



CITY of PERTH



ANNUAL  
REPORT  
2014/15

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## PERTH IS RENOWNED AS AN ACCESSIBLE CITY

*It is alive with urban green networks that are safe and vibrant. As a global city, there is a diverse culture that attracts visitors. It provides city living at its best. Local and global businesses thrive here. Perth honours its past, while creating a sustainable future.*

### VISION STATEMENT

*City of Perth*



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Wherever possible the City of Perth prints with environmentally certified print suppliers, on environmentally friendly and recyclable paper stocks. This year, the Annual and Financial Report has been designed for digital viewing, and therefore limited print copies were produced. Printed copies can be borrowed, or viewed, at the City Library on request.

# OUR ANNUAL REPORT

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## REPORTING

*The West Australian Local Government Act 1995 requires local governments to produce an annual report by 31 December each year. We report to our community and stakeholders in a number of ways. We go beyond statutory requirements by producing a dynamic report.*

Our Annual Report focuses on the financial and operational performance of the City of Perth in 2014/15, documenting our performance against the 2014/15 Budget, and our progress in line with our Strategic Community Plan, Vision 2029+, adopted in June 2013.

Our Strategic Community Plan, Vision 2029+, outlines our long term strategic direction that expresses our community's vision for the future, together with strategies to deliver community outcomes.

It is our guide to delivering our strategic vision which is based on the following themes:

- Major Strategic Investments
- Getting Around Perth
- Perth as a Capital City
- Living in Perth
- Perth at Night
- Healthy and Active in Perth
- Capable and Responsive Organisation

Our Annual Report includes a snapshot of our performance, and an overview of our outlook for the future, including our plans to ensure the sustainability of our organisation, our City, and the community we serve.

It also provides our people with information about how well we have performed over the year, and how our efforts have contributed to achieving our vision.

Our Annual Report is produced in house, and is reviewed and approved by the Chief Executive Officer.

Our Annual Report can be downloaded at [www.perth.wa.gov.au/publications](http://www.perth.wa.gov.au/publications) as we only produce a limited number of hard copies.

Our financial statements have been certified by an independent auditor.

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### **Thank you**

Thank you for taking the time to read our 2014/15 Annual Report. We hope you find this information useful and gain valuable insight into our achievements for the 2014/15 financial year.

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### **Contact Us**

If you have any enquiries, please contact us on 9461 3333.

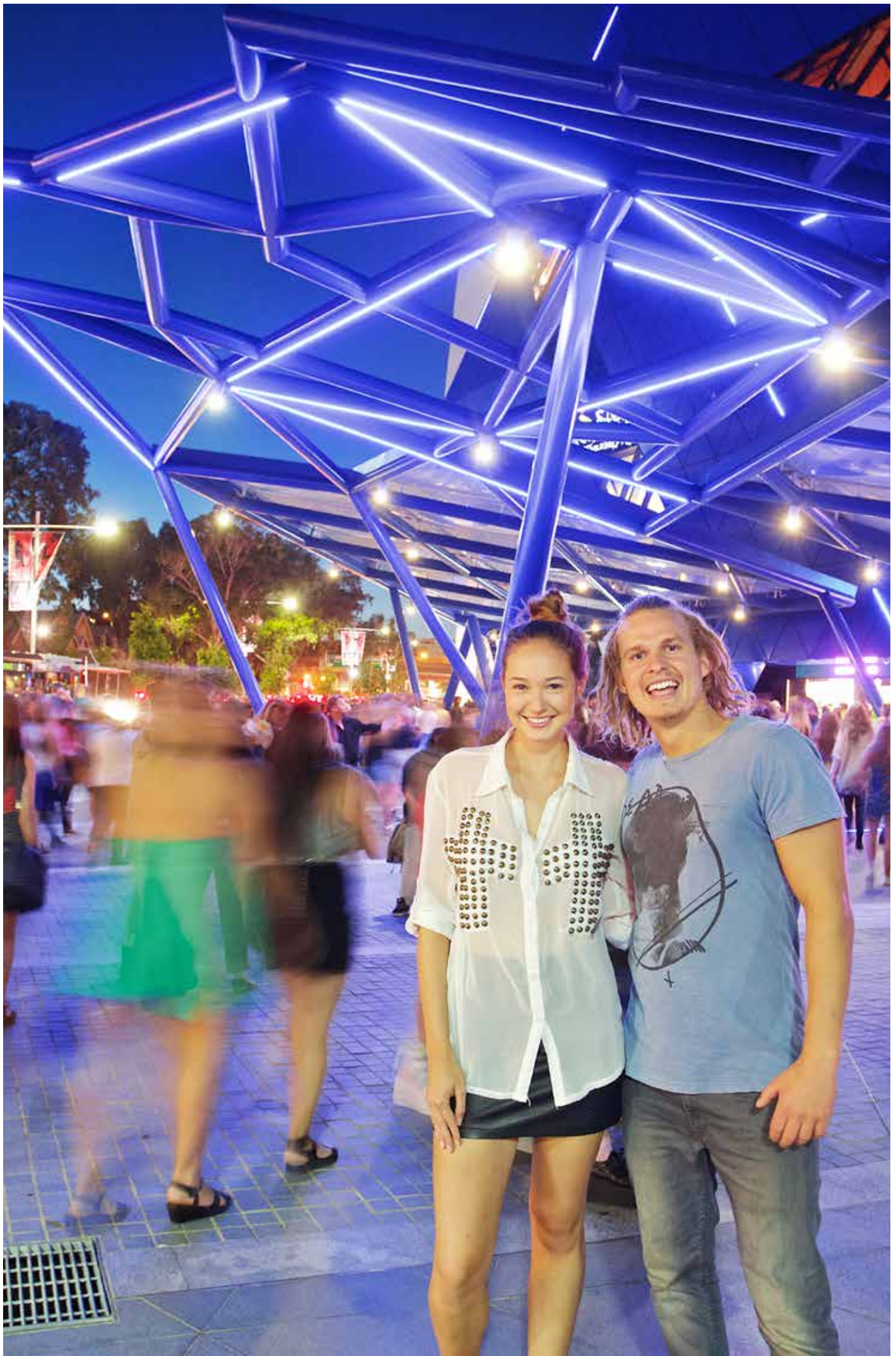
If you are representing the media and have a media enquiry, please contact our media team on 9461 3425.

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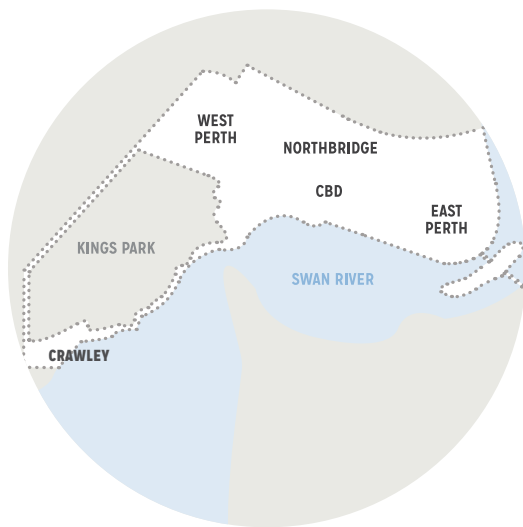
### **Acknowledgement**

The City of Perth acknowledges the Noongar people as the traditional custodians of this land.

This document is available in other formats on request



# OUR CITY



## *The State Capital*

Perth is the dynamic and rapidly growing capital city of the State of Western Australia, located on the Indian Ocean Rim within the Asia Pacific region, one of the world's fastest growing and developing economic zones.

Our City is one of the nation's fastest growing local government areas, and has ranked consistently among the Top 10 most liveable cities in the world by The Economist Intelligence Unit.

Most of Western Australia's 2.58 million people live in the greater metropolitan area of Perth, of which the City of Perth is the nucleus.

Our City is a centre of government, commerce, culture, education, sports, recreation, shopping and entertainment.

It is set between the beautiful Swan River, and the 400 hectares of Kings Park.

A large proportion of the City's 8.1km<sup>2</sup> area is public open space.

Our City has a Mediterranean climate, and enjoys more hours of sunshine than any other capital city in the nation.

## *The City of Perth*

The City of Perth is a dynamic statutory entity, constituted under the Local Government Act 1995, to provide services and facilities to a broad range of City stakeholders including residents, commercial and retail business, workers, and local, national, and international visitors.

With approximately 700 people working across the City, and in our facilities including Council House, our depot, the Rod Evans Centre, our Childcare Centre, Citiplace Community Centre, Library, Surveillance Centre, car parks, and the Northbridge Piazza, our workforce is diverse and multi-skilled.

The City of Perth has its origins in 1829 when the Swan River Colony was established by the British Government. The city was named after Perth in Scotland.

Prior to that, the area had, for thousands of years, been an important meeting place for the Indigenous Noongar people who have lived in the south-west region of WA for more than 35,000 years.

Perth formally attained 'City' status in 1856 when it was declared a Bishop's See by Queen Victoria. The first meeting of the Perth City Council was held on 10 December 1858. It was not until the Centenary of Foundation in 1929 that the

position of Mayor was elevated to Lord Mayor. The Council met at a number of locations over the years, moving to its current home, Council House, in 1963.

In 1994, the sprawling local government area was split into four separate authorities with the creation of the Towns of Vincent, Victoria Park and Cambridge. The City of Perth remained as the capital city of Western Australia.

In February 2015, the State Government announced that plans to halve the number of metropolitan councils in Western Australia through reform would not proceed, however it would continue with expanded boundaries for the City of Perth, and the development of Capital City Legislation.

In May 2015, a Bill was introduced in State Parliament to establish the City of Perth Act to recognise Perth as the capital city of Western Australia, and to establish Perth City Council as the State's pre-eminent local government authority.

## *City Crest*

The City of Perth crest features the red cross of Saint George on a white background. Two black swans support a crown in copper, gilt and bronze, set on granite from London's old Waterloo Bridge.

# OUR STATISTICS



OUR TALLEST BUILDING  
CENTRAL PARK



OUR OLDEST PARK  
STIRLING GARDENS



OUR OLDEST BUILDING  
OLD COURT HOUSE

<b>Western Australia area</b>	2,525,500km <sup>2</sup>
<b>City of Perth area</b>	8.10km <sup>2</sup>
<b>Western Australian estimated residential population</b>	2.58 million, ABS, December 2014
<b>Perth metropolitan estimated residential population</b>	2.02 million, ABS, March 2015
<b>City of Perth estimated residential population</b>	20,762, Informed Decisions & ABS, June 2014
<b>Number of households</b>	9,144, ABS, August 2011
<b>Total private dwellings</b>	10,884, ABS, August 2011
<b>Daily workforce population in Perth</b>	124,679, ABS, 2011 census
<b>Total office floor space in Perth CBD:</b>	1,625,118m <sup>2</sup> , Property Council of Australia (February 2015)
<b>Total office floor space in West Perth:</b>	422,840m <sup>2</sup> , Property Council of Australia (February 2015)
<b>Total length of roads</b>	95km
<b>Total area of parkland and reserves</b>	118ha
<b>Number of parkland areas and reserves</b>	26
<b>Oldest park</b>	Stirling Gardens, 1845
<b>Oldest building</b>	The Old Court House, 1836
<b>Largest building (by floor area)</b>	Brookfield Place, 75,000m <sup>2</sup> of office space
<b>Tallest building</b>	Central Park, 261.7m (51 floors)
<b>City of Perth Foundation Day</b>	12 August 1829
<b>Geographical coordinates</b>	Latitude 31° S, Longitude 115° E
<b>Altitude</b>	11.2m above Sea Level
<b>Climate</b>	Mediterranean
<b>Average temperatures</b>	Summer 30°C (max) 17°C (min) Winter 18°C (max) 8°C (min)
<b>Time</b>	Western Australian Time (GMT +8)
<b>Sister Cities</b>	Kagoshima, Japan (1974), Houston, Texas, USA (1984), Rhodes, Greece (1984), Megisti, Greece (1984), San Diego, California, USA (1987), Vasto, Italy (1989) Nanjing, China (1998), Taipei, Taiwan (1999)
<b>Charters of Mutual Friendship</b>	Grenoble, France (inactive 1985), Perth, Scotland (2006), Seocho City, Seoul Metropolitan Government, Republic of Korea (2008), Chengdu City, China (2012)
<b>Council composition</b>	Lord Mayor and 8 Elected Members
<b>Annual Revenue Budget including capital grants</b>	\$192 million (2014/15)
<b>International Airport</b>	10km from Perth CBD



THE HERITAGE  
BRASSERIE BAR BOARDROOM





## LORD MAYOR'S MESSAGE

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Perth, as we know it, is maturing. Our skyline is evolving as new precincts and projects reshape our City, making it more accessible, vital, and connected as a modern capital city. Despite economic impacts that influence job numbers, and overall city vitality, our central business district, and indeed all precincts, continue to transform at a strong pace as major development projects such as Perth City Link and Elizabeth Quay near completion and attract more business and residents into our boundaries.

Council has long advocated for recognition of its capital city status in keeping with capital cities in other states. Appreciating the need to implement structure and legislation to enable the State Government and Capital City Council to work more cooperatively as the two main tiers of government overseeing the needs of key business and community stakeholders, it is clear a lot more can be achieved via such a legislative mechanism.

The City of Perth has an ambassadorial and investment attraction role to play in ensuring that the capital city truly is operating as the engine room, or magnet, for the whole State. Increasingly, our location is now regarded as strategic for many businesses across a variety of sectors, but it is our role to ensure the right welcome and that early enquiries are met with a proactive commercial and business-like approach for flow-on benefit to all. Perth is seen as an increasingly important city in the Asia region, and globally, in a 21<sup>st</sup> Century world.

It is essential that Perth's special role as the capital city of Western Australia is recognised by the State Government. The City of Perth Act was introduced into Parliament in mid-February after the State Government abandoned plans for state-wide local government reform. The Act represents a one in 100 year opportunity to shape a stronger capital city. Ensuring we have a dedicated vision that puts Perth front and centre is vital, and the flow-on benefit goes further to metropolitan Perth, and regional Western Australia.

The Act will redefine our purpose, and empower us to achieve an open and collaborative working relationship with the State Government.

In the creation of strong constitutional governance, led by a Lord Mayor whose leadership role is officially recognised, we also want to ensure the existing voter franchise group's (particularly non-residential voters) entitlements are not diminished, and to achieve a basis for the City of Perth to operate in a more commercial manner that properly reflects the business environment in which it is based.

As the excitement and anticipation of Perth's new developments increases, the City of Perth is hard at work making sure that our amenity will be able to facilitate and accommodate the demands of all the new precincts.

Together with the State Government, we are undertaking and planning for a number of traffic, transport, and street enhancement projects that will improve the accessibility and friendliness of our City streets and spaces.

The appreciation for the contribution of culture and arts to our City is more noticeable. We are so proud of our ongoing financial support to a variety of great art and cultural initiatives and festivals. No one could have anticipated the strong community support as witnessed for *The Incredible and Phenomenal Journey of The Giants to the Streets of Perth*. Over three memorable days in February, we were immersed in the modern-day fable played out by the Giants across our streets, taking inspiration from uniquely Western Australian stories of ancient lands, Gallipoli-bound troops, and a little girl in a lighthouse who buoyed their spirits. It was Perth's chance to ensure a new generation of Western Australians came to hold dear that which has shaped us. And for us it was truly remarkable that this all played out in our City.

Over a year, a lot occurs in a City, and Perth is demonstrating great potential and purpose. We look forward to delivering more to all the citizens of Perth.

**The Right Honourable the Lord Mayor**  
LISA-M SCAFFIDI

1 July 2015



## CEO'S MESSAGE

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1 JULY 2015

The 2014/15 financial year represented a major milestone for local government across Western Australia when the State Government's strategy to reform local government boundaries was abandoned in February.

We directed our focus to achieving capital city legislation through the development of the City of Perth Act to enable the development of a stronger capital city, and to bring its position and powers in line with those of other Australian capital cities.

In May, Western Australian Premier Colin Barnett introduced legislation to Parliament to facilitate minor boundary changes bringing several of Perth's iconic landmarks including Kings Park, the University of Western Australia (UWA), the Queen Elizabeth II Medical Centre and the new Perth Children's Hospital, along with 1,158 residents from Subiaco and Nedlands, into the City of Perth's boundaries to create a bigger and stronger capital city.

The Act will provide the structure and legislation to ensure local government and State Government, via the Premier and Lord Mayor, can work together on vitally important issues.

Our priority as a capital city is to establish a stronger platform for economic development across the State.

The Act will give us the competitive edge we have been lacking in many ways through an open and collaborative relationship between the tiers of government.

On 24 February 2015, I announced the reactivation of our 2014-16 Organisational Development Plan to conduct a significant organisational structure review.

With local government reform abandoned, the Council unanimously endorsed a new organisational structure to enable the City of Perth to drive growth and innovation to shape a stronger capital city, with an increased focus on enhancing customer service and development within the City, in line with the considerable growth and revitalisation of the CBD.

Organisational change at the City of Perth is about our people working together into the future to further improve services and facilities in a stronger capital city.

Our new structure comprises five Directorates (each headed with a Director) that reflect the following five core functions of the City of Perth in a virtual value chain of delivery of services, facilities and activity to the community:

- **Governing** – Corporate Services with a primary focus on the organisation
- **Planning and Designing** – Planning and Development with a primary focus on the City
- **Serving** – Community and Commercial Services with a primary focus on customers
- **Building and Maintaining** – Construction and Maintenance with a primary focus on assets
- **Growing and Activating** – Economic Development and Activation with a primary focus on activation

Our Strategic Community Plan, Vision 2029+, continues to guide the Council's activities and is supported by a Four Year Corporate Business Plan, which facilitates the implementation of the Plan. Vision 2029+ will be subject to ongoing review, including ongoing consultation with the community.

