

CITY OF JOONDALUP

Minutes of meeting of the **SUSTAINABILITY ADVISORY COMMITTEE** held in Conference Room 2, Joondalup Civic Centre, Boas Avenue, Joondalup on **THURSDAY 14 OCTOBER 2004.**

ATTENDANCE AND APOLOGIES

Committee Members:

Ms Marilyn Horgan

Mr Steve Magyar

Cmr Michael Anderson

Mr Geoff Down

Ms Ute Goeft

Assoc. Prof. Sherry Saggars

Assoc. Prof. Adrienne Kinnear

Mr Vincent Cusack

Mr Martin Brueckner

Mr Will Carstairs

1 x Vacancy

Chairperson

Deputy Chairperson

entered the meeting at 1755 hrs

entered the meeting at 1830 hrs

Officers:

Manager, Strategic and Sustainable Development

Acting Team Leader, Sustainable Development

Sustainable Development Officer

R HARDY

N BAXTER

B REAY

APOLOGIES

Ms Dawn Atkin

Mr David Wake

Mr Vincent Cusack

GUESTS

Mr Kieron D'Arcy

The Chairperson declared the meeting open at 1740 hrs.

DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARIALITY

Nil

CONFIRMATION OF MINUTES**MINUTES OF SUSTAINABILITY ADVISORY COMMITTEE MEETING HELD ON 2 SEPTEMBER 2004**

MOVED Mr Magyar SECONDED Ms Siggers that the Minutes of the Sustainability Advisory Committee meeting held on 2 September 2004 be confirmed as a true and accurate record of proceedings.

The Motion was Put and

CARRIED

ONGOING BUSINESS ITEMS FROM PREVIOUS MEETINGS

Nil

ITEMS OF BUSINESS**ITEM 1 Review of Public Participation Policy 2.6.3- [75521]**

WARD – All

PURPOSE

To provide the Public Participation Policy 2.6.3 to the Sustainability Advisory Committee for review and to advise Council if any further improvements to the policy can be made to incorporate into the 2004/05 Annual Policy Review process.

EXECUTIVE SUMMARY

The City's Public Participation Policy 2.6.3 was created in 1999. The Joint Commissioners gave consideration to replacing this policy with an alternate Community Consultation Policy in February 2004, however, their decision was to retain the current policy.

DETAILS

The Public Participation Policy 2.6.3 was written in 1999 with the following objective:

To outline the City's commitment to actively involve the community in Council's planning, development and service delivery activities.

The policy defines public participation as:

The provision of opportunities for the public to be involved in a range of issues affecting their communities and lifestyles. Such opportunities would enable the public to provide information, ideas and opinions on plans, proposals, policies and services; partner the City in working towards specific objectives; or actively contribute to physical works (e.g. Environmental projects.)

The policy also emphasized that public participation could include, but should not be limited to:

- Public consultation
- Public relations
- Information dissemination
- Conflict resolution

Consideration was given to replacing the policy with an alternate Community Consultation Policy but the Joint Commissioners decided to retain the original policy in February 2004.

ATTACHMENTS

Attachment 1: Public Participation Policy 2.6.3.

VOTING REQUIREMENTS

Simple Majority

OFFICERS RECOMMENDATION

That the Sustainability Advisory Committee REVIEWS the Public Participation Policy 2.6.3 and advises Council if any further improvement to the policy can be made to incorporate into the 2004/05 Annual Policy Review process.

MOVED Mr Magyar SECONDED Cmr Anderson that the Sustainability Advisory Committee will develop a statement of principle which commits all policy of Council to sustainability objectives as is expressed in the City's Strategic Plan 2003 – 2008.

Mr Reay introduced the item of business to the Committee explaining the background of the policy development and requested that the Committee review and make comments on the Public Participation Policy 2.6.3 (PPP 2.6.3). Ms Hardy briefed the Committee on the history and further explained the background of the PPP 2.6.3.

Mr Magyar commented that in relation to any statement of the policy's aim should relate to the *Local Government Act 1995* and is best developed with the community and Council.

Cmr Anderson advised the Committee that the review of the PPP 2.6.3 would be the first of several policies to come before the Committee.

Ms Kinnear explained to the Committee that there is a need to determine what the Committee wants from the policy (PPP 2.6.3) in regards to sustainability. Ms Kinnear expressed a view that the Committee should develop questions relating to general principles and a rationale for sustainability assessment during the review process.

Ms Saggars asked the Committee to consider the rationale behind why the Committee is seeking to review the PPP 2.6.3 and questioned if this is/could be identified in the PPP 2.6.3.

Cmr Anderson suggested that a workshop be conducted to develop a statement of principle for sustainability/statement of intent that can be used to review future policy review.

Mr Down entered the meeting at 1750 hrs.

The Motion was Put and

CARRIED

ITEM 2 PRESENTATION OF THE DEVELOPMENT OF THE PUBLIC PARTICIPATION STRATEGY FROM STRATEGIC AND SUSTAINABLE DEVELOPMENT – [75521]

WARD – All

PURPOSE

To provide information on the development of the Public Participation Strategy in line with the requirements of the Council's Public Participation Policy 2.6.3.

