

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

Dear Committee Member

A meeting of the Town of Bassendean's Economic Development Committee will be held in the Bassendean Hotel, Old Perth Road, Bassendean, on Tuesday 10 October 2018, commencing at 7.00pm.



Mr Bob Jarvis
CHIEF EXECUTIVE OFFICER

5 October 2018

AGENDA

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 Minutes of the Economic Development Committee meeting of 4 September 2018

OFFICER RECOMMENDATION – ITEM 4.1

That the minutes of the Economic Development Committee meeting held 4 September 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

8.1 Senior Economic Development Officer's Report

Old Perth Rd Business Owners Forum

Recent closures of popular retail outlets on Old Perth Rd – Daisy & Rowe and Red Poppy's Café have highlighted the difficult challenges operators have to face in the current economic climate. These closures follow a familiar trend over the last twelve months which has seen the butcher close, the Bassendean Physio relocate, the sale of Bassendean Hotel and many others struggling to make genuine progress.

There are a number of reasons causing these outcomes, some are outside the business owners hands, some are not, some are local some are metro wide or further.

It is proposed following this meeting, that a forum is held to provide an opportunity to look at the challenges and the solutions for business on Old Perth Rd.

This forum will include two business advisors from the Small Business Development Corporation (SBDC) who have significant knowledge and experience to help us establish a way forward for our local economy.

It is critical that this forum listens to the operators. The operators are the main stakeholders in this matter and their views and ambitions will form the basis of any strategies that are considered going forward. It is also critical that this forum is not just a talkfest, but does deliver some useful information, which can be used in the immediate term.

With the expertise of the SBDC advisors, it is proposed to cover two broad areas:

- The legal/lease arrangements
- The marketing opportunities.

The business owners will receive a sympathetic ear, but the overall objective of the forum is to empower the business owners to take responsibility for themselves.

This forum is considered as a starting point and hopefully as a launch of a cohesive movement of business owners that the Town, the SBDC and other agencies can then support.

The next steps may include:

- One on one discussions with business operators
- One on one discussions with landlords
- Marketing Strategy for the street
- Investigating incentive strategies to attract specific suppliers and operators
- Providing training for operators

The outcomes of this meeting will be decided by the operators who attend.

OFFICER RECOMMENDATION – ITEM 8.1

That the Senior Economic Development Officer's Report be received.

8.2 Signage and Promotion of Bassendean

As discussed at the previous meeting, a report will be circulated to all members for their consideration and support.

(Please see attached report)

OFFICER RECOMMENDATION – ITEM 8.2

That the Signage and Promotion Report be received.

9.0 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

9.1 Notice of Motion – Cr Brown

Cr Brown wishes to move that:

“This Committee recommends Council consider:

- 1. Adopting a process where Gift Vouchers procured for distribution to Town of Bassendean employees be sourced from local businesses; and*
- 2. The said Gift Voucher System be equitable providing scope for voucher recipients to choose from a selection of different types of local businesses.”*

Background

The benefits of a local circular economy are well known as evidenced by various successful past “Buy Local” campaigns initiated by government departments.

Apart from the fiscal benefits of encouraging increased local economic activity, there are added gains derived from building ties with the community as well as activating the under-utilised business district centred primarily around the Old Perth Road precinct.

Consideration should be given to establishing a simple Gift Voucher System along the following lines:

- Council prints numbered vouchers in small dollar amounts e.g. \$20 vouchers;
- Thereafter vouchers are distributed in whatever multiples deemed appropriate for nominated employees; Voucher recipients also receive a list of participating local retailers/businesses willing to accept these vouchers in exchange for provision of goods and services.
- The Local Businesses then return vouchers they have honoured to Council to be reimbursed.

STAFF COMMENT

The Notice of Motion requires an amendment to the Policy 6.19 and it is suggested that Staff provide a report to the Audit and Governance Committee at its December 2018 meeting.

Council Policy 6.19- Presentation to Staff (adopted in September 2017) is attached for the Committee's information.