Our Plan sets out our community's aspirations, objectives and vision for the City based on five key themes: Getting Around Perth, Perth as a Capital City, Living in Perth, Perth at Night and Healthy and Active in Perth. Our Corporate Business Plan also reflects these.

The past year saw us complete our \$12 million Affordable Rental Housing Demonstration Project, a 48-unit complex in Goderich Street, East Perth and the \$5 million Goderich Street Carpark, to ensure our capital city has a residential mix which includes lower paid key city workers, and is not a location predominantly for the more affluent.

Our Forrest Place redevelopment was completed and our \$1.2 million iCity information pod was opened on 7 October 2014. The pod is located at the intersection of Murray Street Mall and Forrest Place. iCity volunteers assist more than 200,000 visitors per year with their questions about our City, providing them with City maps and all the latest information on events, shopping, activities and attractions.

In 2014/15, we completed our \$1.4 million upgrade of Harold Boas Gardens, replacing the ornamental lake structure, and ensuring our parks and gardens, our major assets, continue to play a central role in city planning strategies. There aren't many cities in the world that mix commerce and retail with beautifully crafted green open

space combining heritage, public art and water features. Within our City boundaries there are 16 major parkland areas and many smaller parks, road reserves and car parks covering a total of 140 hectares, and our Swan River foreshore parklands form a 10 kilometre natural boundary for the City.

In 2014/15, we continued revitalising, activating and improving City precincts to attract more visitors, including spending almost \$2.5 million upgrading footpaths, and \$2.7 million upgrading roads. We are making the City safer every day, and in 2014/15 spent \$1.3 million upgrading our CCTV network. The City of Perth surveillance system is one of several initiatives designed to assist in preventing crime and anti-social behaviour.

During the 2014/15 financial year, our net assets increased by \$215 million, mainly due to the revaluation of infrastructure assets. We continue to generate strong cash flow from operating activities, which allow significant investment in major projects.

During the year, we continued development of improved governance and internal audit functions to help to protect our operating and capital requirements.

Taking into account increasing State Government costs, and the reduction in Commonwealth Government grants to local governments, the Council has made every effort to ensure a sustainable financial position for the City while continuing to cater for its growth.



**Chief Executive Officer**

GARY STEVENSON PSM

1 July 2015



# OUR ELECTED MEMBERS

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## LISA SCAFFIDI

### *Lord Mayor*

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Lisa Scaffidi was elected to the City of Perth as a Councillor in July 2000, and as Lord Mayor in October 2007. Ms Scaffidi is in her second term as Lord Mayor (in 2014/15), and is a City resident. Working in a full-time capacity as Lord Mayor, Ms Scaffidi is focused on Perth's growth and is committed to delivering vitality, maintaining amenity and improving the liveability of the capital city. Ms Scaffidi is active in economic development and works with the creative sectors to enhance Perth's diversity.

As Lord Mayor, Ms Scaffidi is a member of various external committees and boards including the Central Perth Planning Committee, the Local Redevelopment Committee (LRC) of the MRA, and the Taxi Council of Western Australia.

Ms Scaffidi chairs the Lord Mayor's Distress Relief Fund and is also Patron of the Perth Public Art Foundation. Ms Scaffidi is also Patron for a number of other Western Australian charities and is the Perth Fashion Festival Ambassador.

Ms Scaffidi represents the City of Perth on the Council of Capital City Lord Mayors and is a Past President of the World Energy Cities Partnership, a group of 21 cities around the world whose economy is largely based on the oil and gas industry.



## ROB BUTLER

### *Deputy Lord Mayor*

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Rob Butler brings to the City of Perth extensive local government experience. Councillor Butler was initially elected to the City of Perth Council in May 2003, and was re-elected in October 2007 and October 2011. Councillor Butler holds the office of Deputy Lord Mayor.

During 2014/15, Councillor Butler chaired the Council's Planning Committee and is a member of the Council's Finance and Administration and Audit and Risk Committees.

Councillor Butler is a member of the Central Perth Planning Committee, Perth Local Development Assessment Panel, Perth Theatre Trust, Local Chambers Perth City Executive Committee and Perth Fashion Festival Advisory Board, and is one of the Council's delegates to the Western Australian Local Government Association (WALGA) in the Central Metropolitan Zone.

Councillor Butler is the Western Australian Executive Manager of three successful manufacturing and supply companies servicing the mining, oil and gas and general engineering industries throughout Australia.



## JIM ADAMOS

### *Councillor*

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Jim Adamos was elected to Council in October 2011 and is a member of the Council's Marketing, Sponsorship and International Relations Committee.

Councillor Adamos represents the Council at the Perth Theatre Trust, Heritage Perth and the Heritage Council of WA.

Councillor Adamos holds a Bachelor of Business with a major in Accounting and works in management consulting developing business improvement strategies for various organisations.

A father of two young children, Councillor Adamos is a long-term resident of the City. He brings to Council an interest in culture and the arts, sustainability, and community safety and security, and is keen to encourage further business investment in the City.



## LILY CHEN

### **Councillor**

Lily Chen was elected to Council in 2011 and has been a member of various committees including the former Parking and General Purpose Committees. From 2013, Councillor Chen has chaired the Marketing, Sponsorship and International Relations Committee. She has also sat on a number of external committees, including the Heirisson Island Sculpture Park Committee, and the Perth Safe City Working Group.

Apart from her role as Councillor, she has sat on the Board of the Migration Institute of Australia (MIA), was elected Vice President of MIA nationally in 2013, and is President of MIA in WA.

Councillor Chen's interests have been in promoting the City of Perth as a tourism and investment destination, and facilitating business deals between local businesses and overseas investors, assisting stakeholders in her capacity as a Councillor and as a legal practitioner. She is concerned about issues including homelessness and begging, and is one of the strongest advocates for establishing a permanent shelter for the homeless in Perth. Each year she has made small donations to charitable organisations, and this year participated in the Vinnie's CEO sleep out, raising \$16,000. Councillor Chen is interested in promoting renewable energy and green coverage in City developments, and in working hand-in-hand with State and Federal Governments to resolve transport and parking issues in Perth.

Councillor Chen is keen to work with people of all backgrounds, and is always willing and ready to lend a helpful hand to others in need.



## JANET DAVIDSON, OAM JP

### **Councillor**

Janet Davidson has been a Councillor at the City of Perth since 1998 and held the office of Deputy Lord Mayor from 2011 to 2013 and in 2009. During 2014/15, Councillor Davidson continued to chair the City of Perth's Finance and Administration and Audit and Risk Committees.

Councillor Davidson is a member of the City of Perth's Public Lending Library and Public Plaza Project Working Group, Mindarie Regional Council, Tamala Park Regional Council, Perth Theatre Trust, Library Board of WA (past Chairman) and the Australia Day Council of WA (Management Committee).

She is a State Councillor on the Western Australian Local Government Association (WALGA) and is the Chairperson for the Central Metropolitan Zone. Councillor Davidson held the position of National Vice-President of the Australian Local Government Women's Association (ALGWA) for seven years (2004-2011), remains the Western Australian delegate to the National Board and is President of ALGWA WA.

Councillor Davidson's background is in education and training and quality assurance/human resource management. She is the Executive Officer to the WA Regional Office of the Royal Australian and New Zealand College of Obstetricians and Gynaecologists.

With a Masters Degree in Management from the University of Western Australia and a GAICD (Graduate of the Australian Institute of Company Directors), Councillor Davidson is also a trained teacher and a Justice of the Peace. She is a member of the Australian Institute of Management and the Australian Institute of Company Directors.



## REECE HARLEY

### **Councillor**

Reece Harley was elected to Council in October 2013 and is a proud resident of West Perth. Councillor Harley serves as a member of the Council's Planning and Audit and Risk Committees, and is a Board Director of the Perth Public Art Foundation, the Perth Convention Bureau, and Heritage Perth.

Prior to his election to Council, Councillor Harley ran weekly history walking tours of the city, sharing his knowledge of, and passion for, Perth. He is committed to making the city a more walkable, well-designed, economically successful, environmentally sustainable and safer place for everyone to enjoy.

While studying for his Bachelor Degree in Communications at Murdoch University, Councillor Harley worked at the University of Western Australia in the Office of Governance Services. He is also involved in a number of community organisations including the Rotary Club of Crawley, the White Ribbon Foundation, Perth Modernian Society and is Chair and Founder of the recently established Museum of Perth.

Councillor Harley is the Western Australian Director of an Indigenous mentoring organisation managing a team of 16 staff members who support more than 1,000 Indigenous high school students across Western Australia.



## JAMES LIMNIOS

### *Councillor*

James Limnios was elected to Council in October 2009. He is Chair of the Council's Works and Urban Development Committee and is a member of the Marketing, Sponsorship and International Relations Committee. During 2012/13 he was also a member of Council's General Purposes Committee and Parking Committee.

Councillor Limnios is the Council's delegate to the Local Chambers Perth City Executive Committee, Perth SafeCity Working Group and the Metropolitan Regional Road Group. He is also Chair of the Perth Liquor Accord (Perth Liquor Accord Sub Committee) and a member of the Rotary Club of Perth.

Councillor Limnios won a WA Business News "40under40" award in 2004 as one of Western Australia's top 40 entrepreneurs under the age of 40. Councillor Limnios was the Chief Executive Officer of Limnios Property Group, a family owned and managed, city-based business.

Councillor Limnios is now the Managing Director of Limnios Equity & Development, a private property business. In 2006, Councillor Limnios completed an Executive Masters of Business Administration through the University of Western Australia and has further qualifications in property and real estate.



## JUDY MCEVOY

### *Councillor*

Judy McEvoy was first elected to the Council of the City of Perth in May 1997 and has been re-elected every four years since. Councillor McEvoy is a long term member of the Council's Planning, and Works and Urban Development Committees, which ensure the highest standards of presentation of the city.

Councillor McEvoy was a business owner/operator in Perth for more than 30 years, and was involved with Council in the major upgrade of King Street in the 1990s prior to running for Council. Councillor McEvoy has been a residential owner-occupier in West Perth since selling her business in the City in 2004.



## KEITH YONG

### *Councillor*

Keith Yong was elected to Council in October 2013 and appointed as a member of the Finance and Administration Committee. He is a Council delegate to the East Perth Community Safety Group, Chamber of Commerce and Industry, WA Tourism Committee and Perth Safe City Working Group, which works with the community to reduce crime and improve the quality and security of life for the people of Perth.

He promotes a safer and cleaner City and the Council's continuing efforts to make the City a more dynamic, vibrant, connected and sustainable place to live. He believes this can be achieved by encouraging business and leisure, promoting local and foreign ventures and investment, and encouraging domestic and international tourism to the City.

Councillor Yong is a lawyer and senior associate in a law firm in the City. He is the President of the Hakka Association of Western Australia, legal consultant to various Asian community associations, and is actively involved in voluntary and charitable organisations. He is a strong advocate for a safer and more business-friendly community in the City.

# ELECTED MEMBER MEETING ATTENDANCE

<i>Committee</i>	<i>Members</i>	<i>Ordinary Meetings Held</i>	<i>Number of Ordinary Meetings Attended</i>	<i>Special Meetings Held</i>	<i>Number of Special Meetings Attended</i>
<i>Marketing, Sponsorship and International Relations</i>	Cr Adamos	14	12	N/A	N/A
	Cr Chen	14	14	N/A	N/A
	Cr Limnios	14	9	N/A	N/A
<i>Works and Urban Development</i>	Lord Mayor Scaffidi	18	12	N/A	N/A
	Cr Limnios	18	15	N/A	N/A
	Cr McEvoy	18	18	N/A	N/A
<i>Finance and Administration</i>	Cr Yong	16	15	1	1
	Cr Butler	16	15	1	1
	Cr Davidson	16	16	1	1
<i>Planning</i>	Cr Butler	13	12	N/A	N/A
	Cr Harley	13	13	N/A	N/A
	Cr McEvoy	13	12	N/A	N/A
<i>Audit and Risk</i>	Cr Butler	4	4	1	1
	Cr Harley	4	2	1	1
	Cr Davidson	4	4	1	1
	Mr Linden	4	4		
CEO Performance Review	Lord Mayor Scaffidi	3	3	N/A	N/A
	Cr Davidson	3	3	N/A	N/A
	Cr Butler	3	3	N/A	N/A
<i>Design Advisory</i>	Ciemitis	11	8	N/A	N/A
	MacKay	11	8	N/A	N/A
	Kerr	11	9	N/A	N/A
	Karotkin	11	6	N/A	N/A
	Sharp	11	3	N/A	N/A
	Woodland/Payne	11	11	N/A	N/A
	Director City Planning and Development	11	9	N/A	N/A
Council	Lord Mayor Scaffidi	16	14	4	4
	Cr Butler	16	13	4	3
	Cr Davidson	16	16	4	3
	Cr Adamos	16	15	4	4
	Cr Chen	16	12	4	4
	Cr Limnios	16	12	4	3
	Cr McEvoy	16	16	4	4
	Cr Yong	16	15	4	4
	Cr Harley	16	16	4	4

# OUR COMMITTEES

IN ACCORDANCE WITH THE LOCAL GOVERNMENT ACT 1995, we established a number of Committees to support our operations. With the exception of the Design Advisory Committee, the membership of all Committees comprises a number of Elected Members, as determined, and appointed by, the Council. The following information provides a brief description of the role of each of our Committees during the 2014/15 Financial Year.

## **Finance and Administration Committee**

This Committee makes recommendations to Council regarding the financial management of the City, including budgeting, payment of accounts, the collection of debts, investment of funds, and setting of fees and charges. It also deals with property management issues, off street parking, and the City's Strategic Community Plan Vision 2029+, Corporate Business Plan and Strategic Enabling Documents. This Committee has delegated authority from Council for determining public art purchases and de-accession valued up to \$5,000.

## **Audit and Risk Committee**

The Audit and Risk Committee, which includes an external independent member (Mr S. Linden), provides guidance and assistance in regards to:

- Financial Management;
- Risk Management;
- Internal Controls;
- Legislative Compliance; and
- Internal and External Audit Planning and Reporting.

This Committee has delegated authority from Council to meet with the external auditor on an annual basis as required by the Act.

## **Planning Committee**

The Planning Committee makes recommendations to Council on a wide variety of planning issues; its primary role being to consider applications for development within the City. It also considers the City Planning Scheme and planning policies, identification of long-term planning opportunities, strategic town planning initiatives, economic development, heritage matters, transport and traffic network planning issues, environmental noise management, liquor licensing and applications for major events.

## **Marketing, Sponsorship and International Relations Committee**

This Committee is responsible for marketing of the City, such as initiatives to promote Perth as a tourist destination, events held within Forrest Place and the Malls, and Christmas decorations. The Committee also assesses requests for donations and sponsorship and deals with international relations including Sister City relationships, US Naval visits, and the World Energy Cities Partnership. This Committee has delegated authority from Council for determining donations and sponsorship valued below \$10,000.

## **CEO Performance Committee**

This Committee plays a major role in the recruitment and performance reviews of the Chief Executive Officer.

## **Works and Urban Development Committee**

This Committee considers works related to the City's infrastructure, such as streets, reserves, recreational and civic facilities, and other public places. The Committee also makes recommendations on waste management issues and initiatives, and considers proposals for the facade lighting of buildings.

## **Design Advisory Committee**

The Design Advisory Committee provides independent technical advice and recommendations to Council in respect to applications requesting a Plot Ratio Bonus in the Central Area, as well as advising on design issues on other applications referred to it for consideration.

The Committee membership comprises of:

- Two architects selected from a panel of five nominations presented by the Australian Institute of Architects;
- Two town planners selected from a panel of four nominations from the Planning Institute of Australia;
- One landscape architect selected from a panel of two nominations presented by the Landscape Architects Institute of Australia;
- State Government architect; and
- Director Planning and Development of the City of Perth.



# OUR GOVERNANCE

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## **Council structure**

The Council of the City of Perth consists of a popularly elected Lord Mayor and eight Councillors. Each is elected for a four-year term. Elections are held every two years with half of the Council seats contested at each election. The next local government election will be conducted in October 2015.

The Council meets every third Tuesday evening as part of a three-week business cycle. Council meetings are open to the public.

During the 2014/15 financial year, seven committees established by Council met. The four main committees each comprised three Elected Members and met on the first and second weeks of a three-week business cycle. Other committee meetings are scheduled as required.

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## **Decision-making process**

Reports to the Council and its committees are the formal method by which the administration provides advice to Elected Members. The committees consider matters relevant to their role and subsequently make recommendations to Council. Where a committee has been provided Delegated Authority to make decisions on behalf of the Council, the committee can make determinations without the matter being referred to the Council.

Committees with Delegated Authority are open for the public to attend. Agendas of the Council and committees with Delegated Authority are available publicly on the City's website, and for inspection prior to meetings. Minutes of all Council and committee meetings are also available to the public.

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## **Register of complaints**

No complaints were recorded under section 5.121 of the *Local Government Act 1995*, during the 2014/15 financial year.

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## **Legal issues**

Each year, local governments must complete a Compliance Audit Return for the Department of Local Government and Communities. The Audit Return provides prompts in relation to the local government's statutory obligations in a number of areas, such as tenders, meetings, disclosure of financial interests, and financial management.

Matters identified as non-compliant were reported to the Council at its meeting held in March 2015.

