

# MINUTES

Cities of Joondalup and Wanneroo  
North West Corridor Coordinating Committee

## MEETING OF THE CITIES OF JOONDALUP AND WANNEROO NORTH WEST CORRIDOR COORDINATING COMMITTEE

HELD ON

MEETING DATE



**MONDAY 26 MARCH 2007**

[www.joondalup.wa.gov.au](http://www.joondalup.wa.gov.au)



City of  
Joondalup

# CITY OF JOONDALUP

**MINUTES OF THE CITIES OF JOONDALUP AND WANNEROO NORTH WEST CORRIDOR COORDINATING COMMITTEE MEETING HELD IN CONFERENCE ROOM 1, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON MONDAY 26 MARCH 2007.**

## **ATTENDANCE**

### **Committee Members:**

#### City of Joondalup

Mayor Troy Pickard – *Presiding Person*

Cr Russ Fishwick

Cr Michele John

*From 1819 hrs*

Cr Albert Jacob

Cr Geoff Amphlett

#### City of Wanneroo

Cr Brett Treby

Cr Rudi Steffens

*From 1812 hrs*

Cr Laura Gray, JP

Cr Dot Newton, JP

### **Officers:**

#### City of Joondalup

Mr Garry Hunt

Chief Executive Officer

Mr Ian Cowie

Director Governance and Strategy

Mr James Ridgway

Business Development Coordinator

Ms Janet Harrison

Administrative Services Coordinator

#### City of Wanneroo

Mr Daniel Simms

Acting Chief Executive Officer

Mr Alan McGregor

Acting Director Governance and Strategy

Mr John Royle

Manager Economic Development

## **DECLARATION OF OPENING**

The Presiding Person declared the meeting open at 1809 hrs.

## **APOLOGIES/LEAVE OF ABSENCE**

Apology

Mayor Jon Kelly

Apologies for late attendance

Cr Michele John  
Cr Rudi Steffens

## **CONFIRMATION OF MINUTES**

### MINUTES OF THE CITIES OF JOONDALUP AND WANNEROO NORTH WEST CORRIDOR COODINATING COMMITTEE HELD ON 29 JANUARY 2007

**MOVED** Cr Jacob **SECONDED** Cr Gray that the minutes of the meeting of the Cities of Joondalup and Wanneroo North West Corridor Coordinating Committee held on 29 January 2007 be confirmed as a true and correct record.

**The Motion was Put and**

**CARRIED (7/0)**

**In favour of the motion:** Mayor Pickard, Crs Fishwick, Jacob, Amphlett, Treby, Gray and Newton.

## **ANNOUNCEMENTS BY THE PRESIDING PERSON WITHOUT DISCUSSION**

Nil

## **DECLARATIONS OF INTEREST**

Nil

## **IDENTIFICATION OF MATTERS FOR WHICH THE MEETING MAY SIT BEHIND CLOSED DOORS**

Nil

## **ITEM 1                    ACTIVITIES OF THE NORTHWEST CORRIDOR COORDINATING COMMITTEE'S ECONOMIC DEVELOPMENT WORKING GROUP**

---

### **Issue**

To report on the activities of the Economic Development Working Group of the Northwest Corridor Coordinating Committee.

### **Background**

The Northwest Corridor Coordinating Committee resolved at its meeting on the 27<sup>th</sup> of November 2006 that:

- 1.4.3 *The Technical Advisory Group meet as soon as possible in order to prepare a work program to achieve the functions of the Committee as clarified and expanded by the resolution at 1.4.2 above, and that this work program clearly identify the lead agency for each action.*

From this resolution, four Working Groups were established with the task of developing the following:

- 1 Northwest Corridor Structure Plan
- 2 Northwest Corridor Economic Development Strategy
- 3 Northwest Corridor Infrastructure Program
- 4 Northwest Corridor Demographic Analysis and Population Projections

The Cities of Joondalup and Wanneroo have representation on each Working Group.

