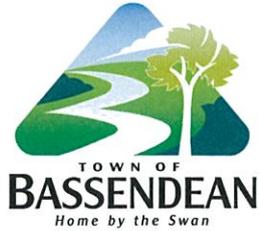


ECONOMIC DEVELOPMENT COMMITTEE

ATTACHMENTS



TOWN *of* BASSENDEAN

NOMINATION FOR PRESIDING/DEPUTY PRESIDING MEMBERS

2017/19 TERM

I would like to nominate _____ (insert name) for the
position of Presiding Member/Deputy Presiding Member (circle position
applicable) of the Economic Development Committee.

Name: _____

Signed: _____

Dated: _____



TOWN OF
BASSENDEAN
Home by the Swan

ECONOMIC DEVELOPMENT COMMITTEE

INSTRUMENT OF APPOINTMENT AND DELEGATION

1.0 INTRODUCTION

The Council of the Town of Bassendean (hereinafter called the "Council") hereby establishes a committee under the powers given in Section 5.8 of the Local Government Act 1995, such committee to be known as the Economic Development Committee, (hereinafter called the "Committee").

The Council appoints to the Committee those persons whose names appear in Section 4.0 below. Membership of the Committee shall, unless otherwise specified, be for a term ceasing at the date of the Local Government election in the year the Town's local government elections are held.

The Committee shall act for and on behalf of Council in accordance with provisions of the Local Government Act 1995, local laws and policy of the Town of Bassendean and this Instrument.

2.0 NAME

The name of the Committee shall be the Economic Development Committee

3.0 OBJECTIVES, STRATEGIES AND PROJECTS

In accordance with the 2017-2027 Strategic Community Plan, the Committee shall make recommendations to Council on the following Objectives and Strategies:-

Build economic capacity

- 4.1.1 Encourage and attract new investment and increase capacity for local employment
- 4.1.2 Plan for and build capacity for Commercial and Industrial activities
- 4.1.3 Support and promote home based businesses

Facilitate local business retention and growth

- 4.2.1 Strengthen local business networks and partnerships
- 4.2.2 Continue the activation of Bassendean Town Centre

4.2.3 Enhance economic activity in neighbourhood centres

- **Projects for the Term of the Committee include**

Develop new Economic and Commercial Activity Strategy including:

- Initiate industry Cluster Analysis
- Advocate and facilitate digital technology integration in to the Town
- Place activation
- Retail Needs Assessment (part of Local Planning Strategy Review)
- Establish baseline data for the achievement of nominal targets
- Adoption of Policies for Review home-based business policies and development controls (part of Local Planning Scheme 10 review)
- Survey local business to gauge sentiment, viability, innovation levels
- Enhance Markets including attractions and leisure activities and alignment with retail options to community expectations
- Establish local business group of operators within the Town and those utilising the Town
- Review & refresh Bassendean Means Business Brand
- Produce a survey for local business, to gauge their understanding and recognition of Bassendean Means Business brand
- As per aforementioned Retail Needs Assessment and new Economic and Commercial Activity Strategy

4.0 MEMBERSHIP

Membership of the Committee shall consist of 7 members, comprising the following:

- a) **Two Councillors** from the Town of Bassendean; and
- b) **Five Community Members** who have Business Interests/ experience in the Town of Bassendean.

Note: The Mayor of the Bassendean Town Council shall be an ex-officio member of the committee under section 5.10 (4) unless the Mayor indicates his/her intention not to be such a member. The CEO or a representative of the CEO shall be an ex-officio member of the committee if he or she indicates to Council this intention under section 5.10 (5) to be such a member

5.0 PRESIDING MEMBER

The Committee shall appoint a Presiding Member and Deputy Presiding Member to conduct its business. The Presiding Member shall ensure that minutes of the proceedings are kept and that business is conducted in accordance with the Town of Bassendean Standing Orders (Local Law No 1).

The Presiding Member must cast a second vote if the votes of the members present are equally divided.

The Local Government Act 1995 places responsibility for speaking on behalf of Council with the Mayor, or the CEO if the Mayor agrees.

The Presiding Member and members of Council committees are to refrain from speaking publicly on behalf of the committee or Council, or to issue any form of written material purporting to speak on behalf of the committee or Council without the prior approval of the Mayor.

6.0 MEETINGS

The Committee shall meet at least quarterly.

- 6.1 Notice of meetings shall be given to members at least 3 days prior to each meeting.
- 6.2 If any member is absent from 3 consecutive meetings without leave of the Committee, they shall forfeit their position on such Committee. The Council shall be informed, who will appoint a replacement for the balance of the Committee's term of appointment.
- 6.3 The Presiding member shall ensure that detailed minutes of all meetings are kept and shall, not later than 5 days after each meeting, provide Council with a copy of such minutes.
- 6.4 All members of the Committee shall have one vote. If the votes of the members present are equally divided, the person presiding is required to cast a second vote in accordance with the Local Government Act.

7.0 QUORUM

Quorum for a meeting shall be at least 50% of the number of offices, whether vacant or not. A decision of the Committee does not have effect unless it has been made by a simple majority.

8.0 DELEGATED POWERS

The Committee has no delegated powers under the Local Government Act and is to advise and make recommendations to Council only.

9.0 TERMINATION OF COMMITTEE

Termination of the Committee shall be:

- 9.1 In accordance with the Local Government Act 1995; and
- 9.2 At the direction of Council.

10.0 AMENDMENT TO THE INSTRUMENT OF APPOINTMENT AND DELEGATION

This document may be altered at any time by the Council on the recommendation of the Committee, or after giving 14 days notice to the Committee.

11.0 COMMITTEE DECISIONS

Committee decisions shall not be binding on Council if such decisions are in conflict with the delegated powers of the Council.

COUNCIL RESOLUTION: OCM 28/11/17 DATED: 28 NOVEMBER 2017.



