



CITY OF VINCENT

BUSINESS ADVISORY GROUP MEETING

28 September 2016 AT 4.30PM

Venue: City of Vincent – Library Meeting Room

MINUTES

Attendees:

City of Vincent Councillors:

Cr Topelberg (*Chair*), Cr Murphy

Community Representatives:

Trent Durward, Pippa McIntosh

Town Team Representatives

Marc Drexel (*Mount Hawthorn Hub*), Pam Herron (*Beaufort Street Network*), Ida Smithwick (*North Perth Local*), Kat McKie (*On William*).

City of Vincent Officers:

Chief Executive Officer (*CEO*), Manager Policy and Place (*MPP*), Place Manager (*PM*)

1. Welcome/Declaration of Opening

The Chair opened the meeting at 4.40pm.

2. Apologies

Mario Zulberti, Cr Loden, Dr Simon White

3. Introductions

All group members introduced themselves – name, background

4. Prioritisation of Items

The PM coordinated an activity with the BAG to prioritise a list of key focus areas that the group first identified in their meeting in July. The group prioritised 4 key actions for the attention of the City and that required ongoing input and advice from the BAG. The four (4) work areas identified after detailed discussion are outlined below.

Action No.1: Marketing Strategy

Plan to prepare a Vincent Marketing Strategy

City of Vincent context:

The City's current Economic Development Strategy identifies the need for a Marketing and Branding Strategy and the upcoming suite of Town Centre Place Plans are likely to recommend this also.

BAG Role:

If and when the City commences work on a project scope for marketing in the City of Vincent the Business Advisory Group will be asked to provide their considered view on the approach the City should take.

Action No.2: Economic Analysis and a Vincent Business Engagement Program

This action was separated into 4 potential tasks:

- Task 1. Analyse the local economy to better understand the existing industries operating in Vincent and consider what might be done to support their growth and success.

City of Vincent context:

The City's Town Centre Place Plans will provide a broad snapshot of the town centre economies and a series of recommendations. The City is currently investigating options to obtain background economic analysis to assist the *review of the Economic Development Strategy*, which is listed as Item 9.8 in the CBP.

BAG Role:

Review the analysis once it is complete and recommend methods of support to feed into the Business Engagement Program or other City Strategies.

- Task 2. Undertake a land use analysis to establish preferred land use mixes in Vincent's Town Centre's and investigate how the planning framework might be used to obtain this preferred land use mix.

City of Vincent context:

The City's Town Centre Place Plans will provide a broad snapshot of the town centre land use mix. The City will also undertake further land use analysis when it investigates *a planning framework for each of the City's town centres and prepares the Leederville Activity Centre Structure Plan* as identified in Item 9.10 and 4.4 of the CBP.

BAG Role:

1. Review the land use mix and analysis outlined in the Town Centre Place Plans as they are prepared. Provide advice about what a preferred land use mix might be in each Town Centre based on this information.
2. Review the City's recommended options to control the preferred land use mix in each of the Town Centre's via the planning framework. This review will occur as part of the City's work on CBP Items 9.10 and Item 4.4.

- Task 3. Create a Vincent Business Engagement Program.

City of Vincent context:

Item 7.3 of the CBP requires the City to *develop a Business Engagement Program*.

The City is also required to upgrade the website and the Town Centre Place Plans are likely to recommend the development of a Vincent Marketing Plan. These upgrades are likely to be pivotal to any Business Engagement Program.

BAG Role:

Provide advice to the City about the composition of a Vincent Business Engagement Program (ie. the type of information and support that would be provided as part of this program).

- Task 4 (Quick Win): The group identified that the creation of a 1 page Fact Sheet for particular industries (approvals process, funding opportunities, general information, etc) might be a good quick win.

City of Vincent context:

The City's Approvals Services are currently investigating the preparation of 1 page fact sheets for regular received applications.

BAG Role:

Review these fact sheets and recommend how they might be refined improved to assist business.

Action No.3: Co-working spaces and increasing the productivity of commercial floor space

- Advise how the City can support the establishment of Co-Working Spaces, and utilise the services of organisations such as Spacemarket, VenueMenu and PopUpShopUp to improve the productivity of commercial floor space.

City of Vincent context: Co-working spaces can be approved under the City's Town Planning Scheme as an 'Office' use. The City has also uploaded all known co-working spaces onto its Neighbourhood Map at

http://www.vincent.wa.gov.au/Services/Community_Development/Vincent_Neighbourhood_Map

BAG Role:

1. Consider other ways the City (and Town Teams) can support and encourage new co-working spaces, and existing SME's and home-based businesses to engage with existing co-working spaces.
2. Review the offer of enterprises such as Spacemarket and PopUpShopUp and provide advice to the City on how best method to utilise their services.

Action No. 4: Late Night Shopping

BAG Role: To consider the recommendations of the Small Business Development Commissions review of Mt Hawthorn's 'What's Up Wednesday' initiative and provide further advice to the City.

5. Next steps and actions

PM to send out minutes

6. Next meeting

The Chair recommended the next meeting to be in 6 weeks and the Group agreed.

7. Close

The Chair closed the meeting at 6.05pm