

**STIRLING CITY CENTRE**  
**Community Leadership Group #21**  
**Herdsmen Lake Wildlife Centre**  
**6:00pm – 8:30pm, Wednesday 13 July 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 CLG role is:

- Informed decision-making - through effective communication, transparency of process, community involvement and accessible information.
- Accountability – supporting the process of Alliance accountability.
- Getting things done – leading community projects.
- Effective and efficient project and programme delivery - recognising opportunities, addressing the issues and building capacity for a smooth transition.

The purpose of tonight's meeting is:

- Project update
- Community Feedback – pathways forward
- August governance presentation to the Board - workshop
- Community action plan development - draft
- Involvement in the Community Open Day 30th July

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

**2. PROGRAM UPDATE**

Nanette Garland, Stirling Alliance, presented the program update noting the following.  
Shadow Cabinet Visit

- Showed interest in the project; and
- Suggested more targeted IA approach.

ALG

- No ALG meeting this month;
- Members met to discuss their presentation to the Board in August; and
- Community, Business and PMO to present to the ALG at the next meeting before the Board.
- The next Board Meeting has been rescheduled from 20 July to 2nd August.

Structure Plan

- Council resolved to endorse the Structure Plan and LPS3 Amendment for advertising;
- The Structure Plan will be advertised from 19 July to 30 August 2011; and
- Open Day 30 July 2011.

Liege Street

- Council unanimously voted to investigate short-term traffic management options for Liege Street and directed that the City would liaise with the Stirling Alliance to undertake this work

- Innaloo is currently a priority as per the Community Led Projects priority list and will be undertaken first

#### Infrastructure Australia

- Meeting with Michael Deagan CEO of Infrastructure Australia blunt assessment that project is in a long line of wish lists. Stirling would have to show how it is a demonstration project, and how it improves productivity.
- Michael noted that around \$9B is available each year with around \$300B in projects competing for these funds. As a result the assessment process is driven by the contribution of the project to GDP.

#### Westfield MOU

- MOU signed between WAPC, DOT and Westfield;
- Investigating private sector funding infrastructure opportunities
- Core team and working group meetings occurring.

#### Improvement Plan

- Improvement Plan will facilitate transfer of government land
- Facilitate land exchange e.g. Realignment of Ellen Stirling Boulevard
- A letter will go to local landowners advising them of the adoption of the Improvement Plan in time.

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| <b>Q</b> | What is likely to happen with future planning options with regard to Westfield?  |
| <b>A</b> | We are looking for good planning outcomes that offer good value for money. Our focus is on the next 6 to 12 months in this regard with an emphasis on planning outcomes. If we can agree a planning concept then we can move to funding solutions.   |
| <b>Q</b> | Why would government commit \$560M? A short statement built upon sense of community is the important message for government.   |
| <b>A</b> | It is an important project that will achieve government planning directions and policy as outlined in Directions 2031 and Beyond. This is a strategic centre and we need to make the most of this site and build on the investment made. What is the next best option?<br>It is the largest employment centre outside the CBD and still has great potential to be better. Demonstrating sustainable solutions is another key message – smaller footprint than other available options.<br>The vision is agreed generally by all stakeholders and this also makes this a valuable project. We simply cannot afford to do nothing. |
| <b>Q</b> | Hertha Road is planned as a future freeway entry road. How will we deal with the potential community opposition? Has the community been notified?<br>People are looking for answers to make decisions for the future.  |

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| A | <p>We have communicated this and other planned links openly on many occasions with a number of forums explaining the intent.</p> <p>The ramps are a key part of the integrated long term transport solution along with other planned changes to the regional road network.</p> <p>We will establish a meeting to discuss this further with the local community of interest. Marie to arrange.</p> <p style="text-align: right;"><b>ACTION: Marie</b></p> <p>The Open Day presents another opportunity to engage and include people and seek their input with local community representative involvement.</p>   |
| Q | <p>There is little awareness amongst Councillors of some of the project detail including the existence of the Alliance Office. There has been lots of recent coverage but we can't spoon feed every community representative. We have been quite successful in raising this project awareness in Innaloo and Woodlands.</p>  |
| A | <p>This is noted and part of our ongoing challenge.</p>  |
| Q | <p>Hertha Road exists in two parts. Where will the traffic focus be– Odin, Cedric or other?</p>  |
| A | <p>The concept includes ramps from the freeway to Hertha Road to and from the south. It is likely to service Barnes Street and the surrounding catchment. Please call into the office to see relevant material.</p>  |
| Q | <p>The sense of place and need for a community centre in Wembley Downs has been previously raised. Has this been considered as part of the Wembley Downs Local Area Planning process?</p>  |
| A | <p>Yes it was raised as a need and we need to continue with the planning process to obtain support and funding to realise goals such as this to create the place that we want to live in.</p>  |
| Q | <p>Any update on the Challenger proposal near the cinema site and area around Ewen Street?</p>   |
| A | <p>Concepts have been prepared and presented to Council for Ewen Street land but no Development Application lodged to date. The owner is assessing options and feedback of Council and others. A Development Application may be lodged subsequently.</p> <p>A two level staff car park (around 64 bays - one below and one above ground) has been proposed for the former TAB site along Liege Street. Council planning approval has been granted.</p> <p>The cinema site proposed a multi storey mixed use development. The difficulty for them is the market response to a significant commercial development. A Development Application has not been lodged but may be if the market changed. The concept is consistent with the Woodlands Precinct Plan.</p> |
| Q | <p>Do proponents have to present traffic management impacts as part of their development?</p>  |
| A | <p>Generally, yes.</p>   |
| Q | <p>Who makes the resultant decision?</p>   |

