



## **Ordinary Meeting of Council**

# **AGENDA**

**Thursday 16 April 2020, 6:00pm  
to be held electronically**

Constituent Members: Cities of Perth, Joondalup, Stirling, Vincent and Wanneroo  
Towns of Cambridge and Victoria Park

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## TAMALA PARK REGIONAL COUNCIL

Councillors of the Tamala Park Regional Council are advised that the ordinary meeting of Council will be held electronically on Thursday 16 April 2020 at 6:00pm.

The business papers pertaining to the meeting follow.

Your attendance at the e-meeting is requested.

Yours faithfully



**TONY ARIAS**  
Chief Executive Officer

## MEMBERSHIP

OWNER COUNCIL	MEMBER	ALTERNATE MEMBER
Town of Cambridge	Cr Andres Timmermanis (DEPUTY CHAIR)	Cr Gary Mack
City of Joondalup	Cr John Chester Cr Phillipa Taylor	Cr Christopher May Cr Suzanne Thompson
City of Perth	Cmr Andrew Hammond	Cmr Gaye McMath
City of Stirling	Cr Karen Caddy (CHAIR) Cr David Lagan Cr Suzanne Migdale Cr Bianca Sandri	Cr Karlo Perkov
Town of Victoria Park	Cr Claire Anderson	
City of Vincent	Mayor Emma Cole	Cr Joanne Fotakis
City of Wanneroo	Cr Brett Treby Cr Domenic Zappa	Cr Natalie Sangalli Cr Vinh Nguyen

*Representatives from the Satterley Property Group will be joining the e-meeting.*

**PRELIMINARIES**

**1. OFFICIAL OPENING**

**DISCLOSURE OF INTERESTS**

**2. PUBLIC STATEMENT/QUESTION TIME**

**3. APOLOGIES AND LEAVE OF ABSENCE**

**4. PETITIONS**

**5. CONFIRMATION OF MINUTES**

Council Meeting – 20 February 2020

**5A BUSINESS ARISING FROM MINUTES**

**6. ANNOUNCEMENTS BY CHAIR (WITHOUT DISCUSSION)**

**7. MATTERS FOR WHICH MEETING MAY BE CLOSED**

10.1 Built Form Partnership – Stage 18 – Confidential

10.2 Review of Development Manager's KPIs – Timeframes for Delivery of Informing Strategies – Confidential

10.3 Development Management Agreement – Key People – Confidential

10.4 Mindarie Regional Council Landfill Buffer - Groundwater Monitoring Briefing - Confidential

**8. COUNCIL REPORTS**

## 8.1 GUIDELINES FOR ELECTRONIC COUNCIL PROCEEDINGS

### Report Information

Reporting Officer: Chief Executive Officer

### Recommendation

**That Council APPROVES the Guidelines for Electronic Council Proceedings.**

### Voting Requirements

Simple Majority

### Report Purpose

To consider the format and procedure of Council Briefings and Committee Meetings that are held electronically in accordance with regulation 14C of the *Local Government (Administration) Regulations 1996*.

### Relevant Documents

Appendix: Guidelines for Electronic Council Proceedings

### Local Government Act/Regulation

*Local Government (Administration) Regulations 1996*: Reg 14C

### Background

On 25 March 2020 Parliament approved amendments to the *Local Government (Administration) Regulations 1996* (Regulations) which allow Council and Committee meetings to be held electronically during a public health emergency or state of emergency. The current COVID-19 pandemic is a public health emergency.

The Chair confirmed by email on 9 April 2020, in accordance with regulation 14D(3) of the Regulations, that future Council Meetings and Committee Meetings would be held electronically, via video-conference, for the duration of the COVID-19 pandemic.

Public notice of the change to electronic meetings has been published on the TPRC website.

### Comment

Guidelines for the format and procedure of electronic Council proceedings have been prepared and attached at Appendix 8.1. The guidelines address the following key aspects of an electronic Council proceeding:

- Public question and statement protocols;
- Leave of absence and disclosure of interest protocols;
- Procedure during an electronic Council meeting, including leaving the video-conference and requesting to speak or vote on items;
- Procedure for considering matters behind closed doors; and
- Procedure to deal with technical difficulties.

## 8.2 TPRC STANDING ORDERS LOCAL LAW 2006 - 'EN BLOC' MOTIONS

### Report Information

Reporting Officer: Chief Executive Officer

### Recommendation

#### That the Council:

1. **APPROVES** the use of 'en bloc' motions to deal with items of TPRC business, consistent with the *TPRC Standing Orders Local Law 2006*.
2. **NOTES** that a review of the TPRC Standing Orders is to be undertaken in order to reflect a more contemporary approach to Standing Orders and that a report will be prepared for Council's consideration at its June 2020 meeting.

### Voting Requirements

Simple Majority

### Report Purpose

To consider the use of 'en bloc' motions to deal with items of TPRC business.

### Relevant Documents

Appendix: TPRC Standing Orders Local Law 2006

### Policy Reference

N/A

### Local Government Act/Regulation

*Local Government Act 1995 – Subdivision 2*

### Previous Minutes

N/A

### Financial/Budget Implications

N/A

### Background

The Tamala Park Regional Council (*TPRC*) *Standing Orders Local Law 2006* were gazetted in 4 August 2006.

Councillors have requested advice as the TPRC Standing Orders provide for the Council to deal with items of TPRC business 'en bloc'.

## Comment

The TPRC's Standing Orders do not include any express provisions in relation to 'en bloc' motions. There are local governments which have such provisions in their standing orders (or meeting procedures) local laws. The TPRC has not previously considered it necessary to include such provisions.

Clauses 10.1 -10.3 of the TPRC's *Standing Orders Local Law 2006* set out advice in relation to Motions on TPRC Items of Business and are most relevant in determining the ability for the Council to deal with items of TPRC business 'en bloc'.

### **10.1 Motions to be Stated**

*Any member of the Council or a committee who moves a substantive motion or amendment to a substantive motion is to state the substance of the motion before speaking to it.*

### **10.2 Motions to be Supported**

*No motion or amendment to a substantive motion is open to debate until it has been seconded, or, in the case of a motion to revoke or change the decision made at a Council or a committee meeting, unless the motion has the support required under Regulation 10 of the Regulations.*

### **10.3 Unopposed Business**

*(1) Upon a motion being moved and seconded, the person presiding may ask the meeting if any member opposes it.*

*(2) If no member signifies opposition to the motion the person presiding may declare the motion in subclause (1) carried without debate and without taking a vote on it.*

*(3) A motion carried under subclause (2) is to be recorded in the minutes as a unanimous decision of the Council or committee.*

*(4) If a member signifies opposition to a motion the motion is to be dealt with according to this Part.*

*(5) This clause does not apply to any motion or decision to revoke or change a decision which has been made at a Council or committee meeting.*

The TPRC's Standing Orders do not include provisions which would appear to prevent the use of 'en bloc' motions.

