TAMALA PARK REGIONAL COUNCIL

MONTHLY STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 28 FEBRUARY 2011

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TAMALA PARK REGIONAL COUNCIL
STATEMENT OF FINANCIAL ACTIVITY
FOR THE PERIOD 1 JULY 2010 TO 28 FEBRUARY 2011

	NOTE	28 Feb 2011 Actual $	28 Feb 2011 Y-T-D Budget $	Amended 2010/11 Annual Budget $	Variances Budget to Actual Y-T-D %
Operating					
Revenues	1,2				
Interest Earnings		536,661	561,177	850,000	(4.37%)
Other Revenue		1,251	0	0	100.00%
		537,912	561,177	850,000	(4.15%)
(Expenses)	1,2				
Employee Costs		(253,936)	(342,158)	(473,844)	25.78%
Materials and Contracts					
- Professional Consulting Fees		(114,045)	(269,164)	(403,800)	(57.63%)
- Materials and Contracts Other		(64,835)	(356,609)	(535,710)	(81.82%)
Depreciation		0	0	(4,502)	0.00%
Utilities		0	(6,656)	(10,000)	(100.00%)
Insurance		(7,218)	(4,664)	(7,005)	54.76%
Other Expenditure		(79,375)	(73,375)	(118,500)	8.18%
		(519,409)	(1,052,626)	(1,553,361)	(50.66%)
Adjustments for Non-Cash (Revenue) and Expenditure					
Depreciation on Assets		0	0	4,502	0.00%
Provision for Audit Fees		0	0	0	0.00%
Movement in Non-current Employee Entitlements		0	0	0	0.00%
Capital Revenue and (Expenditure)					
Contributed Equity		0	(94,537)	(94,537)	100.00%
Land and Buildings	3	(5,000)	(46,662)	(80,000)	89.28%
Furniture and Equipment	3	0	(23,331)	(40,000)	100.00%
ADD Net Current Assets July 1 B/Fwd	7	15,111,724	15,104,806	15,104,806	(0.05%)
Net Current Assets Year to Date	7	15,125,227	14,448,827	14,191,410	

This statement is to be read in conjunction with the accompanying notes.

TAMALA PARK REGIONAL COUNCIL
NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY
FOR THE PERIOD 1 JULY 2010 TO 28 FEBRUARY 2011

1. SIGNIFICANT ACCOUNTING POLICIES

The significant accounting policies which have been adopted in the preparation of this statement of financial activity are:

(a) Basis of Accounting

This statement is a special purpose financial report, prepared in accordance with applicable Australian Australian Accounting Standards, other mandatory professional reporting requirements and the Local Government Act 1995 (as amended) and accompanying regulations (as amended).

(b) The Local Government Reporting Entity

All Funds through which the Council controls resources to carry on its functions have been included in this statement.

In the process of reporting on the local government as a single unit, all transactions and balances between those funds (for example, loans and transfers between Funds) have been eliminated.

The Council does not hold any monies in trust.

(c) Rounding Off Figures

All figures shown in this statement, other than a rate in the dollar, are rounded to the nearest dollar.

(d) Rates, Grants, Donations and Other Contributions

Rates, grants, donations and other contributions are recognised as revenues when the local government obtains control over the assets comprising the contributions. Control over assets acquired from rates is obtained at the commencement of the rating period or, where earlier, upon receipt of the rates.

(e) Goods and Services Tax

In accordance with recommended practice, revenues, expenses and assets capitalised are stated net of any GST recoverable. Receivables and payables are stated inclusive of applicable GST.

(f) Cash and Cash Equivalents

Cash and cash equivalents comprise cash at bank and in hand and short-term deposits that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

For the purposes of the Cash Flow Statement, cash and cash equivalents consist of cash and cash equivalents as defined above, net of outstanding bank overdrafts. Bank overdrafts are included as short-term borrowings in current liabilities.

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(g) Trade and Other Receivables

Trade receivables, which generally have 30 - 90 day terms, are recognised initially at fair value and subsequently measured at amortised cost using the effective interest rate method, less any allowance for uncollectible amounts.

Collectability of trade receivables is reviewed on an ongoing basis. Debts that are known to be uncollectible are written off when identified. An allowance for doubtful debts is raised when there is objective evidence that they will not be collectible.

(h) Inventories

General

Inventories are valued at the lower of cost and net realisable value. Net realisable value is the estimated selling price in the ordinary course of business less the estimated costs of completion and the estimated costs necessary to make the sale.

Inventories held from trading are classified as current even if not expected to be realised in the next 12 months.

Land Held for Resale

Land purchased for development and/or resale is valued at the lower of cost and net realisable value. Cost includes the cost of acquisition, development and interest incurred on the financing of that land during its development. Interest and holding charges incurred after development is complete are recognised as expenses.

Revenue arising from the sale of property is recognised in the operating statement as at the time of signing a binding contract of sale.

Land held for resale is classified as current except where it is held as non-current based on Council's

(i) Fixed Assets

All assets are initially recognised at cost. Cost is determined as the fair value of the assets given as consideration plus costs incidental to the acquisition. For assets acquired at no cost or for nominal consideration, cost is determined as fair value at the date of acquisition. The cost of non-current assets constructed by the Municipality includes the cost of all materials used in the construction, direct labour on the project and an appropriate proportion of variable and fixed overhead.

Certain asset classes may be revalued on a regular basis such that the carrying values are not materially different from fair value. Assets carried at fair value are to be revalued with sufficient regularity to ensure the carrying amount does not differ materially from that determined using fair value at reporting date.

(j) Depreciation of Non-Current Assets

All non-current assets having a limited useful life are systematically depreciated over their useful lives in a manner which reflects the consumption of the future economic benefits embodied in those assets.

Depreciation is recognised on a straight-line basis, using rates which are reviewed each reporting period. Major depreciation periods are:

Computer Equipment	4 years
Printers, Photocopiers and Scanners	5 years
Furniture and Equipment	4 to 10 years
Floor coverings	8 years
Phones and Faxes	6 to 7 years
Plant and Equipment	5 to 15 years
Infrastructure	30 to 50 years

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(k) Impairment

In accordance with Australian Accounting Standards the Council's assets, other than inventories, are assessed at each reporting date to determine whether there is any indication they may be impaired.

Where such an indication exists, an estimate of the recoverable amount of the asset is made in accordance with AASB 136 "Impairment of Assets" and appropriate adjustments made.

An impairment loss is recognised whenever the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. Impairment losses are recognised in the Income Statement.

For non-cash generating assets such as roads, drains, public buildings and the like, value in use is represented by the depreciated replacement cost of the asset.

At the time of preparing this report, it is not possible to estimate the amount of impairment losses (if any) as at 30 June 2011.

In any event, an impairment loss is a non-cash transaction and consequently, has no impact on the Monthly Statement of Financial Position from a budgetary perspective.

(l) Trade and Other Payables

Trade and other payables are carried at amortised cost. They represent liabilities for goods and services provided to the Municipality prior to the end of the financial year that are unpaid and arise when the Municipality becomes obliged to make future payments in respect of the purchase of these goods and services. The amounts are unsecured and are usually paid within 30 days of recognition.

(m) Employee Benefits

The provisions for employee benefits relates to amounts expected to be paid for long service leave, annual leave, wages and salaries and are calculated as follows:

(i) Wages, Salaries, Annual Leave and Long Service Leave (Short-term Benefits)

The provision for employees' benefits to wages, salaries, annual leave and long service leave expected to be settled within 12 months represents the amount the municipality has a present obligation to pay resulting from employees services provided to balance date. The provision has been calculated at nominal amounts based on remuneration rates the Council expects to pay and includes related on-costs.

(ii) Annual Leave and Long Service Leave (Long-term Benefits)

The liability for long service leave is recognised in the provision for employee benefits and measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currency that match as closely as possible, the estimated future cash outflows. Where Council does not have the unconditional right to defer settlement beyond 12 months, the liability is recognised as a current liability.

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(n) Interest-bearing Loans and Borrowings

All loans and borrowings are initially recognised at the fair value of the consideration received less directly attributable transaction costs.

After initial recognition, interest-bearing loans and borrowings are subsequently measured at amortised cost using the effective interest method. Fees paid on the establishment of loan facilities that are yield related are included as part of the carrying amount of the loans and borrowings.

Borrowings are classified as current liabilities unless the Council has an unconditional right to defer settlement of the liability for at least 12 months after the balance sheet date.

Borrowing Costs

Borrowing costs are recognised as an expense when incurred except where they are directly attributable to the acquisition, construction or production of a qualifying asset. Where this is the case, they are capitalised as part of the cost of the particular asset.

(o) Provisions

Provisions are recognised when: The council has a present legal or constructive obligation as a result of past events; it is more likely than not that an outflow of resources will be required to settle the obligation; and the amount has been reliably estimated. Provisions are not recognised for future operating losses.

Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole. A provision is recognised even if the likelihood of an outflow with respect to any one item included in the same class of obligations may be small.

(p) Current and Non-Current Classification

In the determination of whether an asset or liability is current or non-current, consideration is given to the time when each asset or liability is expected to be settled. The asset or liability is classified as current if it is expected to be settled within the next 12 months, being the Council's operational cycle. In the case of liabilities where Council does not have the unconditional right to defer settlement beyond 12 months, such as vested long service leave, the liability is classified as current even if not expected to be settled within the next 12 months. Inventories held for trading are classified as current even if not expected to be realised in the next 12 months except for land held for resale where it is held as non-current based on Council's intentions to release for sale.

2. STATEMENT OF OBJECTIVE

The Regional Council has a specific regional purpose which is:

a) To undertake, in accordance with the objectives, the rezoning, subdivision, development marketing and sale of land comprising the developable portion of Lot 118 Mindarie (now Lot 9504); and
b) To carry out and do all other acts and things which are reasonably necessary for the bringing into effect of the matters referred to in paragraph a).

The objectives of the Regional Council are:

1. To develop and improve the value of the land;
2. To maximise, and with prudent risk parameters, the financial return to the Participants;
3. To balance economic, social and environmental issues; and
4. To produce a quality development demonstrating the best urban design and development practice.

3. ACQUISITION OF ASSETS

The following assets are budgeted to be acquired during the year:		28-Feb 2010/11 Actual $	Amended Annual 2010/11 Budget $
By Program			
Economic Services			
General Office Fitout	**LB**	5,000	80,000
Other Property and Services			
Computer Equipment	**FE**	0	10,000
Furniture	**FE**	0	30,000
		5,000	**120,000**
By Class			
Land and Buildings	**LB**	5,000	80,000
Furniture and Equipment	**FE**	0	40,000
		5,000	**120,000**

4. DISPOSALS OF ASSETS

No assets were disposed during the reporting period to the 28th February 2011.

5. INFORMATION ON BORROWINGS

No borrowings have been made in the period under review. No borrowings are budgeted for the 2010-11 financial year.

6. CONTRIBUTED EQUITY

The amount of Contributed Equity is $16,067,703 as at 28 February 2011.

	28-Feb 2010/11 Actual $	2009/10 Actual $
Town of Victoria Park	1,338,975	1,338,975
City of Perth	1,338,975	1,338,975
Town of Cambridge	1,338,975	1,338,975
City of Joondalup	2,677,951	2,677,951
City of Wanneroo	2,677,951	2,677,951
Town of Vincent	1,338,975	1,338,975
City of Stirling	5,355,901	5,355,901
TOTAL	16,067,703	16,067,703

7. NET CURRENT ASSETS

Composition of Estimated Net Current Asset Position	28 Feb 2011 Actual $	Brought Forward 1-Jul $
CURRENT ASSETS		
Cash - Unrestricted	15,166,434	15,225,107
Receivables	8,912	43,934
	15,175,346	15,269,041
LESS: CURRENT LIABILITIES		
Payables and Provisions	(50,119)	(157,317)
NET CURRENT ASSET POSITION	15,125,227	15,111,724
NET CURRENT ASSET POSITION	15,125,227	15,111,724

8. RATING INFORMATION

Being a Regional Council, no rates will be raised during the year ending 30 June 2011.

9. TRUST FUNDS

The Regional Council does not hold any funds in trust on behalf of third parties.

Tamala Park Regional Council
Balance Sheet
As of February 28, 2011

	Feb 28, 11	Jun 30, 10	$ Change
ASSETS			
Current Assets			
Chequing/Savings			
A01100 · Cash at Bank			
A01101 · Unrestricted Municipal Bank	63,398.98	-2,129.77	65,528.75
A01102 · Unrestricted Short Term Investm	27,455.34	151,656.78	-124,201.44
A01106 · Fixed Term Deposit_BankWest	7,693,062.63	7,693,062.63	0.00
A01107 · Fixed Term Deposit Suncorp Metw	7,382,487.51	7,382,487.51	0.00
Total A01100 · Cash at Bank	15,166,404.46	15,225,077.15	-58,672.69
Total Chequing/Savings	15,166,404.46	15,225,077.15	-58,672.69
Accounts Receivable			
A01120 · ACCOUNTS RECEIVABLE			
A011201 · Accrued Interest	0.00	36,364.68	-36,364.68
Total A01120 · ACCOUNTS RECEIVABLE	0.00	36,364.68	-36,364.68
Total Accounts Receivable	0.00	36,364.68	-36,364.68
Other Current Assets			
A01105 · Petty Cash and Cash on Hand	30.00	30.00	0.00
A01180 · Accommodation Bond - CoS	1,000.00	1,000.00	0.00
Total Other Current Assets	1,030.00	1,030.00	0.00
Total Current Assets	15,167,434.46	15,262,471.83	-95,037.37
Fixed Assets			
A0151 · Land			
A01512 · At Cost			
E168010 · Land Acquisition 2009-10			
E168011 · Acquisition lot 807 Neerabup Rd	2,000,000.00	2,000,000.00	0.00
Total E168010 · Land Acquisition 2009-10	2,000,000.00	2,000,000.00	0.00
Total A01512 · At Cost	2,000,000.00	2,000,000.00	0.00
Total A0151 · Land	2,000,000.00	2,000,000.00	0.00
A0154 · Furniture & Equipment			
A01541 · Accumulated Depn - F&E	-13,796.00	-13,796.00	0.00
A01542 · At Cost			
E168200 · Additiions - 2007-08			
E168201 · Telephones, Faxes	662.73	662.73	0.00
E168203 · Computer Equipment	7,857.14	7,857.14	0.00
E168204 · Printers Photocopiers Scanners	6,821.73	6,821.73	0.00
E168205 · Furniture & Equipment	136.36	136.36	0.00
E168206 · Floor Coverings	2,050.00	2,050.00	0.00
Total E168200 · Additiions - 2007-08	17,527.96	17,527.96	0.00

Tamala Park Regional Council
Balance Sheet
As of February 28, 2011

	Feb 28, 11	Jun 30, 10	$ Change
E168500 · Additions 2008-09			
E168502 · Computer - Project Dev Mgr	2,490.82	2,490.82	0.00
Total E168500 · Additions 2008-09	2,490.82	2,490.82	0.00
E168510 · F&OEquip Additions 2009-10			
E168511 · Elect-Compute Equipment 2009-10	3,434.55	3,434.55	0.00
E168513 · General Office Fitout	5,000.00	0.00	5,000.00
E168514 · Printers Copiers Scanners Camer	346.28	346.28	0.00
E168515 · Phones	800.00	800.00	0.00
Total E168510 · F&OEquip Additions 2009-10	9,580.83	4,580.83	5,000.00
A01542 · At Cost - Other	2,959.27	2,959.27	0.00
Total A01542 · At Cost	32,558.88	27,558.88	5,000.00
Total A0154 · Furniture & Equipment	18,762.88	13,762.88	5,000.00
Total Fixed Assets	2,018,762.88	2,013,762.88	5,000.00
TOTAL ASSETS	**17,186,197.34**	**17,276,234.71**	**-90,037.37**
LIABILITIES			
Current Liabilities			
Accounts Payable			
L01215 · SUNDRY CREDITORS	-0.75	82,929.17	-82,929.92
Total Accounts Payable	-0.75	82,929.17	-82,929.92
Credit Cards			
A01110 · Westpac Visa Corp Credit Card	0.00	3,661.70	-3,661.70
Total Credit Cards	0.00	3,661.70	-3,661.70
Other Current Liabilities			
2100 · Payroll Liabilities			
L2001 · PAYG Deductions	9,226.00	29,832.00	-20,606.00
Total 2100 · Payroll Liabilities	9,226.00	29,832.00	-20,606.00
2200 · Tax Payable	-7,912.30	-6,569.40	-1,342.90
L0122 · Employee Entitlements			
L01225 · Annual Leave	33,894.05	33,894.05	0.00
Total L0122 · Employee Entitlements	33,894.05	33,894.05	0.00
L01229 · Prov for Audit Fees	7,000.00	7,000.00	0.00
Total Other Current Liabilities	42,207.75	64,156.65	-21,948.90
Total Current Liabilities	42,207.00	150,747.52	-108,540.52
Long Term Liabilities			
L01230 · Provision - Employee LSL	6,918.42	6,918.42	0.00

Tamala Park Regional Council
Balance Sheet
As of February 28, 2011

	Feb 28, 11	Jun 30, 10	$ Change
Total Long Term Liabilities	6,918.42	6,918.42	0.00
TOTAL LIABILITIES	49,125.42	157,665.94	-108,540.52
NET ASSETS	17,137,071.92	17,118,568.77	18,503.15
EQUITY			
3000 · Opening Bal Equity			
L019051 · TVP Dist Rates Equiv 07-09	-19,239.97	-19,239.97	0.00
L019052 · CP Dist Rates Equiv 07-09	-19,239.97	-19,239.97	0.00
L019053 · TC Dist Rates Equiv 07-09	-19,239.97	-19,239.97	0.00
L019054 · CJ Dist Rates Equiv 07-09	-38,479.93	-38,479.93	0.00
L019055 · CW Dist Rates Equiv 07-09	-38,479.93	-38,479.93	0.00
L019056 · TV Dist Rates Equiv 07-09	-19,239.97	-19,239.97	0.00
L019057 · CS Dist Rates Equiv 07-09	-76,959.86	-76,959.86	0.00
Total 3000 · Opening Bal Equity	-230,879.60	-230,879.60	0.00
3900 · *Retained Earnings	1,128,009.20	1,224,683.01	-96,673.81
L019001 · Town of Victoria Park			
L019101 · TVP Contributed Equity	1,351,786.60	1,351,786.60	0.00
Total L019001 · Town of Victoria Park	1,351,786.60	1,351,786.60	0.00
L019002 · City of Perth			
L019102 · CP Contributed Equity	1,351,786.60	1,351,786.60	0.00
Total L019002 · City of Perth	1,351,786.60	1,351,786.60	0.00
L019003 · Town of Cambridge			
L019103 · TC Contributed Equity	1,351,786.60	1,351,786.60	0.00
Total L019003 · Town of Cambridge	1,351,786.60	1,351,786.60	0.00
L019004 · City of Joondalup			
L019104 · CJ Contributed Equity	2,703,573.19	2,703,573.19	0.00
Total L019004 · City of Joondalup	2,703,573.19	2,703,573.19	0.00
L019005 · City of Wanneroo			
L019105 · CW Contributed Equity	2,703,573.19	2,703,573.19	0.00
Total L019005 · City of Wanneroo	2,703,573.19	2,703,573.19	0.00
L019006 · Town of Vincent			
L019106 · TV Contributed Equity	1,351,786.60	1,351,786.60	0.00
Total L019006 · Town of Vincent	1,351,786.60	1,351,786.60	0.00
L019007 · City of Stirling			
L019107 · CS Contributed Equity	5,407,146.39	5,407,146.39	0.00
Total L019007 · City of Stirling	5,407,146.39	5,407,146.39	0.00
Net Income	18,503.15	-96,673.81	115,176.96
TOTAL EQUITY	17,137,071.92	17,118,568.77	18,503.15

Tamala Park Regional Council
Profit & Loss Budget Performance
July 2010 through February 2011

	Jul '10 - Feb 11	YTD Budget	Annual Budget
Income			
I03 · GENERAL PURPOSE FUNDING			
I032 · Other GPF			
I032020 · Contributions	50.00		
I032030 · Interest on Investment	536,660.96	561,176.80	850,000.00
Total I032 · Other GPF	536,710.96	561,176.80	850,000.00
Total I03 · GENERAL PURPOSE FUNDING	536,710.96	561,176.80	850,000.00
I14 · OTHER PROPERTY & SERVICES			
I145 · Administration			
I145010 · Reimbursements	1,200.93	0.00	0.00
Total I145 · Administration	1,200.93	0.00	0.00
Total I14 · OTHER PROPERTY & SERVICES	1,200.93	0.00	0.00
Total Income	537,911.89	561,176.80	850,000.00
Gross Profit	537,911.89	561,176.80	850,000.00
Expense			
6560 · Payroll Expenses	0.00		
E04 · GOVERNANCE.			
E041 · Membership			
E041005 · Chairman Allowance	9,750.00	4,500.00	6,000.00
E041010 · Deputy Chair Allowance	1,125.00	1,125.00	1,500.00
E041018 · Composite Allowance	63,000.00	57,749.99	90,999.99
E041020 · Conference Expenses	0.00	5,000.00	10,000.00
E041025 · Training	0.00		
E041030 · Other Costs	535.77	5,000.00	10,000.00
Total E041 · Membership	74,410.77	73,374.99	118,499.99
Total E04 · GOVERNANCE.	74,410.77	73,374.99	118,499.99
E14 · ADMINISTRATION			
E145 · Administration			
E145005 · Salaries - Basic Costs	210,538.01	290,000.00	400,000.00
E145007 · Salaries Occ. Superannuation	18,948.53	22,398.20	30,000.00
E145009 · Salaries WALGS Superannuation	0.00	2,096.00	3,144.00
E145011 · Advertising Staff Vacancies	0.00	6,668.00	10,000.00
E145015 · Insurance W/comp.	14,190.00	8,664.00	13,000.00
E145017 · Medical Exam. Costs	0.00	200.00	200.00
E145019 · Staff Training & Dev.	0.00	1,800.00	2,000.00
E145020 · Conference Expenses CEO	7,654.55	6,664.00	10,000.00
E145021 · Telephone - Staff Reimbursement	0.00	332.00	500.00
E145024 · Travel Expenses CEO	2,865.06	3,336.00	5,000.00
E145025 · Other Accom & Property Costs	3,081.00	5,782.00	10,000.00
E145027 · Advertising General	0.00	3,333.36	5,000.00
E145029 · Advertising Public/Statutory	3,578.62	4,000.00	6,000.00
E145031 · Graphics Consumables	0.00	3,328.00	5,000.00
E145033 · Photocopying	782.15	1,000.00	1,500.00
E145037 · Postage, Courier & Freight	102.32	332.00	500.00
E145039 · Printing	310.72	3,336.00	5,000.00
E145043 · Stationery	553.23	400.00	600.00
E145045 · Other Admin Expenses	2,000.00	1,336.00	2,000.00
E145047 · Office Telephones & Faxes	1,841.03	1,668.00	2,500.00
E145053 · Bank Charges	297.28	200.00	300.00

Tamala Park Regional Council
Profit & Loss Budget Performance
July 2010 through February 2011