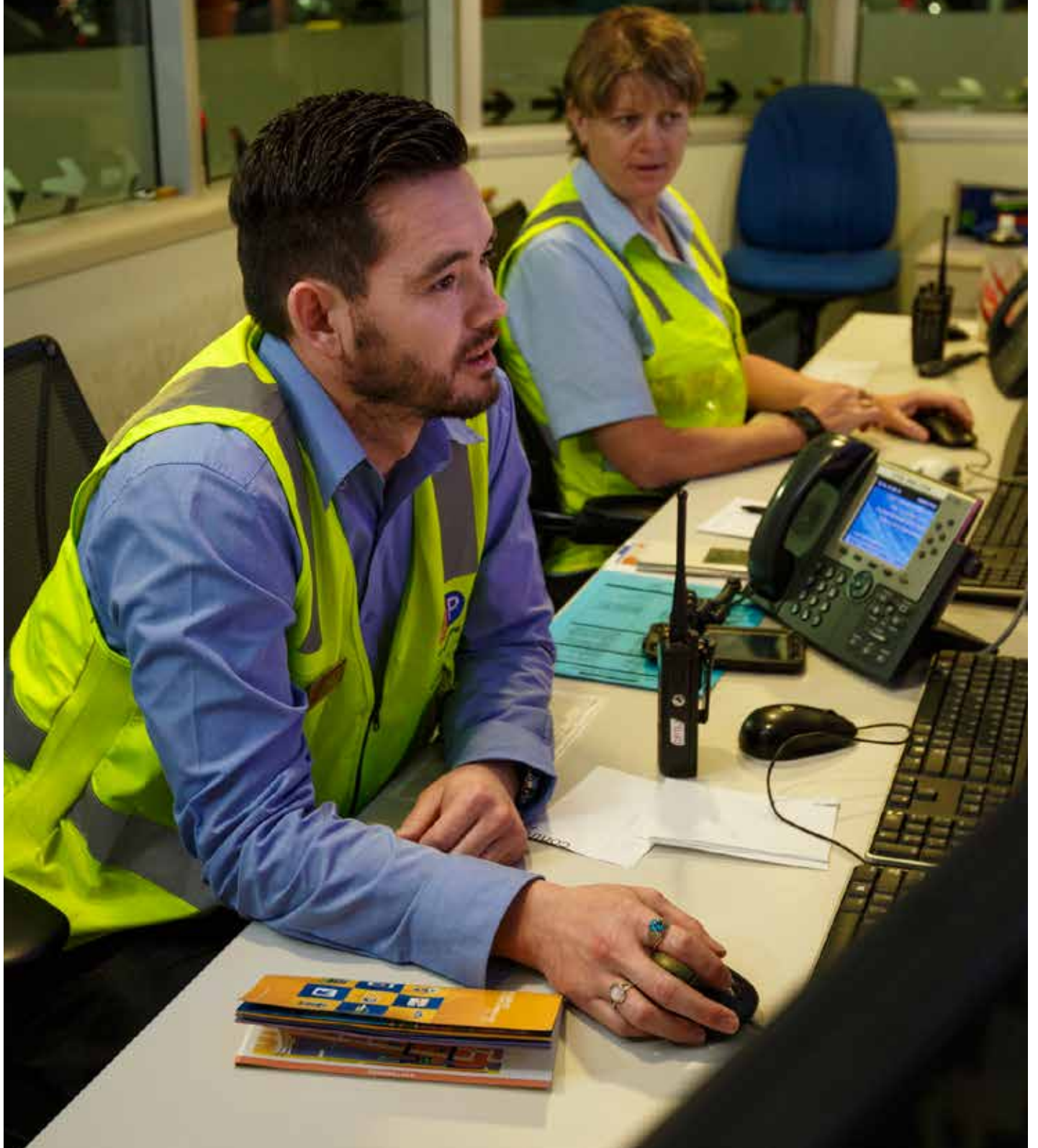
The annual Audit Return provides the City with the opportunity to review practices and implement improvements that contribute to the long-term capacity of the City to operate in accordance with *Local Government Act 1995* requirements.

Remedies have been put in place to ensure that the City's legal obligations are fully met in the future.

The *Local Government Act 1995* requires that the City's Delegations of Authority Register be reviewed annually. A report on the review of the Council's statutory delegations was considered by the Council at its meeting held in June 2015.

As a result of continual review of the City's local laws, in the 2014/15 financial year the City reviewed its Parking Local Law 2010, Public Trading Local Law 2005 and Property Local Law 2005. Reviews are underway for the City's Thoroughfares and Public Places Local Law 2007, Signs Local Law 2007 and Fencing Local Law 2005.

OUR PEOPLE ARE INNOVATIVE AND  
CREATIVE, TRUSTED AND RESPECTED.  
WE STRIVE FOR EXCELLENCE IN  
EVERYTHING WE DO



# OUR PEOPLE

*With approximately 700 people working across the City, and in our facilities including Council House, our depot, parks and gardens, the Rod Evans Community Centre, our Childcare Centre and Citiplace Community Centre, the City of Perth Library, our Surveillance Centre, car parks, and the Northbridge Piazza, our workforce is diverse and multi-skilled. We are one team, working together towards our shared vision, which is outlined in our Strategic Community Plan: Vision 2029+.*

## Our Values

### TRUST AND RESPECT

*At the City of Perth we are honest, we keep our promises, we respect others, we are fair, we support each other and appreciate each others' contributions, we recognise that we are all different, and we share information and communicate openly*

### STRIVE FOR EXCELLENCE

*At the City of Perth we do our best, we are enthusiastic, we are outcome-focussed, we take ownership through accountability and responsibility; and we are proud of our City and the work we do.*

### BE CREATIVE

*At the City of Perth we look for new ways, we think laterally, we seek opportunities, we are flexible and adaptable, and we are receptive to ideas and feedback*

We strive to be a workplace which understands what employees value.

We support professional development, and the personal endeavours of our people, by offering a range of staff amenities and benefits.

With a large number of projects under way in a variety of fields, we offer a diverse selection of career paths to suit many types of skills.

Our people help to shape the City of Perth, the heart of Western Australia, in a rewarding and exceptional working environment.

## Our Executive



DIRECTOR OF CITY  
PLANNING & DEVELOPMENT

MARTIN MILEHAM



DIRECTOR OF  
CITY SERVICES

GARRY DUNNE



DIRECTOR OF  
CORPORATE SERVICES

ROBERT MIANICH



DIRECTOR OF CITY  
INFRASTRUCTURE & ENTERPRISES

DOUGLAS FORSTER

# OUR ADMINISTRATION

## City Planning & Development

### APPROVAL SERVICES

**ROLE:** Responsible for administering the statutory obligations of local government in terms of town planning and building matters, issuing health approvals and licences, and approvals for events and activities in streets and reserves. It strives to mitigate risk while promoting an attractive, vibrant, liveable and well-planned City.

### ECONOMIC DEVELOPMENT

**ROLE:** Assists in guiding the delivery of sustained prosperity in Perth's business community. It aims for Perth to achieve a diversified economic base with a general improvement in the quality of economic productivity and facilitates communication between the public, business community and government agencies to create an environment that fosters sustainable economic growth. The Unit also drives the City's continued international engagement through programs and initiatives associated with the City's various Sister Cities and other international relationships.

### SUSTAINABLE CITY DEVELOPMENT

**ROLE:** Responsible for the long-term planning of the City to ensure that growth achieves liveable and sustainable outcomes for the community. It develops strategies and plans focusing on the needs of the community, strategic environmental issues, contemporary development management and heritage outcomes.

### CITY DESIGN

**ROLE:** Responsible for the physical improvements of the existing public domain, the creation of new public spaces and facilities, and preparing and implementing strategic transport initiatives that will produce an attractive, functional and sustainable City environment.

## City Services

### COMPLIANCE SERVICES

**ROLE:** Delivers parking, safety and security and environmental health services within the City. The unit places a strong emphasis on educating and informing the public and businesses of their compliance responsibilities. Cases of non-compliance are pursued in accordance with local, State and Federal laws as required and in a fair and equitable manner.

### PROPERTY MANAGEMENT

**ROLE:** To manage, maintain and develop the City's property portfolio.

### LIBRARY SERVICES

**ROLE:** The public library is a multi-purpose community facility which provides access to recreation, leisure, culture, research and life-long learning to residents and visitors.

### COMMUNITY SERVICES

**ROLE:** Provides and facilitates diverse community, customer and cultural services, and the provision of facilities that assist and contribute to the wellbeing of City residents, visitors and workers.

### MARKETING, COMMUNICATIONS & EVENTS

**ROLE:** To encourage visitation to the City by carrying out destination marketing campaigns and presenting a varied program of events throughout the year. To provide a quality visitor information service in Forrest Place. To ensure quality internal and external communications through a variety of media with all stakeholders of the City while striving to create a sense of pride in the capital city for all Western Australians.

### CUSTOMER SERVICE

**ROLE:** To provide a central point for customer service provision for both internal and external customers.

## City Infrastructure & Enterprises

### PARKS AND LANDSCAPE SERVICES

**ROLE:** The presentation and maintenance of the City's expansive open spaces, streetscapes and parklands to a level of service and quality commensurate with Perth as a City for people, and the capital of Western Australia.

### WORKS AND SERVICES

**ROLE:** The preservation and rehabilitation of the City's physical assets including roads, stormwater facilities, pedestrian pavements and access ways. Works and Services provides cost-effective, customer-focused services for city cleaning, waste management, recycling and litter.

### CITY OF PERTH PARKING

**ROLE:** The planning, management and maintenance of off-street car parking in the City so as to provide convenient, low-cost and easily-accessible facilities suited to the needs of users.

### CONTRACT AND ASSET MANAGEMENT SERVICES

**ROLE:** To facilitate the provision and maintenance of assets and services to the city in a cost-efficient and effective manner.

**Corporate Services**

FINANCIAL SERVICES

**ROLE:** To manage the City's financial resources in an effective and efficient manner, to provide accurate, timely and meaningful financial information for decision making, and to meet the City's statutory financial obligations.

GOVERNANCE

**ROLE:** In addition to effectively managing Council's governance responsibilities to ensure legislative compliance, this unit is responsible for risk management, business continuity and corporate planning and performance, as well as electoral and legal matters.

HUMAN RESOURCES

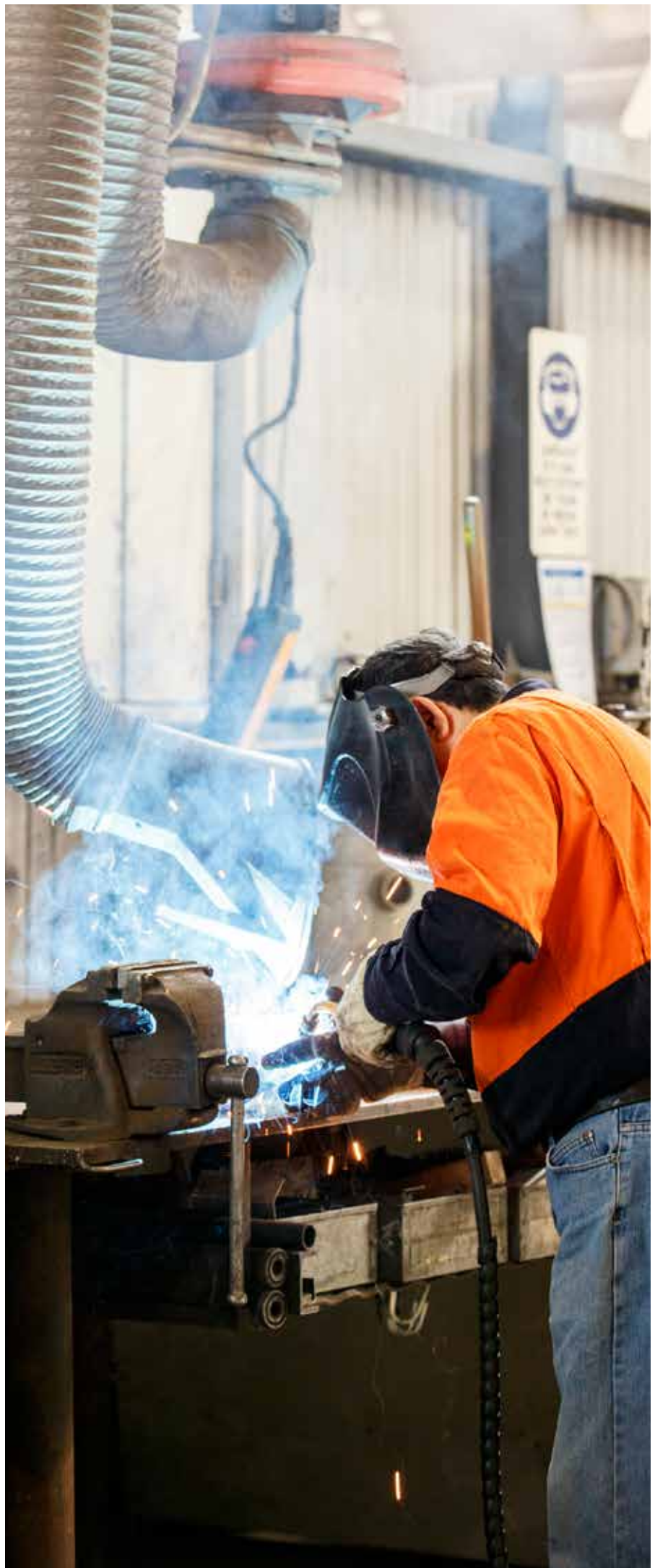
**ROLE:** To support the City in making informed and strategic decisions in the management and development of its organisational capabilities (people, structures and processes). To provide practical and effective HR services to enable business units to meet their organisational goals.

INFORMATION SERVICES

**ROLE:** To provide the information technology, information governance and record management services required to enable the City to achieve its business goals, priorities and objectives.

INTERNAL AUDIT

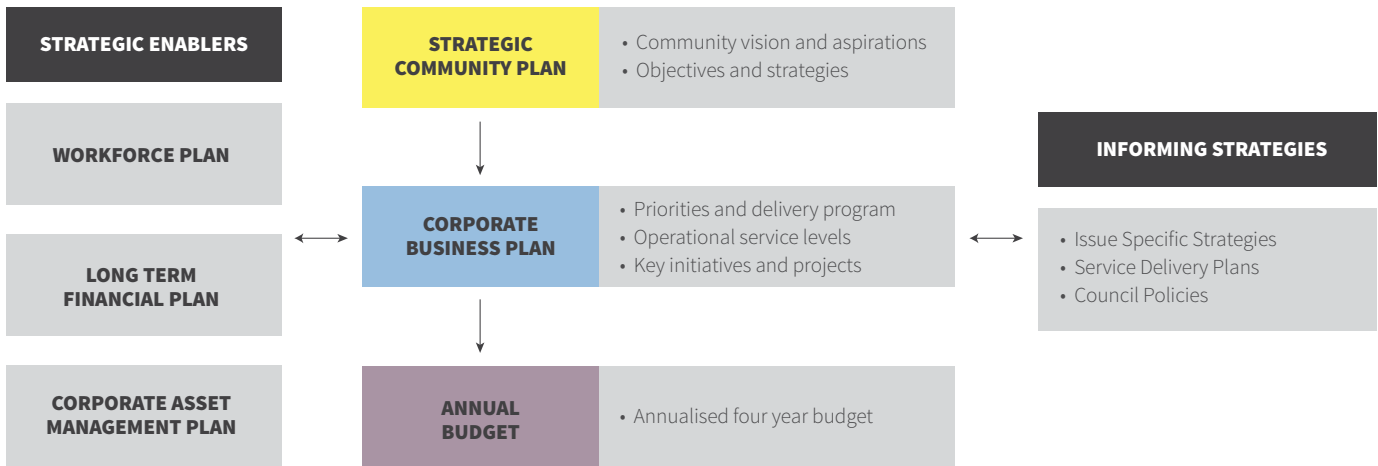
**ROLE:** To provide an effective internal audit function, enhance risk management and identify process improvement opportunities within the City.



# OUR PLAN

## INTEGRATED PLANNING & REPORTING FRAMEWORK

*Our Integrated Planning and Reporting Framework establishes the interaction between our various strategic documents, with emphasis given to a mutual informing relationship to the Framework, which works to ensure that priorities, and services we provide, are aligned with community needs and aspirations.*



### Strategic Community Plan, Vision 2029+

Our Strategic Community Plan, Vision 2029+, is our long term strategic direction that expresses our community’s vision for the future, together with strategies to deliver community outcomes. It is a 15-year strategy, and is reviewed biennially.

Our Strategic Community Plan, Vision 2029+ drives our Corporate Business Plan, which is the detailed implementation plan for services, key projects, and capital investments, over the next four years.

Our key strategic enablers show how we are equipped to deliver on the commitments we have made in our Corporate Business Plan.

These key strategies are:

#### LONG TERM FINANCIAL PLAN

This plan allows for appropriate decision-making with emphasis on financial sustainability.

#### WORKFORCE PLAN

This plan identifies the workforce requirements needed for current and future operations.

#### CORPORATE ASSET MANAGEMENT PLAN

This plan provides guidance on service provision to inform the City’s financial and key service needs.

Our Annual Budget is then created based on the projected costing of year one of the Corporate Business Plan, with opportunity to review during the mid-year budget review processes.

The implementation of this framework ensures we continuously work towards delivering the best outcomes for the community.

## DELIVERING VISION 2029+

*Extensive community engagement was conducted to develop our Strategic Community Plan, Vision 2029+, adopted in June 2013. A variety of methodologies were used to gather information from the community to ensure the creation of our strategic direction reflected their views. This provided the basis for our strategic vision.*

### Strategic Vision

*Perth is renowned as an accessible city. It is alive with urban green networks that are safe and vibrant. As a global city, there is a diverse culture that attracts visitors. It provides city living at its best. Local and global businesses thrive here. Perth honours its past, while creating a sustainable future.*

To help deliver our strategic vision, the following themes were identified to guide us:

- Major Strategic Investments
- Getting Around Perth
- Perth as a Capital City
- Living in Perth
- Perth at Night
- Healthy and Active in Perth
- Capable and Responsive Organisation

The following initiatives were identified in our Corporate Business Plan as opportunities to activate the strategic community inspired themes. Over the course of the year, these initiatives have been progressed, with reporting provided to Council for monitoring purposes. Below is an overview on the annual status of each initiative.