Based on clauses 10.1 -10.3, a Council member would be able to move a substantive motion that identified each 'officer' recommendation in respect of each item of business that is proposed to be adopted without debate; which would then be seconded. The Chair would then ask the meeting if any member opposes that motion and, if no member signifies opposition to the motion, the Chair may declare it carried without debate and without taking a vote on it.

Advice from the TPRC's legal advisors, McLeod's Barristers Solicitors – Mr Neil Douglas was sought on this matter. Mr Neil Douglas has indicated a similar position that whilst the TPRC's Standing Orders do not include specific provisions regarding 'en bloc' resolutions, there are no provisions preventing the use of 'en bloc' motions.

It is recommended that Council approve the use of 'en bloc' motions to deal with items of TPRC business, consistent with the *TPRC Standing Orders Local Law 2006*

It is also proposed that the TPRC initiate a review of the TPRC Standing Orders in order to reflect a more contemporary approach to Standing Orders and that a report will be prepared for Council's consideration at its June 2020 meeting.

## **8.3 BUSINESS REPORT – PERIOD ENDING 9 APRIL 2020**

### **Report Information**

Reporting Officer: Manager Project Coordination

### **Recommendation**

**That the Council RECEIVES the Business Report to 9 April 2020.**

### **Voting Requirements**

Simple Majority

### **Report Purpose**

To advise the Council of matters of interest not requiring formal resolutions.

### **Relevant Documents**

Appendices:

- Landscape Schedule and Program FYE 2020.
- Community Sundowner Event Wrap-Up.

### **Background**

The business of the Council requires adherence to many legislative provisions, policies and procedures that aim at best practice. There are also many activities that do not need to be reported formally to the Council but will be of general interest to Council members and will also be of interest to the public who may, from time to time, refer to Council minutes.

In the context of the above, a Business Report provides the opportunity to advise on activities that have taken place between meetings. The report will sometimes anticipate questions that may arise out of good governance concerns by Council members.

### **Comment**

#### **1. COVID-19 Impacts on TPRC Operations**

The emergence of the COVID-19 pandemic has led to various Government directives and guidelines being issued to minimise community spread of the virus. The following measures have been put in place in response to requirements that are applicable to the TPRC and its operations:

- The TPRC office remains open for business during usual working hours, but with the following changes:
  - The front door to the office is kept locked and entry for visitors is allowed only as is necessary, such as to receive deliveries or enable maintenance work to occur.
  - Staff are not holding face-to-face meetings within the office or attending these elsewhere. Staff are utilising tele-conferencing technology to hold or participate in meetings remotely.

- While the layout of the office enables TRPC staff to work in separate, partitioned workspaces, consistent with social distancing guidelines, IT systems have been configured to provide for staff to work from home.
- Meetings of the TPRC and its Committees will be held remotely by tele-conference, as provided for by the *Local Government (Administration) Amendment Regulations* gazetted on 25 March 2020, while restrictions on indoor gatherings remain in place.
- Drinking fountains and barbeques in Catalina parks have been switched off and playgrounds and fitness equipment have been bound with barrier tape as a result of the Government directive to close these facilities.
- Community events involving group gatherings at Catalina have been cancelled for the time being, as detailed later in section 6 of this report.

## **2. Civil Construction - Status**

The next stage of civil works to be undertaken is Stage 18C – Catalina Central, which is forecast in the FYE 2020 Annual Plan to commence in May 2020. This timeframe has been dependent on the endorsement of an agreement with Now Living/Terrace Homes to develop the site, but is now not anticipated in FYE 2020.

An update on this matter is provided under Item 10.1 in this Agenda.

## **3. Landscape Works – Status**

A status report on landscape works proposed for FYE 2020 is attached at Appendix 8.3. The report outlines budget, detailed design, approval status and program information.

## **4. Housing Construction**

The following table provides an overview of the current progress of housing construction to February 2020.

Stage	Total Lots	Under Construction	Completed	Vacant
Stages 1 - 11	529	1	520	8
Stage 12	49	1	49	0
Stage 13	82	1	82	0
Stage 14	73	1	72	1
Stage 15	55	0	53	2
Stage 17A	25	0	22	3
Stage 17B (Release 1)	18	3	4	11
Stage 18A	29	0	28	1
Stage 18B	31	1	22	8
Stage 25 (Display Village)	15	0	15	0
Stage 25	25	3	2	20
Stage 25B	7	1	6	0
Stage 25 (Builders Release)	7	6	0	1
Total	945	20	878	47

#### 5. Catalina Beach Builders Display Village 3 and Sales Office

Due to the COVID-19 pandemic, a number of the display homes within Catalina have temporarily closed and removed their sales representatives in an attempt to minimise the spread of the virus. This has been common practice in display villages throughout Perth at the present time.

#### 6. Community Events

A resident welcome event was held on 15 March 2020 at the Catalina Beach Sales Office. 200 new Catalina residents took the opportunity to interact and meet their new neighbours while entertainment, food and refreshments were provided. The event was well-received by attendees and had no safety incidents.

In line with COVID-19 Government directives, plans for future community events are on hold for the time being. The popular Street Food Circus season, which was held on Saturday evenings at the Sales Office carpark since October 2019 was brought to an early close. A planned Easter school holidays event to celebrate the opening of the new Stage 11 park on Aviator Boulevard in Catalina Central has also been postponed.

A series of 'virtual' community events that residents can participate in from home is to be undertaken while current restrictions on gatherings remain in effect. The events will have the objective of maintaining contact with the Catalina community and fostering connections and a sense of togetherness at a time of uncertainty and increased social isolation.

#### 7. Local Structure Plan Amendment - Catalina Grove

The Western Australian Planning Commission (WAPC) has been in receipt of the Structure Plan amendment and recommendation from the City of Wanneroo since November 2019.

The WAPC has requested that the City of Wanneroo modify the LSP amendment documentation in accordance with a Schedule of Modifications in order for the amendment to be finalised. These modifications are minor in nature and reflect updated LSP format requirements of the WAPC and will not have any detrimental impact on the intended delivery of development.

#### **8. Catalina Beach Access Road / Carpark**

The Foreshore Management Plan (FMP) for the Catalina Beach access road and carpark was endorsed by the City of Wanneroo on 9 April 2019.

Applications for Development Approval and a Clearing Permit for the access road and carpark were submitted in December 2019 and January 2020 respectively.

The City of Wanneroo has issued its recommended conditions for approval of the Development Application to the WAPC.

The public comment period on the Clearing Permit application closed on 12 March 2020. The Department of Water and Environmental Regulation has since requested additional information, including further justification for the proposed road alignment and updated flora and fauna survey details, which is currently being provided by the Project's environmental consultants.