	Jul '10 - Feb 11	YTD Budget	Annual Budget
E145055 · Credit Charges	0.00	40.00	60.00
E145057 · Audit Fees	4,740.00	9,200.00	13,800.00
E145059 · Membership Fees	2,000.00	5,034.00	7,550.00
E145061 · Legal Expenses	2,000.00	20,000.00	30,000.00
E145069 · Valuation Fees	0.00	13,336.00	20,000.00
E145075 · Promotions	0.00	6,664.00	10,000.00
E145077 · Business Hospitality Expenses	257.68	6,664.00	10,000.00
E145081 · Professional Retainer	0.00	0.00	0.00
E145082 · Lawyers (EOI)	12,530.60	20,000.00	30,000.00
E145083 · Research	0.00	13,336.00	20,000.00
E145084 · EOI Consultancy	0.00	0.00	0.00
E145086 · Probity Auditor	3,220.00	13,336.00	20,000.00
E145087 · Computer Software Mtce	553.64	3,336.00	5,000.00
E145088 · Accounting Management	13,840.00	13,328.00	20,000.00
E145089 · Computer Software Purchase	0.00	6,668.00	10,000.00
E145091 · Computer Sundries	0.00	668.00	1,000.00
E145092 · Data Communication Links	0.00	668.00	1,000.00
E145093 · Internet Provider Costs	1,583.43	1,336.00	2,000.00
E145094 · Plant & Equipment Purchase Non-	0.00	200.00	300.00
E145095 · Furniture & Equipment Purchase	0.00	0.00	0.00
E145097 · Hire of Equipment	0.00	1,336.00	2,000.00
E145101 · Consumable Stores	121.91	336.00	500.00
E145103 · Newspapers & Periodicals	0.00	136.00	200.00
E145105 · Publications & Brochures	0.00	536.00	800.00
E145107 · Subscriptions	0.00	328.00	500.00
E145109 · Parking Expenses	192.11	136.00	200.00
E145111 · Plans	0.00	1,000.00	1,500.00
E145113 · Emergency Services	600.00	1,000.00	1,000.00
E145117 · Electricity	921.82	1,000.00	1,500.00
E145119 · Professional Indemnity	1,386.75	1,016.00	1,525.00
E145121 · Insurance - Public Liability	1,900.00	1,400.00	2,100.00
E145123 · Insurance - Property (ISR)	871.35	1,664.00	2,500.00
E145126 · Insurance - Personal Accident	800.00	584.00	880.00
E145127 · Insurance - Other	0.00	0.00	0.00
E145217 · Cash Rounding Account	0.00	0.00	0.00
E145222 · Depreciation Furniture_office E	0.00	0.00	4,502.00
Total E145 · Administration	314,261.79	511,159.56	732,661.00
Total E14 · ADMINISTRATION	314,261.79	511,159.56	732,661.00
E24 · CONSULTANT EXPENSE			
E145079 · Consultancy			
E145400 · Structure Planning			
E145401 · Direct Component	14,562.75	30,000.00	45,000.00
E145402 · Variation SP Options	20,910.00	23,328.00	35,000.00
E145403 · Aerial Perspective Diagrams	0.00	3,328.00	5,000.00
E145405 · TPG Syrinx Component	0.00	3,328.00	5,000.00
E145406 · TPG Creating Communit Component	193.75	0.00	0.00
E145407 · TPG Douglas Partners Component	0.00	0.00	0.00
E145409 · Traffic consultant	0.00	10,000.00	15,000.00
E145410 · Economic Component	0.00	3,328.00	5,000.00
E145413 · Structure Plan Modification	0.00	0.00	0.00
Total E145400 · Structure Planning	35,666.50	73,312.00	110,000.00
E145430 · Other Struct_Pl Consultancies			
E145433 · Syrinx Env Mgt Rep-SP-992/33	2,453.00		
E145435 · Local Water Mgmnt Strategy	7,544.44	10,000.00	15,000.00

Tamala Park Regional Council
Profit & Loss Budget Performance
July 2010 through February 2011

	Jul '10 - Feb 11	YTD Budget	Annual Budget
E145436 · Syrinx Lev 2 Flora Veget Surv	0.00	0.00	0.00
E145437 · Landscaping & Env Detail Plan	0.00	20,000.00	30,000.00
E145438 · Eng Contours post St Pl Approva	0.00	0.00	0.00
Total E145430 · Other Struct_Pl Consultancies	9,997.44	30,000.00	45,000.00
E145440 · Env Innovation Consultancies			
E145443 · Hydrology Mgmnt & Reuse	0.00	0.00	0.00
E145444 · Energy Generation-Application	0.00	0.00	0.00
E145445 · Communication Systems	0.00	0.00	0.00
E145446 · MRC landfill Future Use/Integra	0.00	0.00	0.00
E145447 · Graceful Sun Moth Survey	0.00	6,664.00	10,000.00
E145448 · EPBC Act Management	37,230.00	33,328.00	50,000.00
Total E145440 · Env Innovation Consultancies	37,230.00	39,992.00	60,000.00
E145450 · Admin-Operational Consultancies			
E145451 · GST management	0.00	13,328.00	20,000.00
E145452 · Recruitment_Human Resources	0.00	6,664.00	10,000.00
Total E145450 · Admin-Operational Consultancies	0.00	19,992.00	30,000.00
E145079 · Consultancy - Other	0.00	0.00	0.00
Total E145079 · Consultancy	82,893.94	163,296.00	245,000.00
Total E24 · CONSULTANT EXPENSE	82,893.94	163,296.00	245,000.00
E34 · PROPERTY DEVELOPMENT- SERVICES			
E345 · Property Admin & Approvals			
E145041 · Signage/Decals	0.00	6,664.00	10,000.00
E145042 · Branding/Marketing	11,359.09	46,668.00	70,000.00
E145063 · Conveyancing Expenses	651.00	1,336.00	2,000.00
E145065 · Surveyors Fees	15,600.00	36,668.00	55,000.00
E145067 · Title Searches	0.00	136.00	200.00
E145070 · Preliminary Engineering Design	0.00	116,668.00	175,000.00
E145072 · Subdivision Design - Stage 1	20,232.15	80,000.00	120,000.00
E145074 · Environmental Management Plans	0.00	10,000.00	15,000.00
Total E345 · Property Admin & Approvals	47,842.24	298,140.00	447,200.00
E346 · Mtce Services - Land			
E145204 · Fences/Walls	0.00	3,328.00	5,000.00
E145206 · Mtce Services - Land - Other	0.00	3,328.00	5,000.00
Total E346 · Mtce Services - Land	0.00	6,656.00	10,000.00
Total E34 · PROPERTY DEVELOPMENT- SERVICES	47,842.24	304,796.00	457,200.00
Total Expense	519,408.74	1,052,626.55	1,553,360.99
Net Income	**18,503.15**	**-491,449.75**	**-703,360.99**

TAMALA PARK REGIONAL COUNCIL

MONTHLY STATEMENT OF FINANCIAL ACTIVITY

FOR THE PERIOD 1 JULY 2010 TO 31 MARCH 2011

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TAMALA PARK REGIONAL COUNCIL
STATEMENT OF FINANCIAL ACTIVITY
FOR THE PERIOD 1 JULY 2010 TO 31 MARCH 2011

	NOTE	31 Mar 2011 Actual $	31 Mar 2011 Y-T-D Budget $	Amended 2010/11 Annual Budget $	Variances Budget to Actual Y-T-D %
Operating					
Revenues	1,2				
Interest Earnings		536,720	637,501	850,000	(15.81%)
Other Revenue		1,251	0	0	100.00%
		537,971	637,501	850,000	(15.61%)
(Expenses)	1,2				
Employee Costs		(281,371)	(355,432)	(473,844)	20.84%
Materials and Contracts					
- Professional Consulting Fees		(118,911)	(302,807)	(403,800)	(60.73%)
- Materials and Contracts Other		(66,826)	(402,045)	(535,710)	(83.38%)
Depreciation		0	0	(4,502)	0.00%
Utilities		0	(7,488)	(10,000)	(100.00%)
Insurance		(7,218)	(5,247)	(7,005)	37.56%
Other Expenditure		(79,375)	(73,375)	(118,500)	8.18%
		(553,701)	(1,146,394)	(1,553,361)	(51.70%)
Adjustments for Non-Cash (Revenue) and Expenditure					
Depreciation on Assets		0	0	4,502	0.00%
Provision for Audit Fees		0	0	0	0.00%
Movement in Non-current Employee Entitlements		0	0	0	0.00%
Capital Revenue and (Expenditure)					
Contributed Equity		0	(94,537)	(94,537)	100.00%
Land and Buildings	3	(5,000)	(59,994)	(80,000)	91.67%
Furniture and Equipment	3	0	(29,997)	(40,000)	100.00%
ADD Net Current Assets July 1 B/Fwd	7	15,111,724	15,104,806	15,104,806	(0.05%)
Net Current Assets Year to Date	7	15,090,994	14,411,385	14,191,410	

This statement is to be read in conjunction with the accompanying notes.

TAMALA PARK REGIONAL COUNCIL
NOTES TO AND FORMING PART OF THE STATEMENT OF FINANCIAL ACTIVITY
FOR THE PERIOD 1 JULY 2010 TO 31 MARCH 2011

1. SIGNIFICANT ACCOUNTING POLICIES

The significant accounting policies which have been adopted in the preparation of this statement of financial activity are:

(a) Basis of Accounting

This statement is a special purpose financial report, prepared in accordance with applicable Australian Australian Accounting Standards, other mandatory professional reporting requirements and the Local Government Act 1995 (as amended) and accompanying regulations (as amended).

(b) The Local Government Reporting Entity

All Funds through which the Council controls resources to carry on its functions have been included in this statement.

In the process of reporting on the local government as a single unit, all transactions and balances between those funds (for example, loans and transfers between Funds) have been eliminated.

The Council does not hold any monies in trust.

(c) Rounding Off Figures

All figures shown in this statement, other than a rate in the dollar, are rounded to the nearest dollar.

(d) Rates, Grants, Donations and Other Contributions

Rates, grants, donations and other contributions are recognised as revenues when the local government obtains control over the assets comprising the contributions. Control over assets acquired from rates is obtained at the commencement of the rating period or, where earlier, upon receipt of the rates.

(e) Goods and Services Tax

In accordance with recommended practice, revenues, expenses and assets capitalised are stated net of any GST recoverable. Receivables and payables are stated inclusive of applicable GST.

(f) Cash and Cash Equivalents

Cash and cash equivalents comprise cash at bank and in hand and short-term deposits that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

For the purposes of the Cash Flow Statement, cash and cash equivalents consist of cash and cash equivalents as defined above, net of outstanding bank overdrafts. Bank overdrafts are included as short-term borrowings in current liabilities.

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(g) Trade and Other Receivables

Trade receivables, which generally have 30 - 90 day terms, are recognised initially at fair value and subsequently measured at amortised cost using the effective interest rate method, less any allowance for uncollectible amounts.

Collectability of trade receivables is reviewed on an ongoing basis. Debts that are known to be uncollectible are written off when identified. An allowance for doubtful debts is raised when there is objective evidence that they will not be collectible.

(h) Inventories

General

Inventories are valued at the lower of cost and net realisable value. Net realisable value is the estimated selling price in the ordinary course of business less the estimated costs of completion and the estimated costs necessary to make the sale.

Inventories held from trading are classified as current even if not expected to be realised in the next 12 months.

Land Held for Resale

Land purchased for development and/or resale is valued at the lower of cost and net realisable value. Cost includes the cost of acquisition, development and interest incurred on the financing of that land during its development. Interest and holding charges incurred after development is complete are recognised as expenses.

Revenue arising from the sale of property is recognised in the operating statement as at the time of signing a binding contract of sale.

Land held for resale is classified as current except where it is held as non-current based on Council's

(i) Fixed Assets

All assets are initially recognised at cost. Cost is determined as the fair value of the assets given as consideration plus costs incidental to the acquisition. For assets acquired at no cost or for nominal consideration, cost is determined as fair value at the date of acquisition. The cost of non-current assets constructed by the Municipality includes the cost of all materials used in the construction, direct labour on the project and an appropriate proportion of variable and fixed overhead.

Certain asset classes may be revalued on a regular basis such that the carrying values are not materially different from fair value. Assets carried at fair value are to be revalued with sufficient regularity to ensure the carrying amount does not differ materially from that determined using fair value at reporting date.

(j) Depreciation of Non-Current Assets

All non-current assets having a limited useful life are systematically depreciated over their useful lives in a manner which reflects the consumption of the future economic benefits embodied in those assets.

Depreciation is recognised on a straight-line basis, using rates which are reviewed each reporting period. Major depreciation periods are:

Computer Equipment	4 years
Printers, Photocopiers and Scanners	5 years
Furniture and Equipment	4 to 10 years
Floor coverings	8 years
Phones and Faxes	6 to 7 years
Plant and Equipment	5 to 15 years
Infrastructure	30 to 50 years

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(k) Impairment

In accordance with Australian Accounting Standards the Council's assets, other than inventories, are assessed at each reporting date to determine whether there is any indication they may be impaired.

Where such an indication exists, an estimate of the recoverable amount of the asset is made in accordance with AASB 136 "Impairment of Assets" and appropriate adjustments made.

An impairment loss is recognised whenever the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. Impairment losses are recognised in the Income Statement.

For non-cash generating assets such as roads, drains, public buildings and the like, value in use is represented by the depreciated replacement cost of the asset.

At the time of preparing this report, it is not possible to estimate the amount of impairment losses (if any) as at 30 June 2011.

In any event, an impairment loss is a non-cash transaction and consequently, has no impact on the Monthly Statement of Financial Position from a budgetary perspective.

(l) Trade and Other Payables

Trade and other payables are carried at amortised cost. They represent liabilities for goods and services provided to the Municipality prior to the end of the financial year that are unpaid and arise when the Municipality becomes obliged to make future payments in respect of the purchase of these goods and services. The amounts are unsecured and are usually paid within 30 days of recognition.

(m) Employee Benefits

The provisions for employee benefits relates to amounts expected to be paid for long service leave, annual leave, wages and salaries and are calculated as follows:

(i) Wages, Salaries, Annual Leave and Long Service Leave (Short-term Benefits)

The provision for employees' benefits to wages, salaries, annual leave and long service leave expected to be settled within 12 months represents the amount the municipality has a present obligation to pay resulting from employees services provided to balance date. The provision has been calculated at nominal amounts based on remuneration rates the Council expects to pay and includes related on-costs.

(ii) Annual Leave and Long Service Leave (Long-term Benefits)

The liability for long service leave is recognised in the provision for employee benefits and measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currency that match as closely as possible, the estimated future cash outflows. Where Council does not have the unconditional right to defer settlement beyond 12 months, the liability is recognised as a current liability.

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

(n) Interest-bearing Loans and Borrowings

All loans and borrowings are initially recognised at the fair value of the consideration received less directly attributable transaction costs.

After initial recognition, interest-bearing loans and borrowings are subsequently measured at amortised cost using the effective interest method. Fees paid on the establishment of loan facilities that are yield related are included as part of the carrying amount of the loans and borrowings.

Borrowings are classified as current liabilities unless the Council has an unconditional right to defer settlement of the liability for at least 12 months after the balance sheet date.

Borrowing Costs

Borrowing costs are recognised as an expense when incurred except where they are directly attributable to the acquisition, construction or production of a qualifying asset. Where this is the case, they are capitalised as part of the cost of the particular asset.

(o) Provisions

Provisions are recognised when: The council has a present legal or constructive obligation as a result of past events; it is more likely than not that an outflow of resources will be required to settle the obligation; and the amount has been reliably estimated. Provisions are not recognised for future operating losses.

Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole. A provision is recognised even if the likelihood of an outflow with respect to any one item included in the same class of obligations may be small.

(p) Current and Non-Current Classification

In the determination of whether an asset or liability is current or non-current, consideration is given to the time when each asset or liability is expected to be settled. The asset or liability is classified as current if it is expected to be settled within the next 12 months, being the Council's operational cycle. In the case of liabilities where Council does not have the unconditional right to defer settlement beyond 12 months, such as vested long service leave, the liability is classified as current even if not expected to be settled within the next 12 months. Inventories held for trading are classified as current even if not expected to be realised in the next 12 months except for land held for resale where it is held as non-current based on Council's intentions to release for sale.

2. STATEMENT OF OBJECTIVE

The Regional Council has a specific regional purpose which is:

a) To undertake, in accordance with the objectives, the rezoning, subdivision, development marketing and sale of land comprising the developable portion of Lot 118 Mindarie (now Lot 9504); and
b) To carry out and do all other acts and things which are reasonably necessary for the bringing into effect of the matters referred to in paragraph a).

The objectives of the Regional Council are:

1. To develop and improve the value of the land;
2. To maximise, and with prudent risk parameters, the financial return to the Participants;
3. To balance economic, social and environmental issues; and
4. To produce a quality development demonstrating the best urban design and development practice.

3. ACQUISITION OF ASSETS

The following assets are budgeted to be acquired during the year:		31-Mar 2010/11 Actual $	Amended Annual 2010/11 Budget $
By Program			
Economic Services			
General Office Fitout	**LB**	5,000	80,000
Other Property and Services			
Computer Equipment	**FE**	0	10,000
Furniture	**FE**	0	30,000
		5,000	**120,000**
By Class			
Land and Buildings	**LB**	5,000	80,000
Furniture and Equipment	**FE**	0	40,000
		5,000	**120,000**

4. DISPOSALS OF ASSETS

No assets were disposed during the reporting period to the 31st March 2011.

5. INFORMATION ON BORROWINGS

No borrowings have been made in the period under review. No borrowings are budgeted for the 2010-11 financial year.

6. CONTRIBUTED EQUITY

The amount of Contributed Equity is $16,067,703 as at 31 March 2011.

	31-Mar 2010/11 Actual $	2009/10 Actual $
Town of Victoria Park	1,338,975	1,338,975
City of Perth	1,338,975	1,338,975
Town of Cambridge	1,338,975	1,338,975
City of Joondalup	2,677,951	2,677,951
City of Wanneroo	2,677,951	2,677,951
Town of Vincent	1,338,975	1,338,975
City of Stirling	5,355,901	5,355,901
TOTAL	16,067,703	16,067,703

7. NET CURRENT ASSETS

Composition of Estimated Net Current Asset Position	31 Mar 2011 Actual $	Brought Forward 1-Jul $
CURRENT ASSETS		
Cash - Unrestricted	15,130,066	15,225,107
Receivables	9,507	43,934
	15,139,573	15,269,041
LESS: CURRENT LIABILITIES		
Payables and Provisions	(48,579)	(157,317)
NET CURRENT ASSET POSITION	15,090,994	15,111,724
NET CURRENT ASSET POSITION	15,090,994	15,111,724

8. RATING INFORMATION

Being a Regional Council, no rates will be raised during the year ending 30 June 2011.

9. TRUST FUNDS

The Regional Council does not hold any funds in trust on behalf of third parties.

Tamala Park Regional Council
Balance Sheet
As of March 31, 2011

	Mar 31, 11	Jun 30, 10	$ Change
ASSETS			
Current Assets			
Chequing/Savings			
A01100 · Cash at Bank			
A01101 · Unrestricted Municipal Bank	26,971.79	-2,129.77	29,101.56
A01102 · Unrestricted Short Term Investm	27,513.63	151,656.78	-124,143.15
A01106 · Fixed Term Deposit_BankWest	7,693,062.63	7,693,062.63	0.00
A01107 · Fixed Term Deposit Suncorp Metw	7,382,487.51	7,382,487.51	0.00
Total A01100 · Cash at Bank	15,130,035.56	15,225,077.15	-95,041.59
Total Chequing/Savings	15,130,035.56	15,225,077.15	-95,041.59
Accounts Receivable			
A01120 · ACCOUNTS RECEIVABLE			
A011201 · Accrued Interest	0.00	36,364.68	-36,364.68
Total A01120 · ACCOUNTS RECEIVABLE	0.00	36,364.68	-36,364.68
Total Accounts Receivable	0.00	36,364.68	-36,364.68
Other Current Assets			
A01105 · Petty Cash and Cash on Hand	30.00	30.00	0.00
A01180 · Accommodation Bond - CoS	1,000.00	1,000.00	0.00
Total Other Current Assets	1,030.00	1,030.00	0.00
Total Current Assets	15,131,065.56	15,262,471.83	-131,406.27
Fixed Assets			
A0151 · Land			
A01512 · At Cost			
E168010 · Land Acquisition 2009-10			
E168011 · Acquisition lot 807 Neerabup Rd	2,000,000.00	2,000,000.00	0.00
Total E168010 · Land Acquisition 2009-10	2,000,000.00	2,000,000.00	0.00
Total A01512 · At Cost	2,000,000.00	2,000,000.00	0.00
Total A0151 · Land	2,000,000.00	2,000,000.00	0.00
A0154 · Furniture & Equipment			
A01541 · Accumulated Depn - F&E	-13,796.00	-13,796.00	0.00
A01542 · At Cost			
E168200 · Additiions - 2007-08			
E168201 · Telephones, Faxes	662.73	662.73	0.00
E168203 · Computer Equipment	7,857.14	7,857.14	0.00
E168204 · Printers Photocopiers Scanners	6,821.73	6,821.73	0.00
E168205 · Furniture & Equipment	136.36	136.36	0.00
E168206 · Floor Coverings	2,050.00	2,050.00	0.00
Total E168200 · Additiions - 2007-08	17,527.96	17,527.96	0.00
E168500 · Additions 2008-09			

Tamala Park Regional Council
Balance Sheet
As of March 31, 2011

	Mar 31, 11	Jun 30, 10	$ Change
E168502 · Computer - Project Dev Mgr	2,490.82	2,490.82	0.00
Total E168500 · Additions 2008-09	2,490.82	2,490.82	0.00
E168510 · F&OEquip Additions 2009-10			
E168511 · Elect-Compute Equipment 2009-10	3,434.55	3,434.55	0.00
E168513 · General Office Fitout	5,000.00	0.00	5,000.00
E168514 · Printers Copiers Scanners Camer	346.28	346.28	0.00
E168515 · Phones	800.00	800.00	0.00
Total E168510 · F&OEquip Additions 2009-10	9,580.83	4,580.83	5,000.00
A01542 · At Cost - Other	2,959.27	2,959.27	0.00
Total A01542 · At Cost	32,558.88	27,558.88	5,000.00
Total A0154 · Furniture & Equipment	18,762.88	13,762.88	5,000.00
Total Fixed Assets	2,018,762.88	2,013,762.88	5,000.00
TOTAL ASSETS	**17,149,828.44**	**17,276,234.71**	**-126,406.27**
LIABILITIES			
Current Liabilities			
Accounts Payable			
L01215 · SUNDRY CREDITORS	-0.75	82,929.17	-82,929.92
Total Accounts Payable	-0.75	82,929.17	-82,929.92
Credit Cards			
A01110 · Westpac Visa Corp Credit Card	7.50	3,661.70	-3,654.20
Total Credit Cards	7.50	3,661.70	-3,654.20
Other Current Liabilities			
2100 · Payroll Liabilities			
L2001 · PAYG Deductions	7,678.00	29,832.00	-22,154.00
Total 2100 · Payroll Liabilities	7,678.00	29,832.00	-22,154.00
2200 · Tax Payable	-8,507.01	-6,569.40	-1,937.61
L0122 · Employee Entitlements			
L01225 · Annual Leave	33,894.05	33,894.05	0.00
Total L0122 · Employee Entitlements	33,894.05	33,894.05	0.00
L01229 · Prov for Audit Fees	7,000.00	7,000.00	0.00
Total Other Current Liabilities	40,065.04	64,156.65	-24,091.61
Total Current Liabilities	40,071.79	150,747.52	-110,675.73
Long Term Liabilities			
L01230 · Provision - Employee LSL	6,918.42	6,918.42	0.00
Total Long Term Liabilities	6,918.42	6,918.42	0.00
TOTAL LIABILITIES	46,990.21	157,665.94	-110,675.73

