



City of Whitehorse

MINUTES

Special Committee of Council Meeting

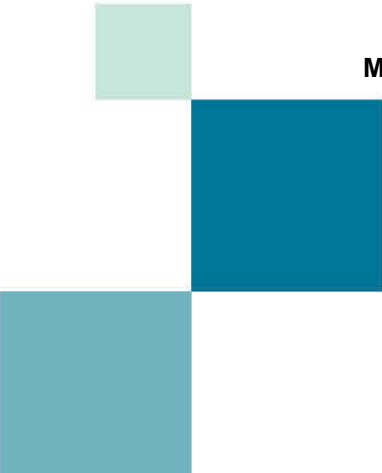
Held in the
Council Chamber
Whitehorse Civic Centre

379 Whitehorse Road Nunawading

on

Monday 12 September 2016

at 8.00pm



Members: Cr Philip Daw (Mayor), Cr Bill Bennett,
Cr Raylene Carr, Cr Robert Chong AM,
Cr Andrew Davenport, Cr Sharon Ellis,
Cr Helen Harris OAM, Cr Denise Massoud,
Cr Andrew Munroe, Cr Ben Stennett

Ms Noelene Duff
Chief Executive Officer



GUIDELINES SPECIAL COMMITTEE OF COUNCIL

OBJECTIVE

To enhance the consultative process and facilitate public participation and involvement of the community in Council decision making in accordance with Council's Corporate Plan strategies – good governance.

PURPOSE OF GUIDELINES

To facilitate public participation and involvement in meetings of the Special Committee. These Guidelines complement Council's Meeting Procedures and Common Seal Local Law 2013.

PROVISION FOR PUBLIC PARTICIPATION

The public has two opportunities to participate in this meeting – either by a submission which may be heard at the start of the meeting, (i.e. **Public Submissions**, refer below) or if the item is on the agenda, immediately prior to consideration of the item, and by **Public Comment** later in the meeting. There is no public interjection during the meeting and speakers are heard in an orderly manner.

Public Submissions:

A submission may be made on any matter, providing it is not in contravention of Council's Meeting Procedures and Common Seal Local Law 2013.

A maximum of 10 speakers will be permitted to make a submission and they will be determined in order of registration.

No individual submission shall exceed three minutes.

Where submissions have been made, under the provisions of any statutory process, further submissions shall not be heard, unless the matter is listed as an item of business on the Special Committee of Council agenda.

Procedures for Public Submissions:

Persons wishing to make a submission to the Special Committee on matters other than land planning matters must directly notify the Committee Clerk, Civic Services Department by 4pm on the day of the meeting and register to speak, by telephoning 9262-6337. The person who registers to speak shall be the person who will make the submission to the Special Committee.

Persons wishing to make a submission to the Special Committee on any land use planning matter must directly notify the Committee Clerk, Civic Services Department, at least five working days prior to the day of the meeting and register to speak by telephoning 9262-6337. The person who registers to speak, shall be the person who will make the submission to the Special Committee.

At the time of registering to speak, that person must indicate whether he or she will be speaking in support of or opposition to any planning permit application or Planning Scheme Amendment (or proposed planning permit application or proposed Planning Scheme Amendment). The Special Committee must not listen to or read anything said by that person unless it is satisfied that, at least four working days before the day of the Special Committee Meeting, a member of Council staff has contacted the person(s) whose interests are inimical to the person who has registered to speak (eg has contacted the planning permit applicant if the person who has registered to speak has indicated that he or she will speak in opposition to the grant of a planning permit application) and invited the first-mentioned person (or a person authorised by him or her) to also register by 4pm on the day of the meeting to attend the Special Committee Meeting and speak.

Persons wishing to table written material must provide 15 copies to the Committee Clerk prior to the commencement of the meeting to enable distribution to Councillors prior to the start of the meeting. No material will be distributed during the meeting by any person, including Council staff.

Requests to speak will be registered strictly in the order of receipt. Speakers for topics not listed on the Special Committee Agenda for the meeting will be heard first, then speakers who wish to cover more than one topic (3 minutes in total, not 3 minutes per topic).

In instances where a number of persons wish to address the Special Committee on the same matter, the Chairperson at his or her discretion may request they nominate a speaker/speakers to represent them.

In accordance with Clause 48.5 of Council's Meeting Procedures and Common Seal Local Law 2013. It is not necessary for Standing Orders to be suspended to allow a person to address the Special Committee, subject to compliance with these Guidelines.

Public Comment:

After the "Other Business" Section of the meeting has concluded, the Mayor will invite members of the gallery to indicate by show of hands if they wish to make a comment. *Only matters pertaining to this evening's meeting are to be commented on, (i.e. a Council Officer report or presentation, and any "Other Business" matters) and a 3 minute period per speaker applies.* A maximum period of 15 minutes shall be provided for public comment. The Mayor will call individuals forward to be heard and they should begin by clearly stating their name. This is a period for comment, not questions or debate *and there is no opportunity for any further **Public Submissions***

ADOPTION AND AMENDMENT OF THESE GUIDELINES

These guidelines were adopted by resolution of Council dated 19 August 2013 and may be further amended by resolution of Council from time to time. The Chairperson at his or her discretion may vary procedures under these Guidelines, at any meeting of the Special Committee.

