

File: 53469

CITY OF JOONDALUP

Minutes of the CBD ENHANCEMENT PROJECT STEERING COMMITTEE held in CONFERENCE ROOM 3, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP on MONDAY 8 DECEMBER 2003.

The Chief Executive Officer (CEO) opened the meeting at 1700hrs. Due to Joondalup Council being suspended on Friday 5 December 2003, Cr Paul Kimber, Cr Louis Prospero and Cr Carol Mackintosh did not attend this meeting.

In lieu of the current suspension of Councillors and Cr Prospero's position as Chairperson, the Committee was required to appoint an Acting Chairperson. The Chief Executive Officer received one written nomination for the position of Acting Chairperson from Mr David Curry. There being no other nominations a ballot was not required and Mr Curry was elected as Acting Chairperson of the CBD Enhancement Project Steering Committee.

MINUTES

1. ATTENDANCES AND APOLOGIES

Committee Members

<i>Mr D Curry</i>	President, Joondalup Business Association
<i>Mr D Godley</i>	Manager, North West Metro Business Enterprise Centre
<i>Mr B Dorney</i>	Regional Employment Co-ordinator, Department of Employment & Training
<i>Mr A Cameron</i>	Representative – Youth Advisory Council

City of Joondalup Officers

<i>Mr D Smith</i>	Chief Executive Officer
<i>Mr C Higham</i>	Director Planning and Community Development
<i>Ms R Hardy</i>	Manager Strategic and Sustainable Development
<i>Ms S Evans</i>	Team Leader Sustainable Development
<i>Mr N Baxter</i>	Sustainable Development Officer
<i>Mr P Pikor</i>	Manager Infrastructure Management & Ranger Services

Guests

<i>Mr G Grauman</i>	International Student Advisor, International Student Centre, Edith Cowan University
<i>Ms D Anderson</i>	Youth Development Officer
<i>Mr J Boyd</i>	Cultural Development Coordinator

Apologies

<i>Ms M Horgan</i>	Executive Officer, Perth Area Consultative Committee
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Mr G Foster

Representative of Royal Glow Nominees, Joondalup CBD
Property Owners

2. WELCOME TO GUESTS

Mr Curry introduced the guests.

3. CONFIRMATION OF MINUTES

MOVED Mr A Cameron SECONDED Mr D Curry that the Minutes of the CBD Enhancement Project Steering Committee held on 20 October 2003 be accepted as a true and accurate record of proceedings.

The Motion was Put and

CARRIED

4. DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY

There were no declarations of financial interest/interest that may affect impartiality.

5. BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS

Items of business outstanding are listed at **Attachment 1**.

A request was made at an earlier meeting to seek interest from local business owners and land/building owners for representation on the Committee as voting members. Mr Ron Peters is unable to attend future meetings due to personal reasons. Mr Greg Foster will continue to attend. Mr Baxter recommended that the Committee recommend to Council to advertise nominations for membership on the committee from targeted areas such as CBD business owners, CBD building/landowners and the Learning Precinct. It was agreed that this item would be addressed at the first meeting in 2004.

Mr Pikor updated the Committee on the Joondalup City Centre signage item and advised that a report will be provided to the next meeting of the Committee.

Scarborough and Karrinyup Rotary Clubs have expressed an interest in running a swap mart/car boot sale type event in the Joondalup CBD and are preparing a proposal to start a car boot sale in the beginning of 2004. Mr Baxter will review this proposal prior to following up with West Perth Football Club and Wanneroo Rotary Club.

Mr Pikor advised that the Central Walk signage satisfies the general criteria, however the illumination can be improved by increasing the slots in the art piece. Alternatively, up-lights or down lights could also be considered, however this will incur significant additional costs. These options will be investigated further and a report will be provided to the next meeting of the Committee.

Mr Baxter advised that a list of recommended solicitors and contact numbers has been made available through the Department of Racing, Gaming and Liquor. Mr Curry questioned if the City of Joondalup were the first point of contact and if they weren't then how this information could be made available.