Tamala Park Regional Council
Balance Sheet
As of March 31, 2011

	Mar 31, 11	Jun 30, 10	$ Change
NET ASSETS	**17,102,838.23**	**17,118,568.77**	**-15,730.54**
EQUITY			
3000 · Opening Bal Equity			
L019051 · TVP Dist Rates Equiv 07-10	-19,239.97	-19,239.97	0.00
L019052 · CP Dist Rates Equiv 07-10	-19,239.97	-19,239.97	0.00
L019053 · TC Dist Rates Equiv 07-10	-19,239.97	-19,239.97	0.00
L019054 · CJ Dist Rates Equiv 07-10	-38,479.93	-38,479.93	0.00
L019055 · CW Dist Rates Equiv 07-10	-38,479.93	-38,479.93	0.00
L019056 · TV Dist Rates Equiv 07-10	-19,239.97	-19,239.97	0.00
L019057 · CS Dist Rates Equiv 07-10	-76,959.86	-76,959.86	0.00
Total 3000 · Opening Bal Equity	-230,879.60	-230,879.60	0.00
3900 · *Retained Earnings	1,128,009.20	1,224,683.01	-96,673.81
L019001 · Town of Victoria Park			
L019101 · TVP Contributed Equity	1,351,786.60	1,351,786.60	0.00
Total L019001 · Town of Victoria Park	1,351,786.60	1,351,786.60	0.00
L019002 · City of Perth			
L019102 · CP Contributed Equity	1,351,786.60	1,351,786.60	0.00
Total L019002 · City of Perth	1,351,786.60	1,351,786.60	0.00
L019003 · Town of Cambridge			
L019103 · TC Contributed Equity	1,351,786.60	1,351,786.60	0.00
Total L019003 · Town of Cambridge	1,351,786.60	1,351,786.60	0.00
L019004 · City of Joondalup			
L019104 · CJ Contributed Equity	2,703,573.19	2,703,573.19	0.00
Total L019004 · City of Joondalup	2,703,573.19	2,703,573.19	0.00
L019005 · City of Wanneroo			
L019105 · CW Contributed Equity	2,703,573.19	2,703,573.19	0.00
Total L019005 · City of Wanneroo	2,703,573.19	2,703,573.19	0.00
L019006 · Town of Vincent			
L019106 · TV Contributed Equity	1,351,786.60	1,351,786.60	0.00
Total L019006 · Town of Vincent	1,351,786.60	1,351,786.60	0.00
L019007 · City of Stirling			
L019107 · CS Contributed Equity	5,407,146.39	5,407,146.39	0.00
Total L019007 · City of Stirling	5,407,146.39	5,407,146.39	0.00
Net Income	-15,730.54	-96,673.81	80,943.27
TOTAL EQUITY	**17,102,838.23**	**17,118,568.77**	**-15,730.54**

Tamala Park Regional Council
Profit & Loss Budget Performance
July 2010 through March 2011

	Jul '10 - Mar 11	YTD Budget	Annual Budget
Income			
I03 · GENERAL PURPOSE FUNDING			
I032 · Other GPF			
I032020 · Contributions	50.00		
I032030 · Interest on Investment	536,719.71	637,501.00	850,000.00
Total I032 · Other GPF	536,769.71	637,501.00	850,000.00
Total I03 · GENERAL PURPOSE FUNDING	536,769.71	637,501.00	850,000.00
I14 · OTHER PROPERTY & SERVICES			
I145 · Administration			
I145010 · Reimbursements	1,200.93	0.00	0.00
Total I145 · Administration	1,200.93	0.00	0.00
Total I14 · OTHER PROPERTY & SERVICES	1,200.93	0.00	0.00
Total Income	537,970.64	637,501.00	850,000.00
Gross Profit	537,970.64	637,501.00	850,000.00
Expense			
E04 · GOVERNANCE.			
E041 · Membership			
E041005 · Chairman Allowance	9,750.00	4,500.00	6,000.00
E041010 · Deputy Chair Allowance	1,125.00	1,125.00	1,500.00
E041018 · Composite Allowance	63,000.00	57,749.99	90,999.99
E041020 · Conference Expenses	0.00	5,000.00	10,000.00
E041025 · Training	0.00		
E041030 · Other Costs	535.77	5,000.00	10,000.00
Total E041 · Membership	74,410.77	73,374.99	118,499.99
Total E04 · GOVERNANCE.	74,410.77	73,374.99	118,499.99
E14 · ADMINISTRATION			
E145 · Administration			
E145005 · Salaries - Basic Costs	235,141.61	300,001.00	400,000.00
E145007 · Salaries Occ. Superannuation	21,213.79	22,500.00	30,000.00
E145009 · Salaries WALGS Superannuation	0.00	2,358.00	3,144.00
E145011 · Advertising Staff Vacancies	0.00	7,501.00	10,000.00
E145015 · Insurance W/comp.	14,190.00	9,747.00	13,000.00
E145017 · Medical Exam. Costs	0.00	200.00	200.00
E145019 · Staff Training & Dev.	0.00	1,502.00	2,000.00
E145020 · Conference Expenses CEO	7,718.19	7,497.00	10,000.00
E145021 · Telephone - Staff Reimbursement	0.00	374.00	500.00
E145024 · Travel Expenses CEO	2,865.06	3,752.00	5,000.00
E145025 · Other Accom & Property Costs	3,354.60	7,501.00	10,000.00
E145027 · Advertising General	0.00	3,752.00	5,000.00
E145029 · Advertising Public/Statutory	3,578.62	4,500.00	6,000.00
E145031 · Graphics Consumables	0.00	3,744.00	5,000.00
E145033 · Photocopying	782.15	1,125.00	1,500.00
E145037 · Postage, Courier & Freight	102.32	374.00	500.00
E145039 · Printing	310.72	3,752.00	5,000.00
E145043 · Stationery	726.82	450.00	600.00
E145045 · Other Admin Expenses	3,444.49	1,502.00	2,000.00
E145047 · Office Telephones & Faxes	2,120.80	1,876.00	2,500.00
E145053 · Bank Charges	329.13	225.00	300.00
E145055 · Credit Charges	0.00	45.00	60.00

Tamala Park Regional Council
Profit & Loss Budget Performance
July 2010 through March 2011

	Jul '10 - Mar 11	YTD Budget	Annual Budget
E145057 · Audit Fees	4,740.00	10,350.00	13,800.00
E145059 · Membership Fees	2,000.00	5,663.00	7,550.00
E145061 · Legal Expenses	2,000.00	22,500.00	30,000.00
E145069 · Valuation Fees	0.00	15,002.00	20,000.00
E145075 · Promotions	0.00	7,497.00	10,000.00
E145077 · Business Hospitality Expenses	257.68	7,497.00	10,000.00
E145081 · Professional Retainer	0.00	0.00	0.00
E145082 · Lawyers (EOI)	12,530.60	22,500.00	30,000.00
E145083 · Research	0.00	15,002.00	20,000.00
E145084 · EOI Consultancy	0.00	0.00	0.00
E145086 · Probity Auditor	3,220.00	15,002.00	20,000.00
E145087 · Computer Software Mtce	553.64	3,752.00	5,000.00
E145088 · Accounting Management	14,540.00	14,994.00	20,000.00
E145089 · Computer Software Purchase	0.00	7,501.00	10,000.00
E145091 · Computer Sundries	0.00	751.00	1,000.00
E145092 · Data Communication Links	0.00	751.00	1,000.00
E145093 · Internet Provider Costs	1,746.16	1,502.00	2,000.00
E145094 · Plant & Equipment Purchase Non-	0.00	225.00	300.00
E145095 · Furniture & Equipment Purchase	0.00	0.00	0.00
E145097 · Hire of Equipment	0.00	1,502.00	2,000.00
E145101 · Consumable Stores	144.32	377.00	500.00
E145103 · Newspapers & Periodicals	0.00	152.00	200.00
E145105 · Publications & Brochures	0.00	602.00	800.00
E145107 · Subscriptions	0.00	369.00	500.00
E145109 · Parking Expenses	192.11	153.00	200.00
E145111 · Plans	0.00	1,125.00	1,500.00
E145113 · Emergency Services	600.00	1,000.00	1,000.00
E145117 · Electricity	1,025.82	1,125.00	1,500.00
E145119 · Professional Indemnity	1,386.75	1,143.00	1,525.00
E145121 · Insurance - Public Liability	1,900.00	1,575.00	2,100.00
E145123 · Insurance - Property (ISR)	871.35	1,872.00	2,500.00
E145126 · Insurance - Personal Accident	800.00	657.00	880.00
E145127 · Insurance - Other	0.00	0.00	0.00
E145217 · Cash Rounding Account	0.00	0.00	0.00
E145222 · Depreciation Furniture_office E	0.00	0.00	4,502.00
Total E145 · Administration	344,386.73	546,419.00	732,661.00
Total E14 · ADMINISTRATION	344,386.73	546,419.00	732,661.00
E24 · CONSULTANT EXPENSE			
E145079 · Consultancy			
E145400 · Structure Planning			
E145401 · Direct Component	14,562.75	33,750.00	45,000.00
E145402 · Variation SP Options	20,910.00	26,244.00	35,000.00
E145403 · Aerial Perspective Diagrams	0.00	3,744.00	5,000.00
E145405 · TPG Syrinx Component	0.00	3,744.00	5,000.00
E145406 · TPG Creating Communit Component	193.75	0.00	0.00
E145407 · TPG Douglas Partners Component	0.00	0.00	0.00
E145409 · Traffic consultant	0.00	11,250.00	15,000.00
E145410 · Economic Component	0.00	3,744.00	5,000.00
E145413 · Structure Plan Modification	0.00	0.00	0.00
Total E145400 · Structure Planning	35,666.50	82,476.00	110,000.00
E145430 · Other Struct_Pl Consultancies			
E145433 · Syrinx Env Mgt Rep-SP-992/33	2,453.00		
E145435 · Local Water Mgmnt Strategy	8,974.44	11,250.00	15,000.00
E145436 · Syrinx Lev 2 Flora Veget Surv	0.00	0.00	0.00

Tamala Park Regional Council
Profit & Loss Budget Performance
July 2010 through March 2011

	Jul '10 - Mar 11	YTD Budget	Annual Budget
E145437 · Landscaping & Env Detail Plan	0.00	22,500.00	30,000.00
E145438 · Eng Contours post St Pl Approva	0.00	0.00	0.00
Total E145430 · Other Struct_Pl Consultancies	11,427.44	33,750.00	45,000.00
E145440 · Env Innovation Consultancies			
E145443 · Hydrology Mgmnt & Reuse	0.00	0.00	0.00
E145444 · Energy Generation-Application	0.00	0.00	0.00
E145445 · Communication Systems	0.00	0.00	0.00
E145446 · MRC landfill Future Use/Integra	0.00	0.00	0.00
E145447 · Graceful Sun Moth Survey	0.00	7,497.00	10,000.00
E145448 · EPBC Act Management	39,967.50	37,494.00	50,000.00
Total E145440 · Env Innovation Consultancies	39,967.50	44,991.00	60,000.00
E145450 · Admin-Operational Consultancies			
E145451 · GST management	0.00	14,994.00	20,000.00
E145452 · Recruitment_Human Resources	0.00	7,497.00	10,000.00
Total E145450 · Admin-Operational Consultancies	0.00	22,491.00	30,000.00
E145079 · Consultancy - Other	0.00	0.00	0.00
Total E145079 · Consultancy	87,061.44	183,708.00	245,000.00
Total E24 · CONSULTANT EXPENSE	87,061.44	183,708.00	245,000.00
E34 · PROPERTY DEVELOPMENT- SERVICES			
E345 · Property Admin & Approvals			
E145041 · Signage/Decals	0.00	7,497.00	10,000.00
E145042 · Branding/Marketing	11,359.09	52,501.00	70,000.00
E145063 · Conveyancing Expenses	651.00	1,502.00	2,000.00
E145065 · Surveyors Fees	15,600.00	41,251.00	55,000.00
E145067 · Title Searches	0.00	152.00	200.00
E145070 · Preliminary Engineering Design	0.00	131,251.00	175,000.00
E145072 · Subdivision Design - Stage 1	20,232.15	90,000.00	120,000.00
E145074 · Environmental Management Plans	0.00	11,250.00	15,000.00
Total E345 · Property Admin & Approvals	47,842.24	335,404.00	447,200.00
E346 · Mtce Services - Land			
E145204 · Fences/Walls	0.00	3,744.00	5,000.00
E145206 · Mtce Services - Land - Other	0.00	3,744.00	5,000.00
Total E346 · Mtce Services - Land	0.00	7,488.00	10,000.00
Total E34 · PROPERTY DEVELOPMENT- SERVICES	47,842.24	342,892.00	457,200.00
Total Expense	553,701.18	1,146,393.99	1,553,360.99
Net Income	-15,730.54	-508,892.99	-703,360.99

Tamala Park Regional Council
Cheque Detail
February 2011

Num	Date	Name	Description	Amount
CH-200205	16/02/2011	West Australian Planning Commission	Stage 1 - Subdivision Fee	7,057.10
CH-200206	24/02/2011	City of Stirling	Rent & Electricity MR3 SCC April 2011	396.48
CH-200207	24/02/2011	Evangel, Eleni	Composite allowance for period November 2010, December 2010 & January 2011	1,750.00
CH-200208	24/02/2011	Proud, Stephanie	Composite allowance for period November 2010, December 2010 & January 2011	1,750.00
CH-200209	24/02/2011	Catania, Nick	Composite allowance for period November 2010, December 2010 & January 2011	1,750.00
			TOTAL	**12,703.58**

Tamala Park Regional Council
Cheque Detail
March 2011

Num	Date	Name	Description	Amount
CH-200210	24/03/2011	City of Stirling	Rent & Electricity MR3 SCC for May 2011	-415.36
			TOTAL	**-415.36**

300m Well Head Protection Buffer Zone

NEERABUP ROAD

NEERABUP ROAD (Future)

Precinct 3

MITCHELL FREEWAY

800m RADIUS

CONNOLLY DRIVE

MARMION AVENUE

LONGBEACH PROM

R60/80

R30/60

R60/80

R30/60

R30/60

*A

*B

*C

*D

*E

*F

*G

Precinct 1

Precinct 2

12/31/10

12/31/15

12/31/16

Note: *Areas identified as being of National Environmental Significance under the Environmental Protection and Biodiversity Conservation Act 1999 may be subject to assessment by the Federal Department of the Environment, Water Heritage and the Arts, in accordance with this Act. The outcome of any such assessment may require either a modification to the LSP or minor variations from the LSP at subdivision or development stage*

Zones

- RESIDENTIAL
- MIXED USE
- COMMERCIAL
- CIVIC AND CULTURAL

Other

- STRUCTURE PLAN BOUNDARY
- PRECINCT BOUNDARY
- RESIDENTIAL R CODES
- ① AREA REQUIRING SPECIAL DENSITY CONSIDERATION DUE TO PRESERVATION REQUIREMENTS
- ② ICONIC DEVELOPMENT SITES
- *A INDICATIVE LOCATION OF STRATEGIC PUBLIC OPEN SPACE
- INDICATIVE POS BOUNDARY
- NEIGHBOURHOOD CONNECTORS
- PRINCIPLE SHARED PATH
- SIGNIFICANT SOCIAL / PEDESTRIAN / CYCLE LINKAGE

N

0 250 500 m

This concept has been prepared for the purpose of meeting client specifications. The drawing does not constitute an invitation,agreement or contract (or any part thereof) of any kind whatsoever.

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Note : All boundaries indicative only and subject to survey and verification

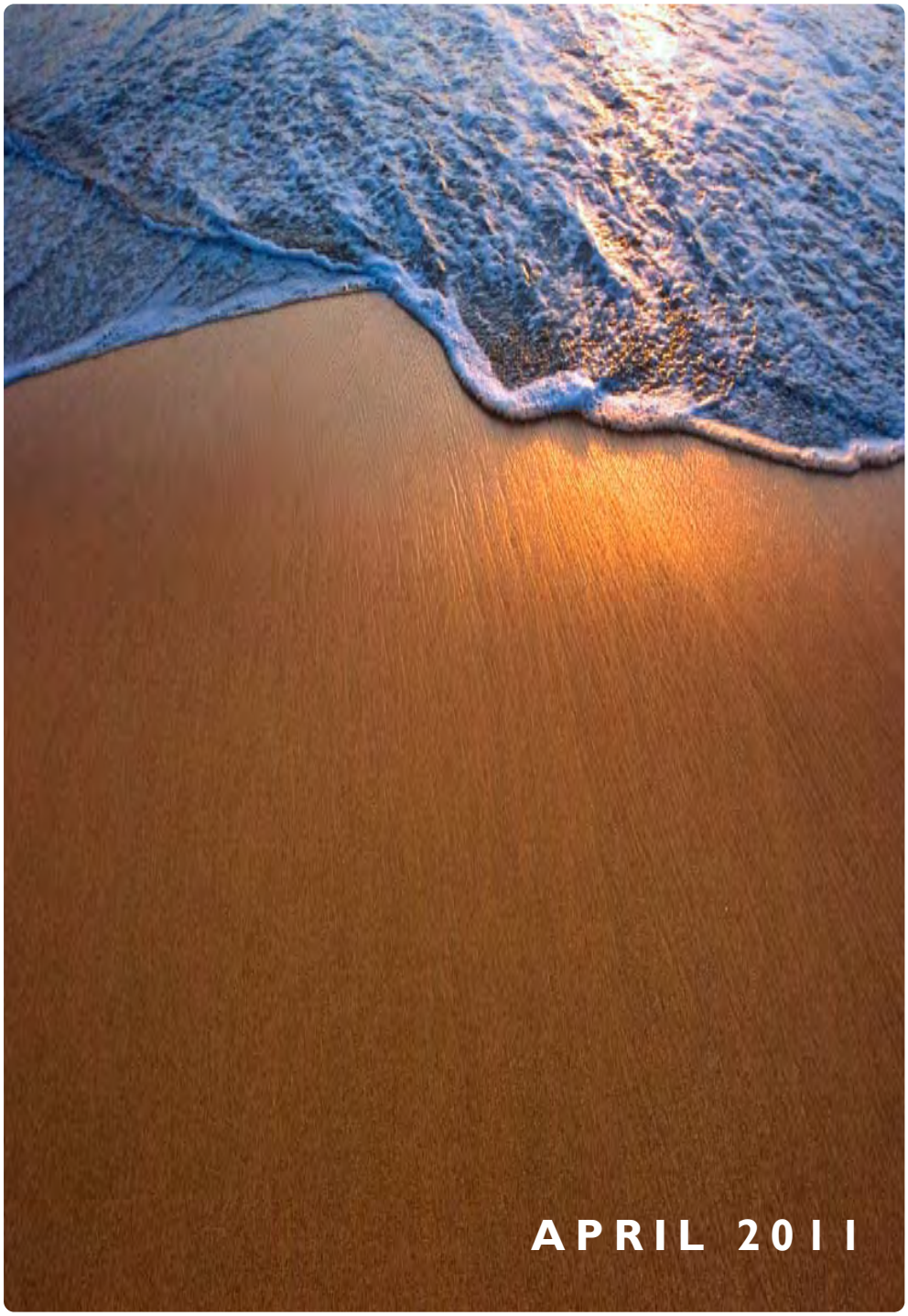
TAMALA PARK LOCAL STRUCTURE PLAN MAP

2228-31-01 (not to scale) Source: TPG

Tamala Park Regional Council

Future Plan

2010-2013



APRIL 2011

Introduction

This Plan for the Future provides a three year outlook of the activities of the Tamala Park Regional Council (TPRC). It also recognises that the primary function of the TPRC involves the rezoning, subdivision, marketing and sale of the Tamala Park land.

The Plan guides the Council in its strategic view in terms of the development, marketing and sale of the Tamala Park project.

The Tamala Park land is located only 30 minutes from Perth's CBD and within one of the fastest growing areas within the Perth metropolitan region. It also has easy access to regional centres of Joondalup and Wanneroo and is part of a bustling urban community offering all the conveniences of modern day living.

Since the establishment of the Tamala Park Regional Council in 2006, it has progressed the planning and design of the Tamala Park project, and in particular the Tamala Park Local Structure Plan.

This Plan is different to previous Future Plans as it recognises that the Council will be embarking on a new phase from the planning and design and approval; to the development, marketing and sale of the residential lots of the Tamala Park land.

The next three years will see significant changes to the activities of the Council and to the Tamala Park landholding which will foster the emergence of a new community.

The Future Plan demonstrates the manner by which the Council will deliver its objectives over the next three years. It also outlines the initiatives which are to be delivered by Council.

This Future Plan not only supports sound financial management but also meets the legislative requirements contained within the Local Government Act 1995 and associated Regulations.

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Legislative Background

Section 5.56 of the Local Government Act requires each local authority to prepare a Future Plan.

The Future Plan is to have a time life of at least 2 years.

Consultation is required with electors and ratepayers during the development of the local authority Future Plan.

The specific matters that the Local Government (Administration) Regulations require to be included in the Future Plan are set out in Regulation 19C which reads as follows:

a) *In this regulation and regulation 19D:* ***'Plan for the future'*** *means a Plan made under Section 5.56.*

b) *A local government is to make a Plan for the future of its district in respect of the period specified in the Plan (being at least 2 financial years).*

c) *A Plan for the future of a district is to set out the broad objectives of the local government for the period specified in the Plan.*

d) *A local government is to review its current Plan for the future of its district every 2 years and may modify the Plan, including extending the period the Plan is made in respect of.*

e) *A Council is to consider a Plan, or modifications, submitted to it and is to determine* whether or not to adopt the Plan, or the modifications, as is relevant.*
** Absolute majority required*

f) *If a Plan, or modified Plan, is adopted by the Council then the Plan or modified Plan is to apply to the district for the period of time specified in the Plan.*

g) *A local government is to ensure that the electors and ratepayers of its district are consulted during the development of a Plan for the future of the district, and when preparing any modifications of a Plan.*

h) *A Plan for the future of a district is to contain a description of the involvement by the electors and ratepayers in the development of the Plan, and any modifications of the Plan.*

i) *A local government is to ensure that a Plan for the future made in accordance with this regulation applies in respect of each financial year after the financial year ending 30 June 2006.*

Regulation 19D

Notice of plan to be given

1) After a plan for the future, or modifications to a plan, are adopted under regulation 19C the local government is to give local public notice in accordance with subsection (2).

2) The local public notice is to contain –

a) notification that -

i) a plan for the future of the district has been adopted by the Council and is to apply to the district for the period specified in the plan; and

ii) details of where and when the plan may be inspected;

or

b) where a plan for the future of the district has been modified -

i) notification that the modifications to the plan have been adopted by the Council and the plan as modified is to apply to the district for the period specified in the plan; and

ii) details of where and when the modified plan may be inspected.

Section 5.53 of the Local Government Act requires a summary of the Future Plan to be included in a local authority annual report.

Section 5.52 of the Local Government Act requires that the budget of a local government to be made in reference to the Future Plan.

Tamala Park Regional Council (TPRC)

Background

The Tamala Park Regional Council (TPRC) was established under the Local Government Act on 3 February 2006. The legislative backing for the promulgation of the TPRC is contained in section 3.61 of the Local Government Act which provides that one or more local governments may, with the Minister's approval, establish a regional local government to do things for the participants which a single local government may do under the Local Government Act.

The land was acquired by the local authorities in 1981 to be used partially for a refuse landfill and partially for urban development purposes.

The TPRC has been established with approval of the Minister for Local Government on request by 7 local governments which had a joint landholding of 432 hectares of land in the municipal (delete) district of the City of Wanneroo. Following subdivision to provide for road reserves for Marmion Avenue, Connolly Drive and Neerabup Road, Lot 17 became Lot 118 Mindarie.

In 2006 the owners transferred 90 hectares to the West Australian Planning Commission (WAPC) for incorporation in the coastal conservation reserve west of Marmion Avenue between Burns Beach and Mindarie Keys. This was part of a Negotiated Planning Solution (NPS) with the WAPC which resulted in the Tamala Park land being zoned Urban and Urban Deferred in the Metropolitan Region Scheme.

An area of 151 hectares is now leased to Mindarie Regional Council (MRC) for operation of a waste management facility. The MRC lease will continue until 2032.

The TPRC's principal concern is directed to 180 hectares of Urban and Urban Deferred land forming the northern part of the joint landholding and approximately 16 hectares of State Government land east of the TPRC land.

Legal Obligations of the TPRC

The TPRC is a local government operating under the Local Government Act (Act). The TPRC has all of the responsibilities imposed upon local governments under the Act except responsibilities relating to the holding of municipal (delete) local government elections.

Public advertising in reference to major decisions, expenditures, tenders and contracts and of Council meetings are exactly the same for the TPRC as for its participant local governments.

Local Government Act section 3.61 (et sic) sets out specific matters that must be included in an Establishment Agreement in which a Regional Council's purpose and objectives are formed.

The TPRC must prepare financial reports, public agendas for its business and an annual report for its constituents. The TPRC is also required to produce periodic reports on its performance to the Department of Local Government and other regulatory authorities.

Establishment Agreement

The following is an extract from the Establishment Agreement signed by the 7 participant local authorities and approved by the Hon. Minister for Local Government.

Region - The TPRC is established for the Region comprising the 7 local government participants.

