

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

HELD IN THE COUNCIL CHAMBER, 48 OLD PERTH ROAD, BASSENDEAN  
ON TUESDAY 10 JULY 2018, AT 7.04PM

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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, Town of Bassendean  
Michael Gordon, Community Representative  
Elliott Brannen, Community Representative  
Petra Richardson, Community Representative

**Officers**

William Barry, Senior Economic Development Officer  
Donelle Maxwell, Minute Secretary

**Apologies**

Kim Veale, Community Representative

**3.0**                    **DEPUTATIONS**

Dr Jane Genoviese, CEO of Learning Fundamentals, was in attendance to present a background to the Smart Busy Program for Business.

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

##### **4.1 Minutes of the Economic Development Committee meeting of 8 May 2018**

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

MOVED Cr Gangell, Seconded Michael Gordon, that the minutes of the Economic Development Committee meeting held 8 May 2018, be confirmed as a true record.

**CARRIED UNANIMOUSLY 6/0**

#### **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 Smart Busy Program for Business**

###### **APPLICATION**

For the Committee to consider the “*Smart Busy Programme for Business*” to offer to local business owners and entrepreneurs.

###### **BACKGROUND**

Amongst the roles of Economic Development and the Council for local business, is as a facilitator and resource that supports local commercial activity. Fundamental to this, is building knowledge and confidence. Training in the important skills of marketing, financial management, logistics is provided through Small Business Development Corporation and its agencies.

However, latest research reveals that the challenges for successful business owners goes beyond this, is more complicated and less easily defined.

There is a gap in the training market to support the ability of business owners to maintain growth of a business against competing issues and lack of time. There is an assumption that to succeed in business, business owners need to push themselves to work long hours, often to the detriment of their health, wellbeing and relationships. The *Smart Busy* programme for business challenges this idea to help local business owners and entrepreneurs to reclaim a sense of control and be more productive as well as happier and healthier.

This programme was initially developed and trialled as part of a PhD project at Murdoch University that helped Western Australians manage their time and cope more effectively with the stresses and pressures of modern life. The presenter is Dr Jane Genovese who is based in Guildford.

### COMMUNICATION & ENGAGEMENT

A trial workshop – *Can I have your attention? How to focus in the age of distraction* - was held on the 31 May 2018 in the Senior Citizens' Hall. Thirty five people attended this event. The feedback from the event was overwhelmingly positive and will form the foundation of ongoing marketing for this program.

### STRATEGIC IMPLICATIONS

Objectives <i>What we need to achieve</i>	Strategies <i>How we're going to do it</i>	Measures of Success <i>How we will be judged</i>
4.1 Build economic capacity	4.1.1 Encourage and attract new investment and increase capacity for local employment	Economic and Commercial Activity  New businesses (including home based) granted development approval by the Town.
	4.1.2 Plan for and build capacity for Commercial and Industrial	
	4.1.3 Support and promote home based businesses	
4.2 Facilitate local business retention and growth	4.2.1 Strengthen local business networks and partnerships	Number of local business and Stakeholder Survey (Engagement and Facilitation of local Business Networks)
	4.2.2 Continue the activation of Bassendean's Town Centre	
	4.2.3 Enhance economic activity in neighbourhood centres	

## COMMENT

It is proposed that the *Smart Busy* programme is adapted to more directly target business owners and entrepreneurs and build up their productivity, resilience and capacity.

The research conducted on this programme strongly indicates there is a need and a market for this course. Program evaluation of previous *Smart Busy* courses has found that participants experienced a statistically significant increase in wellbeing, time affluence (i.e. the sense of having enough time to engage in meaningful activities) and mindfulness levels.

The program consists of seven sessions. There is a one month gap between the sixth and seventh session where participants integrate the strategies and techniques into their daily lives. The seventh session is a reboot session and an opportunity for participants to reconnect, share successes and challenges and set goals for the next few months.

