

# NOTES

## **ECONOMIC, DEVELOPMENT & TOURISM STRATEGIC REFERENCE GROUP MEETING**

held in the Guringai Room, Civic Centre, Dee Why on

**THURSDAY 22 JUNE 2017**

## **Notes of the Economic, Development & Tourism Strategic Reference Group Meeting**

**held on Thursday 22 June 2017**

**in the Guringai Room, Civic Centre, Dee Why**

**Commencing at 5.00pm**

### **ATTENDANCE:**

#### **To Committee Members**

Jose Menano-Pires (Chair)	Implementation Advisory Group
Michael Regan	Economic Local Representative Committee
Sue Heins	Economic Local Representative Committee
Huw Adler	Resident – Curl Curl Ward
Vladimir Balandin	Resident – Frenchs Forest Ward
Owen Coughlan	Resident – Pittwater Ward
John Dwyer	Resident – Frenchs Forest Ward
James Ferguson	Novotel Manly Pacific Hotel
Matthew Hindman	The Efficiency Group and Associated Family Entities
Adam Johnston	Resident – Frenchs Forest Ward
Kim Jones	Pittwater Business Limited
Samantha King	Business Education Network and Warringah Chamber of Commerce
Gordon Lang	Resident – Curl Curl Ward
Louise Lye	Resident – Manly Ward
Ross Manford	Resident – Manly Ward
Peter Middleton	Resident – Pittwater Ward
Dominic Szambowski	International College of Management
Andrea Tattam	Resident – Pittwater Ward

#### **Council Officer Contacts**

Mick Darda	Executive Manager Place Management
Deb Kemp	Economic Development Coordinator

## **Quorum**

Majority of members (excluding vacant positions)

## **1.0 APOLOGIES**

### **DECISION**

That apologies for non-attendance be received from Jose Menano-Pires and Michael Regan.

## **2.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST**

Nil

## **3.0 CONFIRMATION OF NOTES OF PREVIOUS MEETINGS**

### **3.1 NOTES OF ECONOMIC, DEVELOPMENT & TOURISM STRATEGIC REFERENCE GROUP HELD 20 APRIL 2017**

#### **DECISION**

That the Notes of the Economic, Development & Tourism Strategic Reference Group held 20 April 2017, copies of which were previously circulated to all Members, are hereby confirmed as a true and correct record of the proceedings of that meeting.

*The minutes were adopted unanimously.*

NOTE: Peter Middleton requested that it be noted that at the last SRG meeting he highlighted the importance of improving transport links to the Central Coast in addressing the challenge of commuting to work.

## **4.0 AGENDA ITEMS**

### **4.1 COMMUNITY STRATEGIC PLAN - UPDATE ON STAGE TWO**

#### **DISCUSSION**

Deb Kempe, Economic Development Coordinator provided the group with an update on the status of the draft Community Strategic Plan (CSP), which SRG members have provided valuable input into as part of its Stage1 and Stage 2 consultation.

She noted the CSP, along with the Community Engagement Plan, will be going to the 27 June Council Meeting and encouraged members to review it when publicly available as part of the Council Agenda papers.

Gordon Lang reinforced the point he has raised in previous meetings that there is not enough focus in the draft CSP on jobs and business, and that there should be greater focus given to this area.

#### **DECISION**

The Economic, Development & Tourism Strategic Reference Group noted the update on the

development of the Community Strategic Plan.

## **4.2 PRIORITISE SRG IDEAS FOR DIRECTIONS PAPER ON ECONOMIC DEVELOPMENT AND TOURISM**

### **DISCUSSION**

SRG members were asked if they had any comments on the draft Economic Development & Tourism Directions Paper. John Dwyer noted that there were a couple of errors in Table 1: Headline Statistics for the Northern Beaches Economy (page 13). Terry Industrial precinct was not listed under “Key Industrial Precincts” and that >20 employees should be <20 employees.

Deb Kempe highlighted that only the largest industrial precincts were listed and that she would change wording to make this clearer. No further amendments were made by members to the draft Directions Paper.

Members of the SRG were requested to review the 39 ‘ideas’ set out in the Ideas Table in the draft Directions Paper. These ideas were identified by SRG members in previous meetings and feedback from members. These were grouped against the Strategies and Goals set out in the Vibrant Local Economy outcome area of the draft CSP.

The members were subsequently requested to select their top six ideas to be elevated in the Directions Paper. It was noted that all of the ideas had merit and would inform future economic development planning for the region.

Mick Darda, facilitated the workshop discussion by running through each of the ideas and asking for show of hands from members if they were included in their top six. The table, below, shows the tally of votes for each idea, along with comments made by members about specific ideas. It was agreed that in several cases ideas could be combined or couched under another.

There were six ideas that stood out in terms of votes. These had more than six people voting for it.

