



November 2014

City of Wanneroo Advocacy Priorities



The City of Wanneroo recently adopted its new Advocacy Plan which identifies the City's top four advocacy projects, summarised as Roads, Rail, Reserves and Region. The Plan will be used to advocate to State and Federal Governments to deliver these major priority projects.

Go to [page 2](#) to read the full article.

New Initiative to Support Local Talent & Entrepreneurship



As part of its research project on co-working practices, the City of Wanneroo is giving away twenty vouchers of 25 hours of co-working space to local residents and local businesses redeemable at the recently opened Sixty27 co-working space in Joondalup.

Go to [page 4](#) to read the full article.

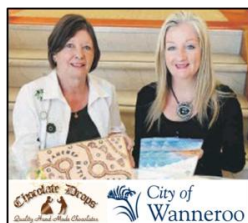
Check it out - New and Improved Website!



The City of Wanneroo has a new look website, which includes an updated and revamped 'Business' section to make it more business friendly. In addition, don't forget the City's Business Development Team is here to assist you!

Go to [page 6](#) to read the full article.

Top 5 for City in Tourism Awards



The City of Wanneroo has recently been announced as a finalist in the Local Government category of the Perth Airport WA Tourism Awards. In addition Chocolate Drops in Yanchep National Park was a Silver Medal winner in the Specialised Tourism Services category.

Go to [page 7](#) to read the full article.

Upcoming Business Events & Workshops



- Nominate your business for the 2014 Wanneroo Business Awards by the 17 Nov 2014
- Learn about the successful inaugural North Coast Business Expo, held on 17 Oct 2014
- Find out about upcoming local business events & workshops

Go to [page 8](#) to read the full article.



City of Wanneroo Advocacy Priorities

The Advocacy Plan

On 22 July the City of Wanneroo Council adopted its new Advocacy Plan ([available online](#)). This plan is strongly linked to the City's Strategic Community Plan that identifies the community's priorities. The City is advocating to State and Federal governments for delivery of these priorities on behalf of the community. The key project priorities are:

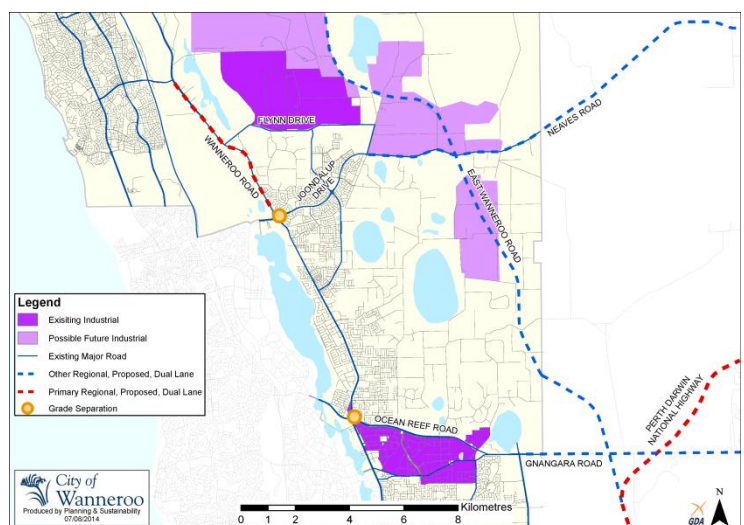
- Roads - Delivery of Major Regional Road Transport Infrastructure;
- Rail - Expansion of the Northern Suburbs Rail Network;
- Reserves - Active Regional Open Space (reservation, land acquisition, and development); and
- Region - Collaborative Planning for Regional Economic Growth.

The delivery of these priorities will have a game changing impact on the City's economy. The projects are outlined in more detail below.

Roads

The North-West Sub-Region is lacking critical north-south and east-west freight transport routes. These routes are required to stimulate and activate the Neerabup and Wangara Industrial Areas and provide greater access to major activity centres (Joondalup, Wanneroo and Yanchep) and major freight transport routes (Great Northern Highway, Perth-Darwin Highway, Mitchell Freeway). The major freight routes, including upgrades required are:

- Future East Wanneroo Road (from Gngangara Rd to Old Yanchep Rd);
- Neaves Road upgrade to primary regional road;
- Gngangara Road upgrade to primary regional road;
- Dualling of Wanneroo Road from Joondalup Drive to Hester Avenue;
- Grade separation of Wanneroo Road and Ocean Reef Road;
- Grade separation of Wanneroo Road and Joondalup Drive; and
- Mitchell Freeway extension from Hester Avenue to Yanchep.