An update was provided to the Committee on the Inner City public transport item including the various issues such as speed humps, carrying capacity and road modifications within ECU. Mr Buckells (ECU TravelSmart Officer) is currently discussing the idea with Path Transit in Joondalup and has spoken to Transperth regarding the 465 and 466 services. If one of these services can be diverted through ECU the costs of providing an Inner City public transport service would be significantly reduced, due to the need for only one bus. Further details will be provided as they become available and a report will be provided to the Committee at the next meeting. Ms Anderson noted an offer made for a similar youth service.

Mr Smith advised that formal approval had been given for a \$40,000 contribution towards the production of the 2004/05 Business and Community Directory. Mr Curry commended and thanked staff for their work on this issue.

6. ITEMS OF BUSINESS

6.1 Youth Health Service in Joondalup CBD

Ms Anderson advised that the first meeting occurred on 6 November 2003. The City of Wanneroo are now involved in the working party and are interested in locating a youth health service in the Clarkson (6030) area. The working party is looking at conducting a feasibility study to identify needs of the service and the location. A feasibility study would look at past research and would require funding to go ahead. No sites have been earmarked to date.

6.2 Joondalup Community Art Gallery

Mr Boyd updated the Committee on the recent work on the Community Art Gallery proposal referring to the report prepared for the CBD Enhancement Project Steering Committee seeking a recommendation to Council for an art gallery to be established at units 4-6, 48 Central Walk, Joondalup. Mr Boyd noted that the Community Art Gallery proposal meets the local community needs for art space and the aims of the CBD Enhancement Project.

Mr Smith advised that he had received some strong objections regarding the location of the Art Gallery. Mr Curry noted that locating the Joondalup Regional Performing Arts Centre in the Joondalup CBD would have enabled a Community Art Gallery to be located within its premises.

RECOMMENDATION

MOVED Mr B Dorney SECONDED Mr D Godley that the CBD Enhancement Project Steering Committee RECOMMENDS that Council APPROVES the lease of Units 4-6, 48 Central Walk, Joondalup as the venue for the proposed Joondalup Community Art Gallery or a similar purpose.

The Motion was Put and

CARRIED

6.3 Joondalup Night Markets/Summer Events Calendar

Mr Baxter updated the Committee on this item noting that the first week of the Joondalup Night Markets (Friday 5 December 2003) had been a huge success with approximately 65 stalls. The Night Markets will continue until 19 March 2003 (the night before the 2004 Joondalup Festival) instead of finishing in January as per last summer.

The Summer Events Calendar fridge magnet was tabled for distribution to committee members. Mr Boyd outlined the Summer Events program (including main highlights) advising that this summer's events would be focussed on the Joondalup City Centre.

Mr Baxter noted that local business owners were very pleased with the additional stall numbers and the number of visitors to the Joondalup CBD on the first market night. Mr Curry thanked Mr Baxter and Mr Boyd for their efforts bringing together the Joondalup Night Markets and the Summer Events Calendar.

6.4 Health Insurance Commission (Medicare) Office in Joondalup

The Committee noted the correspondence from the Health Insurance Commission.

6.5 Joondalup GATE Feature – The West Australian

Mr Baxter referred to a copy of the Joondalup CBD advertisement that ran in The West Australian Joondalup GATE feature on Friday 24 October 2003.

6.6 CBD Sub Group – Update

Ms Hardy advised that the CBD sub group met on the 22 October 2003 and that the minutes of this meeting were attached for discussion. Discussion ensued.

Mr Dorney questioned the location of an Art Gallery in Central Walk and the overall strategic direction of the Joondalup City Centre, noting an interesting article concerning a Local Government authority in Melbourne and its lack of control over new business developments.

It was requested that the item regarding a red light district be removed from the CBD sub group minutes.

It was noted that further discussions have taken place with ECU (as requested at the first CBD sub group meeting) in regards to a proposed research project.