### **Detail**

The second Working Group has been given the task of developing an Economic Development Strategy for the Northwest Corridor. This will be in close consultation with the major stakeholders within the region. Representatives on the Working Group are as follows:

- Simon Skevington (Department of Industry and Resources) - Chair
- Michael Barnes (Department of Treasury and Finance)
- Stephen Goldie (Consultant/Department of Planning and Infrastructure)
- David Lewis (Landcorp)
- James Ridgway (City of Joondalup)
- John Royle (City of Wanneroo)
- Rod Safstrom (Department of Agriculture and Food)

The working group has articulated the fundamental issue driving regional economic development in economic terms as follows:

*“Dormitory suburbs are not environmentally and socially sustainable nor economically efficient.”*

The working group has also developed a draft vision for the Northwest Metropolitan Region:

*“The North-West Corridor (Cities of Wanneroo and Joondalup) will have sufficient employment for a sustainable community.”*

This vision acknowledges the need to diversify the existing employment base with sufficient scale and scope of opportunities.

An economic development consultant will be appointed to assist the Working Group in delivering the Strategy. The Working Group is currently developing a scope of works that will be used to invite proposals. The draft scope of work involves the following:

- 1 Literature search and review
- 2 Analyse the existing and likely future employment scenarios (eg for 2007, 2027, 2052 etc) in the Perth and Australian contexts.
- 3 Examine the opportunities and constraints to development of industry, commerce, research, government etc in and near the North-West Corridor.

- 4 Develop employment scenarios to test an achievable and sustainable level of employment self-sufficiency (including benchmarking against comparable examples). Also assess the benefits and risks of not implementing the strategy.
- 5 Recommend an economic development strategy for the Corridor including:
  - Industry attraction;
  - Staging;
  - Infrastructure requirements (utilities, transport, community, recreation);
  - Land development and cost benchmarks;
  - Governance;
  - Contribution to and requirements for a sense of place and community development.

Please note this draft scope was subject to further refinement at the working group meet held 16 March. However, the revised version was not available at the time of compiling this agenda item.

The appointed consultant will be required to submit a final report by July 2007, addressing the specified requirements as outlined above.

#### **Comment**

Nil.

#### **Statutory Compliance**

Nil.

#### **Strategic Implications**

The Cities' representation on the Economic Development Strategy Working Group will allow inter-governmental and inter-industry relations to develop, fostering stronger external partnerships with key players in the region's development.

#### **Policy Implications**

Nil.

#### **Financial Implications**

Nil.

#### **Voting Requirements**

Simple Majority.

Mr Hunt provided an overview of the report.

Mr Ridgway provided a handout on the scope of the consultancy to assist the working group to prepare an economic development strategy – Attachment 1 refers. Mr Ridgway reported that it is proposed that the strategy would be finalised by the end of July 2007.

*Cr Steffens entered the Room at 1812 hrs.*

Discussion ensued. A summary of the key points raised is provided below:

- Mr Ridgway considered the work undertaken by the task force has been thorough.
- Mr Royle raised concerns about the setting of the vision for the region, which implies it does not go beyond sustainability. He commented that there is no statement of types of industry, innovation, etc.
- Mr Ridgway advised that the two Cities are on the assessment panel for the selection of consultants. The cost for consultants, funded by the State Government, will be in the region of \$75,000.
- Cr Fishwick raised concern at the involvement of this Committee, as many of the reports before it at this meeting were for noting. Mr Hunt advised that many issues were currently underway and more substantive information will be provided at the next meeting of the Committee.

*Cr John entered the Room at 1819 hrs.*

- Mr Simms said that a query should be raised on current status of the North West Corridor Structure Plan and what problems this might create in looking at the vision for the corridor. Mr Simms hoped there would be an opportunity to look at how affordable coastal tourism and camping sites can be addressed.
- Following a query from Cr Treby on whether the working group has been given a terms of reference, Mr Ridgway advised that the scoping document can be made available through the Department of Industry and Resources.
- Cr Newton asked whether it was feasible that the consultants will be able to address such a broad range of issues. Mr Ridgway believed that the companies being considered would have the capacity to resource the necessary issues.
- Mr Hunt believed it would be beneficial for updates on the current position of the four projects to be provided to future Committee meetings.

