



*Making the Shire of Roebourne a safer place to live*

# QUARTERLY REPORT

**January 2014  
to  
March 2014**



## **INTRODUCTION**

The Cleansweep Taskforce was formed in 2010 in response to the Shire of Roebourne Community Needs & Satisfaction survey that showed crime and safety issues were a high priority for our community. Cleansweep is responsible for administering the community safety and crime prevention function for the Shire of Roebourne.

## **TASKFORCE MEMBERSHIP & MANAGEMENT**

The Cleansweep Taskforce comprises representatives from the Shire of Roebourne, WA Police and its funding partners, Rio Tinto and the Woodside operated North West Shelf Project. This membership comprises the 'Steering Group'. The Taskforce and its associated initiatives are managed by the Shire of Roebourne's Community Safety Coordinator. This position is currently held by Stephanie Sparks, who commenced in this role on 30 July 2012. Monthly Cleansweep Taskforce meetings were held, which were attended by steering group members. These meetings are minuted, with copies of the minutes provided to Cleansweep steering group members.

## **FUNDING**

Funding for the operation of the Cleansweep Taskforce and the associated initiatives has been provided through sponsorship and grant funding provided by Rio Tinto, Woodside operated North West Shelf Project and Western Australia Police and budget allocations from the Shire of Roebourne.

## **KEY INITIATIVES & PERFORMANCE MEASURES**

Key initiatives for the Shire's community safety and crime prevention function are contained in the Shire of Roebourne Operational Plan 2013 – 2014 and focus on the target areas of:

- Crime Prevention/Anti-social Behaviour Management
- Graffiti Management
- Litter Management
- Alcohol Management
- Road/Vehicle Safety

The Cleansweep Taskforce focusses its activities in line with the Shire of Roebourne Operational Plan which is underpinned by the Cleansweep Strategic Plan 2011 to 2015.

A community workshop was held in April 2013 to review the Operational Plan. Representatives from key community groups, business organisations, the resources sector and government & non-government agencies attended the workshop. The outcomes of the workshop were used to develop the 2013 – 2014 Cleansweep Operational Plan, to ensure that key initiatives associated with the target areas and the Shire of Roebourne Operational Plan were aligned with community expectations.

## **INITIATIVE OVERVIEW**

Following is an overview on the progress on the various initiatives and projects that have been undertaken or continued during the third quarter (January 2014 to March 2014) for the 2013 - 2014 financial year.

**CRIME PREVENTION/ANTI-SOCIAL BEHAVIOUR MANAGEMENT**

Manage Crime prevention/anti social behaviour through providing support to initiatives that promote safe community behaviour

**Related Shire Theme/Goals:** Our Community – Diverse and Balanced – We will further develop and maintain the infrastructure and facilities to create aesthetically attractive and liveable towns which will develop into more diverse and balanced communities

**Cleansweep Taskforce Strategic Goal:** We will engage with stakeholders to build a community where crime and anti-social behaviour is not accepted.

Ref ID	Services	Priority	Actions required What services will Cleansweep offer to make this happen?	Timeframe		Budget		Performance Measures	Performance Progress
				Planned completion	Actual	Planned	Actual		
1.1	Continue to implement CCTV and security lighting subject to needs and funding		Determine positions for additional CCTV cameras and security lighting in consultation with stakeholders	Dec 2013		\$195,000 (Grant from POCA, WAPOL and NWSP)		Determine positions for additional CCTV cameras and security lighting in consultation with stakeholders	Delayed/ Delays Anticipated
			Install signage to support CCTV installations	Dec 2013		\$1,139 (631633.3101)	\$1,139	**Signs installed as required	Delayed/ Delays Anticipated
			Make grant funding applications to source funding for installations	Ongoing		\$Nil	\$Nil	Make grant funding applications to source funding for installations	On Target
			Upgrade lighting in park/s	Jul 2013 – Jun 2014		\$25,000 (grant from WAPOL)		**Lighting upgrade completed	On Target
			Installation of lighting upgrades along footpaths in consultation with key stakeholders	Jun 2014		\$250,000 (Strat. Projects)		**Lighting upgrade completed	On Target
1.2	Continue to improve crime & safety awareness & neighbourhood relations by implementing ongoing projects and programs.		Undertake community BBQ's /events with WAPOL (4 annually)	Dec 2013 Feb 2014	Aug 2013 Oct 2013	\$5,000 (631631.3101)	\$50	Undertake community BBQ's /events with WAPOL (4 annually)	On Target
			Distribution of invitations & advertising	Apr 2014 Jun 2014		\$3,500 (631631.3602)			
			Purchase variety of branded promotional items for distribution at community events	Nov 2013		\$16,000 (631631.3101)	\$15,363	** Selection of promotional items purchased ** Scale of distribution	On Target

