

# SHOROC INCORPORATED BOARD MEETING

Wednesday, 17 February 2010, 3-4.30pm.  
SHOROC, Unit 33/42-46 Wattle Road, Brookvale



## Board Members Present

Cr Jean Hay AM	Mayor of Manly
Cr Anne Connon (Chair)	Mayor of Mosman and SHOROC President
Cr Michael Regan	Mayor of Warringah
Cr Harvey Rose	Mayor of Pittwater and SHOROC Vice-President
Henry Wong	General Manager Manly
Viv May	General Manager Mosman
Rik Hart	General Manager Warringah
Mark Ferguson	General Manager Pittwater and SHOROC Treasurer

## In attendance

Ben Taylor	Executive Director SHOROC
Lisa Stevens	Office Manager SHOROC

## Item 1 Welcome and Apologies

Cr Anne Connon, Mayor of Mosman and SHOROC President chaired the meeting and welcomed all those attending. All Board members were in attendance and no apologies were received.

## Item 2 Minutes of the meeting 18 November 2009

The Board resolved:

- To adopt the Minutes of the meeting held 18 November 2009.

*Moved Cr Michael Regan /Seconded Cr Jean Hay*

## Item 3 Matters Arising from the Minutes

### 3.1. Major Health Service Planning and Facility Development

SHOROC wrote to the NSW Minister for Health in December 2009 seeking a matching commitment from the NSW Government to that of the Coalition: to begin construction of the new level 5 Hospital at Frenchs Forest within the next term of Government and to upgrade Mona Vale Hospital as a complementary hospital (Tab A). The response from the NSW Government is attached (Tab B). It states that "it is not possible to give a timeframe for future works" and declines the offer of a meeting to discuss the issue.

The Board resolved:

- To receive and note the response from the NSW Government.

*Moved Viv May /Seconded Cr Anne Connon*

### 3.2. SHOROC Sub-Committee - Kimbriki Resource Recovery Centre

The November 2009 Board meeting approved the Terms of Reference for the SHOROC Sub-Committee - Kimbriki Resource Recovery Centre and agreed that it would meet quarterly. All councils have advertised for the position of Community Representative.

The first meeting is to be scheduled toward the end of March or April 2010, 1-2 weeks prior to the meeting of the Board of Kimbriki Environmental Enterprises Pty Ltd, depending on the timing of finalisation of the Sub-Committee members.

**The Board resolved:**

- **To receive and note the advice.**

*Moved Viv May /Seconded Henry Wong*

### 3.3 SHOROC Climate Change Information Seminar

The SHOROC Climate Change Information Seminar held on 11 February 2010 was a success. The seminar brought together 30 Councilors and senior council staff interested in hearing more about climate change policy and adaptation measures. Three key speakers gave diverse and interesting presentations, outlining different council approaches to understanding and adapting to climate change (copies of presentations can be requested from SHOROC). The seminar also included a Q&A session which gave delegates an opportunity to ask questions of the expert panel and share their vision for long-term cooperative action on climate change. The seminar was made possible thanks to council contributions, the speakers and panellists, Andrew Paul, Dr Karen Blackmore and Dr Alice Howe, and all those who attended the seminar.

Item listed for discussion regarding future action on this issue.

**The Board resolved:**

- **That the SHOROC President write a letter to the seminar speakers and participants thanking them for their involvement and inviting topic suggestions for potential future seminars or workshops.**
- **That Cr Michael Regan and Cr David James report on the outcomes of the 2010 National Climate Change Forum to the 10 March SHOROC GMAC meeting for consideration with a view to developing a report to the next Board meeting on 12 May 2010 on the opportunities available to address the issue.**

*Moved Cr Michael Regan /Seconded Mark Ferguson*

## Item 4 SHOROC Regional Directions

### Background

*SHOROC Regional Directions 2010-2031* is being developed as the overarching policy document outlining the strategic direction for a vibrant and sustainable SHOROC region now and in the future. It is to seek to address the critical issues for the region now and the challenges ahead while maintaining and enhancing the region's liveability, sustainability and significant contribution to Sydney as a global city.

