

**TOWN OF BASSENDEAN**  
**MINUTES**  
**ECONOMIC DEVELOPMENT COMMITTEE**

HELD IN THE COUNCIL CHAMBER, 48 OLD PERTH ROAD, BASSENDEAN  
ON TUESDAY 4 DECEMBER 2018, AT 7.00PM

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

**Acknowledgement of Traditional Owners**

The Acting Presiding Member opened the meeting, welcomed all those in attendance and conducted an Acknowledgement of Country.

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

**Present**

Stuart Ridgway, A/Presiding Member  
Cr Renee McLennan, Mayor  
Cr Bob Brown, Deputy Mayor  
Elliott Brannen, Community Representative  
Michael Gordon, Community Representative  
Petra Richardson, Community Representative  
Kim Veale, Community Representative

**Officers**

Peta Mabbs, CEO  
William Barry, Senior Economic Development Officer  
Amy Holmes, Minute Secretary

**Apologies**

Cr John Gangell

**3.0**                    **DEPUTATIONS**

Nil

#### **4.0 CONFIRMATION OF MINUTES**

##### **4.1 Minutes of the Economic Development Committee meeting of 4 September 2018**

###### **COMMITTEE/OFFICER RECOMMENDATION – ITEM 4.1**

MOVED Elliott Brannen, Seconded Petra Richardson, that the minutes of the Economic Development Committee meeting held 4 September 2018, be confirmed as a true record.

CARRIED UNANIMOUSLY 7/0

#### **5.0 ANNOUNCEMENTS BY THE PRESIDING PERSON WITHOUT DISCUSSION**

Nil

#### **6.0 DECLARATIONS OF INTEREST**

Nil

#### **7.0 BUSINESS DEFERRED FROM PREVIOUS MEETING**

Nil

#### **8.0 REPORTS**

##### **8.1 Senior Economic Development Officer's Report**

###### **8.1.1 Old Perth Road Vibrancy Framework**

A number of staff brainstorming workshops, consultation sessions with traders and conversations in the street with the community on the survival of small businesses on the west end of Old Perth Road have generated lots of ideas and suggestions. Several Notices of Motion have also recently been adopted by Council that individually address place-making through beautification or activation in Old Perth Road.

While the Town has acted over the years to enhance the vibrancy of the area through events such as the Community Cinemas, the Markets and also installed new street furniture, up-lighting on the Padbury building and the Bassendean Hotel, and commissioned several murals, this section of Old Perth Road is currently in decline.

The west end of Old Perth Road is perceived as the heart of Bassendean, where the identity of Bassendean resides. It is the “flagship” of the Town and community members, and Councillors believe targeted action is warranted. The Town has a role to stem the decline, to support the commercial viability of current tenants and to attract new contemporary retail offerings.

A list of short, medium and long term ideas have been gathered into what is labelled a framework. The framework is a loose and not a prescriptive proposal. The ideas include events, community projects, and, environmental projects to build vibrancy. These ideas are considered to have strong potential but are still being fully scoped. Permissions/consultations are required for some, while more detailed costings are required for others. It remains a work in progress and is therefore considered a guiding framework rather than a definitive set of actions.

The Council has given in principle support which allows the officers to proceed and get things to happen quickly. The roll out of the separate ideas will be done in partnership with various business operators and land owners.

The framework will increase foot-traffic and economic activity in the area in the short term. In the medium to longer term, a more economic sustainable outcome can be achieved by bringing an increased number of people to the area through residential densification and relevant commercial activity in and around the Bassendean train station and the west end of Old Perth Road.

### **8.1.2 Town Teams Movement**

While developing the Vibrancy Framework we have also been in discussion with other local governments and groups. The issues that we face are not unique and have occurred in similar and in some places, identical situations and instead of trying to tackle these on our own we want to learn lessons from those who have been gone down this route before.

The Town Team Movement ([www.townteams.com.au](http://www.townteams.com.au)) is an emerging organisation in this sector. The Town Team Movement is a non-profit organisation setting up and helping to create action networks across Australia and New Zealand. To date there are 23 registered Town Teams (22 in Perth and 1 in Canberra).

