

Annual Report

2022

2023



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Our Vision

The Wheatbelt East Regional Organisation of Councils (WEROC) Inc. is a not-for-profit organisation, incorporated under the Associations Incorporation Act 2015.

Our vision is for the Wheatbelt East to grow and prosper.



Our Mission & Values

Mission

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

Values

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

BOARD MEMBERS

The WEROC Inc. board is comprised of two representatives from each of the six member councils. Our Board Members in 2022-23 were:



DARREN MOLLENOYUX
Chief Executive Officer

CR. TONY CROOKS
Deputy President



RAYMOND GRIFFITHS
Chief Executive Officer

CR. EMILY RYAN
Deputy President
Chair of WEROC Inc.



LISA CLACK
Chief Executive Officer

CR. MARK MCKENZIE
President
Deputy Chair of WEROC Inc.



JOANNE SODERLUND
Chief Executive Officer

CR. GLENICE BATCHELOR
President



BILL PRICE
Chief Executive Officer

CR. MARK CREES
President



CR. BRYAN CLOSE
Deputy President

CR. WAYNE DELLA BOSCA
President

OUR PRIORITIES

In 2022 the Board of WEROC Inc. revised our strategic plan to have an increased focus on creating a socially, economically and environmentally sustainable region. The priorities which will provide the focus for action over the next one to three years are:



1

SUSTAINABILITY

A socially, economically and environmentally sustainable region.

2

TOURISM PRODUCT DEVELOPMENT

Increase the WEROC regional visitor economy.

3

STRENGTHENING OUR ECONOMY THROUGH LOCAL BUSINESS DEVELOPMENT

Sustained economic growth.

4

DIGITAL CONNECTIVITY

High capacity telecommunications network and linkages that support digital access and connectivity.

5

INTER-COUNCIL COOPERATION

Achieve greater efficiency and cost savings for WEROC Member Councils through resource sharing.

CHAIRS REPORT

I am delighted to present the Chairperson's Report for the Wheatbelt East Regional Organisation of Councils Inc. for 2023. It has been a year of strategic planning, collaborative initiatives, and meaningful progress toward our vision of a socially, economically and environmentally sustainable region.

Like previous years, we have continued to revise our Strategic Plan to ensure we are being responsive and adaptable to the current climate we find ourselves in. We have strengthened our commitment to creating a sustainable region, focusing on social, economic, and environmental aspects. New actions include the development of a housing solution for the Eastern Wheatbelt, exploration of inter-council training opportunities, and efforts toward establishing a regional waste coordinator.

Our continued emphasis on promoting the Wheatbelt region to visitors has seen significant strides. We supported the Wheatbelt local tourism group co-funding campaign, renewed the Memorandum of Understanding with the central Wheatbelt Visitors Centre, and are in the process of developing a WEROC drive trail planner. Additionally, we are an active member of the Wheatbelt Tourism Destination Working Group.

Following the completion of our Strategic Waste Management Plan in 2022, councils are diligently working through the agreed implementation plan. While the ultimate goal is to consolidate landfill sites into two regional landfills in the future, we recognise the substantial work required in the interim.

In March, WEROC Councils hosted Notre Dame students for the annual Wheatbelt Medical Student Immersion Program, fostering collaboration between local communities and future medical professionals.



CHAIRS REPORT CONT.

In collaboration with NEWROC, RDA Wheatbelt, and the Wheatbelt Business Network, we commissioned a survey of businesses to understand workforce challenges. A key finding highlighted housing as a significant barrier. To address this, we produced a Worker and Housing discussion Paper in November 2022 and have initiated further investigations into potential housing solutions.

WEROC has formed a partnership with the Town Teams Movement. Starting January 2024, we will have a Town Team Builder on board to assist in growing this program in our Shires, enhancing community engagement and local development.

In collaboration with Wheatbelt NRM, AROC, and CBH, WEROC co-funded a Corella Management Program. The program, which began in July 2023 with the employment of a Corella Management Coordinator, is crucial for biodiversity and environmental sustainability in our region.

As we reflect on the achievements of 2022-2023, we look forward to continued collaboration and progress in the years to come. Thank you to the members of our group, representing Tammin, Kellerberrin, Bruce Rock, Merredin, Westonia and Yilgarn, for your dedication and support. Thank you also to our Executive Officer - Rebekah Burges, who pulls all of this together and actions our resolutions in such a timely and professional manner. I look forward to seeing WEROC's journey continue into 2024.

