



# City of Whitehorse

## AGENDA

---

### Special Committee of Council Meeting

To be held in the  
Council Chamber  
Whitehorse Civic Centre

379 Whitehorse Road Nunawading

on

**Monday 14 September 2015**

at 8.00 p.m.

**Members:** Cr Andrew Munroe (Mayor), Cr Bill Bennett,  
Cr Raylene Carr, Cr Robert Chong AM,  
Cr Andrew Davenport, Cr Philip Daw,  
Cr Helen Harris OAM, Cr Sharon Ellis,  
Cr Denise Massoud, Cr Ben Stennett

**Ms Noelene Duff**  
Chief Executive Officer



## GUIDELINES SPECIAL COMMITTEE OF COUNCIL

### OBJECTIVE

To enhance the consultative process and facilitate public participation and involvement of the community in Council decision making in accordance with Council's Corporate Plan strategies – good governance.

### PURPOSE OF GUIDELINES

To facilitate public participation and involvement in meetings of the Special Committee. These Guidelines complement Council's Meeting Procedures and Common Seal Local Law 2013.

### PROVISION FOR PUBLIC PARTICIPATION

The public has two opportunities to participate in this meeting – either by a submission which may be heard at the start of the meeting, (i.e. **Public Submissions**, refer below) or if the item is on the agenda, immediately prior to consideration of the item, and by **Public Comment** later in the meeting. There is no public interjection during the meeting and speakers are heard in an orderly manner.

#### **Public Submissions:**

A submission may be made on any matter, providing it is not in contravention of Council's Meeting Procedures and Common Seal Local Law 2013.

A maximum of 10 speakers will be permitted to make a submission and they will be determined in order of registration.

No individual submission shall exceed three minutes.

Where submissions have been made, under the provisions of any statutory process, further submissions shall not be heard, unless the matter is listed as an item of business on the Special Committee of Council agenda.

#### **Procedures for Public Submissions:**

Persons wishing to make a submission to the Special Committee on matters other than land planning matters must directly notify the Committee Clerk, Civic Services Department by 4pm on the day of the meeting and register to speak, by telephoning 9262-6337. The person who registers to speak shall be the person who will make the submission to the Special Committee.

Persons wishing to make a submission to the Special Committee on any land use planning matter must directly notify the Committee Clerk, Civic Services Department, at least five working days prior to the day of the meeting and register to speak by telephoning 9262-6337. The person who registers to speak, shall be the person who will make the submission to the Special Committee.

At the time of registering to speak, that person must indicate whether he or she will be speaking in support of or opposition to any planning permit application or Planning Scheme Amendment (or proposed planning permit application or proposed Planning Scheme Amendment). The Special Committee must not listen to or read anything said by that person unless it is satisfied that, at least four working days before the day of the Special Committee Meeting, a member of Council staff has contacted the person(s) whose interests are inimical to the person who has registered to speak (eg has contacted the planning permit applicant if the person who has registered to speak has indicated that he or she will speak in opposition to the grant of a planning permit application) and invited the first-mentioned person (or a person authorised by him or her) to also register by 4pm on the day of the meeting to attend the Special Committee Meeting and speak.

Persons wishing to table written material must provide 15 copies to the Committee Clerk prior to the commencement of the meeting to enable distribution to Councillors prior to the start of the meeting. No material will be distributed during the meeting by any person, including Council staff.

Requests to speak will be registered strictly in the order of receipt. Speakers for topics not listed on the Special Committee Agenda for the meeting will be heard first, then speakers who wish to cover more than one topic (3 minutes in total, not 3 minutes per topic).

In instances where a number of persons wish to address the Special Committee on the same matter, the Chairperson at his or her discretion may request they nominate a speaker/speakers to represent them.

In accordance with Clause 48.5 of Council's Meeting Procedures and Common Seal Local Law 2013. It is not necessary for Standing Orders to be suspended to allow a person to address the Special Committee, subject to compliance with these Guidelines.

