

## Minutes

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Northern Beaches Business & Industry Stakeholder Committee

Held on Thursday 8 February 2024

In the Lakeview Hall, Narrabeen Tramshed commencing at 6pm

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In attendance:

### Committee Members

Mr Gordon Lang	Enterprise Matters Consulting
Mr Grant Easterby	Dee Why RSL
Mr Dylan Cole	Manly Pacific
Mr Stephen Crawford	Col Crawford Lifestyle Cars
Mr Phil Jackson	Vale Plastics
Mr Ben Collis	The Boathouse Group
Mr Mitchell Filby	First Rock Consulting Pty Ltd
Mr Christo Hall	Basic Bananas
Ms Rebecca Mitchell	RAM Marketing
Mr Rowan Courtney-O'Connor	ICMS
Ms Cecile Cooper	Blackmores

### Key Government Agency representatives

Mr Lucas Hazelton	Service NSW - NSW Business Bureau
Ms Julie Sundkvist	Transport for NSW
Ms Deb Kempe	Office of 24-hour Economy

### Northern Beaches Councillors and staff

Mayor Sue Heins (Chair)	Mayor
Cr Sarah Grattan	Councillor
Cr Michael Gencher	Councillor
Ms Louise Kerr	Director Planning & Place
Ms Nikki Griffith	Manager Place & Economic Development
Mr Richard Old	Team Leader Economic Development
Ms Flo Rocca	Senior Tourism & Destination Specialist
Ms Vienna Muller (Minuting)	Program Support Officer

### Visitors

Mr Ryan James	ID Profile Solutions
Ms Crystal McDonald	ID Profile Solutions

### Apologies

Ms Jessie Moore	Jigsaw Australia
Cr Jose Menano-Pires	Councillor
Cr Bianca Crvelin	Councillor

Professional photos of the Committee were taken prior to the commencement of the meeting.

Meeting commenced at 6.17pm.

## **1. Welcome**

Welcome to Country.

Mayor Sue Heins welcomed members to the meeting and provided apologies. A summary of the Economic Development Strategy, the process of the creation of the Committee and its purpose was provided.

## **2. Declaration of pecuniary & conflicts of interest**

Nil

## **3. Introductions**

Round table introductions from Committee members. Each member provided answers to the following questions:

- Why did you want to be on the Committee?
- What did you want to achieve?
- What do you see as being top two Economic Development priorities for the Northern Beaches?

Mr Christo Hall - Basic Bananas

- Connected to a large number of small businesses across the Beaches.
- Looking for clearer solutions for businesses to connect.
- Interested in the creation of business hubs for the sharing of knowledge and ideas.

Mr Gordon Lang - Enterprise Matters Consulting

- Previous roles on Council Committees, involved in local area and connected to businesses across the Beaches.
- Supports more economic development work in the LGA.
- Interested in business targeted attraction to enhance local economy.

Mr Ben Collis - The Boathouse Group

- Supportive of a vibrant nightlife and culture
- Supporting the promotion of the Northern Beaches as a tourism destination
- Interested in creating more cultural hubs across the LGA.

Mr Stephen Crawford - Col Crawford Lifestyle Cars

- Long history with LGA and Brookvale
- Key issues – affordable housing, staff, high vacancy rate and cost of doing business.
- Interested in next step of Brookvale Structure Plan

Mr Phil Jackson - Vale Plastics

- Businesses need to be agile and able to evolve as circumstances change.
- Interested in next step of Brookvale Structure Plan
- Interested in work addressing retention of skills and work force in the LGA.

Mr Mitchell Filby - First Rock Consulting

- Connected to a range of businesses across the LGA.
- Runs youth business program.
- Interested in business district forward planning.

Ms Cecile Cooper – Blackmores

- Business has long history with LGA.
- Sustainability and the management of waste important to business
- Interested in strengthening business and community connections.

Ms Rebecca Mitchell - RAM Marketing

- Businesses need to be more resilient and open to change.
- Focus on more collaboration and partnership.
- Interested in support programs or business startups.

Mr Rowan Courtney-O'Connor – ICMS

- Educational institution with long history in LGA and closely connected to tourism industry.
- Connected to domestic and international markets.
- Interested in exploring work placement opportunities for students and connected them with business.

Mr Grant Easterby - Dee Why RSL

- Large multilayer business with large membership base and close connection to community.
- Businesses need to be more resilient and open to change.
- Interested in reducing red tape, attracting staff and housing affordability.

Mr Dylan Cole - Manly Pacific

- Close connection to Manly community
- Focus on diversifying offering and promoting activities across the LGA.
- Interested in growing business tourism market.

#### **4. Committee Terms of Reference**

Louise Kerr referred to the Committee Terms of Reference and the role of the Committee.

#### **5. Presentations**

5.1 Ryan James from ID Solutions presented an economic briefing for the Northern Beaches.

Data is publicly available.

## **6. Discussion on Council policies**

6.1 Richard Old presented the Economic Development Strategy 'Business on the Beaches' including the Action Plan and Business Sentiment Survey results.

[Economic Development Strategy 'Business on the Beaches'](#)

[Welcome to Manly – new business Kit](#)

6.2 Flo Rocca presented on the Destination Management Plan and Action Plan.

[Destination Management Plan](#)

## **7. General Business**

### **7.1 Discussions**

- The Committee will have oversight of two strategies – Economic Development Strategy and Destination Management Plan– this is an opportunity but also a challenge to ensure focus remains on both.
- Committee has a say on a strategic level - not a decision-making forum. The themes in the Strategies give a broad perspective and this Committee will help inform Council to do their planning. Prioritising what's important as it is a 10-year plan.
- Frequency of meetings – the terms of reference for the Committee require 2 meetings per year. There was discussion about the establishment of working groups to be held between the formal 6 monthly meetings to progress areas of interest and focus areas.
- A wealth of knowledge and expertise across different sectors on the Committee – a great resource to solve issues.
- Some concern that the Action Plans items are broad and the need to break actions down to fix the fundamental reasons of an issue before fixing the Actions.
- Suggested to provide economic data to the community to help shift the planning for businesses.
- Affordable housing highlighted as a major issue for the Northern Beaches – concerns about the provision of affordable housing and when this may happen. Brookvale and Frenchs Forest affordable housing – long term planning project.

[Affordable Housing Policy](#)

### **7.2 Actions**

- 1) Staff to send out a survey to Committee members seeking feedback on top three priorities from EDS and DMP to focus on the next 6-12 months.

- 2) Committee members to email [business@northernbeaches.nsw.gov.au](mailto:business@northernbeaches.nsw.gov.au) with any ideas they may have, questions or further information they may like to receive.

## **8. Next Meeting**

Committee Meeting to be scheduled in August 2024 with the intention of working groups to report on progress.

### **Attached:**

1. Presentation - ID Solutions – Economic briefing for the Northern Beaches
2. Presentation – Northern Beaches Council - Business and Industry Stakeholder Committee