



MINUTES

KALAMUNDA ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

6.00pm Thursday 10 December 2020

City of Kalamunda Function Room

1.0 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

1.1 Cr Margaret Thomas, Mayor, acknowledged the traditional owners of the land.

2.0 ELECTION OF PRESIDING MEMBER & DEPUTY PRESIDING MEMBER

Colin Jorgenson was elected to the position of Presiding Member and Cr Dillan O'Connor was elected as Deputy Presiding Member.

3.0 OPENING OF MEETING/INTRODUCTIONS

3.1 Meeting opened at 6.10 pm

4.0 DISCLOSURE OF INTERESTS

4.1 Disclosure of Financial and Proximity Interests.

a) Members must disclose the nature of their interest in matters to be discussed at the meeting. (Section 5.65 of the Local Government Act 1995)

b) Employees must disclose the nature of their interest in reports or advice when giving the report or advice to the meeting. (Section 5.7 of the Local Government Act 1995).

Nil.

4.2 Disclosure of Interest Affecting Impartiality

a) Members and staff must disclose their interests in matters to be discussed at the meeting in respect of which the member or employee has given or will give advice.

Nil.

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5.0 ATTENDANCE AND APOLOGIES

Committee

Cr Margaret Thomas, Mayor	Councillor Member
Cr Dylan O'Connor, Deputy Mayor	Councillor Member
Cr Lesley Boyd	Councillor Member
Colin Jorgensen, Business Station	Committee Member
Jon Elbery, KCC	Committee Member (Arrived at 6:45pm)
Kate Holsgrove, Perth Airport	Committee Member
Mark Pivac, FBR	Committee Member
Will Main, Hawaiian Group	Committee Member
Julie Drago, Hero Properties	Committee Member

City of Kalamunda Staff

Rhonda Hardy	Chief Executive Officer
Gary Ticehurst	Director Corporate Services
Mandy Skeates	A/Manager Commercial & Cultural Services
John Verbeek	Economic Development Specialist

Apologies

Cr Janelle Sewell	Councillor Member
Dan Pearce	Committee Member

6.0 INDUCTION & GOVERNANCE

Presentation by Rhonda Hardy - Chief Executive Officer

Action 1: Presentation to be distributed to KEDAC Members

7.0 KALAMUNDA'S ECONOMIC OUTLOOK & CURRENT ECONOMIC DEVELOPMENT PROGRAMS

Presentation by Gary Ticehurst – Director of Corporate Services.

Cr Boyd requested further housing data covering other City of Kalamunda postcodes in addition to postcode 6076 mentioned in the economic outlook presentation.

Action 2: City officers to provide housing data for all other City of Kalamunda postcodes to the Committee.

8.0 KEY ECONOMIC DEVELOPMENT INITIATIVES TO BE DELIVERED IN 2021

Presentation by Gary Ticehurst (GT)- Director of Corporate Services – 10 minutes

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Action 3: Provide link to LINK WA website so committee members can access further information about freight and logistics

Action 4: Committee to be provided with a copy of the draft investment prospectus document with a request to provide feedback.

9.0 ECONOMIC DEVELOPMENT AND INVESTMENT ATTRACTION ISSUES FACING KALAMUNDA AS SEEN FROM THE INDEPENDENT MEMBERS OF THE ADVISORY COMMITTEE (35 mins)

Comments from members has been collated and presented as Appendix One following the main body of the minutes. A SWOT analysis has been drafted using the members comments as a guide and is presented as Appendix Two.

Action 5: City to provide information regarding rates methodology. (JD to provide examples of rates discrepancies to GT)

Action 6: Planning to give a presentation to the Advisory Committee on land use, constraints and contamination.

Action 7: City to provide update on Kalamunda Activity Centre Plan

Action 8: City to provide update on Hill’s initiatives e.g. Tourism, Pickering Brook Taskforce

Action 9: City to provide update on Aged Care developments

10.0 INVESTOR ATTRACTION KEY STAKEHOLDER ANALYSIS

Due to time constraints the Presiding Member recommended this be postponed until 2021 with a date to be advised. This was accepted by the Committee.

11.0 ANY OTHER BUSINESS

MP

- Difference between attracting outside investment to promoting internal (existing) investment.
- Wholistic approach needed
- Edges and boundaries provide the richest areas for innovation
- Businesses need management assistance at their most vulnerable times
- Needs to be more explicit as to what business activities can be reasonably carried out at home.

Action 10: City to provide committee with home business requirements/ guidelines

Action 11: City to provide link to the [Economic Development Strategy](#)

Action 12: The Committee to consider whether the future focus should be on supporting internal investment/expansion or external investment attraction. Recommend being an agenda item for discussion at the next meeting.

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Discussion had on the feasibility of more regular meetings. LB commented on the potential impost on officer time to arrange and facilitate additional meetings.

GT

- Recommended that working parties could be assigned to undertake actions and activities to advance economic development projects between meetings.

JE

- Recommended that all initiatives recommended by KEDAC should have measurable outcomes - pre-determined criteria for success
- A period of fellowship to be provided prior to the meeting in future (Formalised in agenda)

Action 13. A period of fellowship to be added to the beginning of the meeting formally added to the next agenda.

12.0 DATE OF NEXT MEETING

The Presiding Member recommended that the first meeting be brought forward to a date in February. City Officers to advise of a suitable date.

13.0 CLOSURE

The Presiding Member Closed the Meeting at 8.05 pm.

I confirm these Minutes to be a true and accurate record of the proceedings of this meeting.

