

# minutes

Economic Development Committee



Please be advised that an **Economic Development Committee** Meeting commenced at **5.30pm** on **7 June 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**

**14 June 2018**

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(To be confirmed 5 July 2018)

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(To be confirmed 5 July 2018)

## 1 OPENING

Cr Ammons Noble opened the meeting at 5.30pm.

## 2 ATTENDANCE

<b>Members:</b>	Cr J (Julian) Jacobs Cr K (Karen) Vernon
<b>Jarrah Ward:</b>	Cr J (Jennifer) Ammons Noble ( <b>Presiding Member</b> ) Cr B (Bronwyn) Iffe
<b>Chief Operations Officer</b>	Mr B (Ben) Killigrew
<b>Chief Planning Officer</b>	Ms N (Natalie) Martin Goode
<b>Manager Community</b>	Mrs K (Kaitlyn) Griggs
<b>Manager Place Planning</b>	Mr D (David) Doy
<b>Manager Stakeholder Relations</b>	Mrs C (Carrie) Parsons
<b>Senior Strategic Planning</b>	Ms Z (Zyra) Knight
<b>Secretary</b>	Ms G (Gaye) Last
<b>Guests</b>	
<b>CCIWA</b>	Justin Ashley Heather Preston Stuart Scott

### 2.1 Apologies

Nil

### 2.2 Approved Leave of Absence

Nil

## 3 DECLARATIONS OF INTEREST

### 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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(To be confirmed 5 July 2018)

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 3 May 2018 be confirmed.**

**The Motion was Put and**

**CARRIED (3-0)**

**In favour of the Motion: Cr Ammons Noble; Cr Ife; and Cr Jacobs.**

## **6 METHOD OF DEALING WITH AGENDA BUSINESS**

### **RESOLVED:**

**Moved: Cr Ife**

**Seconded: Cr Jacobs**

**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; and Cr Jacobs.**

*Cr Vernon joined the meeting at 5.36pm.*

## **7 PRESENTATIONS**

### **7.1 Petitions**

Nil

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

Nil

### **7.3 Deputations**

- 7.3.1 Justin Ashley, Heather Preston and Stuart Scott from the Chamber of Commerce attended the meeting to discuss how to engage with local businesses and enable and encourage them to establish a better network and advocacy group (such as a local Chamber).

There are over 200 Town of Victoria Park businesses who are members of the Chamber of Commerce many of these are small businesses with less than 100 employees.

*The Chamber of Commerce representatives left the meeting at 5.55pm*

(To be confirmed 5 July 2018)

**8 REPORTS****8.1 Eat Ride n Enjoy Business Initiative and Marketing Campaign**

<b>File Reference:</b>	ECO/10/17
<b>Appendices:</b>	No
<b>Attachments:</b>	No

<b>Date:</b>	7 June 2018
<b>Reporting Officer:</b>	C. Parsons
<b>Responsible Officer:</b>	N. Martin Goode
<b>Voting Requirement:</b>	Simple Majority

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

- This report provides a summary of the Eat Ride n Enjoy initiative.
- The initiative and marketing campaign has been running for three months.
- Businesses were recently surveyed on their impressions of the success of the campaign.
- The campaign's marketing plan is due to end in July 2018.
- Next steps are to continue working with businesses and Transperth to capitalise on ongoing opportunities, with minimal ongoing advertising spend.

**TABLED ITEMS:**

Nil

**BACKGROUND:**

The Eat Ride n Enjoy initiative was launched in late February to assist hospitality businesses make the most of extra patronage expected around the opening of Optus Stadium.

The Town invested in creating a brand concept and marketing plan to sell Vic Park as the place to stop and eat, with the of use public transport on the way to or from a stadium event. Businesses were engaged to help choose the concept and were given several marketing assets to deliver advertising and messages through their own channels, with the incentive of offering special deals and discounts for customers.

At the end of April the Town surveyed businesses involved on how the initiative was working for them and on any challenges experienced.

