



TOWN OF
VICTORIA PARK



Business Advisory Group Agenda – 10 March 2021



**WE'RE OPEN
VIC PARK**

Table of contents

| | |
|--|----|
| 1 Opening..... | 3 |
| 2 Attendance | 4 |
| 3 Actions from previous meetings | 6 |
| 4 Presentations | 7 |
| 4.1 Local economy data update | 7 |
| 4.2 Economic Impact and Opportunities Assessment | 8 |
| 4.3 East Victoria Park (Area 2) and Victoria Park (Area 3) Parking Reviews | 9 |
| 5 Items for discussion | 10 |
| 5.1 Local Chamber of Commerce..... | 10 |
| 5.2 2021/22 Economic Development projects | 12 |
| 5.3 Business Grants- current recipients and future planning..... | 13 |
| 6 General business | 14 |
| 7 Close..... | 14 |

1 Opening

Acknowledgement of country

Ngany kaaditj Noongar moort keny kaadak nidja Wadjak Noongar boodja. Ngany kaaditj nidja Noongar birdiya – koora, ye-ye, boorda, baalapiny moorditj Noongar kaaditjin, moort, wer boodja ye-ye.

I acknowledge the traditional custodians of this land and respect past, present and emerging leaders, their continuing cultural heritage, beliefs and relationship with the land, which continues to be important today.

2 Attendance

| | |
|---|---|
| Mark Birkinshaw | Tango Information Technology |
| Gino Lamelza | Vic Park Larder |
| Shane Vasile | ACTON Victoria Park |
| Leonard Alto | ALT Reschowrant |
| Jamie Horner | Empire Estate Agents |
| Daniel Doble | EDGE Employment Solutions |
| Paul Lai | Pharmacy |
| Shellie Attwood | Greenbunch |
| Matthew Kenworthy | Antz Cafe |
| Slawek Misiun | Alpha Consulting, Engineers&Managers |
| Ryan Piggott | Vocational Training Services (VTS) |
| Ceri Cummings | BOLT Health and Fitness |
| Bhairab Dhakal | Himalayan Nepalese Restaurant and Cafe |
| Ahmad Hassan | Makan2 Cafe |
| Mike Ghasemi | InnoLab |
| Tanya Eustace | Sage Cafe |
| Will Main | Hawaiian - Hawaiian's Park Centre |
| Kimberley Skinner | Total Digital Solutions |
| Justin McMillan | Smartwealth |
| Jo Bussell | Urban Revolution |
| Patrick Renner | Archer St Physiotherapy Centre |
| Russell White | Park Property |
| Elected members | Mayor Karen Vernon Cr Jesvin Karimi Cr Wilfred Hendriks |
| Chief Community Planner | Natalie Martin-Goode |
| Manager Place Planning | David Doy |
| Place Leader (Economic Development) | Lisa Tidy |
| Coordinator Events, Arts and Funding | Nichola Tomkins |
| Meeting secretary | Christy Neems |
| Presenters | Lisa Tidy – Place Leader, Economic Development Luke Ellis – Manager, Business Services Christian Quiambao – Administration (Projects), Parking Paul Rosair – Naja Business Consulting Services |

Roz Ellis – Manager Stakeholder Relations

Observers

Apologies

Shane Vasile

3 Actions from previous meetings

ToR to go to December OCM for endorsement by the Council – Completed.

Lisa Tidy to upload Business Advisory Group information to 'Your Thoughts' for BAG member feedback. Key themes and discussion points will be collated and used to determine the nature of information circulated to BAG members moving forward – Completed.

4 Presentations

4.1 Local economy data update

| | |
|--------------------|-----------|
| Time | 5 minutes |
| Presenter | Lisa Tidy |
| Attachments | Nil |

Purpose of the item

To provide an update on the performance of the local economy using some of the Town's key data sources.

Outcome

The Business Advisory Group are better informed of how the local economy is performing.

4.2 Economic Impact and Opportunities Assessment

| | |
|--------------------|--|
| Time | 10 minutes |
| Presenter | Lisa Tidy |
| Attachments | 1. Economic Impact and Opportunities Assessment [4.2.1 - 50 pages] |

Purpose of the item

To present the final version of the Economic Impact and Opportunities Assessment (EIoA) to the Business Advisory Group.

Outcome

The Business Advisory Group are informed of the outcomes of the EIoA.

Strategic outcomes

| Civic Leadership | |
|--|---|
| Strategic outcome | Intended public value outcome or impact |
| CL02 - A community that is authentically engaged and informed in a timely manner. | The Business Advisory Group are informed of the final EIoA |
| Economic | |
| Strategic outcome | Intended public value outcome or impact |
| EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship. | The EIoA suggests a number of economic development and tourism projects that supports the local economy and businesses. |

4.3 East Victoria Park (Area 2) and Victoria Park (Area 3) Parking Reviews

| | |
|--------------------|-----------------------------------|
| Time | 10 minutes |
| Presenter | Luke Ellis and Christian Quiambao |
| Attachments | Nil |

Purpose of the item

Engage and share the review with Business Advisory Group for feedback.

