

C09/8021 – 2009 INTERNATIONAL LIVEABLE COMMUNITIES AWARD (REC)

Ward : All
 Category : Operational
 Subject Index : Community Development
 Customer Index : 2118040
 Disclosure of any Interest : Ms Christine Young - Director Community Development.
 Previous Items : Not Applicable
 Works Programme : Not Applicable
 Funding : Not Applicable
 Responsible Officer : Christine Young
 Director Community Development

AUTHORITY / DISCRETION

DEFINITION

<input type="checkbox"/>	Advocacy	<i>when Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i>
<input checked="" type="checkbox"/>	Executive	<i>the substantial direction setting and oversight role of the Council. e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i>
<input type="checkbox"/>	Legislative	<i>includes adopting local laws, town planning schemes & policies.</i>
<input type="checkbox"/>	Review	<i>when Council review decisions made by Officers.</i>
<input type="checkbox"/>	Quasi-Judicial	<i>when Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i>

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KEY ISSUES / SUMMARY

- A decision on the level of participation in the 2009 International Liveable Communities Award Finalist presentation in the City of Pilsen, Czech Republic 8-12 October 2009

BACKGROUND

Note: This Item is late due to the City being notified only recently of success as a finalist in these Awards. Due to the time constraints associated with a decision concerning participation to the next level of these awards this Item is required to be presented to the August 2009 meeting of Council.

The International Liveable Communities (LivCom) Awards were launched in 1997 and are endorsed by the United Nations Environment Programme.

LivCom is the world's only Awards Competition focussing on Best Practice regarding the management of the local environment. The objective of LivCom is to improve the quality of life of individual citizens through the creation of 'liveable communities' and encourage best practice, innovation and leadership in providing a vibrant, environmentally sustainable community. In recent years categories have an increased focus on community sustainability.

LivCom is managed by a recognised non profit making UK Registered Company which also has UK Registered Charity status.

LivCom is non-political, embracing all nations and cultures, and over 50 countries are represented within the Awards.

A written submission was completed in June and forwarded to the International Judging Panel for the 2009 International Liveable Communities Awards. The submission was completed within existing resources with minimal impact on current workloads.

Elected Members were informed of the intention to make a submission to these Awards and invited to comment.

Following the meeting of the International Judging Panel, the City of Melville has been identified as a finalist and invited to participate in the Whole of City section population category C (75,000 – 200,000) in the City of Pilsen in the Czech Republic during 8 – 12 October.

Since inception of the Awards program there have been approximately 20 Australian Finalists with City of Mandurah winning a Silver Award in 2006. In 2008 there were a total of 280 entries which included 28 whole community award finalists and in 2009 there are 35 whole community award finalists across 5 population categories.

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DETAIL

The LivCom Awards covers five categories.

- Enhancement of the Landscape
- Heritage Management
- Environmentally Sensitive Practices
- Community Sustainability
- Healthy Lifestyles
- Planning for the Future

Up to three presenters may be nominated to be involved in the City of Melville's final verbal presentation. The maximum time for the finals presentation is 40 minutes and may include a DVD section of no longer than 12 minutes. Following the presentation there will be a period of questions from the International Judging Panel.

The highest level of City Council and municipality organisations are represented at the awards presentations. It would be expected and appropriate that the Mayor and Chief Executive Officer be in attendance.

The initial awards submission was prepared by the Community Development Directorate with significant involvement of the Manager Neighbourhood Development. Both the Director Community Development and Manager Neighbourhood Development have a comprehensive understanding of liveable communities, community planning, wellbeing and sustainability, and are also experienced with presentation environments. The Manager Neighbourhood Development has accredited facilitation and presentation skills. The Director Community Development has previous international experience and involvement with the World Health Organisations Age Friendly Cities project which will contribute to the next level of the awards submission.

This report nominates the Mayor, Chief Executive Officer, Director Community Development and Manager Neighbourhood Development as delegates to the awards presentations

At the Finals all delegates are able to observe Presentations that contain examples of International Best Practice applied to challenges similar to those facing our City.

This presents an opportunity to showcase our City's Best Practice on an international stage and influence accepted International Best Practice, and to learn from others.

There are a number of benefits for the City of Melville in participating in the LivCom Final presentations including:

- Opportunities to learn from communities from around the world International Best Practice in environmental and landscape management, heritage management, community empowerment and forward planning.
- Opportunities to meet delegates from communities from other countries and cultures that are facing similar challenges to those faced by our community leading to formation of partnerships to exchange information and experiences
- Enhanced civic pride by being one of the 'leading communities in the world'.
- Exchange of information and experiences which can produce accelerated technical benefits and financial savings and can contribute to ongoing relationships and networks.
- Increased international profile for our community
- Success in the Awards may be used to promote tourism and capital investment opportunities.
- Enhancement of national and international publicity

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- Opportunities to join an international network of communities from over 50 countries with similar environmentally based objectives.
- Encouragement of community engagement.

The LivCom Awards covers five population categories. Communities are not compared against others within their population category but are judged as to how they are performing in respect of the judging criteria within the cultural, political, economic, geographic and climatic environment in which they are situated.