Regional Purpose - The regional purpose for which the TPRC is established is:

a) to undertake, in accordance with the objectives, the rezoning, subdivision, development, marketing and sale of the Tamala Park Land; and
b) to carry out and do all other acts and things which are reasonably necessary for the bringing into effect of the matters referred to in paragraph (a) of this clause.

Objectives

a) The objectives of the TPRC are:

i) to develop and improve the value of the Land;
ii) to maximise, within prudent risk parameters, the financial return to the Participants;
ii) to balance economic, social and environmental issues; and
to produce a quality development demonstrating the best urban design and development practice.

A summary of participant shares is shown in the table following.

Council	Participant Shares
Town of Cambridge	1/12
City of Perth	1/12
Town of Victoria Park	1/12
Town of Vincent	1/12
City of Joondalup	2/12
City of Wanneroo	2/12
City of Stirling	4/12

A full copy of the Establishment Agreement may be viewed on the Council's website at www.tamalapark.wa.gov.au.

Tamala Park Council members are elected (delete) appointed by the participant Councils.

Although the Council members are representatives of their local governments, they must act for the Tamala Park Regional Council when they come together as the Tamala Park Regional Council decision making body.

Decisions taken by the Council are enacted for the TPRC by the TPRC Chief Executive Officer.

The TPRC is the legal vehicle that is able to transact business on behalf of the interest held in the Tamala Park Regional Council by the 7 participant local authorities.

The participant local authorities are the beneficiaries of the cash flow generated by the TPRC.

The City of Wanneroo is the regulatory local authority to which TPRC must apply for approvals for its statutory planning and development approvals. It will also be responsible for the delivery of the normal municipal (delete) services to future residents.

TPRC Project Background

Since the Perth Corridor Plan in 1977, the area around Tamala Park has been identified as a major residential and commercial node and the Metropolitan Region Scheme has reflected the intent for major development around the major road arteries and rail station plan for the area.

Progression towards the urban development of Tamala Park has been measured through a number of milestones. The most important of which are listed below:

- In 1981 the Councils acquire 432 hectares at Tamala Park for landfill and future urban development.
- The TPRC land, west of Marmion Avenue, was zoned Urban by Metropolitan Region Scheme Amendment 942/33A (gazetted 24 September 1993).
- The land west of Marmion Avenue was zoned 'Urban Development' when District Planning Scheme No. 2 (DPS 2) was gazetted on 6 July 2001.
- The TPRC land, east of Marmion Avenue, including the WAPC land adjoining the freeway was zoned Urban Deferred by Metropolitan Region Scheme Amendment 992/33 (gazetted 19 September 2003).
- The land east of Marmion Avenue was rezoned to 'Urban Development' on 3 December 2004 through Amendment No. 41 to DPS 2.
- Clarkson Rail Station opened in October 2005.
- A Negotiated Planning Solution signed between the Western Australian Planning Commission and the TPRC in 2006 provided for 90 hectares to be transferred over time to the WAPC for conservation purposes and agreement of the remaining land (180 hectares) for urban development.
- Clarkson (Ocean Keys) commercial and community centre has been developed with expansion plans proposed for the Ocean Keys commercial area (delete).
- Local Structure Plan adopted by City of Wanneroo in 2010, subject to conditions.
- The TPRC appoints Satterley Property Group as Project Managers/Sales Managers to assist with management and selling of the TPRC project on 24 June 2010.

Local Structure Plan

Since early 2008 the key activity of the Council has been progressing the design/planning and approval of the Local Structure Plan (LSP). The need for the preparation and approval of a LSP is set out under the City of Wanneroo District Planning Scheme No 2. The LSP is intended to guide the planning and development of the TPRC landholding.

The LSP reflects the TPRC objective - "to create an urban centre for choice, sustainability, community and opportunity".

The design in the LSP responds to contemporary lifestyles, best practice urban design, sustainability principles, and the recognition of environmental values of the land.

Planning and design has responded to the site's proximity to the ocean, beach, road and rail arteries and opportunities arising from the site being adjoined on three sides by Bush Forever and National Park land and the Ocean Keys Commercial centre.

Key Elements

Key aspects of the Structure Plan include:

- Providing for a wider range of residential density and a range of housing types that address changing demographics.
- Providing for sustainable environmental outcomes.
- Providing active commercial centres and community hubs that meet the daily and weekly needs of residents and provide employment opportunities.
- Providing an urban design response in recognition of adjoining public transport infrastructure.
- A high level of linkage both within and beyond the boundaries of the Tamala Park landholding.

Environmental Management

An Environmental Management Plan (EMP) has been prepared which provides management and mitigation measures for impacts of the proposed Tamala Park development. The EMP is intended to accompany the LSP and to address the specific Ministerial Conditions (Minister for the Environment) set for the development. These conditions are summarised as follows:

- Management of remnant vegetation whilst strengthening links between the coast and the Neerabup National Park.
- Control of exotic flora and fauna species.
- Specially protected fauna management.
- Fire management.
- Management of public access to the areas reserved for conservation and recreation.
- Recommendations for revegetation.
- Recommendations for public education and awareness to ensure long-term protection of the natural environment.

Approval Status

At its Council meeting of 4 May 2010 the City of Wanneroo endorsed the Structure Plan subject to a number of changes. The LSP has been referred to the Western Australian Planning Commission and it is expected that approval will be granted in late 2010 (delete) April 2011.

Major Projects for the Immediate Future

Ref	Project	Timeframe (Fin Yr)
1	**Local Structure Plan Approval** Local Structure Plan approval by the City of Wanneroo and Western Australian Planning Commission.	2010/11
2	**Rezoning to TPRC Land Urban Deferred to Urban** Rezoning Urban Deferred land to Urban under the Metropolitan Region Scheme.	2010/11
3	**Federal Environmental Approvals - Environmental Protection & Biodiversity Conservation Act (EPBC Act)** Approval to the Structure Plan from the Department of Sustainability, Environment, Water, Population and Communities (SEWPAC) is expected in early 2011.	2010/11
4	**Project Marketing and Branding** Strategies will be developed and implemented for the rebranding and preliminary marketing of the Project during 2011.	2011/13
5	**Approval to Stage 1 Subdivision Plan** It is anticipated that an Application for Approval of Stage 1 Subdivision Plan will be lodged late in 2010 or early in 2011. Subdivision Applications for the balance of the TPRC land will be progressively implemented.	2011/13
6	**Environmental/Sustainability Initiatives** The Local Structure Plan discusses a number of environmental and sustainability initiatives which are to be reviewed to determine viability and implementation capacity. This will particularly apply to the initiatives relating to water conservation, transport, energy generation and new infrastructure.	2011/13
7	**Plan for MRC Site** Develop future plan for closed MRC landfill site .	2011/12
8	**Appointment of Consultant Project Team** In order to facilitate the lodgement of the Stage 1 Subdivision Application and to generally progress the project. It is anticipated that Council will appoint the key project consultant team in late 2010 Consultants proposed to be appointed include Town planning/urban design, Civil Engineering, Survey, Landscape Architecture, Advertising/Marketing, and Research.	2010/11
9	**Acquisition of WAPC Land** As part of the Negotiated Planning Solution the TPRC may acquire surplus WAPC landholdings. The Council will review the viability of the various landholdings and also consider consistency in achieving both the TPRC and Structure Plan objectives through the potential acquisitions.	2011/12
10	**Environmental Management Plans** Progressively implement the EMP consistent with conditions of subdivision ap-	2011/13
11	**New TPRC Administration Office** The Council has approved the establishment of a new TPRC Administration Office. Planning is well underway and it is expected that the new office will be completed in early 2011.	2010/11

Major Projects Financial Summary

TPRC Budget Summary 2010-2011

TPRC Projected Revenue & Expenditure 2011-2015

	FYE2011	FYE2012	FYE2013	FYE2014	FYE2015
INCOME					
Interest on Investment	838,236.00	200,000.00	200,000.00	60,000.00	60,000.00
Gross Income Land Sales	0.00	14,939,242.00	43,344,333.00	37,893,391.00	39,519,870.00
Projected INCOME	**838,236.00**	**15,139,242.00**	**43,544,333**	**37,953,391**	**39,579,870**
EXPENDITURE					
TPRC Administration					
Governance	118,500.00	124,425.00	130,646.25	137,178.56	144,037.49
Administration	838,800.00	880,740.00	924,777.00	971,015.85	1,019,566.64
DEVELOPMENT COSTS					
Land & Special Sites Development	0.00	172,517.00	512,604.00	0.00	50,000.00
Consultants	440,350.00	388,630.00	287,988.00	299,527.00	314,326.00
Landscape	26,850.00	286,716.00	4,147,885.00	2,084,351.00	3,499,014.00
Infrastructure	0.00	2,355,026.00	3,340,961.00	1,430,770.00	2,514,133.00
Lot Production	230,000.00	12,609,640.00	20,744,550.00	15,851,309.00	16,311,834.00
Administration	20,000.00	353,611.00	709,072.00	737,961.00	768,027.00
Sales & Marketing	70,000.00	1,351,600.00	905,373.00	943,536.00	1,004,463.00
Community Development	0.00	40,000.00	84,922.00	110,000.00	169,551.00
Finance	0.00	0.00	0.00	0.00	0.00
Contingency	0.00	877,887.00	1,536,668.00	2,145,745.00	2,463,135.00
Asset Acquisition	300,000.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURE	**2,044,500.00**	**19,440,792.00**	**33,325,446.25**	**24,711,393.41**	**28,258,087.13**
TOTAL INCOME	**838,236.00**	**15,139,242.00**	**43,544,333.00**	**37,953,391.00**	**39,579,870.00**
TOTAL NET INCOME	**-1,206,264.00**	**-4,301,550.00**	**10,218,886.75**	**13,241,997.59**	**11,321,782.87**
CAPITAL RETURNS (PARTICIPANT LOCAL GOVERNMENTS)	**0.00**	**3,000,000.00**	**12,000,000.00**	**13,000,000.00**	**12,000,000.00**
CUMULATIVE CASH BALANCE	**14,237,224.00**	**6,935,674.00**	**5,154,560.75**	**5,396,558.34**	**4,718,341.20**

Statistics & Influences

Political Timetable

The development of Tamala Park is expected to occur in a timeframe of approximately 12 years.

During this period, there is likely to be:

- 6 local government elections
- 3 state government elections
- 3 federal government elections

Potentially, there will be 6 changes **of members** in the composition (delete) of the Tamala Park Regional Council during its development life.

Changes at the State Government level to Governments or policy can result in significant changes in the approval regime and development of infrastructure which will impact the TPRC development.

A growing emphasis in policy formulation around environmental matters at both State and Federal Government level, will impact expectations for local responses to urban design, conservation and sustainability issues.

The planning by the TPRC must necessarily take account of the non-controllable impetus that may result out of the change in political framework that will occur in the TPRC development timeframe.

Perth North-West Corridor Growth

The Metropolitan Region Scheme sets out the major land uses and infrastructure to be provided in the north-west corridor. The Tamala Park land is the largest undeveloped land parcel in the corridor south of Alkimos.

The State Government planning has committed to continued residential growth in the north western sector of Perth. In the area north of Butler over 100,000 lots are to be created over the next 20 years.

Directions 2031 (August 2010) prepared by the Western Australian Planning Commission and Department of Planning provides the planning framework for Perth to 2031. It establishes a vision for the future growth of the Perth Metropolitan Region. Directions 2031 recognises the Tamala Park landholding current Urban and Urban Deferred zonings, with the potential for 2500 residential dwellings. It is seen as a satisfying land supply in the local area over the next decade.

Public Consultation

The following Public consultation is proposed for this Future Plan:

- Availability of Plan advertised in newspapers (Plan available for public comment for 45 days).
- Availability of Plan advised on participant Council (delete) local government noticeboards.
- The TPRC Web Site.
- Submission forms available on TPRC website.
- Consultation results and recommendations returned for TPRC review.
- The availability of the adopted plan and any modifications advertised.

Comment forms are contained in Appendix 1 of this document.

Email response is preferred as it will aid efficient collation of input for review by the Council (delete) TPRC.

The TPRC have demonstrated a high regard for the sustainability principles of Council's resources and this Future Plan not only supports sound financial management but also meets the legislative requirements contained within the Local Government Act 1995 and associated Regulations.

Appendix

Appendix 1

Comment Form .....Page 20

Appendix 2

TPRC Subject Site.....Page 21

Appendix 3

TPRC Local Structure Plan ..... Page 22

Comment Form

Comments will be kept confidential

I would like to make the following comment(s):

Please provide contact details (all details will remain confidential)

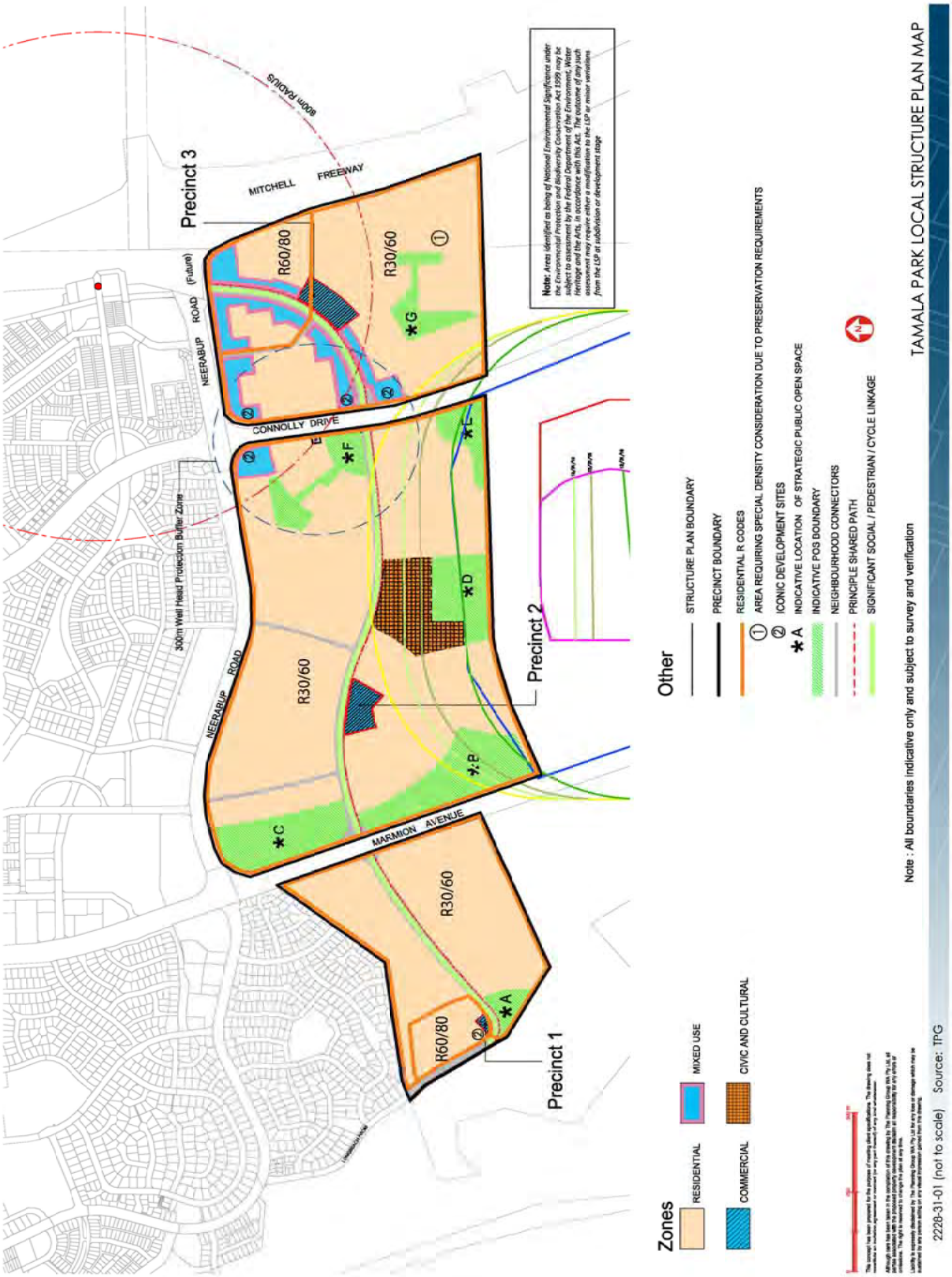
Name: Position:

Organisation: Email Address:

Please email to mail@tamalapark.wa.gov.au.
This will assist consolidation of results.

Subject Site
pos

Local Structure Plan



TAMALA PARK
Regional Council

Tamala Park Regional Council (TPRC) has been formed by 7 local governments which are joint owners of the Tamala Park land:

- Town of Cambridge
- City of Joondalup
- City of Perth
- City of Stirling
- Town of Victoria Park
- Town of Vincent
- City of Wanneroo

Room 3 · Scarborough Civic Centre
173 Gildercliffe Street, Scarborough · Phone: 9245 1368
Website: www.tamalapark.wa.gov.au

LOCAL STRUCTURE PLAN OBJECTIVES

PRINCIPLE 1 – LIFESTYLE & HOUSING CHOICE

Objectives

a. Promote a range of lot sizes and housing types, catering for different lifestyle choices and affordable housing opportunities.
b. Provide a variety of quality lifestyle options.

PRINCIPLE 2 – EFFECTIVE USE OF LAND & INFRASTRUCTURE

Objectives

a. Supporting commercial and residential developments that support community facilities, commercial facilities and public transport systems.
b. Optimising the use of infrastructure and assets.
c. Effectively planning for the development of future infrastructure.
d. Promoting urban design that is responsive to the needs of the community.

PRINCIPLE 3 – LONG TERM HEALTH OF THE ENVIRONMENT

Objectives

a. Conserving and enhancing local biodiversity and landform wherever practicable.
b. Encourage community participation in local bushcare efforts.
c. Promote more efficient use of water, energy and other resources.
d. Developing integrated water management strategies to increase water efficiency.
e. Encouraging sustainable waste management options and improving resource recovery.
f. Promote a variety of alternative transport choices to reduce energy consumption.
g. Adoption of supporting environmental and sustainability principles such as Green Star rating of residential buildings and whole-of-life energy material and maintenance utilisation factors for assessment of the value of public infrastructure.

PRINCIPLE 4 – LONG TERM HEALTH OF THE SOCIAL AND CULTURAL ENVIRONMENT

Objectives

a. Valuing social and cultural diversity.
b. Encouraging social cohesiveness and civic participation.
c. Encouraging and supporting equity for all community members.
d. Encouraging inter-connectedness between neighbourhoods.
e. Promoting distinctive and attractive communities.
f. Promoting community safety.
g. Promoting the conservation and appreciation of heritage sites.
h. Promoting the provision of community facilities and services that meet the needs of the community.
i. Structure planning and subsequent detailed area planning to establish outcomes that accommodate and enhance community health and wellbeing.

PRINCIPLE 5 – LONG TERM ECONOMIC HEALTH

Objectives

a. Building on local industry strengths and opportunities.
b. Encouraging workforce participation and local employment placement.
c. Promoting investment consistent with strategic vision.
d. Advocating the provision and enhancement of communications infrastructure.
e. Promoting business assistance and support networks.
f. Promoting lifelong learning and targeted industry training.
g. To provide ample opportunities for sound access to employment nodes via a range of transport nodes.

PRINCIPLE 6 – PEOPLE AND GOVERNMENT

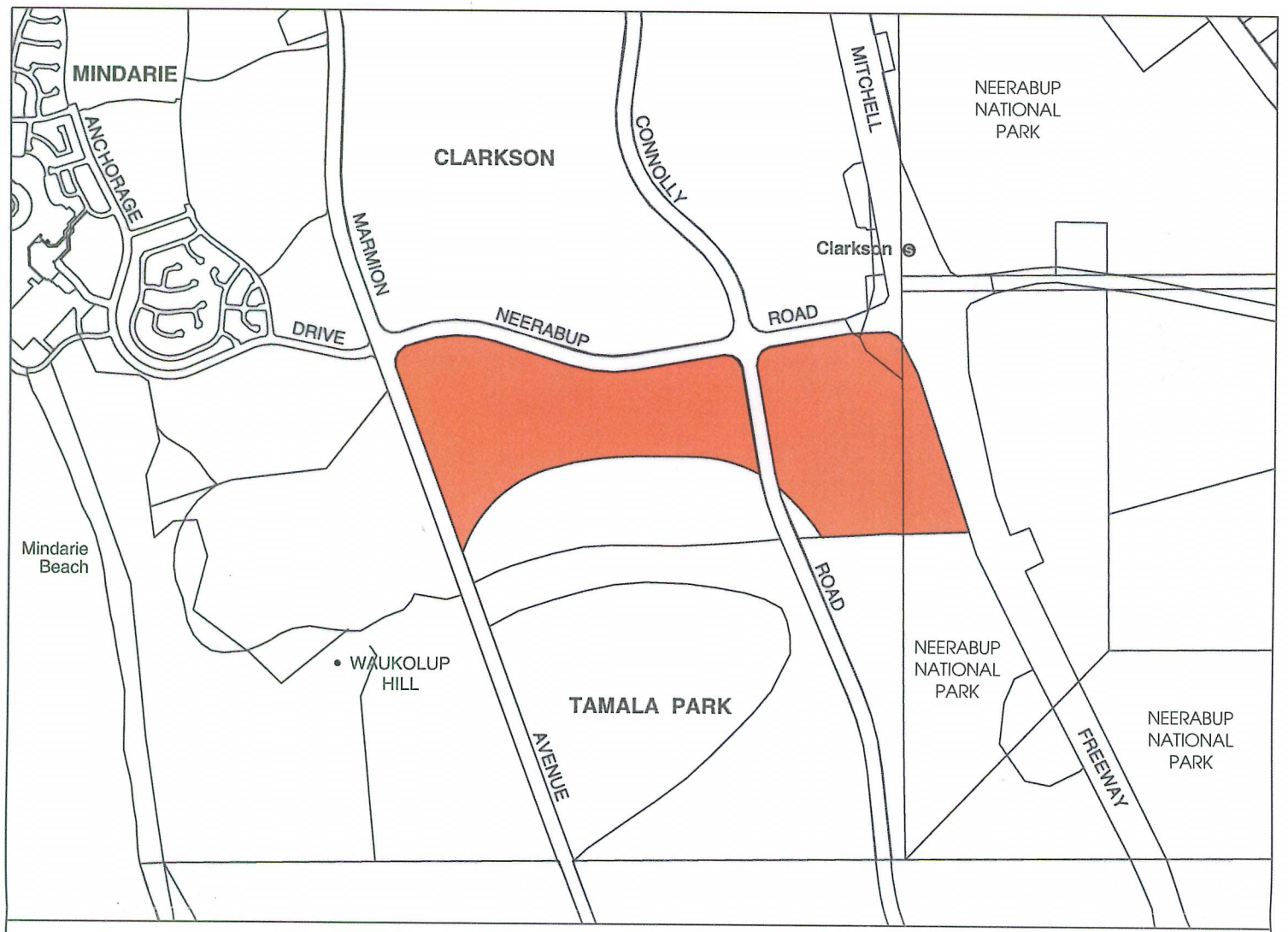
Objectives

a. Promoting inclusive decision-making.
b. Creating a commitment to the future of the region.

TPRC FUTURE PLAN 2011 – 2013

SUMMARY OF SUBMISSIONS

Submission	Comment	Response
City of Joondalup	• Future Plan should cover a greater term, possibly 10-12 years. • Requirement for continuity and of references to financial/calendar years. • Statistics influence, need to provide more detail on potential risk and influences to the project. • Correct references to local authorities and municipalities.	• Propose term of Future Plan to be 3 years. • Agreed. • Agreed • Agreed
City of Perth	• Financial summary should address taxation/funding and borrowing issues for the project. • Include Stage 1 & 2 location plans • Clarification of advertising locations of Future Plan.	• Agreed in part – Financial Summary being reviewed as part of the preparation of Project Cash Flow to be completed March 2011. Taxation issues are to be addressed separately. • Agreed • Future Plan provided to all participant local authorities for advertising.
City of Stirling	• Include Stage 1 & 2 location plans. • Financial summary review potential revenue.	• Agreed. • Agreed - Financial summary to be considered as part of preparation of Project Cash Flow to be completed March 2011.
Town of Vincent	• Support the draft Future Plan.	• Noted.
City of Wanneroo	• Details to be provided on the financial disbursement proposed for participant Councils over the term of the Plan. • Enshrining the objectives of LSP into Future Plan with key performance indicators against objectives.	• Agreed in part – Financial Summary being reviewed as part of the preparation of Project Cash Flow to be completed in March 2011. Disbursement of funds to be addressed as part of Council determination of Project Cash Flow. • Noted, LSP objectives yet to be considered by WAPC, to be further considered.