EXECUTIVE SUMMARY

The City's Public Participation Policy 2.6.3 was created in 1999. The Joint Commissioners gave consideration to replacing this policy with an alternate Community Consultation Policy in February 2004. However, their decision was to retain the current policy.

The Public Participation Strategy will constitute a "how to" methodology that can be used across the whole organisation, the proposed program for developing the strategy will involve a process of research that will:

- Identify opportunities for public participation, leading to the development of discrete projects or models that can be tested for efficacy prior to their being incorporated into the final strategy;
- Identify the best methods for attracting and engaging local people with the clear intent of acting for the 'common good' who can take part - and also obtain satisfaction - from opportunities to participate in City projects.

DETAILS

The Public Participation Policy 2.6.3 was written in 1999 with the following objective:

To outline the City's commitment to actively involve the community in Council's planning, development and service delivery activities.

The policy defines public participation as:

The provision of opportunities for the public to be involved in a range of issues affecting their communities and lifestyles. Such opportunities would enable the public to provide information, ideas and opinions on plans, proposals, policies and services; partner the City in working towards specific

objectives; or actively contribute to physical works (e.g. Environmental projects.)

The policy also emphasised that public participation could include, but should not be limited to:

- Public consultation
- Public relations
- Information dissemination
- Conflict resolution

The policy identified that the City would develop a Public Participation Strategy to address:

- The identification of issues requiring public participation;
- The inclusion in the annual budget process of funding for public participation activities;
- Increasing staff awareness and skills in public participation techniques
- How all sectors and groups within the community can have the opportunity to participate in the City's activities; and
- A community education program relating to public participation in the City's affairs;

Consideration was given to replacing the policy with an alternate Community Consultation Policy but the Joint Commissioners decided to retain the original in February 2004.

To date, a reference group comprising staff likely to undertake public participation has been convened and members will be attending in-house workshops facilitated by a member of Strategic and Sustainable Development. The activities of the reference group will be as follows:

- To identify, and then to develop public participation projects using a draft participation framework;
- To provide peer review on proposed public participation projects;
- To assist in the development of a methodology for identifying community participants for public participation projects and to provide feedback;
- To attend a presentation on the tools for use in conducting public participation projects and to provide feedback; and
- To determine the desired outcomes of both the in-house training program and community education program on Public Participation Policy and Strategy.

The Strategic and Sustainable Development business unit presented to the Sustainability Advisory Committee the current progress of the Public Participation Strategy. This provided the Committee with the current status of the Strategy Development and provides an opportunity to have input into appropriate aspects of the Strategy.

ATTACHMENTS

- Attachment 2: Public Participation Policy Work Plan.
Attachment 3: Presentation from Strategic and Sustainable Development.

VOTING REQUIREMENTS

Simple Majority

OFFICERS RECOMMENDATION

That the Sustainability Advisory Committee NOTES the report and presentation on the methodology of the Public Participation Strategy.

MOVED Ms Sagers SECONDED Ms Goeft that the Sustainability Advisory Committee:

- 1. NOTE the report and presentation on the methodology of the Public Participation Strategy and REQUESTS a copy of the methodology for Committee members.**
- 2. THANK the Council staff for the efforts in bringing the Public Participation Strategy to the Committee.**

Mr D'Arcy told the Committee that public participation should include youth engagement and that market research has shown that youth can provide value to public participation in engaging immediate family members.

Cmr Anderson told the Committee that there are differences in the participation from certain generations. Discussion ensued.

Ms Sagers requested that the specific methodology used to develop the strategy be forwarded to the Committee for review.

The Motion was Put and

CARRIED

Mr Brueckner entered the meeting at 1830 hrs.

**ITEM 3 COMMUNITY FUNDING 2004/05 (SUSTAINABLE
DEVELOPMENT CATEGORY) – ASSESSMENT PANEL
PARTICIPANTS REQUIRED - [00906]**

WARD – All

PURPOSE

To provide members of the Sustainability Advisory Committee with the opportunity to participate in the assessment of the City of Joondalup's Community Funding Round I 2004/05 (Sustainable Development Category).

EXECUTIVE SUMMARY

Submissions for the City of Joondalup's Community Funding (Sustainable Development Category Round II 2004/05) close on the 7 October 2004. The funding submissions require assessment panel to determine the merits of submissions in accordance with the City's priorities and objectives. The funding assessment panel is envisaged to comprise of two (2) Sustainability Advisory Committee members and two (2) staff from the Strategic and Sustainable Development business unit.

DETAILS

The City's Community Funding Program came into operation on 1 July 1999. The Program has been developed to provide financial assistance to not-for-profit organisations that operate within the City in support of a range of community development initiatives consistent with the City's strategic objectives.

Submissions for the Community Funding Round I (CFR I) 2004/05 close on October 7 2004.

The administration of the CFR I (Sustainable Development Category) require a panel to be created to assess submissions for funding to the City. Consequently, Sustainability Advisory Committee members have been identified as key people to be included in the assessment process due to the expertise of current members. The assessment panel will require two (2) members of the Sustainability Advisory Committee in addition to two (2) staff from the City.