They include: Baysie Rollers, Beaufort Street Network, Bend in the Road, Doubleview, Claisebrook Collective, Creative Maylands, Historic Heart of Perth, Leederville Connect, Main Street Co-op, Osborne Park, Morley Momentum, Mount Hawthorn Hub, Noranda Vibes, North Perth Local, Northbridge Common, Rivervale Community Network, Scarborough Beach Association, Shape Mandurah, South Perth Activation Network, Subiaction, Vic Park Collective, West End Arts Precinct, West Perth Local.

The teams held their first conference in September which was attended by Mayor Renee McLennan and three Town officers. Additionally there were a number of Bassendean residents in attendance representing other groups or just themselves.

Town Teams are driven and managed by leaders in the community. They are assisted by local business and the local government. They deliberately include residents as well as business owners, ensuring that the “civic ownership” of the area is primary in what actions are adopted and implemented.

The Vibrancy Framework offers a list of possible actions for a Town Team to grow from. Accordingly, the Town has become a member of this organisation. We now have access to their Town Team Resource Hub.

This includes:

- How To Guides
- Town Team document Examples
- Placemaking Resources
- Managing Car Parking
- Information for Incorporated Associations and Constitutions
- Information on Town Teams and Town Team Movement
- Volunteers
- Town Team Advantage
- Town Team Mobile Apps
- Town Team Website Development
- Consulting Services

*The Old Perth Road Street Christmas Party being held on 18 December is a good opportunity to announce the Town Team initiative. Founder, Dean Cracknell, will be in attendance. Promotion of this event will be through schools and Facebook.*

### **8.1.3 Festival of Local Business 2019**

The SEDO has met with a number of local business owners and residents who have advised of their interest in being involved in the next Festival of Local Business. They have indicated their willingness to be part of the working group. It is expected that a working group meeting will be held before Christmas.

The first item on the agenda for that group will be consideration of the brief for “Festival Marketing and Production” prior to being sent out for quotes.

### **8.1.4 Economic Development Strategy 2019 – 2023 Presentation**

*The Senior Economic Development Officer presented a draft outline of the strategy covering key themes and proposed actions being considered. Draft actions will be identified from two workshops and regional and local research.*

#### Key Themes and Proposed Actions

- 1. Business Competitiveness – Increasing the capacity, knowledge and efficiency of business.*
- 2. Marketing Bassendean – Enhancing the image of the Town to the outside world.*
- 3. Business and the Community – Improving business connections with the Town’s communities.*
- 4. Working Together – Realising input and investment from a range of sources.*

*Questionnaire responses close – Monday 10 December  
Draft Strategy – Friday 15 December  
Final Strategy – January 2019*

*The committee discussed increasing youth and indigenous employment opportunities in the Town and exploring traineeship/apprenticeship programmes.*

#### COMMITTEE RECOMMENDATION – ITEM 8.1(a)

**EDC – 1/12/18**

MOVED Elliott Brannen, Seconded Stuart Ridgway, that the Committee recommends to Council that the Town investigate how it can facilitate traineeship/apprenticeship programmes for businesses within the Town as part of its Economic Development Strategy.

CARRIED UNANIMOUSLY 7/0

COMMITTEE/OFFICER RECOMMENDATION – ITEM 8.1

**EDC – 2/12/18** MOVED Kim Veale, Seconded Cr Bob Brown, that the Senior Economic Development Officer's Report be received.  
CARRIED UNANIMOUSLY 7/0

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

**9.1** **Notice of Motion – Elliott Brannen**

COMMITTEE RECOMMENDATION – ITEM 9.1

**EDC – 3/12/18** MOVED Elliott Brannen, Seconded Michael Gordon, that this Committee recommends Council considers reviewing its own policies, particularly in the planning area, to determine:

1. If they are contributing to vacant commercial premises remaining vacant and/or stymieing new developments within the Town; and
2. Removing or amending policies with the intention of making it easier to start and continue doing business within the Town.

