

minutes

Economic Development Committee



Please be advised that an **Economic Development Committee** Meeting commenced at **5.30pm** on **5 July 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

9 July 2018

(To be confirmed 2 August 2018)

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1 OPENING

Cr Vernon opened the meeting at 5.33pm and welcomed Mr Callum Prior to the Economic Development Committee.

2 ATTENDANCE

Members:	Cr J (Julian) Jacobs Cr K (Karen) Vernon (Deputy Presiding Member)
Jarrah Ward:	Cr B (Brian) Oliver
Independent Member:	Mr C (Callum) Prior
Chief Operations Officer	Mr B (Ben) Killigrew
Chief Planning Officer	Ms N (Natalie) Martin Goode
Manager Place Planning	Mr D (David) Doy
Secretary	Ms G (Gaye) Last
Guests	Nil

2.1 Apologies

Manager Community	Mrs K (Kaitlyn) Griggs
Independent Member	Mr S (Steven) McCabe

2.2 Approved Leave of Absence

Jarrah Ward:	Cr J (Jennifer) Ammons Noble Cr B (Bronwyn) Ife
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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.

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- 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.

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 Jacobs

That the Minutes of Economic Development Committee Meeting held on 7 June 2018 be confirmed.

The Motion was Put and

CARRIED (4-0)

In favour of the Motion: Cr Vernon; Cr Jacobs; Cr Oliver and Mr C Prior.

6 METHOD OF DEALING WITH AGENDA BUSINESS

Moved: Cr Jacobs

Seconded: Cr Oliver

RECOMMENDATION:

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 (4-0)

In favour of the Motion: Cr Vernon; Cr Jacobs; Cr Oliver and Mr C Prior.

7 PRESENTATIONS

7.1 Petitions

Nil

7.2 Presentations (Awards to be given to the Town)

Nil

7.3 Deputations

Nil

(To be confirmed 2 August 2018)

8 REPORTS**8.1 Telstra Perth Fashion Festival 2017 Sponsorship Evaluation Update**

File Reference:	CRM/25/17
Appendices:	No
Attachments:	No

Date:	20 February 2018
Reporting Officer:	K. Griggs
Responsible Officer:	N. Martin Goode
Voting Requirement:	Simple Majority

Executive Summary:**Recommendation/s – For the Economic Development Committee to:**

Recommend whether the Council approves the Supporting Partner proposal with Fashion Council WA for the Town, at nil cost, is an acceptable outcome based on the original agreed deliverables within the 2017/18 sponsorship agreement.

- The Town of Victoria Park (the Town) provided cash sponsorship of \$57,000 to the Telstra Perth Fashion Festival (TPFF) in 2017/18 financial year to Fashion Council WA.
- Council deemed the outcomes of the sponsorship unsatisfactory.

TABLED ITEMS:

- Ordinary Council Minutes 10 April 2018 Item 14.3.

BACKGROUND:

In July 2017, Fashion Council WA (FCWA) invited the Town to sponsor the 2017 Telstra Perth Fashion Festival's 'Town of Victoria Park' program.

FCWA is a not-for-profit organisation which was established in 2008 as a peak industry body to represent the fashion and creative industries in WA. Over the past decade, FCWA has delivered on its vision to promote, champion and represent the WA fashion and creative industries through an integrated program of events and services. The organisation's current program includes the event platforms:

- Telstra Perth Fashion Festival;
- Swim + Resort Series; and
- WA Fashion Awards.

Historically TPFF has comprised two major events – Fashion Central and Fashion Paramount, which have both been located within the City of Perth. In 2017 the format of the event changed so that Fashion Central ran in the City of Perth, and Fashion Paramount moved to a new location the Crown Pyramid within the Town of Victoria Park. FCWA approached the Town with a proposal to sponsor elements of the Fashion Paramount event including the 'Future Runway' and 'International Runway' events with a cash contribution of

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\$57,000 as well as in-kind support via promotion of the TPF.

At the Ordinary Council Meeting (OCM) held on 10 April 2018 Council concluded that the investment in TPF did not deliver the proposed outcomes within the sponsorship agreement and resolved that the Chief Executive Officer:

1. Advise TPF (Fashion Council WA) that the Town is not satisfied with the outcome of the sponsorship;
2. Negotiate an acceptable outcome pertaining to the original agreed deliverables within the sponsorship agreement; and
3. That a report be provided to the Economic Development Committee once an outcome has been determined.

