



Minutes
Economic Development Taskforce Meeting
Held in the Kaloorup Room
City of Busselton Administration Building
2 Southern Drive, Busselton
26 October at 10.00am

Name	Title
Cr Grant Henley	Mayor, City of Busselton (Chairperson)
Cr John McCallum	Councillor, City of Busselton
Jodie Richards	Busselton Chamber of Commerce and Industry
Michael Brown	Busselton Chamber of Commerce and Industry
Amanda Taylor	South West Development Commission
Darren Berson	Business/Industry
Erl Happ	Business/Industry
Scott Robinson	Business/Industry
Jon Berry	Economic and Business Development Coordinator, City of Busselton
Tanya Downie	Executive Support Officer, City of Busselton

APOLOGIES

Cr Paul Carter - Councillor, City of Busselton
Naomi Searle – Director Community and Commercial Services, City of Busselton
Jenny May – Manager Commercial Services, City of Busselton
Emma Heys – Project Manager, Business Development – BMRA Redevelopment, City of Busselton
Steve Harrison – Margaret River Busselton Tourism Association
Rebecca Ball – South West Development Commission
Charles Jenkinson – Regional Development Australia SW
Jim Winter – Dunsborough-Yallingup Chamber of Commerce and Industry
Kyle Jackson – Business/Industry
Trevor Fitzgerald – Business/Industry
Peter Gordon - Business/Industry

1.0 Attendance

Attendance and apologies were noted. Meeting commenced at 10.08am.

2.0 Welcome

Mayor Henley welcomed everyone to the meeting.

3.0 Minutes of Previous Meeting

The minutes of the previous Economic Development Taskforce meeting held on 24 August 2017 were accepted as a true and correct record by Cr John McCallum. Seconded by Erl Happ.

4.0 **Regional Centres Development Plan (RCDP) Update**

The budget for RCDP has been halved, and is now \$4 million. The Minister for Regional Development is reviewing the program with no further updates available at this time. SWDC will look at linking in with Great Southern and Peel regions to collaborate. Both regions may benefit from the airport upgrade which will have regional spin-off benefits.

Potential for growth in FIFO was discussed with Rio Tinto having approximately 700 workers who FIFO in the region and it has been recognised there are a lot of workers from other mining companies who live in Busselton. Options could be to share resources and have charter flights available to other mining companies. The Busselton Margaret River Airport Noise Management Plan has been amended, albeit it subject to EPA approval, to remove restrictions to the hours of operation for charter services. This could benefit fatigue management. Data would need to be collected to identify the number of workers living in the region who may utilise FIFO option from Busselton.

5.0 **City of Busselton Economic Development Strategy – Implementation Initiatives**

The 2017 Economic and Demographic Profile is currently being updated with the new industry and employment data that will be released by the end of October 2017 and will be published in the new profile in late November 2017.

The Sub Groups of the ED Taskforce have all held at least one meeting. The high priorities and actions identified from each sub group are as follows:

5.1 **Investment Attraction and Marketing Sub Group**

High Priorities	Actions
<u>Strategic:</u> Economic Opportunities Forum	CCI to draft project plan with budget, scope, timeframes. Potentially linked with RCDP for a forum in late 2018.
Facilitate an Industry/Logistics hub at the Busselton-Margaret River Regional Airport	City to lead and have completed investment prospectus media before the proposed Economic Opportunities forum.
Investment Attraction Website/portal (content rich site)	City to lead and budget for 2018 RDASW to support Remplan online tool for the region with rich data supplemented with video and social media content by City for Busselton http://www.remplan.com.au/
Attract and support international investment delegations	SWDC to lead and provide strategies to promote business migration.

Discussion:

The Group indicated its support for the City to invest \$1,500 per year over three-years for the Remplan product and commence scoping a content rich Investment Attraction Portal.

5.2 Business Retention and Expansion Sub Group

High Priorities	Actions
Strategic: Business Retention and Expansion (BR&E) program <i>(a formalised rich engagement program with businesses)</i>	Potentially integrate with RCDP for resourcing. Scope a project pan for potential funding in City Activity Unit business plan for ED
Industry Leadership Training Program to build local capacity within the community and business	BSW/CCI to lead upskilling program collaboration with institutions such as TAFE, ECU, CQU, and Curtin to be invited to a future meeting
Regional goods and services database to grow local business to business supply chains	BBCI and City to develop local supplier database (City to investigate Buy Local regional procurement software) BSW to investigate potential for training in tender preparation and report back City and BCCI to engage with the Procure South West event in late November 2017
Business Awards	BCCI/City/BSW to work on regional awards to potentially be held in the Busselton area and stronger marketing of awards to local businesses
Links to proposed new website portal	CCI/City/BSW coordinate the proposed website portal where rich content for businesses would reside in one place.

