



Economic Development Steering Group

Business Paper

date of meeting: Wednesday 14 November 2018

location: Function Room
Port Macquarie-Hastings Council
17 Burrawan Street
Port Macquarie

time: 8:30am

Port Macquarie-Hastings Economic Development Steering Group

CHARTER

1.0 INTRODUCTION

The Port Macquarie-Hastings Economic Development Steering Group will provide a forum in which Local Government, business and industry leaders can discuss and debate, plan and progress local and regionally significant economic outcomes that continue the growth of the economy in the Local Government Area.

The Steering Group is to be an interactive group that provides a forum for developing the strategic economic development direction for the Local Government Area. The Steering Group is committed to collaboration, innovation and development of a 'whole-of-place' approach for the purpose of promoting local product, industry and investment on a State, National and global market.

2.0 OBJECTIVES

The objectives of the Port Macquarie-Hastings Economic Development Steering Group are to:

- 2.1 Assist Council in the implementation and review of the Economic Development Strategy.
- 2.2 Assist Council in monitoring the success of the Economic Development Strategy against established criteria.
- 2.3 Engage with and provide input to Council on other economic development matters which are relevant to the Local Government Area.
- 2.4 To provide and receive two-way feedback from business and industry.

The Steering Group has no delegation to allocate funding on behalf of Council. The Steering Group may make recommendations to Council about how funding should be spent in relation to the above-mentioned objectives, however those funds will only be applied and expended following a formal resolution of Council.

3.0 MEMBERSHIP

A formal Expression of Interest process will be undertaken across the Local Government Area as a way of determining the independent representatives on the Steering Group. Members of the Steering Group will be representative of all business interests across the Local Government Area rather than a single business issue and be able to demonstrate conceptual and forward-thinking skills. Applications from both individuals and also representatives from business groups, as shown below and in no particular order, and who meet the selection criteria will be encouraged:

- Port Macquarie Chamber of Commerce
- Wauchope Chamber of Commerce
- Camden Haven Chamber of Commerce & Industry
- Greater Port Macquarie Tourism Association
- Food Production
- NSW Business Chamber
- Industry Mid North Coast
- Port Macquarie Hastings Education and Skills Forum
- Hastings Construction Industry Association.

Council representatives will be:

- Mayor and selected Councillors (as determined by Council)
- General Manager
- Director Community and Economic Growth
- Group Manager Economic Development
- Other senior Council staff as required.

Other members, including State and Federal Government representatives and specific constituent groups within various sectors may be invited to attend meetings on certain issues or to progress an agreed outcome, as approved by the Steering Group.

The number of members appointed to the Steering Group will be in line with the industry sectors, business groups and Council membership as detailed in this Clause.

Steering Group members will serve for a period of two (2) years after which Council will call expressions of interest for the next two (2) year period. Existing Steering Group members will be eligible to re-apply for a position and serve additional terms. Any changes in the composition of the Steering Group will be approved by Council.

4.0 QUORUM

The quorum for the Steering Group will be half of the members plus one. A quorum must include a minimum of one (1) Councillor and one (1) Council staff member being present.

5.0 TERM OF THE STEERING GROUP

A review of the Steering Group will be undertaken every two (2) years to ensure the purpose, membership and operations are appropriate.

6.0 APPOINTMENT OF CHAIRPERSON

The Chairperson of the Steering Group will be appointed by the Council.

The Deputy Chairperson will be elected by the Steering Group.

7.0 ADMINISTRATIVE ARRANGEMENTS

Meetings will be held monthly (or more regularly if required).

Meetings will generally be held at the main administration office of Port Macquarie-Hastings Council.

The Director Community and Economic Growth is responsible for ensuring that the Steering Group has adequate secretariat support.

All Steering Group agendas and minutes will be made available to the public via Council's web site, unless otherwise restricted by legislation.

8.0 OBLIGATIONS OF MEMBERS

In performing their Steering Group duties, members shall:

- 8.1 Commit to working towards advancement of the economic base of the Local Government Area.
- 8.2 Act honestly and in good faith.
- 8.3 Act impartially at all times.
- 8.4 Participate actively in the work of the Steering Group.
- 8.5 Exercise the care, diligence and skill that would be expected of a reasonable person in comparable circumstances.
- 8.6 Councillors, Council staff and members of this Steering Group must comply with the applicable provisions of Council's Code of Conduct in carrying out the duties as Council officials. It is the personal responsibility of Council officials to comply with the standards in the Code of Conduct and regularly review their personal circumstances with this in mind.
- 8.7 Comply with this Charter document at all times; and
- 8.8 Facilitate and encourage business and industry engagement with Steering Group and Council initiatives to support good economic outcomes for our community.

