

# minutes

Economic Development Committee



Please be advised that an **Economic Development Committee** Meeting commenced at **5.30pm** on **3 May 2018** in Meeting Room 1 at the Administration Building, 99 Shepperton Road, Victoria Park.

A handwritten signature in black ink, appearing to read "A Vuleta".

**ANTHONY VULETA**  
**CHIEF EXECUTIVE OFFICER**

**10 May 2018**

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(To be confirmed 7 June 2018)

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## 1 OPENING

Cr Ammons Noble opened the meeting at 5.33pm.

## 2 ATTENDANCE

### Members:

#### Deputy Member

Cr B (Brian) Oliver

#### Jarrah Ward:

Cr J (Jennifer) Ammons Noble (**Presiding Member**)

Cr B (Bronwyn) Iffe

#### Chief Operations Officer

Mr B (Ben) Killigrew

#### Chief Community Planner

Ms N (Natalie) Martin Goode

#### Secretary

Ms G (Gaye) Last

### 2.1 Apologies

#### Banksia Ward

Cr J (Julian) Jacobs

Cr K (Karen) Vernon

#### Manager Community

Mrs K (Kaitlyn) Griggs

### 2.2 Approved Leave of Absence

Nil

## 3 DECLARATIONS OF INTEREST

Declarations of interest are to be made in writing prior to the commencement of the Meeting, (a form to assist Elected Members and Staff is attached at the end of this Agenda).

### Declaration of Financial Interests

Nil

### Declaration of Proximity Interest

Nil

### Declaration of Interest affecting impartiality

Nil

## 4 TERMS OF REFERENCE

### 1. NAME

The name of the Committee shall be the Economic Development Committee.

### 2. PURPOSE

The Town's Strategic Community Plan notes four components of the Mission Statement, namely –

- Social – To promote sustainable connected, safe and diverse places for everyone.
- Economic – To promote sustainable diverse, resilient and prosperous places for everyone.
- Environment – To promote sustainable liveable, healthy and green places for everyone.
- Civic Leadership – To show leadership by communicating with, empowering and supporting people in the community.

The primary purpose of this committee shall be the Economic component of the Town's Mission Statement, which is to promote sustainable diverse, resilient and prosperous places for everyone.

### 3. SCOPE

The Committee will primarily focus on the following key Economic Strategic Outcomes –

- A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.
- A clean, safe and accessible place to visit.

Wherever possible, the Committee will seek opportunities to address the following additional Strategic Outcomes –

- Everyone receives appropriate information in the most efficient and effective way for them.
- Appropriate devolution of decision making and service provision to an empowered community.
- People have positive exchanges with the Town that inspires confidence in the information and the timely service provided.
- A community that is authentically engaged and informed in a timely manner.

### 4. DELIVERABLES

The Committee will –

- Provide strategic leadership in the development and regular review of policies and strategies that are inclusive, empowering and build capacity of the Town of Victoria Community.
- Support and promote local business.
- Develop the Town as the event destination of choice.
- Exploit the Town's geographical location and natural assets.
- Improve the standard and effectiveness of sustainable economic development and activity across the District in partnership with key stakeholders.

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Specifically the Committee will ensure delivery of the following –

- Annual review of policies, strategies and plans related to the Scope of the Committee.
- Economic Development Needs Assessment and Analysis.
- Economic Development and Tourism Strategy.
- Events and Activation Strategy.

#### **5. REPORTING**

Although any Service Area of the Town may report through this Committee on matters associated with the Primary Purpose and Scope, the following Service Areas of Council are likely to predominantly feature –

- Economic Development
- Environmental Health
- Parking Management

#### **6. GOVERNANCE**

The Committee is a Council-created Committee formed under Subdivision 2 (Committees and their meetings) of the Local Government Act 1995 and is governed by the provisions of the Town of Victoria Park Standing Orders Local Law 2011 and the Local Government Act 1995 and its Regulations.

