

minutes

Economic Development
Committee



Please be advised that an **Economic Development Committee** meeting was held at **5.30pm** on **Monday 18 February 2019** in the council chambers at the administration building, 99 Shepperton Road, Victoria Park.

Cr K Vernon
Presiding Member

20 February 2019

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1 OPENING

Cr K Vernon opened the meeting at 5:32pm and acknowledged the traditional owners.

2 ATTENDANCE

Members:	Cr J (Julian) Jacobs Cr K (Karen) Vernon (Presiding Member)
Jarraah Ward:	Cr J (Jennifer) Ammons Noble Cr B (Bronwyn) Ife
Independent Members	Mr S (Steven) McCabe
Chief Community Planner Manager Place Planning Place Leader (Economic Development)	Ms N (Natalie) Martin Goode Mr D (David) Doy Ms L (Lisa) Tidy
Secretary	Mr L (Liam) O'Neill

2.1 Apologies

Independent Member	Mr C (Callum) Prior
Chief Operations Officer	Mr B (Ben) Killigrew
Manager Community	Ms K (Kaitlyn) Griggs

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 CONFIRMATION OF MINUTES

RESOLVED:

Moved: Cr J Ammons Noble

Seconded: Cr J Jacobs

That the minutes of the Economic Development Committee meetings held 1 November 2018 and 6 December 2018 be confirmed.

The Motion was Put and

CARRIED (5-0)

In favour of the Motion: Cr K Vernon, Cr J Jacobs, Cr J Ammons Noble, Cr B Ife, Mr S McCabe

5 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.

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.

6 PRESENTATIONS**6.1 Deputations**

Nil.

7 METHOD OF DEALING WITH AGENDA BUSINESS

RESOLVED:

Moved: Cr J Jacobs

Seconded: C B Ife

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 (5-0)

In favour of the Motion: Cr K Vernon, Cr J Jacobs, Cr J Ammons Noble, Cr B Ife, Mr S McCabe

8 REPORTS

8.1 Eat, Ride n Enjoy Business Initiative and Marketing Campaign Closing Report

File Reference:	ECO/10/7
Appendices:	1 Eat, Ride n Enjoy Evaluation Report September 2018
Attachments:	Nil

Date:	18 February 2019
Reporting Officer:	L Tidy
Responsible Officer:	N Martin Goode
Voting Requirement:	Simple majority
Executive Summary:	
Recommendation –That the Economic Development Committee receives the final update and closing report for the Eat, Ride n Enjoy marketing campaign.	
<ul style="list-style-type: none"> • This report provides a summary of the Eat Ride n Enjoy initiative. • The report recommends closing the Eat Ride n Enjoy campaign website pending future Economic Development campaigns to be developed and implemented for the Town, which can use the existing site for destination marketing. 	

TABLED ITEMS:

Nil.

BACKGROUND:

The Eat Ride n Enjoy initiative was launched in late February 2018, with the purpose of capitalising on patronage to events following the opening of Optus Stadium through the promotion of discounts and offerings of local businesses within the Town. It also aimed to encourage commuter use of public transport to the stadium.

A comprehensive marketing campaign was rolled out from February through to the end of July 2018. At the time of the launch, 26 businesses signed up to participate. During the marketing campaign, a further 20 businesses signed up to participate. In July 2018, feedback was sought from participating businesses. Only six of the 46 participating businesses completed the survey. Anecdotal evidence from businesses at the time (gathered during a walk of the street by Town staff, and conversations with Place Leaders) stated that some businesses did notice they were busy on event days, however others did not notice an increase in patronage.

At the September 2018 Economic Development Committee meeting, feedback on the success of the campaign was presented. The conclusion reached was that the Town would continue to run and administer the Eat Ride n Enjoy website and provide unpaid periodical promotion, however businesses would need to drive the campaign going forward. The report presented at the September 2018 Economic Development Committee is contained in Appendix 1.