The assessment panel meeting is scheduled to be held on the 26 or 27 October 2004.

ATTACHMENTS

Nil

VOTING REQUIREMENTS

Simple Majority

MOVED Cmr Anderson SECONDED Ms Kinnear that the Sustainability Advisory Committee:

- 1. NOTES the report on the 2004/05 Community Funding Round I (Sustainable Development Category).**
- 2. NOMINATES two (2) Sustainability Advisory Committee members to participate in the assessment panel for the 2004/05 Community Funding Round I (Sustainable Development Category).**

Discussion ensued.

Mr Reay provided the Committee with an overview of the projects submitted for the Community Funding (Sustainable Development Category) Round I 2004/05.

The Chairperson requested nominations as per the report and the following members nominated to assist with the assessment of the Community Funding:

1. Ms Horgan
2. Mr Carstairs
3. Mr Magyar (deputy)

Whilst only two (2) members are required, an extra member was nominated in the case of another nominee being unavailable.

The Motion was Put and

CARRIED

ITEM 4 DEVELOPMENT OF A PROTOCOL ON A METHODOLOGY AND CRITERIA FOR MATTERS TO BE REFERRED TO THE SUSTAINABILITY ADVISORY COMMITTEE - [00906]

WARD – All

PURPOSE

Provide an overview of the recent Council Decision for the Administration to provide a report on suitable methods for matters to be referred to the Sustainability Advisory Committee.

DETAILS

At the Meeting of the Joint Commissioners on 21 September 2004 a resolution was passed that the Acting Chief Executive Officer will provide a report on suitable protocols on a method and criteria for matters to be referred to the Sustainability Advisory Committee. These matters are required to fall under the Objectives in the Committee's Terms of Reference and whether it is appropriate, for such protocols to be included in the Terms of Reference under Clause 5 – Management.

The criterion and methodology is currently being investigated and will be provided to the Committee on completion for comment.

ATTACHMENTS

Nil

VOTING REQUIREMENTS

Simple Majority

OFFICERS RECOMMENDATION

The Sustainability Advisory Committee NOTES the report on the development of a protocol on a methodology and criteria for matters to be referred to the Sustainability Advisory Committee.

MOVED Cmr Anderson SECONDED Ms Goeft that the Sustainability Advisory Committee:

- 1. NOTES the report on the development of a protocol on a methodology and criteria for matters to be referred to the Sustainability Advisory Committee.**
- 2. REQUESTS that the draft protocol on a methodology and criteria be provided to the Committee for review.**

Ms Hardy briefed the Committee that this item of business is being undertaken administratively and that the Committee will be informed of the progress as soon as possible.

Cmr Anderson requested that the Sustainability Advisory Committee be involved in the development of the protocol on a methodology and criteria for matters to be referred to the Sustainability Advisory Committee.

Discussion ensued.

The Motion was Put and

CARRIED

**ITEM 5 ENDORSEMENT OF THE NEW MEMBER FOR THE
SUSTAINABILITY ADVISORY COMMITTEE - [00906]****WARD – All**

PURPOSE

To introduce a nominee to fill the current vacancy position on the Sustainability Advisory Committee.

EXECUTIVE SUMMARY

The City received a resignation letter dated 6 July 2004 from Sustainability Advisory Committee (SAC) member Mr Paul Gerrans who was unable to continue as a member of SAC due to increased teaching commitments from July 2004. The Joint Commissioners accepted the resignation of Mr Paul Gerrans from the Sustainability Advisory Committee on the 21 September 2004. This subsequently created a vacancy that the Strategic and Sustainable Development business unit have sought to fill.

A nomination from Mr Kieron D'Arcy was received on the 4 October 2004 in response to advertisements placed in local newspapers for a new member to provide economic expertise on the committee.

DETAILS

The City received a nomination for the vacant position on the Sustainability Advisory Committee from Mr 'Darcy on Monday 4 October 2004.

Mr. D'Arcy has researched the environmental impacts of plastic bags and is currently negotiating with a large corporate body to implement a new environmentally friendly bag. Mr. D'Arcy has worked in Senior Sales Management roles within Telstra's Western Australia Business division from 1996 to 2000 and was a key member on a number of strategic working parties regarding the future direction of the Medium Business Group.

In addition to this experience he has over four years operating a number of small businesses, including a health products business that incorporates a 'wellness website'. Mr. D'Arcy has a tertiary qualification majoring in Business and he is scheduled to complete the final unit of his MBA in April 2005. His intention is to commence a Post Grad Dip in Environmental Health at Murdoch University immediately following the completion of his MBA.

Mr D'Arcy was awarded a contract with Telstra to create a strategy to sell 'broadband services' on-line. The contract was initially for six months, however due to the success of the campaign he was invited to continue the project in the following year.

The administration views the inclusion of Mr D’Arcy on the Sustainability Advisory Committee as being a significant step in supporting economic sustainability outcomes for the City. Mr D’Arcy’s experience in business management and strategic working parties will provide the SAC with improved economic expertise with which to advise Council.

