



Please be advised that a **Economic Development Committee** Meeting will be held at **5.30pm** on **1 March 2018** in Meeting Room 1 at the Administration Building, 99 Shepperton Road, Victoria Park.

ANTHONY VULETA
CHIEF EXECUTIVE OFFICER

Muleta

23 February 2018

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1 OPENING

2 ATTENDANCE

Members: Cr J (Julian) Jacobs

Cr K (Karen) Vernon

Jarrah Ward: Cr J (Jennifer) Ammons Noble (Presiding Member)

Cr B (Bronwyn) Ife

Chief Operations OfficerMr B (Ben) KilligrewManager CommunityMrs K (Kaitlyn) GriggsManager Stakeholder RelationsMrs C (Carrie) ParsonsEconomic Development OfficerMs T (Terri) Holland

Secretary Ms G (Gaye) Last

Guests

2.1 Apologies

Nil

2.2 Approved Leave of Absence

Nil

3 DECLARATIONS OF INTEREST

Declarations of interest are to be made in writing prior to the commencement of the Meeting, (a form to assist Elected Members and Staff is attached at the end of this Agenda).

Declaration of Financial Interests

A declaration under this section requires that the nature of the interest must be disclosed. Consequently a member who has made a declaration must not preside, participate in, or be present during any discussion or decision-making procedure relating to the matter the subject of the declaration. An employee is required to disclose their financial interest and if required to do so by the Council must disclose the extent of the interest.

Name/Position	
Item No/Subject	
Nature of Interest	
Extent of Interest	
Conduct] Regulations 2007) at to declare an interest in a mat scheme affecting land that adjuse of land that adjoins the proposed land that adjoins the proposed land ad thoroughfare, has a common part of it, is directly across a that part of a thoroughfare that	ance with Regulation 11 of the Local Government [Rules of and employees (in accordance with the Code of Conduct) are ter if the matter concerns: a) a proposed change to a planning joins the person's land; b) a proposed change to the zoning or person's land; or c) a proposed development (as defined in
Name/Position	
Item No/Subject	
Nature of Interest	
Extent of Interest	
Conduct] Regulations 2007) a required to declare any interest declaration does not restrict	eting impartiality ance with Regulation 11 of the Local Government [Rules of and employees (in accordance with the Code of Conduct) are st that may affect their impartiality in considering a matter. This any right to participate in or be present during the decision-Member/employee is also encouraged to disclose the nature
Name/Position	
Item No/Subject	
Nature of Interest	
Extent of Interest	

4 TERMS OF REFERENCE

1. NAME

The name of the Committee shall be the Economic Development Committee.

2. PURPOSE

The Town's Strategic Community Plan notes four components of the Mission Statement, namely –

- Social To promote sustainable connected, safe and diverse places for everyone.
- Economic To promote sustainable diverse, resilient and prosperous places for everyone.
- Environment To promote sustainable liveable, healthy and green places for everyone.
- Civic Leadership To show leadership by communicating with, empowering and supporting people in the community.

The primary purpose of this committee shall be the Economic component of the Town's Mission Statement, which is to promote sustainable diverse, resilient and prosperous places for everyone.

3. SCOPE

The Committee will primarily focus on the following key Economic Strategic Outcomes –

- A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.
- A clean, safe and accessible place to visit.

Wherever possible, the Committee will seek opportunities to address the following additional Strategic Outcomes –

- Everyone receives appropriate information in the most efficient and effective way for them.
- Appropriate devolution of decision making and service provision to an empowered community.
- People have positive exchanges with the Town that inspires confidence in the information and the timely service provided.
- A community that is authentically engaged and informed in a timely manner.

4. DELIVERABLES

The Committee will -

- Provide strategic leadership in the development and regular review of policies and strategies that are inclusive, empowering and build capacity of the Town of Victoria Community.
- Support and promote local business.
- Develop the Town as the event destination of choice.
- Exploit the Town's geographical location and natural assets.
- Improve the standard and effectiveness of sustainable economic development and activity across the District in partnership with key stakeholders.

Specifically the Committee will ensure delivery of the following –

- Annual review of policies, strategies and plans related to the Scope of the Committee.
- Economic Development Needs Assessment and Analysis.
- Economic Development and Tourism Strategy.
- Events and Activation Strategy.