**DETAILS:**

The campaign has been running for three months, with most of the marketing plan now complete. Since launch 14 more businesses, in addition to the initial 30 who were engaged, have joined the campaign with 44 now participating.

Phase one of the initiative, involved getting local businesses on board, developing the brand and video content. Phase two has been rolling out the marketing campaign.



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Businesses involved were asked to complete a quick email survey containing the following questions. 11 of the 30 participants responded.

1. Compared to a usual weekend, have event days been busier, the same or quieter for your business.
2. Have many people been asking for the Eat Ride n Enjoy offer? (numbers if possible).
3. Have you been pushing this campaign through your social media channels? And if so, how often?
4. Have you noticed many patrons using the bus/train service (whichever is most applicable to your area)?

Anecdotal feedback revealed a mixed response, with six saying they noticed no or little change to busyness on event days, three noting an increase in busyness (especially on footy days) and two others noting it was dependant on the start time of the event or that it is too early to tell.

None of the respondents could quantify the number of stadium tickets shown to receive an offer – with some noting very few and others noting that staff have had to prompt patrons to take advantage of offers, as awareness of specific deals was low.

While a few have been very proactive in promoting the concept and messages on event days creatively and through their own channels, as well as sharing the Town's content, the majority have not, and despite some respondents saying they have done so, there is no evidence on their digital channels to this effect.

The Eat, Ride n Enjoy campaign is scheduled to 'finish' on 30 July. Before the end of June, the Town will organise for a workshop with participating businesses to gain further anecdotal and statistical evidence of the campaign's success to inform an evaluation report.

Businesses at the workshop will be asked if they are happy to continue the campaign, with the commitment from the Town to continue to run and administer the [www.eatrideenjoy.com.au](http://www.eatrideenjoy.com.au) website, and provide periodical promotion of the brand and messaging.

The onus would be on the businesses to continue to take advantage of the campaign, and promote it via their own channels using the methods and tools we have provided.

The one large action of the marketing plan still to be completed is in-Stadium advertising via the West Coast Eagles. Eat, Ride n Enjoy messaging is booked to appear during West Coast Eagles home games at the stadium on 2 June, 21 June and 8 July.

**Legal Compliance:**

Nil

**Policy Implications:**

Nil

(To be confirmed 5 July 2018)

**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>
<b>Reputational.</b> Negative public perception or relationship breakdown with businesses and government may result with campaign changing or discontinuing.	Minor	Possible	Moderate	a) Business consultation and evaluation  b) Ongoing use of campaign concept

**Strategic Plan Implications:**

A dynamic place for everyone

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

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

**Financial Implications:**Internal Budget:Total cost of campaign \$76,043.

<b>Cost</b>	<b>Output</b>
\$26,177	Campaign Concept Development Applications with style guide Video outputs Customer Service Training for businesses
\$49,866	Marketing collateral printing Advertising space buys – print and radio Outdoor (Bus, Adshels, Signage, Billboards etc) Blogs & Social Media boosting Optus Stadium WCE Home Game animated billboard and big screen advertising
<b>\$76,043</b>	<b>TOTAL</b>

Total Asset Management:

Nil

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(To be confirmed 5 July 2018)

**Sustainability Assessment:**External Economic Implications:

The Town operates in a competitive market for the hospitality industry and is committed to supporting businesses by bringing more vibrancy and visitors to the Town. There are many economic opportunities, with tourism and employment growth areas, and flow on effects for local business.

Social Issues:

Becoming a desirable place for commerce and tourism, local employment, as well as providing accessible places with convenient transport options, are key focuses of the Town with social outcomes.

