

TOWN OF BASSENDEAN
MINUTES
ECONOMIC DEVELOPMENT COMMITTEE

HELD IN THE COUNCIL CHAMBER, 48 OLD PERTH ROAD, BASSENDEAN
ON WEDNESDAY 13 MARCH 2019, AT 7.25PM

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
Cr Bob Brown, Deputy Mayor
Elliott Brannen, Community Representative
Petra Richardson, Community Representative

Officers

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

Apologies

Michael Gordon, Community Representative
Stuart Ridgway, Community Representative
Kim Veal, Community Representative

3.0 **DEPUTATIONS**

Nil

4.0 CONFIRMATION OF MINUTES

4.1 Minutes of the Economic Development Committee meeting of 4 December 2018

COMMITTEE/OFFICER RECOMMENDATION – ITEM 4.1

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

CARRIED UNANIMOUSLY 4/0

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 Economic Development Strategy 2019 - 2024

Attachment : Draft Economic Development Strategy

The attached strategy is in its raw format. Please ignore the layout. The infographic of the map is still under development. Please focus on the content/words only.

The draft strategy has been written from the following research and activities:

- Two workshops in November. One with this Committee and the second with the business community;
- Business Survey 2017;
- Discussion Papers - Bassendean Hub & Localism; and

- Town of Bassendean Digital Business Marketing Strategy 2017.

In addition, a detailed review and evaluation of the old strategy was completed.

This strategy articulates the Town's strategic positioning and role in relation to economic development.

The strategy is written to deliver on the commitments made in the Town of Bassendean's Corporate Plan, namely:

Objective 4.1 Build Economic Capacity

- Encourage and attract new investment and increase capacity for new investment;
- Plan for and build capacity for commercial and industrial activities; and
- Support and promote home based businesses.

Objective 4.2 facilitate local business retention and growth

- Strengthening local business networks and partnerships;
- Continue the activation of Bassendean Town Centre; and
- Enhance economic activity in neighbourhood centres.

In response to the recommendation of this Committee where it was decided that:

The Town investigate how it can facilitate traineeship/ apprenticeship programmes for businesses within the Town as part of its Economic Development Strategy.

This will be effectively addressed through Priority Action "Local Events and Community Engagement" and the Key Task:

Assess events against the vision and goals of the ED strategy and strategic community plan and identify gaps/opportunities for greater impact.

It is envisioned that in collaboration with State and Federal Government bodies responsible for traineeship and apprenticeship programmes, the Town organise an event on this specific issue with a view to local industries offer apprenticeship and traineeship positions.

In response to the recommendation of this Committee, where it decided: *Council consider 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.*

This will be addressed through development of the proposed Bassendean Town Centre Activity Plan within the Local Planning Strategy currently nearing completion. It will get additional scrutiny in this strategy in the Priority Action: Activation and Commercial Development and the following Key Tasks:

- a) Engage business owners and the chief planning officer to identify road blocks to commercial development.

In response to the recommendation of this Committee, where it was decided 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,*

This is directly identified under Potential Action Activation and Commercial Development and the following Key Task:

Consider adding a “Bassendean First” condition on events in the Town, which promotes engagement of vendors and suppliers located within the Town of Bassendean ahead of those based outside of the Town.

COMMITTEE/OFFICER RECOMMENDATION – ITEM 8.1.1

EDC – 1/03/19

MOVED Cr Gangell, Seconded Cr Brown, that the DRAFT Economic Development Strategy attached to the Economic Development Committee Agenda of 13 March 2019, is supported for Council endorsement.

CARRIED UNANIMOUSLY 4/0

8.1.2 Bassendean Festival of Local Business – 11-16 June 2019

The working group for the festival has met regularly for the past six weeks. Significant progress has been made and we are very optimistic of delivering a landmark event which will gain significant respect for the Town and go some way to bring the business community together and build optimism for the economic future here in Bassendean.

The overarching themes of the festival are Community, Opportunity, Sustainability and promotes entrepreneurship and investment. The tag line this year is *“Celebrating how our community works”*.

It will be a series of separate events spread out over six days, in a variety of locations across the Town. It will tentatively include an opening exhibition, collaborative displays, networking events, industry tours, demonstrations, presentations and discussion panels.

The event does not just focus on Bassendean, but all of the presenters and participants are either from Bassendean or operate here.

Marketing and advertising of this festival needs to happen early.

Suggestion was made to encourage businesses to decorate their shop fronts in support of the Festival's Old Perth Road Hello Tour.

