

ATTACHMENT 1

CITY OF JOONDALUP

Minutes of meeting of the **CBD ENHANCEMENT PROJECT STEERING COMMITTEE** held in Conference Room 3, Joondalup Civic Centre, Boas Avenue, Joondalup on **WEDNESDAY 2 MARCH 2005**.

ATTENDANCE AND APOLOGIES

Committee Members:

<i>Cmr J Paterson</i>	<i>Chairperson</i>
<i>Mr R Polikwa</i>	<i>Deputy Chairperson</i>
<i>Ms L O'Halloran</i>	
<i>Ms P Court</i>	
<i>Mr D Godley</i>	
<i>Mr G Foster</i>	

Officers:

Chief Executive Officer	G HUNT
Manager Strategic & Sustainable Development	R HARDY
Team Leader Sustainable Development	S EVANS
Sustainable Development Officer	B TAPLEY

APOLOGIES:

Mr A Vlahov
Ms M Horgan

The Chairperson declared the meeting open at 0902 hrs.

DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY

There were no declarations of financial interest.

CONFIRMATION OF MINUTES

MINUTES OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE HELD ON 19 JANUARY 2005

MOVED Cmr Paterson SECONDED Ms Court that the Minutes of the CBD Enhancement Project Steering Committee meeting held on 19 January 2005 be confirmed as a true and accurate record of proceedings.

The Motion was Put and

CARRIED

ONGOING BUSINESS ITEMS FROM PREVIOUS MEETINGS

Joondalup CBD Car Boot Sale/Swap Meet

Mr Tapley introduced this item, stating that the Karrinyup Rotary Club have withdrawn their proposal to run a Swap Meet, however the West Perth Football Club are still committed to run a Car Boot Sale and will submit a revised proposal shortly.

Public toilets facilities in the Joondalup CBD

Ms Hardy spoke to this item, stating that letters showing the recommended design and locations will be sent to local CBD businesses and community to collect their feedback.

Inner City Public Transport in the Joondalup City Centre – Joondalup CAT service

Ms Evans commented that a Report to Council (CJ002 - 02/05 refers) provides information on the proposed Joondalup Shuttle Bus Service.

Ongoing business items are listed at Appendix 1.

ITEM 1 REPLACEMENT OF CBD ENHANCEMENT PROJECT STEERING COMMITTEE MEMBERS – [53469]**WARD – Lakeside**

PURPOSE

To update the CBD Enhancement Project Steering Committee on the replacement of CBD Enhancement Project Steering Committee Members.

EXECUTIVE SUMMARY

The City has received two (2) applications in response to the advertisements for new Committee members that were placed in the Joondalup Community Newspaper in January 2005. In addition the Youth Advisory Committee (YAC) has nominated a new YAC member to sit on the CBD Enhancement Project Steering Committee. It is recommended that the Committee accepts the two (2) community nominations and the one (1) YAC nomination to join the CBD Enhancement Project Steering Committee.

BACKGROUND

Following the resignation from the Committee of Mr McEloney, and for the purpose of increasing the number of Committee members, advertisements for two new members were placed in the 13 and 20 January 2005 editions of the Joondalup Community Newspaper. The advert was also distributed to Joondalup Business Association members. Following the resignation of the YAC representative Mr Blanchard, a replacement YAC member was nominated at the YAC meeting of 16 February 2005 to sit on the CBD Enhancement Project Steering Committee.

DETAILS

On 28 January 2005 the City received an application for membership on the CBD Enhancement Project Steering Committee from Mr Willet who is a Senior Consultant for Jolin Consulting, a locally based Human Resources company (see Attachment 1). Mr Willet is a member of the Joondalup Business Association and has been a resident in the original Shire of Wanneroo and later City of Joondalup since 1975. Mr Willet is also a local small business owner.

On 9 February 2005 the City received another application for membership from Mr Stewart, General Manager of the West Perth Football Club (Attachment 2). Mr Stewart is a City of Joondalup resident and a proactive community member, currently in the process of driving a proposal to run a Car Boot Sale every Sunday morning in the Joondalup City Centre.

On 16 February 2005 the YAC nominated Ms Hand to be the new YAC representative sitting on the CBD Enhancement Project Steering Committee.

ATTACHMENTS

Attachment 1: Letter from Mr Willet dated 28 January 2005.