The Committee will comprise a maximum of four (4) Elected Members (being two (2) Elected Member representatives from each of the Town's two (2) wards with five (5) Elected Members being appointed in a hierarchical order as alternate deputy members) and up to two (2) other persons (that may be co-opted from time-to-time for such period, or in relation to such matters, as determined, where that person's experience, skills or qualifications would enable him or her to make a contribution to the Committee's functions).

In accordance with section 5.19 of the Local Government Act 1995, the quorum for a meeting of the Committee is at least 50% of the number of offices (whether vacant or not) of members of the Committee.

#### **7. MEETING ARRANGEMENTS**

The Committee shall convene in accordance with the annual adopted meeting schedule.

#### **8. AUTHORITY**

The Committee has no delegated power. The Committee may only make recommendations to Council for a decision.

#### **9. REVIEW**

The Committee and Committee Terms of Reference will be reviewed from time-to-time and immediately following each local government election.

## 5 CONFIRMATION OF MINUTES

### RESOLVED:

Moved: Cr Ife

Seconded: Cr Ammons Noble

That the Minutes of Economic Development Committee Meeting held on 5 April 2018 be confirmed.

The Motion was Put and

CARRIED (3-0)

In favour of the Motion: Cr Ammons Noble; Cr Ife; Cr Oliver

## 6 METHOD OF DEALING WITH AGENDA BUSINESS

### RESOLVED:

Moved: Cr Ife

Seconded: Cr Oliver

That clause 6.10 *Speaking Twice of the Town of Victoria Park Standing Orders Local Law 2011* be suspended for the duration of this meeting.

The Motion was Put and

CARRIED (3-0)

In favour of the Motion: Cr Ammons Noble; Cr Ife; Cr Oliver

## 7 PRESENTATIONS

### 7.1 Petitions

Nil

### 7.2 Presentations (Awards to be given to the Town)

Nil

### 7.3 Deputations

Nil

(To be confirmed 7 June 2018)

## 8 REPORTS

### 8.1 Embargo Bar

<b>File Reference:</b>	PAR/18/23
<b>Appendices:</b>	No
<b>Attachments:</b>	No

<b>Date:</b>	12 April 2018
<b>Reporting Officer:</b>	M. Owens
<b>Responsible Officer:</b>	N. Martin Goode
<b>Voting Requirement:</b>	Simple Majority

**Executive Summary:****Recommendation – The Economic Development Committee receives the report.**

- Embargo Bar is a pop up event that operates for brief periods of time around the Perth metro area, run by The Event Mill.
- Between 07/01/18 and 14/03/18 Embargo Bar was set up in the Town on the McCallum Park foreshore.
- The Town received a variety of feedback on the event from the local community, visitors, and other stakeholders.
- This summary report has been written to inform the Economic Development Committee.

**TABLED ITEMS:**

Nil

**BACKGROUND:**

The Town provides event space on its parks and reserves under RENC1 Recreation Reserves – Hire, adopted at Council Meeting 1 July 1994. Administration has used this policy as the basis for all of its activities relating to hiring parks and reserves under the remit of the Town. Operational procedures that are used to hire these spaces are in alignment with the procedure detailed within policy RENC1.

McCallum Park and Taylor Reserve are popular event spaces. Located on the Swan River foreshore these spaces are sought after to host events due to the size of the space, accessibility, infrastructure, nearby amenities, and views of the river and the City. McCallum Park and Taylor Reserve hosts 107 events per year, including large scale events with regional to national reach including Perth Garden Festival, Perth 4WD and Adventure Show, The Million Paws Walk and Ride to Conquer Cancer. The Town has previously approved long term bookings at McCallum and Taylor Reserve in the past, with Events Perth setting up an event space to run private Christmas and End of Year functions for a variety of organisations between 25 November 2015 and 20 December 2015, with 17 functions being held during this period.

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“Pop-Up” bars and entertainment spaces have existed in the global marketplace for some time, recently growing rapidly in popularity in Australia and Western Australia (WA) as cities strive to be destinations of choice for entertainment and tourism. The phenomena first gained strength after the significant downturn of the retail industry in early 2010’s leading retailers to explore temporary outlets to increase exposure and revenue without the associated overhead costs.