Discussion:

Business South West indicated it may be able to resource additional workshops to educate businesses in key areas such as customer service skills (with Tourism Council WA) and shop merchandising displays. The Place management sub-group of the ED Taskforce is also working to encourage greater vibrancy and activation of the CBD's.

The City will attend the Procure South West event and participate in a session 'Doing Business with Local Government' in conjunction with the Shire of Augusta Margaret River. The City is investigating purchasing Buy Local procurement software that will improve City officers better understanding local suppliers and report metrics on how much purchasing is done locally and in what areas.

5.3 Digital Economy/Smart Cities Sub Group

High Priorities	Actions
Strategic: Digital/Smart City Plan	Potentially integrate with RCDP for resourcing. Scope a project pan for potential funding in City Activity Unit business plan for ED
Plan and deliver a community engagement event to identify community/business issues that could be addressed by ICT	Proposed for 16 November 2017 with NBN/City sponsored visit of Bernard Salt followed by a facilitated workshop with about 40 people to identify priority smart city initiatives for inclusion in a Smart City Plan
'Hackathon' style event to progress specific initiatives identified in the community	Following the workshop on 16 November, run a 'hackathon' style event in February 2018, to plan

engagement event	and implement two or three of the projects identified at the workshop
------------------	---

The ED Taskforce supported the proposed foundational workshops to build a Digital City Plan. Jon reported NBN Co and CQ University had agreed to sponsor the planning workshop.

5.3 Place Management and Activation Sub Group

High Priorities	Actions
Strategic: Activity Centre Structure Plan and complimentary Place Activation Strategies for Busselton and Dunsborough	Potentially integrate with RCDP for resourcing. Scope a project pan for potential funding in City Activity Unit business plan for ED and/or Planning and Development Services (by late November 2017)
Options paper on place management governance and financing models	Finalise a matrix of existing services provided by the City for the CBD's. Prepare a brief options paper outlining potential governance models (City and CCI to research and draft by the end of December 2017)
Markets	Review City's Markets Policy with potential to bring them into the CBD. Sub-group to provide comments by 2 November 2017
Upskilling business	Customer service/merchandising display/façade (BSW/CCI). BSW to consider delivering this training and report back to next meeting.
CBD Activation	Roll out busk stops. City has commissioned production of busk stop signage for the start of summer 2017. Programming of public spaces would also be investigated.
Business Engagement	CCI to engage with business on priorities and feedback into the next meeting

Discussion:

The ED Taskforce agreed there was merit in moving the markets into the CBD area for greater economic spin-off to businesses, however there are costs for traffic management to close the streets, which would be an expensive exercise. Sponsorship for road closures was a possibility worth further investigation.

BCCI has installed wifi outside Hillzeez as a test location to gather information before rolling out to the entire CBD. The City has submitted an application for \$120k funding from the Federal Government Smart Cities and Suburbs program for free wifi and smart parking trial and is awaiting a decision.

The Group discussed utilising car parking spaces in Queen Street for food and beverage providers to have 'parklets' to create an alfresco dining experience. This was to be trialled at Al Forno's

RECOMMENDATION:

Moved Cr McCallum, seconded Jodi Richards.

THAT the Economic Development Taskforce receives and notes the minutes of each sub group.

The Group agree ED Taskforce meetings be scheduled bi-monthly and sub groups to meet monthly. Electronic diary appointments will be despatched.

6.0 General Business

Cr McCallum advised Bernie Masters and a group of investors meet weekly to share ideas on investment and stock market trends etc and invite investors to Busselton from Perth regularly. Cr McCallum believes this group of investors should be made aware of the ED Taskforce Group and be invited to the Investment Attraction and Marketing sub-group.

Action: Jodie Richards (BCCI) to contact Bernie Masters.

Meeting closed at: 12.05am

10.0 Next Meeting

Time: 10.00am
Date: 14 December 2017
Venue: Koorup Room, City of Busselton Administration Building