Meeting opened at 8.00pm

Present: Cr Daw (Mayor), Cr Bennet, Cr Carr, Cr Davenport, Cr Ellis, Cr Massoud,
Cr Munroe, Cr Stennett

1 PRAYER

1a Prayer for Council

We give thanks, O God, for the Men and Women of the past whose generous devotion to the common good has been the making of our City.

Grant that our own generation may build worthily on the foundations they have laid.

Direct our minds that all we plan and determine, is for the wellbeing of our City.

Amen.

1b Aboriginal Reconciliation Statement

"In the spirit of reconciliation Whitehorse City Council acknowledges the Wurundjeri people as the traditional custodians of the land we are meeting on. We pay our respects to their Elders past and present"

2 WELCOME AND APOLOGIES

The Mayor welcomed all

APOLOGIES:

Cr Chong and Cr Harris have sought a leave of absence for tonight's Special Committee of Council meeting 12 September 2016.

SPECIAL COMMITTEE OF COUNCIL RESOLUTION

Moved by Cr Ellis, Seconded by Cr Massoud

That the apology from Cr Chong and Cr Harris be received and that leave of absence be granted for tonight's Special Committee of Council meeting 12 September 2016.

CARRIED UNANIMOUSLY

Cr Harris has sought leave of absence for Special Committee of Council meeting held on 10 October 2016.

SPECIAL COMMITTEE OF COUNCIL RESOLUTION

Moved by Cr Carr, Seconded by Cr Massoud

That the apology from Cr Harris be received and that leave of absence be granted for the Special Committee of Council meeting to be held on 10 October 2016.

CARRIED UNANIMOUSLY

3 DISCLOSURE OF CONFLICT OF INTERESTS

None disclosed

4 CONFIRMATION OF MINUTES

Minutes of the Special Committee of Council Meeting 08 August 2016

SPECIAL COMMITTEE OF COUNCIL RESOLUTION

Moved by Cr Davenport, Seconded by Cr Bennett

That the minutes of the Special Committee of Council Meeting 08 August 2016 having been circulated now be confirmed.

CARRIED UNANIMOUSLY

5 PUBLIC SUBMISSIONS

Interested parties who wish to address the Special Committee of Council during the Public Submissions period of the Special Committee Meeting must register with the Civic Services Department by telephoning 9262 6337 by 4pm on the day of the meeting.

Persons speaking will be identified and recorded for Council Minutes and become part of a permanent record of the Council. Please indicate if you do not wish your name to be recorded.

Persons wishing to make a submission to the Special Committee on any land use planning matter must directly notify the Committee Clerk, Civic Services Department, at least five working days prior to the day of the meeting and register to speak by telephoning 9262-6337.

5.1.1 Mr Alan Goode from Mitcham spoke on the environment.

5.1.2 Mr Antony Hankin from Burwood, spoke in opposition to proposed Development at 142 Burwood Highway Burwood.

5.1.3 Mr Kenneth Weeks from Blackburn spoke in relation to Elgar Park.

6 REPORTS FROM OFFICERS

6.1 Whitehorse Business Week 2016 5

Presenters: Will Gerhard, Coordinator, Business and Economic Development
Daniel Vincent-Smith, Box Hill Activity Centre Manager
Shannyn Kiss, Business Marketing and Communication Officer
Powerpoint Presentation

6.2 Heritage Advisor – Annual Report 2015/16 14

6 REPORTS FROM OFFICERS

6.1 Whitehorse Business Week 2016

FILE NUMBER: SF16/133000

SUMMARY

Whitehorse Business Week (WBW) 2016 was launched Thursday 4 August and concluded on Friday 12 August 2016.

This report presents the outcomes of WBW 2016.

SPECIAL COMMITTEE OF COUNCIL RESOLUTION

Moved by Cr Munroe, Seconded by Cr Bennett

That Council:

- 1. Acknowledges the success of Whitehorse Business Week 2016.**
- 2. Acknowledges and thanks attendees, sponsors, speakers, venues, businesses and organisers of WBW 2016.**

CARRIED

BACKGROUND

Considered as a leading business program in the eastern region of Melbourne, the 2016 Whitehorse Business Week (WBW) was the 16th staging of this annual program. Since its establishment in 2001, WBW has now attracted more than 12,200 participants and has become well recognised as a feature on the annual program of events for business in Victoria.

