



WEROC Inc. Board Meeting MINUTES

Wednesday 11 August 2021

Shire of Yilgarn Council Chambers
23 Antares Street, Southern Cross

Commencing at 10.30am

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WEROC Inc.

Wheatbelt East Regional Organisation of Councils Inc.

Shires of Bruce Rock, Kellerberrin, Merredin, Tammin, Westonia, Yilgarn

Minutes of the Board Meeting held in the Shire of Yilgarn Council Chambers on Wednesday 11 August 2021 commencing at 10.30am.

MINUTES

1. OPENING AND ANNOUNCEMENTS

Mr. Ram Rajagopalan as Chair of WEROC Inc. welcomed Members of the Board and opened the meeting at 10.33am.

Mr. Peter Clarke as the CEO of the host Council provided Members with an overview of the Shire of Yilgarn's current initiatives.

2. RECORD OF ATTENDANCE AND APOLOGIES

2.1 Attendance

Mr. Ram Rajagopalan (Chair)

Mr. Peter Clarke

Mr. Jamie Criddle

Mr. Mark Dacombe

Ms. Karin Day

Mr. Wayne Della Bosca

Ms. Julie Flockart

Mr. Michael Greenwood

Mr. Raymond Griffiths

Ms. Codi Mullen proxy and voting delegate for Mr. Rod Forsyth

Mr. Alan O'Toole proxy and voting delegate for Mr. Darren Mollenoyux

Ms. Rebekah Burges, Executive Officer

2.2 Apologies

Mr. Darren Mollenoyux

Mr. Rod Forsyth

2.3 Guests

Mr. Nic Warren, Executive Manager Regulatory Services, Shire of Yilgarn

Mr. Gary Martin, Acting Chief Executive Officer, Shire of Tammin

Mr. Marcus Falconer, Chief Executive Officer, Australia's Golden Outback joined the meeting at 10.30am and left at 11.20am

Mr. Samuel Green, Senior Consultant ASK Waste Management joined the meeting via videoconference at 11.20am and left at 11.35am

Mr. Giles Perryman, Director ASK Waste Management joined the meeting via videoconference at 11.20am and left at 11.35am

3. DECLARATIONS OF INTEREST

As per Clause 42 of the Associations Incorporation Act 2015, “a member of the management committee of an incorporated association who has a material personal interest in a matter being considered at a management committee meeting must, as soon as the member becomes aware of the interest, disclose the nature and extent of the interest to the management committee”.

| Name | Agenda Item / Initiative | Disclosure |
|----------------|---------------------------|---|
| Rebekah Burges | 7.1 Tourism Product Audit | Rebekah Burges declares an interest as an associate consultant with 150 Square Strategic Solutions and the author of the WEROC Tourism Product Audit. |

4. PRESENTATIONS

4.1 Mr. Marcus Falconer, CEO Australia’s Golden Outback 10.30am

The Australia’s Golden Outback regional tourism organisation (RTO) have recently completed a strategic plan that will guide their activities over the next five years. The plan is structured around five key strategic pillars:

1. Efficient and effective marketing and promotion: Continue to promote and drive desire for the Golden Outback with a targeted marketing strategy;
2. Increase accessibility into the region and encourage regional dispersal: Support and work with Tourism WA to grow accessibility into the region and develop strategies and initiatives to encourage dispersal around the region;
3. Destination development: be a catalyst for destination and visitor experience development and capability building;
4. Driving industry engagement: Work with stakeholders to build a resilient, sustainable, and cohesive tourism industry; and
5. A high performing RTO: Optimize our efforts by collaborating with key regional stakeholders and Tourism WA.

Mr. Marcus Falconer, CEO of Australia’s Golden Outback has requested an opportunity to present the new Strategic Plan to the WEROC Board and provide an update on their direction and tourism priorities.

Comments from the meeting:

- Mr. Falconer advised that Australia’s Golden Outback (AGO) had renewed its contract with Tourism WA (effective as of 1 July 2021) and that the terms of this new contract involve a focus on product development as well as promotion and marketing;
- The AGO’s overarching brand is “road trip country” and their marketing strategy is to promote the region as a road trip destination;
- The Shire of Esperance are trialing a destination development manager position that is funded by the Shire but reports to AGO. Mr. Falconer suggested that this model could work in the Wheatbelt

and be co-funded by the four co-op partners – Pioneers Pathway, NEW Travel, Roe Tourism and WEROC.

Mr. Falconer left the meeting at 11.20am and did not return.

4.2 Mr. Samuel Green & Mr. Giles Perryman, ASK Waste Management, 11.00am

At the WEROC Inc. Board meeting held on 23 June 2021, Mr. Samuel Green Senior Consultant with ASK Waste Management presented a proposal to complete a Strategic Waste Management Plan and landfill rationalization study for WEROC Local Governments. In response to this presentation, the Board resolved as follows:

RESOLUTION: *Moved: Mr. Raymond Griffiths* *Seconded: Mr. Darren Mollenoyux*

That the quote from ASK Waste Management to develop a Strategic Waste Management Plan and landfill rationalisation study be accepted.

As per the proposal, the first step in initiating this project is a “kick-off” meeting to:

- Confirm the project objectives and deliverables;
- Discuss the proposed methodology; and
- Confirm dates for site tours and meetings.

Mr. Samuel Green and Mr. Giles Perryman will join the meeting via videoconference to address these points and any other items they need to clarify to commence the project.

Comments from the meeting:

- Mr. Perryman provided an overview of the process to develop the Strategic Waste Management Plan (SWMP) and landfill rationalization study for WEROC;
- Mr. Green advised that he would be travelling in the region between Tuesday 31 August and Friday 3 September and would require access to waste sites;
- Mr. Green will send meeting invites to each Shire along with a request for information;
- The Board requested that Mr. Green present the Draft SWMP and landfill rationalization study at the WEROC Inc. Board meeting being held on 22 November 2021.

Mr. Perryman and Mr. Green left the meeting at 11.35am and did not return.