5. REPORTING

Although any Service Area of the Town may report through this Committee on matters associated with the Primary Purpose and Scope, the following Service Areas of Council are likely to predominantly feature –

- Economic Development
- Environmental Health
- Parking Management

6. GOVERNANCE

The Committee is a Council-created Committee formed under Subdivision 2 (Committees and their meetings) of the Local Government Act 1995 and is governed by the provisions of the Town of Victoria Park Standing Orders Local Law 2011 and the Local Government Act 1995 and its Regulations.

The Committee will comprise a maximum of four (4) Elected Members (being two (2) Elected Member representatives from each of the Town's two (2) wards with five (5) Elected Members being appointed in a hierarchical order as alternate deputy members) and up to two (2) other persons (that may be co-opted from time-to-time for such period, or in relation to such matters, as determined, where that person's experience, skills or qualifications would enable him or her to make a contribution to the Committee's functions).

In accordance with section 5.19 of the Local Government Act 1995, the quorum for a meeting of the Committee is at least 50% of the number of offices (whether vacant or not) of members of the Committee.

7. MEETING ARRANGEMENTS

The Committee shall convene in accordance with the annual adopted meeting schedule.

8. AUTHORITY

The Committee has no delegated power. The Committee may only make recommendations to Council for a decision.

9. REVIEW

The Committee and Committee Terms of Reference will be reviewed from timeto-time and immediately following each local government election.

5 CONFIRMATION OF MINUTES

That the Minutes of Economic Development Committee Meeting held on 1 February 2018 be confirmed.

6 METHOD OF DEALING WITH AGENDA BUSINESS

RECOMMENDATION:

That clause 6.10 Speaking Twice of the Town of Victoria Park Standing Orders Local Law 2011 be suspended for the duration of this meeting.

NOTE: The above recommendation if adopted will enable Members to speak more

than once and assist in open discussion for the entire meeting.

NOTE: Mover and seconder required and the matter put to the vote.

7 PRESENTATIONS

7.1 Petitions

Nil

7.2 Presentations (Awards to be given to the Town)

Nil

7.3 Deputations

Nil

8 REPORTS

8.1 Telstra Perth Fashion Festival 2017 Sponsorship Evaluation

File Reference:	CRM/25/17
Appendices:	No
Attachments:	No

Date:	20 February 2018
Reporting Officer:	K. Griggs, Manager Community
Responsible Officer:	Ben Killligrew
Voting Requirement:	Nil

Executive Summary: The Town of Victoria Park provided sponsorship of \$57,000 to the Telstra Perth Fashion Festival (TPFF) in 2017/18 financial year. The Town has reviewed the outcomes of the sponsorship agreement, as contained within the Post Event Report presented by Fashion Council WA.

Recommendation – That the Economic Development Committee receive and note of the TPFF Post Event Report and accompanying attachments, along with the Town's assessment of the sponsorship.

TABLED ITEMS

Nil

BACKGROUND:

In July 2017, Fashion Council WA (FCWA) invited the Town to sponsor the 2017 Telstra Perth Fashion Festival's "Town of Victoria Park" program.

FCWA is a not-for-profit organisation which was established in 2008 as a peak industry body to represent the fashion and creative industries in WA. Over the past decade, FCWA has promoted, championed and represented the WA fashion and creative industries through an integrated program of events and services. The organisation's current program includes the following event platforms;

- Telstra Perth Fashion Festival;
- Swim + Resort Series: and
- WA Fashion Awards.

Historically the Telstra Perth Fashion Festival (TPFF) has comprised two major events – Fashion Central and Fashion Paramount, which have both been located within the City of Perth. In 2017 the format of the event changed so that Fashion Central ran in the City of Perth, and Fashion Paramount moved to a new location the Crown Pyramid within the Town of Victoria Park. FCWA approached the Town with a proposal to sponsor elements of the Fashion Paramount event including the 'Future Runway' and 'International Runway' events with a cash contribution of \$57,000 as well as in-kind support via promotion of the TPFF.

