

# NOTES

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

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

**THURSDAY 20 APRIL 2017**

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

**held on Thursday 20 April 2017**

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

**Commencing at 5.10pm**

### **ATTENDANCE:**

#### **To Committee Members**

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
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 Kempe	Economic Development Coordinator
Ximena Von Oven	Administration Officer Governance

## **Quorum**

Majority of members (excluding vacant positions)

NOTE In the absence of the Chairperson, Sue Heins took the Chair.

## **1.0 APOLOGIES**

### **DECISION**

That apologies from Samantha King be noted.

## **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 16 FEBRUARY 2017**

### **RECOMMENDATION**

That the Notes of the Economic, Development & Tourism Strategic Reference Group held 16 February 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.

NOTE Peter Middleton queried if the SRG notes will be available on Council's website. Members noted the importance of the notes being online for public information.

## **4.0 AGENDA ITEMS**

### **4.2 UPDATE ON THE DEVELOPMENT OF THE COMMUNITY STRATEGIC PLAN – MICK DARDA**

### **DISCUSSION**

Mick Darda, Executive Manager Place Management provided an update in relation to the Northern Beaches Council Community Strategic Plan (CSP).

The CSP is currently in Stage 2. The Draft Discussion Paper has been released and circulated to the SRG members. SRG members had the opportunity to provide feedback, draft goals and strategies for the Discussion Paper. Several community consultation forums have been undertaken throughout the Northern Beaches.

Gordon Lang noted that he attended the consultation forums held and suggested that Council should put more emphasis in providing information about what are they doing to attract more businesses and how to keep existing businesses.

SRG members were encouraged to provide feedback, consultation period is open until 30 April 2017

NOTE Owen Coughlan joined the meeting at 5:20pm

Mick Darda, provided information about the "*Easy to do Business*" pilot program which was

mentioned at the last SRG meeting.

This program has been launched in Parramatta Council last year. Service NSW has partnered with Parramatta Council to develop the My Business Navigator tool. This tool aims to streamline the processes of opening a new cafe, restaurant or small bar businesses.

<https://www.service.nsw.gov.au/transaction/open-or-grow-cafe-restaurant-or-small-bar-nsw>

A report will be presented on 26 April Council Meeting. It is proposed that Council enter into a partnership with Service NSW to deliver the "Easy to do Business" initiative to the Northern Beaches.

## RECOMMENDATION OF EXECUTIVE MANAGER CORPORATE STRATEGY & PLANNING

That the Economic, Development & Tourism Strategic Reference Group (SRG) note the information update on the development of the Community Strategic Plan.

### 4.1 WORKSHOP ON SRG DIRECTIONS PAPER - ECONOMIC DEVELOPMENT AND TOURISM - MICK DARDA & DEB KEMPE

#### DISCUSSION

Mick Darda provided a brief overview in relation to the workshop undertaken at the February SRG meeting with regards to the Economic Development & Tourism SRG Directions Paper. SRG members reviewed the Vision Statement, Goals and Strategies for the Community Strategy Plan (CSP) Discussion Paper focusing on areas that relate to jobs and economy. The group identified the needs of local businesses at differing stages of development and the role that Council and other stakeholders, could play in addressing varying needs.

Mick Darda provided an overview of the purpose of the workshop. Members were asked to identify potential actions that Northern Beaches Council could consider in addressing the Goals and Strategies in the CSP Discussion Paper that related most to supporting the economy.

The following potential actions were raised in relation to key Goals/Strategies. Given time, not all Goals and Strategies were discussed, but the conversation addressed a number of these, outlined below.

#### **Outcome: Vibrant Local Economy**

#### **Goal 12 Our businesses are well connected and thrive in an environment that supports innovation and economic growth**

##### **a) Ensure that employment lands are retained and cater for a diverse range of business industry**

Develop a Council policy on employment/ industrial lands, acknowledging that the State Government already has planning policies and zones to protect industrial areas.

Undertake an assessment of employment land capacity to meet demand for future business growth.

This would include an assessment of capacity of existing infrastructure to meet changing needs of business (roads, telecommunications and utilities) and innovative approaches that don't restrict different forms of business development.

Develop a prospectus/marketing material of available employment land/stock to attract new

business development.

**b) Improve access for businesses to information, incentive programs and enterprise support**

Have a business town planner to advise new and existing businesses on processes across council (i.e. DA, compliance) on how to start-up or expand their businesses.

Council to get up and running the Local Supplier Marketplace initiative (Vendor Panel) to encourage council to procure more goods and services from local businesses.

Hold workshops on how to run businesses and get started on the right track. Identify popular topics that would attract businesses and encourage them to network, including “meet the 3 people you least want to visit your business” i.e. Tax Office, Workplace Safety etc.

**Goal 14 Our local economy provides a range of employment and education opportunities to match skills and needs of the population**

**a) Promote Northern Beaches as an attractive place to establish a business**

Develop innovative marketing campaign to attract key industries.

“Choose Brisbane” was identified as an effecting marketing program, run by Brisbane Marketing. A wholly-owned subsidiary of Brisbane City Council, Brisbane Marketing is a key partner in driving council’s Economic Development Plan and Vision for the City – Living in Brisbane 2031.

The agency operates the Brisbane Convention Bureau and manages major events, export and inward investment, especially within the CBD and South Bank. Further information can be found <http://www.choosebrisbane.com.au/>

**b) Provide for diversified job growth and create industry clusters in our villages, Strategic and District Centres**

Council should focus on being leaders in key industry sectors, namely.

- Higher Education
- Tourism – targeted top-end /high yield
- Health – Aged Care & Research
- IT & on-line Web Development
- Professional Services

Above sectors could be (individually or collectively) marketed as “Northern Beaches – Business Centre of Excellence” with “World’s best practice”, throughout Sydney/NSW/Australia/Globally, encouraging/inviting those Business and Employees to set-up/live/work in the region.

Further identify Northern Beaches Centres of Excellence, through mapping of existing/emerging industry clusters and bringing together key stakeholders in each target sector.

Work with NSW Government to consider measurable “incentives” to attract those sectors by way of: rental assist; discounted rates; employee benefits related to lifestyle; marketing recognition of those businesses and joint promotion, etc.

Members requested that there should be council resources to support the economic development section of the community.

Gordon Lang noted that SRG members are available to discuss and provide any additional feedback if required and suggested that informal chats or meetings could be undertaken with SRG

members.

NOTE Owen Coughlan left the meeting at 6:30pm

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

Nil

*The meeting concluded at 7:05pm*

This is the final page of the Notes comprising 6 pages  
numbered 1 to 6 of the Economic, Development & Tourism Strategic Reference Group  
meeting held on Thursday 20 April 2017 and confirmed on Thursday 22 June 2017