

File: 53469

CITY OF JOONDALUP

Minutes of the CBD ENHANCEMENT PROJECT STEERING COMMITTEE held in CONFERENCE ROOM 1, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP on MONDAY 18 AUGUST 2003.

The Chief Executive Officer opened the meeting at 1505hrs with a quorum of 6 Committee members present.

MINUTES

1. ATTENDANCES AND APOLOGIES

Committee Members

<i>Cr L Prospero</i>	Councillor (Lakeside Ward)
<i>Cr C Mackintosh</i>	Councillor (Whitfords Ward)
<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>D Smith</i>	Chief Executive Officer	
<i>C Higham</i>	Director Planning and Community Development	
<i>R Hardy</i>	Manager Strategic and Sustainable Development	
<i>S Evans</i>	Team Leader Sustainable Development	from 1508hrs
<i>N Baxter</i>	Sustainable Development Officer	
<i>B Cobby</i>	Arts Project Officer	
<i>J Boyd</i>	Cultural Development Coordinator	
<i>M Porteus</i>	Community Youth Worker	

Guests

<i>Mr R Peters</i>	Managing Director, Australis Property Group
<i>Mr G Foster</i>	Representative of Royal Glow Nominees, Joondalup CBD Property Owners
<i>Ms T Cecconi</i>	Manager, Local Learning and Employment Partnership North Metro (LLEP)

Apologies

<i>Cr P Kimber</i>	Councillor (Lakeside Ward)
<i>Ms M Horgan</i>	Executive Officer, Perth Area Consultative Committee
<i>Mr G Grauman</i>	International Student Advisor, International Student Centre, Edith Cowan University
<i>M Smith</i>	Manager Marketing, Communications and Council Support

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

There were no declarations of financial interest/interest that may affect impartiality although Mr Peters noted that he may have a financial interest in some later items and would announce the interest at the appropriate time.

Mr Peters subsequently declared a financial interest/interest that may affect impartiality in item 5.12 Community Art Gallery in the Joondalup CBD and temporarily left the meeting at 1603hrs, returning at 1619hrs.

3. CONFIRMATION OF MINUTES

Minutes of the CBD Enhancement Project Steering Committee held on 13 March 2003 (previously distributed)

This item was dealt with after the appointment of a Chairperson. See item 5.1 for details.

4. BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS

This item was considered after the appointment of a Chairperson. See item 5.1 for details.

5. ITEMS OF BUSINESS

5.1 Appointing a Chairperson for this Committee

ELECTION OF CHAIRPERSON

Section 5.12 of the Local Government Act 1995 requires a committee appointed by a local government, to appoint a presiding member as the first item of business at its first meeting. Schedule 2.3 of the Act requires the Chief Executive Officer to preside. Nominations for the position of chairperson are to be given to the Chief Executive Officer in writing, with the vote to be conducted by ballot.

The Chief Executive Officer received one written nomination for the position of Chairperson from Councillor Louis Prospero. Their being no other nominations a ballot was not required and Cr Prospero was elected as Chairperson of the CBD Enhancement Project Steering Committee

A Deputy Chairperson was not appointed at this time.

Cr Prospero advised the Committee that he would have to leave the meeting at 1600hrs for another meeting.

Confirmation of Minutes

Minutes of the CBD Enhancement Project Steering Committee held on 13 March 2003 (previously distributed)

MOVED Mr D Curry SECONDED Mr B Dorney that the Minutes of the CBD Enhancement Project Steering Committee held on 13 March 2003 be accepted as a true and accurate record of proceedings.

The Motion was Put and

CARRIED

Business Outstanding from Previous Minutes

Items of business outstanding are listed at **Attachment 1** for Committee member's information. The business outstanding was noted.

5.2 Health Insurance Commission (Medicare) Office in Joondalup

Background

During Council's Briefing Session of 22 July 2003, Cr Kimber requested that consideration be given on attracting the Health Insurance Commission to open a Medicare office within the Joondalup CBD.

Details

A memorandum regarding this issue is shown at **Attachment 2**. The letter sent to Medicare is shown at **Attachment 3**. The interim response from Medicare is shown at **Attachment 4**. A full version of the response from the Health Insurance Commission's national office will be provided to this Commission when it is received.

Mr Baxter updated the Committee on this item and referred members to the attachments.

Mr Foster outlined to the Committee that he and been involved in looking at premises for the Health Insurance Commission (HIC) to set up a Medicare Office in the north suburbs as part of his role at United KFPW. Mr Foster advised that Lakeside Shopping City had no vacancies at the time and that the HIC prefer to locate in a shopping centre rather than a shopping strip for security reasons.

Mr Smith mentioned that the HIC Commission had recently opened a Medicare branch in Subiaco.

5.3 Joondalup Night Markets

The Joondalup Night Markets ran successfully throughout December 2002 and January 2003 and were also part of the 2003 Joondalup Festival.

Report

A report outlining recommendations for the format of the Joondalup Night Markets for 2003/04 will be prepared for the next meeting of this Committee. The report will ensure that the markets are tied closely to the City of Joondalup's 2004 Summer Events calendar.

Mr Baxter updated the Committee on this item noting that the Joondalup Night Markets would again be linked to the City's Summer Events Calendar.

Cr Prospero requested that any ideas relating to the Joondalup Night Markets or the Summer Events Calendar be communicated to Mr Baxter or Mr Boyd.

Mr Peters queried the history of the Night Markets and how the City came to operate them.

Mr Baxter provided a brief history of the Night Markets up to now including how the original operators ran a trial in 1998, and then operated the markets for a period of three years. At the end of this contract the operator declined to reapply and the contract went through the tendering process. Two applications were received from which a new operator was chosen. The new operator ran the markets for the 2001/02 season before withdrawing from operations in October last year. Council took on the responsibility of operating the markets on a trial basis for December 2002 and January 2003.

Due to the success of the Joondalup Night Markets last year the City is considering the options for 2003/04 season and will recommend an alternative at the next Committee meeting.

5.4 Joondalup CBD Car Boot Sale/Swap meet

Background

At its meeting held on 26 November 2002, the Council resolved "that Council endorses the calling of submissions from local community groups, sporting clubs and other organisations to run a swap meet, car boot sale, second hand car exchange or similar event in the Joondalup CBD."

It was proposed that the City would invite submissions from these groups (addressing the selection criteria) by advertising in the local Community Newspaper - Wanneroo Times, and via direct mail.

This advertisement appeared in the Wanneroo Times (Tuesday 11 February 2003) and the Joondalup Community (Thursday 13 February 2003).