DETAILS:

The Eat, Ride n Enjoy campaign was the first of this scale for the Town, promoting discounts of local businesses and encouraging them to capitalise on events at Optus Stadium. In total, 46 businesses participated in the campaign.

From October through to December 2018 there was periodical promotion of the brand and messaging by the Town through various social media channels. There have been no Eat, Ride n Enjoy campaign posts in 2019.

Participating businesses were emailed in January 2019 to seek feedback on whether they wanted the website to continue to operate. The Town suggested the following options:

1. Keep the existing Eat, Ride n Enjoy website open and transfer its active promotion to participating businesses; or
2. Close the website and focus on future campaigns.

Three replies were received with only one business prepared to keep providing the offer. The other businesses either wanted their offers removed, or were supportive of closing the website and focusing on future campaigns supporting local business.

Legal Compliance:

Nil

Policy Implications:

Nil

Risk Management Considerations:

Risk & Consequence	Consequence + Rating	Likelihood = Rating	Overall Risk Analysis	Mitigation/Actions
Reputational. Negative public perception or relationship breakdown with businesses may result from campaign discontinuing.	Minor	Possible	Moderate	a) Good communication around the campaign ceasing to participating businesses b) Active promotion of other campaigns and opportunities that will take place in 2019

Strategic Plan Implications:

Strategic Community Plan 2017-2032

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

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

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

Financial Implications:Internal Budget:

Nil

Total Asset Management:

Nil

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:

After running for a year, Administration will repurpose the Eat, Ride n Enjoy website to allow for future campaigns that promote the Town as a destination and support local business. The website will close until future campaigns have been developed and are ready to be implemented. Economic Development campaign ideas will be workshopped with the Economic Development Committee in the first half of 2019.

CONCLUSION:

After evaluating the Eat, Ride n Enjoy campaign, and seeking feedback from with participating businesses, the Town will no longer promote Eat, Ride n Enjoy and the website will be hidden from public view. The end of the Eat, Ride n Enjoy campaign signals an opportunity to plan and implement new Economic Development campaigns in 2019.

RESOLVED:**Moved: Cr B Ife****Seconded: Cr J Jacobs**

That the Economic Development Committee receives the final update and closing report for the Eat, Ride n Enjoy marketing campaign.

The Motion was Put and**CARRIED (5-0)**

In favour of the Motion: Cr K Vernon, Cr J Jacobs, Cr J Ammons Noble, Cr B Ife, Mr S McCabe

8.2 Adoption of the Economic Development Strategy – Pathways to Growth 2018-2023

File Reference:	ECO/10/2
Appendices:	1. Economic Development Strategy – Pathways to Growth 2018 – 2023 2. Submissions received – Economic Development Strategy
Attachments:	Nil.

Date:	18 February 2019
Reporting Officer:	L Tidy
Responsible Officer:	N Martin Goode
Voting Requirement:	Simple majority

Executive Summary:

Recommendation – That the Economic Development Committee recommends that Council:

- 1. Acknowledges the submissions received during the public advertising period.**
- 2. Adopts the Economic Development Strategy: Pathways to Growth 2018 – 2023, as included in Appendix 2.**
- 3. Acknowledges that the Economic Development Strategy: Pathways to Growth 2018 – 2023 supersedes the Economic Strategy and Tourism Plan 2013 – 2020.**
 - After a review of the Economic Strategy and Tourism Plan 2013-2020, the need for a new strategy was identified. This resulted in the Economic Development Strategy: Pathways to Growth 2018-2023 being developed.
 - The Economic Development Strategy is reflective of the current economic environment and aims to build on the Town’s strengths and future opportunities thus increasing the competitiveness of the Town of Victoria Park.
 - The Economic Development Strategy provides seven pathways for growth with each pathway providing actions that can be embedded in the projects and plans being undertaken across the organisation.

