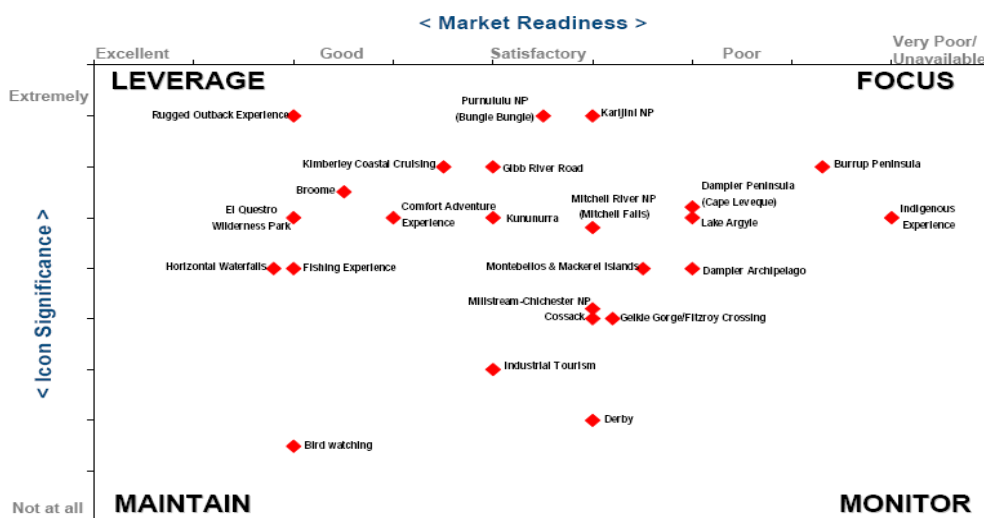
Tourism WA undertakes a range of strategic planning activities for tourism regions within the state. Its most recent planning document relating to the Shire of Ashburton region is the Australia’s North West Tourism Development Priorities 2010 – 2015 (ANW TDP). In this report the strategic planning assessment utilises the “6A’s of tourism development” as a framework to review the Shire of Ashburton’s tourism product namely,

1. **Attractions;** refers to what will motivate people to visit and encompasses natural and built attractions.
2. **Access;** includes how visitors will get to the destination and how they can travel within and between locations.
3. **Accommodation;** the range and standard of commercial accommodation facilities that will be on offer.
4. **Activities;** what visitors can do when travelling through the region and encompasses local organised tours and the staging of special events.
5. **Amenities;** what services are provided for visitors including directional and interpretive signage, and visitor information services.
6. **Attitudes;** how local residents and current tourism operators behave towards visitors and the standard of services and visitor experiences delivered.

7.1 Attractions

The quality of the natural attractions in and surrounding the Shire of Ashburton are considered extremely high and are of world standard. Karijini and Millstream Chichester National Parks are considered highly prized nature based visitor attractions and offer tourists the chance to experience spectacular gorges, secluded waterfalls and isolated rivers and billabongs. As noted in the ANW TDP report, “*these parks also contain strong indigenous culture and heritage and are considered to be unique sites within the state*”.

Karijini National Park is a well established, major visitor icon attraction and attracts high visitation each year. Karijini is used extensively in both Australia’s North West and Tourism Western Australia’s external promotional campaigns and is clearly identified in the ANW Destination Development Strategy as a major nature based asset.



Australia’s North West – Destination Development Strategy 2007-2015

In an earlier Tourism WA planning document, each of the State's attractions were rated in terms of their "iconic significance". Karijini NP was rated an 8 out of possible 9, equal second to only Ningaloo Marine Park (the only attraction rated 9/9). The matrix detailed above rated Karijini as "extremely" in terms of iconic significance and when written in 2004 rated the "market readiness" in the lower spectrum of "satisfactory".

Since that time Karijini has added the upmarket tourist accommodation operation - Karijini Eco Retreat which has moved its market readiness well into the "good" rating. According to this development matrix attractions with high iconic significance and good market readiness should be "leveraged", and a heavy focus upon Karijini in terms of destination marketing and branding is the approach strongly recommended within this report.

Millstream Chichester National Park is another major visitor natural attraction yet less well known and visited National Park. Located largely within the Shire of Ashburton's boundary, the Millstream Chichester NP was rated as displaying "some" iconic significance and with the lower end of "satisfactory" market readiness. The combination of new upmarket eco/tented accommodation within Millstream and the planned sealing of the Karratha – Tom Price road via Millstream NP should see this attraction grow in popularity in the future.

The natural coastal assets of the Shire of Ashburton region are also considered outstanding and include the **Mackerel Islands** (serviced largely from Onslow) and **Montebello Islands** and these attractions offer visitors world-class boating, fishing, diving and snorkelling opportunities. The Mackerel Islands Resort has invested significantly in the region and is considered a major holiday and leisure visitor market operator. The Shire should work closely with this operator to maximise market based opportunities.

Although other product components such as accommodation and access remain critical factors for success, it is these "**iconic attraction elements**" of spectacular natural beauty that should remain the core focus of all collective marketing and promotional themes and positioning for the Ashburton region.

Recommendation 28: the Shire should "leverage" its iconic and major visitor attractions and utilise them as the cornerstone of all tourism destination branding.

7.2 Access

A number of "access" related issues for the Shire have already been detailed within this report and include an historical review of air arrivals via the Paraburdoo airport, along with the review and analysis of the importance of self drive holiday maker to regional destinations such as the Shire of Ashburton. In many respects, tourism within the Shire, and even the broader Pilbara region, has "rode on the coat tails" of the larger mining and energy industry's massive investment in road and air infrastructure into the region. The quality of road networks built within the Shire of Ashburton is considered a very high standard.

Admittedly, the distances between towns and attractions can be vast, and quicker and more direct sealed road networks can open up new potential visitor markets. Upgrades to complete the new road link between Karratha and Tom Price are required. The completion of this Millstream NP link will improve the accessibility for visitors to both Karijini and Millstream National Parks.

Air travel into the inland region is excellent with some 24 flights per week operating between Perth and Paraburdoo, and similar frequency services into Karratha, Newman and Port Hedland. While air travel provides the quickest form of transport for travellers, this mode of arrival is still very low amongst potential tourist and leisure visitors to the region. The very large majority of holiday and leisure visitors to the Shire have and will continue (for the foreseeable future) to arrive via road using self drive or group travel vehicles. Reflecting this, the “speed of access” for travellers been between Perth and the Pilbara region is considered a constraint to successful tourism development. Because of these vast distances, many potential travellers view visiting a major attraction such as Karijini as part of a multi-destination self drive itinerary. This also highlights the importance of developing self drive itineraries and cross LGA visitor linkages.

The Ashburton Vision document has already been referenced in an earlier report section. Part of this Vision was the potential to establish an airport closer to Tom Price. This development, along with an increase to local commercial accommodation within the townsite would deliver a major boost for tourism operators around the Karijini area.

Recommendation 29: the Shire should continue to investigate the establishment of an airport at Tom Price.

Recommendation 30: reflecting increased energy sector activity focused around Onslow, the Shire should continue plans to upgrade the airport facility at Onslow.

Recommendation 31: the Shire should continue to investigate and work with other stakeholders to progress the completion of the new sealed road link between Karratha and Tom Price via Millstream Chichester National Park.

Recommendation 32: the Shire should investigate and work with the Shire of Upper Gascoyne and Main Roads WA to progress the development of a new all weather gravel road between Mount Augustus and Paraburdoo.

7.3 Accommodation

As stated in the Australia’s North West Tourism Development Priorities 2010 – 2015 (ANW TDP),

*“It is generally agreed that the most critical issue affecting the Pilbara is the lack of **tourist accommodation** in the region which places a significant constraint on the tourism industry’s ability to expand. The key driver of this lack of accommodation capacity is the influence of the resource sector in the area. Most of the hotel and caravan park accommodation available in the Pilbara is largely booked out in advance and for long periods of time by mining and construction companies. This leaves a shortage of accommodation available for the self-drive market as they pass through the area”.*

The lack of short term tourist accommodation capacity is also an issue for towns within the Shire of Ashburton and without an active, tourism-focused commercial accommodation sector tourism (in particular higher yield) visitation will remain hamstrung. The lack of a strong, tourism focused commercial accommodation base can also work to inhibit the financial viability of dedicated Visitor Information Centres robbing them of booking commissions potential with local government typically stepping in to fund the operational shortfall. A common denominator of all the successful VICs operating within Western Australia is the presence of a solid local accommodation base that they take bookings for and gain commissions from.

Establishing additional accommodation capacity within a developing tourism destination poses a number of important viability issues and ultimately should only result when sufficient market demand for such facilities has been clearly identified. There is no doubt that lack of accommodation capacity can severely restrict tourism growth for a particular destination however these operations must also be financially sustainable ventures. A long term approach to accommodation development must therefore be implemented.

Recommendation 33: the Shire should encourage and support the establishment of budget style and caravan and camping facilities within the Paraburdoo townsite. This could be done on a green field site or as an extension to existing commercial accommodation operations.

Recommendation 34: for major towns that are experiencing severe commercial accommodation shortages investigate the opportunity for development of “conditional” transient accommodation that caters only for short term visits of three days or less and only operational during the peak visitor months as an overflow mechanism.

Recommendation 35: the Shire to continue the development process for the establishment of a tourism resort style accommodation within Tom Price. If the current proponent is unable or unwilling to proceed with the project then Shire should reopen the tender process to new develop/operators. Discussions with local Indigenous groups (either individually or collectively) to ascertain interest in becoming the new project proponents should also be investigated as Traditional Owner groups typically undertake a long term commitment and perspective to these type of developments on traditional country.

7.3.1 Shire of Ashburton Commercial Accommodation Leases

The Shire of Ashburton currently owns the freehold to two well located commercial accommodation premises in Onslow and one in Tom Price (see attachment 8). These are;

- Ocean View Caravan Park, Onslow
- Sun Chalets, Onslow
- Tom Price Tourist Park, Tom Price

A review of each individual site is detailed below.

Ocean View Caravan Park, Onslow

The Caravan Park is well located on the beachfront, some 400 metres from the local post office and opposite the police station. Approximately 80 caravan and camping sites however the property requires a significant capital investment and general facility refurbishment to bring it to a standard commensurate with its excellent location. There is approximately 3 years left to run on the current lease. A review of Shire financial reports reveals the



Aerial view of Ocean View Caravan Park

lessee pays some \$25,000 per annum to the Shire in rent. Budgeted outgoings include only an allocation towards insurance (estimated to be around \$5,000) leaving a net surplus to Shire of around \$20,000 per annum. As retiree “sun seeker” caravan travellers from the State’s south west are a major proportion of the visitor market to Onslow it is considered important to retain this type of low cost commercial accommodation operator in the town. By maintaining ownership of the site the Shire can ensure that this type of accommodation is retained within the town.

Ideally, it would be beneficial for the current lessee to invest and undertake improvement works to the Park immediately however with only 3 years left to run on the lease there is little incentive for them to undertake this type of investment. The Shire can either commence negotiations with the current lessee to secure commitments for a future capital investment program in the Park exchange for extension(s) to the current lease, or wait until the lease expires and tender the site to attract a lessee with a strong commitment to investment in improvements and to manage the site professionally.

Recommendation 36: the Shire to retain freehold ownership of the Onslow Ocean View caravan park and at the end of the current lease tender the leasehold business with a view to securing a professional caravan park operator prepared to invest required capital to refurbish and install new facilities. Revise lease documents to shift responsibility from Shire (landlord) to lessee for maintenance of buildings and facilities. Capital investment in buildings by lessee a condition of lease, annual rent to be negotiated based upon capital investment commitment.

Sun Chalets, Onslow

The short stay commercial accommodation operation is also well located on the Onslow town's beachfront in the centre of town and adjacent to the Onslow Visitor Information Centre. The property includes 9 self contained units and 7 motel units rated 3 stars. There is approximately 3 years left to run on the current lease. A review of Shire financial reports reveals the lessee pays some \$35,000 per annum to the Shire in rent. Budgeted outgoings include an allocation towards insurance (estimated to be around \$5,000), and a capital expenditure budget allocation of \$250,000 in 2009/10 although actual expenditure for the 10 months to 30th April 2010 is around \$129,000.



Aerial view of Sun Chalets

As per the current lease the Shire is responsible for maintenance of the buildings and internal fittings and to date the Shire has undertaken the renovation of 5 bathrooms with more expenditure expected. The location of the property is considered excellent, and there is additional vacant space to easily accommodate additional units. A major investment of capital is required to continue refurbishing existing buildings and to establish additional capacity. The excellent beachfront location lends itself to a major commercial accommodation redevelopment. In terms of return on investment the current lease arrangement is highly unfavourable to the Shire, specifically the requirement for the Shire to invest in substantial capital works.

As with the Onslow Ocean View Caravan Park the Shire has the options of either commencing negotiations with the current lessee to secure commitments for future capital investment and expansion of facilities on the site in exchange for an extension to or creation of a new lease more in favour of the Shire, or wait until the current lease expires then tender the site to attract a lessee developer with an attractive commercial accommodation investment strategy for the property. A third option would be to tender the freehold for the property preferably at the end of the current lease period so as to offer the full range of potential development opportunities and to maximise the selling price. As Onslow is about to undergo some major project investment an assessment of these options should be made as the current lease is approaching its end date in around 3 years time rather than make a recommendation at this stage.

Recommendation 37: the Shire to continue to fulfil its lease responsibilities for the Onslow Sun Chalets property by maintaining and refurbishing buildings as required. At the end of the current lease period assess development options in context of the local economic climate and opportunities. Options would include extending current lease (however renegotiate to lessen landlord capital works obligations); tender the leasehold business with a view to securing a professional accommodation operator prepared to invest required capital to refurbish and install new facilities; seek expressions of interest for freehold purchase.

Tom Price Tourist Park, Tom Price

A large capacity caravan park located some 3 kilometres from the Tom Price town centre. The facilities appear well maintained and lessee has displayed a commitment to investing in new units when required. The Park offers caravan and camping sites, a range of cabins, one and two bedroom chalets, and two bedroom villas. There is approximately 14 months left to run on the current lease with a further option to renew of an additional 21 years subject to various conditions including agreed building works by the lessee. A review of Shire financial reports reveals the lessee pays some \$40,000 per annum to the Shire in rent. Budgeted outgoings include an allocation towards insurance of \$3,800, generating a net surplus to the Shire of around \$36,200 per annum which is considered a good result for the Shire.

Aerial view of Tom Price Tourist Park



The lessee appears to be a competent and professional caravan park operator and has indicated interest in being the proponent/potential lessee if a short term visitor facility was to be established at the T junction of Paraburdoo and Mine Site Roads at the entry to the Tom Price townsite. This facility could include visitor information bay, small number of short term overnight caravan bays (hence the initial link to the current caravan park operator in town), vehicle washdown and even petrol facility. The current Tom Price Caravan Park lessee appears to be a good partner for the Shire if this type of facility was to be established.

Recommendation 38: subject to the Tom Price Caravan Park lessee fulfilling required building works before the end of the current lease (Nov 2011) it would appear the lessee will exercise its option to extend the current lease by another 21 years. As the current operator appears to be delivering a good standard of service and fulfilling its lease obligations then the Shire should continue to maintain its existing good relationship with the lessee. The current lease appears favourable to both Shire and lessee and it is recommended that this status quo remain. Opportunity to develop a proposed visitor facility at the T junction (Paraburdoo and Mine Site Roads) should be discussed between the Shire and Lessee to investigate project feasibility.

7.4 Activities

The visitor based experiences within the Shire of Ashburton region largely revolve around four key activities. As per the ANW Tourism Development Priorities report; Firstly there are the rugged, ancient and untouched natural experiences of the Karijini and Millstream Chichester National Parks. Secondly, activities such as diving, snorkeling, boating and fishing are found in places such as Onslow and the Mackerel Islands. Thirdly, there are attractions and activities that are based on the local mining industries, Pilbara Iron Mine Tours in Tom Price and Salt Mine Tours in Onslow. Finally, there are historical experiences that are centred around pastoral heritage and places such as Old Onslow.

- Karijini tours; there are two main local tour operators providing tour product between Tom Price and the Karijini NP and these operators service the current market needs well. As most tourists overnighing in Tom Price have their own vehicle, Karijini largely remains a self drive destination so demand for day tour product is inconsistent. The addition of the Tom Price airport and increased commercial accommodation capacity within the town would see the demand for these type of day tour products increase dramatically.
- Indigenous tours; there have been a few attempts by local indigenous residents to operate half and full day cultural tours at Tom Price and within the Karijini National Park, however these attempts have been inconsistent and reliability of service remains an issue especially for booking agents such as the Tom Price Visitor Centre. The potential for delivery of Indigenous tour product is considered very high and is a much sought after “visitor experience” in particular amongst International travellers.
- Fishing & Diving tours; the Mackerel Islands are a major tourism asset for the region and Onslow provides a focal point/accommodation base for recreational fishing groups to utilise these offshore assets. The Mackerel Islands Resort is a popular drawing card for visitors to the region. Thevenard Island has a fishing and diving tour operator based at the Island with a permanent divemaster for the busy 3 months each year. The Thevenard based tour operator will pickup passengers from Onslow however minimum numbers are required. No dive and fishing operators is based at the town of Onslow.
- Mine tours; currently mine tours are offered at Tom Price and Onslow. The Tom Price (Pilbara Iron mine tour) is a popular local activity and provides the local Tom Price Visitor Centre with important booking commission income.
- Pastoral tourism; the region has a strong history of pastoral heritage and the operation of pastoral stations continue today with the opportunity to develop station stay and working station visitor experiences.

The development of tour product and other “tourism activities” is typically driven by local industry with Shire input largely confined to a support role. The Shire can add to local activities that are normal community focused services such as providing and maintaining bike and walk trails, supporting local markets, local festivals, operating outdoor community cinemas, and the like.

Recommendation 39: the Shire to investigate the development of unique visitor experiences focusing upon;

- *Mining tourism, mine tours and resource processing facility tours.*
- *Pastoral tourism, station stay and the like.*
- *Indigenous culture based visitor experiences.*
- *Regular passenger shuttle bus service between Tom Price and Karijini (departing TP Visitor Centre, direct transport to Karijini Visitor Centre and Joffre Gorge day use area. Possibility for Tom Price Visitor Centre to sell tickets on commission basis, not a tour but a scheduled bus service) may only run in peak visitor season.*

7.5 Amenities

The large majority of visitors to the area will remain self drive travellers that will be unfamiliar with the local geography and road networks and creating clear and easy to read signage will be important. Visitor signage within the Shire has been discussed in great detailed under the visitor servicing section of this report. In short, while roadside directional signage within the Shire is considered a very good standard, there is an urgent need to establish a range of appropriately branded entry statements to towns and attractions, better locate visitor roadside information bays, and generally improve visitor interpretation. See Visitor Servicing section of this report.

7.6 Attitudes

Tourism attitudes within a tourism destination should always be considered a “two way deal”. As travellers are required to respect local community privacy and access issues, so too local Shire of Ashburton communities that have actively engaged in tourism will also be required to ensure visitors feel welcome. Word of mouth is a powerful promotional tool for any destination or individual operation and can be a major generator of new visitor business as long as visitor expectations are at least met or exceeded.

Value of Tourism, Service Standards & Training

It is important that local communities understand the value and importance that a successful and vibrant local tourism industry can deliver. To many local residents, the only interaction with tourists may be fighting for a car space at the local town centre, having to wait in line to be served, or observing bins overflowing during peak visitor periods. It is important therefore to educate and communicate the significance and benefits that a strong local visitor industry can deliver and this message needs to be conveyed to the community, business, and local government (both staff and elected representatives). Activities that should be undertaken include;

- Develop a Tourism Education and Communication program to educate visitors about the environment, community values, appropriate visitor behaviour and safety and security issues;
- Educate the community and local business about sustainable tourism; and
- Educate local government employees and Councillors about sustainable tourism and the role of Council in supporting and managing the tourism industry.

Recommendation 40: Tourism WA have a “Value of Tourism” program and the Shire should work closely with TWA and ANW to develop an appropriate program for its local communities.

Service standards within the local retail, hospitality and tourism operators is generally of a poor standard. This is a common problem throughout much of regional Australia and especially in the more remote locations of the North West. Specific recommendations to improve general tourism, retail and hospitality service standards include:

- Education and training for service-related businesses to improve customer service;
- Training to improve workforce skills and quality; and
- Development of a Service Excellence Program to ensure the delivery of exceptional and consistent service for all business and tourism operations
- Consider establishing a Shire of Ashburton coordinated (corporate sponsorship potential) customer service and local business awards.

While improving service standards is not a role or responsibility of local government, the Shire can be leader in this area by ensuring its own staff (in particular front counter Shire office and Shire managed Visitor Centres) are well trained and possess genuine welcoming attitudes. The Shire can also encourage local business associations to adopt a more proactive role in this area by coordinating, supporting, and even sponsoring local service standard awards.

Recommendation 41: the Shire to ensure its own staff are well trained in customer service standards and should investigate working with local business associations to create a service standard awards program.

7.7 Product Development Strategies

7.7.1 Build tourism product

The Shire, through its “Ashburton Vision” program, has developed an ambitious yet highly visionary economic development plan for each of its major townships. The features of these plans has been detailed in an earlier report section and the Shire is to be commended for its extensive forward planning initiative. Many of these projects will deliver major positive impacts to the tourism industries in each of these destinations and therefore should be strongly supported and encouraged by local industry. In short, successful tourism economic development requires projects that will entice visitors and businesses to the area, and that injects additional visitor expenditure into a local economy. Once these major projects can be established there will be many opportunities for local entrepreneurs to leverage off and maximise the potential economic benefits. Potential “flow on” tourism product development that will differentiate the region from others include;

- Visitor trails and activities: increasing food and restaurant services, nature based experiences, Indigenous cultural camping tours, heritage trails (self drive and walking tours), horseriding trails, and even Indigenous cultural bushtucker, bush medicine and hunting experiences.
- Tourist accommodation, establishing specialised tourism focused accommodation such as backpacker lodges, station stay, Indigenous eco lodges, additional and expanded range of accommodation capacity as deemed sustainable.
- Visitor-oriented retail businesses; encourage the creation of critical mass precincts of tourist based retail and food businesses, tourist retail strips and visitor precincts.

7.7.2 Tourism Policy

The Shire’s Strategic Plan is reviewed on a regular basis and it is therefore considered very timely to review the Shire’s involvement in tourism and broader economic development. The Shire has and continues to be an active planner and driver of major infrastructure projects. It is understood the Shire is currently undertaking a review of its current operational structure and a strong focus upon economic development can be an expected outcome.

At present within the Shire operational structure there appears a separation between the Shire’s Economic Services unit from some of the major tourism infrastructure projects such as the proposed Tom Price Hotel/Resort, the Tom Price airport and the like. Ideally, the management unit for Economic Development within the Shire should be involved in planning for all major tourism infrastructure projects.

Recommendation 42: It is strongly recommended that the Shire include the preparation of a tourism policy and develop a strong tourism destination vision in any new strategic planning work. Ideally, tourism development of major projects and infrastructure should include involvement from the Shire's economic development unit.

7.7.3 Shire Tourism Development Manager/Officer

This tourism report outlines a large number of recommendations that the Shire can consider for implementation. Additional resources will be required to action many of these items and it is recommended that the Shire employ a full time Tourism Development Officer/Manager whose primary role would be to manage Shire tourism related issues.

The role would be responsible for implementing the approved recommendations of the Tourism Plan with a strong focus upon destination marketing, working with neighbouring LGAs and ANW, and assisting in the coordination of two major hallmark special events each year.

More specific actions and roles could include;

- Shire Tourism Officer to prepare relevant grant applications for tourism and special event activities.
- Develop effective partnerships with Tourism WA, Australia's North West, other local government(s), business groups and the community. Be the main contact point/coordinator of local Tourism Advisory Group (to be formed).
- Assist in establishing and coordinating 2 major special events each year. These would be large scale hallmark events with the capability to attract significant visitor numbers to the destination from outside the region. These special events are discussed under a separate report section.
- Coordinate service standard awards and training programs (e.g. work with these service providers to develop programs focusing upon service quality excellence, cooperative marketing initiatives);
- Through the creation of this LGA funded role, the Shire will display leadership in delivering an effective destination development program, the role would facilitate stakeholder cooperation for the sustainable development, management and marketing of tourism.
- Establish effective communication channels with local industry; the role would be responsible for producing a regular quarterly email newsletter to local industry/stakeholders, updating and communicating via new tourism webpage including a local industry login section.
- The new tourism role will assist Council in implementing the tourism development plan recommendations.
- Responsible for coordinating marketing activity, building and maintaining tourism industry networks within the region.
- Coordinate quarterly networking meetings/functions for local industry.
- The role would work closely with the Visitor Centre managers/supervisors within the Shire ensuring a coordinated approach to visitor servicing delivery and local promotional activity.

Recommendation 43: the Shire to employ a full time Tourism Development Officer whose role would be to manage the delivery of Shire related tourism activities. The TDO would operate under the Community & Economic Services of the Shire structure and report directly to the Executive Manager of this section.

7.7.4 Special Events

The staging of major special events has the ability to produce a wide range of significant economic and social benefits for communities and regions, and is considered a major promotional tool for successful tourism destination development. Special events increase the opportunities for new expenditure within a host region by attracting visitors to that destination and by also retaining the expenditure of locals who may have spend their leisure dollars elsewhere. Special events can also strongly influence both day trip and overnight visitation and have been used successfully to attract visitors during the quieter or shoulder periods of a tourist season.

As well as providing opportunities to increase direct visitor expenditure at a destination, they can also contribute substantially to a destination's range of tourist attractions, facilitate media coverage for the destination, promote awareness of the destination for future visitation and lead to the construction of new facilities and infrastructure. Staging major special events can be a major economic driver for the Shire of Ashburton and it is recommended that two major special events be established and staged annually thereafter. A major special event is defined as possessing the capability to attract significant number of visitors from outside the region and is more than just a local festival, it must possess this "substantial drawing power".

The management committee of the Pannawonica Robe River Rodeo are to be congratulated on the successful operation of their special event for the past 15 years. This is a good example of how a special event can deliver benefit to a local destination.



Robe River Rodeo - Pannawonica

It is recommended that the Shire take an active role in establishing two key special events and assist in the coordination of these on an annual basis. It is suggested that one major event be staged in each of the Shire's two main tourism destinations; that is one within the Karijini destination and one within the Onslow (or Pilbara coastal region). As suggestions;

- **Karijini region;** Music festival with major headline acts (Australian country, Indigenous, or classical themes?), or music event staged within Karijini NP (could be low volume high yield event)
- **Onslow;** reinvigorate the outback Onslow racetrack facility, Onslow Race Round (Chevron Cup?)

It is recommended that the Shire establish specific special event committees inviting/comprising relevant local industry/stakeholders. It would be these management committees that finally determine scale, scope and theme of final events. Developing a major hallmark event with substantial "pulling power" should be an underlying objective and ideally should be staged in typical shoulder visitor periods.



Onslow Racing Track – opportunity to stage "outback race meet"

Recommendation 44: the Shire to be an active driver for the establishment of two key hallmark special events in the region. The Shire to coordinate the creation of a management committee for each major special event comprising Shire Tourism Officer and key local event stakeholders (could work with local Business group). The Shire to provide support to the existing Pannawonica Robe River Rodeo if required.

7.7.5 Foster Indigenous Tourism Industry

There is tremendous potential for the creation and delivery of memorable and highly rewarding visitor experiences revolving around local Indigenous culture. Although not a direct responsibility for local government, there is opportunity for the Shire to take a leadership role in fostering enthusiasm amongst local indigenous groups and individuals for career paths within the tourism industry and to ultimately create a vibrant local Indigenous tourism industry. Possible strategies for the Shire to employ include;

- Shire to offer/coordinate corporate sponsorship for up to 3 pax each year to attend Indigenous Tourism Conference.
- Shire to sponsor a local Indigenous Hospitality and Tourism award/traineeship award.
- Shire to work with local high schools to generate awareness and implement programs.
- Shire to offer Indigenous traineeships via Visitor Centres at Tom Price and Onslow.
- Shire Tourism Development Officer to assist in coordinating/staging of an Indigenous Music Festival locally. Should work with local Indigenous groups such as "Gumala Radio".
- Support Indigenous projects for grant funding applications.
- The Shire's town revitalisation vision for Tom Price includes the creation of a cultural centre in the town centre.
- Development of indigenous tourism in conjunction with the Warlu Way marketing initiative.
- Encourage the development of a diverse range of appropriate visitor activities to complement the iconic visitor attractions including: a range of accommodation types to suit different visitor markets; Indigenous camping tours, unique bushtucker food experiences, bush medicine tours, Indigenous cultural and hunting trip tours, horesriding tours, and Indigenous owned campsite operations (similar to Dampier Peninsula north of Broome).

Recommendation 45: the Shire to encourage the development of local Indigenous tourism. The Shire TDO role to assist this development by undertaking the above activities.

7.7.5 Establish Effective Research Mechanisms

The following indicators have been proposed as simple measuring techniques that the Shire and Visitor Centre can collate and analyse to inform tourism marketing strategies and assist in evaluating existing campaigns:

- The number of bed nights spent in the destination as measured by ABS Commercial Accommodation Survey and National and International Visitor Surveys;
- Total increase in visitor numbers measured against historical data as measured by National and International Visitor Surveys;
- Increase in visitor yield as measured by National and International Visitor Surveys;

- Traffic indicators; Karijini NP, Millstream Chichester NP visitor counters, work with DEC to establish a consistent measuring tool.
- 1800 number usage via the Tom Price Visitor Centre and level of email enquiries.
- Visitor satisfaction surveys at Visitor Centres (example survey in attachment 9).
- Website hits, registrations, forum and social media participation levels.
- For more intensive research, investigate working with a tertiary institution that may require project based field work.

Recommendation 46: the Shire to establish a regular tourism measuring mechanism. Ideally, the evaluation system should be effective yet not require substantial investment of financial and human resources. Utilise available third party research/measuring tools wherever possible (for example National Park traffic counters, National and International Visitor Survey results and the like). Another role for the proposed Shire TDO position.

7.7.6 Grant Funding

There are a range of potential funding sources utilised around Australia to fund tourism planning, feasibility investigation, destination product development and promotion.

- Apply for national and state government grant opportunities (e.g. the Australian Government's TQUAL Grants program – copy of TQUAL fact sheet in attachment 10 plus list of past successfully funded projects as an example) and the State Government's Royalty for Regions program;
- Tourism WA regional events funding (copy of Eventcorp's Regional Events Scheme RES fact sheet included in attachment 11) and Eventcorp's Arts & Cultural (ACE) Scheme (designed to assist with the development and elevation of significant arts and cultural events that position Western Australia as a vibrant tourism destination).
- Websites with more information include;
 - o http://www.tourism.wa.gov.au/Growing_Your_Business/Pages/Funding_Programs.aspx
 - o http://www.tourism.wa.gov.au/Events/Pages/Regional_Events.aspx
 - o http://www.ret.gov.au/tourism/tourism_programs/tqual/Pages/default.aspx
 - o <http://www.royaltiesforregions.wa.gov.au/>

Recommendation 47: the Shire to investigate and apply for grant funding on a project style basis. Coordinating tourism grant applications would be part of the Shire TDO role and if done well could generate grant funding well in excess of the cost of the TDO role.

- *Apply for TQUAL funding to undertake feasibility and business panning for proposed tourism and culture projects being proposed as part of various Ashburton Shire town revitalisation programs; eg the proposed culture centre within the Tom Price revitalisation project, potential commercial accommodation projects on land held by the Shire etc).*
- *Apply for Eventcorps Regional Event Scheme funding for recommended two new major events.*
- *Apply for Eventcorps Arts & Cultural (ACE) Scheme for local Indigenous art and/or cultural events.*
- *On a project style basis apply for grant funding under the Royalty for Regions program. In particular source grant funding for Visitor Signage and Town Entry Statements capital works.*

8.0 SHIRE OF ASHBURTON – TOURISM DESTINATION DEVELOPMENT BUDGET

As per the recommendations report structure, the budget allocations have been presented in three sections; Visitor Servicing, Destination Marketing, Product Development. Full copy of budget in report attachment 1 however sections are included and explained below.

As a summary, the report suggests 47 recommendations and of these some 17 require a total annual funding between \$323,000 and \$407,000 over the plan's next 5 year timeframe. These amounts include Shire allocations and third party grant funding sources. The net increase (from current levels) in required funding from the Shire to implement the report's recommendations is around \$138,500 in year 1, and then \$122,405 in year 2, \$124,558 in year 3, \$123,961 in year 4, and \$127,117 in year 5. The main cost item increase to the Shire is the funding of the proposed Shire Tourism Development Officer position.

Visitor Servicing

As per the report's recommendations the Shire is encouraged to continue its current support for the operations of both the Tom Price and Onslow Visitor Centres.

Tom Price Visitor Centre; as per "Schedule13 Economic Services - Visitors Centre - Tom Price 2010 Budget" the net operating shortfall (ie what the Shire needs to contribute financially each year towards Tom Price VC is around \$110,000 and this amount has been included as the current level of investment.

(However it should be noted that this amount also includes an "Administration Allocation" of \$73,000pa to cover an assigned proportion of overall Shire administration expenses and as such can be considered as not being a direct and real operational cost of the Visitor Centre. If this amount is removed then the direct operational shortfall the Shire invests in the Tom Price Visitor Centre is around the \$37,000 per annum level. Considering the important services delivered through the Visitor Centre this is considered an excellent return on investment for the Shire).

Reflecting the Shire's budgeting processes the \$110,000 level has been included in the budgets detailed below. It is assumed that the Visitor Centre will continue to adopt and operate its highly efficient commercial approach improving its bottom line each year with the ultimate long term goal of financial self sufficiency. The "net shortfall" estimate payable by the Shire over the next 5 years is therefore assumed to decrease by around 3% per annum.

Onslow Visitor Centre; the report recommends the continued support of Shire for the local industry committee run Onslow Visitor Centre through its annual grant of \$45,000 and assumes an annual increase of 3% per annum. These Shire grants should be linked to a formal reporting process required from the managing committee as outlined in this report's recommendations #6 and #8.

Recommendation#	VISITOR SERVICING	Current year	Year 1	Year 2	Year 3	Year 4	Year 5
	Operating expenditure						
R.7	Tom Price Visitor Centre net shortfall	\$110,000	\$110,000	\$106,700	\$103,499	\$100,394	\$97,382
R.7	Onslow Visitor Centre grant	\$45,000	\$45,000	\$46,350	\$47,741	\$49,173	\$50,648
	Capital expenditure						
R.11,12,13,14,15	Town entry statements (Onslow,TP, Para)		\$35,000				
R.10,11,12,13,14,15	Visitor information bays (Onslow, Pana, TP, Para, Nanutarra)		\$40,000	\$20,000			
	General signage upgrades		\$8,500	\$8,500	\$5,000	\$5,000	\$5,000

Capital expenditure; an allocation of \$35,000 has been made in year 1 for the creation of appropriate town entry statements for towns Onslow, Tom Price and Paraburdoo. An additional \$60,000 has been allocated towards the creation of highly effective visitor information bays at major highway turnoff and town locations for Onslow, Pannawonica, Paraburdoo, Tom Price and Nanutarra over years 1 and 2. An allocation for general signage upgrades of \$8,500 for years 1 and 2 and then \$5,000 per annum thereafter. It is recommended that a funding application be made under the Royalty for Regions program to fund the capital expenditure needs of \$127,000 over the first 5 years as detailed above.

Destination Marketing

The Shire currently allocates around \$30,000 towards advertising and promotional activities and although difficult to assess the overall effectiveness it is considered a more focused and planned approach to destination marketing is now required. It is recommended destination marketing be allocated a budget of \$45,000 in year 1, then around \$35,000 per annum plus annual 3% increases thereafter.

As per the report's recommendations it is strongly suggested that the Shire adopt two distinct tourism destination brands namely Karijini and the Pilbara Coast. An allocation of \$20,500 is made in year 1 for the creation of the Karijini brand and the production of supporting map guide. This \$20,500 (\$14,000 and \$6,500) is the estimated "net cost" to the Shire and assumes activities such as the map guide will attract local industry advertising support and potential corporate sponsorship funds. Once the Karijini brand is established annual allocations reflect reduced reinforcement activities. Map guide allocations are assumed to increase 3% per annum reflecting the growth over time in publication size (# pages), print run and distribution.

It is assumed that the Shire will work with the ANW and the Shire of Roebourne to market Onslow and Pannawonica cooperatively as part of the Pilbara Coast or a close derivative. An annual allocation of \$8,000 is made towards a Pilbara Coast publication with 3% per annum increases factored in.

An annual allocation of \$8,000 is also made for project based activities generated by the ANW such as the Warlu Way and working cooperatively with other stakeholders.

Report recommendation #25 strongly suggests the creation of a new website for the tourism destinations within the Shire. An allocation of \$8,500 has been made for this purpose in year 1 and yearly allocation to update and refresh thereafter.

Recommendation#	DESTINATION MARKETING	Current year	Year 1	Year 2	Year 3	Year 4	Year 5
	Operating expenditure						
R.16,17,22	Karijini brand development		\$6,500	\$2,500	\$500	\$500	\$500
R.16,17,19,26	Karijini map guide (net cost)		\$14,000	\$14,420	\$14,853	\$15,298	\$15,757
R.18	Pilbara Coast map guide (net cost)		\$8,000	\$8,240	\$8,487	\$8,742	\$9,004
R.20	ANW cooperative promotional budget (Warlu Way, projects etc)	\$30,000	\$8,000	\$8,400	\$8,820	\$9,261	\$9,724
R.25	Website development		\$8,500	\$1,000	\$3,500	\$1,000	\$1,000

Product Development

The key product development recommendations include the creation of a Shire Tourism Development Officer role, the creation of an industry based Tourism Advisory Group, and a focus upon major special event development. These budget allocations would be new and therefore previously unbudgeted for. It is recommended a Shire Tourism Development position be created and an allocation of \$85,000 per annum has been included plus \$30,000 for associated office and travel costs. This role may be part time and/or sub contracted to begin with and the level of remuneration may alter to reflect the successful applicant's level of tourism experience. Options include sourcing a recent tourism/meetings & events graduate from outside of the region, sub contracting a suitably qualified tourism professional on a set contract basis to kick-start the role, or sourcing a suitably qualified person from the local community.

Relatively small financial allocations have also been made for other product development recommendations such as the TAG, special events and service awards, and these costs reflect the Shire's direct costs only for these activities.

In year 1 tourism product development costs to the Shire are estimated to be around \$124,000 increasing approximately 3% per annum thereafter with the large proportion of these new costs being for the proposed Shire Tourism Development Officer role. At this stage this cost has been allocated towards the Shire however government grant and/or corporate sponsorship and/or shared costing with neighbouring LGA's for initial or part funding of this role should also be investigated.

Recommendation#	PRODUCT DEVELOPMENT	Current year	Year 1	Year 2	Year 3	Year 4	Year 5
	Operating expenditure						
R.43	Shire Tourism Development Officer wage		\$85,000	\$87,550	\$90,177	\$92,882	\$95,668
R.43	TDO office & travel costs		\$30,000	\$30,900	\$31,827	\$32,782	\$33,765
R.24	Tourism Advisory Group costs		\$3,500	\$3,605	\$3,713	\$3,825	\$3,939
R.44	Major special event coordination costs		\$3,000	\$3,090	\$3,183	\$3,278	\$3,377
R.40, 41	Service standards, training programs (could attract corporate sponsorship)		\$2,500	\$2,575	\$2,652	\$2,732	\$2,814

Budget Summary

The table below summarises the increases in budget allocations required to implement the recommendations of this report. As per Shire budget documents, the current investment levels by the Shire are around \$185,000 (\$110,000 to Tom Price VC, \$45,000 to Onslow VC, \$30,000 towards advertising). In order to implement the report's recommendations budget allocations are required to increase destination marketing from \$30,000 to \$45,000 in year 1 and then around \$35,000 from year 2 onwards. A new and additional budget allocation of \$115,000 is required to employ a Shire Tourism Development Officer if grant or corporate sponsorship cannot be secured.

BUDGET SUMMARY - Operating Expenditure Only	Current year	Year 1	Year 2	Year 3	Year 4	Year 5
VISITOR SERVICING	\$155,000	\$155,000	\$153,050	\$151,240	\$149,567	\$148,030
DESTINATION MARKETING (4)	\$30,000	\$45,000	\$34,560	\$36,160	\$34,801	\$35,985
PRODUCT DEVELOPMENT	\$0	\$124,000	\$127,720	\$131,552	\$135,498	\$139,563
TOTALS	\$185,000	\$324,000	\$315,330	\$318,951	\$319,866	\$323,578

Capital expenditure grant applications for \$127,000 over the first 5 years should be made to sources such as the Royalty for Regions program to undertake required town entry statements and visitor information bay works.

