

## CITY OF JOONDALUP

Notice is hereby given that a Meeting of the CBD Project Steering Committee will be held in Conference Room 2, Joondalup Civic Centre, Boas Avenue Joondalup on Friday 28 June 2002 commencing at 3.00 am.

### DENIS SMITH

Chief Executive Officer  
Tuesday 25 June 2002

Joondalup  
Western Australia

## AGENDA

### ATTENDANCES AND APOLOGIES

#### Committee Members

*Cr P Kimber*

*Cr C Baker*

*Cr P Kadak*

*Cr A Patterson*

*Cr A Walker*

*Mr T Beard – Manager, North West Metro Business Enterprise Centre*

*Ms L O'Halloran – Regional Employment Co-ordinator, Department of Employment & Training*

*Mr R Poliwka – President, Joondalup Business Association*

*Ms M Horgan – Small Business and Economic Development, Perth Area Consultative Committee*

#### City of Joondalup Officers

*D Smith – Chief Executive Officer*

*C Higham – Director Planning and Community Development (or nominee)*

*D Butcher – Special Projects Officer – Project Management*

*F Uzaraga – Co-ordinator Sustainable Development*

*D Squance – CBD Promotions Officer*

#### Apologies and Leave of Absence

#### Guest

*M Gordon – Youth in Public Space Officer*

## **TERMS OF REFERENCE OF THE CBD PROJECT STEERING COMMITTEE - Objectives**

1. To monitor the financial accountability requirements of the City's funding contract under the Regional Assistance Program to the end of the contract period in January 2003.

In meeting its objectives, the committee would address the following issues arising from the City's funding agreement under the Regional Assistance Program (RAP):

- Acquittal of project Funds on the following dates; 31/03/02, 30/06/02, 30/09/02, 31/12/02, 28/02/03.
  - An audited report of the RAP component of the project finding after 31 January 2003.
2. To make recommendations to Council concerning the broad priorities of the CBD Enhancement Project to the end of June 2004

In meeting its objectives, the committee would also address the two major stakeholder objectives developed at the CBD Enhancement Workshop of Wednesday 20 March 2002.

- To create and promote a coordinated approach to marketing and advertising the Joondalup CBD to the wider community (to include appropriate signage)
  - To create a sustainable business environment that will address the vacancy issue
3. To make recommendations to Council regarding strategies for the project's financial self-sufficiency by the nominated target of the 2004/05 financial year

## **AGENDA**

1. **ATTENDADNCE AND APOLOGIES**
2. **DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY**
3. **CONFIRMATION OF MINUTES**

**Minutes of the CBD Enhancement Project Steering Committee held on 29 April 2002 (previously distributed).**

## RECOMMENDATION

**That the Committee:**

**Accept the minutes of the CBD Enhancement Project Steering Committee meeting held on 29 April 2002 as a true and accurate record.**

### **4. BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS**

Committee Members are to be updated regarding action items and outstanding business arising from the 29 April 2002 committee meeting.

Committee Members are requested to provide an update on the following action items:

#### **4.1 North West Metro Business Enterprise Centre**

Manager of the North West Metro BEC, Mr T Beard to update the Committee.

#### **4.2 State Government Licensing in the Joondalup CBD**

Sustainable Development Coordinator, F Uzaraga to update the Committee on State Government Licensing in the Joondalup CBD and discuss the request for Council representation at Morrisons Tavern's liquor licence appeal. *See Attachment 1.*

## RECOMMENDATION

**That the Committee:**

- 1 ENDORSES support for Morrisons Tavern, by appointing a member of the CBD Enhancement Project Steering Committee to attend the licensing appeal in August 2002;**
- 2 ENDORSES the idea of inviting the Commissioner of Lotteries to view the Joondalup CBD and actively encouraging the establishment of a newsagent in the area.**

#### **4.3 CBD Business Confidence Survey**

Sustainable Development Co-ordinator, F Uzaraga to update the Committee.

