

# SHIRE OF MERREDIN

15 December 2015

Minutes of Ordinary Council Meeting

Held in Council Chambers  
Corner King & Barrack Street's, Merredin



### Common Acronyms Used in this Document

WEROC	Wheatbelt East Regional Organisation of Councils
GECZ	Great Eastern Country Zone
WALGA	Western Australian Local Government Association
CEACA	Central East Aged Care Alliance
CEO	Chief Executive Officer
DCEO	Deputy CEO
EMDS	Executive Manager of Development Services
EMES	Executive Manager of Engineering Services
EMCS	Executive Manager of Corporate Services
EA	Executive Assistant to CEO
LPS	Local Planning Scheme
LGIS	Local Government Insurance Services
AMP	Asset Management Plan
LTFP	Long Term Financial Plan
MRC&LC	Merredin Regional Community and Leisure Centre
CWVC	Central Wheatbelt Visitors Centre
UCL	Unallocated Crown Land
MoU	Memorandum of Understanding
LHAG	Local Health Advisory Group
NEWROC	North Eastern Wheatbelt Regional Organisation of Councils
LoA	Leave of Absence
WAPC	WA Planning Commission

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Shire of Merredin  
Ordinary Council Meeting  
Tuesday 15 December 2015



**1. Official Opening**

The President welcomed all those in attendance and declared the meeting open at 3.05pm.

**2. Public Question Time**

Nil

**3. Record of Attendance / Apologies and Leave of Absence**

**Councillors:**

Cr KA Hooper	President
Cr RM Crees	Deputy President
Cr BJ Anderson	
Cr JP Flockart	
Cr MD Willis	

**Staff:**

G Powell	CEO
R McCall	Deputy CEO
J Mitchell	EMDS (until 3.14pm)
V Green	EA to CEO
S Lowe	Media & Communications Officer

**Members of the Public:** Nil

**Apologies:** Cr CA Blakers; Cr ML Young

**Approved Leave of Absence:** Nil

**4. Disclosure of Interest**

Nil

**5. Applications for Leave of Absence**

Councillor Willis requested Leave of Absence for all meetings in January 2016.

### Councillor's Recommendation / Resolution

**Moved:** Cr Crees

**Seconded:** Cr Anderson

**81696** That Councillor Willis be granted Leave of Absence for all meetings in January 2016.

**CARRIED 5/0**

### 6. Petitions and Presentations

Nil

### 7. Confirmation of Minutes of the Previous Meeting

7.1 Ordinary Council Meeting held on 17 November 2015

[Attachment 7.1A](#)

### Officer's Recommendation / Resolution

**Moved:** Cr Crees

**Seconded:** Cr Willis

**81697** That the minutes of the Ordinary Council Meeting held on 17 November 2015 be confirmed as a true and accurate record of proceedings.

**CARRIED 5/0**

### 8. Announcements by the Person Presiding without discussion

Nil

### 9. Matters for which the Meeting may be closed to the public

Nil

### 10. Receipt of Minutes of Committee Meetings

10.1 WEROC Executive Meeting held on 25 November 2015

[Attachment 10.1A](#)

10.2 GECZ Meeting held on 26 November 2015

[Attachment 10.2A](#)

10.3 Audit Committee Meeting held on 15 December 2015

**Tabled at the meeting**

### Officer's Recommendation / Resolution

**Moved:** Cr Anderson

**Seconded:** Cr Flockart

**81698** That the minutes of the WEROC Executive Meeting held on 25 November 2015, the GECZ Meeting held on 26 November 2015 and the Audit Committee Meeting held on 15 December 2015 be received.

**CARRIED 5/0**

<b>11.</b>	<b>Recommendations from Committee Meetings for Council consideration</b>
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**11.1 CEO's Review of Risk Management, Internal Control and Legislative Compliance and Risk Management Governance Framework**

<b>Committee Resolution (CMRef 81694)</b>
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Moved: Cr Anderson

Seconded: Cr Flockart

That the Audit Committee:

1. receives the CEO's review of risk management, internal control and legislative compliance and notes the Shire of Merredin Risk Profile Summary; and
2. recommends adoption of the CEO's review of risk management, internal control and legislative compliance and the Shire of Merredin Risk Profile Summary by Council.

