Town of VICTORIA PARK

Business Advisory Group
Notes – 10 August 2021

WE'RE OPEN
VIC PARK

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1 Opening

Acknowledgement of country

Ngany kaaditj Noongar moort keny kaadak nidja Wadjak Noongar boodja. Ngany kaaditj nidja Noongar birdiya – koora, ye-ye, boorda, baalapiny moorditj Noongar kaadijtin, moort, wer boodja ye-ye.

I acknowledge the traditional custodians of this land and respect past, present and emerging leaders, their continuing cultural heritage, beliefs and relationship with the land, which continues to be important today.

2 Attendance

Mark Birkinshaw	Tango Information Technology
Gino Lamelza	Vic Park Larder
Shane Vasile	ACTON Victoria Park
Leonard Alto	ALT Reschowrant
Jamie Horner	Empire Estate Agents
Daniel Doble	EDGE Employment Solutions
Paul Lai	Pharmacy
Shellie Attwood	Greenbunch
Matthew Kenworthy	Antz Cafe
Slawek Misiun	Alpha Consulting, Engineers&Managers
Ryan Piggott	Vocational Training Services (VTS)
Ceri Cummings	BOLT Health and Fitness
Bhairab Dhakal	Himalayan Nepalese Restaurant and Cafe
Ahmad Hassan	Makan2 Cafe
Mike Ghasemi	InnoLab
Tanya Eustace	Sage Cafe
Will Main	Hawaiian - Hawaiian's Park Centre
Kimberley Skinner	Total Digital Solutions
Justin McMillan	Smartwealth
Jo Bussell	Urban Revolution
Patrick Renner	Archer St Physiotherapy Centre
Russell White	Park Property
Elected members	Mayor Karen Vernon
	Cr Jesvin Karimi
	Cr Wilfred Hendriks
Chief Community Planner	Natalie Martin-Goode
Manager Place Planning	David Doy
Place Leader (Economic Development)	Lisa Tidy
Meeting secretary	Shelly Woods
Presenters	Lisa Tidy
	Michal Lowenhoff
	Luke Ellis
	Katie Sabatini
Observers	Nil
Apologies	Ahmad Hassan
	Bhairab Dhakal

Cer Cummings
Daniel Doble
Gino Lamelza
Justin McMillan
Leornard Alto
Paul Lai
Shellie Attwood
Slawek Misiun
Will Main

3 Presentations

3.1 Local Economy Data Update

Time	10 minutes
Presenter	Lisa Tidy
Attachments	Nil

Purpose of the item

To provide an update on the performance of the local economy using some of the Town's key data sources.

Outcome

The Business Advisory Group are better informed of how the local economy is performing.

Strategic outcomes

EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.

Outcome

The Business Advisory Group were provided with a presentation on Local Economy Data Update

4 Items for discussion

4.1 Parking Management Plan

Reporting officer	Michal Lowenhoff and Luke Ellis
Time	15 minutes
Origin of request	Strategic project
Attachments	Nil

Purpose of the item

The Town is currently undertaking community consultation for its new draft Parking Management Plan (PMP).

Outcome

Town officers sought feedback from the attendees on the draft PMP – positive and negative.

Strategic outcomes

- CL01 – Everyone receives appropriate information in the most efficient and effective way for them
- CL02 - A community that is authentically engaged and informed in a timely manner.
- EC02 - A clean, safe and accessible place to visit.
-

Next steps

To provide additional feedback via the BAG Your Thoughts page.

Outcome/Actions

- Discussions were had around:
    - Different approaches for on street and off street parking
    - Occupancy time restrictions
    - Permits
    - Future developments and parking benefits
- Queries about why some sections of Albany Highway have different free parking time limits
- Discussions around a potential solution to the different priced parking and availability of parking- the idea of an app (similar to City of Perth) or some kind of map was mentioned. This could show people places to park in the Town (on and off street), as well as parking pricing in the different areas. Parking team happy to look into this as an option.
- Businesses were encouraged to include information on their website about available parking to assist their customers.
- Questions around whether the Town had control over bus stops and if it was possible for less used stops to be converted into parking bays.