It is anticipated that the required approvals will be obtained in late April/early May 2020.

#### **9. Catalina Local Centre Site**

An application for the development of a local centre at Lot 646 Aviator Boulevard in Catalina Central was considered by the Metro North-West Joint Development Assessment Panel (JDAP) on 6 February 2020. Consideration of the proposed development, comprising a child care centre, café and retail and office tenancies was deferred by the JDAP for up to 60 days to allow the applicant to address a range of design elements, including built form, parking, access, waste management, setbacks and landscaping. The developer, OTB Developments, has amended and resubmitted its development plans. Changes include:

- Relocation of the cafe to the corner of Roulettes Parade and Aviator Boulevard;
- Reduction of office space;
- Modified childcare centre layout;
- Additional carparking;
- Removal of the apartment above the retail tenancies fronting Aviator Boulevard;
- Removal of on-street car bays along Aviator Boulevard and the green-link;
- Relocation of the bin store.

The application is to be reconsidered by the JDAP, at a date yet to be determined.

#### **10. Coastal Dual Use Path, Burns Beach – Mindarie**

At its meeting in June 2019, the Council resolved to make a contribution of up to \$730,000 to the Cities of Joondalup and Wanneroo towards the construction of the planned Burns Beach-Mindarie Dual Use Path (DUP).

The section of DUP to be built through the coastal conservation reserve to the south of Catalina was completed by the Cities in December 2019.

The timing for completion of the DUP along the western border of Catalina is dependent on the Cities obtaining a permit to clear vegetation along the path's alignment and the award of a contract for construction. The Cities advise that:

- An amended clearing permit is currently being finalised;
- A construction specification for inclusion in a tender has been prepared;
- The tender will be advertised once the clearing permit has been issued.

The timing for completion of the southern portion of the DUP at Peet's Burns Beach Estate is still to be determined.

## **8.4 STATEMENTS OF FINANCIAL ACTIVITY FOR THE MONTHS OF JANUARY & FEBRUARY 2020**

### **Report Information**

Reporting Officer: Chief Executive Officer

### **Recommendation**

**That the Council RECEIVES and NOTES the Statements of Financial Activity for the months ending:**

- **31 January 2020; and**
- **29 February 2020.**

### **Voting Requirements**

Simple Majority

### **Report Purpose**

Submission of the Statement(s) of Financial Activity required under the *Local Government Act 1995*.

### **Relevant Documents**

Appendices:

- Statement of Financial Activity for 31 January 2020
- Statement of Financial Activity for 29 February 2020

### **Local Government Act/Regulation**

- *Local Government Act 1995*: Sect 6.4(1): Financial Report Required
- *Local Government (Financial Management) Regulations 1996*: Regulation 34 Composition of Report
- *Local Government (Financial Management) Regulations 1996*: Regulation 34 (5) Material Variance Reports [10%]
- *Local Government (Audit) Regulations 1996*: Regulation 14 Compliance Audit Item

### **Background**

It is a mandatory requirement that the Council receives, reviews and records in the Regional Council's public minutes a statement of financial activity showing annual budget estimates and the figures for budget estimates, income and expenditure and variances at the end of each month. The report is also to show the composition of assets and other relevant information.

### **Comment**

The detailed Statements contained in the Appendices reflect the budget proposals and direction adopted by the Council.

Variations at 29 February 2020 exceeding 10% were experienced in relation to the following:

<b>Interest Earnings</b>	The favourable variation relates to timing of maturity of Term Deposit investments.
<b>Other Revenue</b>	The favourable variation relates to receipt of commission from Term Deposit investments and will continue to remain over budget.
<b>Employee Costs</b>	The favourable variation is due to deferral of additional resources.
<b>Insurance</b>	The favourable variation is the result of a coding error which has been reversed in March.
<b>Materials and Contracts</b>	The favourable variation relates to consultancy fees and is expected to remain under budget.
<b>Other</b>	The favourable variation relates to timing of payments.
<b>Utilities</b>	The favourable variation relates to timing of payments.
<b>Income Sale of Lots - Subdivision</b>	The unfavourable variance relates to delays in settlements, due to finance extensions/sales cancellations.
<b>Land Production Costs</b>	The favourable variance relates to timing of payments, deferral of works and deferral of the part payment for the WAPC land.
<b>Profit Distribution / Contributions Returned</b>	The unfavourable variation relates to timing of payments.

The information in the appendices is summarised in the tables following.

### Financial Snapshot as at 29 February 2020

**TAMALA PARK REGIONAL COUNCIL  
FINANCIAL SNAPSHOT  
FOR THE PERIOD ENDING 29 FEBRUARY 2020**

	2019-20 ADOPTED BUDGET	2019-20 AMENDED BUDGET	2019-20 BUDGET YTD	2019-20 ACTUAL YTD	VARIANCE		VARIANCE %
					FAVOURABLE \$	UNFAVOURABLE \$	
<b>REVENUE</b>	\$	\$	\$	\$	\$	\$	%
Interest Earnings	966,153	750,000	580,512	612,148	31,636		5.45%
Other Revenue	2,050	0	0	219	219		100.00%
	<b>\$968,203</b>	<b>\$750,000</b>	<b>\$580,512</b>	<b>\$612,367</b>	<b>\$31,855</b>	<b>\$0</b>	
<b>LESS EXPENDITURE</b>							
Depreciation	(25,578)	(25,578)	(17,052)	(17,048)	4		0.02%
Employee Costs	(742,371)	(742,041)	(497,317)	(417,117)	80,200		16.13%
Insurance	(21,090)	(18,373)	(18,373)	(14,578)	3,795		20.66%
Materials and Contracts	(312,762)	(312,967)	(208,654)	(93,641)	115,013		55.12%
Other	(191,256)	(189,000)	(138,165)	(120,115)	18,050		13.06%
Utilities	(6,611)	(6,611)	(4,407)	0	4,407		100.00%
Profit/(loss) on Disposal Of Asset							
Members Equity							
-Income Sale of Lots - Subdivisions	9,073,874	8,388,739	6,351,255	5,254,907		(1,096,348)	-17.26%
-Income Other - Subdivisions	0	450,000	150,000	0		(150,000)	-100.00%
-Land Production Costs	(16,343,068)	(16,671,523)	(12,534,706)	(2,284,595)	10,250,111		81.77%
-Profit distribution/Contributions Returned	(3,154,491)	(3,154,491)	(154,491)	(185,278)		(30,787)	-19.93%
-Members Equity - GST Withheld	0	0	0	(374,430)		(374,430)	-100.00%
	<b>(\$11,723,353)</b>	<b>(\$12,281,845)</b>	<b>(\$7,071,910)</b>	<b>\$1,748,105</b>	<b>\$10,471,580</b>	<b>(\$1,651,565)</b>	
Total Change in Equity	<b>(\$10,755,150)</b>	<b>(\$11,531,845)</b>	<b>(\$6,491,398)</b>	<b>\$2,360,472</b>	<b>\$10,503,435</b>	<b>(\$1,651,565)</b>	

