

# Report to the Community

Perth**acc**



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# Introduction from the Chair

*2002/03 has been yet another year of opportunity and growth for the Perth Area Consultative Committee. Having settled into our position within the portfolio of the Department of Transport and Regional Services, the National Network of Area Consultative Committees received a new Charter and Statement of Ministerial Priorities providing a new foundation for all ACC activities. This presented Perth ACC with an opportunity to embrace one of its own Key Priorities in 'Adapting to Change'.*

*The new Charter and Ministerial Priorities legitimises the direction that Perth ACC has been taking in the past 18 months, in establishing itself as a key player and agency for information and direction for economic development initiatives. In recent times Perth ACC has opened many new doors for project activity across Perth and under the new Charter and Ministerial Priorities we hope to continue to do so.*

*To this end, Perth ACC is excited to be adding to its networks and moving into the arena of community development. This represents the perfect complement to our already strong ties with the economic development sector. As a sign of our commitment to working in community development, Perth ACC has identified a new Key Priority to add to our Strategic Regional Plan<sup>1</sup>. (released in July 2001). The new Key Priority - Strengthening Communities has become a strategic focus for Perth ACC in acknowledging the critical importance of community development in building economic capacity and social capital.*

*Strategies identified to strengthen communities incorporate reducing marginalisation and social exclusion and building community capacity.*

*Perth ACC has been involved in some dynamic and exciting project work over the past 12 months and this report stands as a testament to the work going on across metropolitan Perth to address economic and social problems with sustainable projects delivering tangible results.*

*Western Australia received in excess of \$2.75 million of Regional Assistance Programme (RAP) funding in 2002/2003, representing 21% of the national allocation of funds. Perth ACC was successful in securing over \$335,000 of RAP funding for projects (12% of the state allocation of RAP). Over 80% of projects endorsed by Perth ACC were granted funding under RAP. Perth ACC is proud of this achievement, which places us as one of the leading Area Consultative Committees in Australia.*

*On an organisational level this year has seen a period of consolidation on our Management Committee. Members have worked, volunteering their time and expertise with enthusiasm, embracing new projects and giving guidance and support to the staff of Perth ACC. I thank them for their commitment and vision. As a group of busy professionals who give of their time readily, they demonstrate that Perth ACC is truly dedicated to contributing to the economic and social development of Perth.*

*I would also like to thank Allison Oldfield-Hiosan for her work as previous Executive Officer of Perth ACC. Allison was the key change agent in repositioning the Perth ACC on a metropolitan front. Her tireless efforts in establishing key networks across the Perth region has confirmed that Perth ACC is a key facilitation and development agency in Perth.*

*Perth ACC welcomed Marilyn Horgan into the role of Executive Officer in January 2003. Marilyn brings with her a wealth of knowledge and experience in economic development and we certainly look forward to the guidance she will give to the project development and operations of our organization over the coming year.*

*I would like to thank those of you in the networks of Perth ACC. Without the key linkages we have formed, Perth ACC would not be able to deliver the goals it sets for itself. Working in partnership with you ensures that we are all focusing on the bigger picture - dynamic and tangible growth in economic circumstances and community outlook, across this great region of ours.*

*I certainly look forward to what we can achieve together over the next twelve months.*

*Yours sincerely,  
Zelinda Bafile  
Chair, Perth ACC*

1. A hard-copy addendum has been produced for inclusion in our current Strategic Regional Plan and copies are available by contacting Perth ACC

# Executive Officer's Report

*This has been another year of growth and opportunity for the Perth ACC. It has been encouraging to see the maturing of projects funded in the 2001/02 period as the effectiveness of the philosophies behind the Australian Government's Regional Assistance Programme emerge. In addition Perth ACC has maintained continued involvement in strategic partnerships, ensuring that we are linked to the coal-face of issues in economic and community development across metropolitan Perth. Perth ACC has clearly articulated the vision of its Strategic Regional Plan in facilitating the creation of project initiatives that work to stimulate and diversify the metropolitan Perth economy. This further enhances the development of a vibrant region with supportive and growing community capacity.*

*Perth ACC is well into the three-year planning and activity cycle of its Strategic Regional Plan (2001-2004). The first year (2001/02) was the initial implementation of actions to meet strategic goals and objectives identified through community consultation to address issues in the Perth labour market.*

*The second year (2002/03) saw a focus on regional and economic development, aimed at stimulating demand and generating employment through local community initiatives.*

*The final year (2003/04) will focus on strategies that benefit the Perth economy through supporting a planned approach to regional development, building community skills and capacity, encouraging joint private and public sector development opportunities and encouraging the growth of regional business and employment.*

*The major focus of this year has been the implementation of the new Charter for Area Consultative Committees, the incorporation of the new core responsibilities into the Business Plan and preparations for the Regional Partnerships programme implemented in July 2003. Our marketing and communication strategies have seen the upgrading of our web site, the design of our corporate email templates and the development of electronic newsletters. These professional products have not only attracted attention from many organisations but have become the main stay of our corporate image and marketing.*

*enthusiasm and professionalism of Tania Donovan whose skills and abilities contributed so much to the success of the program.*

*Perth ACC has continued to work with the key priority areas identified in Strategic Regional Plan (2001-2004) with the addition this year of a new Priority Area, "Strengthening Communities" to meet the requirements of the new charter and Ministerial priorities. Strengthening Communities acknowledges the critical importance of community development in building economic capacity and social capital.*

*This year the Perth ACC submitted six projects for RAP funding, of which five were funded. This was the largest number of RAP projects submitted by any WA ACC. These projects will provide job creation, a stimulus to small business and the opportunity for local communities to address economic and employment development issues. Partnerships with community organisations, state, regional and local government are an essential element of regional development and the funding and implementation of these projects is a demonstration of the benefits of regional co-operation by all stakeholders in the process.*

*The Indigenous Employment Policy (contracted via the Department of Employment & Workplace Relations - DEWR) has provided a positive and interesting opportunity for the ACC to create and foster closer links with the business community. Our partnership with the WA Department of Conservation and Land Management (CALM) was of great assistance, and we acknowledge their commitment and efforts in the IEP project. The high participation rates in Indigenous Cultural Awareness training is a testament to the*

