



City of Whitehorse

AGENDA

Special Committee of Council Meeting

To be held in the
Council Chamber
Nunawading Civic Centre

379 Whitehorse Road Nunawading
on

Monday 8 October 2018

at 8:00pm

Members: Cr Andrew Davenport (Mayor), Cr Blair Barker, Cr Bill Bennett, Cr Raylene Carr, Cr Prue Cutts, Cr Sharon Ellis, Cr Tina Liu, Cr Denise Massoud, 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 (i.e. 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 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 21 August 2017 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

3 DISCLOSURE OF CONFLICT OF INTERESTS

4 CONFIRMATION OF MINUTES

Minutes of the Special Committee of Council Meeting 10 September 2018.

RECOMMENDATION

That the minutes of the Special Committee of Council Meeting 10 September 2018 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 Whitehorse Business Week 20185

Presenter: Will Gerhard, Assistant Manager, Investment and Economic Development

Observers: Shannyn Kiss, Business Marketing and Communications Officer
Jacqueline Sgro, Business Marketing and Communications Officer
Powerpoint Presentation

6.1 Whitehorse Business Week 2018

SUMMARY

Whitehorse Business Week (WBW) 2018 was launched Thursday 9 August and concluded on Friday 24 August 2018.

RECOMMENDATION

That Council:

- 1. Acknowledges the success of Whitehorse Business Week 2018.***
 - 2. Acknowledges and thanks attendees, sponsors, speakers, venues, businesses and organisers of WBW 2018.***
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BACKGROUND

Considered as a leading business program in the eastern region of Melbourne, the 2018 Whitehorse Business Week (WBW) was the 18th staging of this annual program. Since its establishment in 2001, WBW has now attracted more than 13,500 participants and has become well recognised as a feature on the annual program of events for business in Victoria.

The WBW 2018 program consisted of five major events, the WBW Launch and a Sponsor Celebration, all held at a range of venues throughout the City of Whitehorse. The five major events were:

- China Ready Checklist
- Economic and Investment Breakfast
- Women in Business
- The Future of Digital Marketing for your Business
- Discover the Transitional Economy of Melbourne's East (collaborative regional event with six local councils in Melbourne's East).

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.

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DISCUSSION

Consisting of five major events, the WBW Launch and a Sponsor Celebration, the program was designed to provide a variety of topics appealing to a wide audience and catering for a variety of business needs.

WBW 2018 was again part of the Victorian Government's Small Business Festival to gain the additional and broader promotion across Victoria.

WBW 2018 was launched on Thursday 9 August with a reception held at Fountains Restaurant, Box Hill Institute, a long standing sponsor of WBW. Key local business representatives, Councillors, and sponsors were entertained by comedians, The Nelson Twins, who were very well received by the audience. Vivienne King, CEO Box Hill Institute gave an address which covered the origins of Box Hill Institute and the direction in which it is headed. The launch was attended by 85 guests.

The week commenced on Monday 13 August with a business lunch; *China Ready Checklist*. Tom Parker, Partner of Bastion China, was the keynote speaker. Tom gave a presentation highlighting the benefits as well as the complexities of doing business with China. He also focused on where Australian businesses can access help and guidance when getting into the Chinese market. Mark Schramm from the Office of the Victorian Small Business Commissioner gave a presentation on the assistance provided to businesses from the Small Business Commissioner. The business lunch was jointly run with the Australia China Business Council and held at Box Hill Golf Club. It was attended by 88 guests.

Tuesday morning's *Economic and Investment Breakfast* was held at One Community in Blackburn. Joshua Morse from Saward Dawson Chartered Accountants (long time sponsor of WBW) was the MC for the event. Peter Demura, Economist gave a keynote presentation with a focus on the Whitehorse economy in addition to highlighting the national economy and how this can all relate to local businesses. This event was attended by 88 guests.

The *Women in Business Expo and Luncheon* was held on Wednesday 15 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. 24 businesses and organisations exhibited at the expo, which was very well attended by 205 guests that networked and perused each stall prior to the luncheon commencing. Nova Peris OAM was the keynote presenter at the luncheon. Nova captivated the audience with her life story including sport, politics and her leadership within the indigenous community. She shared many stories, some very personal, and gave attendees some great insights into how she has achieved success and the obstacles which she had to overcome.

The business lunch on Thursday 16 August, *The Future of Marketing for your Business* and was held at the Box Hill Golf Club. Dave Chaffey, digital marketing specialist and Managing Director of KBB Digital was the keynote presenter. Dave gave a very enthusiastic presentation on how businesses can currently utilise digital marketing and shared his expert opinion on what lies ahead in this form of marketing. This event was well attended by 102 guests.