Summary of Bassendean Business Survey

19 July 2017





Business Profile

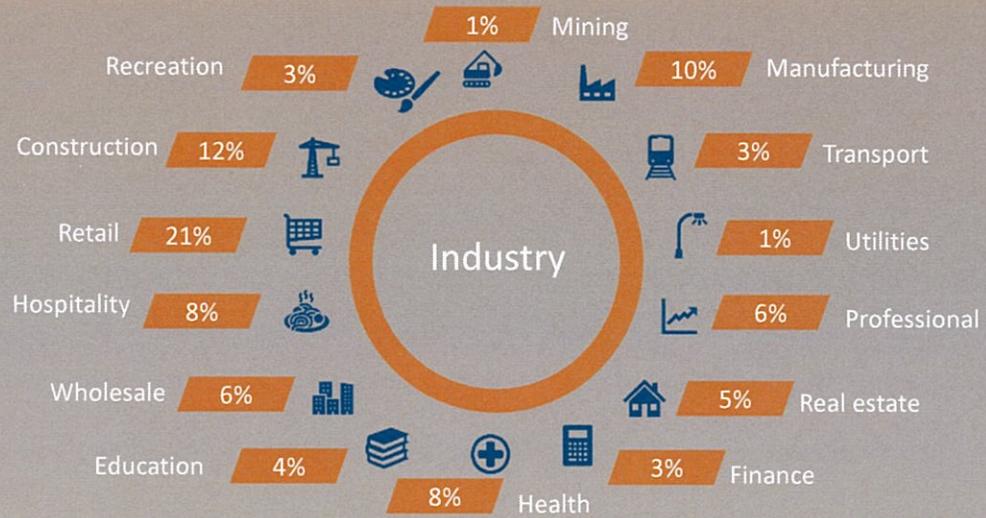
Annual Turnover



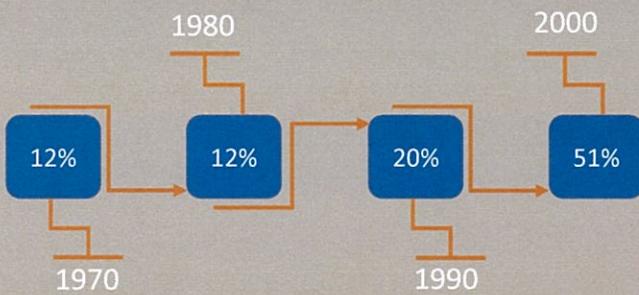
Technology Usage

Staff Management

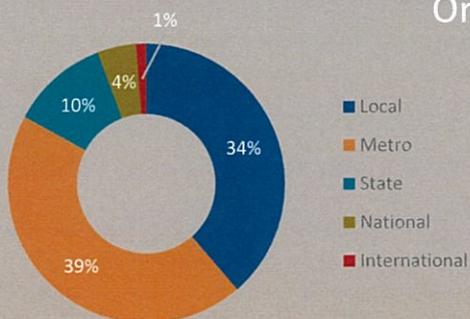
Learning & Support



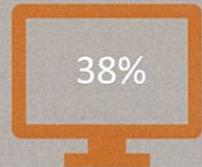
Year established



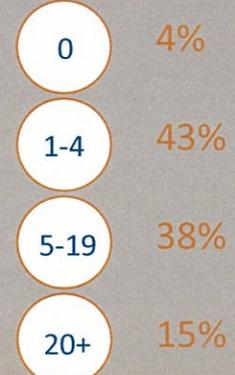
Customer Base



Online Customers



Employees





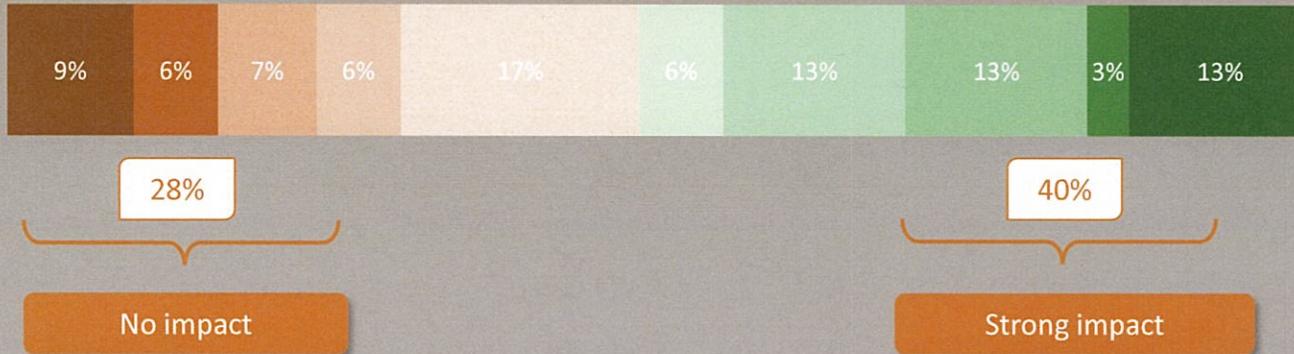
Business Profile

Technology Usage

Staff Management

Learning & Support

Technological change: Business impact in next 5 years



Usage of technology

Hardly use any

Use it a lot



All Industry



Education



Real estate



Transport



Wholesale



Utilities



Professional



Finance



Health



Mining



Manufacturing



Recreation



Construction



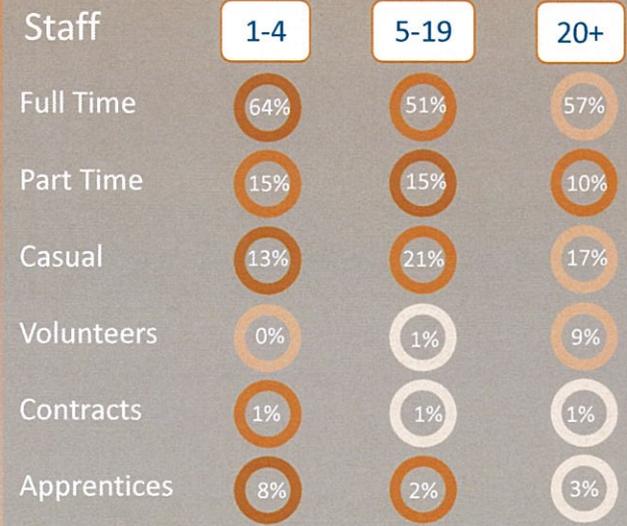
Retail



Hospitality



Business Profile



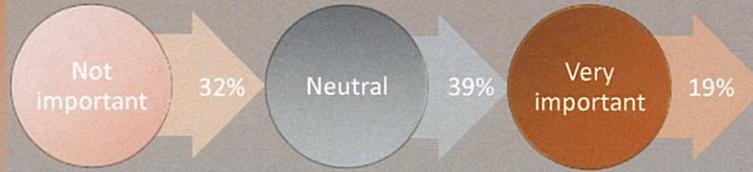
Technology Usage

Provide Training



Staff Management

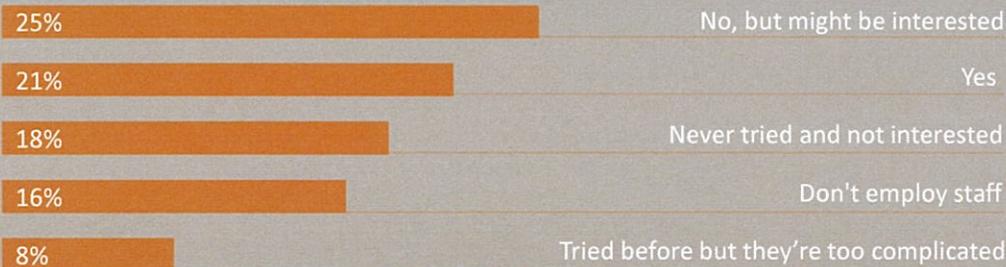
Importance of staff living locally



Government Schemes Used

Australian Apprenticeships Incentives Programme	37%
Wage Subsidy Scheme	25%
Australian School-based Apprenticeships Incentive	14%
Jobactive service providers	14%
Support for Adult Apprentices	10%
Fair Work Ombudsman Small business helpline	10%
Education & Training Advisors	6%
Small Business Superannuation Clearing House	6%
Disabled Australian Apprentice Wage Support	6%
Indigenous Cadetship Support	5%
Supported Wage System	5%
Find Skills Funding and Programs	3%

Usage of Government Scheme for staff recruitment





Business Profile

Technology Usage

Staff Management

Learning & Support

Known Organisations: Top 3

Chamber of Commerce & Industry (WA)

63%

CSIRO

52%

Swan Chamber of Commerce

38%

Used Organisations: Top 3

Your Industry association

22%

Chamber of Commerce & Industry (WA)

17%

SBDC

7%

Strong Impact on Business: Top 3

Internet speed/reliability

56%

Access to arterial roads and rail network

34%

Proximity to customers

38%

No Impact on Business: Top 3

Rundown and unoccupied buildings

69%

Proximity to the airport

65%

Time it takes to get a decision from council

63%

Support: Top 3 Issues

Better Internet

43%

Infrastructure

27%

Info. on processes & regulations

21%



Business Profile

Technology Usage

Staff Management

Learning & Support

Which of the following organisations do you know ?