CARRIED BY ABSOLUTE MAJORITY 3/0

<b>Voting Requirements</b>
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Simple Majority

Absolute Majority

<b>Council Resolution</b>
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Moved: Cr Crees

Seconded: Cr Anderson

**81699 That the CEO's review of risk management, internal control and legislative compliance and the Shire of Merredin Risk Profile Summary be adopted.**

CARRIED BY ABSOLUTE MAJORITY 5/0

**11.2 Annual Report 2014/15**

<b>Committee Resolution (CMRef 81695)</b>
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Moved: Cr Flockart

Seconded: Cr Anderson

That the Audit Committee:

1. adopt the Annual Report for the 2014/15 financial year and receive the Auditor's Report from Butler Settineri (Audit) Pty Ltd for the 2014/15 financial year;
2. recommend the adoption of the Annual Report for the 2014/15 financial year and receipt of the Auditor's Report from Butler Settineri (Audit) Pty Ltd for the 2014/15 financial year to Council; and
3. recommend to Council that it hold its Annual General Meeting of Electors on Tuesday 9 February 2016 commencing at 6.00pm in the Council Chambers.

CARRIED BY ABSOLUTE MAJORITY 3/0

### Voting Requirements

Simple Majority

Absolute Majority

### Council Resolution

**Moved:** Cr Flockart

**Seconded:** Cr Crees

**81700**

**That:**

1. the Annual Report for the 2014/15 financial year be adopted;
2. the Auditor's Report from Butler Settineri (Audit) Pty Ltd for the 2014/15 financial year be received; and
3. Council hold its Annual General Meeting of Electors on Tuesday 9 February 2016 commencing at 6.00pm in the Council Chambers.

**CARRIED BY ABSOLUTE MAJORITY 5/0**



**12. Officer's Reports - Development Services**

**12.1 Lot 1039, HN 13 Lefroy Street, Merredin - Application for Oversize Outbuilding**

## Development Services



<b>Reporting Officer:</b>	John Mitchell, EMDS
<b>Author:</b>	As above
<b>Legislation:</b>	Local Planning Scheme No. 6; Policy 9 Outbuildings
<b>File Reference:</b>	A2407
<b>Disclosure of Interest:</b>	Nil
<b>Attachments:</b>	<a href="#">Attachment 12.1A</a> - Application Form and Plans
<b>Maps / Diagrams:</b>	Nil

### Purpose of Report



Executive Decision



Legislative Requirement

### Background

The Local Planning Policy 9 Outbuildings permits the Building Surveyor to approve up to 92m<sup>2</sup> as a single outbuilding.

An application to increase the area of the existing outbuilding to 103.5m<sup>2</sup> on Lot 1039, HN 13 Lefroy Street, Merredin has been received.

### Comment

Lot 1039, HN 13 Lefroy Street, Merredin is zoned residential R10/30 and has an area of 1,012m<sup>2</sup>. The existing outbuilding is 7.5m x 9m. The proposal is to add an attached carport of dimensions 4.0m x 9.0m to the structure.

The applicant has provided construction information in the attachments comprising a site plan DWG#GJL2015-1, DWG#GJL2015-11 and DWG#GJL2015-14. The plans will require engineering support prior to the issue of a building permit.

The balance of the application for approval relates to a front verandah upgrade, which is located outside the setbacks requiring Council consent and are not part of this application.

### Policy Implications

The policy permits a total area of outbuildings of 125m<sup>2</sup>. The application is within this maximum plot ratio.

There are examples of similar approvals within the Outbuildings Register.

### Statutory Implications

The purpose of the structure is for vehicle parking.

### Strategic Implications

Service Area: 3.3 Town Planning

Activities: Home Occupation Licences

Link to Vision: Liveable

Link to Strategic Priorities: Town enhancement

Service Level: As determined by legislation and the Local Planning Scheme

Service Level Change: No service level change

### Sustainability Implications

➤ Asset Management Plan

Nil

➤ Long Term Financial Plan

Nil

➤ Workforce Plan

Nil

### Financial Implications

Application fees of \$147 have not been paid.

