

Expressions of Interest (EOI)

Agricultural Reference Group | Individual Primary Producer Seats

DUE: FRIDAY 11 DECEMBER AT 5.00PM

Alignment to the

Strategic Community Plan 2025-35

One community, standing together with nature

Caring for our natural environment

- **E1** Natural landscapes are protected and managed to preserve and restore their biodiversity and cultural values.
- **E2** New development is concentrated within clearly defined areas to avoid impacts on remaining farmland and ecosystems.
- **E3** Waste is minimised with a focus on keeping resources in circulation.
- **E4** The Shire and community are committed to climate action, reducing carbon emissions and achieving net zero.
- **E5** Industry, government, community and visitors understand, respect, and steward the environment.
- **E6** Water resources are protected and well-managed to ensure ecosystems flourish in the region.
- **E7** Strong community partnerships support environmental initiatives and projects.

Managing our built environment

- **B1** Townsites develop in a manner that retains their unique identity and encourages community connection, safety and vibrancy.
- **B2** Active lifestyles are supported through a range of facilities, sports and recreation opportunities and public open space.
- **B3** Community halls, libraries and other facilities continue to evolve to meet our community's needs.
- **B4** A well-connected network of paths, cycle trails, roads and transport options allows safe movement through and between townsites.
- **B5** Residents and seasonal workers have access to a diverse range of housing options that meet their needs and budgets.
- **B6** Our built environment is functional, sustainable, accessible, safe, and sympathetic to the surrounds.

Looking after our growing community

- **C1** Our healthcare, childcare, aged care and education services are well-resourced and responsive to the needs of a growing and ageing population.
- **C2** Young people feel valued, empowered and engaged, and have good opportunities for building a future here.
- **C3** Our community's wellbeing is supported by a variety of services, programs and community groups that build strength and connection.
- **C4** Farmers and local businesses feel valued and can thrive in a supportive economic and regulatory environment that acknowledges our responsibilities to future generations.
- **C5** We are welcoming and inclusive to all, regardless of background and ability, and our multicultural community is enriched by Wadandi Pibelmen culture and knowledge.
- **C6** The health, safety and resilience of our communities is supported through a coordinated approach of risk management, response and recovery.
- **C7** Our vibrant arts and events showcase and celebrate our unique identity, bring public spaces to life, and create meaningful experiences for all.

How we work

- **W1** We act with a community-first mindset, where customer service is the responsibility of all staff.
- **W2** Our communication reflects integrity, care, and a commitment to building enduring relationships with our community.
- **W3** We actively listen, engage and collaborate with our whole community to better understand all perspectives to inform our decision-making.
- **W4** We demonstrate ethical leadership at all levels in our organisation, making decisions in an open, transparent and accountable way.
- **W5** We embrace a courageous mindset to meet the unique challenges of our times, pursuing bold and creative ideas for a sustainable future.
- **W6** We manage our finances responsibly, investing in services and assets that deliver sustainable, long-term value for now and the future.
- **W7** We provide a supportive, empowering and safe environment that encourages Council and staff to deliver to their best potential.
- **W8** We ensure our processes, systems and services are fit-for-purpose and evolve to meet the diverse needs of all who use them.

The Shire of Augusta Margaret River acknowledges we are on Wadandi and Pibelmen Boodja, whose ancestors and their descendants are the Cultural Custodians of this Country. We acknowledge the Wadandi and Pibelmen have been Custodians since the land was soft (creation times) and continue to perform age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region. The Shire is committed to Aboriginal Australians sharing fairly and equitably in the region's cultural, social, environmental and economic future.



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PART A

1. Introduction

The Shire of Augusta Margaret River (the Shire) is inviting primary producers who operate an agricultural enterprise within the Shire to submit an Expression of Interest (EOI) for one of two individual primary producer seats on the Shire's new Agricultural Reference Group (the Reference Group).

The individual primary producer seats are not tied to a sector or an organisation. They are intended to bring independent, on-the-ground farming perspectives to the Reference Group, and to help make sure that every agricultural sector and every part of the Shire has a voice at the table.

This document provides an outline of the Reference Group, the role and commitment of members, and the process required to submit an Expression of Interest (EOI).