***Our Key Priority Areas are:***

- Adapting to change in labour markets and economic drivers***
- Diversifying approaches to economic development and employment***
- Promoting regional opportunities***
- Initiating success for business and ideas for economic growth***
- Strengthening communities through reducing marginalisation and building community capacity.***

*I would like to acknowledge and thank the Board who have been the source of continued support and guidance in my first year as Executive Officer. I would also like to acknowledge the contribution of my predecessor Allison Oldfield Hiosan and all the staff over the last year whose dedication and professional commitment has contributed so much to the operations and success of the Perth ACC.*

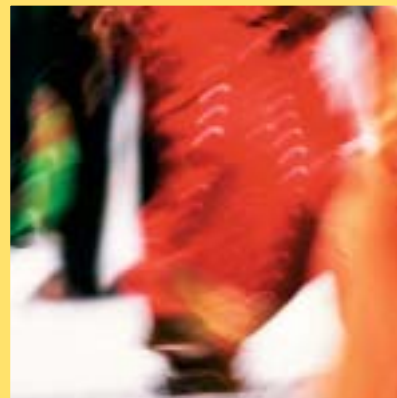


*The new operating environment, Regional Partnerships and a move towards a broader regional development and community strengthening focus, significantly enhances the opportunities for the Perth ACC to build on work already achieved and move forward as an established partner in a whole of*

*government approach to regional and community development.*

*I look forward to a challenging and rewarding year for the Perth ACC and in particular working with all our stakeholders in the development of our new Strategic Regional Plan for 2004-2007.*

***Marilynn Horgan***  
***Executive Officer, Perth ACC***



# Organisational Structure - 2002/03

## Department of Transport and Regional Services

### Governing Ministers - as at 30 June 2003:

**The Honourable JOHN ANDERSON, MP**

Deputy Prime Minister

Minister for Transport and Regional Services

Leader of the National Party of Australia

**The Honourable WILSON TUCKEY, MP**

Minister for Regional Services,

Territories and Local Government

**The Honourable RONALD BOSWELL, Senator**

Parliamentary Secretary to the Minister  
for Transport and Regional Services

### Department of Transport and Regional Services (Western Australia)

#### Staff Assisting Perth ACC

**John Love** Regional Manager, WA

**Julie Craig** Executive Officer, Regional Partnerships

**Rebecca Hogben** Administrative Officer

## Perth ACC Management Committee

The Management Committee of the Perth ACC comprises a group of dedicated volunteer representatives, drawn from small business organisations, employers, State and Local Government, technical and further education, regional Chambers of Commerce, education and community sector organisations.

### Management Committee Members of Perth ACC as at 30 June 2003

<b>Board Member</b>	<b>Role/ Professional Interest</b>
<b>Zelinda Bafile</b>	Chairperson General Counsel and Company Secretary, Home Building Society
<b>Tony Macri</b>	Treasurer Partner, DFK Perth
<b>Elizabeth Taylor</b>	Deputy Chairperson President, Shire of Kalamunda Chair, Eastern Metropolitan Regional Council
<b>David Atkinson</b>	Director, Jane Brook Estate Winery
<b>Lee Best (Ms)</b>	Chief Executive Officer, Kaleeya Hospital (Fremantle)
<b>Kim Bridge</b>	Consultant, K Bridge and Associates
<b>Cliff Carter</b>	Human Resources
<b>Lorraine Carter</b>	Training Manager - Woolworths WA Pty Ltd
<b>Jane Easton</b>	Employment Consultant
<b>Jay Hardison</b>	Consultant
<b>Graeme Harris</b>	President, Swan Chamber of Commerce Proprietor, Graeme Harris Gunmart and Tackle (Perth and Bunbury)
<b>Geoff Hawke</b>	Academic Director, West Coast College of TAFE

### Former Management Committee Members of Perth ACC

<b>Member Name</b>	<b>Role / Professional Interest</b>
<b>Frank Schaper</b>	Chief Executive Officer, Alzheimers Association of WA
<b>Peter Fox</b>	Deputy Mayor, City of Melville Proprietor in electrical business

## **Perth ACC Operational Staff**

### **Perth ACC Staff - from Jan 2003**

<i>Executive Officer</i>	<i>Marilynn Horgan</i>
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<i>Finance &amp; Administration</i>	<i>Natasha Lawton</i>
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<i>Marketing &amp; Communications</i>	<i>Donna Levis</i>
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### **Perth ACC Staff - to Jan 2003**

<i>Executive Officer</i>	<i>Allison Oldfield-Hiosan</i>
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<i>Administration Officer</i>	<i>Teresa Guest</i>
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<i>Small Business &amp; Economic Development</i>	<i>Marilynn Horgan</i>
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<i>Marketing &amp; Communications</i>	<i>Donna Levis</i>
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<i>Indigenous Employment Officer</i>	<i>Tania Donovan</i>
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*(contracted under Dept of Employment and Workplace Relations)*



# Regional Assistance Programme

## **RAP Round-Up: Outcomes from 2001/02**

*Project activity under the Regional Assistance Programme continued with great momentum throughout 2002/03. The following is a summary of the results of projects that were initially funded in the 2001/02 period and where contracted funding was finalised in 2002/03. Perth ACC is proud to be associated with projects of such great calibre, achieving positive and tangible economic and community outcomes for metropolitan Perth.*

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## **Canning River Landcare Employment Strategy**

*This project received \$28,677 of RAP funding in 2000/01. The aim of the project was to take the first steps towards capitalising on the many employment opportunities in the area of landcare, particularly linking youth, the unemployed and disadvantaged people from the Cities of Armadale and Gosnells to employment opportunities. The project provided theoretical and practical on-ground work as well as establishing mentoring relationships with local businesses, community organisations and local and State Government agencies as a means of forging pathways to new employment opportunities.*

*RAP funding was used to pay the costs of a project officer contracted to the City of Gosnells, who worked to identify potential employment opportunities and career paths available in landcare and associated industries. These opportunities were then promoted to potential business operators, encouraging them to be proactive in creating job vacancies and entry-level training positions. The Project Evaluation Report noted that 13 training opportunities had been identified and relationships with local businesses had been established.*

*The Canning River Landcare Employment Strategy project has been successful in achieving the outcomes it had originally proposed and has provided a sound foundation for the development of pathways to jobs. It has provided the opportunity for an analysis of regional employment trends and opportunities in the Landcare industry as well as allowing for the development of training and relationships forged with businesses to continue beyond the project time frame.*