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On Friday morning the business breakfast; *Discover the Dynamic Transitional Economy of Melbourne's East* was held at Vogue Ballroom. This was a collaborative event with six eastern region councils. Futurist and Social Researcher Mark McCrindle was the first of two key note presenters. His very informative presentation covered changing demographics and how population trends have far exceeded what had previously been predicted, and if current trends remain what this will look like for the future. Mark McKeon's keynote presentation focused on 'people' and how to get the most out of yourself and your team. Prior to the commencement of the breakfast, the six eastern council's Economic Development Unit's held an exhibition promoting their business services.

The Sponsor Celebration Lunch was held on Friday 24 August at The Chen in Box Hill. Representatives from each sponsor business were treated with a short presentation from Zhong Chen (artist) as well as having the opportunity to network and take in the 280 degree views on a beautiful sunny day from the terrace on the 24th floor of the Whitehorse Towers. Sponsor certificates and gifts were presented at this celebration.

Promotion

WBW 2018 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:

Digital

- Whitehorse City Council's official website www.whitehorse.vic.gov.au featured a dedicated page for Whitehorse Business Week.
- Whitehorse City Council's Business Website www.wbiz.com.au featured the following promotion for WBW:
 - Homepage banner advertising.
 - A dedicated webpage with a link to online registration portal.
 - Individual event listing within the events section of the website.
- Promotional video highlighting each key event was produced and used on several digital platforms.
- A series of e-bulletins sent to the Wbiz website database – over 1000 local businesses.
- Promotion through the Victorian Government's Small Business Festival website and social media platforms.
- Radio advertising on 89.9 Light FM.
- Within a three week period leading up to the event, the following social media was conducted:
 - Six Facebook Sponsor Ads.
 - Two advertisements through mammaknowseast social channel.
- GOOGLE Adwords paid advertising was conducted two weeks prior to the event.
- All major events were listed on the Australian Tourism Data Warehouse.

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Print

- Direct mail-out of the program brochure - distributed to over 4000 businesses in Whitehorse and the surrounding region.
- Front cover and double-page spread in the Down to Business newsletter, 2nd edition 2018 - distributed to over 4000 businesses in Whitehorse and surrounding region.
- Media Releases distributed to local news outlets.
- Full-page and quarter-page advertisements in the Whitehorse Leader Newspaper.
- Front page and a double page feature spread in the August edition of the Whitehorse News. In addition, editorials were also placed in the June and July editions. The Whitehorse News is distributed to every household in the City of Whitehorse (over 60,000 copies).
- Program brochure distributed to targeted groups and industry sectors.
- Full page advertisements were placed in the June and July edition of Your Child in Whitehorse.
- Program distribution to Council customer service centres
- Program distribution to special rates shopping centres.

Additional Promotion

- In partnership with Patterson Cheney Holden Vermont a new Equinox SUV was covered with WBW branding
- The event, Discover the Dynamic Transitional Economy of Melbourne's East held on Friday 17 August was a regional event between six eastern Councils. This involvement resulted in increased promotion throughout Melbourne's East.
- WBW was featured on Whitehorse City Council's On-hold messaging system for the months of June and July.

Registrations

Date	Event	Attendance
Thursday 9 August	Official Launch Reception	85
Monday 13 August	China Ready Checklist	88
Tuesday 14 August	Economic and Investment Breakfast	88
Wednesday 15 August	Women in Business Expo and Luncheon	205
Thursday 16 August	The Future of Digital Marketing for your Business	102
Friday 17 August	The Dynamic Transitional Economy of Melbourne's East	160
Friday 24 August	Sponsor's Celebration	49
TOTAL ATTENDANCE		777

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Feedback

Attendees of each major event were asked to answer nine questions in relation to the session they attended. Below is a summary of the responses.

How the attendees heard about WBW

Top responses were: Previous attendees, sponsors and word of mouth

Also featured highly were: websites, Down to Business newsletter and newspaper (Inc. Whitehorse News and Whitehorse Leader)

Preferred advertising medium to access information

Top responses were: e-bulletins and social media

Also featured highly were: Down to Business newsletter and newspaper (inc Whitehorse News and Whitehorse Leader).

How likely is it that the attendee would recommend the event to a friend or colleague

100% responded with Yes!

Some items to be considered for 2019 Whitehorse Business Week forward planning include:

- Research different ticketing systems and decide on best system to be used for WBW.
- Look at what venues are available to be used within the City of Whitehorse, and decide 'best fit' for WBW events.
- Review WBW sponsorship, ensuring that maximum benefits and opportunities are available and utilised.
- Continue to build partnerships and encourage a larger involvement from businesses, including opportunities to partner with key stakeholders in hosting events.
- In relation to event topics, ensure current trends and the local business climate is taken into consideration.
- Continue to engage high profile, professional speakers.
- Continue to review promotional channels to ensure best spend of marketing dollar.
- Digital Space – explore current trends and promotional opportunities.
- Continue to look at branding and marketing options.

