



TOWN OF
VICTORIA PARK



Business Advisory Group Agenda – 10 August 2021



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 kaaditjin, 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

Leonard Alto	ALT Reschowrant
Shellie Attwood	Greenbunch
Mark Birkinshaw	Tango Information Technology
Jo Bussell	Urban Revolution
Ceri Cummings	BOLT Health and Fitness
Bhairab Dhakal	Himalayan Nepalese Restaurant and Cafe
Daniel Doble	EDGE Employment Solutions
Tanya Eustace	Sage Cafe
Mike Ghasemi	InnoLab
Ahmad Hassan	Makan2 Cafe
Jamie Horner	Empire Estate Agents
Matthew Kenworthy	Antz Cafe
Paul Lai	Pharmacy
Gino Lamelza	Vic Park Larder
Will Main	Hawaiian - Hawaiian's Park Centre
Justin McMillan	Smartwealth
Slawek Misiun	Alpha Consulting, Engineers & Managers
Ryan Piggott	Vocational Training Services (VTS)
Patrick Renner	Archer St Physiotherapy Centre
Kimberley Skinner	Total Digital Solutions
Shane Vasile	ACTON Victoria Park
Russell White	Park Property
Elected members	Mayor Karen Vernon Cr Wilfred Hendriks Cr Jesvin Karimi
Chief Community Planner	Natalie Martin Goode
Manager Place Planning	David Doy
Place Leader (Economic Development)	Lisa Tidy
Meeting secretary	Shelly Woods
Presenters	Luke Ellis Michal Lowenhoff Katie Sabatini
Observers	
Apologies	

3 Presentation

3.1 Local Economy Data Update

Time	10 minutes
Presenter	Lisa Tidy
Attachments	Nil

Purpose of the item

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

Outcome

The Business Advisory Group are better informed of how the local economy is performing.

Strategic outcomes

Economic	
Strategic outcome	Intended public value outcome or impact
EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.	Local businesses understand the data we use to track economic performance, which can also help inform their decision making.

4 Items for discussion

4.1 Parking Management Plan

Reporting officer	Michal Lowenhoff and Luke Ellis
Time	15 minutes
Origin of request	Strategic project
Attachments	Nil

Purpose of the item

The Town is currently undertaking community consultation for its new draft Parking Management Plan (PMP).

Outcome

Businesses are informed about the draft PMP and have a chance to provide feedback.

Discussion points

- Provide some background on the Transport Strategy as this is the parent document to the PMP.
 - Including but not being limited to the themes and strategies, five identified groups of travellers identified and the parking strategy theme.
- Provide some history regarding the Dynamic Parking trials and model moving forward.
- Talk about the Intervention Matrix itself and what it means.

Strategic outcomes

Civic Leadership	
Strategic outcome	Intended public value outcome or impact
CL01 – Everyone receives appropriate information in the most efficient and effective way for them	Businesses are given the opportunities to ask questions in person, or via the online survey.
CL02 - A community that is authentically engaged and informed in a timely manner.	Businesses are engaged on the approach to parking in the Town.

Economic	
Strategic outcome	Intended public value outcome or impact
EC02 - A clean, safe and accessible place to visit.	Businesses are engaged on the approach to parking in the Town.

Next steps

Feedback on the draft PMP will be collated and implemented (where appropriate), before the final PMP is considered by Council for endorsement.

Further information

The draft PMP can be found [here](#), for pre-reading. Please refer to the documents section on the top right and select the "Draft Parking Management Plan".

To assist with focusing your attention, please refer to the following sections:

- Summary: Pages 4-11
- Intent of the PMP: Page 16-17
- Place parking actions plans: Pages 24-27 (area relevant to your business)
- Place based initiatives: Pages 46-67 (area relevant to your business)

4.2 Accessibility in Local Businesses

Reporting officer	Katie Sabatini
Time	10 minutes
Origin of request	DAIP
Attachments	Nil

Purpose of the item

Create accessible and inclusive spaces within local businesses in the Town.

Outcome

Provide information for consideration to business owners on how their premise can be more accessible.

Discussion points

- Raising awareness of the impacts of inaccessible spaces on people with disability, their families and carers.
- Providing and creating resources and an information page on the Town's website for local businesses to access, including tips on creating accessible spaces.

Strategic outcomes

Economic	
Strategic outcome	Intended public value outcome or impact
EC02 - A clean, safe and accessible place to visit.	Encourage all spaces around the Town to be accessible and safe for all individuals regardless of abilities.

Social	
Strategic outcome	Intended public value outcome or impact
S02 - An informed and knowledgeable community.	Information is readily available to all community members and business owners.

Next steps

Provide information and resources on the Town's website and in the business eNewsletter.

Further information

Not applicable.

4.3 Business Grants

Reporting officer	Lisa Tidy
Time	10 minutes
Origin of request	Project planning
Attachments	Nil

Purpose of the item

To discuss business grant categories for the proposed 2021/22 business grants program (pending Council budget endorsement).

Outcome

The Town is informed on where businesses would see the most value in terms of grant categories.

Discussion points

The Town is exploring potential business grant categories, with feedback being sought from internal staff, EMs and businesses via the Business Advisory Group. Feedback on the proposed categories could include:

- Whether they are too restrictive or too broad
- Potential issues that may arise in any of the grant categories
- Which categories best align with the current focus of the business community.

Strategic outcomes

Civic Leadership	
Strategic outcome	Intended public value outcome or impact
CL02 - A community that is authentically engaged and informed in a timely manner.	Businesses can provide direct feedback on proposed business grant categories.

Economic	
Strategic outcome	Intended public value outcome or impact
EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.	Business grants help support the business community to deliver a range of initiatives across the Town.

Next steps

The Business Grants Policy is going to July Policy Committee, with plans for final endorsement at August Ordinary Council Meeting. The 2021/22 Budget is also endorsed in August. Pending policy and budget endorsement, the Town will finalise a management practice and the grant categories before opening the grants program for applications.

Further information

Not applicable.

4.4 Business Projects, Support and Communication

Reporting officer	Lisa Tidy
	20 minutes
Origin of request	Project planning
Attachments	Nil

Purpose of the item

To gather feedback on the Town's communication and information sharing tools.

Outcome

The Town has a better idea of what is and isn't working and can implement changes to be more efficient.

Discussion points

The Town has a range of platforms and tools it uses to communicate with the business community and share relevant information. Feedback is being sought on:

- Localised
- Invest Vic Park
- The business section of the Town's website
- Communication tools, including business e-newsletters, emails etc.

Strategic outcomes

Civic Leadership	
Strategic outcome	Intended public value outcome or impact
CL01 – Everyone receives appropriate information in the most efficient and effective way for them	The Town is communicating with businesses in the way most effective for them.
CL02 - A community that is authentically engaged and informed in a timely manner.	The business community is engaged on how they would like to be communicated to.

Economic	
Strategic outcome	Intended public value outcome or impact
EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.	Businesses feel that they are communicated with effectively and provided the information when support is required.

Next steps

Feedback will be collated and implemented where possible.

Further information

Some of our business communication/information sharing tools are hyperlinked below:

- [Localised](#)
- [Invest Vic Park](#)
- [The business section of the Town's website](#)

5 General business

6 Actions from previous meetings

7 Close