

West Vic Business - Yarriambiack Chapter
Advisory Committee of Council
Minutes

Date: Monday 13 February 2023

Time: 10.00am

Location: Yarriambiack Shire Council Meeting Room

Attendees: Mayor Kylie Zanker, Tammy Smith (YSC), Tony Caccaviello (YSC), Tom Huf (YSC), Stacey Taig (West Vic), Wayne Street (StreetRyan), Anita Kataja, Greg Wallace, Jacqui James, Johanna Glennen, John Hadley, Michael Langdon, Claire Morgan

1) Welcome: Tammy Smith

2) Acknowledgement of Country

'I would like to acknowledge that this meeting is being held on the traditional lands of the Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagulk people, and I pay respects to their Elders, both past, present and emerging'.

3) Apologies

Greg Wallace, Tony Caccaviello, Johanna Glennen, Kylie Zanker
Monica Outen, Colleen McPherson

4) Minutes from Previous Meeting

Minutes of the Meeting held on 01 December 2022 be noted.

5) Business Arising from Minutes

None

6) Aims and Objectives of the Committee (Tammy Smith)

As per attached presentation.

2 phases intended for this group, firstly to have input into the Economic Development Strategy, and secondly to transition to and play the role of a Shire-wide chamber of commerce. Traditionally these are township based but due to our size it will be Shire wide.

7) Economic Development Strategy Consultation (Session 2) – Wayne Street

As per attached presentation.

A reminder that the strategy is regarding Council's role eg. Creating an environment for investment rather than pushing for that investment.

Council adopted a target of a stable population. Seems to not be ambitious but it would be a big turnaround for Council, the state government projects a drop in population.

Job growth in services didn't increase surprisingly. Feedback from the group indicated that access to childcare and housing (particularly rentals) is a major barrier to filling jobs and attracting workers. The changes to the Residential Tenancies Act has had an impact on rentals and may see some housing drop out of the market. Fuel prices also restrict travelling workers. These trends are consistent across all industries.

Finding skilled workers is an issue. Even offering on the job training hasn't worked. Social connections also affect the retention of skilled workers, some of whom would rather commute to the region for work than live here. We need to build communities around young demographics not necessarily our ageing population. Can we offer more than just a job? We need to take cues from how others have welcomed new people to country areas. Southern Grampians' campaign 'Come and live in Southern Grampians' sells a lifestyle and has been quite successful. Opportunities there for us to collectively advertise, potentially partnering with Rural Northwest Health.

Welcoming newcomers to townships has been successful. West Vic Business had a business buddy system. Bendigo Health successfully linked new people to community groups as part of a formal induction to town. Progress and Rotary groups are passionate in this space and perhaps pose an opportunity to fill this role.

There are lots of workers that dropout of work or traineeships within a few days after considerable work to get them in.

More jobs than people so people can pick and choose their job – a shortage of labour in the workforce. Expectation in the workplace have also changed and don't have the same commitment.

Traditionally volunteer-run enterprises may need to look at some sort of commercialisation to improve and remain sustainable.

Town centres – welcoming landmarks might help.

Opportunities for tourism/lifestyle offerings for young people and families eg. Outdoor activities.

Draft for end of March.

8) General Business

West Vic Business - Spark Strategies engaged as part of masterclass series on Zoom or group sessions at Council – learning tools to develop strategies for towns.

NEXT MEETING: Monday May 8 – 10am, Warracknabeal Shire Council offices



West Vic Business – Yarriambiack Chapter
Advisory Committee of Council
13 February 2023

Aims and Objectives of the Committee

SHORT TERM OBJECTIVE (6 months):

Have input into the development of Council's Economic Development Strategy by:

- a) identifying strategic objectives to retain and grow jobs and investment within the Shire.
- b) identifying initiatives to enhance the Shire's prosperity.



