



City of Whitehorse

AGENDA

Special Committee of Council Meeting

To be held in the
Council Chamber
Nunawading Civic Suite

379 Whitehorse Road Nunawading

on

Monday 11 September 2017

at 8.00pm

Members: Cr Denise Massoud (Mayor), Cr Blair Barker, Cr Bill Bennett,
Cr Raylene Carr, Cr Prue Cutts, Cr Andrew Davenport,
Cr Sharon Ellis, Cr Tina Liu, Cr Andrew Munroe,
Cr Ben Stennett

Ms Noelene Duff
Chief Executive Officer

Audio Recording of Meeting and Disclaimer

Councillors and members of the public please note that in order to provide greater access to Council debate and decision making and encouraging openness and transparency:

- *Formal Public Committee and Council meetings are audio recorded and the recordings (except for Confidential meetings) are uploaded and available on Council's website*
- *Opinions expressed or statements made by individual persons during a meeting are not the opinions or statements of Whitehorse City Council and therefore Council accepts no liability.*



GUIDELINES SPECIAL COMMITTEE OF COUNCIL

OBJECTIVE

To enhance the consultative process and facilitate public participation and involvement of the community in Council decision making in accordance with Council's Corporate Plan strategies – good governance.

PURPOSE OF GUIDELINES

To facilitate public participation and involvement in meetings of the Special Committee. These Guidelines complement Council's Meeting Procedures and Common Seal Local Law 2013.

PROVISION FOR PUBLIC PARTICIPATION

The public has two opportunities to participate in this meeting – either by a submission which may be heard at the start of the meeting, (i.e. **Public Submissions**, refer below) or if the item is on the agenda, immediately prior to consideration of the item, and by **Public Comment** later in the meeting. There is no public interjection during the meeting and speakers are heard in an orderly manner.

Public Submissions:

A submission may be made on any matter, providing it is not in contravention of Council's Meeting Procedures and Common Seal Local Law 2013.

A maximum of 10 speakers will be permitted to make a submission and they will be determined in order of registration.

No individual submission shall exceed three minutes.

Where submissions have been made, under the provisions of any statutory process, further submissions shall not be heard, unless the matter is listed as an item of business on the Special Committee of Council agenda.

Procedures for Public Submissions:

Persons wishing to make a submission to the Special Committee on matters other than land planning matters must directly notify the Committee Clerk, Civic Services Department by 4pm on the day of the meeting and register to speak, by telephoning 9262-6337. The person who registers to speak shall be the person who will make the submission to the Special Committee.

Persons wishing to make a submission to the Special Committee on any land use planning matter must directly notify the Committee Clerk, Civic Services Department, at least five working days prior to the day of the meeting and register to speak by telephoning 9262-6337. The person who registers to speak, shall be the person who will make the submission to the Special Committee.

At the time of registering to speak, that person must indicate whether he or she will be speaking in support of or opposition to any planning permit application or Planning Scheme Amendment (or proposed planning permit application or proposed Planning Scheme Amendment). The Special Committee must not listen to or read anything said by that person unless it is satisfied that, at least four working days before the day of the Special Committee Meeting, a member of Council staff has contacted the person(s) whose interests are inimical to the person who has registered to speak (eg has contacted the planning permit applicant if the person who has registered to speak has indicated that he or she will speak in opposition to the grant of a planning permit application) and invited the first-mentioned person (or a person authorised by him or her) to also register by 4pm on the day of the meeting to attend the Special Committee Meeting and speak.

Persons wishing to table written material must provide 15 copies to the Committee Clerk prior to the commencement of the meeting to enable distribution to Councillors prior to the start of the meeting. No material will be distributed during the meeting by any person, including Council staff.

Requests to speak will be registered strictly in the order of receipt. Speakers for topics not listed on the Special Committee Agenda for the meeting will be heard first, then speakers who wish to cover more than one topic (3 minutes in total, not 3 minutes per topic).