### MAJOR STRATEGIC INVESTMENTS

NO.	PROJECT/INITIATIVE	STATUS
<b>S1</b>	<b>Ensure that major developments effectively integrate into the City with minimal disruption and risk.</b>	
1.1	Coordination of interface with major projects and new precincts currently under construction (Elizabeth Quay, Perth City Link and Riverside) including logistics planning.	On Target
1.2	Prepare for the delivery of enhanced services needed for the introduction of the Perth City Library.	On Target
1.3	Implementation of the Central Institute of Technology Urban Design Master Plan in conjunction with the State Government and CIT.	On Target
1.4	In conjunction with the proponents assess current and planned development and projects that impact the City to consider implications for logistical issues both during construction and following completion.	On Target
1.5	Develop a business plan for the construction of Newcastle Street car park to ensure land use meets community outcomes.	Not Commenced
<b>S2</b>	<b>Optimise the commercial and community outcomes within the property portfolio</b>	
2.1	Ongoing promotion of City of Perth Parking (CPP) with a focus on having a healthy influence on parking options available to the community.	On Target

# OUR PLAN

## GETTING AROUND PERTH

NO.	PROJECT/INITIATIVE	STATUS
<b>S3</b>	<b><i>Proactive planning for an integrated transport system, including light rail, that meets community needs and makes the sustainable choice the easy choice</i></b>	
3.1	Increased focus on interagency collaboration and communication.	Yet to commence
<b>S4</b>	<b><i>Enhanced accessibility in and around the City including parking</i></b>	
4.1	Advocate and work in partnership with others to provide safe and convenient ways to get around Perth, including cycling, light rail and CAT buses.	On Target
4.2	Continue two-way street conversion program.	On Target

## PERTH AS A CAPITAL CITY

NO.	PROJECT/INITIATIVE	STATUS
<b>S5</b>	<b><i>Increased place activation and use of under-utilised space</i></b>	
5.1	Deliver and facilitate a greater range and frequency of small-scale and temporary activities such as pop up shops, markets and entertainment.	On Target
5.2	Contribute to and facilitate the activation and use of vacant private and public space.	On Target
5.3	Review regulatory framework with a view to facilitate upper floor activation.	On Target
<b>S6</b>	<b><i>Maintain a strong profile and reputation for Perth as a city that is attractive for investment</i></b>	
6.1	Work with State and Federal Governments to attract international companies to set up offices in the Perth CBD.	On Target
6.2	Promote collaboration, networking, knowledge-exchange and business mentoring and development for tourism-based businesses.	On Target
<b>S7</b>	<b><i>Collaborate with private sector to leverage City enhancements</i></b>	
7.1	Promote connectivity and free Wi-Fi.	On Target
<b>S8</b>	<b><i>Contribute to a strong service culture and an attitude of gratitude in the private sector</i></b>	
8.1	Investigate opportunities to emphasise the importance of customer service within the private sector.	On Target

## LIVING IN PERTH

NO.	PROJECT/INITIATIVE	STATUS
<b>S9</b>	<b><i>Promote and facilitate CBD living</i></b>	
9.1	Investigate options to better manage conflicting activities with a focus on noise management.	On Target
9.2	Develop a communication strategy to promote CBD living.	Yet to commence
9.3	Enhance and maintain public spaces and streets to high standards to ensure the City centre is an attractive place for people.	On Target
<b>S10</b>	<b><i>Improve the diversity in housing stock</i></b>	
10.1	Investigate options to promote and assist in the delivery of an increased diversity of housing stock.	Yet to commence
<b>S11</b>	<b><i>Increase community awareness of environmentally sustainable ways of living</i></b>	
11.1	Develop an approach to community awareness and partnership programs in relation to sustainability.	On Target
11.2	Develop a Carbon Reduction and Adaptation strategy.	On Target
<b>S12</b>	<b><i>Provide facilities to cater for the growth of the residential community</i></b>	
12.1	Strategic Community Infrastructure Study 2031.	On Target



## PERTH AT NIGHT

NO.	PROJECT/INITIATIVE	STATUS
<b>S13</b>	<b><i>Development of a healthy night time economy</i></b>	
13.1	Investigate ways to expand safe and healthy options for night time activity in Perth City in collaboration with the business community and other stakeholders.	On Target
<b>S14</b>	<b><i>Further improve safety and security</i></b>	
14.1	Continue to focus on reducing community harm caused by excessive use of alcohol and illegal drugs.	On Target
14.2	Consider and develop ways to achieve higher efficiency and brighter lighting for both public and private space.	On Target
14.3	Review and implement the Community Safety & Crime Prevention Plan.	On Target

## HEALTHY AND ACTIVE IN PERTH

NO.	PROJECT/INITIATIVE	STATUS
<b>S15</b>	<b><i>Reflect and celebrate the diversity of Perth</i></b>	
15.1	Support and deliver events that reflect and celebrate cultural diversity.	On Target
15.2	Adopt and implement a Health and Wellbeing Plan.	On Target
15.3	Review and further develop the City's approach to the conservation, management and celebration of its cultural heritage.	On Target
15.4	Investigate the regulation of smoking in specified public places.	On Target
<b>S16</b>	<b><i>Increase accessibility to green networks in the city</i></b>	
16.1	Undertake a "Green Audit" that: <ul style="list-style-type: none"> <li>• Prioritises gaps</li> <li>• Identifies areas for protection (to allow tree growth)</li> <li>• Considers and promotes opportunities for creative greening"</li> </ul>	On Target
<b>S17</b>	<b><i>Recognition of Aboriginal culture and strong relationships with the Indigenous community</i></b>	
17.1	Prepare for the development of a Reconciliation Action Plan.	Yet to commence

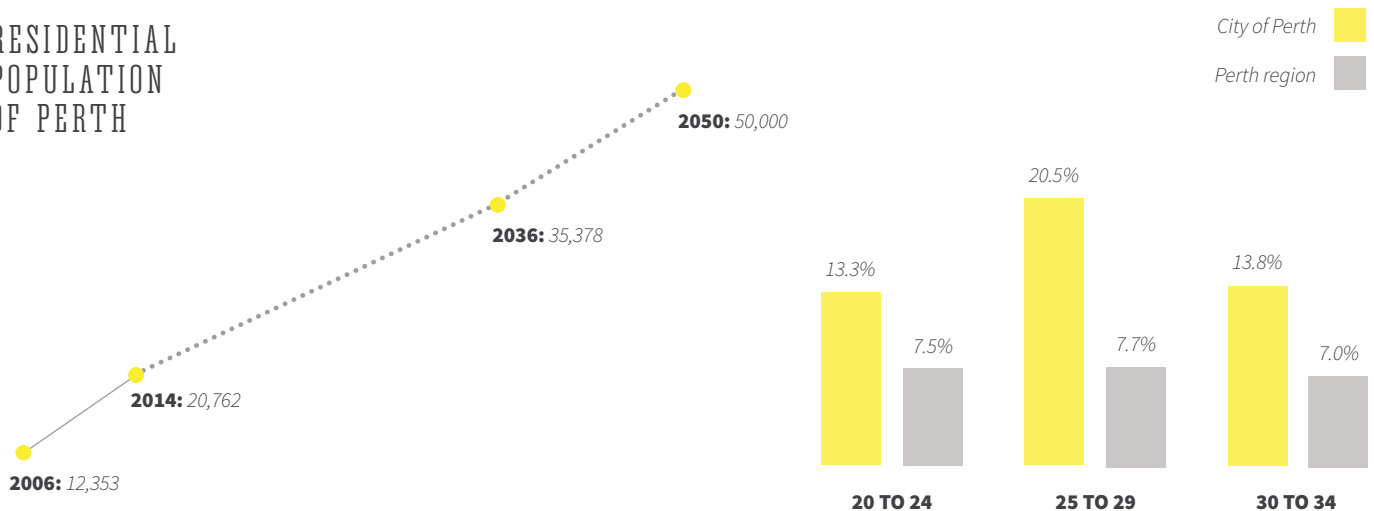
## CAPABLE AND RESPONSIVE ORGANISATION

NO.	PROJECT/INITIATIVE	STATUS
<b>S18</b>	<b><i>Strengthen the capacity of the organisation</i></b>	
18.1	Implement Organisational Development Plan.	Completed
18.2	Implement electronic service options.	On Target
18.3	Consider and develop opportunities for revenue diversification.	On Target
<b>S19</b>	<b><i>Improve the customer focus of the organisation</i></b>	
19.1	Enhance customer service including call centre management.	On Target
<b>S20</b>	<b><i>Meaningful and contemporary community engagement and communications</i></b>	
20.1	Develop a Community Engagement Framework.	On Target
20.2	Increase focus on promoting and marketing City services and achievements.	On Target

The monitoring and reporting of the Corporate Business Plan's key initiatives will continue on a quarterly basis to the Elected Members to ensure the organisation continues to work towards meeting the community's aspirations.

# OUR COMMUNITY

## RESIDENTIAL POPULATION OF PERTH



### Our Residents

The residential population of Perth has grown significantly, from 12,353 people in 2006, to an estimated 20,762 persons in 2014.

This represents a 2.37 per cent increase in our residential population from the previous year.

This trend is expected to continue, with Perth likely to achieve a residential population of 35,378 persons by 2036. The growth forecasted to occur between 2015 and 2036 is a solid 58.48 per cent, and recent analysis and draft housing targets set by the Department of Planning point towards a visionary population of 50,000 by 2050.

The City of Perth includes the suburbs of Crawley (part), East Perth (part), Northbridge, Perth and West Perth (part).

The major growth areas have been Perth Central which has seen a 95 per cent increase in residents from 2,125 in 2006 to 4,147 in 2011.

Similarly the southern part of East Perth centred around Hay Street and Adelaide Terrace has seen a 67 per cent increase in residents from 2,895 in 2006 to 4,835 in 2011.

### Our Households

The major growth in population has been households consisting of couples and lone persons, with the predominant age profile of the City's residents being people aged between 20 and 34.

These groups have a significantly higher representation compared to the Perth Region average as follows:

Age	City of Perth	Perth Region
20 to 24	13.3%	7.5%
25 to 29	20.5%	7.7%
30 to 34	13.8%	7.0%

This age profile extends into the types of dwellings in the City of Perth, with 96 per cent of dwellings considered to be medium to high density, and the highest proportion being two bedroom apartments, followed by one bedroom, and then three bedroom apartments.

A smaller but growing number of households with children is evident, with these households now making up 8.3 per cent of all households in the City.

Nonetheless, as a percentage of the population, families with children are significantly lower than the Perth region average.

Population forecasts indicate that by 2036 there will be more than 1,000 children under age four living in the City of Perth.

Those aged over 60 are predicted to grow from 2,491 in 2011 to 4,560 in 2036.

This is an 83 per cent increase, although the group is expected to decline as a proportion of the population from 13.58 per cent to 12.89 per cent.

### Our Workforce

The number of people working within our City boundaries has grown 13.6 per cent between 2006 and 2011, reaching a total of 124,679 workers.

As can be expected, our City is strongly represented in the professional sector and saw a significant increase between 2006 and 2011 in the workforce associated with the mining sector.

In 2014/15 the top three industries for the City of Perth workforce were:

- Professional, scientific and technical services (46,554 people or 24.4 per cent)
- Public administration and safety (29,361 people or 15.4 per cent)
- Mining (21,001 people or 11.0 per cent)

PERTH'S GROWTH,  
FORECAST TO OCCUR  
BETWEEN 2015 AND 2036,  
IS A SOLID 58.48 PER CENT



# OUR MAJOR PROJECTS

IT WAS A YEAR OF  
STEADY PROGRESS  
ON MAJOR NEW  
DEVELOPMENTS  
IN THE CITY

Construction of our new City of Perth Library and Public Plaza at 567-579 Hay Street created much interest as its unique design features emerged from the maze of form work.

Our library complex will include meeting rooms, gallery space, a history centre, and a café, and is part of the Cathedral Square precinct, which includes the restoration of the Old Treasury Buildings, and a new office tower. During 2014/15, progress on the tower was clearly visible as the individual levels were completed, on track for an ultimate 33 storeys.

The Old Treasury Buildings are being converted into a luxury hotel. The former Public Trustee Building, adjacent to our new library, has undergone a complete refurbishment and now presents a modern, fresh face to the City. The State Administrative Tribunal has moved into the newly refurbished building.

The Cathedral Square precinct is a coordinated development carried out by the State Government, City of Perth, Anglican Diocese of Perth, FJM Property, Mirvac and the Public Trustee.

The Perth City Link project progressed with demolition of the 40-year old Wellington Street Bus Station completed in January, making way for a new underground facility.

The advertising tower and surrounding structures were also demolished as part of the works. This will create a space for Yagan Square, the Perth City Link's flagship public space, to be built adjacent to the historic Horseshoe Bridge.

Construction of four building towers in the Kings Square development at Perth City Link began in 2013/14.

On the foreshore, progress was clearly evident with the Elizabeth Quay development as its inlet continued to take shape on what was once the Esplanade Reserve.

Elizabeth Quay and Perth City Link are projects undertaken by the Metropolitan Redevelopment Authority on behalf of the State Government, in close consultation with the City of Perth.

# OUR AWARDS

## *Economic Development and International Relations*

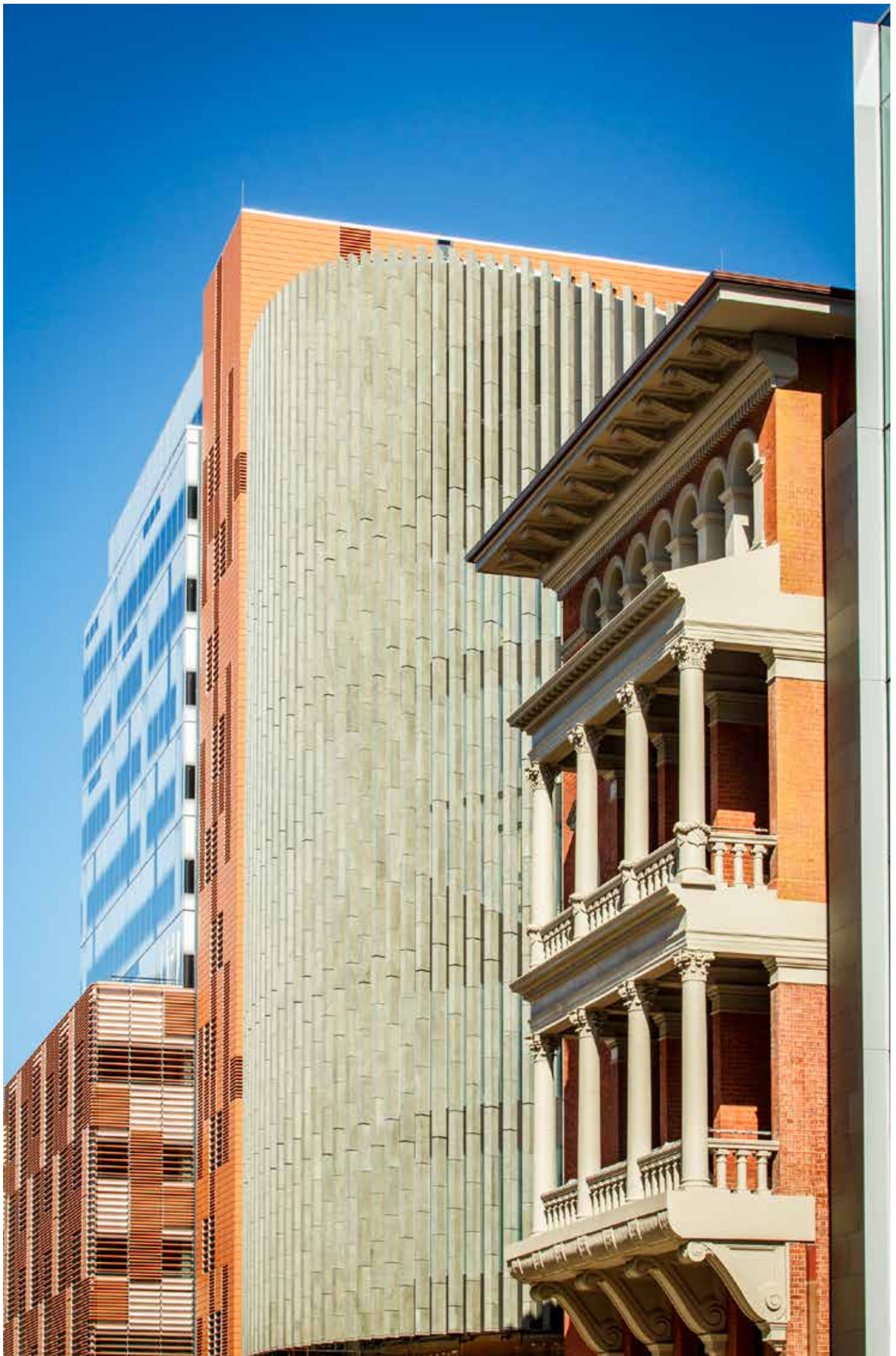
The City received an Award to Friendship Cities, for Exchanges and Cooperation by the Chinese People's Association for Friendship with Foreign Countries, and the China International Friendship Cities Association at the 2014 China International Friendship Cities Conference in Guangzhou, China. Picture Yourself in Perth, a photo competition run by our Sister City Chengdu and sponsored by the City and StudyPerth, won the award for Best Practice/Innovation in International Education at the 2014 International Education Association of Australia (IEAA) Excellence Awards.

