

UNLEY BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE

**Minutes of the meeting held Tuesday, 22 February 2011, at 6pm
in the Unley Civic Centre, 181 Unley Road, Unley**

PRESIDING MEMBER FOR THE FEBRUARY 2011 MEETING

MOVED: Mayor Clyne

SECONDED: David

1. That Theo Maras be appointed as Presiding Member for the February 2011 meeting.

CARRIED

IN ATTENDANCE:

Council Representatives

Mayor Lachlan Clyne
Cr Rufus Salaman
Mr Paul Addle
Mr Con Angelopoulos
Mr Theo Maras
Mr Lloyd Roberts

Unley Road Interests

Mr James Morris
Mr David Walsh

Goodwood Road Interests

Mr David Jones
Mr Andrew Koukourou

King William Road Interests

Ms Sharon Lake
Mr Andrew Dean

Glen Osmond Road Interests

Mr Nicholas Hicks
Mr Damian Cappel

Fullarton Road Interest

Ms Susan Straschko

OPENING:

The Presiding Member opened the meeting with the Acknowledgment to the Aboriginal people.

APOLOGIES:

Nil

OFFICERS:

Mr Peter Tsokas, General Manager City Development
Mr Matt Grant, Business and Economic Development Manager
Ms Kelley Jaensch, Executive Assistant City Development

REPORT TO COUNCIL: 28/2/2011

CONFIRMATION OF MINUTES:

MOVED: Councillor Salaman
SECONDED: David Jones

That the minutes of the meeting of the Unley Business and Economic Development Committee held on Tuesday, 19 October 2010, as printed and circulated, be taken as read and signed as a correct record.

CARRIED

DECLARATIONS OF INTEREST:

Nil

PRESENTATIONS:

Nil

ITEM 1

**ASSOCIATION COORDINATORS' REPORTS FOR THE SIX MONTH PERIOD
ENDING 31 DECEMBER 2010**

MOVED: Paul Addle
SECONDED: Lloyd Roberts

That:

The report be received.

CARRIED

ITEM 2
MEETING DATES 2011

MOVED: Sharon Lake
SECONDED: James Morris

That:

1. The report be received.
2. The Unley Business and Economic Development Committee meet on the third Tuesday in every month at 6.00 pm at the Civic Centre 181 Unley Road Unley, with appropriate adjustments to accommodate other meetings, in accordance with the meeting schedule outlined below:

Tuesday	22 March 2011
Tuesday	19 April 2011
Tuesday	17 May 2011
Tuesday	21 June 2011
Tuesday	19 July 2011
Tuesday	16 August 2011
Tuesday	20 September 2011
Tuesday	18 October 2011
Tuesday	15 November 2011

CARRIED

ITEM 3
APPOINTMENT OF PRESIDING MEMBER

MOVED: Mayor Clyne
SECONDED: Councillor Salaman

That:

1. The report be received.
2. Mr Theo Maras be appointed as the Presiding Member of the Unley Business and Economic Development Committee from 28 February 2011 until 13 December 2012.

CARRIED

ITEM 4
REPORT OF THE EXECUTIVE OFFICER ON ECONOMIC DEVELOPMENT
PROJECTS

MOVED: Mayor Clyne
SECONDED: Nicholas Hicks

That:

1. The report be received.

CARRIED

URGENT BUSINESS:

Nil

CORRESPONDENCE:

The Presiding member requested the attached letter from the King William Road Traders' Association be tabled and a copy attached to the Minutes.

NEXT MEETING: Tuesday, 22 March 2010

CLOSE OF MEETING:

Meeting closed at 6.40pm.

.....
PRESIDING MEMBER

.....
DATE



KING WILLIAM ROAD TRADERS' ASSOCIATION INC.

PO Box 302 Unley, South Australia SA 5061

www.kingwilliamroad.com.au info@kingwilliamroad.com.au

20/2/2011

Mr Theo Maras,
Unley Business and Economic Development Committee
Via email

Dear Theo,

Congratulations on your appointment to the UBED Committee once again. We look forward to working with the new UBED Committee, especially on a matter which is causing us some concern at the moment.

While some loss/turn over of traders on the Road is normal, we believe it is about to hit an all time high, with several traders set to close their doors. This is in addition to these already empty, or soon to be empty shops, viz, those previously occupied by

Sync Shoes
Palo de Rosa
Raw Pearls
The Print Bin
Wenzels Bakery
Holy Sheet
Halliwell Menswear
Jo Malone (shortly to close)

Anecdotal evidence is that most leave/will leave due to substantial increases in rent and lack of foot traffic.

There is also a sense that King William Road is no longer the destination it was, with many of the smaller independent shops already being replaced by multi-nationals which can sustain the higher rents. King William Road is in danger of changing from being the City of Unley's flagship as a true retail destination to being an "open air Westfield." It is losing its edge.

It is an issue which is of concern to many of the traders on the Road at the moment, and the Trader's Association Committee requests that UBED/Council proactively addresses this situation.

Some strategies could include

- Exit interviews with departing traders to ascertain their reasons for going
- Preparation of an analysis of current trader mix and gaps
- Greater engagement with Landlords/Property Managers re
 - The Trader Association's Strategic Plan for the Road
 - The difficulty some traders are currently experiencing
 - Proactively attracting appropriate business to the Road
- Discussions with traders who are known to be considering leaving the Road, to quantify their reasons
- Assisting Traders with lease negotiations
- A comparison of rental levels on KWR with other similar precincts

The Traders Association will continue to spend the majority of its budget on advertising and marketing activities and events for the Road in an effort to promote the Road as a whole and increase foot traffic, but would like to work with UBED Council to ensure that King William Road achieves its vision as per our strategic plan :

VISION:

A vibrant and attractive village style precinct where people enjoy visiting, dining, browsing and shopping for a variety of products and service from smaller, independent style traders.

We'd welcome the opportunity to discuss this further with you.

Kind regards,

John Karran, Sharon Lake
Joint Chairs
King William Road Traders Association