9.0 REPORT IMPLEMENTATION

Abbreviations:

SOA Council; Shire of Ashburton elected Council representatives
 Exec Mgr CES; Shire of Ashburton - Executive Manager Community & Economic Services
 Shire TDO; Shire of Ashburton – Tourism Development Officer role (to be created)
 TPVC Mgr; Tom Price Visitor Centre Manager
 OVC; Onslow Visitor Centre (Management and Industry Committee)
 ANW; Australia’s North West
 TWA; Tourism Western Australia
 TAG; Tourism Advisory Group
 Local Industry; SOA based tourism & hospitality industry operators

Timeframe:

Immediate; seen as a priority
 Short term; 1-6 months
 Medium term; 7-24 months
 Long term; 2 years+
 Ongoing; seen as a continual activity

Recommendation	Responsibility	Timeframe
Management & Structure		
Recommendation 43: the Shire to employ a full time Tourism Development Officer whose role would be to manage the delivery of Shire related tourism activities. The TDO would operate under the Community & Economic Services of the Shire structure and report directly to the Executive Manager of this section.	Exec Mgr CES	Immediate
Recommendation 42: It is strongly recommended that the Shire include the preparation of a tourism policy and develop a strong tourism destination vision in any new strategic planning work.	Exec Mgr CES Shire TDO	Medium
Recommendation 23: Investigate interest from local tourism industry operators for the forming of a “tourism advisory group” that would open direct communication channels with the Shire and enable the development of tourism based ideas and the like.	Shire TDO	Short
Recommendation 9: If and when the Shire adopts a more focused approach to economic development then tourism operations should be included under this economic development department heading.	SOA Council	Long
Marketing & Destination Promotion		
Recommendation 28: the Shire should “leverage” its iconic and major visitor attractions and utilise them as the cornerstone of all tourism destination branding.	Exec Mgr CES Shire TDO	Short
Recommendation 22: to create strong tourism brands for its destinations and to include visitor needs in all town revitalisation plans.	Exec Mgr CES Shire TDO & ANW	Short
Recommendation 16: that the Shire support the creation of two distinct visitor destination brands within its region; 1. Karijini and 2. the Pilbara Coast.	Shire TDO ANW	Short (ready for 2011 visitor season)
Recommendation 17: Karijini should be the overarching “iconic” tourism brand for the inland areas of the Shire, and efforts to utilise the appropriate website domain names should be investigated with ANW assistance.	Shire TDO ANW	Short (ready for 2011 visitor season)
Recommendation 18: Onslow and its surrounding coastal area should look to attach (or at least align) itself to the existing “Pilbara Coast” tourism branding (Shire of Roebourne). Again working closely with ANW investigate cooperative opportunities to develop a tourism branding based on visitor travel patterns and regardless of LGA boundaries.	Shire TDO ANW	Short (ready for 2011 visitor season)

<p>Recommendation 19: Incorporate this new branding across all promotional literature, visitor signage, websites and make available to local industry to utilise in individual marketing and promotion. Consistency in image/logo presentation is imperative when marketing to potential visitor markets and each destination's visitor identity needs to be reinforced throughout all entry statements and appropriate tourism signage.</p>	<p>Shire TDO</p>	<p>Short & Ongoing</p>
<p>Recommendation 20: for the Shire to work closely with the Australia's North West RTO, undertake marketing programs cooperatively and to utilise the ANW's tourism marketing expertise in developing tourism destination branding.</p>	<p>Shire TDO ANW</p>	<p>Ongoing</p>
<p>Recommendation 21: for the Shire to support local tourism industry marketing initiatives and to actively cooperate and network with complementary and neighbouring tourism industry. Leaders within the local tourism industry to become actively involved in a number of tourism industry groups and associations and the Shire to be an active driver of networking amongst the various Pilbara and neighbouring region.</p>	<p>Shire TDO TAG TPVC Mgr OVC ANW</p>	<p>Ongoing</p>
<p>Recommendation 27: the Shire should continue supporting the Warlu Way project however substantial work is required in educating the local communities and tourism industry as to what it is. Support working with other neighbouring Shires in developing successful tourism linkages across LGA boundaries where and when market based opportunities arise.</p>	<p>Shire TDO TAG ANW & TWA</p>	<p>Short & Ongoing</p>
<p>Recommendation 25: Consolidate the Shire's tourism online presence into one highly interactive and user friendly tourism website, ideally utilising a simple yet effective and appropriate website address. Work in with the existing Tom Price visitor website wherever possible. Include the website address in all promotional literature and make available any visitor map guides, podcasts etc available in downloadable format through the website. Work closely with the Australia's North West to ensure the Shire's tourism interests are included and up to date on the larger ANW regional tourism website.</p>	<p>Shire TDO TAG ANW & TWA</p>	<p>Short (ready for 2011 visitor season)</p>
<p>Recommendation 26: the Shire to allocate seed funding to support the publication of two visitor map guides. In the first instance jointly fund the reproduction and expansion of the "West Pilbara Coast" visitor guide to include the Shire of Ashburton's coastal towns and tourism assets. To fund and produce a similar format, Karijini visitor map guide that promotes the Shire's inland tourism assets. Production costs to be offset with operator advertising income and possible corporate support.</p>	<p>SOA Council approval Shire TDO TAG ANW</p>	<p>Short (ready for 2011 visitor season)</p>
<p>Recommendation 24: Create the Ashburton Tourism Advisory Group by calling for expressions of interest amongst local tourism industry operators, senior Shire tourism staff, ANW representation, and administered by the Shire.</p>	<p>Exec Mgr CES Shire TDO</p>	<p>Short</p>
<p>Visitor Servicing & Standards</p>		
<p>Recommendation 7: The Shire of Ashburton should continue its current investment in operating the Tom Price Visitor Centre and part funding the Onslow Visitor Centre operations. The Shire performs an essential role in the funding and management of the delivery of visitor information services on behalf of its local industry and broader community.</p>	<p>SOA Council Exec Mgr CES</p>	<p>Ongoing</p>
<p>Recommendation 5: Management of the Tom Price Visitor Centre to work more closely with ANW, and other Pilbara and neighbouring Gascoyne and Kimberley Visitor Centres. Attendance by the Tom Price Centre Manager at ANW regional meetings and the Annual Visitor Centre Association of WA annual conference and managers meetings would be good starting points.</p>	<p>Shire TDO TPVC Mgr OVC ANW</p>	<p>Short & Ongoing</p>

Recommendation 8: The Tom Price and Onslow Visitor Information Centres to prepare respective business and local promotional plans to guide the management of their visitor servicing operations and to be reviewed annually.	TPVC Mgr OVC	Annual ongoing
Recommendation 2: Management of the Tom Price Visitor Centre to focus upon improving gross margins across all souvenir and merchandising lines with the aim of achieving an average sale markup of at least 60% on cost of goods purchased.	Exec Mgr CES TPVC Mgr	Medium
Recommendation 3: Management of the Tom Price Visitor Centre to encourage more investment in local tourist accommodation capacity and once achieved investigate opportunity to establish an effective accommodation booking service.	TPVC Mgr	Ongoing
Recommendation 4: Management of the Tom Price Visitor Centre to closely monitor visitation level across months to determine any changes in tourist seasonality and alter Visitor Centre opening hours if required to meet these needs. The long term goal should be to operate the Tom Price Visitor Centre on a 7 day per week basis all year round.	TPVC Mgr Exec Mgr CES	Ongoing
Recommendation 6: Management of the Onslow Visitor Centre to supply the Shire with a regular reporting mechanism. Reflecting the Centre's opening times it is suggested two reports per visitor season (the first in April at the beginning of the season outlining future direction, operational goals and planned activity, and the second at the end of the season in October reporting on previous 7 month performance). This reporting format is not considered too onerous on Centre management/committee as this should already be undertaken for the Committee's own planning and monitoring purposes.	OVC	Ongoing
Recommendation 10: The Shire of Ashburton should install new visitor information panels at current roadside information bay near entrance to Pannawonica town and incorporate any new destination branding where appropriate.	Exec Mgr CES Shire TDO	Medium
Recommendation 11: The Shire of Ashburton should work with Main Roads WA to relocate current roadside information bay to Onslow turnoff T junction and install a new Onslow entry statement at the same location.	Exec Mgr CES Shire TDO	Medium
Recommendation 12: The Shire of Ashburton should install a new Onslow town entry statement along with a roadside bay, shelter and information and interpretive panels with consistent Onslow branding.	Exec Mgr CES Shire TDO	Medium
Recommendation 13: The Shire of Ashburton should install a Paraburdoo town entry statement along with a roadside bay, shelter and information and interpretive panels with consistent Karijini branding.	Exec Mgr CES Shire TDO	Medium
Recommendation 14: The Shire of Ashburton should install a Tom Price town entry statement and relocate current roadside information shelter (with new panels) across the road to be alongside haul pack truck and create a useful visitor stopping point with a range of basic services (information, toilets, waste dump, blackwater dump, vehicle wash down).	Exec Mgr CES Shire TDO	Medium
Recommendation 15: The Shire of Ashburton should investigate the creation of a visitor information shelter/display with highly motivational images to be located at a highly visible location at the Nanutarra Roadhouse.	Exec Mgr CES Shire TDO	Medium
Recommendation 40: Tourism WA have a "Value of Tourism" program and the Shire should work closely with TWA and ANW to develop an appropriate program for its local communities.	Shire TDO ANW	Medium
Recommendation 41: the Shire to ensure its own staff are well trained in customer	Exec Mgr CES	Ongoing

service standards and should investigate working with local business associations to create a service standard awards program.		
Investment & Product Development		
Recommendation 29: the Shire should continue to investigate the establishment of an airport at Tom Price.	SOA Council Exec Mgr CES	Medium
Recommendation 30: reflecting increased energy sector activity focused around Onslow, the Shire should continue plans to upgrade the airport facility at Onslow.	SOA Council Exec Mgr CES	Medium
Recommendation 31: the Shire should continue to investigate and work with other stakeholders to progress the completion of the new sealed road link between Karratha and Tom Price via Millstream Chichester National Park.	Exec Mgr CES Main Roads WA Shire TDO	Medium
Recommendation 32: the Shire should investigate and work with the Shire of Upper Gascoyne and Main Roads WA to progress the development of a new all weather gravel road between Mount Augustus and Paraburdoo.	Exec Mgr CES Shire TDO	Medium
Recommendation 33: the Shire should encourage and support the establishment of budget style and caravan and camping facilities within the Paraburdoo townsite. This could be done on a green field site or as an extension to existing commercial accommodation operations.	Exec Mgr CES Shire TDO	Medium
Recommendation 34: for major towns that are experiencing severe commercial accommodation shortages investigate the opportunity for development of "conditional" transient accommodation that caters only for short term visits of three days or less and only operational during the peak visitor months as an overflow mechanism.	Exec Mgr CES Shire TDO	Medium
Recommendation 35: the Shire to continue the development process for the establishment of a tourism resort style accommodation within Tom Price. If the current proponent is unable or unwilling to proceed with the project then Shire should reopen the tender process to new develop/operators. Discussions with local Indigenous groups (either individually or collectively) to ascertain interest in becoming the new project proponents should also be investigated as Traditional Owner groups typically undertake a long term commitment and perspective to these type of developments on traditional country.	SOA Council Exec Mgr CES	Medium
Recommendation 36: the Shire to retain freehold ownership of the Onslow Ocean View caravan park and at the end of the current lease tender the leasehold business with a view to securing a professional caravan park operator prepared to invest required capital to refurbish and install new facilities. Revise lease documents to shift responsibility from Shire (landlord) to lessee for maintenance of buildings and facilities. Capital investment in buildings by lessee a condition of lease, annual rent to be negotiated based upon capital investment commitment.	Exec Mgr CES	Long
Recommendation 37: the Shire to continue to fulfil its lease responsibilities for the Onslow Sun Chalets property by maintaining and refurbishing buildings as required. At the end of the current lease period assess development options in context of the local economic climate and opportunities. Options would include extending current lease (however renegotiate to lessen landlord capital works obligations); tender the leasehold business with a view to securing a professional accommodation operator prepared to invest required capital to refurbish and install new facilities; seek expressions of interest for freehold purchase.	Exec Mgr CES	Long

<p>Recommendation 38: subject to the Tom Price Caravan Park lessee fulfilling required building works before the end of the current lease (Nov 2011) it would appear the lessee will exercise its option to extend the current lease by another 21 years. As the current operator appears to be delivering a good standard of service and fulfilling its lease obligations then the Shire should continue to maintain its existing good relationship with the lessee. The current lease appears favourable to both Shire and lessee and it is recommended that this status quo remain. Opportunity to develop a proposed visitor facility at the T junction (Paraburdoo and Mine Site Roads) should be discussed between the Shire and Lessee to investigate project feasibility.</p>	<p>Exec Mgr CES</p>	<p>Long</p>
<p>Recommendation 44: the Shire to be an active driver for the establishment of two key hallmark special events in the region. The Shire to coordinate the creation of a management committee for each major special event comprising Shire Tourism Officer and key local event stakeholders (could work with local Business group). The Shire to provide support to the existing Pannawonica Robe River Rodeo if required.</p>	<p>Shire TDO TAG</p>	<p>Medium</p>
<p>Recommendation 1: Investigate the opportunity to establish a regular passenger transport service (bus service not tour) operating during the peak visitor season between Tom Price and the Karijini NP.</p>	<p>Exec Mgr CES TPVC Mgr</p>	<p>Medium</p>
<p>Recommendation 45: the Shire to encourage the development of local Indigenous tourism. The Shire TDO role to assist this development by undertaking the activities such as working closely with local Indigenous Corporations, supporting tourism and hospitality scholarships and traineeships, supporting an Indigenous music festival, and encouraging indigenous tourism product such as tours and specialist accommodation.</p>	<p>Shire TDO TWA ANW</p>	<p>Medium & Ongoing</p>
<p>Recommendation 39: the Shire to explore potential for establishing a regular passenger shuttle bus service between Tom Price and Karijini (departing TP Visitor Centre, direct transport to Karijini Visitor Centre and Joffre Gorge day use area. Possibility for Tom Price Visitor Centre to sell tickets on commission basis, feasibility may dictate service is only run in peak visitor season.</p>	<p>Exec Mgr CES TPVC Mgr</p>	<p>Medium</p>
<p>Recommendation 46: the Shire to establish a regular tourism measuring mechanism. Ideally, the evaluation system should be effective yet not require substantial investment of financial and human resources. Utilise available third party research/measuring tools wherever possible (for example National Park traffic counters, National and International Visitor Survey results and the like). Another role for the proposed Shire TDO position.</p>	<p>Shire TDO TPVC Mgr OVC DEC</p>	<p>Medium & Ongoing</p>
<p>Recommendation 47: the Shire to investigate and apply for grant funding on a project style basis. Coordinating tourism grant applications would be part of the Shire TDO role and if done well could generate grant funding well in excess of the cost of the TDO role.</p> <ul style="list-style-type: none"> - Apply for TQUAL funding to undertake feasibility and business panning for proposed tourism and culture projects being proposed as part of various Ashburton Shire town revitalisation programs; eg the proposed culture centre within the Tom Price revitalisation project, potential commercial accommodation projects on land held by the Shire etc). - Apply for Eventcorps Regional Event Scheme funding for recommended two new major events. - Apply for Eventcorps Arts & Cultural (ACE) Scheme for local Indigenous art and/or cultural events. <p>On a project style basis apply for grant funding under the Royalty for Regions program.</p>	<p>Exec Mgr CES Shire TDO</p>	<p>Medium & Ongoing</p>

REPORT ATTACHMENTS

Attachment

- 1 Tourism Destination Development Budget
- 2 Visitor Interpretive Signage - photographic images
- 3 Pannawonica town - photographic images
- 4 Onslow town - photographic images
- 5 Tom Price town - photographic images
- 6 Nanutarra Roadhouse - photographic images
- 7 Pilbara Coast visitor map guide
- 8 Shire of Ashburton Commercial Accommodation leases - photographic images
- 9 Sample Visitor Survey Form – for Visitor Centre use
- 10 TQUAL funding grant fact sheet
- 11 Tourism WA Special Event funding fact sheet
- 12 Tourism Australia – Experience Seeker market fact sheet
- 13 Roadside visitor bays – photographic images (Robe River, Beasley River, House Creek rest areas)

Recommendation#	VISITOR SERVICING	Current year	Year 1	Year 2	Year 3	Year 4	Year 5
	Operating expenditure						
R.7	Tom Price Visitor Centre net shortfall (1.)	\$110,000	\$110,000	\$106,700	\$103,499	\$100,394	\$97,382
R.7	Onslow Visitor Centre grant (2.)	\$45,000	\$45,000	\$46,350	\$47,741	\$49,173	\$50,648
	Capital expenditure (3)						
R.11,12,13,14,15	Town entry statements (Onslow,TP, Para)		\$35,000				
R.10,11,12,13,14,15	Visitor information bays (Onslow, Pana, TP, Para, Nanutarra)		\$40,000	\$20,000			
	General signage upgrades		\$8,500	\$8,500	\$5,000	\$5,000	\$5,000

Recommendation#	DESTINATION MARKETING (4)	Current year	Year 1	Year 2	Year 3	Year 4	Year 5
	Operating expenditure						
R.16,17,22	Karijini brand development		\$6,500	\$2,500	\$500	\$500	\$500
R.16,17,19,26	Karijini map guide (net cost)		\$14,000	\$14,420	\$14,853	\$15,298	\$15,757
R.18	Pilbara Coast map guide (net cost)		\$8,000	\$8,240	\$8,487	\$8,742	\$9,004
R.20	ANW cooperative promotional budget (Warlu Way, projects etc)	\$30,000	\$8,000	\$8,400	\$8,820	\$9,261	\$9,724
R.25	Website development		\$8,500	\$1,000	\$3,500	\$1,000	\$1,000

Recommendation#	PRODUCT DEVELOPMENT	Current year	Year 1	Year 2	Year 3	Year 4	Year 5
	Operating expenditure						
R.43	Shire Tourism Development Officer wage (5)		\$85,000	\$87,550	\$90,177	\$92,882	\$95,668
R.43	TDO office & travel costs		\$30,000	\$30,900	\$31,827	\$32,782	\$33,765
R.24	Tourism Advisory Group costs		\$3,500	\$3,605	\$3,713	\$3,825	\$3,939
R.44	Major special event coordination costs		\$3,000	\$3,090	\$3,183	\$3,278	\$3,377
R.40, 41	Service standards, training programs (could attract corporate sponsorship)		\$2,500	\$2,575	\$2,652	\$2,732	\$2,814

BUDGET SUMMARY - Operating Expenditure Only	Current year	Year 1	Year 2	Year 3	Year 4	Year 5
VISITOR SERVICING	\$155,000	\$155,000	\$153,050	\$151,240	\$149,567	\$148,030
DESTINATION MARKETING (4)	\$30,000	\$45,000	\$34,560	\$36,160	\$34,801	\$35,985
PRODUCT DEVELOPMENT	\$0	\$124,000	\$127,720	\$131,552	\$135,498	\$139,563
TOTALS	\$185,000	\$324,000	\$315,330	\$318,951	\$319,866	\$323,578

BUDGET SUMMARY	Current year	Year 1	Year 2	Year 3	Year 4	Year 5
Operating expenditure	\$185,000	\$324,000	\$315,330	\$318,951	\$319,866	\$323,578
Capital expenditure	\$0	\$83,500	\$28,500	\$5,000	\$5,000	\$5,000
TOTALS	\$185,000	\$407,500	\$343,830	\$323,951	\$324,866	\$328,578

- Note 1 As per "Schedule13 Economic Services - Visitors Centre - Tom Price 2010 Budget" the net operating shortfall (ie what the shire needs to contribute financially each year towards Tom Price VC is \$110,000 however this amount is reduced to around \$37,000 when "Administration Allocation" of \$73,000pa is removed.
- Note 2 Shire grant funding to Onslow Visitor Centre of \$45,000pa with 3% pa increases thereafter.
- Note 3 Capital expenditure estimate for entry statements and info bays - assumed funding to be secured via Royalties for Regions. Amounts may change to reflect each project costing.
- Note 4 Destination marketing budget reflecting more project focused application of funds. Assumes modest increase on current allocations.
- Note 5 Shire Tourism Development officer position - newly created position. May be part time/sub contracted to begin with and develop into full time role.

Location	Tourism Destination Branding
Amenities	Currently a range of mixed brands, visitor messages and signage themes. There is no consistent and clear tourist message.



Location	Pannawonica
Amenities	Visitor signage, entry statement



Above and right; directional signage and an interesting entry statement at North West coastal Highway turnoff to Pannawonica.

Below; Entry statement at townsite with focus upon Robe River Rodeo event, visitor information road side bay in need of redevelopment.



Location	Onslow township
Amenities	Entry statement, visitor centre and visitor facilities

A number of different “welcome” signs at the entry to the Onslow township. A business listing and basic visitor information board also located at town entrance.

The Onslow visitor Centre is well located along the town’s mainstreet. Also attached to the VIC is an interesting museum attraction.



Location	Onslow townsite
Attractions & Amenities	Points of interest around Onslow townsite and supporting visitor infrastructure.

Recreational facilities along Onslow foreshore

Onslow groyne & Beadon Creek



foreshore



Sunset Beach and facilities

Small boat ramp on town



4 Mile Creek recreational area.



Onslow Race Track, good potential for staging a major annual special event at an “outback race track”.

Onslow Airport – planned upgrade will open up more opportunities for air travel to the town and broader region.



Location	Onslow townsite
Attractions & Amenities	Points of interest around Onslow townsite and supporting visitor infrastructure.



ANZAC Memorial and lookout.



Ian Donald Blair Memorial boardwalk; a scenic raised boardwalk connecting the Anzac Memorial to the Sunset Beach recreational area. Includes a lookout with interpretive signage (pictured to the right) however this signage needs upgrading. A potentially great tourist experience.



Salt mine operations lookout along Four Mile Creek road.

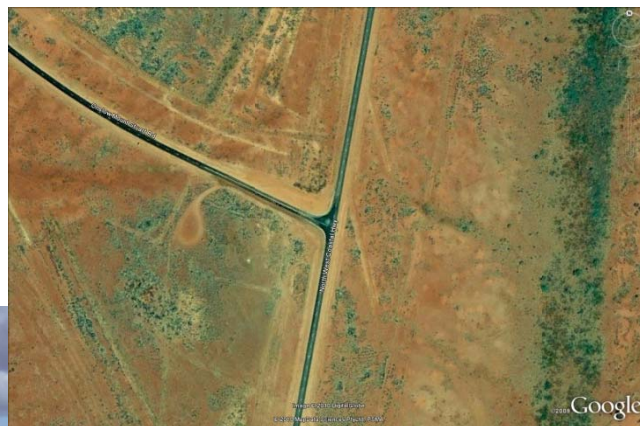


Onslow beach.

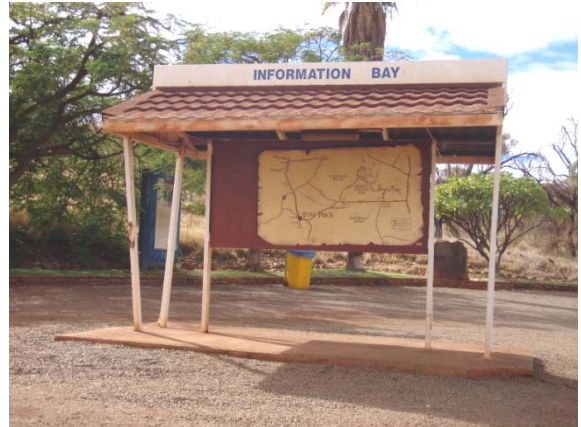
Location	Onslow turnoff, T junction at North West Coastal Highway and Onslow Rd
Amenities	Potential for Onslow entry statement, visitor information bay

There is an opportunity to establish an effective entry statement at the T junction turnoff Onslow road and North West Coastal Highway. The current signage is directional only in nature and lacks any motivation or promotion for potential travellers to decide to visit the coastal town.

A range of entry statement options could be created at the T Junction location ranging from a visually striking “eye catching” object/attraction located on a small hill on the south west corner of junction through to a less dominant entry statement installation. A road side area immediately to the north west of junction appears to be used as a vehicle rest area and this could be further enhanced to include more detailed visitor information for the Onslow townsite. The relocation of the Onslow information bay and existing shelters from up the road to this location would make logical sense.



Location	Tom Price, T Junction Tom Price/Paraburdoo Rd and Mine Road
Amenities	Potential for Tom Price entry statement, visitor information bay, services



Aerial view of road T junction. Current information bay located immediately north of T however this requires updating and ideally should be part of a high visual impact entry statement in area where Haul Pack truck is located (south east of T junction).

Entry statement should include rest area with static display visitor information services for the town, toilets and waste disposal facilities.



Location	Tom Price Visitor Information Centre
Amenities	Visitor information centre and visitor signage



Tom Price Visitor Information Centre, well located along main road into town centre, significant vehicle parking spaces, and opposite main retail area of town.



At the front of Visitor Centre, roadside vehicle parking suitable for large coach/buses.



Well located Visitor Centre, close to main retailers in town, ample parking and recreational park space immediately adjacent.



Tourist vehicle parking and signage for Visitor Centre considered good.



Location	Nanutarra Roadhouse
Amenities	Potential site for road side information bay



Nanutarra Roadhouse

A popular stopping point for self drive travellers located along North West Coastal Highway on the southern entry point into the Shire of Ashburton. For travellers heading north from Carnarvon and Exmouth Nanutarra Roadhouse is a logical stop for fuel, ablutions, restaurant and accommodation.

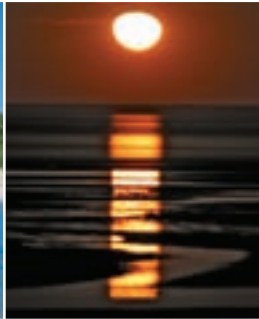
This appears an excellent location to establish a major visitor information display to promote the Shire's major tourist attractions and destinations. Located just a few kms south from the Karijini NP road turnoff and approximately 40kms south of the Onslow turnoff, the roadhouse offers an opportunity to convey both the Karijini and Onslow marketing messages. The Shire should investigate establishing a static information display including highly motivational images of the region's tourist attractions and suggestions on how potential visitors can experience the region.



West Pilbara Coast Holiday Planner 2009

Karratha | Dampier | Roebourne | Cossack | Wickham | Point Samson

The One Location to
Experience It All



Location	Shire of Ashburton Tourism Accommodation Leases
Accommodation	The Shire has freehold control and leases a number of commercial accommodation leases; Tom Price caravan park, Onslow caravan park, Onslow Sun Chalets.

Tom Price Tourist Park



Sun Chalets Onslow



Ocean View Park Onslow



1. Please note gender: Male Female
2. Where you normally live?
Country & State: _____
3. What age group are you in?
 - Under 25 45 – 54
 - 25 - 34 55 - 64
 - 35 – 44 65 +
4. How would you best describe your travel group?
 - Travelling alone
 - Adult couple (in a relationship sense)
 - Family Group – parents and children
 - Friends/relatives travelling together with children
 - Friends/relatives travelling together without children
 - Business associates travelling together with family
 - Business associates travelling without family
 - School/uni/college/sporting group or club
 - Other
- 4a. How many people in your group? _____
5. How many times have you visited this region?
 - This is my first visit (proceed to question 7)
 - 1 – 4 times
 - 5 times or more
- 5a. When was your most recent visit?
 - This year
 - Last year
 - 2 years ago
 - More than 2 years ago
- 5b. Did you come to this centre on that visit
 - Yes No (If no, proceed to question 7)
6. To what extent did THAT visit to the centre encourage you?

	Not at all	to some extent	to a great extent
To make this trip	ooo	ooo	ooo
To stay longer on this trip	ooo	ooo	ooo
To do more activities on this trip	ooo	ooo	ooo
7. Is this region
 - The only destination
 - One of a number of destinations
 - Not a destination – I'm just passing through
8. Is this visit to the centre:
 - At the beginning of this visit to this town
 - In the middle of this visit to this town
 - At the end of this visit to this town
9. How long do you plan to spend in this region?
 - Day Trip
 - Overnight
 - 2 – 4 nights
 - 5 – 14 nights
 - 14 nights or more

PTO to next page

10. What aspects of your stay in this region did you plan before you left home?

	Not planned	some planned	Complete planned
Accommodation	ooo	ooo	ooo
Attractions	ooo	ooo	ooo
Tours	ooo	ooo	ooo
Restaurants	ooo	ooo	ooo

11. How would you rate each of these characteristics of the Visitor Centre?

	Poor	Fair	Average	Good	Very Good
Staff knowledge (a)	o	o	o	o	o
Friendliness (b)	o	o	o	o	o
Brochures (c)	o	o	o	o	o
Local products (f)	o	o	o	o	o
Booking service (h)	o	o	o	o	o
Touch screens/computers (i)	o	o	o	o	o
Waiting time (n)	o	o	o	o	o
Overall performance (p)	o	o	o	o	o

12. What is the main purpose of your visit?

- Visit friends and relative's
- Holiday/Leisure
- Festival or event
- Work or business
- Conference/ convention/exhibition

13. Do you think the information that you gained from the centre might influence the following aspects of your current trip?

a. The amount of time you spend in this region?

<input type="radio"/> More than planned <input type="radio"/> Same as planned <input type="radio"/> Less than planned	<p>How much more than you planned?</p> <input type="radio"/> Couple of hour's <input type="radio"/> 2 – 4 nights <input type="radio"/> Day trip <input type="radio"/> 5 – 14 nights <input type="radio"/> Overnight <input type="radio"/> 14 or more
	<p>How much less than you planned?</p> <input type="radio"/> Couple of hour's <input type="radio"/> 2 – 4 nights <input type="radio"/> Day trip <input type="radio"/> 5 – 14 nights <input type="radio"/> Overnight <input type="radio"/> 14 or more

b. The activities you will do in the region?

<input type="radio"/> Will be the same as I had planned <input type="radio"/> Will do more activities <input type="radio"/> Will do less activities <input type="radio"/> Will do different activities	<p>What new activities would you do?</p> <hr/> <p>What activities would you do more of?</p> <hr/>
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14. Do you think the information that you gained from the Centre might influence the likelihood you would return to this region in the future? Yes No (if no, go to question 14)

14a. How long would you like to stay in this region your next trip?

- Day trip 5 -14 nights
- Overnight 14 nights or more
- 2 -4 nights

15. Did any information you accessed at this centre encourage you to visit another town or area?

- Yes
- No (if yes, go to question 16)

16. Which Towns or Areas?

First Town _____

Second Town _____

Third Town _____

Thank you for your time in answering this survey.

Please enjoy your stay!



TQUAL GRANTS

Fact sheet

Program objective

The objective of *TQUAL Grants* is to stimulate sustainable growth in the Australian tourism industry. It will do this by supporting initiatives that:

- develop innovative product, services or systems within the tourism industry
- contribute directly to long-term economic development in the host region
- develop or support high quality visitor services and experiences.

Through *TQUAL Grants*, the Australian Government has redesigned the program formerly known as the Australian Tourism Development Program to better position the Australian tourism industry in a highly competitive market.

By encouraging quality and innovation, supporting projects of national benefit and funding projects in metropolitan and regional areas, *TQUAL Grants* will directly contribute to greater strategic outcomes for the Australian tourism industry. By working closely with state and territory government tourism organisations, the program will help align the Australian tourism industry toward common goals and support its prosperity into the future.

The Department of Resources, Energy and Tourism is responsible for *TQUAL Grants*. AusIndustry, the Australian Government's business program delivery division in the Department of Innovation, Industry, Science and Research, has responsibility for the delivery of the program.

Further information

For further information about the *TQUAL Grants*, visit the website of the **Department of Resources, Energy and Tourism** at www.ret.gov.au/tourism, or contact the delivery agency, **AusIndustry** at www.ausindustry.gov.au/tourism. Alternatively, contact the AusIndustry hotline on 13 28 46 or by email at hotline@ausindustry.gov.au

What does it offer?

TQUAL Grants is a highly competitive merit-based grant program. It offers grants, exclusive of GST, for eligible projects—ranging from \$5,000 to \$500,000—in three categories:

- Category 1: Innovative tourism projects—grants range from \$5,000 to \$100,000.
- Category 2: Integrated tourism development projects—grants range from \$100,000 to \$500,000
- Category 3: National or sectoral tourism initiatives—grants range from \$25,000 to \$500,000.

Category 1 applicants

The following organisations can apply for a category 1 grant providing they meet the applicant eligibility requirements:

- private sector businesses
- non-profit organisations
- regional tourism or regional economic development organisations
- local government agencies.

Category 1 projects

Category 1 projects should aim to stimulate the development of innovative tourism product, service(s) or system(s).

In order to support tourism operators in the key phases of product development, category 1 grants are divided into three options for:

- 1 project initiation—grants range from \$5,000 to \$25,000
- 2 project planning—grants range from \$40,000 to \$75,000
- 3 project implementation—grants range from \$50,000 to \$100,000.

Category 2 applicants

The following organisations can apply for a category 2 grant providing they meet the applicant eligibility criteria:

- regional tourism or regional economic development organisations
- local government agencies
- non-profit organisations.

Category 2 projects

Category 2 projects should aim to enhance the overall tourism appeal of a large area by encouraging inter-regional collaboration to achieve greater tourism benefits.

Projects funded under this category will be large scale, collaborative, multi-faceted activities that involve a number of regions.

Category 3 applicants

The following organisations can apply for a category 3 grant providing they meet the applicant eligibility requirements:

- national tourism peak bodies
- national tourism industry associations
- national tourism sectoral industry associations.

Category 3 projects

Category 3 projects should aim to provide strategic support to the Australian tourism industry by funding national or sectoral peak bodies to develop national projects which offer leadership to industry.

Projects funded under this category must have national benefit or application and advance the industry as a whole.

Category 3 projects would be expected to showcase innovation, encourage productivity gains and support world's best practice across all elements of the tourism supply chain.

Conditions and evaluation criteria

The customer guides provide full details of the separate conditions applying in each category to:

- applicant eligibility
- project activity
- expenditure of grant funds
- evaluation criteria.

Can I apply for a grant?

Applications for funding closed on 11 June 2009.

Further information

For further information about the *TQUAL Grants*, visit the website of the **Department of Resources, Energy and Tourism** at www.ret.gov.au/tourism, or contact the delivery agency, **AusIndustry** at www.ausindustry.gov.au/tourism. Alternatively, contact the AusIndustry hotline on 13 28 46 or by email at hotline@ausindustry.gov.au



REGIONAL EVENTS SCHEME

2010/11 Application Guidelines and Conditions

Applications close 4pm, 16 August 2010

(For events after 1 January 2011)





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1. Introduction

Eventscorp is a division of Tourism Western Australian and is committed to the development of special events as a unique form of tourist attraction capable of stimulating economic growth and social benefits for regional communities.

Eventscorp is interested in assisting special events that will develop *significant* tourism income for the region and help boost a region's profile.

OBJECTIVES OF THE REGIONAL EVENTS SCHEME

The Regional Events Scheme is designed to assist with the development of special events as tourist attractions within regional Western Australia. It aims to assist events that are capable of:

- Bringing additional tourism income to regional communities by increasing visitor expenditure in the host community (economic impact);
- Involving and inspiring the local community (social benefits).
- Extending the length of the traditional tourist seasons by better utilising tourism facilities and services during off-peak or shoulder periods; and
- Attracting media coverage that will help raise the profile of the region as a tourist destination (media impact).

The Regional Events Scheme is intended to support established or new regional events that have the ability or potential to attract *large numbers of visitors*, achieve *significant* media attention, and develop a national profile for the event and the region. Events with a proven track record of good management, confirmed (private) sponsors, large visitor numbers and/or ability to attract media attention and conducted in the non-peak tourist season are the most likely to succeed.

Conferences, meetings, AGM's, promotional/business exhibitions, expo's, conventions and trade shows do not fall within our definition of special events. Centenaries and one-off events are also unlikely to meet our preference for sustainable, community events.

Applicants for amounts in excess of \$20,000 will need to provide a concise three year plan containing strategic objectives detailing how the additional funding will maximise the event's development.

An amount of \$300,000 is available for the 2010/11 period.

The closing date is 4pm, 16 August 2010 for events commencing between the 1 January 2011 and 30 June 2011.

well travelled *informed*
SELF-FULFILLED

A Uniquely Australian Invitation
The Experience Seeker

engaged *selective*
inquisitive
opinion leaders
WELL TRAVELLED
open-minded
INFORMED *inquisitive*
ADVENTUROUS



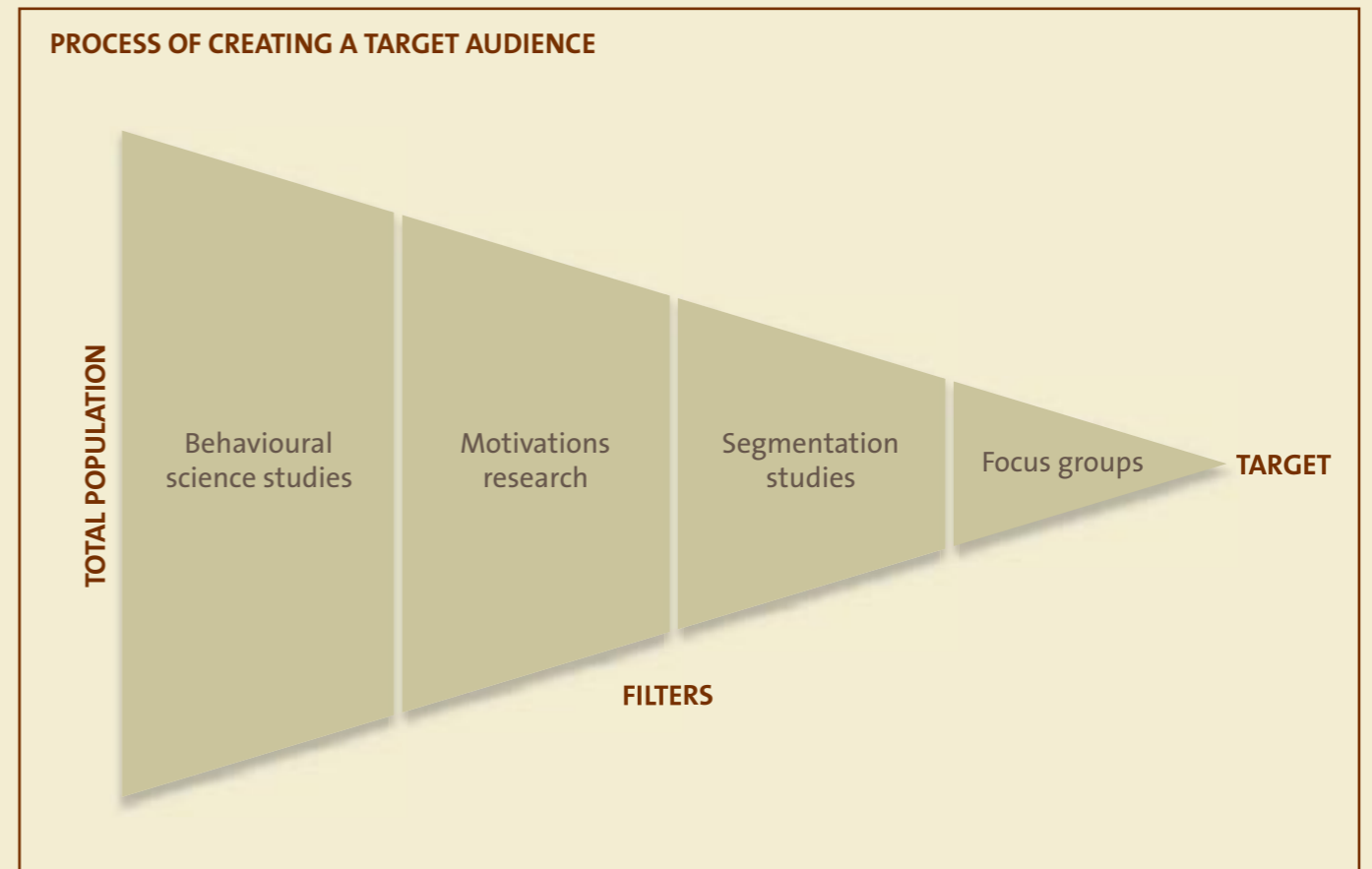
Australia's ideal visitor

Advertising campaigns typically target either a mass audience or a particular subset of the population. Factors such as budgets, destination relevancy, consumer motivations, and air access have caused most National Tourism Organisations (NTOs), including Tourism Australia, to adopt a segmented approach. This approach remains the essence of Tourism Australia's marketing strategy.

As destination marketing has become more sophisticated (driven by factors such as the quality and quantity of competitors, superb product development and a more discerning visitor) so too have the methods of determining the most appropriate visitors or target audience for a particular destination.

Tourism Australia has undertaken extensive research to identify the ideal visitor segment for Australia which will best help meet key business objectives. This research has challenged the previously held notions that the travelling population was segmented primarily by country of origin and thereafter by mode of travel (long haul, inter-regional, domestic), style of travel (free independent, package, backpacker) and distribution channel. In fact, the key defining characteristics which group people into segments are psychographic and include factors such as personal motivations and lifestyle drivers.

At this psychographic level, common segments exist that cross national borders. The motivations and attitudes in relation to travel are more similar across nationalities than their respective cultural differences. These characteristics are then translatable into experience preferences. Therefore, it has proven possible to isolate global segments most receptive to the Australian experience.



The aim of this booklet is to provide insight into Australia's ideal visitor segment, the Experience Seeker. The global campaign is targeted at these people, and it is also these visitors who can influence others to consider Australia as their ideal destination.

Who are Experience Seekers?

WHO ARE THEY?

These people:

- > are experienced international travellers.
- > seek out and enjoy authentic personal experiences they can talk about.
- > involve themselves in holiday activities, are sociable and enjoy engaging with the locals.
- > are active in their pursuits and come away having learnt something.
- > are somewhat adventurous and enjoy a variety of experiences on any single trip.
- > place high importance on value and hence critically balance benefits with costs.
- > place high value on contrasting experiences (i.e. different from their day-to-day lives).

WHAT DO WE KNOW ABOUT THEM?

These people typically:

- > come from households that have higher than average household income.
- > are tertiary educated.
- > are open-minded and have an interest in world affairs.
- > are selective about their media consumption.
- > are opinion leaders within their peer and social groups.
- > are not characterised by nationality, preferred holiday style/mode or age.

HOW LARGE IS THE SEGMENT?

This segment constitutes around 30 to 50 per cent of all potential long haul outbound travellers from key source markets.

HOW DO WE COMMUNICATE WITH THEM?

These people are avid users of technology and in both private and business capacities. They are selective TV viewers, but are higher than average consumers of cable channels, and are predisposed to programmes that meet their lifestyle and motivation profiles. Intellectual programmes and those with knowledge content are preferred. The segment is well versed in global brand communication, and as such would expect brand communication and content to be available in many forms on a variety of channels including digital. This audience is also well-connected and likes to learn from and share information with their peers.



“ Show me what to do. Show me the people, the look on their face – something where we go ‘I want to have that experience’ ”

US, male

Process of determining the ideal visitor

In determining the characteristics and profile of Australia's ideal visitor, four discrete concepts were analysed:



MARKET SEGMENTATION

A series of segmentation studies were conducted in Australia's major markets in 2004/05. Whilst the original intent was to isolate segments within countries, it became evident after re-examination that segments within countries were strikingly similar to those in other countries. The motivation and attitude towards travel amongst these groups was common. This phenomenon is already well known to global media organisations, and as such provided key ingredients to the definition of the ideal visitors.

AUSTRALIA'S REQUIREMENTS

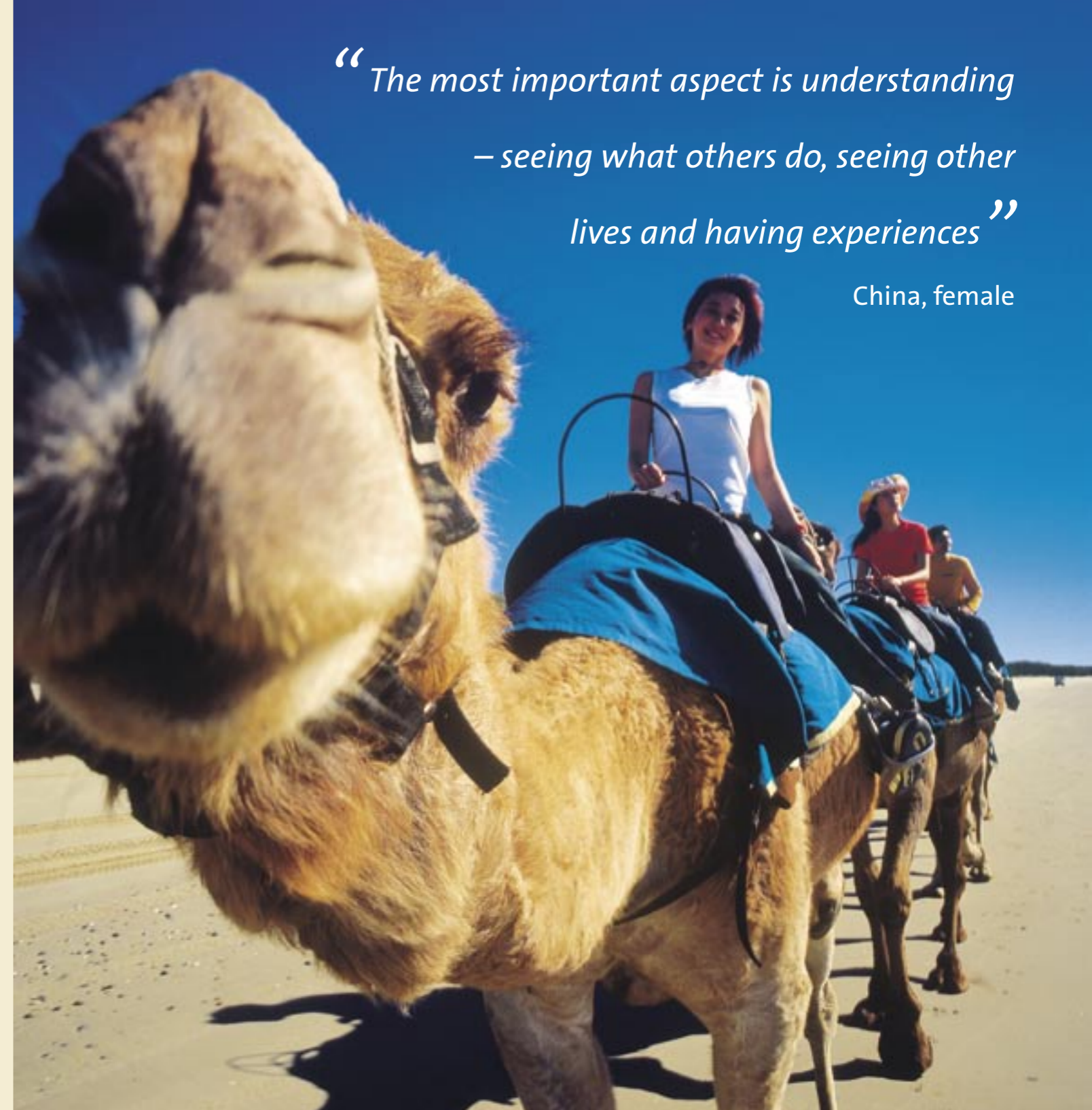
Australia is not for everyone. In fact most people who travel internationally will never visit the country, especially given the barriers of time and distance. A target market less susceptible to our weaknesses and highly predisposed to Australia's offer will ensure people stay longer, spend more, and disperse to regional areas. This target market will provide the best chance of meeting the business goals of Tourism Australia.

CURRENT CONSUMPTION PATTERNS

People who currently visit are a good indicator of the type of experiences that appeal to visitors. Departing visitor surveys show that the main experiences engaged in whilst on holiday in Australia are not driven by nationality. Australia hosts people who enjoy variety and who consume what Australia has to offer in similar quantities and in much the same areas. So the profile of current visitors and how they are voting with their feet and wallets provides a clear insight as to those who are most likely to enjoy the Australian experience.

“The most important aspect is understanding
– seeing what others do, seeing other
lives and having experiences”

China, female



GLOBAL TRENDS

Studies of world lifestyle trends provide insight into broader consumer motivations and the destination attributes which match those motivations. There is a significant trend for people to want to understand the lifestyle of others and how it has been influenced by environmental factors. Similarly there is a world trend to seek to grow as an individual, to being healthier, to experience freedom and reconnect with family. Australia is a destination that can competitively meet these motivations.

Combining the information from these four areas enabled the characteristics of a single target market to be defined. Once this target market was defined, research subsequently helped determine the consumer insight and the current positioning of Australia, two elements critical to the development of the new campaign.



“ We don’t want to feel like a tourist.
We want to settle in ... ”

Germany, female

The Experience Seeker

The ideal target market are people who have a greater propensity to enjoy what Australia offers and also meet the objectives of the country. These individuals have higher product consumption and are likely to spend more. They are Experience Seekers.

They have the following characteristics:

- > They are experienced travellers who see travel and holidaying as an important aspect of their lifestyle. Before travelling to Australia they would have taken previous international holidays. This experience brings with it an expectation of value and access to information.
- > Being experienced, they investigate holiday options thoroughly and as such are knowledgeable consumers. The vocabulary they use about destinations reflects the search for active engagement and participation. This desire holds true for their choice of holiday destination as much as for their holiday activities.
- > Compared to the average consumer, these individuals spend more and like to engage with the local people and lifestyle. They want to absorb and get involved in the day-to-day culture. Consequently, their holiday experiences are more engaging.
- > These people, irrespective of age or nationality, are substantial consumers of non-traditional and mainstream media. They are attracted to current affairs, topical and special interest programmes. They are higher than average consumers of cable television, cinema, international news and current affairs and the internet.

- > They value the opinions of other travellers and seek their views on destinations so an engaging conversation “traveller-to-traveller” is an appropriate messaging style.
- > As high users of technology they are comfortable accessing information and being exposed to messages in digital environments.
- > Regardless of age, Experience Seekers are more predisposed toward activities and pursuits that enhance them as individuals whether it is through understanding or learning new things.
- > Being tertiary educated and inquisitive, these individuals understand how brands work and operate. As such they understand and would expect brand messages to be succinct, focused on their motivations, and provide a credible compelling message. In such environments the development of strong brand associations is essential.
- > Being educated and experienced they do not enjoy being sold to or being treated as marketing illiterate. These people are mature in communication terms and take the initiative on their planning and purchasing decisions.

EXPERIENCE SEEKERS: THEIR IMPORTANCE TO THE CAMPAIGN

By definition, not everyone in the marketplace is an ‘Experience Seeker’. However, it is this group that can best deliver against our objectives and who are also best placed to influence other consumers, especially when marketing funds are insufficient to adopt a mass-market approach.

Experience Seekers are not only valuable in their own right, but they have significant added marketing value. The marketing concept of innovators and early adopters is well established. Over time, early adopters are central to success, not only because of their ‘earlier’ take-up of product and services but also because of the influence they have on the purchase behaviour of others. This process has led to the understanding of the ‘tipping point’ as marketing phenomena; i.e. the point in the evolution of a market when early adopters influence enough other consumers to ensure self-sustaining demand.

Certain destinations such as France, Italy, and the USA, have achieved this point, whilst some such as Vietnam and Morocco are developing on the back of early adopters and now becoming more mainstream. Equally it is the early adopters who re-invent a destination – to make it fashionable once again or bring about a re-appraisal by a wider audience. This point is particularly relevant for Australia.