Emily Ryan
WEROC Inc. Chair



OPERATIONAL HIGHLIGHTS FOR 2022-23



Wheatbelt Medical Student Immersion Program 2023

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.

In 2023 the program took place during the week of 14 to 17 March. Students from the University of Notre Dame visited the WEROC communities of Bruce Rock, Kellerberrin, Merredin, Tammin, Westonia, and Merredin.

The program is designed to expose students to the various aspects of living and working regionally and included visits to local schools to engage students in a Teddy Bear Hospital, visits to a working farm to learn firsthand about farm practices and safety considerations, discussions with local health care providers (GP's, allied health professionals, etc.) and on-country learning with the local Aboriginal community.

WEROC will continue to work with Rural Health West, the Rural Clinical School, and the Universities to deliver a quality and engaging experience for the students in 2024.



Strategic Waste Management Plan

In October 2022 WEROC Inc. adopted the Strategic Waste Management Plan and Landfill Consolidation Report prepared by consultants ASK Waste Management. WEROC Shires are now working toward implementation of the agreed action plan, which will lead toward the consolidation of landfill sites across the region with the aim of transitioning to two regional landfill sites and transfer stations in future years.



Spring WHEATBELT WEEKENDS

Wind your way through fields of canola and wildflowers in Spring, explore quirky country towns and marvel at larger-than-life attractions as you head out on a Wheatbelt Weekend road trip. It's the perfect time to view the spectacular wildflowers and landscapes of the Eastern Wheatbelt. Call the Visitor Centre below for FREE maps and guides posted out to you.

Pathways to Wave Rock	Golden Pipeline	The Wheatbelt Way	Pioneers Pathway
<p>Discover the magic of ancient granite outcrops with spectacular views, natural bushland bursting with vibrant wildflowers in season.</p>	<p>Follow the longest fresh water pipeline on Earth built more than 100 years ago. This National Trust heritage trail runs from Mundaring to Perth.</p>	<p>The Wheatbelt Way self-drive trail will lead travellers on an adventurous interpreted journey to 9 regional communities, rich in extensive history, located in a</p>	<p>Starting in Toodyay or Merredin, this scenic journey wanders past expansive Wheatbelt farmland, offering remarkable wildflowers in colourful profusion in season.</p>

SELF DRIVES through the CENTRAL WHEATBELT

For your FREE MAP & GUIDES CALL 1300 736 283 (WA ONLY) OR (08) 9041 1666

GOLDEN PIPELINE HERITAGE TRAIL

Duration: 2 to 4 days
Distance: One-way Perth to Kalgoorlie 650km
Road Conditions: Sealed roads with short stretches of maintained unsealed road to attractions.
Accommodation: Bed & Breakfasts, Self-Contained Units, Tarn Stays, Motels, Hotels, Caravan Parks and RV Friendly Camp Sites.
An impressive engineering feat, C.Y. O'Connor's water pipeline was constructed over 100 years ago. See the 1964 kilometre memorial sign at Mackenzie or experience an earthquake simulation room at Cunderdin No.3 Pump Station Museum. South of Tarnam visit Charles Gardner Nature Reserve on roads to see Tarnam's harts. Well. Don't miss the view from the Kalamunda Hills lookout as the pipeline takes you past rock water catchments and springtime wildflowers. South of Merredin visit Totodag Conservation Park and another of harts' Wells then head into the rain of Mandurah No.4 Pump Station and Merredin Peak and Railway Dam. Two museums at Merredin showcase the railway and railway history of the town. The site of the No.1 Rabbit Proof Fence is seen east of Bunyoppin. North of Canan & Merredin where the town's building facade are preserved and its history encapsulated in the Hood Park Museum. Visit Southern Cross's Vigan History Museum display and mineral collection and 50km east, Kangerook Rock and Dam with an original timber and steel aqueduct. The Great Western Woodlands follows the Great Eastern Highway to RV Friendly sites near Colongvale and Kalgoorlie.

For more information visit www.wheatbelttourism.com or www.weroc.com.au

PIONEERS' PATHWAY

Duration: 2 to 5 days
Distance: 250km One Way Perth via Toodyay to Merredin
Road Conditions: Sealed road with some unsealed access sections into nature reserves.
Accommodation: Bed & Breakfasts, Self-Contained Units, Heritage Homesteads, Motels, Hotels, Caravan Parks and RV Friendly Camp Sites.
This scenic journey wanders past expansive Wheatbelt farmland and through the small towns of Colongvale, Doreen, Wyndham, Traralgon, Kalamunda and Nungah, providing a classic experience of Western Australia's Wheatbelt heartland.
Whether you're travelling from Perth to the Goldfields, or from the west to east coast, this trip is a rewarding alternative to the Great Eastern Highway direct route, adding only 44 kilometres to the journey. It offers the remarkable view of wildflowers in colourful profusion during the season, incorporating big stretching nature walks, as well as numerous buildings and museums reflecting the unique rural historical significance of the region.