## *Marketing, Communications and Events – Tourism*

The City of Perth is home to a number of attractions and activities designed to cater for a diverse range of visitors. Tourism represents an essential inflow of people into our City, adding to its critical mass and vitality. We received a number of Perth Airport WA Tourism Awards in 2014/15, including silver in the Destination Marketing Category for our Perth City 'Get to Know Me' Campaign, bronze in the Festival & Events Category for our City of Perth Australia Day Skyworks, and bronze in the Excellence in Food & Drink Category for Eat Drink Perth.

## *City Design*

Our new iCity Information Kiosk in Forrest Place, run by volunteers who provide visitor information about the City and conduct walking tours of significant sites, received a Commendation for Public Architecture Award from the Australian Institute of Architects. Our lighting design for the redevelopment of Forrest Place received an Award of Commendation from the Illuminating Engineering Society of Australia & New Zealand.



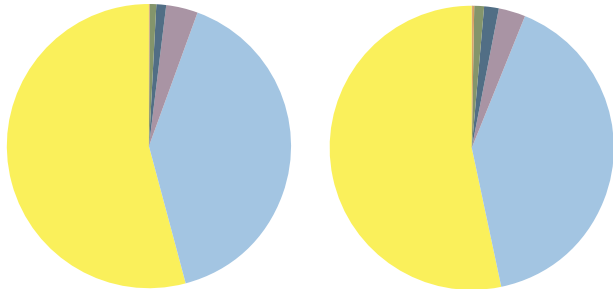
# FINANCIAL HIGHLIGHTS

## ORDINARY REVENUE

from ordinary activities

2013/14

2014/15



2013/14 2014/15

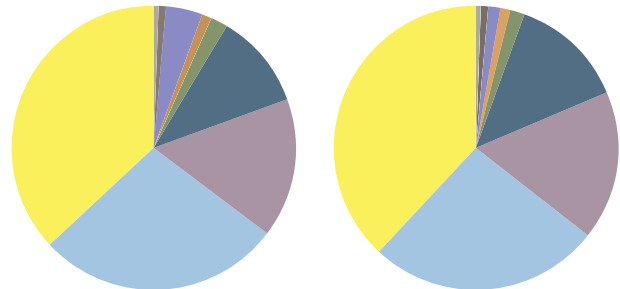
●	<b>54.0%</b>	<b>53.3%</b>	<i>Fees and Charges</i>
●	<b>40.2%</b>	<b>40.4%</b>	<i>Rates</i>
●	<b>3.6%</b>	<b>3.0%</b>	<i>Investment Income</i>
●	<b>1.1%</b>	<b>1.8%</b>	<i>Grants and Contributions</i>
●	<b>0.9%</b>	<b>1.1%</b>	<i>Other Revenues</i>
●	<b>0.2%</b>	<b>0.3%</b>	<i>Donations and Reimbursements</i>
●	<b>0.0%</b>	<b>0.1%</b>	<i>Gain from Disposal of Assets</i>

## ORDINARY EXPENDITURE

from ordinary activities

2013/14

2014/15



2013/14 2014/15

●	<b>36.9%</b>	<b>37.9%</b>	<i>Employee Costs</i>
●	<b>27.8%</b>	<b>26.3%</b>	<i>Material, Contractors and Suppliers</i>
●	<b>15.7%</b>	<b>17.1%</b>	<i>Depreciation and Amortisation</i>
●	<b>10.8%</b>	<b>13.0%</b>	<i>Other Expenses</i>
●	<b>2.1%</b>	<b>1.8%</b>	<i>Utilities</i>
●	<b>1.1%</b>	<b>0.9%</b>	<i>Interest</i>
●	<b>4.2%</b>	<b>1.6%</b>	<i>Loss on Disposal of Assets</i>
●	<b>0.8%</b>	<b>0.7%</b>	<i>Insurance</i>
●	<b>0.6%</b>	<b>0.7%</b>	<i>Expense Provision</i>

### Income

- Our operating revenue amounted to \$186.5 million in 2014/15, an increase of 5.6 per cent on last year.
- We raised \$75.5 million in rates, an increase of 6.1 per cent from the previous year, due to the growth in rates base with new building completions, and an increase in the rate per dollar to cover CPI, and to fund our programmed capital works.
- We collected \$73.3 million in parking fees through our on-street and off-street parking businesses. This represents a 4.5 per cent increase on last year.
- The past financial year saw investment income at \$5.6 million, \$0.8 million down on the previous year due to the lower interest rate environment.

### Significant Items

- The revaluation of infrastructure assets resulted in a gain of \$184.3 million.
- A \$2.4 million contribution of assets to the Elizabeth Quay project was recognised during the year. This sum represents City assets that were handed over as part of the development.
- The initial recognition of artwork assets at \$5.4 million was the result of a detailed inventory and valuation of the assets, not previously recognised at their fair value.
- Our share of profit on the sale of land being developed by the Tamala Park Regional Council was \$2.6 million.

### Expenses

- Our operating expenditure for the year amounted to \$167.5 million, representing a 10.7 per cent increase on last year.
- The increase in operating expenditure was predominantly due to Employee Costs (increase of \$6.3 million), Depreciation and Amortisation (increase of \$4.3 million) and a \$3.4 million increase in the State Parking Levy which is shown in Other Expenses.

### Funding Capital Expenditure

- \$50.8 million was expended in cash on capital expenditure during the year.
- No borrowings were made to fund capital expenditure during the year, however unspent loan funds of \$9.9 million were fully utilised at year end.
- Capital grants and contributions received amounted to \$1.8 million a 40.3 per cent fall from the prior year.
- \$10.7 million was drawn down from reserves to fund capital expenditure.



WE RECOGNISE THE IMPORTANT CONTRIBUTION BUSINESS MAKES TO OUR CITY, SO WE PROVIDE A RANGE OF PROMOTIONAL ACTIVITIES, INCENTIVES, AND ADVOCACY, TO SUPPORT A RANGE OF LOCAL BUSINESSES





# OUR BUSINESS

## **International scope**

In 2014/15 we received a large number of international business enquiries, and provided support to a range of international companies with business interests in Perth. We supported a number of international industry conferences and events including the Australian Oil and Gas (AOG) Conference held in the City, G'Day USA events in Los Angeles in the US, the 2015 ICC Cricket World Cup Business Breakfast, and the 2014 Hotels World Conference. In partnership with the State Government, we also led an oil and gas business mission to Stavanger Norway for WECP meetings and the 2014 Offshore Northern Seas Conference. In the past financial year we received international business delegations from China, USA, Singapore, and Malaysia, and provided a number of information briefings and program development support. We have also been engaged as a key stakeholder in preparations for the LNG 18 Conference which will take place in Perth in April 2016.

## **Tourism Industry Exchange**

In March 2015, we held our first Perth Tourism Industry Exchange event at Town Hall. The exchange brought together a range of service and experience providers, venue managers, retailers, and other tourism stakeholders to exchange information, network among peers, learn about recent developments in the local tourism market, and hear from leading industry professionals in an "expo" type environment.

## **Retail Business Support Network**

Our Retail Business Support and Network Series encourages local businesses to develop connections, collaborations and to seek out opportunities to strengthen their operations. Three presentations were held in 2014/15 and more than 180 City retailers attended. Topics and presenters included:

- Metropolitan Redevelopment Authority and WA Police updates
- Martin Grunstein – international expert on retail change and transformation
- Deidre Willmott, CEO, Chamber of Commerce and Industry of WA

We also held two business information sessions with former Australian of the Year nominee, and noted environmentalist, John Dee, about energy saving solutions for businesses.

## **Supporting innovation**

We recognise the growing importance of innovation and helping to support the development of new jobs and industries. In 2014/15, we continued our support for a range of initiatives including Startup Weekend and the Founder Institute which encourages the development and growth of the local innovation and entrepreneurial sector. We expanded our support of the sector by sponsoring the first Unearthed program, which helped to develop prototype solutions for problems experienced in the mining and resources sector, and the 2014 OzApp Awards/West Tech Fest which celebrates local innovation and technology entrepreneurs.

## **Global focus**

We celebrated significant Sister City relationship anniversaries and milestones over the past financial year including:

- Kagoshima, Japan (40 years)
- Houston, USA (30 years)
- Kastellorizo, Greece (30 years)
- Rhodes, Greece (30 years)
- Vasto, Italy (25 years)

As part of these celebrations, we welcomed delegations from Kagoshima and Vasto in August 2014 and February 2015 respectively. Our Lord Mayor led outbound delegations to Houston in November 2014 and to Kagoshima in March 2015.

## **Business grants**

In 2014/15, we awarded 13 business grants to local businesses, with a combined value of \$127,305 between Matched Funding and Small Business Grants.

### **MATCHED FUNDING GRANTS**

In the 2014/15 funding round, Matched Funding Business Grants were awarded to six projects with a total funding allocation of \$114,500. These grants contributed to private sector investment in City-based projects with an estimated value of more than \$423,000.

### **SMALL BUSINESS GRANTS**

We approved seven Small Business Grant applications, representing a financial contribution of \$12,805 to assist local small businesses.



WE CONTINUE TO SUPPORT EVENTS  
AND ACTIVITIES THAT ADD TO OUR  
CITY'S APPEAL, AND WHICH SUPPORT  
OUR LOCAL BUSINESSES

# OUR VIBRANCY & VITALITY



## **Twilight Hawkers Market**

Our Twilight Hawkers Market returned to Forrest Place during the warmer months, running with an extended season, from October to April, and a longer duration, from 4.30pm to 9.00pm. Our Friday market has proven extremely successful offering international cuisine and attracting evening crowds to the CBD with approximately 260,000 enjoying the 2014/15 season.

## **Sunday markets**

We hold Sunday markets under the banner of *Perth Home Grown* from March to December. Our popular markets feature fresh, organic, and local produce including farm-fresh fruit, vegetables, free range eggs, honey, and nuts.

## **Festival of Christmas**

Our Festival of Christmas is launched in mid-November with Turning On the Christmas Lights, and runs through to the end of December with more than 20 free events to entice shoppers into our City.

## **School Holidays**

Each school holidays in April, July, and October, we present a free event in Forrest Place to entertain thousands of families that come into the City.

## **Skyworks 2015**

Our City of Perth Australia Day Skyworks again attracted approximately 300,000 people to the Swan River foreshore for a truly spectacular pyrotechnic display. We organised a large range of Australia Day events and entertainment from 3.00pm, culminating in the 31st annual Skyworks display.

## **Eat Drink Perth**

Our popular food and wine promotion, Eat Drink Perth, was held between 18 March and 24 April 2015. It featured food tours and degustation dinners, markets, cooking classes, and traditional cultural fare.

A record number of 108 City businesses participated in the event, which included a program launch at Brookfield Place, hosted by West Australian food critic, Rob Broadfield, and the inaugural *Night Noodle Market* in the Perth Cultural Centre, attended by more than 115,000 people. Other key activities included a Northbridge food panel discussion hosted by The Big N, the Food Truck Rumble, and a special bumper edition of the Twilight Hawker Markets attended by an estimated 18,000 people.

## **Northbridge Piazza**

Our Piazza continued to be a hive of activity during the year, with regular film screenings, and other entertainment on offer. These included:

- **Piazzarama** – a series of monthly, free, family activities from September to May.
- **Sunday Sounds** – regular Sunday afternoon sessions featuring live bands and musicians in two seasons; during Spring and Autumn.
- **Free Flicks for Kids** – specially chosen films on Saturday afternoons.
- **Date Night** – Wednesday Date Night presents a finely-tuned selection of romantic feature films and crowd favourites.
- **Festive Flicks** – Christmas film season in December.

## **Innovation Month**

Our Northbridge Piazza was the venue for Innovation Month in April. The event featured seminars, demonstrations, performances, art installations, films and workshops, all in the name of forward thinking.



## Hyundai Hopman Cup

We contributed \$110,000 to support this internationally recognised tennis tournament which was staged at the Perth Arena for the second time.

## Fashion Festival

Once again we provided strong sponsorship of \$303,000 for the Telstra Perth Fashion Festival in September. The Festival featured more than 50 events, including fashion parades, workshops and pop-up events.

## Event approvals

In 2014/15, we continued to attract major events to our foreshore, and approved 260 events on the City's roads and reserves including the Wonderland Music Festival (5,000 people), the Colour Run (15,000 people), New Year's Eve on the foreshore (5,000 people), and Listen Out (8,000 people).

## Perth City Arts

A diverse program of more than 120 events at numerous arts venues around the City was on offer as part of our Perth City Arts program. Promoted over the winter months of June, July, and August, the annual event profiles the local arts and culture scene, and draws on the talent and creativity of local arts organisations, businesses and artists. Food and beverage businesses and hotels are also featured within the program.

## Arts & Cultural sponsorship

We sponsor arts and cultural programs and projects to support cultural development and diversity, innovation, and the year-round vitality of our City. We recognise that engagement in arts and culture contributes to community and social wellbeing, and enhances quality of life. We partnered with some of Western Australia's major cultural organisations to present annual events including *Symphony in The City*, *Opera in the Park*, *Perth International Arts Festival*, *Awesome Festival* and *Fringe World*. We also supported individual artists, arts organisations, and community groups to present a broad range of one-off cultural projects, within a range of indoor and outdoor venues, both temporary and permanent. This year, we supported 43 programs, comprising approximately 155 events, that reached more than 809,934\* people.

\* Excludes *The Giants (Royal De Luxe)* presented as part of the Perth International Arts Festival, with an estimated audience of 1.4 million.


## Foodchain

Foodchain is the City's program for young people. In addition to developing all-age music events, projects and mentoring programs, Foodchain works to provide young emerging artists with exhibition sites and commissions that enliven public spaces with exciting and innovative contemporary arts programming.

## Public Art Strategy

Development of our Public Art Strategy culminated in the adoption of the Strategy by Council at its meeting on 9 June 2015. This informing strategy articulates our vision for public art, and outlines strategic objectives across three focus areas: Enduring Art, Art Interventions, and Public Art Development. Our Public Art Strategy provides us with a firm foundation on which to develop a City-wide approach to public art, with buy-in from across the organisation, and from the full range of external stakeholders engaged in delivering public art in Perth. It is a decisive step towards nurturing a world class collection, and in delivering inspiring and engaging public art for the benefit of present and future stakeholders in Western Australia's capital city.



A photograph of two men in high-visibility work clothes watering plants in a nursery. The man on the left is wearing a dark cap and a bright yellow-green high-visibility shirt, holding a hose. The man on the right is wearing a light-colored bucket hat and a yellow high-visibility shirt, smiling. They are surrounded by various green plants in pots. A yellow text box is overlaid on the right side of the image.

WE ARE COMMITTED TO PURSUING  
POLICIES THAT CONTRIBUTE TO AN  
ENVIRONMENTALLY SUSTAINABLE CITY,  
AND TO LEADING BY EXAMPLE

# OUR ENVIRONMENTAL SUSTAINABILITY

## **Strategic Environmental Framework**

We renewed our commitment to creating an environmentally sustainable City for the future with a new Environment Policy and we began drafting a 15-year Environment Strategy for Perth.

## **Environmental Sustainability and Health**

### MONITORING AND REPORTING

An Environment Snapshot Report was prepared in March 2015 to establish a baseline of our progress towards our objectives set out in our renewed Environment Policy. We also participated in the Carbon Disclosure Project's global CDP Cities reporting initiative.

### COMMUNITY EDUCATION

Approximately 8,000 community members have been engaged in our sustainability awareness initiatives including sustainable transport, energy and water efficiency, health and wellbeing, and waste and recycling initiatives. Our online sustainability hub, EcoHub Perth, continued to grow to a community of 238 members, and 1,500 unique visitors per month. The site, launched in 2012, features information and inspiration to encourage the community to live, work, and play more sustainably and is a space for users to share ideas.

### SUSTAINABLE TRANSPORT

The development of our Integrated Transport Strategy has sought to embed a sustainability focus for our long-term approach to transport planning and infrastructure development. Our capital works program has seen an emphasis on sustainable transport, and has included the roll out of our Cycle Plan 2029, which saw works on Barrack Street, Harvest Terrace and Roe Street progress, as well as the completion of a concept design for a pedestrian/cycle facility on Kings Park Road.

Our walkability improvements have included a further 11 intersections converted to pedestrian parallel walks, and the implementation of a pedestrian crossing at Victoria Square.

Improvements to the public transport network, which are planned to yield significant sustainability benefits, have progressed through work on the Integrated Transport Strategy, as well as significant input to the development of the Department of Transport's 10 year Central Area Transport Plan.

### LOCAL FLORA AND FAUNA

We've installed bird identification signs at significant breeding locations for wetland birds, and Quenda at Victoria Gardens and Arden Street Reserve. Recent fauna sightings have included wetland species recognised under the EPBC Act, JAMBA & CAMBA agreements. We assisted with installation of fishing line disposal units at eight locations along the Swan River, in collaboration with Swan River Trust, with the potential to prevent approximately 2,800m of fishing line from entering the river every year.

### POINT FRASER STORMWATER TREATMENT WETLAND

We completed our five-year Point Fraser Monitoring and Evaluation Program in 2014, and commenced erosion control works including a Gabion Sedge trial along the Point Fraser foreshore.

## **Climate Response**

### CLIMATE CHANGE PLANNING

We continued to collaborate across the organisation to develop a holistic approach to climate change adaptation.

### RIVERBANK ASSET PLANNING

We recently developed a comprehensive Asset Management Plan for all riverbank assets in the City of Perth to assess asset condition and plan for future management of all riverbank assets in our City. Our Plan covers a total of 10,146 metres of riverbank assets, inclusive of the 7,784 metres of hard landscape and 2,362 metres of soft landscape assets.

### URBAN FOREST PLAN

We are developing an Urban Forest Plan to ensure that our urban forest remains healthy, is resilient to climate change, and continues to deliver a range of environmental, social and economic benefits for our community. Our Urban Forest Plan will set targets to increase canopy cover in public areas, improve diversity, and proactively protect, manage, and maintain, our existing street and parkland trees.

