



## Our Corporate Values

- Community Focus
- Can-do Attitude
- Continual Improvement
- Excellence
- Team Work
- Accountability
- Active Communication

## SMALL BUSINESS ADVISORY GROUP

Date: 16<sup>th</sup> May 2017

Time: 11.00 am - 12.30 pm

Meeting Room: Council Chambers

### 1. MEETING OPENED

The Chair opened the meeting at 11.10am and acknowledged and paid respect to the Ngarluma people both past and present, traditional custodians of this land.

### 2. ATTENDEES

Clayton McIntosh	Owner	McDonald's Karratha (Chair)
Kylah Morrison	Owner	Zest e-Biz
George Levissianos	Owner	Retravision Karratha
Jared Fitzclarence	Managing Director	KAW Engineering
Tanya Argent	Director	Empire6714
Ryan Hall	Director Development Services	City of Karratha
Jake Leahy	Business Engagement Co-ord.	City of Karratha
Simone Dredge	(Minute Taker)	City of Karratha
Matthew Jewkes	Mgr Marketing/Comm's (Guest)	City of Karratha
Justin Fromm	Mgr Strategy/Knowledge (Guest)	PDC
John Lally	CEO (guest)	KDCCI

### 3. APOLOGIES

Bart Parsons	Managing Director	Blanche Bar Group
Martin Kumar	GP	360 Health and Community
Deborah Napier	Owner	Just You Beauty Salon
Pablo Miller	Owner	Yogetit / Sumo Salad
Peter Jeffries	Director	Mudz Enterprise

### 4. BUSINESS ARISING FROM PREVIOUS MEETING

- a) Email copies of the 2014-2016 Operational Economic Development Strategy.
  - o Available: <http://karratha.wa.gov.au/sites/default/files/uploads/OPERATIONAL%20ECONOMIC%20DEVELOPMENT%20STRATEGY%202016%20FINAL.pdf>
- b) Look into advertising on the new buses for small businesses.
  - o Advertising on the exterior of our buses is managed by APN Outdoor. Their contact details are as follows:  
**Physical/Postal Address:** 2 Raglen Road, Mount Lawley WA 6050  
**Phone:** (08) 9287 9500. **Website:** <http://www.apnoutdoor.com.au/Contact.aspx>.
- c) Director Development Services to respond to various questions and points.

## **5. ITEMS FOR DISCUSSION**

### **5.1 Guest Speakers**

#### Manager Marketing & Communications – Matthew Jewkes

Matt presented an overview of the City's current marketing and communications work, including Destination Marketing and a place-based approach to coordinate branding.

#### Pilbara Development Commission – Justin Fromm

The Pilbara Development Commission presented an overview on the role of the PDC here in the Pilbara and presented a report on SME's within the Pilbara region. The report presented comparisons and gaps within the SME's and highlighted the key factors which influence this.

#### KDCCI – John Lally

Karratha & Districts Chamber of Commerce and Industry Mr John Lally provided the group an overview of the role of the KDCCI as advocacy for businesses within the City; empowering local businesses and lobbying. Building strong relationships with Industry and key stakeholders has been a strong focus of the chambers. They are currently working with RioTinto to establish a SME procurement chain.

### **5.2 Role, status & structure of the Advisory Group**

The Small Business Advisory Group provides strategic advice to the Karratha City Council on how the small business sector can grow and prosper and how the business environment in the City can be improved. The group will act as the link between the Council and the small business community to provide advice for Council to consider.

### **5.3 Take Your Business Online Grant Scheme**

The City's Take Your Business Online Grant Scheme offers City businesses financial assistance of up to \$5,000 per business on a matched dollar for dollar basis to improve their digital capacity and marketing.

Businesses can review the policy and apply online at [www.karratha.wa.gov.au](http://www.karratha.wa.gov.au)

### **5.4 Action Plan**

The Draft Economic Development Action Plan was tabled at the meeting which outlines projects – including a number of small business initiatives aligned to the City's Corporate Business Plan.

The Group resolved to review the draft action plan and provide feedback on the small business priorities and areas that they require the City to clarify for discussion at the next meeting.

## **6. GENERAL BUSINESS FOR INFORMATION ONLY**

Members to email Chair for possible Agenda Items ahead of the next meeting.

Meeting closed 12.45pm

**Next meeting 4-6 weeks**