SIGNED FOR AND ON BEHALF OF THE
WESTERN AUSTRALIAN PLANNING COMMISSION

.....

An officer duly authorised by the Commission
Pursuant to section 24 of the
Planning and Development Act 2005
for that purpose in the presence of :

WITNESS .....

DATE .....

Excluded from urban deferred zone and included in urban zone.

N

Scale 1:25000

1000 750 500 250 0 1
metres kilometres

Metropolitan Region Scheme

Clause 27 - Transfer of land from urban deferred zone to urban zone

Amendment number 1212/27

GOVERNMENT OF WESTERN AUSTRALIA

Western Australian Planning Commission

4_1580.amd
17 Mar 2011
Produced by Mapping & GeoSpatial Data Branch, Department of Planning, Perth WA
On behalf of the Western Australian Planning Commission.
Base information supplied by Western Australian Land Information Authority LI 430-2009-4

GDA

Project Manager: A. Muscara

Draftsperson: T. Lynch

Examined: .....

Revised: .....

Date: WAPC/1532 22 February 2011

File reference: 812/2/30/74

Plan reference: Swan 1:2000 sheets 04.13, 05.12, 05.13, 06.12 & 06.13
Metropolitan Region Scheme 1:25000 sheet 7
detail plan 1.7133

2656 Plan number 4.1570

TAMALA PARK REGIONAL COUNCIL

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TAMALA PARK - CATALINA PRECINCT 1

2011 ANNUAL PLAN

BACKGROUND

The Satterley Property Group (SPG) was appointed in June 2010 as Project Manager & Selling Agent by the Tamala Park Regional Council (TPRC).

The approved Key Performance Indicators (KPI's) requires the preparation of an Annual Plan by March of each year.

ACTIONS TO DATE

Since the appointment of SPG the following has been achieved:

- Appointment of the following consultant team:
  - Chappell Lambert & Everett (CLE) – Town Planner
  - Cossill & Webley (CW) – Civil Engineer
  - McMullen Nolan (MN) – Surveyor
  - EPCAD – Landscape Architect
  - Marketforce (MF) – Marketing Agent
- Agreement to a series of KPI's to measure SPG's ongoing role as project manager.
- Continuing negotiation with the Western Australian Planning Commission (WAPC) in regards to the Local Structure Plan (LSP) previously lodged by the TPRC.
- Progressing the design of the first subdivision application area in Village 1 east of Marmion Avenue.
- Progressing the preliminary servicing & earthworking strategy for Village 1.
- Preparation of an Overall Strategic Marketing Plan.
- TPRC endorsement of the project name Catalina, with possible themes for each precinct as follows:
  - Catalina Beach – beachfront precinct west of Marmion Ave;
  - Catalina Gardens – just south of the Clarkson District Centre between Marmion Ave & Connolly Dve; &
  - Catalina Junction – adjacent to the Clarkson Rail Station precinct east of Connolly Dve.
- Preparation of a Display Home Village Strategy for the estate's first residential village.
- Progressing a cashflow budget for 2010/2011 & 2011/2012 financial years.
- Preparation of an application for Commonwealth Environmental approval.

TAMALA PARK REGIONAL COUNCIL

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KEY PRIORITIES 2011

The key priorities to be undertaken by SPG during the early part of 2011 involve securing the necessary planning and environmental approvals to implement the Catalina project.

These include approval to the Local Structure Plan, Village 1 Subdivision Application and the Commonwealth Environmental Approval.

During the mid and later part of 2011 the focus will be the commencement of construction of Village 1 and associated road and landscape infrastructure.

The development of the Catalina branding, project positioning is also to be undertaken in mid 2011, inclusive of possible signage and publications. This will also include development of the necessary framework & strategy for the sale and settlement of residential lots in Village 1ill also be developed.

STRATEGIES & ACTIONS 2011

The following strategies & actions are to be undertaken by the SPG in 2011. These reflect TPRC objectives & approved KPI's:

- Secure Local Structure Plan approval by early February 2011.
- Lodge a subdivision application for the first village at Catalina east of Marmion Avenue in February 2011.
- Secure Commonwealth Environmental Approval by March 2011.
- Commence construction in Village 1 following all necessary approvals by May 2011.
- Prepare & lodge estate branding concepts, logo & positioning for the marketing of the project.
- Develop acceptable framework & strategy for the sale and settlement of residential lots in Village 1.
- The civil design of approximately 100 residential lots will be undertaken during the first half of 2011. This will accommodate 30 residential lots for the first village's display home precinct & a further 70 lots for public release.
- Major bulk earthworks are proposed for the whole of the first village with consideration to be given to an area for stockpiling excess fill as required.
- Prepare an Environmental Management Plan by January 2011 (completed).
- Prepare project cash-flow budget by March 2011.
- Prepare & lodge a brief for the appointment of a Community Development consultant.

TAMALA PARK REGIONAL COUNCIL

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- Commence sales & marketing campaign late 2011.
- Prepare Demonstration Housing Strategy (early 2012).
- Prepare a Landscape Masterplan during the first half of 2011 culminating in lodgement with the TPRC by June 2011.
- Prepare a Public Art Strategy during the first half of 2011 culminating in lodgement with the TPRC by June 2011.
- Prepare a Sustainability Initiatives Plan & Public Transport Initiatives Strategy during the first half of 2011 culminating in lodgement with the TPRC by June 2011.
- Prepare a Built-Form & Housing Strategy during the first half of 2011 culminating in lodgement with the TPRC by June 2011.
- Review the Community Development Plan (CDP) to ensure that current local community aspirations align with the Catalina vision. Following this review SPG will propose a schedule of activities prior to the first resident moving into the estate with a Marketing and community engagement focus.

A G (Sandy) Biagioni
REGIONAL DEVELOPMENT MANAGER
SATTERLEY PROPERTY GROUP

CATALINA Identity Concepts

Development Process

The design brief for the development of the Catalina logo and positioning was informed by the brand strategy, as outlined in the marketing plan, and the subsequent market research findings.

The proposition for the brief was identified as:

"A balance of Life and Living"

This is supported by the following statement:

Living in Catalina encourages choice – choice to be a part of a community; to be focused on your well-being; to be close to established shopping precincts; to be accessible to public transport. The choice to live in a traditional family home or to live in close-knit, collaborative community and the choice to have access to sustainable living initiatives.

Catalina enables its residents to maintain the balance of scales; to have access to all things necessary for a busy life while not neglecting the time and space necessary for building families and community.

Design concept A

The landscaped open-spaces, the Green-link and the ocean are the three components of the Catalina estate which have been used as a basis for this concept.

The ocean is suggested by the blue 'wave' elements added to the type flourish, and the landscaped aspect of the estate is suggested by a green leaf flourish at the top. The green-link is symbolised by the line "connecting" the "t" and the "l".

The script font is symbolic of the 1940's era, synonymous with the original "Catalina" brand.

This concept leans towards highlighting the lifestyle choice offered by living in Catalina and is dependent on utilising the name "Catalina" as the hero of the brand. It is however considered that the "C" could be used independently as a mnemonic or iconic devise to represent the brand.

INSPIRATION:
Sea + Land

+

Catalina

Design concept A

Catalina Catalina Catalina

Design concept B

The Green-link, a central significant transport, cycle, pedestrian and social corridor linking the freeway to the beach, is a feature that is unique to Catalina and is the main inspiration for this concept.

The Green-link 'boardwalk' graphic also represents the three 'villages' within Catalina through the use of colour. We begin with green to represent the landscaped gardens and parks in Catalina "Junctions" (representative name only), red represents the vibrancy of the spine of Catalina moving through Catalina "Centro" (representative name only) and of course blue to represent the proximity to the ocean that will come from living in Catalina "Beach" (representative name only).

The abstracted boardwalk brings a level of contemporary style, sophistication and timelessness to the word Catalina whilst the font is reminiscent of the era of the original Catalina brand.

INSPIRATION:
Connection
+ Diversity

+

Catalina

Design concept B

Catalina

Catalina

Catalina

CATALINA

Life and style

“Positioning concept A”

Life and Style

A play on the word ‘lifestyle’, this positioning line focuses on the lifestyle choice made by people who live in Catalina whilst communicating the balance of life and living at the essence of the brand. ‘Life and Style’ captures the contemporary and classy positioning of Catalina as well as the connectivity and balance that living in Catalina offers.

CATALINA

SEA STYLE SOUL

“Positioning concept B”

Sea Style Soul

These three words are representative of the three ‘villages’ within Catalina and the primary essence that they offer. Combined, the words reflect a place that is aspirational yet approachable and alluring with a certain charisma. This is a close reflection of the identified personality of the Catalina brand as outlined in the marketing plan.

CATALINA

OVERALL STRATEGIC MARKETING PLAN

(DECEMBER 2010)

TAMALA PARK REGIONAL COUNCIL

Satterley

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EXECUTIVE SUMMARY

This document outlines the overall strategic marketing plan (OSMP) for the Catalina land development project owned by Tamala Park Regional Council and being developed and marketed by Satterley Property Group. At the time of writing much of the project is still in early planning phase. As such this plan is a work-in-progress that will be revised and updated in 2011.

The work completed to inform the development of the OSMP plan is detailed below. This plan is a culmination of these inputs developed by the project team over a period of 6 weeks.

- Development of a draft marketing plan by the Satterley marketing team as part of the bid process.
- Review of all Satterley market intelligence collected in the northern corridor region over the past 10 years.
- A two hour Catalina project team workshop held on November 29, 2010 to seek input into defining the Catalina brand. Attendees at the workshop were:
    - Tony Arias – Tamala Park Regional Council
    - Ian Everett – CLE
    - Howard Mitchel - Epcad
    - Sandy Biagioni – Satterley
    - Grant Singleton - Satterley
    - Loretta Sivwright - Satterley
    - Taryn Williams – Satterley
    - Danuta Wnek - Satterley
    - Brendon Lewis – Marketforce
    - Nicole Walton – Marketforce (facilitator)
- Telephone interview with Catalina Sales Manager, Danuta Wnek.
- Secondary research completed by both Satterley and Marketforce to uncover population estimates, competitor analysis and target market characteristics.

It is recommended the following actions be prioritised to inform completion of this plan. On the marketing plan summary to follow, priority actions are indicated with red shading.

1. Implement consumer market research to refine the target audience, demand forecasting and key messages.
2. Clarify and confirm the product and price mix by forecast stages. This process may include workshops with builders and other key stakeholders.
3. Undertake feasibility on selected innovations defined within this plan to be implemented at Catalina, and confirm those that will be pursued.

Throughout this document areas of the marketing plan that need further information and refinement in early 2011 have been highlighted. These areas are of critical importance to inform the final marketing strategy.

Catalina Overall Strategic Marketing Plan

Catalina Vision	Create an urban centre for choice, sustainability, community and opportunity from the land.
Catalina Values	**Community** **Progress** **Connectivity** **Diversity**
Brand Essence	**Timeless Vibrancy**
Core Purpose	Deliver a minimum of 2,000 lot sales and 2,300 dwelling unit sales in a distinct residential development.
Business Goal	Deliver an acceptable commercial return balanced with social development goals of the TPRC.
Performance Target	Achieve 180 product sales within 12 months of public launch.

Critical Success Factors	Clearly define unique proposition	Equip the sales force with tools to achieve success	Generate awareness and preference amongst target audience
Strategic Initiatives	Strategy Development / Innovation	Define the opportunity / Visual Brand	Generate Awareness / Strong Early sales
Activities	Market Intelligence Determine 'Do-able' Innovations Product & Pricing Strategy Innovation Implementation Plan Create Brand Identity Confirm Target Audience Finalise Marketing Plan	Area Targets Stationary Build Database Street Signage Sales Office Fit-Out Sales Collateral Display Village Development	Editorial Search Marketing DM/eDM Telemarketing Cross-promote DM/eDM Advertising Website

1. THE PROJECT

1.1. VISION FOR CATALINA

"CREATE AN URBAN CENTRE FOR CHOICE, SUSTAINABILITY, COMMUNITY AND OPPORTUNITY FROM THE LAND."

Catalina will be a high quality master planned development that sets a benchmark in design, presentation and sustainability. The project will be positioned as a market leader in the Perth northern corridor leveraging its unique position of being urban infill, with strong existing community facilities in retail/shopping, health, education and transport.

By 2015 Catalina will be a vibrant community offering a diverse, yet cohesive, built form aesthetic. The sheer scale of the development, coupled with its world-class landscaping and presentation will ensure a wide market appeal to a range of homebuyer segments.

Betterment of the physical and social surround is paramount to the Catalina vision, including but not limited to, public art, street furniture, early beach access and a general high presentation standard. This estate will provide a proud legacy for TPRC setting the benchmark in social sustainability for the northern corridor region of Perth.

By optimising marketing strategies and leveraging an enormously loyal following of referral and repeat customers, along with a very large prospective buyer database, Satterley will optimise the revenue and social benefits derived from Catalina for the Tamala Park Regional Council.

Catalina Estate

Vision – Central Precinct (Catalina Centro or Village)

- The 'heart' of the overall Catalina development
- A vibrant, active village-within-a-village, distinguished by the pristinely landscaped green link with it's public art installations
- A friendly a safe place for families to raise their children, with convenient access to the Catalina Town Centre and Ocean Keys Shopping Centre for shopping and the Neerabup business centre for work
- ***SIMILAR TO***:
  - The "new" Carine/Duncraig
  - An upmarket Brighton

Satterley

Catalina Estate

Vision – East Precinct (Catalina Gardens or Junction)

- A leafy, modern and trendy place to live that is on the doorstep of the train station and Freeway
- Feels close to the beach and the green link access takes you directly to the foreshore
- An affordable option for singles, couples and downsizers who aspire to a quality home that is set amongst a 'real community'
- ***SIMILAR TO***:
  - An affordable Subi Centro (streetscapes)
  - Joondalup City North

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Catalina Estate

Overall Vision

"A classy, connected, coastal community in the new suburb of Catalina"

Satterley

Catalina Estate

Overall Vision

"A ***classy*** connected coastal community"

- High quality house designs
- Pristine landscaping and a stunning, usable foreshore that makes Catalina a destination beach
- Public art
- Timeless and sophisticated look and feel
- Multiple award-winning estate that sets the benchmark for metro beachside residential communities

Satterley

Catalina Estate

Overall Vision

"A classy ***connected*** coastal community"

- Green Link
  - Takes a pedestrian or cyclist from the Freeway, the train station or their home directly to the beach
- Transport
  - Train station and arterial roads in the area are very close i.e. Marmion Ave/Connolly Drive/Freeway
- Shopping/facilities
  - Ocean keys shopping Centre, Town Centre
- Employment opportunities
  - Neerabup Business Centre
- To the existing community
- Free WIFI
  - In parks and on foreshore

Satterley

Catalina Estate

Overall Vision

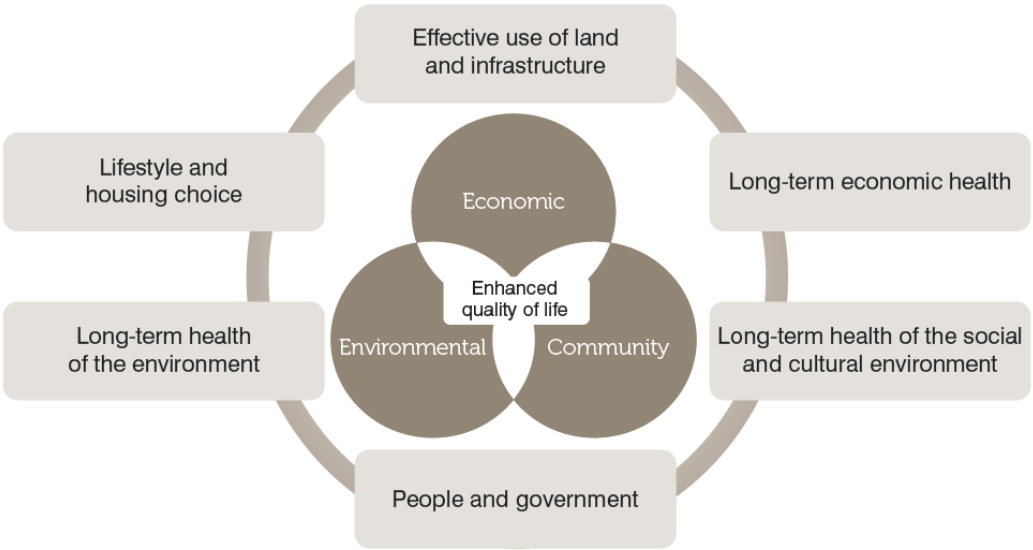
"A classy connected ***coastal*** community"

- Connectivity to the beach with an enjoyable walk (meandering boardwalks/shade etc) similar to Bunker Bay.
- An estate where people are encouraged and able to walk/ride from the freeway to the beach

Satterley

1.2. CATALINA MASTER PLAN

Satterley has set out six key principles, and supporting objectives and strategies, to realise the Master Plan vision. The key principles are represented below:



Catalina Master Plan

Artist impression of Green Link

Artist impression of Catalina Foreshore

1.3. FEATURES AND BENEFITS

Catalina is located 34km north of the Perth CBD and 7km west from the satellite city of Joondalup. The estate stretches between the Mitchell Freeway, northern railway line and west to the ocean. Marmion Avenue and Connolly Drive are the major arterial roads effectively dividing the estate into three distinct precincts: Western, Central Western and Eastern.

The Catalina estate will be built on land owned by the Tamala Park Regional Council (TPRC). TPRC is the corporate entity representing the interests of seven local governments in the urban development of 170 hectares of land south of Mindarie and Clarkson northern suburbs.

The first stage of the development is expected to be titled in March 2012. Lots will be available to meet demand over the project's expected ten-year life cycle.

The unique selling points of Catalina along with the proposed innovations need to be determined and confirmed within the product and pricing strategy in order to effectively market the development.

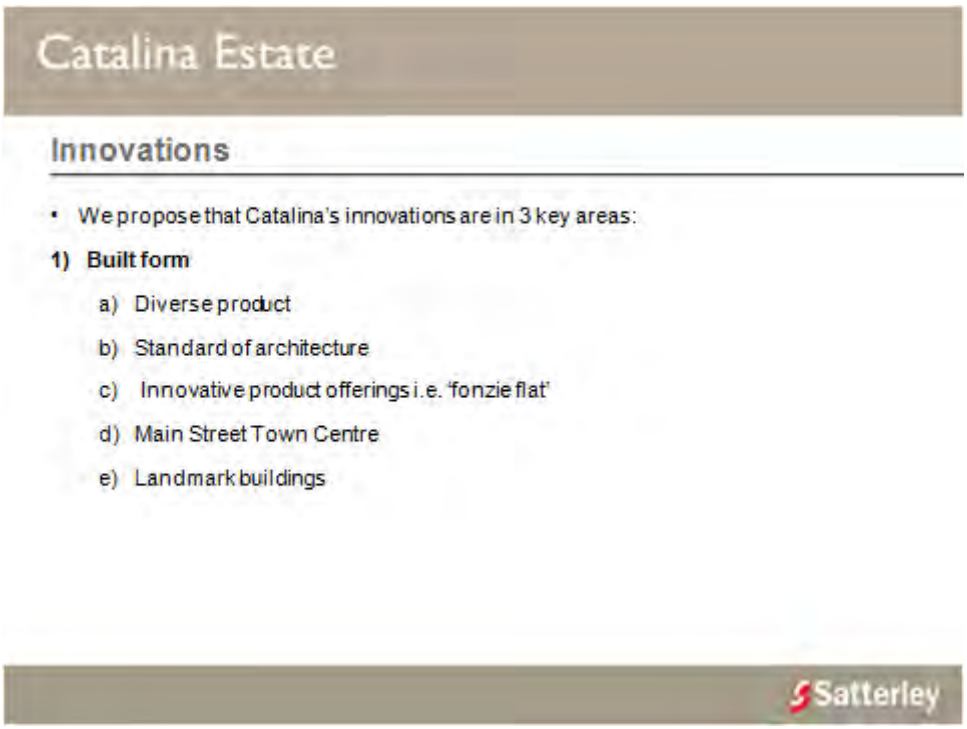
Key Catalina product features (planned & proposed):

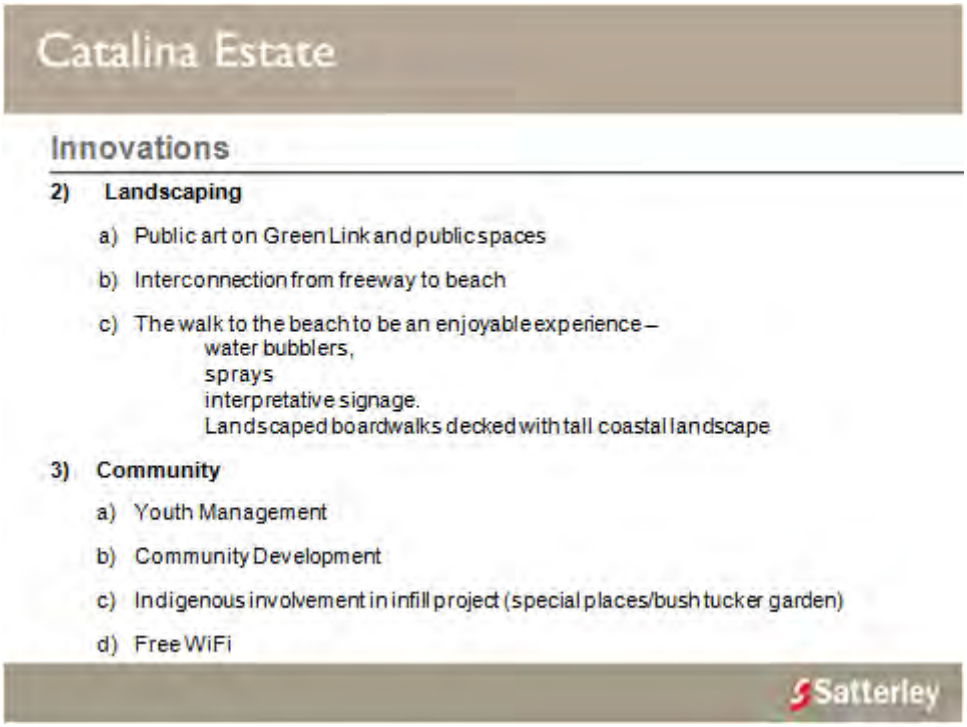
- Approximately 2,300 dwellings with a population of around 6,500 people in three planning precincts.
- Wide mix and variety of land sizes and housing options, catering for different lifestyle choices and affordability.
- Widest product range in the area (range of lot sizes, house and land packages, completed homes, apartments, exclusive house designs, and traditional housing through to site responsive architectural designed dune housing).
- Three activity centres; a local centre in the Western precinct, a local centre and community node in the Central Western precinct, and a neighbourhood centre associated with an employment node in the Eastern precinct, drawing on the activation potential of Clarkson station.
- Allocation of a business/mixed use area along the southern side of Neerabup Road.
- A central Green Link as a significant public transport, cycle, pedestrian and social corridor.
- Identification of a site for a primary school co-located with public open space for active recreation.
- More than 10% public open space, plus 40 hectares of bushland bio-diversity conservation areas nearby.

Innovations (planned & proposed):

- Official change of beach name to Catalina.
- Official change of suburb names from Mindarie and Clarkson to Catalina within the estate boundaries.
- "Green link" as a corridor linking the main activities areas and providing an attractive pedestrian-friendly and cycling connection between the railway station and the beach.
- Design and style of beach access, roads and pathways.
- Public art and sculpture unfolding with various Catalina brand associations.
- Ability for customers to match house design to lot sizes (and vice versa) via Satterley's internationally award-winning website tool and manage the process through the Satterley Estate Manager.
- One of the first developments in WA to obtain "Safe Community" tick. This is a formally recognised accreditation by the Australian Safe Community Foundation.
- Comprehensive Community Development Plan developed in conjunction with residents, parents and youth.
- Effective youth development programs.
- Early interim transport solutions provided by the development such as mini-bus transport to and from local schools.
- A multipurpose community facility in the Central West precinct linked to the local Centre, primary school and recreation facilities.
- Free wireless internet access in all parks (with default community landing page) and fibre to the home.
- Beach furniture/sculpture.

