



TOWN OF  
VICTORIA PARK



# Business Advisory Group Notes – 29 June 2023



**WE'RE OPEN**  
VIC PARK

## Table of contents

1 Opening.....	3
2 Attendance .....	4
3.1 Economic Development Program (introducing the sub-programs) .....	6
4 Items for Discussion.....	7
4.1 Draft Terms of Reference.....	7
4.2 Business Events and Training Sub-program (current events and future planning) .....	8
4.3 Business Grants Sub-program (current recipients and future planning).....	10
5 General Business.....	11
6 Actions from previous meetings .....	11
7 Close.....	11

**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

District Promotions	Barry Myles
Westcoast Health	Chris Perkin
Adept photo booths	Colin Richardson
The Dutch Trading Co	Joel Beresford
Acoustics consultants	Miguel de la Mata
InnoLab	Mike Ghasemi
Archer St Physiotherapy Centre	Patrick Renner
Park Property	Russell White
InnoLab Green Bunch	Shellie Attwood
Delissimo	Tanya Cinanni
Vicinity	Tim Rankin
<b>Elected members</b>	Mayor Karen Vernon
	Cr Jesvin Karimi
	Cr Wilfred Hendriks
<b>Chief Community Planner</b>	Natalie Martin-Goode
<b>Manager Place Planning</b>	David Doy
<b>Place Leader (Economic Development)</b>	Ben Schofield
<b>Meeting secretary</b>	Shelly Woods
<b>Presenters</b>	Nil
<b>Observers</b>	Nil
<b>Apologies</b>	Gina Hutchinson

Introductions and 'freestyle' session outlining key concerns and interests for businesses:

- Long term vacancies.
- Highlighted importance of destination marketing and activating spaces. There should be more activations in places that have less foot traffic (e.g, Causeway).
- Challenge of promoting businesses and engaging with the local community when there is no street frontage/exposure. Discussion can businesses outside of Albany Hwy promote their brand and engage with community?
- Interested in the outcomes of major projects such as METRONET and streetscape improvements for businesses.
- Concern for inflation and cost of living increases.
- Impact of mental health post COVID-19 on staff. What resources are available to assist employers and employees? What workshops can the Town provide to help?
- Vacancy rates in Bentley Tech Park. Tech Park is separated from foot traffic and negatively impacted by working from home arrangements.
- Working from home impacts the business community differently across the Town. Some businesses benefit with increase patronage, while others lose customers.

### 3.1 Economic Development Program (introducing the sub-programs)

<b>Time</b>	5 Minutes
<b>Presenter</b>	Place Leader (Economic Development)
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. Economic Development Strategy - Pathways to Growth 2018-2023 [3.1.1 - 40 pages]</li> <li>2. Economic Development Sub-Programs Summary [3.1.2 - 1 page]</li> </ol>

#### Purpose of the item

To provide an overview of the Economic Development Strategy and the sub-programs developed to deliver the objectives set in the Town's Economic Development Strategy.

#### Outcome

The Business Advisory Group will be informed of the Economic Development Sub-programs that the Town will seek advice on during the term of the Business Advisory Group. This will provide grounding for the BAG when reading agendas and providing advice to the Town.

#### Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	The Business Advisory Group is aware of the economic development sub-programs and provides strategic advice on their delivery.

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	The Business Advisory Group provides advice on the implementation of economic development initiatives and programs.

#### Next steps

BAG informed of the strategic framework for the delivery of the Economic Development Program.

BAG members introduced the Economic Development Program developed to achieve the actions and goals outlined in the Economic Development Strategy. The key purpose of the BAG is to provide advice on the delivery and review of the initiatives under the programs to ensure they are achieving the goals set in the Economic Development Strategy and the needs of the local business community.

#### Further Information

Nil

## 4 Items for discussion

### 4.1 Draft Terms of Reference

<b>Reporting officer</b>	Place Leader (Economic Development)
<b>Origin of request</b>	Council Resolution
<b>Attachments</b>	1. Draft Terms of Reference Business Advisory Group [4.2.1 - 3 pages]

### Purpose of the item

To discuss and agree upon the draft Terms of Reference for the Business Advisory Group.

### Outcome

Does the group support the Terms of Reference or are there elements we would like to change?

The Terms of Reference include information on the groups:

1. Purpose and objectives
2. Term
3. Membership
4. Roles and responsibilities
5. Meeting procedures

Update ToR to include responsibility for officers to report back on outcomes or actions arising from feedback to BAG. Update ToR to include advocacy as a responsibility for BAG members.

Where appropriate, feedback is provided back to community members on meeting processes.

### Actions

Any changes will be incorporated into the Terms of Reference and circulated to all members for final comments before going to an Ordinary Council Meeting for endorsement.

### Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL3 - Accountability and good governance.	Well-governed and managed advisory group through group agreement of Terms of Reference

### Next steps

Any changes will be incorporated into the Terms of Reference and circulated to all members for final comments before going to an Ordinary Council Meeting for endorsement.

Length of term of BAG to be reviewed before draft ToR are circulated to community members.

### Further information

Length of term of BAG to be reviewed before draft ToR are circulated to community members.

## 4.2 Business Events and Training Sub-program (current events and future planning)

<b>Reporting officer</b>	Place Leader (Economic Development)
<b>Attachments</b>	1. 2022/23 Business Events and Training Calendar [4.3.1 - 1 page]

### Purpose of the item

To discuss what projects and initiatives the Business Advisory Group would like to see in the Business Events and Training Sub-program.

### Outcome

The Town provided ideas on what local businesses would like to see in the events and training space. This will then influence the development of the 2023 events and training calendar.

There are existing networking events across Town that can be promoted. Rotary Club held 3 in July. The Town should identify existing networking events to promote networking opportunities to the local business community.

BAG members highlighted a number of initiatives that they identified as possible business events and training sub-program.

- Mental Health Training workshops would help employers and employees with growing mental health concerns.
- Business Breakfast with panel speakers. The event provides an additional networking opportunity and a chance to survey the local business community.
- Business Mentoring Program – draw on knowledge of the business community and retired business owners to help mentor small businesses.

### Actions

Place Leader (Economic Development) to identify existing networking opportunities for local businesses and collaborate with Rotary Club to promote their networking event.

Place Leader (Economic Development) to review previous Mental Health Workshop and look into options for the 23/24 Business Event and Training calendar.

Place Leader (Economic Development) explores the feasibility of running a Business Breakfast event in 2024 (February/March).

### Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	Economic development initiatives are well thought out and managed projects that address the needs of the local business community.

<b>Economic</b>	
<b>Community Priority</b>	<b>Intended public value outcome or impact</b>
EC1 - Facilitating a strong local economy.	Business training and events delivered by the Town creates an environment for collaboration, relationship building and learning to help grow the local business community.

### **Next steps**

The Town will collate ideas and use them to inform the planning of the future of the Business Events and Training Sub-program. The Business Advisory Group will receive information about these once they are planned.

### **Further information**

Nil

### 4.3 Business Grants Sub-program (current recipients and future planning)

<b>Reporting officer</b>	Place Leader (Economic Development)
<b>Attachments</b>	1. Management Practice 117.1 - Business Grants [4.4.1 - 7 pages] 2. 2022/23 Economic Development Grants Brochure [4.4.2 - 2 pages] 3. 2022/23 Business Grant Recipients [4.4.3 - 1 page]

#### Purpose of the item

To provide an overview of the grant categories and recipients of the Economic Development grants for 2022/23 and to discuss the future of the business grants.

#### Outcomes

The Business Advisory Group are informed of the opportunities to collaborate with current recipients and have the opportunity to provide advice for future rounds of Economic Development Grants.

Current business grant criteria allow for broader economic benefits to the local economy.

Suggestions for improving and simplifying business grants:

- i) Review assessment criteria and make it simpler. Provide applicants with a clear indication of how judges are assessing questions.
- ii) Make the process as flexible as possible and review the feasibility of keeping the grant round open. Hard to plan for initiatives and provide quotes for a project that may be delivered 6-12 months after the application.
- iii) Attaining 3 quotes can be difficult.
- iv) Business grants should be more widely promoted.
- v) Consider a 'preassessment' to determine if the applicant is eligible or what grant opportunity is most appropriate.
- vi) Advice for applicants to contact Place Leaders before submitting applications should be clearer. For example, on the business grants brochure, highlight/increase the prominence of this advice.
- vii) Provide pre-recorded grant writing training videos for businesses who cannot attend workshops.

#### Actions:

Change font on Place Leader contact on the brochure

Review business grant management practice, policy, and promotional materials and inform BAG of any revisions.

Consider options for pre-recorded grant writing training videos/webinars.

## Strategic outcomes

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	The Business Advisory Group is informed of upcoming opportunities to collaborate and can provide advice on the development of future grants.

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	To help facilitate the projects and initiatives delivered by the local business community to bring broad economic benefit to the economy.

## Next steps

Advice is collated and incorporated into the formation of business grants in the future.

## Further information

Nil

## 5 General business

David Doy asked for nominations - Presiding member was accepted by Patrick Renner voted in by members of BAG

Deputy Presiding Member was accepted by Russell White – voted in by members of BAG

Discussion on the expectations for what you can gain from attending BAG meetings.

## 6 Actions from previous meetings

Nil

## 7 Close

There being no further business, the Presiding Member closed the meeting at 7.15pm