5. MINUTES OF MEETINGS

5.1 Minutes of the WEROC Inc. Board Meeting held on Wednesday 23 June 2021

Minutes of the WEROC Inc. Board Meeting held in Bruce Rock on Wednesday 23 June 2021 have previously been circulated.

Recommendation:

That the Minutes of the WEROC Inc. Meeting held Wednesday 23 June 2021 be confirmed as a true and correct record.

RESOLUTION: *Moved: Ms. Karin Day* *Seconded: Mr. Wayne Della Bosca*

That the Minutes of the WEROC Inc. Meeting held Wednesday 23 June 2021 be confirmed as a true and correct record.

CARRIED

5.2 Business Arising – Status Report as of 1 August 2021

Attachment 1: Letter to Minister Saffioti RE: WA Agricultural Supply Chain Improvements.

Actions Arising from the WEROC Inc. Board Meeting held on 23 June 2021.

| Agenda Item | Action(s) | Status |
|--|---|---|
| 5.4 Business Arising – MoU with the Central Wheatbelt Visitors Centre (CWVC) | <ol style="list-style-type: none"> 1) Advise the Shire of Merredin that the Shire of Tammin’s annual contribution will increase to \$2,500 to align with other WEROC Member Councils; 2) Request that the MoU be updated to explain the difference in service provided to a WEROC Shire versus a Member Shire so that it is clear why the contributions are different; 3) Bring the final MoU to the next meeting. | The Executive Officer advised Ms. Robyn McCarthy, Manager, CWVC of the Board’s decisions relating to the MoU, via email on Monday 28 June 2021. Ms. McCarthy advised, via return email, that there is no difference in the service provided to a WEROC Shire and a Member Shire and therefore the MoU cannot be updated with this information. Ms. McCarthy suggested that a discussion be had with the Shire of Cunderdin about increasing their fee to align with the WEROC Members. Ms. McCarthy referred this to the Shire of Merredin CEO for consideration. At the time of preparing this meeting agenda, the MOU had not been finalised. |
| 7.1 Associate Membership of WALGA | Advise WALGA that WEROC Inc. does not wish to renew its Associate Membership for the 2021-22 financial year. | The Executive Officer advised WALGA of the decision not to renew its membership, via email on 5 July 2021. |
| 7.4 Tier 3 Rail | Send a letter to Minister Saffioti in support of the WA Agricultural Supply Chain Improvements - Package 1, being invested in sustainable rail and road infrastructure. | A letter (see attachment 1) was sent to Minister Saffioti on 8 July 2021. A copy was forwarded to the Wheatbelt Rail Retention Alliance on the same day. No response has been received from the Ministers office. |
| 7.5 Strategic Projects Status Report | Contact CRISP wireless for an update on progress with their network expansion enabled by the Digital Farm Grants Program, which includes the Shires of Tammin and Yilgarn. | An email was sent to CRISP wireless on 8 July 2021 with a request for an update. Maree Gooch, chair of CRISP wireless provided the Executive Officer with a verbal update on 29 July 2021. CRISP are currently waiting for funding agreements with both the State and Federal Government to be finalised before they can commence the planned expansion through the central and eastern Wheatbelt. They are also still confirming commitments from Local Governments in the expansion area. |
| 7.6 Decisions resulting from | Accept the quote from ASK Waste Management to develop a Strategic Waste Management Plan and landfill rationalisation study for WEROC. | ASK Waste Management were advised on 24 June 2021 that their quote had been accepted. The initial step in commencing this project is an online |

| | | |
|--|---|---|
| presentation by ASK Waste Management | | “kick-off” meeting. This will take place during the WEROC Inc. Board Meeting on 11 August 2021. |
| 7.7. Decisions resulting from presentation by Mr. Alan Briggs and Professor Ross Dowling | Thank Mr. Briggs and Professor Dowling for their presentation and advise that as WEROC are currently undertaking an audit of tourism product, no further action will be taken at this time. | The Executive Officer sent an email to Mr. Briggs and Mr. Dowling on 29 June 2021 advising that WEROC Inc. would not take any further action on this initiative. |
| 7.8 Decisions resulting from presentation by Dallywater Consulting | That the Executive Officer thank Dallywater Consulting for presenting to the WEROC Inc. Board and advise that we will not be progressing with their proposal | The Executive Officer sent an email to Dallywater Consulting on 1 July 2021, thanking them for their proposal and presentation to the WEROC Board and advising that we would not be engaging them to undertake this work. |
| 9.1 Wheatbelt Medical Student Immersion Program | Write to Rural Health West with a request that under the new program model, WEROC work with only one University per year in order to reduce duplication. | On 5 July 2021 the Executive Officer contacted Ms. Betony Dawson from Rural Health West with the Board’s request. Ms. Dawson advised that a meeting had been held with the Deans of Medicine from both Universities and they had confirmed their commitment to the program continuing. They are still waiting on the Universities to decide on dates and what towns they would each like to send their students to. They would not guarantee that all students from one University will be sent to the five WEROC towns, but it may be possible for WEROC to just work in the planning process with one University each year. Ms. Dawson advised that she would provide an update once more information is available. |

Recommendation:

That the status report as of 1 August 2021 be received.

Comments from the meeting:

- The Executive Officer provided a hard copy of a letter sent by CRISP wireless providing an update on the digital farm grants program funding and requesting support from WEROC Shires.
- The Board requested that the Executive Officer ask CRISP to contact individual Shires directly as the proposed expansion of the network will be different for each Local Government area.

RESOLUTION:

Moved: Mr. Jamie Criddle

Seconded: Mr. Raymond Griffiths

That the status report as of 1 August 2021 be received.

CARRIED

6. WEROC INC. FINANCE

6.1 WEROC Inc. Financial Report as of 30 June 2021

Author: Rebekah Burges, Executive Officer

Disclosure of Interest: No interest to disclose

Date: 1 August 2021

Attachments: Nil

Voting Requirement: Simple Majority

At the WEROC Inc. Board Meeting held on 28 May 2020 the budget for the financial year commencing 1 July 2020 and ending 30 June 2021 was adopted. The WEROC Inc. Budget 2020-21 is used as the basis for the financial report.