Signed: Presiding Member

Dated this Day of2020

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ACTION ITEM TRACKING MATRIX

Meeting Date of Action	Action	Item	Status
10/12/2020	1	Governance presentation to be distributed to KEDAC Members	
10/12/2020	2	Housing data for all other City postcodes to be provided to the Committee.	
10/12/2020	3	Provide link to LINK WA website so committee members can access further information about freight and logistics.	
10/12/2020	4	Committee to be provided with a copy of the draft investment prospectus document for feedback.	
10/12/2020	5	City to provide information regarding rates methodology. (JD to provide examples of rates discrepancies to GT)	
10/12/2020	6	Planning to give a presentation to the Advisory Committee on land use, constraints and contamination.	
10/12/2020	7	City to provide update on Kalamunda Activity Centre Plan	
10/12/2020	8	City to provide update on Hill's initiatives e.g. Tourism, Pickering Brook Taskforce	
10/12/2020	9	City to provide update on Aged Care developments	
10/12/2020	10	City to provide committee with home business requirements/ guidelines.	
10/12/2020	11	City to provide link to the Economic Development Strategy	
10/12/2020	12	The Committee to consider whether the future focus should be on supporting internal investment/expansion or external investment attraction. Recommend being an agenda item for discussion at the next meeting.	
10/12/2020	13	A period of fellowship to be added to the beginning of the meeting and formally added to the next agenda.	

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APPENDIX ONE

ECONOMIC DEVELOPMENT AND INVESTMENT ATTRACTION ISSUES RAISED BY KEDAC MEMBERS AT ITEM 9.

Gary Ticehurst GT – Recommended a focus on Business Investment Attraction

Julie Drago (JD)

- Perth and Peel 3.5 land use plan originally released about two years ago – Flagged WA Government are going undertaking a review.
- Bring all of this into the planning discussion.
- What is the future of industrial land in Kalamunda?
- Federal Government \$1.5b investment in manufacturing – How can we get this happening in Kalamunda?
- Make best use of great road infrastructure.
- Opportunity to streamline approvals process
- Seems to be a disparity between rates of different Councils with Kalamunda having the highest?

Cr Margaret Thomas (MT) – talking to business owners/developers:

- Opportunities for rebuilding in Kalamunda Mall
- Making best use of empty vacant spaces (Haynes St)
- Opportunity for Community Bank in Kalamunda Township

Mark Pivac (MP)

- Need to be cogniscent as to what is happening at Perth Airport re industrial and commercial developments
- Greater diversity needed in land use
- What is the starting point for investment
- Transitioning of land use
- Issue of competitiveness of smaller land holdings in agriculture
- How should Kalamunda make best use of land

Will Main

- Challenge of attracting the right investment
- Great transport links and lifestyle of Kalamunda
- Get the right investors on board
- Getting the right mix of residential densities to suit the market
- What is the brand identity of the City
- Focus on youth
- Can't be all things to all people
- What are the future skills requirements for youth
- Greater density of population would support hospitality

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Jon Elbery

- What is the identity of Kalamunda?
- Need to preserve and exploit the great things we have
- Develop the identity of each settlement
- Issue of commercial/retail rents
- How can we invigorate areas?
- Need a wholistic approach bringing different groups together

Cr Lesley Boyd (LB)

- What does a post Covid world look like?
 - Working from home
 - Running a business from home
 - Decline of retail businesses

Rhonda Hardy (RH)

- build the pieces of the jigsaw first – then you can envisage investor attraction.
- Sounds like you want the education and the knowledge on the ground
- Sharing of information across the City's advisory groups.

Colin Jorgensen (CJ)

- Working from home can create massive isolation
- Start-up business are looking to move from home into coworking spaces
- Business Station's incubators are now both full.
- People are wanting to come back out and work with others. Small business owners want interaction with others.
- Across the state 50% of small businesses work from home.

Cr Dylan O'Connor (DC)

- We are four or five different localities within the City – some have gone through periods of change in land use and density.
- Localised strategies for individual areas is critical.
- Kalamunda town centre focus on landowners and tenants but we need a wider conversation with the community
- Dilemma with businesses wanting a thriving bustling town centre but it must be closed by 8pm every night.
- Whole of community conversation.
- Build a diverse community where businesses can survive. There still are some pockets of industrial land around.
- Opportunities around the train station – education opportunities – live, go to school and retire in the City of Kalamunda.

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City of Kalamunda

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Kate Holsgrove (KH)

- Keen with Perth Airport to add value
- City of Kalamunda should try to define it in its parts first.
- What are the key attractors to come to the City of Kalamunda – tourism, place making etc.
- Domestic flights to recover significantly end of March 2021
- Everything being place on the vaccine.
- Travel bubbles will come.
- Bouncing back better than they hoped, coming back on quicker.
- International travel not due to return to pre COVID-19 levels for 4 to 5 years.
- Reopened some terminals in the last few weeks.
- Still a lot of developable land across a number of councils - opportunity to develop.
- Extensive 10 year plus plans inclusive of plans for the new runway.

Colin Jorgensen

- Vision - what does Kalamunda stand for?
- Go back to getting a clear understanding of each village, how do you bring them all together.
- Create a city of villages, what does everyone stand for e.g.
 - HW Cyber security,
 - FF Micro economies. Urban village – how do you get people to stay and work.
- One of the other opportunities is regenerative agriculture with block chain.
- Agrorocket – fully self-contained for arid areas. Small businesses find these people, capturing them and see how we can support them
- Is there any federal, state funding available?

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APPENDIX TWO

KEDAC ECONOMIC DEVELOPMENT AND INVESTMENT ATTRACTION SWOT ANALYSIS

