

MINUTES

Rebound Roundtable

12:30pm, 25 August 2021

1. CHAIR

Cr Sally Smith (SS)	Chair
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2. ATTENDANCE AND APOLOGIES

Attendees:

Anna Kelderman (AKe)	Leederville Connect
Matt Young (MY)	Mt Hawthorn Hub
Chris Criddle (CC)	Northbridge Common
Andrew Kailis (AKa)	The Pickle District
Gemma Carter (GC)	City of Vincent – Manager Marketing and Partnerships
Emma Hodson (EH)	City of Vincent - Place Planner (Leederville & Economic Development)
Lauren Formentin (LF)	City of Vincent – Place Planner (Pickle District & Arts)
Georgia Lawrence (GL)	City of Vincent - Coordinator Place
Marc Drexel (MD)	OurTowns

Apologies:

Tara Gloster (TG)	Vice-Chair
Mayor Emma Cole (EC)	City of Vincent
Cr Alex Castle (ACa)	City of Vincent
Cr Ashley Wallace (AW)	City of Vincent
Cr Dan Loden (DL)	City of Vincent
Cr Joanne Fotakis (JF)	City of Vincent
Cr Joshua Topelberg (JT)	City of Vincent
Cr Susan Gontaszewski (SG)	City of Vincent
Neil Graham (NG)	Beaufort Street Network
Sarah Maraglio (SM)	Beaufort Street Network
Trent Durward (TD)	Leederville Connect
Jane Shanahan (JS)	Mt Hawthorn Hub
Chris Watt (CW)	North Perth Local
Renee Broadway (RB)	North Perth Local
Teagan Criddle (TC)	Northbridge Common
Jon Denaro (JDe)	The Pickle District

3. CONFIRMATION OF MINUTES

- 3.1 Rebound Roundtable Meeting Minutes (*refer Attachment 1 – Draft Rebound Roundtable Minutes – 28 July 2021*) from 28 July 2021 were accepted as true and correct.

4. NEW BUSINESS

- 4.1 **Small Business Development Corporation and Business Directory (EH and GL)** (*refer Attachment 2 – SBDC and Business Directory Presentation*)
 EH and GL shared on screen the SBDC and Business Directory presentation.

- GL has talked to the Economic Officer at City of Cambridge and they reported good results from the Small Business Friendly Approvals Program.
- The Program aligns with the Rebound Plan and will be an opportunity to put a spotlight on what doesn't work well in the City's current approval processes and identify improvements.
- The Program is fully funded by State Government as they have recognised the disparity between the different local government's approvals process.
- GL advised the Small Business Friendly Charter has previously been endorsed by Council.



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The Charter was quite light on in terms of the City's resource investment but was seen as the first step to get local governments to think about small business in their decisions and processes. The Small Business Friendly Approvals Program is the next step in how to achieve good customer service.

- The request for Council support to participate in the Program will not be presented at a Council Workshop but will progress to the September Council Meeting.
- SS advised the Council report on the matter should clearly paint the picture of why we need the Program and how it's going to help.
- GL advised the COVID 19 Business Directory on the City's website is light on traffic and visits and is quite resource intensive to produce/maintain.
- SS advised that at the peak of COVID closures it was great and served its purpose. SS suggested that although the City needs some sort of directory, it is time to move on to another platform.
- EH advised there are currently only 24 Vincent businesses listed on the Visit Perth website.
- This page tends to be more City of Perth business focused as it is heavily funded by the City of Perth. The City of Vincent will continue to champion more collaboration with regards to the website as part of the inner-city working group.

4.2 OurTowns App (MD) (refer **Attachment 3** – *OurTowns App Presentation*)

MD shared on screen the OurTowns App presentation and played a video.