ACTION: The WA State and Federal Governments must fund and deliver major regional road transport infrastructure in the North-West Sub-Region.

Rail

The City of Wanneroo has a large existing population base (180,000 people) which is rapidly growing by 8,000 people per year. The existing road network throughout the City of Wanneroo is already being used at maximum capacity, particularly during peak periods and the existing Northern Suburbs Rail is extremely well utilised by approximately 18 million passengers per year.

Expansion of the Northern Suburbs Rail Network is critical to ensure the transport network in the North-West Sub-Region, and areas closer to Perth, functions and flows efficiently. The expansion consists of two transformational projects:

- Extension of the heavy passenger rail from Butler to Yanchep by 2020; and
- Include a light rail extension from Mirrabooka to Wangara Industrial Area as part of Stage 1 planning by 2017.

ACTION: The WA State Government must extend the passenger rail from Butler to Yanchep by 2020 and plan for an additional section of light rail from Mirrabooka to Wangara to be included as part of the overall Max Light Rail Plan by 2017.

Reserves

There is currently no active Regional Open Space in the Wanneroo Coastal Suburbs area (Tamala Park to Two Rocks). Presently 68,200 people live in this area, increasing to 102,000 over the next 7 years (by 2021) with 357,000 people ultimately residing there. Demand for active open space in the area is already extremely high; all local and district level active open space is being utilised at rates over maximum capacity – year round. Families moving into the area are being forced to travel significant distances to participate in active sports and recreation, which is both unsustainable and contrary to State Government provision standards and healthy and active lifestyle initiatives. Without State Government commitment, the City is unable to plan for the development of its regional facilities.

ACTION: The WA State Government must reserve and acquire 155 hectares of land in the Wanneroo coastal suburbs area for active Regional Open Space.

Region

The City of Wanneroo's population is growing rapidly and a key challenge is to ensure strong economic growth also occurs in the North-West Sub-Region to provide local education and employment opportunities, minimise traffic congestion and stimulate the sub-regional economy. Planning for the delivery of major regional economic growth is critical to maximising business opportunities and employment potential. In this regard, the City of Wanneroo is keen to collaborate with all State Government agencies and other regional partners to:

- Develop a framework to identify and plan for major regional economic infrastructure in the North-West Sub-Region;
- Finalise major planning strategies such as the Draft Transport Plan for Perth 2031, the North-West Sub-Region Structure Plan, the North-West Sub-Region Economic Development Framework and the Strategic Assessment of Perth and Peel (Environment and Heritage); and
- Develop a prioritisation and implementation framework for major regional economic infrastructure for the North-West Sub-Region.

ACTION: The WA State Government to collaborate with the City of Wanneroo and other key stakeholders to finalise and implement major strategic plans for the North-West Sub-Region.



New Initiative to Support Local Talent & Entrepreneurship

Join our research project to receive free vouchers to Sixty27 co-working space!

The City of Wanneroo has just launched a new *Smart Work Hub Research Project* to support local entrepreneurs!

Grab yourself 25 hours of co-working access for free at Sixty27

As part of its research project on co-working practices, the City of Wanneroo is giving away twenty vouchers of 25 hours of co-working space to local residents and local businesses redeemable at the recently opened Sixty27 co-working space in Joondalup. <http://www.sixty27.com.au/Default.aspx>

Voucher recipients will be asked to provide the City of Wanneroo with feedback on the co-working environment via a short survey.



What is our Smart Work Hub Research Project?

We are currently exploring the potential of creating a co-working space in the City of Wanneroo to offer our residents an alternative work location closer to home as well as to support and grow our small and home based businesses.

The objective of our *Smart Work Hub Research Project* is to determine whether a successful co-working operating model and market demand can be established that would attract further consideration from the City of Wanneroo. The Research Project will enable data to be collected to establish an evidence base for the economic and productivity benefits of a co-working space to be located in the City of Wanneroo.

We are giving away vouchers for 25 hours of free access to Sixty27 in Joondalup in exchange for your feedback and input.

What is co-working?

Co-working spaces offer a creative environment for people who are starting their business idea or need a space away from home to work, collaborate, innovate and develop their professional network.

Co-working spaces are built around the idea of community-building and sustainability. The idea is quite simple: independent professionals and those with workplace flexibility work better together than they do alone!