The WBW 2016 program consisted of six major events and three small workshops held at a range of venues throughout the City of Whitehorse. Themes included how business can thrive in the digital age, understanding opportunities in volatile global conditions, women in business, megatrends, and creating a high performance environment. The workshop topics included taxation, mentoring and skills.

Since its inception, WBW has positioned itself as a key local networking and business development program. Its audience attracts members of the local and surrounding business community, government officials and agencies.

Its purpose is to provide local and regional businesses with the opportunity to access new ways to improve and grow their business, provide information on the future direction of national and international business trends, to take part in networking events and to explore critical issues affecting business in Whitehorse and beyond.

DISCUSSION

Consisting of six major events and three small workshops, the program was designed to provide a variety of topics appealing to a wide audience and catering for a variety of business needs.

WBW 2016 was again part of the Victorian Government's Small Business Festival to gain the additional and broader promotion across Victoria.

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WBW 2016 was launched on Thursday 4 August with a reception held at the head office of one of the program's gold sponsors, Yarra Valley Water. Key local business representatives, Councillors, local members of parliament and sponsors were entertained by Tansel Ali, memory champion, who provided tactics to improve memory function. The launch was attended by 104 guests.

The week commenced on Monday 8 August with a business lunch; *How Your Business Can Thrive in the Digital Age*. Danielle Di-Masi, Digital Behaviour Expert, was the keynote speaker. Danielle presented on innovative ways that businesses can improve their online presence and build authentic relationships through digital mediums. The event was held at the Whitehorse Centre in Nunawading and was attended by 65 guests.

Understanding Trends and Opportunities in Volatile Global Conditions was the theme for Tuesday's economic breakfast. Hans Kunnen, Chief Economist from the Bank of Melbourne, was the keynote presenter. Hans gave attendees an insight into global economic trends and how businesses can best perform under these conditions. The breakfast was held in The Point at Deakin University and attended by 79 guests.

The *Women in Business Expo and Luncheon* was held on Wednesday 10 August at One Community in Blackburn. To commence the celebration, an expo was held at 11am to highlight the diverse range of women in business within the City of Whitehorse. 33 businesses and business organisations exhibited at the expo, which was very well attended by 210 guests that networked and perused each stall prior to the luncheon commencing. Stephanie Alexander AO was the keynote speaker at the luncheon. Stephanie captured the audience with inspiring stories from her 30 year career in the food industry and establishing the not-for-profit organisation, "Stephanie Alexander Kitchen Garden Foundation". She also gave an insight into her early family life and detailed the journey into starting up her very first restaurant business.

The business dinner on Thursday 11 August focused on the theme of *Megatrends* and was held at the Box Hill Golf Club. Two keynote speakers presented; Steven Wojtkiw from the Victorian Chamber of Commerce and Industry, and Craig Czarny Director of Urban Design at Hansen Partnership. Steven's presentation detailed five major megatrends currently facing businesses; digital technologies, population growth, urbanization, resource scarcity, and the Asian Century. Craig focused his presentation on urban megatrends, specifically within Asia, and how these may influence our local region. This dinner attracted 79 guests.

Concluding the week was the sponsor lunch; *Creating and Developing a High Performance Environment*, held at the Box Hill Golf Club on Friday 12 August. Councillor Philip Daw, Mayor of Whitehorse, presented all sponsors with a certificate and gift of appreciation for their support and participation in the 2016 program. Following the presentation, guests were entertained by international adventurer and motivational speaker Graeme Joy. Graeme shared his highly entertaining adventure journeys, of which he lead several expeditions, and detailed striking parallels between success in expeditions and success in business. The lunch was well attended with 119 participants.

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Promotion

WBW 2016 was promoted widely in the lead up to the event in accordance with a Communications Plan. Development of WBW branding and marketing material and promotion included:

- Direct mail of the program brochure to Whitehorse businesses
- A series of 10 second radio advertisements on 89.9 Light FM
- Ebulletins sent to the Wbiz website database;
- Down to Business newsletter – 2nd and 3rd Edition
- Link and promotion on the City of Whitehorse website - www.whitehorse.vic.gov.au
- Registration and details on Wbiz website - www.wbiz.com.au
- Links and promotion through the Victorian Government's Small Business Festival guide, an iphone app and a link to the website - www.business.vic.gov.au
- Targeted mail out to selected business sectors in and surrounding the City of Whitehorse promoting selected events
- Whitehorse Leader Newspaper – Stand-alone event advertisements x 3;
- Whitehorse Leader editorial x 2
- Whitehorse Leader Council Update x 2 editions
- Whitehorse News (June, July and August editions)
- Asian Multimedia x 2 advertisements
- Vehicle signage (in partnership with Patterson Cheney Holden)
- Philip Webb billboard x 2 locations
- Prominent display and branding at all events during WBW
- Prominent display of posters and brochures in the foyer of the Whitehorse City Council Civic Centre in Nunawading
- A launch event in the week preceding Whitehorse Business Week.