**Public Comment:**

After the "Other Business" Section of the meeting has concluded, the Mayor will invite members of the gallery to indicate by show of hands if they wish to make a comment. *Only matters pertaining to this evening's meeting are to be commented on, (i.e. a Council Officer report or presentation, and any "Other Business" matters) and a 3 minute period per speaker applies.* A maximum period of 15 minutes shall be provided for public comment. The Mayor will call individuals forward to be heard and they should begin by clearly stating their name. This is a period for comment, not questions or debate *and there is no opportunity for any further **Public Submissions***

**ADOPTION AND AMENDMENT OF THESE GUIDELINES**

These guidelines were adopted by resolution of Council dated 19 August 2013 and may be further amended by resolution of Council from time to time. The Chairperson at his or her discretion may vary procedures under these Guidelines, at any meeting of the Special Committee.

## **1 PRAYER**

### **1a Prayer for Council**

*We give thanks, O God, for the Men and Women of the past whose generous devotion to the common good has been the making of our City.*

*Grant that our own generation may build worthily on the foundations they have laid.*

*Direct our minds that all we plan and determine, is for the wellbeing of our City.*

**Amen.**

### **1b Aboriginal Reconciliation Statement**

*"In the spirit of reconciliation we acknowledge the Wurundjeri as the traditional owners of the land on which we are gathered."*

## **2 WELCOME AND APOLOGIES**

Cr Davenport has previously sought and been granted a leave of absence for the Special Committee of Council Meeting 14 September 2015.

Cr Bennett and Cr Harris have sought a leave of absence for the Special Committee of Council Meeting to be held 12 October 2015.

### **RECOMMENDATION**

***That the apology from Cr Bennett and Cr Harris be received and that leave of absence be granted for the Special Committee of Council Meeting to be held 12 October 2015.***

## **3 DISCLOSURE OF CONFLICT OF INTERESTS**

## **4 CONFIRMATION OF MINUTES**

Minutes of the Special Committee of Council Meeting 10 August 2015.

### **RECOMMENDATION**

***That the minutes of the Special Committee of Council Meeting 10 August 2015 having been circulated now be confirmed.***

## **5 PUBLIC SUBMISSIONS**

*Interested parties who wish to address the Special Committee of Council during the Public Submissions period of the Special Committee Meeting must register with the Civic Services Department by telephoning 9262 6337 by 4pm on the day of the meeting.*

*Persons speaking will be identified and recorded for Council Minutes and become part of a permanent record of the Council. Please indicate if you do not wish your name to be recorded.*

*Persons wishing to make a submission to the Special Committee on any land use planning matter must directly notify the Committee Clerk, Civic Services Department, at least five working days prior to the day of the meeting and register to speak by telephoning 9262-6337.*

## **6 REPORTS FROM OFFICERS**

### **6.1 Whitehorse Business Week 2015**

**5**

Presenters: Will Gerhard, Coordinator, Business and Economic  
Development  
Natalie Schetzer, Business Marketing and Communication  
Officer

## 6.1 Whitehorse Business Week 2015

FILE NUMBER: SF15/128456

---

### **SUMMARY**

*Whitehorse Business Week (WBW) 2015 was launched Thursday 6 August and concluded on Friday 14 August 2015. This report presents the outcomes of Whitehorse Business Week 2015.*

### **RECOMMENDATION**

#### ***That Council:***

- 1. Acknowledges the success of Whitehorse Business Week 2015.***
  - 2. Acknowledges and thanks attendees, sponsors, speakers, venues, businesses and organisers of Whitehorse Business Week 2015.***
- 

### **BACKGROUND**

Considered as a premier business program in the eastern region of Melbourne, the 2015 Whitehorse Business Week (WBW) was the 15<sup>th</sup> staging of this annual program. Since its establishment in 2001, WBW has now attracted more than 11,500 participants and has become firmly recognised as an annual program of events for business in Victoria.

The WBW 2015 program consisted of six major events and two small workshops held at a range of venues throughout the City of Whitehorse. Themes included the future of business, business strategies for online success, women in business, current Australian economic conditions and high performance. The workshop topics included business planning and mentoring.

Since its inception, WBW has positioned itself as a key local networking and business development program. Its audience attracts members of the local and surrounding business community, government officials and agencies.

Its purpose is to provide local and regional businesses with the opportunity to access new ways to improve and grow their business, provide information on the future direction of national and international business trends, to take part in networking events and to explore critical issues affecting business in Whitehorse and beyond.