			Purchase mobile CCTV cameras	Oct 2013	Sept 2013	\$3,700 (631631.3101)	\$3,790	** CCTV cameras purchased	Completed
			Implement motorcycle / bike lock subsidy initiative	Nov 2013 to Jun 2014		\$10,000 (631631.3101)	\$4,791	**Uptake from community members on initiative	On Target
			Community Crime Prevention presentation/s conducted	Dec 2013 Mar 2014		\$Nil (631631.3101)	\$Nil	**Attendance numbers	Not Started
			Reprint Cleansweep branded pamphlets (street drinking/Cleansweep)	Feb 2014	Feb 2014	\$Nil (631631.3101)	\$Nil	** Pamphlets reprinted	Completed
			Coordinate community information mail out from WA Police	May 2014		\$Nil (631631.3602)	\$Nil	** Mail out completed	Not Started
			Review participation in 'Eyes on the Street' initiative and coordinate additional training	Aug 2013	Aug 2013	\$Nil	\$Nil	** Training completed ** Additional people trained in initiative	Completed
			Attend Community Association meetings	Jun 2014		\$Nil	\$Nil	**Attendance at 2 meetings of each community assoc.	On Target
			Investigate participation in eWatch program/newsletter	Aug 2013	Aug 2013	\$Nil	\$Nil	**Participation in and community feedback indicates increased awareness of program	Completed
1.3	Review and update residential property kerbside numbering for emergency and property identification purposes		Update all residential property street numbers and place visible street number on verge	Jun 2014		\$70,000 (Planning Services)	\$16,630	Update all residential property street numbers and place visible street number on verge	On Target

## PERFORMANCE NOTES

### 1.1 Continue to implement CCTV and security lighting subject to needs and funding

- Liaison continues with Police regarding approval for installation of infrastructure into and on Police infrastructure. This approval is required prior to any works being able to commence. A Memorandum of Understanding and CCTV policy has been drafted and has provided to key Shire personnel for comment.
- Shire engineering staff have continued working on sourcing suitable lighting for installation along identified priority footpaths.
- There were no grant funding opportunities available during the quarter.

### 1.2 Continue to improve crime & safety awareness & neighbourhood relations by implementing ongoing projects and programs.

- There has been a shift towards promoting the Cleansweep Taskforce and its associated activities through the media and already arranged community events or activities to ensure maximum exposure within the community, rather than stand alone events such as community BBQ's, where community buy-in and attendance has traditionally been poor. This allows participation in numerous events all year round by utilising indoor venues also. There were limited opportunities for participation in community events to promote the Cleansweep Taskforce during this quarter.
- A selection of promotional items have been received, which are branded with the Cleansweep Taskforce and associated key messages. These include bookmark rulers, bucket hats, collapsible drink bottles, LED light key rings and microfibre car dash mats. These items are distributed to community members at events and via customer contact points, including libraries and Police Stations.
- A bicycle lock promotion commenced in November in partnership with Scott Cycles, where free bicycle locks were offered with each bike purchased. Community participation has been very positive with good feedback. The promotion continued through January and February 2014 until all locks were distributed.
- The motor bike lock promotion has not started with North West Honda, due to lack of availability of suitable locks. The proprietor of North West Honda is very supportive of the initiative and will continue to try and source suitable locks for the promotion.
- Regular feedback and information on community safety issues have been provided via the Shire's Community Development team for discussion at Community Associations meetings.
- A review of the Operational Plan determined that the crime prevention presentations and community information mail outs will not be completed. New initiatives will be developed and implemented to focus on identified specific community safety issues.
- Stocks of information flyers on Cleansweep and street drinking are sufficient and will not need reprinting



### **1.3 Review and update residential property kerbside numbering for emergency and property identification purposes**

- The review of lot numbers and reallocation of street addresses was completed for all relevant locations within the Shire. New numbers will become effective on a staged basis, commencing with Bulgarra from 1 March.
- A contractor was engaged to paint street numbering on kerbs throughout the Shire. Work was completed in Bulgarra by 23 March.