Promoting Whitehorse Business Week through Facebook was a new initiative in 2016. This promotion commenced in early July 2016 and consisted of six paid *promotional boosts* with a total paid reach of 41,489. Total organic reach (engagement through activity from users which liked WBW page) was 1189.

Registrations

Date	Event	Attendance
Thursday 4 August	Official Launch Reception	104
Monday 8 August	Small Business Mentoring	17
Monday 8 August	How Your Business Can Thrive in the Digital Age	65
Tuesday 9 August	Understanding Trends and Opportunities in Volatile Global Conditions	79
Wednesday 10 August	Women in Business Expo and Luncheon	210
Thursday 11 August	Megatrends: Strategic Outlook for Your Business	79
Friday 12 August	Creating and Developing a High Performance Environment	119
Friday 12 August	Whitehorse Tertiary Business Skills Workshops	20
Thursday 18 August	ATO Small Business Conversations	118
TOTAL ATTENDANCE		811

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Feedback

At each event, evaluation flyers were offered to guests. This flyer was developed by the Victorian Small Business Festival, and offered participants the opportunity to win an Apple iPad.

In addition, after each event feedback was requested via an email link.

Information gathered revealed that:

- The majority of attendees found out about events through sponsors, wbiz.com.au and the Whitehorse Business Week brochure.
- Event topics that attendees would be interested in for future events include future business trends, work-life balance, marketing, social media, and professional growth.
- 71 respondents requested to receive additional information from WBW sponsors.
- Quotes:
 - *“Good evening, well run”.*
 - *“Very interesting speaker, passionate and motivational”.*
 - *“Lots of fun. I will be back”.*
 - *“It has been so great to know that these events are available as I am just starting a new business”.*
 - *“Thank you, it was inspiring”.*
 - *“Excellent event. Great opportunity to meet and share with other business women in the City of Whitehorse”.*

Some items to be considered for 2017 Whitehorse Business Week forward planning include:

- Continue with holding the events at a range of venues.
- Continue to build and maintain sponsorship partnerships and encourage a larger involvement from businesses, this will include in-kind sponsorships.
- Review sponsorship package to ensure what’s on offer is suitable to sponsor’s needs (i.e. three out of the last four years the silver level of sponsorship hasn’t been taken up).
- Build on the WBW social media presence that was created in 2016.
- Continue to hold one event per day to maximise effectiveness and attendance.
- Continue with a diverse range of topics/themes to attract new businesses and industries.
- Continue to engage high profile professional speakers.
- Review promotional channels used to ensure best spend of marketing dollar.
- Continue to offer opportunities for businesses to network and discuss potential opportunities to increase this engagement.

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FINANCIAL IMPLICATIONS

Sponsorship

The high profile nature of Whitehorse Business Week provides opportunities for businesses to align with the program of events in a sponsorship capacity.

In 2016 there was an increase in the number of gold sponsors from previous years. New sponsors included:

- Bank of Melbourne (Gold)
- City Edge Box Hill (Gold)
- Optus (Gold)
- Ouson Group (Gold)
- Victorian Chamber (Gold)

Sponsorship packages available this year were:

- Gold \$2500 ex GST
- Silver \$1500 ex GST
- Bronze \$500 ex GST

WBW 2016 Sponsors:

Gold Sponsors	Bronze Sponsors
89.9 Light FM	Aqualink Leisure Centres
Bank of Melbourne (new in 2016)	Horner
Box Hill Institute	Philip Webb
Box Hill Golf Club	Quest Mont Albert
City Edge Box Hill (new in 2016)	Robinson Gill Lawyers
Deakin Business School	Whitehorse Centre
Leader Community Newspaper	
Optus (new in 2016)	
Ouson Group (new in 2016)	
Patterson Cheney Holden	
Saward Dawson Chartered Accountants	
The Australian Tax Office	
The Victorian Government through Small Business Victoria	
Victorian Chamber (new in 2016)	
Whitehorse Business Group	
Yarra Valley Water	

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Sponsorship (Cash)

Note – amount not including GST

Type	Company	Investment
Gold	Box Hill Institute	\$2500
Gold	City Edge Box Hill	\$2500
Gold	Deakin Business School	\$2500
Gold	Optus	\$2500
Gold	Ouson Group	\$2500
Gold	Saward Dawson Chartered Accountants	\$2500
Gold	The Victorian Government through Small Business Victoria	\$2500
Gold	Whitehorse Business Group	\$1500
Gold	Yarra Valley Water	\$500
Bronze	Horner	\$500
Bronze	Philip Webb	\$500
Bronze	Quest Mont Albert	\$500
Bronze	Robinson Gill Lawyers	\$500
CASH SPONSORSHIP TOTAL		\$21,500

Sponsorship (In kind)