Aims and Objectives of the Committee



MEDIUM TERM OBJECTIVE:

Transition the Advisory Committee to a West Vic Business – Yarriambiack Chapter Chamber of Commerce. With the vision of:

- a) Being a Shire Wide Chamber of Commerce (business network), also connecting with neighbouring Shire's CoC groups.
- b) Supporting West Vic Business and YSC to run workshops to enhance business operations and support the increase of local job opportunities, with key focus on:
 - Human Resource Practices
 - IT Security and Protecting Data
 - Business Growth and Expansion
 - Marketing and Social Media opportunities
 - Understanding and navigating the Tendering processes
 - Supporting tourism across the Shire and tapping into the emerging market
- c) Developing a calendar of events for Business networking over a 12 – 18 month period.

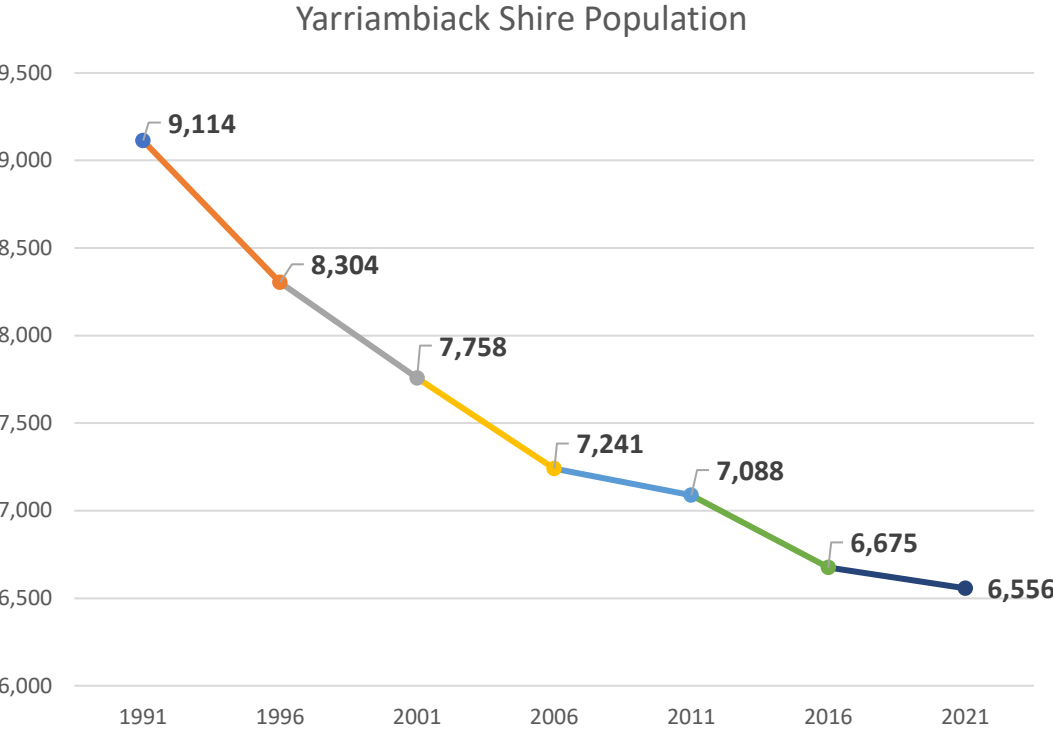
Yarriambiack West Vic Business Meeting: EDS Workshop 2: Services

