

STIRLING CITY CENTRE
Community Leadership Group #18
369 Scarborough Beach Road, Innaloo
6:00pm –9:00pm, Tuesday 12 April 2011
WORKSHOP SUMMARY

1. WELCOME, WORKSHOP PURPOSE AND PROCESS

Linton Pike (workshop facilitator), welcomed participants to the meeting and outlined the purpose and process of the CLG meeting. The objective of the meeting is to provide a forum for information exchange and support community involvement in the development of the new Stirling City Centre. The focus of this meeting is the progression of the priority Community Led Projects - Local Traffic Management and Community Bank.

The meeting purpose is to:

- Provide Alliance update;
- Report on ALG and Board;
- Explore community investment opportunities;
- Enable CLG transition and growth; and
- Progress Community Led Projects.

The meeting agenda is provided at Attachment One. A list of workshop participants is provided at Attachment Two.

CLG members discussed the most suitable timing of the next meeting noting that:

- CLG meetings were originally held on Wednesdays but changed to suit other group meetings;
- The change to Tuesday meeting dates clashes (with Council) and other commitments; and
- It was agreed that while not suitable for all potential participants CLG meetings would continue on the 2nd Wednesday of each month.

2. PROGRAM SCHEDULE AND UPDATE

Daniel Heymans, Stirling Alliance, presented the Alliance update noting the following.

- Alliance activities for the last month include:
 - Preparation of the Structure Plan (SP) for advertising – planning to go to Council in May 2011 for advertising in June;
 - Considering concern raised by the commercial sector – parking provision and levies for public transport and mandatory cash in lieu provisions to fund public transport improvements. This is seen as a new tax on their businesses;
 - Structure Plan will proceed in its current form and resolve the parking issues during the comment/advertising period;
 - Meetings planned soon with commercial sector to further consider the concerns raised;
 - TPS 38 will be abolished when and if the Structure Plan is adopted.
- What planning time horizon is the Structure Plan set for?
 - Long term – 2031 year horizon with significant development planned by various private landowners over time potentially to the 50 year planning horizon;
- Adoption of the Structure Plan does not allow development to proceed until Detailed Area Plans are prepared and finalised early in 2012;
- Will the Alliance approve or comment on resultant proposed development?

- Yes as a referring body but not as an approving body. From July 2011 all projects valued at more than \$7M will go through Development Assessment Panels following comment from the City with current advertising conditions applying.
- The Infrastructure Australia (IA) submission was lodged last year seeking \$564M infrastructure funding with state and local government contributions also as one of eight proposed bids. The Premier selected this project as one of two state priority projects along with the airport road upgrade project:
 - Initial feedback from IA identified that the project is not funding ready with additional items to address;
 - IA considers projects as being at Planning, Threshold or Shovel Ready status. This project is viewed by IA as being at Threshold level;
 - This project is not included in this year's funding provisions with more work required on:
 - Demonstrating the national significance of the project; and
 - Explaining the associated Delivery Strategy
 - Direct IA feedback is that with further development the project may be supported and recommended by IA for government funding. The funding decision is then one for the Federal Government;
- Light rail projects around the country are under way with relevant learning from this project and funding implications from an IA perspective;
- Conceptual planning of the Challenger property (i.e. Greater Union site) has progressed with a development concept as shown below.



- Comment was sought on how the associated traffic pressures would be managed as development occurs and if the enabling infrastructure could be provided now. Daniel noted that government or other funding is the key enabler and without funding commitment additional infrastructure will not be available;
- Ewen St land near the Alliance Office now has approval for a 2 storey show room; however a revised concept proposing a 5 storey development with a restaurant and commercial inclusions is being prepared. The concept will soon be reviewed with the Woodlands community group;
- Westfield meetings:
 - Included community representatives – Brian Ham, Peter Scales and Jeff Fogarty;
 - We are seeking win-win solutions without car dominated shopping centre;
 - Community members have prepared a draft response to the Project Director expressing their views on this issue. Peter Scales presented the draft letter to CLG participants for comment. No changes were requested to the draft letter;
 - Future planning development discussions with Westfield are to follow;
 - More detailed briefings on the current Westfield proposal are available to community members via Daniel Heymans;
 - Recent meeting with Westfield identified their intent to proceed with their own more detailed planning; and
 - More detailed dedicated planning development discussion will follow.