The aim is to have a policy in place to formally recognise and thank commendable employees for their service and contribution during their employment with the Town of Bassendean; and in accordance with Section 5.50 of the Local Government Act 1995 and Local Government (Administration) Regulation 1996, in particular Clause 19A (1) & (2), in relation to employees whose employment with the Town of Bassendean is finishing, setting out the circumstances in which the Council will pay an employee any amounts in addition to those which the employee is entitled under the terms of a contract or industrial award.

The Policy deals with:

- Resignation or Retirement
- Continuous Service Awards

Since 2008, the Town has provided gift vouchers in the form of a Cole/Myer Card to staff in accordance with the Policy. They are presented each year at the Annual Christmas Party.

The Coles/ Myer card is redeemable at the following retail businesses: Myer; Target; K Mart; K Mart Tyres& Auto; Office Works; Liquorland; Vintage Cellars; 1st Choice Liquor and Coles; Coles Express; The Notice of Motion excludes all of these businesses (with the exception of Coles and Liquorland) as they are not located within the Town.

The Notice of motion is very broad and does not provide any information on the type of businesses that are acceptable to Council. It is not appropriate for staff to select the type of businesses this would potentially be seen as non-competitive. To embrace the local businesses will require:

- A programme to identify all local businesses. It is estimated there would be in the region of 1,000 businesses.
- The development of a publicity campaign inviting businesses to nominate for inclusion in this programme.

- The preparation of collateral featuring those businesses featuring their addresses and their product offering.
- Regular (six monthly) communication with those businesses to ensure they are still operating. If they have changed ownership requesting the new owners to sign up.
- Regularly canvassing all businesses to sign up to the programme

The Coles/Myer card is managed by Human Resources business unit. A local business voucher system as outlined above will require additional dedicated resources and additional budget allocation.

It is recommended that this motion be amended to include a report to the Audit and Governance Committee for further consideration of the additional financial burden at its December 2018 meeting.

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 December 2018, commencing at 7.00pm.

Businesses in Bassendean believe that the following will help the town attract more people and new business into the area – in particular Old Perth Road (OPR) and the surrounding streets and extending to the North side of the railway too. On the broader front signing the extensive attractions of Bassendean such as parks, wetlands, boat ramps, historic buildings and sites and walking areas would attract people to visit the area generally making Bassendean more of a destination.

Several sites have been suggested utilising existing traffic signs similar sites and also the now redundant bus shelters on Guildford Road.

The following is the suggested marketing angle to be utilised in conjunction with the tourism signage.

1. Bold branding of Bassendean town centre to draw people in. *Bassendean Central, Bassendean Village, OPR Trail, Bassendean Precinct, Bassendean Locale, The Strip etc.*
2. An inviting tagline *A place where locals gather, the local community, a place to relax, gateway to Guildford! etc*
3. Signage to attract people into the OPR strip and surrounding businesses particularly at Wilson Street and West Road heading East and West Road, Wilson Street and Old Perth Road heading West.
4. Signage to highlight types of business and activities available, places of historic interest and communal amenities such as our variety of parks and the river - see attached mockups

It has also been discussed that reinstating the right turn into OPR might be investigated which would probably necessitate a filter. This would probably be a discussion with main roads.











**BASSENDEAN
VILLAGE
NEXT LEFT**



- SPECIALTY FOODS
- SPECIALITY SHOPS
- HISTORIC HOTEL
- RESTAURANTS
- WINE BARS
- LIBRARY

The place to relax





← Bassendean
Town Centre

← P

- ← SPECIALTY FOODS
- ← SPECIALITY SHOPS
- ← HISTORIC HOTEL
- ← RESTAURANTS
- ← WINE BARS
- ← LIBRARY



BASSEDEAN VILLAGE

BOAT RAMP
SWAN RIVER
SANDY BEACH
POINT RESERVE
ASHFIELD FLATS
PICKERING PARK
DOG EXERCISE AREA
HISTORIC COTTAGE
KIDS PLAYGROUNDS
BINDARING WETLANDS

NEXT RIGHT

bassedean
business