Cultural Issues:

Nil

Environmental Issues:

Nil

**COMMENT:**

- Businesses haven't taken as much ownership of campaign delivery as intended and need to be further encouraged to push the campaign more through their own channels;
- The Town also needs to demonstrate the number of ways it has been promoting to lead the initiative and support them;
- The upper end of EVP has commented on the Curtin bus route not going by their business;
- We've also had feedback from locals that buses are not stopping on their way to the stadium, so not letting people off unless there is someone to pick up;
- The Town is in talks with the Minister and Transperth about these issues. The campaign premise is around being able to hop on and off the bus on the way through. PTA were made aware of this before launch. Special event buses also don't run for events occurring in peak hour;
- We should potentially give businesses the opportunity to change their offers. It would appear, blanket "20% off" is more of a drawcard over a specific dish offer;
- Printed materials such as posters are not highly visible as not all businesses are doing this themselves, despite having the artwork.; and
- Feedback collected from April was from about 30% of businesses at the time so not the whole picture.

**CONCLUSION:**

At this point in time we aim to:

- complete the planned campaign delivery to July as intended;
- continue to use the marketing concept in line with the Optus Stadium events calendar for the remainder of the year, mostly on our own channels, with minimal further advertising spend for external channels;
- explore PTA transport commuter options, adjusting the campaign messaging if required; and
- work further with businesses to become more self-sufficient with the delivery of promotions specific to their businesses without further budget impact.

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(To be confirmed 5 July 2018)

**RESOLVED:**

**Moved: Cr Vernon**

**Seconded: Cr Ife**

**That the Economic Development Committee receive the report.**

**The Motion was Put and**

**CARRIED (4-0)**

**In favour of the Motion: Cr Ammons Noble; Cr Ife; Cr Jacobs; and Cr Vernon**

## 9 WORKSHOP TOPICS AND PRESENTATIONS

### 9.1 Pride in the Park

As per the outcome of the Community Development Committee held on 7 May 2018, Options 1, 2 and 5 of the Pride in the Park Event concept plan were supported.

The planning for the Rainbow Family Event (as part of Know Your Community) is underway. The event will be used as a forum to engage with and seek feedback from the community on the desire for a medium or large scale event of this nature. A cross-functional approach to any additional activities will need to be undertaken, and coordinated by the relevant service area.

Supporting document- Pride in the Park Event Concept.

**Action:**

1. **Chief Planning Officer to take to C-suite for discussion; and**
2. **Pride in the Park will move to the Community Development Committee for future action.**

### 9.2 Draft Parklet Policy

Mr David Doy presented information on the draft Parklet Policy and asked for the Economic Development Committee's views/experiences with Parklets in Victoria Park (and elsewhere) before finalising the draft Parklet Policy.

**Action:**

**David Doy to put the Draft Policy on the Elected Members Hub for Elected Members to review and forward comments to him and the item to be brought back to the July Economic Development Committee meeting.**

*The meeting was closed at 6.33pm to undertake interviews for the Economic Development Committee Independent Member*

*The meeting was reopened at 8.10pm*

## 10 MOTION FOR WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

## 11 NEW BUSINESS OF AN URGENT NATURE

Discussion regarding the ideation and tracking process for Committee Agenda items.

(To be confirmed 5 July 2018)

**12 REQUEST FOR REPORTS FOR FUTURE CONSIDERATION**

<b>Forthcoming Agenda Items</b>		
<b>Reports</b>		
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
<b>Workshop Topics and Presentations</b>		
Burswood Peninsula Project Update	July 2018	Natalie Martin Goode
Business Networking Breakfast	August 2018	David Doy
Business Networking Calendar of Events	August 2018	David Doy
Draft Parklet Policy	July/ 2018	David Doy
Pride in the Park	To: Community Development Committee	
Economic Development and Tourism Strategy	July 2018	Natalie Martin Goode
What Place Planning can do for Economic Development	July 2018	Manager Place Planning
Billycart Race Event	TBC	Mayor T Vaughan
Innovation Fund	July/TBC	(TBD)
Economic Development Outputs and Outcomes Measurements	July 2018	Economic Development Officer
Criterion Cycling Event (update on progress)	TBC	(External) B Killigrew
Telstra PFF 2017 Update	July 2018	K Griggs
Parklet Management Strategy	TBC	David Doy

**13 CLOSURE**

There being no further business, Cr Ammons Noble closed the meeting at 9:01pm.

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