TABLED ITEMS:

Nil

BACKGROUND:

The Town’s Economic Development Strategy ‘Pathways to Growth 2018 - 2023’ (the Strategy) has been developed to guide economic growth in the Town of Victoria Park. The Town’s Corporate Business Plan identifies the development of a new Economic Development Strategy as a key deliverable for 2019. The development of the Draft Strategy has been informed by:

- Research undertaken by the Town in collaboration with consultants using a variety of data sources;
- A comprehensive literature review;
- Internal stakeholder consultation; and
- Information gathered from the local business community during ‘Evolve’, an extensive and intensive consultation process that included one-on-one business consultation

with approximately 100 businesses and a subsequent business survey which was completed by seventy local businesses.

The Strategy is a high level document that provides a roadmap for the Town to capitalise on its significant economic drivers, while also focusing on the retention and growth of existing small to medium enterprises, which are (and will remain) the backbone of the local economy. The Strategy provides seven (7) pathways for economic growth. These pathways have been designed to influence and be embedded in the suite of operations and projects currently in action across the organisation.

The Town's Place Planning team will be responsible for embedding these across the relevant plans and projects being undertaken by the Town.

The Strategy was endorsed by Council at the 11 September 2018 Ordinary Meeting of Council (OCM) for the purpose of public advertising. Minor changes have been made to the Strategy based on the public submissions received.

DETAILS:

The Strategy provides a five year vision and blueprint for sustainable economic growth in the Town. The Strategy outlines seven central pathways to achieve this growth:

- Pathway 1: Leadership
- Pathway 2: Identity
- Pathway 3: Local to Global Connections
- Pathway 4: Smart Town- Digital Innovations
- Pathway 5: Competitive Business Environment
- Pathway 6: High Value Precincts
- Pathway 7: High Value Sectors

In total, there are 51 action items under these pathways.

The Strategy seeks to enhance the importance of the entertainment, leisure, education, retail and hospitality precincts within the Town. These precincts contribute to the growth and distinctiveness of the Town's neighbourhoods and are an essential part of the future local economy.

The Strategy also focuses on several emerging sectors which are important to the Town because of the contribution they make to the cultural vitality of the broader Perth region. The emergent growth sectors include:

- Tourism, sport, leisure and events;
- Knowledge industries and biopharmaceuticals; and
- Retail and hospitality

The Strategy includes an Implementation Framework with each of the actions identified as either quick wins, ongoing practices, short-term, medium-term or long-term projects.

It is proposed that progress reporting to Council will occur on an annual basis via the Annual Report. The Economic Development Strategy is designed to be a living document and will be subject to an annual review that will include:

- A review of the Town's local economy and relevant mega and micro trends;
- Any new regulatory improvements that should be an area of focus for the Town;
- Internal consultation;
- Changes to the direction of the organisation via the Strategic Community plan or Corporate Business Plan.

Community Consultation

Following the endorsement of the Strategy at the 11 September 2018 Ordinary Council Meeting the Strategy was publicly advertised for 42 days. The Strategy was launched at the Town's Breakfast with Ben Wyatt event at Optus Stadium on 16 October 2018, and advertised online via YourThoughts with the support of a targeted social media campaign.

A total of 5 submissions were received and are summarised in Appendix 2.

Legal Compliance:

Nil

Policy Implications:

Nil

Risk Management Considerations:

Risk & Consequence	Consequence + Rating	Likelihood = Rating	Overall Risk Analysis	Mitigation/Actions
Reputational. Negative public perception if projects are not implemented correctly or action items are not delivered within the timeframe mentioned in the Strategy.	Minor	Likely	Moderate	<ul style="list-style-type: none"> • Actively promote projects completed by the Town, and outcomes achieved in the draft Strategy. • Report annually to Council on the progress of the Strategy.

Strategic Plan Implications:

Strategic Community Plan 2017-2032

Strategic Economic Outcomes:

- **Ec1:** A desirable place for commerce and tourism that support equity, diverse local employment and entrepreneurship.
- **Ec2:** A clean, safe and accessible place to visit.

Financial Implications:Internal Budget:

Sufficient funds are set aside in the Economic Development service unit budget to progress the draft Strategy to finalisation. Funding for projects arising from the Strategy will be planned and determined on a project-by-project basis.