In instances where a number of persons wish to address the Special Committee on the same matter, the Chairperson at his or her discretion may request they nominate a speaker/speakers to represent them.

In accordance with Clause 48.5 of Council's Meeting Procedures and Common Seal Local Law 2013. It is not necessary for Standing Orders to be suspended to allow a person to address the Special Committee, subject to compliance with these Guidelines.

Public Comment:

After the "Other Business" Section of the meeting has concluded, the Mayor will invite members of the gallery to indicate by show of hands if they wish to make a comment. *Only matters pertaining to this evening's meeting are to be commented on, (i.e. a Council Officer report or presentation, and any "Other Business" matters) and a 3 minute period per speaker applies. A maximum period of 15 minutes shall be provided for public comment. The Mayor will call individuals forward to be heard and they should begin by clearly stating their name. This is a period for comment, not questions or debate and there is no opportunity for any further **Public Submissions***

ADOPTION AND AMENDMENT OF THESE GUIDELINES

These guidelines were adopted by resolution of Council dated 19 August 2013 and may be further amended by resolution of Council from time to time. The Chairperson at his or her discretion may vary procedures under these Guidelines, at any meeting of the Special Committee.

1 PRAYER

1a Prayer for Council

We give thanks, O God, for the Men and Women of the past whose generous devotion to the common good has been the making of our City.

Grant that our own generation may build worthily on the foundations they have laid.

Direct our minds that all we plan and determine, is for the wellbeing of our City.

Amen.

1b Aboriginal Reconciliation Statement

"In the spirit of reconciliation, Whitehorse City Council acknowledges the Wurundjeri people as the traditional custodians of the land we are meeting on. We pay our respects to their Elders past and present."

2 WELCOME AND APOLOGIES

Cr Barker has sought leave of absence for tonight's Special Committee of Council meeting 11 September 2017.

RECOMMENDATION

That the apology from Cr Barker be received and leave of absence be granted for tonight's Special Committee of Council Meeting 11 September 2017.

3 DISCLOSURE OF CONFLICT OF INTERESTS

4 CONFIRMATION OF MINUTES

Minutes of the Special Committee of Council Meeting 14 August 2017

RECOMMENDATION

That the minutes of the Special Committee of Council Meeting 14 August 2017 having been circulated now be confirmed.

5 PUBLIC SUBMISSIONS

Interested parties who wish to address the Special Committee of Council during the Public Submissions period of the Special Committee Meeting must register with the Civic Services Department by telephoning 9262 6337 by 4pm on the day of the meeting.

Persons speaking will be identified and recorded for Council Minutes and become part of a permanent record of the Council. Please indicate if you do not wish your name to be recorded.

Persons wishing to make a submission to the Special Committee on any land use planning matter must directly notify the Committee Clerk, Civic Services Department, at least five working days prior to the day of the meeting and register to speak by telephoning 9262-6337.

6 REPORTS FROM OFFICERS

6.1 CITY DEVELOPMENT

Business and Economic Development

6.1.1 Whitehorse Business Week 20175

Presenters: Will Gerhard, Assistant Manager, Investment and Economic Development
Jacqueline Sgro, Business Marketing Communications Officer
Powerpoint Presentation

6.1.1 Whitehorse Business Week 2017

SUMMARY

Whitehorse Business Week (WBW) 2017 was launched Thursday 10 August and concluded on Friday 18 August 2017. This report presents the outcomes of WBW17.

RECOMMENDATION

That Council:

- 1. Acknowledges the success of Whitehorse Business Week 2017.***
 - 2. Acknowledges and thanks attendees, sponsors, speakers, venues, businesses and organisers of WBW 2017.***
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BACKGROUND

Considered as a leading business program in the eastern region of Melbourne, the 2017 Whitehorse Business Week (WBW) was the 17th staging of this annual program. Since its establishment in 2001, WBW has now attracted more than 12,900 participants and has become well recognised as a feature on the annual program of events for business in Victoria.

