



northern
beaches
council

Economic & Smart Communities
Strategic Reference Group

MINUTES

ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP

held online via remote audio visual link on

WEDNESDAY 17 NOVEMBER 2021

Minutes of the Economic and Smart Communities

Strategic Reference Group

held on Wednesday 17 November 2021

held online via remote audio visual link

Commencing at 6:05pm

ATTENDANCE:

Committee Members

Mayor Michael Regan

Cr Sarah Grattan (Chair)

Cr Sue Heins

Saul Carroll

Andy West

Stuart White Microsoft Australia

Drew Johnson Manly Business Chamber

Peter Middleton Newport Residents Association

Geri Moorman

Gordon Lang

Alexander Coxon

Council Officer Contacts

Lisa Dowsett Acting Executive Manager, Community Engagement & Communications

Deb Kempe Acting Manager, Place & Economic Development

Tamara Lukic Governance Officer

Visitors

Nathan Pratt NDP Economic Development

Klaudia Brown Manly Business Chamber

NOTE: The meeting was Chaired by Councillor Sue Heins

1.0 ACKNOWLEDGEMENT OF COUNTRY

As a sign of respect, Northern Beaches Council acknowledges the traditional custodians of these lands on which we gather and pays respect to Elders past and present.

2.0 APOLOGIES

Apologies were received from Chris Wilcocks, Ngaire Young and Matthew Adderton.

3.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST

There were no declarations of pecuniary or non-pecuniary conflicts of interest.

4.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

4.1 MINUTES OF ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP MEETING HELD 18 AUGUST 2021

CONFIRMED

That the Minutes of the Economic and Smart Communities Strategic Reference Group meeting held 18 August 2021 are hereby confirmed as a true and correct record of the proceedings of that meeting.

5.0 UPDATE ON ACTIONS FROM LAST MEETING

5.1 ACTION LOG UPDATE - LISA DOWSETT

DISCUSSION

Lisa Dowsett, Acting Executive Manager Community Engagement & Communications updated the group on the completed actions.

MEETING DATE	ITEM NO	REPORT	ACTION	UPDATE
19/5/2021	6.2	Destination Management Plan (DMP)	<p>K McKenzie will share Destination NSW videos with members.</p> <p>Love Sydney/Love Northern Beaches campaign</p> <p>K McKenzie will collate feedback and advise SRG members of amendments to</p>	<p>Destination NSW videos with members. Love Sydney/Love Northern Beaches campaign</p> <p>The Northern Beaches Day trip</p> <p>Rip Curl Classic digital campaign featuring pro surfers Tatiana Weston-Webb and Kanoa Igarashi.</p>

			the plan prior to submission to Council	Feedback from the group incorporated and it was noted that the recommendations came from this SRG group
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6.0 AGENDA ITEMS

6.1 SRG SUMMARY OF TERM - CR SUE HEINS

DISCUSSION

Councillor Heins expressed her appreciation for the members time and input. She noted that this meeting was the last of the councillors and members tenure due to the postponement of the Local Government Elections and that it would be up to the incoming Council to determine their committee framework.

Mayor Regan also expressed his gratitude to the members for their contribution.

6.2 DESTINATION MANAGEMENT PLAN (DESTINATION NORTHERN BEACHES; CREATING A SUSTAINABLE VISITOR ECONOMY) UPDATE – DEB KEMPE

DISCUSSION

Deb Kempe, Acting Manager, Place & Economic Development thanked everyone for their contribution and instrumental role in the development of the Northern Beaches Destination Management Plan.

D Kempe provided members with an update on the current status of the Plan. Members discussed:

- The quality of the Destination Management Plan document and a potential for the implementation to be fully maximised and leveraged.
- Events such as Sun Run and Aqua rugby to change people's behaviours from visiting for a day, to an extended stay.
- Making the most of sites/locations such as the North Head and the Barracks for live events and potential New Year position.
- The shortage of suitable accommodation outside of Manly and Council's plans to explore other accommodation options such as glamping.
- A potential for the new Council to expand focus on environment too.

6.3 ECONOMIC DEVELOPMENT STRATEGY EMERGING THEMES AND OBJECTIVES WORKSHOP - DEB KEMPE

DISCUSSION

Nathan Pratt from the NDP Economic Development provided an updated on the Business Consultation Strategic Analysis & Draft Themes (*Attachment 1*) and sought group's feedback through a workshop on the following questions:

1. What do you think is missing and should be in the plan and isn't so far, and has anything

been missed under the four Strategic Themes?

