



# WORKSHOP SUPPORTING DOCUMENTS

Economic Development Committee  
3 May 2018

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## **9.1 Business Networking Future Events**

**Workshop item- Business Networking Future Events**

<b>Date:</b>	23 April 2018
<b>Reporting Officer:</b>	T. Holland
<b>Responsible Officer:</b>	K. Griggs, in lieu of a Manager for the area.
<b>Executive Summary:</b> <b>Recommendation – The Economic Development Committee receives this workshop item and provides feedback on;</b> <ul style="list-style-type: none"> <li>• The proposed 2018/19 Business networking events; and</li> <li>• The concept proposal for the Local Legends Business Breakfast – September 2018.</li> </ul>	

**BACKGROUND:**

Aligned to the Town’s Mission and strategic outcomes relating to Economic Development – thus to promote sustainable diverse, resilient and prosperous places for everyone, the following business networking events have been held throughout 2017/18.

<b>Date</b>	<b>Business Networking Event</b>	<b>Partners</b>	<b>Number of attendees and outcomes?</b>
22 March 2018	Starting a business in Australia	<ul style="list-style-type: none"> <li>• Small Business Development Corporation</li> <li>• ATO</li> <li>• City of Canning</li> <li>• City of Belmont</li> </ul>	TBA
6 Dec 2017	Coffee with the Commissioner Carlisle	<ul style="list-style-type: none"> <li>• Small Business Development Corporation</li> </ul>	TBA
24 August 2017	Starting a business in Australia	<ul style="list-style-type: none"> <li>• Small Business Development Corporation</li> <li>• ATO</li> <li>• IBNA</li> <li>• City of Canning</li> <li>• City of Belmont</li> </ul>	TBA
15 June 2017	What’s happening at Perth stadium	<ul style="list-style-type: none"> <li>• Business Station</li> <li>• Venues Live</li> <li>• Venues West</li> </ul>	TBA
23 March 2017	Starting a business in Australia	<ul style="list-style-type: none"> <li>• Small Business Development Corporation</li> <li>• ATO</li> <li>• Curtin</li> <li>• City of Canning</li> <li>• City of Belmont</li> </ul>	TBA
28 July 2016	Business Breakfast – Chris Ridd	<ul style="list-style-type: none"> <li>• City of Canning</li> </ul>	TBA

## DETAILS: Proposed Business Networking Events for 2018/19.

Aligned to the Town's Mission and strategic outcomes relating to Economic Development – thus to promote sustainable diverse, resilient and prosperous places for everyone, the following business networking events are proposed for 2018/19.

Date	Business Networking Event	Partners
Sep 2018	Local legends – Business Breakfast @Optus stadium  (see below for concept proposal).	<ul style="list-style-type: none"> <li>• City of Canning</li> <li>• Ben Wyatt</li> <li>• Business Foundations – Phil Kemp</li> </ul>
Dec 2018	Employment Breakfast @ Crown – Disability awareness week  (Maddie has details)	<ul style="list-style-type: none"> <li>• Crown</li> <li>• Business Station</li> </ul>
March 2019	Starting a business in Australia	<ul style="list-style-type: none"> <li>• Small Business Development Corporation</li> <li>• City of Canning</li> <li>• City of Belmont</li> </ul>
June 2019	End of financial year networking event.	<ul style="list-style-type: none"> <li>• To be determines</li> </ul>

### Concept proposal for Local Legends Business Breakfast – September 2018:

<b>Name</b>	<i>Local Legends Business Breakfast with Ben Wyatt @ Optus Stadium</i>
<b>Target group/s</b>	<ul style="list-style-type: none"> <li>• Local businesses Town of Victoria Park</li> <li>• Local businesses City of Canning</li> </ul>
<b>Examples of past events</b>	<p><a href="#"><u>Business Breakfast with Chris Ridd at City of Canning</u></a>  <b>Cost: \$5,000</b>  <b>Attendees: 100+</b>            The Town of Victoria Park (the Town) held a business breakfast with Chris Ridd (former CEO of Xero) in June 2016. Due to the relationship Canning held with Chris, he provided his attendance and presentation for free. His presentation focused on how to grow a successful organisation from an idea to a multi-million company and was very applicable to business growth. Attendees paid \$50 to attend this breakfast, although many tickets were given for free to our businesses. The cost associated with this event was for the catering, advertising and photography. This cost was shared between the City of Canning and the Town of Victoria Park.</p> <p>Information:</p>