Further information

Nil

4.2 Accessibility in Local Businesses

Reporting officer	Katie Sabatini
Time	10 minutes
Origin of request	DAIP
Attachments	Nil

Purpose of the item

Create accessible and inclusive spaces within local businesses in the Town.

Outcome

The Town sought feedback on potential resources that might help businesses in the accessibility space and how businesses would like them communicated

Strategic outcomes

EC02 - A clean, safe and accessible place to visit.
S02 -   An informed and knowledgeable community.

Next steps

Provide information and resources on the Town's website and in the business eNewsletter.

Outcome/Actions

- Discussions were had around:
  - The need for detailed information, for example the dimensions of the width necessary for wheelchairs
  - The barriers for business looking at accessibility-cost and time
  - Making the information easy to interpret for businesses
  - Whether Local Government grants can be explored
  - Who sets the guidelines in the accessibility space (Federal and State government)

Further information

Nil

4.3 Business Grants

Reporting officer	Lisa Tidy
Time	10 minutes
Origin of request	Project planning
Attachments	Nil

Purpose of the item

To discuss business grant categories for the proposed 2021/22 business grants program (pending Council budget endorsement).

Outcome

The Town is informed on where businesses would see the most value in terms of grant categories.

Strategic outcomes

CL02 - A community that is authentically engaged and informed in a timely manner.
EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.

Next steps

The Business Grants Policy is going to July Policy Committee, with plans for final endorsement at August Ordinary Council Meeting. The 2021/22 Budget is also endorsed in August. Pending policy and budget endorsement, the Town will finalise a management practice and the grant categories before opening the grants program for applications.

Outcome/Actions

Businesses were asked to vote on the potential categories for Grants

- Which grant categories would work best

Feedback
- The potential for a shopfront improvement grant and whether it was possible (given the complexities of most businesses not being the owner of their building) or fair (given not all businesses have a shopfront).
- What can be done about dilapidated vacancies, especially the ones that interface with the street.

Further information

Nil

4.4 Business Projects, Support and Communication

Reporting officer	Lisa Tidy
	20 minutes
Origin of request	Project planning
Attachments	Nil

Purpose of the item

To gather feedback on the Town's communication and information sharing tools.

Outcome

The Town has a better idea of what is and isn't working and can implement changes to be more efficient.

Discussion points

Strategic outcomes

CL01 – Everyone receives appropriate information in the most efficient and effective way for them
CL02 - A community that is authentically engaged and informed in a timely manner.
EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship

Next steps

Feedback will be collated and implemented where possible.

Outcome/Actions

Businesses were asked several Slido questions about where they found their business related information and which communication tools they used.

- Some businesses preferred single emails as they could refer back to the email when ready to read it, which wasn't possible with other avenues.
- Businesses used the Town's website to find information, but often found it diffiucult as what they didn't always know the right terminology to search for.

Further information

Some of our business communication/information sharing tools are hyperlinked below:

- Localised
- Invest Vic Park
- The business section of the Town's website

5 General business

Metonet
- Metronet have announced the plans for upgrading of the train stations.
- Questions about whether the Council has thought about support for the business affected (ie marketing, social media how to get around road closures etc. and how to get into the business).
- Town officers happy to look into some ways the Town can support businesses.

Terms of Reference
- Terms of Reference for the group is coming to an end. This will be the last meeting until a new Terms of Reference goes to Council and a EOI will go out end of this year or early next year for members.

Antisocial behavior
- Some businesses having issues with antisocial behaviour, and the placement of phone boxes is making the issue worse. Discussion was had around potential solutions to phone box locations and complexities of CCTV footage.
- Empty buildings were also noted as an issues and reasons why the buildings may be vacant was discussed.
- Mechanisms that the Town could implement to encourage vacancies to be filled were discussed, including the Town taking a more proactive approach to working with building owners.

6 Actions from previous meetings
Nil

7 Close

Meeting closed 7.10pm