2. What should be the priority actions under each key theme? What do we think are some of the key projects we want to see Council get behind as the way to help business to start and grow on the Northern Beaches? What do you want to see happen?

(See workshop notes at Attachment 2)

Councillor Heins whether the final report will go straight to Council for decision or come back via the SRG. L Dowsett advised that the term of this SRG concludes in February so it will be a matter for the new Council to determine in line with policy.

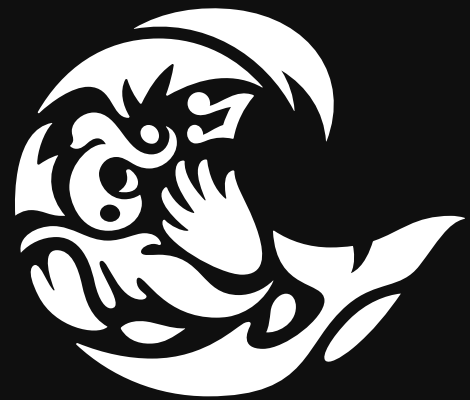
SUMMARY OF ACTIONS

ITEM NO.	ACTION	RESPONSIBLE OFFICER	DUE DATE
5.1	Deb Kempe to reach out to Karen Twitchett for an update on Smart Beaches and Smart Parking	D Kempe	TBA

The meeting concluded at 8:06pm.

This is the final page of the Minutes comprising 5 pages numbered 1 to 5 of the Economic and Smart Communities Strategic Reference Group meeting held on Wednesday 17 November 2021 and confirmed on Thursday 18 November 2021

NDP ECONOMIC DEVELOPMENT



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BUSINESS CONSULTATION, STRATEGIC ANALYSIS & DRAFT THEMES

NOVEMBER 2021 Update



Purpose of Today

- Provide a progress update
- Present draft strategic themes and objectives
- Get your input into priority actions



BUSINESS INTERVIEWS



OVERVIEW

The primary themes that have emerged include:

- High level of diversity across the LGA, hard to define.
- Start-up, entrepreneurial drive & culture of home-based business
- Tough for traditional businesses esp. retail in local centres
- Residents support local business and quality high-end products
- Property unaffordability (housing and business)
- Transport and parking challenges



“

DIVERSITY ACROSS THE LGA

... extremely diverse. Pockets of large industry. Thriving smaller businesses ... thriving hospitality & tourism sector based on geography. Large sector of construction industry.

RESPONDENT

“

START-UPS & HOME BUSINESSES

High percentage of owner operated businesses. Cottage industries and high entrepreneurship.

RESPONDENT

“

TRADITIONAL BUSINESS & RETAIL

What the beaches is offering business owners is ‘not much’. No ‘like’ businesses to support you ... e.g. dress shops have shoes and accessories shops nearby. Characteristic of many beaches hubs.

RESPONDENT

“

STRONG Local community

Number one is the people. It's a relatively healthy community that self supports. The insular peninsula comes from people looking after each other and want to do business locally.

RESPONDENT

“

TRANSPORT FLOW & PARKING

**The traffic is crazy, even during
the pandemic.**

RESPONDENT

“

PROPERTY PRICES

**Kids who finish uni here won't be able
to buy here.**

Entry level jobs (e.g. service roles) trying to
attract staff is hard when it's not cheap to
live here.