Ms Hardy tabled a draft proposal from ECU asking for comments from committee members and requested that this item be put on the agenda at the next meeting for further discussion and a recommendation. This research would look at a number of key issues such as what can be achieved and how, demographics, spending patterns, needs of the community, existing business expectations and the need and demand for particular services. This research would help identify what types of businesses/industry sectors are considered desirable or undesirable.

It was agreed to invite a representative from the City's Planning Department to attend the next sub group meeting. The next sub group meeting will be held in February 2004. Date to be advised.

6.7 Coles Myer correspondence

Mr Smith updated the Committee on this item noting that a letter had been sent to Coles Myer Chief Executive John Fletcher responding to reports in the media about future expansion of the Coles Myer group. Mr Smith noted that he would request that the recently appointed Chairman of commissioners Mr John Paterson, approach senior management of Coles Myer (Mr Fletcher) to pursue this issue.

6.8 Safer Community Program – Dealing with Armed Hold-ups

Ms Evans advised that an approach was made from the Western Australia Police Service to have training made available (through the Safer Community Program) for local business owners. It was agreed that this be promoted to local businesses through the CBD Enhancement Project.

7. GENERAL BUSINESS

Mr Curry commented on the proposed development for the corner of Grand Boulevard and Boas Avenue, noting that the Joondalup Business Association (JBA) did not think that a residential development was appropriate for this landmark site. Mr Curry noted that potential hotel developers had contacted the JBA and that the JBA would be talking to Australind regarding alternative/more imaginative uses for the site. It was agreed that the JBA would explore this matter as an association and that the Committee would not be involved at this stage.

8. DATE OF NEXT MEETING

The next meeting of the CBD Enhancement Project Steering Committee will be held in a venue to be confirmed, Joondalup Civic Centre, Boas Avenue, Joondalup on Monday 2 February 2004 at 5.00pm.

Mr Cameron tabled his apologies for this meeting.

9. CLOSE OF MEETING

The Acting Chairperson declared the meeting closed at 1745hrs.

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CITY OF JOONDALUP

Minutes of the CBD ENHANCEMENT PROJECT STEERING COMMITTEE held in CONFERENCE ROOM 3, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP on WEDNESDAY 25 FEBRUARY 2004 AT 0900hrs.

MINUTES

1. ATTENDANCES AND APOLOGIES

Committee Members

<i>Mr D Curry</i>	President, Joondalup Business Association
<i>Mr D Godley</i>	Manager, North West Metro Business Enterprise Centre
<i>Ms M Horgan</i>	Executive Officer, Perth Area Consultative Committee

City of Joondalup Officers

<i>Mr D Smith</i>	Chief Executive Officer
<i>Ms R Hardy</i>	Manager Strategic and Sustainable Development
<i>Ms S Evans</i>	Team Leader Sustainable Development
<i>Mr N Baxter</i>	Sustainable Development Officer
<i>Mr P Pikor</i>	Manager Infrastructure Management & Ranger Services

Guests

<i>Dr Beth Walker</i>	Director, Small and Medium Enterprise Research Centre, Faculty of Public and Business Management, Edith Cowan University
<i>Dr Beverley Webster</i>	Small and Medium Enterprise Research Centre, Faculty of Public and Business Management, Edith Cowan University
<i>Ms Alison Oldfield-Hiosan</i>	Small and Medium Enterprise Research Centre, Faculty of Business and Public Management, Edith Cowan University

Apologies

<i>Mr J Paterson</i>	Chairman of Commissioners, City of Joondalup
<i>Mr C Higham</i>	Director Planning and Community Development
<i>Mr A Cameron</i>	Representative – Youth Advisory Council
<i>Mr B Dorney</i>	Regional Employment Co-ordinator, Department of Employment & Training

2. APPOINTMENT OF CHAIRPERSON

The Chief Executive Officer (CEO) opened the meeting at 0908hrs. Due to Joondalup Council being suspended on Friday 5 December 2003, a new Chairperson and Deputy Chairperson were required for this Committee. At the meeting of Joint Commissioners on

Tuesday 17 February 2004 Council appointed Mr John Paterson, Chairman of Commissioners to this Committee and amended the quorum to three (3) members.

