

**Speech by Logan K Howlett, JP**  
**at**  
**Storage King, 309 Spearwood Avenue,**  
**Bibra Lake**  
**on**  
**Wednesday 29 June 2016**

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Good Evening.

I thank the Melville Cockburn Chamber of Commerce in conjunction with our host tonight, Storage King, Bibra Lake for the opportunity to address you on the subject of my vision on Cockburn's business growth looking forward to 2031.

I acknowledge the Nyungar People who are the custodians of the land that we are meeting on tonight and I pay respect to their Elders, both past and present and extend that respect to Indigenous Australians who are with us tonight.

I acknowledge:

- Mr Tony Romano, President, Melville Cockburn Chamber of Commerce and other Board Members;
- Ms Monique Williams, Executive Officer, MCCC;
- Ms Shannon Hansen, MCCC;
- Mr Rob Brown, Store Manager, Storage King and his team;
- Councillor Kevin Allen, City of Cockburn;
- Members and sponsors of the MCCC;
- Ladies and gentlemen.

The strength and resilience of any community is measured in the foundations that have been laid by those who have come before us.

In the case of Cockburn, the thousands of migrants who came to our shores following the two World Wars arrived with very little in terms of possessions.

In some cases their wives and children were left behind until they could establish some form of accommodation and an income in their new found homeland.

We know that hard work, honesty, integrity, family and community values were at the fore. Priority was given to the education of their children and to ensuring a roof over their head.

Those who have followed have added to the richness and diversity of our nation as a whole. We know that Cockburn has one of the most multi-cultural communities in Australia.

We also know that those who arrived through unconventional means also struggled given their journey and the uncertainty that consumed their every thought and action.

Collectively we have a community that has grown over time and we continue to celebrate and enjoy the music, song, dance and foods from the four corners of the earth.

That gradual growth saw the establishment of the Cockburn District Road Board in 1955, followed by shire status in 1961, town status in 1971 and city status in 1979 (qualifying with a population of 20,000).

The City's mission is to make the City of Cockburn the most attractive place to live, work, visit and invest in the Perth Metropolitan Area.

The City has a number of core documents that provide guidance to the community and to allow it to measure its performance against stated outcomes and the achievement of our mission.

These documents include:

- The Strategic Community Plan;
- The Long Term Financial Plan;
- The Corporate Business Plan;
- The Workforce Plan; and
- Upwards of 30 other strategic plans.

The City's website provides an extensive range of information about its history, the current day and forecasting into the future.

One very important reference for our business community is the demographic tools that relate to the:

## **Economy ID**

This profile presents economic information that enables you to describe the area's role within the broader economy, explore options for economic development and promote the area's strengths.

## **Social Atlas ID**

The Social Atlas presents Census data in its most compelling form as a series of thematic maps that show how particular population groups are distributed across the City of Cockburn. There are over 90 individual maps, each representing a community of interest.

## **Forecast ID**

The City's population and household forecasts, present what is driving population change in the community and how the population, age structure and household types will change each year between 2011 and 2036.

## **Community Profile ID**

The Community Profile provides demographic analysis for the City and its suburbs based on results from the 2011, 2006, 2001, 1996 and 1991 Censuses of Population and Housing.

Great information. Did you know that we have a:

Population: 110,000 now moving to 175,000

Employed residents: 57,000

Local business: 7168

Local jobs: 49,000

Largest industry: manufacturing

The City continues to invest in a multitude of community infrastructure and hard infrastructure (roads, dual use paths, drainage etc) in response to community needs.

The City also responds to both federal and state government expectations including; urban infill targets through rezoning and re-vitalisation projects, addressing local road construction and integration with state controlled roads, tied grant projects and acquittals; etc.

The City is also active in generating grant funds to offset the cost of providing infrastructure.

Value adding to available grants provides opportunities for local jobs for local people. It requires innovation, planning, lobbying, timely decisions by the Council, an active and focused

Administration and finally delivering projects on time and on budget.

In my opinion, the role of governments at all levels should be to facilitate the establishment of strong and sustainable small to medium enterprises to meet the demands of the marketplace.

- It is about land use planning and ensuring the processing of planning and building licences in a timely manner – giving guidance as necessary.
- It is about the location of business parks, retail and commercial centres, home based enterprises, tradies being able to get about and consumers having ready access to goods and services.
- It is about providing certainty and confidence when things are tough;
- It is about creating job and career opportunities;
- It is about providing a stable and growing economy;

For the small business proprietor it is about:

- facilitating networking within industry and across industry;
- It is about creating niche markets; daring to be different, taking informed risks;
- It is about taking the time to look outside the day to day aspects of running your business and not being inwardly focused;

So how do I see business growth in Cockburn into the future?