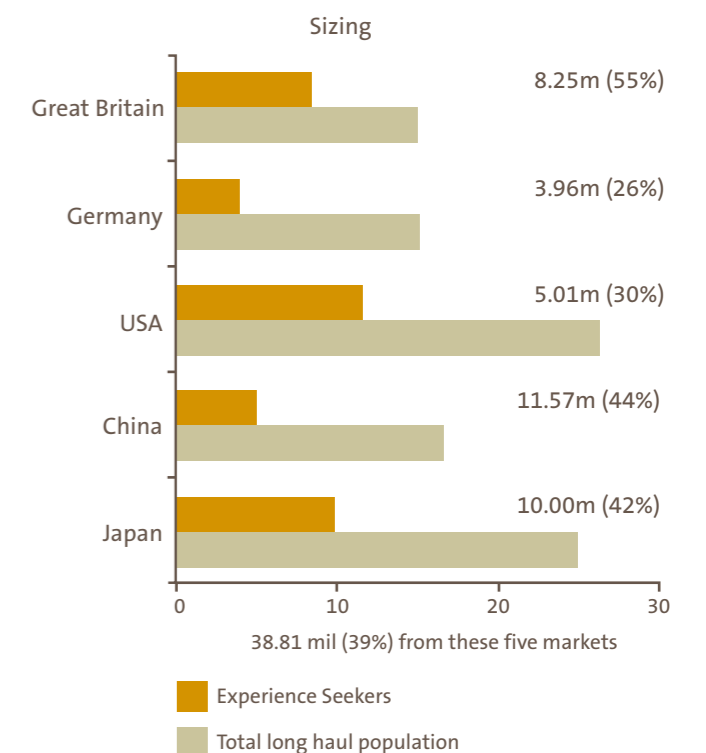
Given that Experience Seekers are leaders within their peer groups, and are the early adopters, their exposure to the campaign’s aspirational messages provide a marketing platform which potentially makes the tipping point a realisable objective. This will ensure that demand growth objectives are realised earlier and more cost-effectively. In short, by speaking to our ‘Experience Seekers’ we are indirectly speaking to and influencing a much broader pool of consumers. This is the essence of leverage.

It also needs to be noted that whilst the campaign is targeted to what is currently a relatively smaller proportion of our visitors, this does not mean that the communications will be rejected by other groups. A key factor in any segmentation of the market is that whilst there are differences, there are also similarities. Hence the communications are relevant to a far broader audience. The idea of having a more discrete target is nominating the focus for the communications, so as not to dilute the efficiency or effectiveness of the media spend.

TARGET MARKET SIZE

The characteristics outlined previously were overlaid on entire populations and in particular the travelling public. The results are presented in the graph below. The data shows that the Experience Seeker segment comprises at least 26 per cent of all potential long haul outbound travellers, with the average around 40 per cent.

Whilst Experience Seekers constitute between 26-50 per cent of total potential outbound travellers from key markets, it is estimated the same group only constitutes between five to 15 per cent of total inbound to Australia. Given the high satisfaction levels these visitors report after visiting Australia, the results suggest that not only is there healthy growth potential but also that this potential is very profitable.



The campaign: how targeting will work

The “Australian Invitation” campaign is designed to attract Experience Seekers, thereby increasing the demand pool for the destination. Once achieved, it is important that the product best representing their needs is presented and delivered.

To target these consumers, the campaign media schedule and the messaging strategy have specific dimensions, namely:

- > The Australian invitation is presented in appropriate mediums, as reflected in the media consumption mix of Experience Seekers within each market.
- > The core media is supplemented with a strong knowledge, experience-based programming schedule on Discovery channel and National Geographic channels. These provide the ideal brand associations and necessary vehicles for detailed destination information.
- > Interactivity and information is provided with an array of digital programmes and web activity.
- > Vibrancy is provided via PR event activity which will focus on key Australian experiences.
- > Immediacy is generated through direct programmes and contact points.

Individual country media schedules will be available from local Tourism Australia offices.

Campaign summary

OUR OBJECTIVE	Increase Experience Seekers’ intention to travel to Australia
BY	Engaging them in a conversation
IGNITED WITH	A uniquely Australian invitation
SUPPORTED BY	Compelling information about Australian experiences
PROVIDED THROUGH	A multiplicity of communication touch points
TO GENERATE	Contact with the distribution channel



“It’s not just about collecting photos”

Japan, male

Further information

For more information on the Experience Seeker target audience, please contact your local Tourism Australia office.

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Telephone +1 310 695 3200
Facsimile +1 310 695 3201

Location	Robe River, North West Coastal Highway
Amenities	Robe River designated roadside rest area



Robe River Rest Area

Well maintained roadside rest area with waste disposal services; including blackwater disposal, disabled access toilets, bbq and general waste disposal facilities.



Location	House Creek, Nanutarra – Munjina Road
Amenities	House Creek designated roadside rest area



House Creek Rest Area

Well maintained roadside rest area with waste disposal services; disabled access toilets, bbq and general waste disposal facilities.



Location	Beasley River , Nanutarra Munjina Road
Amenities	Beasley River designated roadside rest area

Beasley River rest area road signage in excellent condition. 24hr overnight use and waste dump facility.



Beasley River Rest Area

Well maintained roadside rest area with waste disposal services; disabled access toilets, blackwater and general waste disposal facilities.



Location	Ashburton River, Onslow
Attraction	Old Onslow townsite, Ashburton River, unserviced camping sites

Old Onslow townsite ruins








Ashburton River
 Unserved campsites along the River attract caravan and camping travellers.

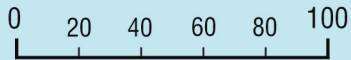
Scotty's Wall tide barrage allows vehicle access to Minderoo Station.



N

INDIAN OCEAN

-  Sealed Major Road
-  Sealed Minor Road
-  Unsealed Road
-  Track
-  Four Wheel Drive



Scale in Kilometres



Map supplied by RAC WA. For a more detailed map visit an RAC Branch or order online at www.rac.com.au
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SHIRE OF ASHBURTON
PRELIMINARY MONTHLY STATEMENT OF FINANCIAL ACTIVITY
FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

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SHIRE OF ASHBURTON

STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

	NOTE	January 2011 Actual \$	January 2011 Y-T-D Budget \$	2010/11 Budget \$	Variences Actuals to Budget \$	Variences Actual Budget to Y-T-D %
Operating						
Revenues/Sources	1,2					
Governance		60,700	44,904	146,550	15,796	35.18%
General Purpose Funding		2,311,721	1,989,959	3,896,950	321,762	16.17% ▲
Law, Order, Public Safety		103,443	99,168	124,010	4,275	4.31%
Health		127,062	121,173	161,500	5,889	4.86%
Education and Welfare		28,796	177,662	284,500	(148,866)	(83.79%) ▼
Housing		17,082	13,251	72,730	3,831	28.91%
Community Amenities		2,096,117	1,948,506	3,628,869	147,611	7.58%
Recreation and Culture		375,906	1,476,542	2,742,100	(1,100,636)	(74.54%) ▼
Transport		812,694	744,232	1,823,630	68,462	9.20%
Economic Services		537,508	1,292,985	2,246,325	(755,477)	(58.43%) ▼
Other Property and Services		2,163,270	2,549,449	3,853,232	(386,179)	(15.15%) ▼
		<u>8,634,299</u>	<u>10,457,831</u>	<u>18,980,396</u>	<u>(1,823,532)</u>	<u>(17.44%)</u>
(Expenses)/(Applications)	1,2					
Governance		(1,485,491)	(1,647,994)	(2,902,502)	162,503	9.86%
General Purpose Funding		(177,513)	(225,220)	(364,853)	47,707	21.18% ▼
Law, Order, Public Safety		(389,353)	(423,886)	(720,032)	34,533	8.15%
Health		(194,516)	(256,977)	(437,591)	62,461	24.31% ▼
Education and Welfare		(247,481)	(299,185)	(530,277)	51,704	17.28% ▼
Housing		(278,148)	(313,225)	(604,232)	35,077	11.20% ▼
Community Amenities		(1,804,408)	(1,716,593)	(2,717,990)	(87,815)	(5.12%)
Recreation & Culture		(2,677,740)	(2,900,755)	(4,856,801)	223,015	7.69%
Transport		(4,279,361)	(2,499,000)	(4,143,272)	(1,780,361)	(71.24%) ▲
Economic Services		(716,684)	(669,306)	(1,181,507)	(47,378)	(7.08%)
Other Property and Services		(2,746,007)	(2,940,100)	(3,492,047)	194,093	6.60%
		<u>(14,996,702)</u>	<u>(13,892,241)</u>	<u>(21,951,104)</u>	<u>(1,104,461)</u>	<u>7.95%</u>
Adjustments for Non-Cash (Revenue) and Expenditure						
(Profit)/Loss on Asset Disposals	4	(4,747)	0	0	(4,747)	0.00%
Movement in Accrued Interest		(12,275)	0	0	(12,275)	0.00%
Movement in Accrued Salaries and Wages		(204,797)	0	0	(204,797)	0.00%
Movement in Deferred Pensioner Rates/ESL		0	0	0	0	0.00%
Movement in Employee Benefit Provisions		0	0	0	0	0.00%
Adjustment for Rounding		2	0	0	2	0.00%
Depreciation on Assets	2(a)	3,665,153	1,821,554	3,123,002	1,843,599	(101.21%) ▲
Capital Revenue and (Expenditure)						
Purchase Land Held for Resale	3	(88,741)	(4,998,997)	(4,999,000)	4,910,256	98.22% ▼
Purchase Land and Buildings	3	(4,662,615)	(10,284,905)	(15,014,385)	5,622,290	54.67% ▼
Purchase Plant and Equipment	3	(184,599)	(1,369,650)	(1,945,650)	1,185,051	86.52% ▼
Purchase Furniture and Equipment	3	(307,068)	(563,409)	(779,000)	256,341	45.50% ▼
Purchase Infrastructure Assets - Roads	3	(2,679,669)	(2,468,747)	(4,397,557)	(210,922)	(8.54%)
Purchase Infrastructure Assets - Footpaths	3	(489,157)	(245,360)	(452,280)	(243,797)	(99.36%) ▲
Purchase Infrastructure Assets - Drainage	3	(39,764)	(37,230)	(193,730)	(2,534)	(6.81%)
Purchase Infrastructure Assets - Parks & Ovals	3	(23,995)	(87,328)	(174,000)	63,333	72.52% ▼
Purchase Infrastructure Assets - Other	3	(2,895,496)	(4,903,208)	(13,218,611)	2,007,712	40.95% ▼
Proceeds from Disposal of Assets	4	139,830	371,100	9,436,100	(231,270)	(62.32%) ▼
Repayment of Debentures	5	(89,668)	(90,351)	(248,110)	683	0.76%
Proceeds from New Debentures	5	0	0	2,737,000	0	0.00%
Advances to Community Groups		0	0	0	0	0.00%
Self-Supporting Loan Principal Income	5	0	0	0	0	0.00%
Transfers to Restricted Assets (Reserves)	6	(525,094)	(189,581)	(337,000)	(335,513)	(176.98%) ▲
Transfers from Restricted Asset (Reserves)	6	5,524,359	7,117,573	18,781,320	(1,593,214)	(22.38%) ▼
ADD Net Current Assets July 1 B/Fwd	7	2,692,217	2,205,609	2,205,609	486,608	(22.06%)
LESS Net Current Assets Year to Date	7	<u>1,910,343</u>	<u>(8,812,428)</u>	<u>0</u>	<u>10,722,771</u>	<u>121.68%</u>
Amount Raised from Rates	8	<u>(8,458,870)</u>	<u>(8,344,912)</u>	<u>(8,447,000)</u>	<u>(113,958)</u>	<u>1.37%</u>

This statement is to be read in conjunction with the accompanying notes.

Material Variances Symbol

Above Budget Expectations



Greater than 20,000 and greater than 10%

Below Budget Expectations



Less than 20,000 and less than 10%

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

1. SIGNIFICANT ACCOUNTING POLICIES

The significant accounting policies which have been adopted in the preparation of this statement of financial activity are:

(a) Basis of Accounting

The financial report is a general purpose financial report which has been prepared in accordance with applicable Australian Accounting Standards and the Local Government Act 1995 (as amended) and accompanying regulations (as amended). The report has also been prepared on the accrual basis under the convention of historical cost accounting.

(b) The Local Government Reporting Entity

All Funds through which the Council controls resources to carry on its functions have been included in this statement.

In the process of reporting on the local government as a single unit, all transactions and balances between those funds (for example, loans and transfers between Funds) have been eliminated.

All monies held in the Trust Fund are excluded from the statement, but a separate statement of those monies appears at Note 9.

(c) Rounding Off Figures

All figures shown in this statement, other than a rate in the dollar, are rounded to the nearest dollar.

(d) Rates, Grants, Donations and Other Contributions

Rates, grants, donations and other contributions are recognised as revenues when the local government obtains control over the assets comprising the contributions. Control over assets acquired from rates is obtained at the commencement of the rating period or, where earlier, upon receipt of the rates.

(e) Goods and Services Tax

In accordance with recommended practice, revenues, expenses and assets capitalised are stated net of any GST recoverable. Receivables and payables are stated inclusive of applicable GST.

(f) Superannuation

The Shire of Ashburton contributes to the Local Government Superannuation Scheme and the Occupational Superannuation Fund. Both funds are defined contribution schemes.

Contributions to defined contribution plans are recognised as an expense as they become payable. Prepaid contributions are recognised as an asset to the extent a cash refund or a reduction in the future payments is available.

(g) Cash and Cash Equivalents

Cash and cash equivalents comprise cash at bank and in hand and short-term deposits that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

For the purposes of the Cash Flow Statement, cash and cash equivalents consist of cash and cash equivalents as defined above, net of outstanding bank overdrafts. Bank overdrafts are included as short-term borrowings in current liabilities.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(h) Trade and Other Receivables

Trade receivables, which generally have 30 - 90 day terms, are recognised initially at fair value and subsequently measured at amortised cost using the effective interest rate method, less any allowance for uncollectible amounts.

Collectibility of trade receivables is reviewed on an ongoing basis. Debts that are known to be uncollectible are written off when identified. An allowance for doubtful debts is raised when there is objective evidence that they will not be collectible.

(i) Inventories

General

Inventories are valued at the lower of cost and net realisable value. Net realisable value is the estimated selling price in the ordinary course of business less the estimated costs of completion and the estimated costs necessary to make the sale.

Inventories held from trading are classified as current even if not expected to be realised in the next 12 months.

Land Held for Resale

Land purchased for development and/or resale is valued at the lower of cost and net realisable value. Cost includes the cost of acquisition, development and interest incurred on the financing of that land during its development. Interest and holding charges incurred after development is complete are recognised as expenses.

Revenue arising from the sale of property is recognised in the operating statement as at the time of signing a binding contract of sale.

Land held for resale is classified as current except where it is held as non-current based on Council's intentions to release for sale.

(j) Fixed Assets

Initial Recognition

All assets are initially recognised at cost. Cost is determined as the fair value of the assets given as consideration plus costs incidental to the acquisition. For assets acquired at no cost or for nominal consideration, cost is determined as fair value at the date of acquisition. The cost of non-current assets constructed includes the cost of all materials, direct labour and variable and fixed overheads.

Revaluation

Certain asset classes may be revalued on a regular basis such that the carrying values are not materially different from fair value. For infrastructure and other asset classes where no active market exists, fair value is determined to be the current replacement cost of an asset less, where applicable, accumulated depreciation calculated on a basis to reflect the already consumed or expired future economic benefits.

Those assets carried at a revalued amount, being their fair value at the date of revaluation less any subsequent accumulated depreciation and accumulated impairment losses, are to be revalued with sufficient regularity to ensure the carrying amount does not differ significantly from that determined using fair value at reporting date.

Land Under Roads

In Western Australia, all land under roads is Crown Land, the responsibility for managing which, is vested in the local government.

Effective as at 1 July 2008, Council elected not to recognise any value for land under roads acquired on or before 30 June 2008. This accords with the treatment available in Australian Accounting Standard AASB 1051 Land Under Roads and the fact Local Government (Financial Management) Regulation 16(a)(i) prohibits local governments from recognising such land as an asset.

In respect of land under roads acquired on or after 1 July 2008, as detailed above, Local Government (Financial Management) Regulation 16(a)(i) prohibits local governments from recognising such land as an asset.

Whilst this treatment is inconsistent with the requirements of AASB 1051, Local Government (Financial Management) Regulation 4(2) provides, in the event of such an inconsistency, the Local Government (Financial Management) Regulations prevail.

Consequently, any land under roads acquired on or after 1 July 2008 is not included as an asset of the Council.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(k) Depreciation of Non-Current Assets

All non-current assets having a limited useful life are systematically depreciated over their useful lives in a manner which reflects the consumption of the future economic benefits embodied in those assets.

Depreciation is recognised on a straight-line basis, using rates which are reviewed each reporting period. Major depreciation periods are:

Buildings	<i>Straight Line</i>	2-3%	30 to 50 Years
Furniture & Fittings	<i>Straight Line</i>	10-25%	4 to 10 Years
Computer Equipment	<i>Straight Line</i>	33.33%	3 Years
Office Equipment	<i>Straight Line</i>	20%	5 Years
Plant & Equipment	<i>Straight Line</i>	6-20%	5 to 15 Years
Motor Vehicles	<i>Straight Line</i>	10%	10 Years
Infrastructure - Other	<i>Straight Line</i>	2.5%	40 Years
Water Supply Piping & Drainage systems	<i>Straight Line</i>	1.3%	75 Years
Sewerage Piping	<i>Straight Line</i>	1%	100 Years
Footpaths	<i>Straight Line</i>	2.5%	40 Years
<i>Gravel Roads</i>			
Clearing and earthworks	<i>N/A</i>	Not Depreciated	
Construction/Road Base	<i>Straight Line</i>	2%	50 Years
Gravel Sheet	<i>Straight Line</i>	8.3%	12 Years
<i>Formed roads (Unsealed)</i>			
Clearing and earthworks	<i>N/A</i>	Not Depreciated	
Construction /Road Base	<i>Straight Line</i>	2%	50 Years
<i>Sealed Roads & Streets</i>			
Clearing and earthworks	<i>N/A</i>	Not Depreciated	
Construction/Road Base	<i>Straight Line</i>	2%	50 Years
Major re-surfacing Bituminous Seals	<i>Straight Line</i>	5%	20 Years
Asphalt Surfaces	<i>Straight Line</i>	8.3%	12 Years

(l) Investments and Other Financial Assets

Classification

Council classifies its investments in the following categories: financial assets at fair value through profit or loss, loans and receivables, held-to-maturity investments and available-for-sale financial assets. The classification depends on the purpose for which the investments were acquired. Management determines the classification of its investments at initial recognition and, in the case of assets classified as held-to-maturity, re-evaluates this designation at each reporting date.

(i) Financial assets at fair value through profit and loss

Financial assets at fair value through profit or loss are financial assets held for trading. A financial asset is classified in this category if acquired principally for the purpose of selling in the short term. Derivatives are classified as held for trading unless they are designated as hedges. Assets in this category are classified as current assets.

(ii) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They are included in current assets, except for those with maturities greater than 12 months after the balance sheet date which are classified as non-current assets. Loans and

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(l) Investments and Other Financial Assets (Continued)

Classification (Continued)

(iii) Held-to-maturity investments

Held-to-maturity investments are non-derivative financial assets with fixed or determinable payments and fixed maturities that the Council's management has the positive intention and ability to hold to maturity. If Council were to sell other than an insignificant amount of held-to-maturity financial assets, the whole category would be tainted and reclassified as available-for-sale. Held-to-maturity financial assets are included in non-current assets, except for those with maturities less than 12 months from the reporting date, which are classified as current assets.

(iv) Available-for-sale financial assets

Available-for-sale financial assets, comprising principally marketable equity securities, are non-derivatives that are either designated in this category or not classified in any of the other categories. They are included in non-current assets unless management intends to dispose of the investment within 12 months of the balance sheet date. Investments are designated as available-for-sale if they do not have fixed maturities and fixed or determinable payments and management intends to hold them for the medium to long term.

Recognition and derecognition

Regular purchases and sales of financial assets are recognised on trade-date – the date on which Council commits to purchase or sell the asset. Investments are initially recognised at fair value plus transaction costs for all financial assets not carried at fair value through profit or loss. Financial assets carried at fair value through profit or loss are initially recognised at fair value and transaction costs are expensed in the income statement. Financial assets are derecognised when the rights to receive cash flows from the financial assets have expired or have been transferred and Council has transferred substantially all the risks and rewards of ownership.

When securities classified as available-for-sale are sold, the accumulated fair value adjustments recognised in equity are included in the income statement as gains and losses from investment securities.

Subsequent measurement

Loans and receivables and held-to-maturity investments are carried at amortised cost using the effective interest method.

Available-for-sale financial assets and financial assets at fair value through profit and loss are subsequently carried at fair value. Gains or losses arising from changes in the fair value of the financial assets at fair value through profit or loss category are presented in the income statement within other income or other expenses in the period in which they arise. Dividend income from financial assets at fair value through profit and loss is recognised in the income statement as part of revenue from continuing operations when Council's right to receive payments is established. Changes in the fair value of other monetary and non-monetary securities classified as available-for-sale are recognised in equity.

Impairment

Council assesses at each balance date whether there is objective evidence that a financial asset or group of financial assets is impaired. In the case of equity securities classified as available-for-sale, a significant or prolonged decline in the fair value of a security below its cost is considered as an indicator that the securities are impaired. If any such evidence exists for available-for-sale financial assets, the cumulative loss- measured as the difference between the acquisition cost and the current fair value, less any impairment loss on that financial asset previously recognised in profit or loss – is removed from equity and recognised in the income statement. Impairment losses recognised in the income statement on equity instruments classified as available-for-sale are not reversed through the income statement.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(m) Estimation of Fair Value

The fair value of financial assets and financial liabilities must be estimated for recognition and measurement or for disclosure purposes.

The fair value of financial instruments traded in active markets is based on quoted market prices at the balance sheet date.

The fair value of financial instruments that are not traded in an active market is determined using valuation techniques. Council uses a variety of methods and makes assumptions that are based on market conditions existing at each balance date. These include the use of recent arm's length transactions, reference to other instruments that are substantially the same, discounted cash flow analysis, and option pricing models making maximum use of market inputs and relying as little as possible on entity-specific inputs.

Quoted market prices or dealer quotes for similar instruments are used for long-term debt instruments held. Other techniques, such as estimated discounted cash flows, are used to determine fair value for the remaining financial instruments.

The nominal value less estimated credit adjustments of trade receivables and payables are assumed to approximate their fair values. The fair value of financial liabilities for disclosure purposes is estimated by discounting the future contractual cash flows at the current market interest rate that is available to the Council for similar financial instruments.

(n) Impairment

In accordance with Australian Accounting Standards the Shire's assets, other than inventories, are assessed at each reporting date to determine whether there is any indication they may be impaired.

Where such an indication exists, an estimate of the recoverable amount of the asset is made in accordance with AASB 136 "Impairment of Assets" and appropriate adjustments made.

An impairment loss is recognised whenever the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. Impairment losses are recognised in the Income Statement.

For non-cash generating assets such as roads, drains, public buildings and the like, value in use is represented by the depreciated replacement cost of the asset.

At the time of adopting the budget, it is not possible to estimate the amount of impairment losses (if any) as at 30 June 2010.

In any event, an impairment loss is a non-cash transaction and consequently, has no impact on this budget document.

(o) Trade and Other Payables

Trade and other payables are carried at amortised cost. They represent liabilities for goods and services provided to the Municipality prior to the end of the financial year that are unpaid and arise when the Municipality becomes obliged to make future payments in respect of the purchase of these goods and services. The amounts are unsecured and are usually paid within 30 days of recognition.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(p) **Employee Benefits**

The provisions for employee benefits relates to amounts expected to be paid for long service leave, annual leave, wages and salaries and are calculated as follows:

(i) **Wages, Salaries, Annual Leave and Long Service Leave (Short-term Benefits)**

The provision for employees' benefits to wages, salaries, annual leave and long service leave expected to be settled within 12 months represents the amount the municipality has a present obligation to pay resulting from employees services provided to balance date. The provision has been calculated at nominal amounts based on remuneration rates the Council expects to pay and includes related on-costs.

- (ii) The liability for long service leave is recognised in the provision for employee benefits and measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currency that match as closely as possible, the estimated future cash outflows. Where Council does not have the unconditional right to defer settlement beyond 12 months, the liability is recognised as a current liability.

(q) **Interest-bearing Loans and Borrowings**

All loans and borrowings are initially recognised at the fair value of the consideration received less directly attributable transaction costs.

After initial recognition, interest-bearing loans and borrowings are subsequently measured at amortised cost using the effective interest method. Fees paid on the establishment of loan facilities that are yield related are included as part of the carrying amount of the loans and borrowings.

Borrowings are classified as current liabilities unless the Council has an unconditional right to defer settlement of the liability for at least 12 months after the balance sheet date.

Borrowing Costs

Borrowing costs are recognised as an expense when incurred except where they are directly attributable to the acquisition, construction or production of a qualifying asset. Where this is the case, they are capitalised as part of the cost of the particular asset.

(r) **Provisions**

Provisions are recognised when: The council has a present legal or constructive obligation as a result of past events; it is more likely than not that an outflow of resources will be required to settle the obligation; and the amount has been reliably estimated. Provisions are not recognised for future operating losses.

Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole. A provision is recognised even if the likelihood of an outflow with respect to any one item included in the same class of obligations

(s) **Current and Non-Current Classification**

In the determination of whether an asset or liability is current or non-current, consideration is given to the time when each asset or liability is expected to be settled. The asset or liability is classified as current if it is expected to be settled within the next 12 months, being the Council's operational cycle. In the case of liabilities where Council does not have the unconditional right to defer settlement beyond 12 months, such as vested long service leave, the liability is classified as current even if not expected to be settled within the next 12 months. Inventories held for trading are classified as current even if not expected to be realised in the next 12 months except for land held for resale where it is held as non-current based on Council's intentions to release for sale.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

2. STATEMENT OF OBJECTIVE

In order to discharge its responsibilities to the community, the Shire has developed a set of operational and financial objectives. These objectives have been established both on an overall basis and for each of its broad activities/programs.

Shire of Asburton Vision Statement

"A Dynamic and Caring Community Embracing Growth, Prosperity, Opportunity And Sustainabi

Shire of Asburton Mission Statement

"Working Together Enhancing Lifestyle and Economic Vitality"

Council operations as disclosed in this budget encompass the following service orientated activities/programs:

GOVERNANCE

Administration and operation of facilities and services to members of Council. Other costs that relate to the tasks of assisting elected members and ratepayers on matters which do not concern specific Council services.

GENERAL PURPOSE FUNDING

Rates, general purpose grants and interest on investments

LAW, ORDER, PUBLIC SAFETY

Supervision of various local laws, fire prevention, emergency services and animal control.

HEALTH

Food control, maintenance & contribution to health services & facilities, aboriginal health.

EDUCATION AND WELFARE

Maintenance of pre-school facilities & donations to schools. Maintenance of Senior Citizens Homes, Day Care Centre, assistance to welfare groups. Aged & Disabled services, Home and Community Care and Respite Care programs.

HOUSING

Maintenance of staff and rental housing.

COMMUNITY AMENITIES

Rubbish collection services, maintenance of refuse sites, control & co-ordination of cemeteries, administration of town planning schemes & other community/environmental services. Heritage issues relating to old Onslow.

RECREATION AND CULTURE

Maintenance of halls, sporting facilities, parks & associated facilities & provision of library services in Tom Price, Onslow, Pannawonica & Paraburdo.

TRANSPORT

Construction and maintenance of roads, drainage, footpaths, parking facilities, traffic & street signs. Operation of Onslow airport.

ECONOMIC SERVICES

Noxious weeds & vermin control, tourism & area promotion including management of tourist bureau, building control.

OTHER PROPERTY & SERVICES

Public works overheads, plant operating costs & other unclassified works.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

3. ACQUISITION OF ASSETS	2010/11 Budget \$	January 2011 Actual \$
The following assets have been acquired during the period under review:		
<u>By Program</u>		
Governance		
<u>Administration General - Tom Price & Paraburdoo</u>		
Furniture & Fittings	55,000	0.00
Office Equipment	7,000	4,138.18
Disabled Door - Paraburdoo Office	0	0.00
Office Renovations - Tom Price	0	0.00
<u>Finance & Onslow Administration</u>		
Furniture & Fittings	7,500	8,650.66
Furniture & Fittings	2,500	533.36
Telecommunications Equipment	2,000	2,740.00
CAP - Bldg Prog/Admin Onslow	87,000	45,787.45
Disabled Doors - Onslow Office	0	0.00
New Air Conditioners in 2 Offices & Reception	0	0.00
<u>Human Resources & Information Technology</u>		
Computer Equipment	600,000	253,007.40
Law, Order & Public Safety		
<u>Fire Brigades</u>		
Equipment	0	0.00
<u>SES</u>		
Carport at SES Buildings	0	23,409.09
<u>Animal Control Eastern Sector</u>		
Upgrade Dog Pound	13,000	16,418.42
<u>Animal Control Western Sector</u>		
Upgrade Onslow Dog Pound	0	0.00
<u>Other Law, Order & Public Safety</u>		
Upgrade Onslow Dog Pound	30,000	0.00
Health		
<u>Health Inspection & Administration</u>		
Furniture & Fittings	2,000	0.00
Housing		
<u>Staff Housing</u>		
Staff Housing Upgrade/Construction	2,909,040	138,754.03
Senior Citizen Building Renovations	6,000	0.00
Carinya Units Building Upgrade	72,000	0.00

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

3. ACQUISITION OF ASSETS	2010/11 Budget \$	January 2011 Actual \$
The following assets have been acquired during the period under review:		
<u>By Program (Continued)</u>		
Community Amenities		
<u>Sanitation General Refuse</u>		
Works Prog/Sanitation	621,850	5,804.90
<u>Urban Stormwater Drainage</u>		
Onslow Drainage (R4R)	181,500	39,764.02
Ashton Ave Drainage	12,230	0.00
<u>Town Planning/Regional Development</u>		
Onslow Townscape Development/Plan	160,000	25,490.49
Tom Price Town Centre Revitalisation	7,334,900	860,484.67
Paraburdoo Town Centre Redevelopment	1,137,111	124,708.75
<u>Other Community Amenities</u>		
Onslow Cemetery Upgrade	65,000	64,841.44
Municipal Heritage Inventory	10,000	0.00
Onslow Toilets	0	11,706.82
Golf Club Project - Tom Price	0	0.00
Bldg Prog/Other Community Amenities	0	0.00
Recreation and Culture		
<u>Public Halls, Civic Centres</u>		
Furniture & Fittings	10,000	4,224.14
CAP - Bldg Prog/Public Halls	355,200	18,401.15
<u>Swimming Areas - Tom Price</u>		
Pool Redevelopment	200,000	86,574.31
Aluminium Seats/Tables, etc.	12,000	0.00
Desks, Chairs, Filing Cabinet.	2,500	0.00
Computer and Printer.	2,500	0.00
<u>Foreshore Areas Onslow</u>		
Works Program/Foreshore Onslow	290,200	117,758.91
Plant & Equipment	0	0.00
<u>Swimming Areas - Paraburdoo</u>		
Pool Shade Sails and Fencing	5,000	0.00
Paraburdoo Pool Furniture & Equipment	6,000	0.00
CAP - Bldg Prog/Swimming Areas Paraburdoo	162,000	179,525.29
<u>Other Recreation & Culture</u>		
Meeka Train Park Paraburdoo	0	0.00
Upgrade of Parks Lighting - Onslow	0	0.00
Security CCTV Project - Onslow	0	0.00
R4R Playground - Pannawonica	70,000	22,876.00
Infrastructure Parks	70,000	1,119.37
Infrastructure - Other	25,000	30,509.69
Sporting Precinct Upgrade - Onslow	3,245,000	1,646,536.02
RSL Memorial Park	34,000	0.00
Peter Sutherland Oval and Area "W" Oval Bores	108,000	4,254.09
CAP - Bldg Prog/Other Rec - Paraburdoo	15,000	240.00
CAP - Bldg Prog/Other Rec - Tom Price	5,512,300	94,961.14
CAP - Bldg Prog/Other Rec - Onslow	4,500,000	4,001,863.89
Elliptical Trainer Onslow Gymnasium	0	0.00
Equipment	0	0.00
<u>Libraries - Tom Price</u>		
Photocopier	0	0.00
New Front Door Tom Price Library	0	0.00
Carpet and Painting	0	573.56
<u>Libraries - Paraburdoo</u>		
Carpet	0	400.00
<u>Libraries - Pannawonica</u>		
Furniture & Fittings	13,000	6,628.00
<u>Other Culture</u>		
Christmas Decorations	4,000	3,624.55
Onslow Museum/Toilets	0	338.74

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

3. ACQUISITION OF ASSETS	2010/11 Budget \$	January 2011 Actual \$
The following assets have been acquired during the period under review:		
<u>By Program (Continued)</u>		
Transport		
<u>Construction Streets, Roads, Bridges, Depots</u>		
Works Program/Road Construction	4,172,557	2,672,211.93
Road Construction - Street Lighting	225,000	7,456.85
Works Program/Footpath Construction	452,280	489,156.84
Works Program/Drainage Construction	0	0.00
Depot Furniture	0	0.00
<u>Maintenance Streets, Roads, Bridges, Depots</u>		
Depot Capital Building	162,845	24,055.47
<u>Road Plant Purchases</u>		
Plant	1,452,650	58,056.00
Motor Vehicles	475,000	126,542.92
Economic Services		
<u>Tourism & Area Promotion - Eastern Sector</u>		
Installation of Entry Signs and Signage Parks & Reserves	217,550	8,413.73
<u>Tourism & Area Promotion - Onslow</u>		
Onslow Sun Chalets	0	0.00
Bldg Prog/Tourism Onslow	90,000	12,505.91
<u>Building Control</u>		
Furniture For Additional Staff	0	0.00
Computer Equipment For Additional Staff	0	0.00
Office Equipment For Additional Staff	28,000	26,988.00
Other Property & Services		
<u>Public Works Overheads</u>		
Furniture & Fittings	12,000	158.18
<u>Onslow Residential Development</u>		
Building Construction	930,000	7,438.41
<u>Tom Price Residential Land Development (Land Held For Resale)</u>		
Land Purchase	0	1,593.03
Subdivision Survey & Plan	14,000	12,932.00
Design & Planning	30,000	47,935.40
Services Installation	4,300,000	2,543.14
<u>Tom Price Industrial Land Development (Land Held For Resale)</u>		
Subdivision, Survey & Plans - Industrial Land	5,000	13,369.00
Design & Planning	25,000	3,230.00
Services Installation	625,000	6,888.00
Land Purchase	0	250.00
	<u>41,174,213</u>	<u>11,371,103.34</u>

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

3. ACQUISITION OF ASSETS (Continued)	2010/11 Budget \$	January 2011 Actual \$
The following assets have been acquired during the period under review:		
By Class		
Land Held for Resale - Current	4,999,000	88,740.57
Land Held for Resale - Non Current	0	0.00
Land and Buildings	15,014,385	4,662,614.94
Plant and Equipment	1,945,650	184,598.92
Furniture and Equipment	779,000	307,067.92
Infrastructure Assets - Roads	4,397,557	2,679,668.78
Infrastructure Assets - Footpaths	452,280	489,156.84
Infrastructure Assets - Drainage	193,730	39,764.02
Infrastructure Assets - Parks & Ovals	174,000	23,995.37
Infrastructure Assets - Other	13,218,611	2,895,495.98
	<u>41,174,213</u>	<u>11,371,103.34</u>

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

4. DISPOSALS OF ASSETS

The following assets have been disposed of during the period under review:

By Program	Written Down Value		Sale Proceeds		Profit(Loss)	
	2010/11 Budget \$	January 2011 Actual \$	2010/11 Budget \$	January 2011 Actual \$	2010/11 Budget \$	January 2011 Actual \$
Other Law, Order & Public Safety						
Sale of SES Building	30,100	0.00	30,100	0.00	0	0.00
Transport						
PUT 11 Hilux 4x4 Xtracab	10,000	0.00	10,000	0.00	0	0.00
PUT 16 Hilux 4x4 Twincab	5,000	0.00	5,000	0.00	0	0.00
PUT 20 Hilux 4x4 Twincab	10,000	0.00	10,000	0.00	0	0.00
PUT 31 Hilux TD TC 4x4	30,000	0.00	30,000	0.00	0	0.00
PSW18 Prado V6 GXL	35,000	0.00	35,000	0.00	0	0.00
PSW19 Prado V6 GXL	35,000	0.00	35,000	0.00	0	0.00
PSW27 Prado Kakadu	75,000	68,080.92	75,000	68,690.55	0	609.63
PSW17 Toyota Avensis	23,000	21,301.81	23,000	20,127.05	0	(1,174.76)
PUT29 Hilux SR5	32,000	31,175.55	32,000	25,069.55	0	(6,106.00)
PSW14 Corolla Wagon	13,000	14,525.05	13,000	10,978.64	0	(3,546.41)
PUT18 Hilux Twin Cab	10,000	0.00	10,000	0.00	0	0.00
PUT03 Hilux Ute 1998	2,000	0.00	2,000	0.00	0	0.00
PUT04 Hilux Ute 1998	2,000	0.00	2,000	0.00	0	0.00
PUT06 Hilux Ute 1998	2,000	0.00	2,000	0.00	0	0.00
PTR 10 Toyota Dyna split deck	15,000	0.00	15,000	0.00	0	0.00
PTR 11 Mitsu Canter Split Deck	15,000	0.00	15,000	0.00	0	0.00
PMG01 772 grader 14 ft blade	75,000	0.00	75,000	0.00	0	0.00
PTR03 Mitsu FK 457 Tipper	18,000	0.00	18,000	14,964.59	0	14,964.59
PTR05 Mitsu Canter	5,000	0.00	5,000	0.00	0	0.00
PTR06 Mitsu Canter	5,000	0.00	5,000	0.00	0	0.00
PRM04 Kubota Mower	2,000	0.00	2,000	0.00	0	0.00
PRM07 Kubota Mower	2,000	0.00	2,000	0.00	0	0.00
PLD06 Traxcavator 1980	25,000	0.00	25,000	0.00	0	0.00
PAC01 Ropa Accom Van 1995	15,000	0.00	15,000	0.00	0	0.00
PAC02 Ropa Accom Van 1995	15,000	0.00	15,000	0.00	0	0.00
PAC03 Ropa Ablution Van 1995	15,000	0.00	15,000	0.00	0	0.00
PBC01 Lovegrove Chipper	2,500	0.00	2,500	0.00	0	0.00
PBC02 Lovegrove Chipper	2,500	0.00	2,500	0.00	0	0.00
Various	10,000	0.00	10,000	0.00	0	0.00
Other Property & Services						
Lot 308 Boonderoo Rd, Tom Price	1,750,000	0.00	1,750,000	0.00	0	0.00
Lot 500 Pilkena St/Yaruqa St, Tom Price	7,150,000	0.00	7,150,000	0.00	0	0.00
	9,436,100	135,083.33	9,436,100	139,830.38	0	4,747.05

By Class of Asset	Written Down Value		Sale Proceeds		Profit(Loss)	
	2010/11 Budget \$	January 2011 Actual \$	2010/11 Budget \$	January 2011 Actual \$	2010/11 Budget \$	January 2011 Actual \$
Buildings						
Sale of SES Building	30,100	0.00	30,100	0.00	0	0.00
Land Held For Resale						
Lot 308 Boonderoo Rd, Tom Price	1,750,000	0.00	1,750,000	0.00	0	0.00
Lot 500 Pilkena St/Yaruqa St, Tom Price	7,150,000	0.00	7,150,000	0.00	0	0.00
Vehicles						
PUT 11 Hilux 4x4 Xtracab	10,000	0.00	10,000	0.00	0	0.00
PUT 16 Hilux 4x4 Twincab	5,000	0.00	5,000	0.00	0	0.00
PUT 20 Hilux 4x4 Twincab	10,000	0.00	10,000	0.00	0	0.00
PUT 31 Hilux TD TC 4x4	30,000	0.00	30,000	0.00	0	0.00
PSW18 Prado V6 GXL	35,000	0.00	35,000	0.00	0	0.00
PSW19 Prado V6 GXL	35,000	0.00	35,000	0.00	0	0.00
PSW27 Prado Kakadu	75,000	68,080.92	75,000	68,690.55	0	609.63
PSW17 Toyota Avensis	23,000	21,301.81	23,000	20,127.05	0	(1,174.76)
PUT29 Hilux SR5	32,000	31,175.55	32,000	25,069.55	0	(6,106.00)
PSW14 Corolla Wagon	13,000	14,525.05	13,000	10,978.64	0	(3,546.41)
PUT18 Hilux Twin Cab	10,000	0.00	10,000	0.00	0	0.00
PUT03 Hilux Ute 1998	2,000	0.00	2,000	0.00	0	0.00
PUT04 Hilux Ute 1998	2,000	0.00	2,000	0.00	0	0.00
PUT06 Hilux Ute 1998	2,000	0.00	2,000	0.00	0	0.00
Plant & Equipment						
PTR 10 Toyota Dyna split deck	15,000	0.00	15,000	0.00	0	0.00
PTR 11 Mitsu Canter Split Deck	15,000	0.00	15,000	0.00	0	0.00
PMG01 772 grader 14 ft blade	75,000	0.00	75,000	0.00	0	0.00
PTR03 Mitsu FK 457 Tipper	18,000	0.00	18,000	14,964.59	0	14,964.59
PTR05 Mitsu Canter	5,000	0.00	5,000	0.00	0	0.00
PTR06 Mitsu Canter	5,000	0.00	5,000	0.00	0	0.00
PRM04 Kubota Mower	2,000	0.00	2,000	0.00	0	0.00
PRM07 Kubota Mower	2,000	0.00	2,000	0.00	0	0.00
PLD06 Traxcavator 1980	25,000	0.00	25,000	0.00	0	0.00
PAC01 Ropa Accom Van 1995	15,000	0.00	15,000	0.00	0	0.00
PAC02 Ropa Accom Van 1995	15,000	0.00	15,000	0.00	0	0.00
PAC03 Ropa Ablution Van 1995	15,000	0.00	15,000	0.00	0	0.00
PBC01 Lovegrove Chipper	2,500	0.00	2,500	0.00	0	0.00
PBC02 Lovegrove Chipper	2,500	0.00	2,500	0.00	0	0.00
Various	10,000	0.00	10,000	0.00	0	0.00
	9,436,100	135,083.33	9,436,100	139,830.38	0	4,747.05

Summary

Profit on Asset Disposals	0	15,574.22
Loss on Asset Disposals	0	(10,827.17)
	0	4,747.05

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

5. INFORMATION ON BORROWINGS

(a) Debenture Repayments

Particulars	Principal 1-Jul-10	New Loans		Principal Repayments		Principal Outstanding		Interest Repayments	
		2010/11 Budget \$	2010/11 Actual \$	2010/11 Budget \$	2010/11 Actual \$	2010/11 Budget \$	2010/11 Actual \$	2010/11 Budget \$	2010/11 Actual \$
Law, Order & Public Safety									
Loan 112 Colocation Facility	140,100			31,950	31,949	108,150	108,151	8,030	3,867
Housing									
Loan 117 Staff Housing Plan	765,196			41,510	20,469	723,294	744,727	41,905	18,101
Loan 120 Onslow Residential Development	0	237,000	0	4,950	0	232,050	0	7,520	0
Loan 121 New Staff Housing	0	2,500,000	0	94,000	0	2,406,000	0	73,250	0
Recreation & Culture									
Loan 118 Recreation Centre Tom Price	311,628			25,395	12,515	286,232	299,113	17,775	6,230
Transport									
Loan 116 Onslow Aerodrome	349,198			40,340	19,829	308,674	329,369	23,375	10,058
Loan 119 Onslow Aerodrome Upgrade	265,822			9,965	4,906	255,765	260,916	16,755	8,499
	1,831,944	2,737,000	0	248,110	89,668	4,320,165	1,742,276	188,610	46,755

All loan repayments are financed by general purpose income.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

5. INFORMATION ON BORROWINGS (Continued)

(b) New Debentures - 2010/11

Particulars/Purpose	Amount Borrowed		Institution	Term (Years)	Total Interest & Charges \$	Interest Rate %	Amount Used		Balance Unspent \$
	Budget \$	Actual \$					Budget \$	Actual \$	
Loan 120 Onslow Residential Development	237,000	0	Unknown	15	Unknown	Unknown	237,000	0	NIL
Loan 121 New Staff Housing	2,500,000	0	Unknown	10	Unknown	Unknown	2,500,000	0	NIL

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

	2010/11 Budget \$	January 2011 Actual \$
6. RESERVES		
Cash Backed Reserves		
(a) Employee Entitlement Reserve		
Opening Balance	141,121	141,121
Amount Set Aside / Transfer to Reserve	2,098	4,378
Amount Used / Transfer from Reserve	0	0
	<u>143,219</u>	<u>145,499</u>
(b) Plant Replacement Reserve		
Opening Balance	82,292	82,292
Amount Set Aside / Transfer to Reserve	13,223	2,553
Amount Used / Transfer from Reserve	(80,000)	0
	<u>15,515</u>	<u>84,845</u>
(c) Infrastructure Reserve		
Opening Balance	190,323	190,323
Amount Set Aside / Transfer to Reserve	2,829	5,905
Amount Used / Transfer from Reserve	0	0
	<u>193,152</u>	<u>196,228</u>
(d) Housing Reserve		
Opening Balance	529,450	329,451
Amount Set Aside / Transfer to Reserve	7,870	10,221
Amount Used / Transfer from Reserve	(498,520)	0
	<u>38,800</u>	<u>339,672</u>
(e) Onslow Community Infrastructure Reserve		
Opening Balance	32,284	32,283
Amount Set Aside / Transfer to Reserve	480	1,002
Amount Used / Transfer from Reserve	0	0
	<u>32,764</u>	<u>33,285</u>
(f) Onslow Emergency Evacuation Building Reserve		
Opening Balance	225,345	225,345
Amount Set Aside / Transfer to Reserve	3,349	6,991
Amount Used / Transfer from Reserve	0	0
	<u>228,694</u>	<u>232,336</u>
(g) Property Development Reserve		
Opening Balance	427,626	427,626
Amount Set Aside / Transfer to Reserve	6,356	13,267
Amount Used / Transfer from Reserve	(400,000)	0
	<u>33,982</u>	<u>440,893</u>
(h) Town Centre Redevelopment Reserve		
Opening Balance	41,331	41,331
Amount Set Aside / Transfer to Reserve	614	1,282
Amount Used / Transfer from Reserve	0	0
	<u>41,945</u>	<u>42,613</u>
(i) Onslow Aerodrome Reserve		
Opening Balance	12,184	12,185
Amount Set Aside / Transfer to Reserve	181	378
Amount Used / Transfer from Reserve	0	0
	<u>12,365</u>	<u>12,563</u>

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

	2010/11 Budget \$	January 2011 Actual \$
6. RESERVES (Continued)		
Cash Backed Reserves (Continued)		
(j) Onslow Residential Development Reserve		
Opening Balance	0	0
Amount Set Aside / Transfer to Reserve	0	0
Amount Used / Transfer from Reserve	0	0
	<u>0</u>	<u>0</u>
(k) Unspent Grants & Contributions Reserve		
Opening Balance	20,309,969	20,124,611
Amount Set Aside / Transfer to Reserve	300,000	479,117
Amount Used / Transfer from Reserve	(17,802,800)	(5,524,359)
	<u>2,807,169</u>	<u>15,079,369</u>
Total Cash Backed Reserves	<u><u>3,547,605</u></u>	<u><u>16,607,303</u></u>

All of the above reserve accounts are to be supported by money held in financial institutions.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

	2010/11 Budget \$	January 2011 Actual \$
6. RESERVES (Continued)		
Cash Backed Reserves (Continued)		
Summary of Transfers To Cash Backed Reserves		
Transfers to Reserves		
Employee Entitlement Reserve	2,098	4,378
Plant Replacement Reserve	13,223	2,553
Infrastructure Reserve	2,829	5,905
Housing Reserve	7,870	10,221
Onslow Community Infrastructure Reserve	480	1,002
Onslow Emergency Evacuation Building Reserve	3,349	6,991
Property Development Reserve	6,356	13,267
Town Centre Redevelopment Reserve	614	1,282
Onslow Aerodrome Reserve	181	378
Onslow Residential Development Reserve	0	0
Unspent Grants & Contributions Reserve	300,000	479,117
	<u><u>337,000</u></u>	<u><u>525,094</u></u>
Transfers from Reserves		
Employee Entitlement Reserve	0	0
Plant Replacement Reserve	(80,000)	0
Infrastructure Reserve	0	0
Housing Reserve	(498,520)	0
Onslow Community Infrastructure Reserve	0	0
Onslow Emergency Evacuation Building Reserve	0	0
Property Development Reserve	(400,000)	0
Town Centre Redevelopment Reserve	0	0
Onslow Aerodrome Reserve	0	0
Onslow Residential Development Reserve	0	0
Unspent Grants & Contributions Reserve	(17,802,800)	(5,524,359)
	<u><u>(18,781,320)</u></u>	<u><u>(5,524,359)</u></u>
Total Transfer to/(from) Reserves	<u><u>(18,444,320)</u></u>	<u><u>(4,999,265)</u></u>

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

6. RESERVES (Continued)

In accordance with council resolutions in relation to each reserve account, the purpose for which the reserves are set aside are as follows:

Employee Benefits Reserve

- To contribute towards funding the Council's liability for payments of employee benefits owing to staff and taken either as leave or paid upon termination of their employment.