## Energy Resilience

### ERC PROJECT

In 2014, Council approved Policy 8.5 Towards an Energy Resilient City and endorsed the *Towards an Energy Resilient City Strategic Directions Paper*. This Paper outlined our strategic direction to work with stakeholders to reduce GHG emissions and develop energy resilience across central Perth.

### CARBON OFFSET

Our initiative to help offset carbon emissions generated by our car parks continued with the planting of a further 85,000 trees in rural Western Australia. It is envisaged that a minimum of 62,500 tonnes of CO<sup>2</sup> will be sequestered by the program's cumulative 380,000 trees upon maturity in approximately 40 years' time. We also offset the greenhouse gas emissions of our passenger vehicle fleet fuel use in 2014/15.

### CITYSWITCH

Our strong commitment to the CitySwitch Green Office partnership continued, with more signatories joining the program in 2014/15. The CitySwitch program in Perth now counts 56 signatory businesses, representing some 288,000 square metres of nett lettable area across the City.

### CORPORATE ENERGY

In March 2015, we installed an induction lighting system at the Convention Centre car park reducing electricity consumption by approximately half. An LED lighting system was also installed at His Majesty's car park in June 2015 with the expectation we will reduce electricity consumption by up to half.

## CLEANTECH INDUSTRY SUPPORT

In 2015, we became a city partner of the Australian Cleantech Network (ACN). The ACN is an industry-led organisation that focuses on attracting investment into the sector.

## A Water Wise City

### WATERWISE COUNCIL

We decreased our water usage by around eight per cent in 2014/15, with a total saving of more than 7,800kL, and are aiming to achieve Waterwise Council status. The Waterwise program focuses on operational and behavioural water efficiency and conservation and is coordinated by Water Corporation and the Department of Water.

### WATERWISE OFFICES

Eight city buildings achieved recognition at the 2014 Waterwise Office Recognition event, leading the way in commercial office water efficiency.

### WATER RECYCLING

In 2014/15, we installed water wise infrastructure at our Osborne Park Works Depot. A water recycling plant recycles water returned from road cleaning operations and from the workshop wash bay, and a rainwater harvesting system collects flows from the main workshop roof. The recycled water is used for our street presentation and maintenance operations.

### WATER EFFICIENCY IN FOREST PLACE

Changes to the Water Labyrinth, including hours of operation, and retrofitting to the pipework, have resulted in a reduction in mean water consumption of 27kL/day. Soil sensors, and rain water harvesting, save water while maintaining smart irrigation of Forrest Place Trees.

## A Waste Conscious City

### SKYWORKS

Local community groups helped us to recycle rubbish at our City of Perth Australia Day Skyworks event helping to achieve a 37 per cent recycling rate, up from 36 per cent in 2014. The event also achieved a significant reduction in the total amount of waste generated, with 20.34 tonnes generated in 2015, down from 21.92 tonnes in 2014.

### WASTE AVOIDANCE

We adopted a disposal of property policy that incorporates lifecycle assessment into asset management planning in City activities.

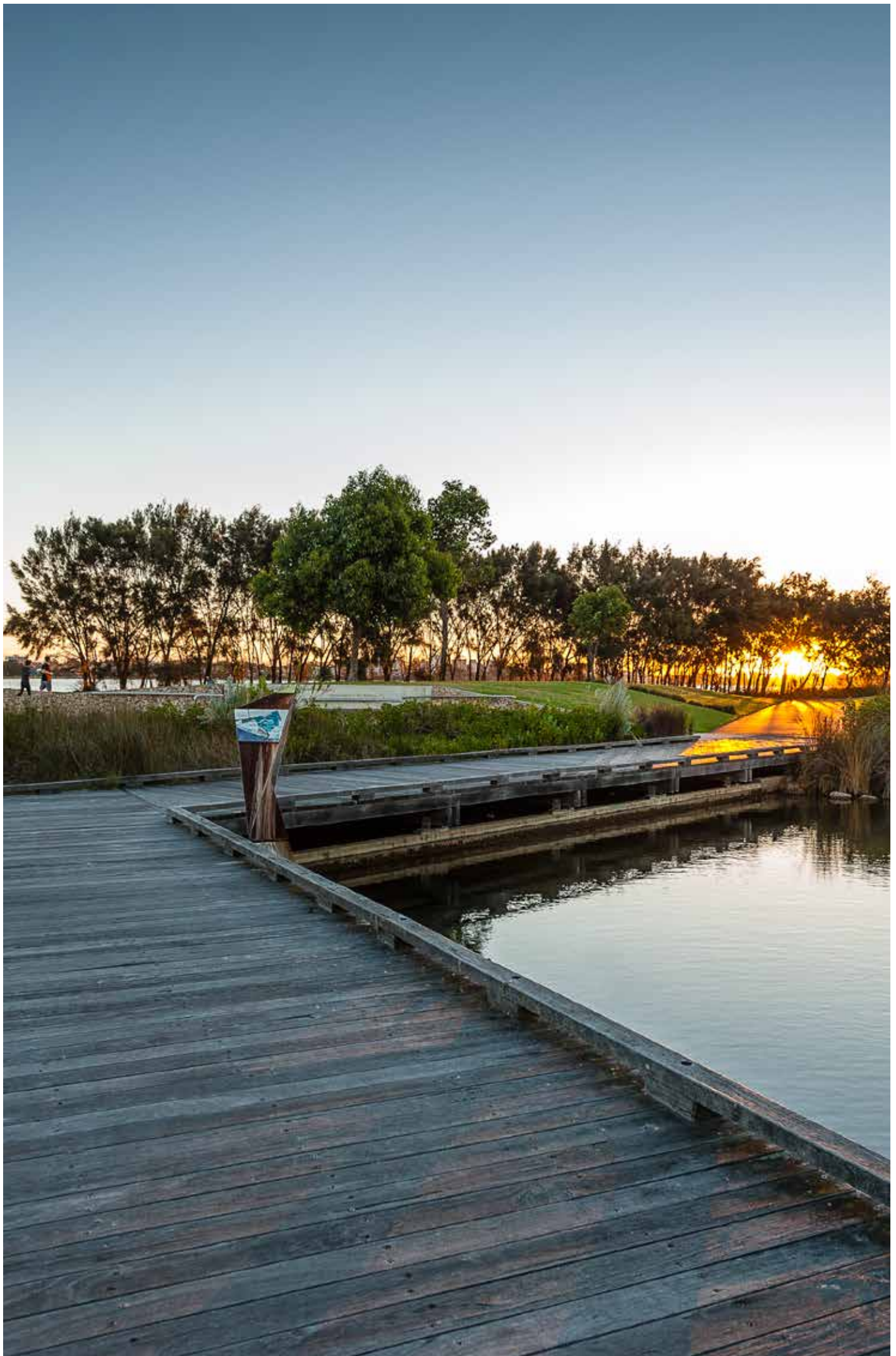
### IMPROVING WASTE AND RECYCLING SERVICES

In April 2014, Council adopted the City of Perth Waste Strategy 2014-2024+. Adoption of the Strategy has led to the introduction of a new co-mingled recycling service, the introduction of a variety of bin sizes, and an increase in frequency of collections.

On site evaluations are now available for property managers of both residential and commercial properties to assist in maximising recycling and efficiency of their waste management and collection.

We've also reviewed waste management in our own buildings to ensure waste management and collection is efficient and recycling is maximised.





# OUR SERVICES

## **Digital Services**

Our website *visitperthcity.com* was relaunched in November 2014 as a mobile responsive site, considerably improving the user experience across all devices. The average number of monthly unique visitors to the *visitperth city* website increased from 71,168 to 77,097. Retailers and event holders have the ability to use our site as a free marketing tool by creating a free account and managing their own content. Our *Perth City* Facebook followers increased by 36 per cent to 57,470, Twitter followers increased by 73 per cent to 17,715, Instagram followers increased at the fastest rate (217 per cent), and our Pinterest followers increased by 75 per cent. Followers across all *Perth City* social media platforms totalled 85,883, representing an increase of 53 per cent in 2014/15.

## **Volunteer hosts**

Our iCity volunteers continued to perform a valuable role in providing visitor information about the City and conducting walking tours of significant sites.

In October 2014, we officially opened our new iCity Information booth in the Murray Street Mall. Visitation has increased significantly at the booth with volunteers recording enquiry statistics of 19,722 for the month of February 2015, compared to 9,478 in February 2014. Collectively, 72 iCity volunteers contributed more than 8,000 hours of their time to our iCity information service in the 2014/15 financial year.

## **Homeless guide**

Our listing of Homeless Services in the Inner City directory was updated during the year. It is a one-stop-shop to help people find a variety of services and assistance. Its contents include emergency contacts, the location of support services and outreach assistance in times of need.

## **Homeless Connect**

More than 1,000 homeless and disadvantaged people attended our Homeless Connect event and were able to engage with a wide range of government and non-government service providers in the delivery of housing, legal, medical, dental, employment, and other support. Homeless Connect is sponsored by the City of Perth and organised through Volunteering WA.

## **Community Centre**

Our Citiplace Community Centre provides services to meet the needs of people aged 55 and over, and people with disabilities. We provide meals and refreshments, podiatry, hairdressing, computer training, social and leisure activities. In 2014/15, an estimated 126,159 people visited the centre to access the diverse services available.

## **Rod Evans Community Centre**

Located at 160 Hay Street, at the eastern end of the City, the Rod Evans Community Centre offers a range of services, including centre-based and delivered meals, social and exercise opportunities, podiatry, hairdressing, and support for City residents. In 2014/15, some 18,812 people received services.

## **Rest Centre**

Our Citiplace Rest Centre, located near the Perth Station concourse, continues to provide a valuable service to the community with 24-hour accessibility on Friday and Saturday nights. Services provided include lockers, showers, and stroller hire. In 2014/15, 212,397 people visited our facility.

## **Child Care Centre**

In 2014/15, our Citiplace Child Care Centre provided long day care for 217 children (197 families) and occasional care for 137 children (122 families).

## **Town Hall**

Our Perth Town Hall handled 356 bookings which included weddings, corporate, and civic functions, exhibitions, and the regular Tuesday Morning Show in 2014/15.

## **Drainage works**

In 2014/15, we installed a new drainage system on Kings Park Avenue, between Park Avenue and Mounts Bay Road, to reduce surface runoff. A new drainage system was also installed at Wickham Street, between Plain and Bennett Streets, to improve stormwater flow and minimise flooding to properties. We also replaced the old pipes on Mercantile Lane between St Georges Terrace and Mounts Bay Road.

WE ARE COMMITTED TO PROVIDING  
A HIGH LEVEL OF SERVICES TO  
RESIDENTS, VISITORS AND OTHER  
CITY STAKEHOLDERS

### **Graffiti removal**

More than 4,400 instances of graffiti were recorded in our graffiti management system in 2014/15. The vast majority of these were treated and removed successfully. All recorded graffiti hits are photographed and reported weekly to Western Australia Police through its online portal. The Graffiti Removal Hotline number is 1800 109 010.

### **Library**

Our City of Perth Library welcomed 2,296 new members during 2014/15, and visitor numbers increased by 50 per cent on the previous year. While loan transactions decreased, confirming a downwards trend, the use of digital resources continued to grow. The loan of eMagazines increased by 28 per cent, with eBooks loans more than tripling from 2,350 loans in 2013/14 to 10,718 in 2014/15.

### **History Centre**

Digitising of our History Centre's photograph collection continued during the year. The Centre held workshops for primary school classes visiting the City to learn about the history of Perth, and Heritage Studies students from Curtin University accessed the History Centre facilities to write their final research papers. An additional 20 oral history interviews were added to the Oral History Collection including new interviews with people who had worked in the Land Titles and Treasury Buildings.





WE STRIVE FOR EXCELLENCE IN PROVIDING  
FACILITIES AND STREETSAPES THAT  
ENHANCE OUR CITY'S APPEARANCE AND  
FUNCTIONALITY

# OUR BUILT ENVIRONMENT



## **City of Perth Library and Public Plaza**

Construction of our new City of Perth Library and Public Plaza at 567-579 Hay Street is nearing completion. The seven-storey, circular, granite-clad building was designed by the award-winning Kerry Hill Architects. Our new state-of-the-art public library will provide unique facilities including a range of meeting rooms, dedicated levels for children and young adults, our History Centre, a digital media wall and café. The café will open out to an alfresco area as part of the new Plaza with seating, as well as a large tree-lined grass sitting area. Other unique features include a four-level green living wall and a refectory pond.

## **Forrest Place**

Our iCity Information Kiosk at the Murray Street Mall end of Forrest Place was completed and is an important facility and landmark in the heart of the City. The design (by Coniglio Ainsworth Architects) received a commendation for Public Architecture in the Western Australian Architecture Awards 2015.

## **Barrack Street**

We commenced work to revitalise Barrack Street between St George's Terrace and Wellington Street, including a two-way traffic conversion, to revive the historically important precinct, and ready the CBD road network to facilitate the Elizabeth Quay development. To accompany road upgrades, the Barrack Street precinct will be subject to significant streetscape enhancements including new, larger street trees, improved lighting, upgraded street furniture and cycle lanes.

## **Museum Street**

Prioritising pedestrians and place activation, we continued planning to makeover Museum Street between Aberdeen Street and Francis Street. In 2015/16, traffic will be changed from northbound and southbound lanes to a one-way northbound lane, creating space for a dedicated pedestrian area. The new precinct will feature a pedestrian friendly connection to Perth's Cultural Centre, more trees, street furniture, artwork, lighting, CCTV and free public Wi-Fi upgrades.

## **Supreme Court Gardens – Concept Plan**

We approved the Concept Plan for the upgrade of Supreme Court Gardens to upgrade them to respect the historic value of the place, and build on the original design intent of providing a robust place for public recreation and events within our City.

## **Minor Urban Interventions Program**

We continued to introduce Minor Urban Interventions around the City including a pair of human-sized bird cage seats suspended from a heritage-listed Moreton Bay Fig tree in Murray Street, and an outdoor 'dining room' with unique custom-designed seating, new paving and planting in Hay Street.

## **Lighting Strategy**

We adopted a strategy for public lighting to guide critical decisions to ensure our City is developed in a sustainable manner, and to build a strong and unique night-time identity. Our Lighting Strategy and Action Plan represent a major first step towards achieving this.



# OUR TRANSPORT

WE PLAN, DESIGN AND MANAGE THE CITY'S STREETS AND TRANSPORT NETWORKS AND WORK CLOSELY WITH STATE GOVERNMENT AGENCIES TO ENSURE THAT MOVEMENT TO, FROM, AND WITHIN THE CITY, IS EFFICIENT AND SUSTAINABLE

## **Improving transport safety**

In 2014/15, we implemented black spot schemes at the Wellington Street/Outram Street intersection, and at the Victoria Square pedestrian crossing to improve safety for road users in those areas.

## **Improving connectivity**

We continued to design and develop our two-way street program, which is intended to improve safety and connectivity on our streets. In this regard, the Mounts Bay Road Two-Way scheme was constructed and design for the Barrack Street Two-Way scheme was completed.

## **Facilitating Active Travel**

Pedestrian footpaths on the Barrack Street Bridge and under the freeway at Wellington Street have been converted to allow for cyclists. We also developed concept designs for a pedestrian/cycle facility on Kings Park Road and a further 11 intersections were converted to pedestrian parallel walks, bringing the total to 34 completed in a three-year program.

## **Future Transport Needs**

We've undertaken successful engagement of stakeholders to assist us to develop our Integrated Transport Strategy (ITS). ITS work has also included examination of public transport accessibility and walkability in the City. We've also provided significant input to the development of the Department of Transport's 10-year Central Area Transport Plan.

## **Licence plate recognition**

Licence plate recognition technology was introduced at our Goderich Street Car Park in East Perth as part of a pilot scheme in late 2013. The system involves the use of cameras to capture licence plate information on entry to the car park. Users enter vehicle registration details into payment machines to pay for parking. Upon exit, the system detects whether payment has been made. We have expanded the use of LPR technology in car parks, with Mayfair St car park and Regal Place car park being converted in the 2014/15 financial year. Council House car park will be converted in the 2015/16 financial year.

## **Global standard**

Work is ongoing to ensure full EMV (Europay, Mastercard, Visa) compliance, a global standard for operation of microchip cards, to authenticate debit and credit card transactions at point of sale terminals and ATMs. This work is due to be completed during the 2015/16 financial year, and will include PayPass technology on all our parking payment equipment.

## **Car Park Activity Management System – CPAMS**

City of Perth Parking (CPP), in conjunction with software developer Lockard Consultants, has developed a Car Park Activity Management System (CPAMS) that enables the integration of operating systems and allows legacy and contemporary information to be accessed and updated via a user friendly mobile app. This results in all operational and office staff having access to real-time operational and financial information and the ability to update systems regardless of location. It is a system that can be utilised in other areas in the City, and further afield such as private industry.

# OUR HEALTH & SAFETY

## **Smoke-Free Malls**

Our City of Perth Rangers issued 12 fines, and cautioned 3,315 people during the first 12 months infringement notices came into force. Anecdotal evidence suggests smoking is becoming less common in the Malls since bans were implemented in 2013. Rangers report the majority of people spoken to are tourists or aren't regular visitors to the City, and aren't aware of the ban. Other offenders include people who have walked into the Mall with a lit cigarette and have forgotten about the ban. In 2014/15 we installed a range of signs to enhance our Smoke-Free Malls initiative.

## **Food sampling**

As part of our routine food monitoring and sampling, 65 samples were collected and 22 were found non-compliant (33 per cent) when assessed against the requirements of the Australia – New Zealand Food Standards Code. Issues included labelling, undeclared allergens, and non-compliant nutritional information.