**GRAFFITI MANAGEMENT**

Manage graffiti prevention and removal

**Related Shire Theme/Goals:** Our Community – Diverse and Balanced – We will further develop and maintain the infrastructure and facilities to create aesthetically attractive and liveable towns which will develop into more diverse and balanced communities

**Cleansweep Taskforce Strategic Goal:** We will provide Shire services and develop community programs that result in a significant reduction in graffiti.

Ref ID	Services	Priority	Actions required What services will Cleansweep offer to make this happen?	Timeframe		Budget		Performance Measures	Performance Progress
				Planned completion	Actual	Planned	Actual		
2.1	Maintain and coordinate a rapid response programme to graffiti identified within the Shire.		Coordinate graffiti removal contractor and removal requirements	Ongoing		\$76,800 (631600.3100)	\$43,413	Remove all offensive graffiti within 48 hours of reporting  Remove all non offensive graffiti within 7 days of reporting	On Target
2.2	Continue to coordinate an education and prevention program.		Develop graffiti information brochure for distribution at premises by removal contractor	Oct 2013 then ongoing	Feb 2014	\$3,200 (631600.3100)	\$872	Disseminate graffiti removal information publicly	Completed
			Liaise with Department of Corrective Services on engagement of offenders for completion of voluntary hours	Ongoing		\$Nil	\$Nil	Facilitate engagement of all offenders referred by WAPOL to remove graffiti	On Target
			Upload graffiti reports to WAPOL	Monthly		\$Nil (110010.3201)	\$405	Provide graffiti statistical reports to WAPOL on a monthly basis	On Target
			Develop & implement Community Art Project - Roebourne Basketball Courts	June 2014		\$100,000 (Funding required – source TBC)	\$171	**Significant reduction in graffiti levels **Art project completed	Delayed/ Delays Anticipated
			Graffiti Report & Reward Advertising Campaign	October 2014		\$20,000 (631600.3100)	\$Nil		Not Started
2.3	Encourage community removal of minor graffiti that meets the standards under the Shire Graffiti Policy.		Purchase & supply graffiti removal kits to residents, businesses, schools, community groups with info brochure w/safety & standards.	Nov 2013 then ongoing	Sept 2013	\$6,900 (631601.3101)	\$6,900	Ensure all graffiti removal kits are provided within 48 hours of request	On Target