Plant Replacement Reserve

- To provide an optimum level of cash reserves for funding the Council heavy machinery replacement program on a five year rolling basis.

Infrastructure Reserve

- To provide funds for provision and maintenance of new and existing infrastructure assets throughout the Shire.

Housing Reserve

- To provide funds to assist the Council to maintain and improve Council housing stock in accordance with the Housing Asset Management Plan.

Onslow Community Infrastructure Reserve

- To provide funds for the development of community facilities in Onslow.

Onslow Emergency Evacuation Building Reserve

- To provide for the construction and fitting out of an emergency evacuation facility for the joint use by the emergency services in Onslow.

Property Development Reserve

- To provide funds to assist the Council in purchasing, developing and selling property to stimulate economic development.

Town Centre Redevelopment Reserve

- To provide funds to develop and implement a plan to redevelop the Tom Price town centre.

Onslow Aerodrome Reserve

- To provide funds for the upgrading and modifications to the Onslow aerodrome.

Onslow Residential Development Reserve

- To be used for the development of staff housing in Onslow.

Unspent Grants and Contributions Reserve

- To preserve unspent Grant and ongoing Capital Works Funds

The Leave, Plant and Computer Reserves are not expected to be used within a set period as further transfers to the reserve accounts are expected as funds are utilised.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

	2009/10 B/Fwd Per 2010/11 Budget \$	2009/10 B/Fwd Per Financial Report \$	January 2011 Actual \$
7. NET CURRENT ASSETS			
Composition of Estimated Net Current Asset Position			
CURRENT ASSETS			
Cash - Unrestricted	3,557,188	3,192,214	1,810,215
Cash - Restricted Unspent Grants	0	819,498	0
Cash - Restricted Unspent Loans	0	0	0
Cash - Restricted Reserves	21,991,925	21,606,567	16,607,303
Rates - Current	131,502	144,634	584,613
Sundry Debtors	3,782,411	4,433,510	1,084,380
Accrued Income	0	10,091	0
Payments in Advance	0	16,389	0
GST Receivable	571,025	643,775	346,561
Provision For Doubtful Debts	(127,373)	(95,815)	(95,815)
Inventories	68,621	137,648	137,648
	<u>29,975,299</u>	<u>30,908,511</u>	<u>20,474,905</u>
LESS: CURRENT LIABILITIES			
Sundry Creditors	(4,939,375)	(5,331,688)	(1,804,771)
Accrued Expenditure	(36,218)	(283,915)	0
PAYG Payable	(117,688)	(119,350)	(103,496)
Payroll Creditors	0	0	0
Withholding Tax Payable	(970)	0	0
GST Payable	(759,252)	(823,098)	(21,338)
Other Payables	(38,392)	(51,676)	(27,643)
Restricted Funds	0	0	0
	<u>(5,891,895)</u>	<u>(6,609,727)</u>	<u>(1,957,248)</u>
NET CURRENT ASSET POSITION	24,083,404	24,298,784	18,517,657
Less: Cash - Reserves - Restricted	(21,991,925)	(21,606,567)	(16,607,303)
Less: Cash - Unspent Grants - Restricted	0	0	0
Adjustment for Trust Transactions Within Muni	114,130	0	(11)
ESTIMATED SURPLUS/(DEFICIENCY) C/FWD	<u>2,205,609</u>	<u>2,692,217</u>	<u>1,910,343</u>

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

8. RATING INFORMATION

RATE TYPE	Rate in \$	Number of Properties	Rateable Value \$	2010/11 Rate Revenue \$	2010/11 Interim Rates \$	2010/11 Back Rates \$	2010/11 Total Revenue \$	2010/11 Budget \$
General Rate								
GRV - Residential	0.081558	2,316	33,448,606	2,728,000	169,433	31,672	2,929,105	2,726,726
GRV - Residential Development	0.081558	4	58,260	4,752	0	0	4,752	4,752
GRV - Commercial Civic	0.081558	98	8,281,710	675,440	0	0	675,440	675,440
GRV - Tourism	0.081558	3	345,300	28,162	0	0	28,162	28,162
GRV - Community	0.081558	10	143,300	11,687	0	0	11,687	12,968
GRV - Industrial	0.081558	40	512,964	41,836	0	0	41,836	41,836
GRV - Industrial Development	0.081558	1	12,400	1,011	0	0	1,011	1,011
UV - Rural/Pastoral	0.024530	32	7,260,192	178,092	(853)	0	177,239	178,093
UV - Rural/Commerical	0.262030	7	54,425	14,261	0	0	14,261	14,261
UV - Rural/Industrial	0.262030	31	5,864,991	1,536,804	6,271	(3)	1,543,072	1,536,804
UV - Mining Leases	0.262030	458	10,200,151	2,672,745	57,080	10,925	2,740,750	2,928,294
UV - Tourism	0.126076	3	300,000	37,823	2,572	1,214	41,609	37,823
Sub-Totals		3,003	66,482,299	7,930,613	234,503	43,808	8,208,924	8,186,170
Minimum Rates	Minimum \$							
GRV - Residential	530	109	390,522	57,770	0	0	57,770	62,540
GRV - Commercial Civic	530	25	76,624	13,250	0	0	13,250	12,190
GRV - Community	530	5	9,750	2,650	0	0	2,650	4,240
GRV - Industrial	530	29	69,730	15,370	0	0	15,370	15,370
UV - Rural/Pastoral	530	7	53,327	3,710	0	0	3,710	3,710
UV - Rural/Commerical	530	5	3,477	2,650	0	0	2,650	2,650
UV - Rural/Industrial	530	27	7,021	14,310	0	0	14,310	14,310
UV - Mining Lease	530	294	246,548	155,820	0	0	155,820	155,820
Sub-Totals		501	856,999	265,530	0	0	265,530	270,830
Specified Area Rates							0	0
							8,474,454	8,457,000
Discounts							0	0
Rates Written Off							(4,072)	(10,000)
Movement in Excess Rates							(11,512)	0
Totals							8,458,870	8,447,000

All land except exempt land in the Shire of Ashburton is rated according to its Gross Rental Value (GRV) in townsites or Unimproved Value (UV) in the remainder of the Shire.

The general rates detailed above for the 2010/11 financial year have been determined by Council on the basis of raising the revenue required to meet the deficiency between the total estimated expenditure proposed in the budget and the estimated revenue to be received from all sources other than rates and also bearing considering the extent of any increase in rating over the level adopted in the previous year.

The minimum rates have been determined by Council on the basis that all ratepayers must make a reasonable contribution to the cost of the Local Government services/facilities.

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

9. TRUST FUNDS

Funds held at balance date over which the Municipality has no control and which are not included in this statement are as follows:

Detail	Balance 01-Jul-10 \$	Amounts Received \$	Amounts Paid (\$)	Balance \$
Cleaning and Key Deposits	17,450	10,100	(15,590)	11,960
Other Trust Monies	35,711	29,529	(84,123)	(18,883)
Bonds & Guarantees	35,808	8,650	(3,050)	41,408
Nomination Deposit	80	0	0	80
Unclaimed Monies	12,952	762	0	13,714
BCITF Levy	551,703	244,151	(307,267)	488,587
BRB Levy	1,888	(1,428)	0	460
Consignment Stock	2,494	14,790	(15,290)	1,994
Tour Sales	49,412	128,729	(170,868)	7,273
Fundraising Aqua Run	700	0	0	700
	<u>708,198</u>	<u>435,283</u>	<u>(596,188)</u>	<u>547,293</u>

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

10. OPERATING STATEMENT

	January 2011 Actual \$	2010/11 Budget \$	2009/10 Actual \$
OPERATING REVENUES			
Governance	60,700	146,550	462,819
General Purpose Funding	10,770,591	12,343,950	14,897,023
Law, Order, Public Safety	103,443	124,010	110,741
Health	127,062	161,500	90,745
Education and Welfare	28,796	284,500	67,402
Housing	17,082	72,730	32,715
Community Amenities	2,096,117	3,628,869	2,116,907
Recreation and Culture	375,906	2,742,100	7,397,543
Transport	812,694	1,823,630	6,806,373
Economic Services	537,508	2,246,325	1,424,976
Other Property and Services	<u>2,163,270</u>	<u>3,853,232</u>	<u>3,697,654</u>
TOTAL OPERATING REVENUE	<u>17,093,169</u>	<u>27,427,396</u>	<u>37,104,898</u>
OPERATING EXPENSES			
Governance	1,485,491	2,902,502	2,123,618
General Purpose Funding	177,513	364,853	257,926
Law, Order, Public Safety	389,353	720,032	635,155
Health	194,516	437,591	378,967
Education and Welfare	247,481	530,277	335,361
Housing	278,148	604,232	240,365
Community Amenities	1,804,408	2,717,990	2,412,959
Recreation & Culture	2,677,740	4,856,801	3,836,669
Transport	4,279,361	4,143,272	8,715,187
Economic Services	716,684	1,181,507	941,898
Other Property and Services	<u>2,746,007</u>	<u>3,492,047</u>	<u>1,766,924</u>
TOTAL OPERATING EXPENSE	<u>14,996,702</u>	<u>21,951,104</u>	<u>21,645,029</u>
CHANGE IN NET ASSETS			
RESULTING FROM OPERATIONS	<u>2,096,467</u>	<u>5,476,292</u>	<u>15,459,869</u>

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

11. BALANCE SHEET

	January 2011 Actual \$	2009/10 Actual \$
CURRENT ASSETS		
Cash Assets	18,417,518	25,618,279
Receivables	1,919,739	5,152,584
Inventories	803,082	714,341
TOTAL CURRENT ASSETS	<u>21,140,339</u>	<u>31,485,204</u>
NON-CURRENT ASSETS		
Receivables	0	0
Inventories	0	0
Property, Plant and Equipment Infrastructure	32,131,848	28,620,820
	<u>83,446,705</u>	<u>79,475,607</u>
TOTAL NON-CURRENT ASSETS	<u>115,578,553</u>	<u>108,096,427</u>
TOTAL ASSETS	<u><u>136,718,892</u></u>	<u><u>139,581,631</u></u>
CURRENT LIABILITIES		
Payables	1,957,248	6,826,799
Interest-bearing Liabilities	59,489	149,156
Provisions	626,275	626,275
TOTAL CURRENT LIABILITIES	<u>2,643,012</u>	<u>7,602,230</u>
NON-CURRENT LIABILITIES		
Interest-bearing Liabilities	1,682,788	1,682,788
Provisions	117,604	117,604
TOTAL NON-CURRENT LIABILITIES	<u>1,800,392</u>	<u>1,800,392</u>
TOTAL LIABILITIES	<u><u>4,443,404</u></u>	<u><u>9,402,622</u></u>
NET ASSETS	<u><u>132,275,488</u></u>	<u><u>130,179,009</u></u>
EQUITY		
Retained Surplus	115,226,813	108,131,080
Reserves - Cash Backed	16,607,303	21,606,567
Reserves - Asset Revaluation	441,362	441,362
TOTAL EQUITY	<u><u>132,275,478</u></u>	<u><u>130,179,009</u></u>

SHIRE OF ASHBURTON

NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011

12. FINANCIAL RATIOS

	2011 YTD	2010	2009	2008
Current Ratio	1.815	1.214	0.872	1.032

The above ratio is calculated as follows:

Current Ratio	$\frac{\text{Current assets minus restricted current assets}}{\text{Current liabilities minus liabilities associated with restricted assets}}$
---------------	--

SHIRE OF ASHBURTON
FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011
Report on Significant variances Greater than 10% and \$20,000

Purpose

The purpose of the Monthly Variance Report is to highlight circumstances where there is a major variance from the YTD Monthly Budget and YTD Actual figures. These variances can occur because of a change in timing of the activity, circumstances change (e.g. a grants were budgeted for but was not received) or changes to the original budget projections. The Report is designed to highlight these issues and explain the reason for the variance.

The Materiality variances adopted by Council are:

Actual Variance to YTD Budget up to 5%:	Don't Report
Actual Variance exceeding 10% of YTD Budget	Use Management Discretion
Actual Variance exceeding 10% of YTD Budget and a value greater than \$20,000:	Must Report

REPORTABLE OPERATING REVENUE VARIATIONS

General Purpose Funding - Variance above budget expectations.

Interest earned on reserves significantly greater than budgeted.

Education & Welfare - Variance below budget expectations.

Actual Grant Income and Contributions relating to the running of Youth Services (Western Sector) not as high as budgeted for same period.

Recreation and Culture - Variance below budget expectations

Pannawonica Playground grant income not received against budget YTD

Multi Purpose Centre/Sporting Precinct grant income not received against budget YTD

Economic Services - Variance below budget expectations.

Building Fees receipts not as high as anticipated.

Other Property and Services - Variance below budget expectations.

Private Works, Fuel Tax Credit and Workers Compensation Reimbursement below budget expectations.

REPORTABLE OPERATING EXPENSE VARIATIONS

General Purpose Funding - Variance below budget expectations.

Insurance expense over budgeted in error.

Health - Variance below budget expectations.

EHO salaries and oncosts less than budget as position not filled for full period to date.

Education & Welfare - Variance below budget expectations.

Expenditure for running of Youth Services (Western Sector) not as high as budgeted for same period.

Housing - Variance below budget expectations

Building Programme/Staff Housing not as high as budgeted for same period

Transport - Variance above budget expectations.

Infrastructure road depreciation under estimated in budget. Flood damage expenditure occurred that is not budgeted for.

REPORTABLE NON-CASH VARIATIONS

Depreciation on Assets - Variance above budget expectations.

Infrastructure road depreciation under estimated in budget.

SHIRE OF ASHBURTON
FOR THE PERIOD 1 JULY 2010 TO 31 JANUARY 2011
Report on Significant variances Greater than 10% and \$20,000

REPORTABLE CAPITAL EXPENSE VARIATIONS

Purchase of Land Held for Resale - Variance below budget expectations.

Tom Price Residential and Industrial Land Developments are currently behind budget.

Purchase of Land & Buildings - Variance below budget expectations.

Tom Price Sports Pavilion, Staff Housing in Willow and Warara Road, Onslow Multi Purpose Centre and Onslow Residential Development have not reached the budget expectations YTD.

Purchase of Plant & Equipment - Variance below budget expectations.

Road Plant Purchases have not reached the budgeted expectations YTD.

Purchase of Furniture & Equipment - Variance below budget expectations.

Information Technology behind budget expectations YTD

Purchase of Infrastructure Assets Footpaths - Variance above budget expectations.

Works program/footpath construction under estimated in budget. Budget has been fully realised YTD.

Purchase of Infrastructure Assets Parks & Ovals - Variance below budget expectations.

RSL Memorial Park, R4R Playground - Pannawonica and Parks Infrastructure are currently behind budget.

Purchase of Infrastructure Assets Other - Variance below budget expectations.

Peter Sutherland Oval and Area "W"Oval Bores - Budget has been allocated to commence in March.

Sporting Precinct Upgrade Onslow - currently behind budget expectations.

Works program/foreshore Onslow - currently behind budget expectations.

Tom Price revitalisation - currently behind budget expectations.

Paraburdoo Town Centre Revitalisation - currently behind budget expectations.

Onslow Townscape Development Plan - currently behind budget expectations.

Works Program/Sanitation - currently behind budget expectations.

Transfer to Reserves - Variance above budget expectations.

Reserve interest under budgeted and actual transfers now greater than budget.

REPORTABLE CAPITAL INCOME VARIATIONS

Proceeds from Disposal of Assets - Variance below budget expectations.

Sale of Assets less than budgeted for at YTD.

Transfer from Reserves - Variance below budget expectations.

Tom Price Revitalisation Project is behind schedule thus transfers from reserve for expenditure is also behind budget.

Tom Price Sports Pavilion Project is behind schedule thus transfers from reserve for expenditure is also behind budget.

Road Plant Purchases are behind schedule thus transfers from reserve for expenditure is also behind budget.

Onslow Residential Development Project is behind schedule thus transfers from reserve for expenditure is also behind budget.

Tom Price Industrial Land Development Project is behind schedule thus transfers from reserve for expenditure is also behind budget.



BusinessChoice Everyday VISA Card Statement

SHIRE OF ASHBURTON
 ATTN: SENIOR FINANCE OFFI
 PO BOX 567
 TOM PRICE WA 6751

Billing Account Number	4293 1830 9098 1632
Payment Due Date	07 FEBRUARY 2011
Closing Balance	\$22,128.08
Minimum Payment Due	\$22,128.08
Amount Paid (Details on the reverse)	\$

+4293183090981632-

(Cut along this dotted line)

For enquiries, or lost or stolen cards, please call 1300 650 107 from anywhere in Australia, 24 hours a day, 7 days a week.

Any statement entries for purchases or cash advances made in a foreign currency include the following: (1) the foreign currency transaction amount converted into Australian dollars by the applicable credit card scheme and (2) the Westpac Foreign Transaction Fee (FX Fee), being the applicable Westpac Processing Fee and the applicable Westpac On-Charged Scheme Fee.

Company Name	Number of Cards	Facility Number	Annual Cash % Rate	Annual Purchase % Rate		
Shire Of Ashburton	6	00028553	19.96%	0.00 %		
Contact Name	Billing Account Number	Opening Balance	Credit Limit			
Attn: Senior Finance Offi	4293183090981632	14,657.27	45,000			
Statement From	Statement To	Payment Due Date	Opening Balance	Minimum Payment Due	Closing Balance	Available Credit
05 JAN 2011	02 FEB 2011	07 FEB 2011	14,657.27	22,128.08	22,128.08	22,871.92

Summary of Changes in Your Account Since Last Statement

From Your Opening Balance of	We Deducted Payments and Other Credits	And We Added				To Arrive at Your Closing Balance of	Total Past Due / Overlimit balances	Your minimum payment including past due overlimit is
		New purchases	Cash advances	Fees, Interest & Government Charges	Miscellaneous Transactions			
14,657.27	14,657.27 -	0.00	0.00	0.00	22,128.08	22,128.08	0.00	22,128.08

CHANGES TO YOUR CONDITIONS OF USE EFFECTIVE 12 APRIL 2011: ADD THESE DEFINITIONS: "CONTACTLESS TERMINAL" MEANS AN ELECTRONIC BANKING TERMINAL WHICH CAN BE USED TO MAKE A CONTACTLESS TRANSACTION. "CONTACTLESS TRANSACTION" MEANS A TRANSACTION MADE BY HOLDING YOUR CARD (WHICH IS CAPABLE OF MAKING A CONTACTLESS TRANSACTION) AGAINST A CONTACTLESS TERMINAL AND WITHOUT HAVING TO INSERT OR SWIPE THE CARD."

Summary of Billing Account Transactions		
Date of Transaction	Description	Debits/Credits
	Sub Total:	22,128.08
	Grand Total:	7,470.81

CHANGES TO YOUR CONDITIONS OF USE (CONTINUED) ADD TO THE END OF
CLAUSE 3.7(A): "OR OTHERWISE USE A CARD AT A CONTACTLESS TERMINAL."
ADD A NEW CLAUSE 3.7(H) TO READ: "TRANSACTION LIMITS (AS NOTIFIED TO
YOU) APPLY TO THE USE OF A CARD TO MAKE A CONTACTLESS TRANSACTION AT
A CONTACTLESS TERMINAL ." FOR MORE INFORMATION VISIT
WESTPAC.COM.AU/CREDITCARDCHANGES OR CALL 1300 661 341.



BusinessChoice Everyday VISA Card Statement

AMANDA O'HALLORAN
SHIRE OF ASHBURTON
PO BOX 567
TOM PRICE WA 6751

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Card Account Transaction Details

Account Name	Card Number	Credit Limit	Available Credit
Amanda O'Halloran	4293 1830 0118 6081	10,000	10,000.00
Statement From	Statement To	Facility Number	
05 JAN 2011	02 FEB 2011	00028553	

Summary of Changes in Your Account Since Last Statement

From Your Opening Balance of	We Deducted Payments and Other Credits	And We Added				To Arrive at Your Closing Balance of	Total Past Due / Overlimit balances	Your minimum payment including past due overlimit is
		New purchases	Cash advances	Fees, Interest & Government Charges	Miscellaneous Transactions			
0.00	0.00	4,607.93	0.00	0.00	4,607.93 -	0.00	0.00	0.00

CHANGES TO YOUR CONDITIONS OF USE EFFECTIVE 12 APRIL 2011: ADD THESE DEFINITIONS: "CONTACTLESS TERMINAL" MEANS AN ELECTRONIC BANKING TERMINAL WHICH CAN BE USED TO MAKE A CONTACTLESS TRANSACTION. "CONTACTLESS TRANSACTION" MEANS A TRANSACTION MADE BY HOLDING YOUR CARD (WHICH IS CAPABLE OF MAKING A CONTACTLESS TRANSACTION) AGAINST A CONTACTLESS TERMINAL AND WITHOUT HAVING TO INSERT OR SWIPE THE CARD."

BusinessChoice Everyday VISA Card			
Date of Transaction	Description	Debits/Credits	Cardholder Comments
07 JAN	Purchases QANTAS MASCOT AU QANTAS	378.70	

BusinessChoice Everyday VISA Card

Date of Transaction	Description	Debits/Credits	Cardholder Comments
07 JAN	QANTAS MASCOT AU	259.70	
10 JAN	QANTAS MASCOT AU	1,625.40	
13 JAN	DAVID JONES HAY STREET PERTH DEPARTMENT STORES AU	104.50	
14 JAN	ROADSHOW SOUTH YARRA AU	165.00	
14 JAN	MOTION PICTURES AND VIDEO TA CANNING VALE CASH & CANNINGVALE AU	446.44	
14 JAN	WHOLESALE CLUBS RED DOT STORES INNALOO AU	79.80	
17 JAN	DISCOUNT STORES KMART KARRATHA WA AU	250.00	
17 JAN	DISCOUNT STORES SPOTLIGHT 058 MIDLAND AU	94.20	
17 JAN	WINDOW COVERING & UPHOLSTERY CEBAS PL IKEA INNALOO AU	134.75	
18 JAN	FURNITURE, HOME FURNISHINGS BP CRYSTAL BROOK LESMURDIE AU	222.50	
18 JAN	SERVICE STATIONS BUNNINGS 318000 MIDLAND AU	299.00	
23 JAN	HARDWARE STORES GULL YORK YORK AU	133.09	
24 JAN	SERVICE STATIONS DEALSDIRECT COM AU INGLEBURN AU	45.75	
24 JAN	MUSIC STORES- MUSICAL INSTRU SUPRE 0077 ONLINE SHP MARRICKVILLE AU	12.50	
24 JAN	WOMEN'S READY-TO-WEAR STORES SUPRE 0077 ONLINE SHP MARRICKVILLE AU	12.50	
24 JAN	WOMEN'S READY-TO-WEAR STORES SUPRE 0077 ONLINE SHP MARRICKVILLE AU	12.50	
23 JAN	GULL 440 ROADHOUSE GLENFIELD AU	98.08	
26 JAN	SERVICE STATIONS QANTAS MASCOT AU	164.02	
26 JAN	QANTAS MASCOT AU	82.00	
	Sub Total:	4,607.93	
	Miscellaneous Transactions		
02 FEB	TRANSFER CLOSING BALANCE TO BILLING ACCT	4,607.93 -	
	Sub Total:	4,607.93 -	
	Grand Total:	0.00	

I have checked the above details and verify that they are correct.

Cardholder Signature _____ Date _____

Transactions examined and approved.

Manager/Supervisor Signature _____ Date _____

CHANGES TO YOUR CONDITIONS OF USE (CONTINUED) ADD TO THE END OF
CLAUSE 3.7(A): "OR OTHERWISE USE A CARD AT A CONTACTLESS TERMINAL."
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A CONTACTLESS TERMINAL ." FOR MORE INFORMATION VISIT
WESTPAC.COM.AU/CREDITCARDCHANGES OR CALL 1300 661 341.



BusinessChoice Everyday VISA Card Statement

BERNARD SMITH
 SHIRE OF ASHBURTON
 PO BOX 567
 TOM PRICE WA 6751

For enquiries, or lost or stolen cards, please call 1300 650 107 from anywhere in Australia, 24 hours a day, 7 days a week.

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Card Account Transaction Details

Account Name	Card Number	Credit Limit	Available Credit
Bernard Smith	4293 1830 0150 2972	5,000	5,000.00
Statement From	Statement To	Facility Number	
05 JAN 2011	02 FEB 2011	00028553	

Summary of Changes in Your Account Since Last Statement

From Your Opening Balance of	We Deducted Payments and Other Credits	And We Added				To Arrive at Your Closing Balance of	Total Past Due / Overlimit balances	Your minimum payment including past due overlimit is
		New purchases	Cash advances	Fees, Interest & Government Charges	Miscellaneous Transactions			
0.00	0.00	2,275.01	0.00	75.00	2,350.01 -	0.00	0.00	0.00

CHANGES TO YOUR CONDITIONS OF USE EFFECTIVE 12 APRIL 2011: ADD THESE DEFINITIONS: "CONTACTLESS TERMINAL" MEANS AN ELECTRONIC BANKING TERMINAL WHICH CAN BE USED TO MAKE A CONTACTLESS TRANSACTION. "CONTACTLESS TRANSACTION" MEANS A TRANSACTION MADE BY HOLDING YOUR CARD (WHICH IS CAPABLE OF MAKING A CONTACTLESS TRANSACTION) AGAINST A CONTACTLESS TERMINAL AND WITHOUT HAVING TO INSERT OR SWIPE THE CARD."

BusinessChoice Everyday VISA Card			
Date of Transaction	Description	Debits/Credits	Cardholder Comments
02 JAN	Purchases CRYSTAL SOLUTIONS ILUKA AU ELECTRICAL & SMALL APPLIANCE	77.95	

BusinessChoice Everyday VISA Card

Date of Transaction	Description	Debits/Credits	Cardholder Comments
05 JAN	CRYSTAL SOLUTIONS ILUKA AU ELECTRICAL & SMALL APPLIANCE	9.00	X
11 JAN	QANTAS MASCOT AU	40.00	
11 JAN	QANTAS MASCOT AU	40.00	
11 JAN	QANTAS MASCOT AU	40.00 -	
12 JAN	QANTAS MASCOT AU	987.40	X
15 JAN	STATE LAW PUBLISHER PERTH AU BOOK STORES	176.50	X
20 JAN	BEADON BAY HOTEL ONSLOW AU EATING PLACES, RESTAURANTS	114.00	X
21 JAN	LOCAL GOVERNEMENT MANA WEST PERTH AU GOVERNMENT SERVICES NOT ELSE	60.00	
21 JAN	LOCAL GOVERNEMENT MANA WEST PERTH AU GOVERNMENT SERVICES NOT ELSE	60.00	
24 JAN	LOCAL GOVERNEMENT MANA WEST PERTH AU GOVERNMENT SERVICES NOT ELSE	60.00 -	
25 JAN	QANTAS MASCOT AU	50.00	X
27 JAN	DICK SMITH 8883 MORLEY AU GROCERY STORES, SUPERMARKETS	19.94	✓
27 JAN	KMART MORLEY WA AU DISCOUNT STORES	75.00	✓
26 JAN	LIVE TAXI PAY WEST MELBOURN AU TAXICABS/LIMOUSINES	29.30	X
28 JAN	SWAN TAXIS 13 13 30 EAST SYDNEY AU TAXICABS/LIMOUSINES	43.29	X
28 JAN	SWAN TAXIS 13 13 30 EAST SYDNEY AU TAXICABS/LIMOUSINES	48.62	X
28 JAN	AVENUE NINE INGLEWOOD AU EATING PLACES, RESTAURANTS	269.50	X
28 JAN	SWAN TAXIS 13 13 30 EAST SYDNEY AU TAXICABS/LIMOUSINES	30.41	X
01 FEB	CALM KARRATHA KARRATHA AU GOVERNMENT SERVICES NOT ELSE	244.10	X
	Sub Total:	2,275.01	
02 FEB	Interest, Fees & Government Charges CARD FEE	75.00	
	Sub Total:	75.00	
02 FEB	Miscellaneous Transactions TRANSFER CLOSING BALANCE TO BILLING ACCT	2,350.01 -	
	Sub Total:	2,350.01 -	
	Grand Total:	0.00	



BusinessChoice Everyday VISA Card Statement

FRANCO LUDOVICO
SHIRE OF ASHBURTON
PO BOX 567
TOM PRICE WA 6751

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Card Account Transaction Details

Account Name	Card Number	Credit Limit	Available Credit
Franco Ludovico	4293 1830 0143 7450	5,000	5,000.00
Statement From	Statement To	Facility Number	
05 JAN 2011	02 FEB 2011	00028553	

Summary of Changes in Your Account Since Last Statement

From Your Opening Balance of	We Deducted Payments and Other Credits	And We Added				To Arrive at Your Closing Balance of	Total Past Due / Overlimit balances	Your minimum payment including past due overlimit is
		New purchases	Cash advances	Fees, interest & Government Charges	Miscellaneous Transactions			
0.00	0.00	2,649.89	0.00	75.00	2,724.89 -	0.00	0.00	0.00

CHANGES TO YOUR CONDITIONS OF USE EFFECTIVE 12 APRIL 2011: ADD THESE DEFINITIONS: "CONTACTLESS TERMINAL" MEANS AN ELECTRONIC BANKING TERMINAL WHICH CAN BE USED TO MAKE A CONTACTLESS TRANSACTION. "CONTACTLESS TRANSACTION" MEANS A TRANSACTION MADE BY HOLDING YOUR CARD (WHICH IS CAPABLE OF MAKING A CONTACTLESS TRANSACTION) AGAINST A CONTACTLESS TERMINAL AND WITHOUT HAVING TO INSERT OR SWIPE THE CARD."

BusinessChoice Everyday VISA Card			
Date of Transaction	Description	Debits/Credits	Cardholder Comments
14 JAN	Purchases QANTAS MASCOT AU QANTAS	264.70 ✓	

BusinessChoice Everyday VISA Card			
Date of Transaction	Description	Debits/Credits	Cardholder Comments
14 JAN	QANTAS AIR INTERNET AUCKLAND NZ NEW ZEALAND DOLLAR 1211.30 INC FX FEE AUD \$28.36	973.87 ✓	
27 JAN	QANTAS MASCOT AU QANTAS	1,039.70 ✓	
27 JAN	MONDIAL ASSISTANCE HOUSE AU INSURANCE SALES, UNDERWRITIN	9.94 ✓	
27 JAN	SKYWEST AIRLINES REDCLIFFE AU AIRLINES, AIR CARRIERS	361.68 ✓	
	Sub Total:	2,649.89	
02 FEB	Interest, Fees & Government Charges CARD FEE	75.00	
	Sub Total:	75.00	
02 FEB	Miscellaneous Transactions TRANSFER CLOSING BALANCE TO BILLING ACCT	2,724.89 -	
	Sub Total:	2,724.89 -	
	Grand Total:	0.00	

I have checked the above details and verify that they are correct.

Cardholder Signature _____ Date _____

Transactions examined and approved.

Manager/Supervisor Signature _____ Date _____

CHANGES TO YOUR CONDITIONS OF USE (CONTINUED) ADD TO THE END OF CLAUSE 3.7(A): "OR OTHERWISE USE A CARD AT A CONTACTLESS TERMINAL."
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BusinessChoice Everyday VISA Card Statement

JEFFREY BREEN
 SHIRE OF ASHBURTON
 PO BOX 567
 TOM PRICE WA 6751

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Card Account Transaction Details

Account Name	Card Number	Credit Limit	Available Credit
Jeffrey Breen	4293 1830 0118 6099	10,000	10,000.00
Statement From	Statement To	Facility Number	
05 JAN 2011	02 FEB 2011	00028553	

Summary of Changes in Your Account Since Last Statement

From Your Opening Balance of	We Deducted Payments and Other Credits	And We Added				To Arrive at Your Closing Balance of	Total Past Due / Overlimit balances	Your minimum payment including past due overlimit is
		New purchases	Cash advances	Fees, Interest & Government Charges	Miscellaneous Transactions			
0.00	0.00	8,024.64	0.00	0.00	8,024.64 -	0.00	0.00	0.00

CHANGES TO YOUR CONDITIONS OF USE EFFECTIVE 12 APRIL 2011: ADD THESE DEFINITIONS: "CONTACTLESS TERMINAL" MEANS AN ELECTRONIC BANKING TERMINAL WHICH CAN BE USED TO MAKE A CONTACTLESS TRANSACTION. "CONTACTLESS TRANSACTION" MEANS A TRANSACTION MADE BY HOLDING YOUR CARD (WHICH IS CAPABLE OF MAKING A CONTACTLESS TRANSACTION) AGAINST A CONTACTLESS TERMINAL AND WITHOUT HAVING TO INSERT OR SWIPE THE CARD."

BusinessChoice Everyday VISA Card			
Date of Transaction	Description	Debits/Credits	Cardholder Comments
04 JAN	Purchases QANTAS MASCOT AU QANTAS	284.70	

BusinessChoice Everyday VISA Card

Date of Transaction	Description	Debits/Credits	Cardholder Comments
06 JAN	QANTAS MASCOT AU	500.71	
06 JAN	QANTAS MASCOT AU	567.71	
10 JAN	ACCOR ADVANTAGE P PERTH AU TELEMARKETING TRAVEL RELATED	428.00	
11 JAN	QANTAS MASCOT AU	90.99	
13 JAN	LIVE TAXIEPAY WEST MELBOURN AU TAXICABS/LIMOUSINES	34.19	
14 JAN	QANTAS MASCOT AU	569.40	
18 JAN	QANTAS MASCOT AU	243.71	
19 JAN	COLES EXPR TOM PRICE WA AU SERVICE STATIONS	137.71	
20 JAN	COLES EXPR PARABURDOO WA AU SERVICE STATIONS	170.79	
22 JAN	QANTAS MASCOT AU	1,162.80	
24 JAN	QANTAS MASCOT AU	529.40	
24 JAN	QANTAS MASCOT AU	541.71	
24 JAN	QANTAS MASCOT AU	521.71	
27 JAN	GURUMA0789WINDAWARRI TOM PRICE AU EATING PLACES, RESTAURANTS	110.80	
28 JAN	SWAN TAXIS 13 13 30 EAST SYDNEY AU TAXICABS/LIMOUSINES	38.85	
31 JAN	QANTAS MASCOT AU	500.71	
31 JAN	LANDGATE MIDLAND AU GOVERNMENT SERVICES NOT ELSE'	38.00	
01 FEB	QANTAS MASCOT AU	1,369.86	
02 FEB	COLES EXPR TOM PRICE WA AU SERVICE STATIONS	155.70	
02 FEB	CABFARE Melbourne AU TAXICABS/LIMOUSINES	27.19	
	Sub Total:	8,024.64	
	Miscellaneous Transactions		
02 FEB	TRANSFER CLOSING BALANCE TO BILLING ACCT	8,024.64 -	
	Sub Total:	8,024.64 -	
	Grand Total:	0.00	

I have checked the above details and verify that they are correct.

Cardholder Signature _____ **Date** _____

Transactions examined and approved.

Manager/Supervisor Signature _____ **Date** _____

CHANGES TO YOUR CONDITIONS OF USE (CONTINUED) ADD TO THE END OF
CLAUSE 3.7(A): "OR OTHERWISE USE A CARD AT A CONTACTLESS TERMINAL."
ADD A NEW CLAUSE 3.7(H) TO READ: "TRANSACTION LIMITS (AS NOTIFIED TO
YOU) APPLY TO THE USE OF A CARD TO MAKE A CONTACTLESS TRANSACTION AT
A CONTACTLESS TERMINAL ." FOR MORE INFORMATION VISIT
WESTPAC.COM.AU/CREDITCARDCHANGES OR CALL 1300 661 341.



BusinessChoice Everyday VISA Card Statement

LARRY SOFTLEY
 SHIRE OF ASHBURTON
 PO BOX 567
 TOM PRICE WA 6751

For enquiries, or lost or stolen cards, please call 1300 650 107 from anywhere in Australia, 24 hours a day, 7 days a week.

Any statement entries for purchases or cash advances made in a foreign currency include the following: (1) the foreign currency transaction amount converted into Australian dollars by the applicable credit card scheme and (2) the Westpac Foreign Transaction Fee (FX Fee), being the applicable Westpac Processing Fee and the applicable Westpac On-Charged Scheme Fee.

Card Account Transaction Details

Account Name	Card Number	Credit Limit	Available Credit
Larry Softley	4293 1830 0127 7963	5,000	5,000.00
Statement From	Statement To	Facility Number	
05 JAN 2011	02 FEB 2011	00028553	

Summary of Changes in Your Account Since Last Statement

From Your Opening Balance of	We Deducted Payments and Other Credits	And We Added				To Arrive at Your Closing Balance of	Total Past Due / Overlimit balances	Your minimum payment including past due overlimit is
		New purchases	Cash advances	Fees, Interest & Government Charges	Miscellaneous Transactions			
0.00	0.00	4,420.61	0.00	0.00	4,420.61 -	0.00	0.00	0.00

CHANGES TO YOUR CONDITIONS OF USE EFFECTIVE 12 APRIL 2011: ADD THESE DEFINITIONS: "CONTACTLESS TERMINAL" MEANS AN ELECTRONIC BANKING TERMINAL WHICH CAN BE USED TO MAKE A CONTACTLESS TRANSACTION. "CONTACTLESS TRANSACTION" MEANS A TRANSACTION MADE BY HOLDING YOUR CARD (WHICH IS CAPABLE OF MAKING A CONTACTLESS TRANSACTION) AGAINST A CONTACTLESS TERMINAL AND WITHOUT HAVING TO INSERT OR SWIPE THE CARD."

BusinessChoice Everyday VISA Card			
Date of Transaction	Description	Debits/Credits	Cardholder Comments
25 JAN	Purchases COLES MOUNT TOM PRICE WA GROCERY STORES, SUPERMARKETS	AU 500.00	

BusinessChoice Everyday VISA Card

Date of Transaction	Description	Debits/Credits	Cardholder Comments
25 JAN	QANTAS MASCOT AU	521.71	
25 JAN	QANTAS MASCOT AU	2,985.74	
28 JAN	Novotel Perth Langley Perth AU	257.81	
01 FEB	NOVOTEL SIEH (ACCOR)		
	BUDGET RENT A CAR PERT PERTH AU	155.35	
	AUTOMOBILE RENTAL & LEASING		
	Sub Total:	4,420.61	
	Miscellaneous Transactions		
02 FEB	TRANSFER CLOSING BALANCE TO BILLING ACCT	4,420.61 -	
	Sub Total:	4,420.61 -	
	Grand Total:	0.00	

I have checked the above details and verify that they are correct.

Cardholder Signature _____ Date _____

Transactions examined and approved.