## 5. BUSINESS ITEMS

### 5.1 Joondalup CBD Marketing Strategies

The City of Joondalup's CBD Promotions Officer has completed a draft 18 month marketing strategy based on the initiatives and recommendations that were developed at the CBD Business and Stakeholders Workshop.

The strategies have been developed directly from the workshop recommendations. The various initiatives have been grouped under seven key strategy areas:

1. Branding/positioning the Joondalup CBD
2. Communication Vehicles
3. Promotional Events and Activities (Food/Entertainment and other)
4. Public Relations and Publicity
5. Business Attraction Programs
6. Business Assistance Programs
7. Facilities Operations and Licensing

An 18-Month Marketing Strategies Matrix has been developed to summarise all of the initiatives and provide a suggested implementation schedule. *Please refer to Attachment 2.* Each of the initiatives outlined in the matrix are presented under one of the seven key strategy areas and are included as individual items in the attachments.

An Appendix to the Marketing Strategies Matrix is the Workshop Strategy Update. This outlines how each of the strategies developed at the workshop have been included into the Marketing Strategy Matrix or referred for appropriate action.

#### 5.1.1 Branding and Positioning

At the Workshop the need to brand the Joondalup CBD as one destination was identified. The suitability of "Joondalup CBD" as a potential destination brand was not considered favourable and after internal work-shopping, it is recommended that the area be branded "Joondalup Central".

Three positioning statements have been developed for the Committee's selection of a preferred positioning statement to support the Joondalup Central Brand. *Please refer to Attachment 3.*

Three Joondalup Central logos, have been developed and will be presented to the Committee at the meeting for the selection of the preferred logo for Joondalup Central.

#### **RECOMMENDATION**

**That the Committee:**

- 1. ENDORSES the re-branding of the Joondalup CBD as "Joondalup Central";**
- 2. SELECTS the preferred positioning statement for Joondalup Central and approves the positioning statement for Joondalup central;**
- 3. SELECTS the preferred logo suggestion and approves as the logo for Joondalup central.**

#### **5.1.2 Communication Vehicles**

A number of communication vehicles have been identified as specific communication initiatives for the CDB Enhancement Project. *Please refer to Attachment 4.*

The initiatives outlined in Attachment 4 will be used to communicate the programs, incentives and promotional concepts outlined under the other six key strategy areas.

#### **RECOMMENDATION**

**That the Committee:**

- 1. ENDORSES the communication vehicle initiatives outlined in Attachment 4;**
- 2. APPROVES the implementation of the initiatives outlined in Attachment 4.**

#### **5.1.3 Promotional Events and Activities**

The CBD Business and Stakeholder Workshop Summary recommended that a year-long calendar of events be developed for the Joondalup CBD to draw people in to the area.

The key strategy area of Promotional Events and Activities has been broken down into two sections, food and entertainment and other promotions. *Please refer to Attachment 5*

The events have been strategically spread across the 18 month marketing calendar to ensure there are key events/promotions to draw the public into the Joondalup CBD all year.

#### **RECOMMENDATION**

**That the Committee:**

- 1 ENDORSES the promotional events and activities initiatives outlined in Attachment 5;**
- 2 APPROVES the implementation of the initiatives outlined in Attachment 5.**

#### **5.1.4 Public Relations and Publicity**

The Public Relations and Publicity supports the various initiatives and programs across the other six key strategy areas to promote and create public awareness of the initiatives.

The initiatives link into some of the public relations programs currently co-ordinated by the City's Marketing Unit and others are CBD Enhancement project specific initiatives. *Please refer to Attachment 6.*

#### **RECOMMENDATION**

**That the Committee:**

- 1 ENDORSES the publicity and public relations initiatives outlined in Attachment 6;**
- 2 APPROVES the implementation of the initiatives outlined in Attachment 6.**

#### **5.1.5 Business Attraction Program**

The CBD Business and Stakeholder Workshop identified one of the major objectives of the CBD Enhancement Project as *“to create a sustainable business environment that will address the vacancy issue”*.