Port Macquarie-Hastings Economic Development Steering Group

ATTENDANCE REGISTER

| Member | 13/06/18 | 11/07/18 | 08/08/18 | 12/09/18 | 10/10/18 |
|---|----------|----------|----------|----------|----------|
| Councillor Rob Turner (Chair) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Councillor Geoff Hawkins (Deputy Chair) | A | ✓ | A | ✓ | ✓ |
| Councillor Mike Cusato - Chair of External Grants and Revenues Portfolio | A | ✓ | ✓ | X | A |
| Kelly King (Hastings Business Women's Network) | ✓ | ✓ | A | ✓ | ✓ |
| Paul Dawson (Greater Port Macquarie Tourism Association) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Anthony Thorne (Hastings Construction Industry Association) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Professor Heather Cavanagh Greg Linsdell (alternate) (Higher Education) | A | A | ✓ | A | ✓ |
| John Saunders Susan East (Camden Haven Chamber of Commerce) | ✓ | ✓ | ✓ | ✓ | A |
| Haydn Oriti (Port Macquarie Chamber of Commerce) | A | ✓ | ✓ | ✓ | ✓ |
| Greg Freeman (Individual) | ✓ | A | ✓ | ✓ | ✓ |
| Peter Halliwell (Individual) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Craig Swift-McNair (General Manager, PMHC) Rebecca Olsen (Acting) | A | ✓ | ✓ | ✓ | A |
| Jeffery Sharp (Director Strategy & Growth) Liesa Davies (Acting) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Liesa Davies (Group Manager Economic Development) Jane Ellis (Acting) | ✓ | ✓ | ✓ | ✓ | ✓ |

Key: ✓ = Present

A = Absent With Apology

X = Absent Without Apology

Economic Development Steering Group Meeting

Wednesday 14 November 2018

Items of Business

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Item: 01**Subject: ACKNOWLEDGEMENT OF COUNTRY**

"I acknowledge that we are gathered on Birpai Land. I pay respect to the Birpai Elders both past and present. I also extend that respect to all other Aboriginal and Torres Strait Islander people present."

Item: 02**Subject: APOLOGIES**

RECOMMENDATION

That the apologies received be accepted.

Item: 03**Subject: CONFIRMATION OF PREVIOUS MINUTES**

RECOMMENDATION

That the Minutes of the Economic Development Steering Group Meeting held on 10 October 2018 be confirmed.

PRESENT

Members:

Councillor Rob Turner (Chair)
Councillor Geoff Hawkins (Deputy Chair)
Kelly King (Hastings Business Women's Network)
Paul Dawson (Greater Port Macquarie Tourism Association)
Anthony Thorne (Hastings Construction Industry Association Inc.)
Professor Heather Cavanagh (Higher Education)
Haydn Oriti (Port Macquarie Chamber of Commerce)
Greg Freeman (Individual)
Peter Halliwell (Independent)

Other Attendees:

Jeffery Sharp (Director Strategy & Growth)
Liesa Davies (Group Manager Economic Development)
Ross Smith (Senior Economic Development Officer)

The meeting opened at 8:34am.

01 ACKNOWLEDGEMENT OF COUNTRY

The Acknowledgement of Country was delivered.

02 APOLOGIES

CONSENSUS:

That apologies received from Craig Swift-McNair, Susan East, and Councillor Mike Cusato be accepted.

03 CONFIRMATION OF MINUTES

CONSENSUS:

That the Minutes of the Economic Development Steering Group Meeting held on 12 September 2018 be confirmed.

04 DISCLOSURES OF INTEREST

There were no disclosures of interest presented.

05 BUSINESS ARISING FROM PREVIOUS MINUTES

CONSENSUS:

That the business arising schedule be noted.

06 BIANNUAL STRATEGY IMPLEMENTATION UPDATE

CONSENSUS:

1. That the Group note the update on implementation of the 2017-2021 Port Macquarie-Hastings Council Economic Development Strategy and provide feedback.
2. That the November Council report on this matter be shared with the Group.

07 BUSINESS CONFIDENCE SURVEY - DETAILED ANALYSIS

The Group noted positively, the survey process, outcome and the benchmarking of the 16/17 and 17/18 results.

CONSENSUS:

1. That the Group note the further insights into the 2018 Port Macquarie Hastings Business Confidence Survey.
2. That staff share the 2018 Business Confidence Survey results with NBNCO.
3. NBNCO be invited to present/respond at November meeting.
4. That staff review the 2019 Business Confidence Survey to determine if response options are appropriate (for example, should operating costs and profitability be grouped) and consider an open question such as “what is important to you?”