**Balance Sheet Summary as at 29 February 2020**

	Actual 2018-19 \$	Actual 2019-20 \$	Variance \$	Variance %
<b>Current assets</b>				
Cash and cash equivalents	43,975,870	46,402,727	2,426,857	5.52%
Trade and other receivables	340,001	287,487	(52,514)	-15.45%
<b>Total current assets</b>	<b>44,315,871</b>	<b>46,690,215</b>	<b>2,374,344</b>	<b>5.4%</b>
<b>Non-current assets</b>				
Inventories	1,600,000	1,600,000	0	0.00%
Property, plant and equipment	123,283	106,235	-17,048	-13.83%
<b>Total non-current assets</b>	<b>1,723,283</b>	<b>1,706,235</b>	<b>-17,048</b>	<b>-0.99%</b>
<b>Total assets</b>	<b>46,039,154</b>	<b>48,396,450</b>	<b>2,357,296</b>	<b>5.12%</b>
<b>Current liabilities</b>				
Trade and other payables	64,771	61,595	3,176	4.90%
Provisions	256,570	256,570	0	0.00%
<b>Total current liabilities</b>	<b>321,341</b>	<b>318,165</b>	<b>3,176</b>	<b>1.0%</b>
<b>Non-current liabilities</b>				
Provisions	5,719	5,719	0	0.00%
<b>Total non-current liabilities</b>	<b>5,719</b>	<b>5,719</b>	<b>0</b>	<b>0.00%</b>
<b>Total liabilities</b>	<b>327,060</b>	<b>323,884</b>	<b>3,176</b>	<b>0.97%</b>
<b>Net assets</b>	<b>45,712,094</b>	<b>48,072,566</b>	<b>2,360,472</b>	<b>5.16%</b>

**Term Deposits as at 29 February 2020**

Term Deposits						
Maturity Date	Face Value (\$)	Rate	Institution	Credit Rating	Purchase Price (\$)	Purchase Date
9-Mar-20	2,051,438.36	1.6000%	National Australia Bank	A-1+	2,051,438.36	10-Dec-19
9-Mar-20	3,077,157.52	1.6000%	National Australia Bank	A-1+	3,077,157.52	10-Dec-19
17-Mar-20	3,000,000.00	1.6000%	National Australia Bank	A-1+	3,000,000.00	18-Dec-19
18-Mar-20	2,040,537.42	1.5900%	Westpac Group	A-1+	2,040,537.42	18-Nov-19
18-Mar-20	2,040,537.42	1.5900%	Westpac Group	A-1+	2,040,537.42	18-Nov-19
19-Mar-20	3,000,000.00	1.6000%	Macquarie Bank	A-1	3,000,000.00	19-Nov-19
23-Mar-20	2,000,000.00	1.7500%	AMP Bank	A-2	2,000,000.00	23-Sep-19
25-Mar-20	3,000,000.00	1.6000%	Macquarie Bank	A-1	3,000,000.00	26-Nov-19
14-Apr-20	3,012,756.16	1.6000%	National Australia Bank	A-1+	3,012,756.16	13-Jan-20
28-Apr-20	2,009,731.51	1.6100%	National Australia Bank	A-1+	2,009,731.51	28-Jan-20
11-May-20	3,000,000.00	1.8000%	AMP Bank	A-2	3,000,000.00	11-Nov-19
11-May-20	2,000,000.00	1.8000%	AMP Bank	A-2	2,000,000.00	12-Nov-19
4-Jun-20	4,000,000.00	1.6500%	Macquarie Bank	A-1	4,000,000.00	4-Feb-20
6-Aug-20	3,000,000.00	1.5800%	National Australia Bank	A-1+	3,000,000.00	6-Feb-20
10-Aug-20	3,000,000.00	1.5600%	National Australia Bank	A-1+	3,000,000.00	10-Feb-20
11-Aug-20	3,000,000.00	1.8000%	AMP Bank	A-2	3,000,000.00	13-Feb-20
	<b>43,232,158.39</b>	<b>1.6439%</b>			<b>43,232,158.39</b>	

## 8.5 LIST OF MONTHLY ACCOUNTS SUBMITTED FOR THE MONTHS OF JANUARY & FEBRUARY 2020

### Report Information

Reporting Officer: Chief Executive Officer

### Recommendation

That the Council **RECEIVES** and **NOTES** the list of accounts paid under Delegated Authority to the CEO for the months of January and February 2020:

- Month ending 31 January 2020 (Total \$110,259.71)
- Month ending 29 February 2020 (Total \$631,327.02)
- Total Paid - \$741,586.73

### Voting Requirements

Simple Majority

### Report Purpose

Submission of payments made under the CEO's Delegated Authority for the months ending 31 January 2020 and 29 February 2020.

### Relevant Documents

Appendices:

- Summary Payment List for January 2020
- Summary Payment List for February 2020

### Local Government Act/Regulation

- *Local Government Act 1995*: Sect 5.42 - Delegation given for Payments
- *Local Government (Financial Management) Regulations 1996*: Regulation 13(1) - Monthly Payment list required
- *Local Government (Audit) Regulations 1996*: Regulation 13 - Compliance Audit Item

### Background

A list of accounts paid under delegation or submitted for authorisation for payment is to be submitted to the Council at each meeting. It is a specific requirement of the Regulations that the list state the month (not the period) for which the account payments or authorisation relates.

### Comment

Payments made are in accordance with authorisations from Council, approved budget, TPRC procurement and other relevant policies.

Payments are reviewed by TPRC accountants Moore Stephens following completion of each month's accounts.

## **8.6 PROJECT FINANCIAL REPORT – FEBRUARY 2020**

### **Report Information**

Reporting Officer: Chief Executive Officer

### **Recommendation**

**That the Council RECEIVES the Project Financial Report (February 2020) submitted by the Satterley Property Group.**

### **Voting Requirements**

Simple Majority

### **Report Purpose**

To consider the Project Financial Report for February 2020 submitted by the Satterley Property Group.

### **Policy Reference**

N/A

### **Local Government Act/Regulation**

N/A

### **Previous Minutes**

N/A

### **Financial/Budget Implications**

Review of Project Financial Report for February 2020.

### **Relevant Documents**

Appendix: Letter from Satterley Property Group dated 23 March 2020 with Financial Report

### **Background**

At its meeting of 20 June 2019, the Council approved the Project Budget FYE 2020, submitted by the Satterley Property Group, as the basis of financial planning for the TPRC Budget FYE 2020.