This program also provides an opportunity to showcase the Whitehorse region as a desirable place to invest by further promoting the region's strong foundation, its future and many other desirable attributes such as strategic location and connectivity.

### **POLICY FRAMEWORK**

The Australian Local Government Association (ALGA) acknowledges that soundly based economic and regional development is fundamental to the wellbeing of Australian communities and that effective local government participation is vital to the success of economic development initiatives.

This view is well founded both in practice and as required by legislation. In seeking to achieve the primary objective of a Council and in accordance with The Local Government Act 1989 (The Act), a Council must have regard to the following facilitating objectives:

- To promote the social, economic and environmental viability and sustainability of the municipal district;
  - To promote appropriate business and employment opportunities;
  - To improve the overall quality of life of people in the local community.
-

### 3.1

(cont)

In seeking to achieve these objectives the role of Council is further specified within The Act as providing leadership by establishing strategic objectives and monitoring their achievement.

The *Whitehorse Economic Development Strategy (EDS) 2014-2019* is a five year plan that expands on the Whitehorse City Council Plan 2013-2017 and in particular, Strategic Objective 5: "Support a Healthy Local Economy".

The factors affecting local economic development go far beyond what local government can reasonably influence. However, as set out in the EDS 2014-2019 there is a core area of activity that Council has a clear mandate to act within in order to facilitate economic opportunities and advocate for local business communities to ensure positive economic development. These four areas include:

- Helping business grow and prosper;
- Responsible leadership and advocacy;
- Facilitating connections;
- Promoting sustainable development.

WBW 2015 is designed to act on these areas and in turn make a contribution to the economic sustainability and employment growth within the City of Whitehorse.

WBW 2015 Key Objectives:

- Provide key information to assist business growth and development;
- To build Council's database of local businesses;
- Provide a high calibre of speakers and events;
- Provide access to services for more personalised business information;
- To connect businesses through networking opportunities.

WBW 2015 Key Messages:

- Council proactively works with and supports the local business community, providing a strong commitment to its long term economic development strategies.
- The City is a vibrant business destination offering an excellent location choice for business and we celebrate the businesses that are here.
- The City offers a strong foundation, prosperous future, strategic location and connectivity.
- The City receives support and has strong alliances with state and federal Government business service agencies (Victorian Government Business Office – eastern metropolitan region) as well as local education institutions (Deakin University and Box Hill Institute) and business groups (Whitehorse Business Group).

### DISCUSSION

Consisting of six major events and two small workshops, the program was created to provide a variety of topics to appeal to a broad business audience and cater for varied business needs. WBW 2015 was again part of the Victorian Government's Small Business Festival to gain the additional and broader promotion across Victoria.

WBW 2015 was launched on Thursday 6 August with a reception held at the new Australian Taxation Office building in Box Hill. The ATO were a gold sponsor. Special guest Tim Ellis entertained the audience with his engaging and interactive magic show. The evening provided networking opportunities for key local business representatives and leaders, Councillors, local members of parliament and sponsors.

### 3.1 (cont)

The week commenced on Monday 10 August with a business dinner; *Business Strategies for Online Success*, Bernadette Schwerdt, Founder and Director of The Australian School of Copywriting. The event was held at The Box Hill Golf Club and was well attended with 88 guests.

The business dinner on Tuesday 11 August covered the theme of *The Tomorrow and Beyond of Business* at the Point at Deakin University in Burwood. The keynote speaker was Morris Miselowski, business futurist. Morris gave the audience an insight into the future of business, how the world will evolve and what its impact on business will be. The event had 76 participants in attendance

The *Women in Business Expo and Luncheon* was held on Wednesday 12 August at the Box Hill Town Hall. To commence the celebration an expo was held from 11.00am until 12.00pm to highlight the diverse range of women in business in the City of Whitehorse. The expo attracted 30 stall holders.

The luncheon that followed the expo was attended by 207 guests. Keynote speaker Margie Warrell is an international thought leader in human potential who is passionate about empowering people to engage in bigger conversations and lead more purposeful lives. Margie inspired the audience to live and lead more bravely. After the event attendees were invited to participate in Margie's 10 day train the brain challenge.