## **Gravity Discovery Centre**

*\$385,000 of RAP funding has been utilised to assist in the construction of a Gravity Discovery Centre (GDC) in the Shire of Gingin. The GDC is situated alongside the Australian International Gravitational Observatory. It aims to be an inspirational self-supporting, non-profit public education and tourism centre focusing on the big questions of Life and the Universe, and the extraordinary biodiversity of Wallingup Plain. It includes a spectacular Cosmology Gallery, an Innovation Gallery showcasing WA inventions and a treetop walk that provides disabled access to the Leaning Tower of Gingin and the Southern Cross Cosmos Centre (SCCC) the largest public astronomy facility in the Southern Hemisphere.*

*Modelled on existing successful science education and tourism facilities the GDC integrates art, science, innovation, indigenous culture and the environment. It incorporates an enormous mural portraying the history of the Universe, a 40 metre leaning tower, a giant Foucault pendulum and a black hole simulation to provide exciting new material for learning opportunities and experiments.*

*In July 2002 the Gravity Discovery Centre Foundation and the University of Western Australia hosted the Federal Minister for Education, the Hon Brendan Nelson for the Foundation Stone Laying Ceremony. Since then, building*



The Gravity  
Discovery Centre

## The Golden Pipeline Group of Projects

works progressed steadily with all projects on-site using local suppliers where ever possible. Reconstituted limestone was supplied by a local quarry; a café at the centre will be run by a local couple with the assistance of local staff and the Gingin Tourist Network will be located within the GDC building, allowing bookings to be made for travel within Western Australia.

The Gravity Discovery Centre was officially opened in November 2003. An Education Manager has been appointed, guides and volunteers have undertaken training and education programs have been developed to enable school groups to visit the centre.

The GDC is managed by the University of Western Australia, which has been successful in securing substantial funding and sponsorship, from both government and the private sector (total budget for the project was \$10.5 million). Perth ACC had a role in endorsing this project for RAP Funding, due to the perceived economic benefits from and for the Perth Metropolitan region with the majority of visitors to the Gravity Discovery Centre having travelled through the Perth Metropolitan region on their journey to the Centre.

*The Golden Pipeline began its existence in 1895 when the first plans were prepared for an engineering feat to stagger the world - an attempt to pump water uphill some 500 km, from the hills near Perth to the goldfields of Coolgardie and then on to the new goldfields of Kalgoorlie.*

*In January 1903 the 650km pipeline project was completed with the flow of water from Mundaring Weir reaching its destination at the Mt Charlotte Reservoir at Kalgoorlie. Today, water is supplied to over 100,000 people and six million head of stock from an historic 650km water pipeline running between Perth and Kalgoorlie, crossing 12 Local Government Areas.*

*The Golden Pipeline Group of Projects aimed to stimulate cultural, social and economic growth through the development of projects to create new and permanent job opportunities. These projects incorporated a number of separate components, which together formed a co-ordinated tourism experience. Separate applications for RAP funding were submitted by individual proponents for distinct projects drawing on unique elements of the Golden Pipeline.*

### **National Trust Business Plan (The Golden Pipeline)**

*The National Trust Business Plan formed the foundation of the entire Golden Pipeline Project. RAP funding of \$84,700 was used to produce a business plan, formal market research, marketing plan, a media strategy and tourist brochures focussing on The Golden Pipeline. The total cost of the five components was \$164,700, with the remaining 50% of the funding provided via the WA State Government's Regional Development Trust Fund. This project has been the National Trust's biggest project to date in Western Australia and it is intended to seek World Heritage status for The Golden Pipeline after being listed at a state and national level.*

*Tangible achievements from the findings of the plans and research include:*

- Conservation and landscaping at No 1 Pump Station building at Mundaring Weir and redevelopment of exhibitions.
- Conservation works at pump stations No 4 (Merredin), No 5 (Yerbillon), No 6 (Ghooli) and No 8 (Dedari)

- Landscaping and erection of an architecturally designed viewing platform at Mt Charlotte, Kalgoorlie
- Two historical walk trails around Mundaring Weir
- Development of a multiple use recreation trail from Mundaring Weir to Mt Helena with plans to go between Northam and Mundaring when completed.
- The development of the 650 kilometre Golden Pipeline Heritage Trail complete with 24 comprehensively interpreted sites along the route, roadside signage and an informative Guidebook.

### **Golden View Viewing Platform (The Golden Pipeline)**

*\$50,600 of RAP funding was granted to the Shire of Kalamunda in October 2001 for the artistic design and construction of the Golden View Viewing Platform overlooking Mundaring Weir. The overall project scope also included the upgrade and development of a walk trail, general site development at the entrance of the platform, interpretive and road signage and upgrades to sanitation.*



*Construction of the Golden View Viewing Platform is complete and the final design complements and enhances the natural beauty of the environment surrounding the Mundaring Weir, providing spectacular views. Two artists were recruited to work with special art students from the Kalamunda Senior High School and the team have designed and created four carved totem poles which mark the entrance to the walktrail to the viewing platform and rest points along the trail. The walktrail itself has been realigned from the car park facility, widened and resurfaced, with steps installed where required. The Bibbulmun Track has also been realigned to offer access to the Golden View Viewing Platform.*

*New signage has been installed on roads leading to the Viewing Platform, with interpretive signage developed for proposed official opening of the Golden View Viewing Platform in late 2003. Work on Phase 2 and Phase 3 of the project (comprising non-RAP funded aspects) has begun with the scheduled upgrading of picnic area facilities and the installation of two 'Enviro Loos' to replace current toilet facilities.*

*In their Project Evaluation the Shire of Kalamunda noted that the Golden View Viewing Platform project had "far exceeded the expectations of those involved", and that "(project) partners have seen the potential of the site for recreation, visitors, the*

*environment and education as well as employment and economic benefits and contributed more effort and resources than initially agreed". It is envisaged that the presence of the Golden View Viewing Platform will generate an increase in tourist and visitor numbers to the area, with spin-off benefits for*

*local cafes, arts & crafts outlets, specialist and other shops, as well as accommodation demands.*



Bibbulmun Track

### **Fremantle Industrial Tourism**

**\$38,555 was granted** to the City of Fremantle to explore the feasibility of establishing a commercially viable industrial tourism focus within the City of Fremantle in September 2001. The project formed part of an overall strategic vision for Economic Development for the City of Fremantle and the Final Report was released in mid 2002.