2. About the Agricultural Reference Group

The Reference Group is established under clause 7.1 of the Shire's Agricultural Policy (adopted 25 March 2026) as an Operational Reference Group. Its purpose is to provide a standing avenue of dialogue between the Shire and the agricultural sector, and to inform the development, delivery and review of the Shire's Agricultural Action Plan, so that the Shire's processes and decisions support a thriving and sustainable agriculture sector.

The Reference Group will do this by:

- Informing the development of the Agricultural Action Plan, including the identification, prioritisation and sequencing of actions.
- Reviewing progress against the Agricultural Action Plan and advising officers on the practicality and effect of actions as they are delivered.
- Providing technical advice, local knowledge and sector information on agricultural matters.
- Identifying emerging issues, risks and opportunities affecting primary production in the Shire.
- Contributing industry expertise to inform the Shire's advocacy to other tiers of government and its collaboration with agencies and neighbouring local governments.
- Supporting the flow of information in both directions between the Shire and the agricultural sector.
- Helping to build the agricultural understanding of Shire staff and Elected Members.

The Reference Group is advisory only. It will not consider individual development applications, licence applications, compliance or enforcement matters, rate objections, tenders or any other matter concerning an identified landholder, business or ratepayer, and it does not replace the Shire's statutory consultation or community engagement processes.

3. Seats available

Membership of the Reference Group is made up of industry representatives, with seats allocated to sectors, districts and fields of interest rather than to named organisations. Most seats are filled by nomination from peak agricultural stakeholder groups, Land Conservation District Committees, education and training providers, and organisations operating producers markets, agricultural events and local value chains. **Two seats are reserved for individual primary producers and are filled through this Expression of Interest.**

Agricultural Reference Group seat	**Number of seats**
Dairy	One
Beef and livestock	Two
Viticulture	One
Horticulture	One
Small-scale, mixed and emerging enterprises	One
Individual primary producers (not tied to a sector or organisation) – this EOI	**Two**
Land Conservation Districts	One per district
Education, training and skills development	Two
Market channels, promotion and local value chains	Two

Once nominations for the other seats have been received, the Shire will check the proposed membership for coverage across both production sectors and geography, including the Scott River and Scott Coastal Plain area. Where a sector or part of the Shire would otherwise be unrepresented, the individual primary producer seats will be used to fill that gap. For this reason, applicants from sectors or localities that may otherwise be under-represented are particularly encouraged to apply.

4. Who can apply

To be eligible for an individual primary producer seat, applicants must:

- Operate a primary production enterprise within the Shire of Augusta Margaret River.
- Apply as an individual producer rather than as the nominee of an organisation. Membership of an industry, landcare or community group does not prevent you from applying, but if appointed you will sit as an individual producer and not as a representative of that group.
- Not be an elected Councillor of the Shire.

Applications are welcome from producers of any sector, scale and stage of business, including new and emerging enterprises.

5. Role and commitment

Members of the Reference Group are expected to:

- Attend meetings, which will be held **monthly** at a time agreed between members. The meeting schedule will have regard to seasonal peaks in the agricultural calendar, including seeding, harvest and vintage.
- Read meeting papers and come prepared to contribute practical knowledge and experience. Members may submit items for the agenda no later than three working days before a meeting.
- Bring a broad producer perspective to discussions and share information from the Reference Group with other producers and networks.
- Act in accordance with the Reference Group Terms of Reference, including the conditions outlined in Part B of this document.

Meeting locations will be rotated around the Shire, with at least one meeting each year held at the southern or eastern end of the Shire, and meetings will be available by videoconference where practicable. Councillors will be invited to meet with members once per year, and the Shire will also convene an annual open agricultural forum.

Term of appointment

Members are appointed for a term of two years. To preserve continuity, half of the initial appointments to the Reference Group will be made for a term of three years. Members are eligible for reappointment at the end of their term.

Standing proxy

Each seat may have one standing proxy, nominated in advance and in writing, who may attend in the member's absence. Applicants may nominate a proxy as part of their EOI (optional), or after appointment.

Remuneration

Membership of the Reference Group is voluntary, and no sitting fees are paid.