### Voting Requirements



Simple Majority



Absolute Majority

### Officer's Recommendation / Resolution

**Moved:** Cr Crees

**Seconded:** Cr Willis

**81701** That the application to erect a 4m x 9m x 2500mm height steel framed and colorbond trimdek rooved carport onto an existing 7.5m x 9.0m iron sheeted outbuilding as per plans DWG#GJL2015-1, DWG#GJL2015-11& DWG#GJL2014-14 on Lot 1039, HN 13 Lefroy Street, Merredin be consented to without condition.

**CARRIED 5/0**

J Mitchell left the meeting at 3.14pm and did not return.

<b>13.</b>	<b>Officer's Reports - Engineering Services</b>
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Nil items to report

**14. Officer's Reports – Corporate and Community Services**

**14.1 List of Accounts Paid**

## Corporate Services



<b>Responsible Officer:</b>	Charlie Brown, EMCS
<b>Author:</b>	As above
<b>Legislation:</b>	<i>Local Government Act 1995; Local Government (Financial Management) Regulations 1996</i>
<b>File Reference:</b>	Nil
<b>Disclosure of Interest:</b>	Nil
<b>Attachments:</b>	<a href="#">Attachment 14.1A</a> - List of Accounts Paid
<b>Maps / Diagrams:</b>	Nil

### Purpose of Report



Executive Decision



Legislative Requirement

### Background

The attached List of Accounts Paid during the month of November 2015 under Delegated Authority is provided for Council's information.

### Comment

Nil

### Policy Implications

As outlined in the *Local Government Act 1995* and *Local Government (Financial Management) Regulations 1996*.

### Statutory Implications

As outlined in the *Local Government Act 1995* and *Local Government (Financial Management) Regulations 1996*.

### Strategic Implications

Service Area: Finance and Asset Management

Activities: Financial Management

Link to Vision: Developing and Liveable

Link to Strategic Priorities: Civic Leadership

Service Level: Financial management meets all legislated requirements

Service Level Change: No service level change

### Sustainability Implications

➤ Asset Management Plan

Nil

➤ Long Term Financial Plan

Nil

➤ Workforce Plan

Nil

### Financial Implications

All liabilities settled have been in accordance with the Annual Budget provisions.

### Voting Requirements



Simple Majority



Absolute Majority

### Officer's Recommendation / Resolution

**Moved:** Cr Flockart

**Seconded:** Cr Willis

**81702** That the schedule of accounts paid as listed, covering cheques, EFT's, bank charges, directly debited payments and wages, as numbered and totalling \$729,552.48 from Council's Municipal Fund Bank Account and \$5,447.29 from Council's Trust Account be received.

**CARRIED 5/0**

**14.2 Statement of Financial Activity**

## Corporate Services



<b>Responsible Officer:</b>	Charlie Brown, EMCS
<b>Author:</b>	As above
<b>Legislation:</b>	<i>Local Government Act 1995; Local Government (Financial Management) Regulations 1996</i>
<b>File Reference:</b>	Nil
<b>Disclosure of Interest:</b>	Nil
<b>Attachments:</b>	<a href="#">Attachment 14.2A</a> – Statement of Financial Activity
<b>Maps / Diagrams:</b>	Nil

### Purpose of Report



Executive Decision



Legislative Requirement

### Background

The Statement of Financial Activity is attached for Council's information.

### Comment

Revenue and Expenditure to 30 November 2015 is consistent with Council's adopted 2015/16 Budget.

#### **Variation Actuals to YTD Budgets - Operating Expenditure**

As can be seen from the statements expenditure is down in most cases however Transport and Other Property and Services are over in comparison with budget profiling.

There are two items that cause the current situation, roads maintenance, where additional works have been completed due to flooding earlier this year and depreciation which is nearly twice that anticipated to be expended at this stage in the year. The additional depreciation is a result of the revaluation of infrastructure roads that wasn't factored at the time of adoption of the budget. A variation is proposed to correct this.

A budget variation is also proposed to cater for the CEACA funding that has been processed through the Shire of Merredin. These funds have been transferred to the Unspent Capital Grants Reserve Fund.