Manager/Supervisor Signature _____ Date _____

CHANGES TO YOUR CONDITIONS OF USE (CONTINUED) ADD TO THE END OF
 CLAUSE 3.7(A): "OR OTHERWISE USE A CARD AT A CONTACTLESS TERMINAL."
 ADD A NEW CLAUSE 3.7(H) TO READ: "TRANSACTION LIMITS (AS NOTIFIED TO
 YOU) APPLY TO THE USE OF A CARD TO MAKE A CONTACTLESS TRANSACTION AT
 A CONTACTLESS TERMINAL ." FOR MORE INFORMATION VISIT
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LIST OF PAYMENTS FOR FEBRUARY 2011

Municipal Payments

CHQ/EFT	Date	Name	Description	Amount		
EFT10762	04/02/2011	Abco Products	Various toilet paper - CLEANING EXPENSES GEN	-178.29	1	CSH
EFT10763	04/02/2011	Amar Auto Electrics	PTR14-Rubbish truck, PLD09- Rubbish truck, PRL02- Bomag - AUTO ELECTRIC WORK	-540.50	1	CSH
EFT10764	04/02/2011	BARRY WILLIAM FAULDS	50% share of rental for 66 Camerson Onslow	-1906.66	1	CSH
EFT10765	04/02/2011	BIANCA THAIR	SERVICES RENDERED FOR ASHBURTON NEWSLETTER - Newsletter Expenditure GEN	-1663.75	1	CSH
EFT10766	04/02/2011	BT Equipment	Vibration control switch and service. Bomag BW211D-4 Self Propelled Roller	-560.02	1	CSH
EFT10767	04/02/2011	BUNNINGS BUILDING SUPPLIES	8 x sheets of formply -1200 by 1800 by 17mm - CAP - Multi-Purpose Building -	-580.03	1	CSH
EFT10768	04/02/2011	BUSTARD GRADER HIRE	Grader hire 1/12/10 - 15/12/10, PANNAWONICA-MILLSTREAM ROAD - PANNAWONICA-MILLSTREAM	-25168.00	1	CSH
EFT10769	04/02/2011	Beadon Bay Pty Limited (Village)	Breakfast and Lunches at Beadon bay and MPC, room hire at Beadon bay - REFRESHMENTS/RECEPTIONS	-1584.00	1	CSH
EFT10770	04/02/2011	Bennetts Curtain Shop	Please supply Colombo sheer curtain for 172 Hardy Ave in Parraburdoo as per quote 001 DP 000448	-121.39	1	CSH
GRO36462	14/12/2010	Bennetts Curtain Shop	Please supply Colombo sheer curtain for 172 Hardy Ave in Parraburdoo as per quote 001 DP 000448	121.39		INV
EFT10771	04/02/2011	Bob Waddell Consultant	VARIOUS BUDGET REVIEW - Contract/External Labour GEN	-148.50	1	CSH
EFT10772	04/02/2011	Budget Car and Truck Rental	Medium size vehicle hire for Peta Hayto. - School Holiday Programs GEN, Car Hire for M.Reid, Works Prog Private works	-670.73	1	CSH
EFT10773	04/02/2011	Centurion Transport Co Pty Ltd	Transport Prado to Karratha and Hilux to Tom Price depot -Various deliveries -	-1135.89	1	CSH
EFT10774	04/02/2011	Commander Australia Limited	Commander rental 16/1/11-15/2/11. UTILITIES - ADMINISTRATION GEN	-847.11	1	CSH
EFT10775	04/02/2011	Coventrys	x1 jack 20 tonne squat Masada - Sundry Equipment and 2x Oil filters	-458.74	1	CSH
EFT10776	04/02/2011	Dingo Promotions	Polo Tops for Frank Ludovico	-55.00	1	CSH
EFT10777	04/02/2011	Downer EDI Works Pty Ltd	Asphalt and other coats for carpark - CAP - Multi-Purpose Building -	-39250.20	1	CSH
EFT10778	04/02/2011	ERA Contractors	Community Garden fridge not maintaining temperature. Please assess and repair	-285.36	1	CSH
EFT10779	04/02/2011	Envirobook	NH AUSTRALIAN WEATHER BOOK 9781876334680 and sex in a tent - Souvenir Expenses GEN	-197.67	1	CSH
EFT10780	04/02/2011	GCS CLEANING AND CARPET CARE	CARPET CLEANING AT DEPOT OFFICES - Works Prog Depot Mtce Tom Price	-154.00	1	CSH
EFT10781	04/02/2011	GEOFF SHOEMARK	REIMBURSEMENT FOR VARIOUS TOOLS - CAP - Multi-Purpose Building - Onslow	-159.18	1	CSH
EFT10782	04/02/2011	GEORGE MATHEWS	CHEMICAL HANDLING TRAINING - 31ST JAN & FEB1ST 2011 11PARTICIPANTS - SEMINARS AND TRAINING GEN	-6050.00	1	CSH
EFT10783	04/02/2011	Ironcat Earthmoving Tyres	PRL02 - BKT 23.1 / 26 12 PLY C7 Tyres - Bomag BW211D-4 Self Propelled Roller	-1870.00	1	CSH
EFT10784	04/02/2011	J & A Carroll	TO SUPPLY, PLACE & FINISH CONCRETE PATHs - SPORTING PRECINCT UPGRADE	-17600.00	1	CSH
EFT10785	04/02/2011	Josh Byrne & Associates	5 litres of Fusilade spray	-898.49	1	CSH
EFT10786	04/02/2011	KRISTEN MANIFIS	KRISTEN MANIFIS ONSLOW SCHOOL HOLIDAY PROGRAM - SCHOOL HOLIDAY PROGRAMS	-236.74	1	CSH
EFT10787	04/02/2011	LESTER BLADES PTY LTD	Recruitment of J. Breen for SOA, Airfares and accom. For recruitment of new CEO - RECRUITMENT EXPENSES GEN	-9933.39	1	CSH
EFT10788	04/02/2011	LGIS Property	Insurance for 23.12.10 to 30.06.11 - Onslow water Park Maintenance & Servicing GEN	-1947.99	1	CSH
EFT10789	04/02/2011	Lyons & Pierce Karratha	Replace taps-56 Whaleback, repairs to HWS-556 Margaret, Clear blockage, Dog pound	-1503.45	1	CSH
EFT10790	04/02/2011	MacDonald Johnston Eng. Co.	Paddle bush kit. Hino Ranger Pro 10 Side Armed Compator Rubbish Truck 2007 14AS	-1156.49	1	CSH
EFT10791	04/02/2011	Nationwide Oil	Collection charge - Waste oil - Works Prog Waste Site Onslow	-2346.30	1	CSH
EFT10792	04/02/2011	Office Choice Malaga	Various stationary and printing items. PRINTING & STATIONERY GEN	-1404.74	1	CSH
EFT10793	04/02/2011	PRIME HEALTH GROUP LTD	Health assessments and Presentation TP, October 2010 - OSH Seminars & Training GEN	-1608.55	1	CSH
EFT10794	04/02/2011	Parry's Merchants	10 x boxes of mixed juice boxes. School Holiday Programs GEN	-206.00	1	CSH
EFT10795	04/02/2011	Pilbara Food Services	GENERAL FOOD PURCHASES FOR THE SES Other Goods & Services GEN	-208.77	1	CSH
EFT10796	04/02/2011	Pilbara Mechanical Services	Replaced beacon, trailer plug, fuel filter, battery, blown globes. 2007 Toyota Hilux Workmate Ute AS1872, repair puncture - P575	-951.58	1	CSH
EFT10797	04/02/2011	Pilbara Motor Group	purchase of Landcruiser 200 series T/D GXL after trade in - MOTOR VEHICLE GEN, Oil seal	-6602.77	1	CSH
EFT10798	04/02/2011	Pilbara Plant Hire	C218-LABOUR HIRE FOR Weano/Banjima Drive Prep 10Km for seal SLK 00-10	-6171.00	1	CSH
EFT10799	04/02/2011	Pilbara Tafe	EWP training for Wayde Broadley & Scott Chambers Jan 17th 2011. Seminars and Training GEN	-790.00	1	CSH
EFT10800	04/02/2011	Pindan Contracting Pty Ltd	BC372 - MULTIPURPOSE BUILDING IN ONSLOW WA PROGRESS CLAIM NO 10	-318707.74	1	CSH
EFT10801	04/02/2011	Protector Alsafe	Work boots for S. Chambers, S. Body, M. Ralphs, J. Deconick sunglasses - Uniforms & PPE (Outdoor Staff) GEN	-606.96	1	CSH
EFT10802	04/02/2011	Rob Paull & Associates	PROFESSIONALS SERVICES RENDERED JANUARY 2011 - CONSULTANT FEES GEN	-11440.00	1	CSH

LIST OF PAYMENTS FOR FEBRUARY 2011

Municipal Payments

CHQ/EFT	Date	Name	Description	Amount		
EFT10803	04/02/2011	Rocla Pipeline Products	W246 - Floodgates x3 x1 freight - Works Prog Stormwater Mtce Onslow	-4405.50	1	CSH
EFT10804	04/02/2011	SALMAT BUSINESS FORCE	Print supply of newspapers-December 2010 - Newsletter Expenditure GEN	-1458.42	1	CSH
EFT10805	04/02/2011	SJ Crushing Pty Ltd	Hire of 33000 litre water cart and 35 Tonne Excavator - Variation to RFT 11-10 Up to 300 hours	-63772.50	1	CSH
EFT10806	04/02/2011	STEPHEN BLECHYNDEN	50% share of rental for 66 Cameron Ave Onslow	-1906.66	1	CSH
RENT	28/01/2011	STEPHEN BLECHYNDEN	50% share of rental for 66 Cameron Ave Onslow	1906.66		INV
EFT10807	04/02/2011	Scarborough Observation Resort	ACCOMMODATION FOR ANTONY COX - Seminars and Training GEN	-230.00	1	CSH
EFT10808	04/02/2011	Sheridan's for Badges	2 x DE31200 Complete Aluminium desk plates Janyce Smith, Jeff Breen. PRINTING & STATIONERY GEN	-110.92	1	CSH
EFT10809	04/02/2011	Sixth Avenue Consulting	PROVISION OF PROJECT MANAGEMENT SERVICES - Revitalisation Design Mall &	-15048.00	1	CSH
EFT10810	04/02/2011	THE GEORGE	C500 - meeting - Revitalisation Design Mall & Environs	-609.50	1	CSH
EFT10811	04/02/2011	TRACEY BOLLAND	Rental payment for 5B Maunsell Ave Onslow	-2600.00	1	CSH
EFT10812	04/02/2011	TUWAN G.I.S CONSULTING PTY LTD	CONTRACT/TENDER DOCUMENTATION REVIEW AND COMPILATION FOR SOA - TECHNIP PROJECT #PRO18015-000.	-7735.75	1	CSH
EFT10813	04/02/2011	Toll Ipec Pty Ltd	Various freight charges through out Shire	-1261.22	1	CSH
EFT10814	04/02/2011	Tom Price Tyrepower	Various repairs to vehicles, equipment and tyres	-3138.00	1	CSH
EFT10815	04/02/2011	Tom Price Tyres	Fit Tyre to rim. Toyota Hilux Ute 3.0 TD AS1765. Toyota Hilux Ute 3.0 TD AS1765	-40.00	1	CSH
EFT10816	04/02/2011	Trick Electricks Pty Ltd	Check, repair, replace lights at - Basketball Courts/Toilets Onslow	-248.05	1	CSH
EFT10817	04/02/2011	Vital Packaging Pty Ltd	PAPBA0630 - 375 BROWN FRUIT BAGS - 1000 UNIT	-405.99	1	CSH
EFT10818	04/02/2011	WH & J BARRETT T/as Affordable Removals	Relocation Costs for Lisa Hannagan - RECRUITMENT EXPENSES GEN	-7100.00	1	CSH
EFT10819	04/02/2011	Water 2 Water	Servicing of R/o systems and installation of R/o system	-1457.95	1	CSH
EFT10820	04/02/2011	Westrac Pty Ltd	Parts - handle GP. Cat 930 G Tool Carrier Loader	-373.91	1	CSH
EFT10821	04/02/2011	LISA HANNAGAN	8/1/11 - fuel reimbursement costs for relocation to Tom Price - Lisa Hannagan	-942.76	1	CSH
EFT10823	07/02/2011	LESLIE WISE	Payment of wages due to amount being returned to SOA account due to incorrect bank details	-1389.76	1	CSH
EFT10824	11/02/2011	Anywhere Electrical Pty Ltd	Various electrical repairs TP and Para	-2243.38	1	CSH
EFT10825	11/02/2011	Ashburton 4WD & Mechanical	Tyres for Prado and Hire and filling of gas bottle	-2145.00	1	CSH
EFT10826	11/02/2011	Austral Mercantile Collections Pty Ltd	LEGAL EXPENSES FOR W. LYNDON, R. COATES AND SHIRE OF ASHBURTON - LEGAL EXPENSES GEN	-347.00	1	CSH
EFT10827	11/02/2011	Australia Post	Monthly Purchase Order for January 2011 - POSTAGE & FREIGHT GEN	-1232.22	1	CSH
EFT10828	11/02/2011	Australian Super	Superannuation contributions	-638.06	1	CSH
EFT10829	11/02/2011	Aviva Australia Ltd Superannuation	Superannuation contributions	-181.04	1	CSH
EFT10830	11/02/2011	BENSEMAN FAMILY TRUST T/A PROTECTOR FIRE SERVICES PTY LTD	P575 - extinguisher bracket and extinguisher - Sundry Equipment	-624.80	1	CSH
EFT10831	11/02/2011	BT Equipment	Fuel sedimentary tank sensor and 500 hour service kit, Coolant Titan pre-mix.	-1047.58	1	CSH
EFT10832	11/02/2011	BT Financial Group Super - Dean Govonor	Superannuation contributions	-129.51	1	CSH
EFT10833	11/02/2011	BT Financial Group Super - Graeme Lees	Superannuation contributions	-234.14	1	CSH
EFT10834	11/02/2011	BT Financial Group Super - Vick Settatree	Superannuation contributions	-232.09	1	CSH
EFT10835	11/02/2011	BT Portfolio Service Ltd - Super Wrap - Tanya Worth	Superannuation contributions	-180.63	1	CSH
EFT10836	11/02/2011	BUNNINGS BUILDING SUPPLIES	product from invoice 113/11/00 -minus transport - CAP - Depot Buildings Onslow	-330.35	1	CSH
EFT10837	11/02/2011	Boya Equipment	To supply gas struts for Kubota ZD28 part number - K3111 - 42752 - Kubota ZD28 Mower 1CEX465	-145.49	1	CSH
EFT10838	11/02/2011	Budget Car and Truck Rental	Vehicle Hire - Pick up: Tuesday 14th December at 10.30am Drop off: Sunday 19th December at 9.10am Driver: Carly Donohue - General Programs GEN	-503.46	1	CSH
EFT10839	11/02/2011	Bunzl Limited	BC372 CLEANING PRODUCTS - CAP - Multi-Purpose Building - Onslow	-1233.48	1	CSH
EFT10840	11/02/2011	Care Super	Superannuation contributions	-181.73	1	CSH
EFT10841	11/02/2011	Centurion Transport Co Pty Ltd	FREIGHT CON NOTE 3998192 - PRINTING & STATIONERY GEN	-77.90	1	CSH
EFT10842	11/02/2011	Child Support Agency	Payroll deductions	-703.77	1	CSH
EFT10843	11/02/2011	City Barn	2 x 30kg Poultry Mix - Sentinal Chicken Program GEN	-46.36	1	CSH
EFT10844	11/02/2011	Coates Hire Operations Pty Ltd (TP)	To supply concrete mower - estimated cost - Works Prog Footpath & Kerbs	-228.37	1	CSH
EFT10845	11/02/2011	Commander Australia Limited	JANUARY ACCOUNT - UTILITIES - ADMINISTRATION GEN and PWODHS GEN	-997.80	1	CSH
EFT10846	11/02/2011	Corporate Express	BOARD MOUNTED YEAR PLANNER 2011 - PRINTING & STATIONERY GEN	-14.84	1	CSH
EFT10847	11/02/2011	Country Comfort Inter City Motel - Perth	Accommodation for S. Reeve - SEMINARS & TRAINING GEN	-537.00	1	CSH
EFT10848	11/02/2011	DEPARTMENT OF HOUSING	B148 - Water usage, 27.08 to 10.01.11 - 24 Third Ave, Onslow	-123.75	1	CSH
EFT10849	11/02/2011	DESIGN INTERACTION	TRACKS THROUGHOUT THE PILBARA - Souvenir Expenses GEN	-249.60	1	CSH

LIST OF PAYMENTS FOR FEBRUARY 2011

Municipal Payments

CHQ/EFT	Date	Name	Description	Amount		
EFT10850	11/02/2011	Diamond Security Fencing Pty Ltd	1.5m high x 15m length roll chainmesh fencing wire - Works Prog Paraburdoo Refuse Site Upgrade	-115.50	1	CSH
EFT10851	11/02/2011	Direct Trades Supply - Eacott Enterprises	60 concrete kwikset 20kg , 25m flat hose and fittings, Bolts and Nuts	-747.15	1	CSH
EFT10852	11/02/2011	E & MJ Rosher Pty Ltd	P575 STAY SPRING - Sundry Equipment	-8.10	1	CSH
EFT10853	11/02/2011	ELITE SIGNS	Various Signs for TP C500 and Land Settlement	-5851.46	1	CSH
EFT10854	11/02/2011	ERA Contractors	install 2 x 240 volt outlets with flying leads to base of the light pole to power CCTV camera - Works Prog/Community Garden	-385.41	1	CSH
EFT10855	11/02/2011	Fuji Xerox Australia Pty Ltd	Paper and toners- PRINTING & STATIONERY GEN	-528.00	1	CSH
EFT10856	11/02/2011	GEOFF SHOEMARK	BC372 - Grinding and cutting disc's bought for - CAP - Multi-Purpose Building - Onslow	-225.52	1	CSH
EFT10857	11/02/2011	GES CONSULTING	BC372 CONTRACT FINALISATION, FACILITY OPERATION PLAN, TRAVEL RE-IMBURSEMENTS - CAP - Multi-Purpose Building -	-13883.10	1	CSH
EFT10858	11/02/2011	Goannas WA Pty Ltd	PUT39 TYRE REPAIR - PSW26 Headlight globe	-62.50	1	CSH
EFT10859	11/02/2011	HOYLAKЕ NOMINEES T/AS MCMAHON BURNETT TRANSPORT	Various freight charges for Onslow	-436.56	1	CSH
EFT10860	11/02/2011	Hart Sport	Water noodles, spike balls, mini volleyballs - ACTIVITIES/PROGRAMS GEN	-102.60	1	CSH
EFT10861	11/02/2011	Hesta Super Fund	Superannuation contributions	-214.75	1	CSH
EFT10862	11/02/2011	ING Custodians Pty Limited Super	Superannuation contributions	-170.02	1	CSH
EFT10863	11/02/2011	JULIE DECONINCK	RE-IMBURSEMENT OF TRAVEL AND MEAL EXPENSES - Travel & Accommodation & Training EMES GEN	-101.10	1	CSH
EFT10864	11/02/2011	Jason Signmakers	10 kph signs R4-4 - Works Prog Waste Site Tom Price	-172.70	1	CSH
EFT10865	11/02/2011	Lyons & Pierce Karratha	Onblock toilet, camera down line - 556 Margaret	-1379.40	1	CSH
EFT10866	11/02/2011	MARGARET HARWOOD	REFUND OF MONEY INCORRECTLY DEPOSITED INTO THE SOA BANK ACCOUNT - REFUNDS INCOME A/C (Cost Neutral) GEN	-341.55	1	CSH
EFT10867	11/02/2011	MTAA Superannuation Fund	Superannuation contributions	-299.73	1	CSH
EFT10868	11/02/2011	Mercure Hotel Perth	Accommodation and Meals for J. Breen, J. Hyams 13.1 to 14.01.11	-439.00	1	CSH
EFT10869	11/02/2011	Morley Mower Centre	To supply 1 x Stihl FS 200 brushcutter with bump head - and 3x blowers TP and Para - MINOR ASSET PURCHASES GEN	-2132.00	1	CSH
EFT10870	11/02/2011	Municipal Employees Union	Payroll deductions	-17.40	1	CSH
EFT10871	11/02/2011	NEVERFAIL SPRINGWATER LTD	W550 - Annual cooler rental for Hot /Cold system - Works Prog Depot Mtce Tom Price	-99.00	1	CSH
EFT10872	11/02/2011	NTC Contracting	BC372 - river stone, verge works - W600- grade airstrip and Hire of backhoe	-19136.89	1	CSH
EFT10873	11/02/2011	Nationwide Superannuation Fund	Superannuation contributions	-190.90	1	CSH
EFT10874	11/02/2011	Nexus Freight	Freight Para Library to State Library - Works Prog Depot Mtce Paraburdoo	-86.59	1	CSH
EFT10875	11/02/2011	Onslow Mechanical	PTR10 - repair horn, front door pin, tail light - Toyota Dyna 300 Truck 1ATN988	-225.94	1	CSH
EFT10876	11/02/2011	PLANET SMART PTY LTD	W285 - 200mm x50mmx600mm extruded section - Works Prog Onslow Oval & Surrounds	-993.96	1	CSH
EFT10877	11/02/2011	Party In The Pilbara T/A Michelle Paul	EV04 - Supply material and attend - Australia Day Celebrations	-395.00	1	CSH
EFT10878	11/02/2011	Pilbara Car Detailing Services	PSW27 - car detailing - 2009 Toyota Prado Kadadu 1000AS	-330.00	1	CSH
EFT10879	11/02/2011	Pilbara Food Services	Various refreshments and cleaning products	-602.22	1	CSH
EFT10880	11/02/2011	Pilbara Motor Group	PUT52 - Windscreen washer - Toyota Hilux 4x4 A/T T/D Dual Cab	-303.92	1	CSH
EFT10881	11/02/2011	Prime Super	Superannuation contributions	-398.94	1	CSH
EFT10882	11/02/2011	Protector Alsafe	Gloves, mighty wipes, hand wash, masks, aprons - Uniforms & PPE (Outdoor Staff)	-1468.61	1	CSH
EFT10883	11/02/2011	Q SUPER	Superannuation contributions	-288.79	1	CSH
EFT10884	11/02/2011	REI Super	Superannuation contributions	-432.00	1	CSH
EFT10885	11/02/2011	Royal Life Saving Society Australia	1 x Pedi-Select Extrication Collar - First Aid Supplies GEN	-29.00	1	CSH
EFT10886	11/02/2011	Royal Wolf Trading	X009 and C216 - Hire of accommodation units and facilities	-44330.00	1	CSH
EFT10887	11/02/2011	SAI Global Ltd	2x Internet download - PRINT/STATIONERY/PUBLICATIONS GEN	-270.48	1	CSH
EFT10888	11/02/2011	SOA - No 1 Social Club	Payroll deductions	-120.00	1	CSH
EFT10889	11/02/2011	Sinewave Electrical Contractors	Repairs to Air cons TP and Para	-2200.00	1	CSH
EFT10890	11/02/2011	State Library of WA	Recovery of lost and damaged books. Tom Price, Para, Onslow - BOOK	-237.60	1	CSH
EFT10891	11/02/2011	Sunny Sign Company Pty Ltd	Various Quad stands - Signage Parks & Reserves GEN	-692.25	1	CSH
EFT10892	11/02/2011	Toll Ipec Pty Ltd	Various freight charges through out Shire	-527.08	1	CSH
EFT10893	11/02/2011	Toll Priority	Storage and distribution for Jan 2011 - ADVERTISING & PROMOTION GEN	-92.40	1	CSH
EFT10894	11/02/2011	Tom Price Bakery	EV04 - Australia Day Event catering - Australia Day Celebrations	-55.50	1	CSH
EFT10895	11/02/2011	Tom Price Tyrepower	Battery - LANDINI 7880 TRACTOR 4X4 AS675, PTR14 - inspect no power, X001 - repairs	-1420.50	1	CSH
EFT10896	11/02/2011	Topstone Holdings Pty Ltd T/A McLernons Myaree	VARIOUS OFFICE FURNITURE - Furniture & Fittings GEN BC372 racks and trolleys	-2646.21	1	CSH
EFT10897	11/02/2011	Trick Electricks Pty Ltd	Repair Light switch is shorting at the rear of building - Bldg Prog/Administration Building Onslow	-234.91	1	CSH
EFT10898	11/02/2011	Tyre Marketers (Australia) Pty Ltd T/A Goodyear Dunlop Tyres	Goodyear 222/75 R 16 Silent Armour - Toyota Hilux 4X4 TD Dual Cab -	-1922.07	1	CSH

LIST OF PAYMENTS FOR FEBRUARY 2011

Municipal Payments

CHQ/EFT	Date	Name	Description	Amount		
EFT10899	11/02/2011	Vital Packaging Pty Ltd	PAPBADET2054#6 - BROWN FLAT BAGS 343X235 - 2000 UNIT - Souvenir Expenses GEN	-608.08	1	CSH
EFT10900	11/02/2011	WA Hino Sales and Service	PTR20 - Filter kit - Hino 300 Series Dump Truck	-492.05	1	CSH
EFT10901	11/02/2011	WA Local Government Super Plan	Superannuation contributions	-25257.04	1	CSH
EFT10902	11/02/2011	WESTERN AUSTRALIAN CRICKET ASSOCIATION	13 x Milo in2cricket have a go packs - General Programs GEN	-715.00	1	CSH
EFT10903	11/02/2011	Water 2 Water	Monthly rental on R/O system, Para office and depot - Works Prog Depot Mtce Paraburdoo	-138.00	1	CSH
EFT10904	11/02/2011	Wattleup Tractors	P575 - Idle pulleys and B76 V belt for Howard procut rollamower - Sundry Equipment	-272.25	1	CSH
EFT10905	11/02/2011	Westrac Pty Ltd	Towel - 267-6536. Works Prog Depot Mtce Tom Price	-67.54	1	CSH
EFT10906	11/02/2011	Westscheme Superannuation Fund	Superannuation contributions	-692.40	1	CSH
EFT10907	17/02/2011	ROEBUCK BAY HOTEL	Accommodation I. Chance and S. Reeve - Seminars and Training GEN	-200.00	1	CSH
EFT10908	17/02/2011	AIT Specialists Pty Ltd	PROFESSIONAL SERVICES RENDERED IN CONNECTION WITH FUEL TAX CREDITS 01.12.10 TO 31.12.10 - Consultant - Fuel Tax Credits GEN	-646.47	1	CSH
EFT10909	17/02/2011	AMAZZINI & SON	supply of various pavers - Sporting Precinct Upgrade - Onslow GEN	-4164.60	1	CSH
EFT10910	17/02/2011	Australian Air Express	FREIGHT CHARGES for samples - ANALYTICAL EXPENDITURE GEN	-346.62	1	CSH
EFT10911	17/02/2011	BUILDING ENGINEERING SERVICES & TECHNOLOGY T/AS BEST CONSULTANTS PTY L	Design & documentation of street lighting on McGrath Ave, Onslow - Capital Construction Onslow Street	-2706.00	1	CSH
EFT10912	17/02/2011	Boya Equipment	To supply Oil Filter for Kubota G1800 R.O.M part no - HH150 - 32094 - REPAIRS & MAINTENANCE GEN	-32.85	1	CSH
EFT10913	17/02/2011	Centurion Transport Co Pty Ltd	BC184 FREIGHT CHARGES CON NOTE LAMW500244 AND LAMW500034 - CAP - 90 Pilbara Ave Paraburdoo	-630.19	1	CSH
EFT10914	17/02/2011	Corporate Express	Various stationary - PRINTING & STATIONERY GEN	-503.24	1	CSH
EFT10915	17/02/2011	DEPARTMENT OF PLANNING	MISCELLANEOUS PURCHASE SHIRE OF ASHBURTON TPS7 PROPOSED AMENDMENT 7 AND 11 - SCHEME AMENDMENTS GEN	-209.00	1	CSH
EFT10916	17/02/2011	DEPARTMENT OF PREMIER AND CABINET	FEE FOR SERVICE (221) GOVERNMENT GAZETTEE AND MISCELLANEOUS PURCHASE (221) WPAC HELEN AITKEN - ADVERTISING & PROMOTION GEN	-749.36	1	CSH
EFT10917	17/02/2011	DRILLING & GROUTING SERVICES PTY LTD	W605 INVESTIGATION BORES AND PRODUCTION BORES, TEST PUMPING ONSLOW - Onslow Water Bore Investigations	-7847.40	1	CSH
EFT10918	17/02/2011	David Gray & Company	W272 To supply 10 litre drum of Spearhrad herbicide - Works Prog Tom Price Clem Thompson Oval & Surrounds	-1210.00	1	CSH
EFT10919	17/02/2011	Direct Trades Supply - Eacott Enterprises	To supply 2 x Unik 1 station Module Rainbird - Works Prog Paraburdoo Dry Parks & Reserves	-1425.00	1	CSH
EFT10920	17/02/2011	Environmental Health Association (Australia) Inc	Corporate Membership A Cox, W Hardy & L Lukale - SUBSCRIPTIONS & PUBLICATIONS GEN	-440.00	1	CSH
EFT10921	17/02/2011	Fremantle Arts Centre Press	BOOK - LOLA YOUNG / MEDICINE WOMAN - Souvenir Expenses GEN	-2443.92	1	CSH
EFT10922	17/02/2011	Fuji Xerox Australia Pty Ltd	PERFORMER A4 75GSN WHITE PAPER - PRINTING & STATIONERY GEN	-297.00	1	CSH
EFT10923	17/02/2011	Fujitsu General (Aust) Pty Ltd	B139 Please supply 1 ASTA 09 JEC cooling only air conditioner for 584 Third Ave in Onslow - 584 Third Ave Onslow	-952.60	1	CSH
EFT10924	17/02/2011	GBC Fordigraph Pty Ltd	Contex HD4230i Scanner & Canon IPF 750 Printer - Office Equipment GEN	-29686.80	1	CSH
EFT10925	17/02/2011	GREG Musgrave	FUEL PRC MEETING PORT HEDLAND - Councillors Travelling GEN	-210.67	1	CSH
EFT10926	17/02/2011	HOLCIM (AUSTRALIA) PTY LTD	W250 To supply 5 cubic meters of river sand- Works Prog Cemetery Maintenance	-380.77	1	CSH
EFT10927	17/02/2011	Ken Grant	Part payment for removal cost for K. Grant, from Denmark to Onslow - RECRUITMENT EXPENSES GEN	-4000.00	1	CSH
EFT10928	17/02/2011	L. J. Hooker	Rent for Tom Price properties rented from Rio Tinto	-20594.64	1	CSH
EFT10929	17/02/2011	LGMA (WA) Division	LGMA FINANCE PROFESSIONAL CONFERENCE FULL REGISTRATION FEES - MEETINGS & SEMINARS - EMCS GEN	-590.00	1	CSH
EFT10930	17/02/2011	Landgate	Searches of MINING TENEMENTS and Gross rental valuations - SEARCH FEES GEN	-368.60	1	CSH
EFT10931	17/02/2011	Leanne Corker	TRAVEL EXPENSES FROM 22/9/10 TO 20/01/2011 - Councillors Travelling GEN	-1290.68	1	CSH
EFT10932	17/02/2011	Lyons & Pierce Karratha	B415 Please supply slimline toilet system at Tom Price Depot - 3Depot Buildings Tom Price	-150.00	1	CSH
EFT10933	17/02/2011	MacDonald Johnston Eng. Co.	Aux engine air filter set - McDonald Jonston 605VT Sweeper Mounted on HINO 500 Series Truck	-208.23	1	CSH
EFT10934	17/02/2011	Morley Mower Centre	To supply honda catcher mower blades 80mm long x 10 pairs - Sundry Equipment	-255.65	1	CSH
EFT10935	17/02/2011	NATHAN HOLTON PAINTING	BC417 Paint interior of depot offices - CAP - Depot Buildings Onslow	-1320.00	1	CSH
EFT10936	17/02/2011	NTC Contracting	BC372 - Hire of small plant and Day works - CAP - Multi-Purpose Building - Onslow	-9084.86	1	CSH
EFT10937	17/02/2011	Nameless Coffee House	Catering for lunches and morning teas - Taining and meetings	-707.50	1	CSH
EFT10938	17/02/2011	Neat n' Trim Uniforms Pty Ltd	Uniform for F. Ludovico, inc embroidery - UNIFORMS/PROTECTIVE CLOTHING GEN	-266.60	1	CSH

LIST OF PAYMENTS FOR FEBRUARY 2011

Municipal Payments

CHQ/EFT	Date	Name	Description	Amount		
EFT10939	17/02/2011	Onslow - Karratha Courier Services	B440 - Freight charges - Karratha to Onslow - Onslow Sun Chalets	-56.35	1	CSH
EFT10940	17/02/2011	Onslow Seafoods	10 bags of ice -Onslow - Special Projects/Regional Events GEN	-165.00	1	CSH
EFT10941	17/02/2011	Pilbara Food Services	Various refreshments and cleaning products	-565.79	1	CSH
EFT10942	17/02/2011	Pilbara Motor Group	Various Parts for vehicles and equipment	-1410.96	1	CSH
EFT10943	17/02/2011	Prime Corporate Psychology Services T/A Primexl	Initial Session EAP fee for service - Employee Assistance Scheme GEN	-199.38	1	CSH
EFT10944	17/02/2011	Protector Alsafe	Various safety gear and Uniforms for S. Hobart, W. Broadley, G. Lees, B. Buetel, L. Corker, P. Young, M. Rowe	-2520.71	1	CSH
EFT10945	17/02/2011	QUALITY RESORT SORRENTO BEACH	Accommodation for the Onslow Basketball team 7 nights - General Programs GEN	-4830.00	1	CSH
EFT10946	17/02/2011	REFACE INDUSTRIES	Skipaway combo pack x 2 - PRINTING & STATIONERY GEN	-560.53	1	CSH
EFT10947	17/02/2011	Ray Bird & Associates Consulting T/A RBA Consulting	SOA TOURISM DESTINATION DEVELOPMENT PLAN - - Tourism Consultancy GEN	-6712.20	1	CSH
EFT10948	17/02/2011	Rio Tinto - Pilbara Iron Company Services Pty Ltd	ELECTRICITY USAGE 27/11 to 15.01.2011 - Utilities -S/POOL GEN	-10529.42	1	CSH
EFT10949	17/02/2011	Royal Life Saving Society Australia	Course notes x 8 and manuals x 10 - Course Expenses GEN	-356.40	1	CSH
EFT10950	17/02/2011	SAS Locksmiths	Please supply 3 Keys for the Vic Hayton Swimming Pool in Tom Price. - Pool Redevelopment GEN	-64.35	1	CSH
EFT10951	17/02/2011	Shire of Brookton	Reimbursement - Gary Clark, Long Service Leave - ANNUAL LEAVE & LSL PROVISIONS GEN	-2785.85	1	CSH
EFT10952	17/02/2011	Sinewave Electrical Contractors	Repairs to Air cons at 398 Acalypha and Community centre	-2460.70	1	CSH
EFT10953	17/02/2011	Sunny Sign Company Pty Ltd	Signs, CCTV signage, "No Entry" - Sporting Precinct Upgrade - Onslow GEN	-317.42	1	CSH
EFT10954	17/02/2011	Toll West / Express	FREIGHT CHARGES WEEK ENDING 23.01.2011 - POSTAGE & FREIGHT GEN	-66.72	1	CSH
EFT10955	17/02/2011	Tom Price Tyrepower	strip and fit x 2, consumable, labour. 2009 Bomag BW25RH Road Roller	-725.00	1	CSH
EFT10956	17/02/2011	Tom Price Tyres	280ltr Engine oil.	-990.00	1	CSH
EFT10957	17/02/2011	Total Eden Pty Ltd	Various reticulation parts for Tom Price	-3106.11	1	CSH
EFT10958	17/02/2011	TransAir	GME TX 3220 UHF Radio. MINOR ASSETS GEN	-412.50	1	CSH
EFT10959	17/02/2011	Tyres 4U Pty Ltd	Tyres for Kubota and John Deere	-6406.18	1	CSH
EFT10960	17/02/2011	Water 2 Water	MONTHLY RENTAL 4 STAGE R/O KITCHEN IN SHIRE OFFICE - REFRESHMENT EXPENSES GEN	-69.00	1	CSH
EFT10961	17/02/2011	Wattleup Tractors	Various parts for tractors and sundry equipment	-788.50	1	CSH
EFT10962	17/02/2011	Wavkegan Pty Ltd T/A BLOCKBUSTER VIDEO	Purchase of DVDS for Paraburdoo Public Library as per attached invoice # 23410	-294.55	1	CSH
EFT10963	17/02/2011	Western Australian Local Government Association	WALGA Desk Calander Pad - PRINTING & STATIONERY GEN	-180.75	1	CSH
EFT10964	17/02/2011	Whelans	Subdivision Pilkena/Warara, Final pegging, Drafting of plans, Sewer survey - Design & Plan Expenses GEN	-21950.50	1	CSH
EFT10965	18/02/2011	OFFICE 2 GO PTY LTD	C500 - 50% deposit for Office Furniture for site office. - Revitalisation Design Mall & Environs	-3870.00	1	CSH
EFT10966	21/02/2011	WATER FEATURES BY DESIGN PTY LTD	Progress payment 4 for Water playground 25% - Sporting Precinct Upgrade - Onslow GEN	-131915.30	1	CSH
EFT10967	24/02/2011	ALLIED PICKFORDS COFFS HARBOUR	Car Transport, 1 x Hyundai Getz from Toormina/Coffs Harbour Depot NSW. , for Ian Chance - RECRUITMENT EXPENSES GEN	-1536.70	1	CSH
EFT10968	24/02/2011	ALTEGRA	1 x AHDG3 Altegra H/Duty 3x3M Gazebo (on behalf of Onslow's Mums and Bubs - Quote # 3552 - Program Expenditure GEN	-1268.00	1	CSH
EFT10969	24/02/2011	ANIKA SERER	Reimbursement of Phone bill for Jan, taxi fares 26.01.11 and 06.02.11 - Design & Plan Expenses GEN	-126.80	1	CSH
EFT10970	24/02/2011	Ashburton 4WD & Mechanical	PSL01 SUPPLY FITTING/HOSE - ENZED AND HYDRAULIC HOSE ASSEMBLY - 2007 Zenith Slasher	-595.60	1	CSH
EFT10971	24/02/2011	Ashdown	PTC04 RPL STR BOSCH SUIT LOMBARDINI - LANDINI 7880 TRACTOR 4X4 AS675	-315.70	1	CSH
EFT10972	24/02/2011	BATAVIA TIMBER & SALVAGE	C501 Asbestos Removal - Tom Price Shopping Mall (as per copy of quote attached) - Town Centre Upgrade Works	-35182.40	1	CSH
EFT10973	24/02/2011	BIANCA THAIR	INSIDE ASHBURTON NEWSLETTER, UPDATED MEDIA CONTENT ON WEBSITE/FACEBOOK, AND WROTE MEDIA RELEASES FOR GREG MUSGRAVE - Newsletter Expenditure GEN	-1694.00	1	CSH
EFT10974	24/02/2011	BP Australia	C500 SILVER PRADO 1002AS - Revitalisation Design Mall & Environs	-28.04	1	CSH
EFT10975	24/02/2011	Beadon Bay Pty Limited (Village)	Morning Tea for Official Opening of MPC - REFRESHMENTS/RECEPTIONS GEN	-506.00	1	CSH
EFT10976	24/02/2011	Bennetts Curtain Shop	B127 Please supply holland blinds for 325 Third Ave in Onslow as per quote 001 DP 000436.The colour of existing blinds could be Dawn - 325 Third Ave Onslow	-445.00	1	CSH
EFT10977	24/02/2011	Bob Waddell Consultant	Training of new Finance Mgr, prepare monthly statements, general accounting - Reimbursement of Travel expenses - Contract/External Labour GEN	-9705.28	1	CSH
EFT10978	24/02/2011	Bunzl Limited	BC372 CLEANING GOODS and bin - CAP - Multi-Purpose Building - Onslow	-549.40	1	CSH
EFT10979	24/02/2011	Byblos Constructions-Tom Price	Manhole access for works associated with Tom Price Revitalisation Project - Town Centre Upgrade Works	-605.00	1	CSH
EFT10980	24/02/2011	Centurion Transport Co Pty Ltd	FREIGHT CHARGES CON NOTE 4343593 - Works Prog Private Works	-1724.72	1	CSH

LIST OF PAYMENTS FOR FEBRUARY 2011

Municipal Payments

CHQ/EFT	Date	Name	Description	Amount		
EFT10981	24/02/2011	Civic Legal Pty Ltd	Contingent Liabilities, maintenance of Wittenoom claims, appoint. New CEO, Masterfile/management of native title - Legal Expenses	-13755.22	1	CSH
EFT10982	24/02/2011	Coates Hire Operations Pty Ltd (TP)	Hire of Lighting Tower - Revitalisation Design Mall & Environs	-1069.53	1	CSH
EFT10983	24/02/2011	Comm Pro Consultants	Community Development Airfares, Labour/Accommodation/ Meals for Travis, Labour & Research & Development - General Programs GEN	-8561.11	1	CSH
EFT10984	24/02/2011	Corporate Express	Archive boxes and workstation mats - PRINTING & STATIONERY GEN	-590.92	1	CSH
EFT10985	24/02/2011	Courier Australia	Freight charges for TP pool - Pro-Shop Purchases GEN	-51.92	1	CSH
EFT10986	24/02/2011	Coventrys	PUT40 LIGHT BAR AMBER 12V - Toyota Hilux 4X4 V6 Dual Cab AS004	-547.80	1	CSH
EFT10987	24/02/2011	Direct Trades Supply - Eacott Enterprises	To supply 10 x Toro 644 - 52 - 42 Check - O - Matic	-2030.00	1	CSH
EFT10988	24/02/2011	E & MJ Rosher Pty Ltd	C002 KUBOTA GL 6000 5.5 KVA, CLIPSEAL WEATHERPROOF SWITCHES, RCD EARTH LEAKAGE - Works Prog Paraburdoo Refuse Site Upgrade	-9163.00	1	CSH
EFT10989	24/02/2011	ELITE SIGNS	C500 VARIOUS LOGO STICKERS AND VEHICLE DECALS - Revitalisation Design Mall & Environs	-1493.80	1	CSH
EFT10990	24/02/2011	ERA Contractors	Various electrical repairs in Onslow	-5486.57	1	CSH
EFT10991	24/02/2011	EVERYDAY LANDSCAPING	Landscaping & paving at Onslow Sporting precinct, travel/ accommodation - Sporting Precinct Upgrade - Onslow GEN	-22253.00	1	CSH
EFT10992	24/02/2011	Fuji Xerox Australia Pty Ltd	LEASE AGREEMENT TOM PRICE and Pannawonica	-369.60	1	CSH
EFT10993	24/02/2011	Fujitsu General (Aust) Pty Ltd	BC415 Please supply 3 x ASTA 07 JEC cooling only air conditioners for the Shire Depot in Tom Price - CAP - Depot Buildings Tom Price	-2613.60	1	CSH
EFT10994	24/02/2011	GCS CLEANING AND CARPET CARE	CARPET CLEANING - Cleaning - Staff Housing GEN	-319.00	1	CSH
EFT10995	24/02/2011	Galvin Hardware	B184 Please supply 20 x White plastic D handles.Code HDFWH. - 90 Pilbara Ave Paraburdoo	-41.56	1	CSH
EFT10996	24/02/2011	Garrards Pty Ltd	W030 10 x 1L bottles of of Aqua-K-Othrine for mosquito pest control in Onslow. - Works Prog Mosquito Control Onslow	-1980.00	1	CSH
EFT10997	24/02/2011	HAYNES ROBINSON	MISCELLANEOUS ADVICE - LEGAL EXPENSES GEN	-1858.35	1	CSH
EFT10998	24/02/2011	HOLLY CLINTON-BURNS	ARTWORK CREATION OF THE FEB SHIRE NEWSLETTER AND CREATION OF THE BACHLIT ADVERT - Newsletter Expenditure GEN	-570.00	1	CSH
EFT10999	24/02/2011	HOYLAKE NOMINEES T/AS MCMAHON BURNETT TRANSPORT	Freight charges to Onslow	-7478.47	1	CSH
EFT11000	24/02/2011	Jason Signmakers	W22 PROHIBITION SIGN NO SMOKING - Works Prog Waste Site Tom Price	-154.00	1	CSH
EFT11001	24/02/2011	KARRATHA FURNITURE AND BEDDING	Purchase of queen mattress and sofa package - RECRUITMENT EXPENSES GEN	-3098.00	1	CSH
EFT11002	24/02/2011	KEY2DESIGN	DESIGN AND CREATE A NEW BUTTON ON WEBSITE HOMEPAGE FOR SEE IT REPORT IT - ADVERTISING & PROMOTION GEN	-165.00	1	CSH
EFT11003	24/02/2011	Keith Pearson	Consulting fees	-3455.84	1	CSH
EFT11004	24/02/2011	LINDA MCCARTHY	EXPENSES INCURRED ON PERTH TRAINING TRIP 14/2 TO 17/2/11 - Seminars and Training GEN	-206.60	1	CSH
EFT11005	24/02/2011	Landgate	Land enquiries, Valuations and other DLI	-2717.05	1	CSH
EFT11006	24/02/2011	Lyons & Pierce Karratha	Various plumbing works for Para and TP	-14269.49	1	CSH
EFT11007	24/02/2011	MORRISON LOW CONSULTANTS PTY LTD	Professional Services - Structure Review - SOA - Structural Review GEN	-58847.25	1	CSH
EFT11008	24/02/2011	MUZZYS HARDWARE - RED DAWN ENTERPRISES PTY LTD T/A	Various hardware items for TP and Para, Retic, Building etc,	-4056.30	1	CSH
EFT11009	24/02/2011	MacDonald Johnston Eng. Co.	PTR14 GENV GRAB ARM REBUILD KIT - Hino Ranger Pro 10 Side Armed Compator Rubbish Truck 2007 14AS	-933.59	1	CSH
EFT11010	24/02/2011	Mercure Hotel Perth	Accommodation for Geoff & Jacqueline Brayford. - RECRUIT. EXPENSES GEN, Accom for J. Breen, J. Hyams, G. Musgrave	-1315.85	1	CSH
EFT11011	24/02/2011	Miracle Recreation Equipment	HARBOUR CURL SHELTER - CYCLONE RATED AND ENGINEERING CERTIFICATE - Sporting Precinct Upgrade - Onslow GEN	-27170.00	1	CSH
EFT11012	24/02/2011	Modern Teaching Aids Pty Ltd	VARIOUS STATIONARY AND CRAFT ITEMS - School Holiday Programs GEN	-708.57	1	CSH
EFT11013	24/02/2011	Morley Mower Centre	W256 To supply 10 x 12 Edger Blades with 5/8" center - Works Prog Shopping Mall Paraburdoo & Surrounds"	-29.70	1	CSH
EFT11014	24/02/2011	NATALIE BRINEY	Reimbursement of expenses incurred whilst training in Perth - Seminars and Training GEN	-227.80	1	CSH
EFT11015	24/02/2011	NTC Contracting	Sml equip hire, Day works, cartage of sand - CAP - Multi-Purpose Building - Sporting Precinct Upgrade - Onslow GEN	-25623.07	1	CSH
EFT11016	24/02/2011	Onslow - Karratha Courier Services	BC372 - Freight from Kmart - CAP - Multi-Purpose Building - Onslow	-21.51	1	CSH
EFT11017	24/02/2011	Onslow Crane Hire Services	W015 - x2 hire of crane for boat ramp removal. - Works Prog Cyclone Preparation Onslow	-990.00	1	CSH
EFT11018	24/02/2011	Onslow Mechanical	Removal of Abandoned Vehicle - IMPOUNDED VEHICLES GEN	-120.00	1	CSH
EFT11019	24/02/2011	PLANET SMART PTY LTD	Evertuff decking for verandah at - Sporting Precinct Upgrade - Onslow GEN	-8056.44	1	CSH

LIST OF PAYMENTS FOR FEBRUARY 2011

Municipal Payments

CHQ/EFT	Date	Name	Description	Amount		
EFT11020	24/02/2011	Parry's Merchants	Burgers, buns and cheese slices - Sporting Precinct Upgrade - Onslow GEN	-231.00	1	CSH
EFT11021	24/02/2011	Pilbara Food Services	Various goods and cleaning products - Private Works Nameless Valley Camp	-1822.04	1	CSH
EFT11022	24/02/2011	Pilbara Motor Group	Various Parts for vehicles and equipment	-1618.42	1	CSH
EFT11023	24/02/2011	Port Printing Works	W221 - Tip fees payable books - Works Prog Waste Site Tom Price	-1238.00	1	CSH
EFT11024	24/02/2011	Power Vac Pty Ltd	Nifty nabbers UNPTNN90. Recycling	-166.00	1	CSH
EFT11025	24/02/2011	RAY WHITE EXMOUTH	B144 - rent/bond for - 5A Maunsell Cres Onslow	-4400.00	1	CSH
EFT11026	24/02/2011	ROXBY RETAIL ARCHITECTS	Architectural Services for Onslow Basketball Courts - Claim 2 - Sporting Precinct Upgrade - Onslow GEN	-15406.88	1	CSH
EFT11027	24/02/2011	Red Dot Karratha	Various plastic tubs - Sporting Precinct Upgrade - Onslow GEN	-98.94	1	CSH
EFT11028	24/02/2011	Rio Tinto - Pilbara Iron Company Services Pty Ltd	Electricity usage 1004 marradong, 816 Kulai	-936.28	1	CSH
EFT11029	24/02/2011	Rob Paull & Associates	Professional Services Rendered for January 2011 - CONSULTANT FEES GEN	-2568.50	1	CSH
EFT11030	24/02/2011	Royal Life Saving Society Australia	Speedo Sea Squad Swim Vest various sizes - Pro-Shop Purchases GEN	-360.00	1	CSH
EFT11031	24/02/2011	SAS Locksmiths	Various locks and keys - CAP - Multi-Purpose Building - Onslow	-3041.79	1	CSH
EFT11032	24/02/2011	Sigma Chemicals	Test Meter TDS and freight - CHEMICALS GEN	-133.00	1	CSH
EFT11033	24/02/2011	Sinewave Electrical Contractors	C500 - make safe wiring in mall verandah and support works for Drainage Project - Revitalisation Design Mall & Environs (Value \$3,500 to be extended as required)	-5959.80	1	CSH
EFT11034	24/02/2011	Site Ware Direct	Jeans x3 - Uniforms & PPE (Outdoor Staff) GEN	-164.34	1	CSH
EFT11035	24/02/2011	Symmetrical Group	Electrical work at 279 Carob, 172 Hardy, 498 Sirus	-3232.72	1	CSH
EFT11036	24/02/2011	THE MOWER MAN	Lawn mowing in Pannawonica, Dec 10 and Jan 11 - Contract Gardening GEN	-766.00	1	CSH
EFT11037	24/02/2011	The Educational Experience P/L	EASI LISTENER CD PLAYER WITH HEADPHONES - PROGRAM EXPENSES GEN	-274.89	1	CSH
EFT11038	24/02/2011	The Shell Company of Australia Ltd	S002 - purchase of deisel, Jan 11 - DIESEL FUEL	-39237.79	1	CSH
EFT11039	24/02/2011	Toll Ipec Pty Ltd	Freight charges - for SOA	-868.40	1	CSH
EFT11040	24/02/2011	Tom Price Bakery	MORNING TEA - COUNCIL MEETING. -REFRESHMENTS/RECEPTIONS GEN	-173.36	1	CSH
EFT11041	24/02/2011	Tom Price Betta Electrical	Room fan, memory stick, 15m fly lead	-109.80	1	CSH
EFT11042	24/02/2011	Tom Price Hotel Motel	Accommodation for G. Shoemark. 2 nights - Administration - Travelling Expenses GEN	-408.60	1	CSH
EFT11043	24/02/2011	Tom Price Tyrepower	Parts and Tyre repairs for vehiclea and equipment	-1395.50	1	CSH
EFT11044	24/02/2011	Total Eden Pty Ltd	GE011 - various retic parts - Peter Sutherland Oval Bore & Retic	-3491.71	1	CSH
EFT11045	24/02/2011	TransAir	GME 40 channel CB TX 32200, 6.5dB EF & spring blue black - MINOR ASSETS GEN	-412.50	1	CSH
EFT11046	24/02/2011	WA Aquatic Club Pty Ltd	Pool TP - Outdoor Lap Clock and frieght,- MINOR ASSETS GEN	-800.53	1	CSH
EFT11047	24/02/2011	WA Hino Sales and Service	Antenna. Hino 816 Series Tray back	-50.19	1	CSH
EFT11048	24/02/2011	WA Library Supplies	0099 - Cover it Book Covering Materials x 5. PRINTING & STATIONERY GEN	-173.25	1	CSH
EFT11049	24/02/2011	Water 2 Water	W552 - monthly rental of R/O system - Works Prog Depot Mtce Paraburdoo	-69.00	1	CSH
EFT11050	24/02/2011	Whelans	Professional services, revision of master plan and report Nov 10 - Airport Upgrade GEN	-3003.00	1	CSH
EFT11051	25/02/2011	Downer EDI Works Pty Ltd	X011 MINE ROAD/LIA INTERSECTION TOM PRICE - P/Wks Mine Rd LIA Intersection Works	-102320.90	1	CSH