An explanation for each of the notations on the financial report is provided below.

| | |
|----------------|--|
| Note 1 | Annual Financial contributions paid by the Shire's of Bruce Rock, Kellerberrin, Merredin, Tammin, Westonia and Yilgarn. The one-off joining fee associated with new members of \$30,000 was also paid by the Shire of Tammin. |
| Note 2 | The Westpac Community Solutions account stopped receiving interest in September 2020. |
| Note 3 | GST on the Annual Financial Contributions and new member fee. |
| Note 4 | GST Refunds for Q4 BAS 2019-2020 and Q3 BAS 2020-21. Refunds are less than budgeted due to the additional income from the Shire of Tammin joining WEROC Inc. |
| Note 5 | Executive Officer services for the months of July 2020 to May 2021. |
| Note 6 | Executive Officer travel to Board and other meetings. |
| Note 7 | Monthly subscription fee for Xero accounting software. |
| Note 8 | Payment to Audit Partners Australia for the audit of WEROC Inc. finances for the 2019-20 financial year. |
| Note 9 | Includes payments to 150 Square for WEROC Inc. Strategic Planning, WALGA for Associate Membership, the first instalment to the Customer Service Institute of Australia for the customer service training, and Australia's Golden Outback for the co-operative digital marketing campaign in June 2020, a wildflower print advertising campaign in September 2020 and the Caravan and Camping Show in March 2021. Some budgeted expenses for the 2020-21 financial year will spill over into 2021-22. |
| Note 10 | Payments to PWD for the redevelopment of the WEROC Inc. website and monthly hosting fee. Note. Billing from PWD changed to Code Research Australia in June 2021. |
| Note 11 | Insurances for WEROC Inc. including workers compensation, Cyber insurance, Public and Products Liability, Associations and Officials Liability and Personal Accident – Volunteer Workers. |
| Note 12 | Payments to the ATO resulting from the Business Activity Statements for Q1 and Q2 2020-21. The actual expenditure on this item is more than double the budgeted amount due to the additional income received as a result of the Shire of Tammin joining WEROC Inc. |

WEROC Inc.
ABN 28 416 957 824
1 July 2020 to 30 June 2021

| | Budget 2020/2021 | Actual to 30/06/2021 | Variance | Notes | |
|-----------------|--|-------------------------|---------------------|--------------------|----|
| INCOME | | | | | |
| 0501 | General Subscriptions | \$60,000.00 | \$102,000.00 | \$42,000.00 | 1 |
| | Consultancy & Project | | | | |
| 504.01 | Reserve | \$0.00 | \$0.00 | \$0.00 | |
| 0575 | Interest received | \$141.67 | \$64.09 | -\$77.58 | 2 |
| 584 | Other Income | \$0.00 | \$0.00 | \$0.00 | |
| | GST Output Tax | \$6,000.00 | \$10,200.00 | \$4,200.00 | 3 |
| | GST Refunds | \$5,771.24 | \$2,102.00 | -\$3,669.24 | 4 |
| | Total Receipts | \$71,912.91 | \$114,366.09 | \$42,453.18 | |
| EXPENSES | | | | | |
| 1545 | Bank Fees & Charges | \$0.00 | \$0.00 | \$0.00 | |
| 1661.01 | WEROC Inc. Executive Services | \$30,450.00 | \$29,693.17 | \$756.83 | 5 |
| 1661.02 | Executive Officer Travel and Accommodation | \$2,162.40 | \$1,262.53 | \$899.87 | 6 |
| 1661.03 | WEROC Executive Officer Recruitment | \$0.00 | \$0.00 | \$0.00 | |
| 1687 | WEROC Financial Services Accounting | \$795.40 | \$409.05 | \$386.35 | 7 |
| 1687.03 | WEROC Financial Services Audit | \$1,300.00 | \$879.95 | \$420.05 | 8 |
| 1585 | WEROC Consultant Expenses | \$40,000.00 | \$10,280.29 | \$29,719.71 | 9 |
| 1850 | WEROC Management of WEROC App & Website | \$6,860.00 | \$6,860.00 | \$0.00 | 10 |
| 1801 | WEROC Meeting Expenses | \$500.00 | \$0.00 | \$500.00 | |
| 1851 | WEROC Insurance | \$5,056.67 | \$4,998.86 | \$57.81 | 11 |
| 1852 | WEROC Legal Expenses | \$2,000.00 | \$0.00 | \$2,000.00 | |
| 1853 | WEROC Incorporation Expenses | \$0.00 | \$0.00 | \$0.00 | |
| 1930 | WEROC Sundry | \$300.00 | \$0.00 | \$300.00 | |
| 3384 | GST Input Tax | \$8,693.78 | \$5,238.45 | \$3,455.33 | |
| | ATO Payments | \$3,117.28 | \$7,237.00 | -\$4,119.72 | 12 |
| | Total Payments | \$101,235.53 | \$66,859.30 | \$34,376.23 | |
| | Net Position | -\$29,322.62 | \$47,506.79 | | |
| | OPENING CASH 1 July | \$136,811.40 | \$143,177.70 | | |
| | CASH BALANCE | \$107,488.78 | \$190,684.49 | | |

Recommendation:

That the WEROC Inc. financial report for the period 1 July 2020 to 30 June 2021, be received.

RESOLUTION:

Moved: Mr. Wayne Della Bosca

Seconded: Ms. Julie Flockart

That the WEROC Inc. financial report for the period 1 July 2020 to 30 June 2021, be received.