This programme requires a substantial time commitment from participants (1.5-2 hours per session each week). It is proposed that the course costs \$75 per person. This is approximately 25% of the actual cost and is set to attract the numbers, but also to ensure there is commitment to attend each session and complete the *Smart Busy* programme.

In comparison to training opportunities offered by other Local Governments the *Smart Busy* programme is unique. Bassendean will be a leader and setting a standard that other operators in this area will be inspired to follow. It will require a concerted publicity and marketing effort to reach the market and convince them that this is professional with clear and attainable outcomes.

The programme designer and facilitator (Dr Jane Genovese) has the added benefit of having local knowledge and engagement. As the co-convenor of Transition Town Guildford, she brings a strong ambit of localism to the program and builds on the importance and value of localism and building connections and identity with the region. The linkage to this theme will remind our businesses of the Localism approach that was launched in April. It will build on this and have immediate recognition.

The program will be capped at 35 participants. The Town will provide facilities and publicity.

## STATUTORY REQUIREMENTS

Nil.

## FINANCIAL CONSIDERATIONS

The overall cost is \$5,950. It is estimated the Town will potentially receive \$2,625 in registration fees, reducing overall cost to \$3,325. This program is included in the 2018-19 Budget submission.

*Committee members discussed this item and made and the following comments:*

- *The programme should be tailored to suit local businesses – not a one size fits all approach.*
- *There is a strong need for training of this standard and should be encouraged.*

## COMMITTEE / OFFICER RECOMMENDATION – ITEM 8.1

**EDC - 1/07/18**

MOVED Michael Gordon, Seconded Petra Richardson, that the Economic Development Committee recommends to Council that it endorses the implementation of this course to boost local entrepreneurship and commercial endeavours.

CARRIED UNANIMOUSLY 6/0

## **8.2 Economic Development Officer's Activity Report**

### Working Group for Festival of Local Business 2019

At the last Committee meeting, it was agreed to hold the Festival of Local Business again in 2019. A lot of new ideas have been shared, as well as lessons learned for consideration in the second festival. It is proposed that a working group is set up to coordinate the festival and ensure that it delivers on the growing expectations within Council and in the community.

It is envisaged that membership of the working group would be approximately 8 residents of the Town with an interest in or experience in business activity (preferably representing a variety of commercial endeavours and interests), relevant officer/s from the Town of Bassendean and a Town of Bassendean Councillor.

The working group would report to this Committee.

Members of this Committee are asked to nominate themselves to join this working group. The first task will be to write a Terms of Reference which will set out :

- Purpose (tasks & outcomes);
- Reporting timeframes; and
- Project milestones.

The draft Terms of Reference will be presented back to this Committee for endorsement at our next meeting

### Budget 2018/19

The Economic Development 18/19 Budget submission has to be ratified at the Ordinary Council Meeting to be held on 24 July 2018. The budget submission is in line and consistent with 2017-2018 expenditure. It is aligned to the (approved) Corporate Business Plan.

While planning can proceed unencumbered, any expenditure is restricted until the budget is passed by Council to “ongoing” activities only, eg, the markets.

### Single Use Plastic Bag Ban Campaign

The decision by Council at the March OCM to actively support the State Government’s Single Use Plastic Bag Ban has tapped into strong local support to address all types of plastic packaging, disposable utensils and other single use plastic. Our publicity campaign to communicate the Council stand, has significantly focused on our local businesses. The overall approach has been to:

- Provide information and links to support agencies, suppliers of alternative products;
- Educate community members on affects of plastic to change their habits; and
- Promote the Town and our businesses as environmentally aware, engaged and professional.

Nine local business were featured on the initial flyer and replicated on the information page on [Bassendeanbusiness.com.au/War on Waste](http://Bassendeanbusiness.com.au/War on Waste). An invitation was sent out to other businesses that are taking steps to reduce their plastic use to contact the Town, with a view to adding them to the expanding movement to bring about lasting change. This has already resulted in a number of additional businesses sending in their actions and details.