The WBW 2017 program consisted of six major events and three small workshops/seminars held at a range of venues throughout the City of Whitehorse. Themes for the major events included harnessing your passion for powerful marketing, women in business, demographic and economic trends, customer engagement and steps to resilience. The workshop topics included marketing strategies and mentoring while the seminar focused on trading and business in China.

Since its inception, WBW has positioned itself as a key local networking and business development program. Its audience attracts members of the local and surrounding business community, government officials and agencies.

Its purpose is to provide local and regional businesses with the opportunity to access new ways to improve and grow their business, provide information on the future direction of national and international business trends, to take part in networking events and to explore critical issues affecting business in Whitehorse and beyond.

DISCUSSION

Consisting of six major events and three small workshops, the program was designed to provide a variety of topics appealing to a wide audience and catering for a variety of business needs.

WBW 2017 was again part of the Victorian Government's Small Business Festival to gain the additional and broader promotion across Victoria.

WBW 2017 was launched on Thursday 10 August with a reception held at the head office of one of the program's premium sponsors, Ouson Group. Key local business representatives, Councillors, local members of parliament and sponsors were entertained by Cath Jamison, magician and mentalist, who amazed audiences with her mentalist skills that provided many talking points for the audience. Dr Marcus Spiller from SGS Economics, provided the Whitehorse Business Week 2017 keynote address on investment opportunities in Whitehorse. The launch was attended by 109 guests.

6.1.1

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The week commenced on Monday 14 August with a business lunch; *Harnessing Your Passion for Powerful Marketing*. Ailsa Page, Marketing Expert and founder of AP Marketing Works, was the keynote speaker. Ailsa presented on marketing your business with passion highlighting that energy for a particular marketing technique will result in action. The business lunch was held at the Clarion on Canterbury and was attended by 67 guests.

The *Women in Business Expo and Luncheon* was held on Wednesday 16 August at One Community in Blackburn. To commence the celebration, an expo was held at 11am to highlight the diverse range of women in business within the City of Whitehorse. 25 businesses and business organisations exhibited at the expo, which was very well attended by 190 guests that networked and perused each stall prior to the luncheon commencing. Nicole Livingstone O.A.M was the keynote speaker at the luncheon. Nicole captivated the audience with stories from her 12 year international swimming career and her role in the co-founding "Ovarian Cancer Australia". Nicole also shared her experiences in relation to her sports commentary career and the concept of self-reinvention.

Bernard Salt, social commentator and business advisor was the keynote speaker for the *Economic and Investment Breakfast* on Thursday 17 August. Bernard provided an entertaining, informative and comprehensive presentation on the demographics of Whitehorse. Deakin University were event sponsors for the business breakfast which enabled them to have greater presence in the event proceedings, 2017 was the first year this type of sponsorship was available. The breakfast was held in The Point at Deakin University and was attended by 120 guests.

The business dinner on Thursday 17 August focused on the theme of *Customer Engagement* and was held at the Box Hill Golf Club. Two keynote speakers presented; Les Price from the Greatness Connection and Judy O'Donnell the Victorian Small Business Commissioner. Les' presentation focused on the customer experience, customer expectation and engagement. Judy O'Connell presented on the role of Victorian Small Business Commissioner and the services that are available to support businesses. 45 guests attended the business dinner.

Concluding the week was the sponsor lunch; *Steps to Resilience – Stress is not the problem; the problem is lack of recovery*, held at the Box Hill Golf Club on Friday 18 August. Councillor Denise Massoud, Mayor of Whitehorse, presented all sponsors with a certificate and gift of appreciation for their support and participation in the 2017 program. Following the presentation, guests were entertained by peak performance coach Mark McKeon. Mark shared insights into how we can achieve truly sustainable peak performance and detailed four steps to true resilience. The lunch was well attended with 105 participants.