Details

The City received only one formal expression of interest in running this type of activity in the Joondalup CBD. The application was received from West Perth Football Club and a letter has since been sent to West Perth requesting a meeting to discuss this issue. It is the understanding of the City that West Perth Football Club does not want to begin running this type of activity in the winter and that they would prefer to wait until the warmer months before commencing.

Mr Baxter provided an update to the Committee on this item.

Cr Prospero questioned whether the Night Markets could be combined with an activity such as a Car Boot Sale/Swap meet and where an activity such as a swap meet would take place.

Mr Baxter responded that the two events needed to remain separate due to the nature of the goods and services being sold, the clientele each activity attracts and the day and time of each activity. Whilst the City did not specify a certain area for such an activity there were a number of viable options such as the Council car park, Lotteries house car park and Lakeside Joondalup Shopping City car park.

Mr Higham questioned whether Lakeside Joondalup had agreed to host an activity such as a Car Boot Sale/Swap meet.

Mr Baxter also advised that he had received an enquiry on the day before the Committee meeting regarding Car Boot Sale/Swap meet regulations from the Warwick Swap Mart Director. Scarborough and Subiaco Rotary Clubs hold this Swap Mart and the Director advised the City of some interest in setting up a similar operation in Joondalup.

Mr Boyd advised that Whitford Rotary Club had contacted the City and are interested in running activities such as this.

Action: Mr Boyd to provide Mr Baxter with details of Whitford Rotary Club.

5.5 Central Walk Signage

The Central Walk Entry Signage project is now complete. Signs have been installed at either end of Central Walk (at the junctions of Reid Promenade and Boas Avenue). Installation was completed in early August. Most comments from Central Walk business owners have been positive regarding the new Entry Signage.

Mr Baxter updated the committee on this item, noting that most feedback about the new Central Walk Entry Signage had been positive, however a number of business owners expressed their concern at the signs lack of visibility in the evening.

Mr Higham added that there is currently a standard 'Central Walk' sign in front of the new entry signage and that this would be relocated as soon as possible, thus reducing the clutter.

This project has now been completed.

5.6 Provision of Inner City Public Transport in the Joondalup CBD

Background

This Committee has previously discussed on a number of occasions the opportunity of providing inner city public transport in the Joondalup CBD. Edith Cowan University (ECU) is currently in the process of trialling a shuttle bus service from Joondalup Train Station to the ECU Joondalup Campus.

Details

A report was submitted to the City's Executive Management Team outlining the details of this service in mid-June. This report is shown at **Attachment 5**. Mr John Hayes, Manager Campus Services and Mr Matt Buckells, TravelSmart Officer both from ECU have been invited to the next Committee meeting to discuss the progress of the ECU Shuttle Bus Service.

Ms Hardy provided an update to the on this item including the success of the service so far and the opportunities for a possible partnership between ECU and the City of Joondalup to look into Inner City Public Transport for the Joondalup City Centre.

Mr Smith raised the issue of parking at West Coast College of TAFE and how it is overcrowded during the week and under-utilised at the weekend. As a member of the Joondalup Learning Precinct Board, Mr Smith commented that West Coast College of TAFE had parking issues with students from other campuses using the car parks and causing overcrowding. The College is unable to fine the owners of these vehicles.

Mr Smith noted that the issue of a University Railway Station on the corner of Joondalup Drive and Grand Boulevard was raised at a recent Learning Precinct Board meeting.

Ms Hardy commented that the West Australian Government Railways were not in support of this idea.

MOVED Cr C Mackintosh SECONDED Mr B Dorney that the information be noted and any questions regarding the ECU Shuttle Bus Service be provided to Mr Nick Baxter in advance of the next meeting.

The Motion was Put and

CARRIED

5.7 Liquor Licensing in the Joondalup CBD – Hospitality Industry Red Tape Buster Forum

Background

The City of Joondalup was recently invited by the Sunset Coast Tourism Association (SCTA) to attend a hospitality industry forum dealing with red tape issues and how elements of bureaucracy can be reduced or simplified in State and Local Government regulations. The Small Business Development Corporation hosted the event with the Minister for Small Business, the Hon Bob Kucera MLA and senior government officers from regulatory agencies, available to hear comments first hand.

The event provided a unique opportunity to raise issues on government procedure and licence requirements (including liquor licensing, taxation requirements and local government regulations) that the City considered should be simplified or removed.

Details

The City attended this event as a member of the SCTA with the aim of raising the liquor licensing issue in relation to the Joondalup CBD. Liquor licensing proved to be the issue that was raised the most number of times by attendees. The Assistant Director of the Department of Racing, Gaming and Liquor answered questions pertaining to liquor licensing. The difficulty of satisfying Section 38 of the Liquor Licensing Act was an issue that was repeatedly raised.

The Assistant Director responded to queries regarding liquor licences by stating that the Department had recently undergone a 12-18 month review process incorporating the National Competition Policy with an announcement of recommendations to take place in the near future.

The City took the opportunity to fill in a question form at the forum pertaining to the unduly restrictive nature of liquor licensing in the Joondalup CBD, which was submitted to the SBDC for referral and response. An update will be provided to the Committee when an answer is received.

Mr Baxter explained this business item to the Committee with some historical details and noted that liquor licensing was the number one issue at this forum.

Ms Hardy explained that Local Government had a role to play in brokering and persuading the State Government to amend the Liquor Licensing Act.

Mr Curry emphasised the need to increase the number of licensed premises (taverns, nightclubs) in the Joondalup City Centre to more than four.

Mr Peters provided some details of how a potential tenant for a property he owns (the former Pepperino's building) had recently ended a two-year battle (and spent a lot of money) trying to establish licensed premises with no success. Mr Peters outlined the process involved including extensive surveys Mr Peters added that he knew of two or three business people who had wanted to invest in properties in Joondalup but had been reluctant due to the difficulty in obtaining liquor licenses.

Mr Higham suggested a tour of the Joondalup CBD for representatives of the Department of Racing, Gaming and Liquor to enable them to better understand the situation.

Mr Baxter detailed the process that the Applicant went through in the case Mr Peters detailed, including the original process (and satisfying Section 38 of the Liquor Licensing Act) and the lengthy appeals process.

MOVED Mr A Cameron SECONDED Cr C Mackintosh that the Committee invites representatives from the Department of Racing, Gaming and Liquor (Liquor Licensing Board) to attend the next meeting of the CBD Enhancement Project Steering Committee in order to carry out an inspection of the area.