Municipal Cheques

CHQ/EFT	Date	Name	Description	Amount		
25265	04/02/2011	City of Cockburn	BOOK TITLE THE HOUR I FIRST BELIEVED : A NOVEL	-22.00	1	CSH
25266	04/02/2011	Horizon Power	electricity charges for Onslow	-4458.87	1	CSH
25267	04/02/2011	RAY WHITE EXMOUTH	RENT - 53 Second Ave, 11 McGrath ONSLOW	-4766.66	1	CSH
25268	04/02/2011	Pilbara Mechanical Services	RATES REFUND DUE TO OVERPAYMENT OF 10/11 COMMERCIAL RUBBISH AGREEMENT - REFUNDS INCOME A/C (Cost	-2142.09	1	CSH
25269	11/02/2011	AMP Corporate Superannuation (SuperLeader)	Superannuation contributions	-202.82	1	CSH
25270	11/02/2011	AXA - GENERATIONS PERSONAL SUPER PLAN	Superannuation contributions	-63.18	1	CSH
25271	11/02/2011	Animal Pest Management Services	Wild Dog Trapping program Tom Price 7 days - Wild Animal Control GEN	-14168.00	1	CSH
25272	11/02/2011	Assett Super	Superannuation contributions	-322.10	1	CSH
25273	11/02/2011	Axa Australia Super	Superannuation contributions	-102.24	1	CSH
25274	11/02/2011	C. Munro Contractors	B318 - PUMP AND DUMP WASTE - EXPENDABLE STORES GEN, BC015 - Install view panel and unblock drain, pump portable toilet, B308-repair main, Erect fence Blowing green,	-2536.08	1	CSH
25275	11/02/2011	CBus Super	Superannuation contributions	-429.24	1	CSH
25276	11/02/2011	Commonwealth Personal Superannuation	Superannuation contributions	-220.72	1	CSH
25277	11/02/2011	Horizon Power	electricity charges for Onslow	-7250.34	1	CSH
25278	11/02/2011	Host Plus Executive Super	Superannuation contributions	-301.66	1	CSH
25279	11/02/2011	Karingal Neighbourhood Centre	B345, Santa suit hire, Para pool - Paraburdoo Swimming Pool	-100.00	1	CSH
25280	11/02/2011	Pilbara Mechanical Services	Starter cord. Sundry Equipment	-6.44	1	CSH
25281	11/02/2011	Rest Superannuation	Superannuation contributions	-371.07	1	CSH
25282	11/02/2011	Shire of Ashburton	Petty cash for Paraburdoo Onslow, Payroll deductions	-720.15	1	CSH

LIST OF PAYMENTS FOR FEBRUARY 2011

Municipal Payments

CHQ/EFT	Date	Name	Description	Amount		
25284	11/02/2011	Spectrum Super	Superannuation contributions	-214.75	1	CSH
25285	11/02/2011	Sunsuper	Superannuation contributions	-330.91	1	CSH
25286	11/02/2011	TELSTRA	Various phone accounts for SOA	-19046.81	1	CSH
25287	11/02/2011	Tasplan Super	Superannuation contributions	-272.66	1	CSH
25288	11/02/2011	Telstra Super Pty Ltd	Superannuation contributions	-219.05	1	CSH
25289	11/02/2011	Water Corporation	Water usage between 24/8/ - 11/01/2010 at 585 Third Ave Onslow	-410.45	1	CSH
25290	17/02/2011	City of Swan - Midland	PARA LIBRARY LOST BOOK - BOOK PURCHASES/REPLACEMENT GEN	-27.50	1	CSH
25291	17/02/2011	Commissioner of Police Fire Arms Branch	REGISTRATION OF VARIOUS FIREARMS - LICENCES AND PERMITS GEN	-106.50	1	CSH
25292	17/02/2011	Department of Transport Payment Centre	011029322381 AS2691 RENEWAL OF BOXTOP REGISTRATION -Motor Vehicle Expenses GEN - NO GST	-25.15	1	CSH
25293	17/02/2011	LESTOK TOURS PTY LTD	Bus fares TP to Para to TP for SOA staff and contractors	-300.00	1	CSH
25294	17/02/2011	RIKKI SMITH	reimbursement for half of annual traders/vendors licence fee , overpaid 24.09.10 - FIELD EXPENSES GEN	-750.00	1	CSH
25295	17/02/2011	Retravisio Karratha	1 Euromaid Electric oven - 56 Whaleback Ave Paraburdoo, B440 - 2 fridges - Onslow Sun Chalets	-2247.00	1	CSH
25296	17/02/2011	SCOTT MCCRAE	Reimbursement for cost of obtaining White card - Seminars and Training GEN	-50.00	1	CSH
25297	17/02/2011	Shire of Ashburton	Petty cash Para	-195.85	1	CSH
25298	17/02/2011	TELSTRA	Various phone accounts for SOA	-1022.24	1	CSH
25299	17/02/2011	WORLEYPARSONS	Refund for payment ot Shire in Error - REFUNDS INCOME A/C (Cost Neutral)	-220.00	1	CSH
25301	24/02/2011	Bunnings Warehouse	BC015 PRODUCT FROM INVOICE- 256/11/00 - CAP - Bldg Prog/Administration Building Onslow	-90.11	1	CSH
25302	24/02/2011	Horizon Power	2004212893 Street Lights 01/01 to 31/01/2011 - Street Lighting Onslow GEN	-1672.89	1	CSH
25303	24/02/2011	Pilbara Mechanical Services	P575 - filler cap & freight - Sundry Equipment, PRM09 Tyre repair	-150.15	1	CSH
25304	24/02/2011	Posties General Store	Paper account for Nov 10 - SUBSCRIPTIONS & PUBLICATIONS GEN	-195.60	1	CSH
25305	24/02/2011	SHIRE OF MT MAGNET	RECOUP OF LSL ENTITLEMENTS FOR S. GOODY, employed 22.11.99 to 21.10.07 - ANNUAL LEAVE & LSL PROVISIONS GEN	-9244.32	1	CSH
25306	24/02/2011	Shire of Ashburton	Petty cash for Tom Price	-908.75	1	CSH
25307	24/02/2011	Sports Surfaces	lay turf around water spray area, to include sand & equipment - Sporting Precinct Upgrade - Onslow GEN	-10191.50	1	CSH
25308	24/02/2011	TELSTRA	telephone costs - TP admin office - UTILITIES - ADMINISTRATION GEN	-5956.44	1	CSH
25309	24/02/2011	Tom Price Amateur Swimming Club	Reimbursement fo fuel costs for travel to/from Para for training - CONTRIBUTION TO CLUBS GEN	-447.61	1	CSH
25310	24/02/2011	Water Corporation	Water usage for Onslow various buildings	-3220.15	1	CSH

Trust Payments

CHQ/EFT	Date	Name	Description	Amount		
202347	10/02/2011	BJK Publishing & Photography	SALES OF PHOTOGRAPHIC PRINTS FOR JAN-11 BJK PUBLISHING AND PHOTOGRAPHY	-609.00	2	CSH
202348	10/02/2011	Builders Registration Board of WA	REFUND BRB LEVY COLLECTED IN JANAURY 2011	-875.00	2	CSH
202349	10/02/2011	Construction Training Fund	REFUND CITF LEVY COLLECTED IN JANUARY 2011	-11577.81	2	CSH
202350	10/02/2011	Frank Richardson	SALES OF PHOTOGRAPHIC PRINTS FOR JAN 2011	-1188.00	2	CSH
202351	10/02/2011	Shire of Ashburton	COMMISSION ON BRB LEVY COLLECTED and CITF - JANUARY 2011	-243.10	2	CSH
202352	11/02/2011	REBELS CRICKET CLUB	REFUND GIVEN TO REBELS CRICKET CLUB FOR USE OF COMMUNITY CENTRE	-280.00	2	CSH
202353	18/02/2011	CROWN RELOCATIONS	REFUND OF BOND FOR FUNCTION AT SWIMMING POOL 18.12.10	-250.00	2	CSH
202354	18/02/2011	Panthers Football Club	REFUND OF BOND FOR FUNCTION AT SWIMMING POOL	-250.00	2	CSH

Natalie Briney

From: Helouise Hall [helouise.hall@australmercantile.com.au]
Sent: Monday, 14 February 2011 11:50 AM
To: Natalie Briney
Subject: Fw: PROGRESS REPORT:- REF: 804955 JOB NUMBER :509088 SUBJECT: Wade Lyndon
Attachments: cec81f1f-5775-4bd2-b8ad-930fd7293411.doc

Morning Natalie,

Please see below report from our agent.

I do suggest that we close this file.

Helouise Hall
Senior Recoveries Officer
Austral Mercantile
Austral Mercantile Collections Pty Ltd

Phone: +61 8 64673074
Email: helouise.hall@australmercantile.com.au
Visit us on the web at www.australmercantile.com.au



----- Forwarded by Helouise Hall/AU/QBE on 14/02/2011 11:48 AM -----

From: CustomerService@expressmercantile.com.au
To: helouise.hall@australmercantile.com.au
Date: 08/02/2011 09:57 AM
Subject: PROGRESS REPORT:- REF: 804955 JOB NUMBER :509088 SUBJECT: Wade Lyndon

This email has been sent from Express Mercantile's eMercantile Management System.

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AUSTRALIAN LEGAL SUPPORT GROUP PTY LTD ABN 60 060 481 978
trading as EXPRESS MERCANTILE
PHONE: 02 8833 3333 or 1300 55 60 25 ~ FACSIMILE: 02 8833 3399 or 1300 55 60 35 ~
EMAIL: customerservice@expressmercantile.com.au
OFFICE: LEVEL 11, 56 STATION STREET, PARRAMATTA, NSW 2150
DX 28373 PARRAMATTA ~ LOCKED BAG 170 PARRAMATTA NSW 2124
Licensed Commercial and Private Inquiry Agents - Master License Number 409398202



Our ref: 00509088
Your ref: 804955
Date: 14 February 2011

AUSTRAL MERCANTILE COLLECTIONS - PERTH
PO BOX 3060
PERTH ADELAIDE TERRACE
PERTH WA 6832

PROGRESS REPORT

RE: Shire of Ashburton v Wade Lyndon

We refer to your *Field Call* instructions for the above-mentioned matter.

On the 08 Feb 2011 at 12:55PM we reviewed our file and note there is no local agent to the town of Paraburdoo. The closest agent is approximately 510km one way and we believe the cost would outweigh the amount of the debt. Please provide your further instructions.

Yours faithfully,
EXPRESS MERCANTILE

Per:-
Customer Service Team.

**24/7 SECURE WEB ACCESS
CALL 1300 556 025 FOR MORE INFORMATION**

If you wish to discuss any aspect of this progress report, please contact our office on 1300 556 025, access our online system or email us at customerservice@expressmercantile.com.au

Page 1

FULL RANGE OF SERVICES PROVIDED

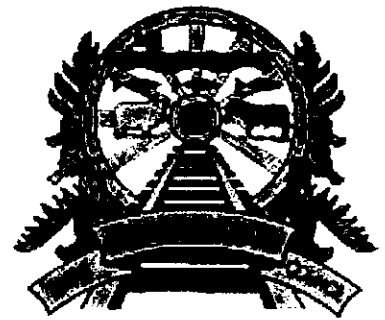
- * PROCESS SERVING * REPOSSESSIONS * SKIP TRACING * INVESTIGATIONS * COURT EXAMINATIONS * COURT FILING
 - LEGAL COURIER SERVICE * FIELD CALLS * HOME EXAMINATIONS
 - VISIT OUR WEB SITE WWW.EXPRESSMERCANTILE.COM.AU AND INSTRUCT US ON LINE
 - USE OUR FREE ON LINE SYSTEM AND HAVE DIRECT WEB ACCESS TO YOUR FILES.

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SHIRE OF ASHBURTON

Administration Centre, PO Box 567, Tom Price WA 6751
 Phone : (08) 9188 4444 Freecall: 1800 679 232
 Fax : (08) 9189 1238 Freecall Fax: 1800 655 086
 ABN 45 503 070 070
 Email : soa@ashburton.wa.gov.au



STATEMENT


Wade Lyndon (Sundry Debtors)
 516 Lockyer Avenue
 PARABURDOO WA 6754

Debtor No : 125
 Date : 15/02/2011
 Page: 1 of 1


DATE	INVOICE NO	TYPE	DESCRIPTION	AMOUNT
27/02/2008	1650	INV	50% Electricity Charge for 516 Locker Ave, Paraburdoo from 26/08/07 - 24/11/07	112.15
26/03/2008	1700	INV	50% Electricity Charges for 516 Lockyer Ave, Paraburdoo from 24/11/07- 01/03/08.	982.48
06/10/2008	2739	INV	Electricity Account for 516 Lockyer Avenue from 01/03/08 to 25/05/08 (\$1071.23 - 50%)	535.62
06/10/2008	2742	INV	Electricity Account for 516 Lockyer Ave from 25/05/08 to 30/08/08 (\$308.83 - 50%)	154.42
09/01/2009	3261	INV	50% Electricity charges for 516 Locker Ave, Paraburdoo from 30/8/08 - 30/11/08 (Total of account \$1177.26)	543.05

AGED ANALYSIS				
120 DAYS & OVER	90 DAYS	60 DAYS	30 DAYS	CURRENT
2,327.72				

TOTAL PAYABLE	\$2,327.72
----------------------	-------------------


 Direct Debit
 BSB: 036-182
 Account: 830308
 Please enter invoice number as reference

*** TERMS 30 DAYS ***


 Biller Code: 47001
 Ref:2000490292

NAME	Wade Lyndon (Sundry Debtors)		NAME	Wade Lyndon (Sundry Debtors)	
INVOICE NO	AMOUNT	INVOICE NO	AMOUNT	INVOICE NO	AMOUNT
2739	535.62				
2742	154.42				
3261	543.05				
1700	982.48				
1650	112.15				

Post Payments to:
Shire of Ashburton
PO Box 567
TOM PRICE WA 6751

DEBTOR NO. 125

Amount Due : \$ 2,327.72

CS025

MANAGEMENT POLICY

Title: Shire Website Management

File No: OR.CM.1

Date: 14 February 2011

Review Date:

Objective:

The objective of this policy is to establish a common framework for the management of the Shire of Ashburton website, provide guidelines and procedures and set out the responsibilities of authorised users and administrators.

Scope

This policy applies to all staff responsible for web-based content and services available of the Shire of Ashburton website.

Definitions

CMS – Content Management System – allows persons with Administrator privileges to add/edit/delete web content.

Division – business area with responsibility for web-based content.

Content Owner – a person who has authority to approve web-based content prior to publication. This would be the CEO/Executive Managers.

Division Administrator – a person appointed by the Content Owner to coordinate division web-based content, access the CMS and upload content to the website.

Web-based content – content published or services provided on the Shire of Ashburton web systems.

Policy

Introduction

Responsibility for the management of the Shire of Ashburton website, Facebook page and other forms of electronic communication resides with the Executive Manager Corporate Services.

It is estimated that some 80% of the website content is static. Information such as Emergency Contacts, Environmental Health, Planning, etc does not change on a frequent or even regular basis.

That leaves 20% of the website content as dynamic.

It is appropriate for Divisions to maintain their dynamic content as this allows for the timely update of material.

Administrators of the web-based content and the systems managing this content are expected to comply with the following policy, which is written with the intent of protecting the integrity and quality of the Shire of Ashburton website, etc.

Web Governance

All web-based content published by the Shire of Ashburton must:

1. Be accessible under the “ashburton.wa.gov.au” domain;
2. Conform to the content management guidelines defined in this policy;
3. Be implemented using the Shire of Ashburton’s website hosts, Key2Design’s, Content Management System.

Access Control

Granting of Access to Website Management System

The Divisional Executive Managers shall appoint a Divisional Administrator/s who is responsible to coordinate and update the divisional web-based content.

The Administration Manager is responsible for providing training and access to the website.

The Shire of Ashburton Web Team of the Administration Manager and the Administration Officer are responsible for all training and non divisional web-based content.

Definitions of Divisional Content and Non Divisional Content

Divisional Content examples include:

- Tenders
- Employment/Vacancies
- Council – Members, Meetings, Agendas, Minutes
- Building & Town Planning Updates
- Media Releases *
- Events *

Non Divisional Content examples include:

- Names/Contacts/Positions *
- About the Shire
- Shire Services
- Council Information
- Publications

*Could be included in either Divisional or Non Divisional

Content Management and Publication

All web-based content hosted by the Shire of Ashburton will;

- a. be managed and delivered by the Key2Design Content Management System;
- b. Be allocated a review date which, if reached before the content is reviewed, will be used to remove the content from public view until such time as the content is reviewed, authorised and republished;
- c. Be allocated a *content-owner* who will be responsible for approving and authorising content prior to publication
- d. In relation to Facebook* pages, application must be made to the EMCS prior to creation of a Facebook link and it should be recognised that the creator of the Facebook page is responsible for its maintenance and review. The Facebook page currently located on the SoA website should be managed by the person who sits in the Media Officer role.
- e. Carry the Shire of Ashburton Copyright, Disclaimer, Privacy and accessibility statements or approved alternatives in accordance Shire of Ashburton Policy;
- f. Comply with the following Shire of Ashburton policies:
 - ADM04 – Records Management
 - ADM06 – Use of Shire of Ashburton and Associated Town Logo

- CSO02 – Media Activity
 - CSO24 – Access and Use of Information Systems
 - FIN12 - Tender Policy; and
- g. Comply with relevant copyright, records management, intellectual property and accessibility legislation

Use of the Web Content Management System (CMS)

The Executive Manager of a Division shall nominate the positions which require Administration privileges to add/edit web content for that Division and advise the Administration Manager who shall coordinate access (ie login/password) and training, if required.

Access to the CMS will be provided to Division Administrators who have:

1. Been authorised by a content-owner to maintain content in the system; and
2. Completed mandatory CMS training.

The development and maintenance of system components available in the CMS is restricted to the Web Team.

Copyright

Respect the legal copyright rules. Copyright provisions also relate to downloading of software and documents. Always assume website content to be subject to copyright unless stated otherwise.

Records Management

The State Records Office of Western Australia recognises that social media applications such as Facebook and Twitter are now being used by organisations to complement communication strategies. Government organisations such as Shires must be aware that all messages created on these applications are State Records, which must be captured, managed and disposed of in accordance with legislative requirements.

Copies of all website content are to be forwarded to the Records department to be filed appropriately. Regular snap shots of Website Content will be recorded according to the Shire of Ashburton Record Keeping Plan.

Responsibility

It is the responsibility of the Executive Manager Corporate Services to ensure that this policy is disseminated to staff and properly applied.

Audit Function

The Administration Manager shall, at intervals of no more than one week, carry out an audit on the website content. The audit will review content to ensure compliance with Council policies, relevance of information, accuracy of information, date of information and if information is presented in a manner that provides a positive image of the Shire of Ashburton.

- Non-compliant content which is of a trivial nature shall be referred to the Division Administrator for rectification.
- Any serious breach of policy is to be referred to the Executive Manager Corporate Services for action.
- A weekly register of audits is to be maintained and reported to the Executive Manager Corporate Services.

Continuous Improvement

The website is the window to the Shire and as such needs to maintain a contemporary appearance.

The Administration Manager shall, through the audit process, identify and recommend to the EMCS improvements to the website.

The AM shall also actively seek input from Division Administrators and Shire staff in general for website improvements.

To facilitate this process a quarterly review of the website shall be conducted by the Administration Manager through a minuted meeting with Division Administrators.

Action and Recommendations from the review shall be provided to the EMCS to consider and implement if appropriate.

WEBSITE TRAINING & ACCESS REQUEST AND POLICY ACCEPTANCE FORM

Request

I would like to request training and access to the website for the reasons detailed below:

.....
.....
.....
.....
.....
.....
.....

Policy Acceptance

I have read and understood the policy on Shire Website Management System, which sets out the conditions of access and my responsibilities in the maintenance of web-based content. I agree to abide by this policy at all times.

I understand that disciplinary action may be taken if I violate the conditions of use, and it will be seen as a breach of my terms of employment.

Name.....

Signature.....

Date.....

Executive Management Authorisation

I authorise the above person to have access to the Content Management System.

Name.....

Signature.....

Date.....

This form is to be forwarded to the Administration Manager.



Ashburton - Compliance Audit Return 2010

Certified Copy of Return

Please submit a signed copy to the Director General of the Department of Local Government together with a copy of section of relevant minutes.

Caravan Parks and Camping Grounds					
No	Reference	Question	Response	Comments	Respondent
1	s21(1) Caravan Parks and Camping Grounds Act 1995	Did the local government inspect each caravan park or camping ground in its district within the period 1 July 2009 to 30 June 2010.	Yes		William Hardy
2	s14(1) of the Caravans and Camping Grounds Act 1995	Did you keep a register of caravan park licences. (For the return period)	Yes		William Hardy

Cemeteries					
No	Reference	Question	Response	Comments	Respondent
1	s40(1)(a), (b) Cemeteries Act 1986	Has a register been maintained which contains details of all burials in the cemetery, including details of the names and descriptions of the deceased persons and location of the burial. (For the return period)	Yes		Lisa Hannagan
2	s40(1)(a), (b) Cemeteries Act 1986	Has a register been maintained which contains details of all grants of right of burial in the cemetery, including details of assignments or bequests of grants. (For the return period)	Yes		Lisa Hannagan
3	s40(2) Cemeteries Act 1986	Have plans been kept and maintained showing the location of all burials registered in as above.	Yes		Lisa Hannagan



Commercial Enterprises by Local Governments					
No	Reference	Question	Response	Comments	Respondent
1	s3.59(2)(a)(b)(c) F&G Reg 7,9	Has the local government prepared a business plan for each major trading undertaking in 2010.	Yes		Lisa Hannagan
2	s3.59(2)(a)(b)(c) F&G Reg 7,10	Has the local government prepared a business plan for each major land transaction that was not exempt in 2010.	Yes		Lisa Hannagan
3	s3.59(2)(a)(b)(c) F&G Reg 7,11	Has the local government prepared a business plan before entering into each land transaction that was preparatory to entry into a major land transaction in 2010.	Yes		Lisa Hannagan
4	s3.59(4)	Has the local government given Statewide public notice of each proposal to commence a major trading undertaking or enter into a major land transaction for 2010.	Yes		Lisa Hannagan
5	s3.59(5)	Did the Council, during 2010, resolve to proceed with each major land transaction or trading undertaking by absolute majority.	Yes		Lisa Hannagan



Delegation of Power / Duty						
No	Reference	Question	Response	Comments	Respondent	
1	s5.16, 5.17, 5.18	Were all delegations to committees resolved by absolute majority.	N/A	Committees consist of Council Members & have no prescribed powers.	Lisa Hannagan	
2	s5.16, 5.17, 5.18	Were all delegations to committees in writing.	N/A	Committees consist of Council Members & have no prescribed powers.	Lisa Hannagan	
3	s5.16, 5.17, 5.18	Were all delegations to committees within the limits specified in section 5.17.	N/A	Committees consist of Council Members & have no prescribed powers.	Lisa Hannagan	
4	s5.16, 5.17, 5.18	Were all delegations to committees recorded in a register of delegations.	N/A	Committees consist of Council Members & have no prescribed powers.	Lisa Hannagan	
5	s5.18	Has Council reviewed delegations to its committees in the 2009/2010 financial year.	Yes	February 2010	Lisa Hannagan	
6	s5.42(1),5.43 Admin Reg 18G	Did the powers and duties of the Council delegated to the CEO exclude those as listed in section 5.43 of the Act.	Yes		Frank Ludovico	
7	s5.42(1)(2) Admin Reg 18G	Were all delegations to the CEO resolved by an absolute majority.	Yes		Lisa Hannagan	
8	s5.42(1)(2) Admin Reg 18G	Were all delegations to the CEO in writing.	Yes		Lisa Hannagan	
9	s5.44(2)	Were all delegations by the CEO to any employee in writing.	Yes		Lisa Hannagan	
10	s5.45(1)(b)	Were all decisions by the Council to amend or revoke a delegation made by absolute majority.	Yes		Lisa Hannagan	
11	s5.46(1)	Has the CEO kept a register of all delegations made under the Act to him and to other employees.	Yes		Lisa Hannagan	
12	s5.46(2)	Were all delegations made under Division 4 of Part 5 of the Act reviewed by the delegator at least once during the 2009/2010 financial year.	Yes	February 2010	Frank Ludovico	
13	s5.46(3) Admin Reg 19	Did all persons exercising a delegated power or duty under the Act keep, on all occasions, a written record as required.	Yes		Lisa Hannagan	

Disclosure of Interest						
No	Reference	Question	Response	Comments	Respondent	
1	s5.67	If a member disclosed an interest, did he/she ensure that they did not remain present to participate in any discussion or decision-making procedure relating to the matter in which the interest was disclosed (not including participation approvals granted under s5.68).	Yes		Lisa Hannagan	



No	Reference	Question	Response	Comments	Respondent
2	s5.68(2)	Were all decisions made under section 5.68(1), and the extent of participation allowed, recorded in the minutes of Council and Committee meetings.	Yes		Lisa Hannagan
3	s5.73	Were disclosures under section 5.65 or 5.70 recorded in the minutes of the meeting at which the disclosure was made.	Yes		Lisa Hannagan
4	s5.75(1) Admin Reg 22 Form 2	Was a primary return lodged by all newly elected members within three months of their start day.	Yes		Lisa Hannagan
5	s5.75(1) Admin Reg 22 Form 2	Was a primary return lodged by all newly designated employees within three months of their start day.	No	Rapidly changing staff and major projects have left this task undone. Additional staff onboard will have uptodate by end April 2011.	Lisa Hannagan
6	s5.76(1) Admin Reg 23 Form 3	Was an annual return lodged by all continuing elected members by 31 August 2010.	Yes		Lisa Hannagan
7	s5.76(1) Admin Reg 23 Form 3	Was an annual return lodged by all designated employees by 31 August 2010.	Yes		Lisa Hannagan
8	s5.77	On receipt of a primary or annual return, did the CEO, (or the Mayor/ President in the case of the CEO's return) on all occasions, give written acknowledgment of having received the return.	Yes		Lisa Hannagan
9	s5.88(1)(2) Admin Reg 28	Did the CEO keep a register of financial interests which contained the returns lodged under section 5.75 and 5.76	Yes		Lisa Hannagan
10	s5.88(1)(2) Admin Reg 28	Did the CEO keep a register of financial interests which contained a record of disclosures made under sections 5.65, 5.70 and 5.71, in the form prescribed in Administration Regulation 28.	Yes		Lisa Hannagan
11	s5.88 (3)	Has the CEO removed all returns from the register when a person ceased to be a person required to lodge a return under section 5.75 or 5.76.	Yes		Lisa Hannagan
12	s5.88(4)	Have all returns lodged under section 5.75 or 5.76 and removed from the register, been kept for a period of at least five years, after the person who lodged the return ceased to be a council member or designated employee.	Yes		Lisa Hannagan
13	s5.103 Admin Reg 34C & Rules of Conduct Reg 11	Where an elected member or an employee disclosed an interest in a matter discussed at a Council or committee meeting where there was a reasonable belief that the impartiality of the person having the interest would be adversely affected, was it recorded in the minutes.	Yes		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
14	s5.66(b)	Did the person presiding at a meeting, on all occasions, when given a member's written financial interest disclosure by the CEO, bring its contents to the attention of persons present immediately before any matters to which the disclosure relates were discussed.	Yes	Announced prior to agenda item being moved or seconded.	Lisa Hannagan
15	s5.71(a)	Did the CEO disclose to the mayor or president the nature of the interest as soon as practicable after becoming aware that he or she had an interest in the matter to which the delegated power or duty related.	Yes		Frank Ludovico
16	5.71(b)	Did an employee disclose to the CEO the nature of the interest as soon as practicable after becoming aware that he or she had an interest in the matter to which the delegated power or duty related.	Yes		Frank Ludovico
17	s5.70(2)	Where an employee had an interest in any matter in respect of which the employee provided advice or a report directly to the Council or a Committee, did that person disclose the nature of that interest when giving the advice or report.	Yes		Lisa Hannagan
18	s5.70(3)	Where an employee disclosed an interest under s5.70(2), did that person also disclose the extent of that interest when required to do so by the Council or a Committee.	Yes		Lisa Hannagan
19	s5.66(a)	Did the CEO, on all occasions, where a council member gave written notice of a disclosure of interest before a meeting, cause that notice to be given to the person who presided at the meeting.	Yes		Lisa Hannagan
20	s5.71	On all occasions were delegated powers and duties not exercised by employees that had an interest in the matter to which the delegated power or duty related.	N/A		Lisa Hannagan

Disposal of Property

No	Reference	Question	Response	Comments	Respondent
1	s3.58(3)	Was local public notice given prior to disposal for any property not disposed of by public auction or tender (except where excluded by Section 3.58(5)).	Yes		Lisa Hannagan
2	s3.58(4)	Where the local government disposed of property under section 3.58(3), did it provide details, as prescribed by section 3.58(4), in the required local public notice for each disposal of property.	Yes		Lisa Hannagan

Elections



No	Reference	Question	Response	Comments	Respondent
1	s4.17(3)	Was approval sought from the Electoral Commissioner where council allowed a vacancy to remain unfilled as a result of a councillor's position becoming vacant under s2.32 and in accordance with s4.17(3)(a) & (b).	N/A		Lisa Hannagan
2	s4.20(2)	Did the local government appoint a person other than the CEO to be the returning officer of the local government for an election or all other elections held while that appointment applied, after having written agreement of the person concerned and the Electoral Commissioner.	N/A		Lisa Hannagan
3	s4.20(4)	Did the local government declare the electoral commissioner to be responsible for the conduct of an election, after having first obtained the written agreement of the Electoral Commissioner.	N/A		Lisa Hannagan
4	s4.20(5)	Where a declaration has not already been made, was a declaration made under s4.20(4) prior to the 80th day before election day.	N/A		Lisa Hannagan
5	s4.32(4)	Did the CEO, within 14 days after receiving a claim for enrolment, decide whether the claimant was eligible or not eligible under s4.30(1)(a)&(b) and accept or reject the claim accordingly.	N/A		Lisa Hannagan
6	s4.32(6) Elect Reg 13	Did the CEO record on all occasions the decision in the owners and occupiers register in accordance with Regulation 13 of the Local Government (Elections) Regulations 1997 and give written notice of the decision to the claimant without delay, for eligibility to enrol.	N/A		Lisa Hannagan
7	s4.35(2)	Did the CEO give written notice to the person before making a decision under subsection (1)(c) and allow 28 days for the person to make submissions on the matter.	N/A		Lisa Hannagan
8	s4.35(3)	Did the CEO, after making a decision under subsection (1)(c), give written notice of it to the person.	N/A		Lisa Hannagan
9	s4.35(5)	Did the CEO, on receipt of advice of the Electoral Commissioner's decision on an appeal, take any action necessary to give effect to that decision.	N/A		Lisa Hannagan
10	s4.35(6)	Did the CEO give written notice on all occasions to the person, where after considering submissions made under subsection 2, the CEO decided that the person was still eligible under s4.30 to be enrolled to vote at elections for the district or ward.	N/A		Lisa Hannagan
11	s4.35(7)	Did the CEO, on all occasions, record any decision under subsection (1) or (6) in the register referred to in section 4.32(6).	N/A		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
12	s4.39(2)	Did the CEO on or after the 70th day, but no later than the 56th day give statewide public notice of the time and date of the close of enrolments.	N/A		Lisa Hannagan
13	s4.41(1)	Did the CEO prepare an owners and occupiers roll for the election on or before the 36th day before election day.	N/A		Lisa Hannagan
14	s4.41(2)	Did the CEO certify that the owners and occupiers roll included the names of all persons who were electors of the district or ward under s4.30 at the close of enrolments.	N/A		Lisa Hannagan
15	s4.43(1)	Where the CEO was returning officer (RO) and the rolls were not consolidated, did the RO delete the names of any person from the owners and occupiers roll whose name also appeared on the residents roll, on or before the 22nd day before election day.	N/A		Lisa Hannagan
16	s4.47(1)	Where the CEO was returning officer (RO), did the RO give statewide public notice calling for nominations of candidates for the election on or after the 56th day but no later than the 45th day before election day.	N/A		Lisa Hannagan
17	s4.47(2)(a)	Did the notice referred to in s4.47(1) calling for nominations specify the kind of election to be held and the vacancy or vacancies to be filled.	N/A		Lisa Hannagan
18	s4.47(2)(b)	Did the notice referred to in s4.47(1) calling for nominations specify the place where nominations may be delivered or sent.	N/A		Lisa Hannagan
19	s4.47(2)(c)	Did the notice referred to in s4.47(1) calling for nominations specify the period within which nominations have to be delivered or sent.	N/A		Lisa Hannagan
20	s4.47(2)(d)	Did the notice referred to in s4.47(1) calling for nominations specify any other arrangements made for the receipt by the returning officer of nominations.	N/A		Lisa Hannagan
21	s4.61(2)	Did the Council of the local government, where it decided to conduct the election as a postal election, make that decision by absolute majority.	N/A		Lisa Hannagan
22	s4.61(3)	Where a decision was made under s4.61(2) and a relevant declaration had not already been made, was that decision made prior to the 80th day before election day.	N/A		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
23	s4.64	Where the CEO was returning officer (RO), did the RO give Statewide public notice (election notice) as soon as practicable after preparations for the election, but no later than on the 19th day before election day, in accordance with regulations that included details of how, when and where the election will be conducted and the names of the candidates.	N/A		Lisa Hannagan
24	Elect Reg 7	Did a person, before acting as an electoral officer, make the required declaration as stated in local government election regulation 7.	N/A		Lisa Hannagan
25	Elect Reg 8(2)	Where the CEO was returning officer (RO), did the RO prepare and adopt a Code of Conduct for the 2010 Extraordinary Elections.	N/A		Lisa Hannagan
26	Elect Reg 8(3)	Where the CEO was returning officer (RO), did the RO provide each electoral officer a copy or access to a copy of the electoral code of conduct for the 2010 Extraordinary Elections.	N/A		Lisa Hannagan
27	Elect Reg 13(1)	Has the relevant information as listed in Election Reg 13 been recorded in the owners and occupiers register.	N/A		Lisa Hannagan
28	Elect Reg 13(4)	Did the CEO amend the register from time to time to make sure that the information recorded in it is accurate.	N/A		Lisa Hannagan
29	Elect Reg 17	Did the local government keep an enrolment eligibility claim form, if accepted, a copy of a notice of acceptance for 2 years after the claim and notice expired, and a copy of a notice of rejection for 2 years after the claim was rejected.	N/A		Lisa Hannagan
30	Elect Reg 26(4)	Did the CEO or an employee of the local government appointed as Returning Officer keep the deposit referred to in s4.49(d) separate from other money and credited to a fund of the local government.	N/A		Lisa Hannagan
31	Elect Reg 30G (1)	Did the CEO establish and maintain an electoral gift register and ensure that all 'disclosure of gifts' forms completed by candidates and received by the CEO were placed on the electoral gift register at the time of receipt by the CEO and in a manner that clearly identifies and distinguishes the candidates.	N/A		Lisa Hannagan
32	Elect Reg 30G(3)	Did the CEO remove any "disclosure of gifts" forms completed by unsuccessful candidates from the electoral gift register in accordance with the period under regulation 30C and retain those forms separately for a period of at least 2 years.	N/A		Lisa Hannagan
33	Elect Reg 30H	Has the electoral gift register been kept at the appropriate local government offices.	Yes		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
34	Elect Reg 40	Has a postal voters register been kept of electors whose applications are under regulation 37(1)(b) and are accepted under regulation 38(1), which contains the enrolment details of each elector included on it and any ward in respect of which the elector is registered.	N/A		Lisa Hannagan
35	Elect Reg 81	Was the report relating to an election under s4.79 provided to the Minister within 14 days after the declaration of the result of the election.	N/A		Lisa Hannagan

Executive Functions

No	Reference	Question	Response	Comments	Respondent
1	s3.18(3)(a)	Has the local government satisfied itself that the services and facilities that it provides ensure integration and co-ordination of services and facilities between governments.	Yes		Lisa Hannagan
2	s3.32(1)	Was a notice of intended entry given to the owner or occupier of the land, premises or thing that had been entered.	Yes		Lisa Hannagan
3	s3.50	Did the local government close a thoroughfare wholly or partially for a period not exceeding 4 weeks under the guidelines of 3.50.	No		Lisa Hannagan
4	s3.18(3)(b)	Has the local government satisfied itself that the services and facilities that it provides avoid unnecessary duplication of services or competition particularly with the private sector.	Yes		Lisa Hannagan
5	s3.18(3)(c)	Has the local government satisfied itself that the services and facilities that it provides ensure services and facilities are properly managed.	Yes		Lisa Hannagan
6	s3.40A(1)	Where in the opinion of the local government a vehicle was an abandoned vehicle wreck, was it removed and impounded by an employee authorised (for that purpose) by the local government.	Yes		Lisa Hannagan
7	s3.40A(2)	Where the owner of the vehicle was identified within 7 days after its removal under s3.40A(1), did the local government give notice to that person advising that the vehicle may be collected from a place specified during such hours as are specified in the notice.	Yes		Lisa Hannagan
8	s3.40A(3)	Where notice was given under s3.40A(2) did it include a short statement of the effect of subsection (4)(b) and the effect of the relevant provisions of sections 3.46 and 3.47.	Yes		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
9	s3.51(3)	Did the local government give notice of what is proposed to be done giving details fo the proposal and inviting submissions from any person who wishes to make a submission and allow a reasonable time for submissions to be made and consider any submissions made.	Yes		Lisa Hannagan
10	s3.52(4)	Has the local government kept plans for the levels and alignments of public thoroughfares that are under its control or mangement, and made those plans available for public inspection.	Yes	For new works	Lisa Hannagan
11	s3.32(2)	Did the notice of intended entry specify the purpose for which the entry was required.	Yes		Lisa Hannagan
12	s3.32(3)	Was the notice of intended entry given not less than 24 hours before the power of entry was exercised.	Yes		Lisa Hannagan

Finance

No	Reference	Question	Response	Comments	Respondent
1	s5.53, Admin Reg 19B	Has the local government prepared an annual report for the financial year ended 30 June 2010 that contained the prescribed information under the Act and Regulations.	Yes	Adopted FEB 11	Frank Ludovico
2	s5.54(1), (2)	Was the annual report accepted by absolute majority by the local government by 31 December 2010.	No	Adopted Feb 2011	Frank Ludovico
3	s5.54(1), (2)	Where the Auditor's report was not available in time for acceptance by 31 December, was it accepted no more than two months after the Auditor's report was made available.	Yes	Report Rec'd 14/1/11 Adopted Feb 2011	Frank Ludovico
4	s5.55	Did the CEO give local public notice of the availability of the annual report as soon as practicable after the local government accepted the report.	Yes	26/2/2011	Lisa Hannagan
5	s5.56 Admin Reg 19C(2)	Has the local government made a plan for the future of its district in respect of the period specified in the plan (being at least 2 financial years).	Yes	Adopted MAR 08	Lisa Hannagan
6	Admin Reg 19D	After a plan for the future, or modifications to a plan were adopted under regulation 19C, did the local government give public notice in accordance with subsection (2).	N/A	New Plan being developed under IPRF	Lisa Hannagan
7	s5.94, s5.95	Did the local government allow any person attending the local government during office hours to inspect information, free of charge, listed in s5.94 of the Act and subject to s5.95 whether or not the information was current at the time of inspection.	Yes		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
8	s5.96	Where a person inspected information under Part 5, Division 7 of the Act and requested a copy of that information, did the local government ensure that copies were available at a price that did not exceed the cost of providing those copies.	Yes		Lisa Hannagan
9	s5.98 Admin Reg 30	Was the fee made available to elected members for attending meetings within the prescribed range.	Yes		Lisa Hannagan
10	s5.98 Admin Reg 31	Was the reimbursement of expenses to elected members within the prescribed ranges or as prescribed.	Yes		Lisa Hannagan
11	s5.98A Admin Reg 33A	Where a local government decided to pay the deputy mayor or the deputy president an allowance, was it resolved by absolute majority.	Yes	Included in Budget	Lisa Hannagan
12	s5.98A Admin Reg 33A	Where a local government decided to pay the deputy mayor or the deputy president an allowance, was it up to (or below) the prescribed percentage of the annual local government allowance to which the mayor or president is entitled under section 5.98 (5).	Yes		Lisa Hannagan
13	s5.99 Admin Reg 34	Where a local government decided to pay Council members an annual fee in lieu of fees for attending meetings, was it resolved by absolute majority.	Yes	Included in Budget	Lisa Hannagan
14	s5.99 Admin Reg 34	Where a local government decided to pay Council members an annual fee in lieu of fees for attending meetings, was it within the prescribed range.	Yes		Lisa Hannagan
15	s5.99A Admin Reg 34A, AA, AB	Where a local government decided to pay Council members an allowance instead of reimbursing telephone, facsimile machine rental charges and other telecommunication, information technology, travelling and accommodation expenses, was it resolved by absolute majority.	Yes	Included in Budget	Lisa Hannagan
16	s5.99A Admin Reg 34A, AA, AB	Where a local government decided to pay Council members an allowance instead of reimbursing telephone, facsimile machine rental charges and other telecommunication, information technology, travelling and accommodation expenses, was it within the prescribed range.	Yes		Lisa Hannagan
17	s5.100 (1)	Did the local government pay a fee for attending committee meetings only to a committee member who was a council member.	N/A		Lisa Hannagan
18	s5.100 (2)	Where the local government decided to reimburse a committee member, who was not a council member or employee, for an expense incurred by the person in relation to a matter affecting the local government, was it within the prescribe range.	N/A		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
19	s6.8	Was expenditure that the local government incurred from its municipal fund, but not included in its annual budget, authorised in advance on all occasions by absolute majority resolution.	No	Expenditure of this nature occur only on a few occasions. We will endeavour stop this occurring in the future.	Frank Ludovico
20	s6.8(1)(c)	Did the Mayor or President authorise expenditure from the municipal fund in an emergency. (Please indicate circumstances in the "Comments" column)	N/A		Lisa Hannagan
21	s6.8	In relation to expenditure that the local government incurred from its municipal fund that was authorised in advance by the mayor or president in an emergency, was it reported on all occasions to the next ordinary meeting of council.	N/A		Lisa Hannagan
22	s6.12, 6.13, 6.16 (1),(3)	Did Council at the time of adopting its budget, determine the granting of a discount or other incentive for early payment by absolute majority.	N/A		Lisa Hannagan
23	s6.12, 6.13, 6.16 (1),(3)	Did Council determine the setting of an interest rate on money owing to Council by absolute majority.	Yes		Lisa Hannagan
24	s6.12, 6.13, 6.16 (1),(3)	Did Council determine to impose or amend a fee or charge for any goods or services provided by the local government by absolute majority. (Note: this applies to money other than rates and service charges).	Yes		Lisa Hannagan
25	s6.17(3)	Were the fees or charges imposed for receiving an application for approval, granting an approval, making an inspection and issuing a licence, permit, authorisation or certificate, limited to the cost of providing the service or goods.	Yes		Lisa Hannagan
26	s6.17(3)	Were the fees or charges imposed for any other service prescribed in section 6.16 (2)(f), limited to the cost of providing the service or goods.	Yes		Lisa Hannagan
27	s6.19	After the budget was adopted, did the local government give local public notice for all fees and charges stating its intention to introduce the proposed fees or charges and the date from which it proposed to introduce the fees or charges.	Yes		Lisa Hannagan
28	s6.20(2) FM Reg 20	On each occasion where the local government exercised the power to borrow, was the Council decision to exercise that power by absolute majority (Only required where the details of the proposal were not included in the annual budget for that financial year).	N/A		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
29	S6.76(6)	Was the outcome of an objection under section 6.76(1) promptly conveyed to the person who made the objection including a statement of the local government's decision on the objection and its reasons for that decision.	Yes		Lisa Hannagan
30	FM Reg 5	Has efficient systems and procedures been established by the CEO of a local government as listed in Finance Reg 5.	Yes	Review of Financial Systems last occurred in 2007 (12/3/07). Review due in 2011.	Lisa Hannagan
31	FM Reg 6	Has the local government ensured that an employee to whom is delegated responsibility for the day to day accounting or financial management operations of a local government is not also delegated the responsibility for conducting an internal audit or reviewing the discharge of duties by that employee.	Yes		Lisa Hannagan
32	s7.1A	Has the local government established an audit committee and appointed members by absolute majority in accordance with section 7.1A of the Act.	Yes		Lisa Hannagan
33	s7.1B	Where a local government determined to delegate to its audit committee any powers or duties under Part 7 of the Act, did it do so by absolute majority.	N/A		Lisa Hannagan
34	s7.3	Was the person(s) appointed by the local government to be its auditor, a registered company auditor.	Yes		Lisa Hannagan
35	s7.3	Was the person(s) appointed by the local government to be its auditor, an approved auditor.	Yes		Lisa Hannagan
36	s7.3	Was the person or persons appointed by the local government to be its auditor, appointed by an absolute majority decision of Council.	Yes		Lisa Hannagan
37	s7.12A(3), (4)	Where the local government determined that matters raised in the auditor's report prepared under s7.9 (1) of the Act required action to be taken by the local government, was that action undertaken.	Yes		Lisa Hannagan
38	s7.12A(3), (4)	Where the local government determined that matters raised in the auditor's report (prepared under s7.9 (1) of the Act) required action to be taken by the local government, was a report prepared on any actions undertaken.	N/A		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
39	s7.12A(3), (4)	Where the local government determined that matters raised in the auditor's report (prepared under s7.9 (1) of the Act) required action to be taken by the local government, was a copy of the report forwarded to the Minister by the end of the financial year or 6 months after the last report prepared under s7.9 was received by the local government whichever was the latest in time.	N/A		Lisa Hannagan
40	Audit Reg 7	Did the agreement between the local government and its auditor include the objectives of the audit.	Yes		Lisa Hannagan
41	Audit Reg 7	Did the agreement between the local government and its auditor include the scope of the audit.	Yes		Lisa Hannagan
42	Audit Reg 7	Did the agreement between the local government and its auditor include a plan for the audit.	Yes		Lisa Hannagan
43	Audit Reg 7	Did the agreement between the local government and its auditor include details of the remuneration and expenses to be paid to the auditor.	Yes		Lisa Hannagan
44	Audit Reg 7	Did the agreement between the local government and its auditor include the method to be used by the local government to communicate with, and supply information to, the auditor.	Yes		Lisa Hannagan