Type	Company	\$ Amount
Gold	89.9 LightFM- 10 sec advertisements, speaker gifts, data feedback platform	\$5000
Gold	Bank of Melbourne – Guest speaker Hans Kunnen. Chief Economist	\$5000
Gold	Box Hill Golf Club- discounted catering cost	\$2500
Gold	Leader Community Newspaper- advertising	\$2500
Gold	Patterson Cheney Holden - vehicle usage for seven weeks	\$2500
Gold	The Australian Tax Office- ATO Small Business Conversations event, Thursday 18 August	\$2500
Gold	Victorian Chamber of Commerce and Industry- Guest Speaker Steven Wojtkiw.	\$2500
Gold	Whitehorse Business Group – event host/ partnership and marketing of events.	\$1000
Gold	Yarra Valley Water – Venue for Whitehorse Business Week Launch	\$2000
Bronze	Aqualink Leisure Centres – 5 x Multipass Swim vouchers and 2 x Group Fitness Multipass Vouchers	\$500
Bronze	Whitehorse Centre- theatre subscription package voucher door prizes	\$500
IN-KIND SPONSORSHIP TOTAL		\$26,500

SPONSORSHIP TOTAL VALUE	\$48,000
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Budget Summary (ex GST)

	2014	2015	2016
Total Income	\$87,415	\$83,325	\$82,920
Total Expenditure	\$67,054	\$68,738	\$77,896
PROFIT/LOSS	\$20,361	\$14,587	\$5,400

Total income in 2016 was slightly down, which was mainly due to an increase of in-kind sponsorship received. The in-kind sponsorship contributed to 55% of the total sponsorship value which is 9% greater than 2015. The total sponsorship value is \$11 500 higher than 2015.

Tailored sponsorship packages were taken up by several sponsors, offering use of their goods and services as 'in-kind' support to assist in the overall delivery of WBW. Some examples of this include:

- Yarra Valley Water – use of their facility as the launch venue.
- Patterson Cheney Vermont – use of a promotional vehicle for a six week period.
- Bank of Melbourne – use of Hans Kunnen as a keynote speaker.
- Victorian Chamber of Commerce and Industry – using Steven Wojtkiw as a keynote speaker.

89.9 Light FM has been a long-term Gold Sponsor of WBW and in 2016 negotiated a tailored sponsorship package, with several additional benefits from what has been offered in previous years, this included a revised number of sponsor tickets to events and six Stephanie Alexander cookbooks to giveaway. In return WBW received an increase in radio and online promotion through Light FM's advertising channels.

Using One Community as the venue to host the Women in Business Luncheon created additional costs as venue hire, hire of crockery, cutlery and glassware was required for the event.

A professional photographer was engaged for two events, Women in Business and the Sponsor Lunch. This service was used with the intention to obtain a portfolio of photographs of a high standard that is able to be used in future promotion of WBW.

Ticket prices for all events remained the same as 2015. As the price increased by \$10 last year and was thought to potentially have negatively impacted ticket sales, the decision to keep them the same was made.

The total cost of keynote presenters was less in 2016. This was successfully achieved by negotiating for two of the WBW Gold Sponsors to provide speakers as 'in-kind' support.

POLICY IMPLICATIONS

The Australian Local Government Association (ALGA) acknowledges that soundly based economic and regional development is fundamental to the wellbeing of Australian communities and that effective local government participation is vital to the success of economic development initiatives.

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This view is well founded both in practice and as required by legislation. In seeking to achieve the primary objective of a Council and in accordance with The Local Government Act 1989 (The Act), a Council must have regard to the following facilitating objectives:

- To promote the social, economic and environmental viability and sustainability of the municipal district;
- To promote appropriate business and employment opportunities;
- To improve the overall quality of life of people in the local community.

In seeking to achieve these objectives the role of Council is further specified within The Act as providing leadership by establishing strategic objectives and monitoring their achievement.

The *Whitehorse Economic Development Strategy (EDS) 2014-2019* is a five year plan that expands on the City of Whitehorse Council Plan 2013-2017 and in particular, Strategic Objective 5: "Support a Healthy Local Economy".

The factors affecting local economic development go far beyond what local government can reasonably influence. However, as set out in the EDS 2014-2019 there is a core area of activity that Council has a clear mandate to act within in order to facilitate economic opportunities and advocate for local business communities to ensure positive economic development. These four areas include:

- Helping business grow and prosper;
- Responsible leadership and advocacy;
- Facilitating connections;
- Promoting sustainable development.

WBW 2016 is designed to act on these areas and in turn make a contribution to the economic sustainability and employment growth within the City of Whitehorse.

WBW 2016 Key Objectives:

- Provide key information to assist business growth and investment;
- To build on Council's database of local businesses;
- Provide a high calibre of speakers and events;
- Provide access to services for more personalised business and investment information;
- To connect businesses through networking opportunities.