Promotion

WBW 2017 was promoted widely in the lead up to the program of events in accordance with a thorough Communications Plan. Development of WBW branding and marketing material and promotion included:

- Direct mail of the program brochure to Whitehorse businesses
- A series of 30 second radio advertisements on 89.9 Light FM during the 6pm Nine News simulcast
- Ebulletins sent to the Wbiz website database
- Down to Business newsletter – 1nd and 2nd Edition
- Link and promotion on the City of Whitehorse website - www.whitehorse.vic.gov.au
- Registration and details on Wbiz website - www.wbiz.com.au
- Links and promotion through the Victorian Government's Small Business Festival guide, an iPhone app and a link to the website - www.business.vic.gov.au
- Targeted mail out to selected business sectors in and surrounding the City of Whitehorse promoting selected events

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- Whitehorse Leader Newspaper – Stand-alone event advertisements x 3
- Whitehorse Leader Council Update x 2 editions
- Whitehorse News (June, July and August editions)
- Timable Melon posts
- Vehicle signage (in partnership with Patterson Cheney Holden)
- Philip Webb billboard/ noticeboards x 2 locations
- Prominent display and branding at all events during WBW
- Prominent display of posters and brochures in the foyer of the Whitehorse City Council Civic Centre in Nunawading
- Whitehorse Business Week video was promoted in the foyer of the Whitehorse Civic Centre, at WBW events and placed on the WBIZ website.
- A launch event in the week preceding Whitehorse Business Week.
- Whitehorse Grow Your Business Facebook Page- This promotion commenced in early July 2017 and consisted of paid promotional boosts with a total paid reach of 231,609 users. Total number organic impressions (engagement through activity from users who have liked and users who have not liked the Whitehorse Grow Your Business page) were 624. 2017 was the first year that the Whitehorse Business Week video was uploaded to the Facebook page; it reached 2501 people in 30 days and had over 1700 views.

Registrations

Date	Event	Attendance
Tuesday 8 August	Small Business Mentoring	21
Thursday 10 August	Official Launch Reception	109
Monday 14 August	Harnessing Your Passion for Powerful Marketing	67
Tuesday 15 August	Small Business Workshop – Advanced Marketing Strategies for Your Business	14
Wednesday 16 August	Women in Business Expo and Luncheon	190
Thursday 17 August	Economic and Investment Breakfast	120
Thursday 17 August	Winning the Inner- Game of Customer Engagement	45
Friday 18 August	Steps to Resilience	105
Thursday 24 August	Check List to China	42
TOTAL ATTENDANCE		713

Feedback

At each event, evaluation flyers were offered to guests. This flyer was developed by the Victorian Small Business Festival, and offered participants the opportunity to win an Apple iPad.

In addition, after each event feedback was requested via an email link that was sent to registered attendees.

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From the respondents, information gathered revealed that:

- The majority of attendees found out about events through Down to Business, wbiz.com.au, Whitehorse News and eBulletins. With 21% of the respondents past attendees.
- Event topics that attendees would be interested in for future events include finance and taxation, social media and online marketing.
- 27% of the respondents requested to receive additional information from a WBW sponsor.
- Quotes:
 - *“Really well organised”.*
 - *“Overall I thought it was a great event”.*
 - *“Both events were wonderful, speakers good”*
 - *“ It was great, I can’t think of any improvement”*

Some items to be considered for 2018 Whitehorse Business Week forward planning include:

- Continue with holding the events at a range of venues.
- Continue to build and maintain sponsorship partnerships and encourage a larger involvement from businesses, this will include in-kind sponsors.
- Continue to build on the WBW social media presence that was developed in 2017
- Review the event times for the Whitehorse Business Week program.
- Continue with a diverse range of topics/themes to attract new businesses and industries.
- Continue to engage high profile professional speakers.
- Continue to review promotional channels used to ensure best spend of marketing dollar.
- Continue to offer opportunities for businesses to network and discuss potential opportunities to increase this engagement.
- Expand the opportunity to partner with key stakeholders in hosting events

FINANCIAL IMPLICATIONS

Sponsorship

The high profile nature of Whitehorse Business Week provides opportunities for businesses to align with the program of events in a sponsorship capacity.