CARRIED

6.2 WEROC Inc. Financial Report as of 31 July 2021

Author: Rebekah Burges, Executive Officer

Disclosure of Interest: No interest to disclose

Date: 1 August 2021

Attachments: Nil

Voting Requirement: Simple Majority

At the WEROC Inc. Board Meeting held on 27 April 2021 the budget for the financial year commencing 1 July 2021 and ending 30 June 2022 was adopted. The WEROC Inc. Budget 2021-22 is used as the basis for the financial report.

An explanation for each of the notations on the financial report is provided below.

| | |
|---------------|---|
| Note 1 | Annual Financial contributions paid by the Shire's of Kellerberrin, Tammin, Westonia and Yilgarn. |
| Note 2 | GST received. |
| Note 3 | GST Refund for Q4 BAS 2020-21. |
| Note 4 | Executive Officer services for the month of June 2021. |
| Note 5 | Executive Officer travel to Board and other meetings. |
| Note 6 | Monthly subscription fee for Xero accounting software. |
| Note 7 | GST paid. |

**WEROC Inc.
ABN 28 416 957 824
1 July 2021 to 30 June 2022**

| | Budget 2021/2022 | Actual to 31/07/2021 | Notes | |
|---------------|--|-------------------------|--------------------|----------|
| Income | | | | |
| 0501 | General Subscriptions | \$72,000.00 | \$48,000.00 | 1 |
| 504.01 | Consultancy & Project Reserve | \$0.00 | \$0.00 | |
| 0575 | Interest received | \$0.00 | \$0.00 | |
| 584 | Other Income | \$0.00 | \$0.00 | |
| | GST Output Tax | \$7,200.00 | \$4,800.00 | 2 |
| | GST Refunds | \$5,209.05 | \$1,436.00 | 3 |
| | Total Receipts | \$84,409.05 | \$54,236.00 | |

| Expenses | | | | |
|----------------------------|--|---------------------|---------------------|---|
| 1545 | Bank Fees & Charges | \$0.00 | | |
| 1661.01 | WEROC Inc. Executive Services | \$30,450.00 | \$2,740.91 | 4 |
| 1661.02 | Executive Officer Travel and Accommodation | \$2,162.40 | \$266.64 | 5 |
| 1661.03 | WEROC Executive Officer Recruitment | \$780.00 | \$0.00 | |
| 1687 | WEROC Financial Services Accounting | \$795.40 | \$45.45 | 6 |
| 1687.03 | WEROC Financial Services Audit | \$1,000.00 | \$0.00 | |
| 1585 | WEROC Consultant Expenses | \$40,000.00 | \$0.00 | |
| 1850 | WEROC Management of WEROC App & Website | \$360.00 | \$0.00 | |
| 1801 | WEROC Meeting Expenses | \$500.00 | \$0.00 | |
| 1851 | WEROC Insurance | \$6,000.00 | \$0.00 | |
| 1852 | WEROC Legal Expenses | \$2,000.00 | \$0.00 | |
| 1853 | WEROC Incorporation Expenses | \$0.00 | \$0.00 | |
| 1930 | WEROC Sundry | \$300.00 | \$0.00 | |
| 3384 | GST Input Tax | \$8,434.78 | \$305.30 | 7 |
| | ATO Payments | \$4,654.28 | \$0.00 | |
| Total Payments | | \$97,436.86 | \$3,358.30 | |
| Net Position | | -\$13,027.81 | \$50,877.70 | |
| OPENING CASH 1 July | | \$193,194.46 | \$190,684.49 | |
| CASH BALANCE | | \$180,166.65 | \$241,562.19 | |

Recommendation:

That the WEROC Inc. financial report for the period 1 July 2020 to 30 June 2021, be received.

Comments from the meeting:

- The Board questioned whether the \$40,000 allocated toward consultant expenses for 2021-22 would be sufficient to cover the Strategic Waste Management Project, Tourism Audit, and co-operative marketing expenses.
- It was recommended that the consultant expenses budget for the 2021-22 financial year be increased to \$70,000.

RESOLUTION:

Moved: Ms. Karin Day

Seconded: Mr. Jamie Criddle

That:

1. The WEROC Inc. financial report for the period 1 July 2021 to 31 July 2021, be received; and
2. The consultant expenses budget for the 2021-22 financial year be increased to \$70,000.

CARRIED

6.3 Income & Expenditure

Author: Rebekah Burges, Executive Officer

Disclosure of Interest: No interest to disclose

Date: 1 August 2021
Attachments: Nil
Voting Requirement: Simple Majority

A summary of income and expenditure for the period 1 June 2021 to 31 July 2021 is provided below.

| Date | Description | Reference | Credit | Debit |
|------------------------|----------------------------------|-----------|---------------------|-------------------|
| Opening Balance | | | \$193,522.69 | |
| 2/06/2021 | Payment: 150 Square Pty Ltd | INV-0034 | | \$2,772.20 |
| 3/06/2021 | Payment: PWD Australia | INV-24005 | | \$33.00 |
| 30/06/2021 | Payment: Code Research Australia | INV-20742 | | \$33.00 |
| 7/07/2021 | ATO | | \$1,436.00 | |
| 14/07/2021 | 150 Square Pty Ltd | INV-0041 | | \$3,358.30 |
| 23/07/2021 | Payment: Shire of Tammin | INV-0007 | \$13,200.00 | |
| 28/07/2021 | Payment: Shire of Westonia | INV-0009 | \$13,200.00 | |
| 29/07/2021 | Payment: Shire of Yilgarn | INV-0010 | \$13,200.00 | |
| 29/07/2021 | Payment: Shire of Kellerberrin | INV-0012 | \$13,200.00 | |
| TOTAL | | | \$54,236.00 | \$6,196.50 |
| Closing Balance | | | \$241,562.19 | |

Recommendation:

That the WEROC Inc. summary of income and expenditure for the period 1 June 2021 to 31 July 2021 be received.

That the Accounts Paid by WEROC Inc. for the period 1 June 2021 to 31 July 2021 totalling \$6,196.50 be approved.