- Innovation in landscape architecture.
- Investigation of the development of a Catalina Surf Lifesaving Club to support a family friendly beach environment.
- Interpretative signage highlighting indigenous sites the local flora and fauna.
- A bush tucker garden, near to the primary school, to advance cultural awareness and understanding of the sites history as a food gathering area for traditional owners.
- A managed “Shed” for youth activities, focusing on construction of public art, landscaping and developing a plant nursery. Also to include online training courses for making good choices and decisions, career planning questionnaires and tactical planning for first job, linkages to all businesses locally for work experience.
- Funding for youth education in schools to promote early career direction and linkages to WA business, apprenticeships, cadetships, traineeships – similar to the Caterpillar Institute.
- Partner with Business Enterprise Centres and Small Business Development Corporation to encourage business development in the area.
- Maximise opportunities with and proximity to Meridian Industrial Park in Neerabup





1.4. PRICING AND PRODUCT MIX STRATEGY

The product mix and pricing strategy for the Catalina master plan is under development. Based on the project team workshop held in November 2010 and subsequent discussions between members of the Satterley Project Team and TPRC the following information has been communicated.

Draft Stage 1 Release: October 2011

- Stage 1 release 150 lots in Year 1.
- Titles to be issued in March 2012.

Product	Lots Size	Width	Price Guide	% total Stock
Standard lot	450 – 500 sqm,	15/17m wide	$260 - $285K	35%
Front loaded cottage lots	300 sqm	12.5m wide	$230K	25%
Laneway Cottage Lots	300 sqm	7.5, 10 & 12m wide	$160 - 235K	40%

This product mix has been further refined in consultation with Nigel Satterley, members of the Satterley Project Team and TPRC. The product mix for the first release is as follows.

Type	Product	Lots Size	Width	Price Guide	% total Stock
Front Loads (60%)	Traditional (R30)	510m^2	17m wide	$285K	10%
	Lifestyle (R30)	450m^2	15m wide	$260K	25%
	Compacts (R30/60)	375m^2	12.5m wide	$230K	25%
Rear Loads (40%)	Cottage Corners (R30)	360m^2	112m wide	$235K	5%
	Cottage (R30/60)	300m^2	10m wide	$190K	13%
	Terraces (R60)	225m^2	7.5m wide	$160K	20%
	Mixed Use (R60)	380m^2	12x32	TBA	2%

The % of total stock is indicative of the product mix across the entire Catalina development. At this density the product mix will deliver approximately 2,300 dwelling units.

2. CATALINA BRAND STRATEGY & POSITIONING

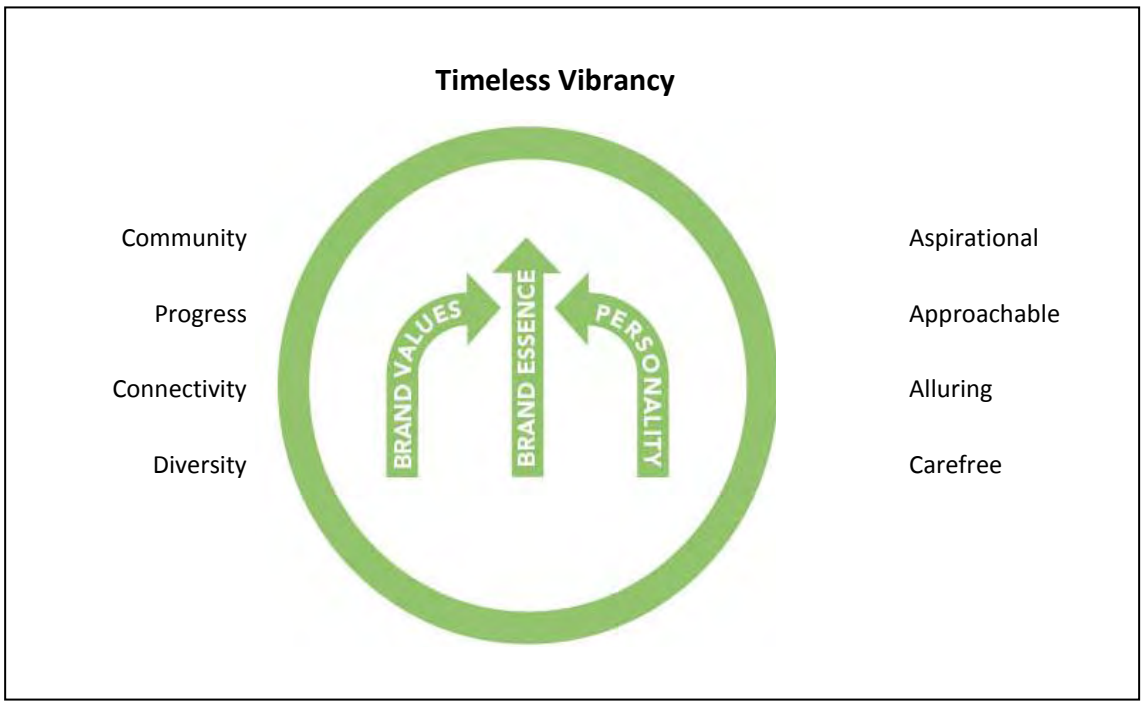
2.1. THE CATALINA BRANDMARK©

The BrandMark© is a summary of the key characteristics of the Catalina brand. At time of writing the Catalina BrandMark© has been built using internal stakeholder input only. It is recommended that consumer market research be conducted to confirm desirable attributes and existing perceptions of competitor propositions.

The brand values represent the core of what the project stands for. To bring them to life and make them credible, elements of these values should guide decisions about the development and underpin the content of its communications, from literature and signage to advertising and public relations.

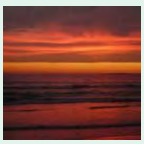
The brand's personality attributes should guide the tone of all marketing communications, both verbally and visually.

The brand essence is the 'golden thread' for Catalina: the essential expression of the brand that is always present in the public's experience of it.'



The Catalina marketing planning workshop conducted in November 2010 incorporated exercises for the Project Team to articulate the Catalina brand via the Landor Brand Matrix model. Below is a summary of the results that have informed the Catalina BrandMark© and will directly impact the creative development of the brand identity to take place in approximately March 2011.

Landor Brand Matrix[1] – Catalina Estate

OBJECT Wide Brim Hat – elegant Watch – quality 	**VEHICLE** Vespa – affordable, retro Cadillac/Coupe 	**BRAND** Ralph Lauren – nautical Tag Heuer – classic, timeless RALPH LAUREN TAGHeuer SWISS MADE SINCE 1860
ACTIVITY Swimming Walking Kite flying 	**COLOUR** Sunset colours - striking Red – brighter, swimsuit Red 	**ANIMAL** Sale fish – aspirational catch
DRINK Martini – 60's, class, sophistication Cocktail – outdoor living 	**PLACE** Beach Monaco 	**PERSON** Ms Catalina/swimsuit model Audrey Hepburn Princess Grace

2.2. THE NAME

The project's name must enable the communication of the complete site context (i.e. b*each, range of housing options including medium density, transport options and convenience, green link),* have the capacity for sub-branding three geographical precincts and should be highly marketable to appeal to the target markets.

[1] Landor Associates (*www.landor.com)*

Catalina

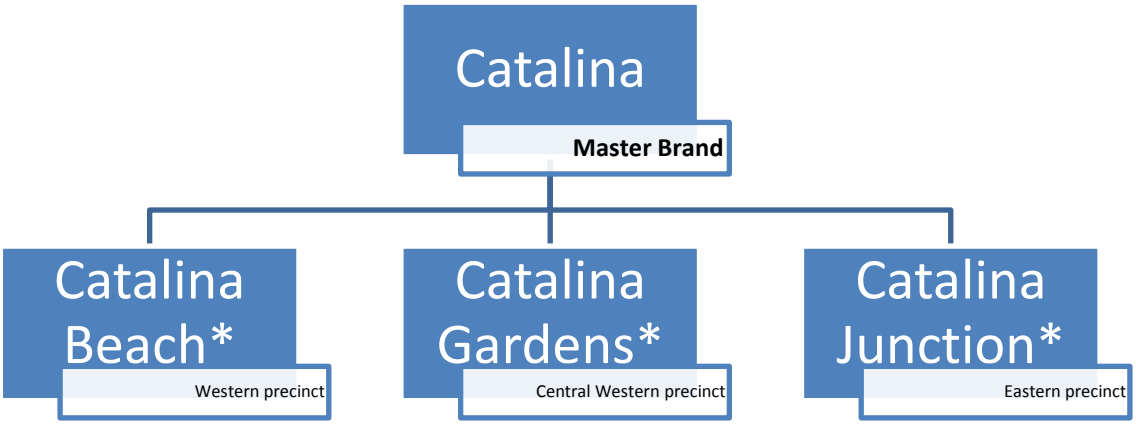
Catalina has been chosen as the estate name because it evokes a period of glamour and fun in the sun. Its heritage is derived from a variety of sources that complement the brand position:

- A famous swimwear brand, sponsoring the Miss America Beauty Pageant in the 1940's
- A famous brand of yachts
- The Pontiac Catalina
- The name of a variety of islands and resorts around the world
- Flying boats operated by the RAAF in WA
- Means 'pure' in Greek

The associations of the Catalina brand name invoke a beach lifestyle in a magnificent ocean setting, along with a variety of transport options, consistent with the Catalina target market attributes. Catalina will appeal to people who desire to be within reach of the city yet enjoy a vibrant community and beachside living.

2.3. BRAND ARCHITECTURE

The Catalina brand architecture will include three (3) separate sub-brands representing the geographical precincts within the estate, led by a single master brand.



*The names of each precinct are still to be confirmed. However it is expected each precinct of the estate will represent a distinct product offer appealing to somewhat different target audiences. It is recommended this hypothesis be tested via consumer research in early 2011.

Catalina Beach

Qualities	Classic, Timeless
Household Income	$200,000
Land Prices	$350,000 to $500,000
House & Land Prices	> $650,000
Key Attributes	• High quality of streetscape, street furniture and paving • Beaumaris standard of landscaping (higher standard than Burns Beach) • Mostly 2-storey product • Some “South Beach” style apartments with ocean views adjacent to the foreshore reserve • Marketing campaign to reinforce coastal lifestyle, proximity to Mindarie Keys and premium housing

Catalina Gardens

Qualities	Contemporary, Modern classic
Household Income	$150,000 to $200,000
Land Prices	$220,000 to $320,000
House & Land Prices	$500,000
Key Attributes	• High quality of streetscape, street furniture and paving; • Heron Park (Harrisdale) standard of landscaping • Some 2-storey product • Some medium density product adjacent to Clarkson DC and opportunity to demonstrate mixed-use development • Marketing campaign to reinforce high quality of landscaping, coastal lifestyle, beach and proximity to Clarkson DC and train station

Catalina Junction

Qualities	Contemporary, eclectic/funky, young and hip
Household Income	$125,000 to $150,000
Land Prices	$180,000 to $300,000
House & Land Prices	$400,000 to $450,000
Key Attributes	• High quality of streetscape, street furniture and paving; • Brighton medium density standard of landscaping • Some 2-Storey product • Mostly medium density Subi-Centro style product adjacent to Clarkson rail station • Marketing campaign to reinforce proximity to amenities in particular Clarkson DC and rail station • Similar to Ellenbrook in design

2.4. THE CATALINA POSITIONING & STYLE

The Catalina brand identity is yet to be developed. It is recommended that the creative brief be informed by the existing understanding of the brand along with insights from consumer market research, product and price strategy and confirmation of innovations that are to be implemented. This work is to be completed in early 2011.

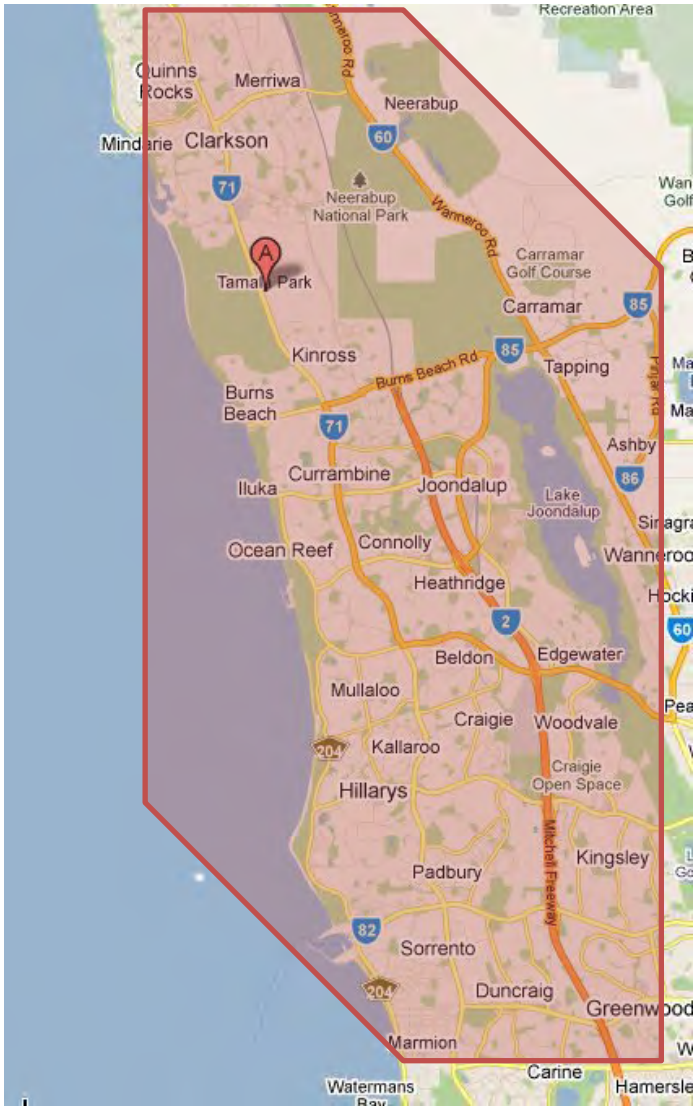
3. SITUATION ANALYSIS

3.1. LOCATION

Catalina is located within the City of Wanneroo, one of the fastest growing residential areas in Perth. In 2009 Forecast ID predicted that between 2009 and 2027 the population of the Local Government Area of Wanneroo would increase by 135,300 people at an average annual growth rate of 4.2%[2].

The catchment area for target customers is represented by the shaded area on the map provided, Perth's northern corridor.

This includes the areas north of Beach Rd, inland to Wanneroo and Tapping and north to Jindalee. This catchment area encompasses the cities of Wanneroo and Joondalup.



Catalina Location Map

[2]MacroPlanAustralia, *Catalina Butler Market Research Report* (2009)

The key demographic characteristics of the northern corridor are:

- An almost equal mix of blue collar workers and white collar professionals.
- Low university qualification at 11.5% of population[3].
- Largely Australian born, with high immigration from the United Kingdom.
- Individual weekly income of $400 to $599[4].
- More affluent couples/families tend to reside closer to the coastline.
- Younger demographic skew - 38.7% under the age of 24 in the Local Government Area[5].
- Forecasts predict an ageing population with a significant increase in the proportion of persons over the age of 65.
- Male skew[6].
- Notable growth in households with incomes greater than $100,000.
- The most common reasons for choosing to live in the northern suburbs were lifestyle reasons, social reasons, knowing the area, affordability and accessibility.

Catchment Area Population Demographics[7]

	City of Wanneroo		City of Joondalup	
Household Type	**2006***	**%**	**2006***	**%**
Total Population	115,892		157,871	
Total households	40,681		52,730	
Couples with dependent children	16,225	39.9%	22,029	41.8%
One parent families	4,603	11.3%	5,478	10.4%
Couples without children	11,819	29.1%	14,170	26.9%
Loan person households	6,507	16%	8,336	15.8%
Other families	756	1.9%	1,513	2.9%
Average Household size	3.5 people		3.3 people	

*2006 census data is the most up-to-date population data available, however it must be noted that there is the potential for this data to be inaccurate based on the significant change in WA population in recent years.

3.2. COMPETITOR ANALYSIS

The northern corridor of Perth is a highly competitive real estate and land sales marketplace. Within the immediate vicinity there are a variety of competing land and real estate options, summarised in the table to follow.

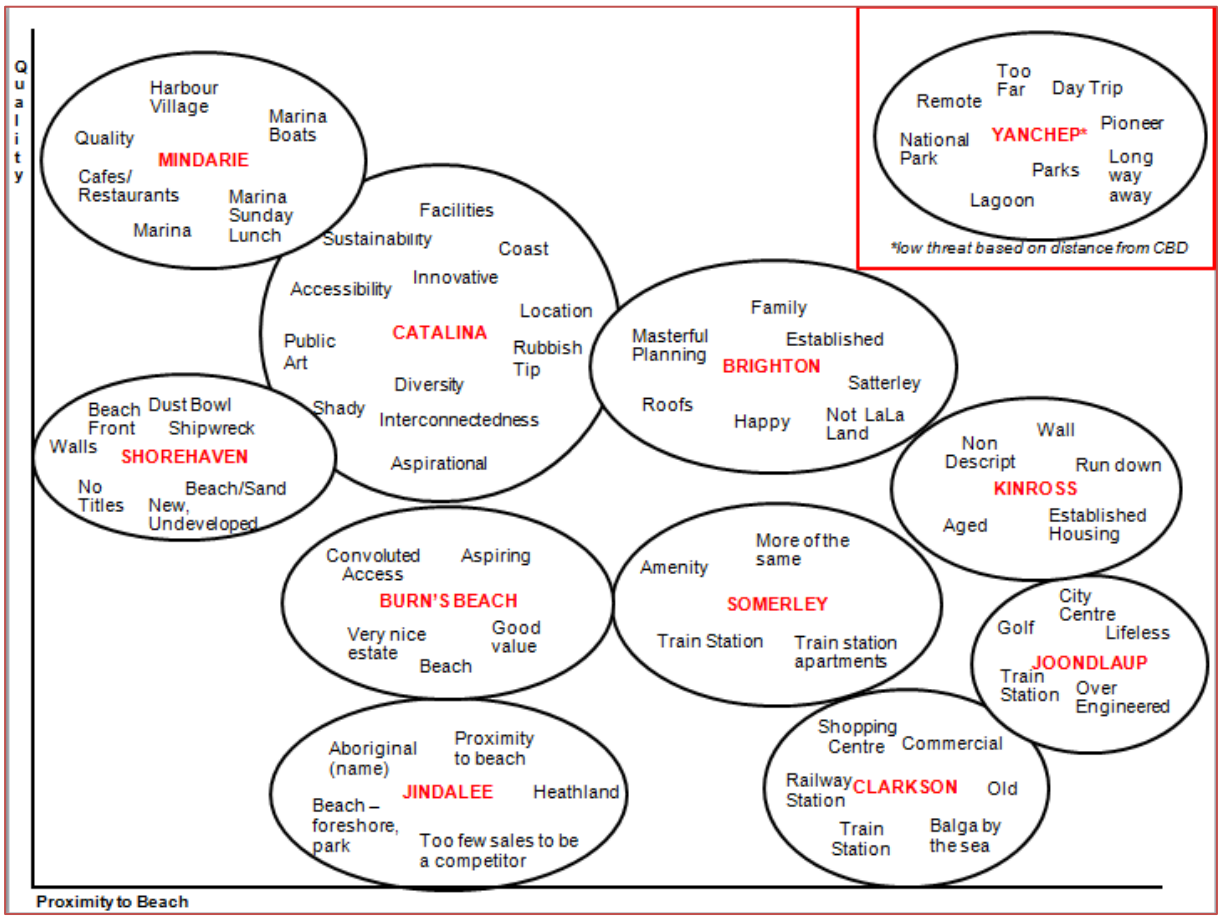
[3] Profile ID (2009) retrieved on 22 December 2010
[4] Profile ID (2009) retrieved on 22 December 2010
[5] ABS Census (2006), MacroPlan Australia (2007)
[6] Profile ID (2006) (2007) retrieved on 16 December 2010
[7] Profile ID (2009) retrieved on 16 December 2010

Estate	Developer	Location	Known stock level/Release	Price Range
Brighton	Satterley	Butler	The Green - 9 lots available, mix of traditional/cottage ranging between 388m2 and 560m2 Brighton Centro – release in early 2011 of 51 lots, mix of traditional/ cottage/medium density (Stage 101/102).	$195,000-$260,000
Shorehaven	PEET and Co	Alkimos	8 lots available, new release end of January 2010, average lot size of 336 to 576m2.	$160,000-$362,000
Burns Beach	PEET and Co	Burns Beach	100 lots available. Additional $30,000 incentive on top of fencing and landscaping.	$300,000 to $480,000
Beaumaris	Satterley	Iluka	22 lots available cottage and traditional from 380m2 – 589m2	$380,000 to $620,000
Jindalee	Heath Development Company	Jindalee	8 lots available, new release early December average lot size 650m2	$430,000 - $550,000
Banksia Grove	Walker	Banksia Grove	Over 300 lots available this year, Stage 5a, 2b, 3, 4 and 10 releases.	$165,000-$215,000
Capricorn	Yanchep Sun City Pty Ltd and the Capricorn Investment Group Pty Ltd	Yanchep	High amount of traditional lots available >935m2. Zamia Rise (21 lots available) and Lindsay Beach (30 lots available).	$229,000-$680,000
Alkimos	LandCorp Delfin Lend Lease	Alkimos	Not yet known	Not yet known
Trinity	LWP	Alkimos, shares northern boundary line with Catalina	Traditional and cottage lots ranging from 389m2 to 726m2 3rd release mid December of 16 lots.	$190,000 - $265,000

Competitor Perceptual Map

In the project team workshop conducted in November 2010 the group was asked to map perceptions of the immediate competitor estates. The results of this exercise are shown below. In summary:

- Catalina is not considered as coastal as Mindarie, Shore Haven or Yanchep.
- Catalina is considered to be more 'up-market' than Clarkson, Somerley, Joondalup, Kinross, Jindalee, Brighton and Burns Beach.



Competitor Perceptual Map, November 2010

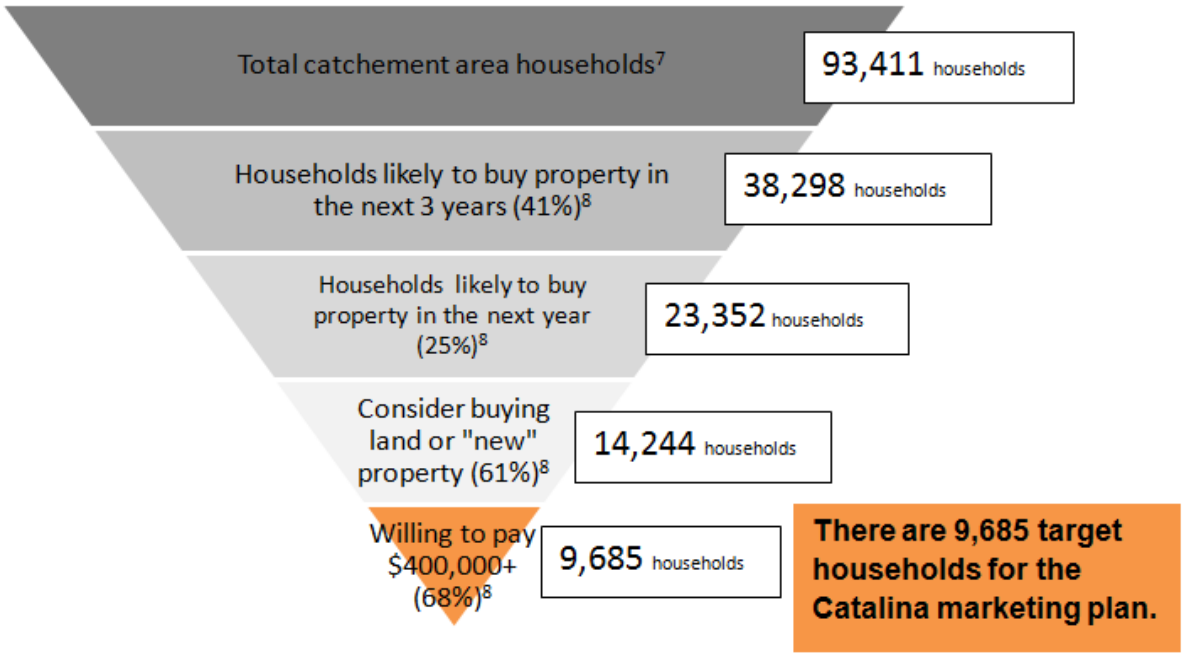
3.3. SWOT ANALYSIS

Based on the information available at time of writing, the following SWOT analysis has been completed. It is recommended that this be reviewed in light of product and pricing decisions and consumer market research to be conducted in early 2011.