WBW 2016 Key Messages:

- Council proactively works with and supports the local business community, providing a strong commitment to its long term economic development strategies.
- The City is a vibrant business destination offering an excellent location choice for business and we celebrate the businesses that are here.
- The City offers a strong foundation, prosperous future, strategic location and connectivity.
- The City receives support and has strong alliances with state and federal Government business service agencies (Victorian Government Business Office – eastern metropolitan region) as well as local education institutions (Deakin University) and business groups (Whitehorse Business Group).

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CONCLUSION

The benefits to the Whitehorse business community in the delivery of WBW are considerable. The information and networking opportunities provided continue to assist local businesses to grow and innovate.

WBW continues to be a leading business program in the eastern region of Melbourne and a major contributor to Victoria's Small Business Festival.

The networking opportunities provided continue to foster positive business relationships and encourage business activity in Whitehorse.

By engaging high profile, inspiring speakers, who present on the latest ideas and trends in business, gives Whitehorse businesses solid tips and techniques to increase their productivity, innovation, profitability and in-turn gain an advantage over their competitors.

WBW assists to raise the profile and services of Council's Investment and Economic Development (I & ED) Unit and further builds on strengthening partnerships and working relationships between Council and the Whitehorse business community. This is achieved through collaborative event planning, sponsorship, event bookings and preparation, during events and post events. At each of the events the attendees have access to Council's I & ED staff to learn more about the support and services available, discuss matters of interest, express any concerns and provide feedback.

WBW also offers an avenue to showcase the City of Whitehorse as a vibrant business destination and a fantastic place to work and live.

WBW sponsors are given the opportunity to showcase their products and services to the broad WBW audience, as well as tapping into the extensive WBW advertising and promotion.

6.2 Heritage Advisor – Annual Report 2015/16

SUMMARY

The fifteenth year of work by the Heritage Advisor at Whitehorse City Council is now complete. This is an outline of the work undertaken by the Advisor between 1 July 2015 and 30 June 2016.

SPECIAL COMMITTEE OF COUNCIL RESOLUTION

Moved by Cr Carr, Seconded by Cr Davenport

That Council accepts the report and acknowledges the valuable contribution made by the Heritage Advisor towards the protection of heritage places across the City.

CARRIED UNANIMOUSLY

BACKGROUND

This is the sixth year that Ian Coleman of Coleman Architects Pty. Ltd. has provided heritage advisory services to Council. Ian is located in the Strategic Planning Unit, generally one day a week (Thursday).

The main role of the Heritage Advisor is to provide advice to both planning staff and members of the public regarding development on properties covered by a Heritage Overlay (HO) within the Whitehorse Planning Scheme. Council has provided this service since 2002.

DISCUSSION

Below is an outline of work, tasks and achievements undertaken by the Heritage Advisor over the last financial year. These are in response to duties set out in the Heritage Advisor Contract.

The primary duties of the Heritage Advisor are:

- a) *To liaise with the owners of buildings and places listed in the local planning scheme with respect to their requirements, and the requirements for achieving conservation of the cultural environment. This will involve:*
- *encouraging property owners to seek advice with respect to any development and conservation work to be undertaken to heritage items, ideally, prior to the lodging of planning applications;*
 - *offering advice and, where necessary, preparing simple drawings or specifications for such work;*
 - *giving advice and assistance as required in obtaining quotations for work, contacting appropriate trades-people, or obtaining suitable material suppliers;*
 - *providing advice to builders and tradespeople on relevant conservation/restoration techniques and material sources for specific tasks; and*
 - *assisting owners, where necessary, to apply for permit approvals from relevant authorities and to make applications for financial assistance from relevant sources.*

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Heritage property owners who make enquiries to the Planning and Building Department are advised of the heritage advisory services and the benefit of speaking directly to the Heritage Advisor before submitting an application and/or when preparing documentation for works. In this way, the Heritage Advisor spends a majority of his time guiding owners making planning applications for properties which are affected by the HO. Such advice is provided during meetings or over the phone during both the pre- and post-application stage. Advice commonly entails:

- Overview of the site's issues following an on-site inspection;
- Advice as to the types of changes possible for the properties;
- Guidance on tradespeople and suitability of materials/suppliers selected by applicants to undertake works;
- Appropriate conservation/restoration techniques, particularly for detailing and the materials required for additions and/or alterations; and
- Appropriate conservation works as part of the Heritage Assistance Fund.

Pre-application consultations with potential applicants consistently result in the submission of planning permit applications which need little or no further comment by the Heritage Advisor. This indicates that Council's policy of encouraging potential applicants to meet with the Heritage Advisor prior to finalising their application is clearly successful.

- b) *To actively promote heritage conservation and the advisory service within the Council area through mail-drops, public discussions, seminars, publications, local media interviews or other similar means;*

Over the past 12 months, the Heritage Advisor has been involved in promoting the eleventh year of the Whitehorse Heritage Assistance Fund.

In early 2016 the Heritage Advisor initiated a program to expand the information on heritage conservation available to the public on Council's website. This will be ongoing through 2016-17.