DETAILS:

Resulting from the outcome of the OCM on 10 April 2018, FCWA has presented the following 'Supporting Partner' proposal for consideration by the Town.

The Town of Victoria Park to be recognised as a Supporting Partner of the TPF 2018 Future Runway and International Runway events at Fashion Paramount, which will take place in September 2018 at the Burswood Peninsula Precinct, at nil cost to the Town.

Future Runway

An assembly of the states most gifted design students from WA's top fashion institutions will showcase their designs across six categories, including Ready-to-wear Menswear and Womenswear, Evening, Costume and Eco Design and Wearable Technology.

International Runway

Premium runway showcasing the Australian debut of acclaimed international designer.

1. Rights of Association
 - 1.1 FCWA grants Town of Victoria Park the right to utilise the following terms:
 - a) Supporting Partner of the Telstra Perth Fashion Festival 2018 Future Runway;
 - b) Supporting Partner of the Telstra Perth Fashion Festival 2018 International Runway (working title); and
 - c) Or other terms as agreed by TPF and QT Perth.
 - 1.2 Access to royalty free content:
 - a) Town of Victoria Park will receive access to the FCWA and Event trademarks including TPF to use to promote association with the Events (e.g. social media, newsletters);
 - b) Access to non-exclusive use of TPF campaign, runway and back of house images; and
 - c) Town of Victoria Park understands that FCWA approval must be sought prior to publication of any marketing collateral featuring the FCWA logos, trademark, trade names and other intellectual property registered or unregistered, owned by, or licensed to FCWA and PPF including Telstra Perth Fashion Festival Logo and campaign images.

(To be confirmed 2 August 2018)

2. Tickets

- 2.1 FCWA will provide Town of Victoria Park with a package of 60 x tickets (30 x general access double passes) to TPF 2018 International Runway at Fashion Paramount. Town of Victoria Park may choose to use tickets for constituent competition; and
- 2.2 10% partner discounted code for Town of Victoria Park business and residential constituents to purchase TPF tickets.

3. Advertising and Promotion

3.1 Town of Victoria Park will receive:

- a) Brand logo recognition on the TPF and FCWA website with a hyperlink to Town of Victoria Park preferred website;
- b) Brand logo recognition on all marketing collateral related to the Future Runway and International Runway event including:
 - Future Runway and International Runway media wall;
 - Digital logo reels at both Future Runway and International Runway; and
 - Invitations, signage etc relating to Future Runway and International Runway.

3.2 Digital Media

- a) Minimum of 1 Town of Victoria Park fashion related feature in Front Row EDM (4,500+ data base);
- b) Minimum of 1 dedicated Town of Victoria Park post/story on TPF and FCWA social media channels. Post to include Town of Victoria Park businesses / assets venue or merchandise etc;
- c) Minimum 3 social media posts on TPF channels including Town of Victoria Park handles, hashtag (combined 56,000 followers); and
- d) Town of Victoria Park acknowledges that FCWA has final content approval for marketing content featured on FCWA and TPF online channels including e-Newsletter and social media.

3.3 Product Placement

- a) Town of Victoria Park will have the opportunity to promote Town of Victoria Park businesses by inviting them to provide relevant product / merchandise for VIP gift bags at events (minimum multiples of 250 per show);
- b) Participating businesses contribution will be recognised with an image of the gift bag from each night's show featuring the product will be posted to TPF social media with the business tagged in the image; and
- c) All gift bag merchandise to be delivered to address below by 3 September:
Gift Bags Coordinator
Telstra Perth Fashion Festival
Level 9, Carillon Office Tower
207 Murray Street Perth
WA 6000

(To be confirmed 2 August 2018)

4. Dedicated Account Manager

- 4.1 A dedicated and experienced account manager will be responsible for the delivery of Town of Victoria Park sponsorship assets.

Legal Compliance:

Nil as no Town funds will be expended.

Policy Implications:

RECN5 SPONSORSHIP – not applicable as nil funds will be expended.