Total Asset Management:

Nil

Sustainability Assessment:External Economic Implications:

This Strategy has local business, growth, employment and tourism implications. It aims to enhance the local economy, focussing on high value precincts and sectors and positioning the Town as a place where business can prosper.

Social Issues:

With a focus on promoting and positioning the Town as Western Australia's sports and events capital, residents and visitors will have the opportunity to experience new tourism offerings and events. By taking a place-based approach across the organisation, outcomes can be achieved for residents and businesses in the Town's significant precincts.

Cultural Issues:

The Strategy acknowledges the Town has become increasingly multicultural, with actions items designed to enable the Town to enhance its vibrant, safe and culturally diverse lifestyle.

Environmental Issues:

Nil

COMMENT:

Based on the submissions received during the public advertising period the following changes have been made to the Strategy:

- Several spelling and grammatical errors and duplication of text have been rectified;
- Figures have been updated to reflect recent minor revisions to data;
- The numbering of action items has been updated;
- The following former action items have been moved under Pathway 5 where there is better alignment:
 - Former Action 12.1 *Develop an ongoing business engagement program for broader business consultations throughout the sector;*
 - Former Action 11.3 *Engage with the Western Australian and Federal Government agencies to leverage grants and assistance and training programs.*
 - Former Action 11.4 Support and build networks of information and ideas sharing between public sector, research organisations and the private sector.
 - Convene an annual program of events to connect firms with each other and the broader community;
 - Work with start-ups to link them with industry and research networks to assist commercialisation and funding;
 - Link knowledge based firms to innovation, training, master classes and

mentoring programs.

- Action 11.7 Build the reputation of the Town as a great place for investment by identifying and promoting our business success stories.
- Additional information has been added about Oats Street Station under Emergent *Precincts: Carlisle* in Pathway 6.
- The original action item 11.10 has been removed and replaced with:
 - Action 7.18 Implement a Shopfront Improvement Grant Scheme

More specific details about the changes that have been made as a result of public advertising can be found in Appendix 2.

CONCLUSION:

The Strategy provides a roadmap to deliver on the Town's strategic economic aim in the Strategic Community Plan, which is to *'promote sustainable, diverse, resilient and prosperous places for everyone'*.

This Strategy is a living document, open to review when it becomes apparent there are changes to the local economy, micro or mega trends, regulatory improvements or organisational direction. The Town's Place Planning team will be responsible for ensuring the Strategy and its seven pathways are embedded in the actions of the wider administration.

Minor amendments to the Strategy have been made based on five submissions received during the public advertising period.

It is recommended that the Economic Development Committee recommends to Council to adopt the Draft Economic Development Strategy – Pathways to Growth 2018 - 2023.

RESOLVED:

Moved: Cr J Ammons Noble

Seconded: Cr B Ife

That the Economic Development Committee recommends that Council:

1. **Acknowledges the five submissions received during the public advertising period.**
2. **Adopts the Economic Development Strategy: Pathways to Growth 2018 – 2023.**
3. **Acknowledges that the Economic Development Strategy: Pathways to Growth 2018 – 2023 supersedes the Economic Strategy and Tourism Plan 2013 – 2020.**

The Motion was Put and

CARRIED (5-0)

In favour of the Motion: Cr K Vernon, Cr J Jacobs, Cr J Ammons Noble, Cr B Ife, Mr S McCabe

8.3 Evaluation Report – Telstra Perth Fashion Festival Sponsorship 2018

File Reference:	CRM/25/19
Appendices:	Perth Fashion Festival – Town of Victoria Park Partnership Report 2018 – received 24 January 2019
Attachments:	No

Date:	7 February 2019
Reporting Officer:	K. Griggs
Responsible Officer:	N. Martin Goode
Voting Requirement:	Simple Majority
Executive Summary:	
Recommendation – That the Economic Development Committee recommends that Council:	
<ol style="list-style-type: none"> 1. Receives the evaluation report, as included in Appendix 1; 2. Ceases to engage in future sponsorship opportunities with Fashion Council WA in relation to Telstra Perth Fashion Festival. 	