February 2023

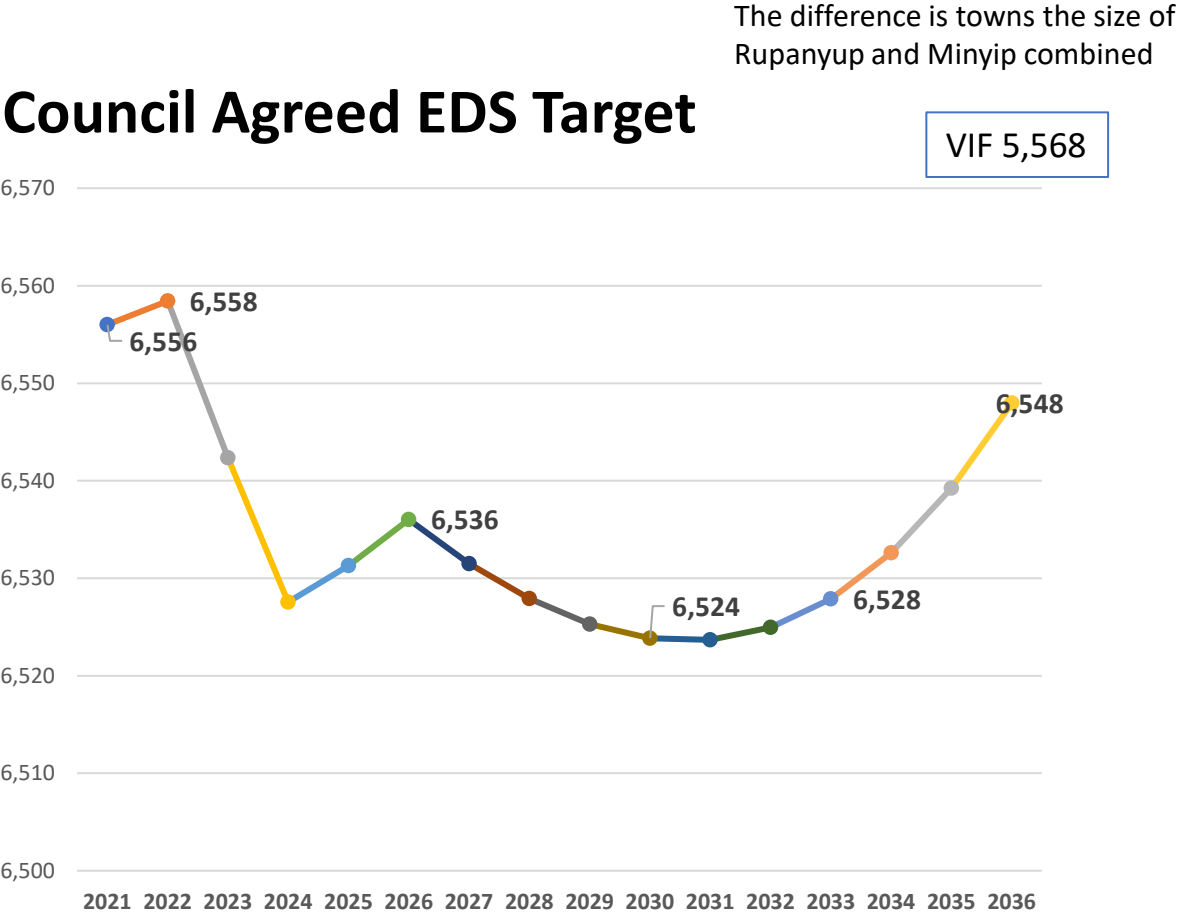


Population Targets

Past Trend



Council Agreed EDS Target

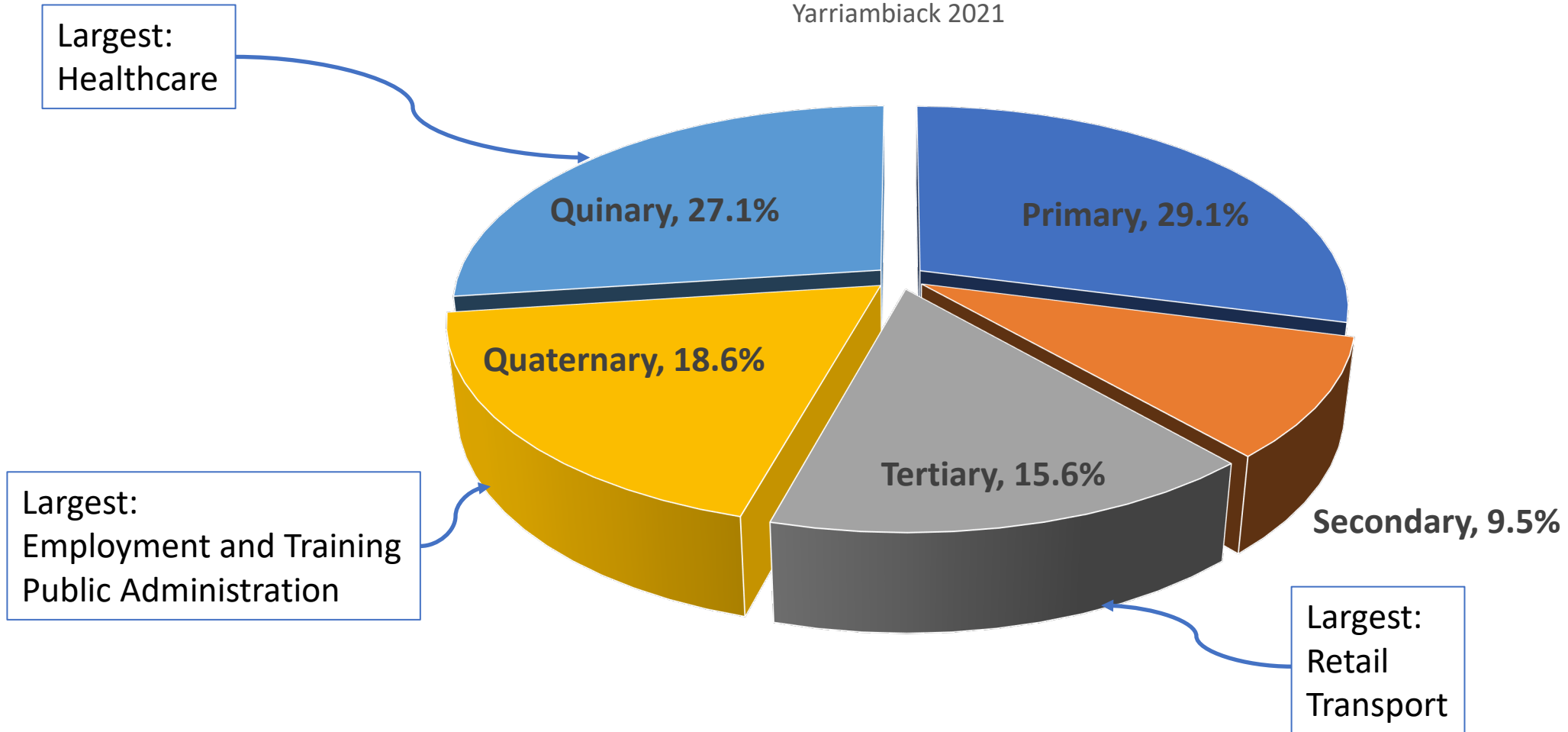


Comments and reflections on Products

- Council has agreed to adopt population targets – ‘ambitious’ target which achieves population stability.
- Council’s role and involvement in the product sector will include:
 - Facilitating meetings/connections in the form of either
 - A “concierge” type approach to managing businesses/investors (assigning a staff person from ED team as a single point of contact), and/or
 - For significant new (or expansion) projects Council will establish Working Groups to steer the development, including trunk infrastructure, housing, government agency negotiations, etc (eg in mining, food processing and machinery/equipment)
 - Type of ‘product’ business will not affect Council support – with 3 exceptions:
 - Corporate structure and ownership not concerned with local jobs and impact
 - Not directly competing with existing local businesses
 - Chemical processing companies