CARRIED UNANIMOUSLY 7/0

Background

Much attention has been given to the number of commercial vacancies in Old Perth Road, which occur all along the street. To date, the conversation on how to turn this situation around have been focused on the western end, near Bassendean Train Station, with council recently developing an Old Perth Road Vibrancy Framework, which is intended as a living document – more a set of principles and ideas rather than specific outcomes.

It is great that Council is trying to assist, but it must be noted that many, if not most, of the suggestions currently listed in the Framework are purely cosmetic. While beautifying the street may help, little consideration has been given to how Council policies may be contributing to the current vacancy rate.

Business close for a variety of reasons, many of which a local government can do nothing about (business owners retiring, businesses being run poorly or as victims of a wider economic downturn). It is normal and natural for vacancies in commercial premises to occur. It becomes a problem, however, when those vacancies continue instead of new business taking their place.

In an era where there is a significant number of vacant commercial premises in the eastern corridor, those who may want to start a business in the Town or move an existing business here will balk at the first sign of any difficulties, instead choosing another area. One of the issues that can prevent a prospective business owner from taking on a new premises is if the start-up costs are high. And one of the things that pushes up those start-up costs are if there are regulatory hurdles to overcome.

This motion calls on Council to consider whether current regulations and policies place too high a hurdle in front of those wanting to start a business in Bassendean. And where it is appropriate, to recommend that such policies be amended or removed.

## **9.2 Notice of Motion – Elliott Brannen**

### **COMMITTEE RECOMMENDATION – ITEM 9.2**

**EDC – 4/12/18**

MOVED Elliott Brannen, Seconded Kim Veale that this Committee recommends that Council:

1. Consider adding a “Bassendean First” condition on its sponsorship of events in the Town, which requires recipients of the sponsorship to engage vendors located within the Town of Bassendean, wherever possible; and
2. Consider adopting the same policy for its own events.

**CARRIED UNANIMOUSLY 7/0**

### **Background**

It is a widely-held view that events in the Town are good for the Town as they bring people into the area who may not have otherwise come. The community supports sponsorship events as they are seen to provide a return to the community on the Council’s investment, but this might not always be the case.

For instance, the operators of a street festival might bring in food trucks or pop-up bars that pull trade away from local retailers, which contribute to their closure, leading to vacant commercial premises lining our main streets.

On the other hand, a policy which requires or supports the use of local businesses in Council-sponsored or -run events can help to support local businesses. By adding a Bassendean First condition, Council is able to help local businesses take advantage of these events, through direct additional revenue and exposure to new customers, and also even attract new businesses to the Town.

The precise form of these conditions is a matter that should be further discussed, but some options include:

1. Providing sponsorship recipients with a list of relevant suppliers located within the Town;
2. Requiring a section in sponsorship applications detailing how Bassendean businesses will directly benefit from the sponsorship;
3. Sponsorship being tied to specific costs, so instead of, say, a general \$5,000 grant to the organisers, Council provides \$5,000 to cover certain supplies purchased or hired from Bassendean businesses;

As Michal Shuman says in *The Local Economy Solution*, “if we focus the field on growing locally owned businesses, we could increase the effectiveness of economic development and reduce its price tag”.

### **9.3 Notice of Motion – Cr Gangell**

That Council receives a report on conducting a Town of Bassendean People’s Choice Business Awards 2019.

*As Cr Gangell was an apology for this meeting, it was recommended that the matter is postponed to the first meeting in 2019.*

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

Cr Gangell’s Notice of Motion at Item 9.3 will be carried over to this meeting.



**11.0**                    **CONFIDENTIAL BUSINESS**

Nil

**12.0**                    **CLOSURE**

Please note the following meeting dates for 2019:  
Tuesdays - 12 March, 11 June, 3 September and  
5 November, commencing at 7.00pm.

There being no further business, the Presiding Member  
closed the meeting at 8.54pm.