**MOVED Cr Gray SECONDED Cr Fishwick that the Joint Cities of Joondalup and Wanneroo Northwest Corridor Coordinating Committee NOTES the current activities of the Steering Committee's Economic Development Working Group.**

**The Motion was Put and**

**CARRIED (9/0)**

**In favour of the motion:** Mayor Pickard, Crs Fishwick, John, Jacob, Amphlett, Treby, Steffens, Gray and Newton.

---

## **ITEM 2 CITY OF JOONDALUP ECONOMIC DEVELOPMENT STRATEGY**

---

### **Issue**

To report on the current development of the City of Joondalup's Economic Development Strategy.

### **Background**

The City of Joondalup is currently reviewing its existing Economic Development Strategy (EDS) in order to establish a new Strategy for the next 3-5 years. The revised Strategy will address some of the challenges unique to the City of Joondalup and those universal to the whole corridor.

### **Detail**

#### Industry strengths:

The City of Joondalup's current industry strengths include:

- Education
- Business services
- Health and well-being
- Research and development
- Construction, and
- Retail

The EDS hopes to capitalise on these industry strengths to grow the diversity and number of local employment opportunities in the region. The Joondalup City Centre presents unique opportunities to support economic development within the wider region. Supporting this are growing civic, community and cultural services.

#### Major issues:

The level of locally-based employment opportunities remains the greatest issue for the region. Traditional drivers of industry development in the corridor have been the strong local and regional population growth. This has developed strengths in service-focused industries including retail, health and tourism that will continue to provide strong economic development outcomes for the City. However, there are fundamental questions about the number and diversity of local employment opportunities.

There is no doubt that the bulk of future economic development will be driven from knowledge-intensive industries. The key precinct that is able to drive these returns is the Joondalup City Centre and, in particular, the CBD and Joondalup Learning Precinct. The new EDS will build on the Learning City concepts first established by the City in its 2001 Economic Development Strategy.

The Joondalup CBD currently:

The City Centre itself features key clusters of education, health, research & development and professional services. Collectively these clusters supply 'intelligence' and provide a vital feeder of economic development for the City and importantly the wider North West Metropolitan region. The growth of these clusters will continue to provide opportunities for secondary industries (i.e. health professionals) and industries aligned to their research outputs.

The keystones of these clusters include:

- Joondalup Health Campus;
- Joondalup Learning Precinct (incorporating West Coast TAFE, Edith Cowan University and the WA Police Academy); and
- Joondalup Central Business District

Major research strengths emanating from these facilities include, (but are not limited to), service professions; health and wellbeing; environment; communications; information and microelectronic technology. These emerging 'clusters' require a balance between assets, people, resources (including infrastructure, land and property) and growing ideas.

The City Centre has the potential to become the wellspring of creativity, innovation, learning, commercialisation and industry, that will not only support the prosperity of the local resident population, but will provide an 'economic anchor' for the growing Corridor.

### **Comment**

To be prosperous into the future the City will need to diversify from its established population and service-based economy and foster the emerging 'second-generation' knowledge-intensive clusters in the Joondalup City Centre. It is acknowledged that this is by no means a short-term outcome; however, the revised Strategy will need to identify tangible ways the City can work towards this vision.

This will undeniably rely upon complete cooperation with its stakeholders, in particular, the City of Wanneroo. The strategic priorities within the EDS are likely to be centred on industry development; land and property; people; and infrastructure.

### **Statutory Compliance**

Nil.

### **Strategic Implications**

The development of a new EDS for the City of Joondalup will require an underlying consideration of regional conditions. As such, any vision the EDS may have for the City will require ongoing strategic relations with the City of Wanneroo to ensure that implications of regional growth are reflected in the Strategy's outcomes.

### **Policy Implications**

The City's revised EDS is likely to have implications for City of Joondalup policy as an implementation mechanism.



### **Financial Implications**

Nil.

### **Voting Requirements**

Simple Majority.

Mr Cowie provided an overview of the report and advised that this matter has not at this stage been presented to Council.