The Report "Industrial Tourism Feasibility Study" noted that the City of Fremantle estimates that 1.4 million people visit Fremantle each year, identifying significant markets including day-trippers, cruise ship passengers, backpackers and US Navy personnel, in addition to residents of the greater Perth area and visiting relatives/friends. It also confirmed that Fremantle has the potential to become a premier Industrial Tourism site and that currently no dedicated, multi-site industrial tourism trail exists in Australia. The Report found a high level of enthusiasm and support for the concept of industrial tourism, with some companies already conducting private tours of their operations.

**Recommendations and financial feasibility figures were offered on Industry Participation, Involvement of Private Tour Operators, Coordination, Marketing and Promotion and five themed tour options to cater for the visitor segments. Tour options offered included: Fishing Industry, Maritime Industry, Cottage Industrial, Artisans and Craft Studios, and Heavy Industry.**

The Report concluded that the concept of industrial tourism in the Fremantle Region has the potential to be a valuable economic driver for the region and that the industry base is

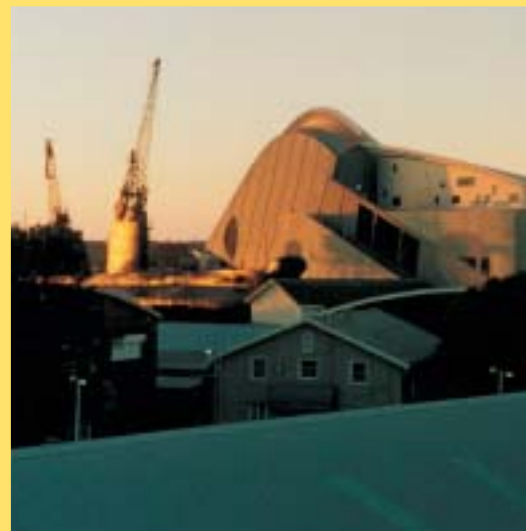
large and diverse enough to support industrial tourism activities. It noted that the key to development of industrial tourism within the Fremantle region will depend on the ongoing support of industry stakeholders and recommended the establishment of an Industry Working Group to address the ongoing issues of developing and coordinating industrial tourism activities.

Tour operators have received the report positively and private operators are now offering a regular 1 hour tour of Fremantle Harbour, focussing on aspects of the Maritime industry, in addition to a land-based tour visiting light industrial sites in the Fremantle region.

The City of Fremantle is to be commended on its work and vision in developing the Fremantle Industrial Tourism Project and Feasibility Study. The outcomes of the Study have clearly identified a substantial avenue for long-term economic growth in their region.



Fremantle Industry



## Midland Alive and Working

This project was granted an allocation of \$33,000 in September 2001 and was submitted by the City of Swan together with the Midland Redevelopment Authority and the Business Incubation Group Inc. The aim of the project was to attract new businesses into Midland and create new employment opportunities for local residents, with a Project Officer being engaged for a period of twelve months.

The funded element of the project was completed in October 2002 and achievements under the project have been substantial. Some of the outcomes of the project, include:

- Identification of vacant business space and promotion of vacancies through the establishment of a comprehensive on-line property database detailing commercial properties available in Midland. This is an ongoing property register and is available for viewing by visiting [www.cityofswan.com/business](http://www.cityofswan.com/business).
- A marketable portfolio of business opportunities through the production of brochures promoting Midland as a desirable business destination, and extensive media exposure on the Midland CBD through *The West Australian* and *Community Newspaper Group*.
- Improvements to the perceptions and profile of the Midland area through revitalisation of Town Centre shop facades, relocation of the Midland Farmers' market to the town centre, establishment of an Art Exhibitions Program, and the holding of a 'Midland Alive Open Day' attended by the Premier of Western Australia, the Hon Dr. Geoff Gallop, which attracted an estimated 80,000 visitors.
- The expansion of existing businesses through stimulation in the Midland CBD, including full tenancy at the Centrepont Shopping Centre, 10-15 new stallholders at the Farmers' Market and the expansion of a number of local café's to include longer trading hours or larger café facilities.

All of these outcomes represent new job opportunities for local residents.

Perth ACC was instrumental in support of the Midland Alive and Working project and designed and developed the property database tool to assist in the identification of vacant businesses.

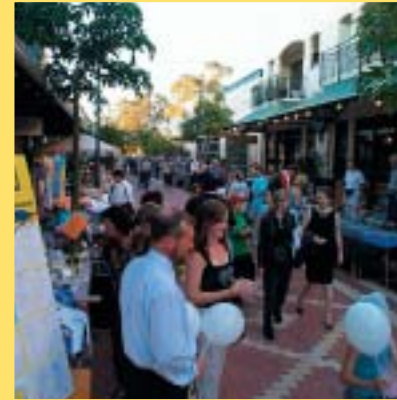
In fact, the project has achieved such strong successes that it stands as a foundation to develop a best practise model in economic and regional development through partnering. Although the funded "Midland Alive and Working" project has been completed, the momentum has been continued with the amalgamation of ideas and initiatives into the newly established Midland Marketing Inc. This evolution into a larger and stronger body ensures that the original project continues to deliver tangible economic and community benefits to the Midland community and driving sustainable long-term growth.

## Joondalup CBD Revitalisation

\$65,742 was granted to the City of Joondalup for their initiative to develop an identity for the Central Business District. The aim of the project was to encourage businesses to the area and offer them support by developing a program of business and marketing seminars to help businesses grow. The target area for project activity encompassed Boas Avenue to the south, McLarty Avenue to the west, Shenton Avenue to the north and Lakeside Drive to the east.

The key mechanisms used by the City of Joondalup in implementing the CBD Enhancement Project included:

- Developing a marketing identity for the CBD area and to improve the profile of the CBD, including the development of on-line and printed promotional material aimed at attracting new businesses into the Joondalup CBD,
- Promoting CBD based business stakeholders to local residents, students, workers, visitors and other potential customers, particularly to coincide with the City of Joondalup's schedule of festivals, cultural and other recreational events,



City of Joondalup  
night markets

- Working with the Joondalup Business Enterprise Centre to introduce a program of workshops and networking events for business stakeholders, allowing them to expand networks and customer base.