Sponsorship packages available this year were:

- Premium \$2500 ex GST
- Support \$500 ex GST

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WBW 2017 Sponsors:

Premium Sponsors	Support Sponsors
Australia China Business Council	Aqualink Leisure Centres
Box Hill Institute	Bank of Melbourne
Box Hill Golf Club	City Edge Box Hill
Deakin Business School	Horner
Leader Community Newspaper	Philip Webb
Light FM	Quest Mont Albert
Ouson Group	Robinson Gill Lawyers
Patterson Cheney Holden Vermont	Whitehorse Centre
Saward Dawson Chartered Accountants	
The Australian Tax Office	
The Victorian Government through Small Business Victoria	
Whitehorse Business Group	

Sponsorship (Cash)

Note – amount not including GST

Type	Company	Investment
Premium	Box Hill Institute	\$2500
Premium	Deakin Business School	\$2500
Premium	Ouson Group	\$2500
Premium	Saward Dawson Chartered Accountants	\$2500
Premium	The Australian Tax Office	\$2500
Premium	Victorian Government through Small Business Victoria	\$2500
Premium	Whitehorse Business Group	\$1500
Support	Bank Of Melbourne	\$500
Support	City Edge Box Hill	\$500
Support	Horner	\$500
Support	Philip Webb	\$500
Support	Quest Mont Albert	\$500
Support	Robinson Gill Lawyers	\$500
Event	Deakin University	\$5000
CASH SPONSORSHIP TOTAL		\$24,500

6.1.1

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Sponsorship (In kind)

Type	Company	\$ Amount
Premium	89.9 LightFM- 10 sec advertisements and speaker gifts	\$2500
Premium	Box Hill Golf Club- discounted catering cost	\$2500
Premium	Leader Community Newspaper- advertising	\$2500
Premium	Patterson Cheney Holden - vehicle usage for seven weeks	\$2500
Premium	Australia China Business Council- event host/ partnership, marketing and provision of speaker	\$2500
Premium	Whitehorse Business Group – event host/ partnership and marketing of events.	\$1000
Support	Aqualink Leisure Centres – 5 x Multipass Swim vouchers and 2 x Group Fitness Multipass Vouchers	\$500
Support	Whitehorse Centre- theatre subscription package voucher and 2 x Tickets to Whitehorse Centre show	\$500
IN-KIND SPONSORSHIP TOTAL		\$14,500

SPONSORSHIP TOTAL VALUE	\$39,000
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Budget Summary (ex GST)

	2015	2016	2017
Total Income	\$83,325	\$82,920	\$86,175
Total Expenditure	\$68,738	\$77,896	\$78,059
PROFIT/LOSS	\$14,587	\$5,400	\$8,116

Total income in 2017 slightly increased, which was mainly due to an increase in cash sponsorship that was received. Cash sponsorship contributed to 63% of the total sponsorship value, which is 18% greater than 2016. The in-kind sponsorship contributed to 37% of the total sponsorship value for 2017.

Tailored sponsorship packages were taken up by several sponsors, offering use of their goods and services as 'in-kind' support to assist in the overall delivery of WBW. Some examples of this include:

- The Patterson Cheney Vermont in-kind sponsorship included the use of a promotional vehicle for a seven week period.
- Australian China Business Council in-kind sponsorship arrangement event host/ partnership, marketing of events and provision of speaker.
- Light FM has been a long-term Premium Sponsor of WBW and in 2017 negotiated a tailored sponsorship package including a series of 30 second radio advertisements that were broadcast during the 6pm Nine News simulcast.

In 2017, a tailored event sponsorship package for Deakin University was created for the Investment and Economic breakfast. This sponsorship packaged enabled the engagement of a high caliber speaker and further strengthened the partnership with Deakin University.