What are the benefits of co-working?

- The freedom of working from home-style environment without the distractions of home
Your house will be a home again and not a work station.
- An affordable office space solution in a productive environment
You can get real work done in a comfortable and creative setting, without the stress and overheads of leasing a whole space on your own.
- Networking opportunities
In today's highly competitive business environment, having a wide reach to potential customers is essential. A shared office space gives you the opportunity to network with different businesses and people. The more diversified the community, the wider in depth and breadth is your reach.
- Improved collaboration
Client demands are increasingly growing and varied. Their needs may occasionally stretch the boundaries of your expertise and ability to deliver. But the entrepreneur sitting next to you may just be able to do it together with you.
- Building your referral base
Working in a shared office space with other entrepreneurs means you will be known to their clients too. Your reach can potentially multiply. Word-of-mouth is the most cost effective sales and marketing approach for small businesses and start-ups.
- Making the connection with the like-minded nesters
Nothing beats having success driven or seasoned entrepreneurs around you every day. Starting up is challenging; doing it alone in your garage, library or home office adds to the challenge. Being in the presence of others may be the jumpstart you need in a competitive business environment.
- Nurturing the right mindset
Working in a shared office space, you will be close to other entrepreneurs, observe and learn from them. Be inspired, brainstorm, or just hear opinions over a coffee.

Interested?

To register your interest in receiving a free 25 hour voucher for Sixty27, email economic@wanneroo.wa.gov.au and provide the following information:

- Name
- Contact details (address, phone, email)
- Please detail your business / idea (max 150 words)
- Please explain what difference it would make to you and your business if you could work from a co-working space? (max 150 words)

For more information on our Research Project, please call the City of Wanneroo's Business Development Team on (08) 9405 5000. Please note entries are only available to residents and businesses located in the City of Wanneroo. Recipients must be aged 18 years and over and the offer is open until 30th of November or until stocks last. Hours are redeemable until 31 January 2015. The City of Wanneroo reserves the right to review each request individually and applicants are not guaranteed a voucher.



Check it out – New and Improved Website!!

In mid October the City of Wanneroo launched its new look website. The City's Business Development Team took the opportunity to revamp the Business section to make it a better integrated and user friendly website, focusing on provision of information from a business perspective. It aims to provide useful, step by step information and assistance to help with your business needs. Check it out: <http://www.wanneroo.wa.gov.au/business>.



If you're still seeking more information or would like to talk to someone directly please give the Business Development Team a call; we are keen to assist you.

Phone: 9405 5000 or email: economic@wanneroo.wa.gov.au



Steve Marmion
Principal Business Development Advisor

Caroline Buck
Tourism & Industry Officer
(left in image)

Julie Macey
Economic Development Officer
(middle in image)

Nyssa Searles
Business Development & Research Officer
(right in image)



Top 5 for City in Tourism Awards

Perth Airport

The tourism industry gathered at Crown Perth on Saturday 25th October for the 2014 *Perth Airport WA Tourism Awards Gala Dinner*, to recognise and reward the extraordinary tourism experiences and services that Western Australia has to offer.



The City of Wanneroo was very proud to be announced as a finalist in the Local Government category, along with four other LGA areas. This category is open to all local government authorities in Western Australia and recognises excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the overall contribution made both locally and overall to the State's tourism industry.



The City's submission focused on the activities delivered within the framework of the Tourism Strategy and focused on marketing, events, signage and business support. This included the creation of the first Wanneroo Visitor Guide & Business Directory, which is now widely distributed through Visitor Centres, the City website and City libraries. It also featured the City's event schedule, which included our sponsorship of some key community events within the City. More details on things to see and do are available on the [City's website](#).

The Gold Medal went to City of Fremantle, with Silver to Shire of Irwin and Bronze to City of Albany.