Which of the following organisations have you worked with to support your business ?

	Known	Used
Chamber of Commerce & Industry (WA)	63%	17%
CSIRO	52%	2%
Swan Chamber of Commerce	38%	3%
SBDC	34%	7%
ASBAS	33%	3%
Small Business Assist Program (ATO)	31%	3%
Your Industry association	27%	22%
WA Innovator of the Year Awards	26%	1%
Property Council of Australia	19%	0%
Fed. Dept. of Industry, Innovation and Science	16%	1%
Central Eastern Business Association	13%	4%
Business Growth Grants (...)	10%	0%
Department of State Development	10%	1%
AusIndustry: Entrepreneurs program	10%	2%
Workforce Development Services Program	7%	0%
CEDA	7%	0%
International Trade Remedies Advisory Service	4%	0%
TradeStart Network	3%	0%



Business Profile

Technology Usage

Staff Management

Learning & Support

What sort of impact does the following factors have on your business?

Which issues could the Town support you with?

Better Internet

43%

Infrastructure

27%

Info. on processes & regulations

21%

Support when dealing with the Town of Bassendean

20%

Training or workshops

16%

Internet speed/reliability

None

19%

Some

25%

Strong

56%

Proximity to customers

36%

26%

38%

Access to arterial roads & rail network

28%

38%

34%

Tidiness & neatness of the verges/infrastruc.

39%

29%

32%

Current level of available parking

48%

24%

28%

Proximity to associated industries

44%

30%

26%

Proximity to home

42%

32%

26%

Antisocial behavior in area

43%

33%

24%

Quality and level of signage

47%

30%

23%

Level of footfall traffic & passing trade

59%

19%

22%

Cost of property in Bassendean

48%

31%

21%

Current level of promotion/publicity of the area

54%

27%

19%

Level of Council support for businesses

53%

29%

19%

Current level of Council regulations & processes

54%

30%

16%

Time it takes to get a decision from council

63%

22%

15%

Rundown and unoccupied buildings

69%

18%

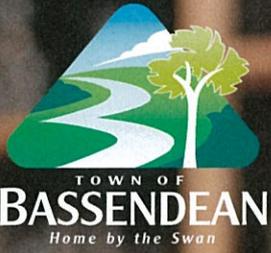
13%

Proximity to the airport

65%

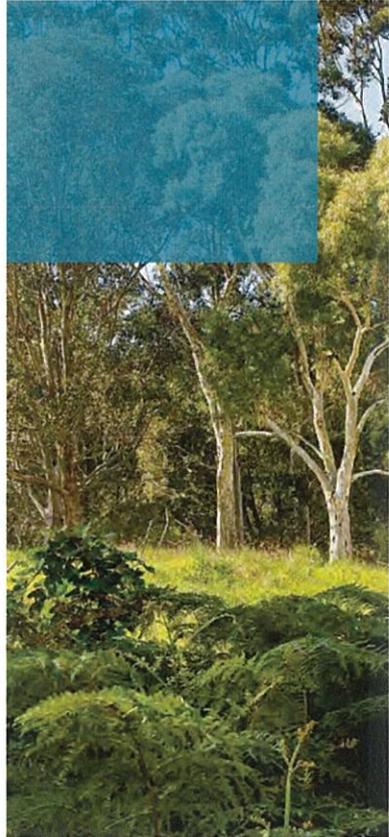
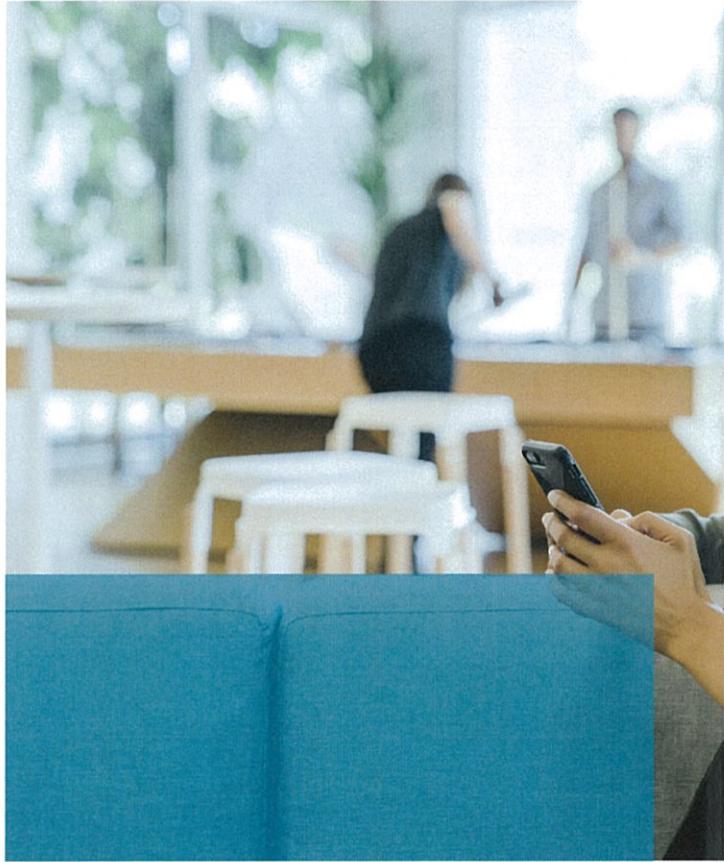
26%

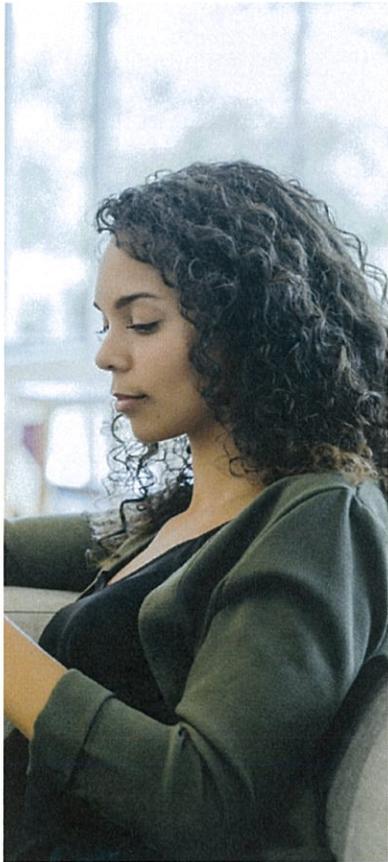
8%



Digital Business Marketing Strategy 2018







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Introduction & Executive Summary