To address this objective, in particular the vacancy issue, a number of initiatives have been developed to attract new businesses to the Joondalup CBD. *Please refer to Attachment 7.*

## RECOMMENDATION

**That the Committee:**

- 1 ENDORSES the business attraction program outlined in Attachment 7;**
- 2 APPROVES the implementation of the initiatives outlined in Attachment 7.**

### **5.1.6 Business Assistance Program**

In order “*to create a sustainable business environment that will address the vacancy issue*” business assistance strategies have been developed to ensure existing business in the Joondalup CBD are sustainable. *Please refer to Attachment 8.*

## RECOMMENDATION

**That the Committee:**

- 1. ENDORSES the Business Assistance program outlined in Attachment 8;**
- 2. APPROVES the implementation of the initiatives outlined in Attachment 8.**

### **5.1.7 Facilities Operations and Licensing**

The Joondalup CBD has a number of areas that could be issued under licence for operation. A number of possible licence operations have been identified as initiatives that may draw people into the Joondalup CBD. Please refer to Attachment 9.

The current Night Markets Licence is included as a strategy, however some changes to the licence and format are recommended.

## RECOMMENDATION

**That the Committee:**

- 1. ENDORSES the facilities operation and licensing initiatives outlined in Attachment 9;**
- 2. APPROVES the implementation of the initiatives outlined in Attachment 9.**

## **5.2 CBD Enhancement Project Working Groups**

### **5.2.1 Property Owners Working Group**

D Squance, CBD Promotion Officer to briefly explain to the Committee the reasons for establishing a Property Owners Working Group and detail how this group may operate.

### **5.2.2 Food and Entertainment Working Group**

D Squance, CBD Promotion Officer to briefly explain to the Committee the reasons for establishing a Food and Entertainment Working Group and detail how this group may operate.

## **5.3 Joondalup City Centre (JCC) Vision and Central Walk Rejuvenation Project**

The current vision for JCC was prepared by LandCorp prior to JCC community being established. Given LandCorp has withdrawn its active involvement in the JCC and the JCC has a business and residential community including a number of significant learning institutions, a shared vision and master plan required to guide public and private works/activities in the JCC.

D Butcher, Special Projects Manager, to provide the Steering Committee with an overview of the JCC Vision and Master Plan and the Central Walk Rejuvenation Project.

## **5.4 Invitation for Youth Advocate and Youth Advisory Committee (YAC) representation on the Committee**

Given the high percentage of youth (defined as 12 – 25 years of age) in the City of Joondalup and the large number of students converging on the City Centre, a young person's perspective in terms of the promotion of the CBD and the positioning of the CBD as a destination, is very important they are a major market for the CBD area. As such, the Committee is asked to consider the inclusion of a Youth Advocate as an advisor on the Committee and more importantly appoint a Youth Advisory Council (YAC) member as a member on the CBD Enhancement Project Steering Committee.

Melanie Gordon, Youth in Public Spaces Officer, will provide background on the Youth in Public Spaces program and the role a Youth Advocate (such as herself) and a YAC member could have on the Committee. *Attachment 10.*



## **RECOMMENDATION**

**That the Committee:**

- 1 AMENDS the Committee's Terms of Reference to allow for the appointment of a Youth Advisory Council representative as a formal member on the Committee;**
- 2 APPOINTS the City's Youth Worker (Youth and Public Space) to Act as an Advocate for the wider youth population of the City by acting as an advisor on the Committee.**

### **3. GENERAL BUSINESS**

### **4. DATE OF NEXT MEETING**

The next meeting of the CBD Enhancement Project Steering Committee will be held in Conference Room 2, Joondalup Civic Centre, Boas Avenue, Joondalup on Thursday 8 August at 8.00pm.

## **CLOSE OF MEETING**