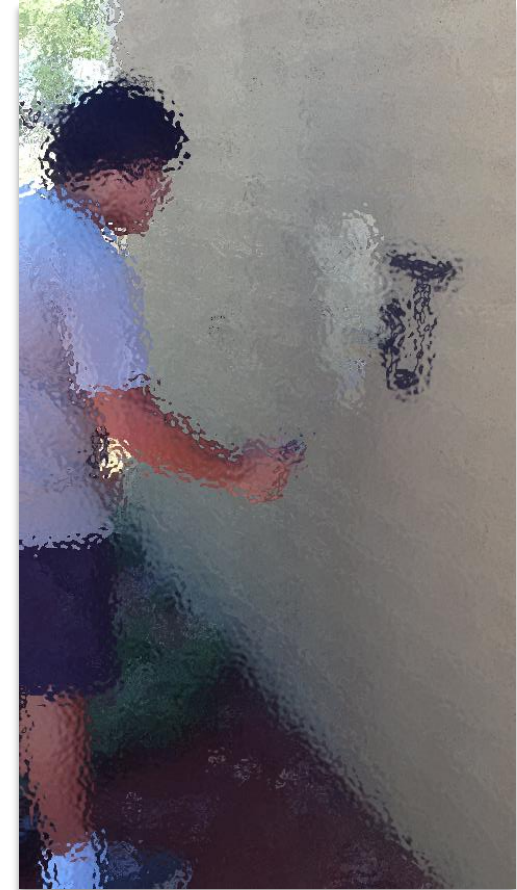
## PERFORMANCE NOTES

### 2.1 Maintain and coordinate a rapid response programme to graffiti identified within the Shire.

- A schedule was implemented for the graffiti removal contractor, to address new and historical graffiti. During the quarter, the contractor completed graffiti removal work 6 days per month. The schedule enabled a systematic approach to addressing graffiti in each town or suburb.
- Due to the amount of graffiti in the Roebourne & Wickham area, the contractor completed a graffiti removal blitz, working in this area for 6 full days (with 2 staff members working).
- The contractor was required to attend to two incidents of graffiti where it was considered to be urgent, racist or offensive graffiti, with removal effected within 36 hours of reporting (performance well within the required performance parameters).
- To date, graffiti removal has cost \$43,000, which represents approximately 390 man hours to remove graffiti throughout the Shire.

### 2.2 Continue to coordinate an education and prevention program.

- The Department of Corrective Services (Pilbara Youth Justice) requested assistance with placement for two youths to complete community work. This was facilitated with the two youths placed with the graffiti removal contractor, completing 10 hours of work each.
- Graffiti reports continue to be submitted and uploaded to the WA Police Goodbye Graffiti database.
- An information flyer for residents was developed and is being used by the graffiti contractor. The flyers are placed in letter boxes of properties adjacent to where graffiti removal works have been effected by the contractor. The flyer contains information that works have been completed nearby, means that the community can assist with graffiti removal (community kits) and reporting mechanisms.
- Progress on the Community Art project for the Roebourne Basketball courts has been steady. A project plan was developed and has been submitted with funding applications submitted to WA Police, CANWA and Lotterywest. Considering timeframes associated with sourcing funding, this project will be held over for further development/completion in the new financial year, dependent on funding accessibility
- A grant application submitted to WA Police for an advertising campaign to promote graffiti reporting and the graffiti rewards campaign was successful. Funding of \$20,000 has been provided for the advertising campaign. The campaign will run from April to June 2014 and again in August to October 2014.





### **2.3 Encourage community removal of minor graffiti that meets the standards under the Shire Graffiti Policy.**

- Quantities of personal use graffiti removal kits and kits for larger scale graffiti have been purchased for distribution throughout the community to assist with removal of small amounts of graffiti. Kits are available by request or via Shire reception and all Shire Libraries. Demand for the kits from the general public isn't high, but the kits are well received when provided.
- Approximately 10 (ten) community wipe packs and 6 bucket kits for porous or painted surfaces have been provided to community members, which have been posted to the person or collected from Shire facilities.

<b>LITTER MANAGEMENT</b> Develop and support initiatives that help reduce litter  <b>Related Shire Theme/Goals:</b> Our Community – Diverse and Balanced – We will further develop and maintain the infrastructure and facilities to create aesthetically attractive and liveable towns which will develop into more diverse and balanced communities <b>Cleansweep Taskforce Strategic Goal:</b> We will build a community where residents work together to reduce the amount of litter produced									
Ref ID	Services	Priority	Actions required What services will Cleansweep offer to make this happen?	Timeframe		Budget		Performance Measures	Performance Progress
				Planned completion	Actual	Planned	Actual		
3.1	Provide ongoing support and supply resources to community groups		Support stakeholders participating in ICARE litter clean-ups	Ongoing		\$Nil	\$Nil	Provide statistics on the amount of waste collected	On Target
			Support community groups participating in 'Bucks for Bags' program by supplying required resources	Ongoing		\$4,500 (631620.3101)	\$262	Number of bags collected under 'Bucks for Bags' program  **PPE & consumables purchased	
3.2	Continue to schedule and promote regular Shire-wide litter clean up events to promote community/business involvement in litter initiatives		Facilitate Great Northern Clean Up	Sep 2013	DNS	\$1,000 (631620.3100)	\$Nil	Facilitate Great Northern Clean Up	Completed
			Facilitate community litter clean-ups utilising the 'Bucks for Bags' program	Ongoing		\$25,000 (631620.3101)	\$11,442	Facilitate 6 litter clean-ups with CARE/local businesses/ community groups per year	On Target
			Payment of tip fees from community litter clean-ups	Ongoing		\$5,000 (631620.3101)	\$2,167		On Target
			Purchase cigarette butt bins for community facilities	Nov 2013	Nov 2013	\$1,500 (631620.3101)	\$1,364		Completed
3.3	Tidy Towns Sustainable Communities Awards		Complete Award submission & judging itinerary	Jun 2014		\$5,000 (631620.3100)	\$57	** Submission completed	Not Started
			Publish submission	Dec 2013		\$10,000 (631620.3100)	\$Nil	** Publication completed	Delayed/ Delays Anticipated
			Host Awards function	Oct 2013	Oct 2013	\$5,000 (631620.3100)	\$4,503	**Awards ceremony held	Completed