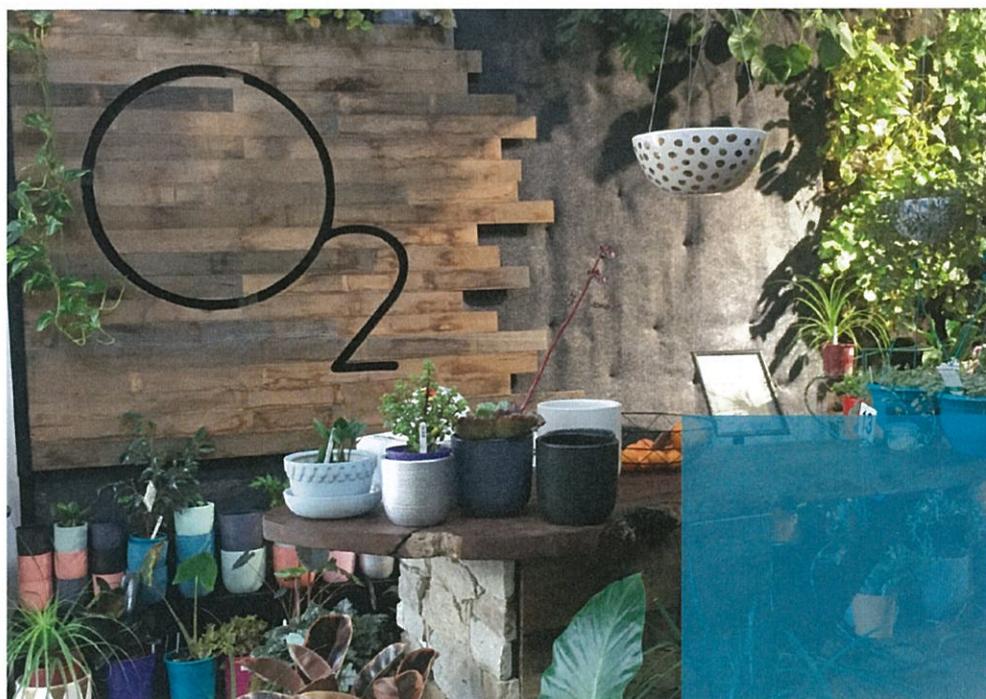
Economic Development is a priority area in the Town of Bassendean Strategic Community Plan (2017- 2022). Two core objectives are to build economic capacity and to facilitate local business retention and growth. These objectives support the overall vision for the Town – “Building a connected community, developing a vibrant and sustainable future, built upon the foundations of our past”

BassendeanMeansBusiness is the “brand name” for the Town of Bassendean Economic Development department. It was launched with the web site www.bassendeanmeansbusiness.com.au in 2010. The web site is the primary communication tool for economic development activities of Bassendean and a significant repository of valuable economic data and links to external data freely available for business owners and investors to use for their own commercial needs. In addition to the BassendeanMeansBusiness web site, communication, promotion and publicity for economic development occur on the Town of Bassendean Facebook page, the Old Perth Road Markets Facebook page plus the standard print brochure the Bassendean Briefings.

This Digital Business Marketing Strategy has been developed to build and refresh the Bassendean Means Business (BMB) initiative. The strategy sets out new ideas under the BMB umbrella focussed on boosting economic and commercial activity, encouraging new businesses to launch and increasing the level of engagement for local business. This strategy presents these as three goals:

- › Cultivate - build strength in existing local businesses
- › Create - seed locally-grown entrepreneurs & businesses
- › Captivate - capture hearts and minds to attract new business migration

Without excluding the larger and established businesses of the Town this strategy places the emphasis on new enterprise, community engagement and technology where the Town has greatest influence and impact. Summarised below are the four initiatives that will position the Town to encourage and advocate for local business and embrace entrepreneurialism. An additional initiative relating to the principle of Localism has been addressed independently of this strategy.



Brand Bassendean

A contemporary, authoritative business brand to encourage strong participation in Bassendean's programs and increase the perceived value of running a business in Bassendean. Introducing a 'captivating map' will help tell the story of the Town of Bassendean for businesses to improve business migration and retention levels.

Digital Opportunity Awareness

Businesses can't take advantage of technology they don't know about. By investing in opportunity awareness, local businesses in Bassendean can more easily identify digital tools that they can use. The Town will educate business owners and residents about digital opportunities that facilitate living, learning and working in Bassendean, to drive new businesses and activity.

Digital Business Improvement

Business improvement can deliver outcomes on many levels. Using business networks and digital technology, Bassendean can facilitate business improvement and foster resilience while educating local businesses on learning from each other about business productivity tools (such as the NBN), coaching and mentoring.

Bassendean Business Website

An upgraded website for businesses in Bassendean will provide a focal point for business information and resources, a new business directory and information about events.



Context, Strengths & The 80/20 Rule

Bassendean is compact, and one of those fortunate towns within the Perth metropolitan area that has a highly-defined village and high-street. Bassendean also has extensive frontage to the Swan River and features significant parks and green space. As a consequence, the community of Bassendean are passionate in environmental sustainability.

It is widely publicised that Bassendean is only twenty minutes from the Perth CBD, has strong public transport facilities, and easy access to the airport.

The Town of Bassendean has a business friendly environment, with pro-active business initiatives occurring in many areas across the

Town. Bassendean is distinguished with a highly engaged community where people turn up and get involved. Volunteering is popular.

A survey of Bassendean businesses (2017) (Appendix 1) revealed that technology has been embraced to a greater or lesser extent by all sizes of business and across industries. Some businesses viewed technology as a stimulant while others saw it as a tranquilizer. However, as the deployment of the NBN in Bassendean has been completed in 2017 digital technology has become more affordable and more sophisticated and is firmly embedded in the business and commerce community.



Business adoption of digital technology can be viewed as a broad lifecycle. While the Town does not have the resources to get involved in each stage of the lifecycle, this strategy guides investment based on the 80/20 rule: Focus on specific stages (Awareness and Improvement) in that lifecycle and leverage far greater benefits and impact and enhance the limited investment by the Town.