It will outline how the SHOROC councils will work together with other levels of government, business and the community to enable a more coordinated and cooperative regional inter-governmental

approach, linking council land use management set by individual councils with critical improvements in infrastructure with a particular focus on housing, employment, health and transport.

In addition, the role of *SHOROC Regional Directions* is to: act as a joint position for leadership and advocacy on issues of regional significance; as a plan for action and continual review; and as a promotional tool for SHOROC and its member councils of Manly, Mosman, Pittwater and Warringah.

There are a number of critical issues for the region which need to be addressed now to maintain its liveability and sustainability, including the significant road congestion, limited and inefficient public transport as well as the lack of access to an appropriate and accessible high quality health service.

The next decades see significant challenges including:

- An expected population increase of 35,000 to around 300,000 by 2031, along with the need for additional dwelling and employment capacity as detailed in the NSW Government's Metropolitan Strategy:
  - an additional 21,900 (including 4000 Warriewood/Ingleside) dwellings, taking the total to 129,000
  - an additional capacity for 20,800 jobs, taking the total to over 120,000.
- Climate change and its predicted impacts on sea levels, coastal erosion and weather patterns and resultant displacement of housing and other coastal and low lying land and impacts on bushland.

#### **Current project status**

This is the highest priority project for SHOROC at present and there has been significant progress since the November 2009 Board meeting.

Detailed evidence-based analysis has been conducted by council and SHOROC staff in conjunction with expert planning consultants led by Sustainable Urbanism. This analysis includes assessment of the major issues for the region now and for the future as well as a spatial analysis of various land use scenarios and implications for accessibility to transport and services, liveability and sustainability.

A full-day workshop was held on 15 December 2009 attended by council General Managers, Directors and senior strategic planning staff to collaboratively review this analysis and identify a preliminary range of goals/strategies for *SHOROC Regional Directions*.

A preliminary draft *SHOROC Regional Directions* is currently being prepared for consideration by the Board at the SHOROC Board Regional Directions workshop proposed for the week commencing 22 March 2010 (see workplan below).

At its 10 February 2010 the GMAC resolved to congratulate all those involved in the development of *SHOROC Regional Directions* to date.

**The proposed next steps** for development of *SHOROC Regional Directions*:

- Workshop with SHOROC Board to: w/c 22 March 2010.
  - review potential growth scenarios, major issues and preliminary range of goals/strategies for *Regional Directions*
  - seek endorsement of the preliminary goals/strategies for consultation with SHOROC Councillors and local Members of Parliament.
- Consultation workshop with all SHOROC Councillors based on the proposed growth scenario, major issues and prioritised range of strategies in the draft *SHOROC Regional Directions*. w/c 29 March 2010
- Meet with local Members of Parliament to discuss major directions and priorities for State or Commonwealth investment. w/c 5 April 2010
- Submission of draft independent report and high quality maps from expert planning consultants of the analysis undertaken for this project and recommended direction and options for implementation of the directions, such as more detailed spatial analyses of the major centres and transport corridors. June 2010
- Finalise *SHOROC Regional Directions* for adoption by SHOROC Board at Extraordinary meeting. w/c 5 July 2010
- *SHOROC Regional Directions* is provided for adoption by each Council through the adoption of SHOROC Board minutes. July 2010
- Release *SHOROC Regional Directions* July/Aug 2010

**The Board resolved:**

- **To note the update on the development of *SHOROC Regional Directions*.**
- **To approve the timeline and next steps for the finalisation of *SHOROC Regional Directions*, with the dates for the first three items set as follows:**
  - **SHOROC Board workshop: Monday 22 March 1-4pm (location TBC)**
  - **SHOROC Councillor workshop: Wednesday 24 March 5-8pm (location TBC)**
  - **Meeting with local MPs: w/c 29 March 2010.**

*Moved Cr Anne Cannon /Seconded Henry Wong*

## **Item 5 E-waste**

Advertising for the SHOROC e-waste ban has come to an end and councils are now advertising the ban and alternatives, including scheduled drop off days.