Attachment 2: Letter from Mr Stewart dated 9 February 2005.

VOTING REQUIREMENTS

Simple Majority

MOVED Cmr Paterson SECONDED Ms Court that the CBD Enhancement Project Steering Committee recommends that Council APPOINT Mr Willet, Mr Stewart and the Youth Advisory Committee representative, Ms Hand, as members to the CBD Enhancement Project Steering Committee.

Cmr Paterson introduced this item and discussion ensued.

It was agreed that that the applications of Mr Willet, Mr Stewart and the new Youth Advisory Committee representative Ms Hand be supported.

The Motion was Put and

CARRIED

**ITEM 2 CBD ENHANCEMENT PROJECT STEERING COMMITTEE
WORKSHOP– [53469]**

WARD - Lakeside

PURPOSE

To seek agreement on a process for the CBD Enhancement Project Steering Committee workshop.

BACKGROUND

At the meeting on 19 January 2005, the CBD Enhancement Project Steering Committee agreed to hold an informal meeting to develop a strategic work plan for the Committee and to clarify administrative matters related to the role and objectives of the Committee, based on the CBD review findings. The findings are based on interviews with Committee members and the CBD Economic Enhancement Project.

The interview findings provide direction to improve the functions and future operations of the Committee with particular regard to its role and membership. Significant findings from the structured interviews indicate that:

- Interviewees did not appear to be familiar with the objectives;
- The two primary objectives for the CBD Enhancement Committee do not appear to have been broken down into achievable strategies that can be “owned” by members of the committee;
- The scope of the objectives does not appear to have been defined. Committee members are not clear as to the extent of their brief, and this may create dependency on the City’s Administration to identify issues they can address;
- The majority of issues are currently raised, refined and acted upon by the City’s Administration. The contribution of committee members does not appear to be significant or in some instances, sufficiently satisfying given their individual capacities to progress matters; and
- Principles of sustainability are not evident as drivers in the development of the CBD.

The findings and recommendations of the CBD Economic Enhancement Project Interim Report provide the Committee with strategic direction to grow and develop the CBD.

The main issues resulting from this preliminary analysis relate to:

- The need for a more holistic approach to promotion of services available to local businesses;
- The most effective medium for promotion and marketing;
- The need for a more diverse industry spread;
- The need for a more consistent rental price structure; and
- The need to continue business skills development programs.

DETAILS

The findings of the CBD review process provide a clear direction for the development of a strategic work plan. The findings also highlight administrative matters that need clarification in terms of members' roles and objectives of the Committee. The workshop will incorporate the findings of the CBD review process and will seek to identify an agreed process on how to target the following 'external' and 'internal' focused issues as shown below.

Internal Focused Issues

- Develop an induction package for existing and new committee members;
- Clarify the role of Committee members;
- Clarify the process for contribution/input from a Committee member; and
- Review and Clarify objectives identified in the Terms of Reference.

External Focused Issues

- Parking and signage;
- Marketing and promotion;
- Skills development for CBD businesses;
- Atmosphere/community spirit for CBD;
- Awareness/usage of business services;
- Council support;
- Rental prices variation; and
- Industry spread.

It is proposed that the workshop will enable discussion on the content and 'how to' of the above issues. This information will feed directly into the development of a work plan and will in effect become the strategies to direct specific actions of the Committee. This process of developing strategies will need to align with the Committee's objectives and will assist in defining the scope of these objectives.

The process involved in the development of a work plan for the committee is summarized below:

- Identify strategies for each objective in the Terms of Reference (utilizing the external focus issues);
- Prioritise strategies;
- Identify specific actions to meet prioritised strategies;
- Develop timeframes for implementing the actions; and
- Identify responsibilities for the implementation of actions.

It is hoped that this process will not only assist Committee members in becoming familiar with the Committee's objectives, but will also enable members to clarify and articulate the scope of these objectives and how they can be met.

It is anticipated that the outcomes of the workshop process will provide a strategic direction for the committee to fulfil on its future role and functions. It is also apparent that sustainability needs to underlie the committee's objectives and the workshop process will aim to ensure this occurs.

There is considerable expertise and knowledge on the Committee and the development of a strategic work plan will also provide a clearer understanding of how each Committee member can contribute to this strategic direction of the Committee following the workshop process; in alignment with the City's Strategic Plan.