TWO RESPONDENTS

Discussion

*Did you agree with what we
heard from the business
community?*



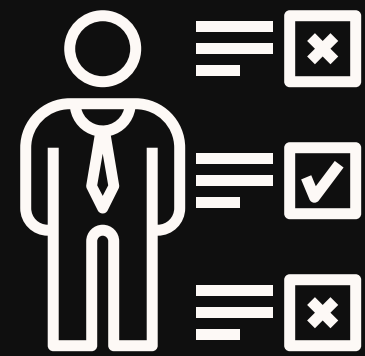
Strategic Review



LSPS Considerations



Peak
Parking



Skills
Matching



Sustainable
Tourism



Green
Travel



Protecting
Employment
Lands



Diverse
Night-
time
Economy

Roles of Different Centres



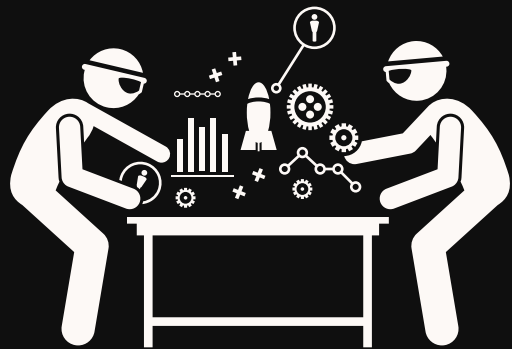
Frenchs
Forest



Manly



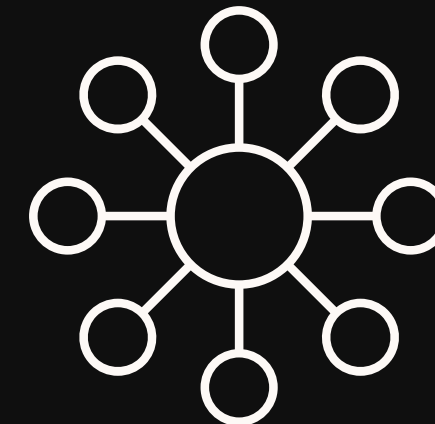
Dee
Why



Brookvale



Mona
Vale

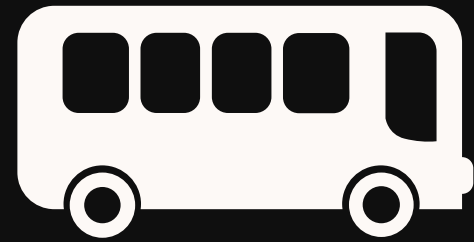


Other
Centres

Move (Transport) Themes



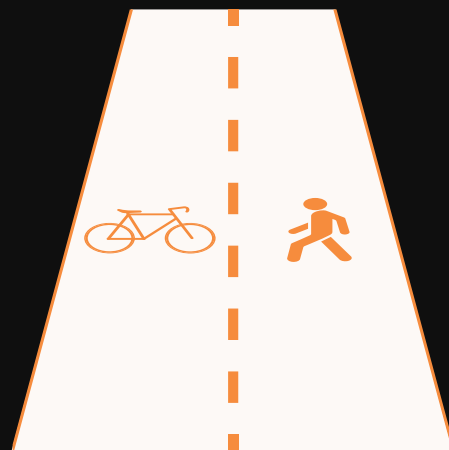
Accessible
& Liveable
Places



Public
Transport



Smart
Parking
Management



Active
Travel



Efficient
Road
Network

Climate Change Strategy



Protect



Create



Live

Economic Health Check



Slow
Growth



Home-
Based
Business



Creative
Industries



Health
Sector
Growth



International
Arrivals



High Incomes
& Education

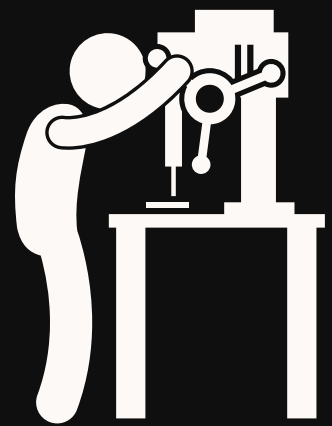
Meetings with Departments

- Place Managers
- Affordable Housing
- Climate Change & Environement
- Resilience & Emergency
- Waste Management
- Transport
- Economic Land Use
- Development Assessment
- Social Strategy

EDS Structure



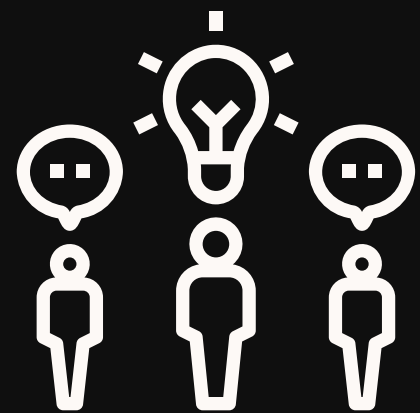
4 Strategic Themes



Diversity is our competitive advantage



Vibrant centres for locals and visitors



Creative and entrepreneurial self-starters



Ongoing adaption and resilience

Diversity is our Competitive Advantage

Objectives

- Protect, retain and enhance our existing employment lands
- Each precinct will have a distinct role, character and identity
- There is support for innovation and adaptability in economic land uses
- Our economic heritage and diversity is recognised and promoted to attract further investment