Mayor Pickard asked that information be included in the strategy on the potential for the Joondalup CBD to benefit by providing office development to businesses within the Neerabup Industrial Estate.

**MOVED Cr Jacob SECONDED Cr Amphlett that the Joint Cities of Joondalup and Wanneroo Northwest Corridor Coordinating Committee NOTES the City of Joondalup's current status regarding the development of its Economic Development Strategy.**

**The Motion was Put and**

**CARRIED (9/0)**

**In favour of the motion:** Mayor Pickard, Crs Fishwick, John, Jacob, Amphlett, Treby, Steffens, Gray and Newton.

## **ITEM 3 CITY OF WANNEROO ECONOMIC DEVELOPMENT STRATEGY**

---

### **Issue**

To report on the current implementation of the City of Wanneroo's Economic Development Strategy.

### **Background**

The City of Wanneroo's Economic Development Strategy was written in 2004. This four year plan outlined the key goals and future direction of the City's developing economy and was considered the first step in a long term process of achieving sustainable development in the north west region of Perth.

With the continued high rates of population growth in the City of Wanneroo, the City recognises an increasing urgency to focus upon economic development initiatives that respond to the requirements for higher levels of local employment in the region. Since the original Economic Development Strategy was written in 2004, the City has reviewed its Corporate Strategy and evolved the following key outcome objectives for Economic Development in the region:

- Increase availability of serviced commercial and industrial land in the region
- Improve regional infrastructure
- Increase tourism within the region
- Improve the viability and profile of rural industry
- Increase the capacity of education and training services
- Increase support for new and existing businesses

### **Detail**

At the current time, it is estimated that around 67% of workers travel out of the Wanneroo/Joondalup region to find suitable employment. With the continued growth in the region, this situation is unsustainable. Current planning for growth in the Northern corridor relies on a self-sufficiency factor for employment of 60% which would mean only 40% of workers working outside the region by 2031. The increasing burden being placed on regional transport infrastructure as a result of this variance cannot be sustained, and there is a risk of socio-economic issues developing if the issue is not adequately addressed.

In line with this issue, the City of Wanneroo is placing emphasis on economic development initiatives that respond to the challenge and facilitate business investment and growth in the region. These initiatives are not simply focused upon the creation of jobs themselves, but upon facilitating the provision of the right blend of economic opportunities that attract all types of workers - particularly knowledge workers.

Recent achievements in line with the City's Economic Development Strategy and associated Tourism Strategy include:

- The development of Enterprise House (formally known as the Business Grow Centre) that provides a one-stop-shop for the delivery of support services for our local businesses, and also accommodates the Wanneroo Business Association and the Wanneroo Office of the North West Metro Small Business Centre.
- The implementation of the City's Employment Policy that requires land developers to consider and respond to employment needs for new residential developments.
- The delivery of business support initiatives that include skills development, simplifying regulatory compliance, and facilitating business investment enquiries
- The delivery of 'Northern Exposure' a major regional investment attraction event organized in association with the City of Joondalup that was attended by approximately 180 delegates from around the wider Perth Metropolitan area.
- The development of a commercial property database to enable individuals and businesses to find suitable properties and land in the area
- The delivery of focused tourism development projects including iCards (display stands containing information cards for local tourism providers) and the delivery of tourism accreditation workshops to improve the quality of the City's tourist destinations.

- The development of close partnerships with other government agencies and private organisations that facilitate and support economic development objectives in the region.
- The support of the establishment of the North West Metro Small Business Centre (SBC). The Centre provides services to the small business community through offices in both Joondalup and Wanneroo, with the City of Wanneroo providing office space in Enterprise House. The Cities of Wanneroo and Joondalup are supporting the Government's contribution by providing a combined cash funding component of \$110,000 for the Centre with additional in-kind support. The Cities continue to work closely with the SBC to maximise the strategic value that can be derived from the SBC's connection with the small business community.

In the future, as well as continuing with the expansion of these activities, the City is looking into the feasibility of further projects to support economic development including the development of a light industrial incubator.

