

TOWN OF BASSENDEAN
NOTICE OF THE MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE

Dear Committee Member

A meeting of the Economic Development Committee of the Town of Bassendean will be held in the Council Chamber, 48 Old Perth Road, Bassendean, on Tuesday 8 May 2018, commencing at 7.00pm.

Mr Bob Jarvis
CHIEF EXECUTIVE OFFICER

3 May 2018

A G E N D A

1.0 **DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS**

Acknowledgement of Traditional Owners

The Town of Bassendean acknowledges the past and present traditional owners of the land on which we gather to conduct this meeting, and pays its respects to their Elders, both past and present.

2.0 **ATTENDANCES, APOLOGIES AND APPLICATIONS FOR LEAVE OF ABSENCE**

3.0 **DEPUTATIONS**

4.0 CONFIRMATION OF MINUTES

4.1 Economic Development Committee Meeting held on 6 March 2018

OFFICER RECOMMENDATION – ITEM 4.1

That the minutes of the Economic Development Committee meeting held 6 March 2018, be confirmed as a true record.

5.0 ANNOUNCEMENTS BY THE PRESIDING PERSON WITHOUT DISCUSSION

6.0 DECLARATIONS OF INTEREST

7.0 BUSINESS DEFERRED FROM PREVIOUS MEETING

8.0 REPORTS

Senior Economic Development Officer Report

Festival of Local Business Report

A comprehensive review of the event has been completed and is documented in the attached festival report.

The concept of the event emerged from research around localism. Localism is a concept which strives to empower a community and give greater value and consideration to the business owners, operators in their own region. It aims to create a business friendly environment which encourages professionalism, learning and ambition.

As can be seen in the report, the festival successfully set a platform from which these lofty ideals can be achieved. But to strengthen the motivation and energy the Town should follow up with a Festival of Local Business in 2019.

Web Site

The refreshed business website was officially launched at the Business festival.

As mentioned at the EDC meeting in February, the layout and design of *BassendeanMeansBusiness* has received a complete make over. The design is much fresher but has stronger branding and alignment to the localism approach for economic development. The featuring of our own businesses operators makes it recognisable and accessible for locals. This boosts engagement and activity on the site. Since the launch 76 businesses have registered onto the Business directory. Another 57 have completed Stage 1 of their registration.

The design of the site, mirrors the new logo and identity.

The messages of the brand are:

- Bassendean is a great place to work;
- Bassendean has a thriving business network;
- The Town of Bassendean want to nurture local business through strategic initiatives;
- Is aimed at three key audiences;
- Bassendean residents who are thinking of starting a business;
- Business owners who have a business in Bassendean already;
- Business owners who are considering moving their business to Bassendean;
- The desired outcomes from this refresh are to demonstrate that the town is forward thinking and business friendly, to facilitate an understanding of the benefits of localism across the Bassendean Community and, to create a positive connection between the Town and the localism approach.

Our measures of success are:

- Sign-ups to the Business Directory;
- Attendance numbers at networking events, training workshops; and
- Number of appointments with the ED Officer.

Bassendean Local Economic Overview

Please find attached the final version of the Bassendean Local Economic Overview.

The overview is a snapshot of social, economic and environmental elements for our Community and our economy. It has been developed using data sourced from the Town of Bassendean Business survey, ABS 2016 Census, REIWA and WA Planning Commission data. The data is accompanied by analysis and extrapolated to identify future factors and underlying trends in the Bassendean region.

The purpose of this report is to understand current conditions and to determine a set of interventions to assist in improving long term outcomes for the residents and for industry located in Bassendean. The information assists in our urban planning documents and will inform the new Economic and Commercial Activity Strategy which is a key project of this Committee.

The research and analysis is required to assist and to develop options for the local economy and identify common and unique characteristics of places that are relevant for decisions about local service delivery, funding and governance.

How will it be used?

This intelligence can influence residential developers, investors and funders and understanding the local markets for individual projects.

Monitoring this data

While this report offers a significant insight into the current factors for the region, the data is continuously changing. Accordingly, the Town receives ongoing analysis of certain data through a number of sources. The principle source is the national census by ABS. In between census years the ABS provide estimates and updates. Additionally, REIWA continuously monitor property sales data and release this on a monthly basis.

This report will be presented to May Ordinary Council meeting for endorsement.

**9.0 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN
GIVEN**

Nil.

**10.0 ANNOUNCEMENTS OF NOTICES OF MOTION FOR THE
NEXT MEETING**

11.0 CONFIDENTIAL BUSINESS

12.0 CLOSURE

The next meeting is to be held on Tuesday 4 September 2018, commencing at 7.00pm.