



TOWN OF
VICTORIA PARK



Business Advisory Group Notes – 14 October 2020



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.

Election of Chair and Deputy Chair

The Business Advisory Group voted on the Chair and Deputy Chair.

Outcome

The Business Advisory Group endorsed Patrick Renner as Chair and Russell White as Deputy Chair

2 Attendance

Michael McHugh	Future Institute of Australia
Gino Lamelza	Vic Park Larder
Shane Vasile	ACTON Victoria Park
Leonard Alto	ALT Reschowrant
Jamie Horner	Empire Estate Agents
Daniel Doble	EDGE Employment Solutions
Paul Lai	Pharmacy
Shellie Attwood	Greenbunch
Slawek Misiun	Alpha Consulting, Engineers&Managers
Ryan Piggott	Vocational Training Services (VTS)
Ceri Cummings	BOLT Health and Fitness
Bhairab Dhakal	Himalayan Nepalese Restaurant and Cafe
Ahmad Hassan	Makan2 Cafe
Mike Ghasemi	InnoLab
Will Main	Hawaiian - Hawaiian's Park Centre
Kimberley Skinner	Total Digital Solutions
Justin McMillan	Smartwealth
Jo Bussell	Urban Revolution
Patrick Renner	Archer St Physiotherapy Centre
Russell White	Park Property
Elected members	Mayor Karen Vernon Cr Jesvin Karimi Cr Wilfred Hendriks
Chief Community Planner	Natalie Martin-Goode
Place Leader (Economic Development)	Lisa Tidy
Manager Place Planning	David Doy
Meeting secretary	Christy Neems
Presenters	Lisa Tidy – Place Leader (Economic Development) Tracy McQue – Senior Place Leader (Strategic Planning) Caden McCarthy – Place Leader (Transport) Amadeus Rainbow – Coordinator Parking Luke Ellis – Manager Business Services
Observers	Nil

Apologies

Matthew Kenworthy – Antz Café

Mark Birkinshaw – Tango IT

Tanya Eustace – Sage Café

3 Presentations

3.1 Guiding Strategies and Plans

Time	5 minutes
Presenter	Lisa Tidy
Attachments	Nil

Purpose of the item

To provide an overview of the strategies and plans that guide Economic Development and Place Planning.

Outcome

The Business Advisory Group feel informed of important documents that are impacting decisions made.

Strategic outcomes

- S2- An informed and knowledgeable community
- EC1- A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.
- CL1- Everyone receives appropriate information in the most efficient and effective way for them.

The Business Advisory Group were provided with a presentation on the Guiding Strategies and Plans.

Outcome

The Town are utilising the Economic Development Strategy, the COVID-19 Response Strategy and Action Plan and Place Plans to guide economic and social recovery.

The Economic Development Strategy is aligned with the Town's strategic objectives and reporting is quarterly.

The COVID 19 Response Strategy and Action Plan has three overarching pillars (Survive, Thrive and Revive) which the Town are using as a guide to lead the community through the COVID pandemic and promote economic recovery.

The COVID Action Plan has been developed as a procurement tool to rigorously scope and cost projects and that can be implemented to stimulate economic and community recovery across the Town.

The Town's Place Plans provide a comprehensive snapshot of the plans and strategies for neighbourhoods across the Town. The plans will be used to guide strategic initiatives including economic and community development projects and ensure good outcomes in each of the Town's nine neighbourhoods.

3.2 Live Economic Development Projects for 2020/21

Time	10 minutes
Presenter	Lisa Tidy
Attachments	Nil

Purpose of the item

To provide an overview of the list of Economic Development projects that are currently live (being budgeted for and are in the process of being planned/executed) for the 2020/21 year.

Outcome

The Business Advisory Group are aware of upcoming projects and potential opportunities to get involved.

Strategic outcomes

- S2- An informed and knowledgeable community
- EC1- A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.
- CL1- Everyone receives appropriate information in the most efficient and effective way for them.
- CL3- Well thought out and managed projects that are delivered successfully

The Business Advisory Group were provided with a presentation on the Town's current economic development projects for 2020/21.

Outcome

The Invest Vic Park website has been launched. Invest Vic Park is a one-stop-shop for investors, developers and local businesses and provides a broad range of information on investing in Victoria Park.

Localised has been launched. Localised is an online place-based business network. Local businesses can use the online directory to advertise their products and services, access a range of local events and professional development opportunities and connect with other businesses in the Town.

Explore More Vic Park is the Town's first tourism map aimed at a promoting the Town as a place to visit. The map will be launched mid-November.

An economic sub-cohort of the Inner City Councils group are in the early stages of planning a Small Business Conference.

The Vic Park Business Awards will be held in 2021 following a successful 2020 program.

Restart Vic Park Grants have been launched. The grants are designed to support resilience and innovation in the local economy during the COVID 19 recovery phase. Maximum grant application is \$8,000. The two grants categories are Small Business Resilience Grants and Economic Development Grants.

The Town will engage an external consultant to conduct an Economic Impact and Opportunities Assessment to gauge the impact of COVID 19 on the Town and identify and capitalise on economic and social recovery opportunities across the Town.

The Town will launch Christmas in Vic Park in early December. The campaign will be a strategic and consolidated approach driven by key service delivery areas in the Town. The initiatives will aim to connect community members and businesses during the festive season and capitalise on social and economic recovery.

Grant Guru will be launched over the coming months. The platform will combine state and federal grant funding opportunities into one location to increase accessibility for local businesses looking to capitalise on grant opportunities.

3.3 Local Planning Strategy

Time	10 minutes
Presenter	Tracy McQue
Attachments	Nil

Purpose of the item

To inform the group of the impending public advertising of the draft Local Planning Strategy, it's role and key recommendations.

