

# TOWN OF BASSENDEAN

## MINUTES

### ECONOMIC DEVELOPMENT COMMITTEE

HELD IN THE COUNCIL CHAMBER, 48 OLD PERTH ROAD, BASSENDEAN

ON TUESDAY 6 MARCH 2018, AT 7.00PM

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#### 1.0 DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS

The Director Community Development opened the meeting.

#### 2.0 ELECTION OF PRESIDING MEMBER AND DEPUTY PRESIDING MEMBER

##### Election of Presiding Member

Under delegated authority of the Chief Executive Officer, the Director Community Development conducted the election of the Presiding Member. One nomination was received for Cr John Gangell. The Director Community Development declared Cr John Gangell elected as Presiding Member.

##### Acknowledgement of Traditional Owners

The Presiding Member conducted an Acknowledgement of Country.

##### Election of Deputy Presiding Member

The Presiding Member conducted the election of the Deputy Presiding Member. One nomination was received for Stuart Ridgeway. The Presiding Member declared Stuart Ridgeway elected as Deputy Presiding Member.

#### 3.0 ATTENDANCES, APOLOGIES AND APPLICATIONS FOR LEAVE OF ABSENCE

##### Present

Cr John Gangell, Presiding Member  
Stuart Ridgeway, Deputy Presiding Member  
Cr Bob Brown  
Kim Veale, Community Representative

Michael Gordon, Community Representative  
Elliot Brannen, Community Representative

Officers

Graeme Haggart, Director Community Development  
William Barry, Senior Economic Development Officer  
Amy Holmes, Minute Secretary

Observer

Cr Kathryn Hamilton

Apologies

Petra Richardson, Community Representative

**4.0 DEPUTATIONS**

Nil

**5.0 CONFIRMATION OF MINUTES**

Nil

**6.0 ANNOUNCEMENTS BY THE PRESIDING PERSON  
WITHOUT DISCUSSION**

The Presiding Member asked that members introduce themselves.

**7.0 DECLARATIONS OF INTEREST**

Nil

**8.0 BUSINESS DEFERRED FROM PREVIOUS MEETING**

Nil

## **9.0                      REPORTS**

### **9.1                      2018 Meeting dates**

The Committee is requested to note the following meeting dates for 2018, which have been endorsed by Council:

8 May, 4 September and 4 December.

### **9.2                      Project Update**

The Instrument of Appointment and Delegation lists projects in the Corporate Plan, the progress of which will be reported to the Committee.

	<b>Action Timeframe</b>	<b>Project Update</b>	
1	Develop new Economic and Commercial Activity Strategy including: - Initiate industry Cluster Analysis; - Advocate and facilitate digital technology integration in to the Town; and - Place activation.	2017/18	Significant progress on this document. The draft Local Economic Overview has been received. Is currently being proof read and other essential improvements being completed.
2	Retail Needs Assessment (part of Local Planning Strategy Review)	2017/18	The retail needs assessment is part of the Local Economic Overview.
3	Establish baseline data for the achievement of nominal targets.	2017/18	The Local Economic Overview will provide this.
4	Adoption of Policies for Review home-based business policies and development controls (part of Local Planning Scheme 10 review).	2018/19	Project for planned for next year.
5	Survey local business to gauge sentiment, viability, innovation levels.	2018/19	Project for planned for next year.
6	Enhance Markets including attractions and leisure activities and alignment with retail options to community expectations.	2018/19	Project for planned for next year.
7	Establish local business group of operators within the Town and those utilising the Town.	2017/18 - 2020/21	The Festival of Local Business (8 April 2018) will strengthen the development of a local group and possibly an association. The SEDO has re-engaged with local businesses through the Bassendean Business Association.
8	Review & refresh Bassendean Means Business Brand.	2017/18	This currently under way through the web site refresh
9	Produce a survey for local business, to gauge their understanding and recognition of Bassendean Means Business brand	2017/18 - 2020/21	This will be carried out in the later half of the year.

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

#### **Economic and Commercial Activity Strategy**

This strategy is the guiding document for economic development 2018 – 2023. It will supersede the Economic Development Plan 2012-2017.

The review of the Economic Development Plan (2012-2017) indicated that the relevance of the Council to the local economy is strongest in the small business sector, home based sector, training and skill development.

Recent research states: *Local government is often overlooked as a critical arena for microeconomic reforms designed to influence the decisions of private businesspeople to invest in the local economy and generate the jobs required by a vibrant, sustainable community. While the private sector creates jobs and drives economic growth, governments set the conditions in which this can occur.*

*(“Creating a better local business environment”  
S.White. Publicus 2018 - to be published).*

Accordingly, the desire is to create a guiding document that reflects and understands the values and needs of local businesses and entrepreneurs and improves the conditions for competition and further investment.

The work completed and/or under way is as follows:

- Local Business Census (Business Survey) May 2017 (Appendix 1);
- Digital Business Marketing Strategy, November 2017 (Appendix 2);
- Bassendean Local Economic Overview – near completion; and
- Industry Cluster Analysis – to be commenced.

#### **Bassendean Local Economic Overview**

The local economic overview offers a clear understanding of the transformational changes occurring in demographics, economy, social values and natural environment in Bassendean. The document will interpret and extrapolate the data with a view to enabling the Town to better leverage latent synergies within Perth Airport, Metronet project, the Northlink project and other regional projects of influence.

### Industry Cluster Analysis

This is an analysis of the type of businesses and industry currently operating in the region. They are assessed against the needs of the region and the demand for their products. It further identifies potential specialisation opportunities based on growth industry statistics.

### Website Renewal

The refresh of the business website is a key recommendation of the Digital Business Marketing Strategy. The site is being refreshed to improve on its relevance to local businesses. The content of the site will focus on three key areas:

1. Start-up businesses “Create”
2. Existing businesses “Cultivate”; and
3. Attracting businesses into the area “Captivate”.

The design and feel of the site will strongly reflect localism and be distinctively “Bassendean”. Many business owners will have their image on the site, a hand drawn map of Bassendean will conceptualise the local and community attitude.

It will incorporate the latest technology in navigation and SEO maximisation.

### Festival of Local Business (Sun 8 April 2018)

This festival is also a key recommendation of the Digital Marketing Strategy. The festival will be the launch of the website and the starting point for our drive to make localism the centre of economic development in Bassendean and beyond.

The festival is designed as a catalytic event to encourage businesses to grow and encourage entrepreneurs to start in business. It will combine inspirational speakers with experienced business people. It will attract young guests and speakers from Cyril Jackson Senior High School through to retirees.

A range of local businesses are volunteering their time and support along with universities attending to share their programmes to make business more resilient and prosperous.

Comment and discussion from the committee

- *Visibility – people drive past Bassendean and don't know what's here.*
- *Promotion of what's here. Something to brand Bassendean as a place to visit.*
- *Bureaucracy in planning department and lack of knowledge. Hinders development of small local businesses.*
- *Greater level of flexibility from Council.*
- *Safety and security for local businesses – CCTV.*
- *Decrease crime with more people living in the main business areas.*
- *Events and festivals to bring people into the community.*
- *Bassendean Business Association. 5-15 small business owners meet for coffee to share ideas.*
- *Local community network and support for home businesses. How can the Town support home businesses.*
- *Co-working space.*
- *Seminars and training to assist small businesses.*

**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 Tuesday 8 May 2018, commencing at 7.00pm.

There being no further business, the Presiding Member closed the meeting at 8.00pm.