RESOLUTION: **Moved:** Ms. Karin Day **Seconded:** Mr. Jamie Criddle

That:

1. The WEROC Inc. summary of income and expenditure for the period 1 June 2021 to 31 July 2021 be received.
2. The Accounts Paid by WEROC Inc. for the period 1 June 2021 to 31 July 2021 totalling \$6,196.50 be approved.

CARRIED

7. MATTERS FOR DECISION

7.1 WEROC Inc. Tourism Product Audit

Author: Rebekah Burges, Executive Officer
Disclosure of Interest: Ms. Rebekah Burges declares an interest as an associate consultant with 150 Square Strategic Solutions and the author of the WEROC Tourism Product Audit.
Date: 1 August 2021
Attachments: Attachment 2: Final Draft WEROC Inc. Tourism Product Audit

Attachment 3: Visitor Accommodation Study 2016

Financial Implications: Payment of \$10,320 +GST to 150 Square Strategic Solutions on completion of the audit

Voting Requirement: Simple Majority

Background:

At the WEROC Board Meeting held on 22 February 2021 the Executive Officer presented quotes from Economic Transitions and 150 Square Strategic Solutions to complete a tourism product audit for WEROC. The Board resolved as follows:

RESOLUTION: *Moved: Ms. Karin Day* **Seconded:** *Mr. Wayne Della Bosca*

That WEROC Inc.:

- 1. Accept the quote from 150 Square Strategic Solutions, as tabled at the meeting, for the quoted price of \$10,320 + GST; and*
- 2. Not proceed with an application to Round 5 of the Building Better Regions Fund.*

Executive Officer Comment:

On Tuesday 13 July 2021, the Executive Officer circulated the Draft WEROC Inc. Tourism Product Audit to all Members of the WEROC Inc. Board, inviting their input and requesting any feedback be provided by Monday 26 July 2021. Feedback received from the Shire's of Westonia, Bruce Rock, Merredin and Yilgarn has been incorporated into the Final Draft, which is now presented for endorsement.

Just to note, it was requested that all accommodation be included in the product audit rather than just caravan and camping, however this was purposely excluded from the scope of work due to a specific audit of accommodation having already been completed in recent years. A copy of the Visitor Accommodation Study is provided as an attachment.

A summary of the recommendations provided in the WEROC Inc. Tourism Product Audit is provided below:

- Caravan and Camping:** develop a regional caravan and camping strategy; improve understanding of self-contained traveler needs and expectations through an RV survey; improve digital access to online bookings and visitor information on free and commercial caravan and camping sites in the region.
- Trails:** develop an Eastern Wheatbelt Trails Master Plan; ensure all trails are entered into the Trails WA database; co-operatively promote existing walk and drive trails.
- Nature, Parks and Reserves:** investigate opportunities to develop priority nature reserves including through immersive tourism experiences; consider investment in a tourism development fund.
- Culture, Art and Heritage:** identify respectful and appropriate opportunities for Aboriginal cultural and heritage tourism; develop art tourism in the region; improve cross-marketing of cultural, heritage and art assets to encourage multi-site visitation and longer stays.
- Events:** develop a regional event strategy/feasibility study to identify potential for a "show-stopping" event for the Eastern Wheatbelt and new community driven events that will drive both peak and off-season visitation.
- Food and Drink:** test the market and logistics for agritourism initiatives; undertake a "good food" promotion to showcase the region's best food and drink offerings; provide industry support to build the capacity of food and drink businesses in the region.
- Online Presence:** build local capability and digital know how; advocate for improved access to digital infrastructure; encourage passive advertising through visitor reviews and social media advocacy.

8. **Utilise the right marketing channels:** Prioritise the use of digital marketing; leverage key influencers to promote the region to a broader audience.
9. **Attract the right visitors:** develop interest-based marketing/promotion for key market segments; targeted marketing of the region to Perth residents to boost intrastate visitation; promote the Eastern Wheatbelt as a multi-experience destination to appeal to a wider market.
10. **Create a distinctive brand:** use the “Our Story: Spirit of Adventure” framework to develop a distinct brand for the Eastern Wheatbelt; build a library of visual assets to bring the story of the Eastern Wheatbelt to life; develop new signage and entry statements consistent with the brand.
11. **Champion hero regional experiences:** build a common vision around hero experiences/attractions in the region; use these hero experiences/attractions as a marketing hook to drive interest in the region; leverage existing tourism products to promote a broader offering of things to see and do around visits to the regions anchor attractions.

The Executive Officer suggests that the Board consider and discuss the recommendations and agree on priority actions to inform an implementation plan. Feedback on priorities for WEROC from the perspective of the regional tourism groups is as follows:

- **Events:**

- Events are a good focus.
- Need to find an iconic idea that is grounded in the Eastern Wheatbelt and attracts more than a day trip audience. Think along the lines of the Kulin Bush Races and Lake Perkolilli Red Dust Festival.
- A series of connected wildflowers events or a walking festival are two possibilities.
- Recommend conducting an event feasibility study that then informs a regional events strategy.

- **Trails:**

- A new touring route that highlights the nature-based attractions of the region such as the granite rocks and ties in Agri-tourism and Astro-tourism experiences has serious merit from both a product development and marketing point of view.

- **Branding:**

- A clear brand for WEROC or the Eastern Wheatbelt region as a destination is an essential first step.

- **Hero Experience/Attraction:**

- Need to agree on what the hero experiences/attractions are for the region and build experience and product development around them.
- The focus could be on one of the six product clusters identified in the Tourism Product Audit.
- The hero attractions/experiences need to highlight the regions point of difference. The granite outcrops are the most obvious differentiating feature.

Recommendation:

That:

1. The final draft of the WEROC Inc. Tourism Product Audit be adopted;
2. The Executive Officer prepare an implementation plan based on the priority actions agreed by the WEROC Inc. Board; and
3. Payment of \$10,320 + GST to 150 Square Strategic Solutions for completing the WEROC Inc. Tourism Audit, be approved.

