



# AGENDA

## **ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP**

Notice is hereby given that a meeting of the Economic and Smart Communities Strategic Reference Group will be held online on

**WEDNESDAY 18 AUGUST 2021**

Beginning at 6:00pm for the purpose of considering matters included in this agenda.

## **Committee Members**

Mayor Michael Regan (Chair)

Vacant

Cr Sue Heins

Cr Stuart Sprott

Saul Carroll

Andy West

Stuart White                      Microsoft Australia

Drew Johnson                      Manly Business Chamber

Peter Middleton                      Newport Residents Association

Ngaire Young                      Northern Beaches Campus, TAFE NSW

Vacant

Geri Moorman

Gordon Lang

Alexander Coxon

Stephen Pirovic                      International College of Management

Matthew Aderton

Chris Wilcocks

## **Council Officer Contacts**

Kath McKenzie                      Executive Manager, Community Engagement & Communications

Tamara Lukic                      Governance

## **Quorum**

A majority of members including the Chair or one of the elected Councillors.

**Agenda for Economic and Smart Communities  
Strategic Reference Group Meeting  
to be held on Wednesday 18 August 2021  
online  
Commencing at 6:00pm**

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**NEXT MEETING Wednesday 17 November 2021**

## 1.0 ACKNOWLEDGEMENT OF COUNTRY

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As a sign of respect to the traditional owners, I would like to start today's proceedings by acknowledging the traditional custodians of the lands, of elders past and present, on which we celebrate today and other Aboriginal people who may be present today. I would like to express my gratitude that we share this land today and my sorrow for the cost of that sharing. I hope that in the spirit of reconciliation we can move forward to a place of justice, healing and partnership as we walk gently on this land.

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## 2.0 APOLOGIES

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All members are expected to attend the meetings or otherwise tender their apologies to the Chair and Governance at [councilmeetings@northernbeaches.nsw.gov.au](mailto:councilmeetings@northernbeaches.nsw.gov.au).

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## 3.0 DISCLOSURES OF INTEREST

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Members should disclose any "**pecuniary**" or "**non-pecuniary**" interests in matters included in the agenda. The [Northern Beaches Council Code of Conduct](#) (the Code) provides guidance on managing conflicts of interests.

A **pecuniary interest** is defined in Section 4 of the Code as:

*A pecuniary interest is an interest that you have in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to you or a person referred to in clause 4.3.*

A **non-pecuniary conflict of interest** is defined in Section 5 of the Code as:

*A non-pecuniary conflict of interest exists where a reasonable and informed person would perceive that you could be influenced by a private interest when carrying out your official functions in relation to a matter.*

If you required further information or guidance about disclosing an interest please contact Governance at [councilmeetings@northernbeaches.nsw.gov.au](mailto:councilmeetings@northernbeaches.nsw.gov.au).

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## 4.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

### 4.1 MINUTES OF ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP MEETING HELD 19 MAY 2021

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#### RECOMMENDATION

That the Minutes of the Economic and Smart Communities Strategic Reference Group meeting held 19 May 2021, copies of which were previously circulated to all Members, be confirmed as a true and correct record of the proceedings of that meeting.

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## 6.0 AGENDA ITEMS

<b>ITEM 6.1</b>	<b>NORTHERN BEACHES - ECONOMIC HEALTH CHECK</b>
<b>REPORTING OFFICER</b>	<b>TEAM LEADER, ECONOMIC DEVELOPMENT AND TOURISM</b>
<b>TRIM FILE REF</b>	<b>2021/562984</b>
<b>ATTACHMENTS</b>	<b>1 Health Check 2021 - Northern Beaches (Included In Attachments Booklet)</b>

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### REPORT

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#### PURPOSE

To present to the Economic & Smart Communities SRG the findings of the draft Economic Health Check as part of the data analysis for the Northern Beaches Economic Development Strategy.

#### REPORT

As part of the information gathering stage for the Northern Beaches Economic Development Strategy (EDS), consultants .ID The Population Excerpts have been engaged to pull together a draft Economic Health Check for the LGA.

This report provides a narrative about the local economy, including latest available economic data for 2016-2019. It also includes some forecast data on jobs and output to 2022. Most of the data is publicly available on the [economy.id](https://economy.id) webpage. It draws on a range of data sets from ABS Census, ABR business registers, building approvals, tourism research, as well as recent estimates for jobs by industry, productivity, value- add and output from National Institute for Economic & Industry Research (NIEIR). New data, including Google mobility data has also been used to look at the impact of COVID-19 lockdowns of workforce movement.