In parallel with these achievements, the City is also actively helping to realise the future visions for major projects such as the Neerabup Industrial Area and the St Andrews Project. The City recognises the need for structured strategic planning for these areas if they are to reach their full potential in providing employment opportunities. In particular, the St Andrew's Project expects to provide approximately 55,000 jobs over the next 30 to 50 years to support its predicted population of 155,000. The Neerabup Industrial Area covers an area of approximately 1000 hectares and is predicted to create approximately 24,000 direct jobs and a further 26,000 indirectly.

### **Comment**

If the new developments in the region are to succeed in their anticipated projections of employment opportunities, the City feels it is crucial that State and Local Government partner to develop and implement the north west corridor economic development strategy. By providing a regional context to overall economic development, this will facilitate strategic growth rather than adopting a "build it and they will come" approach. The regional context will support the development of Government's key priority areas of bio-technology, ICT, and renewable energy industries in the region.

The City is focused upon its vision to create a prosperous region and understands the need to ensure that future growth is directed upon sustainable development that provides sufficient employment opportunities for its residents. These employment opportunities should go beyond traditional population driven industries such as retail, to focus upon higher value knowledge-based industries.

### **Statutory Compliance**

Nil.

### **Strategic Implications**

Economic Development is one of four areas of strategic focus for the City. The implementation of the City's Economic Development Strategy aligns directly to the strategic outcome objective to create "*a prosperous region achieved through economic growth and employment*".

### **Policy Implications**

None

### **Financial Implications**

Nil.

### **Voting Requirements**

Simple Majority.

Mr Royle provided an overview of the report and stated the strategy has been driven by the need for self-sufficiency and employment. Mr Treby said it is important to embrace the cooperation between the two Cities to drive the North West Corridor Economic Development Strategy well past the life of the current North West Corridor Coordinating Committee.

**MOVED Cr Treby SECONDED Cr Newton that the Joint Cities of Joondalup and Wanneroo Northwest Corridor Coordinating Committee NOTES the City of Wanneroo's current status, regarding the implementation of its Economic Development Strategy.**

**The Motion was Put and**

**CARRIED (9/0)**

**In favour of the motion:** Mayor Pickard, Crs Fishwick, John, Jacob, Amphlett, Treby, Steffens, Gray and Newton.

## **ITEM 4                    DESIRED FACILITIES, PROJECTS AND INFRASTRUCTURE TO ENHANCE ECONOMIC DEVELOPMENT IN THE CITIES OF JOONDALUP AND WANNEROO**

---

### **Issue**

To report to the Joint Committee each City's desired facilities, projects and infrastructure, deemed as necessary to enhance economic development within the Cities of Joondalup and Wanneroo.

## **Details**

### Industry

The following sections outline a summary of areas that are seen as priorities by the City of Wanneroo and the City of Joondalup.

#### *Strategic Industry Attraction*

There is a need for the Cities to work closely to define the strategic focus for industry attraction in the region, with specific consideration and alignment to major developments, namely:

- Southern Business District (COJ)
- Neerabup Industrial Estate (COW)
- Enterprise Park (COW)
- Alkimos/Eglington (CoW)
- St Andrews (CoW)

Also, there is a need for stakeholders such as Landcorp to work closely with the Cities to achieve the desired strategic outcomes for these developments.

#### *Technology Parks*

The Southern Business District is situated in immediate proximity to the Joondalup Learning Precinct and fibre-grade broadband connectivity. An approved use within this facility is a technology incubator site. Further investigation needs to occur in relation to the establishment of such a facility within the Southern Business District (owned by Landcorp). This would align to the research outputs of the learning precinct (service professions; environment; communications; information and microelectronic technology). This would contribute to the growth of knowledge industry sectors for the corridor.

In the North, a further technology park is planned for the St Andrews development in the City of Wanneroo. It has been suggested that a potential focus for this technology park may be on Renewable Energy and Eco-Business. Support would be required to facilitate the effective development and activation of this technology park.