## **Health inspections**

We have 942 registered food businesses in the City, and in 2014/15, 3,379 inspections/assessments were conducted (compared with 3,765 in 2013/14). A total of 20 Food Act Improvement Notices and three Food Act Infringements were issued, and one business was prosecuted.

## **Noise incidents**

We received 332 registered noise complaints in 2014/15, including 100 for construction noise, 81 for amplified music, 74 for other types of noise, 46 for concert/event noise, 13 for air-conditioning, 13 for commercial works, and five about noisy alarms.

## **Community Safety**

We marked Community Safety Month in October with a wide range of events and activities for all ages. These included a family fun day at the Northbridge Piazza, where children aged between three and 12 were educated about being safe, with police and fire services in attendance. Our Lord Mayor was State Patron for the event

## **Lighting Rebates**

Our Light Up for Safety rebate program provided up to \$1,650 each to five residential, 22 business, and five mixed development buildings. More than 100 external lights were installed or upgraded, resulting in major lighting improvements across our City. Feedback from a number of participants indicated that anti-social behaviour that occurred prior to the lighting improvements had stopped, or decreased, in many cases.

## **CCTV coverage**

After the opening of our new CCTV Surveillance Centre in 2014, our CCTV system was upgraded from analogue to digital. Our staff monitor more than 210 cameras situated throughout the City. Our Surveillance Centre is staffed 24/7 and has a police presence so that serious incidents can be attended to promptly.

## **Planning for new areas**

Consultation is ongoing with the Metropolitan Redevelopment Authority and developers regarding planning and design for safety in the new areas of the City, including Elizabeth Quay and Perth City Link. We are including crime prevention in our environmental design principles to support prevention and management of these areas in the future. Some initiatives include lighting, CCTV and way-finding in well activated areas.

## **Ranger Services**

Our trusted City Rangers patrol and help to manage public spaces in our City. They care for animals, building sites, buskers, and take care of other safety issues. Our Rangers were actively involved in major events including Skyworks, The Giants and street parades in 2014/15.



SAFETY AND A SENSE  
OF SECURITY IS OUR  
PRIORITY, AS IS A  
CLEAN AND HEALTHY  
ENVIRONMENT

.....

**Toilets**

We are increasing the number of Automated Public Toilets (APTs) in the city. Our Council approved a tender to supply and install a minimum of four, and a maximum of eight, APTs over a five-year period.

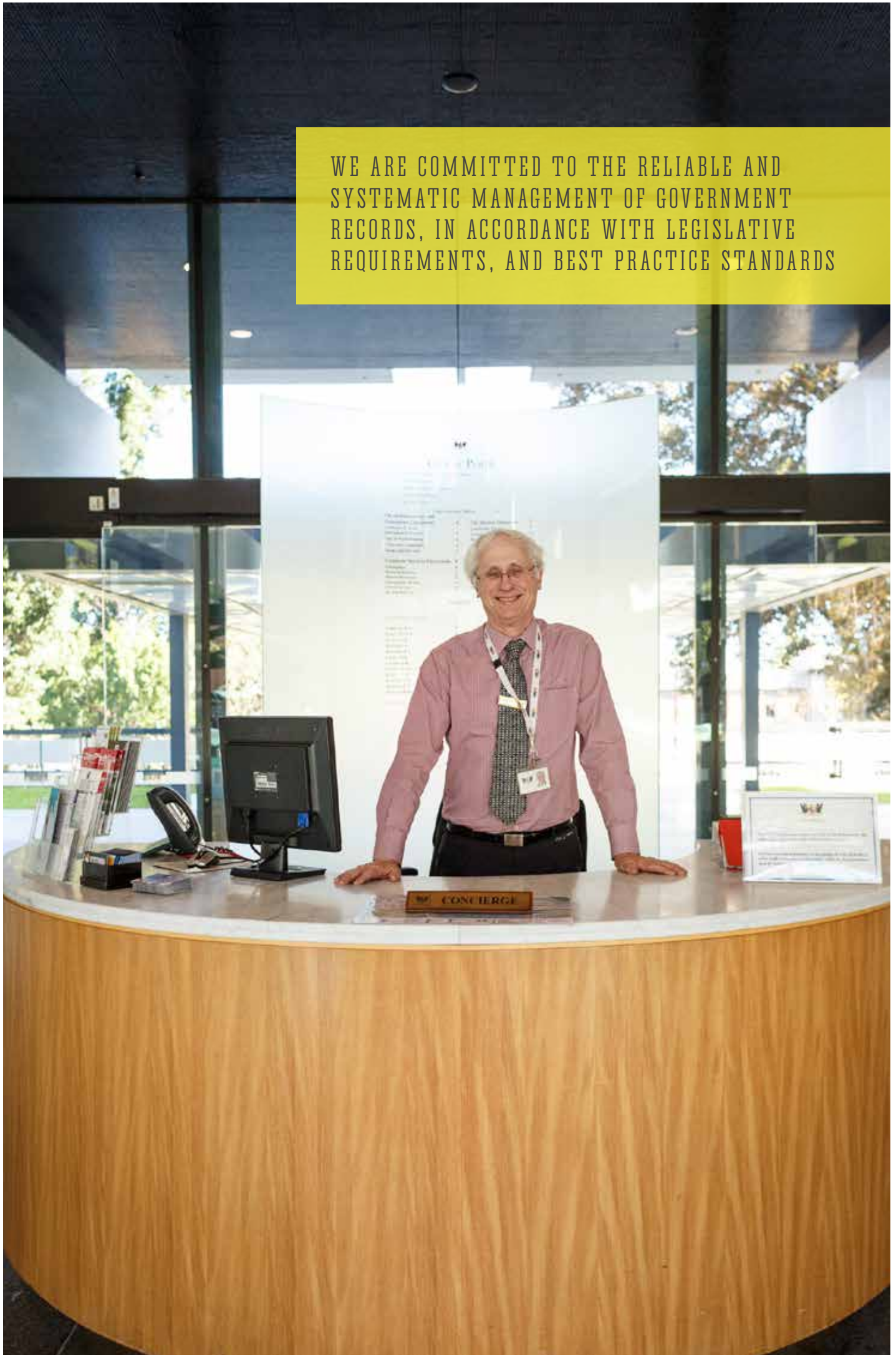
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**Risk Management**

We are committed to promoting a culture of awareness and active management of risk. In 2014/15 we continued to embed our Enterprise Risk Management Policy and Framework, adopted in June 2013 throughout our organisation. Our policy is the foundation of our vision to create a dynamic risk culture into the future. Our people have been trained in the identification and management of risks, and an electronic risk management system records risks and allocates appropriate reduction processes. Our awareness of risk management significantly increased during the year and continues to grow.



WE ARE COMMITTED TO THE RELIABLE AND SYSTEMATIC MANAGEMENT OF GOVERNMENT RECORDS, IN ACCORDANCE WITH LEGISLATIVE REQUIREMENTS, AND BEST PRACTICE STANDARDS



# RECORD KEEPING STATEMENT

## Record Keeping Plan

Our Record Keeping Plan RKP2009049 expired in December 2014. An extension of time to submit an updated Record Keeping Plan was sought from the State Records Office of Western Australia due to our decision to significantly review its organisational structure. An updated Plan is to be submitted by June 2017.

## Record Keeping systems

All corporate record keeping procedures have been reviewed and updated in 2014/15. The Administrative Policy on Record Keeping is currently under review.

Work has continued in reviewing our record keeping capabilities, including our land management system (Pathway). Findings from our review have led to further systems integration with our

record keeping system (TRIM), with some record keeping aspects still to be addressed. Improvements implemented will be incorporated in our Record Keeping Plan when updated. We plan to undertake a review of other major information systems during 2015/16.

Original source records to December 2012 were disposed of in 2014/15, in accordance with Disposal Authority RD2007017.

## Training and Awareness-Raising

We continue to provide the following training to staff:

- Record Keeping Inductions – focusing on record keeping processes at the City;
- Record Keeping Awareness Training (RAT) – focusing on obligations under the *State Records Act 2000*; and

- Record Keeping Systems Training – focusing on how to use TRIM to manage records.

We continue to raise record keeping awareness by:

- Holding record keeping forums;
- Broadcasting record keeping tips;
- Providing information for staff on good record keeping practices.

Improvements in record keeping practices continue with the provision of one-on-one training for staff. Assessment of our Training Program reflects that the duration, content and support materials we provide meet the users' needs.

This report has been published in accordance with the requirements of the *State Records Act, 2000*.

# DISABILITY ACCESS & INCLUSION

We are committed to furthering the principles and objectives of the Disability Services Act 1993, with a particular focus on the seven outcomes identified in the Disability Services Regulations 2004. The guiding principle is inclusiveness for all people.

Our Disability Access and Inclusion Plan (DAIP) 2011 – 2015, was endorsed by Council in December 2011, and lodged with the Disability Services Commission as per statutory requirements. It is the fourth disability plan we've implemented under the Disability Services Act and is reviewed annually, with regular progress reports provided to the Disability Services Commission.

Our DAIP contains seven outcomes, 24 strategies, and 72 tasks, that have been assigned, and agreed for implementation, over the life of the plan.

Throughout 2014/15, we continued to improve access, information, and awareness of the needs of people with disability and their families, resulting in greater participation and involvement in services and programs, accessing facilities and information, and events.

In 2014/15 we revised our recruitment procedures to ensure inclusiveness, included Universal Access Awareness in our Induction Program for new staff, organised training workshops for our planners and designers addressing Disability Access Requirements for the Public Realm, and worked closely with our State Government Metropolitan Redevelopment Authority (MRA) Interface Projects team to ensure a high level of universal access is promoted in major projects around the City, including Elizabeth Quay, Perth City Link, and Riverside.

Other achievements include the development of a Staff DAIP Training and Reference Tool: E-books, the ongoing provision of toilet facilities for people with high support needs at the Citiplace Rest Centre, and the installation of a new car park guidance system at the Perth Convention and Exhibition Centre Car Park to assist and guide all customers to vacant spaces. Customers with disabilities are guided to designated available ACROD bays at key decision points through a blue wheelchair symbol. The available bays have matching blue LED bay indicators.

# OUR DONATIONS & SPONSORSHIP

## Donations

	\$
WA Special Children's Needs Children's Xmas Party (DA)	\$350
Mercedes College (Report)	\$3,000
Volunteering WA Inc (Report)	\$5,000
Juvenile Diabetes Research Foundation (DA)	\$544
UnitingCare West (DA)	\$1,900
Women's Council for Domestic Violence (DA)	\$2,000
Royal WA Historical Society (DA)	\$495
Hellenic Community of WA (Report)	\$15,000
Mission Australia (Report)	\$2,500
Rotary Club of East Perth (DA)	\$150
RSL WA (Report) ANZAC Day	\$96,617
Shelter WA (Report)	\$1,359
Women In Super Mother's Day Classic (Report)	\$12,000
Bringing Them Home Committee – Sorry Day (Report)	\$7,000
National Flag Association (Report)	\$4,864
Hellenic Women's Association (DA)	\$1,500
Lions Club – West Perth (DA)	\$275
North American Veterans Unit (DA)	\$600
East Perth Community Safety Group (DA)	\$8,500
Australian Society for Medical Research (DA)	\$1,500
Corporate Challenge (DA)	\$2,000
Rotary Club of West Perth (DA)	\$1,100
PCYC	\$500
WA AIDS COUNCIL INC	\$1,000
Gnarwa ( CEO Heirrisson Island)	\$8,030
<b>TOTAL</b>	<b>\$177,784</b>

## Cultural Sponsorship

	\$
Perth International Arts Festival	\$368,578
West Australian Symphony Orchestra	\$203,747
West Australian Opera	\$161,722
Awesome Arts Australia	\$100,000
Artrage Inc	\$72,531
Blue Room Theatre	\$62,531
West Australian Ballet	\$57,253
Artrinsic	\$41,000
West Music Industry Association Inc.	\$37,000
Perth Institute for Contemporary Arts	\$35,000
NAIDOC Perth Inc.	\$34,000
Black Swan State Theatre Co.	\$30,000
Propel Youth Arts	\$20,000
Perth Theatre Company	\$20,000
Barking Gecko	\$15,000
Strut Dance	\$10,000
Ms R.A Ogle	\$10,000
Perth Centre for Photography	\$10,000
Western Australian Football Commission	\$9,690
Ausdance	\$9,350
Uniting Church in the City	\$8,000
Paper Mountain	\$8,000
Tura New Music	\$8,000
Nulsen Association	\$8,000
International Art Space	\$7,000
WA Poets Inc	\$5,857
Ms E. Humphries	\$5,500
ROAD Theatre	\$5,250
St Georges Art	\$5,000
Gallery Central	\$4,500
Fremantle Chamber Orchestra	\$3,700
Perth Undergraduate Choral Society	\$3,344
Youth Affairs Council WA	\$3,000
Ms C. Williams	\$2,960
Perth Folk & Roots Club	\$2,000
Lets Make Games	\$2,000
Mr M. Gray	\$2,000
Australia China Young Professionals	\$2,000
Ms. M Blades	\$2,000
Perth Folk and Roots	\$2,000
Cinema & Cultura Latino Americana Inc.	\$1,630
Unkempt Dance	\$1,900
<b>TOTAL</b>	<b>\$1,401,043</b>

<b>Event and Sports Sponsorship</b>	<b>\$</b>	<b>Corporate Sponsorship</b>	<b>\$</b>
Venice Architecture Biennale	\$15,000	Startup Weekend Perth	\$11,000
Open House Perth	\$40,000	Founder Institute Perth	\$15,000
Rotary Ramble	\$18,750	AHA Hotel Management Awards	\$5,700
Swan Festival of Lights	\$30,000	FACET 2014/15 events program	\$5,500
Miss Universe Registration Day	\$18,750	40under40 Awards	\$22,000
Targa West Tarmac Rally	\$54,500	G'Day USA	\$25,000
Perth Science Festival	\$30,000	Local Chambers City of Lights Business Dinner	\$8,800
Chevron City to Surf	\$35,000	PIA 2015 State Planning Conference	\$6,600
WALGA Banners in the Terrace	\$4,413	OzApp Awards	\$11,000
Santos Great Bike Ride for Charity	\$16,875	AOG Conference 2015	\$55,000
Perth Greek Glendi Festival	\$25,000	Study Perth International Student Festival	\$11,000
Young Butchers Picnic	\$20,000	UWA In the Zone Conference	\$22,000
Claisebrook Carnivale and Duck Derby	\$20,000	Cleantech Awards	\$6,350
Sanitarium Weet-Bix Kids TRYathlon	\$12,660	2015 Entrepreneurs And Innovators Awards	\$5,500
ASICS Bridges Fun Run	\$6,750	WorldSkills Australia 'The Ultimate Skills Challenge	\$27,500
State Tee-Ball Championships	\$5,000	Unearthed 2015	\$11,000
HBF Run for a Reason	\$26,500	Asia-Pacific Model United Nations Conference	\$11,000
Freeway Bike Hike for Asthma	\$31,750	Perth Convention Bureau annual funding	\$256,547
Japan Festival 2015	\$8,400	Perth Convention Bureau Scholarship Program	\$20,000
Perth International Jazz Festival	\$15,000	Telstra Perth Fashion Festival and Western Australian Fashion Awards	\$303,000
Perth Medieval Fayre 2015	\$10,000	Night Noodle Markets	\$50,000
Buddha's Birthday and Multicultural festival	\$39,000	Rotary Club of Perth	\$2,000
Songkran Festival 2015	\$11,760	Permanent Impressions Exhibition	\$1,976
Order of Australia National Conference	\$2,000	Performing Arts WA	\$2,000
Slidestreet	\$25,000		
WA Squash	\$5,300		
Hyundai Hopman Cup	\$110,000	<b>TOTAL</b>	<b>\$895,473</b>
Pride Festival 2014	\$45,000		
Channel Seven Christmas Pageant	\$144,000		
Taste of Perth 2015	\$86,595		
IGA Carols	\$36,015		
Perth Chinese New Year Fair 2015	\$60,000	<b>Economic Development Sponsorship</b>	<b>\$</b>
Bar Wars	\$5,000		
Northbridge: Then and Now	\$9,000	CIT Student of the Year Awards	\$1,000
Food Truck Rumble	\$10,000	Ted X	\$27,500
		ICC Cricket World Cup Breakfast	\$1,000
		Hipflask – Summer Laneway events	\$3,300
<b>TOTAL</b>	<b>\$1,033,018</b>	<b>TOTAL</b>	<b>\$32,800</b>

# PERFORMANCE INDICATORS

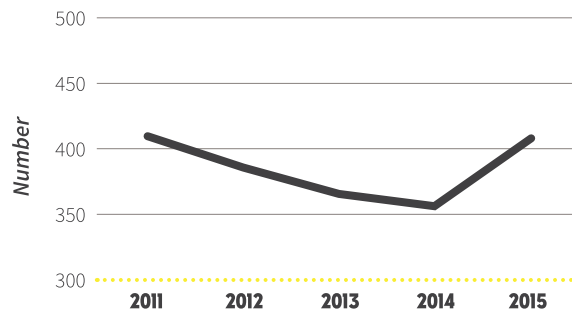
For 2014/15, our performance indicators are presented to reflect the progress towards the outcomes we will focus on as listed in our “City of Perth Vision 2029+ and Four Year Strategic Plan”.