It is recommended that the workshop process be held as an informal meeting in lieu of the scheduled meeting on 25 May 2005.

COMMENTS

Regarding the date of the workshop, the Committee may either replace a future Committee meeting with the workshop or alternatively it may schedule a new meeting to hold the workshop. If the Committee wishes to take the former option, it is recommended that the workshop be scheduled for the 25 May 2005 Committee meeting. This will allow for future agenda items such as the Economic Profile & Discussion Paper to be canvassed at the next Committee meeting on 13 April 2005.

ATTACHMENTS

Nil

VOTING REQUIREMENTS

Simple Majority

MOVED Mr Poliwka SECONDED Mr Godley that the CBD Enhancement Project Steering Committee:

- 1. AGREES to the outlined process for the workshop.**
- 2. AGREES to hold a workshop on 25 May 2005 to develop a strategic work plan and clarify the roles and objectives of the Committee.**

Cmr Paterson introduced this item and invited comments from Committee members.

Discussion ensued on the lack of public toilets, parking, CBD promotion and the problem of graffiti caused by youths. The possibility of having mining companies and satellite offices in the Joondalup CBD was highlighted. It was noted that the Joondalup CBD office rental prices are not cheap, similar to office rental prices in West Perth, and that this made the City less competitive in attracting businesses.

Other comments related to Central Walk being poorly maintained, the need for increased promotional marketing and that a major commercial tenant is required to attract people to the Joondalup CBD.

Additional comments related to the need for a specialty attraction in the Joondalup CBD and the need for a joint marketing strategy involving Lakeside Joondalup Shopping Centre and the Joondalup CBD. It was suggested that a 'special' aspect of the CBD that could be marketed is the range of 'international cuisines' available with Italian, Indian, Thai, Chinese and Mexican restaurants located in the Joondalup CBD.

Discussion took place on what factors have made other commercial centres successful, the opportunities for branded services such as the Dome Café and the need for a ‘win’ or a success story.

It was suggested that the proposed workshop should address the following:

- what do we have here?;
- what are we trying to attract?;
- what are the subsidiary services that need to be here?;
- presentations from the mining sector, government agencies and other major tenant advocates.

The Motion was Put and

CARRIED

DATE OF NEXT MEETING

The next meeting of the CBD Enhancement Project Steering Committee will be held in Conference Room 2, Joondalup Civic Centre, Boas Avenue, Joondalup on Wednesday 25 May 2005 commencing at 0800hrs and concluding at 1030 hrs.

CLOSE OF MEETING

There being no further business, the Chairperson declared the meeting closed at 0951hrs.

ONGOING BUSINESS ITEMS- CBD ENHANCEMENT PROJECT STEERING COMMITTEE – APPENDIX 1

Meeting Date	Item	Action	Status/Comment
25 Feb 2004	Joondalup CBD Car Boot Sale/Swap Meet	<p>25 February 2004</p> <p>RECOMMENDATION</p> <p><i>MOVED Mr D Godley SECONDED Mr D Curry that the CBD Enhancement Project Steering Committee RECOMMENDS to Council that the City of Joondalup negotiates with Karrinyup Rotary Club and other interested parties to run a swap mart and investigate opportunities for building public toilet facilities in the Joondalup CBD.</i></p>	<p>This item is to remain as an ongoing business item for future updates.</p> <p>This proposal was discussed at the Committee meeting on 14 July 2004.</p> <p>Mr Curry noted that the West Perth Football Club proposal suggested that this type of event could be held at Arena Joondalup, however, Arena was not an area struggling for patronage and hosting an event at this location would not help the Joondalup Falcons get into the local community and would not assist in the enhancement of the Joondalup CBD – which is the fundamental role of the Committee. Ms Horgan added that events of this nature would ideally operate in the Joondalup CBD.</p> <p>Other comments included the need to consult with local residents, the commitment of any potential operators, the ability to involve as many local community organisations as possible and a requirement of any potential operator/s to have a sound business plan to deal with operational items such as toilets and other costs.</p> <p>Ms Court noted how a similar operation had occurred within the car park at Lakeside Shopping Centre approximately 8 years ago. Ms Court added that there was a successful weekly swap mart operating in the car park at Belmont Forum. Ms Court indicated that she had contact details for this centre.</p> <p>The City will review both the West Perth Football Club and Karrinyup Rotary Club proposals and report to the Committee with a recommendation/s as soon as possible. The Inner City Residents of Joondalup have recently (late July 2004) expressed an interest in helping organise this type of event.</p> <p>27 OCTOBER 2004</p> <p>Contacted Belmont Forum and discussed the Rotarmart that operates out of the Shopping Centre. Contacted Rotary Club organiser Mr Peter Anderson and discussed the operations of Rotarmart. Comments will be incorporated into the report to this Committee with recommendations to Council ASAP.</p>

