



TOWN OF
VICTORIA PARK



Business Advisory Group

Agenda – 12 June 2025



WE'RE OPEN
VIC PARK

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1 Opening

Acknowledgement of country

Ngany kaaditj Noongar moort keny kaadak nidja Wadjak Noongar boodja. Ngany kaaditj nidja Noongar birdiya – koora, ye-ye, boorda, baalapiny moorditj Noongar kaadijtin, moort, wer boodja ye-ye.

I acknowledge the traditional custodians of this land and respect past, present and emerging leaders, their continuing cultural heritage, beliefs and relationship with the land, which continues to be important today.

2 Attendance

Patrick Renner	Archer St Physiotherapy Centre
Russell White	Park Property
Joel Beresford	The Dutch Trading Co
Colin Richardson	Adept photo booths
Shellie Attwood	Green Bunch
Chris Perkin	West Coast Health & High Performance
Miguel de la Mata	Acoustics Consultants Australia
Barry Myles	District Promotions
Wilfred Hendriks	Natural Way to Good Health
Paul Ryan	
Elected members	Mayor Karen Vernon (Online)
	Cr Lindsay Miles
	Cr Peter Melrosa
Chief Community Planner	David Doy
Coordinator Economic Development & Strategic Planning	Jack Hobbs
Place Leader (Economic Development)	Ben Schofield
Meeting secretary	Tomoko Kidahashi
Presenters	
Observers	
Apologies	

3 Presentations

3.1 Local Economy Update

Time	5 Minutes
Presenter	Place Leader (Economic Development)
Attachments	Nil

Purpose of the item

To provide an update on the performance of the local economy using the Town's key data sources.

Outcome

To provide an update on the performance of the local economy using the Town's key data sources.

Strategic outcomes

Nil.

3.2 Economic Development Strategy - Minor Review

Time	5 minutes
Presenter	Place Leader (Economic Development)
Attachments	1. Economic Development Strategy Draft EDS Implementation Framework [3.2.1 - 7 pages]

Purpose of the item

To provide an update on the minor review of the *Economic Development Strategy 2018-2023 Pathways to Growth*.

Outcome

1. The Business Advisory group has been informed of the delivery of a minor review of the Town's Economic Development Strategy.
2. The Business Advisory is informed of key learnings from the delivery of the *Economic Development Strategy 2018-2023 Pathways to Growth*.
3. The Business Advisory Group is able to provide feedback on the proposed Implementation Framework for the Draft Economic Development Strategy through engagement questions on Your Thoughts in coming weeks.

Strategic outcomes

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	The Business Advisory Group provides feedback to inform the development of the Economic Development Strategy that informs

	the delivery of actions that achieve EC1.
EC2 - Connecting businesses and people to our local activity centres through place planning and activation.	The Business Advisory Group provides feedback to inform the development of the Economic Development Strategy that informs the delivery of actions that achieve EC2.

3.3 Business Perception Survey - Results

Time	5 Minutes
Presenter	Place Leader (Economic Development)
Attachments	1. Town of Victoria Park Business survey [3.3.1 - 73 pages]

Purpose of the item

To present key findings from the 2024-25 Town of Victoria Park Business Perception Survey results.

Outcome

The Business Advisory Group is informed of the key economic concerns, priorities, and perceptions of the local business community.

Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	The Town is provided with feedback from the local business community to help inform the delivery of the Community's Economic Priorities. The Business Advisory Group is informed of the perceptions and concerns of the local business community.

4 Items for discussion

4.1 Business pulse check (around the table)

Reporting officer	Place Leader (Economic Development)
Origin of request	Ongoing agenda item
Attachments	Nil

Purpose of the item

Business Advisory Group members introduce themselves to the group and discuss key issues, trends and matters impacting local businesses in the Town of Victoria Park.

Outcome

The Town is informed of the issues and trends impacting the local business community.

Discussion points

Around the table updates from members to discuss topics relevant to the local business community including but not limited to the below.

- Results from the 2024/25 Business Perception Survey;
- Current economic trends and issues impacting local businesses;
- Interests and issues of businesses in our local industries and neighbourhoods; and
- Business events, training and networking opportunities.

Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	The Town is informed of the issues and trends facing the local business community.

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	Feedback from the Business Advisory Group is collected and monitored to help inform the development of the Economic Development Program.

Next steps

Nil.

Further information

Nil.

5 General business

6 Actions from previous meetings

Action	Responsible Officer	Status/Comment	Close Date
Explore options for pre-recorded grant writing training videos and webinars	Place Leader (Economic Development)	In Progress <ul style="list-style-type: none"> Exploring options for guidelines and videos with the Community Funding team in 2025. 	

7 Close