8.1.3 Old Perth Road Vibrancy Framework Update

The vibrancy programme continues to create and implement short and medium term initiatives that target the west end of Old Perth Road. The following activities are currently being implemented:

- **Signage on Guildford Road**
Communication with Main Roads has been received to provide guidance on placing brown sign posts at the intersection of Wilson Street and Guildford Road and at West Road and Guildford Road. Submission in mid year Budget Review includes funding for this project.
- **Festoon Lighting**
A quotation has been received to install festoon lighting on the 10 trees in the centre of Old Perth Road between Wilson Street and Parker Street. Submission in the mid year Budget review includes funding for this project.
- **Bench for Lions Club**
The Lions Club has proposed the installation of a significant art piece on Old Perth Road to raise awareness of the Lions Club. Discussions with the Town have resolved that a unique bench is designed and built by Earlsferry Sculptures and that it is installed on the street potentially replacing one of the current benches. Final agreement on design is required from Lions Club.

- **Murals**
A number of murals are under consideration and development of the west end of Old Perth Road. Current negotiations are occurring with the relevant landlords and business operators to agree and provide access/permission. Submission in mid year Budget Review includes funding for this project.
- **Garden beds – 31 Old Perth Road and 2 Old Perth Road**
The garden in front of 31 Old Perth Rd (old Bassendean post office) has received a makeover with flowers and plants. The Town will be responsible for maintaining and watering this in the short term. The garden bed adjacent to the intersection of Old Perth Road and Guildford Road (opposite the railway station) is ear marked for a makeover in the next few weeks.
- **Town Team Movement**
The Council hosted two events to get the Town Team started. They have since followed this up with their own independent meeting at the RSL Club on Guildford Road. There is a great number of people eagerly embracing this movement and it is hoped they will become a significant community action group for Old Perth Road.

8.1.4 Small Business Growing Pains (27 March – 26 June)

A series of seven business workshops will be presented as part of the Business Local Programme of the Small Business Development Corporation (SBDC).

27 March	Customer Pain Points	Seeing the business from their side and setting yourself apart from competitors
10 April	Design to Grow	Strategies to use before you jump in
2 May	Technology	Threat or Opportunity
15 May	Fighting Fires	Managing Risk and being in control
29 May	Pitching for Success	Finding Opportunities for growth
12 June	Building resilience	Spotting the trip wires and being alert
26 June	Embed those skills	Reinforcing the key lessons and takeaways

The content and structure of the workshops have been created by the Town with the presenter. The workshops cover the essential knowledge and touch points that are required to establish a resilient and sustainable business model. It is expected that this series of workshops will be presented at other local governments following this.

The collaboration with SBDC covers the cost of the presenter. The Town has paid for the design and printing and is hosting all of the workshops. The cost to attend is \$10.00 per workshop.

8.1.5 Upcoming Events

WALGA Local Government Economic Development Forum,
7 May 2019, Crown, Burswood

A breakfast event to launch the WA Local Government Economic Development Framework and Discussion Paper. The Minister for Local Government will be launching the documents in front of Mayors, Shire Presidents, CEOs and Executive Staff, ED practitioners and stakeholders (State Government agencies, industry associations, etc). Formal invitations are being prepared.

The launch will then be followed by an Economic Development Forum between 9:30am - 3:00pm, focusing on some key aspects of the framework and featuring Local Government case studies.

The forum will be divided into 3 sessions, including case studies and Q & As:

1. Creating a Business Friendly Environment;
2. Attracting Investment and Promoting Your Local Area;
and
3. Procurement and Economic Development.

The Town has been invited to participate. It is proposed the Festival of Local Business (2018) is submitted for consideration and inclusion.

If members of this Committee are interested in attending, please advise and we will request your inclusion in the invitation list.

COMMITTEE/OFFICER RECOMMENDATION – ITEM 8.1

EDC – 2/03/19

MOVED Cr Gangell, Seconded Cr Brown, that the Senior Economic Development Officer's Report be received.

CARRIED UNANIMOUSLY 4/0

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

9.1 **Elliott Brannen**

COMMITTEE RECOMMENDATION – ITEM 9.1

EDC – 3/03/19 MOVED Elliott Brannen, Seconded Petra Richardson, that this Committee recommends Council prepare a feasibility study for two new facilities to increase the economic capacity to the Town, namely:

1. A co-working/shared office space within the Town Centre, and
2. A space in the Bassendean Industrial Area dedicated to industrial and larger commercial enterprises

CARRIED UNANIMOUSLY 4/0

9.2 **Cr Gangell**

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

This motion was withdrawn by Cr Gangell.

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

Nil

11.0 **CONFIDENTIAL BUSINESS**

Nil

12.0 **CLOSURE**

Please note further meetings are scheduled to meet on Wednesday 4 September 2019 and Wednesday 6 November 2019 commencing at 7.00pm.

It should be noted that due to the Local Government Elections to be held in October, the EDAC meeting schedule for November is yet to be confirmed.

There being no further business, the Presiding Member closed the meeting at 8.10pm.