	<p><a href="https://www.communitynews.com.au/canning-times/news/xero-founder-chris-ridd-to-speak-at-business-breakfast-in-canning/">https://www.communitynews.com.au/canning-times/news/xero-founder-chris-ridd-to-speak-at-business-breakfast-in-canning/</a></p> <p><b><u>Business Breakfast with Bernard Salt at City of Canning</u></b>  <b>Cost: \$20,000</b>  <b>Attendees: 100+</b></p> <p>The City of Canning held a business breakfast with demographer Bernard Salt in 2016 which the Town attended. The fees for a speaker of this level are very high, generally over \$10,000. Salt’s presentation was on the growth of Perth and the future of work and demographics. Attendees to this event paid \$50.</p>
<p><b>Purpose (Why and How)</b></p>	<p><b><i>Local Legends Business Breakfast with Ben Wyatt @ Optus Stadium</i></b></p> <p><b>Why:</b></p> <ul style="list-style-type: none"> <li>• To educate and build capacity of the business community</li> <li>• To provide an environment for business networking</li> <li>• To show support for the local business community</li> <li>• To encourage connection with Optus Stadium.</li> </ul> <p><b>How:</b></p> <ul style="list-style-type: none"> <li>• The Town would engage with the City of Canning to hold a “Local legends – Business Breakfast with Ben Wyatt” at Optus Stadium. The partnership approach would align to the previously planned Local Legends Sundowner, which was due in May, however cancelled due to human resourcing constraints at both LGA.</li> <li>• Local legends are businesses that are longstanding within the Town and the City of Canning.</li> </ul> <p><b>Topic:</b></p> <ul style="list-style-type: none"> <li>• How successful businesses have grown; and the impacts and opportunities resulting from the State Budget.</li> <li>• Format- Q&amp;A/ Interview Style.</li> <li>• Phil Kemp, CEO from Business foundations, to MC and host the interview panel – 2 businesses from VP and 2 from Canning;</li> <li>• Opportunity for LGA CEO's to be on the panel.</li> <li>• Ben Wyatt to talk about what the government is doing for businesses in this area and a Q &amp; A session on the State Budget.</li> </ul>
<p><b>Cost</b></p>	<ul style="list-style-type: none"> <li>• It would be anticipated that the cost for this event would be for: <ul style="list-style-type: none"> <li>- Room hire at Optus stadium</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- Advertising</li> <li>- Photography</li> <li>- Food</li>   <li>- It would be anticipated that the cost for Phil Kemp would be around \$400 with the cost for Ben Wyatt being free as of the CEOs good relationship.</li>   <li>- A minimal fee could be charged to attract all types of businesses, such as \$20 per ticket.</li> </ul> <p>Total cost: approx. \$5,000- \$8,000.</p>
<b>List key project steps / elements</b>	<ol style="list-style-type: none"> <li>1. Seek project approval from Chief Community Planner</li> <li>2. Identify budget (refer to budget estimate).</li> <li>3. Liaise with City of Canning.</li> <li>4. Submit proposal to Ben Wyatt</li> <li>5. Submit proposal to Phil Kemp.</li> <li>6. Hire room at Optus.</li> <li>7. Promote and manage event.</li> </ol>
<b>List key identified stakeholders</b> <ul style="list-style-type: none"> <li>• Internal</li> <li>• External</li> </ul>	<ul style="list-style-type: none"> <li>• Community Development</li> <li>• Economic Development</li> <li>• Marketing</li> <li>• Business Foundations</li> <li>• Optus Stadium</li> <li>• Local businesses</li> <li>• Ben Wyatt</li> </ul>
<b>Feedback &amp; Measurement indicators</b>	<p>The event will attract between;</p> <ul style="list-style-type: none"> <li>• 150+ attendees (based on capacity of room hire at Optus).</li> <li>• Media coverage in the local paper and state paper.</li> <li>• Other measurements to be determined.</li> </ul>
<b>Budget Estimate</b>	\$5,000- \$8,000 Town contribution based on <u>no</u> sponsorship

**OFFICER COMMENT: For review and feedback from the Economic Development Committee.**