The drop-off days scheduled in the coming months include:

- 13 and 14 March 9am-4pm at:
  - Terrey Hills – Kimbriki Recycling + Landfill, Kimbriki Road
  - Mosman – Mosman Council Car Park, The Crescent.
- 22 and 23 May 2010 at Mona Vale Beach car park.

Based on results from the Manly Council area (see below), it appears residents are accepting the ban and it is being effective in reducing e-waste dumped in general clean-ups. All councils are now collating data for their recent clean-ups with a view to promoting the success of the ban in the media.

Update from Manly Council:

- 1400 properties were serviced in the Balgowlah area
- 48 properties (3.4%) left out e-waste items
- Items left out were stickered and waste education officers door knocked those properties and provided the owners with a flyer (similar to the sticker) explaining why the item wasn't collected and providing information about alternative disposal methods
- 45 of the property owners took the items back and the feedback is that they were positive/understanding about the ban
- Of the 3 items that weren't taken back, 1 appeared to be an illegal dump and the other 2 were outside properties where no one was home to speak to about the ban
- Council staff are extremely pleased with this result.

**The Board resolved:**

- **To receive and note the update on e-waste.**

*Moved Viv May /Seconded Henry Wong*

## **Item 6 SHOROC Artists summit**

As requested by the GMAC at its 7 October 2009 meeting, Margot Woodward, Manager Cultural Services, Warringah Council, met with cultural service colleagues from Mosman and Manly Councils to discuss a potential SHOROC Artists Summit. Pittwater was unable to attend but are part of the discussions. The group, after lengthy discussion, felt it was premature to hold an Artists Summit at this stage before a mapping exercise is undertaken of all current resources and facilities that are available to artists in the SHOROC region. However, as staff resources are already stretched, the GMAC decided that this detailed mapping exercise is unable to be undertaken at this time. The cultural services officers will continue to stay in contact and identify pathways and networks for collaboration and support of artists.

**The Board resolved:**

- **To receive and note the report on the potential for a SHOROC Artists Summit.**

*Moved Henry Wong /Seconded Cr Michael Regan*

## **Item 7 SHOROC Media and Communications Policy**

SHOROC and the council media managers have developed a revised SHOROC Media and Communications Policy to facilitate timely and efficient communications and media management on issues of regional significance (Tab C).

**The Board resolved:**

- **To approve the SHOROC Media and Communications Policy.**

*Moved Henry Wong /Seconded Cr Jean Hay*

## **Item 8 Working groups and meetings**

Working groups are set up by SHOROC or council staff to collaborate, coordinate, share resources and ideas, and progress specific projects.

Some of the working groups that have met in the past quarter include:

- Regional Directions Group
- Planning Directors Meeting
- Procurement Group
- Workforce Planning/Human Resources Management Group
- Media and Communications Group
- E-waste Group
- Water Cycle Management Group
- Community Engagement Officers Group

**The Board resolved:**

- **To note the update on the SHOROC working groups.**

*Moved Mark Ferguson /Seconded Cr Harvey Rose*

## **Item 9 Administrative matters**

### **Staffing**

The position description for the Business Manager role has been finalised and advertisements have commenced in the press and online. Applications close 22 February 2010. The purpose of the Business Manager role is to:

- Deliver value for SHOROC members by achieving economies of scale across a range of service delivery areas, preparing and managing tenders and contracts.
- Effectively and efficiently identify, develop, coordinate and implement collaborative resource sharing and service provision for SHOROC Councils in order to deliver cost efficiencies and improved effectiveness of service delivery across the region.