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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

Premium Sponsors	Support Sponsors
Australia China Business Council Bendigo Bank Box Hill Institute Box Hill Golf Club Deakin Business School Nunawading Home HQ Leader Community Newspaper Light FM Ouson Group Patterson Cheney Holden Vermont Saward Dawson Chartered Accountants The Australian Tax Office The Chen Vicinity Centres The Victorian Government through Small Business Victoria Whitehorse Business Group	Aqualink Leisure Centres Crown Coaches LDB Quest Mont Albert Robinson Gill Lawyers Whitehorse Centre

Regional Event Council Sponsors: \$2000 ex GST

Eastern Region Councils
Knox City Council Manningham City Council Maroondah City Council Monash City Council Shire of Yarra Ranges

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Sponsorship (Cash)

Note – amount not including GST

Type	Company	Investment
Premium	Box Hill Institute	\$2500
Premium	Deakin Business School	\$2500
Premium	Nunawading Homemaker HQ	\$2500
Premium	Ouson Group	\$2500
Premium	Saward Dawson Chartered Accountants	\$2500
Premium	The Australian Tax Office	\$2500
Premium	The Chen	\$2500
Premium	Vicinity Centres	\$2500
Premium	Victorian Government through Small Business Victoria	\$2500
Premium	Whitehorse Business Group	\$1500
Support	Crown Coaches	\$700
Support	LDB	\$500
Support	Quest Mont Albert	\$500
Support	Robinson Gill Lawyers	\$500
CASH SPONSORSHIP TOTAL		\$26,200

Sponsorship (In kind)

Type	Company	\$ Amount
Premium	89.9 LightFM- 10 sec advertisements	\$2500
Premium	Australia China Business Council- event host/ partnership, marketing and provision of speaker	\$2500
Premium	Box Hill Golf Club- discounted catering cost	\$2500
Premium	Bendigo Bank – keynote speaker	\$2500
Premium	Leader Community Newspaper- advertising	\$2500
Premium	Patterson Cheney Holden - vehicle usage for seven weeks	\$2500
Premium	Whitehorse Business Group – event host/ partnership and marketing of events.	\$1000
Support	Aqualink Leisure Centres – 5 x Multipass Swim vouchers and 1 x 12mth total fitness membership	\$500
Support	Whitehorse Centre- theatre subscription package voucher	\$500
IN-KIND SPONSORSHIP TOTAL		\$17,000

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Regional Event Council Sponsors

Eastern Region Councils	\$ Amount
Knox City Council	\$1820
Manningham City Council	\$1820
Maroondah City Council	\$1820
Monash City Council	\$1820
Shire of Yarra Ranges	\$1820
CASH SPONSORSHIP TOTAL	\$9,100

SPONSORSHIP TOTAL VALUE	\$52,300
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Budget Summary (ex GST)

	2016	2017	2018
Total Income	\$82,920	\$86,175	\$97,010
Total Expenditure	\$77,896	\$78,059	\$82,025
PROFIT/LOSS	\$5,024	\$8,116	\$14,985

Total income in 2018 has significantly increased. This is mainly due to the increase in sponsorship and the Eastern Region Council event. Cash sponsorship contributed to 68% of the total sponsorship value.

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 2018 negotiated a tailored sponsorship package including a series of 30 second radio advertisements that were broadcast during the 6pm Nine News simulcast.
- Bendigo Bank in-kind sponsorship of a keynote speaker.

Similarly to previous years, a professional photographer was engaged for three events, Women in Business, Regional Breakfast and the Sponsorship Celebration. 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.

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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 outcomes. These four areas include:

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

WBW 2018 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 2018 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 2018 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).
- The City provides for a regional influence as a “doing business” location with a connection across the Melbourne Eastern Region.

CONCLUSION

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

The benefits of the delivery of WBW to the business community continue to be significant. Most noticeably, these benefits include effective networking opportunities, and the provision of the latest information and trends.

- **Networking**

Through the engagement of high profile and inspiring speakers, attendance at each of the events is high. This increases the networking opportunities amongst local business owners and in turn can foster positive business relationships, encouraging business activity within the City of Whitehorse.

- **Latest Information and Trends**

Event topics focus on the latest information and trends relevant to local businesses. Giving this updated and accurate information assists in increasing business productivity, planning and performance.

Sponsors of WBW are promoted through the extensive WBW advertising schedule and have the opportunity to showcase their products and services at various stages throughout the WBW program. This potentially gives them an audience which they may find difficult to reach through other promotional activities.

WBW also 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 the opportunity to network with Council's I & ED staff and learn more about the support and services available, discuss matters of interest, express any concerns and provide feedback.

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