ATTACHMENTS

Attachment 4: Correspondence received from Mr D’Arcy forming the nomination for the Sustainability Advisory Committee vacancy.

VOTING REQUIREMENTS

Simple Majority

MOVED Mr Down SECONDED Mr Carstairs that the Sustainability Advisory Committee ACCEPTS the nomination of Mr Kieron D’Arcy to join the Committee.

The members of the Sustainability Advisory Committee introduced itself to the new nominee member Mr D’Arcy.

Mr Magyar questioned the administrative requirements of endorsing the new member. Council staff had previously requested advice on this matter from Council support and it was deemed appropriate that the Committee endorse the new member upon previous Council endorsement of the office in the Sustainability Advisory Committee (the vacancy).

The Motion was Put and

CARRIED

ITEM 6 THE SUSTAINABILITY ADVISORY COMMITTEE'S DRAFT STRATEGIC WORK PLAN - [00906]

WARD – All

PURPOSE

To provide the Sustainability Advisory Committee with the Draft Strategic Work Plan for endorsement.

DETAILS

WORKSHOPS

Members of the Sustainability Advisory Committee (SAC) together with key City staff undertook three (3) separate workshops to develop a strategic direction for the committee and to clearly identify its role with regard to supporting sustainability principles within the City of Joondalup.

The first workshop involved working in separate groups to discuss each of the four key focus areas of the City's Strategic Work Plan and associated impacts as follows:

- Community Well-being (Social impacts);
- Caring for the Environment (Environmental Impacts);
- City Development (Economic Impacts); and
- Organisational Development (Governance).

Participants discussed and reported against each of the four key focus areas in terms of:

- Developing our preferred future in alignment with the City's Strategic priorities
- What will drive our intended outcomes?
- What are constraints in reaching our intended outcomes?

The second workshop involved validating the prioritised objective outcomes and identifying specific strategies to operationalise these objectives identified in the first workshop. Committee members were asked to prioritise all strategies and this process helped identify **High** (3 or more votes), **Medium** (1-2 votes) and **Low** (0 votes) priority areas.

The third workshop process involved linking key performance indicators, previously developed by the City with those tasks identified in the draft Strategic Work Plan. This process enabled the committee to identify gaps in the information currently available to monitor and measure progress of key sustainability initiatives identified that are occurring at the City.

The workshops proved highly successful and have identified some interesting outcomes, and enhanced the strategic process for the Committee.

STRATEGIC WORK PLAN

A total of seventeen (17) objectives were identified through the workshop process. These objectives were developed as a part of a visioning process conducted at earlier workshops, from which the committee identified several strategies for each objective. In total 65 strategies were initially identified to operationalise the objectives.

The committee recognised that the strategies needed further prioritisation for effective implementation. A prioritisation process was conducted in a simple manner by which each workshop attendee was given five small stickers and the opportunity to attach these to strategies to record the priority determined by the workshop. Subsequent analysis of the prioritised tasks is shown in section three (3).

The high priority objectives and strategies were subsequently isolated and presented to provide concise implementation of the Strategic Work Plan. Tasks were developed by members of the Strategic and Sustainable Development Business unit for these high priority objectives and strategies, which have yet to be endorsed by the Committee. Upon review and comment, the SAC will be asked to endorse the Strategic Work Plan to encourage ownership and acknowledgment of its contents to provide a work structure for future years.

Key performance indicators (KPIs) were linked to each task to help monitor and measure the progress of the strategies identified. These were derived from preliminary investigations of relevant KPIs to the City of Joondalup. This Work Plan will be updated to include KPIs upon the development and identification of further appropriate indicators to assess the progress of the Work Plan within the role of the Committee.

The SAC Strategic Work Plan provides a structured direction for the Committee and clearly identifies its role with regard to supporting sustainability principles within the City. It also clearly presents the coordination of administrative tasks to be produced.

It is estimated that the achievement of all tasks identified through the strategic planning workshop will take approximately 3 years. During this period, the committee will annually review this process and its progress in achieving the agreed upon objectives identified in the initial workshop process.

ATTACHMENTS

Attachment 5: Sustainability Advisory Committee's Draft Strategic Work Plan

VOTING REQUIREMENTS

Simple Majority

OFFICERS RECOMMENDATION

That the Sustainability Advisory Committee

- 1. ENDORSES the Draft Strategic Work Plan.**
- 2. REQUESTS that the Joint Commissioners ENDORSE the Sustainability Advisory Committee's Strategic Work Plan.**
- 3. NOTES that the Administration will further develop and update the Sustainability Advisory Committee's Strategic Work Plan to incorporate appropriate Key Performance Indicators and will prepare a further report to the Committee on completion.**

MOVED Ms Kinnear SECONDED Mr Brueckner that the Sustainability Advisory Committee ENDORSES the Draft Strategic Work Plan as amended.

MOVED Ms Goeft SECONDED Mr Down that the Sustainability Advisory Committee REQUESTS that the Joint Commissioners ENDORSE the Sustainability Advisory Committee's Strategic Work Plan as amended.