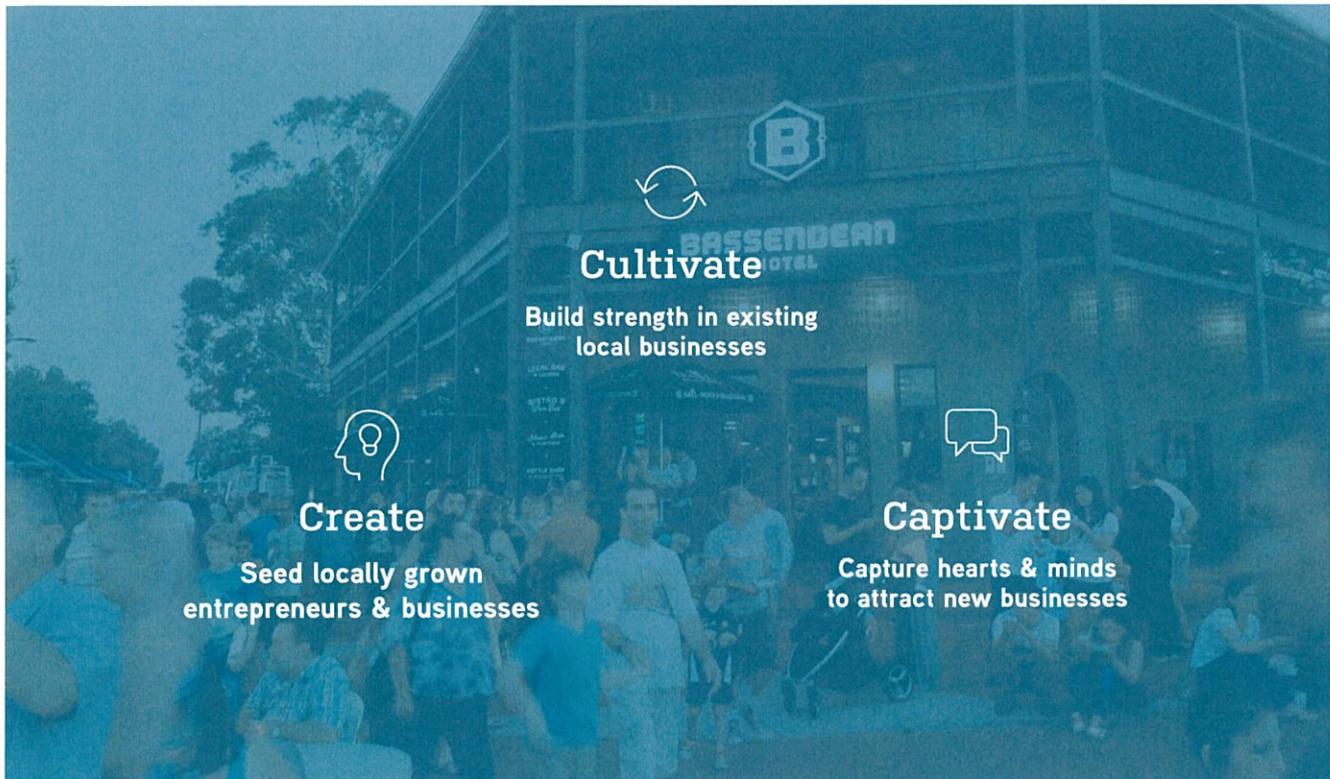
Helping local businesses become Aware of digital opportunities potentially provides a lot of value. By building local business networks, business owners can become aware of opportunities while at the same time getting access to a peer group of business owners who can assist them in planning and implementing

Improvement is another area of the digital technology lifecycle where the Town of Bassendean can invest in a leveraged way. Focussing on helping the

business owner implement Improvement processes means they can better realise benefits from digital technologies. Helping local businesses learn how to realise more benefits from digital technologies in use can deliver returns without additional costs. Investing in the knowledge and skills of local business owners is relatively low cost and low risk for the Town, and offers ongoing economic benefits

The Town of Bassendean will make use of readily available 'off the shelf' digital tools to achieve the Town's objectives for business and to execute this strategy. Web, email, mobile and social tools are all tools that when used effectively offer significant benefit to local businesses. Focussing on readily available commercial tools reduces risk to the Town, and ensures that local businesses can readily adopt technologies that it learns about.

New Culture Of Economic Development



The culture to initiate economic development has been transformed by technology. Terminology like Collaboration has Networking. The idea of sharing and learning from each other has been re-energised. With a conspicuous familiarity and fluency in technology and an acceptance or willingness to try and fail and learn and try again, there is a fresh approach to work and jobs. There is a belief in change and it is celebrated as a sign of evolution and improvement.

The approach from this strategy to achieve the strategic outcomes of economic development is to embrace this culture. The goals of economic development are expressed in the genuine and meaningful stages to cultivate (build strength in existing local businesses), create

(seed locally-grown entrepreneurs & businesses) and captive (capture hearts and minds to attract new business migration)

Cultivating existing businesses includes building digital capacity so businesses can undertake new initiatives, increase their strength and resilience, and be more efficient at existing areas of activity.

Creating includes stimulating business startups within Bassendean, and developing self employment opportunities for residents through digital channels.

Captivating is a strategy to create a stronger business brand for the Town of Bassendean, help it capture people's imagination as an extraordinary place to live, work and learn and encourage businesses to migrate.

Strategy

1. BRAND BASSENDEAN

A refreshed business brand and a captivating map for business will create a distinctive position for Bassendean in Perth's business landscape.

The 'Bassendean Means Business' brand was launched in 2010, with the goal of creating a distinctive focus for business within the Town of Bassendean and improving communication with the business community. In 2017, there are new objectives for the Town and the digital environment has changed dramatically.



1.1. Bassendean's Business Brand

With the objective of building economic capacity, the Town wants to attract new investment, support and promote home-based business and build capacity for commercial and industrial business, and to continue the activation of the Town Centre.

A new brand under a fresh banner, with a look and feel that is contemporary and authoritative will streamline the Town of Bassendean's business program.

A contemporary, authoritative position in the business world is key to establishing the Town as a destination and location for business. A strong brand is an asset that works on multiple levels. At a basic level, it will attract more attention and encourage more businesses to participate in education and training. At a more strategic level, having a strong business identity can encourage businesses to migrate into Bassendean as they see more value in the business community.

'Bassendean Means Business' may get a new name, as part of the brand refresh, and a new logo will be developed with a contemporary aesthetic.

i Recommendation:

Revitalise the Bassendean Means Business brand and create a fresh new identity for Bassendean's new digital strategy for business.

1.2. Captivating Map

Bassendean offers a wide range of benefits to businesses. The tangible benefits toward the 'harder', 'fact based' end of the spectrum - can be communicated through traditional channels such as news. The benefits towards the 'softer', 'emotion based' end of the spectrum - need different channels, such as lifestyle programming or magazines. Softer benefit messages transmit rapidly via social media, and this can be facilitated if concepts and emotions are converted into highly visual, easily shareable elements

Maps tell stories - people love maps. People are interested in them often for their own sake, and are often inclined to share them.

An illustrated map can be used to communicate the softer (emotional) benefits and complements the harder (rational) benefits. It can emphasise specific elements, emotions and editorial selection in a way that a physical map cannot. It should be created to convey emotion and help key ideas spread.

Digital technologies can allow animation of elements in a map to create delight and further highlight key messages and emotions. For example, an animated cyclist using the cycle path, or a bird flying overhead.

A hand-illustrated map is a tool that will break through pre-conceived notions and communicate using personality, entertainment and delight. Creating delightful details can help engage people emotionally and invite sharing.

A visually attractive map will become an easily transmittable asset for digital channels such as the web, social and email, making it quick and easy for people to transmit the Bassendean for business idea.

Recommendation: Plan and develop a hand-illustrated map of Bassendean designed to capture the imagination of business owners.

i Recommendation:

Plan and develop a hand-illustrated map of Bassendean designed to capture the imagination of business owners.