The Motion was Put and

CARRIED

Action: Mr Baxter to ensure that representatives from the Department of Racing, Gaming and Liquor (Liquor Licensing Board) are invited to attend the next meeting of the CBD Enhancement Project Steering Committee.

5.8 North West Metro Fact Sheets

A number of fact sheets have recently been produced representing key statistics from the North West Metro region. The fact sheets will be available from City of Joondalup Libraries, reception and in larger quantities upon request. The fact sheets are designed to assist local businesses with business planning, aid students in school projects and are already being provided to the many people who request this type of information on an ad hoc basis from the City. They are also being used to assist in attracting new businesses to the area and have already been provided to a number of potential new business owners.

The fact sheets have been provided as attachments **(6-9)** to this agenda and are also available online at <http://business.joondalup.wa.gov.au/> (.)

Fact Sheets are currently being produced with statistics relating to the City of Joondalup and the Joondalup CBD. Copies of these will be provided to the Committee when they are complete.

Mr Baxter updated the Committee on this item and the business attraction package that is being produced that combines the North West Metro fact sheets and City of Joondalup fact sheets as inserts. Mr Baxter outlined the proposed distribution of the fact sheets would include libraries, migrant agencies, the Small Business Development Corporation and the Department of Commerce and Trade.

Mr Higham suggested a wider distribution and Mr Peters suggested the local shopping centres as distribution points.

Mr Curry requested that copies go to the Joondalup Business Association and the North West Metro Business Centre (BEC).

Ms Hardy requested that the BEC should advise the City if it had other data requirements from the Australian Bureau of Statistics.

Mr Baxter advised that the City had a large amount of raw statistical data available in word and excel that could be transformed into charts, tables and forms of communication.

5.9 Joondalup CBD advertising – 2003/04 JBA/City of Joondalup Business and Community Directory and La Vita restaurant/CBD Flyer.

Details

An advertisement has been forwarded to the producers of the 2003/04 Business and Community Directory for inclusion. A black and white version of this advert is shown at **Attachment 10**.

The advertisement will be located in the Restaurant section of the Directory on the top half of the right hand page. Joondalup CBD businesses and Lakeside Shopping Centre will feature on the opposite page and below this advertisement.

A copy of the Directory will be provided to all Committee members when it has been completed.

In addition to this advertisement the CBD Enhancement Project has recently assisted a flagship local premises to re-open its doors. La Vita Café-Restaurant officially opens on Monday 18 August 2003 in the building formerly known as Pepperino's on the corner Central Walk and Reid Promenade.

A DL sized flyer will be distributed this week to all homes in Joondalup, Edgewater, Currambine and Wanneroo. The flyer contains a special offer from La Vita on one side and the reverse promotes the Joondalup CBD as a food and entertainment destination. The flyer is attached (in black and white) at **Attachment 11**.

Mr Baxter further explained this business item.

Cr Prospero and Mr Curry updated the Committee on the process for producing the 2003/04 Business and Community, including deadline dates, delivery dates and debrief to review the process one month after production.

5.10 2003 Business Opportunities Expo

Background

The City of Joondalup recently took part in the 2003 Business Opportunities Expo at Burswood Convention Centre. The City maintained a stand at the expo (co-located with the City of Wanneroo) in an attempt to attract more business investment to the Joondalup and Wanneroo region.

Details

The Expo proved a huge success with over 5,000 visitors across the three-day event - far more than last years event. The City's stand attracted the attention of hundreds of potential business owners, with more than 100 people expressing an interest in setting up some type of business in the Joondalup/Wanneroo area.

A number of strong leads were generated regarding setting up new businesses in the Business Park and Joondalup CBD in particular which the City's Sustainable Development staff are now following up. A large number of enquiries were received regarding information on home businesses within the City - these enquiries are also being acted upon.

Mr Baxter reported on this business item including how the City of Joondalup and City of Wanneroo were the first Local Government to host a stand at the Business Opportunities Expo. Mr Baxter also noted how the City was continuing to follow up leads generated from the Expo and had already assisted in finding business premises for a number of good new business prospects. The City will look to host a stand at next year's expo due to this year's success.

5.11 ECU's Home Based Business Reach Out Program

Background

Home-based businesses make up 64% of all small businesses in Australia and are located in approximately every tenth household. This makes them a significant economic business sector. The research that Edith Cowan University's (ECU) Small & Medium Enterprise Research Centre conducted for the City of Swan and the City of Wanneroo last year identified that isolation and lack of business networks were significant barriers for home-based businesses.

As a result of this research AusIndustry awarded the Research Centre a grant to conduct a series of mentoring and training sessions, in conjunction with the cities of Swan and Wanneroo. Both councils are extremely committed to the development of this dynamic business cohort and have also contributed to the current project, as well as funding the initial research.

Details

The City has been offered the opportunity to partner with ECU in this innovative program to assist home-based businesses located within the City of Joondalup.

The proposal is for ECU's Small & Medium Enterprise Research Centre to facilitate a similar series of workshops for the City of Joondalup based home businesses, based on the AusIndustry program. The AusIndustry program is facilitated mentoring of up to 30 home-based business operators, over a period of 10 months, which includes 6 workshops (10 participants in each group) and several full networking functions.

This project will form an important part of the City's Support for Small Business Corporate Project.

The project was launched last Thursday 7 August with ten home-based businesses from Joondalup invited along as guests. These people are very keen to be involved in the program and there are another seven Joondalup Home Based Businesses who could not attend the Launch.

This item is currently awaiting approval from the Chief Executive Officer.

Cr Prospero gave his apologies and requested that Cr Mackintosh chair the remainder of the meeting. Before leaving the meeting Cr Prospero requested that meetings be held on a bi-monthly basis. The Committee agreed with this proposal with the next meeting to occur in mid-October.

Cr Prospero left the meeting at 1600hrs.

Cr Mackintosh took over the chairperson duties at 1600hrs.

The Committee discussed this item with Mr Baxter providing a brief overview including how Joondalup Home Based Businesses found out about the program from an editorial piece in the Joondalup Community Newspaper.

Mr Godley commented on mentoring programs available for small businesses.

Mr Smith queried the approval process for this item.

Mr Baxter outlined the approval required and the starting dates of the program.

Mr Curry advised that through the JBA, existing small businesses are brought together with new small businesses (that include home based businesses) for networking functions such as the monthly JBA Sundowner.

Cr Mackintosh noted that the City is aiming to increase the small business sector in the Joondalup CBD and this program may conflict with this.

Discussion ensued and it was decided that this item was not within the terms of reference of the CBD Enhancement Project Steering Committee.