- MD advised that the intent of the OurTowns app is to provide a one stop directory for businesses, and a platform for Town Teams/City of Vincent/private businesses to advertise their events as the general public are often not aware of events that are taking place.
- At present the events that are requesting advertisement the most are the private businesses/community-led initiatives e.g., Oxford Hotel Quiz Night.
- The app is hyper local in that it connects with local businesses and local events. It provides a comprehensive database and helps to build better town centre precincts.
- The app has 1000+ user downloads, 1000+ business listed and 150+ events listed each month. The app is seeing organic growth and is not being deleted by its users.
- The app can provide customers with special offers that are not well advertised or are not offered elsewhere. For example, Sienna's in Leederville offers customers a 30% discount if they pick up their order directly from the restaurant rather than going through third-party delivery service (e.g., UberEATS).
- OurTowns are conducting product testing and are getting reviews that businesses and customers are loving it.
- Further feedback received was that the 'Property' section of the app as confusing and unnecessary. This section has now been removed. Although the app still offers analytics and research around properties, they are no longer promoting real estate functions.
- MY suggested that the back button is not great in terms of useability and MD agrees. MD advised that the search function needs to be improved as it is driven by a pdf document at the moment. Stage two of the app will provide a customer login similar to Gumtree where every business can curate their own information and can push it to social media if need to.
- OurTowns gathers data about customer use and demographical information and shares this with community for free.
- Stage two of the app will be looking into providing the contact details of every business in the town centre.
- OurTowns is currently going out for more funding. MD stated that the app really doesn't work unless the community gets behind it. They are looking into equity crowd funding through the Burchell company which is Melbourne based. They are looking for \$350k as a small start-up.
- OurTowns does not currently have a formalised relationship with City of Vincent. Until that has been formalised OurTowns is reluctant to share data in open format.
- GL noted that for the City to formalise any type of relationship, a proposal would need to be prepared for the CEOs consideration prior to potentially being considered by Council.
- MY, CC, and AKe are all supportive of exploring this opportunity.
- GC and GL to meet with MD to confirm what information/data OurTowns would be willing to share with the City and town teams, and what type of formalised relationship they are seeking. This information will inform the potential development of a proposal for the CEOs consideration.

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- GC asked if the businesses approach OurTowns. MD responded that OurTowns approached the businesses themselves but is hoping momentum will build.
- MD provided that although they are not able to Geopin the location of where the app is being downloaded, anecdotally it is predominantly being downloaded by people in the City of Vincent.
- AKe queried if the relationship becomes stronger with the City, will OurTowns be able to connect the with the businesses for buy in because this something that Town Teams are struggling with at the moment (CC seconded this).
- SS queried if there are any privacy issues. MD stated that there are not as OurTowns sends out the emails directly.
- MD stated that OurTowns is very strong on connected socials. In the smaller community forums on places such as Facebook, businesses are not allowed to promote their business, so they don't have anywhere to post/advertise.
- OurTowns is also in collaboration with the City of Claremont. They eventually want to go to WALGA and let them know how well the app is working. It is very important strategically to formalise the alliances with local governments.
- The official launch of OurTowns will be at Luna Cinemas on 20 September with a movie night to celebrate CoV.
- SS expressed a congratulations to MD, said that it is great to see start-ups in the CoV community and recognised MD's years of hard work. SS has seen the advertising before movies at Luna Cinemas and stated that it is an effective means to reach people outside of Vincent.

4.3 Making Space for Culture (LF) (refer Attachment 4 – Making Space for Culture Presentation)

LF shared on screen the Making Space for Culture presentation.

- The City put out a RFQ and Hatch Roberts Day was the winning consultant.
- The City should receive the draft report in the next few weeks.
- Hatch Roberts Day made a specific presentation for the City of Vincent.
- Hatch Roberts Day made a lot of effort to connect with Town Teams such as the Pickle District.
- GL said that in-depth interviews were conducted by Hatch Roberts Day in different art areas e.g., music, Lynton and Kay, international artists to ask why they moved away from WA.
- There were 1088 responses to the survey Perth-wide (55 responses were received from City of Vincent postcodes), with 52% of respondents very interested in having a creative space in 'Inner Perth'. The preferred LGA to host this space was City of Perth (478 responses) followed by the City of Vincent (326 responses).
- One of the big questions was whether respondents wanted a living space only (3% of respondents), a living/workspace (19% of respondents) or a workspace only (78% of respondents).
- The data we received can be used for later projects.
- MD queried what consultation/research has Hatch Roberts Day done on external forces e.g., insurance litigation around pop up space, disabled access (e.g., best places are not always accessible and cannot be considered), pop up lease legislation gets cumbersome after 3 months.
- GL noted that Piccadilly in the City of Perth was explored as a case study regarding how to use a second-floor space.
- LF said that the City has already asked Hatch Roberts Day to look into policy/legislature. One of the City of Perth's main focus areas is the second floor of Murray St/Hay St.
- CC suggested Hatch Roberts Day talk to the people who own Planet Royale.