The CEO received one written nomination for the position of Chairperson (from Mr John Paterson, Chairman of Commissioners) and one written nomination for the position of Deputy Chairperson (from Mr David Curry, President of the Joondalup Business Association). There being no other nominations a ballot was not required and Mr Paterson was elected as Chairperson and Mr Curry was nominated as Deputy Chairperson of the CBD Enhancement Project Steering Committee.

3. WELCOME TO GUESTS

Due to Mr Paterson's apologies, Mr Curry as deputy Chairperson assumed the role of Chairperson and welcomed the guests from Edith Cowan University's (ECU) Small and Medium Enterprise Research Centre (SMERC).

4. CONFIRMATION OF MINUTES

MOVED Mr D Godley SECONDED Mr D Curry that the Minutes of the CBD Enhancement Project Steering Committee held on 8 December 2003 be accepted as a true and accurate record of proceedings.

The Motion was Put and

CARRIED

5. DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY

There were no declarations of financial interest/interest that may affect impartiality.

6. BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS

Items of business outstanding are listed at **Attachment 1**.

Mr Pikor updated the Committee on the Joondalup City Centre entry signage item and went through the report with the Committee. A cost estimate of \$25,000 was provided for this concept. It was noted that a sign such as this could be feasible, although it has not been included as a budget item in the 2004/05 financial year. Mr Curry noted that it would be more appropriate to locate the entry signage further north on Grand Boulevard, closer to Edith Cowan University, Collier Pass and the Joondalup CBD (as defined in the CBD Enhancement Project). The Committee noted the report.

Mr Pikor provided an update on the Central Walk signage and advised that increasing the size of the slots in the art piece and highly polishing it had improved the visibility of the sign. Further evaluation will take place during the evening to determine how effective the alterations have been. Any recommendations will be communicated to the Committee.

Mr Baxter advised that the outstanding item on Inner City Public Transport in the Joondalup CBD would be dealt with at item 7.4 in the main agenda.

7. ITEMS OF BUSINESS

7.1 ECU Research Proposal for Joondalup CBD

Dr Walker presented the scope of the research proposal, which is shown at **Attachment 3**.

Mr Smith stated the need for the project to provide clear results and solutions to address the current situation of the Joondalup CBD with recommendations supported with facts and figures. Mr Smith recommended investigation into the City of Logan in Queensland as it faced similar issues to Joondalup in the past. Mr Curry queried who was conducting the research project and reiterated the need for the project to identify with opportunities and recommendations for implementation. Dr Walker advised that the project would be undertaken by herself, Dr Webster and Ms Oldfield-Hiosan with assistance from other staff members in the Faculty of Business and Public Management. Ms Hardy outlined the timeline for the project. Ms Horgan queried the timeline and noted that any project should be aligned with the North East Metropolitan and City of Wanneroo Economic Development strategies.

RECOMMENDATION

MOVED Mr D Godley SECONDED Ms M Horgan that the CBD Enhancement Project Steering Committee recommends that Council ENDORSES the ECU Research Proposal for the Joondalup CBD and sets aside \$20,000 from the 2004/05 budget to finalise this project.

The Motion was Put and

CARRIED

Mr Curry thanked ECU for their presentation. *Ms Hardy left the room at 0937hrs to escort Dr Walker, Dr Webster and Ms Oldfield-Hiosan from the building.*

7.2 New Committee Members/Terms of Reference Review

Mr Baxter outlined the need for additional Committee members in order to represent local business owners, local landowners and the Joondalup Learning Precinct. The Committee discussed the item and agreed to the proposed new membership with Mr Curry requesting that a representative from the Joondalup Inner City Residents Association also be invited as a member of this Committee.