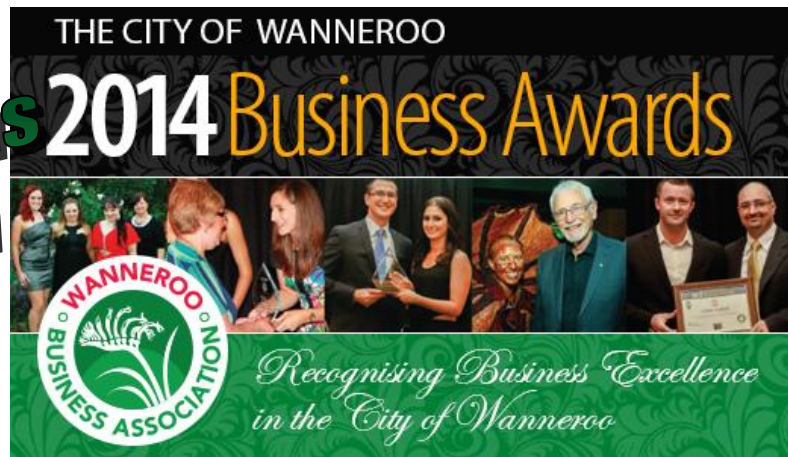
The City also congratulates one of our successful local tourism businesses, Chocolate Drops in Yanchep National Park, who were a Silver Medal winner in the Specialised Tourism Services category. Owned and managed by Sue Dash, Chocolate Drops is a great example of an authentic experience, offering a nostalgic atmosphere with a menu carefully selected from homemade recipes. If you haven't been to Yanchep Park recently, take a visit and pop into see Sue and her friendly staff.





Latest News

**Nominations
Now Open**



The Wanneroo Business Awards recognises "Business Excellence" in the City of Wanneroo. Nominations are currently open in 14 categories. Entries close Monday 17th November, 2014.

[Click here](#) for the Award Brochure and Entry Form.

Why should you enter?

"Winning the 'Best New Business' Award has provided great advertising and cemented the fact that there is a need for a locally based top quality, commercial law firm. Entering the Business Awards also helped us to assess the business and our key strengths."

Helen Kay, Managing Director, Rise Legal



NEXTPOWER

*"Two out of the four years we've been a WBA member we've put in for the Business Awards. The process of going through and responding to the criteria for the awards has helped to review the business, how it operates and be clear about the reasons why and how we're doing business." **Kieron D'Arcy, CEO, Next Power***

Award Categories

- 2014 Best Business of the Year Award
 - 20 and over employees
 - Over 5 and under 20 employees
 - 5 and under employees
- Most Innovative Business Award
- Best Home Based Business Award
- Environmentally Sustainability Business Award
- Best Tourism & Hospitality Award
- Training Business Award
- Best New Business Award
- Best Marketing Business Award
- Customer Service Business Award
- Manufacturing Business Award
- Employee of the Year Award
- WBA Member of the Year Award
- Mayor's Visionary Business Person Award

Expo Success



The Small Business Centre North West Metro hosted the **North Coast Business Expo** at the HBF Arena, Joondalup **on Friday, 17 October 2014.**

The Expo had a **business to business** focus and represented an excellent opportunity for businesses to market their services to other business owners, as well as the general public, and raise the profile of their products and services. There were opportunities for business owners and managers to learn about the latest developments in small business and see products and services which could benefit them and make their operations more productive.

In addition to these opportunities, there were free educational workshops offered throughout the day providing valuable insights for business owners and managers.

For further details go to: www.sbcnorthwestmetro.com.au



Upcoming Events & Workshops

November

4 Nov Business StartRight

\$27.50

Tuesday 4th November 2014

10am – 12 noon

Enterprise House, 935 Wanneroo Rd, Wanneroo

Cost: \$27.50

[Book and pay online](#) or call Sandy on 9300 1418



4 Nov Business Basics

FREE

Tuesday 4th November 2014

12 noon – 2pm

Small Business Development Corporation, 140 William Street

(cnr Murray Street Mall, above the Perth underground train station)

FREE, bookings essential [book online](#)



7 Nov Bring Your Own Device – Practical Protection Sessions

FREE

Friday 7th November 2014

7am – 9am

Sixty27 Coworking Space, Block D (Ground Floor)

West Coast Institute, 35 Kendrew Crescent, Joondalup, WA 6027

FREE, bookings essential [book online](#)



11 Nov Armed for Life! Health and Wellbeing for Entrepreneurs

FREE

Tuesday 11th November 2014

7am – 9am

Sixty27 Coworking Space, Block D (Ground Floor)

West Coast Institute, 35 Kendrew Crescent, Joondalup, WA 6027

FREE, bookings essential [book online](#)



11 Nov Import / Export and Sourcing Overseas Products

\$77

Tuesday 11th November 2014

9am – 2pm

Enterprise House, 935 Wanneroo Rd, Wanneroo

Cost: \$77

[Book and pay online](#) or call Sandy on 9300 1418



11 Nov Business Basics

FREE

Tuesday 11th November 2014

12 noon – 2pm

Small Business Development Corporation, 140 William Street

(cnr Murray Street Mall, above the Perth underground train station)