5.12 Community Art Gallery in the Joondalup CBD

Background

The Cultural Development Unit and Strategic and Sustainable Development have initiated a proposal that the City of Joondalup assist the community establish a community gallery and workshop facility within vacant premises in the Joondalup CBD. This would provide a much-needed venue for local artists to display and sell their artworks. The workshop facility would offer a venue for artists to develop their art practice, hold art classes and demonstrations, and provide a general meeting place.

The development of a gallery would fit strategically within the Cultural Development Program and become a focus of the visual arts program. In addition, it would strongly support the objectives of the CBD Enhancement Project by developing an activity that encourages people to visit the Joondalup City Centre for reasons other than business and patronize other small businesses within that area. The gallery would result in year round animation of the City Centre and provide a focal point for the CBD.

Mr Peters declared a financial interest/interest that may affect impartiality in this item and temporarily left the meeting at 1603hrs

Mr Boyd updated the Committee on this item, including the high level of community involvement and the process of venue selection.

Mr Boyd outlined three different venues:

1. Reid Promenade (exceeds budget)
2. Central Walk next to an Indian Restaurant (just within budget)
3. Reid Promenade, near Lakeside Drive and Zest Health Club (cheapest option)

Mr Boyd also outlined the proposed timeline for opening, the pros and cons of each particular venue, the training that local artists were currently receiving in exhibition management and the development of membership packages.

Discussion on this project ensued.

Mr Curry commented on how the long-term objectives of Central Walk need to be considered sooner rather than later.

Mr Higham advised that the main priority was to fill vacant premises with businesses.

Mr Peters re-entered the meeting at 1619hrs.

Action: Comments from Committee members regarding the CBD Community Art Gallery to be communicated to Mr Boyd.

5.13 CBD Enhancement Survey

Background

This Survey was initially conducted in March 2002 at the beginning of the CBD Enhancement Project and was undertaken to establish a benchmark for activity in the Joondalup CBD. The 2003 Survey was conducted in June 2003 with some small additions and modifications from the original Survey.

Details

The City commissioned Health Services Group Pty Ltd to undertake the 2003 Survey. Some key findings from the 2003 Survey are outlined here. Between February 2002 and June 2003 benchmarking surveys found that the CBD Project area has experienced:

- A 27% increase in the number of businesses,
- A 12% increase in the number of employees and;
- A decline in the vacancy rate from 22% to 11%.

The full Survey can be found at **Attachment 12**.

Mr Baxter provided further details on this business item.

Mr Smith suggested a joint press release between the City of Joondalup and the JBA outlining some of the findings of this survey as a potential good news story.

Action: Mr Baxter to ensure that the City's Publicity Officer works with the JBA to produce a media release highlighting this survey and the positive results.

6. GENERAL BUSINESS

Ms Hardy suggested the formation of a sub-group committee that would look at the overall strategic picture for the Joondalup CBD including economic development, clustering and other important issues.

Mr Higham commented that this group would compliment the planning area at the City.

Ms Hardy suggested that Mr Curry (JBA) and Ms Cecconi (LLEP) would be ideal members for this group.

MOVED Mr D Curry SECONDED Mr B Dorney that a sub-group be formed involving key stakeholders to look at the issues involving economic development, clustering and similar issues within the Joondalup City Centre.

The Motion was Put and

CARRIED

Action: Mr Baxter to speak to appropriate stakeholders and form a sub-group to look at these issues.

7. DATE OF NEXT MEETING

As outlined at Item 5.11, Cr Prospero requested that meetings be held on a regular basis and suggested bi-monthly meetings. The Committee discussed this issue and agreed that this was reasonable.

The next meeting of the CBD Enhancement Project Steering Committee will be held in mid-October 2003 in Conference Room 1, Joondalup Civic Centre, Boas Avenue, Joondalup. Committee members will be kept up-to-date with emails when required.

8. CLOSE OF MEETING

The acting Chairperson declared the meeting closed at 1625hrs.

CITY OF JOONDALUP

**Minutes of the CBD ENHANCEMENT PROJECT STEERING COMMITTEE held in
CONFERENCE ROOM 1, JOONDALUP CIVIC CENTRE, BOAS AVENUE,
JOONDALUP on MONDAY 20 OCTOBER 2003.**

The Chairman opened the meeting at 1703hrs with a quorum of 4 Committee members present.

MINUTES

1. ATTENDANCES AND APOLOGIES

Committee Members

<i>Cr L Prospero</i>	Councillor (Lakeside Ward), Chairperson	
<i>Cr P Kimber</i>	Councillor (Lakeside Ward)	
<i>Cr C Mackintosh</i>	Councillor (Whitfords Ward)	
<i>Mr D Curry</i>	President, Joondalup Business Association	
<i>Ms M Horgan</i>	Executive Officer, Perth Area Consultative Committee	
		<i>from 1710 hrs</i>
<i>Mr A Cameron</i>	Representative – Youth Advisory Council	<i>from 1704 hrs</i>

City of Joondalup Officers

<i>D Smith</i>	Chief Executive Officer	<i>departed 1807 hrs</i>
<i>R Hardy</i>	Manager Strategic and Sustainable Development	
<i>S Evans</i>	Team Leader Sustainable Development	
<i>N Baxter</i>	Sustainable Development Officer	
<i>F Uzaraga</i>	Sustainable Development Officer	
<i>P Pikor</i>	Manager Infrastructure Management & Ranger Services	

Guests

<i>Mr M Buckels</i>	TravelSmart Officer, Edith Cowan University	
<i>Mr H Highman</i>	Director of Liquor Licensing, Department of Racing, Gaming and Liquor	<i>from 1705 hrs</i>

Apologies

<i>Mr D Godley</i>	Manager, North West Metro Business Enterprise Centre	
<i>Mr C Higham</i>	Director Planning and Community Development	
<i>Ms S Veljanoska</i>	Coordinator Urban Design and Policy	
<i>Mr R Peters</i>	Managing Director, Australis Property Group	
<i>Mr B Dorney</i>	Regional Employment Co-ordinator, Department of Employment & Training	
<i>Mr G Foster</i>	Representative of Royal Glow Nominees, Joondalup CBD Property Owners	
<i>Mr G Grauman</i>	International Student Advisor, International Student Centre, Edith Cowan University	

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

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

3. CONFIRMATION OF MINUTES

Minutes of the CBD Enhancement Project Steering Committee held on 18 August 2003 (previously distributed)

MOVED Cr C Mackintosh SECONDED Mr D Curry that the Minutes of the CBD Enhancement Project Steering Committee held on 18 August 2003 be accepted as a true and accurate record of proceedings.