One of the key drivers of the awards is that delegates benefit from the opportunity to exchange knowledge and best practice ideas during two days of presentations by colleagues from towns and cities from around the globe.

Each year, the LivCom Judging Criteria are reviewed and, if necessary amended to reflect the changing emphasis of Local Authorities' responsibilities, which have moved away from a concentration on the provision of facilities to one that, has much greater social responsibilities, often approached through enabling initiatives rather than the provision of physical resources.

2009 Finalists

Category C (Population 75,001 – 200,000)

BROADLAND, England

Communhaute d'Agglomeration de CERGY-PONTOISE, France

HARTLEPOOL, England

KAKAMIGAHARA CITY, Japan

City of KLDNO, Czech Republic

LAFAYETTE, USA

City of MELVILLE, Australia

MIKOLOW COUNTY, Poland

City of NORWICH, England

City of ROANOKE, USA

ROCKHAMPTON REGION, Australia

SHILONG TOWN, P.R. CHINA

The LivCom Awards are the only forum in which International Best Practice may be observed and developed, and participation in the Awards is an investment in the future of our community.

PUBLIC CONSULTATION/COMMUNICATION

Nil

CONSULTATION WITH OTHER AGENCIES / CONSULTANTS

Nil

STATUTORY AND LEGAL IMPLICATIONS

NA

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FINANCIAL IMPLICATIONS

The cost per delegate to participate in the Awards Finals is approximately \$3,500 – including return airfare, accommodation and sustenance for 7 days. The City of Pilsen has arranged accommodation for all delegates at heavily discounted rates. Pilsen is approximately 40 minutes by road from Prague and transport has also been arranged for at no cost for delegates from Prague to Pilsen and return.

The City of Pilsen is hosting a number of events at no additional cost for the first four delegates; subsequent delegates are eligible to participate at an additional cost of 150 Euros (\$255 AUD)

Nominated delegates are prepared to meet some costs personally reducing the financial impact to the City.

It is recommended an amount of \$12,000 be considered towards the costs for four delegates to attend. These funds are available in account number 100.26419.7105.000

The preparation towards the presentation will be covered within existing resources.

STRATEGIC AND RISK MANAGEMENT IMPLICATIONS

The long term benefits to the City of Melville can be far-reaching into the wider community and can be viewed as part of an economic strategy that promotes local and regional amenity.

For example in a globally competitive marketplace for overseas students, lifestyle while studying is increasingly important. The liveability of an area could increase opportunities for Murdoch University being able to market and promote Melville to overseas students thereby enabling the University to be seen as a more attractive location for overseas students to attend. A detailed survey of spending by overseas students found that those in Western Australia spent an average of \$476 per week on non-fee related spending. Regionally TAFE have also increased their overseas student market and again liveability of an area will impact on these students decision making.

Skilled migration to the South West Metropolitan Region and Western Australia is essential for economic growth. Over fifty per cent of skilled migration comes from overseas interest. To be able to market a City as a recognised award winner provides credibility to a high level of amenity critical to those skilled professionals considering migration either from overseas or interstate. Significant numbers will be required to staff the Fiona Stanley Hospital and surrounding precinct and amenity will be a critical consideration for those making decisions about where to live, work, and recreate.

The awards may well contribute towards optimising development opportunities for the likes of key strategic hubs for the City including the Fiona Stanley Hospital/Murdoch precinct and the Canning Bridge precinct. The branding of “Liveable Communities” has been reported to promote development investment in those successful cities.

In collaboration with Tourism WA there is an opportunity for Melville to be considered a tourist destination with particularly the river foreshore areas being promoted to an international audience, thereby attracting tourism investments to not only our local area but the wider metropolitan area.

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Risk Statement	Level of Risk*	Risk Mitigation Strategy
Expenditure to send delegation does not provide suitable returns on investment back to the City	Low	Selection of delegates to ensure collaborative partnerships and networks developed as a result of participation aim to ensure knowledge and skills gained are utilised for the greatest benefit of Melville
Negative community response to expenditure for overseas travel.	Medium	Promote the benefits to be gained by both the City of Melville and other key agencies for e.g. Murdoch University

* As derived from using the Risk Assessment Matrix

POLICY IMPLICATIONS

Elected members claims for allowances and expenses and conference attendance 14-PL- 003.

ALTERNATE OPTIONS AND THEIR IMPLICATIONS

To remain as a Finalist in the 2009 International Liveable Communities Awards and not pursue further participation would not provide the opportunities for benefits back to the City of Melville as previously outlined.

CONCLUSION

OFFICER RECOMMENDATION (8021)

APPROVAL

1. That the City of Melville send a delegation of four persons which include the Mayor or his deputy, Chief Executive Officer, Director Community Development and Manager Neighbourhood Development to present as a Finalist at the 2009 International Liveable Communities Awards in the City of Pilsen, Czech Republic.
2. That an amount of \$12,000 be provided from account number 100.26419.7105.000 to fund the delegation.
3. That the Mayor seek letters of support for the City of Melville submission from the Prime Minister of Australia, the Premier of Western Australia, and the Agent General for Western Australia.