TABLED ITEMS:

Nil

BACKGROUND:

The Town sponsored the 2017 Telstra Perth Fashion Festival (TPFF) delivered by Fashion Council WA (FCWA) to the value of \$57,000 in 2017/18. At the Ordinary Council Meeting on 10 April 2018 a resolution was made for the Chief Executive Officer to negotiate an acceptable outcome pertaining to the 2017 sponsorship agreement, as the Town was not satisfied with the outcomes of the sponsorship agreement as delivered by FCWA.

In response, FCWA offered the Town, at nil cost, to deliver on the original outcomes at the 2018 event. At the Ordinary Council Meeting on 14 August 2018 Council resolved the following:

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 TPFF 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 TPFf to use to promote association with the Events (e.g. social media, newsletters);
 - b) Access to non-exclusive use of TPFf 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 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 TPFf 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 TPFf tickets.
4. Advertising and Promotion
 - 4.1 Town of Victoria Park will receive:
 - a) Brand logo recognition on the TPFf 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 TPFf 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 TPFf 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 TPFf 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:
 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.

Additionally, at the Annual Electors Meeting held on 18 December 2018, a motion was carried *'that Council consider disassociating itself from that Fashion Festival following receipt of the closure report for this year' [2018]*.

The purpose of this evaluation report is to acquit the outcomes from the 14 August Ordinary Council Meeting report 14.4.

DETAILS:

The following table provides a summary of the actions completed as part of the 2018 TPF, as per the 14 August 2018 Ordinary Council Meeting resolution;

Actions	Status	Financial	Comments
2. Requests the Administration to prepare documentation to legally formalise the following terms of the Supporting Partner proposal	Completed	NIL	Formal contract was provided from the Town to FCWA
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	Completed	NIL	The tickets were provided to the Town eight days later than agreed, therefore the short time frame was prohibitive for media coverage and community involvement

<p>3.2 10% partner discounted code for Town of Victoria Park business and residential constituents to purchase TPFf tickets.</p>	Completed	NIL	Task complete
<p>4.1 Town of Victoria Park will receive:</p> <p>a) Brand logo recognition on the TPFf and FCWA website with a hyperlink to Town of Victoria Park preferred website;</p> <p>b) Brand logo recognition on all marketing collateral related to the Future Runway and International Runway event including:</p> <ul style="list-style-type: none"> • 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. 	Completed	NIL	Task complete
<p>4.2 Digital Media</p> <p>a) Minimum of 1 Town of Victoria Park fashion related feature in Front Row EDM (4,500+ data base);</p> <p>b) Minimum of 1 dedicated Town of Victoria Park post/story on TPFf and FCWA social media channels. Post to include Town of Victoria Park businesses / assets venue or merchandise etc;</p> <p>c) Minimum 3 social media posts on TPFf channels including Town of Victoria Park handles, hashtag (combined 56,000 followers); and</p> <p>d) Town of Victoria Park acknowledges that FCWA has final content approval for marketing content featured on FCWA and TPFf online channels including e-Newsletter and social media.</p>	Completed	NIL	Task complete

<p>4.3 Product Placement</p> <p>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);</p> <p>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</p> <p>c) All gift bag merchandise to be delivered to address below by 3 September:</p>	Completed	NIL	This was offered but due to the limited notice from FCWA this was not taken up by businesses
<p>5.1</p> <p>A dedicated and experienced account manager will be responsible for the delivery of Town of Victoria Park sponsorship assets.</p>	Partially completed	NIL	The Town had to follow up with and liaise with several FCWA staff members to deliver on various elements of the agreement

Legal Compliance:

Nil

Policy Implications:*REC N5-Sponsorship*

The objective of this policy is to maximise opportunities for collaboration/partnerships between the Town of Victoria Park and organisations (business and community) with an aim to increase the economic vibrancy by raising the profile of the Town and achieving the Town's marketing and communications objectives.