2 March 2005		<p>19 January 2005</p> <p>RECOMMENDATION</p> <p><i>MOVED Mr Poliwka, SECONDED Ms O'Halloran that the CBD Enhancement Project Steering Committee REQUESTS for the Rotary Club of Karrinyup to put forward a proposal for a fruit and vegetable swap mart to be held every Sunday at the City's underground car park of the Joondalup Library, should the location be available, and that the West Perth Football Club put forward a proposal for a car boot sale to be held at an adjacent location.</i></p>	<p>19 JANUARY 2005</p> <p>CBD Enhancement Project Steering Committee Meeting 19 January 2005 - Note the Report on the Swap Mart in the Joondalup City Centre. Representatives from Karrinyup Rotary Club and West Perth Football Club invited to attend the meeting.</p> <p>UPDATE – 2 MARCH 2005</p> <p>Karrinyup Rotary Club have informed the City that they have withdrawn their offer to operate a Swap Mart in Joondalup City Centre. This is because they have received an offer to run a Car Boot Sale with another Rotary Club at Karrinyup Shopping Centre, that they intend to accept.</p> <p>Joondalup Rotary Club have been contacted to establish whether they are interested in operating the Swap Mart.</p> <p>Contacted Wanneroo Fresh Growers and City Farm Organic Growers Mart to inform them of the plan to establish a fresh growers mart in the Joondalup City Centre.</p> <p>West Perth Football Club are in the process of revising their original proposal.</p> <p>The library's opening hours are Saturday 9:30am - 4pm and Sunday 1pm – 5pm. After enquiring with the Manager of the Joondalup Library regarding whether the Library toilet facilities could be made available, there are three issues associated with using the toilets at Joondalup Library:</p> <ol style="list-style-type: none"> 1. Access - someone will need to be onsite at the Library to open it up and to be present for security issues. 2. The responsible bodies will need to be charged with cleaning the toilets as it is additional to standard services and will need to be cleaned prior to the Library opening at 1pm so that patrons have clean facilities.
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			3. The car park would need to be clean and tidy by 1pm in time for patrons to use the car park.
25 Feb 2004	Public toilets facilities in the Joondalup CBD	<p>25 February 2004</p> <p>RECOMMENDATION</p> <p><i>MOVED Mr D Godley SECONDED Mr D Curry that the CBD Enhancement Project Steering Committee RECOMMENDS to Council that the City of Joondalup negotiates with Karrinyup Rotary Club and other interested parties to run a swap mart and investigate opportunities for building public toilet facilities in the Joondalup CBD.</i></p>	<p>19 JANUARY 2005</p> <p>In the meeting of the Joint Commissioners on 14 December 2004 the Joint Commissioners resolved to:</p> <ol style="list-style-type: none"> 1 ARRANGE a program of consultation with local businesses and the community on the installation and design of automated twin type toilets in Central Walk at the: <ol style="list-style-type: none"> 1 Southern side of Boas Avenue; 2 Northern side of Reid Promenade. 2 LIST for consideration as a high priority in the 2005/06 draft Five Year Capital Works Program funding of \$180,000 for the installation of automated twin type toilets. <p>UPDATE – 2 MARCH 2005</p> <p>Public consultation is scheduled to occur the week beginning 14 March 2005. Letters and brochures of the recommended design and locations will be sent to the local CBD businesses and community.</p>
25 Feb 2004	Inner City Public Transport in the Joondalup City Centre – Joondalup CAT service	<p>19 May 2004</p> <p>Action 1. <i>City of Joondalup staff to ensure that this item is raised at the next Joondalup Stakeholders Group meeting.</i></p> <p>Action 2. <i>City of Joondalup staff to contact the City of Fremantle and enquire about the cost of the Fremantle CAT service, how it is paid for, who contributes and any other relevant information that could assist the City.</i></p> <p>19 May 2004</p>	<p>25 FEBRUARY 2004</p> <p>The Committee requested that this item remain on the list of outstanding business for regular updates at meetings.</p> <p>There is currently no budget proposal for the 2004/05 financial year for this item, however it could be looked at in the mid-year budget review in December 2004.</p> <p>14 JULY 2004</p> <p>Action 1: Completed. This item was noted at the Joondalup Regional Stakeholders</p>