- Identify and implement income generating strategies for SHOROC which can then be invested into projects to improve the environmental, social and economic sustainability of the region.

#### **SHOROC Business Plan**

The SHOROC Business Plan is currently being reviewed and a revised plan and budget will be submitted to the Board in May for adoption as required by the SHOROC constitution.

#### **The Board resolved:**

- **To note the update on staffing and the Business Plan.**

*Moved Henry Wong /Seconded Cr Michael Regan*

### **Item 10      General Business**

Mr Viv May raised the issue of the State Transit Authority's proposal for a Metrobus Route 30 from Enmore to Mosman. As discussed at the Mosman Council meeting on 2 February 2010, Council will be discussing with with the STA the possibility of Route 30 terminating or starting at the Zoo or Seaforth.

#### **The Board resolved:**

- **To receive and note the advice.**

*Moved Cr Jean Hay /Seconded Cr Harvey Rose*

### **Item 11      Confirm time for next meeting**

#### **The Board resolved:**

- **That the next Board meeting is to be held Wednesday 12 May 3-5pm at SHOROC.**

*Moved Cr Anne Cannon /Seconded Harvey Rose*

Meeting closed at 4.30pm.

### **Attachments**

- |                    |   |
|--------------------|---|
| <b>A. Item 3.1</b> | <b>SHOROC letter to NSW Government re Health</b>        |
| <b>B. Item 3.1</b> | <b>Letter of response from NSW Government re Health</b> |
| <b>C. Item 7</b>   | <b>SHOROC Media and Communications Policy</b>           |

## Tab A: December 2009 SHOROC letter to the NSW Government

PO Box 361  
Brookvale NSW 2100

Ph: 02 9905 0095  
Fx: 02 9939 6454

Email: [admin@shoroc.nsw.gov.au](mailto:admin@shoroc.nsw.gov.au)  
Web: [shoroc.nsw.gov.au](http://shoroc.nsw.gov.au)



10 December 2009

The Hon Carmel Tebbutt MP  
NSW Minister for Health  
Governor Macquarie Tower  
1 Farrer Place  
Sydney NSW 2000

Dear Minister Tebbutt

### GOVERNMENT COMMITMENT TO THE NEW HOSPITAL AT FRENCHS FOREST

I write as the President of SHOROC (the Shore Regional Organisation of Councils) to seek a commitment from the NSW Government to begin construction of the new level 5 Hospital at Frenchs Forest within the next term of Government and to upgrade Mona Vale Hospital as a complementary hospital. These commitments have been given to SHOROC by the Opposition.

SHOROC represents over 260,000 residents of the local government areas of Mosman, Manly, Warringah and Pittwater. The SHOROC Councils and community are of one voice when we say this region cannot continue with substandard health care and ongoing promises that are not delivered.

Clearly the NSW Government has recognised this region has a genuine need for this new Hospital. Now is the time to deliver on your promise and commence construction.

Frenchs Forest is the appropriate location for the new Hospital. It is critical that part of your commitment to construct the Northern Beaches Hospital is the upgrade to the intersection at Warringah Road and Wakehurst Parkway and associated improvements to Wakehurst Parkway. This is a vital upgrade that will generate jobs and boost the economy of the SHOROC region and beyond. Without it lives could be lost as ambulances sit gridlocked in traffic trying to get to and from the Hospital.

The Health Services of the SHOROC region are a priority for the community and are not sustainable at the current level. The NSW Government needs to clearly demonstrate its leadership on this issue and communicate its plan for the health services in this region by defining the timing of construction of the Northern Beaches Hospital and operation of complementary services.

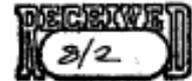
We would be pleased to meet with you to discuss these issues further. Please contact Mr Ben Taylor, SHOROC Executive Director on (02) 9905 0087 or [ben.taylor@shoroc.nsw.gov.au](mailto:ben.taylor@shoroc.nsw.gov.au) to arrange a meeting.