- c) *To assist the Council in the administration of the planning scheme as it relates to the conservation of buildings, areas and other places of cultural significance. The Heritage Adviser may provide advice on permit applications, and on ways of achieving conservation aims within the scope of the local planning scheme, including the development of policies and guidelines, where requested by Council.*

Appendix 1 provides an overview of the number of pre-application advice meetings and referral reports for planning permit applications completed by the Heritage Advisor this year.

The Heritage Advisor provided advice to the strategic planning team regarding demolition applications and the investigation of the appropriateness of seeking interim HO protection to these places.

The Heritage Advisor also provided advice to planning officers on preliminary proposals for large projects in Box Hill and the former Daniel Robertson brickworks in Nunawading, and Development Guidelines for heritage-listed sites in Box Hill and Box Hill North

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- d) *To ensure that the town planning staff administering the planning scheme are kept informed on heritage issues and practice.*

When preparing referral reports, the Heritage Advisor discusses the issues with the appointed planner to explain reasoning behind the comments provided, to assist in their understanding of heritage principles to accurately assess applications.

- e) *With the assistance of the town planning staff, prepare a report each year on the extent of change to heritage assets within the municipality.*

The Heritage Advisor keeps a record of all heritage meetings, enquiries and referrals, outlining the changes proposed (summarised in Appendix 1). This record provides a snapshot of significant changes to heritage properties that are occurring, for both individual places and within the heritage precincts to enable appropriate monitoring.

- f) *To review the adequacy of heritage education in the area and take steps to correct deficiencies. Such a review should consider the heritage educational needs of local council staff, local councillors, local professionals, local tradespeople and the community generally.*

Sections of the community and Council staff appear to be well informed about heritage issues. Potential gaps are identified and monitored through discussions with applicants, community consultation for heritage planning scheme amendments and by reviewing community reaction to particular planning outcomes as seen in the local press or as a result of customer enquiries.

Heritage Steering Committee Meetings are also an opportunity to disseminate heritage information to Councillors and the community through the Historical Society members.

- g) *To organise, supervise and seek appropriate funding for public conservation or restoration projects, in conjunction with council officers as requested.*

Unfortunately there were no funding opportunities this year for heritage projects.

- h) *To assist the efficient running of local heritage restoration funds where these are established, and submit brief reports to Restoration or Heritage Advisory Committee meetings on work in progress, works completed, and applications under consideration.*

The Heritage Advisor assessed all applications received last year under the Whitehorse Heritage Assistance Fund. A total of 39 applications were received and approval was granted to 28 applicants. Twenty three proposals were implemented.

This year's Fund is open now and applications close on 16 September 2016. As part of the process, the Heritage Advisor will again assess each application, make funding recommendations to the Heritage Steering Committee, provide advice to applicants about appropriate methods of work and inspect completed works to provide final sign-off.

- i) *To maintain lists of suitably qualified and experienced local architects, engineers, other conservation specialists, tradespeople and material suppliers who can offer appropriate advice to owners of heritage properties.*

A list of suitably qualified and experienced local architects, engineers, conservation specialists, tradespeople and material suppliers has been established and is continually expanded as others are brought to the attention of the Heritage Advisor.

6.2

(cont)

- j) *To report on places included or being considered for inclusion on State or Commonwealth heritage registers, as required.*

Last year it was noted that two places identified in Amendment C140 were considered to be of potential State significance. However at this stage no further action has been taken. The two places are:

1. St Paschal's Friary, Albion Road, Box Hill
2. Former Box Hill Reverberatory Incinerator, Wembley Park, Box Hill

In February 2016, the former Chapel of St Joseph's at 27-29 Strabane Avenue, Mont Albert North was included in the Victorian Heritage Register (VHR), bringing the number of places on the VHR in the City of Whitehorse to seven. The Heritage Advisor provided assistance to staff of Heritage Victoria during the assessment process.

- k) *To promote places of historic interest and enhance knowledge of the history and cultural significance of the local area and specific places. This may include advice on the interpretation of buildings and places of heritage significance, the development of heritage trails; the production of publications and other materials etc.*

The Heritage Advisor's investigations of individual properties for possible inclusion in a Heritage Overlay have enhanced the knowledge base of the history and cultural significance of the local area. This material is being added to a database that is intended to be generally available at a future date.

- l) *To advise on places under threat, needing urgent attention, and appropriate conservation action.*

Throughout the year, the Heritage Advisor provided comment on applications for demolition of properties with potential heritage interest as well as providing conservation advice to Council staff for works to Schwerkolt's Cottage, the former gateway to the Box Hill Cemetery and the former Nunawading Primary School. The Heritage Advisor prepared a report for Council's Building Unit to assist with its action against the owners of the former Standard Brickworks in Box Hill in relation to the building condition. This report explored the important heritage aspects of the building and assisted the Building Department at the building appeals board due to the buildings' lack of upkeep.

