

UNLEY BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE

**Meeting held on Wednesday, 6 August 2014 at 6.15pm
In the Unley Civic Centre, 181 Unley Road, Unley**

PRESENT:

Councillor John Koumi – Presiding Member
Mayor Lachlan Clyne – ex Officio
Councillor Don Palmer
Councillor Rufus Salaman (arr. at 6.30pm)
Mr Chris Vounasis
Mr Phillip Brunning (arr. at 6.23pm)
Mr Andre Stuyt
Mr James Morris
Mr Sean Bushby
Mr Craig Phillips (arr. at 6.19pm)
Ms Susan Straschko

ACKNOWLEDGMENT:

The Presiding Member opened the meeting with the Acknowledgement and welcomed Members to the meeting.

APOLOGIES:

Councillor Anthony Lapidge
Ms Gabrielle Leonello
Mr Andrew Bahr

OFFICERS PRESENT:

Mr Matt Grant, Manager Business and Economic Development
Ms Kelley Jaensch, Executive Assistant Economic Development and Planning

OBSERVERS:

Nil.

CONFIRMATION OF MINUTES:

MOVED: Councillor Palmer
SECONDED: Andre Stuyt

That the minutes of the meeting of the Unley Business and Economic Development Committee held on Wednesday, 9 July 2014 as printed and circulated, be taken as read and signed as a correct record.

CARRIED UNANIMOUSLY

CONFLICTS OF INTEREST:

Nil.

DEPUTATIONS:

Nil.

PRESENTATION:

David Penfold from Webmastermind presented an overview on the Digital Economy Strategy Implementation for Year 2.

SUSPENSION OF MEETING PROCEDURES

The Presiding Member advised the Committee that he thought the meeting would benefit from a short term suspension of meeting procedures, for 30 minutes, to allow for open discussion.

This was agreed with a two thirds majority.

The meeting procedures were suspended at 6.20pm.

FURTHER EXTENSION TO STANDING ORDERS

A further extension to the standing orders for 30 minutes was supported with a two thirds majority.

Standing orders were suspended at 6.50pm.

FURTHER EXTENSION TO STANDING ORDERS

A further extension to the standing orders for 15 minutes was supported with a two thirds majority.

Standing orders were suspended at 7.20pm.

Standing orders were reinstated at 7.30pm.

Chris Vounasis left the meeting at 7.31pm and returned at 7.32pm

Councillor Salaman left the meeting at 7.32pm and returned at 7.33pm.

CHANGE OF ORDER OF AGENDA

The Presiding Member advised that he thought it would be appropriate to bring Item 33 forward to be in line with the presentation.

This was agreed with a two thirds majority.

ITEM 33 **SECOND ANNUAL REPORT - UNLEY MAINSTREET DIGITAL ECONOMY STRATEGY**

MOVED: Andre Stuyt
SECONDED: Craig Phillips

That:

1. The report be received.

CARRIED UNANIMOUSLY

ITEM 32 **ASSOCIATION COORDINATORS' QUARTERLY REPORTS FOR THE PERIOD ENDING 30 JUNE 2014**

An updated Goodwood Central Traders and Services Association Inc Quarterly Report was tabled at the meeting. Please find attached.

MOVED: James Morris
SECONDED: Susan Straschko

That:

1. The report be received.

CARRIED UNANIMOUSLY

ITEM 33 **SECOND ANNUAL REPORT - UNLEY MAINSTREET DIGITAL ECONOMY STRATEGY**

See above.

ITEM 34
UBED ACTION RECORDS

MOVED: Andre Stuyt
SECONDED: Craig Phillips

That:

1. The report be received.

CARRIED UNANIMOUSLY

CLOSE OF MEETING:

The Presiding Member closed the meeting at 7.45pm.