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| <b>A</b> | Officers of the Council assess the proposal and make relevant recommendations. It then goes to the Planning Committee for referral to full Council for determination. Council considers the proposals seriously on balance.<br>There may be encouragement to include residential component in a future proposal. |
| <b>Q</b> | Are the Ewen Street modifications being delayed by this?   |
| <b>A</b> | No, it was subject to sub-division approval (lot boundary changes) and became a WA Planning Commission consideration. There are a number of associated requirements and considerations including drainage and other factors. It has taken time a long time to clear these requirements.                          |

Peter Scales spoke about the process behind the development of the Wembley Downs Local Area Plan.

Some key aspects he noted included:

- Project area includes Wembley Downs, Woodlands, Churchlands, Herdsman and Wembley 1000 hectares – 14,000 people
- To date they have commenced:
  - Community consultation – conducted June 2011
  - Background research – consolidated into a discussion paper posted on the City of Stirling website
- As a result of the consultation the following steps will be taken to complete the planning process
  - Analysis of feedback
  - Preparation of the Draft plan
  - Advertise the Draft plan
  - Review and adopt plan
  - Develop an implementation plan

### 3. COMMUNITY FEEDBACK

Marie Verschuer presented a summary of the feedback received from community members in a recent independent assessment of Alliance performance commissioned by the Alliance. Marie noted that:

- Dorothy Wardale interviewed a number of community members involved in the Alliance process on their views;
- Results were summarised in the agenda attachment;
- We would like to work together to build upon our strengths and address the issues raised; and
- We have begun an action plan and would like your suggestions and ongoing input in addressing these issues

Some of the issues raised include

- Perception that the Alliance is not achieving;
- Perception that the Alliance is wasting money on consultants;
- Precinct focus – Traffic Calming;
- Lack of funding to get started; and
- Stakeholder involvement and political agendas

#### **4. GOVERNANCE PRESENTATION TO THE BOARD**

Brian Ham, Marie Verschuier and John Foster provided the governance presentation to be made by the CLG the Board. Brian noted the following key points.

- The project is at the cross roads in a constrained fiscal environment.
- Need to mobilise private or institutional funding - we can't rely on government.
- The project is funded to 'Plan' not to 'Do'.
- \$32M set aside by Council for future works.
- It is more than a land use project.

The community supports the Alliance and our involvement has delivered

- Creation of strong community support
- Risk mitigation
- Potential funding streams
- Broad recognition of the Alliance as a leader and innovator in collaborative governance

The CLG's feels that the Alliance is not as effective as it could be and that the following governance issues that needs resolution:

- Clarity required relating to responsibility for implementation of the vision
- Lack of appreciation of collaboration benefits
- Expenditure on infrastructure that is inconsistent with Alliance vision
- Need to address alternative funding
- Failure to follow process – lack accountability
- Lack of integration