MOVED Cmr Anderson SECONDED Mr Brueckner that the Sustainability Advisory Committee NOTES that the Administration will further develop and update the Sustainability Advisory Committee's Strategic Work Plan.

MOVED Ms Kinnear SECONDED Mr Carstairs that the Sustainability Advisory Committee REQUESTS that the draft corporate Key Performance Indicators being developed by the City of Joondalup be provided to the Sustainability Advisory Committee for comment.

MOVED Mr Magyar SECONDED Mr Carstairs that the Sustainability Advisory Committee REQUESTS that all Community Development plans including the cultural, recreational and social plans be referred to the Committee at the draft stage to review for sustainability issues.

Ms Hardy explained the background details to the development of the Sustainability Advisory Committee's Draft Strategic Work Plan.

Cmr Anderson expressed the view that the timeframe for completion of the high priority actions for the draft Strategic Work Plan needs to be reconsidered and more appropriate consideration of the individual Strategies contained within the plan need to be addressed.

Ms Kinnear noted that some of the tasks in the Work Plan are currently being progressed and that it would be useful for general timeframes to be developed.

The Committee discussed and noted general timeframes for the completion of the strategies contained within the draft Strategic Work Plan in accordance with proposed administration and Committee resources.

Cmr Anderson noted that it was important to celebrate the successes from the SAC Work Plan.

Ms Hardy explained that it is proposed for the City administration to prepare Gantt charts to plot the timeframes of the tasks and subtasks upon completion of the Strategic Work Plan

The Sustainability Advisory Committee in achieving their Work Plan objectives (Objective 14) has requested information in regards to social sustainability and the plans the City is Progressing. Ms Hardy explained that she would handle the matter administratively and seek to provide a presentation of the City's Community Development plans in upcoming meetings.

The Motion was Put and

CARRIED

GENERAL BUSINESS

I. CONSIDERATION OF PROXY/DEPUTY MEMBER FOR THE SUSTAINABILITY ADVISORY COMMITTEE

Comr Anderson requested that in order to ensure that future meetings have a quorum that the Committee considers establishing proxy members (with full voting rights) that may attend in the place of a Committee member when they are unable to be present. It was proposed that the proxy members would also be able to attend SAC meetings when the regular members are in attendance and would be listed as visitors (with no voting rights).

Ms Kinnear left the meeting at 1945 hrs.

Ms Kinnear returns to the meeting at 1946 hrs.

The Committee requested a report in a future agenda on how the Sustainability Advisory Committee may progress a list of proxy/deputy members to each office (position) for the Committee to ensure a quorum is achieved at every meeting.

Ms Kinnear leaves the meeting at 1948 hrs.

II. SUSTAINABILITY CONSIDERATIONS FOR THE CITY'S PURCHASE OF FLEET VEHICLES

Ms Hardy provided details to the Committee on a Council resolution that was passed at the meeting of the Joint Commissioners on 12 October 2004. This resolution requested that the Sustainability Advisory Committee investigate and report to Council on matters relating to the operating of corporate vehicles (including hybrid vehicles) that adheres to best practice sustainability principles.

Discussion ensued.

Mr Reay detailed how the City has recently committed to the TravelSmart Work Place program – designed to provide strategies for green transport initiatives for staff. The program requires the development of a Green Transport Plan within 12 months and the strategy will provide a strategic plan for the incorporation of issues such as vehicle fleet management.

Comr Anderson requested that a working party be established to address vehicle fleet issues relating to the City and Committee members nominate to assist staff from the City in the investigation of the issues relating to sustainable vehicle fleet management.

The Chairperson requested expressions of interest to join the working group and the following members were suggested to assist with the assessment of any future purchase of hybrid vehicles:

1. Mr Brueckner
2. Mr Wake
3. Ms Goeft

MOVED Mr Brueckner SECONDED Mr Down that the Sustainability Advisory Committee establish a working group with Council Officers to review hybrid and executive vehicles of which the outcomes will be provide to the Sustainability Advisory Committee at the next full meeting.

The Motion was Put and

CARRIED

III. APPOINTMENT OF THE NEW CHIEF EXECUTIVE OFFICER

Cmr Anderson briefed the Committee on how the Chief Executive Officer Selection Committee will include the Chairpersons from each of the City's Committees including the Sustainability Advisory Committee. The Committees currently operational at the City are as follows:

- The Sustainability Advisory Committee
- The Conservation Advisory Committee
- The Joondalup Youth Advisory Council
- The Seniors Interests Advisory Committee
- CBD Enhancement Project Steering Committee

Mr Carstairs requested why the advertisement for the new CEO position required a tertiary qualification, considering that this may exclude some potential candidates. Cmr Anderson explained to the Committee that a basic tertiary qualification would be required to fulfil the duties of the position.

IV. REQUEST FOR SUBMISSION TO THE NETWORK CITY: COMMUNITY PLANNING STRATEGY FOR PERTH AND PEEL DOCUMENT

Ms Hardy outlined how Officers from the City had recently attended a seminar relating to the Department of Planning and Infrastructure's document *Network City: Community Planning Strategy for Perth and Peel* and that the City would be making a formal submission.