RECOMMENDATION

MOVED Ms M Horgan SECONDED Mr D Godley that the CBD Enhancement Project Steering Committee recommends to Council that the Committee membership is REVISED to include a minimum of:

- **One Joondalup CBD Business Owner;**
- **One Joondalup CBD Building owner/landlord;**
- **One representative from the Joondalup Learning Precinct; and**
- **One representative from the Joondalup Inner City Residents Association;**

The Motion was Put and

CARRIED

MOVED Ms M Horgan SECONDED Mr D Godley that the CBD Enhancement Project Steering Committee recommends to Council that it APPROVES an invitation for committee nominations, via a newspaper advertisement.

The Motion was Put and

CARRIED

MOVED Mr D Curry SECONDED Mr D Godley that the CBD Enhancement Project Steering Committee recommends to Council that it APPROVES a review of the Terms of Reference by City of Joondalup staff for presentation at the next meeting.

The Motion was Put and

CARRIED

Ms Hardy returned to the meeting at approximately 0940hrs.

7.3 Committee Meeting Schedule

The Committee noted the proposed six-weekly meeting schedule for 2004 as shown below.

Proposed 2004 meeting cycle
Wednesday 25 February 2004
Wednesday 7 April 2004
Wednesday 19 May 2004
Wednesday 30 June 2004
Wednesday 11 August 2004
Wednesday 22 September 2004
Wednesday 3 November 2004
Wednesday 15 December 2004

RECOMMENDATION

MOVED Mr D Godley SECONDED Ms M Horgan that the CBD Enhancement Project Steering Committee NOTES the 2004 meeting schedule.

The Motion was Put and

CARRIED

7.4 Inner City transport – Edith Cowan University/City of Joondalup

Mr Baxter updated the Committee on this item including the new contract that ECU has signed with its contractor to provide a shuttle bus service until June 2004. Also discussed were the negotiations ECU is currently undertaking with Path Transit and Transperth and Tony O’Gorman’s recent meeting with ECU and the Joondalup Health Campus.

Mr Smith noted that there is currently no budget proposal for the 2004/05 financial year and Mr Baxter advised that a figure of between \$100,000 and \$150,00 has been mentioned as a realistic sum in order to provide this type of service. The Committee requested that this item remain on the Business Outstanding list for regular updates. It was noted that this item could be looked at in the mid-year budget review in December 2004.

7.5 Swap Mart in Joondalup CBD/Toilets in Joondalup City Centre

Mr Baxter updated the Committee on this item noting that the lack of public toilet facilities in the Joondalup City Centre is a major hurdle when looking at organising activities and events due to Health Department requirements. Mr Baxter advised that Business Unit managers were recently presented with a proposal by Karrinyup Rotary Club (KRC) to build public toilet facilities in the Joondalup CBD. It was noted that representatives from the City would be meeting with KRC in the near future to discuss and progress this issue. Mr Curry raised the issue of an appropriate location for such a facility.

RECOMMENDATION

MOVED Mr D Godley SECONDED Mr D Curry that the CBD Enhancement Project Steering Committee RECOMMENDS to Council that the City of Joondalup negotiates with Karrinyup Rotary Club and other interested parties to run a swap mart and investigate opportunities for building public toilet facilities in the Joondalup CBD.

The Motion was Put and

CARRIED

7.6 Safety and Security in the Joondalup CBD – WA Police report

The Committee discussed the issues concerning safety and security including recent ram raids on local business premises in the Joondalup CBD. Mr Smith noted that the City had recently increased the number of street sweeps and security patrols in the Joondalup City Centre.

The City has also investigated the possibility of installing CCTV security cameras in the area. This matter was still being investigated. Mr Smith highlighted the City's reluctance to install bollards in front of business premises preferring to utilise street furniture instead.

RECOMMENDATION

MOVED Mr D Godley SECONDED Ms M Horgan that the CBD Enhancement Project Steering Committee RECOMMENDS to Council that appropriate staff are directed to address the recommendations in the WA Police report.