Benchmarking against Greater Sydney, the report identifies the relative strengths and weaknesses of the Northern Beaches economy in terms of economic conditions, industry specialisms, demography and outlook. It also identifies macro-economic forces that may influence local economic conditions (including business confidence, retail trade and inflation).

The profile of the local economy and workforce outlined in the report generate several opportunities to grow a vibrant local economy, but also potential challenges. The Economic Development Strategy will build on this analysis to identify priorities to respond to these challenges and opportunities.

Rob Hall from .ID will present to the Economic & Smart Communities SRG the key findings from the draft Economic Health Check. A copy of the draft report is attached for review ahead of the presentation. As part of the discussion, we will be seeking feedback from the SRG members on the data findings. In particular, we would like to hear from members:

- To what extent the data reflects what you are seeing on the ground?
- What trends surprise you?
- What do you consider is the most significant insight?
- What do you think the KPIs (or measures of success) should be for the EDS moving forward?

Most of the data is publicly available on the [economy.id](https://economy.id) webpage.

**RECOMMENDATION**

That members of the Economic & Smart Communities SRG:

1. Review the draft Economic Health Check report.
  2. Attend a presentation on the Economic Health Check report and provide feedback.
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<b>ITEM 6.2</b>	<b>COUNCIL'S BUSINESS SUPPORT SERVICE UPDATE</b>
<b>REPORTING OFFICER</b>	<b>TEAM LEADER, ECONOMIC DEVELOPMENT AND TOURISM</b>
<b>TRIM FILE REF</b>	<b>2021/565956</b>
<b>ATTACHMENTS</b>	<b>NIL</b>

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## REPORT

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### PURPOSE

To update members of the Economic & Smart Communities SRG on the Council's Business Support Service and discuss opportunities to for its ongoing role within Council to help businesses navigate Council processes.

### REPORT

On 5 January 2021 Council launched a new Business Support Service to provide a one-stop shop to case manage business enquiries within Council. The proposal for a case managed approach was first raised at the November 2020 Council meeting in a Mayoral Minute. This referenced feedback from business chambers and the Economic and Smart Communities Strategic Reference Group on challenges for local businesses when dealing with Council 'red tape'.

The original intent was to provide a single point of contact to manage business enquiries across Council business units and processes. It would provide access to information on a range of topics including:

- local business support/advice services
- insights into local economic conditions
- food licensing including food safety permits
- home businesses
- planning and development applications and advice
- business opportunities
- working with Council including tenders and procurement
- advertising sign advice and permits
- festival and event permits
- commercial activities on public land, including outdoor dining.

However, the declaration of the Northern Beaches lockdown on 20 December, brought a new urgency to setting in place a coordinated approach within Council to support local businesses. Consequently, Council created a new dedicated business hotline and established a case management approach to dealing with business enquiries. Given the timing of the service launch, not surprisingly the majority of calls were regarding COVID-19 support packages or advice on how to meet new COVID Safe requirements.

Following the Northern Beaches lockdown, appointments have continued to come through the online booking system and cover a range of enquiries, including outdoor dining, DAs, starting a home-based business, and grants for business growth/recovery. However, the case load has been significantly lower.

The onset of the third lockdown at the end of June, and especially restrictions for construction and non-essential retailers, saw another spike in calls around financial support and clarification on restrictions for businesses.

To date around 250 businesses have connected with Council through this new Business Support Service.

We are now looking at how we can build on the Business Support Service as an ongoing initiative to help businesses navigate Council processes, as well as keeping the business community informed of COVID-19 business support. We have reached out to the Brisbane City, Liverpool City and City of Sydney councils who operate similar business concierge services, to share experiences on how to promote the service and improve processes for managing cases.

To inform a review of the Business Support Service within Council, we would welcome feedback from the Economic & Smart Communities SRG members on:

- what value does a dedicated Business Support Service bring to the Northern Beaches business community
  - what functions within Council should be covered by the service
  - how to best promote this service and encourage take-up by local businesses.
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## RECOMMENDATION

That members of the Economic & Smart Communities SRG note the update on the Council Business Support Service and participate in a discussion on its review.