Weaknesses	Threats
• Lack of market research to inform decisions. • No established amenities within the estate. • Lack of beach access. • Difficulty in developing beach access. • Few traditional lots available in first release. • Public transport is limited. • No high school in Catalina. • Confusion over development name and suburb names. • Landfill site in close proximity.	• High competition. • Buyer perception of West vs. East Marmion. • Value comparisons in the area. • Risk averse project owners. • Threat of loss in Share of Voice. • Market volatility - threat of future interest rate rises increases. • Less migration to the area. • Negative perceptions of Clarkson area transferred to Catalina.
Strengths	**Opportunities**
• Proximity to ocean. • Urban infill land, verses frontier development. • Access to surrounding amenities such as Joondalup city. • Future planned amenities. • Satterley brand association with the development. • Innovations (once finalised). • Rail-line great accessibility.	• Breadth of project creates diversity – 2.4km. • Capitalise on the existing amenities in surrounding suburbs. • Wide mix of housing density options. • “Bush Forever” to the south of the development. • Sales office location near Marmion thoroughfare. • Change suburb name to estate name. • FHB grant change. • FIFO set to increase. • Baby boombers moving into retirement. • More projects planned for the Catalina area (Alkimos, Yanchep) - increase in both traffic and attention to area.
Critical Success Factors (the marketing plan will need to):	
1. Clearly define and communicate unique proposition. 2. Equip the sales force with the tools to achieve success. 3. Generate awareness of the first release.	

4. TARGET AUDIENCE

The opportunity for sales of vacant land and new dwellings in Catalina can be quantified based on a number of assumptions. The scenario presented here has been used to identify the market opportunity for sales within the estate in the first year. The scenario is based on identifying a geographical catchment area around Catalina from which to target sales opportunities. It should be noted that these calculations are based solely on Brighton estate research conducted in February 2010. Revision and confirmation of this scenario is recommended via consumer market research in early 2011.[8 and 9]



Further reinforcing these estimates is the evidence provided by Nigel Satterley that an underlying demand exists for 1,800 lots in the northern corridor region.

4.1. GEOGRAPHICAL LOCATION

The diverse product range of Catalina will enable it to appeal to a broad range of demographics within the first to third home buyer market segments in a primary catchment that is represented by suburbs within the City of Wanneroo and Joondalup.

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[8]Forecast ID (2009) retrieved on 16 December 2010. Household popoulation of catchement area (City of Wanneroo & City of Joondalup)
[9]Brighton Butler Market research February 2010
[8]MacroPlanAustralia, *Catalina Butler Market Research Report* (2009)

The Brighton Butler Market Research February 2010 Report indicates that 39% of potential residents surveyed stated that their preferred future location was the same or greater distance from central Perth[10]. This highlights that outer Perth is still viewed as an attractive destination for a significant proportion of potential residents.

4.2. DEMOGRAPHICS AND ATTITUDINAL

Key demographic indicators of the target market catchment areas are shown below. The specifics of target audience identification will be confirmed after the product mix and pricing strategy has been finalised in early 2011. In the meantime various assumptions have been made about the possible target audience for the estate.

	City of Wanneroo		City of Joondalup		Metropolitan Perth
Population and Households[11]	**2006***		**2006***		
Persons	115,892		157,871		
Households	40,681		52,730		
Socio Economic Snapshot					
High household income ($1400+p/w)	11,243	33.4%	21,270	41.2%	32.8%
Average household income ($650 - $1399 p/w)	12,198	33.1%	14,330	27.7%	29%
Low household income ($1 - $650 p/w)	8,487	23%	9,206	17.9%	25.2%
Demographic Snapshot **Age Distribution**					
0- 4 years	8,949	8.2%	8,648	5.9%	6.2%
5- 17 years	23,744	21.8%	29,957	20.4%	18.0%
18- 64 years	66,573	61.2%	95,362	64.8%	63.8%
65- 84 years	8,675	8%	11,721	8%	10.5%
85 years+	837	0.8%	1,439	1%	1.5%
Tenure Type					
Owner/Purchaser	27,954	73.1%	41,568	78.3%	67.2%
Renter	7,342	19.2%	8,833	16.6%	24.7%
Dwelling Type					
Separate house	34,595	83.1%	48,479	85.8%	75.8%
Semi-detached	3,175	7.6%	4,043	7.2%	15.9%
Flat, Unit, Apartment	50	0.1%	385	0.7%	3.7%

*2006 census data is the most up to date population data available, however it must be noted that there is the potential for this data to be inaccurate based on the significant change in WA population in recent years.

[11]ABS Census (2006), MacroPlan Australia (2007)

The target market for Catalina varies dependent upon the precinct within the Catalina estate, as represented by the table below. This will be confirmed as product and pricing strategy is finalised and consumer market research as forecast demand at each product level.

Precinct	Target Market		
	Families	Downsizers	First Home Buyers
Catalina Beach*	✓	✓	
Catalina Gardens*	✓	✓	✓
Catalina Junction*		✓	✓

*Precinct names yet to be confirmed.

Primary Target Audience

The primary target audience for Catalina are middle income, 23 – 55 year old couples with young and adolescent families. West Australians within this demographic are likely to be purchasing their second or third home; at the growth stage of the purchase life cycle.

Second home buyers have dramatically increased in the northern corridor from 16% of respondents in 2001 to 29% in 2009[12]. Catalina will target families who are more asset rich and experienced entering the market to purchase their second home.

A key message for the primary audience is the affordability, lifestyle and expected growth in value of the Catalina estate.

Key characteristics of 'families' include:

- Average age 23 – 55 years old.
- Low to medium density products are the most popular product .
- Seek space for growing children.
- Attracted to beach and outdoor lifestyle.
- Earn an average household income above $100,000[13.]
- Work full time.
- Work in industries such as professional services (17%), health and community services (17%), retail (15%) and building and construction (14%)[14].
- Prefer a large family home with three or four bedrooms (89%)[15]

[12] Forecast ID (2009) retrieved on 16 December 2010.
[13]Forecast ID (2009) retrieved on 16 December 2010.
[14] Forecast ID (2009) retrieved on 16 December 2010.
[15]Forecast ID (2009) retrieved on 16 December 2010.

Secondary Target Audience

‘Downsizers’ and/or pre-retirees make up the second segment of the target audience. ‘Downsizers’ are either middle aged and mature families or couples seeking to ‘downsize’ from surrounding areas. This segment also consists of pre-retirees, often referred to as ‘empty nesters’. Typically this segment moves from a traditional lot to a medium density or cottage lot as a result of reductions in household size or a desire to reduce debt and/or property maintenance time/costs. They have a higher amount of equity and have a lower cancellation risk than other target groups.

Key characteristics of ‘pre-retirees’ include:

- Average age is 40- 65 years old.
- Largely still working in well paid positions.
- Medium to high density products are the most popular product.
- Attracted to ‘up-specked’ product through more premium fittings and finishes.
- Want to downsize in order to free up equity.
- Want to live close to their grandchildren.
- Attracted to the convenience of lock-up-and-leave convenience that high density products allow.
- Own boats and caravans that need storage space.
- Do not want to move into retirement villages because they do not considered themselves typically ‘retired’.

Secondary target audience representation: Down-sizers

Tertiary Target Audience

"First home buyers" represent an important market segment for Catalina, particularly with the current mix of medium density lots available. Future demand from this segment will primarily be influenced by the form of any continuing assistance provided by the Government.

Young couples and families represent the majority of first home buyer audience, with the most common household makeup being couples with one young child, representing over half of all residents in surrounding estates[16]. This trend is also reflective of the wider Butler area with the medium average household size of 3.17[17].

There has also been a growing trend for single residents buying medium density properties in the region, making up 16% of current Brighton residents[18]. Of the single residents, a large proportion are single male FIFO workers who are attracted to the low maintenance of medium density homes and the security and ocean side benefits of the estate. There is great opportunity to target this segment by emphasizing the 'easy and convenient living' message.

The key characteristics of target First Home Buyers:

- Aged 18 – 30 years.
- Work full time.
- Couples and singles
- Slight male skew due to FIFO workers with disposable income.
- Dependent on affordability and/or availability Traditional blocks (>500m2) is the most popular product however medium density blocks are typically purchased by the lower end first home buyer[19].
- Inexperienced and naïve to home building and ownership.

[16]MacroPlan Australia, *Brighton Butler Market Research Report* (2009)
[17] Forecast ID, 2009 retrieved on 29 January 2010 from http://forecast.id.com.au/Default.aspx?id=137&gid=10&pg=30061
[18] MacroPlan Australia, *Brighton Butler Market Research Report* (2009)
[19] Forecast ID (2009) retrieved on 16 December 2010.

Tertiary target audience representation: First Home Buyers

4.3. KEY STAKEHOLDERS

Satterley enjoys strong and effective working relationships with a range of key stakeholders in the Northern Corridor, from community groups to Local and State Government authorities. This is partially due to the scale of representation it has in the region through Satterley's other similar developments.

Audience	Rationale
Builders	The right product mix of display homes will be essential to the success of the estate particularly during the current deficit of block size mix. The opportunity exists to conduct workshops with builders and other stakeholders to inform the product & price strategy development.
Builder's Representatives	Builder's representatives remain a highly important source of referral businesses not only those who are likely to take-up display home options within the estate but those on competing estates.
Family and friends of potential purchasers	Parents of young prospects and friends can be very influential in the purchase decision and often provide the early alert to purchasers of an estate's existence or potential worth.
Current Satterley Residents	Current residents of Satterley estates are ambassadors and can provide firsthand experience and knowledge of the development to prospective residents/investors. This group will spread positive WOM amongst fellow colleagues, friends and family.
City of Wanneroo	Mayor, Councillors, CEO and officers. Favourable impressions and an ongoing relationship will assist in issues management and future developments in the area.
State Government Authorities	Department of Environment, Department of Planning, Water Corporation, WA Gas, Western Power etc
Local Businesses	Referrals from business and to businesses in an area are a two-way street.
School Community	Principle, School Council and parents. This creates an opportunity for the referral both formally and informally.
Higher Education	Chancellor, University Council, Executive Team, Student Unions, International Students. Edith Cowan University, Joondalup West Coast TAFE, Joondalup This creates an opportunity for the referral both formally and informally.

4.4. KEY MESSAGES

The specifics of target audience key messages will need to be confirmed after consumer market research in early 2011. In the meantime various assumptions have been made about the possible key messaging to be used in marketing communications.

Audience	Motivation	Message
Primary Target Audience Families	"We need room to grow, easy access to work and other amenities and the very real opportunity to grow our equity. We want it all!"	"Lifestyle uncompromised"
Secondary Target Audience Downsizers & Pre-retirees	"I've worked hard to deserve the lifestyle I desire"	"Live it up"
Tertiary Target Audience First Home Buyers	"We want to make a good start on the property market in a location that suits my lifestyle."	"A smart move"

5. MARKETING INITIATIVES

5.1. SUMMARY

The key marketing initiatives include building the Catalina brand, leveraging Satterley brand equity to benefit the project; positioning Catalina as an aspirational, progressive and sophisticated community; gather new market intelligence to inform decision-making; support an early and strong sales programme; develop partnerships with builders to promote a number of display villages and promote the wide product range in both lots and built form.

The marketing initiatives and activities will be continually reviewed and timing remains flexible depending on rate of sale and lot product. The marketing strategies address both the long term positioning and short term objectives of the project.

The thinking behind the overall marketing initiatives ensures the critical success factors are delivered:

Critical Success Factors (the marketing plan will need to):
1. Clearly define and communicate unique proposition 2. Equip the sales force with the tools to achieve success 3. Generate awareness of the first release

It is important to fully leverage Satterley's strong brand and unique marketing advantages. Satterley enjoys 87% brand awareness in the Perth northern beaches region, and 95% of residents would consider purchasing in another Satterley estate, according to recent research.[20]

The market research that Satterley has conducted over a 10 year period with 2,026 new residents, prospective purchasers and residents in competing estates has been used to develop the marketing strategy.

5.2. OBJECTIVES

The overall project performance target for Catalina is defined below, based on the information available at time of writing.

Performance Target – Achieve 180 product sales within 12 months of public launch.

[20] MacroPlan Australia, *Brighton Butler Market Research Report* (2009)

5.3. MILESTONES

Project milestones are yet to be finalised. The following dates are the project dates made available at the time of writing. A complete project plan will be provided in early 2011 on further consultation with Nigel Satterley, the Satterley project team and TPRC.

Dec 2010 Overall Strategic Marketing Plan completed

Feb 2011 Product & Pricing Strategy completed
Consumer Market Research underway

April 2011 Brand Identity developed

Oct 2011 First land release

Mar 2012 First land release title issued

5.4. STRATEGIES AND TACTICS

The following list of marketing strategies and tactics has been developed under the assumption of the target audiences included here. This recommendation is to be reviewed in line with consumer market research and product and pricing strategy finalisation in early 2011.

Priority actions are indicated with red shading.

Catalina Marketing Activity Plan

Critical Success Factor	Initiative	Activities	Description	Timing
1 & 2	Strategy Development *(set the direction)*	Market Intelligence	Comprehensive consumer market research with home buyers and builders in northern Perth suburbs to investigate desirable product attributes and test product concepts, price sensitivities and affordability. Sample size 200+. Telephone interview methodology.	Feb-11
		Product and price strategy development	Based on the results of the **consumer research**, and **builder workshops** to explore lot typography and built form style the Project Manager and Sales Manager will finalise product inventory and pricing strategy	Feb-11
		Create Catalina brand identity and style	Working with Marketforce Design, develop identity concepts, refine to a single approved concept and develop style guide.	Mar-11
		Confirm target audience	Based on the results of the consumer research, and finalised product and price strategy ensure the assumed primary & secondary target audiences are correct and true. Quantify volume and geographic location of target audience.	Feb-11
		Finalise marketing plan	Based on strategy development activities, update and revise the Marketing Strategy.	Mar-11
1 & 2	Innovation *(differentiate)*	Identify the 'do-able' innovations	In conjunction with the project manager, landscape architects and sales manager, identify the planned innovations that will definitely be a part of the Catalina Development.	Apr-11
		Create and implementation plan	Determine the timing and implementation plan for the identified and confirmed innovations.	May-11
2	Define the opportunity *(quantify markets)*	Establish specific target geographic areas	Based on the consumer research and more robust definition of the target audience, segmentation of key geographic areas in the Northern Corridor will take place. This will include cross-referencing Satterley data with bought data to isolate kept target suburbs to be used in DM & eDM campaigns.	Aug-11
		Database cleansing and updating	The existing Satterley database can be extensively utilised in the marketing of Catalina. It is of vital importance that the database be verified, cleansed and segmented prior to its use.	Sep-11
2	Visual Brand *(apply the style)*	Stationary and promotional material development	Design and produce key project stationary.	May-11
		Street signage	Design and produce stand out street signage for the Catalina project on Marmion Ave, Connolly Drive, Neerabup Rd and Mitchell Freeway (extension as built).	Jun-11
		Temporary Sales Office fit-out	Plan, design and produce the sales office, to be located close to Marmion St entry if possible, with brand appropriate interior design and signage.	Sep-11
		Sales Collateral	Design and produce a complete suite of marketing collateral materials to be used by sales staff and within the sales office on site.	Aug-11
		Display Village Development	Consult to the Project Manager to develop a unique and appealing Display Village within the first release land. The signage and street appeal of this area will be developed inline with the brand identity. No budget has been allocated for this within the marketing plan.	Jan-12
1 & 3	Generate Awareness *(tell people)*	Editorial content via PR	It is recommended a series of public relations activities take place in conjunction with the first land release to achieve editorial coverage in broadcast mediums such as the daily newspapers and lifestyle magazines. Possibilities include event activation within the estate or stunt activities. In addition Nigel Satterley will be called upon to discuss the estate with key journalists and editors.	Sep-11
		Direct mail/eDM	A series of direct mail pieces will be used as 'teasers' leading into the 1st phase release of Catalina. This includes DM to target area along with eDM to Satterley Database.	Sep-11
		Cross promotion in all channels, particularly at Brighton.	Ensure that at all Satterley brand touch points the opportunity exists to introduce the new estate. This can be achieved via website prominence, sales staff knowledge and collateral availability. This is particularly true of the Brighton offering, as these consumers are predisposed to Satterley product and geographic location.	Oct-11
		Above the line advertising including press, radio and outdoor	Set the tone of the project early using broadcast media to build awareness. Gain early registrations of interest, through a comprehensive and integrated marketing campaign.	Oct-11
		Website	Design and develop Catalina web content to be housed on the Satterley corporate site to be informative and interactive. Ensure pages are search engine optimised.	Jun-11
2 & 3	Strong Early Sales *(drive leads quickly)*	Search Marketing	Implement a pay-per-click search marketing campaign on key search engines to drive traffic to Catalina website and convert to sales leads.	Sep-11
		Telemarketing to Satterley database	Encourage buyers interested in the fast diminishing availability of land east of Marmion Avenue at Brighton into Catalina via registration of interest prior to first release.	Jun-11
		Targeted DM/eDM to Satterely database	Use the considerable Satterley database of prospective purchasers within the northern beaches region. Even at a very conservative conversion rate from lead to sale, Satterley are able to prove up the year 1 sales rate now.	Oct-11

The table below represents how each of the elements identified in the SWOT analysis has been addressed according to the marketing initiatives recommended.

SWOT	Initiative					
	Strategy Development	Innovation	Define the opportunity	Visual Style	Generate Awareness	Strong Early sales
Weaknesses						
Lack of market research to inform decisions	✓					
No established amenities within the estate		✓				
Lack of beach access		✓				
Difficulty in developing beach access		✓				
Few traditional lots available in first release			✓			✓
Public transport is limited	✓	✓				
No high school in Catalina	✓					
Confusion over development name and suburb name	✓					
Landfill site in close proximity				✓	✓	✓
Strengths						
Proximity to ocean	✓				✓	
Urban infill land, verses frontier development	✓	✓	✓			
Access to surrounding amenities				✓		
Future planned amenities	✓					
Satterley brand association with the development	✓		✓	✓	✓	✓
Innovations (once finalised)	✓					
Rail-line great accessibility		✓				
Threats						
High competition	✓		✓		✓	
Buyer perception of West vs. East Marmion	✓			✓	✓	✓
Value comparisons in the area	✓					
Risk averse project owners	✓					
Threat of loss in Share of Voice.			✓		✓	✓
Market volatility	✓					✓
Less migration to the area			✓			✓
Negative perceptions of Clarkson	✓			✓	✓	
Opportunities						
Breadth of project creates diversity	✓	✓		✓	✓	
Capitalise on the existing amenities		✓		✓	✓	
Wide mix of housing density options	✓		✓			
“Bush Forever” to the south of the development	✓			✓	✓	
Sales office location near Marmion thoroughfare				✓	✓	✓
Change suburb name to estate name	✓					
FHB grant change			✓			
FIFO set to increase	✓		✓			✓
Baby boombers moving into retirement	✓		✓			
Increase in both traffic and attention to area.				✓	✓	

6. BUDGETS & TIMELINE

6.1. EXPLANATION OF BUDGET SPLIT

Strategy, research and branding	This reflects the cost of preparing the marketing plan, brand identity development, research and any consultancy required to develop cost-effective marketing strategies. The marketing plan is scheduled for revision in early 2011.
Advertising	Advertising covers traditional media, traditional direct mail.
Website	Includes the cost of designing and developing the Catalina website and ongoing maintenance carried out by both external and internal consultants, electronic direct marketing, online advertising and search engine optimisation.
Signage	Estate signage has been budgeted for 2010/11. In addition the annual budgets cover the cost of ongoing promotions related to new releases, opening of relocated sales office and lot sign production.
Temporary & Permanent Sales Office	An allowance for the temporary Sales Office fit-out has been made for 2011 and for a permanent sales office in 2012. Sales office does not include hard costs of purchase, rent, building design and construction. No allowance has been made for display village development in this marketing plan.
Print	The 2010/11 budget reflects the cost of all new literature and the ongoing maintenance cost of plans and price lists.
Promotions	Promotional costs reflect a small amount of giveaways that may be related to events or sales handouts and prizes offered in consumer competitions.
Public Relations	All public relations costs are internal for press releases, writing and event management and external for photography and some miscellaneous consultancy.

6.2. BUDGET ALLOCATION

A series of draft marketing budgets have been prepared and presented to the TPRC, based on a 'ground-up' approach of identifying what may be required to meet the project's objectives.

These budgets have been informed by the marketing investment made in Brighton estate, and in conjunction with Nigel Satterley based on his extensive experience launching master planned communities in the northern corridor of Perth.

A final marketing budget will be prepared in accordance with the approved TPRC cashflow, expected to be advised in early 2011.

The latest estimates provided to the TPRC are below, for the period to 30 June 2011, and the following 2011-2012 financial year.

January – June 2011

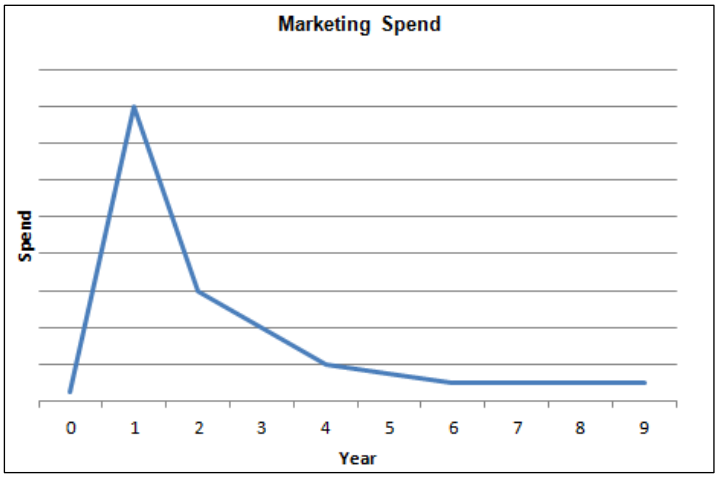
Category	Inclusions	Budget (Excl. GST)	Status
Strategy	Workshop, Marketing plan and Brand Development plan.	$13,200	Approved
Market Intelligence	Market research	$5,900	Approved
Advertising	Online, Direct mail and Production	$20,000	Subject to TPRC approval
Website	Development, e-newsletter, eDM, Online Advertising, SEO	$16,000	Subject to TPRC approval
Signage	Registration of interest	$54,000	Subject to TPRC approval
Print	Builder's Vision Brochures, Plans etc	$15,000	Subject to TPRC approval
Photography	Photo shoot, photographer and rights.	$30,000	Subject to TPRC approval
Contingency	Sales administration setup, various minor marketing initiatives such as PR	$15,000	Subject to TPRC approval
Total		**$169,100**	

July 2011 – June 2012

Category	Inclusions	Budget(Excl. GST)
Strategy	Revision/update of Marketing Plan	$5,000
Market Intelligence	Consumer Feedback	$14,000
Advertising	Media and Production	$550,000
Misc – Brand Development	DVD Animation	$120,000
Website	Website maintenance, SEO, SEM	$27,000
Signage	Complete signage implementation	$265,000
Sales Office	Fit out, display materials of relocated sales office	$155,000
Print	Brochures, sales leaflets, folders etc	$55,000
Photography	Photo shoot, photographer and rights.	$30,000
Contingency	Sales administration setup, various minor	$40,000

	marketing initiatives such as PR	
Total		**$1,261,000**
Notes: Agency costs are included in appropriate budget area. Public relations releases and stories managed internally by Satterley.		