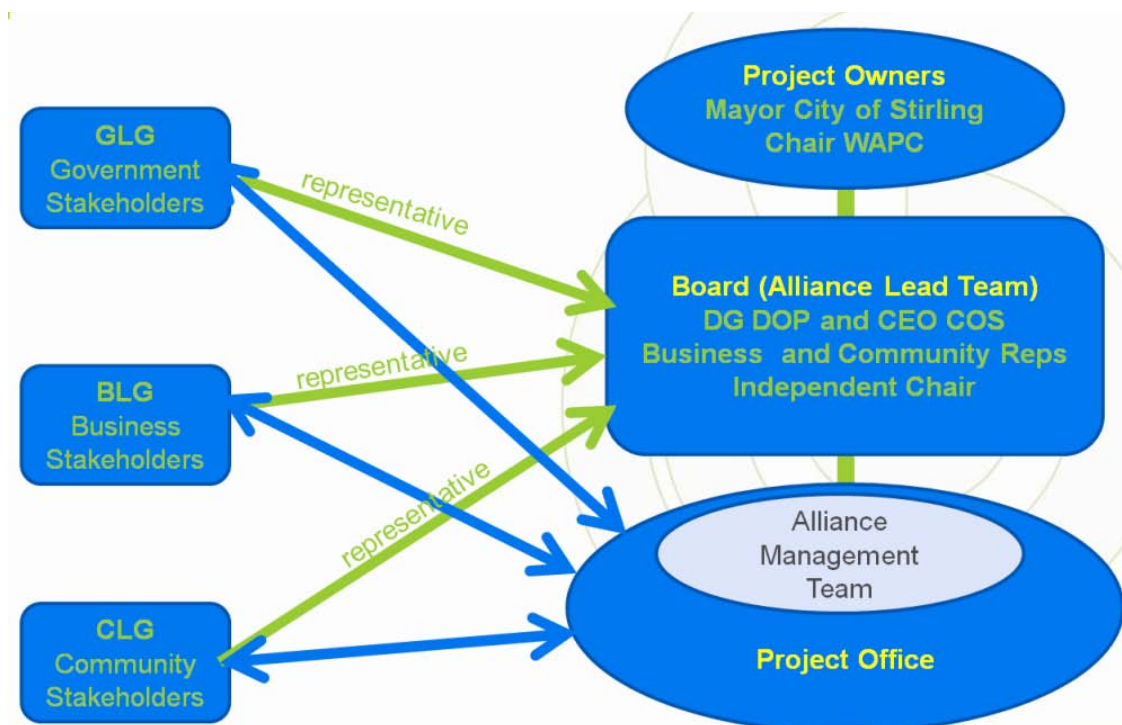
#### **Recommended actions -**

- More focussed organisational structure
- Clarification of Alliance deliverables

#### ***The three areas must proceed in parallel***

- Civic - place management and place making
- Delivery - infrastructure and land development
- Planning - refining and guarding the vision

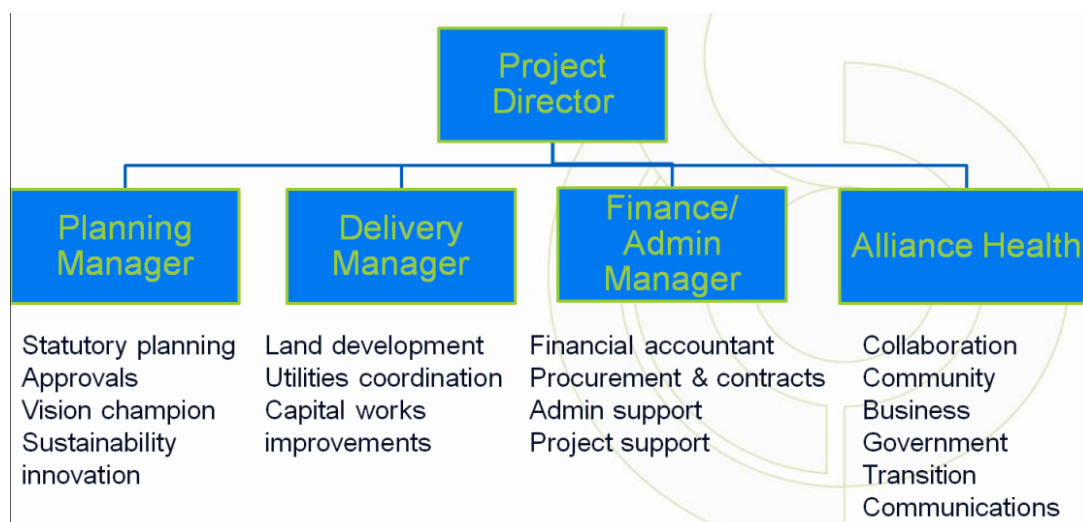
The suggested revised organisational structure is shown below.



The anticipated advantages of the organisational structure:

- Reduces number of management levels for increased effectiveness and accountability
- Separation of stakeholders from Alliance management to clarify responsibilities
- Clear influence by Stakeholders at governance level
- Clear responsibility for project office management with Alliance management team

The proposed Project Office Organisational Structure is shown below.



The key Alliance deliverable is – ***A Place for everyone - a diverse and prosperous community offering wellbeing for all***

- Civic and Economic identity and development
- Land use planning
- Transport
- Service Utilities
- Community Infrastructure and Services

John Foster presented a number of photographs showing the current streetscape and some possibilities from other places around Australia. The community resolved that these should be used in the Board presentation.

Community Leadership Group additions and discussion

Key role for the Alliance:

- Positioning the community to take advantage of future opportunity.
- Defining sustainable from cradle to grave in this context.
- Providing additional environmental and other amenity.