08 SMART REGIONAL CITY PLANNING - LIVEABILITY

The discussion centred on factors influencing the results such as student and retiree numbers.

CONSENSUS:

1. That the Group note the local analysis and comparisons regarding Liveability, and consider this, as the third of the Australian Government Smart Cities Policy priorities, from a local future planning perspective.
2. That further breakdowns of data be presented for discussion at the November meeting.

09 SMART REGIONAL CITY PLANNING - INNOVATION

CONSENSUS:

That the Group defer the item to the next meeting due to time constraints.

10 NEXT MEETING

CONSENSUS:

That the Group note the next meeting will be held on Wednesday, 14 November 2018 in the Function Room, PMHC Headquarters at 8:30am.

11 GENERAL BUSINESS

Nil.

The meeting closed at 10:00am.

Item: 04
Subject: DISCLOSURES OF INTEREST

RECOMMENDATION

That Disclosures of Interest be presented

DISCLOSURE OF INTEREST DECLARATION

Name of Meeting:

Meeting Date:

Item Number:

Subject:
.....

I, declare the following interest:

Pecuniary:

Take no part in the consideration and voting and be out of sight of the meeting.

Non-Pecuniary - Significant Interest:

Take no part in the consideration and voting and be out of sight of the meeting.

Non-Pecuniary - Less than Significant Interest:

May participate in consideration and voting.

For the reason that:

Name:

Signed: Date:

(Further explanation is provided on the next page)

Further Explanation

(Local Government Act and Code of Conduct)

A conflict of interest exists where a reasonable and informed person would perceive that a Council official could be influenced by a private interest when carrying out their public duty. Interests can be of two types: pecuniary or non-pecuniary.

All interests, whether pecuniary or non-pecuniary are required to be fully disclosed and in writing.

Pecuniary Interest

A pecuniary interest is an interest that a Council official has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the Council official. (section 442)

A Council official will also be taken to have a pecuniary interest in a matter if that Council official's spouse or de facto partner or a relative of the Council official or a partner or employer of the Council official, or a company or other body of which the Council official, or a nominee, partner or employer of the Council official is a member, has a pecuniary interest in the matter. (section 443)

The Council official must not take part in the consideration or voting on the matter and leave and be out of sight of the meeting. The Council official must not be present at, or in sight of, the meeting of the Council at any time during which the matter is being considered or discussed, or at any time during which the council is voting on any question in relation to the matter. (section 451)

Non-Pecuniary

A non-pecuniary interest is an interest that is private or personal that the Council official has that does not amount to a pecuniary interest as defined in the Act.

Non-pecuniary interests commonly arise out of family, or personal relationships, or involvement in sporting, social or other cultural groups and associations and may include an interest of a financial nature.

The political views of a Councillor do not constitute a private interest.

The management of a non-pecuniary interest will depend on whether or not it is significant.

Non Pecuniary – Significant Interest

As a general rule, a non-pecuniary conflict of interest will be significant where a matter does not raise a pecuniary interest, but it involves:

- (a) A relationship between a Council official and another person that is particularly close, for example, parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child of the Council official or of the Council official's spouse, current or former spouse or partner, de facto or other person living in the same household.
- (b) Other relationships that are particularly close, such as friendships and business relationships. Closeness is defined by the nature of the friendship or business relationship, the frequency of contact and the duration of the friendship or relationship.
- (c) An affiliation between a Council official an organisation, sporting body, club, corporation or association that is particularly strong.

If a Council official declares a non-pecuniary significant interest it must be managed in one of two ways:

1. Remove the source of the conflict, by relinquishing or divesting the interest that creates the conflict, or reallocating the conflicting duties to another Council official.
2. Have no involvement in the matter, by taking no part in the consideration or voting on the matter and leave and be out of sight of the meeting, as if the provisions in section 451(2) apply.

Non Pecuniary – Less than Significant Interest

If a Council official has declared a non-pecuniary less than significant interest and it does not require further action, they must provide an explanation of why they consider that the conflict does not require further action in the circumstances.