A survey was conducted at the commencement of the Joondalup CBD Revitalisation project in 2002 and again at the completion of project work in 2003, to gauge the success of the strategies implemented, with some very positive results. The survey found:

- A 20% increase in the number of people visiting the CBD during weekday working hours,
- A 12% increase in workforce numbers in the CBD,
- The entry of 74 new businesses into the area (with 40 businesses ceasing trading), and
- A decline in business tenant vacancy rates across the CBD from 22.2% to 11%.

Work in accordance with the funding contract has been completed and a Final Report is being prepared. Ongoing activity from the project include the development of a "Marketing, Customer Focus and Merchandising Workshops for Small Businesses in the Joondalup CBD" workshop series (entitled "Supa Shop") which will begin in October 2003.



## RAP Round-Up: Approvals 2002/03

Perth ACC received strong interest in the Regional Assistance Programme throughout 2002/03 and was involved in the endorsement of projects that resulted in over \$335,000 of RAP funding being granted. It is an aim of the Australian Government to generate new investment in the local community of \$2.50 for every \$1.00 of funding granted. The projects endorsed by Perth ACC for funding this year have far exceeded this benchmark and it is estimated that Perth ACC supported projects are generating in excess of \$3.70 for every \$1.00 of RAP funding granted. Perth ACC is also proud to report that over 80% of projects endorsed were granted funding under RAP. Not only is this a testament to the proponents for their sound and viable project ideas, but also confirms the proactive role of Perth ACC in assisting proponents and facilitating project development.

Looking to the  
West End of  
Fremantle

### Fremantle West End Business Development (The Chelsea Project)

#### RAP funding \$58,250

The objective of the Fremantle West End Business Development project is to contribute to the revitalisation of the area which links the Fremantle port region and the Fremantle central business district.



Through the employment of a West End co-ordinator, initiatives will be implemented to assist in increasing employment and economic activity in the West End of Fremantle. In early 2003 the project was renamed 'The Chelsea Project' by the project

Steering Committee, to reflect the local community's perspective of the West End of Fremantle (in the late 1980s a local artist coined the term 'Chelsea-End' of Fremantle).

Initiatives to be undertaken under The Chelsea Project include:

- The identification of vacant property through contact with property owners and the development of a property database
- The establishment of specific industry groups of local businesses
- Development of a direct marketing strategy for business attraction of industry groups, in addition to a 'portfolio' of business opportunities in the West End
- The marketing and promoting the West End as an innovative, alternative location for targeted industry groups
- Liaison with the Coastal Business Enterprise Centre to ensure that business start up and expansions are given every opportunity to locate in the West End.

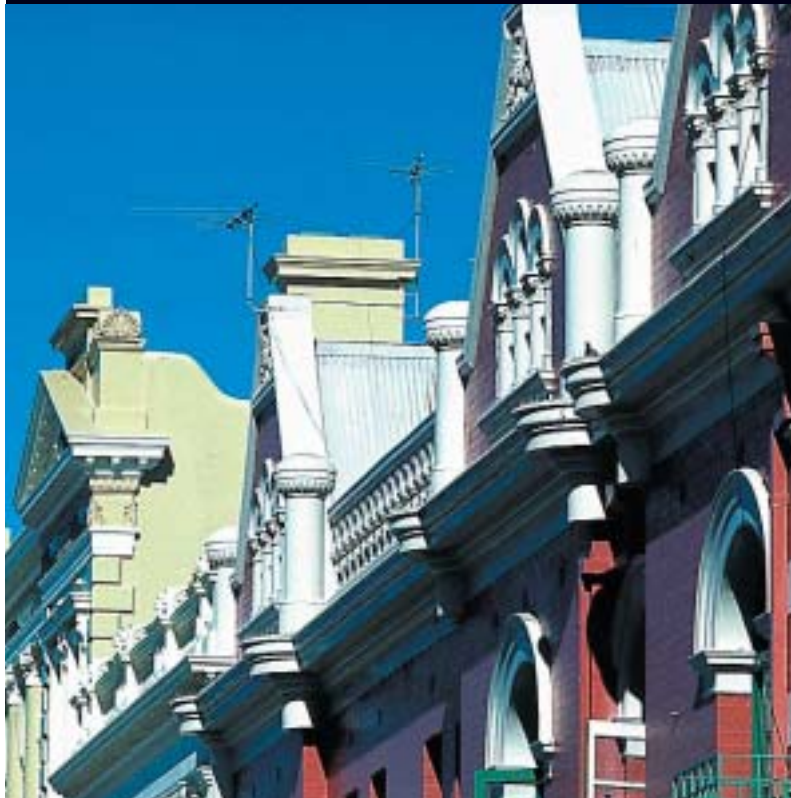
- Liaison with Challenger TAFE to ensure that local training is available to provide specific training for attracted businesses needs on demand.

This project is part of a major strategic vision identified in a previous report to the City of Fremantle, "West End Business Attraction Study" (July 2002) which made 89 recommendations to bring activity back to the area. In addition to the engagement of the West End coordinator, other initiatives are also being implemented and planned, which include:- streetscape improvements, investigation of traffic flow directions, heritage plaques and signage, and the development of links between the new Maritime Museum and the West End of Fremantle.

The project is being managed by a steering committee, consisting of representatives from the City of Fremantle, Fremantle Chamber of Commerce, property owners, West End businesses, Perth Area Consultative Committee and the Coastal Business Enterprise Centre.

Since the engagement of a West End Business Attraction officer for The Chelsea Project in March 2003, activity within the project scope has been strong. Two outstanding achievements to-date have been the establishment the West End Traders Association and Chelsea Project Fashion Taskforce. In addition, a number of new businesses have been attracted to the West End region of Fremantle and new avenues of business attraction are always being explored.

Perth ACC was instrumental in its support of The Chelsea Project, supplying the template structure and functionality for The Fremantle Property Bank. This aspect of The Chelsea Project has received strong media interest and continues to provide linkages for businesses to properties available in the west end of Fremantle. In addition the project is receiving strong support within the broader community in Fremantle and work is well under way to restore the vibrancy to this historic area.