COA	Description	Current Budget	Proposed Budget
E041199	Depreciation Governance	625	285
E042499	Depreciation Administration	140,517	93,530
E051999	Depreciation Bush Fire	5,100	4,858
E052099	Depreciation Ranger	12,156	7,562
E053099	Depreciation Other Law	205,416	116,122
E074441	Depreciation - Health	12,383	7,590
E081099	Depreciation Education	4,552	4,552
E082099	Depreciation Seniors	95,804	81,785
E092099	Depreciation Other Housing	37,318	37,318
E099999	Depreciation	0	21,000
E101299	Depreciation Sanitation	250	1,047
E105998	Depreciation Protection of Environment	31,827	0
E107099	Depreciation Other Community Amenities	20,934	10,184
E109999	Depreciation	14,865	0
E111298	Depreciation	10,339	10,734
E112298	Depreciation Swimming Pools	57,422	53,342
E113299	Depreciation Other Sport and Recreation	219,269	204,175
E114999	Depreciation	177,451	184,445
E115998	Depreciation Library	14,914	12,575
E116099	Depreciation Cummins Theatre	58,461	51,494
E122099	Depreciation Road Maintenance	2,214	2,214
E129999	Depreciation	1,871,476	3,607,288
E132199	Depreciation - Visitor Centre	21,448	20,744
E133199	Depreciation Building Control	8,601	7,685
E136998	Depreciation Surgery	33,663	30,833
E138070	Depreciation - Other Economic Services	70,467	2,552
E143299	Depreciation Works	4,191	4,191
E144298	Depreciation - Asset Register	654,003	366,043
0A01511	Accumulated Depreciation Land and Buildings	(741,825)	(785,394)
0A01521	Accumulated Depreciation Plant and Equipment	(735,565)	(501,865)
0A01531	Accumulated Depreciation Furniture and Equipment	(89,895)	(49,600)
0A01541	Accumulated Depreciation Infrastructure	(1,418,438)	(2,975,952)
0A01551	Accumulated Depreciation Footpaths	(332,843)	(165,120)
0A01561	Accumulated Depreciation Drainage	(319,628)	(466,217)
0A01571	Accumulated Depreciation Parks/Reserve	(147,472)	0
I149010	RDA/CEACA - Grant Funding	0	(2,283,380)
E163125	Transfer to Unspent Grants Reserve	0	2,283,380

Further comments regarding the Material Variations can be found on Note 2 of the attached statements.

### Policy Implications

As outlined in the *Local Government Act 1995* and *Local Government (Financial Management) Regulations 1996*.

### Statutory Implications

As outlined in the *Local Government Act 1995* and *Local Government (Financial Management) Regulations 1996 Regulation 34(1)*.

### Strategic Implications

Service Area: 5.3 - Governance and Corporate Services  
Activities: Finance and Asset Management  
Link to Vision: Developing  
Link to Strategic Priorities: Civic Leadership  
Service Level: Financial management meets all legislated requirements  
Service Level Change: No service level change

### Sustainability Implications

➤ [Asset Management Plan](#)

Nil

➤ [Long Term Financial Plan](#)

Compliance with the *Local Government (Administration) Regulations 1996* and to also give Council some direction in regards to its management of finance over an extended period of time.

➤ [Workforce Plan](#)

Nil

### Financial Implications

As outlined in **Attachment 14.2A**.

### Voting Requirements

Simple Majority

Absolute Majority

### Officer's Recommendation / Resolution

**Moved:** Cr Willis

**Seconded:** Cr Anderson

**81703 That:**

1. in accordance with Regulation 34 of the *Local Government (Financial Management) Regulations 1996*, the Statement of Financial Activity for the period ending November 2015 be received; and



