



TOWN OF
VICTORIA PARK



Business Advisory Group Agenda – 14 November 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

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
Miguel de la Mata	Acoustics Consultants Australia
Chris Perkin	West Coast Health & Performance
Barry Myles	District Promotions
Wilfred Hendriks	Natural Way to Good Health
Paul Ryan	
Elected members	Mayor Karen Vernon
	Cr Lindsay Miles
	Cr Peter Melrosa
Chief Community Planner	Natalie Martin-Goode
Manager Place Planning	Ellie van Rhyn
Place Leader (Economic Development)	Ben Schofield
Meeting secretary	Shelly Woods
Presenters	
Observers	
Apologies	

3 Presentations

3.1 Local Economy Update

Time	5 Minutes
Presenter	Place Leader (Economic Development)
Attachments	Nil

Purpose of the item

To provide an update on the performance of the local economy using 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)

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

Purpose of the item

Business Advisory Group members introduce themselves to the group and discuss key 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 and neighbourhoods; and
- Business events, training and networking opportunities.

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 Draft Terms of Reference

Reporting officer	Place Leader (Economic Development)
Origin of request	Council Resolution
Attachments	1. Draft Terms of Reference Business Advisory Group 2024 to 2026 [4.2.1 - 3 pages]

Purpose of the item

To discuss and agree upon the Terms of Reference for the Business Advisory Group.

Outcome

The Business Advisory Group agrees on the Terms of Reference that will govern the group.

Discussion points

Does the group support the Terms of Reference or are the elements that should be added or amended?

The Terms of Reference includes information on the groups:

- Purpose and objectives;
- Term;
- Membership;
- Roles and responsibilities; and
- Meeting procedures.

Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL3 - Accountability and good governance.	Well-governed and managed advisory group through group agreement of Terms of Reference

Next steps

Any changes will be incorporated into the Terms of Reference and circulated to all members for final comments before going to an Ordinary Council Meeting for endorsement.

Further information

Nil.

4.3 Business Grants 2024-25

Reporting officer	Place Leader (Economic Development)
Attachments	<ol style="list-style-type: none"> Business Grants 2023-24 Guidelines [4.3.1 - 8 pages] Business Grants Eligibility and Assessment Criteria [4.3.2 - 3 pages]

Purpose of the item

To receive feedback to help inform the eligibility criteria, assessment criteria and administration of the next round of Business Grants.

Outcome

The Business Advisory Group provides advice that can help improve the impact of Business Grants on the local economy and business community.

Discussion points

- Are the current eligibility criteria clear for applicants?
- What changes would you like to see to the eligibility criteria?
- Are the assessment criteria clear for applicants? Should the assessment criteria be simplified or kept broad?
- What changes would you like to see to the assessment criteria?
- Are the business grants communicated to the local business community effectively? Are the Business Grant guidelines clear?

Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	The Business Advisory Group provides advice on the development of the next round of Business Grants.

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	To help facilitate the projects and initiatives delivered by the local business community to bring broad economic benefit to the economy.

Next steps

Advice is collated and incorporated into the formation of business grants in the future.

Further information

Nil.

5 General business

6 Actions from previous meetings

Action	Responsible Officer	Status/Comment	Close Date
Explore options for pre-recorded grant writing training videos and webinars	Place Leader (Economic Development)	In Progress <ul style="list-style-type: none">Exploring options for guidelines and videos with the Community Funding team in 2025.	

7 Close

Meeting closed at