Creative and Entrepreneurial Self-Starters

Objectives

- Residents are encouraged to start home-based businesses
- Creative industries are supported and promoted
- We have strong business networks and a culture of mentoring
- Residents are encouraged to support 'home grown' businesses

Vibrant Centres for Locals and Visitors

Objectives

- Our local centres are activated and pedestrian-friendly
- Businesses participate in night-time economy
- Live music and events are encouraged
- International tourism is leveraged for investment attraction

Ongoing Adaption and Resilience

Objectives

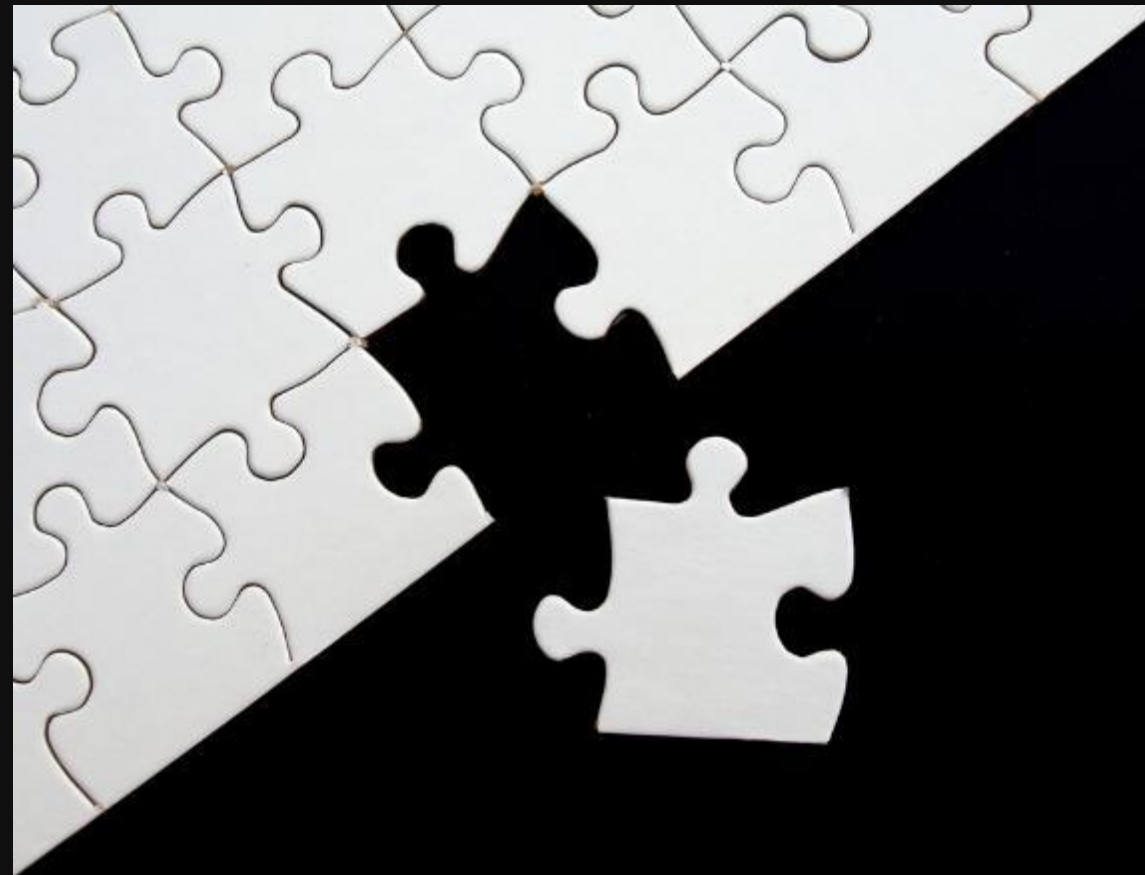
- Businesses are assisted in their recovery from COVID-19
- Businesses are encouraged to adopt circular economy principles
- Businesses are encouraged to allow workers to work-from-home and adopt sustainable transport options
- Key workers can find affordable housing options

Workshop Exercise



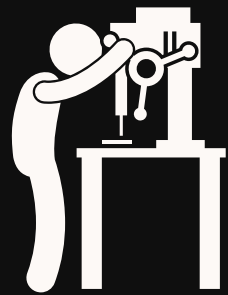
Questions

Q1. Do you think we are missing anything?