FREE, bookings essential [book online](#)



12 Nov R&D Tax Incentive Information Session

FREE

Wednesday 12th November 2014

9.15am – 10.30am

AusIndustry, Level 25, 44 St Georges Tce Perth

FREE, bookings essential [book online](#)

[Click here](#) for further information or email sarah.richards@industry.gov.au



Australian Government
Department of Industry

12 Nov Spreading the Word – Marketing Your Business

\$50

Wednesday 12th November 2014

9am – 12 noon

Small Business Development Corporation, 140 William Street

(cnr Murray Street Mall, above the Perth underground train station)

Cost \$50, bookings essential [book online](#)



13 Nov Understanding Your Business Financials

\$50

Thursday 13th November 2014

9am – 12 noon

Small Business Development Corporation, 140 William Street

(cnr Murray Street Mall, above the Perth underground train station)

Cost \$50, bookings essential [book online](#)



18 Nov Business Basics

FREE

Tuesday 18th November 2014

12 noon – 2pm

Small Business Development Corporation, 140 William Street

(cnr Murray Street Mall, above the Perth underground train station)

FREE, bookings essential [book online](#)



19 Nov WBA Business Breakfast Guest Speaker: Jill Hutchison, Evolve Dynamics

\$45

Wednesday 19th November 2014

7.15am – 9am

Leapfrogs Café, 25 Drovers Pl, Wanneroo WA 6065

Cost \$45, bookings essential, [book online](#)

Contact Bev on 9206 3888 or info@wanneroobusiness.com



19 Nov Website Basics

\$50

Wednesday 19th November 2014

9am – 12 noon

Small Business Development Corporation, 140 William Street
(cnr Murray Street Mall, above the Perth underground train station)

Cost \$50, bookings essential [book online](#)



26 Nov The 12 Step Business Plan

\$50

Thursday 26th November 2014

9am – 12 noon

Small Business Development Corporation, 140 William Street
(cnr Murray Street Mall, above the Perth underground train station)

Cost \$50, bookings essential [book online](#)



27 Nov Online Marketing – Doing it Yourself

\$50

Thursday 27th November 2014

9am – 1pm

Small Business Development Corporation, 140 William Street
(cnr Murray Street Mall, above the Perth underground train station)

Cost \$50, bookings essential [book online](#)



27 Nov Wanneroo Business Awards Gala Presentation Dinner

\$145

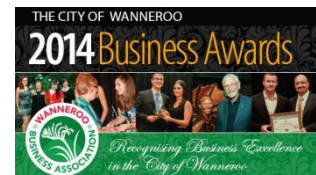
Thursday 27th November 2014

6.30pm till late

Bridgeleigh Function Centre, 198 Mary Street, Wanneroo

Cost \$145, bookings essential, [book online](#)

Contact Bev on 9206 3888 or info@wanneroobusiness.com



29 Nov Music under the Stars Outdoor concert featuring Howie Morgan, Billie Court other acts

FREE

Saturday 29 November 2014

Gates open 5.30pm

ECU Joondalup Campus, grassed area outside of building 1

Cost: Free but ticket required on entry

[Click here](#) for further details or email alumni@ecu.edu.au



December

3 Dec Spreading the Word – Marketing Your Business

\$50

Wednesday 3rd December 2014

9am – 12 noon

Small Business Development Corporation, 140 William Street
(cnr Murray Street Mall, above the Perth underground train station)

Cost \$50, bookings essential [book online](#)



10 Dec Website Basics

\$50

Wednesday 10th December 2014

9am – 12 noon

Small Business Development Corporation, 140 William Street
(cnr Murray Street Mall, above the Perth underground train station)

Cost \$50, bookings essential [book online](#)



11 Dec Online Marketing – Doing it Yourself

\$50

Thursday 11th December 2014

9am – 1pm

Small Business Development Corporation, 140 William Street
(cnr Murray Street Mall, above the Perth underground train station)

Cost \$50, bookings essential [book online](#)



12 Dec WBA 'Christmas Under the Vines' Sundowner

TBA

Friday 12th December 2014

Time - TBA

Paul Conte Winery, 529 Wanneroo Rd, Perth WA 6026

Cost TBA, bookings essential [book online](#)

Contact Bev on 9206 3888 or info@wanneroobusiness.com