Comments from the meeting:

- The Board requested additional time to consider the recommendations of the WEROC Tourism Audit and discuss the same with their respective Councils.

- The reason for the exclusion of accommodation from the audit was acknowledged but it was noted that the information contained in the 2016 visitor accommodation study needs to be updated to reflect changes that have occurred over the past five years.

RESOLUTION:

Moved: Ms. Julie Flockart

Seconded: Ms. Karin Day

That:

1. The final draft of the WEROC Inc. Tourism Product Audit be adopted;
2. Each Local Government to present the recommendations of the audit to their respective Council and discuss their priorities for action;
3. A workshop will be conducted at the next meeting of the WEROC Inc. Board to agree on actions for implementation;
4. Payment of \$10,320 + GST to 150 Square Strategic Solutions for completing the WEROC Inc. Tourism Audit, is approved;
5. The Executive Officer to update the information contained in the 2016 visitor accommodation study for WEROC Shires; and
6. An additional 25 to 30 hours of the Executive Officer's time is approved to complete the update of the visitor accommodation study.

CARRIED

7.2 Customer Service Excellence Program

Author: Rebekah Burges, Executive Officer

Disclosure of Interest: No interest to disclose

Date: 1 August 2021

Attachments: Nil

Consultation: WEROC Inc. CEO's and Customer Service Institute of Australia

Financial Implications: Financial contribution from WEROC Inc. is budgeted for under the consultancy line item

Voting Requirement: Simple Majority

Background:

At the WEROC Inc. Board Meeting held on Tuesday 27 April 2021, a proposal from the Customer Service Institute of Australia (CSIA) to deliver their customer service excellence program across five WEROC communities, was presented for consideration and the Board resolved as follows:

RESOLUTION: **Moved:** Ms. Karin Day **Seconded:** Ms. Julie Flockart

Subject to confirmed costs and clarity on the delivery of the program, WEROC will progress with a collaboration with the Wheatbelt Business Network to deliver the CSIA customer service program across the six WEROC Local Government areas.

Subsequent to confirming costing and arrangements for program delivery, the Executive Officer liaised with WEROC CEOs on suitable dates for the five sessions and these were confirmed for the week of 26 to 30 July 2021.

Executive Officer Comment:

On Tuesday 20 July 2021, in response to a number of positive COVID tests in the community, the South Australian government announced a State-wide weeklong lockdown, and the Western Australian Government imposed a 14-day quarantine requirement on anyone travelling into the State from South Australia.

On the same day, the Executive Officer received a phone call from CSIA advising that because their facilitator is based in Adelaide, the workshops scheduled for 26 to 30 July could not be conducted as planned. The

Executive Officer contacted the WEROC CEOs via email to apprise them of the situation and provided the option to either postpone the workshop or continue as scheduled, with the facilitator conducting the sessions via videoconference. The majority response was that in-person delivery was preferable and therefore the workshops were postponed.

The Executive Officer was advised by CSIA that the next available dates to conduct the workshops is the week of 29 November to 3 December 2021. An email was sent to the CEOs with the option to book in these dates or postpone until early 2022. An agreement could not be reached and so the item is presented for discussion by the Board.

Recommendation:

That:

1. The Board consider the options and agree on a suitable date to reschedule the CSIA customer service excellence workshops; and
2. The Executive Officer advise CSIA and registered participants of the rescheduled dates.

Comments from the meeting:

- November to December is the busiest time of year for a lot of local businesses which will limit attendance. It is therefore preferable that the workshops be rescheduled for late February to early March 2022.
- The Board questioned whether a refund of monies paid is an option if the workshops cannot be scheduled within the preferred timeframe.

RESOLUTION:

Moved: Ms. Karin Day

Seconded: Mr. Jamie Criddle

That:

1. The CSIA customer service workshops be rescheduled for late February to early March 2022;
2. The Executive Officer to confirm the terms of the contract and options regarding refunds;
3. The Executive Officer to advise registered participants of the revised schedule for the workshops once they are confirmed.

CARRIED

7.3 Eastern Wheatbelt Co-Operative Marketing

Author: Rebekah Burges, Executive Officer

Disclosure of Interest: No interest to disclose

Date: 1 August 2021

Attachments: *Attachment 4: Co-Operative Logo*

Attachment 5: Script for the Eastern Wheatbelt Co-Op Marketing Campaign on Curtin Radio

Consultation: Mr. Marcus Falconer, CEO Australia's Golden Outback

Financial Implications: Financial contribution from WEROC Inc. is budgeted for under the consultancy line item

Voting Requirement: Simple Majority

Background:

At the WEROC Inc. Board Meeting held on 22 February 2021 an allocation of \$3,000 toward co-operative marketing for the 2021-22 financial year was endorsed:

RESOLUTION:

Moved: Mr. Jamie Criddle

Seconded: Mr. Rod Forsyth

That WEROC Inc.:

- 1) Contribute \$302 Inc. GST toward a shared display at the 2021 Perth Caravan and Camping Show;
- 2) Contribute up to \$3,000 toward collaborative marketing campaigns for the remainder of the 2020-21 Financial Year; and
- 3) Allocate \$3,000 in the 2021-22 Budget for collaborative marketing.

Executive Officer Comment:

On Friday 25 June 2021, a meeting hosted by Australia's Golden Outback (AGO) was held to discuss co-operative marketing for the Eastern Wheatbelt in the 2021-22 financial year. As a result of this conversation AGO prepared the following proposal:

| Activity | Cost (ex. GST) |
|---|---|
| 1. One-week Eastern Wheatbelt takeover of AGO organic social media posts | Free of charge as part of the campaign proposal |
| 2. Two-week social media advertising posts (promotion four self-drive trails and the Eastern Wheatbelt Visitor Guide) | \$5,000 |
| 3. Four-week Curtin Radio FM campaign: - Week 1: 4 August - Week 2: 11 August - Week 3: 18 August - Week 4: 25 August | \$10,000 |
| 4. Half page Ad in AGO wildflower feature in the West Australian on 14 August 2021 | \$5,000 |
| 5. Half page Ad in Wheatbelt feature in the West Australia in March 2022 | \$5,000 |
| TOTAL | \$25,000 |

The split for each co-op group (i.e., NEW Travel, Roe Tourism, WEROC and Pioneers Pathway) will be \$3,000 +GST each. AGO will contribute the remaining \$13,000 + GST. The focus of the marketing will be on wildflowers and the core self-drive trails (Pioneers Pathway, Wheatbelt Way, Golden Pipeline Heritage Trail and Pathways to Wave Rock) and is primarily aimed at encouraging further visitation throughout the Spring. All groups have agreed to the proposal.