 - Modest incentives will be considered for both expanding existing businesses and new businesses

Service Sectors make up 61% of Yarriambiack jobs – but still several are under-represented

Yarriambiack 2021



Yarriambiack Employment in Service Sectors

	2011	2016	2021	% change 2016-21	Jobs 2021
Tertiary					
Wholesale Trade	102	74	89	3.8%	97
Retail Trade*	252	201	195	-0.6%	177
Transport, Postal and Warehousing**	177	130	120	-1.6%	108
Quaternary					
Information Media and Telecommunications	17	12	12	0.0%	12
Financial and Insurance Services	35	27	22	-4.0%	27
Rental, Hiring and Real Estate Services	8	9	10	2.1%	4
Professional, Scientific and Technical Services	63	60	52	-2.8%	37
Administrative and Support Services	37	43	40	-1.4%	24
Public Administration and Safety	116	97	131	6.2%	124
Education and Training*	209	206	214	0.8%	225
Quinary					
Accommodation and Food Services**	87	96	84	-2.6%	77
Health Care and Social Assistance	484	518	528	0.4%	529
Arts and Recreation Services**	10	14	11	-4.7%	7
Other (Personal) Services	96	91	77	-3.3%	72
Total	1,693	1,578	1,585	0.1%	1,520
% of all industries (product and service)	60.9%	62.4%	61.2%		61.0%