The Heritage Advisor in his capacity as the consultant responsible for preparing the Whitehorse Heritage Review 2012, also assisted Council officers with preparing additional information required prior to finalising amendment C157.

- m) *To formulate recommendations for conservation of the cultural environment under the Heritage Act 1995, the Planning and Environment Act 1987, or any other applicable means.*

No new recommendations have been made during 2015/2016. However a report was prepared in August 2015 regarding the State government's review of the Heritage Act.

- n) *To encourage the implementation of recommendations from existing heritage studies. Review the adequacy and encourage the preparation of heritage studies where appropriate.*

Part of the role of the Heritage Advisor is the ongoing review of places with potential heritage significance. Assessment of these places is guided by the *City of Whitehorse Potential Heritage Framework 2008*. In early 2016 the Advisor commenced a review of the 2008 *City of Whitehorse Potential Heritage Framework* with the Strategic Planning Unit.

6.2

(cont)

The Heritage Advisor has provided peer reviews of citations prepared as part of the draft Post 1945 Heritage Study, which has assisted the application of interim heritage controls for properties considered 'under threat'.

- o) *To establish the orderly collection of heritage resource material, including photographs, to assist local heritage conservation and promotion in association with relevant Council departments, libraries and local historical societies.*

A library of heritage publications and technical literature is kept and maintained within the strategic planning unit. The library includes photos of good examples of alterations/additions to heritage properties and infill development in heritage precincts. The Heritage Advisor is continually collecting and adding information.

CONSULTATION

The Heritage Advisor is a member of the Heritage Steering Committee, overseeing the heritage work of the municipality. The committee for the reporting year comprises:

- Two Councillors – Councillors Harris and Davenport (2014/2015)
Councillors Harris and Carr (2015/2016)
- Mr William Orange (Box Hill Historical Society)
- Mrs Patricia Richardson (Whitehorse Historical Society)
- Council's Senior Strategic Planner (Whitehorse City Council)

FINANCIAL IMPLICATIONS

The contract with Coleman Architects Pty Ltd was renewed in January 2015 for a period of 4 years with an option to extend for a further 12 months.

POLICY IMPLICATIONS

The continued work of the Heritage Advisor will address some of the key strategies identified in the *Council Plan 2016 – 2020*, the *Council Vision 2013-2023*, and the *Municipal Strategic Statement*. *This will include:*

- Continuing the vibrancy of the community by preserving places of heritage significance.
- Protecting the natural and built heritage environments through the appropriate legislative frameworks.
- Encourage sustainability practices by retaining and maintaining heritage places as well as appropriate ESD design adaptations.
- Protecting and enhancing the built environment to ensure a livable and sustainable city.

CONCLUSION

The report provides an update on the Heritage Advisory services provided to Council in 2015/2016. It is recommended that Council acknowledge the report.

6.2

(cont)

APPENDIX 1 - Summary of Heritage Advisor Planning Advice and Referral Reports (1 July 2015 and 30 June 2016)

Heritage Places	Enquiries/referrals
Blacks Estate Precinct	
Pre-application visit/ verbal discussion	8
Referrals	0
Churchill Street Precinct	
Pre-application visit/ verbal discussion	1
Referrals	3
Combarton Street Precinct	
Pre-application visit/ verbal discussion	21
Referrals	12
Mates Estate Precinct	
Pre-application visit/ verbal discussion	0
Referrals	0
Mont Albert Residential Precinct	
Pre-application visit/ verbal discussion	24
Referrals	9
Mont Albert Shopping Precinct	
Pre-application visit/ verbal discussion	5
Referrals	0
Mount View Precinct	
Pre-application visit/ verbal discussion	0
Referrals	0
Thomas Street Precinct	
Pre-application visit/ verbal discussion	6
Referrals	5
Tyne Street & Watts Street Corner Precinct	
Pre-application visit/ verbal discussion	0
Referrals	0
Vermont Park Precinct	
Pre-application visit/ verbal discussion	6
Referrals	3
William Street Precinct	
Pre-application visit/ verbal discussion	0
Referrals	1
Adjacent to heritage Listed Property	
Pre-application visit/ verbal discussion	0
Referrals	0
Bluestone Kerb and Channel	
Pre-application visit/ verbal discussion	0
Referrals	0
Individually Listed Properties	
Pre-application visit/ verbal discussion	54
Referrals	12
Other	
Potential heritage places and demolition of, heritage grant enquiries, painting, Council projects and heritage insurance.	53

7 OTHER BUSINESS

Nil

8 PUBLIC COMMENT

Persons speaking will be identified and recorded for Council Minutes and become part of a permanent record of the Council. Please indicate if you do not wish your name to be recorded.

Nil

9 CONFIDENTIAL ITEMS

Nil

10 CLOSE MEETING

Meeting closed at 8.40pm

Confirmed this 10th day of October 2016

CHAIRPERSON