Artists on-line

### **ArtSource - (Artists on-line)**

**RAP contributed \$37,500** to the project 'ArtSource - Made.au' put together by the Artist's Foundation of Western Australia (AFWA). The project assists artists by sourcing them with potential employment opportunities and also refers clients to artists. An extensive online database has been developed consisting of artists, six slides of their current work, a detailed CV and a detailed registration form. The database is located at <http://interactive.artsource.net.au/apps/WebObjects/Artsource>

The online database has over 270 artists in WA listed and is an effective way of reaching artists and potential clients at a minimal cost. The search engine facilities can be filtered to suit the exact criteria sort, directing the right artist to the right client or the right employer to the right artist.

Through this project, employment opportunities can be easily accessed by anyone eliminating regional boundaries. Regional artists are greatly disadvantaged in the industry as promoting their work to the metropolitan regions is an expensive task. Through 'ArtSource', regional artists can expand their market at a minimal cost and become as competitive as metropolitan artists.

The main objectives of 'ArtSource' are:

- Quickly update artists' information by importing new visuals and CV details as they become available
- Advocate the employment of artists in the public sector by local government and industry
- Match artists to clients through detailed understanding of our artists' history, capacity, interests and abilities.

- Match clients to artists through supplied criteria
- Advise artists on issues relating to contracts, commissions, copyrights etc.
- Assist clients to develop projects through written job briefs, advice regarding commissioning of artists, developing contracts, project management etc.
- Vigorously promote artists to the broader community

The ArtSource - Made.au online database was launched in early 2003 as 'Artists On-Line' and to-date 75 projects have been received through the site. The total value of commissions has been in excess of \$369,000 (not including an additional \$800,000 in commissions for New Metro Rail projects). The project has also provided AFWA with contact to over 100 Regional and Indigenous artists. It is encouraging that 25 of the 75 projects through the Made.au database have been from regional WA - a 20.5% increase on 2002 submissions. Local government, local arts agencies and centres in the Goldfields-Esperance, Mid West and Great Southern Regions have been introduced to the online database and there are plans for AFWA to work more specifically in these regions to develop further projects and programs to assist local regional artists.

Perth ACC has been closely involved with this project from inception to completion and we believe that the outcomes to date and the potential future outcomes of 'Artists On-Line' will make a major contribution to the generation of income for artists across the whole of Western Australia representing a very real contribution to the state economy.

### **Eco-Detour**

The Eco-Detour project, put together by the City of Wanneroo, received **\$84,535 of RAP funding** to create employment opportunities in the automotive industry. It looks to build on the strong support offered by the automotive and mechanical industry located in the South East of Wanneroo and the industrial center in Wangara and to address skill shortages in these industries in the region.

The project takes on a three-stage approach; Stage One consists of focus groups and skills needs reports that identify the need for automotive skills in the region. Stage Two is the hiring of a full time program manager to co-ordinate stage three of the project. Stage Three involves setting up a viable automotive skills centre that uses the donation of abandoned vehicles to repair and restore whilst incorporating environmentally sound practices. Funding under RAP was secured to assist in the development of Stage Two of the project.

The main objectives of Eco-Detour are:

- To encourage local employment opportunities within the local small business network for graduates of the program
- To assist in the regeneration of used and abandoned motor vehicles found within the City of Wanneroo that can be used as a revenue stream for the project
- To provide elements of professional development to the participants that are not necessarily taken up by the training sector, education sector or the private sector
- To stimulate sponsor interest and confidence in the region that there is a suitable local skills base within the local job stock
- To co-ordinate the progression of the automotive sector and associated industries in a way that creates greater cross sector synergy while building on existing efforts (pilot)
- To make participants aware of the environmental impact that their profession has at each stage

In the long run, it is planned that Eco-Detour will become a sustainable, viable small business through the selling repaired vehicles. It is anticipated that vehicles will be sold back to the public or to students to generate an income for the continuation of the program, with some vehicles donated to victims of crime.

## **Environmental Repair - A Key to Future Economic and Employment Growth**

**RAP funding of \$40,865** was granted for the Environmental Repair project, managed by the Hills Community Support Group. The aim of the project was to examine the feasibility of establishing a viable, commercial industry for environmental revegetation and restoration work in the Upper Swan River catchment area. The study examined opportunities for sustainable project development in the area of environmental rehabilitation that may lead to small business opportunities and employment growth in the region as well as identifying opportunities for disadvantaged groups to respond to increased job pathways.

The project considered the impact of the current large number of volunteer groups who undertake much of the environmental work in the region, generating few paid employment and small business opportunities and how they may be incorporated as mentors to assist in developing commercially viable and sustainable activities and take the pressure off the volunteer groups. The project assessed the general economic rejuvenation and development plans in the Midland area such as the Midland Redevelopment Authority and the City of Swan's Strategic plan for the economic development of the area.

The final Feasibility Study was released in August 2003 and has been provided to the House of Representatives 'Standing Committee on Environment and Heritage: Inquiry into Employment in the Environment Sector'.

## **Adding Value Through Tourism**

**RAP contributed funding of \$55,550** to the Adding Value through Tourism project, managed by the City of Swan and guided by a consortium of local and regional stakeholders. The project is designed as an innovative, four-faceted approach to developing the Swan region's burgeoning tourism and food / wine industries. It aims to use the profile of these industries to lever investment into other industry sectors throughout the region.

The four areas of the project are:

- **Regional Marketing** to create a strong identity for the Swan region as an accessible tourism destination and food / wine experience.
- **Visitor Servicing** through the relocation and expansion of an existing Visitor Service Centre and use of this centre as a focal point and resource for working with visitors and businesses.
- **Development of interpretive information** to add value to the tourism and related industries.
- **Product development facilitation** to generate new experiences, business and employment opportunities for the area in the tourism, food and wine production and cross-over areas.

To date a Visitor Centre has opened in the heritage listed Guildford Courthouse which offers professional interpretation of historical collections with further interpretation displays to be housed within other rooms. A Guildford Heritage Walk Trail Interpretative Signage Project is underway and a number of marketing initiatives have been developed. These include the development of a 'produce database', establishment of the Swan Valley Food and Wine Trail (launched September 2003), boxes of Swan Valley produce ready for sale in selected outlets and a range of promotional material .

The Adding Value Thru Tourism initiative was short-listed in the Category of 'Sustainable Development - Tourism Development' in the 2002/03 annual National Office of Local Government Awards.