Delegated power for the Alliance with community accountability

- Integrating today with tomorrow - safety, ownership and place.
- It is more than a land development project.
- Faster!
- Do things Now
- Participative governance
- Visible results
- Local area and traffic improvements
- Environmental sustainability initiatives.

Key changes to the governance structure proposed by the CLG include:

- Chair – impartial private sector chair appointed by the Premier
- Board – keep Board as is (final decision after much debate)
- Project Director – not a public servant but must understand government and public process
- ALG – will become the ALT and include the 5 PMO managers as well as representatives from the Community, Business and Government
- Include role statement for each group - in the organisational structure
- Annual Report - submitted to project owners
- Board of Direction - not Board of Approval
- Simple with delegated authority – reduce red tape and have delegated powers
- Community requests that Board minutes be made available
- Environmental sustainability must underpin the resultant plan

The group agreed that further work be undertaken on the presentation and circulated to the CLG members present before the Board meeting.

## 5. COMMUNITY ACTION PLAN

Community Action Plan was held over to the next meeting due to time constraints.

It was agreed that the Community Action Plan was a significant task and deserves a significant time for discussion at a subsequent workshop after the governance structure has been agreed.

## **6. COMMUNITY INVOLVEMENT IN STRUCTURE PLAN OPEN DAY**

Marie Verschuer

- Open Day 30th July 2011
- Marie and Vanessa need assistance in preparation.
- Volunteers needed to hand out flyers - Vanessa to provide a list of jobs

Open Day Community Involvement

- On the 30th of July the Stirling Alliance will be holding a Community Open Day for the advertising of the Structure Plan – At the Council Reception Hall
- We need your help in spreading the word
  - Can you hand out fliers (we will provide)?
  - Can you attend the Open Day and speak to the public about the project?
  - Other suggestions?

## **7. NEXT STEPS**

Future actions will include:

- Future meeting dates and upcoming events:
  - Advertising of the Structure Plan 19<sup>th</sup> July; and
  - Structure Plan Open Day 30<sup>th</sup> July.
- Next CLG meeting Wednesday 10th August:
  - Guest presenter – Jon Offer from City of Stirling talking about Self Explaining Roads

The meeting closed at 8:30pm.

## ATTACHMENT ONE - AGENDA

### CLG Mission

Putting the People First – *working together to achieve better social and economic outcomes and building a strong civic identity for the Stirling City.*

### CLG Role

- **Informed decision-making** - through effective communication, transparency of process, community involvement and accessible information.
- **Accountability** – supporting the process of Alliance accountability
- **Getting things done** – leading community projects
- **Effective and efficient project and programme delivery** - recognising opportunities, addressing the issues and building capacity for a smooth transition.

### Meeting Purpose

The purpose of the monthly CLG meeting is to provide a forum for:

- Information exchange
- Enabling active community support and involvement in the development of the new Stirling City Centre

### July Meeting Focus

Community feedback, governance presentation to the Board, open day involvement and community action plan development.

## AGENDA

| START AT | ITEM  | BY                                      |
|----------|---|---|
| 6:00     | <b>LIGHT MEAL ON ARRIVAL</b>  |   |
| 6:10     | <b>Welcome, meeting purpose, process and apologies</b>  | Linton Pike                             |
| 6:15     | <b>Program Update</b> <ul style="list-style-type: none"> <li>- Shadow Cabinet Visit</li> <li>- ALG</li> <li>- Council (Structure Plan and Liege Street)</li> <li>- IA Michael Deegan</li> <li>- Westfield MOU</li> </ul> <b>Wembley Downs Local Area Plan</b> | <br>Nanette Garland<br><br>Peter Scales |
| 6:40     | <b>Community Feedback</b> <ul style="list-style-type: none"> <li>- Results from interviews</li> <li>- How can we respond to issues</li> </ul>   | Marie Verschuer<br>Linton Pike<br>All   |
| 7:00     | <b>Governance Presentation to the Board</b> <ul style="list-style-type: none"> <li>- Update on draft</li> </ul>   | Brian Ham/John Foster                   |
| 7:30     | <b>Community Action Plan</b> <ul style="list-style-type: none"> <li>- Brainstorming of projects</li> </ul>  | All                                     |
| 8:00     | <b>Community Involvement in Structure Plan Open Day</b>   | Marie Verschuer                         |
| 8:20     | <b>Next steps</b> <ul style="list-style-type: none"> <li>• Future Meeting Dates and Upcoming Events</li> <li>• Suggested CLG future CLG topics</li> </ul>   | Marie Verschuer                         |
| 8:30     | <b>Close</b>  |   |

## ATTACHMENT TWO - WORKSHOP PARTICIPANTS

**TO BE INCLUDED. MARIE HAS PARTICIPANT LIST**