**2. the following budget variations be approved:**

COA	Description	Current Budget	Proposed Budget
E041199	Depreciation Governance	625	285
E042499	Depreciation Administration	140,517	93,530
E051999	Depreciation Bush Fire	5,100	4,858
E052099	Depreciation Ranger	12,156	7,562
E053099	Depreciation Other Law	205,416	116,122
E074441	Depreciation - Health	12,383	7,590
E081099	Depreciation Education	4,552	4,552
E082099	Depreciation Seniors	95,804	81,785
E092099	Depreciation Other Housing	37,318	37,318
E099999	Depreciation	0	21,000
E101299	Depreciation Sanitation	250	1,047
E105998	Depreciation Protection of Environment	31,827	0
E107099	Depreciation Other Community Amenities	20,934	10,184
E109999	Depreciation	14,865	0
E111298	Depreciation	10,339	10,734
E112298	Depreciation Swimming Pools	57,422	53,342
E113299	Depreciation Other Sport and Recreation	219,269	204,175
E114999	Depreciation	177,451	184,445
E115998	Depreciation Library	14,914	12,575
E116099	Depreciation Cummins Theatre	58,461	51,494
E122099	Depreciation Road Maintenance	2,214	2,214
E129999	Depreciation	1,871,476	3,607,288
E132199	Depreciation - Visitor Centre	21,448	20,744
E133199	Depreciation Building Control	8,601	7,685
E136998	Depreciation Surgery	33,663	30,833
E138070	Depreciation - Other Economic Services	70,467	2,552
E143299	Depreciation Works	4,191	4,191
E144298	Depreciation - Asset Register	654,003	366,043
0A01511	Accumulated Depreciation Land and Buildings	(741,825)	(785,394)
0A01521	Accumulated Depreciation Plant and Equipment	(735,565)	(501,865)
0A01531	Accumulated Depreciation Furniture and Equipment	(89,895)	(49,600)
0A01541	Accumulated Depreciation Infrastructure	(1,418,438)	(2,975,952)
0A01551	Accumulated Depreciation Footpaths	(332,843)	(165,120)
0A01561	Accumulated Depreciation Drainage	(319,628)	(466,217)
0A01571	Accumulated Depreciation Parks/Reserve	(147,472)	0
I149010	RDA/CEACA - Grant Funding	0	(2,283,380)
E163125	Transfer to Unspent Grants Reserve	0	2,283,380

**CARRIED BY ABSOLUTE MAJORITY 5/0**

**Note: Depreciation adjustments are non-cash items and have no material effect.**

**15. Officer's Reports – Administration**

**15.1 CEACA (Inc) – Tender – Royalties for Regions Funding – Stage 1 – Land Assembly**

## Administration



<b>Reporting Officer:</b>	Greg Powell, CEO
<b>Author:</b>	As above
<b>Legislation:</b>	<i>Local Government Act 1995 and Local Government (Functions and General) Regulations 1996</i>
<b>File Reference:</b>	GR/09/13
<b>Disclosure of Interest:</b>	Nil
<b>Attachments:</b>	<b>Attachment 15.1A</b> - Access Housing Assessment Report (Confidential)
<b>Maps / Diagrams:</b>	Nil

### Purpose of Report

Executive Decision



Legislative Requirement

### Background

The Shire of Merredin auspiced a successful application for Royalties for Regions (R4R) funding on behalf of CEACA (Inc). This was agreed as CEACA was not incorporated at the time the funding applications closed. This means that all parties are bound by the provisions of the *Local Government Act 1995* in dealings with the grant.

In order to commence the project, expressions of interest (EOI) were advertised for technical expertise in the land assembly project. 12 EOIs were received and at its October 2015 meeting Council endorsed the shortlisting of 5 engineering firms (CMRef 81679) for the purpose of calling tenders.

### Comment

The tender period was 3 weeks and closed at 4pm on Tuesday 17 November with 4 submissions received.

A copy of the Assessment Report prepared by Access Housing on Council's behalf of the tenders received will be circulated under separate cover as it should be treated as confidential.

The Assessment Report outlines the process undertaken and makes a recommendation on the successful tenderer.

The recommendations are supported with the notation that the Shire of Merredin is responsible for delivery of the project although CEACA (Inc) will be advised of the process and the outcomes.

### **Policy Implications**

Nil

### **Statutory Implications**

The provisions of the *Local Government Act 1995* and *Local Government (Functions and General) Regulations 1996* are applicable in calling for and assessing tenders.