	<p>RECOMMENDATION</p> <p><i>MOVED Mr D Curry SECONDED Ms M Horgan that the CBD Enhancement Project Steering Committee RECOMMENDS that Council:</i></p> <p>1. <i>NOTES this report regarding proposed public toilet facilities in the Joondalup CBD.</i> <i>NOTES that responsibility for planning and construction of the proposed public toilet facilities in the Joondalup CBD will be carried out administratively by the Planning & Community Development and Infrastructure & Operations directorates at the City of Joondalup to ensure that any proposal is incorporated into the Master Planning process.</i></p> <p>14 July 2004</p> <p>Actions arising from the meeting:</p> <p>Action 3. <i>Path Transit to forward costing for an additional (third) bus to the City of Joondalup ASAP.</i></p> <p>Action 4. <i>The City of Joondalup to work with ECU to develop a discussion paper for all stakeholders regarding the funding and benefits of an Inner City transport service in the Joondalup CBD.</i></p> <p>Action 5. <i>Mr O’Gorman to prepare a briefing note for the Minister requesting funding for this project and further investigation.</i></p>	<p>Group meeting on Wednesday 28 July 2004.</p> <p>Action 2: Completed. City of Fremantle Officers and Path Transit representatives have advised that the Fremantle CAT service is a joint initiative funded by the City of Fremantle and Transperth. It services the Fremantle CBD and tourism precinct and runs seven days a week, every 10 minutes.</p> <p>The Fremantle CAT service is funded through the City of Fremantle (50%) and Transperth (50%), however the State Government is looking to reduce its contribution to 40%. The City of Fremantle will cover the increase via revenue from paid parking.</p> <p>15 SEPTEMBER 2004</p> <p>City of Joondalup representatives recently (Friday 2 July 2004) met with Tony O’Gorman, ECU representatives (Matt Buckels and John Hayes) and other stakeholders (Path Transit, West Coast College of TAFE, Joondalup Health Campus and Lakeside Joondalup Shopping City) to discuss the Joondalup CAT service for the Joondalup Inner City area.</p> <p>Action 3: Completed. Incorporated into discussion paper costings.</p> <p>27 OCTOBER 2004</p> <p>Latest meeting with Mr Tony O’Gorman and stakeholders occurred on Friday 17 September 2004. The discussion paper on the Joondalup CAT service was distributed at this meeting to gain feedback from stakeholders at the meeting.</p> <p>Action 4: Completed. Draft discussion paper is shown at Attachment 3 for comments and discussion.</p> <p>Action 5: Pending. Mr O’Gorman has spoken informally with the Minister regarding this proposal. A formal briefing note will be prepared when the stakeholders have reviewed the discussion paper and it has been finalised for presentation to Council.</p> <p>8 DECEMBER 2004</p> <p>Note Item 1 in CBD Enhancement Project Steering Committee Meeting held on 8th</p>
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		<p>SPECIAL MEETING OF ELECTORS HELD 11 JANUARY 2005 – In reference to Report to Council on Shuttle Bus (CJ002 - 02/05 refers).</p> <p>COUNCIL DECISION</p> <p>That Council:</p> <ol style="list-style-type: none"> 1 NOTED the report for the Joondalup Shuttle Bus Service and associated Attachments; 2 SUPPORTED in principle the establishment of the Joondalup Shuttle Bus service to commence in February 2005 in accordance with scenario one - (1) shuttle bus operating in an anticlockwise route, operating on a 15 minutes frequency between 8.00am to 6.00pm, Monday to Friday; 3 LISTED for consideration in the 2004/05 mid year budget review the amount \$25,450 to fund the service from February – June 2005; 4 REQUESTED the Chief Executive Officer to commence negotiations with the State Government on the contractual arrangements for the service and to address the following outstanding issues relating to the service being: <ol style="list-style-type: none"> (a) The installation of lights or alternatively a roundabout at Kendrew Crescent and Grand Boulevard; (b) The potential for increased revenues flowing to the State Government through increase use of train and bus links and how these revenues can be accessed to subsidise the shuttle bus service; 	<p>December 2005.</p> <p>8 DECEMBER 2004 Report on Toilets going to Council for 14 December 2004.</p> <p>19 JANUARY 2005 Seeking confirmation of financial contribution from Joondalup Health Campus and pursuing decision by Main Roads WA regarding Kendrew Crescent Traffic Calming Devices.</p> <p>UPDATE - 2 MARCH 2005 Report to Council (CJ002 - 02/05 refers) to provide information on the proposed Joondalup Shuttle Bus Service.</p>
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		<p>(c) Who will be responsible for ongoing monitoring and review of the service and how this will occur; and</p> <p>(d) Further discuss the feasibility of making the drop off point for the Joondalup Health Campus in the entrance to the hospital.</p> <p>5 ACKNOWLEDGED and THANKED all the stakeholders for their contribution to the development of the proposal and advises the stakeholders of Council's position on the Joondalup Shuttle Bus proposal.</p>	
19 January 2005	City of Joondalup Economic Development Strategy		<p>19 JANUARY 2005</p> <p>At the CBD Enhancement Project Steering Committee Meeting of 27 October 2004 the Committee resolved to support the development of the City of Joondalup Economic Development (ED) Strategy.</p> <p>The City has developed a Draft Economic Profile & Discussion Paper which will be taken to the City of Joondalup Business Unit Managers before it is presented to the CBD Enhancement Project Steering Committee.</p> <p>The Draft Economic Profile & Discussion Paper represents a key milestone to achieve methodological step 1 in the development of the ED Strategy:</p> <ol style="list-style-type: none"> 1. Determine what we've got, in terms of existing industries and labour supply; 2. Determine where we want to get to i.e. What is the desirable mix of industries and labour skills, particularly in the Joondalup City Centre; and 3. Develop strategies to fill in the gaps and achieve our objectives. <p>UPDATE - 2 MARCH 2005</p> <p>Awaiting Executive to sign off on Draft Economic Profile & Discussion Paper.</p>