The *Economic and Investment* business breakfast was held on Thursday 13 August at The Point at Deakin University in Burwood. The keynote speaker was Tom Elliot experienced finance and media commentator. Tom discussed the current Australian economic conditions.

The business breakfast attracted 111 attendees.

Concluding the week was *Creating a High Performance Environment* sponsor lunch held at the Box Hill Golf Club on Friday 14 August. Whitehorse Mayor, Councillor Andrew Munroe, presented a certificate of appreciation to all sponsors for their support and participation in the program. Following the presentation, Organisational Development Specialist Leigh Russell shared her experience and expertise in developing and delivering culture and wellbeing strategies to get the most out of you and the people you work with. The lunch was very well attended with 121 participants.

The program of events offered a broad range of themes and opportunities for businesses within and around the City of Whitehorse.



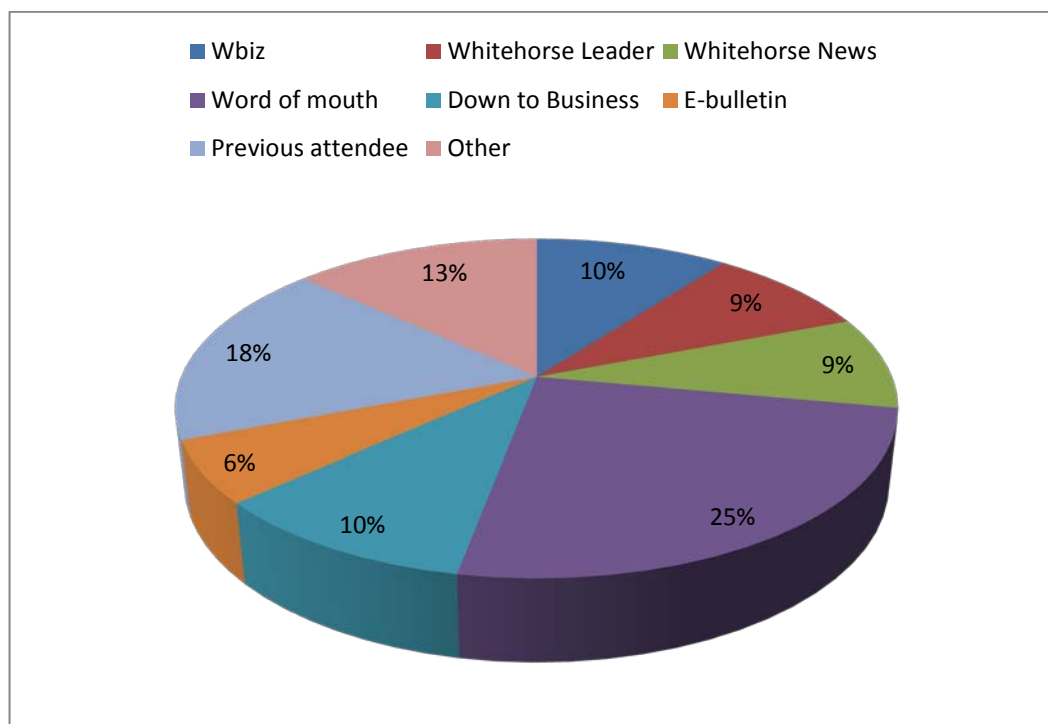
### 3.1 (cont)

#### Promotion

WBW 2015 was promoted widely in the lead up to the event in accordance to a Communications Plan. Development of WBW branding and promotional material included:

- Direct mail of the program brochure to Whitehorse businesses
- Radio advertising on 89.9 Light FM
- Mayor's radio
- Ebulletins sent to the Wbiz website database;
- Down to Business newsletter – 2<sup>nd</sup> and 3<sup>rd</sup> Edition
- Link and promotion on the City of Whitehorse website - [www.whitehorse.vic.gov.au](http://www.whitehorse.vic.gov.au)
- Registration and details on Wbiz website - [www.wbiz.com.au](http://www.wbiz.com.au)
- Links and promotion through the Victorian Government's Small Business Festival guide, an iphone app and a link to the website - [www.business.vic.gov.au](http://www.business.vic.gov.au)
- Targeted mail out to selected business sectors in and surrounding the City of Whitehorse promoting selected events
- Whitehorse Leader Newspaper – Stand alone event advertisements x 4;
- Whitehorse Leader editorial x 2
- Whitehorse Leader Council Update X 2 editions
- Whitehorse News (June, July and August editions)
- Asian Multimedia X 2 advertisements
- Vehicle signage (in partnership with Patterson Cheney Holden)
- Philip Webb billboard x 2 locations
- Prominent display and branding at all events during WBW
- Prominent display of posters and brochures in the foyer of the Whitehorse City Council Civic Centre in Nunawading
- A launch event in the week preceding Whitehorse Business Week.