### **Strategic Implications**

Service Area: 4.1 Community Development

Activities: Aged Care and Accommodation

Link to Vision: Community Spirit; Inclusive; Liveable

Link to Strategic Priorities: Regional Collaboration; Key assets – land and buildings

Service Level: Aged Care – currently developing an “Aged Care Strategy” with 10 Councils

Service Level Change: Aged Care – new independent living units to be constructed across the region with State and Commonwealth funding

### **Sustainability Implications**

#### ➤ **Asset Management Plan**

Any assets created from expenditure of the grant will eventually be vested with CEACA (Inc) and will not be an impost on Council’s resources.

#### ➤ **Long Term Financial Plan**

Nil

#### ➤ **Workforce Plan**

Nil

### **Financial Implications**

Nil to Council as R4R grant funds will be used for the project.

### Voting Requirements

Simple Majority

Absolute Majority

### Officer's Recommendation / Resolution

**Moved:** Cr Anderson

**Seconded:** Cr Willis

**81704** That River Engineering be engaged to undertake the services of CEACA Stage 1 Land Assembly and Servicing Project for the tendered sum of \$212,900 on a Professional Services Contract.

**CARRIED BY ABSOLUTE MAJORITY 5/0**

**15.2 Council Status Report - Review**

## Administration



<b>Responsible Officer:</b>	Greg Powell, CEO
<b>Author:</b>	Vanessa Green, EA to CEO
<b>Legislation:</b>	<i>Local Government Act 1995</i>
<b>File Reference:</b>	Status Report
<b>Disclosure of Interest:</b>	Nil
<b>Attachments:</b>	<a href="#">Attachment 15.2A</a> - Council Status Report
<b>Maps / Diagrams:</b>	Nil

### Purpose of Report



Executive Decision



Legislative Requirement

### Background

Each month Council is provided a copy of the Status Report with its meeting papers. The report provides a running commentary of actions taken on Council resolutions.

### Comment

Some actions date back to 2011 and/or are of a long, on-going nature. Therefore, it is proposed that these items be removed from the Status Report. Any issues raised in relation to individual actions can then be advised to Council as required in the form of an agenda item, or if no resolution is required, as part of the weekly/monthly information bulletins.

Similarly, where it is indicated that no further action is required by staff either at this time or in the future, if/when the matter is raised again which requires Council input this can be done by way of an agenda item at that time, dealing with the specifics of the matter at hand.

Council should be assured that, while the actions will be removed from the Status Report, work on progressing the actions (where required) will continue as sufficient internal controls are in place to ensure this occurs.

### Policy Implications

Individual resolutions on the Status Report may have Policy Implications, however this would have been advised to Council (if applicable) at the time the item was presented.

### Statutory Implications

Individual resolutions on the Status Report may have Statutory Implications, however this would have been advised to Council (if applicable) at the time the item was presented.

### Strategic Implications

Service Area: 5.5 Administration

Activities: Records Management – retain relevant information and appropriately dispose of dated information

Link to Vision: Developing

Link to Strategic Priorities: Civic Leadership

Service Level: Records maintained in accordance with legislated requirements

Service Level Change: No service level change

### Sustainability Implications

#### ➤ Asset Management Plan

Individual resolutions on the Status Report may have an impact on the AMP, however this would have been advised to Council (if applicable) at the time the item was presented.

#### ➤ Long Term Financial Plan

Individual resolutions on the Status Report may have an impact on the LTFP, however this would have been advised to Council (if applicable) at the time the item was presented.

#### ➤ Workforce Plan

Individual resolutions on the Status Report may have an impact on the Workforce, Plan however this would have been advised to Council (if applicable) at the time the item was presented.

### Financial Implications

Individual resolutions on the Status Report may have Financial Implications, however this would have been advised to Council (if applicable) at the time the item was presented.

### Voting Requirements



Simple Majority



Absolute Majority

### Officer's Recommendation / Resolution

**Moved:** Cr Crees

**Seconded:** Cr Anderson

**81705 That:**

1. the actions to date and the ongoing work identified as such in the Status Report be noted; and
2. those resolutions identified as such be removed from the Status Report.