Local Government Employees

No	Reference	Question	Response	Comments	Respondent
1	Admin Reg 18C	Did the local government approve the process to be used for the selection and appointment of the CEO before the position of CEO was advertised.	Yes		Lisa Hannagan
2	s5.36(4) s5.37(3)	Were all vacancies for the position of CEO and for designated senior employees advertised.	Yes		Lisa Hannagan
3	s5.36(4) s5.37(3) Admin Reg 18A(1)	Did the local government advertise for the position of CEO and for designated senior employees in a newspaper circulated generally throughout the State.	Yes		Lisa Hannagan
4	s5.36(4), 5.37(3), Admin Reg 18A	Did all advertisements for the position of CEO and for designated senior employees contain details of the remuneration and benefits offered.	Yes		Lisa Hannagan
5	s5.36(4), 5.37(3), Admin Reg 18A	Did all advertisements for the position of CEO and for designated senior employees contain details of the place where applications for the position were to be submitted.	Yes		Lisa Hannagan
6	s5.36(4), 5.37(3), Admin Reg 18A	Did all advertisements for the position of CEO and for designated senior employees detail the date and time for closing of applications.	Yes		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
7	s5.36(4), 5.37(3), Admin Reg 18A	Did all advertisements for the position of CEO and for designated senior employees indicate the duration of the proposed contract.	Yes		Lisa Hannagan
8	s5.36(4), 5.37(3), Admin Reg 18A	Did all advertisements for the position of CEO and for designated senior employees provide contact details of a person to contact for further information.	Yes		Lisa Hannagan
9	s5.37(2)	Did the CEO inform council of each proposal to employ or dismiss a designated senior employee.	Yes		Lisa Hannagan
10	s5.38	Was the performance of each employee, employed for a term of more than one year, (including the CEO and each senior employee), reviewed within the most recently completed 12 months of their term of employment.	No	CEO and some Senior Employees YES	Frank Ludovico
11	Admin Reg 18D	Where Council considered the CEO's performance review did it decide to accept the review with or without modification (if Council did not accept the review, the preferred answer is N/A & refer Q12).	Yes		Lisa Hannagan
12	Admin Reg 18D	Where the Council considered the CEO's performance review, but decided not to accept the review, did it decide to reject the review (if Council accepted the review, the preferred answer is N/A refer Q11).	N/A		Lisa Hannagan
13	s5.39	During the period covered by this Return, were written performance based contracts in place for the CEO and all designated senior employees who were employed since 1 July 1996.	Yes		Lisa Hannagan
14	s5.39 Admin Reg 18B	Does the contract for the CEO and all designated senior employees detail the maximum amount of money payable if the contract is terminated before the expiry date. This amount is the lesser of the value of one year's remuneration under the contract.	Yes		Lisa Hannagan
15	s5.39 Admin Reg 18B	Does the contract for the CEO and all designated senior employees detail the maximum amount of money payable if the contract is terminated before the expiry date and this amount is the lesser of the value of the remuneration they would be entitled to had the contract not been terminated.	Yes		Lisa Hannagan
16	s5.50(1)	Did Council adopt a policy relating to employees whose employment terminates, setting out the circumstances in which council would pay an additional amount to that which the employee is entitled under a contract or award.	Yes	Policy EMP23	Frank Ludovico



No	Reference	Question	Response	Comments	Respondent
17	s5.50(1)	Did Council adopt a policy relating to employees whose employment terminates, setting out the manner of assessment of an additional amount.	Yes	Policy EMP23	Frank Ludovico
18	s5.50(2)	Did the local government give public notice on all occasions where council made a payment that was more than the additional amount set out in its policy.	N/A		Frank Ludovico
19	s5.53(2)(g) Admin Reg 19B	For the purposes of section 5.53(2)(g) did the annual report of a local government for a financial year contain the number of employees of the local government entitled to an annual salary of \$100,000 or more.	Yes		Lisa Hannagan
20	s5.53(2)(g) Admin Reg 19B	For the purposes of section 5.53(2)(g) did the annual report of a local government for a financial year contain the number of those employees with an annual salary entitlement that falls within each band of \$10,000 and over \$100,000.	Yes		Lisa Hannagan
21	Admin Reg 18F	Was the remuneration and other benefits paid to a CEO on appointment the same remuneration and benefits advertised for the position of CEO under section 5.36(4).	Yes		Lisa Hannagan
22	Admin Regs 18E	Did the local government ensure checks were carried out to confirm that the information in an application for employment was true (applicable to CEO only).	Yes		Lisa Hannagan
23	Admin Reg 33	Was the allowance paid to the mayor or president for the purposes of s5.98 (5) within the prescribed range.	Yes		Lisa Hannagan

Local Laws

No	Reference	Question	Response	Comments	Respondent
1	s3.12(2) F&G Reg 3	On each occasion that Council resolved to make a local law, did the person presiding at the Council meeting give notice of the purpose and effect of each proposed local law in the manner prescribed in Functions and General Regulation 3.	N/A	No new laws were adopted in the period.	Lisa Hannagan
2	s3.12(4)	Have all Council's resolutions to make local laws been by absolute majority.	N/A		Lisa Hannagan
3	s3.12(4)	Have all Council's resolutions to make local laws been recorded as such in the minutes of the meeting.	N/A		Lisa Hannagan
4	s3.12(6)	After the local law was published in the Gazette, did the local government give local public notice summarising the purpose and effect of the local law and the day on which it came into operation.	N/A		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
5	s3.12(6)	After the local law was published in the Gazette, did the local government give local public notice advising that copies of the local law may be inspected or obtained from its office.	N/A		Lisa Hannagan
6	s3.16(1)	Have all reviews of local laws under section 3.16(1) of the Act been carried out within a period of 8 years.	No	Local Laws are currently under review.	Lisa Hannagan
7	s3.16(1)(2)	If the local government carried out a review of a local law under section 3.16 of the Act, to determine whether or not the local law should be repealed or amended, did it give Statewide public notice stating that it intended to review the local law.	N/A		Lisa Hannagan
8	s3.16(1)(2)	If the local government carried out a review of a local law under section 3.16 of the Act, to determine whether or not the local law should be repealed or amended, did it give Statewide public notice advising that a copy of the local law could be inspected or obtained at the place specified in the notice.	N/A		Lisa Hannagan
9	s3.16(1)(2)	If the local government carried out a review of a local law under section 3.16 of the Act, to determine whether or not the local law should be repealed or amended, did it give Statewide public notice detailing the closing date for submissions about the local law.	N/A		Lisa Hannagan
10	s3.16(3)	Did the local government (after the last day for submissions) prepare a report of the review and have it submitted to Council.	N/A		Lisa Hannagan
11	s3.16(4)	Was the decision to repeal or amend a local law determined by absolute majority on all occasions.	N/A		Lisa Hannagan

Meeting Process

No	Reference	Question	Response	Comments	Respondent
1	s2.25(1)(3)	Where Council granted leave to a member from attending 6 or less consecutive ordinary meetings of Council was it by Council resolution.	Yes	All resolved by Council	Janyce Smith
2	s2.25(1)(3)	Where Council granted leave to a member from attending 6 or less consecutive ordinary meetings of Council, was it recorded in the minutes of the meeting at which the leave was granted.	Yes		Janyce Smith
3	s2.25(3)	Where Council refused to grant leave to a member from attending 6 or less consecutive ordinary meetings of Council, was the reason for refusal recorded in the minutes of the meeting.	N/A	No refusal given in review period	Janyce Smith



No	Reference	Question	Response	Comments	Respondent
4	s2.25(2)	Was Ministerial approval sought (on all occasions) before leave of absence was granted to an elected member in respect of more than 6 consecutive ordinary meetings of council.	N/A		Janyce Smith
5	s5.4	On all occasions when the mayor or president called an ordinary or special meeting of Council, was it done by notice to the CEO setting out the date and purpose of the proposed meeting;	Yes		Janyce Smith
6	s5.5	On all occasions when councillors called an ordinary or special meeting of Council was it called by at least 1/3 (one third) of the councillors, by notice to the CEO setting out the date and purpose of the proposed meeting.	N/A		Janyce Smith
7	s5.5(1)	Did the CEO give each council member at least 72 hours notice of the date, time, place and an agenda for each ordinary meeting of Council.	Yes		Janyce Smith
8	s5.5(2)	Did the CEO give each council member notice before the meeting, of the date, time, place and purpose of each special meeting of Council.	Yes		Janyce Smith
9	s5.7	Did the local government seek approval (on each occasion as required) from the Minister or his delegate, for a reduction in the number of offices of member needed for a quorum at a Council meeting	N/A	Always had quorum	Janyce Smith
10	s5.7	Did the local government seek approval (on each occasion as required) from the Minister or his delegate, for a reduction in the number of offices of member required for absolute majorities.	Yes		Janyce Smith
11	s5.8	Did the local government ensure all Council committees (during the review period) were established by an absolute majority.	Yes		Janyce Smith
12	s5.10(1)(a)	Did the local government ensure all members of Council committees, during the review period, were appointed by an absolute majority (other than those persons appointed in accordance with section 5.10 (1)(b)).	Yes		Janyce Smith
13	s5.10(2)	Was each Council member given their entitlement during the review period, to be appointed as a committee member of at least one committee, as referred to in section 5.9(2)(a) & (b) of the Act.	Yes		Janyce Smith
14	s5.12(1)	Were Presiding members of committees elected by the members of the committees (from amongst themselves) in accordance with Schedule 2.3, Division 1 of the Act.	N/A		Janyce Smith



No	Reference	Question	Response	Comments	Respondent
15	s5.12(2)	Were Deputy presiding members of committees elected by the members of the committee (from amongst themselves) in accordance with Schedule 2.3 Division 2 of the Act.	N/A		Janyce Smith
16	s5.15	Where the local government reduced a quorum of a committee meeting, was the decision made by absolute majority on each occasion.	N/A		Janyce Smith
17	s5.21 (4)	When requested by a member of Council or committee, did the person presiding at a meeting ensure an individual vote or the vote of all members present, were recorded in the minutes.	Yes		Janyce Smith
18	s5.22(1)	Did the person presiding at a meeting of a Council or a committee ensure minutes were kept of the meeting's proceedings.	Yes		Janyce Smith
19	s5.22(2)(3)	Were the minutes of all Council and committee meetings submitted to the next ordinary meeting of Council or committee, as the case requires, for confirmation.	Yes		Janyce Smith
20	s5.22(2)(3)	Were the minutes of all Council and committee meetings signed to certify their confirmation by the person presiding at the meeting at which the minutes of Council or committee were confirmed.	Yes		Janyce Smith
21	s5.23 (1)	Were all council meetings open to members of the public (subject to section 5.23(2) of the Act).	Yes		Janyce Smith
22	s5.23 (1)	Were all meetings of committees to which a power or duty had been delegated open to members of the public (subject to section 5.23(2) of the Act).	Yes		Janyce Smith
23	s5.23(2)(3)	On all occasions, was the reason, or reasons, for closing any Council or committee meeting to members of the public, in accordance with the Act.	Yes		Janyce Smith
24	s5.23(2)(3)	On all occasions, was the reason, or reasons, for closing any Council or committee meeting to members of the public recorded in the minutes of that meeting.	Yes		Janyce Smith
25	s5.24 (1) Admin Reg 5&6	Was a minimum time of 15 minutes allocated for questions to be raised by members of the public and responded to at every ordinary meeting of Council.	Yes		Janyce Smith
26	s5.24 (1) Admin Reg 5&6	Was a minimum time of 15 minutes allocated for questions to be raised by members of the public and responded to at every special meeting of Council.	Yes		Janyce Smith



No	Reference	Question	Response	Comments	Respondent
27	s5.24 (1) Admin Reg 5&6	Was a minimum time of 15 minutes allocated for questions to be raised by members of the public and responded to at every meeting of a committee to which the local government has delegated a power or duty.	Yes		Janyce Smith
28	Admin Reg 8	Was a period of 30 minutes allowed from the advertised commencement time before any Council or committee was adjourned due to the lack of a quorum.	N/A		Janyce Smith
29	Admin Reg 9	Was voting at Council or committee meetings conducted so that no vote was secret.	Yes		Janyce Smith
30	Admin Reg 10(1)	Were all motions to revoke or change decisions at Council or committee meetings supported in the case where an attempt to revoke or change the decision had been made within the previous 3 months but failed, by an absolute majority.	N/A		Janyce Smith
31	Admin Reg 10(1)	Were all motions to revoke or change decisions at Council or committee meetings supported in any other case, by at least one third of the number of officers of member (whether vacant or not) of the Council or committee.	Yes		Janyce Smith
32	Admin Reg 10(2)	Were all decisions to revoke or change decisions made at Council or committee meetings made (in the case where the decision to be revoked or changed was required to be made by an absolute majority or by a special majority), by that kind of majority.	Yes		Janyce Smith
33	Admin Reg 10(2)	Were all decisions to revoke or change decisions made at Council or committee meetings made in any other case, by an absolute majority.	Yes		Janyce Smith
34	Admin Reg 11	Did the contents of minutes of all Council or committee meetings include the names of members present at the meeting.	Yes		Janyce Smith
35	Admin Reg 11	Did the contents of minutes of all Council or committee meetings include where a member entered or left the meeting, the time of entry or departure, as the case requires, in the chronological sequence of the business of the meeting.	Yes		Janyce Smith
36	Admin Reg 11	Did the contents of minutes of all Council or committee meetings include details of each motion moved at the meeting, including details of the mover and outcome of the motion.	Yes		Janyce Smith
37	Admin Reg 11	Did the contents of minutes of all Council or committee meetings include details of each decision made at the meeting.	Yes		Janyce Smith



No	Reference	Question	Response	Comments	Respondent
38	Admin Reg 11	Did the contents of the minutes of all Council or committee meetings include, where the decision was significantly different from written recommendation of a committee or officer, written reasons for varying that decision.	Yes		Janyce Smith
39	Admin Reg 11	Did the contents of minutes of all Council or committee meetings include a summary of each question raised by members of the public and a summary of the response given.	Yes		Janyce Smith
40	Admin Reg 11	Did the contents of minutes of all Council or committee meetings include in relation to each disclosure made under sections 5.65 or 5.70, where the extent of the interest has been disclosed, the extent of the interest.	Yes		Janyce Smith
41	Admin Reg 12(1)	Did the local government, at least once during the period covered by this return, give local public notice for the next twelve months of the date, time and place of ordinary Council meetings.	Yes		Janyce Smith
42	Admin Reg 12(1)	Did the local government, at least once during the period covered by this return, give local public notice for the next twelve months of the date, time and place of those committee meetings that were required under the Act to be open to the public or that were proposed to be open to the public.	N/A	No committee meetings occurred in period.	Janyce Smith
43	Admin Reg 12(2)	Did the local government give local public notice of any changes to the dates, time or places referred to in the question above.	Yes		Frank Ludovico
44	Admin Reg 12(3) (4)	In the CEO's opinion, where it was practicable, were all special meetings of Council (that were open to members of the public) advertised via local public notice.	Yes		Janyce Smith
45	Admin Reg 12(3) (4)	Did the notice referred to in the question above include details of the date, time, place and purpose of the special meeting.	Yes		Janyce Smith
46	Admin Reg 13	Did the local government make available for public inspection unconfirmed minutes of all Council meetings within 10 business days after the Council meetings.	Yes		Janyce Smith
47	Admin Reg 13	Did the local government make available for public inspection unconfirmed minutes of all committee meetings within 5 business days after the committee meetings.	Yes		Frank Ludovico
48	Admin Reg 14(1) (2)	Were notice papers, agenda and other documents relating to any Council or committee meeting, (other than those referred to in Admin Reg 14(2)) made available for public inspection.	Yes		Janyce Smith



No	Reference	Question	Response	Comments	Respondent
49	Admin Reg 14A	On all occasions where a person participated at a Council or committee meeting by means of instantaneous communication, (by means of audio, telephone or other instantaneous contact) as provided for in Administration Regulation 14A, did the Council approve of the arrangement by absolute majority.	Yes		Janyce Smith
50	Admin Reg 14A	On all occasions where a person participated at a Council or committee meeting by means of instantaneous communication, (as provided for in Administration Regulation 14A) was the person in a suitable place as defined in Administration Regulation 14A(4)	Yes		Janyce Smith
51	s5.27(2)	Was the annual general meeting of electors held within 56 days of the local government's acceptance of the annual report for the previous financial year.	Yes	Annual Report Adopted 16.02.11 AGM held 16.03.11	Janyce Smith
52	s5.29	Did the CEO convene all electors' meetings by giving at least 14 days local public notice and each Council member at least 14 days notice of the date, time, place and purpose of the meeting.	Yes		Janyce Smith
53	s5.32	Did the CEO ensure the minutes of all electors' meetings were kept and made available for public inspection before the Council meeting at which decisions made at the electors' meeting were first considered.	Yes		Janyce Smith
54	s5.33(1)	Were all decisions made at all electors' meetings considered at the next ordinary Council meeting, or, if not practicable, at the first ordinary Council meeting after that, or at a special meeting called for that purpose.	Yes	No decisions made	Frank Ludovico
55	s5.33(2)	Were the reasons for Council decisions in response to decisions made at all electors' meetings recorded in the minutes of the appropriate Council meeting.	N/A		Janyce Smith
56	s5.103(3) Admin Reg 34B	Has the CEO kept a register of all notifiable gifts received by Council members and employees.	Yes		Janyce Smith



Miscellaneous Provisions						
No	Reference	Question	Response	Comments	Respondent	
1	s9.4	Has each person who received an unfavourable decision from Council, or from an employee of the local government exercising delegated authority, (that is appealable under Part 9 of the Act) been informed of his or her right to object and appeal against the decision.	Yes		Lisa Hannagan	
2	s9.29(2)(b)	On all occasions, were those employees who represented the local government in court proceedings, appointed in writing by the CEO.	Yes		Lisa Hannagan	
3	s9.6(5)	Did the local government ensure that the person who made the objection was given notice in writing of how it has been decided to dispose of the objection and the reasons why.	Yes		Lisa Hannagan	

Official Conduct						
No	Reference	Question	Response	Comments	Respondent	
1	s5.120	Where the CEO is not the complaints officer, has the local government designated a senior employee, as defined under s5.37, to be its complaints officer.	N/A	CEO is complaints officer	Janyce Smith	
2	s5.121(1)	Has the complaints officer for the local government maintained a register of complaints which records all complaints that result in action under s5.110(6)(b) or (c).	Yes		Janyce Smith	
3	s5.121(2)(a)	Does the complaints register maintained by the complaints officer include provision for recording of the name of the council member about whom the complaint is made.	Yes		Janyce Smith	
4	s5.121(2)(b)	Does the complaints register maintained by the complaints officer include provision for recording the name of the person who makes the complaint.	Yes		Janyce Smith	
5	s5.121(2)(c)	Does the complaints register maintained by the complaints officer include provision for recording a description of the minor breach that the standards panel finds has occurred.	Yes		Janyce Smith	
6	s5.121(2)(d)	Does the complaints register maintained by the complaints officer include the provision to record details of the action taken under s5.110(6)(b) (c).	Yes		Janyce Smith	



Swimming Pools

No	Reference	Question	Response	Comments	Respondent
1	s245A(5)(aa) LG (MiscProv) Act 1960	Have inspections of known private swimming pools, either been, or are proposed to be, carried out as required by section 245A(5)(aa) of the Local Government (Miscellaneous Provisions) Act 1960.	Yes		Lisa Hannagan

Tenders for Providing Goods and Services

No	Reference	Question	Response	Comments	Respondent
1	s3.57 F&G Reg 11	Did the local government invite tenders on all occasions (before entering into contracts for the supply of goods or services) where the consideration under the contract was, or was expected to be, worth more than the consideration stated in Regulation 11(1) of the Local Government (Functions & General) Regulations (Subject to Functions and General Regulation 11(2)).	Yes		Lisa Hannagan
2	F&G Reg 12	Has the local government, as far as it is aware, only entered into a single contract rather than multiple contracts so as to avoid the requirements to call tenders in accordance with F&G Reg 11 (1).	Yes		Lisa Hannagan
3	F&G Reg 14(1)	Did the local government invite tenders via Statewide public notice.	Yes		Lisa Hannagan
4	F&G Reg 14(3)	Did all the local government's invitations to tender include a brief description of the goods and services required and contact details for a person from whom more detailed information could be obtained about the tender.	Yes		Lisa Hannagan
5	F&G Reg 14(3)	Did all the local government's invitations to tender include information as to where and how tenders could be submitted.	Yes		Lisa Hannagan
6	F&G Reg 14(3)	Did all the local government's invitations to tender include the date and time after which tenders would not be accepted.	Yes		Lisa Hannagan
7	F&G Reg 14(3)(4)	Did the local government ensure information was made available to all prospective tenderers concerning detailed specifications of the goods or services required.	Yes		Lisa Hannagan
8	F&G Reg 14(3)(4)	Did the local government ensure information was made available to all prospective tenderers of the criteria for deciding which tender would be accepted.	Yes		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
9	F&G Reg 14(3)(4)	Did the local government ensure information was made available to all prospective tenderers about whether or not the local government had decided to submit a tender.	Yes		Lisa Hannagan
10	F&G Reg 14(3)(4)	Did the local government ensure information was made available to all prospective tenderers on whether or not tenders were allowed to be submitted by facsimile or other electronic means and if so, how tenders were to be submitted.	Yes		Lisa Hannagan
11	F&G Reg 14(3)(4)	Did the local government ensure all prospective tenderers had any other information that should be disclosed to those interested in submitting a tender.	Yes		Lisa Hannagan
12	F&G Reg 14(5)	If the local government sought to vary the information supplied to tenderers, was every reasonable step taken to give each person who sought copies of the tender documents or each acceptable tenderer, notice of the variation.	Yes		Lisa Hannagan
13	F&G Reg 15	Following the publication of the notice inviting tenders, did the local government allow a minimum of 14 days for tenders to be submitted.	Yes		Lisa Hannagan
14	F&G Reg 16(1)	Did the local government ensure that tenders submitted, (including tenders submitted by facsimile or other electronic means) were held in safe custody.	Yes		Lisa Hannagan
15	F&G Reg 16(1)	Did the local government ensure that tenders submitted, (including tenders submitted by facsimile or other electronic means) remained confidential.	Yes		Lisa Hannagan
16	F&G Reg 16 (2)& (3)(a)	Did the local government ensure all tenders received were not opened, examined or assessed until after the time nominated for closure of tenders.	Yes		Lisa Hannagan
17	F&G Reg 16 (2)& (3)(a)	Did the local government ensure all tenders received were opened by one or more employees of the local government or a person authorised by the CEO.	Yes		Lisa Hannagan
18	F&G Reg 16 (3)(b)	Did the local government ensure members of the public were not excluded when tenders were opened.	Yes		Lisa Hannagan
19	F&G Reg 16 (3)(c)	Did the local government record all details of the tender (except the consideration sought) in the tender register immediately after opening.	Yes		Lisa Hannagan
20	F&G Reg 18(1)	Did the local government reject the tenders that were not submitted at the place, and within the time specified in the invitation to tender.	Yes		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
21	F&G Reg 18 (4)	In relation to the tenders that were not rejected, did the local government assess which tender to accept and which tender was most advantageous to the local government to accept, by means of written evaluation criteria.	Yes		Lisa Hannagan
22	F&G Reg 17 (2) & (3)	Does the local government's Tender Register include (for each invitation to tender) a brief description of the goods or services required.	Yes		Lisa Hannagan
23	F&G Reg 17 (2) & (3)	Does the local government's Tender Register include (for each invitation to tender) particulars of the decision made to invite tenders and if applicable the decision to seek expressions of interest under Regulation 21(1).	Yes		Lisa Hannagan
24	F&G Reg 17 (2) & (3)	Does the local government's Tender Register include (for each invitation to tender) particulars of any notice by which expressions of interest from prospective tenderers were sought and any person who submitted an expression of interest.	Yes		Lisa Hannagan
25	F&G Reg 17 (2) & (3)	Does the local government's Tender Register include (for each invitation to tender) any list of acceptable tenderers that was prepared under regulation 23(4)	Yes		Lisa Hannagan
26	F&G Reg 17 (2) & (3)	Does the local government's Tender Register include (for each invitation to tender) a copy of the notice of invitation to tender.	Yes		Lisa Hannagan
27	F&G Reg 17 (2) & (3)	Does the local government's Tender Register include (for each invitation to tender) the name of each tenderer whose tender was opened.	Yes		Lisa Hannagan
28	F&G Reg 17 (2) & (3)	Does the local government's Tender Register include (for each invitation to tender) the name of the successful tenderer.	Yes		Lisa Hannagan
29	F&G Reg 17 (2) & (3)	Does the local government's Tender Register include (for each invitation to tender) the amount of consideration or the summary of the amount of the consideration sought in the accepted tender.	Yes		Lisa Hannagan
30	F&G Reg 19	Was each tenderer sent written notice advising particulars of the successful tender or advising that no tender was accepted.	Yes		Lisa Hannagan
31	F&G Reg 21(3)	On each occasion that the local government decided to invite prospective tenderers to submit an expression of interest for the supply of goods or services, did the local government issue a Statewide public notice.	Yes		Lisa Hannagan



No	Reference	Question	Response	Comments	Respondent
32	F&G Reg 21(4)	Did all public notices inviting an expression of interest, include a brief description of the goods and services required.	Yes		Lisa Hannagan
33	F&G Reg 21(4)	Did all public notices inviting an expression of interest, include particulars of a person from whom more detailed information could be obtained.	Yes		Lisa Hannagan
34	F&G Reg 21(4)	Did all public notices inviting an expression of interest, include information as to where and how expressions of interest could be submitted.	Yes		Lisa Hannagan
35	F&G Reg 21(4)	Did all public notices inviting an expression of interest, include the date and time after which expressions of interest would not be accepted.	Yes		Lisa Hannagan
36	F&G Reg 22	Following the publication of the notice inviting expressions of interest, did the local government allow a minimum of 14 days for the submission of expressions of interest.	Yes		Lisa Hannagan
37	F&G Reg 23(1)	Did the local government reject the expressions of interest that were not submitted at the place and within the time specified in the notice.	Yes		Lisa Hannagan
38	F&G Reg 23(4)	After the local government considered expressions of interest, did the CEO list each person considered capable of satisfactorily supplying goods or services.	Yes		Lisa Hannagan
39	F&G Reg 24	Was each person who submitted an expression of interest, given a notice in writing in accordance with Functions & General Regulation 24.	Yes		Lisa Hannagan
40	F&G Reg 24E	Where the local government gave a regional price preference in relation to a tender process, did the local government prepare a proposed regional price preference policy (only if a policy had not been previously adopted by Council).	Yes	Reviewed Jun 10 Advertised Jul 11	Frank Ludovico
41	F&G Reg 24E	Where the local government gave a regional price preference in relation to a tender process, did the local government give Statewide public notice of its intention to have a regional price preference policy and include in that notice the region to which the policy is to relate (only if a policy had not been previously adopted by Council).	Yes	Reviewed Jun 10 Advertised Jul 11	Frank Ludovico
42	F&G Reg 24E	Where the local government gave a regional price preference in relation to a tender process, did the local government include in the notice details of where a complete copy of the proposed policy may be obtained (only if a policy had not been previously adopted by Council).	Yes		Frank Ludovico



No	Reference	Question	Response	Comments	Respondent
43	F&G Reg 24E	Where the local government gave a regional price preference in relation to a tender process, did the local government include in the notice a statement inviting submissions commenting on the proposed policy, together with a closing date of not less than 4 weeks for those submissions (only if a policy had not been previously adopted by Council).	Yes		Frank Ludovico
44	F&G Reg 24E	Where the local government gave a regional price preference in relation to a tender process, did the local government make a copy of the proposed regional price preference policy available for public inspection in accordance with the notice (only if a policy had not been previously adopted by Council).	Yes		Frank Ludovico
45	F&G Reg 11A(1)	Has the local government prepared and adopted a purchasing policy in relation to contracts for other persons to supply goods or services where the consideration under the contract is, or is expected to be, \$100,000 or less or worth \$100,000 or less.	Yes	Council Policy FIN12 reviewed Jun 10 Item 12.06.43	Frank Ludovico
46	F&G Reg 11A(3)(a)	Did the purchasing policy that was prepared and adopted make provision in respect of the form of quotations acceptable.	Yes		Lisa Hannagan
47	F&G Reg 11A (3)(b)	Did the purchasing policy that was prepared and adopted make provision in respect to the recording and retention of written information, or documents for all quotations received and all purchases made.	Yes		Lisa Hannagan

I certify this Compliance Audit return has been adopted by Council at its meeting on _____

Signed Mayor / President, Ashburton

Signed CEO, Ashburton

Attachment

COUNCIL POLICY

Local Planning Policy

TITLE: 'Local Planning Policy – Development of Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo'

File No: PD.DV1

Minute No:

Statutory Environment: Shire of Ashburton Local Planning Scheme No.7
Planning & Development Act 2005

Adopted:

1.0 PURPOSE:

Local Planning Policies are guidelines used to assist the Council in making decisions under the Scheme. The Scheme prevails should there be any conflict between this Policy and the Scheme.

2.0 SCOPE:

A Local Planning Policy is not part of the Scheme and does not bind Council in respect of any application for planning approval but the Shire is to have due regard to the provisions of the Policy and the objectives which the Policy is designed to achieve before making its determination.

3.0 OBJECTIVES:

The following objectives relate to land zoned R50 under the Shire of Ashburton Local Planning Scheme No. 7 ('Scheme') for the development of Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo.

- 3.1 To establish clear guidelines for the consideration of Applications lodged with the Shire of Ashburton under the Scheme
- 3.2 To ensure that applications under the Scheme do not create land use conflicts and protects the environmental, social and residential amenity.
- 3.3 To encourage residential development that harmonises with the existing streetscape and complements the character of the locality.
- 3.4 To promote high quality housing design and development.
- 3.5 To manage residential development in a way that recognises the needs of innovative design and contemporary lifestyles.
- 3.6 To encourage building design that incorporates sustainable and energy efficient design that befits the local climate and provides comfortable living conditions.

4.0 POLICY:

4.1 Policy Statement

Amendment No. 7 to the Scheme rezoned for Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo to Residential R50.

This *Local Planning Policy* seeks to guide the development of the land so as not to impinge upon the visual entry into Paraburdoo and addresses setbacks, building height, open space, residential amenity, car parking and landscaping associated with the development of Lots 603 and 604 as it affects the frontage to Rocklea Road.

The design criteria of the *Policy* emphasises the need for high quality development for the land and seeks to ensure that land site is comprehensively planned. 'Donga camp' style development will not be accepted by Council under any circumstances.

Importantly however, the *Policy* establishes set back requirements for development fronting Rocklea Road. Under a Residential R50 zone, the setback to Rocklea Road could be 4 metres. Fortunately, Rocklea Road reserve is almost 50 metres wide. The *Policy* retains the 4 metre setback, but provides that any two story or above setback be 'stepped' from single storey to multiple levels for a distance of at least 10 metres. In addition, the 4 metre setback area is to be landscaped and not used for parking unless accepted by Council. Any enclosed fencing is also to be set back to 4 meters to maintain the amenity.

4.2 Application of Policy

This policy has been prepared in accordance with the provisions of Part 2 of the Scheme. This policy applies to Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo zoned Residential R50 under the Scheme.

All applications for development will need to comply with this Local Planning Policy in addition to Scheme and the Residential Design Codes (R Codes), which, legally, form part of the Scheme. This Policy is a planning policy pursuant to the Scheme.

This means that both Council and intending developers are obliged to take the Policy fully into account. Variations and departures are possible however such applications will need to be suitably justified by the applicant.

4.3 Residential Design Codes

The main tool for controlling residential development in Western Australia is the R Codes. While the R Codes are very comprehensive, the R Codes also recognise that by its very nature, the R Codes cannot cater for specific differences that may exist from one local authority to another.

Therefore, the R Codes allow for variations to some of the provisions, where there may be a different or unique local context in terms of residential development.

Part 2.6 'Local Planning Policies' of the R Codes allows the Council to prepare local planning policies for streetscape, building design, boundary walls, and building height that provide alternative requirements to the R Codes to suit the local planning context.

This Policy has been structured around these variations that are permitted by the R Codes along with the intent to provide clear and concise guidance for residential development associated Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo. This Policy endeavours to complement the R Codes, by augmenting and further developing specific provisions with more specific policy measures pertinent to such residential development.

4.5 Functions of Components

4.5.1 The Policy has been developed specifically to function as a reference tool providing guidance for both the Shire and developers to use when considering an application for a residential development lodged with the Shire for Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo to Residential R50.

4.5.2 The detailed development requirements are set out under the following design elements:

- streetscape;
- building design;
- setbacks;
- building height;
- open space;
- residential amenity;
- car parking; and
- landscaping

5.0 DEVELOPMENT ASSESSMENT

5.1 Development which complies with the provisions of the R Codes and this Policy is still required not to unduly impact on the amenity of the area and be compatible with the existing development and character in the surrounding area.

5.2 The applicant must provide written justification that the proposal that addresses this Policy. The Council may approve a development proposal which does not fully comply with this Policy where it is satisfied that the development proposal meets the Objectives and Development Requirements.

6.0 RESIDENTIAL DEVELOPMENT

6.1 Where an applicant seeks Council approval for a modular or transportable dwelling/s, the application will need to include evidence of quality design and construction, preferably from the constructor.

Generally, this will include examples of existing development that reflect the quality design sought by Council along with a landscape plan (or concept).

- 6.2 Should approval be issued for a modular or transportable home a condition relating to the specific constructor could be included in the approval.
- 6.3 Dongas or transportable buildings of similar design and construction will not be supported under any circumstances.

7.0 DEVELOPMENT REQUIREMENTS

- 7.1 All applications lodged for Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo shall specifically address the following design elements:
- streetscape;
 - building design;
 - setbacks;
 - building height;
 - open space;
 - car parking; and
 - landscaping

7.2 Streetscape

- 7.2.1 Streetscape refers to the visual appearance of a street. Streetscape assessment and site analysis are the first steps in the design process and ensure that the proposal is the most appropriate design solution for both the site and the locality.
- 7.2.2 The presentation of buildings in a street is a critical element of a streetscape and contributes significantly to the character of both the street and the locality.
- 7.2.3 Desirable streetscapes are those in which the dwellings and associated spaces create attractive neighbourhoods and therefore development needs to be sensitive to the environmental context in which it is being placed.

7.3 Building Design

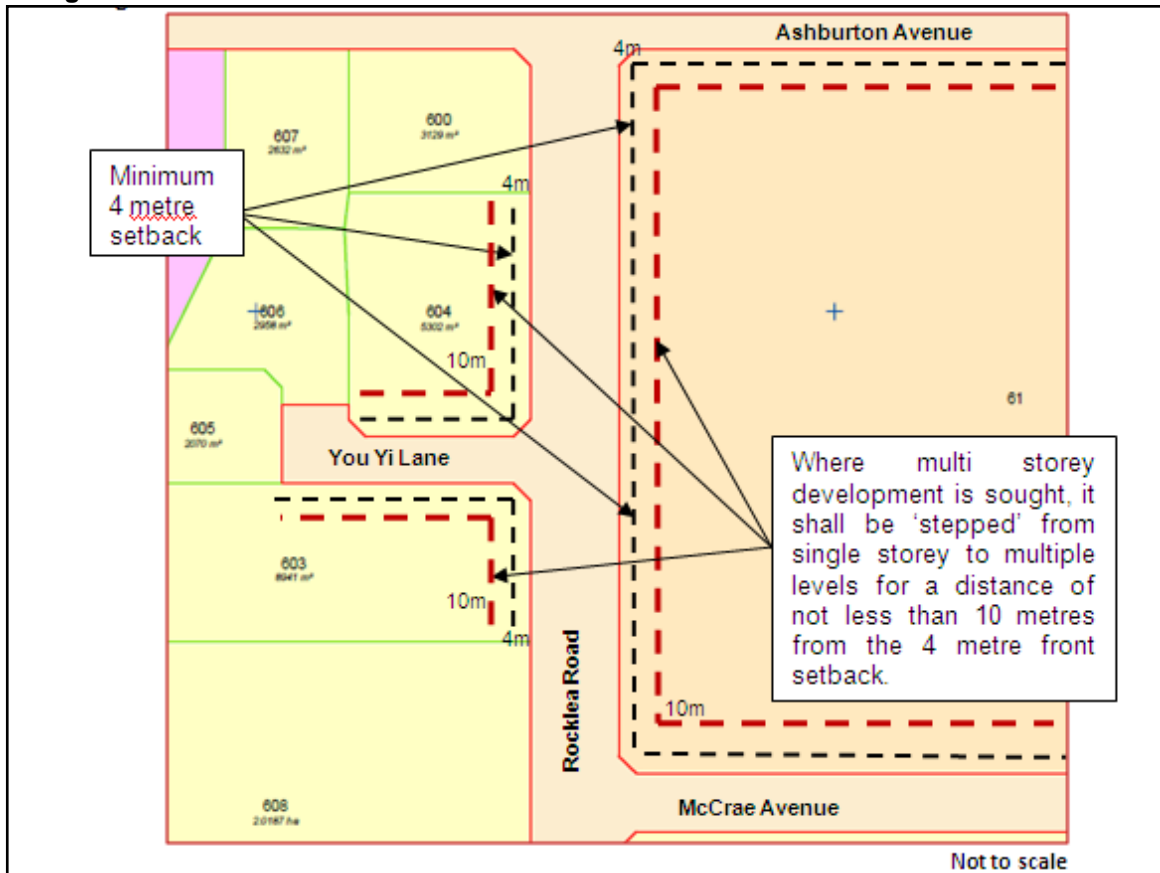
Developments of five or more dwellings should provide a range of dwelling sizes designs and types. The Council expects a very high quality housing design and development.

7.4 Setbacks

Rocklea Road Development Setbacks

- 7.4.1 The set back requirements of Table 1 – General Site Requirements of the R Codes of 4 metres is noted and accepted. However, Council is unlikely to support the averaging of the setback due to the desire to retain the streetscape amenity of Rocklea Road.
- 7.4.2 Where multi storey development is sought, it shall be ‘stepped’ from single storey to multiple levels for a distance of not less than 10 metres from the 4 metre front setback (as per figure 1).

Figure 1



7.4.3 The 4 metre setback area is to be landscaped and not used for parking unless accepted by Council. Any enclosed fencing is also to be set back to 4 metres to maintain the local amenity. Minor incursions and projections are permitted where it will not detract from the character of the streetscape or dominate the appearance of the existing dwelling. A minor incursion refers to a porch, balcony, verandah, chimney or similar.

Side Setbacks to Ashburton Drive, McRae Avenue and You Yi Lane

7.4.4 The secondary street setback requirements of Table 1 – General Site Requirements of the R Codes (being one (1) metre) is noted. However, secondary street setback frontage to either Ashburton Drive, McRae Avenue and You Yi Lane and where multi storey development is sought, development shall be 'stepped' from single storey to multiple levels for a distance of not less than 10 metres from a 4 metre front setback (as per figure 1).

7.4.5 The 4 metre setback area is to be landscaped and not used for parking unless accepted by Council. Any enclosed fencing is also to be set back to 4 metres to maintain the local amenity. Minor incursions and projections are permitted where it will not detract from the character of the streetscape or dominate the appearance of the existing dwelling. A minor incursion refers to a porch, balcony, verandah, chimney or similar.

Setbacks of Garages and Carports

- 7.4.6 Garages and carports shall not visually dominate the site or the streetscape and shall not detract from the dominant elements of dwellings within the streetscape context. As a guide, garages and carports are to be located behind the street setback line.

7.5 Building height

- 7.5.1 Part 6.7 of the R Codes 'Building Height requirements' shall apply to the residential development of Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo. Although the Scheme does not have any building height limitations, it is anticipated that a maximum of two (2) storeys would be sought.

7.6 Open Space

- 7.6.1 Part 6.4 of the R Codes 'Open Space requirements' shall apply to the residential development of Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo. However, where a residential building or transient workforce accommodation is sought, both communal and private open space shall be sought that achieves an appropriate standard of amenity for each dwelling unit'.

- 7.6.2 If any public or communal open space is provided on site, it should:

- Be substantially fronted by dwellings, where appropriate.
- Provide outlook for as many dwellings as practicable.
- Be designed to protect any natural features on the site.
- Be accessible and useable

7.7 Car Parking

- 7.7.1 The visual impact of hard surface areas should be reduced by utilising a variety of treatments including:

- Landscaping;
- various surface treatments; and
- separation of car parking structures

- 7.7.2 Car parking facilities should:

- Be reasonably close and convenient to dwellings and residential buildings.
- Be secure.
- Be designed to allow safe and efficient movements within the development.
- Be well ventilated if enclosed.

- 7.7.3 Large parking areas should be broken up with trees, buildings or different surface treatments.

7.8 Landscaping

- 7.8.1 The landscape layout and design should:

- Protect any predominant landscape features of the site.
- Take into account the soil type and drainage patterns of the site.
- Allow for intended vegetation growth and structural protection of buildings.

- Provide a safe, attractive and functional environment for residents.

7.9 General Provisions

- 7.9.1 All applications for residential development to which this Policy applies will be required to meet the provisions of the Scheme in the first instance, the R Codes and each applicable Design Element of this Policy. The provisions of this policy may be varied where accommodated under the Policy. The extent of any departure from a Policy provision will be determined by the Council in accordance with the objectives of this Policy.
- 7.9.2 Council may approve an application which does not comply with this Policy where, in its view, a certain standard is not appropriate or relevant in that particular case. In considering any relaxation of requirements the application may also be subject to consultation with the affected nearby landowners.

8.0 ASSESSMENT

- 8.1 In addition to the provisions of the Scheme, for all applications lodged for Lots 603 and 604, 606 and Part Lot 61 Rocklea Road, Paraburdoo the following will be applied by Council:
- a) Applications will be examined with regard to the following:
 - i) design quality;
 - ii) potential for increased levels of noise, disturbance, car parking, and landscaping and the possible greater impact on the residential amenity; and
 - iii) connection to the reticulated water and sewer.
 - b) When considering a Approval of an Application, the following will apply:
 - i) where a proposed dwelling is considered by Council to be inappropriate, consent may not be granted until a revised proposal representing a satisfactory standard; and
 - ii) access/egress, car parking spaces well constructed, kerbed and drained to the satisfaction and specifications of the Shire.
 - c) The Shire will refer all applications to the service provider for comment prior to determining an application. No response from the service provider will be considered by Council to be 'no objection' to the application. However, the Applicant is responsible to negotiate with the service provider for the provision of such services.

9.0 REFERENCE:

The Shire of Ashburton Local Planning Scheme No. 7 and the Planning & Development Act 2005.

10.0 RESPONSIBILITIES:

The Shire Planning Section of the Development Services Division as per the Delegations Policy and Register and further authority is delegated to the Chief Executive Officer.

