

ITEM NO.	C.12/0222	FILE REF.	
SUBJECT	Brief for Visitor Centre Workshop		
PROPONENT	Council		
OFFICER	Chief Executive Officer		
DATE OF REPORT	22 February 2022		

Attachment 11 – Brief/Run Sheet for Workshop

Reason for Urgent Business

The draft brief for the workshop proposes the engagement of external persons to assist in delivery of the workshop that requires approval of unbudgeted expenditure by Council.

OFFICER RECOMMENDATION

That Item C.12/0222 be accepted as urgent business.

OFFICER RECOMMENDATION

1. *That Council endorse the brief/run sheet (as per Attachment 11) for the community group workshop scheduled for Thursday 17th March 2022 on the subject of the considerations for outsourcing management of the visitor centre.*
2. *That Council approve unbudgeted expenditure of up to \$5,000 for engagement of an independent facilitator for the workshop and to have in attendance the consultant (Kim Hewson from Economic Transitions) to contribute to the workshop.*
3. *That Council determine whether it wishes to invite any other representatives to the 2nd workshop to be attended by councillors and staff.*

Summary/Purpose

For Council to consider the draft brief/run sheet for the proposed workshop with invited community groups, scheduled for Thursday 17th March 2022 on the subject of the considerations for outsourcing management of the visitor centre.

Background

Council, at its April 2021 meeting Council resolved:

C.08/0421

That Council:

1. *Receive the Business Case for the outsourcing of the Shire of Bridgetown-Greenbushes Visitor Centre, including the Brierley Jigsaw Gallery.*
2. *Endorse the recommendation contained in the Business Case to outsource the management of the Visitor Centre and the Brierley Jigsaw Gallery to the Bridgetown Community Resource Centre (CRC).*
3. *Direct the CEO to:*
 - a) *Develop an implementation plan and a communications plan to facilitate the transfer of responsibility for management of the Visitor Centre from the Shire of Bridgetown-Greenbushes to the CRC including the relocation of the CRC to the current Visitor Centre building.*
 - b) *Develop a draft 5 year contract with the CRC to formalize the terms of agreement, outlining service delivery key performance indicators,*

annual operating subsidy and funding contributions of both parties with regard to the required building refurbishments with a final draft to be presented to Council for endorsement.

- c) Commence engagement with the Bridgetown Historical Society regarding the removal of the existing museum items in the Visitor Centre building*
- d) Commence engagement with the Blues at Bridgetown and Bridgetown Landcare regarding their proposed relocation from the current Visitor Centre building to the current Community Resource Centre building.*

Some 8 months later, Council, at its December 2021 meeting resolved:

That the matter of considering Council's position on whether to continue investigations into outsourcing of the Visitors Centre management to the Bridgetown Community Resource Centre be paused until March 2022 whereby two workshops are held sequentially. The first workshop will be with community groups, Bridgetown Greenbushes Business and Tourism Association, Bridgetown Community Resource Centre and other relevant community members to be determined by the Shire and Council. Immediately after will be a council workshop with the items to be considered at that workshop to include but not limited to the officer comments in the December Ordinary Council Meeting Agenda on page 7.

The scope for the 2nd workshop is clear as the Council resolution refers to the officer comments provided to the December 2021 meeting.

However as it wasn't clear in the resolution what items/issues are to be discussed at the workshop with the Bridgetown Greenbushes Business and Tourism Association and Bridgetown Community Resource Centre direction from councillors was sought at the Concept Forum held on 10 February 2022.

The following direction was provided by councillors at the Concept Forum:

- Councillors suggested the following groups be invited to participate in the first workshop: Bridgetown CRC, BGBTA, Blues at Bridgetown, Bridgetown Historical Society, Transition Bridgetown, Bridgetown Garden Club, Bridgetown Discovery, Rabbit Hole and Greenbushes Discovery Centre.
- The aim of inviting these groups is to determine if there is any other interest in taking over management of the visitor centre.
- The CEO was to prepare a draft brief for the workshop and circulate to councillors for out of session approval.
- In compiling the draft brief the CEO is to have regard to the briefs used for previous community consultation on the visitor centre and will ensure that the draft floor plan prepared by the CRC is presented for feedback.
- Thursday 17th March was viewed as being a suitable date for the first workshop subject to the brief being approved and suitable time for invites to be issued.

In the days after the Concept Forum further suggestions were made by individual councillors and executive staff for consideration by the CEO in developing a brief for the workshop. These suggestions were:

- Engage an independent facilitator to facilitate the workshop. It is recommended the facilitator be separate from any professional persons invited to the workshop to provide advice on visitor servicing issues.
- Seek attendance from Kim Hewson of 'Economic Transitions' to provide a summary to the workshop of the processes used in her preparation of the *Business Case to outsource the management of the Visitor Centre and the Brierley Jigsaw Gallery to the Bridgetown Community Resource Centre*.
- Seek attendance from representatives from the Denmark Chamber of Commerce that successfully manage the Denmark Visitor Centre for the Shire of Denmark.