Ms Horgan explained to the Committee the significance of the *Network City: Community Planning Strategy for Perth and Peel* document and requested Committee members to relevant comments on the document to the City.

Mr Reay noted that a copy of the document would be made available to interested Committee members on compact disk due to the impracticality of emailing the large file via email. Submissions need to be received at the City by 22 October 2004 to ensure that they are considered with the City's final submission.

Action: *Mr Reay to provide Sustainability Advisory Committee members with a copy of the Network City: Community planning strategy for Perth and Peel.*

6. DATE OF NEXT MEETING

The next meeting of the Sustainability Advisory Committee will be held in Conference Room 2, Joondalup Civic Centre, Boas Avenue, Joondalup on Thursday 25 November 2004 at 1730 hrs.

7. CLOSURE

There being no further business, the Chairperson declared the meeting closed at 2012 hrs.

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Attachment 1 Public Participation Policy 2.6.3

*City Of Joondalup**Policy Manual***Section 2.6 – Human Services****POLICY 2.6.3 - PUBLIC PARTICIPATION****OBJECTIVE**

To outline the City's commitment to actively involve the community in Council's planning, development and service delivery activities.

STATEMENT

The City has a stated objective to enhance the capacity of the community to actively participate in decision-making and strategic direction setting.

The City is committed to improving its public participation practices. The City recognises that this will require:

- adequate resourcing;
- in-house and external training;
- the establishment of best practice public participation mechanisms; and
- a program of review to evaluate public participation processes.

The City will develop a Public Participation Strategy which will address:

- the identification of issues requiring public participation;
- the inclusion in the annual budget process of funding for public participation activities;
- increasing staff awareness and skills in public participation techniques;
- how all sectors and groups within the community can have the opportunity to participate in the City's activities; and
- a community education program relating to public participation in the City's affairs.

Definitions

Public participation – can be defined as:

The provision of opportunities for the public to be involved in a range of issues affecting their communities and lifestyles. Such opportunities would enable the public to provide information, ideas and opinions on plans, proposals, policies and services; partner the City in working towards specific objectives; or actively contribute to physical works (eg. Environmental projects.)

While public participation can include the following elements it is far more than:

- Public consultation
- Public relations
- Information dissemination
- conflict resolution.

Section 2.6 – Human Services

Budget

Where a specific public participation program relates to a budgeted item or City proposal, the costs of the participation program will be met from the budget concerned.

Where a specific public participation program relates to an independent proponent's proposal, the cost of the public participation program will be met by the proponent.

Reporting and review

The City's Public Participation activities will be reviewed in relation to specified performance measures which include:


- level of public knowledge regarding opportunities to participate;
- level of public satisfaction with the opportunity to participate; and
- range of public participation projects undertaken throughout the organisation.

In order to provide the community with summary information regarding the City's public participation program, the review will be reported on in the City's Annual Report in accordance with statutory requirements and Council's Strategic Direction.

| | |
|------------------------|-------------|
| Previous Policy No: | N/A |
| Amendments: | CJ213-06/99 |
| Issued: | July 1999 |
| Related Documentation: | |

Attachment 2: Public Participation Strategy Work Plan**PROJECT PLAN**

| Policy requirement | Activity | Timeframe |
|--|---|------------------------|
| Identification of issues requiring public participation | Establishment of reference group. Membership to include representatives from pertinent Business Units of Council. | August 2004 |
| | Workshop with reference group to identify opportunities for public participation with respect to planning, development and service delivery by pertinent Business Units. Opportunities may be recurrent (eg annual) or 'one/off.' Identify potential Public Participation Projects and select preferred projects. Refer selected Public Participation Projects to Business Unit Managers for endorsement. | August/September 2004 |
| | Development of methodology for identifying community participants with associated costs. Refer to Business Unit Managers for endorsement. | September/October 2004 |
| A procedure for ensuring that all sectors and groups within the community can have the opportunity to participate in the City's activities | Incorporated in methodology. | September/October 2004 |
| Inclusion in the annual budget process of funding for public participation activities | With Business Units undertaking Public Participation Projects, develop programs with costs for implementation. To be incorporated in Business Planning cycle for 2005/2006 | January - June 2005 |
| Increase staff awareness and skills in public participation techniques | Development of or access to tools for conducting public participation eg. Web based resources; use of Consulting Citizens Guidelines on approval by the Joint Commissioners. Development of in-house training program on Public Participation Policy and Strategy with requisite skills development. | January – June 2005 |
| Design of a community education program relating to public participation in the City's affairs. | Development of community education program on the Public Participation Policy and Strategy for implementation in 2005/2006. | January – June 2005 |

Attachment 3: Presentation from Strategic and Sustainable Development

**DEVELOPMENT OF THE CITY'S
PUBLIC PARTICIPATION
STRATEGY**

www.joondalup.wa.gov.au



What is public participation?

The provision of opportunities for the public to be involved in a range of issues affecting their communities and lifestyles.

Such opportunities would enable the public to provide information, ideas and opinions on plans, proposals, policies and services; partner the City in working towards specific objectives; or actively contribute to physical works (eg. Environmental projects.)