11.0 ADOPTION:

SUMMARY OF REFERRAL AND SUBMISSIONS

AMENDMENT No. 12

SUBMISSIONS CLOSED: 2 FEBRUARY 2011

No.	Referral/Submission	Summary of Submissions	Comment	Recommendation
1.	<p>Manager - Government Approvals Rio Tinto Pty Ltd Level 22, Central Park 152 - 158 St George's Terrace PERTH W A 6000</p>	<p>I refer to the Shire of Ashburton's (Shire) letter dated 13 December 2010 regarding the Shire Town Planning Scheme No. 7 (TPS) Amendment No. 12 and Local Planning Policy (Policy). Thank you for the opportunity to comment on these documents.</p> <p>Rio Tinto Iron Ore (Company) has reviewed Amendment No. 12 and the Policy in relation to increasing the Residential density coding in areas zoned Residential R20 and R30 in Tom Price and Paraburadoo. The Company advises it has no objections to the proposed amendment and Policy.</p>	<p>Noted.</p>	<p>That the submission be noted without modification to the Amendment.</p>
2.	<p>Hamersley Infrastructure PO Box22 TOM PRICE WA 6751</p>	<p>No response</p>	<p>Noted.</p>	<p>No modification to the Amendment.</p>
3.	<p>Director General of State Development Level 6, Adelaide Terrace EAST PERTH WA 6004</p>	<p>No response</p>	<p>Noted.</p>	<p>No modification to the Amendment.</p>

4.	Department of Health WA PO Box 8172 Perth Business Centre PERTH WA 6849	No response	Noted.	No modification to the Amendment.
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SUMMARY OF SUBMISSIONS

DRAFT LOCAL PLANNING POLICY - ASSESSMENT OF APPLICATIONS UNDER
 CLAUSE 6.6.2 OF THE SHIRE OF ASHBURTON LOCAL PLANNING SCHEME NO. 7

SUBMISSIONS CLOSED: 2 MARCH 2011

No.	Submission	Summary of Submissions	Comment	Recommendation
1.	Manager - Government Approvals Rio Tinto Pty Ltd Level 22, Central Park 152 - 158 St George's Terrace PERTH W A 6000	<p>I refer to the Shire of Ashburton's (Shire) letter dated 13 December 2010 regarding the Shire Town Planning Scheme No. 7 (TPS) Amendment No. 12 and Local Planning Policy (Policy). Thank you for the opportunity to comment on these documents.</p> <p>Rio Tinto Iron Ore (Company) has reviewed Amendment No. 12 and the Policy in relation to increasing the Residential density coding in areas zoned Residential R20 and R30 in Tom Price and Paraburadoo. The Company advises it has no objections to the proposed amendment and Policy.</p>	Noted.	That the submission be noted without modification to the DRAFT Local Planning Policy.

COUNCIL POLICY

Local Planning Policy

TITLE: ASSESSMENT OF APPLICATIONS UNDER CLAUSE 6.6.2 OF THE SHIRE OF ASHBURTON LOCAL PLANNING SCHEME NO. 7

File No: PD.DV1

Minute No:

Statutory Environment: Shire of Ashburton Local Planning Scheme No.7
Planning & Development Act 2005

Adopted:

1.0 PURPOSE:

Local Planning Policies are guidelines used to assist the Council in making decisions under the Scheme. The Scheme prevails should there be any conflict between this Policy and the Scheme.

2.0 SCOPE:

A Local Planning Policy is not part of the Scheme and does not bind Council in respect of any application for planning approval but the Shire is to have due regard to the provisions of the Policy and the objectives which the Policy is designed to achieve before making its determination.

3.0 OBJECTIVES:

- 3.1 To establish clear guidelines for the consideration of Applications for applications under Clause 6.6.2 of the Shire of Ashburton Local Planning Scheme No. 7.
- 3.2 To ensure that applications under Clause 6.6.2 of the Shire of Ashburton Local Planning Scheme No. 7 do not create land use conflicts and protects the environmental, social and residential amenity.
- 3.3 To encourage residential development that harmonises with the existing streetscape and complements the character of the locality.
- 3.4 To promote high quality housing design and development.
- 3.5 To manage residential development in a way that recognises the needs of innovative design and contemporary lifestyles.
- 3.6 To encourage building design that incorporates sustainable and energy efficient design that befits the local climate and provides comfortable living conditions.

4.0 POLICY:

4.1 Policy Statement

Amendment No. 12 to the Shire of Ashburton Local Planning Scheme No. 7 ('Scheme') provides the opportunity for an applicant to apply for planning approval in Tom Price and Paraburdoo for:

- two grouped dwellings on a lot comprising not less than , with a minimum site area of per grouped dwelling, within any area coded R20 or greater subject to advertising;
- grouped dwellings at a maximum density of R30 on lots less than 1, within any area coded R20, subject to advertising; and
- grouped dwellings at a maximum density of R40 on lots greater than 1, within any area coded R30, subject to advertising;

where reticulated sewerage and water is available to the land.

Clause 6.6.2 allows Council to consider and approve two grouped dwellings on a residential lot in Tom Price zoned R20 with an area of where the current minimum size is between and . The same provision would apply to Paraburdoo however the current minimum lot size for Residential R20 land in Paraburdoo is .

With respect to the potential subdivision of development approved under Clause 6.6.2, built strata subdivision is preferred. Council will support vacant strata subdivision only where it is satisfied that mechanisms such as reference to an approved development plan in a strata management plan are in place to ensure approved development is reflected in the subdivision. In this regard, any development should be at plate height before clearance of the conditions of the subdivision.

'Green Title' lots based on Clause 6.6.2 will not generally be supported by Council as it is considered that it does not provide the same level of assurance that the development approved under Clause 6.6.2 will be constructed.

4.2 Application of Policy

This policy has been prepared in accordance with the provisions of Part 2 of the Scheme. This policy applies the residential areas of Tom Price and Paraburdoo, except to the extent that the provisions of State Agreement Legislation and the Mining Act 1978, over-rule the Planning and Development Act 2005 and the Shire planning scheme.

All applications under Clause 6.6.2 will need to comply with this Local Planning Policy in addition to Scheme and the Residential Design Codes (R Codes), which, legally, form part of the Scheme. This Policy is a planning policy pursuant to the Scheme. This means that both Council and intending developers are obliged to take the Policy fully into account. Variations and departures are possible however this needs to be suitably justified by the applicant.

4.3 Advertising of Applications

The Shire will advertise applications made under Clause 6.6.2 as it feels that the amenity of the locality could be adversely affected by such use of land and dwellings.

4.4 Residential Design Codes

The main tool for controlling residential development in Western Australia is the R Codes. While the R Codes are very comprehensive, the R Codes also recognise that by its very nature, the R Codes cannot cater for specific differences that may exist from one local authority to another.

Therefore, the R Codes allow for variations to some of the provisions, where there may be a different or unique local context in terms of residential development. Part 2.6 'Local Planning Policies' of the R Codes allows the Council to prepare local planning policies for streetscape, building design, boundary walls, and building height that provide alternative requirements to the R Codes to suit the local planning context.

This Policy has been structured around these variations that are permitted by the R Codes along with Clause 6.6.2 of the Scheme with the intent to provide clear and concise guidance for residential development associated with Clause 6.6.2. This Policy endeavours to complement the R Codes, by augmenting and further developing specific provisions with more specific policy measures pertinent to such residential development.

4.5 Functions of Components

4.5.1 The Policy has been developed specifically to function as a reference tool providing guidance for both the Shire and developers to use when considering an application for a residential development lodged with the Shire under Clause 6.6.2 of the Scheme.

5.0 DEVELOPMENT ASSESSMENT

5.1 Development which complies with the provisions of the R Codes and this Policy is still required not to unduly impact on the amenity of the area and be compatible with the existing development and character in the surrounding area.

5.2 For the development of two grouped dwellings on a residential lot with an area of in Tom Price and Paraburdoo zoned R20, with the exception of the minimum site area per dwelling, the R20 provisions of Table 1 – General Site Requirements of the R Codes shall apply.

5.3 For the development of grouped dwellings at a maximum density of R30 on lots less than 1, in Tom Price and Paraburdoo coded R20, the R30 provisions of Table 1 – General Site Requirements of the R Codes shall apply.

5.4 For the development grouped dwellings at a maximum density of R40 on lots greater than 1, in Tom Price and Paraburdoo coded R30, the R40 provisions of Table 1 – General Site Requirements of the R Codes shall apply.

5.5 The applicant must provide written justification that the proposal that addresses this Policy. The Council may approve a development proposal which does not fully comply with this Policy where it is satisfied that the development proposal meets the Objectives and Development Requirements. As an application will be advertised, it will need to be submitted with an accompanying Social Impact Assessment which in addition to the requirements of Local Planning Policy – Social Impact Assessment, will need to:

- demonstrate consideration has been given to the impact on the amenity of adjacent properties and the streetscape; and
- outline any measures that have been or will be taken to mitigate any likely undue impacts on the amenity of adjacent properties.

6.0 RESIDENTIAL DEVELOPMENT

6.1 To ensure high quality housing design and development, Council will be reluctant to support applications for transportable dwellings lodged under Clause 6.6.2.

6.2 Where an applicant seeks Council approval for a modular or transportable dwelling, the application will need to include evidence of quality design and construction, preferably from the constructor. Generally, this will include examples of existing development that reflect the quality design sought by Council along with a landscape plan (or concept).

6.3 Should approval be issued for a modular or transportable home a condition relating to the specific constructor could be included in the approval.

6.4 Dongas or transportable buildings of similar design and construction will not be supported under any circumstances.

7.0 DEVELOPMENT REQUIREMENTS

7.1 All applications lodged pursuant to Clause 6.6.2 shall specifically address streetscape, setbacks and building design.

7.2 Streetscape

7.2.1 Streetscape refers to the visual appearance of a street. Streetscape assessment and site analysis are the first steps in the design process and ensure that the proposal is the most appropriate design solution for both the site and the locality.

7.2.2 The presentation of buildings in a street is a critical element of a streetscape and contributes significantly to the character of both the street and the locality.

7.2.3 Desirable streetscapes are those in which the dwellings and associated spaces create attractive neighbourhoods and therefore development needs to be sensitive to the environmental context in which it is being placed.

7.3 Street Setbacks

- 7.3.1 Development must be appropriately located on the site having regard to the existing setback of adjoining properties, and the set back pattern of the street block within which the proposed development or addition is situated. The set back requirements of Table 1 – General Site Requirements of the R Codes shall apply to development pursuant to Clause 6.6.2., however, Council will actively support the averaging provisions of the R Codes to ensure appropriate setbacks for a development can be achieved.
- 7.3.2 Minor incursions and projections are permitted where it will not detract from the character of the streetscape or dominate the appearance of the existing dwelling. A minor incursion refers to a porch, balcony, verandah, chimney or similar.

7.4 Side Setbacks

- 7.4.1 The set back requirements of Table 1 – General Site Requirements of the R Codes shall apply to development pursuant to Clause 6.6.2. Development must be appropriately located on the site having regard to the existing setback of adjoining properties, and the setback pattern of the street block within which the proposed development or addition is situated.

7.5 Setbacks of Garages and Carports

- 7.5.1 Garages and carports shall not visually dominate the site or the streetscape and shall not detract from the dominant elements of dwellings within the streetscape context. As a guide, garages and carports are to be located behind the street setback line.

7.6 Building Design

- 7.6.1 Developments of five or more dwellings should provide a range of dwelling sizes designs and types. The Council expects a very high quality housing design and development.

7.7 General Provisions

- 7.7.1 All applications for residential development to which this Policy applies will be required to meet the provisions of the Scheme in the first instance, the R Codes and each applicable Design Element of this Policy. The provisions of this policy may be varied where accommodated under the Policy. The extent of any departure from a Policy provision will be determined by the Shire in accordance with the objectives of this Policy.
- 7.7.2 Council may approve an application which does not comply with this Policy where, in its view, a certain standard is not appropriate or relevant in that particular case. In considering any relaxation of requirements the application may also be subject to consultation with the affected nearby landowners.

8.0 ASSESSMENT

8.1 In addition to the provisions of the Scheme, Applications under Clause 6.6.2 the following will be applied by Council:

- a) Applications will be examined with regard to the following:
 - i) design quality;
 - ii) potential for increased levels of noise, disturbance, car parking, and landscaping and the possible greater impact on the residential amenity; and
 - iii) connection to the reticulated water and sewer.

- b) When considering a Approval of an Application, the following will apply:
 - i) where a proposed dwelling is considered by Council to be inappropriate, consent may not be granted until a revised proposal representing a satisfactory standard; and
 - ii) access/egress and car parking spaces will be constructed, kerbed and drained to the satisfaction and specifications of the Shire.

- c) The Shire will refer all applications to the service provider for comment prior to determining an application. No response from the service provider will be considered by Council to be 'no objection' to the application. However, the Applicant is responsible to negotiate with the service provider for the provision of such services.

9.0 REFERENCE:

The Shire of Ashburton Local Planning Scheme No. 7 and the Planning & Development Act 2005.

10.0 RESPONSIBILITIES:

The Shire Planning Section of the Development Services Division as per the Delegations Policy and Register and further authority is delegated to the Chief Executive Officer.

11.0 ADOPTION:


LEGEND

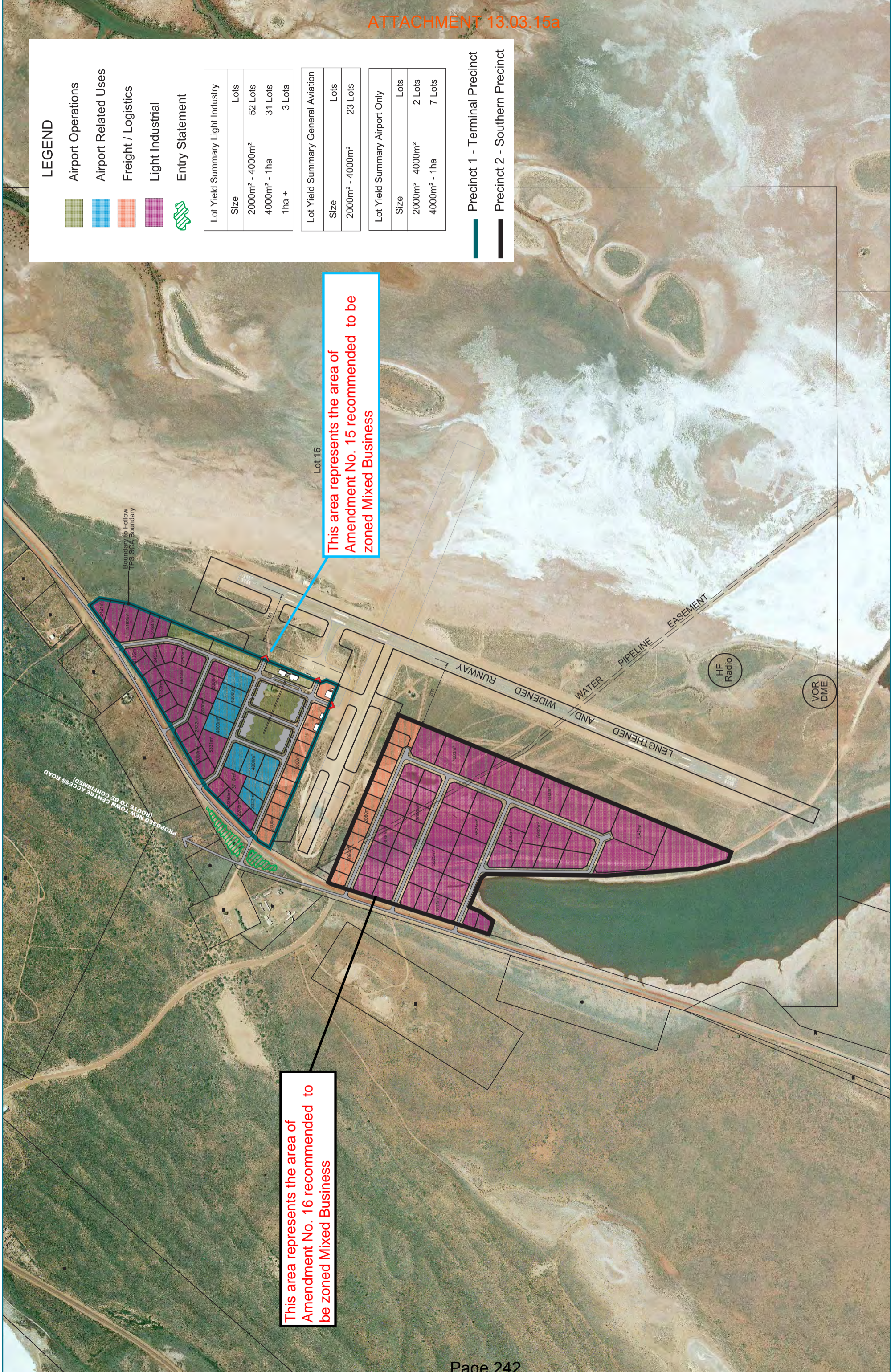
-  Airport Operations
-  Airport Related Uses
-  Freight / Logistics
-  Light Industrial
-  Entry Statement

Lot Yield Summary Light Industry	
Size	Lots
2000m ² - 4000m ²	52 Lots
4000m ² - 1ha	31 Lots
1ha +	3 Lots

Lot Yield Summary General Aviation	
Size	Lots
2000m ² - 4000m ²	23 Lots

Lot Yield Summary Airport Only	
Size	Lots
2000m ² - 4000m ²	2 Lots
4000m ² - 1ha	7 Lots

-  Precinct 1 - Terminal Precinct
-  Precinct 2 - Southern Precinct



This area represents the area of Amendment No. 15 recommended to be zoned Mixed Business

This area represents the area of Amendment No. 16 recommended to be zoned Mixed Business



USES PERMITTED AND PROHIBITED IN THE MIXED BUSINESS ZONE

ZONING TABLE (extract)	MIXED BUSINESS
Residential	
Aged or Dependent Persons Dwelling	X
Caretaker's Dwelling	I
Grouped Dwelling	X
Holiday Accommodation	X
Hotel	X
Motel	X
Movable Dwelling	I
Multiple Dwelling	X
Residential Building	X
Rural Settlement	X
Single House	X
Transient Workforce Accommodation	I
Industry	
Abattoir	X
Agriculture	X
Arts and Crafts Centre	D
Harbour and Marina Facilities	X
Hire Service (Industrial)	P
Home Business	X
Home Occupation	X
Industry - Extractive	X
Industry - General	X
Industry - Light	P
Industry - Noxious	X
Industry - Resource Processing	X
Industry - Rural	X
Industry - Service	P
Infrastructure	D
Intensive Agriculture	D
Research Laboratory	P
Stockyard	X
Storage facility/depot/laydown area	D
Commerce	
Aerodrome	X
Display Home Centre	X
Exhibition, Display and Outdoor Sales Facilities	P
Market	D
Motor Vehicle and/or Marine Repair	P
Motor Vehicle and/or Marine Sales & Hire	P

Motor Vehicle and/or Marine Service Station	D
Motor Vehicle and/or Marine Wrecking	X
Motor Vehicle Wash	D
Office	D
Outdoor Display	P
Restaurant	X
Shop	D
Showroom	P
Take-away Food Outlet	D
Warehouse	P
Health, Welfare and Community Services	
Carpark	D
Emergency Services	D
Funeral Parlour	D
Place of Animal Care	D
Public Utility	D
Entertainment, Recreation and Culture	
Clubrooms	D
Entertainment Venue	A
Private Recreation	D
Public Recreation	X
Reception Centre	X

The symbols used in the zoning table have the following meanings:

- P means that the use is permitted by the Scheme providing the use complies with the relevant development standards and requirements of the Scheme.
- D means that the use is not permitted unless the Local Government has exercised its discretion by granting planning approval.
- A means that the use is not permitted unless the Local Government has exercised its discretion and has granted planning approval after giving special notice.
- I means that the use is not permitted unless the development is incidental to the predominant development on the lot as decided by Local Government.
- x means a use is not permitted by the Scheme.

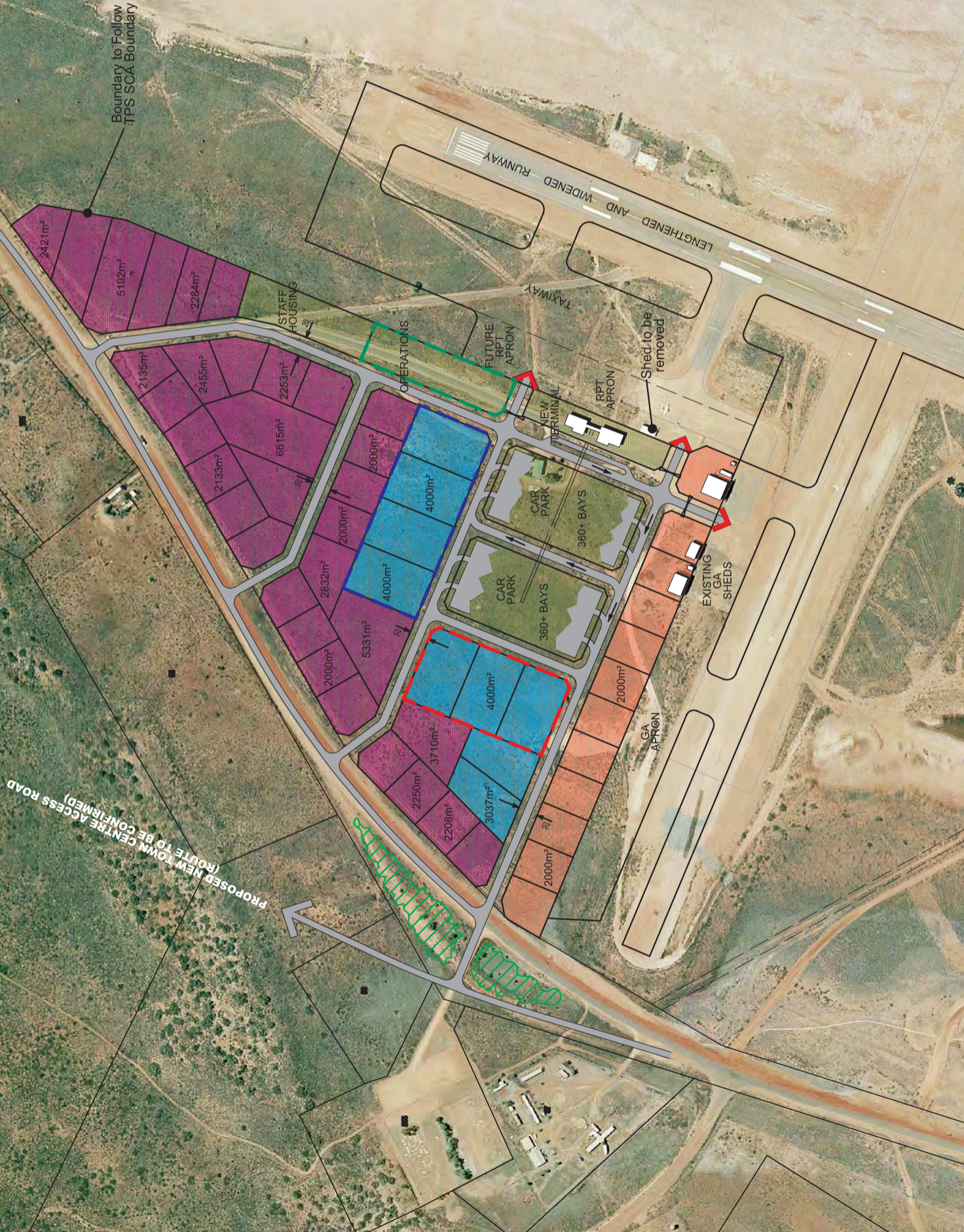
LEGEND

- Gate
- One Way
- Airport Operations
- Light Industrial
- Freight / Logistics
- Airport Related Uses
- Possible Long Term Carparking
- Car Hire Lots
- Airport Operations
- Emergency Access
- Entry Statement

Lot Yield Summary Light Industry	
Size	Lots
2000m ² - 4000m ²	30 Lots
4000m ² - 1ha	3 Lots

Lot Yield Summary Freight/Logistics	
Size	Lots
2000m ² - 4000m ²	11 Lots
4000m ² - 1ha	1 Lots

Lot Yield Summary Airport Only	
Size	Lots
2000m ² - 4000m ²	2 Lots
4000m ² - 1ha	7 Lots



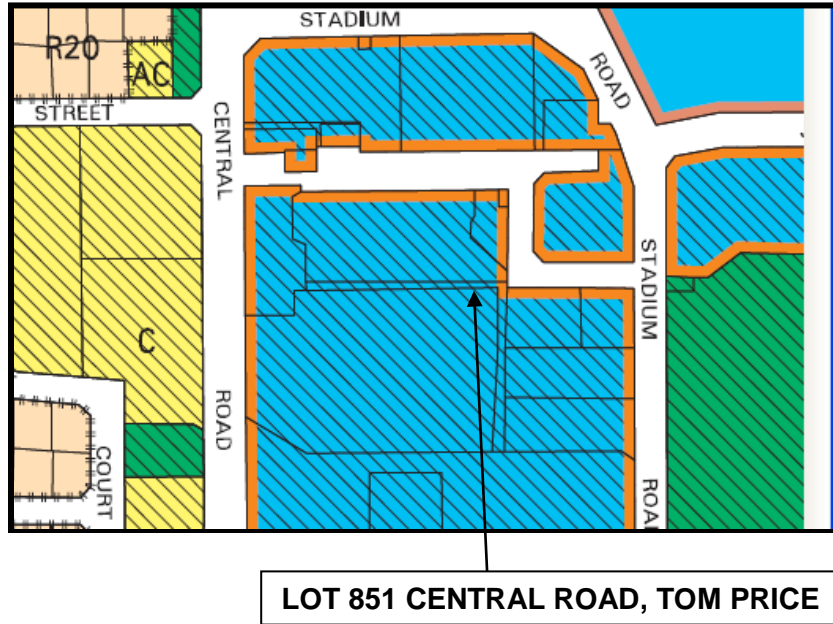
Area represents land recommended to be zoned Mixed Business under Amendment No. 15 The plan also would be used to establish a 'Development Plan' to be incorporated with Amendment No. 15.

168 Number - 1428P
 Street Name - 1288Z
 Scale - 1:500 @ A1
 Date - 13 November 2010
 Drawn By - EJP
 Checked By - JLP
 This document is the property of the Shire of Ashburton and is to be used only for the purposes for which it was prepared. It is not to be used for any other purpose without the written consent of the Shire of Ashburton.
 2010 08 04 10:00 AM
 2010 08 04 10:00 AM
 2010 08 04 10:00 AM

TERMINAL PRECINCT
 ONSLOW AIRPORT
 AIRPORT MASTER PLAN
 SHIRE OF ASHBURTON

whelans
 TOWN PLANNING

Attachment




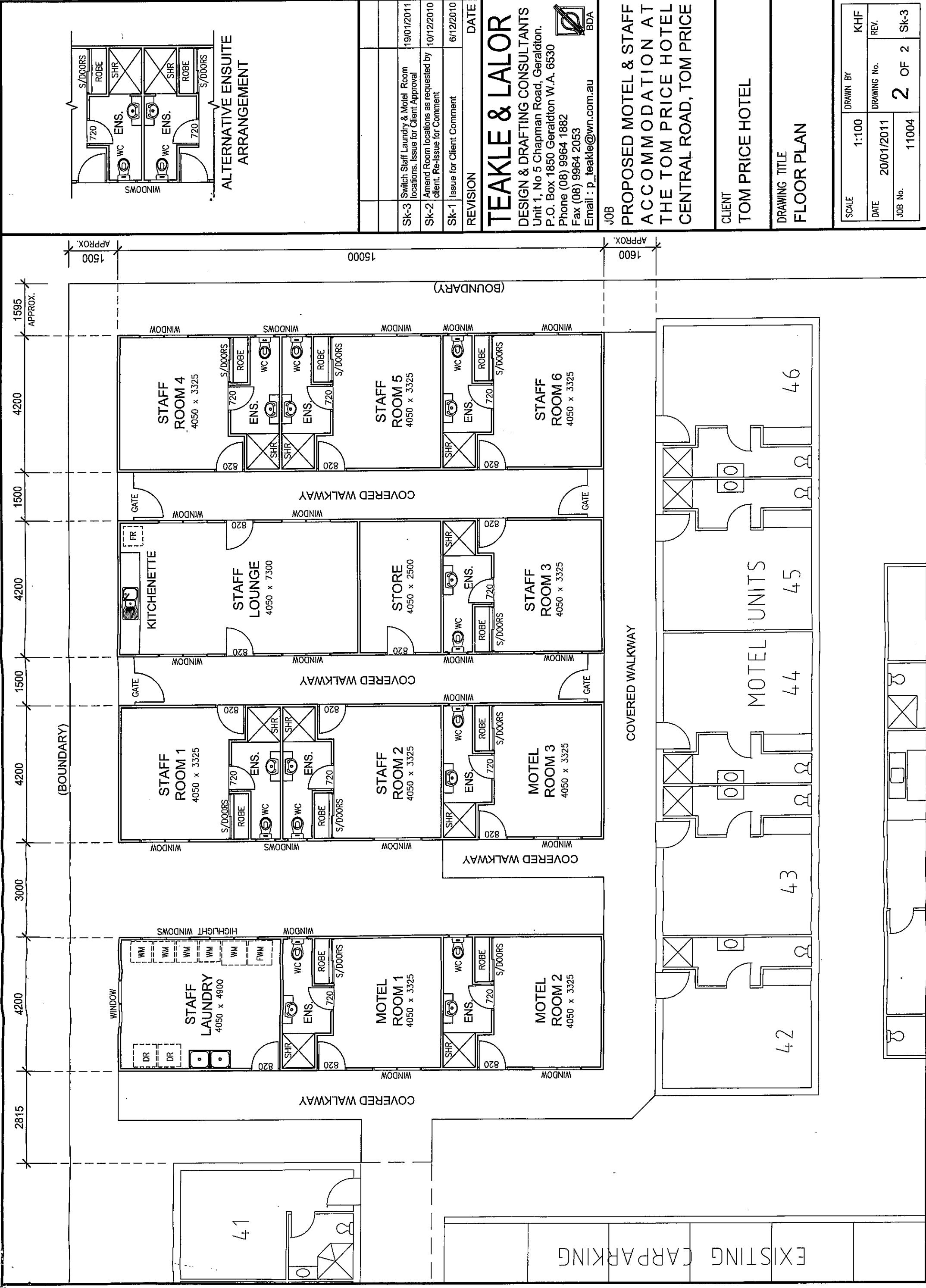
**Application No. 20101777
Location and Zoning Map**



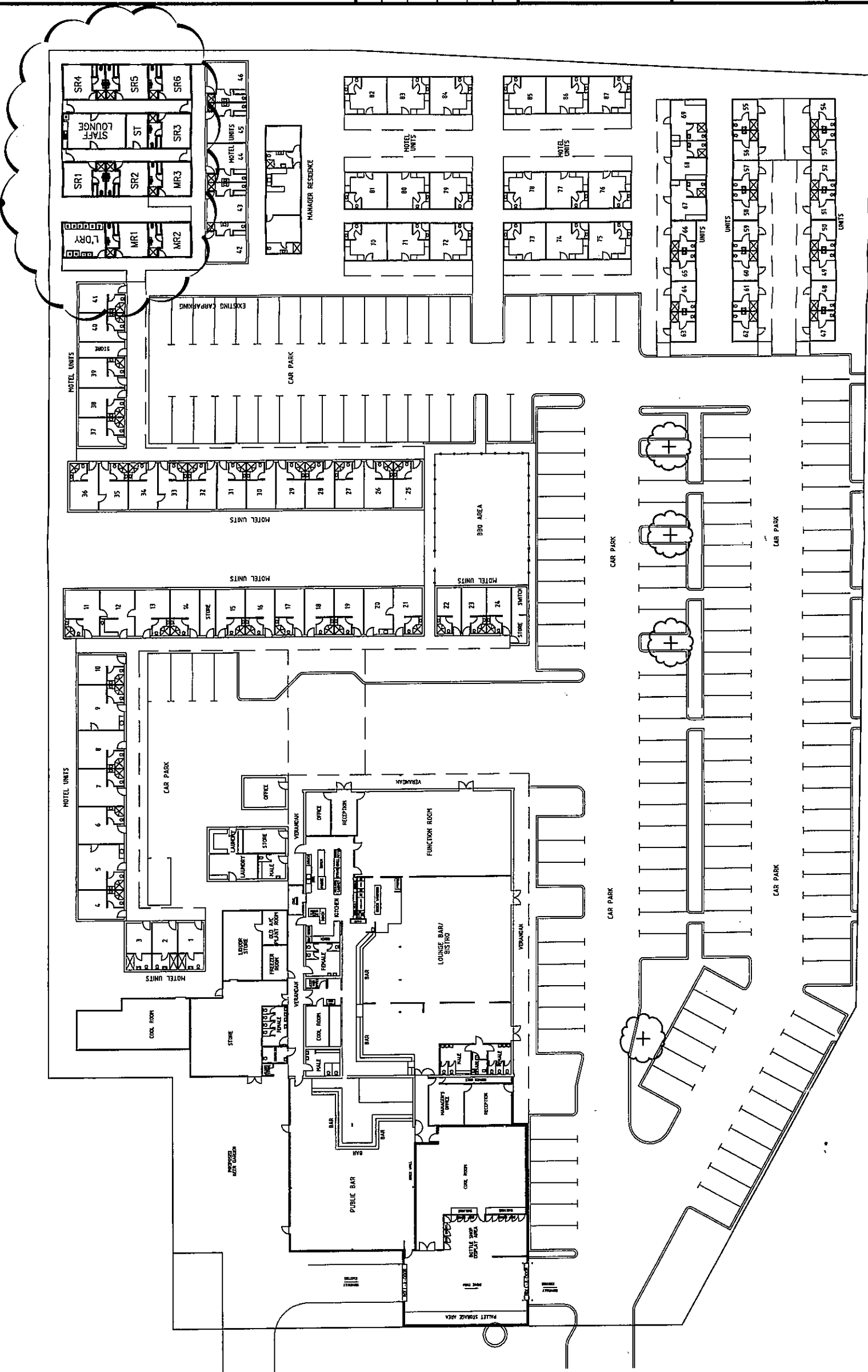
Sheet 1 of 10
SHIRE OF ASHBURTON
PLANNING
APPROVAL
 Schedule 2 Date 18 Dec 09
 Officer Initials

NON CYCLONIC
 BUILDING DESIGN CRITERIA - WIND LOAD
 in Accordance with AS 1170.2:2002
 REGION A, TERRAIN CATEGORY 2

CLIENT:	RAMINEA - TOM PRICE HOTEL		JOB No:	4319-20	REFER GA FLOOR PLANS:	4319-PLN	4320-PLN
LOCATION:	TOM PRICE		SHEET:	A3	DRAWN BY:	DCT	DATE: 9.10.09
TITLE:	SITE PLAN - PROPOSED NEW BUILDINGS 14.4 x 4.2m 4 PERSON ACCOMMODATION UNIT 8.4 x 4.2m 2 PERSON ACCOMMODATION UNIT		SCALE:	1:500	CHECKED BY:	AR	DATE: 9.10.09
Instant Transportable Offices Pty Ltd PO BOX 1383, WANGARA WA 6947 Phone (08) 9406-6600 Fax (08) 9406-6699 www.instantoffices.com.au			NOTE:	THIS DRAWING IS PROTECTED BY COPYRIGHT LAWS. DO NOT SCALE DRAWING. REF TO DIMENSIONS ONLY.			
REV	DESCRIPTION	INIT	DATE				
A	ISSUED FOR APPROVAL	DCT	31.08.09				
			DWG No:	4319-20-SITE			



PROPOSED ADDITIONAL MOTEL
& STAFF ACCOMMODATION



REVISION	DATE
Sk-3 Switch Staff Laundry & Motel Room locations. Issue for Client Approval	19/01/2011
Sk-2 Amend Room locations as requested by client. Re-issue for Comment	10/12/2010
Sk-1 Issue for Client Comment	6/12/2010

TEAKLE & LALOR
 DESIGN & DRAFTING CONSULTANTS
 Unit 1, No 5 Chapman Road, Geraldton.
 P.O. Box 1850 Geraldton W.A. 6530
 Phone (08) 9964 1882
 Fax (08) 9964 2053
 Email : p_teakle@wn.com.au

PROPOSED MOTEL & STAFF ACCOMMODATION AT THE TOM PRICE HOTEL CENTRAL ROAD, TOM PRICE

CLIENT
TOM PRICE HOTEL

DRAWING TITLE
SITE PLAN

SCALE	1:500	DRAWN BY	KHF
DATE	20/01/2011	DRAWING No.	REV.
JOB No.	11004	1	OF 2
			Sk-3

**SHIRE OF ASHBURTON LOCAL PLANNING SCHEME NO.7
LOCAL PLANNING POLICY**

Title:	Cash-in Lieu Car Parking Requirements
File No:	PD.DV1
Minute No:	13.07.33
Statutory Environment:	Shire of Ashburton Town Planning Scheme No. 7 Planning & Development Act 2005
Adopted:	Adopted at the Ordinary Meeting of Council held on 16 May 2000
Last Review Date:	Ordinary Meeting of Council held on 17 November 2009

1.0 PURPOSE:

Local Planning Policies are guidelines used to assist the Shire in making decisions under the Scheme. The Scheme prevails should there be any conflict between this Policy and the Scheme.

2.0 SCOPE:

A Local Planning Policy is not part of the Scheme and does not bind the Shire in respect of any application for planning approval but the Shire is to have due regard to the provisions of the Policy and the objectives which the Policy is designed to achieve before making its determination.

3.0 OBJECTIVES:

- 3.1** To provide a consistent approach to assessing car parking within the Shire of Ashburton and to provide technical requirements for the construction of parking.

4.0 POLICY:

4.1 Policy Statement

As part of the assessment of development applications, an applicant may be required to provide parking or upgrade existing parking. This Policy has been

developed to outline the specific requirements for a Developer in the provision of car parking.

The provision of cash-in-lieu of parking only applies to the Town Centre zones of Council's Town Planning Schemes for the townsite of Onslow, Tom Price and Paraburdoo. Cash-in-lieu of parking will not be accepted within the General and Light Industrial Zones, in accordance with the Scheme requirements.

This Policy does not outline the number of bays required for different land uses, as car parking numbers are determined under the Town Planning Scheme relevant to the location of the development. The policy aims to provide an outline of the minimum standard of construction for car parking and also provide advice on where Council may consider cash-in-lieu of parking and how to calculate cash-in-lieu of parking.

Cash-in-lieu contributions shall generally only be permitted for up to 25% of the overall on-site parking requirements for a development.

4.2 Construction Requirements

The construction standards for parking will be defined by the Shire and provide requirements for pavement types, parking layouts, drainage requirements and construction methods for car parking within the Shire.

4.3 Cash-in-lieu of parking

The Shire of Ashburton Local Planning Scheme No. 7 ('Scheme') provides the statutory opportunity for cash-in-lieu car parking as follows:

“ 6.17.3 As an alternative to subclause 6.17.1, and subject to Local Government approval, a cash-in-lieu payment, to the equivalent cost of providing the required car parking plus the value of the area of land which would have been occupied by the spaces, shall be paid to the Local Government. This payment is to contribute to a fund set aside by Local Government for the purposes of providing public car parking areas.

6.17.4 Where the amount of cash-in-lieu payable under clause 6.17.3 cannot be agreed it shall be determined by arbitration in accordance with the Commercial Arbitration Act 1985 or some other method agreed upon by Local Government and the developer”.

The notation associated with Clause 6.17.3 of the Scheme states:

“Note: Calculations of the equivalent cost of providing the required car bays shall include all requirements of clause 6.17 including sealing, kerbing, marking and drainage of car bays and associated accessways and areas for turning”.

The concept of cash-in-lieu contributions is based on the Town Planning philosophy that where developments have a shortfall of car parking, it is reasonable for Council to assist by accepting money for this shortfall, to provide car bays in adjacent or nearby existing or proposed public car parks.

The Shire recognizes that particularly in the older commercial areas of Onslow, properties may be restricted in size or because of their location may have limited scope for extension. In this context, full parking requirements on-site may not be available.

This Policy should not be seen to be replacing the developer responsibility to provide on-site parking but rather as a means for Council to accommodate the parking demand created in a particular locality by the developer's shortfall.

The acceptance of a cash-in-lieu payment is purely discretionary and shall be determined by Council. Where it may decide to require full provision of car parking in accordance with the Scheme.

Within the Town Planning Schemes, the specific wording for the consideration of cash-in-lieu varies slightly, however, each Scheme requires the land value and construction costs to be determined, in order to arrive at the cash-in-lieu amount.

4.4 Land Value Component

A land value component, assessed at the time of development, will be charged. The value of the land is to be determined by the Valuer General. The cost will relate to the unit area (m²) cost of the land for the owner to provide the parking on the property.

4.5 Construction Component

A construction component cost, assessed at the time of development, will be charged. The construction costs are to include earthworks, sealing, kerbing, drainage, line marking, signage and landscaping of the car parking area as if it was to be constructed on the subject site.

4.6 Calculations

The amount of land subject to the assessment for the 'land value' and 'construction' component is determined as the area of one typical car bay and access thereto (this is usually 21.25 m² minimum).

In negotiating a cash-in-lieu of car parking, the Shire may accept a proportion of the payment being provided in the form of streetscape works (up to an agreed value), with the balance of the contribution being paid in cash.

The type of streetscape works must be in accordance with a Townscape plan endorsed by Council, or in the absence of a townscape plan, the developer must submit a streetscape plan to be approved by Council.

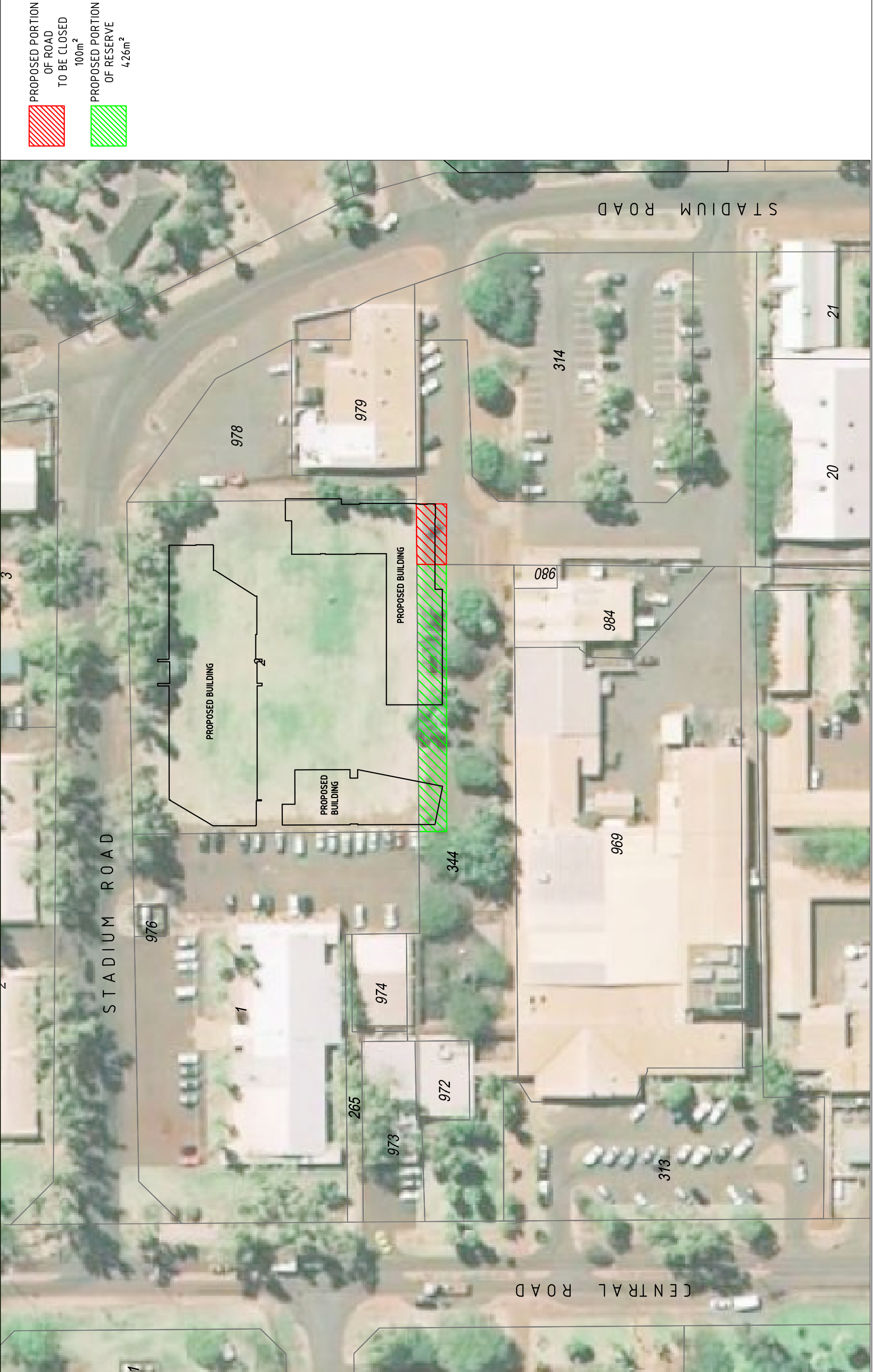
5.0 REFERENCE:

The Shire of Ashburton Town Planning Scheme No. 7 and the Planning & Development Act 2005.

6.0 RESPONSIBILITIES:

Register and further authority is delegated to the Chief Executive Officer.

7.0 ADOPTION:



PROPOSED PORTION
OF ROAD
TO BE CLOSED
100m²

PROPOSED PORTION
OF RESERVE
426m²

<p>whelans</p> <p>133 Scarborough Road, Mount Hawthorn WA 6016 T: 08 9448 1311 F: 08 9444 3901 E: whelans@whelans.com.au W: www.wheelans.com.au</p>			<p>SCALE: 1:400</p>	<p>REV 0</p> <p>PLAN 12619-038</p> <p>SHEET 1 OF 1</p>	<p>DATE: 12/09/15</p> <p>DRAWN BY: KCG</p> <p>CHECKED BY: S.J.</p> <p>DATE: 07/07/09</p> <p>DATE: 07/07/09</p> <p>DATE: 07/07/09</p>	<p>TOWN CENTRE RE-VITALISATION LAND ASSEMBLY PLAN TOM PRICE CLIENT: SHIRE OF ASHBURTON</p>
	<p>12619-15</p> <p>NA</p> <p>NA</p> <p>NA</p> <p>NA</p>	<p>133 Scarborough Road, Mount Hawthorn WA 6016 T: 08 9448 1311 F: 08 9444 3901 E: whelans@whelans.com.au W: www.wheelans.com.au</p>	<p>133 Scarborough Road, Mount Hawthorn WA 6016 T: 08 9448 1311 F: 08 9444 3901 E: whelans@whelans.com.au W: www.wheelans.com.au</p>	<p>133 Scarborough Road, Mount Hawthorn WA 6016 T: 08 9448 1311 F: 08 9444 3901 E: whelans@whelans.com.au W: www.wheelans.com.au</p>	<p>133 Scarborough Road, Mount Hawthorn WA 6016 T: 08 9448 1311 F: 08 9444 3901 E: whelans@whelans.com.au W: www.wheelans.com.au</p>	<p>133 Scarborough Road, Mount Hawthorn WA 6016 T: 08 9448 1311 F: 08 9444 3901 E: whelans@whelans.com.au W: www.wheelans.com.au</p>