Yours sincerely

Cr Anne Connon  
Mayor of Mosman  
SHOROC President

cc. The Premier, The Hon Kristina Keneally MP

**Carmel Tebbutt MP**  
**Deputy Premier | Minister for Health**



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Cr A Connon  
Mayor of Mosman  
President  
Shore Regional Organisation of Councils  
PO Box 361  
BROOKVALE NSW 2100

34 FEB 2010

  
Dear Cr Connon

Thank you for your letter the Minister for Health, the Hon Carmel Tebbutt MP, concerning the Northern Beaches Hospital. The Minister has asked that I respond on her behalf.

Please be assured that the NSW Government recognises the desirability of and local commitment to, the development of new health facilities on the Northern Beaches. I also wish to assure you that the identification of Frenchs Forest as the most appropriate location for the new Hospital included detailed assessment of work required to surrounding roads to ensure good access to the site and minimal disruption to local traffic.

There are requests for a very large number of projects across the state, and each year difficult choices have to be made about which projects are undertaken within the available budget. For this reason it is not possible to give a timeframe for future works. Construction can only begin once funding has been approved.

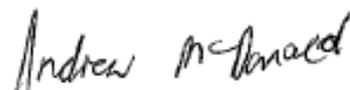
Since 1995 this Government has delivered more than 60 major hospital projects and invested more than \$5 billion in major capital works for the NSW public health system. The Government has upgraded or rebuilt almost every major hospital and emergency department in NSW.

The NSW Government is committed to the local provision of quality health services for the residents of the Northern Beaches and will continue to work with local clinicians and the community in the planning for future service provision.

Unfortunately due to her full schedule of commitments the Minister is unable to meet with you at this time.

Thank you for bringing your concerns to the Minister's attention.

Yours sincerely



Dr Andrew McDonald FRACP MP  
Parliamentary Secretary for Health



# SHOROC MEDIA AND COMMUNICATIONS POLICY

## POLICY STATEMENT

SHOROC is committed to providing the media with accurate and timely information about projects, operations, plans and decisions that will enhance the profile and further objectives of SHOROC, its member councils and the community.

## OBJECTIVE (S)

To ensure that SHOROC has a robust and streamlined set of procedures for issuing media releases and dealing with media enquires and to ensure all forms of communication with the media are professional, timely, consistent and positive.

## ROLE OF SHOROC AND MEDIA

SHOROC's role and relationship with the media should demonstrate regional leadership through collaborative planning, government lobbying, resource sharing and advocacy. It is the role of the SHOROC office to support the SHOROC Councils in demonstrating a unified and professional position and celebrating the achievements of SHOROC and council staff.

### The SHOROC office performs its role by:

- Acting as designated first point of contact and referral in dealing with enquiries from the media specifically on issues of regional significance that involve SHOROC.
- Collaborating with councils in identifying issues and responding to issues of potential interest to the media.
- Liaising with SHOROC council partners, State Government and/or other organisations on specific media issues.
- Coordinating the drafting, editing, approving and distribution of SHOROC media releases.

## PRINCIPLES

SHOROC's media policy operates according to the following principles:

- Communication with the media must represent a unified voice on a regional issue where councils have adopted an agreed position of SHOROC and determined that media interest would benefit the issue and/or organisation.
- No unauthorised media releases or comment to be issued on behalf of SHOROC.
- Final authorisation of media content is the responsibility of the SHOROC President and/or Executive Director. In their absence the Vice President.
- Council's nominated Media Manager is responsible for sending internal approvals in accordance with individual councils media approval process.
- Urgent matters related to SHOROC are to be coordinated through the SHOROC office.
- SHOROC staff are not authorised to make political or controversial comments relating to decisions and/or events, or about council staff and/or elected representatives.
- SHOROC will disclose matters of interest with the media unless disclosure of certain information contravenes SHOROC's media policy and/or communications strategy, or could infringe laws or regulations which govern SHOROC or Council operations.