6. Key dates

Activity	Date
Expression of Interest opens	Friday 27 November 2026
Expression of Interest closes	5pm (AWST) Friday 11 December 2026
Assessment of EOIs and coverage check by Shire Arts & Economic Development Team	Week commencing 14 December 2026
Membership confirmed by Chief Executive Officer, on the recommendation of the Director Communities and Economic Development	Friday 18 December 2026

Activity	Date
Notification of outcome	Monday 4 January 2027
Membership published on the Shire website	January 2027
First meeting with confirmed membership, subject to change	January 2027, date to be agreed with members

7. Project coordination

The Reference Group is supported by the Shire's Communities and Economic Development directorate. This EOI process will be coordinated by the Shire's Arts & Economic Development Team, with the Manager Arts & Economic Development as the Responsible Officer.

8. Contact

Please address any queries or requests for information, including a copy of the Agricultural Reference Group Terms of Reference, to Stephanie Binns, Manager Arts & Economic Development on (08) 9780 5247 or sbinns@amrshire.wa.gov.au

PART B

1. Expression of Interest

Call for Expressions of Interest (EOI) will be via:

- Facebook posts.
- Shire News section of the website and local newspaper.
- Shire e-Newsletter (The Leeuwin Current).
- Circulation via peak agricultural stakeholder groups, Land Conservation District Committees and producer networks.

2. Requirements for Expressions of Interest

The EOI is to comprise:

- A completed EOI Application Form *(Attachment A)*.
- A letter *(no more than 2 A4 pages)* describing:
  - your primary production enterprise, including the type of enterprise, its locality and scale, and how long you have been operating in the Shire;
  - why you are interested in joining the Reference Group;

- the knowledge, skills and experience you would bring, including any involvement in industry, landcare, catchment or community groups;
- how you connect with other producers and would share information with them; and
- your availability to attend monthly meetings over the term.

- Contact details of two referees who can speak to your involvement in agriculture *(for example, a fellow producer, industry body, agronomist, adviser or community group)*.
- **Optional:** A brief farming profile or CV *(no more than 2 A4 pages)*.
- **Optional:** Details of a nominated standing proxy, with their written agreement to act.

Equal opportunity

Consistent with the Shire's Council Committees, Reference Groups and External Committees Policy, the Shire encourages applications that support gender balance and the inclusion of people of diverse ages, backgrounds and abilities. Women in agriculture, young and new farmers, Aboriginal and Torres Strait Islander people, and producers from the southern and eastern parts of the Shire are particularly encouraged to apply.

Disclosure of interests

As a primary producer you will ordinarily have an interest in the matters before the Reference Group, and that general interest is the reason for your appointment. Applicants are asked to list in the Application Form any current roles in industry, landcare, community or other organisations, and any other interest that may be particular to them or their business.

Period for expression of interest

Expressions of Interest can either be submitted by email to:
sbinns@amrshire.wa.gov.au with the subject line EOI Submission - Agricultural Reference Group

OR

Sent as a hard copy in a sealed envelope, addressed as follows:

EOI Submission - Agricultural Reference Group
Attention: Stephanie Binns
Manager Arts and Economic Development
Shire of Augusta Margaret River
PO Box 61
Margaret River WA 6285

Expressions of Interest must be received by **5pm (AWST) Friday 11 December 2026**.

3. Selection procedure

Expressions of Interest received will be assessed by the Responsible Officer (Manager Arts & Economic Development) with the Shire's Arts & Economic Development Team. The Responsible Officer will apply the coverage check described in Part A and report the proposed membership to the Director Communities and Economic Development, who will make recommendation to the Chief Executive Officer.

Confirmation of membership

Membership is confirmed by the Chief Executive Officer on the recommendation of the Director Communities and Economic Development, whose decision will be final. The Reference Group does not determine its own membership.

Selection criteria

The selection criteria for the Expressions of Interest received will be:

- Compliance with the Expression of Interest requirements outlined in this document.
- Operation of a primary production enterprise within the Shire.
- Knowledge and practical experience of agriculture in the Shire.
- Contribution to the sector and geographic coverage of the Reference Group, including the extent to which the applicant would address a gap not covered by other seats.
- Capacity to engage constructively, consider the broader interests of the agricultural sector and share information with other producers.
- Availability to commit to monthly meetings over the term of appointment.
- Referee confirmation.