KPI 4.8 of the Development Manager's Key Performance Indicators; Financial, requires the preparation of monthly financial reports.

## Comment

The Satterley Property Group has prepared a Financial Report for February 2020 for the Project. The report has been prepared on a cash basis and compares actual expenditure to approved budget expenditure for the period up to 29 February 2020 and is attached at Appendix 8.6.

The Financial Report identifies the following main areas of variance:

1. Settlement revenue was \$4.87M which is \$1.11M behind budget with three less residential settlements for the year to date.
2. Expenditure was \$9.12M under budget, in the following areas:
  - Lot Production \$0.93M;
  - Landscape \$1.48M;
  - Infrastructure \$1.20M;
  - P&L expenditure \$1.35M.
  - Land Acquisition - \$5.10M deferral of the WAPC land acquisition initial payment from December 2019 to June 2020.

The Satterley Property Group Financial Report provides greater details on the variations.

3. Lot Sales Value was \$5.65M which is \$0.08M favourable to budget due to 1 more lot sale year to date, partially offset by a lower average selling price per lot due to lot mix.

Satterley Property Group representatives will be in attendance to answer questions on the report.

## 8.7 SALES AND SETTLEMENT REPORT – PERIOD ENDING 9 APRIL 2020

### Report Information

Reporting Officer: Manager Project Coordination

### Recommendation

**That the Council RECEIVES the Sales and Settlement Report to 9 April 2020.**

### Voting Requirements

Simple Majority

### Report Purpose

To advise the Council of the status of sales, settlements and sales releases.

### Policy Reference

N/A

### Local Government Act/Regulation

*Local Government Act 1995*: Sect 3.58 – Disposal of Property.

### Previous Minutes

N/A

### Financial/Budget Implications

Income under this matter will be posted under item I145011 (Income on Lot Sales):

Budget Amount:	\$8,388,739
Received to Date:	\$6,369,868
Balance:	\$2,018,871

### Relevant Documents

Appendices:

- Staging Plan
- Current Lot Stock Plans

### Background

The Sales and Settlement Report provides the Council with a status update of sales and settlements for the Project.

The Staging Plan provided under Appendix 8.7 identifies the extent of the stage boundaries referenced within the report.

**Comment**

Table 1 provides a summary of the Catalina Estate Sales and Settlement position for lots released up to 9 April 2020.

**Table 1: Summary of Sales and Settlement of Lots – Catalina Estate**

Stage/ Release Date	Release Date	Lots Released	Lot Sizes (m <sup>2</sup> )	Sold	Stock	Settled
Stages 1 – 15,18A	-	817	174 - 658	817	0	817
Stage 17A	Oct-16	25	300 - 510	23	2	23
Stage 17B (Release 1)	Nov-17	18	300 - 450	16	2	13
Stage 17B (Release 2)	Sep-19	8	245 - 450	6	2	0
Stage 17B (Release 3)	Apr-20	10	300-450	0	10	0
Stage 18B	Mar-17	31	200 - 474	29	2	24
Stage 25 (Release 1)	May-17	21	300 - 450	19	2	19
Stage 25 (Display Village)	May-17	15	375 - 497	15	0	15
Stage 25 (Release 2)	Oct-17	7	233 - 299	7	0	7
Stage 25 (Release 3)	Apr-18	6	254 - 255	6	0	6
Stage 25 (Release 4)	Sep-18	5	277 - 450	5	0	3
Stage 26 (Release 1)	Apr-19	8	300 - 486	6	2	5
Stage 26 (Release 2)	Dec-19	8	367 - 481	3	5	2
Stage 26 (Release 3)	Apr-20	8	315-539	0	8	0
<b>Total</b>		<b>987</b>	<b>174 - 658</b>	<b>952</b>	<b>35</b>	<b>934</b>

**Table 2: Summary of Net Sales for FYE 2020 against Budget – Catalina Estate**

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
<b>Budget</b>	2	2	2	2	2	2	2	3	2	3	5	4	31
<b>Actual</b>	3	2	3	3	2	1	1	3	3	1			22*
<b>Variance</b>	1	0	1	1	0	-1	-1	0	1	-2			-9

\* Includes two contracts that are currently being held pending advertising and acceptance by the TPRC.

31 sales are forecast for FYE 2020, with 20 sales and two contracts pending acceptance achieved to date. The Project has a stock position of 35 lots, 17 in Catalina Beach and 18 in Catalina Central. This includes the release of 18 lots (8 in Beach and 10 in Central) approved on 3 April 2020, as detailed below under Lot Releases.

**Table 3: Summary of Settlements for FYE 2020 against Budget – Catalina Estate**

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
<b>Budget</b>	2	4	1	2	2	3	2	2	1	3	1	3	26
<b>Actual</b>	1	1	0	3	5	1	2	2	3	1			19
<b>Variance</b>	-1	-3	-1	1	3	-2	0	0	2	-2			-7

26 settlements are forecast for FYE 2020. 18 settlements have occurred in the financial year to date, one settlement less than the year to date budget. The Project currently holds 19 contracts on hand, 15 conditional, two unconditional and two pending acceptance.

## Sales Marketing Incentives

The sales and marketing campaign involving the offer of a \$10,000 rebate to purchasers who install solar panels with a battery storage system concluded on 31 March 2020. The campaign ran for six months and performed well in delivering 281 leads, however this was 8% less than leads generated during the previous six-month period (307), when rebates of \$9,000 to \$10,000 were offered.

14 gross sales were achieved during the Solar Campaign period, with all purchasers opting for an \$8,000 discount instead of a rebate for a solar panels and battery system.

At its meeting on 20 February 2020, the Council approved a new sales and marketing campaign for the period 1 April 2020 to 30 June 2020 involving a rebate to be provided at settlement on selected lots. The Council also required details on how the rebate would be applied and supported by the marketing campaign to be presented to the Management Committee for consideration. At its meeting on 12 March 2020, the Management Committee approved the following approach to the discounting of lots during the campaign:

- i) Apply a \$17,000 discount to all lots that have been released for in excess of two years;
- ii) Apply a \$15,000 discount to all lots that have been released for between one and two years;
- iii) Apply a \$12,000 discount to all other currently released lots;
- iv) Apply a \$10,000 discount to any other lot that may be released in Catalina Estate during the campaign period;
- v) Not apply a Builder's Sales Representative referral fee during the campaign period.

The Management Committee also approved the use of a \$40,000 budget for marketing support for the campaign, including creative concept development, campaign artwork and media advertising. The 'Viva Catalina' campaign was launched on 1 April 2020.

## Northern Corridor Estates Analysis

Table 4 provides a summary of sales at developments in the northern corridor.