(Source: Public Participation Policy 2.6.3, 1999)

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Policy Requirements for Strategy

- identification of issues requiring public participation;
- inclusion in the annual budget process of funding for public participation activities;
- increasing staff awareness and skills in public participation techniques;
- how all sectors and groups within the community can have the opportunity to participate in the City's activities; and
- a community education program relating to public participation in the City's affairs.

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Administration Reference Group

- Why it was formed
- Skills, knowledge and attributes of staff
- Role of reference group

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CONSULTATION ISSUES



HIGH IMPORTANCE

- Expenditure
- Major council developments
- Major council facilities
- Commercial developments
- Private construction projects
- Rezoning/Land use
- Road development
- Service planning

MEDIUM IMPORTANCE

- Program and service review
- Outsourcing

LOW IMPORTANCE

- Strategic planning
- Policy changes
- Service quality

Source: Community Consultation Workshop Feedback July 2003

www.joondalup.wa.gov.au



Program

- Establishment of reference group
- Development of draft public participation planning framework
- Identification of opportunities for public participation
- Framework “test drive”
- Tools/Education/Methodologies

www.joondalup.wa.gov.au

Attachment 4: Correspondence received from Mr D'Arcy forming the nomination for the Sustainability Advisory Committee vacancy.

Kieron D'Arcy (PGDipBus)

| | |
|----------------------------------|---|
| Summary of qualifications | <p>Present – MBA is scheduled for completion in April 2005 2003 – Grad Diploma in Business 2001 – Graduate Business Qualification 1996 - Certificate Course in Business Studies. This encompassed 2 years part time study in Law, Accounting, Management and Marketing Modules.</p> |
| Specialisations | <p>Strategic Planning Creativity Business Management Account Management Sales & Marketing</p> |
| Expertise | <p>Strategic Planning Leadership Goal-setting Coaching Business Development</p> |
| Summary | <p>Kieron has lived in Woodvale for the past 17 years. He has two children and is a proud family man. He is enthusiastic about joining the committee and contributing his business knowledge towards making the right decisions for the City of Joondalup's sustainability advisory committee.</p> <p>Kieron has researched the environmental impacts of plastic bags and is negotiating with a large corporate regarding the implementation of a new environmentally friendly bag.</p> <p>Kieron worked in a Senior Sales Management role within Telstra's Western Australia Business division from 1996 to 2000 and was a key member on a number of strategic working parties regarding the future direction of the Medium Business Group.</p> <p>In addition to this experience he has over four years operating a number of small business's, including a health products business that incorporates a 'wellness website'.</p> <p>Business is Kieron's major and he is scheduled to complete the final unit of his MBA in April 2005. His intention is to commence further study at Murdoch University following the completion of his MBA.</p> |

CURRICULUM VITAE
KIERON D'ARCY (PGDipBus)

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Mob: +614 1892 7227

Email: kierond@InternetVideoPost.com

Profile in brief

| | | |
|-------------------|---|---|
| Skills | <p>Sales Management</p> <p>Planning/Strategic Planning</p> <p>Business Acumen</p> | <p>Leadership</p> <p>Sales & Marketing</p> <p>Business Management</p> |
| Natural Abilities | <p>Interpersonal relationships</p> <p>Accepting challenges</p> <p>Communicating</p> <p>Team player</p> | <p>Enthusiasm</p> <p>Resourcefulness</p> |
| Summary | <p>Kieron has researched the environmental impacts of plastic bags and is negotiating with a large corporate the implementation of a new environmentally friendly bag.</p> <p>Kieron worked in a Senior Sales Management role within Telstra's Western Australia Business division from 1996 to 2000 and was a key member on a number of strategic working parties regarding the future direction of the Medium Business Group.</p> <p>In addition to this experience he has over four years operating a number of small business's, including a health products business that incorporates a 'wellness website'.</p> <p>Business is Kieron's major and he is scheduled to complete the final unit of his MBA in April 2005. His intention is to commence a Post Grad Dip in Environmental Health at Murdoch University immediately following the completion of his MBA.</p> <p>Kieron was awarded a contract with Telstra to create a strategy to sell 'broadband services' on-line. The contract was initially for six months, however due to the success of the campaign he was invited back the following year.</p> | |

PERSONAL DETAILS

| | |
|--------------------------|---------------------|
| <i>Date of Birth:</i> | 7th January 1961 |
| <i>Place of Birth:</i> | England |
| <i>Dual Nationality:</i> | British/Australian |
| <i>Marital Status:</i> | Married, 2 children |
| <i>Health:</i> | Excellent |

Personal Development**Curtin Business School**

KIERON IS CURRENTLY STUDYING A MASTER OF BUSINESS ADMINISTRATION

(MBA) ON A PART-TIME BASIS THROUGH CURTIN BUSINESS SCHOOL. CURTIN

BUSINESS SCHOOL IS THE LARGEST DIVISION OF CURTIN UNIVERSITY OF TECHNOLOGY,

BASED IN PERTH, WESTERN AUSTRALIA. IN ADDITION TO ENHANCING HIS BUSINESS

KNOWLEDGE THE COURSE ENABLES KIERON TO BROADEN HIS NETWORKING CAPACITY.