2. DIGITAL OPPORTUNITY AWARENESS

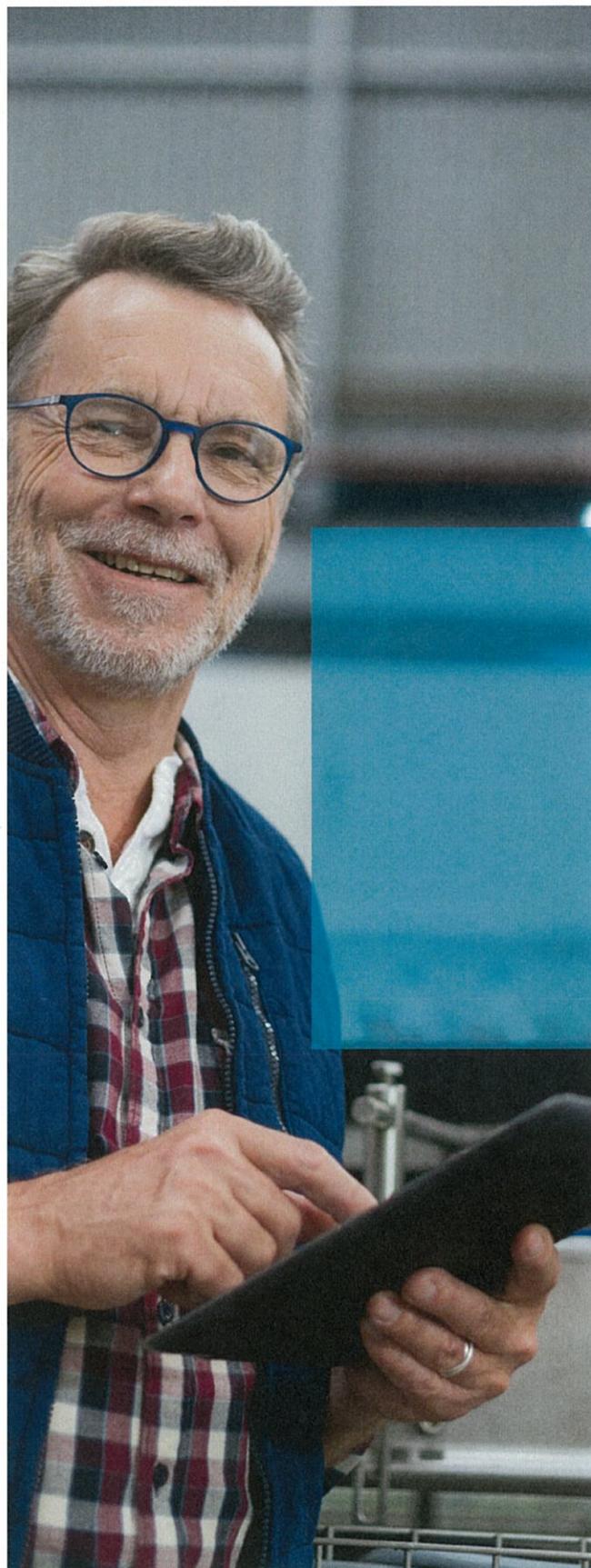
Businesses and individuals in the Town of Bassendean have many opportunities to make use of digital technology to live, work and learn. But, before they can take advantage of these opportunities, they need to be aware of them.

The Town has multiple objectives and strategies that can be activated to educate businesses and residents about the opportunities digital technologies present them with. To build small business growth, the Town of Bassendean should take a leadership role in digital adaptation. It should encourage and support working from home, encourage entrepreneurialism in homebased businesses, and train local businesses in digital enterprise.

To address these areas, a Digital Opportunity Awareness program should be deployed to meet the needs of businesses and individuals. The completion of the NBN rollout presents a timely opportunity to launch the new program and promote it.

There are many stages involved in businesses adopting new digital technologies, and the level of complexity varies depending on the nature of the technology, the size of the business and the business processes involved. The first stage is always awareness – a business can't adopt new technologies unless it becomes aware of the high level benefits that might flow from it. After awareness, a business might need to review alternatives, identify costs and benefits (informally or using a business case), and then plan, implement and manage ongoing use of the technology. By focussing solely on the awareness stage of the life cycle, the Town of Bassendean can provide the maximum benefit to the local community within a manageable budget.

A focus on digital opportunities also involves another benefit to the Town of Bassendean. By offering educational programs and events and using the web, social and email channels to publicise them, the Town of Bassendean helps position itself as a forward looking environment for businesses to operate in. This, in turn, helps captivate the attention of the broader business community, and encourages home-based businesses to consider living, learning and working from a base in Bassendean.



2.1. Awareness for Business - Digital Change

The full range of businesses in Bassendean - from existing through to prospective startups - will benefit from education about the opportunities presented by digital change. The Town can operate an education program and develop a curriculum to address the Cultivate, Captivate and Create principles.

The program should be designed to help existing business in technologies that will build capacity, be more productive, extend their business model to new markets. Resources should be shared to help them assess and improve their digital marketing for local, national and global audiences

The program should combine face-to-face events (such as presentations, workshops, think tanks) for some of the curriculum, to help build collaboration and networking activity within the local Bassendean business community and digital education materials (email groups) to deliver such a program. The curriculum can be sourced by referencing thought leaders (globally, nationally, locally) and using materials prepared by others for this purpose.

Topics that help flag new startup businesses in Bassendean will be addressed, including highlighting the opportunities and benefits of starting and running a business from Bassendean.

While not the sole focus, the program will integrate with digital localism, exploring the many opportunities available to start locally-focussed businesses using digital tools and marketing.

i Recommendation:

Launch a Digital Opportunity Awareness program for business to develop awareness and create active networking opportunities.

2.2. Awareness for People - Digital Academy

Just as digital technologies are transforming opportunities for business, they are also transforming opportunities for individuals. The Town of Bassendean has a major objective to provide opportunities for residents to become lifelong learners, in particular capitalising on the roll out of the NBN.

Improved awareness will help individuals understand and address the expanding range of digitally-enabled job opportunities. Accordingly, Digital opportunity awareness fosters digital careers and home-based business startups in Bassendean.

Students, youth and other cohorts have opportunities in the digital world to learn skills. Traditional career advisory services are not keeping pace with changes in the digital arena and delivering education and opportunity awareness in this area could potentially be structured as a Digital Career Advisory service, linking into digital qualifications available from Australian as well as international providers including universities, open universities, and commercial training providers.

Digital opportunity awareness for people could operate as part of the Town of Bassendean's communication strategy. In the longer term, it could be integrated into local educational organisations, such as Cyril Jackson Senior Campus.

i Recommendation:

Operate a digital awareness campaign to help people live, learn and work in Bassendean.

2.3. Awareness for Council - Digital Culture

A formal programme should be established that provides initial and ongoing education to councillors and members of the council workforce.

An ongoing focus on awareness of digital opportunities will help the Town of Bassendean maximise benefits from events, enrol new businesses and manage ratepayer communications about the programme.