**Table 4: Summary of Sales in Northern Corridor (March 2019 to February 2020)**

ESTATE	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	12 Month Total Sales
<b>NORTH-WEST METRO</b>													
Alkimos Beach (Alkimos)	2	5	8	4	1	7	6	2	7	2	5	1	50
Alkimos Vista (Alkimos)	1	0	3	1	3	1	2	1	1	3	1	1	18
Allara (Eglington)	-6	8	9	4	7	5	2	3	1	-3	1	1	32
Amberton (Eglington)	15	-4	4	4	1	7	7	13	0	5	3	8	63
Beumaris (Iluka)	3	1	0	-1	1	0	1	1	0	0	1	12	19
Burns Beach (Burns Beach)	3	1	8	0	1	1	2	1	1	0	1	3	22
<b>Catalina (Clarkson-Mindarie)</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>32</b>

East of the Beach (Eglinton)	3	2	2	4	1	6	2	4	-1	1	0	5	29
Eden Beach (Jindalee)	3	9	5	12	1	9	9	10	8	3	6	21	96
Kinross (Kinross)	2	0	2	1	1	1	1	0	1	1	1	2	13
Shorehaven (Alkimos)	4	8	3	5	3	2	4	4	2	2	4	14	55
Trinity (Alkimos)	-1	7	9	4	6	6	3	5	18	8	3	6	74
<b>TOTAL</b>	<b>30</b>	<b>41</b>	<b>60</b>	<b>40</b>	<b>29</b>	<b>47</b>	<b>42</b>	<b>47</b>	<b>40</b>	<b>23</b>	<b>27</b>	<b>77</b>	<b>503</b>
<b>CATALINA SHARE (%)</b>	<b>3.33%</b>	<b>9.76 %</b>	<b>11.6 7%</b>	<b>5.00 %</b>	<b>10.3 4%</b>	<b>4.26 %</b>	<b>7.14 %</b>	<b>6.38 %</b>	<b>5.00 %</b>	<b>4.35 %</b>	<b>3.70 %</b>	<b>3.90 %</b>	<b>6.36%</b>

*Note 1: Satterley reporting is based on 'mid-month' sales period.*

*Note 2: Satterley has expressed caution that these sales results are indicative only based on information obtained in the marketplace and supplied on a voluntary basis.*

Table 5 provides a summary of available stock in the northern corridor. Catalina Beach is higher in price to competing estates for 375m<sup>2</sup> and 450m<sup>2</sup> lots. Catalina Central is also higher in price to competing estates for 375m<sup>2</sup> and 450m<sup>2</sup>, with the exception of Kinross.

**Table 5: Summary of Price of Available Lots in Northern Corridor Estates**

Estate	225sqm Price (\$)	300sqm Price (\$)	375sqm Price (\$)	450sqm Price (\$)	500sqm + Price (\$)	Total Dwellings	Stock
Allara	133,000	155,000	179,000-190,000	216,000	n/a	3,405	28
Alkimos Beach	150,000	230,000	225,000-262,000	285,000-305,000	n/a	2,413	32
Amberton	N/A	190,000	211,000-228,000	264,000-283,000	289,000-325,000	2,500	38
Burns Beach	N/A	N/A	N/A	N/A	460,000 – 755,000	1,580	8
Catalina Central	N/A	N/A	274,000	304,000 - 329,000	N/A	2,480	18
Catalina Beach	N/A	N/A	350,500-358,000	398,000-408,000	N/A		17
Eden Beach	172,000	240,000	265,000	N/A	305,000-350,000	1,100	24
Kinross	N/A	N/A	295,000	332,500	347,500-355,000	67	10
Shorehaven	169,000-280,000	205,000	249,000	285,000	N/A	2,800	26
Trinity	138,000	185,000	182,000 - 215,000	248,000	269,000	2,500	22

### Lot Releases

The Lot Sales and Release Strategy FYE 20 identifies the release of eight lots in Stage 26 in Catalina Beach in January 2020 and eight lots in Stage 18C in Catalina Central in May 2020. The Stage 26 release was held back pending further reduction in the amount of existing stock. The timing for release of lots in Stage 18C has been dependant on finalising a development agreement with a builder partner, which has been delayed.

As existing stock levels had reduced to nine lots in Catalina Beach and eight lots in Catalina Central, Satterley recommended the release of eight lots ranging in area from 315m<sup>2</sup> to 539m<sup>2</sup> in Stage 26 and 10 lots ranging in area from 300m<sup>2</sup> to 450m<sup>2</sup> in Stage 17B (Central) to ensure a continuity of supply and variety of available lot sizes. Plans included in Appendix 8.7 show the location of the existing available lots and those that were released in April 2020.

Satterley considered that these releases were particularly critical leading into the approved 'Viva Catalina' campaign, which will promote the Project and offer a significant incentive to

purchase over the next three months. Satterley considered that to maximise sales from this campaign, a wide-ranging selection of lots should be made available as existing stock levels did not achieve this. Satterley also considered that leveraging the release of constructed lots in Stages 26 and 17B in an already committed campaign would be an efficient use of capital.

Satterley considered the current COVID-19 pandemic, including all government stimulus and mitigation strategies as at 31 March 2020, and believes that guiding the Project through uncertain times will require flexibility and seeking sales wherever possible. While it considers that COVID-19 may negatively impact consumer confidence around large purchases such as land and poses a risk to the fall-over of existing finance-conditional contracts, Satterley believes that there is an opportunity to maximise sales through the current campaign until the outcomes of the pandemic can be better understood.

Based on sales rates achieved in the past 12 months, the amount of previously available stock (17 lots) represented approximately six months of lot supply. The release of the additional 18 new lots to the market could reasonably be expected to take a similar timeframe to sell and might appear excessive given the Project's sales rate for the year to date of 22 lot sales.

The 'Viva Catalina' campaign is the most significant marketing initiative undertaken at Catalina since commencement of the Project and opportunities to achieve sales should therefore be maximised. Based on Satterley's strong recommendation for the release of eight lots in Catalina Beach and 10 lots in Catalina Central, these releases were approved.

#### **Sales Contracts – CEO Delegation**

Satterley has not provided any request for variation of lot pricing in Sales Contracts during February-March 2020 in accordance with Council's delegation of 18 April 2019.

## 8.8 DELEGATION TO CEO TO WRITE OFF BAD DEBTS

### Report Information

Reporting Officer: Chief Executive Officer

### Recommendation

**That the Council DELEGATES to the CEO authority to write off bad debts to the value of \$5,000, subject to administration steps to recover debts being unsuccessful.**

### Voting Requirements

Absolute Majority

### Report Purpose

To request the Council to delegate authority to the CEO to write off bad debts.