Risk Management Considerations:

Risk & Consequence	Consequence + Rating	Likelihood = Rating	Overall Risk Analysis	Mitigation/Actions
<p>Risk</p> <p>The Town sponsoring future FCWA projects, especially TPF.</p> <p>Consequence:</p> <p>Financial impact</p> <p>Failure to achieve return on</p>	Major	Likely	High	For the Town to advise FCWA that it will not enter future sponsorship agreements for TPF.

Risk & Consequence	Consequence + Rating	Likelihood = Rating	Overall Risk Analysis	Mitigation/Actions
<p>investment again. Community perception relating inappropriate management of ratepayers funds.</p> <p>Reputational damage Significant reputational damage as the community would lose faith in the Town's ability to administer the Sponsorship program and rate payer's funds appropriately.</p>				

Strategic Plan Implications:

Strategic Outcomes

- S3 - An empowered community with a sense of pride, safety and belonging
- S4 - A place where all people have an awareness and appreciation of arts, culture, education and heritage
- Ec1 – A desirable place for commerce and tourism that support equity, diverse local employment and entrepreneurship
- CI9 – Appropriate devolution of decision making and service provision to an empowered community

Financial Implications:

Internal Budget:

Nil

Total Asset Management:

Nil

Sustainability Assessment:

External Economic Implications:

The intention of sponsoring externally organised events is to stimulate economic growth by involving local businesses, attracting people to the Town and enhancing our reputation as a destination of choice.

Social Issues:

As the tier of government closest to the community, local government plays an important role in shaping and supporting commerce and tourism locally.

Cultural Issues:

Nil

Environmental Issues:

Nil

COMMENT:

The motion carried at the AGM of Electors in December 2018 demonstrates community unhappiness with the time and investment by the Town in the sponsorship agreement with FCWA for TPF. FCWA has completed all deliverables with the exception of one partially completed deliverable, as stated in the 14 August 2018 OCM report. As such no further action is required on the matter of the original 2017 Sponsorship Agreement, as any further action would result in a nil return or benefit to the community.

CONCLUSION:

Due to lack of measurable return on investment for the broader Town of Victoria Park community, along with the level of community disappointment with the Town's sponsorship of the 2017 TPF, it is recommended that the Town does not partner with or sponsor future Telstra Perth Fashion Festival events.

RECOMMENDATION:

That the Economic Development Committee recommends that Council:

1. Receives the evaluation report, as included in Appendix 1; and
2. Ceases to engage in future sponsorship opportunities with Fashion Council WA in relation to Telstra Perth Fashion Festival.

ALTERNATE MOTION:

Moved: Cr B Ife

Seconded: Cr J Ammons Noble

That the Economic Development Committee recommends that Council receives the evaluation report, as included in Appendix 1.

The Motion was Put and

CARRIED (5-0)

In favour of the Motion: Cr K Vernon, Cr J Jacobs, Cr J Ammons Noble, Cr B Ife, Mr S McCabe

REASON:

Following discussion at the meeting, the Committee asked that the officers reconsider the second recommendation to reflect the discussion about:

- acknowledging the poor outcome of the sponsorship agreement for the Town and that

- expectations were not met;
- acknowledging community dissatisfaction with the entire sponsorship agreement as reflected at the Annual Electors Meeting; and
- an appropriate opportunity for the administration to reflect that sentiment whilst acknowledging the importance of the Town always being in a position to consider every future sponsorship opportunity on its merits.

9 MOTION FOR WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil.

10 MEETING CLOSED TO PUBLIC

Nil.

11 CLOSURE OF COMMITTEE MEETING

There being no further business, Cr K Vernon closed the Committee meeting at 6:08pm.

I confirm these minutes to be true and accurate record of the proceedings of the Committee.

Signed:

Cr K Vernon,
Presiding Member

Dated this:

Day of

2019