



LGCOG

— 2024 —

LOCAL GOVERNMENT CHIEF OFFICERS GROUP

Waste to Energy (W2E) and Tourism Development focus

Nov 27

Registration	City of Swan staff	1700 (60 mins)
Welcome function and a quick overview of Swan	Mayor Richardson & Stephen Cain	1830 (150 mins)

Nov 28 | Day One

Registration	City of Swan staff	0800 (30 mins)
Implementing W2E – the regulatory journey	Stephen Cain & Department of Water and Environmental Regulation	0830 (30 mins)

This was a 10-year journey in which Western Australia became the first State to have regulatory framework that approved this technology for waste disposal. It will touch on the steps applied to get political support, as well as resolve community, environmental and other concerns.

Building a W2E plant – East Rockingham	Ed Nicholas & Jason Pugh	0900 (60 mins)
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From conceptualisation to completion, this two-part presentation from the Finance Director and CEO of the East Rockingham project, will cover the project development and financing, including the role Local Government has in securing support. Followed by a detailed dive into design and construction, along with a look at the challenges in operating a unique type of power plant.

Morning tea break		1000 (30 mins)
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Waste Supply Agreements	Michael Littleton, Ian Cowie & Jason Pugh	1030 (60 mins)
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The negotiation of waste supply agreements has both opportunity and risk for the supplier and receiver. In this segment you will hear from two local government CEO's and the CEO of East Rockingham project who will look at two different models and the ways the all parties can achieve surety.

Everything you wanted to ask – Q&A	Michael Littleton, Ian Cowie, Jason Pugh, Stephen Cain & Department of Water and Environmental Regulation	1130 (45-60 mins)
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A no holds question and answer segment in which only commercially sensitive questions will be excluded.



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Nov 28 | Day One (continued)

Lunch break		1230 (45 mins)
Travel to Hazelmere		1315 (30 mins)
Site Tour Eastern Metropolitan Regional Council Collection Shed	Eastern Metropolitan Regional Council & Stephen Cain	1345 (30 mins)
Travel to East Rockingham		1415 (60 mins)
Site Tour East Rockingham and Kwinana W2E plants	Jason Pugh	1515 (30 mins)
Travel to The Vines		1615 (60 mins)
Conference dinner Sandalford		1900 (4 hrs)

Nov 29 | Day Two

Introduction day two	Stephen Cain	0845 (15 mins)
What is the Swan Valley?	Sarah McQuade & Kylie Cugini	0900 (30 mins)
Building a brand within a brand – State Government	Sonja Mitchell	0930 (30 mins)

The Swan Valley has had many changes since vines were planted in 1829. This sub-region has considerably evolved, with agri-tourism a key economic driver. This segment with the City of Swan's Executive Director, Place Stakeholder Engagement and Manager, Business and Tourism, looks at how the City of Swan has worked to build a contemporary tourism brand for the Swan Valley.

Destination marketing is a continually evolving space. Listen to the CEO of Destination Perth in this segment focusing on the Western Australian experience and the role the State has in helping smaller sub-regional brands thrive and survive in a competitive field.



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Nov 29 | Day Two (continued)

**Brand development –
a private sector perspective**

James Young

1000 (30 mins)

'From the Swan Valley'. Hear from the owner of Old Young's on how he built a business that won the Icons of Gin 2023 Brand Innovator of the Year Award. The presentation will also look at the role local business has in engaging with local government and supporting an overarching regional/destination brand.

Morning tea break

1030 (30 mins)

**Using AI to aid
tourism marketing**

Alyce Higgins

1100 (30 mins)

Lead by the City of Swan's Manager, Communications and Engagement, this segment looks at the use of AI to assist visitors access information and services in the Swan Valley. It will include a live demonstration where you can help us build the technology's dataset.

**Everything you wanted to ask
– Q&A**

Sonja Mitchell,
James Young & Alyce Higgins

1130 (20 mins)

Forum Close

Stephen Cain

1150 (10 mins)

LGCOG Meeting

Jane Stroud

1200 (60 mins)

Lunch break

Farewell to those departing

1300 (60 mins)

Winery & distillery tour (TBC)
(optional)

1400 (90 mins)