### Relevant Documents

N/A

### Policy Reference

N/A

### Local Government Act/Regulation

*Local Government Act 1995*: Sect 6.12 – Power to defer, grant discounts, waive or write off bad debts

*Local Government Act 1995*: Sect 5.42 – Delegation of some powers or duties to the CEO

### Previous Minutes

Council Meeting – 5 December 2019 (Item 9.10 – Delegation Authority 2019)

### Background

The *Local Government Act 1995* provides that the Council may write off bad debts.

The *Local Government Act 1995* also provides that the Council may delegate powers to the CEO who, in turn, may delegate to other officers.

Council's accountants, Moore Stephens, have requested that a debt of \$178.20 owing to the Council since May 2019, be written off prior to 30 June 2020. Administrative attempts to recover the debt have not succeeded and further recovery attempts would not be cost effective.

### Comment

Currently the CEO does not have delegation to write off bad debts.

It is requested that the Council delegates to the CEO authority to write off bad debts to the value of \$5,000 subject to all necessary measures having been taken to recover the debt and the debt remaining unpaid for a period of 90 days after its due date for payment.

Any debts over \$5,000 which need to be written off would need to be approved by Council.

Note: This is the first time the TPRC has had the need to write off a bad debt.

**9. COMMITTEE REPORTS – MANAGEMENT COMMITTEE (12 MARCH 2020)**

**9.1 MANAGEMENT COMMITTEE – TERMS OF REFERENCE/DELEGATIONS**

**Report Information**

Reporting Officer: Chief Executive Officer

Moved Cr Lagan, Seconded Cr Caddy.

**COMMITTEE RECOMMENDATION**

**That the Management Committee recommends that Council APPROVES the Terms of Reference and Delegations to the Management Committee (March 2020) subject to the Terms of Reference being amended in accordance with Attachment A (dated 12 March 2020).**

The motion was put and declared CARRIED (4/0).

**TPRC Recommendation to Committee**

That the Management Committee recommends that Council APPROVES the Terms of Reference and Delegations to the Management Committee (March 2020).

**Voting Requirements**

Absolute Majority

**Report Purpose**

To review the Delegations to the Management Committee.

**Relevant Documents**

Appendix: Management Committee – Terms of Reference/Delegations (March 2020)

**Policy Reference**

N/A

**Local Government Act/Regulation**

*Local Government Act 1995*: Sect 5.16 and 5.17 – Delegation to Committee.

**Previous Minutes**

- Council Meeting - 5 December 2019 (Item 9.8 - Management Committee - Terms of Reference/Delegations)
- Council Meeting - 6 December 2018 (Item 9.7 - Management Committee - Terms of Reference/Delegations)

## Financial/Budget Implications

N/A

## Background

At its meeting of 19 August 2010, the Council approved the establishment of a Management Committee and the Terms of Reference and Delegations.

At its meeting of 5 December 2019, the Council considered the Management Committee's Terms of Reference and Delegations (November 2019) and resolved to:

1. *NOTE the annual review of the Terms of Reference and Delegations to the Management Committee.*
2. *REQUEST a redrafting of the Terms of Reference and Delegations for consideration at the February Council meeting to clarify the following:*
  - (a) *Objectives, roles and responsibilities of the Management Committee;*
  - (b) *Membership, appointment of Chair and quorum;*
  - (c) *List of delegations and any conditions;*
  - (d) *Regular reporting of Management Committee Minutes to Council, including a list of any items dealt with under delegated authority.*

The Management Committee Terms of Reference and Delegations have been reviewed and redrafted in a format consistent with other Council Committees' Terms of Reference and to address the matters requested by the Council in December 2019 relating to the following:

- (a) Objectives, roles and responsibilities of the Management Committee;
- (b) Membership, appointment of Chair and quorum;
- (c) List of delegations and any conditions;
- (d) Regular reporting of Management Committee Minutes to the Council, including a list of any items dealt with under delegated authority.

At its meeting of 20 February 2020, the Council considered the Management Committee's Terms of Reference and Delegations (November 2019) and resolved to defer the Terms of Reference and Delegations to the Management Committee (February 2020) to the Council Meeting of April 2020.

## Comment

At its meeting of 12 March 2020, the Management Committee considered the Management Committee Terms of Reference and Delegations (March 2020) and recommended that Council approve the Terms of Reference and Delegations (March 2020) subject to the Terms of Reference being amended in accordance with Attachment A (dated 12 March 2020).

The modification to the Terms of Reference and Delegations (Attachment A dated 12 March 2020) were intended to remove duplication and provide greater clarity on the Terms of Reference for the Management Committee and does not change original intent.

The Terms of Reference and Delegations proposed are generally consistent with those previously approved by the Council in December 2017 and 2018. The delegations proposed

now include conditions to guide the Management Committee when exercising delegation powers.

The following Terms of References (Attachment A) are proposed for the Committee:

### **7. Terms of Reference**

*The Council has adopted the following as the Terms of References of the Committee:*

- 1. Monitor Project Performance against the approved Project strategies, plans or concepts.*
- 2. Monitor Project performance against the approved Project Budget and provide a report and recommendations to Council with respect to variances and proposed variation to the approved Project Budget.*
- 3. Monitor Project Performance against the approved Project Annual Plan and report on any variations to the approved Project Annual Plan to Council.*
- 4. Monitor the performance of the Development Manager against agreed KPIs and report Development Manager performance against them to Council.*
- 5. Monitor performance of approved marketing and sales programmes for the Project and report progress to Council.*
- 6. Make recommendations to Council with respect to the Project Annual Plan, Project Budget and Project Milestones.*
- 7. Make recommendations to Council with respect to the Mid-Year Review of the Project Annual Plan, Project Budget and Project Milestones*
- 8. Provide guidance, advice and assistance to Council with respect to advancing the Catalina Project.*

The proposed Management Committee Delegations remain unchanged from the version recommended in February 2020.

The approved Terms of Reference and Delegations have operated well since the formation of the Management Committee. The Terms of Reference and Delegations have removed the need for potential additional Council meetings and delays to program which could adversely affect the Catalina Project.

The Management Committee Terms of Reference and Delegations (March 2020) have been amended in accordance with the Management Committee resolution at its meeting of 12 March 2020, Attachment A (dated 12 March 2020) and are recommended to Council.

## 9.2 SALES - MARKETING CAMPAIGN – APRIL TO JUNE 2020

### Report Information

Reporting Officer: Manager Project Coordination

Moved Cr Sandri, Seconded Cr Caddy.

### COMMITTEE RECOMMENDATION

**That the Management Committee ADVISE Council of its decisions made under Delegations 4, 8 and 9 at the April 2020 scheduled meeting.**

The motion was put and declared CARRIED (4/0).