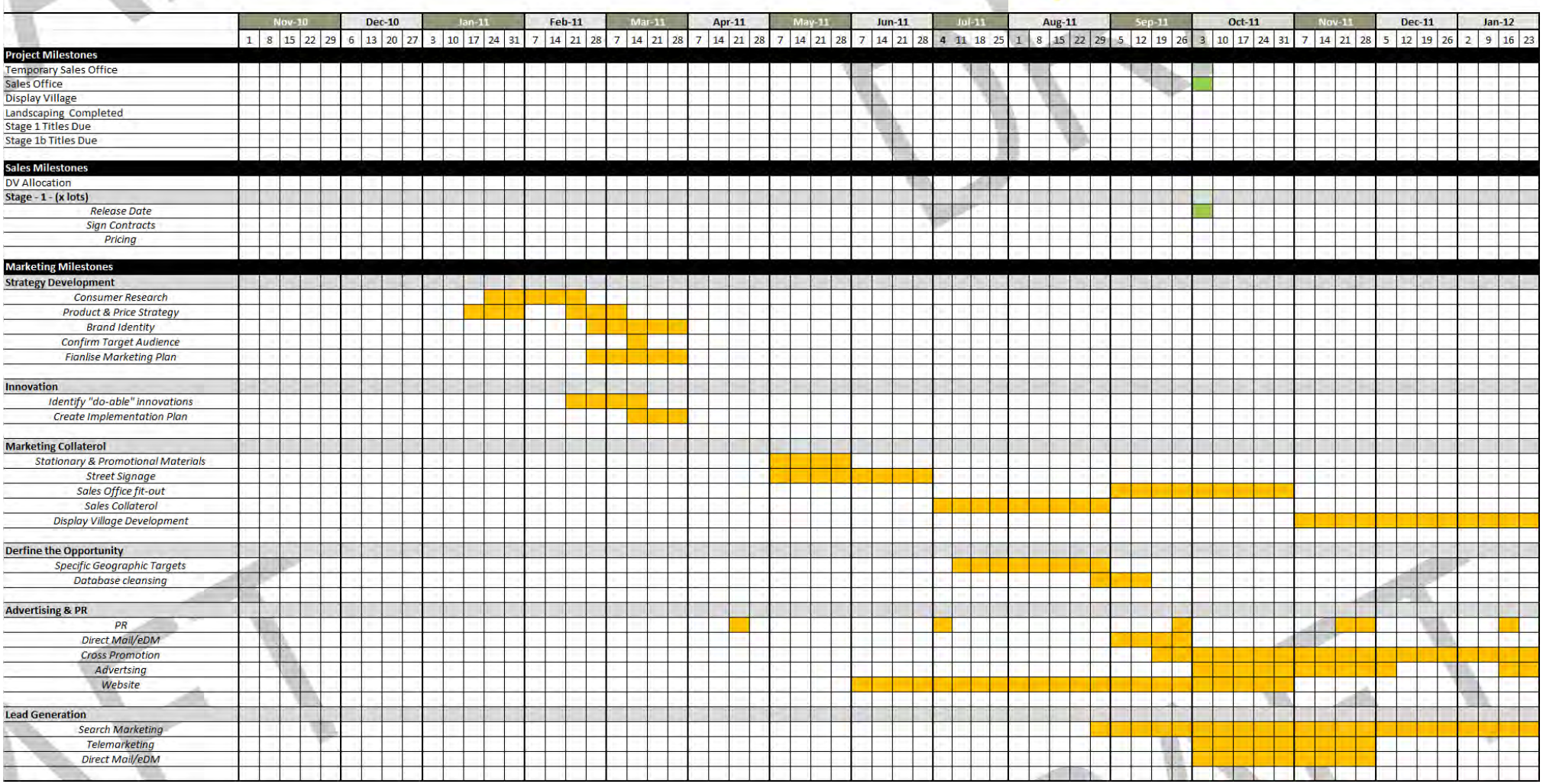
Notably, when launching a master planned community a sizable upfront fixed cost marketing investment is required. In effect this 'pulls forward' the marketing budget allocation. An indicative marketing spend over the life of a project of this nature is indicated by the graph provided.



6.3. TIMELINE

A draft project timeline has been prepared based on the information available. This timeline will need to be reviewed in light of project milestones as they are confirmed.

Catalina Project Timeline



TAMALA PARK – CATALINA PRECINCT 1
DISPLAY VILLAGE STRATEGY

December 2010

Background

This document outlines the strategy for the establishment of display villages within the Tamala Park Regional Council (TPRC) Catalina development and the process to be followed for the selection of suitable builders and the allocation of lots to those builders.

The Catalina development will be a master planned community in the northern corridor some 34km north of the Perth CBD. The estate stretches from the Mitchell Freeway, northern railway line and west to the ocean. Marmion Avenue and Connolly Drive are major arterial roads effectively dividing the estate into three distinct precincts: Western, Central and Eastern. The close proximity to the existing infrastructure of Mindarie Marina, Ocean Keys District Centre and the Clarkson Train Station means that Catalina will benefit from traffic movements to these facilities.

The marketing strategy for Catalina proposes a number of display villages positioned to make optimum use of the traffic movements from the major arterial roads and create a synergy between the builders and Catalina's own project marketing. The first stage of development will be at the western end of the central precinct with Marmion Avenue being the major arterial road feeding the estate.

Objectives and Benefits of Display Village

The first display village at Catalina will provide an opportunity for a traditional method of land marketing (display village) to be used as a vehicle to promote the TPRC objectives for housing diversity and innovation. The display village will enable the project to:

- Demonstrate the various housing products that can be built on lots in Catalina.
- Utilise the advertising spend of the building industry to support the projects own marketing
- Draw potential clients to visit the Catalina development and Sales Centre.
- Establish a high quality built form in a prominent position at the main entry point into Catalina.
- Create a high quality and maintained streetscape at the main entry point into Catalina.
- Promote housing diversity and innovation
- Promote best practice in building design
- Promote housing affordability

Strategies & Innovations to achieve Best Practice;

The TPRC objectives require housing diversity, innovation and best practice in building design. The following strategies are proposed by the Satterley Property Group to meet the commitment to delivery these objectives:

- Workshop with building industry to gather their intellectual knowledge to feed into the future planning of lot types at Catalina.
- Designate lots that are required to have either single or two storey development.
- Provide builders with opportunity to build out a streetscape
- Introduce building guidelines that foster innovative and sustainable housing design (6 Star Rating)
- Introduce building guidelines that foster innovative housing products (2-4 bedroom & fonzie flat)
- Provide display builders with centralized building rubble disposal site. (potential recycling or more cost effective management of site clean up during construction)
- Provide incentives (such as lot allocation) to the builders to promote innovation.

Selection Criteria for Builders

Selection of builders suitable to participate in the Catalina Display Village will be based on a "Value for Money", outcomes in accordance with local government requirements.

Selection Criteria would be prepared to address the following:

- Capacity to Meet Market Demand.
  This can be established by checking their ranking based on Reed Construction data for the Perth metropolitan area. This will highlight builders that have proven performance in the market and the use of the Reed Construction data ensures that there is no favouritism given to a builder.
- Sustainability Credentials.
  Builders will be asked to provide examples of where they have achieved accreditation or recognition of adopting sustainable practices within their company.
- Innovation,
  Builders will be asked to provide examples of past innovations they have introduced or proposals they wish to explore with TPRC to adopt when building at Catalina
- Commercial Terms,
  It is known that the development industry typically offers terms favourable to attract a display home builder. This can be a deferred settlement beyond 60 days and a rebate of 10% off the sales price of the lot if building is completed and open within 52 weeks for a single storey home and 64 weeks for a double storey home. Preference is for settlement within 21 days of issue of title.
- Building Design
  Builders will be asked to demonstrate how they achieve best practice in building design and to provide one example of a design suitable for Catalina and what building materials they propose.

Each builder will then be evaluated against the above criteria and given a ranking to enable them to participate in the lot selection process for a Display Village.

Public Advertising

A 2 week period of public advertising is proposed to enable builders to register interest in a display village. This will be supported by direct mail inviting builders to register.

Allocation of Display Lots

The ranking of a builder would be based on the criteria. The builder (according to their ranking) makes their own commercial decision as to which lot they will select. This reduces the risk of disputes about lot selection arising with builders at a later date. This method has been successfully applied by SPG at its newest development at Honeywood. It establishes confidence that those builders best meeting the selection criteria are afforded an opportunity to participate in the display village.

Probity

It is important during the process of evaluation of the initial builder submissions and at the allocation meeting that the TPRC and Satterley are seen acting without favour. To achieve this we would:

- Appoint an independent auditor to review the ranking of builders.
- Independent auditor to also attend the lot allocation meeting to maintain probity during the allocation process.

Display Builder Incentives

Encouraging the building industry to be innovative in the design and adopt building and customer service best practice can be achieved either by mandating through contracts or encouraging by using incentives. The later is preferred as it fosters a better working relationship with the builders and puts the onus on them to achieve in order to be rewarded. Incentives proposed for Catalina are as follows:

- Building rebate of 10% on purchase price for achieving construction completion and open for display within 52 weeks for single and 64 weeks for double storey dwelling.
- Optional to also consider offering a further rebate off purchase price (% to be determined) for maintaining display home open for a minimum period of 2 years.
- Opportunity to obtain lot allocation for builder turnkey product.
- Fast track building approval process (to be negotiated with LGA)
- Early access to lot to commence construction prior to settlement.
- Potential exclusive lot allocation to successful builders.

Display Builder Commercial Terms

The minimum terms offered to a display builder are proposed as follows:

- Settlement 21 days from date of contract or issue of title whichever is the later.
- Building rebate of 10% on purchase price for achieving construction completion and open for display within 52 weeks for a single and 64 weeks for a double story dwelling.

Location of Display Village

The first village is proposed to be located on the new Tamala Parkway in the SW section of Stage 1. This display village location was chosen as:

- It provides a cross section of the lot types to be offered for sale
- It will have easy access being some 100m off Marmion Avenue
- It will be easily visible from Marmion Ave given the wider road reserve area and adjoining park.
- The village will be positioned such that a second display village can be created without the need to replicate the Sales Centre.

A location plan for the first Display Home Village is attached.
The potential for a second display village is also shown.

Design Guidelines

Implementing building design guidelines will be aligned to achieving the TPRC objectives for the Catalina project. The design guidelines are still in development and work shopping with the builders can provide important insights into what the market will readily adopt. The strategy to be followed is to develop building guidelines in consultation with the building industry that promote:

- Low Energy Consumption
- Water Conservation
- Housing Diversity
- Design Innovation

Sales Office

A Sales Office is proposed to be built in conjunction with the display homes and:

- Prior to the opening of this Sales Office a temporary office will be established at a location to be determined.
- The Sales Office is proposed to be a residential dwelling constructed on a cottage lot and fitted out to operate as the sales office for the first stage for a minimum of two years.
- The life of the sales office can be extended for a further two years if a second display village is established.

- The style of the sales office is proposed to be a contemporary two storey beach cottage (rear lane access) built to showcase the Catalina vision.
- Hours of operation are envisaged to be 10.00am – 5.00pm seven days a week.
- As well as being the main sales venue the office can also be utilised for TPRC meetings, sales functions and construction site meetings.
- On closing of the Sales Office it will be refurbished for residential and offered for sale by public auction or tender as required. The ability to sell the building at the end of its life as a sales office will provide an opportunity for the project to recoup the initial construction costs.

Conclusion

The adoption of this strategy for the implementation of the first display village at Catalina will enable a traditional method of land marketing (display village) to be used as a vehicle to promote the TPRC objectives for housing diversity and innovation.

TAMALA PARK REGIONAL COUNCIL

POLICY MANUAL

Credit Card Policy

In this policy the reference 'Finance Manager' and 'Finance Section' are to a person and section nominated by the CEO for the purpose of this policy and may include an external person or accounting service provider duly contracted to provide accounting support services to the TPRC (NB: UHY Haines Norton currently provide some accounting services to the TPRC).

1. POLICY

This policy is to ensure effective controls, policies and procedures are in place with respect to the use of corporate credit cards.

2. PRINCIPLES

- Ensure transparency in Council's operations concerning the use of corporate credit cards.
- Ensure Council's resources are managed with integrity and diligence.

3. OBJECTIVES

- Fulfil all statutory requirements of the Local Government Act with respect to the use of corporate credit cards.
- To adopt best practice in developing a clear and comprehensive policy on the use of corporate credit cards.

4. STRATEGIES

Purpose of Corporate Credit Cards

Corporate credit cards have been implemented to allow the Council to transact its business in an efficient manner and, at the same time, provide Council officers with a more convenient method to meet costs they incur on Council's behalf.

Corporate credit cards should be recognised as a valuable tool for the efficient and effective operation of Council's daily business and not as a benefit assigned to specific individuals. The use of corporate credit cards will create savings in staff administration time in matters such as arranging transport, accommodation and registration for attendance at conferences and by eliminating the need for overseas bank drafts for certain purchases. It will also reduce the number of creditor creations that are required for one-off purchases.

It is intended to save time and paperwork in making purchases while still maintaining control of purchase through a monthly reconciliation process as well as reducing the need for Council staff to use their private credit card to conduct Council business.

Credit Card Policy

Staff members are not to use their private credit card to conduct Council business over the amount of $100 in any one transaction.

Issuing of Cards

The Chief Executive Officer has delegated authority to authorise the issuing of corporate credit cards to staff.

The Finance Manager will be responsible for maintaining a register of the individual corporate credit cards including their associated limits and expiry dates.

Before anyone can become a cardholder it will be necessary for that person to provide adequate proof of identity to satisfy the Bank's requirements of at least 100 identification points. Details of documents that can be used for identification are available from the Finance Manager.

The current Council's banker is Westpac Banking Corporation. Westpac Bank requires that a 'Corporate Credit Card New Cardholder Details' form is completed and applicants will be provided with this form by the Finance Manager.

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The Finance Manager will be responsible for obtaining approval of the Chief Executive Officer for the issue of a card and this will be recorded on a 'Cardholder Approval and Acknowledgement' form. Each cardholder will be required to sign this form on receipt of the corporate credit card and acknowledge these policies and procedures.

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Monthly Limit and Authorisations

Each corporate credit card will have a monthly limit on expenditure and the expenditure is to be authorised by the person as indicated in the following table.

	Monthly Limit	*Expenditure Authorisation*
Chief Executive Officer	5,000	Finance Manager
Project Manager	2,000	Chief Executive Officer
Other Council officer	1,000	Chief Executive Officer

Restrictions

Corporate credit cards are not to be used for personal expenses under any circumstances.

Corporate credit cards are not to be used for purchases of fuel unless authorised in advance for a specific event.

NB: in the event that an ongoing need for fuel for vehicle use is established the CEO will make a policy proposal submission to the Audit Committee in respect of issue and use of fuel cards.

Use of the corporate credit cards for purchases over the internet should be restricted to trusted secure sites.

The cardholder will be personally liable for expenditure that cannot be shown to be related to the business of TPRC.

How Do I Use It?

Corporate credit cards are to be used as a normal credit card, with the valid signature or PIN required to make any purchase.

No cash advances are available from ATM's or over the counter and BPay facilitates are not available.

The card is for official Council business only and may not be used for personal items under any circumstances. The card is not linked to any form of award points and any personal award card or membership should not be used in conjunction with the use of the corporate credit card.

A tax invoice is required to be obtained for every purchase made by the credit card holder. This is required in reconciliations of the corporate credit card statement at the end of each month.

If a transaction is done by telephone or by mail order, the cardholder will need to ensure that an appropriate tax invoice is obtained from the supplier and included with the monthly reconciliation.

Tax invoices must contain the following components in order to comply with taxation law and allow Council to claim an input tax credit for the GST paid:

- Name of creditor
- The ABN of the creditor
- Date of issue
- The quantity and a brief description of what is being supplied
- The name Tamala Park Regional Council (being the recipient)
- The words 'tax invoice'
- The GST as a separate component OR the invoice total with a statement that 'Total includes GST'

All details of the purchase, including tax invoices are required to be obtained and retained to support the appropriate allocation of purchases at the end of each month.

Credit Card Policy

Use of a corporate credit card will require the user to abide by Council's Code of Conduct and purchasing policies including purchasing from Council's preferred suppliers wherever possible.

Where any expenditure is incurred relating to business hospitality or other purposes involving staff the cardholder must write on the receipt, or a receipt attached statement, the names of employees and non-employees, detail of expenditures and other sufficient information to make an assessment of fringe benefits tax payable in total and per employee.

If the corporate credit card is used to purchase software, specifically if purchasing through the internet, it is necessary to liaise with Council's IT professional consultant to ensure the software is compatible and is capable of effective support and maintenance.

The credit limit of the individual cards is not be exceeded.

The remaining credit limit can be ascertained at any time by contacting the Westpac Bank hotline on 1300 651 089.

Payment of Monthly Account

The outstanding balance of each corporate credit card will be automatically debited to Council's bank account ~~at the end of the month~~around the 14th day of each month.

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Reconciling Monthly Statements

1. Each cardholder will be issued with a monthly statement listing all their transactions. It is the responsibility of the cardholder to match their supporting documentation to the monthly statement.

2. Monthly statements must be reconciled and returned to the Finance Section within seven days of receiving the statement.

3. When the monthly statement is received, a check is required to ensure all purchases that are supported by invoices are retained.

4. Record next to each transaction:

   - The reason for the purchase e.g.
     LGMS Conference – accommodation deposit – 5/1/09 – Perth
   - The account number the purchase is to be costed to

5. Attach tax invoices for all the purchases with GST and normal invoices for purchases without GST.

NB: Tax invoices are necessary to enable Council to claim back the GST each month.

6. For FBT purposes, expenses relating to the provision of entertainment must provide details of the function, the total number of staff who attended, and the total number of attendees.

7. Sign and date the monthly corporate credit card statement at completion of the reconciliation.

8. The monthly corporate credit card statement, with all invoices attached, should then be authorised by the appropriate person as described in the Monthly Limit and Authorisation section of this policy.

9. The corporate credit card statement and all attachments are then to be sent to the Finance Manager.

10. After processing, all corporate credit card statements will be kept by the Finance Manager.

11. The CEO's corporate credit card statements are to be presented to the Audit Committee once per year.

12. Copies of all statements and supporting documents are to be filed for audit review.

13. The Council Auditor will include as part of the annual work plan, a periodic review of the supporting documentation in respect of the monthly corporate credit card statement.

Disputed Purchases

Council is responsible for paying all accounts on the monthly corporate credit card statements and the bank will debit this amount to the Council's bank account ~~at the end of the month~~around the 14th day of each month.

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The cardholder will be personally liable for expenditure that cannot be shown to be related to the business of TPRC.

The Finance Section is to be notified of all disputed transactions. The cardholder must complete the 'disputed transactions' form and include it with the monthly reconciliation.

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When a dispute occurs, the cardholder should attempt to correct the situation with the merchant. In many cases a simple telephone call can clear up a problem without any delay. If unable to correct the situation, contact the

Finance Section. The Finance Section will attempt to resolve the matter and may have to contact the bank for assistance.

The bank can assist with resolving some disputes with merchants, particularly those involving duplicated charges, non receipt of goods ordered or credits not processed after refund vouchers have been issued.

Terminating or Ceasing Employment

Cards should be returned as soon as no longer required and if leaving the services of Council, should be returned, no later than 5 working days prior to the last day of employment.

Reporting Lost or Stolen Cards

If a card is lost or stolen it is the cardholder's responsibility to immediately phone Westpac Bank to report the loss.

Westpac Bank can be contacted 24 hours a day, 7 days a week on 1300 651 089.

The Finance Manager should be contacted immediately and advised by the next business day and the cardholder should then complete a 'Lost or Stolen Cards' form and forward it to the Finance Manager.

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A replacement card will be arranged and issued to the cardholder upon receipt from the bank.

Replacement Cards

The card is valid for the period shown on the face of the card and Westpac Bank will automatically reissue replacement cards to the Finance Section one month prior to the expiry date. The Finance Section will then update the register details in regard to the replacement card and issue it to the cardholder.

The cardholder will need to complete a 'Replacement Cards' form and sign the form on receipt of the new card.

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5. IMPLEMENTATION

The Finance Manager is responsible for the implementation of this policy.

6. EVALUATION & REVIEW

The policy will be evaluated and reviewed every year from date of adoption.

Credit Card Policy

7. RESOURCE IMPLICATIONS

Minimal impact as procedures already in place and operating.

8. AUTHORISATION

This policy was adopted by the Chief Executive Officer on 27 August 2009 and by the Council on 15 October 2009.

9. OWNERSHIP

The Audit Committee is responsible for implementing and reviewing this policy.

10. ATTACHMENTS

- Cardholder Approval and Acknowledgement Form
- Disputed Transactions form
- Lost or Stolen Cards form
- Replacement cards form

This Credit Card Policy is authorised by the Chief Executive Officer on 24 March 2011.

_____
Signature

_____
Name

_____
Date

TAMALA PARK
REGIONAL COUNCIL

Corporate Credit Card
Cardholder Approval & Acknowledgement Form

Approval

Cardholder's Name: .....

Position: .....

Credit Limit (monthly) $: ……

Chief Executive Officer Signature: …….. Date: ……

Acknowledgement

I acknowledge receipt of the Tamala Park Regional Council corporate credit card and agree that:

1. I will not use the corporate credit card, nor permit it to be used, other than for official Council purposes.

2. I will ensure security of the corporate credit card at all times and will not permit the card to be used by any other person.

3. If the corporate credit card is lost or stolen, I will immediately report it to the issuing bank (currently Westpac Bank) and will also inform the Finance Manager.

4. If my position with Tamala Park Regional Council changes or my employment terminates, or I am asked to surrender the card for any other reason, I will immediately return the card.

5. I will retain all original supporting documentation that meets the requirements of a tax invoice for presentation to the relevant authorizing officer.

6. I will ensure that all Occupational Health & Safety requirements are compiled with for all purchases.

7. If I misuse the corporate credit card (i.e. use it in a manner otherwise than in accordance with the instructions provided) I may be liable for disciplinary action.

Card Number:	Expiry Date:
Signature of Cardholder:	Date:
Witness name (print):	Signature:

TAMALA PARK
REGIONAL COUNCIL

Corporate Credit Card
Disputed Transactions Form

Note: This form is to be completed and forwarded to the Finance Department with monthly reconciliation

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Cardholder's Name: .....

Corporate Credit Card Number: .....

Date: ……

Transaction Date	Supplier	Reason for Dispute	Amount $ (inc GST)

TAMALA PARK
REGIONAL COUNCIL

Corporate Credit Card
Replacement Cards Form

Cardholder to Complete

Cardholder's Name: .....

Old Corporate Credit Card Number: .....

Reason for Replacement: .....

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Cardholder's signature: …… Date: ……...

Financial Control (Finance Manager to complete)

Westpac Bank Notified: .....

Corporate Credit Card Register Updated:.....

New Card Number: .....

Finance Manager Signature: .....

Date Received at TPRC : …….....

TAMALA PARK
REGIONAL COUNCIL

Corporate Credit Card
Lost or Stolen Cards Form

Note: This notification concerns the loss or theft of a TPRC corporate credit card. You are requested to phone Westpac Bank immediately the loss is discovered. The Finance Manager should be advised on the first business day and the following information completed.

Cardholder to Complete

Cardholder's Name: .....

Corporate Credit Card Number: .....

Details of Loss: .....

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Westpac Bank notified on (date): ……

Finance Manager notified on (date): ……

Cardholder's signature: …… Date: ……...

Financial Control (Finance Manager to complete)

Westpac Bank Notified: .....

Corporate Credit Card Register Updated:.....

New Card Details (Finance Manager & Cardholder to complete)

New Card Number: .....

Date Received at TPRC : ……..... Finance Manager Signature: …….....

Date Received by cardholder: ……..... Cardholder Signature: …….....