* Tourism connected

** Tourism characteristic

The Service Industries determine lifestyle and have a big impact on innovation

- Quaternary Industries can be the 'regulators' and 'administrators' but they often employ many of the innovators
 - Professional, scientific and technical – includes agronomy, food science, marketing, quality control, climatology, geology, etc, etc
 - Education and training
 - IT and communications
 - Finance and insurance
 - Administration.
- Quinary Industries provide lifestyle services or “soft” infrastructure
 - Health and social assistance
 - Food service and accommodation
 - Art and recreation – includes tourist attractions and all sport and recreation activities
 - Other personal services.

Products v Services: Economic Development Differences

Product Sectors – are BASIC industries: Their outputs are generally not consumed locally - so the market (or demand) is not a concern

Service Sectors – are NON-BASIC industries: Their outputs are mostly consumed locally - so the market (or demand) is a concern in supporting a development/investment.

The tourism service sectors are 'in-between': Their outputs are consumed locally but by non-local people – and attracting these non-local people (tourism target markets) is an economic development concern.

Big current markets:

- Grey nomads
- Family and friends
- Family reunions
- Special interest groups and clubs

Changes to Town Centres

- In *smaller towns* – loss of local residents impacts on viability – community enterprises are part of the solution.
- In *larger towns* – CAA's are changing – less retail more personal and business services (and where they are retail – it is often combined with a service or 'customer experience')



Functions of Town Centres are Changing

- Town centres have transformed in the past 15-20 years with a change in focus from 'product retailing' to commercial services (especially food service, health and wellbeing, beauty and other personal services). Even businesses which continue to have a retail focus have, in many cases, adopted a 'product with service' offer or some other form of value adding to their product. Growth in online retail (strengthened during the COVID years), social media marketing and information diffusion has contributed to, and even forced, these trends.

