



TOWN OF
VICTORIA PARK



Business Advisory Group Notes – 10 March 2021



**WE'RE OPEN
VIC PARK**

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1 Opening

Mr Patrick Renner opened the meeting at 5.10pm.

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 kaadijtin, 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

Michael McHugh	Future Institute of Australia
Mark Birkinshaw	Tango Information Technology
Daniel Doble	EDGE Employment Solutions
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
Justin McMillan	Smartwealth
Jo Bussell	Urban Revolution
Patrick Renner (Presiding Member)	Archer St Physiotherapy Centre
Russell White (Deputy Presiding Member)	Park Property
Elected members	Mayor Karen Vernon Cr Jesvin Karimi Cr Wilfred Hendriks
Manager Place Planning	David Doy
Place Leader (Economic Development)	Lisa Tidy
Coordinator Events, Arts and Funding	Nichola Tomkins
Meeting secretary	Christy Neems
Presenters	Luke Ellis – Manager, Business Services Christian Quiambao – Administration (Projects), Parking Paul Rosair – Naja Business Consulting Services
Observers	Nil.
Apologies	
Gino Lamelza	Vic Park Larder
Shane Vasile	ACTON Victoria Park
Leonard Alto	ALT Reschowrant
Jamie Horner	Empire Estate Agents

Paul Lai	Pharmacy
Shellie Attwood	Greenbunch
Slawek Misiun	Alpha Consulting, Engineers&Managers
Ryan Piggott	Vocational Training Services (VTS)
Bhairab Dhakal	Himalayan Nepalese Restaurant and Cafe
Mike Ghasemi	InnoLab
Kimberley Skinner	Total Digital Solutions
Chief Community Planner	Natalie Martin-Goode

3 Actions from previous meetings

All actions from previous meeting are complete.

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.

Strategic outcomes

Not applicable.

Outcome

Data over the last quarter shows national household saving has declined, JobKeeper organisation applications are decreasing, JobSeeker and Youth Allowance eligibility has steadily declined since May 2020 and is down to 7%.

One new pedestrian footfall counter has been installed in East Victoria Park. Data shows a 5.3% increase in pedestrian footfall from Dec 2019 to Dec 2020.

Online shopping data peaked during Covid-19 restrictions in 2020 and has since plateaued and remains consistent to pre-Covid-19 levels.

Local spending in the Town of Victoria Park shows average daily sales (under \$5,000) were up (%) during December in Carlisle, East Vic Park, Lathlain and Burswood and down in Welshpool.

The Town have begun analysing data from the Google Covid-19 Mobility Reports which shows consumer activity and trends in the retail and recreation space. Town of Victoria Park are second to City of South Perth in retail and recreation activity and consumer spend.

Action

The Town to collate data and circulate to Business Advisory Group members.

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
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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.
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Outcome

The Town commissioned an Economic Impact and Opportunities Assessment to better understand the economic and social impact of COVID-19 restrictions on the Town's local businesses in 2020.

Four key themes came out of the Assessment:

- The new normal
- Communication
- Networks
- Activation

Town Officers have been planning and implementing a range of business initiatives which address the recommendations of the Assessment. These include:

- Ensuring businesses are prepared for subsequent Covid-19 restrictions.
- Increased number of small events and activations in the Town.
- Planning for future destination marketing opportunities.
- Events aimed at encouraging business networking including the Vic Park Business Showcase.
- Fast-tracking public realm upgrades such as Old Spaces, New Places to increase activation.

Action

Place Leader (Economic Development) to upload the Economic and Impact Assessment Report to YourThoughts.

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.

Outcome

The Business Advisory Group are provided with an update on parking in the Town.

A parking review has been conducted. Key findings from the review will assist Town Officers when determining future parking pricing structures, the length of parking times in various locations across the Town, safety and compliance, the impact of parking on local businesses and parking as a mechanism to drive pedestrian footfall through the Town.

There are opportunities to improve compliance along Albany Highway, enhance the use of underutilised off-street parking areas, increase the number of disabled parking bays in the Town and re-evaluate the operational use of loading zones across the town to make them safer and more user-friendly for local businesses. The information will be used in the Parking Management Plan.

The Town is seeking feedback regarding a proposal to extend the use of "Loading Zone" areas.

Action

Place Leader (Economic Development) to put up survey around the proposal to extend the use of "Loading Zone" areas on YourThoughts. Businesses to provide feedback.

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 the 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.

Further information

Not applicable.

Outcome

Naja Business Consulting Services has been awarded a business grant to run a feasibility study to determine the viability of a local Chamber of Commerce in the Town of Victoria Park.

They have prepared a survey for the local business community to determine the demand for a local chamber. The survey will ask local businesses how they would like to see the chamber structured, what support they would like to see if offering local businesses, ideas on how it would run operationally and whether there is an appetite to pay a fee to be a part of the group.

The Business Advisory Group highlight that a lot of the information they require for business support is already available through the CCI WA branch and other support networks, it is just a matter of knowing the best way to access it.

Action

Place Leader (Economic Development) to put up the survey on YourThoughts. Businesses to provide feedback on a local chamber concept.

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.
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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.
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Next steps

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

Further information

Not applicable.

Outcome

Town Officers sought feedback on potential projects scheduled for 2021/2022, including the festive season.

Christmas campaign

- The Business Advisory Group advised they would support the Town incorporating Chinese New Year into the official Christmas festive season event calendar.
- Incorporating Chinese New Year celebrations into the festive season event calendar will capitalise on an extended festive trading period and increase activation in designated areas across the Town.

Business events and training

- The Vic Park Business Awards receive a positive response but some businesses have highlighted that the nomination process is cumbersome for time-poor business owners. The Awards are said to have a positive impact on businesses that have been nominated, however more thought could be given to the prizes for the Award winners.
- The Business Advisory Group advise that businesses would be open to networking events throughout the 2021/22 FY. The consensus was the networking events shouldn't be industry specific, as it is beneficial for businesses to create connections with businesses in other industries and places.
- Businesses highlighted the importance of not duplicating training that already exists and would prefer the focus to not be on providing additional training to local businesses.
- Business mentoring was mentioned as a service that businesses would like to have access to. Luke Garswood at Connect Vic Park has established a business mentoring program which BAG members may find valuable.

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.
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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.
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Next steps

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

Further information

Not applicable.

Outcome

Business Advisory Group members discussed the success and viability of the Restart Vic Park Business Grants.

Businesses would like to see business grants run in 2021/22 FY and provided feedback on how the grants could be diversified to include other areas of focus. Discussion includes establishing categories for 'issue' related grants to target specific business problems, refurbishment grants and grants related to marketing, pending the business' ability to demonstrate that their business initiative will/can increase pedestrian footfall and activation within the Town

6 General business

Specific time to be carved out for general business at the next Business Advisory Group meeting so businesses can have open discussion on matters they wish to raise.

Businesses are encouraged to sign up and encourage their fellow business networks to sign up to the Town's 'Localised' platform.

7 Close

Mr Patrick Renner closed the meeting at 7:31pm.