As the \$3,000 allocation from WEROC Inc. for 2021-22 financial year has already been endorsed, this information is presented for noting only.

Recommendation:

That the information be noted.

RESOLUTION: **Moved:** Ms. Julie Flockart **Seconded:** Mr. Michael Greenwood

That the information be noted.

CARRIED

7.4 WEROC Inc. Strategic Projects Status Report & Next Steps

Author: Rebekah Burges, Executive Officer
Disclosure of Interest: No interest to disclose
Date: 1 August 2021
Attachments: Nil

Voting Requirement: Simple Majority

Background:

The WEROC Inc. Strategic Plan 2020, identifies five priorities and associated actions. An update on progress against the five strategic priorities is provided below and the next steps will be discussed.

| Priority | Actions | Progress | Next Steps (For Discussion) |
|-----------------------------|--|---|---|
| Regional waste management | <ol style="list-style-type: none"> 1) Undertake a review of existing waste management service delivery across the WEROC region including: <ul style="list-style-type: none"> • Local Government Waste Management Plans; • Waste management services and infrastructure; • Recycling activities and capabilities; • Contract arrangements; and cost of delivery. 2) Complete a cost-benefit analysis for ownership of a shared truck for municipal waste and recycling collection. 3) Develop a WEROC Waste Management Plan. | <ul style="list-style-type: none"> • Mr. Grant Arthur and Mr. Rob Cossart from the Wheatbelt Development Commission have presented to the WEROC Inc. Board on the Tammin Waste Disposal report. • The NEWROC CEO and EO have presented to the WEROC Board on their regional waste management planning. • ASK Waste Management and Dallywater Consulting submitted quotes to develop a WEROC Strategic Waste Management Plan and a landfill rationalisation feasibility study. The quote from ASK Waste Management has been accepted. | As per discussion under agenda item 7.4 |
| Tourism Product Development | <ol style="list-style-type: none"> 1) Conduct an audit of physical and digital tourism assets across the WEROC region. 2) Undertake desktop research and consultation with regional tourism groups to better understand: <ul style="list-style-type: none"> - The existing tourism market; - Trends in tourism product development; and - Future target markets for visitors to the Eastern Wheatbelt. 3) Develop a list of priorities for investment inclusive of cost estimates and possible funding opportunities for new product development. | <ul style="list-style-type: none"> • A quote submitted by 150 Square Strategic Solutions to undertake a tourism asset audit was accepted at the WEROC Inc. Board Meeting held on 22 February 2021. • The Final Draft of the WEROC Tourism Product Audit has been presented for endorsement. | As per discussion under Agenda Item 7.1 |

| | | | |
|--|---|--|--|
| <p>Local business development</p> | <p>1) In partnership with the Wheatbelt Business Network, Chambers of Commerce and Community Resource Centres, develop a targeted business improvement program with a focus on:</p> <ul style="list-style-type: none"> • Online reputational management (e.g. how to respond to negative reviews); and • Improved frontline customer experience (both physical and digital). <p>2) Develop a project plan/business case to support an application for funding to implement the program.</p> | <ul style="list-style-type: none"> • A proposal for a customer service excellence program to be delivered by the Customer Service Institute of Australia (CSIA) was accepted at the WEROC Inc. Board meeting held on 27 April 2021. • The CSIA workshops were scheduled to take place during the week of 26-30 July 2021 but were postponed due to COVID. | <p>As per discussion under agenda item 7.2</p> |
| <p>Digital connectivity</p> | <p>1) Establish partnerships to collaboratively address deficiencies in digital connectivity and capacity across the Eastern Wheatbelt.</p> <p>2) Work with telecommunications providers (e.g. Telstra, Optus, NBN Co.) to target improvements in fixed and mobile connectivity.</p> <p>3) Lend support to existing initiatives that have the potential to improve digital connectivity across the WEROC region (e.g. Crisp wireless, WA SuperNet).</p> | <ul style="list-style-type: none"> • WEROC Inc. have provided letters of support for the CRISP wireless application to the Regional Connectivity Program and Digital Farms Grants Program. The application to the Digital Farm Grants Program was successful and the project will include at least two WEROC Member Councils – Tammin and Yilgarn. | |
| <p>Ranger and regulatory services solution</p> | <p>1) Complete a review of existing ranger service delivery arrangements and costing across Member Councils</p> <p>2) Investigate avenues to fund and engage a Regional Community Emergency Services Manager.</p> | <ul style="list-style-type: none"> • An enquiry into the possibility of a regional CESM for WEROC Inc. Local Governments was sent to the Department of Fire and Emergency Services and a response has been received advising that it is not possible at this time. • Mr. Darren Brown, Executive Officer of Bushfire Volunteers WA was invited to present to | |

| | | | |
|--|---|---|--|
| | 3) Implement a ranger and regulatory service solution for WEROC Member Councils. The solution will include a provision to train additional Shire staff to support the ranger. | the WEROC Inc. Board and as a result of his presentation WEROC requested that the Great Eastern Country Zone consider a review of the Emergency Services Levy. • The WEROC Ranger and Emergency Services Audit has been completed. | |
|--|---|---|--|

Recommendation:

That the Strategic Projects status report be received and discussed.