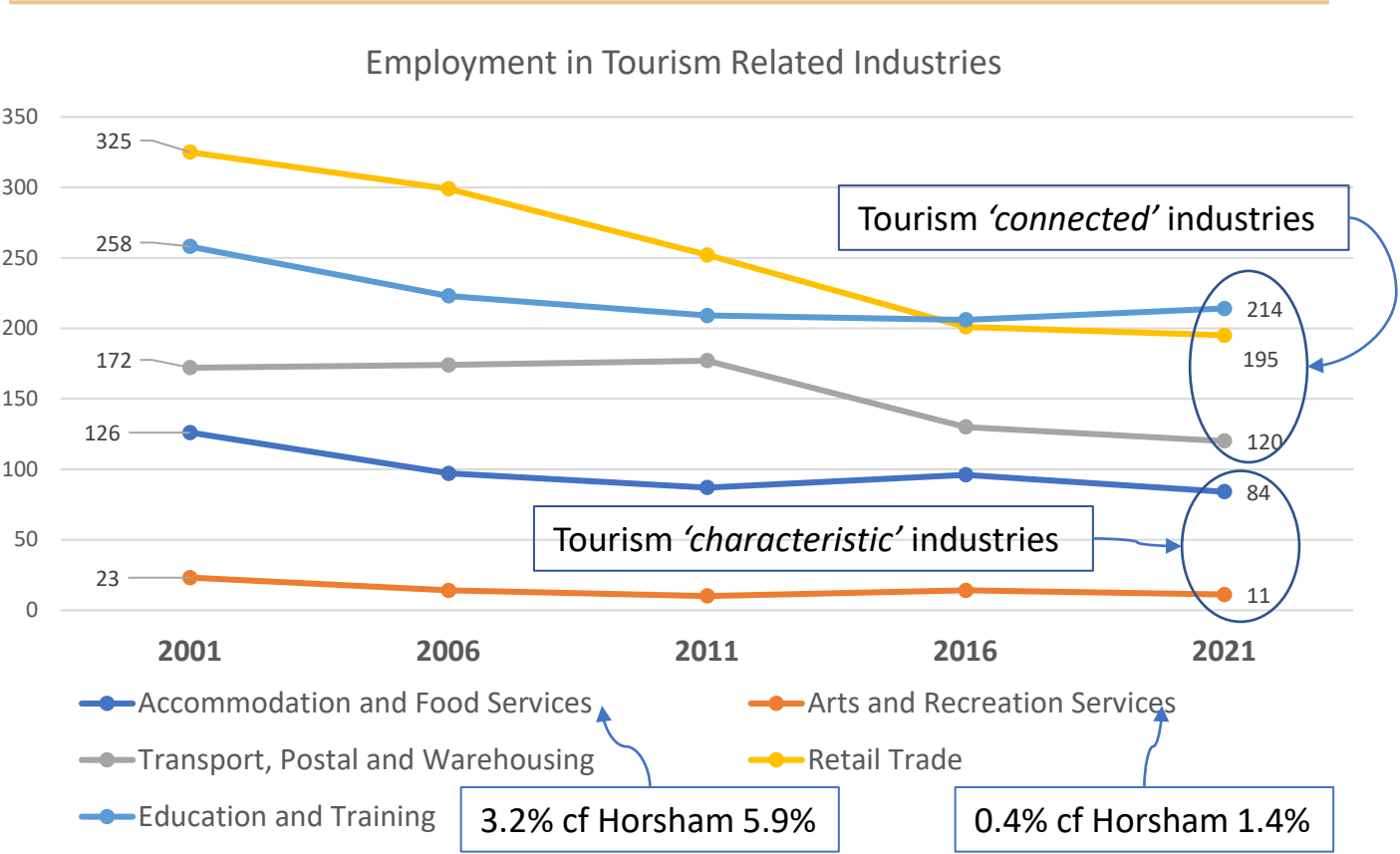


Look at some Yarriambiack towns' CAAs 60 years ago:

Town Centres in 1960	Warracknabeal	Rupanyup	Beulah	Hopetoun	Minyip	Murtoa
Bakeries	3	1	1	1		
Blacksmiths		1			1	
Newsagents and bookstores	3	1	1		1	1
Shoe shops	4	2		3	2	3
Butchers	2	1	1	3	1	1
Cafés	8	2	2	3	3	4
Chemists	3	1	1	1	1	1
Milk bars	11	2			3	4
Department and general stores	4		1	1		
Drapers, mercers, clothing	6	2	1	4	3	3
Dry cleaners and laundries	1	1			2	2
Electrical and musical	4	1			1	2
Fuel, fodder and garden supplies	2		2	1		
Furniture and upholstery	3				1	
Groceries (supermarkets)	3	3	1	2	3	3
Hairdressers and tabacconists	7	3		2	2	2
Hardware and building supplies	6	2	1	1	2	2
Hotels and liquor stores	5	2	1	2	2	3
Jewellers and watchmakers	2	1			2	1
Automotive and machinery	8	4			5	5
Sportsgoods	3	2		1	2	2
TOTAL	88	32	13	25	37	39



Employment in Tourism Related Industries: Great to have volunteers (but too dependent?)



Tourism since 2019 and outlook to 2027

- Tourist visits in 2019: 158,000
- Estimated 2019 tourism expenditure \$35.7 million
- Estimated 2021 tourism expenditure \$15.7 million
- Projected for 2027 (based on WMT target) \$48.3 million
- Target is 20.6% pa growth on 2021 and 3.8% pa increase on 2019.



What can (and should) YSC do to assist Service Sectors?

- Professional, Technical, Finance, IT and Property Services
- Retail, Wholesale,
- Transport and Distribution Services
- Health and Social Assistance
- Education and Training
- Accommodation and Food Services
- Art and Recreation Services

Suggestions for Strategic Directions

- New tourism products and collaboration
- Towns responding to tourism needs
- Community enterprises – to fill gaps and reduce the load on volunteers
- New trails (culture, water, heritage, birdwatching, stars) and new events
- Target markets
- Professional, scientific and technical services (encouragement of those that add value to the product sectors)
- Advocacy for comprehensive IT connectivity
- Childcare
- Health and aged care

