

West Vic Business – Yarriambiack Chapter
Advisory Committee of Council
Meeting

Date: Monday 8 May 2023

Time: 10.00am

Location: Yarriambiack Shire Council Meeting Room

Attendees: Tony Caccaviello (YSC), Sarah Collins (YSC) Stacey Taig (West Vic), Anita Kataja, Jacqui James, John Hadley

1) Welcome: Tony Caccaviello (YSC)

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

Michael Langdon, Greg Wallace, Tom Huf (YSC), Mayor Kylie Zanker (YSC), Tammy Smith (YSC)

4) Minutes from Previous Meeting

Minutes of the Meeting held on 13 February 2023 be noted.

5) Business Arising from Minutes

Apologies and attendees to be updated for February meeting to reflect accurate representation.

6) Economic Development Strategy draft – Tony Caccaviello & Sarah Collins

Draft Economic Development Strategy attached.
Full copy of the Draft Economic Development Strategy will be released shortly to public for comment and input.

7) Industry forum / events

Desire to hold 2x industry events annually.

Want to hear from this group WHAT/WHO/NEEDS to be addressed as items of discussion during events.

Event idea discussed in length:

Small Business Expo/ Showcase within YSC – Delivered by West Vic Bus – Yarriambiack Chapter.

Create opportunity for exposure of other local businesses. Tailored towards businesses, not public. A 'Field Days' for businesses. This has the power to connect

local businesses, promote discussion of strategic partnerships, and identifying any service gaps. It also allows the town holding the meeting the opportunity to gain from the economic benefits of increased visitation. Use these types of events to drive membership to West Vic Business- Yarriambiack Chapter. Use branding/themes to solidify exposure of group and create reputation of Chamber.

Discussion included the agricultural and farming sectors inclusion into the event. This allows for the opportunity to facilitate opportunities for farmers to voice desires of diversification, international trade, etc, and offer education around how to achieve this (either directly or indirectly).

Other discussion points:

Utilising Guest Speakers to encourage people to events and then holding events in unique locations to break up pattern of engagement to optimise participation. Addressing ongoing engagement.

Example: 'I'm a Survivor' – Guest Speaker was a contestant on Australian Survivor and adapted lateral thinking to assist businesses to 'Survive Covid'

Action: WestVic Business and Yarriambiack Officers will discuss and collate 'Next Steps' and circulate to group out of session. for input.

8) Establishing a Chamber of Commerce

Chamber will be independent of YSC however still lead by West Vic Business. Do we need more members to make this decision?

In alignment to Economic Development Strategy, *action 3.2 Assist the Yarriambiack Chapter of West Vic Business to develop an engaging program of activities and to create a formal network of businesses* the establishment of a formal and entity independent of Council will be established.

Group is currently an advisory committee of Council, and therefore linked to YSC. By becoming: West Vic Business - Yarriambiack Chapter, implementing a membership model, this will move group independent of Council.

Council's involvement will be to assist group with delivery where appropriate. Eg, Helping with hireage of venue for Small Business Expo.

Other points of consideration discussed:

How do we address the size of our Shire, where do we have the meeting? Do we pick a single location or move the meeting between locations. Time of meetings also need to be addressed to account for people travelling, and members commitments outside of meetings. Do we hold commerce meetings virtually?

9) General Business

- Reflection on meeting and positive comments on event concept.
- Timing of event discussed, consideration around feasibility of turnaround time, funding available, delivery and communication required and key local dates such as Mallee Machinery Field Days (August) and cropping/harvest season for local farmers.
- Optimism of the contacts as a collective group, and how they can be utilised to drive the Chamber of Commerce and the events undertaken to create more membership and remove the feeling of isolation that some business owners feel.

NEXT MEETING: August 14th, 10am