SPECIAL DISCLOSURE OF PECUNIARY INTEREST DECLARATION

| | |
|---|---|
| By <i>[insert full name of councillor]</i> | |
| In the matter of <i>[insert name of environmental planning instrument]</i> | |
| Which is to be considered at a meeting of the <i>[insert name of meeting]</i> | |
| Held on <i>[insert date of meeting]</i> | |
| PECUNIARY INTEREST | |
| Address of land in which councillor or an associated person, company or body has a proprietary interest (<i>the identified land</i>) | |
| Relationship of identified land to councillor <i>[Tick or cross one box.]</i> | <input type="checkbox"/> Councillor has interest in the land (e.g. is owner or has other interest arising out of a mortgage, lease trust, option or contract, or otherwise). <input type="checkbox"/> Associated person of councillor has interest in the land. <input type="checkbox"/> Associated company or body of councillor has interest in the land. |
| MATTER GIVING RISE TO PECUNIARY INTEREST | |
| Nature of land that is subject to a change in zone/planning control by proposed LEP (<i>the subject land</i>) ⁱⁱⁱ <i>[Tick or cross one box]</i> | <input type="checkbox"/> The identified land. <input type="checkbox"/> Land that adjoins or is adjacent to or is in proximity to the identified land. |
| Current zone/planning control <i>[Insert name of current planning instrument and identify relevant zone/planning control applying to the subject land]</i> | |
| Proposed change of zone/planning control <i>[Insert name of proposed LEP and identify proposed change of zone/planning control applying to the subject land]</i> | |
| Effect of proposed change of zone/planning control on councillor <i>[Tick or cross one box]</i> | <input type="checkbox"/> Appreciable financial gain. <input type="checkbox"/> Appreciable financial loss. |

Councillor's Name:

Councillor's Signature: **Date:**



Important Information

This information is being collected for the purpose of making a special disclosure of pecuniary interests under sections 451 (4) and (5) of the *Local Government Act 1993*. You must not make a special disclosure that you know or ought reasonably to know is false or misleading in a material particular. Complaints made about contraventions of these requirements may be referred by the Director-General to the Local Government Pecuniary Interest and Disciplinary Tribunal.

This form must be completed by you before the commencement of the council or council committee meeting in respect of which the special disclosure is being made. The completed form must be tabled at the meeting. Everyone is entitled to inspect it. The special disclosure must be recorded in the minutes of the meeting.

-
- i. Section 443 (1) of the *Local Government Act 1993* provides that you may have a pecuniary interest in a matter because of the pecuniary interest of your spouse or your de facto partner or your relative^{iv} or because your business partner or employer has a pecuniary interest. You may also have a pecuniary interest in a matter because you, your nominee, your business partner or your employer is a member of a company or other body that has a pecuniary interest in the matter.
 - ii. Section 442 of the *Local Government Act 1993* provides that a **pecuniary interest** is an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person. A person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to the matter or if the interest is of a kind specified in section 448 of that Act (for example, an interest as an elector or as a ratepayer or person liable to pay a charge).
 - iii. A pecuniary interest may arise by way of a change of permissible use of land adjoining, adjacent to or in proximity to land in which a councillor or a person, company or body referred to in section 443 (1) (b) or (c) of the *Local Government Act 1993* has a proprietary interest..
 - iv. **Relative** is defined by the *Local Government Act 1993* as meaning your, your spouse's or your de facto partner's parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child and the spouse or de facto partner of any of those persons.

Item: 05

Subject: BUSINESS ARISING FROM PREVIOUS MINUTES

| | | | |
|-------------------------|---|--------------|------------|
| Item: | 07 | Date: | 12/09/2018 |
| Subject: | Health and Education Precinct – Draft Masterplan | | |
| Action Required: | That the draft master plan be briefed and discussed in more detail at a dedicated Economic Development Steering Group meeting during the public exhibition period. | | |
| Current Status: | Draft Masterplan is to be considered by Council for public exhibition at November Council meeting. Anticipate this matter will be scheduled for the December meeting. | | |

| | | | |
|-------------------------|---|--------------|------------|
| Item: | 06 | Date: | 10/10/2018 |
| Subject: | Biannual Strategy Implementation Update | | |
| Action Required: | That the November Council report on this matter be shared with the Group. | | |
| Current Status: | Report to be shared when finalised. | | |

| | | | |
|-------------------------|---|--------------|------------|
| Item: | 07 | Date: | 10/10/2018 |
| Subject: | Business Confidence Survey – Detailed Analysis | | |
| Action Required: | <ol style="list-style-type: none"> 1. That staff share the 2018 Business Confidence Survey results with NBNCO 2. NBNCO be invited to present/respond at November meeting. 3. That staff review the 2019 Business Confidence Survey to determine if response options are appropriate (for example, should operating costs and profitability be grouped) and consider an open question such as “what is important to you?” | | |
| Current Status: | <ol style="list-style-type: none"> 1. Complete 2. Timing of potential future attendance yet to be determined with NBN Co 3. Noted for consideration in planning the 2019 survey. | | |

| | | | |
|-------------------------|--|--------------|------------|
| Item: | 08 | Date: | 10/10/2018 |
| Subject: | Smart Regional City Planning - Liveability | | |
| Action Required: | That further breakdowns of data be presented for discussion at the November meeting. | | |
| Current Status: | Included in the October meeting agenda. | | |

| | | | |
|-------------------------|--|--------------|------------|
| Item: | 09 | Date: | 10/10/2018 |
| Subject: | Smart Regional City Planning - Innovation | | |
| Action Required: | That the Group defer the item to the next meeting due to time constraints. | | |
| Current Status: | Included in the October meeting agenda. | | |