Risk Management Considerations:

The risks identified prior to acceptance of the sponsorship related to the missed opportunity in sponsoring the event, notwithstanding evaluating the return to the Town on its investment.

Risk & Consequence	Consequence + Rating	Likelihood = Rating	Overall Risk Analysis	Mitigation/Actions
Fashion Council WA do not deliver on the proposal submitted to the Town.	Unlikely	Unlikely	Moderate	FCWA is seeking to strengthen the relationship with the Town. Town staff to monitor the deliverables and maintain contact with FCWA.

Strategic Plan Implications:

Our vision for the future: The Town of Victoria Park: A dynamic place for everyone.

We are Perth's premier place for entertainment and entrepreneurship – The Town is the leading place in Perth where people look to be entertained or to design, launch and run their own small business. As a part of this, the Town's education establishments are contributing to fostering a feeling of entrepreneurship.

Strategic Outcomes:

Social – To promote sustainable, connected, safe and diverse places for everyone.

- S4 - A place where all people have an awareness and appreciation of arts, culture, education and heritage.

Economic - To promote sustainable, diverse, resilient and prosperous places for everyone.

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

Financial Implications:Internal Budget:

Nil

Sustainability Assessment:

Nil

(To be confirmed 2 August 2018)

Economic Outcomes:

The economic benefits to Town branding and local businesses is estimated by FCWA to be between \$20,000- \$30,000.

Cultural Outcomes:

Nil

CONCLUSION:

FCWA has been proactive in addressing the concerns as raised by Council in regards to the 2017/18 Sponsorship agreement; and has proposed the Supporting Partner of the TPF 2018 Future Runway and International Runway proposal as outlined above, at nil cost to the Town.

RECOMMENDATION/S:

For the Economic Development Committee to:

Recommend whether the Council approves the Supporting Partner proposal with Fashion Council WA for the Town, at nil cost, is an acceptable outcome based on the original agreed deliverables within the 2017/18 sponsorship agreement.

ALTERNATE MOTION:

Moved: Cr Oliver

Seconded: Cr Jacobs

For the Economic Development Committee to recommend that the Council:

- 1. Approves the Supporting Partner proposal as detailed in the report with Fashion Council WA for the Town, at nil cost, to be an acceptable outcome based on the original agreed deliverables within the 2017 sponsorship agreement;**
- 2. Requests the Administration to prepare documentation to legally formalise the following terms of the Supporting Partner proposal:**
 - 2. Rights of Association**
 - 2.1 FCWA grants Town of Victoria Park the right to utilise the following terms:**
 - a) Supporting Partner of the Telstra Perth Fashion Festival 2018 Future Runway;**
 - b) Supporting Partner of the Telstra Perth Fashion Festival 2018 International Runway (working title); and**
 - c) Or other terms as agreed by TPF and QT Perth.**
 - 2.2 Access to royalty free content:**
 - a) Town of Victoria Park will receive access to the FCWA and Event trademarks including TPF to use to promote association with the Events (e.g. social media, newsletters);**
 - b) Access to non-exclusive use of TPF campaign, runway and back of house images; and**

(To be confirmed 2 August 2018)