The Motion was Put and

CARRIED

4. BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS

Attachment 1 – Item 4 (CCTV infrastructure in Central Walk). Cr Kimber requested that this item be removed from the list of outstanding business items and, if necessary it can be revisited in the future. This item was discussed and it was agreed that it would be premature for the City of Joondalup to consider installing CCTV infrastructure at this time.

Action: Mr Baxter to remove this item from the list of business outstanding.

Cr Kimber asked a number of questions regarding item 5 (Joondalup City Centre Entry Signage – Cnr. Joondalup Drive and Hodges Drive). Discussion occurred on this item. Mr Pikor agreed that the City would investigate the issue.

Action: Mr Pikor to investigate the possibility of installing entry signage at the corner of Joondalup Drive and Hodges Drive – the main entry point to Joondalup City Centre from the Mitchell Freeway.

5. ITEMS OF BUSINESS

5.1 Liquor Licensing in the Joondalup City Centre

The National Competition Policy (NCP) Legislation Review has recently been completed and Mr Hugh Highman, Director of Liquor Licensing, Department Racing, Gaming and Liquor attended this meeting at the request of the Committee to discuss concerns the City has in regards to Liquor Licensing.

Cr Prospero welcomed Mr Highman and thanked him for accepting the invitation to attend. Cr Prospero then outlined the reasons for inviting Mr Highman to the meeting and the issues surrounding liquor licensing in the Joondalup City Centre.

Discussion ensued regarding liquor licensing in the Joondalup City Centre. Mr Highman was asked what the City could do to assist liquor licence applicants in submitting successful applications.

Mr Highman advised that liquor licence applications were based on a public needs test and that applications were judged on an individual basis and on the strength of the individual application. Mr Highman added that it was up to the City to provide as much support to applicants as possible to support the interests of the City.

Referring to an application from a couple of years ago, Mr Highman outlined how objections to liquor licence applications can be made by existing licence holders, local business owners and residents. In reference to this particular application (proposed Morrison's Tavern), Mr Highman stated that the application was let down by outdated statistical data, poor research and the strong case of the objectors arguments. Section 38 of the Liquor Licensing Act was then explained to the Committee. Mr Highman added that there is no quota for licensed premises within a certain geographic area or on a per capita basis and that Joondalup (or any other region) has not been allocated a certain number of licences.

Mr Highman continued, stating that liquor licence applications need to:

- fit within the Town Planning Scheme of the City of Joondalup;
- take into account who is going to use the facility;
- address what liquor services already exist and what type of facilities they are;
- identify what type of new service the applicants are going to provide;
- demonstrate a sound financial capacity in order to run a licensed premises;
- show a willingness to implement harm minimisation schemes, responsible serving practices and appropriate risk management plans.

Mr Smith outlined to Mr Highman the growth that the Joondalup region has experienced in recent years, the positioning of Joondalup as a strategic regional centre and the large number of students attending tertiary institutions within the Joondalup City Centre, which warranted the granting of additional liquor licences.

Mr Highman advised that the optimum capacity of a licensed premise is to cater for approximately 150-200 patrons for it to be a viable business.

Mr Curry questioned how applications were to be approached considering the proposed amendments recommended by the NCP review. Mr Highman advised that the NCP review was subject to much debate (and possible amendments) between now and the earliest it could go before parliament in mid-2005. The Committee and Mr Highman discussed the proposed amendments from the NCP review and the effect they would have on liquor licensing in Western Australia.

Mr Highman outlined what the City could do to assist potential applicants in establishing licensed premises within the City. This included calling expressions of interest for a particular type/s of premises, outlining what types of licensed premises the City wanted in the Joondalup City Centre, and, providing the latest statistical data, advice and support to applicants.

In addition to this the Department of Racing, Gaming and Liquor can assist applicants with a range of issues relating to their applications including advice on solicitors that specialise in the Liquor Licensing Law, information on the application process/forms and other relevant advice.

Cr Prospero requested that the City obtain a list of suggested solicitors that deal with liquor licensing as a speciality.

Cr Kimber questioned why feedback wasn't given to the City of Joondalup or the applicant in relation to the outdated statistical data and poor representation of facts in the 'Morrison's Tavern' case. Mr Highman responded by stating that the Director of Liquor Licensing and the Department of Racing, Gaming and Liquor had a responsibility to remain objective in all cases and had to remain impartial and apply the law to the facts that are presented to it in each application.

Cr Kimber suggested that the City and other relevant organisations (e.g. the Joondalup Business Association) should strategically assess suitable sites for licensed premises (any type of licence) within the Joondalup City Centre.

Ms Hardy noted that this issue would be addressed by the CBD sub-group in the process of identifying a strategic direction for the CBD. Mr Smith noted the need to show this in a conceptual manner and not to allocate specific blocks of land/premises for licensed premises. Mr Smith advised that he would involve Mr Highman, Director Planning and Community Development in this process.

Action 1: Mr Baxter to obtain a list of solicitors from the Department of Racing, Gaming and Liquor that specialise in dealing with the liquor licensing law.

Mr Highman and Ms Hardy leave meeting at 1735 hrs. Ms Hardy returns at 1738 hrs.

5.2 Health Insurance Commission (Medicare) Office in Joondalup

Background

During Council's Briefing Session of 22 July 2003, Cr Kimber requested that consideration be given on attracting Medicare to open an office within the Joondalup CBD.

Details

A full version of the response from the Health Insurance Commission's national office will be provided to this Committee when it is received. The Health Insurance Commission was contacted in early October regarding a response from the national office in Canberra and was advised that the matter would be followed up. At this stage no response has been received.

Mr Baxter explained this item to the Committee.

Mr Smith queried when the original correspondence was sent from the City.

Mr Baxter advised that the initial correspondence was dated 7 August 2003 with a response from the Health Insurance Commission (HIC – WA State office) received on 15 August 2003 advising the request had been forwarded to the National office in Canberra for an official response. In the telephone conversation with Mr Adrian Kelly (WA State Manager, HIC) it was advised that the HIC have a customer service charter that requires a respond to correspondence within 28 days.

MOVED Mr D Curry SECONDED Cr P Kimber that:

- 1. the Committee sends a letter to the Minister for Health to ask why a response has not been received after two months.**
- 2. the Committee sends a letter to Dr Mal Washer, Federal Member for Moore to request support in asking for appropriate levels of customer service from the Health Insurance Commission.**

The Motion was Put and

CARRIED

Action 2: Mr Baxter to draft a letter on behalf of the Committee to the Minister for Health asking why a response has not been received after two months.