3.4	Prevention/investigation/prosecution of litter dumpers		Support Rangers in investigation process.	Ongoing		\$Nil	\$Nil	**Statistical information on reports/investigations conducted vs successful prosecutions/infringements issued	On Target
3.5	Deployment of litter picking services		Liaise with Waste Services on schedule of litter picking service crew	Ongoing		\$Nil	\$Nil	**Schedule obtained	On Target
3.6	Education & awareness programs.		Implement 'Secure Your Load' campaign	Nov 2013 then ongoing		\$5,000 (631620.3101)	\$9,747	**Statistical information on reports/investigations conducted vs successful prosecutions/infringements issued	Delayed/ Delays Anticipated
3.7	Builders Waste		Support Rangers in compliance to Local Laws	Ongoing		\$Nil	\$Nil	**Statistical information on reports/investigations conducted vs successful prosecutions/infringements issued	On Target
3.8	Traveller litter		Distribute car/camp litter kits through Visitor Centres and caravan parks	Feb 2014		\$1,500 (631620.3101)	\$1,623	** Kits distributed ** Feedback from travellers	On Target

## PERFORMANCE NOTES

### 3.1 Provide ongoing support and supply resources to community groups

- During the quarter, nearly 6.5 tonnes of litter from ICARE, CARE and community litter clean-ups was been delivered to the 7 Mile Waste Facility in Karratha. Litter for community clean-ups in the western corridor is generally delivered to the Wickham Transfer Station, though statistical information is not available on the amount (weight) collected and delivered to that location.
- Since July 2013, nearly 14 tonnes of litter and other rubbish have been collected in community clean-ups and delivered to the 7 Mile Waste Facility.
- Wickham Tidy Towns conducted a large scale community clean-up in February, with nine Wickham based community groups participating. One other community clean-up was completed during the quarter.
- During the quarter, approximately 133 community members collected 1,113 bags of litter, resulting in payment of \$6,678.
- To date, 24 community groups represented by nearly 300 community members have participated in community clean-ups, with 1,907 bags collected, resulting in total payment of \$11,442.
- Litter collection by Shire Litter crews is having a positive impact on the amount of litter available around the community, which will require community groups to undertake clean-ups in areas not addressed by litter crews.
- Quantities of rubbish bags were purchased to ensure sufficient supplies are available to meet needs of community groups participating in community clean-ups.
- No ICARE clean-ups were completed during the quarter by industry partners. The ICARE MOU expired in October 2013, with a new ICARE MOU currently in development. This is being managed by a representative from the Dampier Port Authority.

### **3.2 Continue to schedule and promote regular Shire-wide litter clean up events to promote community/business involvement in litter initiatives**

- Wickham Tidy Towns conducted a large scale community clean-up in February, with nine Wickham based community groups participating. One other community clean-up was completed during the quarter (by the Karratha Water Polo Association).
- During the quarter, approximately 133 community members collected 1,113 bags of litter, resulting in payment of \$6,678.
- To date, 24 community groups represented by nearly 300 community members have participated in community clean-ups, with 1,907 bags collected, resulting in total payment of \$11,442.

### **3.3 Tidy Towns Sustainable Communities Awards**

- The Shire's communication team continued to work on the 2013 submission to ensure suitability for publication. Due to the size of the document, this has taken more time than expected.
- Coordination of the 2014 Tidy Towns Awards submission and judging itinerary has been delegated to the Shire's Community Development team, due to the majority of the content being derived from that business unit and stakeholders. The Cleansweep Taskforce will play an integral role in provision of applicable content for the 2014 submission.