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Similarly to 2016, a professional photographer was engaged for two events, Women in Business and the Sponsor Lunch. This service was used with the intention to increase the portfolio of high standard photographs that may be used for future promotion of WBW and other Council programs.

POLICY IMPLICATIONS

The Australian Local Government Association (ALGA) acknowledges that soundly based economic and regional development is fundamental to the wellbeing of Australian communities and that effective local government participation is vital to the success of economic development initiatives.

This view is well founded both in practice and as required by legislation. In seeking to achieve the primary objective of a Council and in accordance with The Local Government Act 1989 (The Act), a Council must have regard to the following facilitating objectives:

- To promote the social, economic and environmental viability and sustainability of the municipal district;
- To promote appropriate business and employment opportunities;
- To improve the overall quality of life of people in the local community.

In seeking to achieve these objectives the role of Council is further specified within The Act as providing leadership by establishing strategic objectives and monitoring their achievement.

The *Whitehorse Economic Development Strategy (EDS) 2014-2019* is a five year plan that expands on the City of Whitehorse Council Plan 2017-2021 and in particular, Strategic Objective 5: "Support a Healthy Local Economy".

The factors affecting local economic development go far beyond what local government can reasonably influence. However, as set out in the EDS 2014-2019 there is a core area of activity that Council has a clear mandate to act within in order to facilitate economic opportunities and advocate for local business communities to ensure positive economic development. These four areas include:

- Helping business grow and prosper;
- Responsible leadership and advocacy;
- Facilitating connections;
- Promoting sustainable development.

WBW 2017 is designed to act on these areas and in turn make a contribution to the economic sustainability and employment growth within the City of Whitehorse.

WBW 2017 Key Objectives:

- Provide key information to assist business growth and investment;
- To build on Council's database of local businesses;
- Provide a high calibre of speakers and events;
- Provide access to services for more personalised business and investment information;
- To connect businesses through networking opportunities.

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WBW 2017 Key Messages:

- Council proactively works with and supports the local business community, providing a strong commitment to its long term economic development strategies.
- The City is a vibrant business destination offering an excellent location choice for business and we celebrate the businesses that are here.
- The City offers a strong foundation, prosperous future, strategic location and connectivity.
- The City receives support and has strong alliances with state and federal Government business service agencies (Victorian Government Business Office – eastern metropolitan region) as well as local education institutions (Deakin University and Box Hill Institute) and business groups (Whitehorse Business Group).

CONCLUSION

The benefits to the Whitehorse business community in the delivery of WBW are considerable. The information and networking opportunities provided continue to assist local businesses to grow and innovate.

WBW continues to be a leading business program in the eastern region of Melbourne and a major contributor to Victoria's Small Business Festival.

The networking opportunities provided continue to foster positive business relationships and encourage business activity in Whitehorse.

Engaging high profile and inspiring speakers, who present on the latest information and trends in business provides Whitehorse businesses updated accurate information and techniques that will assist in increasing their productivity, business planning and performance.

WBW assists to raise the profile and services of Council's Investment and Economic Development (I & ED) Unit and further builds on strengthening partnerships and working relationships between Council and the Whitehorse business community. This is achieved through collaborative event planning, sponsorship, event bookings and preparation, during events and post events. At each of the events the attendees have access to Council's I & ED staff to learn more about the support and services available, discuss matters of interest, express any concerns and provide feedback.

WBW sponsors are given the opportunity to showcase their products and services to the broad WBW audience, as well as tapping into the extensive WBW advertising and promotion.

WBW offers an avenue to showcase the City of Whitehorse as a vibrant business destination, the place of choice to work and live in addition to the provision of networking opportunities for local businesses to grow and prosper.

7 OTHER BUSINESS

8 PUBLIC COMMENT

Persons speaking will be identified and recorded for Council Minutes and become part of a permanent record of the Council. Please indicate if you do not wish your name to be recorded.

9 CONFIDENTIAL ITEMS

10 CLOSE MEETING