Action 3: Mr Baxter to draft a letter on behalf of the Committee to Dr Mal Washer, Federal Member for Moore to request support in asking for appropriate levels of customer service from the Health Insurance Commission.

5.3 Joondalup Night Markets/Summer Events Calendar

Mr Baxter advised the Committee that the night markets would become more integrated within the Summer Events Calendar in 2003/04. The night markets will commence on Friday 6 December 2003 and will run through until the evening before the 2004 Joondalup Festival – Friday 19 March 2004. The markets will be held on 15 Friday nights (up from 8 last year) with entertainment of a more consistent and higher standard than last year.

Discussion on the format of the Joondalup Night Markets and the City's Summer Events Calendar followed.

Cr Kimber requested that local schools, tertiary institutions, community groups, P & C associations and local sporting groups be invited to become involved in the Joondalup Night Markets. Cr Kimber suggested including West Perth Football Club and local seniors groups in this invitation.

Cr Kimber requested that the City make available a BBQ for these types of groups to utilise as a form of fundraising activity. Mr Smith advised that the City had a BBQ available for this type of activity.

Action 4: Mr Baxter to seek interest from local schools, tertiary institutions, community groups, P & C associations, local seniors groups and local sporting groups including West Perth Football to become involved in the Joondalup Night Markets by setting up a sausage sizzle type stall and that the City's mobile BBQ be made available for this purpose.

Mr Baxter raised concerns regarding public liability insurance for activities such as these. Mr Smith suggested that an add-on policy on the City's current policy might cover a community-based activity such as this.

Action 5: Mr Baxter to enquire about public liability insurance for use of the mobile BBQ by community members at the Night Markets and the need to have an add-on policy to the current cover.

Cr Prospero suggested looking into a range of children's activities as part of the night markets, including a craft area for kids (similar to what they have in shopping centres during school holidays) that can be set up adjacent to where parents can sit down for food and drinks.

Action 6: Mr Baxter to enquire into additional children's activities that can be set up adjacent to where parents can sit down for drinks and food as part of the night markets.

5.4 Joondalup CBD Car Boot Sale/Swap Meet

Background

At its meeting held on 26 November 2002, the Council resolved "that Council endorses the calling of submissions from local community groups, sporting clubs and other organisations to run a swap meet, car boot sale, second hand car exchange or similar event in the Joondalup CBD."

The City received only one formal expression of interest in running this type of activity in the Joondalup CBD – from West Perth Football Club. It is the understanding of the City that West Perth Football Club does not want to begin running this type of activity in the winter and that they would prefer to wait until the warmer months before commencing.

Latest

The City has received an expression of interest in running an event of this nature from the Rotary Club of Wanneroo. The applicant has experience in running a swap meet located at Lakeside Joondalup Shopping City approximately 5 years ago. An update will be provided to the Committee when the City receives further correspondence.

Mr Baxter provided an update to the Committee on this item including the recent communication from the Rotary Club in Wanneroo.

Cr Kimber questioned this item and requested that further communication be made with West Perth Football Club and Wanneroo Rotary Club.

Discussion took place regarding the possibility of hosting some type of automotive show in the Joondalup CBD that can involve local automotive businesses.

MOVED Mr D Curry SECONDED Cr C Mackintosh that:

- 1. West Perth Football Club and Wanneroo Rotary Club are contacted to determine if they still hold an interest in running an event such as a swap mart/car boot sale.**
- 2. local automotive business owners are contacted to determine whether there is an interest in setting up a type of automotive show that brings together automotive related businesses and automotive enthusiasts.**

The Motion was Put and

CARRIED

Action 7: Mr Baxter to contact West Perth Football Club and Wanneroo Rotary Club to determine if they are still interested in running a swap mart/car boot sale type event in the Joondalup CBD.

Action 8: Mr Baxter to contact local automotive business owners to seek support for an automotive event in the Joondalup CBD that will bring together automotive related businesses and automotive enthusiasts.

5.5 Provision of Inner City Public Transport in the Joondalup CBD

Mr Matt Buckels, TravelSmart Officer from Edith Cowan University was in attendance to discuss the progress of the ECU Shuttle Bus Service and how the City of Joondalup can become involved to provide inner city public transport in the Joondalup CBD.

Mr Buckels provided the Committee with a history of the ECU bus charter that has been operating between the Joondalup Transit Station and ECU since early 2003. Mr Buckels noted that ECU are interested in partnering with the City of Joondalup to expand this service and that Transperth need to be approached if this service is to become sustainable.

Discussion took place regarding the opportunity to work with ECU and Transperth to provide an inner city shuttle bus service in the Joondalup CBD. Costs, timeframes and patronage were discussed. Ms Evans noted that ECU need to renegotiate the tender/contract for next year's service by February 2004.

Mr Buckels outlined to the Committee how an earlier meeting with Mr Baxter and Ms Evans had involved discussing a number of different bus routes and what to do to progress the issue.

Mr Cameron noted that the amount of disposable income spent by university students at the businesses that are located on or near the University of Western Australia campus is significant.

Action 9: Mr Baxter to investigate the cost of private chartered bus service vs. Transperth bus service for the proposed inner city route (to include the Joondalup CBD).

Action 10: Mr Baxter to request a survey from Transperth outlining the usage per day of bus routes 465 and 466 which both currently run through the Joondalup CBD.

Action 11: Mr Baxter to write a letter to Transperth in support of ECU and the proposal for an inner city transit service that will provide convenient access between precincts in the Joondalup City Centre for students, workers and visitors.

5.6 City of Joondalup Fact Sheets

A number of fact sheets have recently been produced representing key statistics from the City of Joondalup. The fact sheets will be available from City of Joondalup Libraries, reception and in larger quantities upon request. The fact sheets are designed to assist local businesses with business planning, aid students in school projects and are already being provided to the many people who request this type of information on an ad hoc basis from the City. They are also being used to assist in attracting new businesses to the area and have already been provided to a number of potential new business owners.

Cr Kimber requested that the fact sheets be made available to universities, WALGA, Small Business Development Corporation, WA Chamber of Commerce, Business Incubators and other appropriate locations.

MOVED Cr P Kimber SECONDED Mr D Curry that:

the City of Joondalup fact sheets are made available at universities, WALGA, Small Business Development Corporation, WA Chamber of Commerce, Business Incubators and other appropriate locations.