3. ALG UPDATE

Jeff Fogarty presented the Alliance Leadership Group (ALG) update noting that:

- Jeff's role on the ALG is to provide community input and representation;
- Brian Ham and Sally Burgess de Castillo have changed roles with Brian becoming the second community representative on the ALG;
- We are moving to implementation and we need to formulate our ideas of what we would like to see in collaboration with other stakeholders;
- Scarborough has proceeded as a case study of how NOT to do it and we need to bring the Alliancing principles to effect to make this project work in a proactive way – to progress a number of community led initiatives as part of the more holistic regional vision including Westfield and others;
- There is an optimism about our ability to influence the outcomes that we need to sustain;
- We need to adopt a position of readiness to respond to concepts and proposals by Westfield and others with an appropriate involvement process to convey community concerns and priorities to inform future development proposals;
- Our message is being heard by the Alliance and the various participating alliance partner agencies;
- The use of consultants to undertake project work needs consideration to ensure capital works investment is also being made rather than focusing on planning and investigative work only with community input informing future investment priorities and budget allocations; and
- The Gateway Review raised some concerns about the project's national significance with a unique project approach with good community involvement and ownership to promote urban development and infill as a model for other developments at the national level potentially.

4. BOARD MEETING UPDATE

Peter Scales presented the Board Report noting the following.

- Alliance operations are funded for a period of 3 years. However the funding of capital works is a hurdle for this project. The last Board meeting considered early development of two sites in government ownership. These two project “book ends” included a land parcel at the Stirling train station precinct, and the Stephenson/Scarborough Beach Road intersection. The Board has directed that planning for these projects progress slowly but not to the stage of development at this time. The focus will now shift to how we will deliver rather than what we will deliver with an emphasis on enabling other development to occur – private sector, government offices or other.
- The Alliance Agreement has been redrafted and expanded. We have encouraged recognition of the roles of local government and the Alliance to progress this project in an appropriate way. Peter Scales is a Board member and is working to ensure relevant inclusions are made in the Agreement to protect community interests;
- Vision – planned transitioning and staging is needed to avoid negative community impacts and outcomes on a win-win basis; and
- The public realm in a city based environment has an inherent need for strong public places and spaces and inter-connectivity as a key consideration for the CLG in the future.

5. GUEST SPEAKER - COMMUNITY BANK

Keith MacQueen of Bendigo Bank explained how Bendigo Bank franchises work and the value they have added to various communities to result in “*Communities in Control*”. Keith spoke about the following key items.

Communities in Control

What has the bank delivered?

- Banking Services
- Jobs
- Convenience
- Business Attraction
- Wealth Retention

What has the bank really delivered?

- “Control of *Destiny*”
- “Brought Community *Together*”
- “Turned Town Around”
- “Returned *Pride*”
- “Developed *Community Spirit*”
- “Gave us *Hope*”
- “Gave us *Confidence*”

Community quotes include:

“I used to park my car in the street just so people would think that we were open for business” “Now I struggle to find a park”

“We had 300 people come to the launch of our prospectus”

“We haven’t had 300 people in our hall for 15 years”

“We had to work damned hard to get up and running – Damned hard”

“But now the community is seeing the benefits of their hard work”

Gingin Community Bank® opened May 2001

Outcomes

- Over \$600,000 of funding for local groups
- Provides banking services to Lancelin
- \$96,000 for District High School Performing Arts wing
- \$150,000 to Regional Hardcourt facility; Partnership with Shire, State, DOTARS
- Currently planning Independent Living units in Partnership with Shire
- \$50,000 to St John’s Ambulance

Benefits

- Increased funding to local groups
- Partnership with all levels of Government
- Leveraged funding
- Stronger community