### Permanent Electricity for Markets

Part of the budget submission for 2018/19 is to install a permanent electricity source to operate the Old Perth Road Twilight Markets. Currently, a generator is hired for each of the five Twilight Markets. The estimated cost is estimated between \$3,000 and \$7,000. Hiring of the generator costs is approximately \$3,500 each year (for five markets)

### Training for stall holders

An initiative of the Markets Management Committee (Bassendean Men's Shed, Swan Valley Rotary Club, Markets Coordinator and Economic Development Officer) is to offer training for stall holders.

After every market we are always faced with stall holders who say they have had the best market ever and others that say it was a waste of time for them to attend. We believe the heart of the problem is the stalls themselves. The issues relate to what they are selling, how do they display and set up their stall, and how do they behave and present themselves etc.

Many stall holders are new to business and their lack of knowledge and skills means they sell much less than they otherwise might. The decision was taken as the appeal and popularity of the markets overall is wholly dependent on the individual stall holders. The more attractive and vibrant each stall is, the more attractive and vibrant are the markets!

The training sessions will take place at the August and September markets.

### Marketing refresh for Old Perth Road Markets

The current branding of the markets, including the website, needs a refresh. The branding is 8 years old and faced with emerging competition and the markets have to maintain their appeal against constantly changing activities and competing attractions.

It is proposed to re-name the markets to Old Perth Road Community Markets. This positions the markets in a community setting. It accentuates the authentic values that the markets represent and further strengthens the sense of ownership of the markets by our residents.

### Local Business Activity

The heart of Bassendean along Old Perth Road continues to have a high churn of businesses opening and closing. Generally, the diversity of new businesses is good and their individual ability is encouraging.

Of particular note two new businesses which are arriving are the Wasteless Pantry and Ivy B Unpackaged Goods.

Wasteless Pantry (WP) is taking a unit in Bassendean Hawaiian and will open in September. WP was established in Mundaring a number of years ago and have pioneered a following for their unstinting crusade to reduce the need for packaging on any type of produce. Their hard work has been rewarded with numerous awards, and national media coverage. Their decision to branch out to Bassendean has been a long time coming and is seen as a precursor to possibly more branches opening in Fremantle, Joondalup and Armadale.

Ivy B Unpackaged Goods is a smaller business but driven with the same mission. Owned by Renee Barker, they plan to open a permanent shop at 20 Old Perth Rd. It is expected they will also have a stall at the July markets.

*Committee members discussed this report and made the following comments:*

- *Recruitment of members for the Festival of Local Business Reference Group should be carried out through the Bassendean Business network database. A number of those members have already put their hands up to assist and frame the content of the new festival*
- *The stall holder training for markets should aim to raise the standard, quality and expand the range and diversity of stalls at the market.*
- *That the marketing refresh of the Old Perth Rd Markets retain the logo.*
- *The Community Fund of the markets should receive a publicity boost*
- *The programme should be tailored to suit local businesses – not a one size fits all approach*
- *There is a strong need for training of this standard and should be encouraged.*

- *It is very encouraging to see new businesses opening up in the Town (in reference to Wasteless pantry and Ivy B). The Proprietor of Ivy B is a local resident and personally known to committee members and is has a long standing interest and passion for the protection of the environment.*

**COMMITTEE/OFFICER RECOMMENDATION – ITEM 8.2**

**EDC - 2/07/18**

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

**CARRIED UNANIMOUSLY 6/0**

**8.3 Other Committee Business**

At the May meeting, the following matters were discussed. 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 businesses and activities;  
and
5. Development of a business hub/space.

*The Committee noted the above items.*

**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 is to be held on Tuesday 4 September 2018, commencing at 7.00pm.

There being no further business, the Presiding Member closed the meeting at 8.09pm.