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PRESIDING MEMBER

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Unley Business and Economic Development Committee

Quarterly Report Period: 1 April – 30 June 2014

Goodwood Central Traders and Services Association Inc

2013 - 2014 Marketing Budget: \$52,000 (Projects \$27,000 / Administration \$27,000)

Funded by commercial properties categorised as: Commercial 'Shop', 'Office' and 'Other'

Boundary of separate rate collection: Goodwood Road – Parsons St/ Leader St to Mitchell St/ Arundel St

Project 1: Community Event

ACTION:	Goodwood Groove Community Event
OUTCOMES:	Invite local community to experience the culture of the Goodwood Village with a celebratory event
MEASURE:	Attendance : approx. 350 Trader Participation : 10 Trader Feedback : Positive Attendee Feedback : Positive
CoU STRATEGIC LINK:	1.3 Promote the City of Unley as an 'Experience' destination <i>B. Support event tourism, focusing on events that directly contribute to the Unley cosmopolitan 'brand and provide additional trading opportunities.</i>
ASSOCIATION STRATEGIC LINK:	2. Events and Promotions 2.1. Plan, promote and manage an event/events and promotions of an appropriate style, size and scale which will appeal to and attract locals and visitors and further enhance our vision for our area
PROGRESS:	No further events held this period Completed
ESTIMATED COMPLETION:	Event held December 6th

ANNUAL BUDGET:	\$16,000
YTD SPEND:	\$15,800

Project 2: Stories of Goodwood Newsletter (Changed to Aspire Magazine Advertising Campaign)

ACTION:	Deliver a community based newsletter telling stories of people and significant and/or relevant cultural places or events for the Goodwood Community to the 5034 postcode.
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OUTCOMES:	To promote the precinct to locals and visitors.
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MEASURE:	
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CoU STRATEGIC LINK:	1.3 Promote the City of Unley as an 'Experience' destination <i>C: Support a city wide marketing activity</i>
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ASSOCIATION STRATEGIC LINK:	1. Advertising, Marketing, and Public Relations 1.1. Promote our area and its attractions as a whole, in relevant mainstream, on-line and social media
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PROGRESS:	Advertisement in first edition of FYE e-mag
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ESTIMATED COMPLETION:	Aspire Advertising on hold due to change in magazine focus. Advertising booked in FYE on-line magazine.
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ANNUAL BUDGET:	\$5,000
YTD SPEND:	\$5,940

Project 3: Website/ Digital media/ Advertising

ACTION:	Maintain Goodwood Alive website. Advertising to promote the precinct as a destination.
OUTCOMES:	To increase on line visitors to website and visitors to precinct.

MEASURE:	Website Hits : TBA (analytics yet to be activated) Facebook : New fans this period : 120 Daily organic reach this period : 41 (ave)
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CoU STRATEGIC LINK:	1.3 Promote the City of Unley as an 'Experience' destination <i>C: Support a city wide marketing activity</i>
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ASSOCIATION STRATEGIC LINK:	1. Advertising, Marketing, and Public Relations 1.1. Promote our area and its attractions as a whole, in relevant mainstream, on-line and social media
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PROGRESS:	Web content updates ongoing Structural changes planned Purchase of www.goodwoodroad.com.au negotiated Facebook updates ongoing
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ESTIMATED COMPLETION:	Completed at June 2014
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ANNUAL BUDGET:	\$8,000
YTD SPEND:	\$4,695

Project 4: Business and Community Networking

ACTION: Regular program of two business network functions for traders (AGM and Christmas)

OUTCOMES: To inform, engage and encourage Traders.

MEASURE: Attendance at functions
Participation by Traders in events

CoU STRATEGIC LINK: **1.1 Provide support to businesses within the City of Unley to excel in Business**
F: Encourage businesses to take part in professional development opportunities
1.3 Promote the City of Unley as an 'Experience' destination
C: Support a city wide marketing activity

**ASSOCIATION
STRATEGIC LINK:**

PROGRESS: No networking functions held this period

ESTIMATED COMPLETION: 30 June 2014

ANNUAL BUDGET: \$500

YTD SPEND: **\$1040**

Administration

ACTION:	Part time Marketing Co-ordinator Provides management and marketing support for the Executive Committee.
	Office expenses, Post Box, Insurance, Other
ANNUAL BUDGET:	\$21,000 (Part time Marketing Co-ordinator) and \$4,000 (Office expenses, Post Box, Insurance, Other)
YTD SPEND:	\$18,435

Business Movement Update : April - June

Business IN *(Business/Organisation's that move into Association area)*

Business/ Organisation Name	Business Address	Business Phone	Business Website	Business Email	Contact Person	Date IN and Reason for moving into area
Pretty Petals	127a Goodwood Road	8272 7778	www.prettypetals.com.au	lieu@pretypetals.com.au	Lieu Elder	Suitable location.

Business OUT *(Business/Organisations that move out of the Association area)*

Business/ Organisation Name	Business Address	Business Phone	Business Website	Business Email	Contact Person	Date OUT and Reason for moving out of area
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