



Our Values

- Leadership
- Teamwork
- Integrity
- Innovation

SMALL BUSINESS ADVISORY GROUP MEETING

Date: 27 March 2019
Time: 3.30pm – 4.30pm
Meeting Room: Council Chambers

1. MEETING OPENED

2. ATTENDEES

Ryan Hall	Director Development Services	City of Karratha (Chair)
Jake Leahy	Business Engagement Coordinator	City of Karratha
Jared Fitzclarence	Managing Director	KAW Engineering
Shaun Burgess	Managing Director	Consultancy North
Tamara BinAmat	Owner	Impact Media
Bart Parsons	Managing Director	Blanche Bar
Sarah Lock	Membership, Accounts & Projects Officer	KDCCI

3. APOLOGIES

Kylah Morrison	Owner	Maverick Effect
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4. BUSINESS ARISING FROM PREVIOUS MEETING

Nil

5. AGENDA ITEMS

5.1 Karratha Business Survey

The City is seeking to better understand the needs of our local businesses to make informed and data based decisions on what support is required. This data may inform grant programs, partnerships or other initiatives aligned to Councils Economic Development Strategy. City Staff have been working with the KDCCI to facilitate the survey.

The Small Business Advisory Group resolved to advise Council that:

- a business focussed survey to guide and target future training and education needs is supported;
- future training needs to consider what's available through CCI, PUC and TAFE;
- consideration be given to the needs of small business owners versus business managers/staff of organisations – both are needed but different and there needs to be targeted engagement and consider time of day when sessions are held and virtual/online opportunities.
- In-house training should be supported, such as in hospitality where people are trained and learn on the job;

- Local businesses would benefit from connecting with each other to provide training and business support, rather than it be sourced from outside the district;
- Training needs should be considered as part of the DAMA – what is needed in the district, as opposed to the whole state or country.

5.2 Economic Development Strategy

The City's Economic Development Strategy has been prepared over the last 18 months with input from a wide range of stakeholders. Council endorsed the draft strategy for public comment which is now closed. Comments will be collated and the data referenced in the document will be reviewed to ensure it includes the latest available information.

The Small Business Advisory Group resolved to advise Council that it supports the draft Economic Development Strategy, and advises that consideration is needed to facilitate the housing construction sector and encourage supply chains to create local manufacturing and trades opportunities.

City Officers agreed to refer the Advisory Group members a copy of the WALGA Economic Development Framework for information:

<https://walga.asn.au/Policy-Advice-and-Advocacy/Economic-Development/Economic-Development-Framework>

5.3 Stallholder & Street Trading Policy – Engagement Phase

A review of the Stallholder and Street Trading Policy is underway.

Further to its advice in May 2018, the Small Business Advisory Group resolved to advise Council that:

- Vendors should be able to move around town and be closer to people, such as Bulgara;
- Consider examples from outside the district such as South Perth and how they engaged vendors and its residents;
- Consider training for mobile vendors such as marketing skills, transition/growth planning and business development;
- Consider a group page through social media to facilitate communication and coordination amongst mobile vendors;
- Consider alternatives to high commercial rents such as co-op and pop-up spaces to share costs;
- The issue of managing mobile vendors has grown and changed over the last 3-4 years and a different approach is now needed.

5.4 Updates

- Pilbara Freight Study
- Destination Management Plan
- Take Your Business Online
- Business Development Support Grant.

City Officers provided updates to the Advisory Group on the abovementioned initiatives.

6. **NEXT MEETINGS**

- Wednesday 12 June 2019, 3.30pm - 4.30pm
- Wednesday 24 July 2019, 3.30pm - 4.30pm
- Wednesday 18 September 2019, 3.30pm - 4.30pm

Close of meeting: 4:30pm