Collie Community Bank® opened October 2001

Outcomes

- Over \$800,000 of funding for local groups
- \$166,000 to Valley View Aged Care Facility
- \$24,000 to Darkan St John’s Ambulance
- \$19,000 to Meals on Wheels (new oven)
- \$15,000 to Collie Child Care; Shire partnership
- \$13,000 to Collie St John’s Ambulance for training

Benefits

- Increased funding to local groups
- Partnership with Government and Not for Profits
- Stronger community

Mount Barker Community Bank® opened Oct 2001

Outcomes

- Over \$600,000 of funding to local groups
- Provides banking services to Walpole (via Community Resource Centre)
- \$200,000 interest-free loan for new Medical Centre; Partnership with Shire, State, Federal (RMIF)
- \$150,000 interest-free loan for Community Centre; Partnership with Shire, Baptist Church

Benefits

- Increased funding to local groups
- Partnerships with all levels of Government
- Leveraged funding

- Stronger community

Mount Barker – Plantagenet Medical Centre needed - \$200,000 to complete the project.
The resultant partnered funding outcome saw:

Commonwealth Govt	\$400,000
State Govt	\$220,000
Local Govt	\$773,000
Community Bank	<u>\$200,000</u>
	\$1,593,000

WA “Communities in Control”

- Small Business Incubator
- Community Bus
- Community Park
- Primary School Migrant Families Program
- High School Carbon Neutral Project
- Aged Accommodation

What has really been delivered? “Control of *Destiny*”

- “Brought Community *Together*”
- “Turned Town Around”
- “Returned *Pride*”
- “Developed *Community Spirit*”
- “Gave *Hope*”
- “Gave *Confidence*”

By being “Good for Community” and “Good for Business”,
By Engaging the Community in Activity that Strengthens and Builds Confidence and Skills,
By Empowering; allowing the Community to Dream and take part in Determining their own
Destiny;

By having a Cooperative, Commercially-Based model;
We enable our Community Partners to achieve their aspirations
Only then are we able to achieve our success

270 Australian Communities have taken on the project of establishing their own
Community Bank[®] branch over the past ten years; giving over **\$50 Million** in community
contributions generated by their local banking activity.

In WA alone, more than **\$5.5 million** has been
contributed to local community projects.

Many of those communities are now seeing strong community outcomes and are able to
aspire and drive their own destinies; they are able to Dream, Plan and Act.

These are
‘Communities in Control’

Community Bank[®] branches - How they work.

- A locally-based company, formed to represent the community, acquires a franchise from Bendigo Bank to operate a banking branch.
- Bendigo Bank provides products and services, operating systems, marketing support, staff training and the coverage of its banking license.
- One of the most important functions carried out by the local company is networking to promote the benefits of the **Community Bank[®]** branch.
- Customers hold products and services issued by Bendigo Bank
- Bendigo Bank meets Australian Prudential Regulation Authority standards
- Bendigo Bank makes all credit decisions and protects individual client privacy
- Directors of the community company have no access to individual customer records

Sharing the benefits

- Bendigo Bank and the community share the revenue of the local branch
- The local company is responsible for paying branch running costs
- The remaining revenue is available to be reinvested back into the community via dividends to shareholders and support for community projects

Four steps to a **Community Bank[®]** branch

Pledge	This is the opportunity for members of the community to indicate their support as a future shareholder and customer. Without enough community support, the branch will not go ahead.
Feasibility	Once they've pledged their support, community members will receive a feasibility survey which helps the local committee determine if there is enough banking business to open your Community Bank[®] branch.
Prospectus	During the prospectus phase (usually three to four months), local people formalise their support for a Community Bank[®] branch by purchasing shares in the community company.
Launch	Step four, the most important of all, will see the doors open on your local Community Bank[®] branch. Local residents and businesses commence an ongoing relationship with the branch.