Item: 06

Subject: REVIEW OF PORT MACQUARIE-HASTINGS PUBLIC ART POLICY & DEVELOPMENT OF PUBLIC ART MASTERPLAN

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Group:

1. Note the presentation by CREATIVEMOVE on their work to review the Port Macquarie-Hastings Public Art Policy & develop a Public Art Masterplan.
2. Provide input to assist with these projects.

Discussion

CREATIVEMOVE Pty Ltd has been contracted to undertake a review of Council's Public Art Policy and assist in the development of a 5-Year Public Art Masterplan. The 5-Year Public Art Masterplan will not only help Council to deliver high quality outcomes for our community but more importantly it will help private developers to focus their public art contributions towards the creation of vibrant public spaces, which will add both amenity and contribute to cultural tourism and the local economy. Director, John Stafford, will join the meeting to brief the Group of the projects and seek their input.

The Public Art Policy Review and Masterplan will be developed in consultation with a broad range of stakeholders to reflect the aims and ambitions identified for the key sites and priority areas for activation, and potential artists' practice identified regarding sensitivity to place, relevant content, integrity and authenticity. The impetus and rationale of the cultural, tourism and economic imperatives for Port Macquarie-Hastings will be reflected and highlighted in the Public Art Plan. The Plan will acknowledge Birpai Country and focus on contributing to a sustainable community, residential amenity and the central importance of place creation and regional identity as a basis for cultural tourism.

Attachments

Nil

Item: 07

Subject: DESTINATION MANAGEMENT PLANNING

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Group note the briefing on the Visitor Profiling and Satisfaction Survey and Destination Product Audit and Analysis Projects.

Discussion

In preparation for an update to the Port Macquarie-Hastings Destination Management Plan in 2019, Council is currently undertaking two projects to support our future visitor economy planning:

- A Visitor Profiling and Satisfaction Survey (which follows and updates on our 2015 survey); and
- A Destination Product Audit and Analysis.

Council's Destination Management Coordinator will provide an overview of the two projects and how they will support our Destination Management Plan review and update.

Attachments

Nil

Item: 08

Subject: SMART REGIONAL CITY PLANNING - LIVEABILITY

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Group note the further information regarding local Liveability data.

Discussion

At the Economic Development Steering Group meeting on 10 October 2018, in considering the Smart Regional City Planning presentation it was resolved:

08 SMART REGIONAL CITY PLANNING - LIVEABILITY

CONSENSUS:

1. *That the Group note the local analysis and comparisons regarding Liveability, and consider this, as the third of the Australian Government Smart Cities Policy priorities, from a local future planning perspective.*
2. *That further breakdowns of data be presented for discussion at the November meeting.*

In response to item 2, Council's Senior Economic Development Officer will provide further detail for consideration.

Attachments

Nil

Item: 09

Subject: SMART REGIONAL CITY PLANNING - INNOVATION

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Group note the local analysis and comparisons regarding Innovation, and consider this, as the fourth of the Australian Government Smart Cities Policy priorities, from a local future planning perspective.

Discussion

Following the deferral of this item from the 10 October 2018 meeting, the Group Manager Economic Development and Communications will present analysis and benchmarking to support further consideration of this matter.

Attachments

Nil

Item: 10

**Subject: PROPOSED DATES FOR 2019 ECONOMIC DEVELOPMENT
STEERING GROUP MEETINGS**

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Group note the proposed meeting dates for 2019.

Discussion

Planning is underway for 2019 Economic Development Steering Group meetings. Members are asked to note the proposed continuation of 8.30am meetings on the second Wednesday of the month (as below), which will be booked electronically in the near future.

- 13 February 2019
- 13 March 2019
- 10 April 2019
- 8 May 2019
- 12 June 2019
- 10 July 2019
- 14 August 2019
- 11 September 2019
- 9 October 2019
- 13 November 2019
- 11 December 2019

Attachments

Nil

Item: 11

Subject: NEXT MEETING

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Group discuss and confirm the timing of the next meeting, currently scheduled for Wednesday, 19 December 2018 in the Function Room, PMHC Headquarters at 8:30am.

Discussion

Not applicable.

Attachments

Nil