The Council can provide a leadership role in fostering awareness of digital opportunities for businesses and individuals in Bassendean.

i Recommendation:

Operate a program for the Bassendean Council and administration to build a culture around digital opportunities for businesses and individuals in Bassendean.



3. DIGITAL BUSINESS IMPROVEMENT

Business access to digital infrastructure is increasing exponentially. In Bassendean, access to faster internet through the NBN is a highly visible marker of this increased access.

3.1. Digital Productivity

Productivity in small to large business can be significantly enhanced by utilising digital tools and services and the availability of digital productivity tools is exploding in both quantity and scope. Cloud-based tools and services are available to help businesses in many ways, including the provision of digital infrastructure, support for core business processes such as sales, customer, accounting and supply chain management.

If home-based and small businesses in Bassendean apply digital productivity tools and services, their efficiencies are markedly improved immediately. The principle method that home based and small businesses learn of and adopt new practices and technology is through business networks.

Active involvement by the Town of Bassendean in strengthening local business networks will help home-based and small business improve their digital productivity by:

- > facilitating knowledge sharing
- > seeding discussion
- > building strength through local business networks

i Recommendation:

Manage and promote local business networking and education to boost Digital Productivity program.

3.2. Bassendean Business Community Development

Activating local businesses through community development activities is a foundational component of the overall programme. Digital channels can be used to deliver education and ideas, but physical networking and cohesion within the Bassendean business community will deliver powerful benefits.

The Town of Bassendean can help activate the local business networks by planning and delivering an education programme integrated with community development activities. This would mean building cohesive networks that promote knowledge sharing and using events to create face-to-face forums that complement digital forums.

There is a strong volunteering ethic within the Bassendean community, and this ethic can be promoted and built on within the Bassendean business community. This could involve communicating volunteering opportunities for residents to assist local businesses, and for local business to assist residents.

There are potentially individuals living in Bassendean that may volunteer in the areas of developing and delivering the community development programme.

i Recommendation:

Manage a community development program for business.

3.3. Business Coaching & Mentoring

Business coaching and mentoring can offer significant benefits for businesses, including providing a framework for realising benefits from digital technologies. Business sustainability can be improved by focussing on business health (commercial) and owner health (strategy, planning & resilience).

Coaching and mentoring services are available commercially from a range of professional organisations and businesses, and it is not the role of the Town of Bassendean to offer competing services.

However, there are many examples of groups that function on a voluntary basis or operate as a networking group. These groups can use coaching and mentoring principles to organise themselves, such as local mastermind groups.

The Town of Bassendean can use its web, social and email channels to publish resources that help businesses that would like to be involved in coaching and mentoring activities .

i Recommendation:

Publish resources on the benefits of coaching & mentoring. Facilitate self-managed coaching & mentoring groups for local businesses.

3.4. Broadband Savvy

In the 2017 Business Survey, 43% of business respondents identified 'Better Internet' as a priority area for support from the Town of Bassendean, and 56% of businesses indicated that 'Internet Speed/Reliability' had a strong impact on their business.

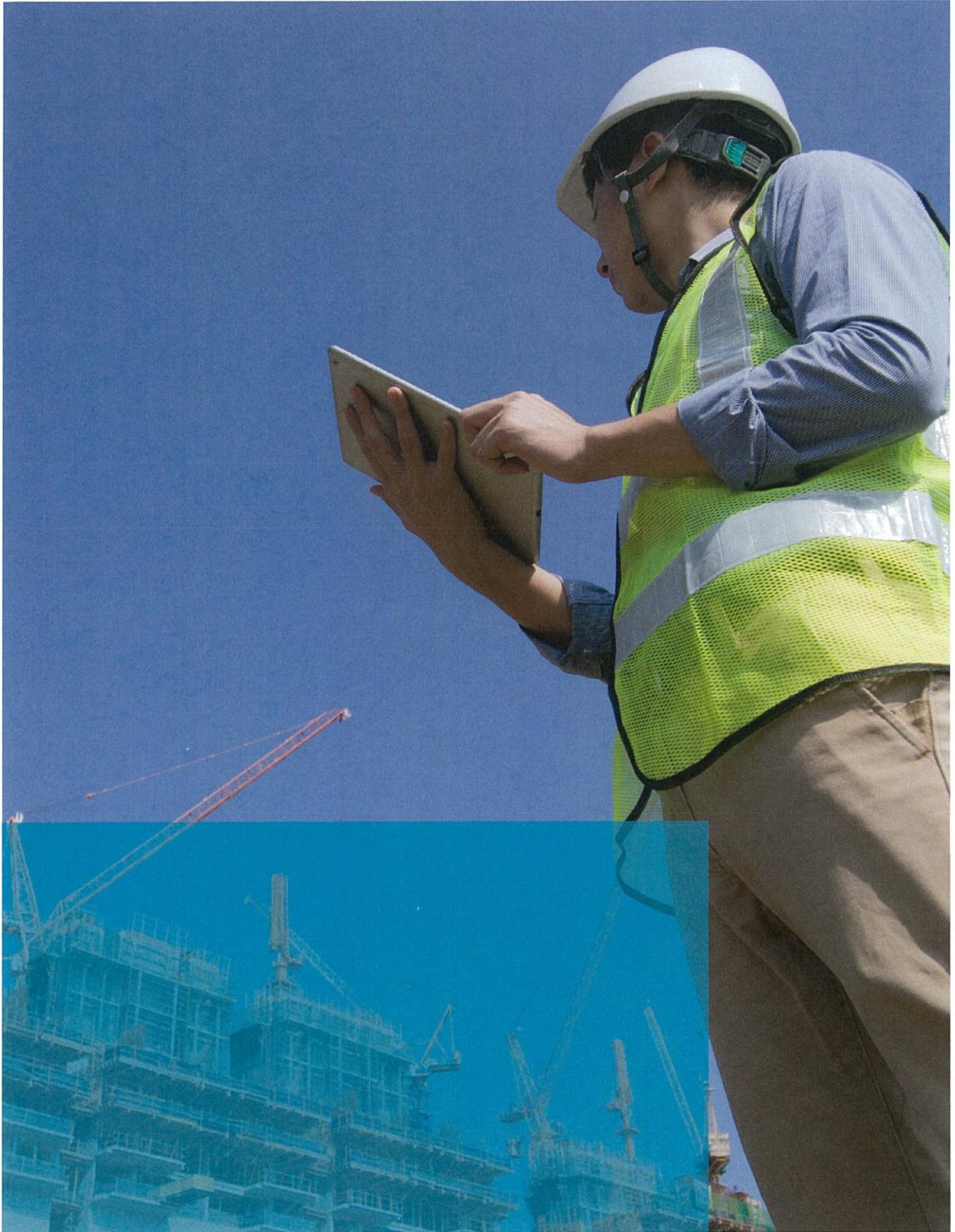
While the Town of Bassendean does not play a direct role in the provision of Internet services, it can play a role in helping businesses get better results from their broadband.

The recommended Broadband Savvy program would create a one-stop set of resources to help businesses identify and solve common issues relating to high speed internet in Bassendean (NBN, 4G, ADSL, Free Wireless). Examples of the type of information that could assist businesses include: indicative broadband speeds being achieved by other local businesses, how to check your own speeds, known NBN/4G black spots, how to get broadband help, maps of coverage and maps for free WiFi in Bassendean.