1. Development of a marketing program targeting inward investment (i.e. attracting new business, especially in select industries). This includes building upon the branding work – 19 votes
2. Complete Structure Planning for strategic employment areas (namely Brookvale and Frenchs Forest) – 8 votes
3. Prepare a tourism strategy/DMP for region, again building upon the branding with a focus on tourism-related businesses and visitors – 7 votes
4. Identify interest to establish a supplementary university campus on the Northern Beaches, including recognising the existing university of ICMS – 7 votes
5. Assign a business town planner to provide advice to businesses on council services and regulation, as part of a one-stop-shop approach to business – 6 votes
6. Provide support to local chambers of commerce, including promoting events through a shared calendar of business events – 6 votes

NOTE: Owen Coughlan left the meeting at 6:15pm

Ross Manford left the meeting at 6:30pm

### **DECISION**

The Economic Development & Tourism Strategic Reference Group members:

- A. Reviewed, prior to the meeting, the draft Economic Development and Tourism SRG Directions Paper (including 'The Ideas Table').
- B. Participated in a workshop on prioritising ideas, from the above paper, to inform the final Economic Development and Tourism Directions Paper.

**Summary of Economic Development & Tourism SRG Workshop to Prioritise 'Ideas'**  
**22.7.2017**

<b>Goal 1) Connected and Thriving Business Environment</b>		<b>Score</b>	<b>Comments made</b>
<b>Ensure that employment lands are retained and cater for a diverse range of businesses and industry</b>	Prepare an Employment Land/Industrial Land policy for Northern Beaches identifying the strategic value of these lands and their changing needs/characteristics	4	Strong support. Link to identifying target sectors and USP
	Undertake an audit of existing Employment Lands including available land, servicing infrastructure and business uses	0	Part of above
	Prepare a prospectus to promote vacant and available employment lands in the region	0	Part of wider marketing program
	Finalise strategic planning for key employment lands i.e. Frenchs Forest Business Park and Brookvale employment lands	8	Strong support. Complete planning for strategic employment areas
	Plan for effective internet and phone lines to employment areas	0	
<b>Improve access for businesses to information, incentive programs and enterprise support</b>	Assign a business town planner within council to provide advice to new and expanding businesses on council services and regulations	6	Strong support. Part of a one stop shop approach to business
	Create an online one-stop-shop for business support with a specific business facing brand	5	Linked to marketing program
	Reduce Council red tape for small business, such as participating in the Service NSW "Easy to do Business Program"	3	Good idea but already underway and part of one stop shop approach
	Implement programs, such as VendorPanel Marketplace, to make it easier for local businesses to provide goods and services to Council	3	
	Signposting local businesses to leverage federal / state / industry programs and grants, such as to help local manufacturing businesses to transition towards "advanced manufacturing" technologies	2	Should be access to grants for any industry sector

<b>Facilitate innovative environments where start-up businesses, entrepreneurs and innovators are supported and connected</b>	Investigate use of Council property portfolio to provide affordable spaces for start-up businesses, such as co-worker office space	5	Good use of vacant council space. Could be sector specific e.g. creative industries
	Advocate for faster rollout on NBN to business hubs across the region and support businesses to utilise new technology and digital marketing opportunities	3	More digital marketing info useful
	Partner with businesses to support new patented products	1	
<b>Support networks that are responsive to the evolving needs of the business community on the Northern Beaches</b>	Provide administrative support to local chambers of commerce and encourage collaboration between local chambers to grow membership base	6	Part of one stop shop approach and partnering with business
	Create a business event calendar for council and business organisations across the region	2	Underway and part of above
	Establish business networks to share expertise and promote best practice	0	
<b>Goal 2) Diverse Employment and Education Opportunities</b>		<b>Score</b>	<b>Comments made</b>
<b>Facilitate new higher education and vocational training opportunities on the Northern Beaches</b>	Work with existing Sydney based, or interstate or international Universities, to identify interest in establishing a supplementary campus on the Northern Beaches	7	Should acknowledge existing university on NB (ICMS) and it's economic contribution
	Investigate potential for health-related courses, that can leverage a potential health cluster around Northern Beaches Hospital	0	Part of above and focus on Northern Beaches Hospital Precinct
<b>Facilitate and promote flexible work options that can reduce the need for daily commuting (e.g. telecommuting, Smart Work Hubs)</b>	Utilise Council libraries and explore potential for Smart Work Hubs (co-worker office space) to reduce daily commuting into the City	0	Same as co-worker office space idea
	Support home-based working through advocating for faster rollout on NBN and/or Google LOOP, across the region	0	Same as NBN idea under Goal 1.
<b>Attract knowledge-based industries to meet the skills and aspirations of residents and growth (e.g. Northern Beaches</b>	Advocate for improved public transport options to support job growth at the Northern Beaches Hospital precinct	3	Reword to "all key employment hubs"
	Identify key industry sectors, based on evidence and robust forecasting, to attract and grow as 'Business Centres of Excellence' e.g. Higher Education; Tourism; Health (Aged Care &	4	Strong support for a sector based approach to economic development. Part