The WA State Government has confirmed its support for pop-up retail, events, and entertainment spaces, with some conditions. Commentary from the State Government indicates support for existing licenced premises to host small festivals and pop-up event spaces under their existing liquor licence approvals, instead of event companies and non-licenced premises moving into a temporary space for operation. Embargo Bar’s current operating model is to move into temporary event spaces to establish a venue as they do not have a permanent licenced premise in which to operate.

The Town was first contacted by The Event Mill regarding Embargo Bar on 21 August 2017 and with a collaborative effort from the Town, The Event Mill and other agencies, Embargo Bar was operational on a portion of McCallum Park between 11 January 2018 and 11 March 2018.

#### **DETAILS:**

In the lead up an event the Town has certain responsibilities to ensure a safe and compliant event is held on its parks and reserves. The first step of any event is to approve the physical space, location and related logistics. The Event Mill completed the Parks and Reserves Booking Form and submitted the necessary documentation to confirm the event space. Approval to use the space was granted via letter on 11 October 2017, however this approval is for the space only and after it was granted Embargo Bar were required to begin the approval process for the event itself to take place through the Town’s Environmental Health Team and relevant State Government Departments such as Racing, Gaming and Liquor.

While Embargo Bar was operating the Town received a variety of both positive and negative feedback. Most of this feedback was constructive towards the benefits and detractions of this style of event taking place on McCallum Park for a three month period. In total the Town received 13 emails from the community about Embargo, and several phone calls directly to Administration. The main themes related to:

- The Town supporting a pop-up bar with a commercial gain, when local traders are self-reporting to be struggling economically;
- traffic and parking congestion;
- noise complaints when electronic music was played; and
- the long term booking (3 months).

Embargo Bar were responsive to requests from the Town to adjust their operations to reduce their impact on the surrounding residents, often actioning request instantly and on the day the Town contacted them. The major challenges of parking and noise control were both managed easily with proactive actions from Embargo Bar. Parking controllers were implemented on Friday and Saturday nights. Noise levels were constantly monitored by Embargo management and by Town of Victoria Park staff in response to complaints and were adjusted depending on the circumstances of the day.



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**Social and Cultural Measurements:**

During the operation of Embargo Bar the Town purchased and began using Culture Counts to start measuring the social impact of services the Town delivers. Culture counts was used at Embargo Bar to measure the:

- atmosphere and vibrancy;
- suitability of the venue location;
- how connected people felt to the community; and
- enthusiasm to participate in a similar event.

Embargo Bar carried out 282 onsite surveys and 402 open public survey (open online surveys). The results of the Culture Counts surveys are tabled below:

<b>Embargo Bar Open Public Survey – 402 total responses</b>		
<i>Dimension</i>	<i>Question</i>	<i>Score out of 100</i>
Atmosphere	I enjoy the atmosphere here	90
Local Impact	It is important for the local area	90
Enthusiasm	I would take part in something like this again	93
Connection	It helped me feel connected to people in the community	86
Events	This is a great location for events	92
Vibe	I enjoy the vibrancy and the people in this place	92

<b>Embargo Bar On Site Survey 23 to 25 March – 102 total responses</b>		
<i>Dimension</i>	<i>Question</i>	<i>Score out of 100</i>
Atmosphere	I enjoy the atmosphere here	92
Local Impact	It is important for the local area	90
Enthusiasm	I would take part in something like this again	91
Connection	It helped me feel connected to people in the community	75
Events	This is a great location for events	87
Vibe	I enjoy the vibrancy and the people in this place	89

<b>Embargo Bar On Site Survey 30 March to 1 April – 180 total responses</b>		
<i>Dimension</i>	<i>Question</i>	<i>Score out of 100</i>
Atmosphere	I enjoy the atmosphere here	84
Local Impact	It is important for the local area	83
Enthusiasm	I would take part in something like this again	87
Connection	It helped me feel connected to people in the community	71
Events	This is a great location for events	79
Vibe	I enjoy the vibrancy and the people in this place	83

Embargo Bar have reported approximately 4,500 adult attendees per week, plus numerous families with children on top of that number, with some weekends bringing in larger crowds such as the Australia Day weekend. As captured through the Culture Counts surveys, the feedback they received on site and online was extremely positive.