As part of the post event survey participants were asked how they found out about WBW 2015, results are fairly evenly spread amongst promotion channels. (see chart below).



**3.1**  
(cont)

Registrations

Guests in attendance were predominantly located within the City of Whitehorse (approximately 81%).

Date	Event	Attendance
Thursday 6 August	Official Launch Reception	100
Monday 10 August	Business Strategies for Online Success	88
Tuesday 11 August	The Tomorrow and Beyond of Business	76
Wednesday 12 August	Women in Business Expo and Luncheon	207
Thursday 13 August	Economic and Investment Breakfast	111
Friday 14 August	Creating a High Performance Environment	121
Monday 10 August	Small Business Mentoring Bus	15
Tuesday 12 August	Business Planning Basics Seminar	6
<b>TOTAL ATTENDANCE</b>		<b>724</b>

Sponsorship

The high profile nature of Whitehorse Business Week provides opportunities for businesses to align with the program of events in a sponsorship capacity.

In 2015 there were some new gold sponsors including:

- Aqualink Leisure Centres
- The Australian Taxation Office
- Box Hill Institute

Sponsorship packages available this year were:

- Gold                 \$2500 ex GST
- Silver                \$1500 ex GST
- Bronze               \$500 ex GST

**3.1**  
(cont)

WBW 2015 Sponsors:

<b>Gold Sponsors</b>	<b>Silver Sponsors</b>	<b>Bronze Sponsors</b>
89.9 Light FM Aqualink Leisure Centres (increased from Bronze in 2014) Box Hill Golf Club Box Hill Institute (new in 2015) Deakin University Patterson Cheney Holden Philip Webb Real Estate Seward Dawson Chartered Accountants The Australian Taxation Office (new in 2015) The Malka Group The Victorian Government through Small Business Victoria Whitehorse Business Group Whitehorse Leader	Yarra Valley Water	Horner Recruitment Quest Mont Albert Robinson Gill Lawyers Sportlink Whitehorse Centre

Sponsorship (Cash)

*Note – amount not including GST*

<b>Type</b>	<b>Company</b>	<b>Investment</b>
Gold	Box Hill Institute	\$2500
Gold	Deakin University	\$2500
Gold	Philip Webb Real Estate	\$2500
Gold	Seward Dawson Chartered Accountants	\$2500
Gold	The Victorian Government through Small Business Victoria	\$2500
Gold	The Malka Group	\$2500
Gold	Whitehorse Business Group	\$1500
Silver	Yarra Valley Water	\$1500
Bronze	Robinson Gill Lawyers	\$500
Bronze	Quest Mont Albert	\$500
Bronze	Horner Recruitment	\$500
<b>CASH SPONSORSHIP TOTAL</b>		<b>\$19,500</b>

### 3.1

(cont)

Sponsorship (In kind)

Type	Company	\$ Amount
Gold	Aqualink Leisure Centres – 10 multi swim passes, 5 group fitness multi passes and 2 corporate team building packages	\$2500
Gold	89.9 LightFM series of 10 sec radio advertising	\$2500
Gold	Box Hill Golf Club – discounted catering cost	\$2500
Gold	Whitehorse Leader advertising	\$2500
Gold	Patterson Cheney Holden - vehicle usage for seven weeks	\$2500
Gold	The Australian Taxation Office – use of facility for the launch and supplied required security personnel	\$2500
Gold	Whitehorse Business Group – promotion and marketing of events	\$1000
Bronze	Sportlink - 2 corporate packages	\$500
Bronze	Whitehorse Centre- theatre subscription package voucher door prizes	\$500
<b>IN-KIND SPONSORSHIP TOTAL</b>		<b>\$17,000</b>