The Motion was Put and

CARRIED

7.7 Joondalup Night Markets/Global Village – 2004 Joondalup Festival

An update on this item was provided by Mr Baxter including, the success of the Joondalup Night Markets to date and the plans for Joondalup Festival 2004 – Global Village. It was noted that a budget proposal has been made to fund the expansion of the Joondalup Night Markets for next summer.

Mr Smith thanked Mr Baxter for his efforts in organising the successful operation of the Joondalup Night Markets over the last three months.

7.8 Sustainable Traders Program for Joondalup CBD

Mr Baxter outlined the proposal to conduct a pilot Sustainable Traders Program in the Joondalup CBD. The program is modelled on an initiative from the City of Port Phillip in Victoria and focuses on litter management, waste reduction, energy conservation, water conservation and education of sustainable practices to staff and customers.

Ms Horgan advised that this type of program would only be appropriate if it was conducted on a voluntary basis, due to the stage in the lifecycle of most businesses in the Joondalup CBD. Mr Curry supported this view.

7.9 Fresh Farmers Market in Joondalup CBD

Mr Baxter outlined a proposal from Ms Maggie Edmonds (the organiser of the recently closed Wanneroo Local Harvest Farmers Market) to establish a Farmers Market in the Joondalup CBD. It was suggested that the market could initially operate one Saturday per month from 8.00am-12.00pm from the undercover area outside the Joondalup Library. The Committee discussed this proposal.

RECOMMENDATION

MOVED Mr D Godley SECONDED Ms M Horgan that the CBD Enhancement Project Steering Committee RECOMMENDS to Council that City of Joondalup staff further investigates this item with the intent to progress this initiative as part of the CBD Enhancement Project for the Joondalup City Centre.

The Motion was Put and

CARRIED

8. GENERAL BUSINESS

None.

9. DATE OF NEXT MEETING

The next meeting of the CBD Enhancement Project Steering Committee will be held in Conference Room 3, Joondalup Civic Centre, Boas Avenue, Joondalup on Wednesday 7 April 2004 at 0900hrs.

Ms Horgan tabled her apologies for this meeting.

10. CLOSE OF MEETING

The Chairperson declared the meeting closed at 1009hrs.

Proposal to: **City of Joondalup**

Proposer: **Small and Medium Enterprise Research Centre (SMERC), Edith Cowan University, Joondalup**

Project: **Strategic Directions for the CBD Enhancement Project Steering Committee – An Economic Development Research Proposal**



Background

The City of Joondalup's CBD Enhancement Committee is reviewing its economic and community development strategies and requires a focussed review of the activities of the business community of the City in order to support the City's strategic development planning.

The focussed review will provide evidence and data that will underpin the future decisions for the City concerning how it will grow and develop its Central Business District. A key stakeholder in these developments are the business owners and their input will be sought for this review along with the community's view of what strengths and issues they perceive with the CBD area.

The CBD of Joondalup has been enduring a slow growth period over the past five years, which has resulted in closures of some small business and a high degree of vacancies in its business rental market. In order to address these issues the City of Joondalup needs to better understand its community and the requirements of the community that will assist and support strong growth of the commercial sector.

It is proposed that the Small and Medium Enterprise Research Centre (SMERC) at Edith Cowan University conduct a business audit that will review the current business and provide indicators and predictors of economic hot spots within the City boundaries that can be targeted for growth and development. The project will build upon several related studies and scoping activities that have been conducted over the past seven years and will deliver an economic profile of the business community by sector and by economic contribution. The project will also conduct small focus groups to review and evaluate the issues that the general community have with the CBD area and make some recommendations in relation to community versus business needs.

As part of the project recommendations, information will be shared on the opportunity for business attraction and cluster development, identified from the survey and provide information on the level of economic activity in the region.

Rationale

The project will identify current businesses and will develop a snapshot of the City's business community, looking at the interrelated connections of supply and demand, the needs and growth potential of the business community, the opportunity for new and emerging enterprises within the business community, the level of employment and potential for new employment growth and the barriers to enterprise – both for growth and development – within the City.