**CARRIED 5/0**

## 15.3 Community Forums

### Administration



<b>Responsible Officer:</b>	Greg Powell, CEO
<b>Author:</b>	Vanessa Green, EA to CEO
<b>Legislation:</b>	<i>Local Government Act 1995</i>
<b>File Reference:</b>	CR/17/26
<b>Disclosure of Interest:</b>	Nil
<b>Attachments:</b>	<a href="#">Attachment 15.3A</a> – Returned Surveys
<b>Maps / Diagrams:</b>	Nil

### Purpose of Report



Executive Decision



Legislative Requirement

### Background

At its October 2015 meeting Council received the notes from the 2015 community forums and considered whether to conduct community forums in Burracoppin, Hines Hill and Muntadgin again in 2016, resolving (CMRef 81677):

***“That:***

- 1. Council receive the notes from the Burracoppin, Hines Hill and Muntadgin community forums; and***
- 2. feedback be sought from the communities on the value of the forums and should there be a lack of interest Council will consider postponing holding community forums in Burracoppin, Hines Hill and Muntadgin.”***

Subsequently, a survey was posted to approximately 130 residents of those communities on 2 November 2015 seeking their feedback on the value of the forums and whether they could be improved. The survey was also posted on the Shire’s website and Facebook page.

### Comment

At the time of writing the agenda a total of 5 surveys have been returned and no comments from the Facebook post have been received.

While it could be argued the low response is due to the time of year (i.e. harvest) it could also be argued that it indicates a general lack of interest keeping the forums. Having said that, the 5 surveys returned were all positive and indicated the forums were a worthwhile activity.

The forums were designed to provide the community with another avenue for communicating with Council, however attendance numbers of both Councillors and members of the public vary from year to year for each forum.

Similarly, determining a day and time for hosting the forums around work, school, seasonal and other commitments which would suit most people has been difficult with common comments being received that the timing of the forums isn't convenient, or that people weren't aware the forums were being held.

As mentioned in the October report to Council, there are a number of ways in which members of the community can communicate with Council, however the demise of the Merredin Mercury has withdrawn one main avenue the Shire uses for communication. While the impact of that decision cannot be known at this time, conducting the forums may alleviate some of its impact.

An alternative to the forum for Muntadgin (due to the distance residents would be required to travel to visit Merredin) could be that a Council meeting be held in the town, providing an opportunity to meet with Councillors and staff either during the meeting or afterwards. As the Council meeting dates, time and location have already been resolved (CMRef 81673) and local public notice provided, any change to the meeting location would need to be advertised in accordance with Section 12(2) of the *Local Government (Administration) Regulations 1996*.

However, as such a low response to the survey was received, it is proposed that the forums be put on hold for a period of time. Should there then be sufficient interest from the community to recommence the forums, the decision to postpone them can be revisited at that time.

### **Policy Implications**

Nil

### **Statutory Implications**

Nil

### **Strategic Implications**

Service Area: 4.1 Community Development

Activities: Events

Link to Vision: Community Spirit; Inclusive; Liveable

Link to Strategic Priorities: Community involvement/support

Service Level: Nil

Service Level Change: Nil

### **Sustainability Implications**

➤ [Asset Management Plan](#)

Nil

➤ [Long Term Financial Plan](#)

Nil



➤ [Workforce Plan](#)

Nil

### Financial Implications

Funds were included in the 2015/16 Budget for hosting the forums.

Although the cost (not including staff time) of conducting the forums is relatively small (approx. \$1,000 per annum) the amount can be spent elsewhere for, potentially, a greater impact.

### Voting Requirements



Simple Majority



Absolute Majority

### Officer's Recommendation

That until such time as there is sufficient interest from the community, Council postpones holding community forums in Burracoppin, Hines Hill and Muntadgin.

### Resolution

**Moved:** Cr Flockart

**Seconded:** Cr Anderson

**81706** That this item lay on the table until further information on the mailing process is obtained.

**CARRIED 5/0**

### Reason

A number of Councillors mentioned they had not received the survey in the mail.