<b>SPONSORSHIP TOTAL VALUE</b>	<b>\$36,500</b>
--------------------------------	-----------------

Budget Summary (ex GST)

	2013	2014	2015
Total Income	\$97,365	\$87,415	\$83,325
Total Expenditure	\$78,331	\$67,054	\$68,738
<b>PROFIT/LOSS</b>	<b>\$19,034</b>	<b>\$20,361</b>	<b>\$14,587</b>

Total income was down in 2015. This year there was an emphasis on enabling sponsors to take up tailored sponsorship, which in-turn made further use of their products and services to assist in the overall delivery of WBW. This resulted in a high value of in-kind sponsorship being received. An example of this is the Australian Taxation Office (ATO) offering their building as a venue for the Launch and supplying the necessary resourcing towards security to escort guests up to the 19<sup>th</sup> floor and staff in preparing and rearranging the venue space.

The WBW launch was extremely successful with a capped attendance of 100. As the launch was a free event the additional attendance contributed to the increased costs of WBW 2015.

Complimentary gold sponsorship tickets were also increased this year to enable sponsors to invite staff and clients to attend a variety of events during business week, contributing to less paid registrations.

Due to increasing catering and associated costs, ticket prices were raised this year by \$10. This may have had a negative effect on ticket sales, resulting in a lower income than in previous years.

### 3.1

(cont)

In 2015, a conscious effort was made to minimise the high expense of guest presenters and this resulted in considerable savings being made. In order to achieve this, the following approaches were taken:

- Presenters were contacted directly instead of going through agencies.
- Strict budget caps were adhered to leading to negotiated rates.

A profit of \$14,587 has been achieved, as in previous years these funds will be allocated to secure speakers in the lead up to WBW 2016 as part of the 2015/16 budget.

Some items to be considered for 2016 Whitehorse Business Week forward planning include:

- Continue with holding the events at a variation of venues.
- Continue to build and maintain sponsorship partnerships and encourage a larger involvement from businesses, this will include in-kind sponsorships.
- Review sponsorship package to ensure what's on offer is suitable to sponsor's needs.
- Maintain a high calibre of events that are held at varying times of the day.
- As in 2015, hold one event per day to maximise effectiveness and attendance.
- Continue with a diverse range of topics/themes to attract new businesses and industries.
- Continue with high profile and high quality professional speakers.
- Improve participation rate among Whitehorse Businesses.
- Continue to offer opportunities to businesses to network and engage with other businesses and industries.
- Strategise ways to target certain industries i.e. retail.
- Draw a larger audience from businesses outside of Whitehorse.
- Further consultation with Whitehorse businesses to find out exactly what they want from Whitehorse Business Week in the future.

### CONCLUSION

The benefits to the Whitehorse business community in the delivery of Whitehorse Business Week are considerable and include:

- WBW continues to be a premier business program in the eastern region of Melbourne.
- The networking opportunities provided by Whitehorse Business Week foster positive business relationships and encourage business activity in Whitehorse.
- The business information and ideas shared by presenters can be used by Whitehorse businesses to increase their productivity, innovation, effectiveness and profitability.
- WBW assists to raise the profile and services of Council's Business and Economic Development Unit and further builds on strengthening partnerships and working relationships between Council and the Whitehorse Business community.
- Whitehorse businesses have access to Council's Business and Economic Development Unit staff to discuss issues, express concerns or provide feedback.
- Through attending WBW, businesses have access to the latest economic trends and data to assist their business and gain an advantage over competitors.
- WBW sponsors are given the opportunity to showcase their products and services to the broad WBW audience, as well as tapping into the extensive WBW advertising and promotion.
- WBW provides the opportunity to promote the Whitehorse municipality, its location, its liveability, the investment and business prospects and most importantly its business community to the wider region.

**7 OTHER BUSINESS**

**8 PUBLIC COMMENT**

*Persons speaking will be identified and recorded for Council Minutes and become part of a permanent record of the Council. Please indicate if you do not wish your name to be recorded.*

**9 CONFIDENTIAL ITEMS**

**10 CLOSE MEETING**