“Small opportunities are often the beginning of great enterprises”

Keith invited CLG members or the Alliance to contact Bendigo Bank's WA Community Strengthening team for more information using the contact information below;

Lisa Milne
lisa.milne@bendigobank.com.au
0417 029 759

Joanne Palmer
joanne.palmer@bendigobank.com.au
08 9400 2508

Keith MacQueen
keith.macqueen@bendigobank.com.au
0428 139 456

Further discussion identified the following:

- Is Bendigo Bank a public company?
 - Yes, we are a public company listed on Australian Stock Exchange;
- How does the 50-50 split work?
 - 50% of gross margin income is retained by Bendigo and 50% returned to the franchise for distribution by its Board.
- Are the interest rates payable comparable with other banks?
 - Yes.
- Are there similar structured comparable banks for this context?
 - Lend Lease at Alkimos, Varsity Lakes and other project examples exist as good community building initiatives and looking at ways to grow healthy communities; and
 - Caroline Springs franchise has done well and Pakenham Lakes is a good example of a successful community building franchise.
- If a franchise was to open who provides the bank itself?
 - The franchisee under advice of Bendigo Bank but generally not in a large shopping centre location with shopping strips preferred. Finding a suitable location can be challenging but is resolvable.
- Does the bank executive do the investment decision making?
 - Yes.
- Is the 50% retained indefinitely or does it change over time?
 - It remains constant over time.

6. COMMUNITY LED PROJECTS

Daniel provided an update of progress with regard to community led projects noting the that the hallmarks of effective community partnerships are outcomes that are:

- Neighbourhood /community-focused;
- Strength-based; and
- Community-driven.

The intent of the Alliance with regard to community led projects is to **make Stirling a better place to live now...**

*on the ground projects – equitable distribution across precincts –
providing community benefits - aligned to Alliance objectives*

The value of community led projects is that:

Implementation happens – plans don't sit on the shelf
Resources are multiplied – government resources leveraged
Appropriate development occurs
Respects character of neighbourhood and culture of community
More holistic and innovative solutions result
A stronger sense of community is built

Daniel explained that the current list of community projects includes:

- Innaloo traffic calming
- Liege St traffic calming
- Liege St landscaping
- Innaloo landscaping
- Community hub

- Temporary markets
- Urban art
- Signage and entry statements
- Community housing
- Community bank

6.1 Traffic Management Project Report - process and context

Traffic Counts were completed in Innaloo at the indicative locations shown below.



The table below shows the results for each location.

Road Name	Road No	Location	Average Weekday Traffic Flow	85th% Speed	%CV	Peak Hr %	Date	Position
Coates Street	1411	W of La Grange Street	EB 360 WB 737 1097	41.8	1.4	10.7	Sep 08	Midblock
			EB 487 WB 1011 1498	42.8	2.2	10.6	Dec 10	Midblock
De Grey Street	1412	W of Oswald Street	EB 679 WB 1266 1945	40.0	5.1	12.2	Jul 08	No 3
			EB 905 WB 1739 2644	37.8	1.3	10.4	Dec 10	No 3
Dongara Street	1125	N of Drysdale Street	NB 473 SB 440 913	54.4	1.4	10.3	Feb 11	No 29
Drysdale Street	1128	W of Dongara Street	EB 221 WB 762 983	50.8	2.1	12.4	Sep 08	No 9
			EB 314 WB 947 1261	44.3	2.9	10.8	Feb 11	No 9
Hartog Street	1127	W of Dongara Street	EB 114 WB 137 251	48.2	1.2	11.2	Sep 08	No 10
			EB 128 WB 177 305	47.2	3.2	10.1	Feb 11	No 10
La Grange Street	1124	N of Drysdale Street	NB 459 SB 219 678	55.1	3.7	9.6	Feb 11	No 42
Minilya Street	1129	E of Odin Road	EB 648 WB 930 1578	47.9	2.0	11.3	Sep 08	No 4
			EB 928 WB 1360 2288	45.4	2.0	9.6	Dec 10	No 4
		W of Dongara Street	EB 395 WB 409 804	53.3	1.1	12.0	Sep 08	No 18
			EB 555 WB 572 1127	54.0	1.4	10.3	Dec 10	No 18

Notes:

85th % Speed - 85th Percentile Speed, or the speed at which 85% of vehicles are travelling at or below

%CV - Percentage of Commercial Vehicles (trucks and buses)

Peak Hr % - Peak Hour Percentage, or the percentage of the daily traffic flow that occurs in the peak hour

General CLG discussion identified the following key points:

- What building heights are proposed along Dongara Street?
 - Generally four storeys maximum height proposed along Dongara Street both sides subject to overlooking and other considerations.
- Will Westfield contribute to the associated road infrastructure?
 - Funding contribution for roads is proposed by Westfield subject to Oswald Street build over.
 - Westfield is preparing plans to lodge a Development Application.
- What is happening with local area traffic changes
 - Footpaths planning group to identify preferences and seek to influence CoS priorities;
 - We are seeking to downgrade Liege Street to local road status. A recent report from Technical Services Manager identifies response for discussion with Woodlands group soon via Peter Scales.
- An Alliance Community Liaison Officer has been appointed to drive these projects and projects in other areas.
- CLG members asked if in future we could involve City of Stirling's Engineering Branch in traffic management discussion to consider the meaning of the figures provided.
- What is happening with Hutton Street planning:
 - Looking to extend Hutton Street to Walters Drive initially with on-going negotiations with landowners.

5. NEXT STEPS

Future actions will include:

- Future meeting dates set for the second Wednesday of each month;
- Knowledge capture interviews are planned;
- Environmental sub-alliance candidate is now sought from interested community members:
 - GHD appointed to this consultancy.
 - Community Nominations invited via Marie Verschuer.
 - Daniel will subsequently report progress regularly on the associated flood plain assessment.
- Precinct meetings will continue;
- Knowledge capture is underway:
 - Dorothy Wardell from Curtin Business Scholl is undertaking knowledge survey and will contact some CLG members for input and will report to the Alliance subsequently.
- Government Offices:
 - Alliance application is lodged.
 - Original deadline has changed with Building Management and Works now placing this initiative on hold.

The meeting closed at 8:35pm

ATTACHMENT ONE - AGENDA

STIRLING CITY CENTRE Community Leadership Group #18 369 Scarborough Beach Road, Innaloo 6:00pm - 9:00 pm, Tuesday 12th April 2011

WORKSHOP PURPOSE

The objective of the meeting is to provide a forum for information exchange and support community involvement in the development of the new Stirling City Centre.

Focus of this meeting is the progression of the priority Community Led Projects - Local Traffic Management and Community Bank.

AGENDA

START AT	ITEM	BY
6:00 pm	LIGHT MEAL ON ARRIVAL	
6:10 pm	Welcome, meeting purpose and process	Linton Pike
6:15 pm	<ul style="list-style-type: none"> Alliance Update ALG Update Board Report 	Daniel Heymans Jeff Fogarty Peter Scales
6:30 pm	Guest Speaker <ul style="list-style-type: none"> Community Banks Discussion opportunities for community investment 	Keith MacQueen All
7:15pm	The CLG Growth Community Led Projects Action Plan <ul style="list-style-type: none"> Traffic Management Project Report - process and context 	All
8:20 pm	Next steps <ul style="list-style-type: none"> Next Meeting - actions, agenda items Other Business 	Daniel Heymans
8:30 pm	Close	

ATTACHMENT TWO - WORKSHOP PARTICIPANTS

MARIE VERSCHUER	
DANIEL HEYMANS	
LINTON PIKE	FACILITATOR
KEITH MACQUEEN	BENDIGO BANK
JANET GIACOMINI	BENDIGO BANK
JEFF FOGARTY	
RON TOLLIDAY	
JO PALMER	BENDIGO BANK
GARRY GASCOIGNE	
BEVERLY GASCOIGNE	
PHYLIS ROBERTSON	
M DILORITO	
MAXINE TALBOT	
PATRICIA FOLEY	
IRIS MIOTTI	
PETER SCALES	
CHRISTINE HOLT	
KEVIN WILLIAMS	
JOHN FOSTER	
MARK NODWELL	