### **3.4 Prevention/investigation/ prosecution of litter dumpers**

- Shire Rangers continue to investigate reports of illegal dumping. Twenty four (24) complaints and subsequent investigations were conducted by Rangers. Mobile infra red cameras were deployed in the hills area to assist with 'dumping' investigations.

### **3.5 Deployment of litter picking services**

- Litter picking crews continue to work within the Shire. Their services have proven effective with a noticeable improvement in the appearance of the town sites and road sides within the Shire. This is also evidenced through feedback from community groups who are complaining that there is smaller amounts of litter to collect in their community litter clean-ups.
- Work schedule of litter crews is provided by Waste Services on a regular basis. This is used to relay information to community groups who are planning community clean-ups.

### **3.6 Education & awareness programs**

- The 'Secure your Load' campaign progressed with printed promotional material finalised. Road signage is still to be finalised due to delays in production. Road signs will be displayed on Burrup Road (approval has been provided by Main Roads WA), entry points to the Shire's Waste facilities, Wickham town site and exit points from key Rio Tinto work sites. A campaign launch will be finalised when signage has been installed.
- Shire Rangers didn't receive any complaints regarding insecure loads.

### **3.7 Builders Waste**

- Rangers received 3 complaints regarding builders waste.

### **3.8 Traveller Litter**

- Resources for two thousand (2,000) traveller litter kits, comprising - 2 rubbish bags, 1 car litter bag and 1 pocket ashtray have been purchased. The kits will be assembled and distributed through caravan parks and visitor centres in the Shire to visitors to these facilities free of charge.



<b>ALCOHOL MANAGEMENT</b> Develop and support initiatives that help reduce the harms caused by misuse of alcohol  <b>Related Shire Theme/Goals:</b> Our Community – Diverse and Balanced – We will further develop and maintain the infrastructure and facilities to create aesthetically attractive and liveable towns which will develop into more diverse and balanced communities <b>Cleansweep Taskforce Strategic Goal:</b> We will work with community stakeholders and professionals to reduce the harms caused by the misuse of alcohol.									
Ref ID	Services	Priority	Actions required What services will Cleansweep offer to make this happen?	Timeframe		Budget		Performance Measures	Performance Progress
				Planned completion	Actual	Planned	Actual		
4.1	Continue to promote education and awareness programs as applied to alcohol.		Attend Shire of Roebourne Liquor Accord meetings	Ongoing		\$Nil	\$Nil	Ensure attendance at all Liquor Accord meetings.	On Target
			Attend West Pilbara Alcohol Management Group meetings	Ongoing		\$Nil	\$Nil	** Ensure attendance at all West Pilbara Alcohol Management Group meetings.	On Target
4.2	Provide ongoing programs to address alcohol issues/anti-social behaviour with sports clubs and licensed premises		Continue implementation of 'Just Bin It' initiative	Dec 2013	Dec 2013	\$Nil (631631.3101)	\$Nil	Provide 'Just Bin It' alcohol bins at all new licensed premises where alcohol is consumed	Completed
			Expand street drinking club promotion	Apr 2014		\$3,200 (631631.3101)	\$Nil	** Implement strategies with sports clubs to reduce alcohol related anti-social behaviour following sporting events.	On Target
			Continue promotion of street drinking awareness initiative	Ongoing		\$Nil	\$Nil	Relocate street drinking banners at prominent places within the Shire of Roebourne on a bimonthly basis	On Target

## PERFORMANCE NOTES

### 4.1 Continue to promote education & awareness programs as applied to alcohol

- No Liquor Accord meetings were held during the quarter. A decision was made that review of the current Liquor Accord document and associated membership will be addressed in 2014/2015 Operational Plan when funding became available.
- No West Pilbara Alcohol Management Group (WPAMG) meetings were held during the quarter.

#### **4.1 Provide ongoing programs to address alcohol issues/anti social behaviour with sports clubs and licensed premises**

- Street drinking banners have been relocated within the Karratha Airport and the Karratha Visitor Centre.
- Discussions commenced with local Rugby League clubs within the Shire to consider implementing the 'Banners for Clubs' program – where the Shire provides a series of banners with alcohol issue related messages, printed in the clubs colours for display at games. There was a very positive response from all Clubs, who are willing to participate.