**15.4 Shire of Merredin Rebranding Project**

## Corporate Services



<b>Reporting Officer:</b>	Greg Powell, CEO
<b>Author:</b>	Sheree Lowe, Media & Communications Officer
<b>Legislation:</b>	<i>Local Government Act 1995</i>
<b>File Reference:</b>	CR/10/1
<b>Disclosure of Interest:</b>	Nil
<b>Attachments:</b>	<a href="#">Attachment 15.4A</a> - Proposed logo
<b>Maps / Diagrams:</b>	Nil

### Purpose of Report



Executive Decision



Legislative Requirement

### Background

The Shire of Merredin logo in its present form is believed to date back to the inception of the Merredin Shire Council in 1960. Documents dated 1983 bearing the logo have been found in the archives, and the logo has not been refreshed or modernised in any way in the intervening years. The logo is well and truly past its use by date.

The Tourism WA brand which was introduced in 2005 *“to be an adjunct to [the Shire’s] logo and express pride in the Shire of origin of the product, business or sporting team”* but *“not designed to replace the Shire’s existing logo”* (CMRef 27839), has, in fact replaced the Shire’s logo on a number of official documents, uniforms and signage. The application of the Tourism WA brand in place of the official crest over a 10-year period is indicative of a long term appetite amongst staff for a refreshed brand image, while the confusion surrounding which logo to use suggests a need to review Council’s approach to branding.

Additionally, feedback from the “Around the Table” series of IPR consultations included many community requests or suggestions for rebranding of the town, Shire or its facilities to be better marketed to the Wheatbelt, Perth and the South West. This community desire for Merredin to be marketed better was consistent throughout all consultations, irrespective of the demographic being targeted or the theme of the consultation.

A more modern, professional logo is proposed which better reflects a vibrant, progressive, active and community-focused region.

### Comment

In June staff sought quotes and design proposals from four design agencies based on recommendations from other WA local government bodies, and Marketforce was chosen.

Following the provision of an initial design brief, representatives from Marketforce came to Merredin to see the town for themselves and to workshop current perceptions and future visions of the Shire of Merredin to aid the designers in producing a relevant logo.

Following the workshop, a number of concepts were designed and presented to the working group. The four concepts were then narrowed down to one and further refinements to that design were made based on feedback from both the working group and Council.

### Policy Implications

Nil

### Statutory Implications

Nil

### Strategic Implications

Service Area: 4.1 Community and 4.2 Economic Development

Activities: Regional and local economic and community development

Link to Vision: Developing, Community Spirit, Liveable, Inclusive

Link to Strategic Priorities: SP.d1.1a - better promotion of Merredin as a place to live, work and invest, within and outside the community.

Service Level: Not identified

Service Level Change: N/A

### Sustainability Implications

#### ➤ Asset Management Plan

The asset implications will be minimal. As budgeted projects (for example signage renewal) are implemented the rebrand will be incorporated if required.

#### ➤ Long Term Financial Plan

Nil

#### ➤ Workforce Plan

Nil

### Risk Implications

The risks associated with the rebranding project are minimal. The promotion of the rebrand will focus on the objective purpose and function rather than what appeals to an individual's subjective taste to achieve maximum buy-in from the community.

### Financial Implications

The 2015/16 Budget includes an allocation of \$15,000 for the purpose of the rebranding project. The cost of the project includes the design, development and implementation of the new logo.

### Voting Requirements

Simple Majority  Absolute Majority

### Officer's Recommendation

That the design included as Attachment 15.4 be adopted as the new Shire of Merredin logo.

### Resolution

**Moved:** Cr Crees **Seconded:** Cr Anderson

**81707** That the design included as Attachment 15.4, with the amendment to the tagline removing "Heart of the Wheatbelt" and replacing it with "Innovating the Wheatbelt" be adopted as the new Shire of Merredin logo.

**CARRIED 5/0**

### Reason

Council believed that a tagline change which aligns more with Merredin's past and future, was required at the same time as the logo change.

<b>16.</b>	<b>Motions of which Previous Notice has been given</b>
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Nil

<b>17.</b>	<b>Questions by Members of which Due Notice has been given</b>
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Nil

<b>18.</b>	<b>Urgent Business Approved by the Person Presiding or by Decision</b>
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Nil

<b>19.</b>	<b>Matters Behind Closed Doors</b>
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Nil

<b>20.</b>	<b>Closure</b>
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There being no further business the President thanked all those in attendance, wishing everyone a Merry Christmas and Happy New Year with the hope that both were safe and prosperous, and declared the meeting closed at 4.12pm.