



Our Corporate Values

- Community Focus
- Can-do Attitude
- Continual Improvement
- Excellence
- Team Work
- Accountability
- Active Communication

ECONOMIC DEVELOPMENT ADVISORY GROUP MEETING

Date: 7th March 2017

Time: 1pm- 3pm

Council Chambers

1. MEETING OPENED

Chair opened the meeting at 1.05 pm.

2. ATTENDEES

Chris Adams	CEO (Chair)	City of Karratha
Cr Peter Long	Mayor	City of Karratha
Cr Grant Cucel	Councillor	City of Karratha
Cr John Lally	Councillor	City of Karratha
Ryan Hall	Director Development Services	City of Karratha
Nancy Emil	Business Investment & Attraction Advisor	City of Karratha
Simone Dredge	DAO – Development Services	City of Karratha

3. APOLOGIES

Cr Robyn Vandenberg	Councillor	City of Karratha
Cr Daniel Scott	Councillor	City of Karratha
Cr Geoff Harris	Councillor	City of Karratha

4. BUSINESS ARISING FROM PREVIOUS MEETING

- Set up a small internal advisory group of 10-14 members
Established group with first meeting held on 15th February 2017
- Prioritise projects – Grant Cucel to action and circulate to members
Complete
- Set out a clear strategy that is not too vague and nimble enough to be flexible
In progress
- The Business Investment and Attraction Advisor will report to Council monthly on economic development and quarterly reporting on the housing and rental market and sales.
Complete and ongoing - report structure has changed.

5. REVIEW OF THE MATRIX AND DISCUSSION

The 2017/18 New Economic Development Initiatives draft matrix was tabled at the meeting for review and discussion.

The draft matrix ranked the projects based on criteria and the members went through the list marking them green /orange / red.

It was agreed that the criteria 'Economic Impact' should rank high as well as 'Link to prior planning'.

The following suggestions were made.

- add Aged Care facility to the list
- add Tourism Signage to the list
- amend matrix to show classifications / themes
- amend # 16 to Try Local Campaign
- consolidate 14 & 28
- # 37 to be considered as part of the city marketing and branding
- change # 42 to City Deals / Smart City Deal
- consolidate # 14 & 28
- add advertising City of Karratha "Good news business stories"
- add Business After Hours Breakfast.

The matrix will be the action listing which is a live working document for the next 2-3 years.

The Economic Development Strategy to be written up based on this action listing and represents the next 5-10 years.

6. TAKE YOUR BUSINESS ONLINE GRANT SCHEME

The grant program will be submitted to this month's council meeting with revised criteria to include:

- \$5'000 grant matched dollar for dollar
- New and existing businesses within the City.
- Digital strategy ie. website digital presence; social media; training.

7. CHANGE OF SCOPE FOR DESTINATION MARKETING CAMPAIGN

Members agreed further work is required to be done on rebranding.

Brief is very Tourism focused. Need to do a second brief for Rebranding. The new scope should include branding the City as a business destination.

Changing the perspective – show the City is a Liveable City.

Present for Agenda Briefing.

8. MAP AND GAP STUDY KEY FINDINGS

The final Map and Gap Supply Chain Study Report was tabled.

The scope of this report was to:

- investigate the existing business environment and determine potentials for new or under represented businesses.
- Analyse existing supply chains across the various sectors and identify immediate opportunities to reduce barriers for local businesses, increase local participation in supply chains and provide for economic diversification.
- Identify whether there are any significant gaps in the local business market.

City advised that they believe information is incorrect in this report and did request it to be amended. The consultant advised that the report is meant to be a strategy or road map for the City of Karratha. It is meant to be a tool for all the players in the market to consider when they are formulating their own strategies. The City of Karratha is to use the study and the gaps identified to develop its own strategy to address the gaps and to maximize the opportunities.

City advised that we need to pull the strengths from this report and build on this.

Meeting closed 2.45pm

Next Meeting to be confirmed approx. 4 – 6 weeks