HUMAN RESOURCE SERVICES
ABN 95 754 785 306

Mr Clayton Higham
Acting Chief Executive Officer
City of Joondalup
PO Box 21
Joondalup WA 6919

City of Joondalup DOCUMENT REGISTRATION
Reference # : 53469
Letter # : 502992
Action Officer : MSSD CC: CEO SD01
Date Received : 28/01/2005
Action Required: NOTE

RE: CBD Enhancement Project Steering Committee

Dear Mr Higham,

I am responding to a recent notice for Community representatives on the CBD Enhancement Project Steering Committee.

Firstly as a member of the Joondalup Business Association and a resident of the City for many years, this particular committee has a special interest to me as I have followed the development of Joondalup for over 25 years. As a young Principal I purchased the original publication on the Joondalup Regional Concept by the Wanneroo Shire Council and the MRPA and brought young students to the area to show them where many would live in the future. I have been a resident of the original Wanneroo Shire and later City of Joondalup since 1975 and was involved in a local Residents' Association at the time.

Secondly as a small business owner in the City of Joondalup I have monitored and followed the development of the many businesses and services for the past ten years including the gradual expansion of the CBD through the infrastructure of certain government bodies and significant services.

I have attached a copy of my background and business employment for your information and would be happy to confirm and expand on any specific details if required.

Yours sincerely,

A handwritten signature in black ink, appearing to read "John J Willett", with a long horizontal line extending to the right.

John J Willett
(Senior Consultant)

28th Jan 2005



HUMAN RESOURCE SERVICES
ABN 95 754 785 306

COMPANY PROFILE

Vision Statement

Jolin Consulting is committed to excellence in the provision of human resource and support services to the corporate, education and wider business community

Aims

- *To ensure human resource programs are designed to meet the needs of small independent and large multi-faceted organisations.*
- *To provide quality and effective support services to the staff members of organisations.*
- *To assist organisations in formulating plans and policies and to develop strategies that ensure practical success.*

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e-mail : jjw@jolin.com.au

web : www.jolin.com.au

Contact :

John J Willett

(Senior Consultant)

