

TOWN OF BASSENDEAN
MINUTES
ECONOMIC DEVELOPMENT COMMITTEE

HELD IN THE COUNCIL CHAMBER, 48 OLD PERTH ROAD, BASSENDEAN
ON TUESDAY 4 SEPTEMBER 2018, AT 7.00PM

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
Petra Richardson, Community Representative
Michael Gordon, Community Representative
Elliot Brannen, Community Representative
Kim Veale, Community Representative

Officers

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

Apologies

Cr Bob Brown

3.0 **DEPUTATIONS**

Mr Neil Gibson addressed the committee on the Connecting Bassendean – Local Business and Community Directory, booklet.

The Committee is generally supportive of this proposal. A report will need to be presented to Council for consideration.

COMMITTEE RECOMMENDATION – ITEM 3.0

EDC – 1/9/18 MOVED Cr John Gangell, Seconded Petra Richardson, that the Economic Development Committee expresses its support of a partnership in the Connecting Bassendean proposal.

CARRIED UNANIMOUSLY 6/0

4.0 CONFIRMATION OF MINUTES

4.1 Minutes of the Economic Development Committee meeting of 10 July 2018

COMMITTEE/OFFICER RECOMMENDATION – ITEM 4.1

MOVED Elliot Brannen, Seconded Stuart Ridgeway, that the minutes of the Economic Development Committee meeting held 10 July 2018, be confirmed as a true record.

CARRIED UNANIMOUSLY 6/0

5.0 ANNOUNCEMENTS BY THE PRESIDING PERSON WITHOUT DISCUSSION

Wonder Realm

Part of the Fringe Festival – three day event in February.
An update will be provided on this event at each meeting.

6.0 DECLARATIONS OF INTEREST

Nil

7.0 BUSINESS DEFERRED FROM PREVIOUS MEETING

Nil

8.0 **REPORTS**

8.1 **Economic Development Officer's Activity Report**

During my holiday leave, Penny Holmes-Brown provided limited coverage of Economic Development activity. Of the items raised at the previous meeting (10 July) I can update the Committee as follows:

Old Perth Rd Community Markets Fund Structure

A draft funding structure (attached) was presented to the Old Perth Road Markets Committee (6th Aug) for its consideration and approval. They approved of this document with concern raised that there is little requirement for acquittal requirements. That is for grants over \$1,000 there should be in place a requirement for the recipients to provide proof that the funds were spent as set out in their funding application and any unspent funds are returned. This will be inserted and amended accordingly.

In parallel to the preparation of this funding structure, the Town is seeking to bring the diverse range of grants, sponsorships and donations under a single umbrella. Currently, the Town offers 6 different funds or grants in addition to the Markets Community Fund. Each have differing purposes including Youth Citizenship, Sporting Achievement, Community Events, Community education, Environmental sustainability education etc. Some were bequeathed to the Town while the others are budgeted for annually. A number of these grants are not fully disbursed each year and while bringing the grants together will make it more efficient from an administration perspective more significantly, it will make it clearer and easier to publicise these grants to the community.

The current policy for donations and community funding will be updated and then a comprehensive review of each grant and fund to make their purpose and description easily understood to the community. A brochure or booklet will be created. Accordingly, the final content and layout of the Old Perth Rd Markets Community Fund may be amended from the current form at that time.

Working Group for Festival of Local Business 2019 - Members & Draft Terms of Reference

Although originally planned to present the draft ToR (Terms of Reference) to this meeting insufficient work has been completed to achieve this. To address this issue and keep within timeframes it is proposed that the Senior Economic Development Officer expedite the drafting of the document over the next couple of weeks and forward it to Committee members for comment. The ToR will then be finalised and attached to the Council Report of the minutes of this meeting and presented to Council for its consideration. This will then authorise recruiting community members to join the group, invite input from the community on content for the festival, identify presenters, speakers, suitable locations and the best dates. This can then be presented back to the next EDC meeting (4 Dec 2018).

The Committee agreed to receive the Draft Terms of Reference via email for consideration and amendments and to present to September Council Meeting for endorsement.

Plastic Ban Campaign - War on Waste Warriors

There is anecdotal proof indicating that since March of this year the interest by local business in plastic reduction and their concern for the environment around plastic pollution is now reflected to some degree by the entire business community. While some are doing much more than others, all are doing something and most are doing much more than they did just six months ago. The Town has been an active player to ensure awareness of this issue has persisted and grown.

This logo has been accepted and is now planned to be presented to local businesses who have made a commitment to minimise plastic in their operations. A local marketing campaign is being developed to ensure its support and success. The necessary budget is being identified from business unit allocations.



The Committee queried who determines which businesses are awarded this logo and what are the minimum requirements?

Smart Busy Program for Business

Marketing of the Smart Busy program has commenced. The final arrangements have been agreed and they are as follows:

Location: Bassendean Library Meeting Room
Time: 6.30pm – 8.00pm
Dates: Thurs 27th September
Thurs 4th October
Thurs 11th October
Thurs 18th October
Thurs 25th October
Thurs 1st November
Thurs 29th November – Reboot Session.
Price: \$75.00 per person for the whole programme.

We aim to attract up to 20 participants. Realistically, it is expected to achieve approximately 10 to 12. Committee members are invited to receive the promotional flyers to promote through their own circle of contacts. Committee members are invited to participate in the programme (at the same cost as the general public)

Old Perth Rd Markets Marketing Refresh

No progress has been achieved on this matter, except that it is guided by the review and preparation of the Marketing and Communication Strategy for the Town. It is therefore wise to wait until that document is completed or in its final format before commencing this project.

Old Perth Rd Markets Stall Holders Training

Two workshops were planned and prepared.

Workshop One – The Attractive Stall
Workshop two – Telling Your Story

Workshop One was scheduled for August Market (26 August). Regrettably only one person enrolled. That person received some guidance around marketing but the planned sessions were abandoned. The Markets group will decide if and how the second workshop will proceed.

Signage – Promotion of the Town

Identify existing sites to add signage to.
Update signage policy.
Signage design.

Project brief to be developed by Stuart Ridgeway.

Branding of Bassendean

Painted murals at significant entrances into the Town, ie. Swan Districts Football Club.

COMMITTEE/OFFICER RECOMMENDATION – ITEM 8.1

EDC – 2/9/18 MOVED Michael Gordon, Seconded Elliot Brannen, that the Senior Economic Development Officer's Report be received.
CARRIED UNANIMOUSLY 6/0

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

Nil

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

Nil

11.0 **CONFIDENTIAL BUSINESS**

Nil

12.0 **CLOSURE**

The next meeting will be held on Wednesday 10 October 2018, commencing at 7.00pm.

There being no further business, the Presiding Member closed the meeting at 8.30pm.