<b>ROAD/VEHICLE SAFETY MANAGEMENT</b> Promote road/vehicle safety									
<b>Related Shire Theme/Goals:</b> Our Community – Diverse and Balanced – We will further develop and maintain the infrastructure and facilities to create aesthetically attractive and liveable towns which will develop into more diverse and balanced communities <b>Cleansweep Taskforce Strategic Goal:</b> We will partner with stakeholders to ensure a safe driving and pedestrian environment throughout the Shire.									
Ref ID	Services	Priority	Actions required What services will Cleansweep offer to make this happen?	Timeframe		Budget		Performance Measures	Performance Progress
				Planned completion	Actual	Planned	Actual		
5.1	Continue to promote safe driving messages both on and off road		Implement strategies identified in the Off Road Vehicle Strategy (in conjunction with Rangers Services)	Ongoing		Ranger Services Budget	\$Nil	Commence implementation of Off Road Vehicle Strategies	Delayed/ Delays Anticipated
			Deploy Variable Message Sign (VMS) on a scheduled basis	Ongoing monthly		\$Nil	\$Nil	VMS deployed on a monthly basis	On Target
			Attend PIRSA (Pilbara Industry Road Safety Alliance) meetings	Ongoing monthly		\$Nil	\$Nil	Attendance at 80% of scheduled meetings	On Target

## PERFORMANCE NOTES

### 5.1 Continue to promote safe driving messages both on and off road

- The status quo remains regarding delays associated with a proposal for an off – road vehicle area, as part of the Off Road Vehicle Strategy, which has been put forward to the State Government.
- The VMS has been used at regular intervals to promote road safety and safe driving messages in Wickham and Karratha. Key messages related to community litter clean-ups, school zones, road closures and a series of road safety messages.
- Meetings for the Pilbara Industry Road Safety Alliance (PIRSA) have been held on a monthly basis, with attendance and input into all meetings.
- The two crash trailers purchased by PIRSA were deployed at various locations within the Shire. A six week radio advertising campaign, over the Christmas/January holiday period focussed on seatbelts, speed, drink driving and double demerits.

<b>GOVERNANCE</b>									
<b>Related Shire Theme/Goals:</b> Our Leadership – Responsive and Accountable: We will provide transparent and accountable local government service delivery that meets our communities' expectations The Cleansweep Taskforce will operate within the Terms of Reference and to Shire business standards.									
Ref ID	Services	Priority	Actions required What services will Cleansweep offer to make this happen?	Timeframe		Budget		Performance Measures	Performance Progress
				Planned completion	Actual	Planned	Actual		
6.1	Ensure the Cleansweep Taskforce operates within the Terms of Reference and to Shire business standards.		Hold regular Cleansweep Taskforce meetings	Ongoing - monthly		\$410 (316010. 3101)	\$284	** Meetings held on a monthly basis	On Target
			Regularly review and amend the operational plan.	Ongoing – at least quarterly.		N/A	\$Nil	** Plan goals reviewed and achievement measured.	On Target
			Develop & implement strategies within the Communications Plan	Sep 2013 then ongoing		\$Nil	\$Nil	** Strategies within the plan implemented	On Target
			Develop & implement dedicated Cleansweep Taskforce website	Jun 2014		\$20,000 Public Relations budget	\$Nil	** Website completed ** Number of hits on website **Community feedback indicates increased awareness of program	Not Started

## PERFORMANCE NOTES

### 6.1 Ensure Cleansweep Taskforce operates within the Terms of Reference and to Shire business standards

- Cleansweep meetings have been held on a monthly basis, with agendas and minutes distributed to all parties concerned.
- The Communications Plan has provided a structured plan for dissemination and promotion of projects and initiatives of the Cleansweep Taskforce through media outlets and via social media.
- The Operational Plan was reviewed and will form the basis of the development of 2014/2015 Operational Plan (which will be subject of budget approvals).
- The development of the Cleansweep Taskforce web page has been held over pending transition to City status. It is anticipated that this won't occur until the new financial year.

\*\* - Cleansweep Taskforce Performance Measure. All other measures not marked are performance measures from the Shire of Roebourne Operational Plan