DETAILS:

At the Elected Members Workshop held on Tuesday 15 August 2017 a presentation was made by FCWA outlining the benefits of sponsoring the TPFF 2017, where there was an indication of "in principle" support for the sponsorship proposal.

At a Special Council Meeting on 5 September 2017, Council resolved to advise the Fashion Council WA that:

- 1. Its request for sponsorship to the value of \$57,000 for the Telstra Perth Fashion Festival for 2017 was approved.
- 2. Post event, a copy of the report measuring the impact of the festival across cultural, economic, creative and social outcomes was to be provided to the Town and the report presented to the Council's Economic Development Committee.

Following the Special Council Meeting on 5 September, a Sponsorship Agreement was signed by the Town and FCWA. The main deliverables which FCWA agreed to in the Sponsorship Agreement were:

- Royalty free access for the Town to official TPFF campaign images, content and videos for use across Town marketing platforms;
- Future Runway Graduate Designer Exhibition and Meet 'n' Greets an exhibition at the Victoria Park Centre for the Arts where students from Curtin University and South West Metropolitan TAFE will showcase their collections;
- TPFF video featuring Crown Perth to include the Town's logo and to be shared across TPFF digital platforms;
- International Runway Victoria Park Photoshoot leading up to the International Runway event a photoshoot with the China Fashion Association's (CFA's) designer's collection was to take place featuring key locations in the Town;
- Entertainment Precinct Tour CFA's presence provides the opportunity to showcase the Town as a leading entertainment precinct to an international market;
- Logo inclusion on all relevant Future Runway and International Runway event material;
- Logo inclusion on TPFF and FCWA websites' Partner pages;
- Features in 'Front Row' e-newsletter promoting Future Runway and International Runway;
- Dedicated marketing and communication strategy activating the Town's events;
- All Future Runway and International runway social media posts to include appropriate Town references handles and hashtags;
- Opportunity to collaborate on joint media statements and photo/interview opportunities with designers and Telstra Perth Fashion Festival representatives; and
- Allocation of Fashion Paramount tickets to the value of 10% of the partnership value, which could be used by the Town or for community purposes.

Legal Compliance:

Section 6.8 of the Local Government Act 1995 (Expenditure from municipal fund not included in annual budget) states –

- 1. A local government is not to incur expenditure from its municipal fund for an additional purpose except where the expenditure —:
 - a) is incurred in a financial year before the adoption of the annual budget by the local government; or

- (b) is authorised in advance by resolution*; or
- (c) is authorised in advance by the Mayor or president in an emergency.
 - * Absolute majority required.
 - (1a) In subsection (1) additional purpose means a purpose for which no expenditure estimate is included in the local government's annual budget.
- 2. Where expenditure has been incurred by a local government
 - (a) pursuant to subsection (1)(a), it is to be included in the annual budget for that financial year; and
 - (b) pursuant to subsection (1)(c), it is to be reported to the next ordinary meeting of the council.

Policy Implications:

RECN5 SPONSORSHIP

The objectives of this policy are to:

- Complement Council's strategic objectives;
- Increase economic vibrancy by raising the profile of the Town and achieving the Town's marketing and communications objectives (e.g. brand exposure); and
- Build relationships with key stakeholders.

Risk Management Considerations:

The risks identified prior to acceptance of the sponsorship are presented below, most related to the potential for a missed opportunity in sponsoring the event, notwithstanding evaluating the return to the Town on its investment.

Risk &	Consequence +	Likelihood =	Overall Risk	Mitigation/Actions
Consequence	Rating	Rating	Analysis	Willigation/Actions
Fashion Council WA do not deliver on the proposal submitted to the Town	Moderate	Unlikely	Moderate	Signed Sponsorship Agreement between both key stakeholders.
If the Town does not sponsor the event then there is missed opportunity for an ongoing future partnership and retaining this unique event within the Town	Moderate	Likely	High	Continue to maintain contact with the FCWA representatives for potential future collaborations.

Risk &	Consequence +	Likelihood =	Overall Risk	Mitigation/Actions
Consequence	Rating	Rating	Analysis	mitigation/Actions
Overspend of \$57,000 from WO975 Sponsorship and Grants.	Moderate	Likely	High	Mid-year review of budget (options include either decrease spending by \$57,000 across numerous WO's or seek approval to transfer funds from a reserve)

Strategic Plan Implications:

Our vision for the future: The Town of Victoria Park: A dynamic place for everyone.