RESOLUTION: **Moved:** Ms. Julie Flockart **Seconded:** Mr. Raymond Griffiths

That:

1. The Strategic Projects status report be received; and
2. At the next meeting of the WEROC Inc. Board the Strategic Priorities be reviewed and updated.

CARRIED

7.5 Discussion and Decisions Arising from the Presentation by Mr. Marcus Falconer

Author: Rebekah Burges, Executive Officer

Disclosure of Interest: No interest to disclose

Date: 1 August 2021

Attachments: Nil

Voting Requirement: Simple Majority

Executive Officer Comment:

Following the presentation from Mr. Marcus Falconer it may be appropriate for the WEROC Inc. Board to consider what, if any, further action is required on this matter.

Recommendation:

That the information as presented by Mr. Falconer be considered, and the matter discussed.

Comments from the meeting:

- The concept of a destination development officer as per the Esperance model, could have merit for the Eastern Wheatbelt. The Board would like to see how the position works in Esperance before giving this further consideration.

RESOLUTION: **Moved:** Mr. Wayne Della Bosca **Seconded:** Ms. Julie Flockart

That the information be noted.

CARRIED

7.6 Discussion and Decisions Arising from the Presentation by Mr. Samuel Green & Mr. Giles Perryman

Author: Rebekah Burges, Executive Officer

Disclosure of Interest: No interest to disclose

Date: 1 August 2021

Attachments: Nil

Voting Requirement: Simple Majority

Executive Officer Comment:

Following the presentation from Mr. Samuel Green and Mr. Giles Perryman it may be appropriate for the WEROC Inc. Board to consider what, if any, further action is required on this matter.

Recommendation:

That the information as presented by Mr. Green and Mr. Perryman be considered, and the matter discussed.

Comments from the meeting:

- The Board would like ASK Waste Management to present their draft reports at the November meeting of the WEROC Inc. Board.
- The Board requested a copy of the PowerPoint presentation given by Mr. Perryman and Mr. Green.

RESOLUTION: **Moved:** Ms. Karin Day **Seconded:** Mr. Alan O’Toole

That:

- The Executive Officer invite ASK Waste Management to the WEROC Inc. Board meeting to be held on 22 November 2021; and
- The Executive Officer to circulate the PowerPoint presentation given by Mr. Perryman and Mr. Green with the minutes of this meeting.

CARRIED

8. EMERGING ISSUES

- Mr. Peter Clarke requested that all Shires advise the Executive Officer of their nominated representative to the WEROC Complaints Assessment Panel.
- Mr. Jamie Criddle noted that the funding for the nurse practitioner that services several of the WEROC Shires may be under threat. Mr. Criddle will report back to the Board with any further information on this matter as it comes to hand.

9. OTHER MATTERS (FOR NOTING)

9.1 Regional Climate Alliance Program

On Monday 5 July 2021, the Executive Officer was notified by Mr. Gary Middle, Acting Manager, Environment Policy, WALGA, that WEROC Inc.’s application to the Regional Climate Alliance Program was not successful.

The two successful applicants were:

- South Coast Alliance including the City of Albany and the Shires of Denmark, Jerramungup and Plantagenet; and
- Goldfields Voluntary Regional Organisation of Councils including the City of Kalgoorlie-Boulder and the Shires of Collgardie, Dundas, Esperance, Laverton, Leonora, Menzies, Ngaanyatarraku and Wiluna.

The Executive Officer requested feedback on the WEROC application and was advised as follows:

- The application was very competitive on all criteria except engagement. The two successful alliances set out a clear process were as the WEROC application was more generic.
- The only other concern was the mention of waste. Waste to energy was relevant but the other two components are covered by other WALGA programs.

The “other two components” Mr. Middle was referring to are the consolidation of landfill sites and initiatives to divert organic waste from landfill.

9.2 Wheatbelt Region Parks & Reserves Management Plan 2021

Attachment 6: Wheatbelt Region Submissions Summary

Attachment 7: Wheatbelt Region Parks and Reserves Management Plan 2021

In 2019 WEROC made a public submission to the Wheatbelt Region Parks and Reserves Draft Management Plan. On 20 July 2021, the final Plan was released by the Minister for Environment.

The Plan, which was prepared by the Department of Biodiversity, Conservation and Attractions, has a 10-year horizon, and covers parks and reserves located across 48 Local Government’s totalling more than 1,118,168 hectares. The management plan and summary of public submissions made in 2019 are attached.

9.3 Australia’s Golden Outback Membership 2021/22

Attachment 8: AGO 2021-22 Membership Prospectus

Australia’s Golden Outback (AGO) circulated their 2021/22 Membership Prospectus via email on 23 July 2021. Gold, silver, and bronze Membership levels are available at a cost of up to \$300 +GST. All levels provide an opportunity to participate in co-operative marketing campaigns while silver and gold membership offer additional benefits including a listing on the AGO website.

A copy of the Membership Prospectus is provided as an attachment.

10. FUTURE MEETINGS

As per the approved schedule of meetings for 2021, the next General Meeting and Annual General Meeting will be held in either the Shire of Tammin or Merredin on Monday 22 November, commencing at 1.00pm. The venue will be confirmed when the location of the Great Eastern Country Zone meeting is confirmed.

The schedule of meeting dates and locations for 2021 is as follows:

| Date | Time | Host Council |
|---------------------|-------------|-----------------------------|
| Monday 22 February | 1.00pm | Shire of Kellerberrin |
| Tuesday 27 April | 1.00pm | Zoom videoconference |
| Wednesday 23 June | 10.00am | Shire of Bruce Rock |
| Wednesday 11 August | 10.00am | Shire of Yilgarn |
| Monday 22 November | 1.00pm | Shire of Tammin or Merredin |

11. CLOSURE

The Chair in closing the meeting, acknowledged that this was the final meeting for Mr. Peter Clarke and thanked him for his contribution to WEROC. This was also the final meeting for Mr. Ram Rajagopalan as Chair, and he thanked all Members for their contribution over the past two years.

There being no further business the Chair closed the meeting at 1.34pm.