- Media organisations and their representatives will be treated equally and without bias. Media enquiries are to be dealt with promptly and where possible, within the media's deadline.

### **AUTHORISED SPOKESPERSONS**

- All media inquiries to SHOROC or Council staff will be directed to the SHOROC President and/or Executive Director for comment within 24 hours.
- The only spokesperson(s) authorised to respond to media enquires on behalf of SHOROC is the firstly the President, then Executive Director, then Vice President.
- The spokesperson should be available to respond to the media via mobile. If unavailable, the media will contact the next person on the list where a response is required immediately.

### **MEDIA RELEASES**

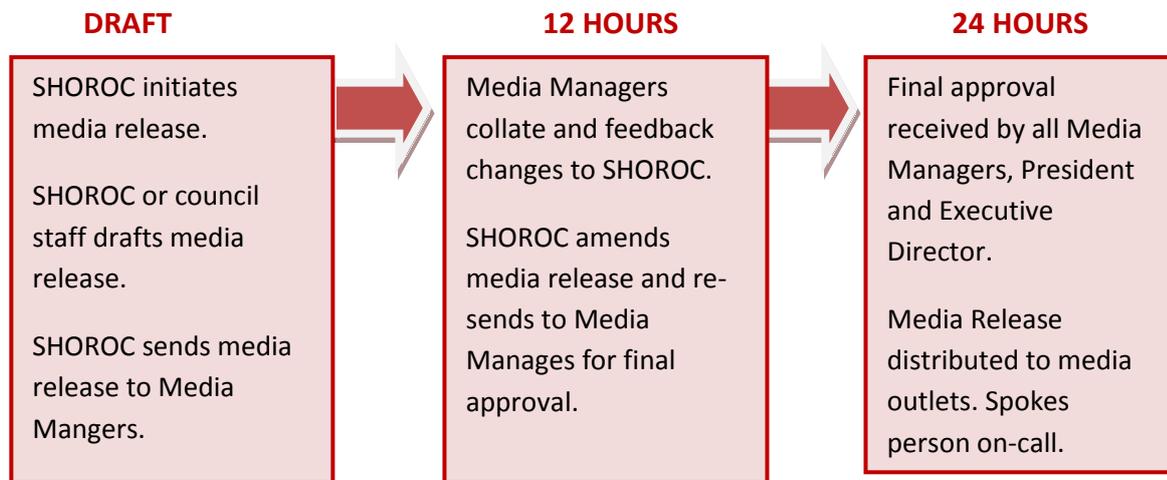
Any document distributed to the media detailing a news event, press conference or other public announcement which relates directly to the work of SHOROC.

- Media releases are to be coordinated by SHOROC and can be drafted by SHOROC staff or a nominated council staff member.
- Media releases are circulated to the Media Manager(s) at each council for comment and approval via the process outlined below.
- Media releases are to include a comment from the President and/or Executive Director. Comments from all four Mayors and/or General Manager(s) will be included where possible.
- All media releases are to appear on the SHOROC website concurrently with distribution to media outlets and sent to all councils to post on their websites.

### **PROCESS FOR MEDIA RELEASE APPROVAL**

1. An issue of media interest is raised by SHOROC or one/all SHOROC Council(s) and a majority agreement is sought from all councils at a meeting of the Board or General Managers Advisory Committee (GMAC) if timely, or via email to all General Managers / Media Mangers.
2. If possible, the key messages are at this stage discussed and agreed. If a single council raises an issue of media potential but there is not a majority Council agreement, the individual council is responsible for issuing the media release.
3. The media release is drafted by SHOROC or nominated council staff based on the agreed key messages.
4. The media release is sent by SHOROC via email to the nominated Media Manager at each council, who is responsible for circulating the document to the key stakeholders within their council for comment / approval.
5. The Media Managers are responsible for sending comment to SHOROC within 12 hours. If comments are received, the Executive Director of SHOROC makes any appropriate amendments and the document is re-circulated to the Media Managers for final approval. The final deadline for approval is within 12 hours.
6. Final approval is required from the President and/or Executive Director and in their absence the Vice President.
7. SHOROC is responsible for distributing the press release to the media and coordinating management and direction of media enquires to the spokesperson and proof-reading media content and editorial.