### Land & Property

#### *Potential for a State Government shared services building within the Joondalup City Centre*

Such a building could accommodate additional State Government services supporting the north-west corridor. This would also provide floor space for non-government services. The outcomes of this initiative would be to:

- Demonstrate the required height and scale possibilities as a precedent for future commercial office development
- Offer the potential to consolidate existing State Government services in one central location
- Provide additional floor space for commercial lease
- Attract additional State Government services to the region

- Increase employment self-sufficiency within the centre
- Provide a potential cost saving for government services

### Business Incubator

The City of Wanneroo has identified the need for additional services to support business growth and development in the region. Part of these services includes business incubator facilities. A comprehensive review and feasibility study is planned, however previous research has suggested that a light industrial incubator may be required. The development of any incubator will require support.

### Infrastructure

The following infrastructure is seen as important for both Cities:

- East-West Transport linkages, including heavy haulage road and rail links to address the needs of the Neerabup Industrial Area
- Extension of the Northern Suburbs Railway to Jindalee and Yanchep/Two Rocks
- Re-development of the Two Rocks Marina
- Development of Ocean Reef Marina

### People

#### *Tourism Development*

There is a need to consider the development of Tourism in the region including coastal tourism and affordable tourism.

#### *Governance*

There is a need to consider the creation of an Economic development body to drive investment attraction & business development activities in a coordinated approach for the north-west metropolitan region.

### **Comment**

The facilities, projects and infrastructure identified above would be coordinated through the development of the Northwest Corridor Economic Development Strategy. It is expected that this strategy will highlight the key levers and priorities to achieve sufficient employment in the region for a sustainable community. It should also be noted that this is not intended as an exhaustive list of potential initiatives. Additional strategies are likely to emerge from the strategy development process.

### **Statutory Compliance**

Nil.

### **Strategic Implications**

These facilities, projects and infrastructure will lead to improved Economic Development outcomes in the Cities of Wanneroo and Joondalup in direct accordance with the respective strategic aims of each City.

### **Policy Implications**

None

### **Financial Implications**

Nil.

### **Voting Requirements**

Simple Majority.

Mr Hunt spoke on the City of Joondalup's current focus on the southern business district. Mr Simms spoke on the City of Wanneroo's key issue, being Neerabup Industrial Estate.

Comments were raised on the potential for tourism, which should not be excluded from the report, and the need for regional strategies.

**MOVED Cr Steffens SECONDED Cr John that the Joint Cities of Joondalup and Wanneroo Northwest Corridor Coordinating Committee NOTES the desired facilities, projects and infrastructure to enhance economic development in the Cities of Joondalup and Wanneroo.**

**The Motion was Put and**

**CARRIED (9/0)**

**In favour of the motion:** Mayor Pickard, Crs Fishwick, John, Jacob, Amphlett, Treby, Steffens, Gray and Newton.

**MOVED Mayor Pickard SECONDED Cr Treby that:**

**1 at future meetings of the Cities of Joondalup and Wanneroo North West Corridor Coordinating Committee, reports on the activities of the following groups be placed on the agenda to enable members of the Committee to have input and to comment on the activities of these groups:**

- **Northwest Corridor Structure Plan**
- **Northwest Corridor Economic Development Strategy**
- **Northwest Corridor Infrastructure Program**
- **Northwest Corridor Demographic Analysis and Population Projections, and**
- **North West Corridor Neerabup Group (when established).**

**2 a reminder be sent to the Joint Presiding Persons of the State Government North West Corridor Coordinating Committee of the ongoing invitation to be present at meetings of the Cities of Joondalup and Wanneroo North West Corridor Coordinating Committee to provide updates.**

**The Motion was Put and**

**CARRIED (9/0)**

**In favour of the motion:** Mayor Pickard, Crs Fishwick, John, Jacob, Amphlett, Treby, Steffens, Gray and Newton.

## **REQUESTS FOR REPORTS FOR FUTURE CONSIDERATION**

Nil

## **CLOSURE**

There being no further business, the Presiding Person declared the Meeting closed at 1853 hrs; the following committee members being present at that time:

Mayor Troy Pickard  
Cr Russ Fishwick  
Cr Michele John  
Cr Albert Jacob  
Cr Geoff Amphlett  
Cr Brett Treby  
Cr Rudi Steffens  
Cr Laura Gray  
Cr Dot Newton.