We are Perth's premier place for entertainment and entrepreneurship – The Town is the leading place in Perth where people look to be entertained or to design, launch and run their own small business. As a part of this, the Town's education establishments are contributing to fostering a feeling of entrepreneurship.

Strategic Outcomes:

Social – To promote sustainable, connected, safe and diverse places for everyone.

• S4 - A place where all people have an awareness and appreciation of arts, culture, education and heritage

Economic - To promote sustainable, diverse, resilient and prosperous places for everyone.

• Ec1 – A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.

Financial Implications:

Internal Budget:

The Town provided \$57,000 sponsorship for TPFF in the 2017/18 financial year.

Sustainability Assessment:

As per the signed Sponsorship Agreement, Fashion Council WA was to provide the Town by 30 November 2017, with a Post Event Evaluation Report (Report) measuring the impact of the festival across cultural, economic, creative and social outcomes of the event. The Report, commissioned by FCWA and delivered by Pracsys was received by the Town on 30 January 2018.

Economic Outcomes:

The Report states the following direct and total economic impacts:

- Future Runway- Direct economic impact \$48,584 and total economic impact \$115,145; and
- International Runway- Direct economic impact of \$31,382 and total economic impact of \$74,376.

These figures appear to be based on visitor spends, as such it is important to note that the visitor breakdowns and additionality adjustments have been sourced from the 2016 Culture Counts surveys administered at Fashion Festival Paramount events, and applied to the 2017 attendance figures provided by FCWA. Average spend estimates have been sourced from the 2016 surveys and adjusted to account for inflation. An output multiplier of 2.37% has been applied to calculate overall impact, sourced from the ABS Input Output tables and Food and Beverage sector. Subsequently, the analysis is based on an assumption that the Fashion Paramount Events are comparative between 2016 and 2017, and does not take into account change of locality, event organisation, delivery and execution, and the myriad of variables which influence an attendee's experience, opportunities to spend, so forth. As such, the economic impact, which is based upon 2016 surveys, should be taken as an estimate only, as it appears that economic data was not collated for 2017.

Note: FCWA has advised that it was not possible to measure the local economic impact for the Town of Victoria Park.

Cultural Outcomes:

The Report measures the cultural outcomes of the TPFF relating to 'the place' (locality and quality of venues), and the quality of experience of patrons relating to social connection and creativity of the events. It does not measure cultural or social outcomes for the Town in a broader context, nor in relation to the Future Runway Winning Categories Exhibition at Victoria Park Centre for the Arts, where significant cultural and social outcomes where expected. Such feedback has been provided to FCWA.

Media Reporting:

Town officers have evaluated the impact of the sponsorship on the Town's brand through media reporting, and social media reporting. This is not an absolute assessment of the reach and impact to the Town's brand recognition and value.

The Town uses a media monitoring service through iSentia to capture mentions of the Town in the media, both traditional and online. A search of mentions of the Town in conjunction with TPFF between 1 July 2017 – 1 November 2017 showed 11 items, three of which were from the Town's own social media accounts. These items reached a cumulative audience of 420,739 people and had an Advertising Space Rate of \$27,469AUD.

Social Media Reporting:

Town of Victoria Park posted six separate Facebook posts relating to TPFF and its events, reaching an audience of 20,800 people.

Social media initiated by TPFF is summarised below.

Channel	Date	Link	Content	Traction
Facebook	1	http://vicpk.co/2heu50Z	Announcement of Chinese	68 likes
	September		designer debut at TPFF, ToVP	3 shares
			tagged as partner	3
				comments
Facebook	2	http://vicpk.co/2fiBMCU	Promotion of International	4 likes
	September		Runway event. ToVP tagged as	1 share
			partner	
Facebook	3	http://vicpk.co/2f84geE	Promotion of TPFF events in	8 likes
	September		general. Town tagged as	
			partner	