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**Legal Compliance:**

During the operation of Embargo Bar the Town received a letter regarding the Deed of a portion of land of McCallum Park, and the conditions of the Deed when the land was transferred from the Crown to the Town's responsibility. The Town sought legal advice in relation to the Deed, and had adjusted its booking approval process to include contacting the Department of Planning, Lands and Heritage in regards to future McCallum Park and Taylor Reserve events.

The Town is waiting to receive an official response from the Minister for Lands regarding the operation of Embargo Bar or similar commercial operations on parks and reserves. Current policy direction from the State Government is still in development via amendments to the Liquor Licencing Act and various other pieces of legislation to allow easier access to pop-up options for established Licence Premises.

**Policy Implications:**

REC N1 Recreation Reserves - Hire enables the administration to hire parks and reserves and details a procedure that the administration must follow when doing so.

REC N2 Events on Parks and Reserves – Notification to Local Residents instructs the Administration to inform the local community when an event will take place.

**Risk Management Considerations:**

<b>Risk &amp; Consequence</b>	<b>Consequence + Rating</b>	<b>Likelihood = Rating</b>	<b>Overall Risk Analysis</b>	<b>Mitigation/Actions</b>
Financial Impact, Service Interruption, Compliance, Reputation.  <b>Risk:</b> Commercial events are not able to be approved on Taylor Reserve or McCallum Park  <b>Consequence:</b> The ability of the Town to meet its strategic community plan outcomes would be reduced. Loss	Major (4)	Possible (3)	High (12)	Administration has modified its park and reserve booking process to confirm bookings on Taylor Reserve and McCallum Park are legally compliant.  The Town will continue working with local businesses and the community to deliver safe and compliant events to mitigate any damage to the Town's reputation.  No mitigation possible for financial loss, if the bookings don't proceed then the

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<b>Risk &amp; Consequence</b>	<b>Consequence + Rating</b>	<b>Likelihood = Rating</b>	<b>Overall Risk Analysis</b>	<b>Mitigation/Actions</b>
of over \$100,000 revenue annually. Damage to Towns reputation.				Town will lose the revenue.
<p>Compliance</p> <p><b>Risk:</b> Possibility that commercial events on Town Parks and Reserves are not compliant with relevant Local, State and Federal legislation.</p> <p><b>Consequence:</b> Community outrage and complaints. Potential legal action over noise. Potential fines or investigations if negligent in the Towns responsibilities.</p>	Major (4)	Unlikely (2)	Moderate (8)	<p>The Administration works cross functionally across teams on a regular basis to ensure all events and activities are compliant with relevant legislation within the Town's remit.</p> <p>The Parks and Reserves Booking Form, and Public Event Application Form both request all relevant information from event organisers to approve and ensure their event is safe and compliant.</p>

**Strategic Plan Implications:**

A dynamic place for everyone

- We are Perth's premier place for entertainment and entrepreneurship.

Economic

Ec1 – A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.

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**Financial Implications:**Internal Budget:

The Town received \$32,867.50 revenue from the Embargo Bar booking.

Total Asset Management:

Nil

**Sustainability Assessment:**External Economic Implications:

Pop-up events have the potential to increase revenue and market reach of local businesses who are willing to run a pop-up space on a Town park or reserve. Commentary from the State Government that supports existing Licenced Premises to operate a pop-up event or space under their existing licence will increase their revenue potential.

Social Issues:

Activating and utilising the Town's parks and reserves for public events open to everyone is a key service to address the social outcomes listed in the Strategic Community Plan.