Officer Comment

A draft brief has been prepared incorporating some of the above suggestions. Council can determine to remove some of the contents and/or add in new content noting that the engagement of external persons listed above will incur expenditure that is outside Council's current 2021/22 budget.

Wendy Trow has been approached to be the independent facilitator of the workshop.

In order to keep the workshop concise and focused it isn't recommended that the representatives from the Denmark Chamber of Commerce be invited to the first workshop however Council may wish to consider inviting them to the second workshop which is limited to councillors and staff only. If so there would be an additional cost for their attendance.

Notwithstanding that the purpose of this item is to principally determine the brief/run sheet for the first workshop the officer recommendation also seeks direction from Council on specialist representatives at the second workshop. The attendance of Kim Hewson from Economic Transitions would in particular offer expertise and value at that workshop, assuming Council supports her attendance at the first workshop.

Statutory Environment

Section 6.8 of the Local Government Act requires an absolute majority decision for expenditure not included in the annual budget.

Integrated Planning

- Strategic Community Plan
 - Outcome 12 – Bridgetown Greenbushes is regarded to be a major tourist destination
 - Objective 12.2 – improve tourism infrastructure and services
- Corporate Business Plan
 - Objective 12.2 – improve tourism infrastructure and services
 - Action 12.2.1 – provide implementation of the Visitor Centre and Provision of Visitor Information Services business case (2021/22)

- Long Term Financial Plan - Nil
- Asset Management Plans - Nil
- Workforce Plan - Nil
- Other Integrated Planning - Nil

Policy Implications – Nil

Budget Implications

No funds are contained in the 2021/22 to cover the costs of external persons to assist with delivery of the workshop(s) therefore any such expenditure will be classified as unbudgeted expenditure.

Whole of Life Accounting - Nil

Risk Management

A considerable amount of work has been done to progress from community workshops several years ago to completion of the business case and the decision by Council in April 2021 to outsource the management of the Visitor Centre and the Brierley Jigsaw Gallery to the Bridgetown Community Resource Centre (CRC). It is considered essential that there be opportunities at the workshop(s) to provide relevant information that informed the April 2021 Council decision hence the recommendation to engage Kim Hewson from Economic Transitions to present at the workshop. Failure to provide this expertise and knowledge could result in the workshop proving ineffective and repetitive.

Voting Requirements – Simple Majority

BRIEF/RUN SHEET

**WORKSHOP WITH SELECTED COMMUNITY GROUPS ON CONSIDERATIONS TO OUTSOURCE
MANAGEMENT OF THE VISITOR CENTRE**

THURSDAY 17TH MARCH 2022 COMMENCING AT 6.00PM IN THE LESSER HALL

Representatives of the Following Groups to be invited:

Bridgetown CRC
 BGBTA
 Blues at Bridgetown
 Bridgetown Historical Society
 Transition Bridgetown
 Bridgetown Garden Club
 Bridgetown Discovery
 Rabbit Hole
 Greenbushes Discovery Centre

For COVID-19 record keeping purposes groups are requested to pre-nominate attendees.

Room will be set up with tables allocated to each community group. Councillors will have their own table(s).

Time	Activity	Responsible Person
5.45-6.00pm	Meet and Greet	Shire Councillors and Staff
6.00pm	Official opening, Welcome to Country, Acknowledgement of Attendees	Shire President
6.05pm	Housekeeping, agenda for the evening, Introduction of Facilitator and Guest Speakers	CEO
Hand over to Facilitator		
6.10pm	Overview of: <ol style="list-style-type: none"> 1. Reasoning for the VC Outsourcing Project; 2. Financial Performance vs Service Delivery 3. Events since the completion of the VC Outsourcing Project – how we arrived at this point. 	CEO
6.25pm	Economic Transitions to provide an overview of the VC Outsourcing Project Report	Kim Hewson
6.40pm	Bridgetown CRC to provide an update of the work they have done since Council decision to endorse the recommendation contained in the Business Case to outsource the management of the Visitor Centre and the Brierley Jigsaw Gallery to the CRC. This will include tabling of indicative floor plan of how the CRC and visitor servicing functions will be serviced.	John Nicholas

6.55pm	Shire to provide a summary of the key issues and concerns from community since the completion of the VC Outsourcing Project. CRC and Economic Transitions to assist with strategies to overcome the barriers.	CEO Kim Hewson John Nicholas
7.15pm	Open question time. Shire, CRC and Economic Transitions to answer questions as required. i.e. feedback on the CRC's draft floor plan, interest from other groups in submitting a proposal to take over management of the visitor centre, questions about how the visitor centre would be managed under the CRC model, financial implications to the Shire of the CRC model, condition of the existing building, etc.	CEO Kim Hewson John Nicholas
7.55pm	Summary of Conclusions	Facilitator
8.00pm	Close	Facilitator