BACKGROUND HISTORY

Jolin Consulting is a West Australian agency providing human resource and service programs for government, commercial and educational organisations. The consultancy was established in 1995. Many of the successful programs of ***Jolin Consulting*** have been specifically designed to client needs and carried out to the satisfaction of management and staff members

The work of the consultancy has been focussed on :

- ❑ Development of Corporate Identity and Mission
- ❑ Re-engineering Organisation and Change Management
- ❑ Strategic Alignment and Planning
- ❑ Leadership and Management Development
- ❑ Performance Management
- ❑ Coaching and Mentoring
- ❑ Career Development for Senior and Middle Management
- ❑ Development of the Learning Organisation
- ❑ Workplace Understanding & Team Building
- ❑ Recruitment and Development

Jolin Consulting is also a Western Australian consultancy for :

- ❑ **The Apollonean Institute P/L (Qld)** developers of the **Apollo Profile** - work preferences, values and motivation instrument.
- ❑ **Apply Now & EdStaff.com (Vic)** – on-line recruitment management systems
- ❑ **Hubbub Group (Vic) TestGrid** – online profiling & testing
- ❑ **Michael Thornber & Associates (NSW)** – leadership / management services

PERSONNEL

John J Willett

B.Ed., Dip.Ed.Admin., Dip.R.E., M.Ed.Lead.,
M.A.C.E., A.I.M.M., M.A.H.R.I. (Senior Consultant)

John Willett has a background in education at the school, system and professional association level for over 25 years. His extensive administrative experience which covers the principalship of four schools, as well as his ability to operate in a variety of forums have been the driving force behind many programs in both WA and Interstate. John has conducted workshops and training programs for participants from diverse backgrounds including business and education. Significant in his background is his work at the executive level of a number of professional associations both State and National. He has chaired several committees responsible for the organisation, planning of State and National conferences. John has been the recipient of several awards in recognition for his service.

- ***Projects in Leadership/Management Training and Evaluation. (1996-2004)***
 - ⇒ specific program training
(*leadership and team building*)
 - ⇒ staff appraisals
(*senior and middle management*)
 - ⇒ program and organisation reviews
(*evaluation of programs, operations and procedures*)
 - ⇒ development of strategic plans
- ***Career Development & Staff Development Seminars (1995 –2004)***
 - ⇒ Customer Service Modules
 - ⇒ Career Development programs for Management
 - ⇒ Performance Management for Senior Staff
- ***Qualified presenter for Myers-Briggs Type Indicator (MBTI)***
 - ⇒ Accredited through Australian Psychologists Press - 1992
 - ⇒ Personal Development Seminars for Senior & Middle Management
- ***Accredited Facilitator – Leading Teams / Systems Management (MTA-NSW)***
 - ⇒ Leadership & Management Development

MAJOR CLIENTS – 1995-2004

- Hall & Prior Aged Care Group – (10 Nursing Homes)
- Cottmans / Surgical Buyers Aust. – (Pharmaceutical Distributors)
- BankWest - Regional Managers development seminar
- St John of God Health Care – Geraldton (Middle Management)
- ID Interior Designers – Systems and Personnel Management
- Catholic Education Office (WA)
- Aust Principals' Assoc Professional Development Council (WA Chapter)
- Independent, Government & Catholic Schools (60+)

WEST PERTH FOOTBALL CLUB (Inc)

PREMIERS

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5 February 2005

Mr Brendan Tapley
Sustainable Development Officer
Strategic & Sustainable Development
City of Joondalup
Boas Avenue
JOONDALUP WA 6027

Dear Brendan,

I would like to nominate myself for a position on the CBD Enhancement Committee. As General Manager of the West Perth Football Club and with the Club being an active member in the community I believe I will be of benefit to the Committee.

As the premier sporting body in the northern corridor and given our location within the heart of the City of Joondalup, I believe that with the print, radio and television exposure we receive we can certainly be of benefit to the Committee.

I am more than happy to answer any questions that the Committee may have of both myself and also the Club.

Please do not hesitate to contact me if you need any further information.

Kindest regards

Ben Stewart
GENERAL MANAGER



ARENA JOONDALUP
KENNEDYA DRIVE
JOONDALUP

Telephone: (08) 9300 3611

Facsimile: (08) 9300 3612

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www.falconsfc.com.au

ABN: 92 978 459 481

Does your heart beat true?