While the Broadband Savvy program would primarily be resource-based, this should be enhanced periodically with presentations from technical experts.

i Recommendation:

Publish a Broadband Savvy resource to the Bassendean Business website.



4. BASSENDEAN BUSINESS WEBSITE

The BassendeanMeansBusiness.com.au website has been operating for six years, A fresh new website is required that supports the new digital strategy, incorporating modern facilities that make it easy to access information via menus, search and filters.

4.1. Website Elements

www.BassendeanMeansBusiness.com.au			
News & Events	Business Resources <ul style="list-style-type: none"> > How To Tender > Business Information > Processes & Regulations 	Local Business Directory	Support

The BassendeanMeansBusiness.com.au requires a refresh so it can provide up to date information and resources for businesses in Bassendean and support the new digital strategy for business.

Potential channels for business support include: customer service centre, business support page (website), email, telephone and web chat.

The Bassendean business website will provide a wide range of relevant business information to local businesses. This includes reference materials that are stable, as well as time sensitive/calendar based information such as events, training and workshops.

The 2017 business survey identified many issues relating to access to information that a refreshed web site can and should address. These include make information on processes and regulations readily accessible, transparency of council processes and decisions, making timely decisions.

Simplifying access to the wide range of information available, using modern search and filtering tools, will enable Bassendean to provide a single, accessible resource base.

- > Business Information About Bassendean
- > Business Resources (including membership organisations, startup resources, export improvement programmes, business facilities and networking opportunities
- > Digital Opportunity Awareness and Digital Business Improvement resources
- > Volunteering (opportunities for businesses to offer voluntary support to community organisations and residents in Bassendean, and highlight other volunteering related initiatives relevant to business)
- > Business Information about the Council
- > Share information about relevant training and workshops for businesses; how to tender for work with Town of Bassendean.

i Recommendation:
 Redevelop the bassendeanmeans business.com.au website to provide improved business resources, incorporating modern filtering and search facilities to simplify access.

4.2. Business Directory

Business Directory			
Home Based Businesses	Retail Businesses	Commercial Businesses	Industrial Businesses

A key component of the Bassendean business website will be a reliable and up-to-date directory of businesses in Bassendean. This directory will let prospective customers, council staff and search engines find local businesses. Facilities to manage new and updated listings will help business owners keep their information accurate.

Having the business directory used to refer prospects to local Bassendean businesses is

a high value outcome, including use by Town of Bassendean team members. The directory should facilitate the process of sending a referral for a business using a simple email or SMS.

Allowing businesses to list the categories of goods and services that are available will enable presentation of a “Buy Local in Bassendean” view.

i Recommendation:

Publish a directory of Bassendean businesses to the Bassendean Business website.

4.3. Open Data

Many government agencies, in Australia and around the world, are implementing an Open Data policy. Open Data means publishing data sources (de-identified so as not to breach privacy) so they can be accessed and used by business and other parties without copyright restrictions.

Western Australia has a Whole of Government Open Data Policy that encourages state and local government agencies to publish data. The benefits of open data include improved productivity and increasing economic value.

i Recommendation:

Identify and publish data sets that improve productivity and create opportunities for business on the business website.

Measures

High-level measures of success for the digital strategy for business are derived from the Strategic Community Plan and are:

- › Economic and commercial activity
- › New businesses (including home-based) granted development approval by the Town
- › Number of local businesses
- › Community/Stakeholder Satisfaction Survey.

Measures of success in the areas of building economic capacity and facilitating local business retention and growth involves increasing the number of businesses.

Specific measures of success for the digital strategy for business are as follows.

Initiative	Measures of Success
Brand Bassendean	Digital Survey Results Digital education engagement
Digital Opportunity Awareness	Event attendance
Digital Business Improvement	Event attendance Digital education engagement
Bassendean Business Website	Website Activity Completions (business enquiries, support requests, business directory updates) Customer Service (customer loyalty score, customer effort score, first contact resolution)



Appendices

APPENDIX I: BUSINESS COMMUNITY INPUT

In June 2017, a wide ranging Business Survey was conducted by the Town of Bassendean. Over 700 local businesses were invited to participate, and approximately 300 responses were received.

The questions included the impact of technological change, use of digital technology, integration with support organisations, and levels of learning, support, networking and collaboration. The results of the survey were shared with the Bassendean business community at a public consultation event in July 2017.

From the survey, approximately one third of businesses in Bassendean reported they hardly use any technology in their business, and felt technological change would have no impact on their business over the next five years' Conversely, 42% reported technological change would have a strong impact on their business but approximately a quarter of businesses in Bassendean reported they used technology a lot.

Over half of all businesses (56%) in Bassendean reported that internet speed/reliability had a strong impact on their business. When asked how the Town of Bassendean could most support business, half (43%) requested better internet, and a quarter (27%) requested better infrastructure, such as signage and function rooms.

APPENDIX 2: AUDIENCE SEGMENTS

The primary audience of the Digital Business Marketing Strategy is the community of businesses located within the Town of Bassendean. The secondary audience comprises residents of the Town of Bassendean, who use the products and services from local businesses.

It is better to identify businesses and business owners that are the principal stakeholders in this strategy as the business ecosystem. They are:

- > home-based
- > entrepreneurial
- > attract local investment
- > employ locally
- > enhance partnerships with the local Noongar people
- > build on the foundation of the past
- > support a sustainable future
- > support vibrancy in the community and build a sense of place and belonging
- > facilitate community activity, socialisation and connection
- > create a healthier and safer community
- > provide lifestyle choices for aged, families and youth

APPENDIX 3: BUSINESS BREAKDOWN

There are over 1200 businesses located in the Town of Bassendean. They operate from well-defined planning zones for Residential, the Town Centre, Local Shopping, Light Industry and General Industry.

Of this number an estimated 600 businesses are operating from home.

According to the recent business survey, 47% of all businesses have four employees or less.

Bassendean Businesses by Industry

Industry	Percentage
Retail	21%
Construction	12%
Manufacturing	10%
Hospitality	8%
Health	8%
Professional	6%
Wholesale	6%
Real Estate	5%
Education	4%
Transport	3%
Finance	3%
Arts & Recreation	3%
Mining & Utilities	3%
Other	8%

Bassendean Businesses by Turnover

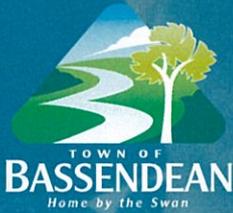
Turnover	Percentage
Retail	13%
Construction	12%
Manufacturing	6%
Hospitality	8%
Health	14%
Professional	10%
Wholesale	36%
Real Estate	Real Estate
Education	Education
Transport	Transport
Finance	Finance

APPENDIX 4: INPUT DOCUMENTS

Town of Bassendean Strategic Community Plan 2017-2027

Town of Bassendean Corporate Business Plan 2017-2021

Town of Bassendean Digital Strategy 2015



Digital Business Marketing Strategy 2018