



# COMMITTEE AGENDA

## **Business and Economic Development Advisory Committee**

Notice is hereby given pursuant to the provisions of the Local Government Act, 1999, that the next Meeting of the Business and Economic Development Advisory Committee will be held in the Council Chambers, 181 Unley Road Unley on

***Wednesday 14 June 2023 5.30pm***

for the purpose of considering the items included on the Agenda.

A handwritten signature in black ink, appearing to be 'J.P.S.', followed by a long horizontal line extending to the right.

**Chief Executive Officer**

## **MEMBERS**

- Presiding Member Arman Abrahamzadeh
- Garry Goddard
- Kym Della-Torre
- Joshua McNally
- Nicole Sheehan
- Alex Hammett
- Councillor S. Finos
- Councillor D. Palmer

## **ACKNOWLEDGEMENT**

We would like to acknowledge this land that we meet on today is the traditional lands for the Kaurna people and that we respect their spiritual relationship with their country.

We also acknowledge the Kaurna people as the custodians of the Adelaide region and that their cultural and heritage beliefs are still as important to the living Kaurna people today.

## **ORDER OF BUSINESS**

### **ITEM NO.**

#### **1. ADMINISTRATIVE MATTERS**

**1.1 WELCOME / APOLOGIES**

**1.2 LEAVE OF ABSENCE**

Nil

**1.3 CONFLICT OF INTEREST**

*Members to advise if they have any material, actual or perceived conflict of interest in any Items in this Agenda and a Conflict of Interest Disclosure Form (attached) is to be submitted.*

#### **2. REPORTS**

**2.1 Update of Economic Development Growth Strategy Actions**

**2.2 City of Unley Major Developments Map**

#### **3. OTHER BUSINESS**

**3.1 Strategic Property Committee objectives and link to Business and Economic Development Advisory Committee (P Tsokas)**

**3.2 Economic growth opportunities for the City of Unley and gaps in current strategy (All)**

**3.2 Work Plan – what projects should be the key focus of the Committee**

**3.3 Networks, connections and introductions from Committee Members for staff to follow up on to assist deliver the strategy (All)**

#### **4. CONFIDENTIAL ITEMS**

Nil

### **NEXT MEETING**

To be advised

Economic Development Growth Strategy 2021 - 2025

Objective 4: Business Sustainability - Enable business growth and prosperity

Priority Timeframes: Short (2021-23), Medium (2023-25), Long (2025 onwards)

Priority	Objective	Status	Status update - April 2023	Status update - December 2023
Ensure relevant Council policies and processes enable business activity and contribute to the overall liveability of the City	Short	Review outdoor dining/footpath trading fees and identify opportunities to further assist businesses	ONGOING	During Covid, Council reduced and waived a number of fees to assist business. These fees and opportunities to support business are reviewed annually.
	Medium	Investigate opportunities for activation permits and programs	NOT STARTED	Due to occur in the second half of 2023.
	Ongoing	Continue to be recognised as a Small Business Friendly Council	ONGOING	The COU actively participates as a Business Friendly Council (as per the Small Business Commissioner of SA's Charter). Recent activity has included the new Business Portal, triage of business and support of major developments.
Encourage business growth and prosperity through a business support program	Ongoing	Assist businesses to emerge from the COVID-19 pandemic through Council programs and communicating other opportunities	COMPLETE	
	Medium	Investigate new approaches and partnerships to develop local business skills and capabilities	UNDERWAY	Working with Business SA to refine training opportunities. Working with Trader Associations to run training through engagement sessions.
	Ongoing	Continue and enhance the bi-monthly Unley Business Breakfast Program and networking opportunities	UNDERWAY	Event plan in development. Spreadsheet developed collating history of previous event's attendance, dates, topics and key speakers.
	Short	Communicate and facilitate a program of training and networking events for new and existing businesses	UNDERWAY	Business SA training promoted via printed flyer to businesses when visiting as well as online promotion through newsletter and website.
	Ongoing	Maintain a contact database and regularly communicate key Council activities and projects, data insights, grants and general news to the business community	ONGOING	Bimonthly 'Your Business Unley' newsletter distributed. ABR contact info sourced to increase reach from 600 to around 4000 business contacts. Database to be updated quarterly.
	Short	Provide up-to-date information on available business funding and grants	ONGOING	Partnership with Grant Guru allows Unley community to streamline relevant funding opportunities. Specific grant openings promoted in newsletter.
Strengthen engagement with home-based businesses and creative industries	Short	Identify and engage with home-based businesses to better understand their needs	NOT STARTED	The upcoming business survey will be used to understand what supports home based businesses in the COU require. This will help to shape the support and programs offered.
	Medium	Determine an ongoing program to support and engage with home-based businesses	NOT STARTED	Following results from the business survey, a program of support will be developed.
	Medium	Facilitate connection and collaboration between home-based and bricks and mortar businesses	NOT STARTED	This will occur following the development of the Program of support for home based businesses.
	Medium	Improve the information available for establishing a homebased business and update the existing factsheet	Underway	New information on home based businesses has been added to Council's new Business Portal.
	Medium	Collaborate with organisation teams to identify opportunities in the Growth State Creative Industries Strategy and Council's Cultural Plan to support the local creative industry sector	UNDERWAY	Eco-Dev staff works closely with the community development team to leverage cultural activities delivered by council that can benefit the business community e.g. SALA festival, murals for businesses, the 'Say my Name' campaign etc.
Promote local business and services	Ongoing	Grow the 'Keep It Local' campaign to actively encourage and promote the importance of supporting local	Ongoing	Council operates it's 'Find your everything' Instagram page profiling business and events to ensure community are in touch with business around them. Main streets are encouraged to promote business through social media and include relevant hashtags and handles.
	Short	Review the current approach to City-wide marketing to encourage visitation to and support of local businesses (including home-based businesses)	UNDERWAY	A review of the marketing and communications output is currently underway that will guide and streamline future engagement. Eco Dev staff met with the consultant to provide recommendations in late 2022.
	Short	Work with the South Australian Tourism Commission to increase the visibility of City of Unley businesses	UNDERWAY	Contact with SATC has been challenging however multiple attempts have been made. A recommendation from SATC was simply to encourage use of ATDW however this is streamlined for business listings. A 'destination' page is being set up for Unley so a holistic view can be promoted. Contact has also been made with Tourism Industry Council SA who advocate on behalf of tourism business - a number of initiatives can be explored through TICSA in the future, mainly for hospitality and retail business. E.g. Mentoring, Tourism Awards, top tourism town/precinct.
Encourage sustainable business practices	Short	Increase awareness of and assist businesses to embrace more sustainable business practices	UNDERWAY	Partnership with Plastic Free SA underway in lead up to new changes to plastic use in Sept 2023, 24. Unley Rd pilot program in progress.
	Short	Consider integrating outcomes from the Business Green Waste trial to assist businesses to improve waste management practices	NOT STARTED	Investigating a green bin trial with Fullarton Road South Traders Association - awaiting more information from CoU Depot.
	Ongoing	Assist businesses to understand their obligations and become single-use plastic free	UNDERWAY	Plastic Free SA initiatives and changes to law promoted online and via newsletter along with the pilot program on Unley Road.