KIERON'S MBA IS SCHEDULED FOR COMPLETION IN APRIL 2005



**IN DECEMBER 2003, KIERON WAS AWARDED A
GRADUATE DIPLOMA OF BUSINESS (PGDIPBUS) IN LEADERSHIP
AND MANAGEMENT.
AS A RESULT OF HIS STANDING HE WAS INVITED TO ENROL
FOR EITHER THE
QUALIFICATION OF A MASTER OF BUSINESS
ADMINISTRATION (MBA) OR THE
MASTERS OF LEADERSHIP AND MANAGEMENT (MLM).**



**CURTIN UNIVERSITY – TELSTRA JOINT INITIATIVE COMPLETION OF A
CERTIFICATE COURSE IN BUSINESS STUDIES IN APRIL 1996. THIS
ENCOMPASSED 2 YEARS
PART TIME STUDY IN LAW, ACCOUNTING, MANAGEMENT AND
MARKETING MODULES. KIERON
WAS INVITED TO STUDY THE COURSE BASED ON HIS POTENTIAL
MANAGEMENT AND LEADERSHIP QUALITIES.**

Kieron reads personal development books and is constantly seeking to improve himself. He enjoys working as part of a team and understands the greater benefits to be gained in working as a team.

MAJOR CAREER ACHIEVEMENTS

- . September 2004 – Launched a ‘new’ business “Phone Photos”. Phone Photos offers photographers an additional service that allows customers to download their favourite portrait photos on to their own mobile phone screen.
- December 2003 – Completed the Graduate Diploma in Business at Curtin University and continued study towards the Master of Business Administration.
- . September 2003 – Commenced the business Health Products with the aim of creating a holistic website promoting wellness and a healthy environment.
- . April 2004 – Kieron is the Vice President of Public Relations for the Curtin GSB Toastmasters Club.
- . September 2002 – Contracted as a strategic consultant to Telstra to improve sales. Sales increased tenfold.
- March 2002 – Murdoch University first adopted the InternetVideoPost solution for graduates who are limited to two guests for graduations. They can now share their presentation with family and friends around the corner or around the world. Following the success of the first three graduations, InternetVideoPost was offered a twelve-month contract (inc. a graduation in Singapore). Other universities are also using the service based on the feedback from Murdoch.
- September 2001 – Kieron established a successful distribution network to wholesale InternetVideoPost to hotels, hospitals and videographers, widening the reach of the consumer product for tourists, parents of newborn babies and newly weds.
- October 1999 – February 2000 Kieron was hand picked in a national team established to set the sales strategy for the Medium Business Segment within Telstra’s Business & Government team. Senior management accepted the recommendations of the team and the proposal for the new business plan was implemented nationally across three divisions resulting in significant cost savings and revenue generation.
- November 1996 - June 2000 in an open and extremely competitive market (with falling prices) as a Sales Manager/Coach Kieron successfully grew his business each year. The business was worth \$100 million at June 30th 2000.
- The GOLD AWARD (1994) and the SILVER AWARD (1995) recognised Kieron as the Top Sales Executive in Western Australia in both years and 2nd in the region (WA, SA & NT) in 1995.
- In 1993 Kieron represented a WA regional perspective in nationally defining the new role of Sales Executives and determining the national Reward & Remuneration pay structure.

CAREER HISTORY

June 2000 to present



Founder/owner - Internet Video Post Pty. Ltd.

Small business, Western Australia

Kieron founded a new small business enterprise using a new and innovative approach to use videos on the Internet. The original concept to use the web site 'InternetVideoPost.com' to host short videos for family and friends to access worldwide. Wedding and newborn babies were the other main target markets for the business. The challenges included:

- Establish a dot.com business targeted at the local market.
- Create a NEW industry niche in the 'new' economy.
- Establishing a web site with the functionality to establish and maintain a business hosting videos for consumers in a secure environment.
- Build a distribution network to enable the business to operate successfully from home.
- Build awareness and acceptance of a NEW service.
- Understand the market the company was operating in and how to target that market.
- Self-funding the business using minimum resources to maximum effect to bring a return on investment within 24 months.

Nov 1996 - to- June 2000



STATE SALES Manager/Coach

- Medium Business Enterprises, Western Australia

Kieron managed a team of 8 - 12 Telephone Account Managers, 4 Account Managers and 3x support staff. The territory revenue was in excess of \$100 million. The role involved developing existing staff to move through the organisation and to increase the revenue each year. Strategic planning on both a National and State level were the backbone of achieving success for the overall team. Revenue targets were exceeded each year. The role covered many areas including:

- Grow the business each year and achieve revenue targets.
- Undertake 'Performance and Development Reviews' on all staff, identifying with the team member specific areas for development to assist reaching their short and long term goals.
- Strategic Planning on individual, local, state and at national level.
- Using resources to gain maximum potential in a competitive environment with limited resources.

Overall, Kieron's professional approach and work ethic along with a highly developed business acumen, he experienced outstanding career success within Telstra Corporation, receiving national recognition along the way.

REFEREES

On request.