- c) **Town of Victoria Park understands that FCWA approval must be sought prior to publication of any marketing collateral featuring the FCWA logos, trademark, trade names and other intellectual property registered or unregistered, owned by, or licensed to FCWA and PFF including Telstra Perth Fashion Festival Logo and campaign images.**
- 3. Tickets**
- 3.1 **FCWA will provide Town of Victoria Park with a package of 60 x tickets (30 x general access double passes) to TPF 2018 International Runway at Fashion Paramount. Town of Victoria Park may choose to use tickets for constituent competition; and**
 - 3.2 **10% partner discounted code for Town of Victoria Park business and residential constituents to purchase TPF tickets.**
- 4. Advertising and Promotion**
- 4.1 **Town of Victoria Park will receive:**
 - a) **Brand logo recognition on the TPF and FCWA website with a hyperlink to Town of Victoria Park preferred website;**
 - b) **Brand logo recognition on all marketing collateral related to the Future Runway and International Runway event including:**
 - **Future Runway and International Runway media wall;**
 - **Digital logo reels at both Future Runway and International Runway; and**
 - **Invitations, signage etc relating to Future Runway and International Runway.**
 - 4.2 **Digital Media**
 - a) **Minimum of 1 Town of Victoria Park fashion related feature in Front Row EDM (4,500+ data base);**
 - b) **Minimum of 1 dedicated Town of Victoria Park post/story on TPF and FCWA social media channels. Post to include Town of Victoria Park businesses / assets venue or merchandise etc;**
 - c) **Minimum 3 social media posts on TPF channels including Town of Victoria Park handles, hashtag (combined 56,000 followers); and**
 - d) **Town of Victoria Park acknowledges that FCWA has final content approval for marketing content featured on FCWA and TPF online channels including e-Newsletter and social media.**
 - 4.3 **Product Placement**
 - a) **Town of Victoria Park will have the opportunity to promote Town of Victoria Park businesses by inviting them to provide relevant product / merchandise for VIP gift bags at events (minimum multiples of 250 per show);**
 - b) **Participating businesses contribution will be recognised with an image of the gift bag from each night's show featuring the product will be posted to TPF social media with the business tagged in the image; and**
 - c) **All gift bag merchandise to be delivered to address below by 3 September:**
-

(To be confirmed 2 August 2018)

**Gift Bags Coordinator
Telstra Perth Fashion Festival
Level 9, Carillon Office Tower
207 Murray Street Perth
WA 6000**

5. Dedicated Account Manager

5.1 A dedicated and experienced account manager will be responsible for the delivery of Town of Victoria Park sponsorship assets.

The Motion was Put and

CARRIED (4-0)

In favour of the Motion: Cr Vernon; Cr Jacobs; Cr Oliver and Mr C Prior.

9 MOTION FOR WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

10 NEW BUSINESS OF AN URGENT NATURE

Nil

11 CLOSURE OF COMMITTEE MEETING

There being no further business, Cr Vernon closed the meeting at 6.02pm.

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

Signed:.....Cr Vernon

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

(To be confirmed 2 August 2018)

12 WORKSHOP TOPICS AND PRESENTATIONS

- 12.1 The Committee discussed the possible development of a Regular Business Awards Event for the Town, with nominations sought in a number of categories, with winners selected and presented with an award at a ceremony held by the Town. Some categories of Awards might include:

- Entrepreneur of the Year
- Green Business of the Year
- Innovative Business of the Year
- Social Impact/Enterprise Business of the Year
- Hall of Fame inductee

ACTION:

The Administration to investigate and prepare a presentation for the Economic Development Committee (EDC) by November 2018.

- 12.2 Burswood Peninsula Project Update
Natalie Martin Goode and David Doy provided the Committee with an update on the work occurring in the Burswood Peninsula Precinct.

ACTION:

Update to EDC every two months.

- 12.3 Economic Development Strategy
Natalie Martin Goode provided the Committee with an overview and facilitate a discussion of the actions that have been identified in the draft Economic Development Strategy.

ACTION:

Administration to prepare a report to the EDC for August 2018.

- 12.4 Economic Development Outputs and Outcomes Measurements
Administration asked the EDC what their expectations for this item are?

ACTION:

Administration to make a presentation on progress to EDC November 2018.

- 12.5 What Place Planning can do for Economic Development?
David Doy provided an overview of the Town's new Place Planning team and how it will contribute to the growth of the local economy.

ACTION:

No further action at this time.

(To be confirmed 2 August 2018)

13 REQUEST FOR REPORTS FOR FUTURE CONSIDERATION

Forthcoming Agenda Items		
Reports		
Economic Development and Tourism Strategy	August 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 2017 – Closure report	TBC	TBC
Workshop Topics and Presentations		
Business Networking Calendar of Events	August 2018	David Doy
Criterion Cycling Event (update on progress)	August 2018	(External) B Killigrew
Billycart Race Event	August 2018	Mayor T Vaughan
Burswood Peninsula Project Update	Sept 2018	Natalie Martin Goode
Economic Development Outputs and Outcomes Measurements	Nov 2018	David Doy
Innovation Fund	Sept 2018	(TBD)

There being no further business, Cr Vernon closed the Workshop at 7.48pm.