Facebook	14	http://vicpk.co/2yd67Xo	Promotion of TPFF and Future	21 likes
	September		Runway. Town tagged as	4 shares
			partner	1
Facebook	14	http://vionk.go/2vOrVoK	Promotion of International	comment 5 likes
racebook	September	http://vicpk.co/2xQrYaK	Runway event. ToVP tagged as	3 shares
	September		partner	3 Silaies
Facebook	14	http://vicpk.co/2xcWuLy	Photo of Future Runway show.	44 likes
	September		ToVP tagged as a partner	1 share
	-			2
				comments
Instagram	14	N/A	Post by	196 likes
	September		@telstraperthfashionfestival	
			promoting Future Runway,	
- ···	4.4	1 // : 1 /0 \/7	tagging ToVP as sponsor	0 1 1
Twitter	14	http://vicpk.co/2xxyYZn	Post by @perthfashfest	2 retweets
	September		promoting Future Runway event, ToVP tagged	3 likes
Facebook	15	http://vicpk.co/2ypiVux	Promotion of Internation	13 likes
	September		Runway show. ToVP tagged as	2 shares
	-		one of many partners	
Facebook	15	http://vicpk.co/2wvSc26	Future Runway summary post-	12 likes
	September		event – ToVP tagged among	
			other sponsors	
Facebook	15	http://vicpk.co/2fhYGdp	Behind the Scenes of Future	23 likes
	September		Runway post – tagged ToVP	3
In ata arana	15	N/A	among other sponsors	comments
Instagram	September	IN/A	Post by @telstraperthfashionfestival	109 likes
	September		promoting International	
			Runway, tagging ToVP as	
			sponsor	
Facebook	16	http://vicpk.co/2ycfK8z	Promotion of International	2 likes
	September		Runway show – tagged ToVP	(incl. us)
	•		among other sponsors	,
Facebook	16	http://vicpk.co/2fhLWnh	Post featuring makeup look	23 likes
	September		used for International Runway	1 share
			show – tagged ToVP among	
			other sponsors	
Instagram	16	N/A	Posted by	104 likes
	September		@keeping_up_with_karolina_	3
			audience members. ToVP	comments
Inetagram	19	N/A	Postod by @shotbywilliam	35 likes
Instagram	September	IW/#\	Posted by @shotbywilliam photographer, ToVP tagged	35 likes
	Sebrenner		among other partners	comments
			among other partiters	COMMENTS

Sponsorship Agreement Deliverables:

	onsorship Agreement iverable	Town officer comments	Delivered/Not Delivered
•	Royalty free access for the Town to official TPFF campaign images, content and videos for use across Town marketing platforms;	 Images were shared with the Town's communications team for use on social media. This was delivered as agreed. 	Delivered
•	Future Runway Graduate Designer Exhibition and Meet 'n' Greets – an exhibition at the Victoria Park Centre for the Arts where students from Curtin University and South West Metropolitan TAFE will showcase their collections.	 The Town received notification of this event happening in the evening on 27 September. The exhibition ran from 2 October – 7 October, leaving little time for promoting it to our community. An article in the Canning Times published on 2 October did not mention the Town of Victoria Park as a partner. 	
•	TPFF video featuring Crown Perth to include Town's logo and to be shared across TPFF digital platforms.	 The Town did not receive, or see any videos featuring the Town logo. 	Not Delivered
•	International Runway Victoria Park Photoshoot - leading up to the International Runway event a photoshoot with the CFA's designer's collection will take place featuring key locations in the Town.	The Town assisted in providing locations for this shoot to take place. The photo shoot took place on 14 September 2017. The Town has not yet received the images from this photo shoot.	Not Delivered
•	Entertainment Precinct Tour – CFA's presence provides the opportunity to showcase the Town as a leading entertainment precinct to an international market.	 The Town invested significant time in organising a tour of the Town, and Curtin University for the delegation from China Fashion Council. Disappointingly, only three of the delegation were able to make it on the day. 	
•	Logo inclusion on all relevant Future Runway and International Runway event material.	 The Town's logo appeared on the printed program for each of these events. 	Delivered
•	Logo inclusion on TPFF and FCWA websites' Partner pages.	 The Town's logo appeared on the partners section of the TPFF website, it has not appeared on the FCWA website. 	Partly Delivered