Once membership has been confirmed, successful applicants will receive a letter of appointment from the Shire confirming their term and enclosing the Terms of Reference. Unsuccessful applicants will also receive a notification of outcome and may be contacted should a vacancy arise. Membership of the Reference Group will be published on the Shire's website.

4. Conditions of membership

Members are appointed under, and must act in accordance with, the Agricultural Reference Group Terms of Reference. Key conditions include:

Role of the Reference Group

- The Reference Group provides the Shire's Administration with views and proposals. It has no decision-making or delegated powers and its advice is not binding on the Shire.
- The Reference Group cannot act on behalf of the Shire, direct employees, call tenders, award contracts, expend monies, direct volunteers or do anything which is the responsibility of the Shire.
- Statutory functions, including planning, health, ranger and firebreak enforcement, continue to be exercised by the Shire and other agencies as usual.

- Participation in the Reference Group does not constitute Shire endorsement of the positions held by any member.

Media and confidentiality

- Members, either collectively or individually, are not authorised to speak on behalf of the Shire or to provide comment to the media, including social media, or other persons, in respect of any item under consideration.
- Members may be asked to provide feedback on confidential proposals, and all such discussion must be kept confidential.

Code of Conduct

Members and standing proxies must observe the general principles and behaviour standards of the Shire's Code of Conduct for Council Members, Committee Members and Candidates, including treating other members, technical participants and Shire employees with courtesy and respect. A failure to do so may result in the Chief Executive Officer ending the member's appointment.

Conflicts of interest

- Members must disclose any interest that is particular to them or their business, including where an item may confer a direct financial benefit on them (for example, advice on the prioritisation of Agricultural Action Plan items, grant or event funding, or works on a specific road or reserve).
- Disclosures are recorded in the minutes.

Meetings and minutes

- Meetings are conducted informally and items are not voted upon. Minutes record consensus agreement on actions and points of agreement or disagreement, including minority positions where members ask for them to be recorded.
- Minutes are distributed to members within five working days of each meeting and published on the Councillors' electronic sharing platform.

Tenure and changes to membership

- Members are appointed for a two-year term (three years for half of the initial appointments) and are eligible for reappointment. Membership is reviewed at the end of each term.
- Substitution other than by the nominated standing proxy is not permitted.
- Where a member is absent from three consecutive meetings without apology, their membership may be reviewed by the Responsible Officer.
- Termination of, or changes to, membership are determined by the Chief Executive Officer on the recommendation of the Director Communities and Economic Development.

Attachment A | EOI Application Form

Agricultural Reference Group – Individual Primary Producer Seats. Please complete this form and submit it with your letter and referee details by **5pm (AWST) Friday 11 December 2026**.

1. Applicant details	
Full name	
Postal address	
Phone	
Email	
2. Your primary production enterprise	
Business or property name	
Locality / nearest town	
Sector(s) – tick all that apply	☐ Dairy ☐ Beef and livestock ☐ Viticulture
	☐ Horticulture ☐ Small-scale, mixed or emerging enterprise
	☐ Other (please specify):
Approximate area farmed (ha)	
Years operating in the Shire	
Land Conservation District (if known)	
3. Referees	
Referee 1 – name and relationship	
Referee 1 – phone and email	
Referee 2 – name and relationship	
Referee 2 – phone and email	
4. Standing proxy (optional)	
Proxy name	
Proxy phone and email	
Proxy enterprise and locality	
5. Current roles and interests	

List any current roles in industry, landcare, community or other organisations, and any other interest particular to you or your business.

6. Declaration	
I confirm that I operate a primary production enterprise within the Shire of Augusta Margaret River, that the information provided in this application is true and correct, and that if appointed I will act in accordance with the Agricultural Reference Group Terms of Reference.	
Signature	
Date	

The personal information collected on this form will be used by the Shire to assess your Expression of Interest. The names of appointed members will be published on the Shire's website.