## 24 HOUR APPROVAL PROCESS



## URGENT MEDIA RESPONSE / RELEASE

Where an urgent media response or release is required to respond to a SHOROC issue:

- The Executive Director is responsible for managing the response in conjunction with the President and lead General Manager where there is an agreed SHOROC position.
- Media Managers will be contacted where possible to advise them of the response.
- Where there is not a clear SHOROC position, the Executive Director is responsible for contacting the General Mangers to confirm the key message of the response.

## MEDIA MANAGERS GROUP

- Each council nominates a Media Manager who becomes the single point of contact for all media approvals and collaboration between SHOROC and their council.
- The objective of the Media Manager is to streamline the communication process and reduce approval timeframes and provide advice and guidance to SHOROC staff.
- The Media Manager is responsible for circulating the media release to all stakeholders within their council in accordance with their council policy and providing feedback and final approval to SHOROC on behalf of their council.
- If the nominated Media Manager is on leave they are responsible for nominating a replacement contact person in their council.

**THE NOMINATED COUNCIL MEDIA MANAGERS FOR 2010 ARE:**

<b>COUNCIL</b>	<b>STAFF MEMBER</b>	<b>CONTACT DETAILS</b>
<b>MANLY</b>	Bronwen Thomas	<a href="mailto:Bronwen.Thomas@manly.nsw.gov.au">Bronwen.Thomas@manly.nsw.gov.au</a> P/ 9976 1473
<b>PITTWATER</b>	Sally Williams  Allison Kellett	<a href="mailto:Sally_Williams@pittwater.nsw.gov.au">Sally_Williams@pittwater.nsw.gov.au</a> P/9970 1119 (W) 0409 152 249 (M)  <a href="mailto:Alison_Kellett@pittwater.nsw.gov.au">Alison_Kellett@pittwater.nsw.gov.au</a>
<b>MOSMAN</b>	Sarah Jackson	<a href="mailto:S.Jackson@mosman.nsw.gov.au">S.Jackson@mosman.nsw.gov.au</a> P/9978-4061
<b>WARRINGAH</b>	Mandi Wicks	<a href="mailto:mandi.wicks@warringah.nsw.gov.au">mandi.wicks@warringah.nsw.gov.au</a> P/9942 2590

**PAID MEDIA ADVERTISING**

- SHOROC will aim to develop a media strategy for advertising campaigns that are large enough to require multiple media insertions and various campaign materials.
- All paid media should aim to have consistent SHOROC branding and visual identity and feature all member council's logos.
- Paid media advertising is the responsibility of SHOROC if the content is of regional significance and features the SHOROC logo and branding.
- Councils who have capacity within their design team can volunteer staff from their Council to assist in the design and coordination of advertising or campaign materials.
- All artwork is to be circulated to Media Managers for final approval before release.
- Booking of media space is the responsibility of SHOROC unless individual Councils have beneficial relationships with media outlets (e.g. Mosman Daily, Manly Daily, Peninsula Living, SMH etc) and have agreed to purchase media space on behalf of SHOROC.
- The cost of media space is equally divided between SHOROC councils unless otherwise agreed.

**POLICY AMENDMENTS AND AUTHORISATION**

This policy was authorised by the SHOROC Board on 17 February 2010. This policy is due for review on 31 December 2010.

The SHOROC Board has authority to approve policy amendments and authorisation.