



TOWN OF  
VICTORIA PARK



Business Advisory Group  
Notes – 4 July 2024



**WE'RE OPEN**  
VIC PARK

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## 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

Joel Beresford	The Dutch Trading Co
Colin Richardson	Adept photo booths
Miguel de la Mata	Acoustics Consultants Australia
Barry Myles	District Promotions
Elected members	Cr Lindsay Miles
Chief Community Planner	Natalie Martin-Goode
Place Leader (Economic Development)	Ben Schofield
Meeting secretary	Shelly Woods
Presenters	Jack Hobbs
Observers	
Apologies	
Patrick Renner	Archer St Physiotherapy Centre
Russell White	Park Property
Shellie Attwood	Green Bunch
Chris Perkin	West Coast Health & High Performance
Tanya Cinanni	DELISSIMO
Tim Rankin	Victoria Park Central
David Doy	Manager Place Planning
Mayor Karen Vernon	Mayor
Cr Peter Melrosa	Elected Member
Gina Hutchinson	Full Steam Ahead

{recommendation-end

### 3 Presentations

#### 3.1 Draft Local Planning Policy No.23 - Bicycle Parking, Car Parking and Access for Non-Residential Development

<b>Time</b>	15 minutes
<b>Presenter</b>	Coordinator Strategic Planning and Economic Development
<b>Attachments</b>	1. Draft revised LP P 23 - Bicycle Parking, Car Parking and Access for Non-Residential Development [3.1.1 - 9 pages]

#### Purpose of the item

1. To provide an overview of the Town’s new draft Local Planning Policy No.23 - Bicycle Parking, Car Parking and Access for Non-residential Development.
2. To advise the Group of key parking policy considerations that have informed the preparation of the new policy.
3. To inform the Group that feedback on the draft policy is being sought through public advertising.

#### Outcome

The Group can provide informed feedback on the proposed new Local Planning Policy No.23 through Your Thoughts and promote the public advertising period through their networks.

- The Policy is for private parking provided by businesses – not public.
- Question: Does the proposed policy align with Town strategies? Yes – aligns with the Town’s Integrated Transport Strategy and Parking Management Plan.
- Under open option – the policy will help incremental change in the long term.

#### Actions

- BAG provided feedback through Your Thoughts and spread through to their respective business networks. <https://yourthoughts.victoriapark.wa.gov.au/local-planning-policy-23-bicycle-parking-car-parking-and-access-for-non-residential-development>

#### Strategic outcomes

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	Revising the Town’s parking policy provides the opportunity to reduce the barrier to establishing and growing local businesses within the Town.

Environment	
Community Priority	Intended public value outcome or impact
EN3 - Enhancing and enabling liveability through planning, urban design and development.	Revising the Town’s parking policy provides the opportunity to encourage improved urban design outcomes and reduce barriers to good development outcomes within the local planning framework.
EN6 - Improving how people get around the Town.	Revising the Town’s parking policy provides the opportunity to better support development that is oriented towards access via walking, cycling and public transport rather than access by private vehicle

### 3.2 Local Economy Update

<b>Time</b>	5 Minutes
<b>Presenter</b>	Place Leader (Economic Development)
<b>Attachments</b>	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 informed on how the local economy is performing.

#### Strategic outcomes

Nil.

## 4 Items for discussion

### 4.1 Business pulse check (around the table)

<b>Reporting officer</b>	Place Leader (Economic Development)
<b>Origin of request</b>	Ongoing agenda item
<b>Attachments</b>	Nil

### Purpose of the item

To provide a chance for Business Advisory Group members to discuss issues, trends and matters impacting local businesses in the Town of Victoria Park.

### Outcome

The Town is informed of the issues and trends impacting the local business community.

### Discussion points

Around the table updates from members to discuss topics relevant to the local business community including but not limited to:

- Local spending may be higher across the Town but getting less for the dollar spent. Labour cost and living costs rising. Which impacts discretionary spending.
- Public Realm upgrades:
  - Update on Old Spaces New Places Number 3 (Alb Hwy intersection with Mackie/Rushton) progressing – moved from concept to first stage of detailed design.
  - Incremental street improvements to improve public realm: curb extension with landscaping on Alb Hwy in front of Imp and Burswood Rd/Howick. BAG members supported street improvements and requested further information on how they could get involved or request for public realm upgrades.
  - How are locations chosen: Informed by Town strategies such as Burswood South Streetscape Improvement Plan+ Albany Hwy Public Realm strategy being informed through Shape Albany Hwy. Businesses can also improve the public realm through Place Grants (open all year). Can also encourage public realm upgrades by showing support for public realm upgrades and discussing with Place Leaders.
- Are there opportunities to attract the bicycle community/Lycra through New Causeway Bridge?
  - McCallum Active – Café to be located near bridge in McCallum Active area. (Town/NMG to update about Café)
  - Potential to attract cyclists to Cafes with biking infrastructure/racks and public realm upgrades such as Old Spaces New Places 3.
- Staffing:
  - impacts felt different across industries and businesses. Some businesses currently have high retention rates. Others high turnover.
  - New award pay rates raising costs.
  - Skilled labour shortage for some industries.

- Street Frontage Grant – an action for the Town under the Economic Development Strategy is to consider Street Frontage Grants to improve the frontages of businesses.

### Actions

- Town share information on Café in McCallum Active area.

## Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	The Town is informed of the issues and trends facing the local business community.

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	Feedback from the Business Advisory Group is collected and monitored to help inform the development of the Economic Development Program.

### Next steps

Nil.

### Further information

Nil.

