



WEROC

Wheatbelt East Regional
Organisation of Councils Inc.



Annual Report, 2021/22

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ABOUT WEROC

Mission

Working together to enhance the regions sustainability through investment and innovation.

Vision

For the Wheatbelt East to grow and prosper.

Values

- Commitment to our Region
- Collaboration
- Regional Leadership
- Integrity
- Accountability
- Innovation & Excellence

MEMBERS

Bruce Rock:

Deputy Shire President, Cr. Tony Crooks

Chief Executive Officer, Mr. Darren Mollenoyux

Kellerberrin:

Deputy Shire President, Cr. Emily Ryan (Chair of WEROC Inc.)

Chief Executive Officer, Mr. Raymond Griffiths

Merredin:

Shire President, Cr. Mark McKenzie (Deputy Chair of WEROC Inc.)

Chief Executive Officer, Ms. Lisa Clack

Tammin:

Shire President, Cr. Glenice Batchelor

Chief Executive Officer, Ms. Joanne Soderlund

Westonia:

Shire President, Cr. Karin Day

Chief Executive Officer, Mr. Bill Price

Yilgarn:

Shire President, Cr. Wayne Della Bosca

Deputy Shire President, Cr. Bryan Close

CHAIRS REPORT

As Chairperson of WEROC Inc., I am pleased to present this report for 2022.

For our collective communities, 2022 has been a year of moving forward, learning to live with a global pandemic, and making adjustments where applicable. This year, WEROC has also experienced these same challenges as our Shires have come together with a common vision and purpose - to support the growth and development of the Eastern Wheatbelt.

2022 has seen us continuing to work on our Strategic Plan commitments, and adjusting things, as needed, due to COVID concerns in the first quarter of the year. After some delays, the Customer Service Excellent Program was undertaken across the WEROC Local Governments in June and we were thrilled with the feedback from participants. The Wheatbelt Medical Student Immersion Program was also able to go ahead in a virtual format. We look forward to working with stakeholders and welcoming back medical students to the area for the 2023 Immersion Program, hopefully in its original format.

We were also able to complete the WEROC Inc. Strategic Waste Management Plan and Landfill Consolidation Report. This report is integral for the sustainability of our region. The implementation of the priority recommendations will be a key focus for us in the next 12 months. Additionally, we continue to be involved in regional tourism marketing campaigns, and we are currently working on an expanded service offering for the Central Wheatbelt Visitors Centre.

Barriers to workforce participation, attraction and retention continue to be an ongoing issue in the Wheatbelt area and further afield. WEROC will continue working in collaboration with NEWROC, RDA Wheatbelt and the Wheatbelt Business Network on addressing these issues moving forward. It is proving to be a challenging task, but one we are determined to make headway with - for the benefit of all stakeholders.

I'd like to thank each member of our group, representing Tammin, Kellerberrin, Bruce Rock, Merredin, Westonia and Yilgarn, for their input, work and passion for the Wheatbelt. Our meetings have been collaborative, cohesive and enjoyable to be a part of. This is due not only to our CEOs and Elected Members, but also because of the professionalism, dedication and organisation of our Executive Officer - Rebekah Burges. Her expertise has ensured our group has continued to move forward with purpose. Thank you, Rebekah, for your support and guidance.

As you can see highlighted in the Annual Report, we have made a range of accomplishments against our Strategic Priority areas and I look forward to working with the group into 2023 as we continue to push for the Eastern Wheatbelt area to grow and prosper.

Emily Ryan
Chairperson
Wheatbelt East Regional Organisation of Councils Inc.





OUR ACCOMPLISHMENTS

Customer Service Excellence Program

The Customer Service Institute of Australia delivered their certified customer service excellence (CCSE) program across the WEROC Local Governments during the week of 20 to 24 June 2022. The CCSE is intended to build cognitive and effective empathy skills and trains participants to deliver customer service excellence as part of the wider organisational goal of improving customer service and customer advocacy. The delivery of these workshops was a key action under WEROC's strategic priority of strengthening our economy through local business development.

Workshops were held in Southern Cross, Westonia, Merredin, Bruce Rock and Kellerberrin and attracted over 50 participants from a range of businesses. Feedback from participants was overwhelmingly positive with an overall rating of 4.95 out of 5.

Regional Marketing

In the 2021-22 financial year, WEROC financially contributed toward co-operative regional marketing campaigns in conjunction with Australia's Golden Outback, NEW Travel, Roe Tourism and the Central Wheatbelt Visitors Centre. These included:

- Half-page advertisement in the 2022 Australia's Golden Outback Holiday Planner
- Caravan and Camping feature in the West Australian in March 2022
- One-week Eastern Wheatbelt takeover of Australia's Golden Outback social media posts
- Four-week Curtin Radio FM campaign in the lead up to the 2021 wildflower season
- Half-page advertisement in the West Australian wildflower feature in August 2021
- Contribution toward the Wheatbelt Agritourism workshop in July 2021



WHEATBELT MEDICAL STUDENT IMMERSION PROGRAM 2022

Each year WEROC in collaboration with Rural Health West, the Rural Clinical School, Curtin University, and the University of Notre Dame, host a Wheatbelt Medical Student Immersion Program. The program typically involves a weeklong visit to the Wheatbelt in March, which is intended to provide medical students with real life experience in living and practicing medicine in a regional area.

