

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

HELD IN THE COUNCIL CHAMBER, 48 OLD PERTH ROAD, BASSENDEAN  
ON TUESDAY 8 MAY 2018, AT 7.00PM

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

**Acknowledgement of Traditional Owners**

The 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**

Cr John Gangell, Presiding Member  
Stuart Ridgeway, Deputy Presiding Member  
Cr Bob Brown  
Michael Gordon, Community Representative  
Elliott Brannen, Community Representative  
Petra Richardson, Community Representative  
Kim Veale, Community Representative

**Officers**

William Barry, Senior Economic Development Officer  
Amy Holmes, Minute Secretary

**3.0**                    **DEPUTATIONS**

Nil

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

##### **4.1 Economic Development Committee Meeting held on 6 March 2018**

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

MOVED Cr John Gangell, Seconded Elliott Brannen, that the minutes of the Economic Development Committee meeting held 6 March 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 Report**

###### **Festival of Local Business Report**

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

*Overall the Committee was very supportive of the event continuing. Concerns were raised around the cost of the festival and if this was excessive and around the timing of the event including clashes with competing events, being held on a Sunday and clashing with family time.*

*Recommendations offered:*

- *Restructure the event, break up the activities over a few days and finish with a celebration day.  
This would potentially open the event up to a bigger audience since greater choice of dates would be available  
This may be a solution to clashing with conflicting events*
- *Restructure the event and host workshops and presentations at host venues  
This would potentially reduce the cost of the event and also add an extra level of interest. It would make it possible to engage with larger businesses – as hosts*

### Website

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 makeover. 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

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 the May Ordinary Council Meeting for endorsement.

#### COMMITTEE RECOMMENDATION – ITEM 8.1

**EDC – 1/5/18**

MOVED Cr John Gangell, Seconded Cr Bob Brown, that the Committee:

1. Encourages the Council to conduct the Bassendean Festival of Local Business again in 2019 and considers providing a budget allocation for the event in the 2018/2019 Budget;
2. Expresses its thanks to the organisers and contributors of the Bassendean Festival of Local Business;
3. Notes the Economic Development Officers Report.

CARRIED UNANIMOUSLY 7/0

#### **9.0 GENERAL BUSINESS**

*Document tabled by Stuart and Michael for consideration and general discussion. Will be included as an agenda item for the next meeting.*

*Businesses in Bassendean believe that the following will help the Town attract more people and new business into the area:*

1. *Bold branding of Bassendean*
2. *An inviting tagline*
3. *Signage to attract people into Old Perth Road*
4. *Signage to highlight types of business and activities*
5. *Development of a business hub/space*

#### **10.0 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN**

Nil

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

Nil

**12.0**                    **CONFIDENTIAL BUSINESS**

Nil

**13.0**                    **CLOSURE**

The next meeting is to be held on 10 July 2018 commencing at 7.00pm.

There being no further business, the Presiding Member closed the meeting at 8.15pm.