Outcome

The Business Advisory Group is informed about the Town’s parking review outcomes following a recent area review, with comments to be sought via Your Thoughts.

Strategic outcomes

| Economic | |
|---|--|
| Strategic outcome | Intended public value outcome or impact |
| EC01 - A clean, safe and accessible place to visit. | The group are informed of the parking review undertaken along Albany Hwy, and the proposed introduction of mix-use of existing loading zone areas for short-term/motorcycle parking. |

5 Items for discussion

5.1 Local Chamber of Commerce

| | |
|--------------------------|-----------------------------------|
| Reporting officer | Naja Business Consulting Services |
| Timing | 15 minutes |
| Attachments | Nil |

Purpose of the item

To discuss the demand for, and potential structure of, a local Chamber of Commerce or similar networking business group.

Outcome

The Business Advisory Group are informed of the project, methodology and business engagement associated with the grant project that Naja Business Consulting Services are undertaking, and the Group have the chance to provide input into the report that is being prepared.

Discussion points

The following questions will assist in forming the report:

- Do think a local chamber or similar group will be valuable in the Town?
- What are the most important things to you that a local chamber should provide (ie networking events, advocacy etc)?
- What structure do you think the group should have?
- Would you pay to be a part of a local chamber or similar group?

Strategic outcomes

| Civic Leadership | |
|-------------------------|---|
| Strategic outcome | Intended public value outcome or impact |

| | |
|---|--|
| CL02 - A community that is authentically engaged and informed in a timely manner. | The Business Advisory Group have the chance to have input into the investigation and final report. |
|---|--|

| Economic | |
|-------------------|---|
| Strategic outcome | Intended public value outcome or impact |

| | |
|--|--|
| EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship. | A local Chamber of Commerce or similar group will provide support to the local business community. |
|--|--|

Next steps

Investigations will continue into a potential local Chamber with a final report prepared by the recipients of the business grant.

5.2 2021/22 Economic Development projects

| | |
|--------------------------|----------------------|
| Reporting officer | Lisa Tidy, Roz Ellis |
| Time | 40 mins |
| Attachments | Nil |

Purpose of the item

To discuss the potential list of economic development projects (pending budget approval) for 2021/22.

Outcome

The Business Advisory Group provide strategic advice which can be used to inform the development of the project plans for each project.

Discussion points

The following economic development projects are being put up for budget in the 2021/22 budget process:

- Business events and training (2022 Vic Park Business Awards, a series of smaller industry based networking events)
- Large destination marketing campaign
- Christmas campaign
 - o Decorations
 - o Marketing campaigns
 - o Business support

Please note, this is not an exhaustive list.

Strategic outcomes

| Civic Leadership | |
|--|--|
| Strategic outcome | Intended public value outcome or impact |
| CL02 - A community that is authentically engaged and informed in a timely manner. | The Business Advisory Group are given the opportunity to provide input into future economic development projects. |
| Economic | |
| Strategic outcome | Intended public value outcome or impact |
| EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship. | A range of projects for businesses to get involved in are discussed, aimed at supporting the local business community and attracting visitors. |

Next steps

Pending budget approval, feedback will be incorporated in the project planning process.

5.3 Business Grants- current recipients and future planning

| | |
|--------------------------|-----------|
| Reporting officer | Lisa Tidy |
| Time | 10 mins |
| Attachments | Nil |

Purpose of the item

To provide an overview of the business grants that are currently available, an overview of the recipients of the Economic Development grants and to discuss the future of business grants.

Outcome

The Business Advisory Group are informed of business grants that are still available, opportunities to collaborate with current recipients and have the opportunity to provide input into future planning of grants.

Discussion points

- Do you think business grants are valuable?
- If we were to do business grants again, what would you like to see the Town offering grants for?
- Would you prefer grant rounds or funding open all year until exhausted?

Strategic outcomes

| Civic Leadership | |
|---|--|
| Strategic outcome | Intended public value outcome or impact |
| CL02 - A community that is authentically engaged and informed in a timely manner. | The Business Advisory Group are informed of upcoming opportunities to collaborate and can provide input to the formation of future grants. |

| Economic | |
|--|--|
| Strategic outcome | Intended public value outcome or impact |
| EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship. | A range of projects are being delivered by the business community that are designed to assist in COVID recovery for the local economy. |

Next steps

Advice/feedback will be incorporated into the formation of business grants in the future.

6 General business

7 Close