### TPRC Recommendation to Committee

That the Management Committee:

1. APPROVES the following approach to the discounting of lots during a Sales and Marketing Campaign at Catalina Estate to commence on 1 April 2020 and conclude on 30 June 2020:
  - i) Apply a \$17,000 discount to all lots that have been released for in excess of two years;
  - ii) Apply a \$15,000 discount to all lots that have been released for between one and two years;
  - iii) Apply a \$12,000 discount to all other currently released lots;
  - iv) Apply a \$10,000 discount to any other lot that may be released in Catalina Estate during the campaign period;
  - v) Not apply a Builder's Sales Representative referral fee during the campaign period.
2. APPROVES the use of a \$51,684 budget for marketing support for the Sales and Marketing campaign, including creative concept development, campaign artwork and media advertising as outlined in this report.

### Voting Requirements

Simple Majority

### Report Purpose

To consider the Satterley Property Group (Satterley) recommendation for a Sales and Marketing Campaign to run from 1 April 2020 to 30 June 2020 involving a discount on all currently released lots.

### Policy Reference

N/A

### Previous Minutes

N/A

## Financial/Budget Implications

Reduced Income under this matter will be posted under item I145011 (Income on Lot Sales):

Budget Amount:	\$8,388,739
Received to Date:	\$6,369,868
Balance:	\$2,018,870

## Relevant Documents

Nil

## Background

At its meeting on 20 February 2020, the Council considered a proposed sales and marketing campaign to run from 1 April 2020 to 30 June 2020, involving a \$10,000 discount to be paid at settlement on the sale of all currently released lots at Catalina and the use of a \$2,000 builder's referral fee, and resolved to:

1. *RECEIVE the Satterley Property Group correspondence (dated 28 January 2020) regarding a Sales and Marketing Campaign at Catalina Estate for April to June 2020.*
2. *APPROVE participation in a Sales and Marketing Campaign at Catalina Estate, as detailed in the Satterley Property Group correspondence (dated 28 January 2020), commencing 1 April 2020 to 30 June 2020, for a discount of between \$10,000 to \$15,000 per lot to apply at settlement for all currently released lots in Catalina.*
3. *APPROVE the use of a \$2,000 referral fee to the Builder's Sales Representative for providing a qualified sales lead that results in the settlement of a lot at Catalina and that this fee be paid directly by the TPRC for the period 1 April 2020 to 30 June 2020.*
4. *APPROVE the increase in the marketing budget for this item up to a budget of \$40,000 with a report to go to the Management Committee meeting on 12 March 2020 outlining strategy for the allocation of the lot discount and proposed marketing strategy.*

Satterley has, pursuant to Item 4, recommended a strategy for application of the lot discount and the associated sales and marketing campaign.

## Comment

At its meeting of 12 March 2020, the Management Committee considered the Satterley strategy for the allocation of the lot discount and proposed marketing strategy and resolved as follows:

1. *APPROVED the following approach to the discounting of lots during a Sales and Marketing Campaign at Catalina Estate to commence on 1 April 2020 and conclude on 30 June 2020:*
  - i) *Apply a \$17,000 discount to all lots that have been released for in excess of two years;*
  - ii) *Apply a \$15,000 discount to all lots that have been released for between one and two years;*
  - iii) *Apply a \$12,000 discount to all other currently released lots;*
  - iv) *Apply a \$10,000 discount to any other lot that may be released in Catalina Estate during the campaign period;*
  - v) *Not apply a Builder's Sales Representative referral fee during the campaign period.*

2. *APPROVED* the use of a \$40,000 budget for marketing support for the Sales and Marketing campaign, including creative concept development, campaign artwork and media advertising.
3. *ADVISES* Council of its decisions made under Delegations 4, 8 and 9 at the April 2020 scheduled meeting.

The key elements of Satterley's proposal to the discounting of lots during the April to June 2020 sales and marketing campaign are as follows:

- Absorb the approved \$2,000 builder's referral fee into the lot discount (resulting in the rebate to be paid at settlement increasing to between \$12,000 and \$17,000, depending on the age of the lot stock);
- Apply a \$17,000 discount to all lots that have been released for in excess of two years (total of ten lots, including eight lots in Catalina Central and two in Catalina Beach);
- Apply a \$15,000 discount to all lots that have been released for between one and two years (total of two lots, both in Catalina Beach);
- Apply a \$12,000 discount to all other currently released lots (total of eight lots, including two lots in Catalina Central and eight lots in Catalina Beach);
- Apply a \$10,000 discount to any other lot that may be released in Catalina Estate during the campaign period (this would likely be limited to the release of eight lots in Catalina Central – Stage 17B Release 3 and eight lots in Catalina Beach – Stage 26 Release 3).

Satterley proposed the following strategy for marketing the sales campaign:

- Development of a marketing concept, including campaign messaging and artwork, to communicate the size of the incentive and the limited nature of the discount offer to create a sense of urgency. To this end, the Brand Agency has been appointed to develop two concepts that will be tabled at the Management Committee meeting for selection.
- Use of the selected campaign-concept logo across all media and channels, including the Catalina website, advertising in digital and social media (Google, Facebook, Realestate.com.au/Domain/RENT) and signage decals (stickers) for the two pylon signs on Marmion Avenue.
- Use of AD Boards Plus (mobile LED bill-boards with Catalina branding and campaign messages that are walked along selected routes in high visibility locations, such as shopping centres and the Mindarie Marina).
- Option provided for use of 'distress' media advertising opportunities (TV, Realestate.com.au/Domain/RENT, bus advertisements), which are presented when advertisers have advertisement placements to fill at late notice and offer significant (50-80%) discounts on normal advertising rates.

The report is presented for Council's information.

**10 CONFIDENTIAL REPORTS**

**10.1 BUILT FORM PARTNERSHIP – STAGE 18 - CONFIDENTIAL**

CONFIDENTIAL

**10.2 DEVELOPMENT MANAGER'S KEY PERFORMANCE INDICATORS –  
TIMEFRAMES FOR DELIVERY OF INFORMING STRATEGIES - CONFIDENTIAL**

CONFIDENTIAL

**10.3 DEVELOPMENT MANAGEMENT AGREEMENT – KEY PEOPLE – CONFIDENTIAL**

CONFIDENTIAL

**10.4 MINDARIE REGIONAL COUNCIL LANDFILL BUFFER – GROUNDWATER MONITORING BRIEFING - CONFIDENTIAL**

CONFIDENTIAL

11. ELECTED MEMBERS MOTIONS OF WHICH NOTICE HAS BEEN GIVEN
12. QUESTIONS BY ELECTED MEMBERS OF WHICH DUE NOTICE HAS BEEN GIVEN
13. URGENT BUSINESS APPROVED BY THE CHAIR
14. MATTERS BEHIND CLOSED DOORS
15. GENERAL BUSINESS
16. FORMAL CLOSURE OF MEETING

# **APPENDICES**