## ECONOMY AND CITY VIBRANCY OUTCOMES

- A sustainable business and tourism destination recognised for its distinctive qualities (including its liveability, river setting and cleanliness) and for its Indigenous history, heritage and people
- A globally-connected City playing a key role in the Indian Ocean Rim and the Pacific Rim, with a diverse and resilient economy with a spirit of innovation
- Increased City vibrancy while maintaining its high ranking as a liveable city

### Number of Planning Applications

**2014/15: 407**

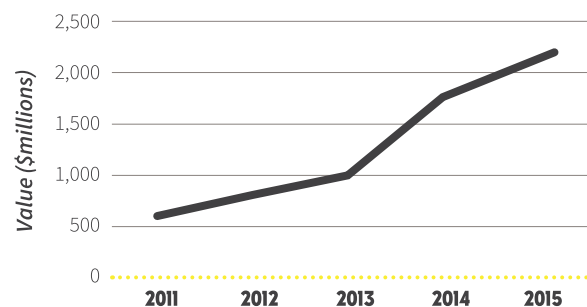


### COMMENTARY

The number of planning applications has increased in the past few years. This year saw the approval of the refurbishment of the heritage listed Melbourne Hotel as part of a larger development involving a 20-level office development, redevelopment of the former FESA site into a \$200 million hotel, office and residential mixed-use development, and the approval of a mixed-use development consisting of three towers at Capital Square (Mounts Bay Road).

### Value of Planning Applications

**2014/15: \$2,206.7 million**

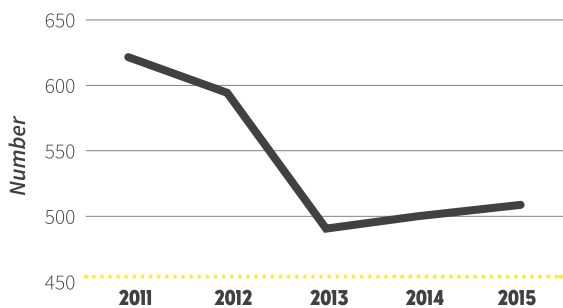


### COMMENTARY

\$2,206,568,120 was the total value of planning determinations issued in the past year, which is significantly the highest in the past seven years, and more than 20 per cent higher than last year. This included two significant Metropolitan Redevelopment Authority applications at Elizabeth Quay and the Perth City Link, with a total value of \$588 million, that were referred to the City for comment/advice.

### Number of Building Licences

**2014/15: 509**

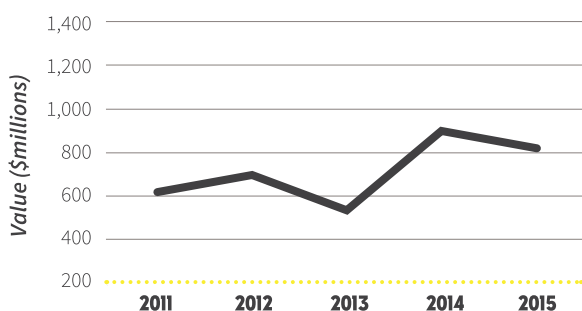


#### COMMENTARY

In 2014/15, we issued 509 Building Permits, which is a slight increase from the past two years. This year saw the approval of two additional student accommodation buildings at the University of Western Australia, the continued development at Queens Riverside, the commencement of the first of the three towers at Capital Square, and the continuing development of residential apartments and new short-stay apartments.

### Value of Building Licences

**2014/15: \$827.2 million**

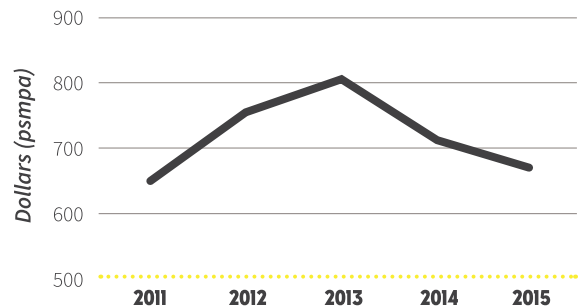


#### COMMENTARY

The total value of Building Permits Issued during 2014/2015 was slightly down from 2013/2014, however was still quite high compared to the previous five years.

### Average Office Rent

**2014/15: \$668.75/sqm per annum**



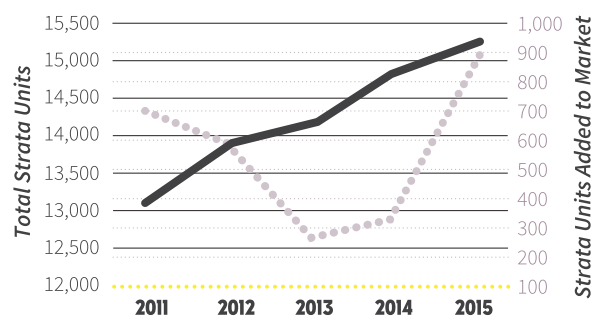
#### COMMENTARY

Savills Australia, with the Property Council of Australia (WA), has recorded average Premium Grade net face rents as at July 2015 at \$675 to \$775 per square metre, while A-Grade range between \$525 and \$700 and B Grade range from \$350 to \$525. With 135,000m<sup>2</sup> of office space scheduled to come online by the end of 2015, and in the current economic climate, vacancy rates continue to increase. Perth is leading the National CBD office market 'total vacancy rate', followed closely by Canberra.

Source: Savills and Property Council of Australia.

### Residential Strata Units

**2014/15: 882**



#### COMMENTARY

The number of approved residential strata lots within the City continued to grow, with a significant number of new dwellings entering the market as developments are completed.

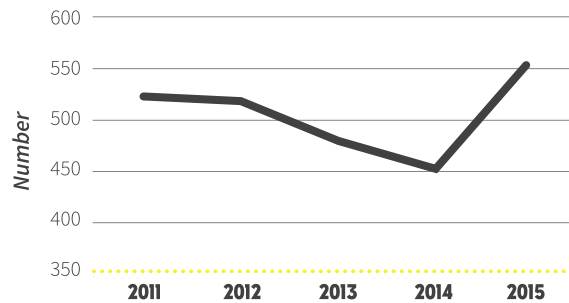
Source: Landgate.

## COMMUNITY OUTCOMES

- The services and facilities needed by the community are planned for and provided by the City of Perth, other government and non-government organisations or the community itself
- The physical and mental health of the community is enhanced through the City's role as regulator and service provider
- A diverse and fair community that caters equally for people's needs
- Appreciation and support for the culture and heritage value of the City.
- The City is a safe place for residents, workers and visitors

### Urban Environment Complaints

**2014/15: 551**

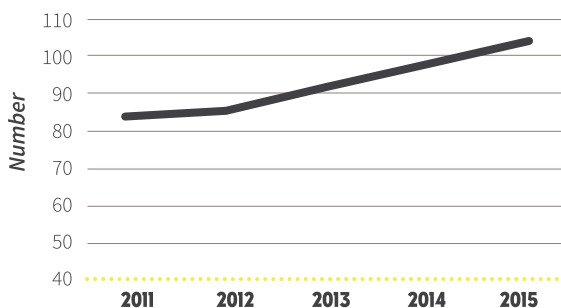


#### COMMENTARY

We received a total of 551 customer requests (complaints). The top three complaint types were 60 per cent noise, 15 per cent health nuisance (rubbish, bins, laneways etc), and 13 per cent food complaints. The increase in complaints this year can be attributed in part to construction noise issues.

### Events Sponsored by the City

**2014/15: 103**

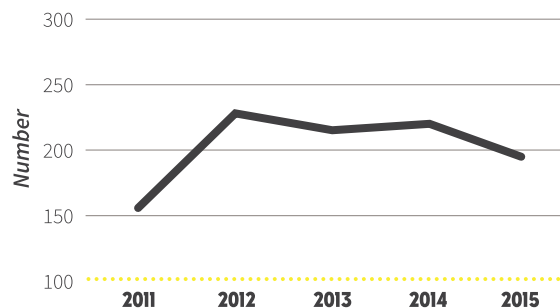


#### COMMENTARY

We continued our important sponsorship of events throughout the year, ensuring a lively and enjoyable City for the people of Perth. This year we sponsored significant annual events including Symphony in the City, Opera in the Park, Perth International Arts Festival, Awesome Festival, Fringe World, Telstra Perth Fashion Festival, City to Surf for Active and the Christmas Pageant, plus new events including the Night Noodle Markets and the Greek Glendi Festival. We also continued our support for the economic growth of the City, sponsoring events such as TedX, WorldSkills Australia 'The Ultimate Skills Challenge', 40under40 Awards and the International Australiasian Oil and Gas Conference.

### Events Approved

**2014/15: 195**



#### COMMENTARY

The number of event approvals declined slightly in comparison to the past three years. An event highlight for 2015 was the hosting of the 'The Giants' (Royal De Luxe) over three days in February, which involved the complex coordination of numerous stakeholders, and logistical challenges never before undertaken by the City. With increasing demands to use Langley Park for a variety of events, and to host sporting and entertainment events requiring significant road closures, we will continue to maintain the appropriate balance between the activation of our public spaces, access to the City centre, and impacts on City residents and businesses.





Pia Zaran  
Balloons

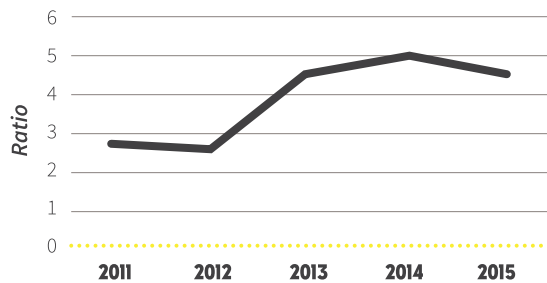
## CAPABLE AND RESPONSIVE ORGANISATION OUTCOMES

- *A high standard of governance is maintained and is seen to be maintained by Elected Members and staff who understand their obligations and make decisions accordingly*
- *A capable and motivated workforce to deliver the City's services into the future*
- *The tax regime required to fund City programs is kept to a minimum*
- *A diverse revenue base with new sources of revenue*
- *The utilisation of assets to produce revenue is maximised*
- *Technological innovation and systems support the efficient delivery of service.*
- *Capital expenditure initiatives can be adequately funded*



## Debt Service Ratio

**2014/15: 4.48%**

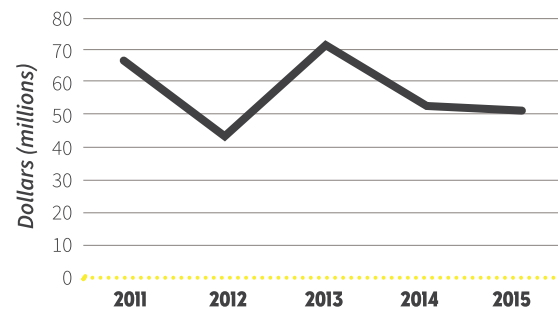


### COMMENTARY

The Debt Service Ratio measures our ability to service debt (principal and interest) from available operating revenue. The lower the ratio, the greater the ability of the City to service the debt. The Debt Service Ratio decreased from 2013/14. There were decreases in capital and interest repayments made in 2014/15, due to borrowings reducing and available operating income increasing by \$9.8 million during the year.

## Capital Expenditure

**2014/15: \$50.8 million**

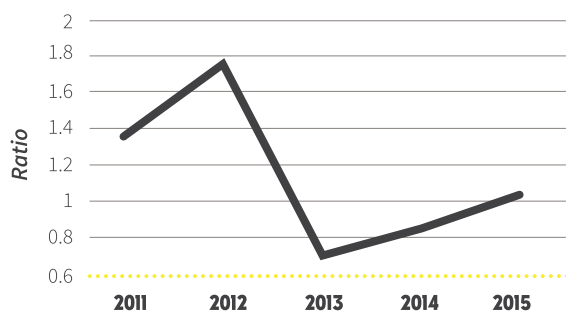


### COMMENTARY

Capital expenditure decreased by \$2 million on 2013/14 expenditure of \$52.8 million. The main items of expenditure were \$18.8 million for the development of our new City of Perth Library, and the Plaza at Cathedral Square, \$3.7 million for our plant replacement program, \$1.8 million for the revamping of Wellington Street between Little Milligan Street and King Street, \$1.3 million for replacing the lake structure at Harold Boas Gardens, and \$2 million for development of land at Tamala Park.

## Current Ratio

**2014/15: 1.02**

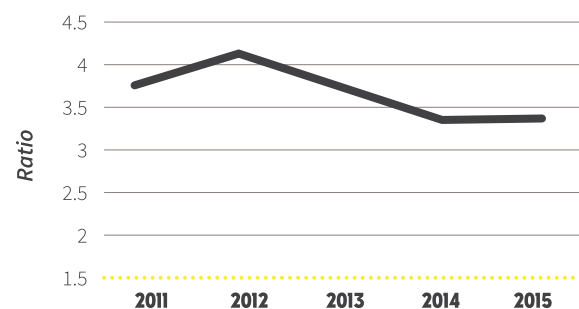


### COMMENTARY

The current ratio is an indication of our short-term debt obligations. The higher the ratio, the greater the liquidity. The current ratio is equal to current assets, minus restricted assets, divided by current liabilities, minus liabilities associated with restricted assets. The increase in the ratio is mainly due to a decrease in unspent loan funds of \$9.9 million during the year.

## Liquidity Ratio

**2014/15: 3.31**



### COMMENTARY

The liquidity ratio shows our liquid assets in relationship to our liquid liabilities. There has been a very marginal increase in the liquidity ratio this financial year.

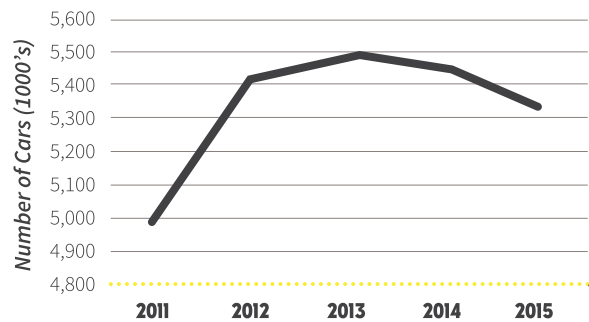
# PERFORMANCE INDICATORS

## URBAN OUTCOMES

- *A City achieving high-quality design in all projects and improving the urban and built environment to a standard comparable to the best cities in the world, but unique to Perth*
- *Agreement with the State Government on an overarching framework to guide the development of the City, including the river and foreshore, to achieve the City of Perth's long-term vision to maintain an open foreshore with nodes of development to bring people to the river*
- *The City of Perth is known for a diverse range of quality public spaces that attract people to our capital city to work, live and play. Vibrant public spaces ensure that Perth is a safe and enticing destination offering a "point of difference" from suburban experiences. Public places will be accessible and welcoming to all people and provide a range of opportunities to meet and contribute to the cultural heart of Western Australia*

### Use of City of Perth Car Parks

**2014/15: 5,334,604**



#### COMMENTARY:

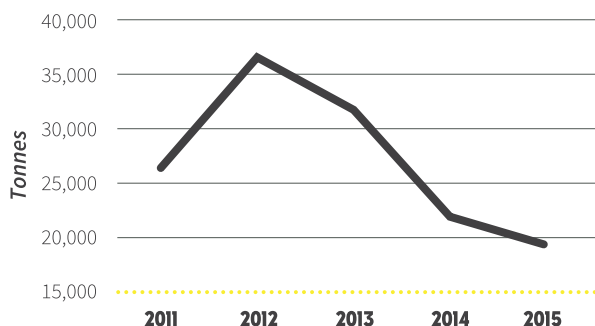
Off street patronage for 2014/15 saw a two per cent (112,963) reduction in use compared to the previous year. The number of long-term parking permits, as of 30 June 2015, was 1,092, representing a reduction of 127 (10 per cent). On street patronage for 2014/15 saw a 7.5 per cent (3,856,003) reduction in use compared to the previous year. During 2014/15 we saw increasing use of public transport for journeys into the City, a significant increase in weekend use of the free CAT bus service, increasing office vacancy, and more maintenance and works in our car parks.

## ENVIRONMENT OUTCOMES

- *Our City is a model of how a liveable urban environment can coexist with its natural environment and contribute to global sustainability*

### Waste

**2014/15: 19,456 tonnes**

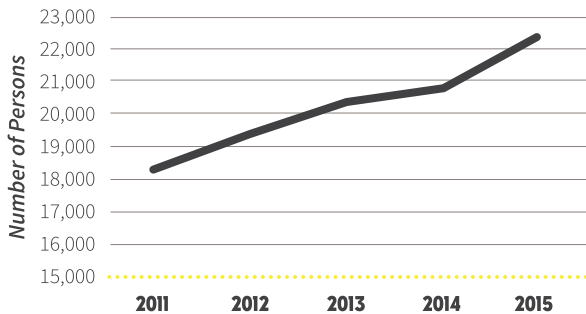


#### COMMENTARY

Construction and demolition waste was down by 22.4 per cent from the previous year. General waste was down by five per cent from 2013/14. Volume reduced due to lower building occupancy in the City.

**City Population**

**2014/15: 22,324**

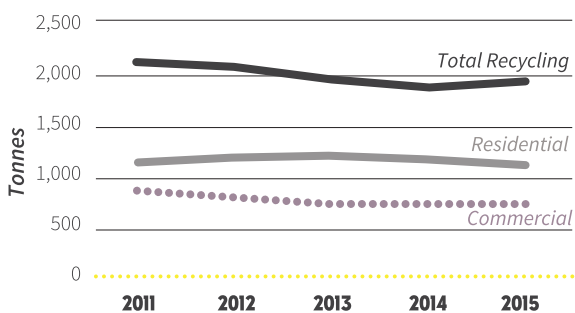


COMMENTARY:

At June 2015 the forecast residential population of the City was 22,324. Over the last five years, our residential population has grown by 22 per cent, with the strongest growth occurring in West Perth (36 per cent) and East Perth (40 per cent).

**Recycling**

**2014/15: 1,938 tonnes**



COMMENTARY

Residential: 1196 up four per cent from 2013/14.  
 Commercial: 742 down two per cent from 2013/14. Volume reduced due to lower building occupancy in the City.





**CITY of PERTH**

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