5 GENERAL BUSINESS

5.1 Action Items

<i>Item</i>	<i>Action</i>	<i>Timing</i>	<i>Responsibility</i>	<i>Completion /Status</i>
5.1.1 (24 Feb)	Update and circulate draft 'Use Public Space to Grow Your Business' Flipbook	March	GL	Delayed. to be progressed concurrently with the Vibrant Public

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				Spaces Policy.
5.1.2	Add the presentation of the 'OurTowns' app to the forward Agenda for August	July	EH	Completed. Presentation scheduled for August.
5.1.3	Confirm with North Perth Local if they would like the traditional tree and Christmas decorations at North Perth Common this year.	August	EH	Officer has emailed RB, awaiting response.
5.1.4	Town Teams to send through a list of businesses they suggest should be included in this year's Christmas campaign.	August-October	Town Teams	
5.1.5	Reach out to the Town Teams about the additional \$60,000 of events funding that was approved at the 27 July Council meeting	August	ACu	Completed August.
5.1.6	Discuss outcome of the EOI for SBDC Small Business Friendly Approvals Program at November Rebound meeting.	November	EH/GL	

5.2 Town Team Updates

Leederville Connect:

- Trent Durward has officially stepped down as chair as he is planning for running for Council. AKe will be the acting chair until the next AGM.
- Leederville Connect has a big program of events with 4 events coming up.
- New businesses are opening up in the Town Centre.
- LC is liaising with the Frame Court developer, might be developing a set of development criteria for community incentives, LC are now consulting with the developer in a much more formal way.
- SS mentioned that the ABN staff did a race around/scavenger hunt around Leederville. There was not much time for LC involvement this time, but ABN expressed that they will be doing this event again.

Mount Hawthorn Hub:

- The developers of the 387 Oxford St taxi rank site reached out to the Mount Hawthorn Hub about developing a community space and not competing with the existing businesses but complementing them. Mount Hawthorn Hub drew inspiration from Leederville Connect's talks with the Frame Court developers.
- The developers of the taxi rank development have Council restrictions e.g., height. The owner is very keen to do something different, not just basic rooms and walls. Consultation has just closed. Huge site, great opportunities to use existing laneways for thoroughfare.
- Mount Hawthorn Hub are looking for new members, doing an AGM soon. MD suggested speaking to OurTowns so they can share the AGM news.

Northbridge Common:

- CC reported that Northbridge Common are temporarily using a few members due to increased workloads for university.
- Celebrate Northbridge event coming up
- CC has suggested that more Northbridge sites be advertised on the OurTowns app. MD will look into that.

Pickle District

- AKA is preparing for a New Year's Eve event at Floreat Athena Soccer Club.
- Pickle District are having a place plan meeting tomorrow.



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- Pickle District have applied for federal funding for the Pickle Festival on May 6.
- They are keen to do streetscape audit.
- Few buildings are getting leased out for businesses such as photographers, dog trainers (pending council approval).
- MD suggested Leederville vs Mount Hawthorn community soccer competition – maybe for the launch.

5.3 Other Business

- EH shared on screen the Draft Rebound Roundtable Forward Agenda (*refer Attachment 5 – Draft Forward Agenda*).
- Next month's meeting will discuss the Wayfinding Plan. GL noted that the consultant has only been able to do a background analysis, as although they are a Perth-based business their lead consultant is in Adelaide and can't come over due to COVID restrictions. The City will present what they have done through the desktop study, but the consultant has not yet been able to have input from the Town Teams. The Forward Agenda may need to change based on the level of information we will have on the Wayfinding Plan at that time.

6 ACTIONS

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5.1.3	Confirm with North Perth Local if they would like the traditional tree and Christmas decorations at North Perth Common this year.	August	EH	Officer has emailed RB, awaiting response.
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7 NEXT MEETING

22 September 2021.

8 CLOSURE

The meeting ended at 1.35 pm.