Questions

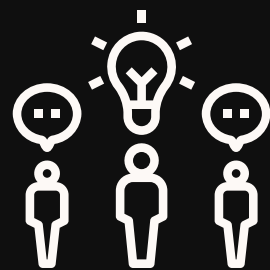
Q2. What should be the priority actions under each key theme?



Diversity is our
competitive advantage



Vibrant centres for locals
and visitors



Creative and
entrepreneurial self-
starters



Ongoing adaption and
resilience

Where to from here?

- Conduct a business survey and review the results
- Fill in the rest of the EDS with priority actions and KPIs
- Discuss with key delivery partners
- Present the draft EDS to the new Council in 2022

The group was asked to provide their views and answers to the following questions:

1. *What do you think is missing and should be in the plan and isn't so far, and has anything been missed under the four Strategic Themes?*

The group provided the following comments:

- A need for medium sized businesses to be included too as diversity doesn't only apply to the nature of the business but also the size of the business.
- Not seeing where the NB differentiator is as these themes are applicable to all other LGA
- Noting that aspirations are quite similar to all communities, it is the approach that is different, and NB has some unique business precincts and use as the attraction
- Need to focus on the competitive element, how does NB compete with other LGA and attract business and money.
- Promote what Council can effectively do, such as affordable housing
- Emphasis on the lifestyle factor, NB lifestyle is the differentiator and the need to strongly increase the justification for this.
- Increase in potential for co-working hubs; where people can work locally, closer to home rather than head to the city.
- Promote the message and emphasise the importance of the environment and the opportunity to educate those who come to NB, that our environment is special to us and keeping green and sustainable to any kind of plastic.
- NB still a white-collar dormitory area, noting that years ago construction had plenty local workers but with COVID lockdown it was shown that the Fairfield LGA was a huge chunk of total Sydney workforce

A question was asked about the construction section and where it sits within these themes, the logistics and how the freight gets moved in and out. N Pratt noted that a particular industry sector hasn't been highlighted and that sectors sit under each of the themes (i.e. self-starters)

Cr Grattan suggested that the Creative and Entrepreneurial Self Starters to change to Creative **or** Entrepreneurial self starters. N Pratt took that feedback on board.

2. *What should be the priority actions under each key theme? What do we think are some of the key projects we want to see Council get behind as the way to help business to start and grow on the Northern Beaches? What do you want to see happen?*

- Cr Grattan provide suggestion to reword theme 4 to "Ongoing adaption, **sustainability** and resilience"
- There is a strong link between diversity and resilience - the more diverse your Industry base is the more resilient you can be ...you can deal with the natural cycles better by being diverse
- Need for better understanding of the roles for each of the centres and what they are for and what is their primary target use.
- P Middleton – Highlighted in northern end of peninsular where process to merge the local chambers of commerce did not succeed as it could not find the common formula between 3 local centres. Cr Heins noted that the priority should be zoning in what is the difference between those areas.
- Need for better target centres and what they are for and what is their primary target use.
- Expanding the eco-tourism, including opportunities for North Head
- On entrepreneurial - reducing red tape and streamlining forms to help businesses get started and understand what they need to do

- Develop and promote/market to outside of NB a Creative & entrepreneurial self-starters - connect and promote the creative business map
- Affordable housing is key
- Internet and Communications Infrastructure is fundamental to participating in the Digital Economy
- A need to build a deliberate strategy to be diverse, where do we start, what business do we want to attract that we don't have
- A need for more central hubs for people to come together to network and this could be included and fit under the Vibrant Centres and not only in Manly but across the NB.
- Council should focus on programs that enable the community to make their own decisions.
- Promotion of the diverse businesses to the locals and the wider community, celebrate each new and different business
- A need for Council priority action in supporting new business that are just getting started.

It was noted that the 'coworking space' industry has suffered through COVID-19 and as much as this could be a good starting point it is going to take time due to restrictions and doesn't make sense financially. Also increase in industrial leasing is booming and in demand and more zoning and spacing for industrial businesses should be allocated, emphasising a large number of creative and entrepreneurial business that require office space, such as robotics, health and wellness.

Where to from here – Nathan will collate and review the information -further discussions with key businesses (especially larger employers).