## **Return to Perth Hills Tourism Strategy**

**RAP is contributing \$18,700** to the Eastern Metropolitan Regional Council's 'Return to Perth Hills' project. The aim of this project is to create new employment opportunities through increasing visitor numbers to the 'Hills' region of Perth. 'The Hills' has traditionally been defined as the two local council areas of Mundaring and Kalamunda. The identification, development and marketing of the Hills tourism precinct will be achieved by the development of branding and positioning for the Hills precinct, as well as development of marketing and business strategies.

The project will enable Mundaring and Kalamunda to collaborate their efforts to identify their points of difference, and use these unique attributes to attract more visitors to the area. The project proposes that an increase in visitor numbers will act as a catalyst for business development and investment in the Hills region, which will in turn increase local employment opportunities. To this end the project is unique in that it aims to engage the broader business community in developing an identity for the Hills, combined with business development training. The project initiatives also secure local business ownership and commitment through participation, funding and implementation.

The Return to Perth Hills project is envisioned to be the first step in an ongoing planning and development process for the Hills region. Through the development of professional 'local' marketing, business planning and promotional material, closer links will be possible for businesses and tourism associations in the Hills region.

## Swan Valley Premium Grape Juice

The Swan Valley Grape Juice Association received **RAP funding of \$105,050** for a project to utilise the existing wine grape excess to trial the development of a new non-alcoholic grape juice product for the domestic market. The project offers the opportunity for the industry to make the transition from a traditional wine product to a fresh juice product. It also utilises excess capacity within existing production and processing plants located in the metropolitan region.

Opportunities for export markets in South East Asia and the Middle East have been noted but the initial crush will supply the local market with a fresh, pasteurised and additive free product, which will allow for the development and exploration of new markets as the product is managed and developed. In addition, it is hoped that if successful the project can be expanded beyond the metropolitan area to include fruit from regional areas.

Two of the project aims are to:

- Develop a viable, alternative product for the excess of wine grapes that have been planted in the Swan Valley region and across south western Australia that does not detract from the sale of premium table wine and acts as a complement to existing markets.
- Investigate the feasibility of expanding the industry for both grape products and alternative fruit products which use existing resources, equipment and infrastructure.

The project is administered by Swan Valley Grape Juice Association. Swan Valley Premium Grape Juice is currently sold in selected supermarkets across Perth and is receiving strong consumer support.



Swan Valley Premium  
Grape Juice

# Regional Partnerships

This year the Australian Government introduced a new structure to a number of its funding programmes. In July 2003, The Department of Transport and Regional Services combined a number of key regional development funding programmes into a new streamlined package called **Regional Partnerships**.

Former programmes now incorporated into Regional Partnerships include Regional Assistance Programme (RAP), Regional Solutions, Rural Transaction Centres and specifically targeted structural adjustment initiatives for specific areas across Australia, including the South West Forests region of Western Australia.

Regional Partnerships focuses its criteria for funding on four areas:

- **strengthening growth and opportunities** by investing in projects that strengthen and provide greater opportunities for economic and social participation in the community;
- **improving access to services** by investing in projects that, in a cost effective and sustainable way, support communities to access services. It will give priority to communities in regional Australia with a population of less than 5,000;
- **supporting planning** by investing in projects that assist communities to identify and explore opportunities and to develop strategies for action; and
- **assisting structural adjustment** by investing in projects that assist specifically identified communities and regions adjust to major economic, social or environmental change

In metropolitan regions it is predominantly the **strengthening growth and opportunities** and **supporting planning** that will provide the foundation for project development.

Entities registered under State or Commonwealth legislation (with some exceptions as listed in the guidelines), can apply for Regional Partnerships, including:- Non-profit organizations, Local Government, Community Councils / Indigenous Councils, Co-operatives, Associations, and Registered Charities. In a major change, members of the private sector can also apply for funding under the Regional Partnerships programme.

Under Regional Partnerships, consideration for a project to be funded should demonstrate that the project idea:

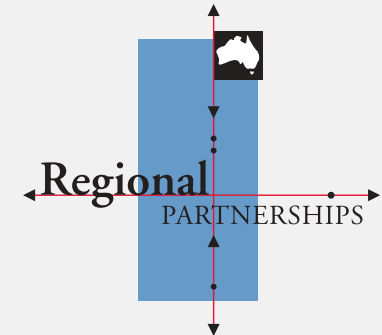
Provides benefits for the community by:

- meeting a demonstrated need or community demand for the project's outcomes
- filling a market gap, or
- adding value to existing resources, products or business

Creates or enhances opportunities in the community by:

- establishing new, diversified or expanded business in response to demonstrated markets
- creating new economic/employment opportunities, including job creation
- providing infrastructure that enhances economic/social opportunities
- enhancing interaction in the community that will lead to an improvement to the community as a whole
- delivering diversification of skills and/or demographics in a location, or
- increasing the uptake of innovation, best practice or new technologies

Has the ability, or access to expertise, to manage the project both during and after funding; and



Where funding will produce a plan or study, that the project will:

- demonstrate clear paths to the next stage of development and to sustainable outcomes in the local community, and
- ideally include a commitment, such as funding, for implementation

The Government has a priority for sustainable project ideas under Regional Partnerships. Sustainability will be determined by assessing whether:

- the project's outcomes are sustainable beyond the funding period
- the project can remain sustainable and viable beyond the funding period, where the project is ongoing
- it provides an ongoing measurable benefit to the community or region
- it contributes to the sustainability of the community, and
- delivers outcomes through smarter use of existing natural resources

Perth ACC is the primary point of contact for assistance and information regarding the Regional Partnerships programme in metropolitan Perth. It is our role to assist in project development through facilitation with stakeholders and the development of project ideas into sound funding applications. In addition Perth ACC is asked for comment on all applications for Regional Partnerships funding applicable to metropolitan Perth, a role which we embrace.

Throughout 2003 and into 2004 we will be holding a number of information workshops to introduce new stakeholders to the Regional Partnerships programme and to assist our existing stakeholders in adapting to the new assessment criteria and priorities of the programme.



# Indigenous Employment Policy Activity



In a continuation of the momentum established in 2001/02 our Indigenous Employment Officer worked extensively with the business community to promote the existence and the features of the Indigenous Employment Policy, through a number of Cultural Awareness Training events. Events were supported by local Business Associations, Chambers of Commerce, Community organisations and in some instances, private companies.