The Motion was Put and

CARRIED

Action 12: Mr Baxter to ensure that fact sheets are made available to local universities, WALGA, Small Business Development Corporation, WA Chamber of Commerce, Business Incubators and other appropriate locations.

5.7 2003/04 JBA/City of Joondalup Business and Community Directory

Details

The 2003/04 JBA/ City of Joondalup Business and Community Directory has been completed and delivered to every household and business in the City of Joondalup. The advertisement featuring the CBD is on page 34 of the Business section.

The City has an allocation of 4000 extra copies that are distributed to community organisations, new residents and businesses and at other appropriate opportunities throughout the year.

A copy of the Directory is available for Committee members. Additional copies are available upon request.

Mr Curry noted that this year's production was the best quality yet. The Committee discussed this item, noting that a debrief will occur on how the production process can be improved for next year.

Cr Prospero requested that the City approve funding for the production of the directory at an earlier stage next year, suggesting that December or January would be ideal.

MOVED Cr P Kimber SECONDED Cr C Mackintosh that:

the City of Joondalup prepares a report to Council in December 2003/January 2004 requesting that the funding for the production of the 2004/05 City of Joondalup/JBA Business and Community Directory is approved.

The Motion was Put and

CARRIED

Action 13: Mr Baxter to follow up with the Marketing business unit at the City of Joondalup to ensure that a report is prepared to Council in December 2003/January 2004 requesting the funding application for the production of the 2004/05 Joondalup Business and Community Directory be approved.

5.8 CBD Sub-Group – First Meeting

Mr Baxter advised that due to annual leave the first meeting of the CBD sub group is scheduled for Wednesday 22 October 2003. Outcomes of the sub group meeting will be provided at the next meeting of this Committee.

MOVED Cr P Kimber SECONDED Mr D Curry that:

the information be noted and the outcomes from the sub-group meeting are to be reported to the next meeting of this Committee.

The Motion was Put and

CARRIED

Action 14: Mr Baxter to report outcomes from the sub-group meeting at the next Committee meeting.

5.9 Supa Shop Retail Development Program

Details

Mr Baxter advised that the City of Joondalup and the North West Metro Business Enterprise Centre together with the Small Business Development Corporation are hosting a series of workshops for local small businesses over the month of October 2003.

Supa Shop comprises of three workshops that are designed to assist business owners and employees in developing retailing skills and provide a wide range of information on marketing, customer service and consumer behaviour.

The first workshop took place on Wednesday 1 October 2003 with further sessions taking place on 15 October and 22 October 2003.

The City of Joondalup is the first Local Government to provide the Supa Shop program for local businesses and it is only the second time the workshops have been provided in Western Australia.

Mr Curry added his comments noting the efforts of the City and the Business Enterprise Centre in bringing this program to Joondalup.

MOVED Cr P Kimber SECONDED Cr C Mackintosh that:

the information be noted.

The Motion was Put and

CARRIED

5.10 Youth Health Service in Joondalup CBD

Mr Baxter advised that Ms Melissa Porteous, Community Youth Worker at the City of Joondalup is seeking support in developing a Youth Health Service in the City of Joondalup. The project is aiming to provide a holistic approach to youth health needs including providing a GP, counselling services, mental health professionals etc in a "one stop shop". There is currently a similar project in Rockingham called "The Station" which is proving to be very successful and highly beneficial to local youth.

It is thought that this type of service would be ideal for the Joondalup CBD as it would be close to other youth agencies such as Joondalup Youth Support Services (Lotteries House), Department of Justice & Department of Community Development (Davidson Terrace), Centrelink (Central Walk), and, the Councils Youth Team in the City's administration building.

Ms Jane Forward, Coordinator of Youth Focus is driving the project, with the first meeting of all stakeholders to be held in early November 2003. The Committee will be kept updated on the outcome of this meeting and how the CBD Enhancement Project could possibly assist in moving this project forward.

Mr Cameron highlighted an example of a similar service operating with great success at the University of Western Australia.

Cr Kimber requested that Mr Cameron ask for suggestions of a name for a possible youth health centre in the Joondalup CBD through the Youth Advisory Council. Cr prospero suggested liaising with Mr Baxter on this request.

Cr Kimber requested a representative from the project to present the outcomes from the initial project meeting at the next Committee meeting.

MOVED Mr D Curry SECONDED Cr C Mackintosh that:

- 1. the Committee requests a representative from the Youth Health Service Project to present an update from the first project meeting at the next meeting of the CBD Enhancement Project Steering Committee in December.**
- 2. Mr Cameron asks the Youth Advisory Council for suggestions of names for a Youth Health Service in the Joondalup CBD.**

The Motion was Put and

CARRIED

Action 15: Mr Baxter to request a representative from the Youth Health Service to present an update from the Youth Advisory Council meeting.

Action 16: Mr Cameron to ask the Youth Advisory Council for suggestions of names for a Youth Health Service in the Joondalup CBD.

5.11 City of Joondalup/EQU Home Based Business Reach Out Program

Ms Hardy noted that this item is outside the scope of the CBD Enhancement Project's Terms of Reference and should be removed from the agenda.

The Committee agreed that this item should be removed.

Action 17: Mr Baxter to remove this item from the agenda.

5.12 Perth Glory Business Promotion/JoondalupGATE Feature

Details

Mr Baxter advised that the National Soccer League Champions, Perth Glory are due to play their second home game at Arena Joondalup on Sunday 9 November 2003 against South Melbourne.

The City's Marketing Unit have worked closely with Perth Glory on the marketing and promotion of both Glory games in Joondalup.

As part of this second game a promotional flyer is being produced that involves local food and entertainment businesses offering special offers or discounts (on side one) and Perth Glory player appearance details (on side two). Patrons who use coupons at participating businesses will go into the draw to win free tickets to the Perth Glory v South Melbourne match.

The promotion will be similar to last years Christmas in July campaign and will involve flyers being delivered to local residents as well as distribution through Customer Service Centres, shopping centres, libraries, leisure centres, Arena Joondalup and local businesses. At this stage the promotion will commence approximately two weeks before the match and will run until one week after the game. A copy of the completed flyer will be provided to all Committee members on completion.

An advertisement for the Joondalup CBD will feature in the special JoondalupGATE feature that The West Australian is running on Friday 24 October 2003. This advertisement is similar to last years and will outline some of the services and facilities available in the Joondalup CBD. A copy of the advertisement will be provided to all Committee members at the next meeting or via email.

MOVED Cr C Mackintosh SECONDED Cr P Kimber that:

the information be noted.