<b>Hospital)</b>	Research); IT and Web-Design; Maritime; and Professional Services		of marketing program
	Work with NSW Government to consider measurable incentives to attract target sectors e.g. rental assistance; discounted rate; employee benefits related to lifestyle; and joint promotion	1	Part of above
	Support locally based industry specific networks, including holding industry specific events (e.g. hospitality)	0	Part of above
<b>Expand employment, training and education opportunities for young people and people experiencing social disadvantage</b>	Establish a small business mentor register utilising the knowledge of older/experienced business owners/leaders to mentor start-up businesses	0	Supported, but more a role of Chambers
	Undertake analysis of demand for apprenticeships and training in key sectors (e.g. hospitality and construction) and work with State/Federal Govt programs to support uptake of these.	1	Linked to target sectors/ key employers...needs to be viewed holistically i.e. pathways to higher education
<b>Goal 3) Recognise and Promote the Region's Economic Strengths and Assets</b>		<b>Score</b>	<b>Comments made</b>
<b>Promote Northern Beaches as an attractive place to establish a business</b>	Build upon the new region's brand as "The Northern Beaches" – extraordinary opportunity to market new LGA identity	8	Creating brand part of marketing program, but tailored to a business audience
	Identify what is the region's Unique Selling Position (USP)	2	Linked to sector targets and analysis of capacity/strengths
	Develop a marketing campaign to <u>attract inward investment</u> into the region (such as 'Choose Brisbane')	11	Should be clearly aimed to attracting new business. Need to be more than a campaign, but a delivery program underpinned by actions/resources
	Work with State and Federal Government to provide a one to shop for business licences and approvals (i.e. Easy to do Business)	0	Same as idea in Goal 1 but part of USP...why set up business here
<b>Provide for diversified job growth and create industry clusters in</b>	Work with existing businesses/landlords to plan for continued job growth and commercial viability of key centres,	0	



<b>our villages, Strategic and District Centres</b>	including use of partnership funding models to fast-track public domain enhancements		
	Explore innovate ways to reduce local traffic, such as drones to deliver local freight	0	
<b>Facilitate active and safe urban environments through increased economic activity and in keeping with local character</b>	Help local kids-related businesses to setup and grow around local schools, such as tuition classes, art and drama, through using underutilized space in local commercial centres or community centres	0	
	Consideration of late-night/24 hour economy in strategic economic work – look at City of Sydney’s OPEN strategy approach to recognise business needs outside of core “9-5” hours	0	Challenge for areas with residential areas
	Plan for innovate housing forms (such as Tiny Houses) to support vibrant centres	1	Should be part of wider policy on affordable housing. Recognised as issue for many local businesses for attracting and retaining staff
<b>Enhance and extend opportunities for a sustainable tourist economy throughout the area</b>	Prepare a tourism strategy/Destination Management Plan for the region	7	Strong support. Should be part of wider Branding, with focus on tourism-related business and visitors
	Explore niche (high yield) tourism sectors, such as eco-tourism	1	Part of above
	Identify potential synergies between health, ‘well-being’ and tourism/hospitality segments e.g. medical tourism and rehabilitation centres	0	‘Wellbeing’ considered a tourism niche
	Improve transport links into the region to support sustainable tourism	0	

### **4.3 ACHIEVEMENTS OF THE STRATEGIC REFERENCE GROUPS**

#### **DISCUSSION**

Mick Darda, outlined the key achievements of the 11 SRGs, with each preparing a Directions Papers or some other output document.

Gordon Lang noted the important of getting down to the level of detail that this group had achieved by look at ways to address the challenges.



Mick Darda highlighted that each SRG that he had been involved in had work differently, and that this had been an especially lively group which shared and challenged ideas, through good dialogue and dynamism.

Sue Heins thanked all members for their active participation and said how we hoped the new council would recognise the importance of Economic Development and Tourism and the contribution of people in the room.

Vladimir Balandin, asked about the future of this SRG for ongoing committees? Mick Darda responded that the future of the SRG will be decided by new council

## **DECISION**

The Economic, Development & Tourism Strategic Reference Group members:

- A. Noted the acknowledgment of their valuable contribution and commitment
- B. Provided survey feedback to Council on their experience as an Strategic Reference Group member

## **5.0 UPDATE ON ACTIONS FROM LAST MEETING**

Nil

## **6.0 GENERAL BUSINESS**

Mick Darda, provided the group with a brief update on the development of the draft Manly Destination Management Plan (DMP). He highlighted how this project was initiated over 1 year ago, but was held up due to amalgamation and Council decision to defer components of the Manly2015 masterplan. It was noted it was important to finish the document and feed into a regional DMP.

Sue Heins, thanked Mick Darda and Deb Kempe for their work in supporting the SRG, and also thanked the SRG members for their robust discussion.

*The meeting concluded at 7pm*

This is the final page of the Minutes comprising 9 pages numbered 1 to 9 of the Economic, Development & Tourism Strategic Reference Group meeting held on Thursday 22 June 2017 and confirmed on