With the assistance and knowledge of members of the State Department of Conservation and Land Management (CALM) Indigenous Support Unit participants were encouraged to embark on a dreamtime journey through the creation of the landscape of the state of Western Australia and the

origin of tribal groupings. Events were very 'hands on' with traditional painting of faces and often concluded with the learning of the "Tjitty Tjiitty Dance".

Strong attendance at the Cultural Awareness events opened new opportunities for regular networking on the Indigenous Employment Policy. A regular e-newsletter was produced and distributed to over 250 recipients each quarter, with enthusiastic response to the information and stories contained in each issue. Copies of previous IEP E-Newsletters are available on request.



# Perth ACC - Working in Partnerships

## **Ellenbrook Employment Forum**

*Perth Area Consultative Committee has continued its involvement in the Ellenbrook Employment Forum throughout 2002/03. The Forum comprises members of the Ellenbrook Management Authority, Local Government, State Government, employment agencies, Business Enterprise Centres and business incubators. Stakeholders work together to develop and implement strategies to address the structural issues of the community, increase employment self sufficiency and foster small business opportunities for employment in the region.*

*The Ellenbrook area was planned to incorporate the opportunity for home based business, mixed use development and neighbourhood centres and this holistic approach seeks to build not only employment opportunities, but to increase community involvement and capacity building. Perth ACC have been part of a strategic planning exercise for the area and have contributed to the home based business facilitation initiatives undertaken by Ellenbrook.*

## **Home Based Business**

*The Perth ACC has formed close links with the Small Enterprise Association of Australia and New Zealand (SEAAANZ), Business Enterprise Centres (BECs) and local government to facilitate small business growth, including the promotion of the Home Based Business sector in WA at forums in Wanneroo and a Whole of Government interagency forum in the city.*

*Perth ACC presented a paper in partnership with City of Swan and Edith Cowan University on the role of local government in home based business facilitation at the SEAAANZ National Conference in Adelaide. Perth ACC also made a submission to the Senate Inquiry into Employment in Small Business and appeared at the Senate Employment, Workplace Relations and Educations Committee. The findings of this inquiry have been published in the 'Senate Report on Small Business Employment, February 2003'*

*The role of home based business in local economic development was the subject of a series of presentations to the Great Southern ACC, City of Albany and the Great Southern Development Commission. A report on Home Business Policy Development has also been undertaken with the City of Swan and its recommendations presented to the City of Swan.*

*Home based business is an important contributor to the economy, with an estimated 63% of all small business in Western Australia either operating from home or at home. The importance of home business to local economies cannot be underestimated. Generally home based businesses which elect to grow look to relocate within 5-10 kilometres of their home so as to retain their customer and supply base. In a time when local councils are seeking to reduce economic leakage and increase employment self-sufficiency, stimulation and encouragement of home business offers a cost effective solution.*

## **City of Wanneroo**

*As part of a whole of government approach to issues in the Yanchep - Two Rocks area of the City of Wanneroo, the Perth Area Consultative Committee has been involved in community capacity building in the region. Working closely with the Sun City Access Centre and community groups in the Yanchep region, Perth ACC has facilitated the opening and operation of an information technology access and training facility.*

*The Yanchep - Two Rocks area was identified in our 2001/04 Strategic Regional Plan as an area of priority, due to high levels of unemployment and marginalisation issues faced by outer urban communities. Work will continue in the area throughout 2003/04 with Perth ACC involved in community capacity building in the region and continued links with the Economic Development team at the City of Wanneroo, other key stakeholders from local and state government, community organisations and business associations.*



# Marketing

*Marketing activity has continued strongly throughout 2002/03, building on the foundation set in previous years. Stakeholder awareness of the Perth ACC brand has grown substantially and Perth ACC is now an easily recognised identity in economic and community development sectors.*

*Operationally a comprehensive Marketing and Communications Strategy forms the core of all marketing activity undertaken by Perth ACC. This outlines planned initiatives against outcomes and indicators and will assist Perth ACC in achieving full potential in Marketing and Communications.*

*With the release of a new Ministerial Statement of Priorities and Charter for Area Consultative Committees it was decided that a slight change to our visual brand was necessary. The tag 'we grow jobs' was dropped from our logo, to create a strong representation of our organisation's identity:*

Perth **acc**

*In November 2002 we were proud to launch our first 'Report to the Community' containing a summary of all project and operational activity for the 2001/02 operating period. This document was designed to complement our 'suite' of Perth ACC publications in visual design and reinforced our philosophy of communicating positive stories on economic development and community development across metropolitan Perth. The report was distributed to over 1,500 of our stakeholders.*

*Perth ACC has also continued to develop strong ties with local media and journalists with a marked increase in Media Release take-up by the Community Newspaper Group, The West Australian and regional newspapers. It is important to continue to foster these relationships as an avenue of reaching a wide audience on the work of local communities in*

*addressing local problems with economic and community based solutions.*

*Again in 2002/03, Perth ACC has continued with the publishing of newsletter updates to stakeholders, as a key tool for disseminating information on Government programmes and highlighting the successes of projects in which Perth ACC has been involved. Currently, an electronic newsletter template is in development and it is hoped to move our newsletter production across to a predominantly electronic distribution in the next few months. With desktop technologies readily accessible by the vast majority of our stakeholders we feel that the move to an e-newsletter is a more personal, cost effective and environmentally sound method of disseminating the important information that we wish our stakeholders to share in.*

*Building on the effective use of information technology, an electronic template for our email communications was implemented in late 2002, in keeping with our brand image, and suite of documents. Feedback on our email design has been positive. An email from the staff at Perth ACC is no longer just another group of words on a page.*

*The Perth ACC website has also undergone some technological adjustments, with a new format released and enhancements continuing. It is hoped that the Perth ACC website will become a key point of reference for our stakeholders and we are constantly working to circulate fresh articles and information. A comprehensive analysis of the performance of our website will be undertaken in the next operating period, with the goal of delivering a professional web presence that is relevant and widely accessed by stakeholders. You can visit our website at [www.perthacc.com.au](http://www.perthacc.com.au).*

*As we move into a more technologically savvy mode of marketing, Perth ACC is looking forward to the prospect of reaching even more stakeholders through tapping into networks within networks. It is this priority that will drive our marketing over the next operational period, as we believe with effective use of technology we can reach out and introduce ourselves to new stakeholders and streamline communications with existing stakeholders.*







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