



TOWN OF  
VICTORIA PARK



# Business Advisory Group Agenda – [Date]



**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

Patrick Renner	Archer St Physiotherapy Centre
Russell White	Park Property
Joel Beresford	The Dutch Trading Co
Colin Richardson	Adept photo booths
Shellie Attwood	Green Bunch
Chris Perkin	West Coast Health & High Performance
Miguel de la Mata	Acoustics Consultants Australia
Gina Hutchinson	Full Steam Ahead
Tanya Cinanni	DELISSIMO
Tim Rankin	Victoria Park Central
Mike Ghasemi	Mike Ghaesmi Research
Barry Myles	District Promotions
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)	Ben Schofield
Meeting secretary	Shelly Woods
Presenters	
Observers	
Apologies	David Doy

{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.

#### 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:

- current economic trends and issues impacting local businesses;
- interests and issues of businesses in our local industries;
- interests and issues of businesses in our local neighbourhoods; and
- business events, training and networking opportunities.

## Strategic outcomes

<b>Civic Leadership</b>	
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.

<b>Economic</b>	
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

- To what extent do members feel updated about economic initiatives and events around the Town?
- Do members read the Town's Business E-newsletter? What information would members like included or prioritised in e-newsletters?
- Is information on the Business Section of the Town's website accessible and easy to find?
- What information, advice and support would the local business community like to see in the Business Section of the Town's website and the Business Support Pack?

## 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

- Business feedback on Town initiatives activating local centres;
- Feedback on how the Town can support businesses use the space around their business to activate the public realm;
- Opportunities to have stalls or activations at different Town supported events such as Vic Park Farmers Markets; and
- Promotion of businesses activating local centres and the public realm.

#### 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



## 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 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 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 hospitality industry).</li> </ul>	December 2024
Town to explore feasibility of running a Business Breakfast event in 2024.	Place Leader (Economic Development)	<b>Completed</b> <ul style="list-style-type: none"> <li>Delivered June 2024.</li> </ul>	June 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 feasibility of a 'pre-assessment' to determine if the applicant is eligible or what grant opportunity is most appropriate	Place Leader (Economic Development)	<b>In progress</b> <ul style="list-style-type: none"><li>• Checking feasibility with current online forms on Town website.</li></ul>	December 2024
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**7 Close**