## 4.2 Business Communications Sub-program

<b>Reporting officer</b>	Place Leader (Economic Development)
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. Business E-newsletter June 2024 [4.2.1 - 5 pages]</li> <li>2. Business Information Support Pack [4.2.2 - 4 pages]</li> <li>3. Business Communications Sub-program Summary [4.2.3 - 1 page]</li> </ol>

### Purpose of the item

To seek feedback from Business Advisory Group members on the Business Communications Sub-program.

### Outcome

The Town receives feedback to inform improvements to the Business Communications sub-program to ensure businesses feel supported and engaged.

### Discussion points

- Business E-newsletter:
  - Looking for keywords (funding, grants, industry keywords)
  - Would like business success stories/spotlights. Highlighting local businesses. Highlighting successful business grants/place grants/support provided through the Town. Linked with Town socials (Facebook/LinkedIn)
  - Would like to see updates on key developments and projects.



- Economic updates on local spending and trends will be provided through Business e-newsletter and Invest Vic Park.
- Communicate information on projects through geographical/spatial visualization or maps.
  - Town have Place Plans. Town looking into creating digital Place Plans that could help provide an up-to-date summary of projects by place.
- Local Business Directory would help support local businesses.

### Actions

- Town to re-visit the expired Local Business Directory and explore options for a new admin website.

## Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	The Town is effectively communicating with the local business community.

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	The local business community receives the information that can help plan, start and grow their business within the Town.

### Next steps

Feedback is recorded to inform updates to the delivery of the Business Communications Sub-program.

### Further information

Nil.

## 4.3 Place Activation and Performance Sub-program

<b>Reporting officer</b>	Place Leader (Economic Development)
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. Pop Up Performers EOI [4.3.1 - 11 pages]</li> <li>2. Place Activation and Performance Sub-program summary [4.3.2 - 1 page]</li> <li>3. Place Activation - Explore Etwell St [4.3.3 - 2 pages]</li> </ol>

### Purpose of the item

To seek feedback from Business Advisory Group members on the Place Activation and Performance Sub-program.

### Outcome

The Town receives feedback to inform the delivery of the Place Activation and Performance Sub-program to help attract people and businesses to our local town centres.

## Discussion points

- Place activation needs a focal point to attract additional foot traffic and visitors.
- Businesses would like to see more regular smaller events and activations such as Laneway parties. Day by day activations that will maintain vibrancy and build community.
- The Town runs Pop-up performance program between November to March to have on-going activations in key locations (such as Bidi Walk Lane on Albany Hwy). Will complement next season with community Yoga sessions.
- Businesses reach out to Town if they would like support/promotion of Laneway and Street activations they are delivering.

## Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	The Town receives feedback on the delivery of place activation projects across local town centres.

Economic	
Community Priority	Intended public value outcome or impact
EC2 - Connecting businesses and people to our local activity centres through place planning and activation.	The Town can help businesses to activate the public realm and increase activity in our local centres.

## Next steps

Feedback is recorded to inform updates to the delivery of the Place Activation and Performance Sub-program.

## Further information

Nil.

## 5 General business

- Right hand turn at Mint Street and Shepperton Road (traffic lights)
  - No righthand traffic light creates unsafe intersection.
  - Main Roads have installed medium and have no turning right light to maintain traffic flow.
  - Town will provide feedback to Main Roads from business.
- Business Awards
  - Applications open in July – BAG to share/promote with local businesses and networks.
- Business Networking events
  - Facilit8 Groups – one in EVP, Safe Café. <https://facilit8.net.au/victoria-park-group/>
  - Town promote upcoming Rotary Park Business networking events.

## 6 Actions from previous meetings

Action	Responsible Officer	Status/Comment	Close Date
Circulate Draft Terms of Reference to all members for final comment before going to the Ordinary Council Meeting for endorsement	Place Leader (Economic Development)	<b>In progress</b> <ul style="list-style-type: none"> <li>To go to Council for endorsement with the minutes.</li> </ul>	July 2024
Town to identify existing networking opportunities for local businesses and collaborate with the Rotary Club to promote their networking event.	Place Leader (Economic Development)	<b>In progress</b> <ul style="list-style-type: none"> <li>Town promoted Rotary Park Business networking. Have funded networking events through Town grants (Reach Her and Spacecubed).</li> </ul>	December 2024
Town to review options for Mental health Workshops to incorporate into the Business Event and Training calendar.	Place Leader (Economic Development)	<b>In progress</b> <ul style="list-style-type: none"> <li>Partnered with Men's Talk to deliver Mental Health First Aid workshops to local businesses and organisations for free.</li> <li>Perth Inner City Group exploring 'Healthy Mind Menu' partnership or promotion (mental health support for the hospitality industry).</li> </ul>	December 2024
Review business grant management practice, policy and promotional materials and inform BAG of any revisions.	Place Leader (Economic Development)	<b>In progress</b> <ul style="list-style-type: none"> <li>Updates to collateral in 2023/24.</li> <li>Review of policy for 24/25 - will explore adding shopfront improvement assessment criteria.</li> </ul>	December 2024
Explore options for pre-recorded grant writing training videos and webinars.	Place Leader (Economic Development)	<b>In Progress</b> <ul style="list-style-type: none"> <li>Consultants not wanting to share intellectual property. Explore further in 24/25.</li> </ul>	December 2024
Explore the feasibility of a 'pre-assessment' to determine if the	Place Leader (Economic Development)	<b>In progress</b>	December 2024

applicant is eligible or what grant opportunity is most appropriate		<ul style="list-style-type: none"><li>• Checking feasibility with current online forms on the Town website.</li></ul>	
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**7 Close**

The meeting closed by the chair at 7.03pm