Cultural Issues:

Nil

Environmental Issues:

Nil

**COMMENT:**

The Town is fortunate to be responsible for public open space of such high quality as Taylor Reserve and McCallum Park. As developments and urban infill consume more space to meet the needs of the growing population, the foreshore space will become more unique and valuable to the community. Utilising this space with events, pop-up venues, concerts, and various other activations can lead to positive outcomes for the Town, community and visitors to the area, whilst also raising revenue.

**CONCLUSION:**

This report has been prepared for the information of the Economic Development Committee. It summarises the process the Town implemented to approve both the Park booking, and the Public Event to allow Embargo Bar to operate on a portion of McCallum Park for a three month period.

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**RECOMMENDATION/S:**

The Economic Development Committee receives the report.

**ALTERNATE MOTION****Moved: Cr Ammons Noble****Seconded: Cr Ife****That:**

- 1. The Economic Development Committee receives the report.**
- 2. The Economic Development Committee requests the Town investigates strategies and formats for future activation of public space within the Town.**

**The Alternate Motion was Put and****CARRIED (3-0)****In favour of the Motion: Cr Ammons Noble; Cr Ife; Cr Oliver.****9 WORKSHOP TOPICS AND PRESENTATIONS****9.1 Business Networking Future Events**

Business Networking Future Events for feedback (workshop item attached).

**Action/s:**

- A representative from the Chamber of Commerce to be invited to attend a meeting of the Economic Development Committee to talk about how to establish a local Chamber of Commerce in the Town.
- To plan/scope options for a breakfast event in the Town in September 2018 and seek to include a local Charity partner and revert to the June 2018 Economic Development Committee. The event should include business owners and professionals looking for a place to network within the Town and also include groups such as co-operatives and social and creative enterprises.
- Investigate arranging a quarterly Sundowner for businesses, professionals and include groups such as co-operatives and social and creative enterprises, to be held at different locations throughout the Town.
- A report to the Economic Development Committee outlining the program of events for 2018.

**9.2 Economic Development & Tourism Strategy**

Natalie Martin Goode, Chief Community Planner presented on sections 1 and 2 of the Economic Development & Tourism Strategy for feedback. Section 3 is still under development and will be circulated for feedback in due course.

(To be confirmed 7 June 2018)

**10 MOTION FOR WHICH PREVIOUS NOTICE HAS BEEN GIVEN**

Nil

**11 NEW BUSINESS OF AN URGENT NATURE**

Nil

**12 REQUEST FOR REPORTS FOR FUTURE CONSIDERATION**

<b>Forthcoming Agenda Items</b>		
<b>Reports</b>		
Eat, Ride n Enjoy – Quarterly Update Report (1 of 4)	June 2018	TBC and C Parsons
Draft Parklet Policy	June 2018	Manager Place Planning
Economic Development and Tourism Strategy	July 2018	Economic Development Officer
Eat, Ride N Enjoy – Quarterly Update Report (2 of 4)	September 2018	TBC and C Parsons
Eat, Ride N Enjoy – Quarterly Update Report (3 of 4)	December 2018	TBC and C Parsons
Eat, Ride N Enjoy – Quarterly Update Report (4 of 4)	March 2019	TBC and C Parsons
Telstra PFF – Closure report	TBC	TBC
<b>Workshop Topics and Presentations</b>		
Burswood Peninsula Project Update	June 2018	Anthony Vuleta
Criterion Cycling Event	June 2018	B Killigrew
Pride in the Park	June 2018	TBC
What Place Planning can do for Economic Development	July 2018	Manager Place Planning
Billycart Race Event	July 2018	Mayor T Vaughan
Innovation Fund	July 2018	B Killigrew
Economic Development Outputs and Outcomes Measurements	July 2018	B Killigrew (tbd)
Telstra PFF Update	July 2018	K Griggs
Parklet Management Strategy	TBC	K Griggs

(To be confirmed 7 June 2018)

**13 CLOSURE**

There being no further business, Cr Ammons Noble closed the meeting at 7.18 pm.

I confirm these Minutes to be true and accurate record of the proceedings of the Council.

Signed:.....Cr Ammons Noble

Dated this:.....Day of.....2018