The 2022 program was forced to take on a revised format due to Western Australia experiencing its peak in Covid cases at the time of the planned visit. Rather than a week-long immersion, a hybrid model was adopted which involved a primarily virtual program for Notre Dame Students which took place in March, and a physical visit for Curtin University students which is planned for September 2022.



The program for Notre Dame students took place during the week of 14 to 18 March 2022 and involved a series of videoconferences and virtual meetings with regional hosts. The students also visited either Narrogin or Northam for a day trip on Tuesday 15 March. Whilst Notre Dame students did not get the opportunity to visit the WEROC area, there were a total of 18 virtual hosts from the WEROC Shires - Southern Cross (7), Bruce Rock (7), Kellerberrin (1), Merredin (1), Tammin (1) and Westonia (1) - and four presenters (3 from Bruce Rock and 1 from Kellerberrin) for a community panel discussion on 17 March.

WEROC continue to work with Rural Health West, the Rural Clinical School and Curtin University on planning for the program for Curtin medical students in September 2022.

"I plan to take part in the Wheatbelt student mentoring program. I have also gained further interest in working rurally, especially after hearing from current doctors and RCS students located in the country".

Notre Dame Medical School
Student Evaluation of the 2022
immersion experience

PROGRESS AGAINST OUR STRATEGIC PRIORITIES

The WEROC Inc. Strategic Plan identifies five strategic priorities. These were determined based on alignment to identified state, regional and local priorities, and the capacity for WEROC Inc. to influence and create change for the better. The Strategic Plan was originally developed in early 2020 and revised in December 2021 to reflect the changing priorities for our Member Councils.

Priority	Objective	Achievements
Sustainability	Progress toward using resources in a socially and economically sustainable way to protect the natural environment and adapt to a changing climate	WEROC Inc. Strategic Waste Management Plan and Landfill Consolidation Report completed.
Tourism Product Development	Increase the WEROC regional visitor economy	Completed the WEROC Tourism Product Audit. Contributed to promotion of the Eastern Wheatbelt through the Wheatbelt Co-operative Marketing Group
Strengthening our Economy through Local Business Development	Sustained economic recovery post COVID-19	Five customer service excellence workshops held in WEROC Shires during June 2022.
WEROC Digital Connectivity	High-capacity telecommunications network and linkages that support digital access and connectivity.	WEROC have provided letters of support for CRISP wireless's applications to enable the expansion of this network into more WEROC communities.
Inter-Council Cooperation	Achieve greater efficiency and cost savings for WEROC Member Councils through resource sharing	Member of the Designated Area Migration Agreement working group. Investigated a WHS resource sharing arrangement.

2021-22 FINANCIAL REPORT

Statement of Financial Position

The cash balance of the WEROC Inc. account held with Westpac Bank, on 1 July 2021 was \$190,684.49 and the closing balance on 30 June 2022 was \$164,322.88.

As per Rule 17.3 of the WEROC Inc. Constitution, the Board must prepare and approve an annual budget at least 1 month prior to the end of the financial year. The annual budget for the 2022-23 financial year was adopted at a General Meeting held on 2 May 2022. The income and expenditure commitments for WEROC Inc. for the next financial year are estimated to be \$87,127.78 and \$121,612.35, respectively, resulting in a cash balance of \$133,710.13 at 30 June 2023.

Statement of Income & Expenditure

The summary of financial activity (refer to profit and loss statement) for the period 1 July 2021 to 30 June 2022, shows an income of \$72,000 and expenditure of \$96,755.90, resulting in a net loss, of \$24,755.90.

The only source of Income for WEROC Inc. in the 2021-22 financial year was the annual financial contribution made by the Member Councils.

Profit and Loss

Wheatbelt East Regional Organisation of Councils Inc

For the year ended 30 June 2022

Cash Basis

	2022	2021
Trading Income		
General Subscriptions	72,000.00	102,000.00
Total Trading Income	72,000.00	102,000.00
Gross Profit	72,000.00	102,000.00
Other Income		
WE-ROC Interest Received	-	64.09
Total Other Income	-	64.09
Operating Expenses		
-Accounting Fees	618.14	363.60
Consultants Fees	57,496.19	10,280.29
-Executive officer - Travel & accomodation	925.91	1,262.53
-Executive officer-Professional Services	30,477.33	29,693.17
Financial Services	-	45.45
-Financial Services:Audit fees	879.95	879.95
WE-ROC App Development & Maintenance	775.00	6,860.00
WE-ROC Insurance	5,583.38	4,998.86
Total Operating Expenses	96,755.90	54,383.85
Net Profit	(24,755.90)	47,680.24

Our Future Focus

Over the coming 12 months the focus for WEROC Inc. will be on:

1. Continuing to support the annual Wheatbelt Medical Student Immersion Program
2. Implementing the priority recommendations of the WEROC Strategic Waste Management Plan and Landfill Consolidation Report
3. Working with the Shire of Merredin on a scope of works for an expanded service offering for the Central Wheatbelt Visitors Centre
4. Investigating the feasibility of establishing regional panels of preferred suppliers
5. Collaborating with key stakeholders to address barriers to workforce participation, attraction, and retention, with a particular focus on worker housing
6. Investigating opportunities for inter-council training and development for critical roles