The Motion was Put and

CARRIED

5.13 Coles Myer Correspondence

Mr Baxter advised that the City has recently received a reply from Coles Myer Chief Executive Officer John Fletcher regarding the request for locating a Myer Department Store in the Joondalup City Centre.

Mr Baxter noted that the City is still pushing this item with a presentation having been prepared for Mayor Carlos' to present to David Jones whilst in Melbourne on other business. Unfortunately this trip was cancelled, however the presentation is available for the future. Mr Smith has also written to Coles Myer again expressing the need for a department store in Joondalup as soon as possible.

MOVED Mr D Curry SECONDED Cr C Mackintosh that:

the information be noted.

The Motion was Put and

CARRIED

5.14 Rugby World Cup 2003 Activities

As part of the Cities Festivities Program for Rugby World Cup (RWC) 2003 the City of Joondalup has organised a number of activities and events for the local community and local business owners, namely:

- *Arena Joondalup Virtual Rugby Stadium*
- *Rugby World Cup 2003 Heineken Luncheon* (held at Arena Joondalup on Friday 17 October 2003).
- *Joondalup Community Rugby Festival* (held at Arena Joondalup on Saturday 18 October 2003 between 11am and 2pm).
- *‘Dress Up Your Business’ Competition* (with judging being completed during week commencing 13 October 2003).

In addition to these events and activities, the City Centre has been decorated with Rugby World Cup 2003 banners that will line Grand Boulevard until the end of the tournament.

Cr Kimber questioned what the City was getting out of the Rugby World Cup festivities at Arena Joondalup. Mr Baxter advised that a tiered agreement is in place with Arena that was negotiated between Mr Dean Solly (Manager, Arena) and Mr Mike Smith (Manager, Marketing, Communications and Council Support, City of Joondalup). The agreement laid out a large number of benefits that the City would receive as major sponsors of the events at Arena.

MOVED Mr D Curry SECONDED Cr C Mackintosh that:

the information be noted.

The Motion was Put and

CARRIED

5.15 Central Walk Mall Directory/Signage

The City has received feedback from a number of people regarding the completed Central Walk Mall Directory/Signage. These include staff members, Councillors, local business owners and building owners.

Concern has been expressed at the visibility of the directory/signage particularly outside of daylight hours.

Mr Baxter informed the Committee that there are only 2-3 ground floor vacancies in Central Walk. Mr Baxter continued, stating that a strategic approach was required when looking at Central Walk and the Joondalup CBD in general when looking at vacant buildings/lots. This will be addressed in the sub-group meeting (see item 5.8).

Mr Baxter advised of a recent meeting the City had with a lighting consultant to address the lack of illumination emanating from the sign during the evening. The lighting consultant has a number of ideas that may work and will produce a report after meeting with the artist who designed the art piece at the top of the sign.

Cr Kimber and Cr Prospero queried whether the City had received what it had paid for in regard to the Central Walk entry signs/directory. Cr Kimber and Cr Prospero indicated their dissatisfaction with the illumination of the sign in the evening.

Mr Baxter advised that as far as he was aware the contract was fulfilled, although the CBD Enhancement Project was only involved in the latter stages of the process (incorporating colour scheme and sign location). The specifications on lighting were not very specific in the contract.

Cr Mackintosh suggested that the City look at the contract that was in place with the architects and the sign contractors to see if all specifications have been delivered on. Cr Mackintosh requested that a full report on this item be provided to the next available Council meeting. Mr Pikor indicated that approximately three weeks should be enough time to complete this report.

Cr Kimber advised that Kulcha Café and Noodle House had offered to position it's lighting so that the Central Walk sign/directory is illuminated in the evening.

MOVED Cr P Kimber SECONDED Mr D Curry that:

Mr Pikor prepares a report to Council that deals with the Central Walk signage/directory, including the contract between the City and the architects/sign company, whether the City was provided with the services it paid for and, the report from the lighting consultant.

The Motion was Put and

CARRIED

Action 18: Mr Pikor to prepare report for Council that deals with the options for the Central Walk signs/directory including: the contract between the City and the architects/sign company, whether the City was provided with the services it paid for and, the report from the lighting consultant.

6. GENERAL BUSINESS

- 6.1** Cr Kimber outlined a problem with the water meter at the Kulcha/G Spot/ Gallery 360 building and a situation where the tenants at Kulcha received the water rates/bill for all of these premises on one bill, as there is only one water meter. The bill was over \$5,000. Cr Kimber feels that the City needs to work with local building owners to encourage fair rental costs to ensure that vacant buildings are filled.

Cr Kimber also highlighted how landlords in the Joondalup CBD are raising rental prices as soon as businesses start becoming successful.

Mr Curry added that this has been an ongoing problem over the last 3-5 years in the City of Joondalup.

Cr Prospero suggested that the City purchase the buildings on the corners of Central Walk so that the City can regulate the tenants of these buildings and ensure that appropriate anchor tenants are located in these positions.

Mr Curry suggested that this idea could set a dangerous precedent and was not viable in his opinion.

- 6.2** Cr Kimber noted the case of a computing business located under the Madison 167 building that is paying very high rental costs of over \$1,000 per month. Cr Kimber feels that this high cost is forcing existing tenants out of business and acting as a barrier to new tenants entering the Joondalup CBD.

Cr Kimber suggested inviting landlords of buildings in the Joondalup CBD to attend a meeting to discuss these issues and others.

Action 19: Mr Baxter to contact appropriate CBD building owners and landlords and invite them to the next meeting of the Committee.

- 6.3** Cr Kimber suggested drafting a letter to send to major hotel chains and other hotel operators to gain some expressions of interest in building a hotel in Joondalup on the corner of Grand Boulevard and Boas Avenue. Mr Baxter advised the Committee that the hotel planned for this site has chosen to not go ahead with development.

MOVED Cr P Kimber SECONDED Cr C Mackintosh that:

the City of Joondalup through the CBD Enhancement Project Steering Committee, together with the Joondalup Business Association draft a letter to major hotel chains and other appropriate operators seeking an expression of interest in developing a hotel in the Joondalup CBD, specifically on the corner of Grand Boulevard and Boas Avenue.

The Motion was Put and

CARRIED

Action 20: This item has been referred to the CBD sub-group (see item 5.8) for actioning and will be considered in due course.

7. DATE OF NEXT MEETING

The next meeting of the CBD Enhancement Project Steering Committee will be held in Conference Room 1, Joondalup Civic Centre, Boas Avenue, Joondalup on Monday 8 December 2003 at 5.00pm.

8. CLOSE OF MEETING

The Chairperson declared the meeting closed at 1937hrs.