The report will help inform the City's planning processes and make recommendations that will provide predictors and indicators for the City to benchmark progress against.

Project Scope

The proposal from SMERC for the City of Joondalup includes the following:

- ❑ A review of the demographics of the local business community, including location, size and industry sectors via City of Joondalup sources;
- ❑ A review of all previous studies conducted into businesses and economic opportunities within the City of Joondalup;
- ❑ Identification of new and emerging opportunities for business development in the region, through available gap analysis and emerging enterprise opportunities;
- ❑ A review of the interrelationships between sectors, both at the supply chain level and the business-to-business level;
- ❑ A review of community needs and issues obtained through focus groups and discussions, and compared with the information analysed from the business survey and discussions;
- ❑ A review of the use of technology and e-commerce activities of business owners in the region; and
- ❑ Recommendations for strategic development from the study.

Methodology

The study would be conducted in several stages.

Stage 1 = A comprehensive desktop review by the research team which will consist of a dedicated senior project research assistant and the research managers (Dr Beth Walker and Dr Beverley Webster)

Stage 2 = A major survey of businesses in the City of Joondalup that either operate in the CBD, link to the CBD's major businesses, or operate businesses that are impacted through the CBD (approximately 2500) which will consist of:

- Initial in-depth interviews with up to 30 local businesses to gain a feel for the situation from the business owners' perspective and to assist in the development of the main questionnaire.
- A mail survey of the businesses identified under Stage 1 (approximately 2500). The businesses would be qualified beforehand by telephone to ask for participation agreement. Although this is a costly exercise it will ensure a significant response rate of between 40-60%.
- No fewer than 3 focus groups would then be conducted to verify the results of the survey with the business community.

Stage 3 = A set of focus groups for the community that will look at perceptions and issues that the community identify with the CBD and their current reluctance to patronise business there. This will be used to qualify the businesses responses from the survey as to the issues for planning and development, as well as inform the cluster and strategic planning recommendations for the project report.

Stage 4 = A comprehensive report with recommendations for both short term and long term strategic plans for business direction for the City of Joondalup.

Outcomes for the project

The project will have the following key outcomes:

- ❑ A report for the City to use in its planning and development work to promote and enhance the business and economic strategies;
- ❑ A review of the studies from the previous seven years that relate to the region and a brief literature review on their contents and applicability to the project and outcomes; and
- ❑ A collaborative process of review and action in which the City officers are included in the work to be undertaken so that capacity is built within the economic development unit for the ongoing professional links between the City and the University.

Indicative Budget

	ECU (in-kind)	CoJ (in-kind)	CoJ
Senior research assistant (3 days for 36 weeks)			\$28,350.00
36 weeks project management	\$10,000.00		\$7,000.00
Access to databases and other facilities including offices	\$10,000.00		
Personal interviews	\$3,000.00		
Qualification of database			\$3,300.00
Telephone calls @20c per call (allowance for 30% repeat calls)			\$1,300.00
Printing and postage of 2500 questionnaires, including return rate of 50%		\$4,500.00	
Data entry (allowance of 50% response rate @ 10 mins per questionnaire)			\$4,400.00
Data analysis and interpretation	\$2,000.00		
Focus groups (including venues and catering and possible incentives)		\$3,000.00	\$500.00
Report writing			\$5,000.00
Presentation of interim results to Council	\$500.00		
Presentation of final results to Council	\$500.00		
Total	\$26,000.00	\$7,500.00	\$49,850.00

Time Frame for the project

It is proposed to commence the project in February 2004, with the initial draft report to be submitted to the City in September 2004. The final report and recommendations will be submitted in December 2004.

Milestones

As this is a significant project spanning several months the research team would meet on a regular basis with City of Joondalup officers in order to maintain focus and to keep the Council informed. In addition an interim presentation would be made to Council prior to the final report being submitted.

Contact details:

Dr Beth Walker
Director, SMERC
Edith Cowan University
6304 5282