•	Features in 'Front Row' e- newsletter promoting Future Runway and International Runway.	•	If this occurred there was no copy sent to the Town.	Not Delivered
•	Dedicated marketing and communication strategy activating the Town events.	•	This was not delivered.	Not Delivered
•	All Future Runway and International runway social media posts to include appropriate Town references handles and hashtags.	•	Several posts on the official TPFF social media pages tagged or acknowledged the Town, however it was noted that some, particularly Future Runway posts did not mention the Town at all.	Not Delivered
•	Opportunity to collaborate on joint media statements and photo/interview opportunities with designers and TPFF representatives	•	A Community News article was published on 15 September 17 which acknowledged the Town as a sponsor. The Town did not have input into the content of the article, but assisted in arranging the photo shoot, which took place at Edward Millen House.	Delivered, but not to the Town's expectations
•	Allocation of Fashion Paramount tickets to the value of 10% of the partnership value, which can be used internally by the Town or for community competitions.	•	These tickets were received as a mix of VIP and general admission tickets. VIP tickets were offered to Elected Members. Four staff attended both the Future Runway and International Runway show as VIPs to assess whether the terms of the sponsorship were being met, and to maintain and build the relationship with FCWA and the China Fashion association. A total of 25 Future Runway and 67 International Runway tickets were received. The Town gave these away to community members who expressed interest, and any remaining tickets were offered to staff to attend. Staff were required to declare these tickets as a gift.	Delivered

Further Feedback:

Prior to the Future Runway show (of which the Town was a major partner) there were sponsor videos playing on the large LED screens either side of the runway. The Town was not offered the opportunity to have a video playing on these screens.

At the Future Runway event, a media wall featuring the Town's logo was not on display, despite being the major partner of the event. The Town was informed that the wall had been on display earlier in the night, but had mistakenly been taken down too early.

CONCLUSION:

Based on the Report as submitted by FCWA, Town Administration is unable to verify that the objectives of the Sponsorship policy, nor the following Strategic Community Plan outcomes have been met;

Social – To promote sustainable, connected, safe and diverse places for everyone.

• S4 - A place where all people have an awareness and appreciation of arts, culture, education and heritage; and

Economic - To promote sustainable, diverse, resilient and prosperous places for everyone.

• Ec1 – A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.

That the investment in TPFF did not deliver the proposed outcomes within the sponsorship agreement.

RECOMMENDATION/S:

For the Economic Development Committee to receive and take note of the TPFF Post Event Evaluation Report and accompanying attachments, along with the Town's assessment of the sponsorship.

9 WORKSHOP TOPICS AND PRESENTATIONS

9.1 Economic Development Strategy Update

The Economic Development officer will give a presentation on the status of the economic development strategy, the draft layout along with the timeframe for completion.

10 MOTION FOR WHICH PREVIOUS NOTICE HAS BEEN GIVEN

(required 3 ½ business days prior to the meeting, in writing to the CEO.)

11 NEW BUSINESS OF AN URGENT NATURE

12 REQUEST FOR REPORTS FOR FUTURE CONSIDERATION

Forthcoming Agenda Items					
Reports					
Workshop Topics and Presentations					
Economic Development Strategy	February 2018				
Relationships Management Strategy	May 2018				
Literacy and Learning Plan	TBC				
25 th Anniversary of the Town (2019)	TBC				
Sporting Walk of Fame – Judging Panel Nominations	April 2018				
Subsidy Policy Workshop	TBC				

13 CLOSURE



DECLARATION OF FINANCIAL INTEREST / PROXIMITY INTEREST / INTEREST THAT MAY AFFECT IMPARTIALITY

TO: CHIEF EXECUTIVE OFFICER TOWN OF VICTORIA PARK

Name & Position		
Meeting Date		
Item No/Subject		
Nature of Interest	Financial Interest* Proximity Interest*	(*Delete where
	Interest that may affect impartiality*	not applicable)
Extent of Interest		
Signature		
Date		

Section 5.65(1) of the Local Government Act 1995 states that:

"A member who has an interest in any matter to be discussed at a Council or Committee meeting that will be attended by that member must disclose the nature of the interest:

- (a) in a written notice given to the CEO before the meeting; or
- (b) at the meeting immediately before the matter is discussed".