For more information visit www.pioneerspathway.com.au or www.storystor.com.au

Regional Marketing & Promotion

In 2022-23 WEROC once again made a financial contribution toward the Wheatbelt local tourism group co-funding campaign. The contribution from WEROC was matched by Roe Tourism, NEW Travel and Pioneers Pathway.

With this funding Australia's Golden Outback (AGO) conducted a wildflower activity campaign in July and August 2022, which included print advertisements in the West Australian newspaper and Australian Traveller magazine, and an online social media campaign.

AGO also conducted a shoulder season campaign in February and March 2023. They created a concept for "Wheatbelt Weekends" which aimed to target a younger market than the traditional visitor to our region as well as families. The shoulder season campaign included radio ads and live reads over a three-week period, paid social media advertising over a three-week period and an organic takeover of AGO's social media accounts for one week.

In addition to the above initiatives, WEROC also supported a stand at the 2023 caravan and camping show, which is dedicated to promoting the region to the caravan and camping market, renewed the Memorandum of Understanding with the Central Wheatbelt Visitors Centre for the provision of visitor servicing and is a member of the recently formed Wheatbelt Tourism Destination Working Group, which is focused on destination development.

Housing

In September 2022, WEROC in conjunction with the North Eastern Wheatbelt Regional Organisation of Councils (NEWROC) and RDA Wheatbelt released a Wheatbelt Workforce & Housing Discussion Paper, summarising feedback arising from a local business survey conducted earlier in 2022. The intent of the survey was to better understand the extent of labour shortages in the region, the impact on businesses and the barriers to attracting and retaining workers. One of the consistent issues identified was a lack of housing/accommodation for prospective workers looking to move to the region to fill vacant positions.

In response to the discussion paper WEROC commenced an initiative to further develop our understanding of the housing market in the region with a particular focus on meeting future demand and ensuring housing does not constrain future development in the area.

WHAT NEXT?

In the 2023/2024 financial year WEROC will deliver the following initiatives:

Activity / Project	Alignment to WEROC Priorities
Delivery of the 2024 Wheatbelt Medical Student Immersion Program in conjunction with the University of Notre Dame, Rural Health West, and the Rural Clinical School.	Sustainability
Develop and promote a WEROC drive trail planner.	Tourism Product Development
Support the Wheatbelt NRM's Corella Management Project in conjunction with the Avon Regional Organisation of Councils and CBH Group.	Inter-Council Cooperation
Launch a partnership with the Town Team's Movement to support growth of this initiative across WEROC Local Government areas.	Strengthening our economy Tourism Product Development

2022-23 FINANCIAL REPORT

Statement of Financial Position

The cash balance of the WEROC Inc. account held with Westpac Bank, on 1 July 2022 was \$164,322.88 and the closing balance on 30 June 2023 was \$181,083.80.

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 2023-24 financial year was adopted at a General Meeting held on 26 April 2023. The income and expenditure commitments for WEROC Inc. for the next financial year are estimated to be \$84,283.15 and \$121,270.33 respectively, resulting in a cash balance of \$144,229.39 on 30 June 2023.

Statement of Income & Expenditure

The summary of financial activity (refer to profit and loss statement in the audited finance report) for the period 1 July 2022 to 30 June 2023, shows an income of \$72,000 and expenditure of \$57,358.93, resulting in a net profit of \$14,641.07.

The only source of Income for WEROC Inc. in the 2022-23 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 2023

Cash Basis

	2023	2022
Trading Income		
General Subscriptions	72,000.00	72,000.00
Total Trading Income	72,000.00	72,000.00
Gross Profit	72,000.00	72,000.00
Operating Expenses		
-Accounting Fees	1,749.16	618.14
Consultants Fees	16,056.10	57,496.19
-Executive officer - Travel & accomodation	1,006.99	925.91
-Executive officer-Professional Services	29,575.89	30,477.33
Executive Services	2,352.27	-
-Financial Services:Audit fees	-	879.95
WE-ROC App Development & Maintenance	680.00	775.00
WE-ROC Insurance	5,938.52	5,583.38
Total Operating Expenses	57,358.93	96,755.90
Net Profit	14,641.07	(24,755.90)