We know that the small business sector is at the heart of Australia's prosperity and when that sector is buzzing so is consumer confidence, a degree of risk taking prevails and investment emerges as a catalyst to spark the economy.

Cockburn's population growth from greenfield and brownfield sites and urban infill will result in more customers being in the marketplace.

In fact, 110,000 to 170,000 people plus passing trade.

The Property Council of WA has launched a campaign to define urban infill as an opportunity for small business ie it brings customers closer to retailers and increases turnover.

How will you capitalise on these emerging opportunities?

Large companies are establishing themselves in Cockburn and others are on their way. They all bring opportunities for small business.

Large retailers continue to invest in bricks and mortar even in the face of trends to online shopping.

Hundreds of millions of dollars will see the expansion of the Gateways City Shopping Centre, Garden City Shopping Centre, neighbourhood centres being created – all bringing jobs.

Investment is being made in supply chain management reducing the need for large stock holdings and bringing reality to 'just in time' management;

Innovation, technology and research are opening new windows of opportunity;

The investment in people continues as does their education, skill development and portability across industry;

Partnerships have a new meaning that the astute small business proprietor can leverage to their advantage;

Membership of Industry bodies such as:

- MCCC,
- Fremantle Chamber of Commerce,
- Business Foundations,
- Confederation of Commerce & Industry

are growing and becoming more important in terms of keeping up to speed with industry trends,

filling knowledge gaps, hearing about emerging opportunities and networking to advantage;

Defence shipping contracts, tourist and luxury yachts and smaller ship construction continue to add to the State's economy and facilitate opportunities for small business

I am optimistic that our community will be driven by the need to succeed just as our forefathers were in times past.

There is much to be done and together we can go forward and provide a place that we can be proud to call home.

I'll close with the following quotes:

"Behind every small business, there's a story worth knowing. All the corner shops in our towns and cities, the restaurants, cleaners, gyms, hair salons, hardware stores – these didn't come out of nowhere." – Paul Ryan

"Small business isn't for the faint of heart. It's for the brave, the patient and the persistent. It's for the overcomer." – Unknown

Rarely do we see a single decision make such an impact across the globe – well the Brexit outcome has done just that.

- Plunging share prices
- World Bank and Bank of England
- Trillions wiped off
- Uncertainty
- Resignations from both sides of politics
- Attacks on members from the same political party
- Foreseen and unforeseen consequences
- Downgrading by rating agencies

*MCCC Business After Hours functions are an excellent way to meet and network with fellow Chamber Members and other local business representatives.*

On another matter if I may, we are having a Business After Hours here at our facility on Wednesday 29<sup>th</sup> June and I would like to kindly ask if you are able, if possible to share a short speech on the local economy in Spearwood/Bibra Lake and surrounding areas, perhaps your vision for the future, local plans etc and anything at all that you feel that would be appropriate and inspire our members and guests. I am planning to go all out to invite as many local businesses very close to us to this event also in order to attract more members to the Chamber but also to bring them closer to us as new referral partners. I will be inviting our existing business referral partners also, I intend for this to be a memorable event.

We could all choose to hire and storage unit and hopefully you do before we leave tonight given the offer from Storage King, Bibra Lake of one months' free storage for the our first NEW 20 customers in June!  
Sharper focus

A quote from the Editorial in The West Australian newspaper this morning relating to the term; 'Economic Trust'

AUGUST COCKBURN SOUNDINGS - Local jobs for local people is a concept that all communities need to embrace and promote to ensure their growth, sustainability and prosperity going forward is based on a strong foundation.

Each year hundreds, if not thousands of individuals, families and other investors take the risk of establishing a small business in their local community. Their success will be related to the drive, experience, enthusiasm, informed decision making, staff training, the extent of risk they are willing to take, their focus on product and customer service and willingness to seek expert advice on a needs basis. It will be enhanced by their ability to establish networks and how they position themselves and respond to market forces.

As consumers we give little thought to why someone has taken on the challenge of starting a small business or investing in an existing business. Perhaps the following quotes about small business give us an insight:

So let's support our local small businesses and help create opportunities for local jobs.

Thank you.

## Subdivision lot approvals 2008 to December Quarter

2008/09 – 611

2009/2010 – 637

2010/2011 – 715

2011/2012 – 744

2012/2013 – 865

2013/2014 – 956

2014/2015 – 1556

2015/2016 – 651 (2 quarters) potentially 1300

## Building Licence Approvals

New Houses – 839

New other residential - 406

Total dwellings – 1306

Value residential – 355,915,

Value Non residential 181,466

Value Buildings 537381