Outcome

The group is able to promote the impending public advertising period to their networks.

The Business Advisory Group were provided with a presentation on the Local Planning Strategy.

Outcome

The draft Local Planning Strategy will be advertised for comment in November. Feedback on this document will go to inform the Town's new Planning Scheme.

The Town is pre-empting significant growth in the area up to 2050 and will look to accommodate and capitalise on this growth in areas including retail and office space, precinct specific locations, and diversified housing.

3.4 Introduction to Parking Management

Time	15 minutes
Presenter	Luke Ellis, Amadeus Rainbow and Caden McCarthy
Attachments	Nil

Purpose of the item

Introduce the parking team and present an education package about 'why and how' parking is delivered and managed in the Town of Victoria Park.

Outcome

In the future, the parking team will be seeking feedback from the Group, utilising the private 'YourThoughts' page on specific parking projects, such as parking area reviews.

Strategic outcomes

- S1 - A healthy community
- EC2 – A clean, safe and accessible place to visit
- EN1 – Land use planning that puts people first in urban design and allows for different housing options for people with different housing needs and enhances the Town's character
- EN2- A safe, interconnected and well maintained transport network the makes it easy for everyone to get around

The Business Advisory Group were provided with a presentation on Parking Management.

Outcome

The Town's Parking Management Plan aims to provide a balanced and dynamic business model to the provision of paid parking in the Town.

The Town consider the social implications of parking on an area when planning for parking. Factors impacting on parking include strategic land use planning, managing pedestrian turnover and pedestrian volumes during peak periods of the day and the provision of sustainable, safe and accessible parking options.

Community members are encouraged to share their thoughts on parking on the Town's Your Thoughts page.

4 Items for discussion

4.1 Terms of Reference

Reporting officer	Lisa Tidy
Time	15 mins
Origin of request	Where did the need for this item originate e.g. Council resolution, strategic project.
Attachments	1. DRAFT Terms of Reference - Business Advisory Group [4.1.1 - 3 pages]

Purpose of the item

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

Outcome

The Business Advisory Group agree on the Terms of Reference that will govern the group.

Discussion points

The Terms of Reference includes information on the group's:

- Purpose and objectives
- Term
- Membership
- Roles and Responsibilities
- Meeting procedures

Next steps

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

The Business Advisory Group discussed the draft Terms of Reference.

Outcome

Clause 14 - Recommendation to change 'meeting minutes' to 'meeting notes'

Pending amendment to Clause 14 the Business Advisory Group endorse the Terms of Reference

Actions

ToR to go to December OCM for endorsement by the Council.

4.2 Business Events and Training

Reporting officer	Lisa Tidy
Time	15 minutes
Attachments	Nil

Purpose of the item

To discuss what the Business Advisory Group would like to see in the business events and training space in the next year.

Outcome

The Town are provided with ideas around what local businesses would like to see in the events and training space.

Discussion points

The Town traditionally holds a number of business events each financial year, as well as facilitating training. We are seeking more information around:

- What would you like to see as a smaller event run early next year?
- If we were to run a Small Biz Conference, what topics would be useful?
- What training would you like to see the Town facilitate for businesses?

Strategic outcomes

- EC1- A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.
- EC2- A clean, safe and accessible place to visit.
- CL3- Well thought out and managed projects that are delivered successfully.

Next steps

The Town will collate the ideas and use it to inform the planning of future events and training. The Business Advisory Group will receive information about these once they have been planned.

4.3 COVID-19 Impacts and Recovery

Reporting officer	Lisa Tidy
Time	10 minutes
Attachments	Nil

Purpose of the item

To discuss the general sentiment for how the local businesses felt COVID-19 impacted them and any ideas for how the Town can support local businesses in recovery.

Outcome

The Town develops a better understanding of the impacts of COVID-19 on the business community, as well as a number of ideas that can be fed into the Economic Impact and Opportunities Assessment.

Discussion points

The Town is keen to gather a better understanding of COVID-19 on the local business community:

- How did COVID-19 affect your business?
- How could the Town be supporting local businesses in recovery?

Strategic outcomes

- EC1- A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.
- EC2- A clean, safe and accessible place to visit.

Next steps

The Town will pass on any information noted in the discussion to the consultants preparing the Economic Impact and Opportunities Assessment.

The Business Advisory Group were asked to consider how COVID 19 affected their business and how the Town could help in the recovery.

Outcome

The group identified the following:

The Town's online social media presence during COVID restrictions assisted their ability to communicate with the public on operational business hours.

The group would like assistance from the Town in filtering through and submitting grant applications, particular those offered at a state and federal level.

4.4 Vic Park Summer Street Party

Reporting officer	Alison Braun
Time	10 minutes
Origin of request	Manager Discussion
Attachments	Nil

Purpose of the item

To inform the new dates and changes to Summer Street Party for 2021

Outcome

Active discussion and BAG feedback

Discussion points

1. Sponsorship appetite
2. Businesses involvement

Strategic outcomes

Next steps

BAG feedback will inform the development of the EOI for the delivery of the Summer Street Party

The Business Advisory Group were provided with a presentation on the Summer Street Party.

Outcome

The Summer Street Party is the Town's signature event. The event will be held in the Town's west end pending the State's move to Phase 5 of COVID restrictions.

Local businesses will be provided with an opportunity to share their ideas via a 'Your Thoughts' page over the coming months.

5 General business

The Business Advisory Group discussed meeting times and frequency, setting achievable group objectives and the potential for formal and/or informal variations to the meeting format.

Actions

Lisa Tidy to upload Business Advisory Group information to 'Your Thoughts' for BAG member feedback. Key themes and discussion points will be collated and used to determine the nature of information circulated to BAG members moving forward.

6 Actions from previous meetings

Nil.

7 Close

Meeting closed at 7:40pm