



Port Macquarie-Hastings Economic Development Steering Group

Business Paper

date of meeting: Wednesday 7 December 2016

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

time: 8.30am

Note: Council is distributing this agenda on the strict understanding that the publication and/or announcement of any material from the Paper before the meeting not be such as to presume the outcome of consideration of the matters thereon.



**PORT MACQUARIE
HASTINGS**

Port Macquarie-Hastings 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 | 06/04/16 | 04/05/16 | 01/06/16 | 06/07/16 | 03/08/16 |
|---|----------|----------|----------|----------------|----------|
| Councillor Rob Turner | A | ✓ | A | No quorum A | ✓ |
| Councillor Trevor Sargeant | ✓ | ✓ | A | A | ✓ |
| Councillor Mike Cusato | ✓ | A | A | ✓ | ✓ |
| Karen Archer (Hastings Business Women's Network) | ✓ | ✓ | ✓ | A | A |
| Ross Cargill (Mid North Coast NSW Business Chamber) | ✓ | ✓ | A | A | ✓ |
| Joy Corben (Port Macquarie-Hastings Education and Skills Forum) | ✓ | ✓ | ✓ | A | ✓ |
| Rob Hamilton (Greater Port Macquarie Tourism Association) | ✓ | ✓ | A | ✓ | ✓ |
| Anthony Thorne (Hastings Construction Industry Association Inc.) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Professor Heather Cavanagh (Higher Education) | ✓ | ✓ | ✓ | A | A |
| John Saunders (Camden Haven Chamber of Commerce & Industry) | ✓ | ✓ | ✓ | A | A |
| Haydn Oriti (Port Macquarie Chamber of Commerce) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Jill Follington (Industry Mid North Coast) | A | ✓ | ✓ | ✓ | A |
| Belinda Richardson (Independent) | A | ✓ | ✓ | A | A |
| Craig Swift-McNair (General Manager, PMHC) | A | ✓ | ✓ | A | ✓ |
| Rebecca Olsen (Acting) | ✓ | | | | |
| Tricia Bulic (Director Community and Economic Growth) | A | ✓ | ✓ | ✓ | ✓ |
| Liesa Davies (Group Manager Economic Development) | ✓ | ✓ | ✓ | ✓ | ✓ |

Key: ✓ = Present

A = Absent With Apology

X = Absent Without Apology



**PORT MACQUARIE
HASTINGS**

Port Macquarie-Hastings Economic Development Steering Group Meeting

Wednesday 7 December 2016

Items of Business

| Item | Subject | Page |
|------|--|-----------|
| 01 | Acknowledgement of Country | <u>7</u> |
| 02 | Apologies..... | <u>7</u> |
| 03 | Confirmation of Minutes | <u>7</u> |
| 04 | Disclosures of Interest..... | <u>13</u> |
| 05 | Business Arising from Previous Minutes..... | <u>17</u> |
| 06 | Destination Marketing Update..... | <u>18</u> |
| 07 | 2013-2016 Economic Development Strategy Review and Renewal | <u>19</u> |
| 08 | CBD Free Wi-Fi Trial Update | <u>26</u> |
| 09 | Next Meeting | <u>27</u> |
| 10 | General Business | |



**PORT MACQUARIE
HASTINGS**

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 Port Macquarie-Hastings Economic Development Steering Group Meeting held on 3 August 2016 be confirmed.

PRESENT**Members:**

Councillor Peter Besseling (Mayor)
Councillor Rob Turner
Councillor Mike Cusato
Ross Cargill (Mid North Coast NSW Business Chamber)
Joy Corben (Port Macquarie-Hastings Education and Skills Forum)
Rob Hamilton (Greater Port Macquarie Tourism Association)
Anthony Thorne (Hastings Construction Industry Association Inc.)
Haydn Oriti (Port Macquarie Chamber of Commerce)

Other Attendees:

Craig Swift-McNair (General Manager)
Tricia Bulic (Director Community & Economic Growth)
Liesa Davies (Group Manager Economic Development)

Guests:

Matt Rogers (Director Development & Environment) - part meeting
Dan Croft (Group Manager Development Assessment) - part meeting

The meeting opened at 8.35am.

01 ACKNOWLEDGEMENT OF COUNTRY

The Acknowledgement of Country was delivered.

02 APOLOGIES

CONSENSUS:

That the apologies received from Councillor Trevor Sargeant, Karen Archer, Professor Heather Cavanagh, John Saunders, Jill Follington and Belinda Richardson be accepted.

03 CONFIRMATION OF MINUTES

A quorum was not present for the Economic Development Steering Group Meeting on 6 July 2016 and therefore the meeting was not held.

CONSENSUS:

1. That it be noted that there was no Quorum and no Minutes taken for Economic Development Steering Group Meeting on 6 July 2016.
 2. That the Minutes of the Economic Development Steering Group Meeting held on 1 June 2016 be confirmed at the next meeting (date tba).
-

04 DISCLOSURES OF INTEREST

There were no disclosures of interest presented.

05 BUSINESS ARISING FROM PREVIOUS MINUTES

As there was no Quorum at the Economic Development Steering Group Meeting on 6 July 2016, the Business Arising from Previous Minutes will be discussed at the next meeting of the Group (date tba).

06 NBN CO ROLLOUT UPDATE

CONSENSUS:

1. That the Group noted the apology from Ian Scott, Community Affairs Manager, NBN Co and that an invitation will be extended for Ian to brief a future meeting.
 2. That the Group note the short update provided by Group Manager Economic Development regarding the current status of the Port Macquarie-Hastings NBN planning, design and rollout.
-

07 DEVELOPMENT ASSESSMENT UPDATE

The Group Manager Development Assessment presented on the trends in DA Applications and processing times over the past five years. He noted record numbers of applications were received by Council in 2015-2016, with a slight increase in gross processing time, which is being addressed through casual and temporary staff resourcing.

The Group Manager Development Assessment also noted a comparison of DA quantities

demonstrated there was significantly more development activity in Port Macquarie compared to Coffs Harbour (and Tweed and Great Lakes regions).

Finally, the Group were briefed on agreed Council/industry priority actions underway as a result of the recommendations of the Land Development Approvals Review. Tony Thorne noted positive progress in this regard and good engagement via the Construction Industry Action Group.

CONSENSUS:

That the Group note the update on Port Macquarie Hastings Development Assessment activity.

08 DRAFT AMENDMENT TO THE DEVELOPMENT CONTRIBUTIONS ASSESSMENT POLICY

The Director Development & Environment briefed the Group on results of recent trial changes in development contribution payments to support improved cash flow for small business. The trial changes have been received positively and are proposed for permanent incorporation in the revised Development Contributions Assessment Policy. He outlined that three further changes are also proposed - student accommodation contributions discount rate and contributions deferral provisions; review of contribution rates for storage premises.

CONSENSUS:

1. That the Group note the draft amendment to Council's Development Contributions Assessment Policy and consider providing comment.
2. That the Group note that feedback received in the exhibition period and the proposed amended policy will likely be reported to Council in October 2016.

09 DIGITAL STRATEGY - PUBLIC WIFI CONSIDERATION

The Group Manager Economic Development presented the findings of the recent assessment of potential public Wifi delivery models.

CONSENSUS:

1. That the Group note the outcomes of a recent assessment on potential public Wifi delivery models, and the proposal to undertake an expression of interest process to consider a trial town centre rollout.
2. That the Group support an EOI process and trial roll-out.
3. That a report on progress of potential public Wifi consideration be provided to the Group by end of 2016.

10 ORBITAL ROAD

The Mayor briefed the Group on the background and current status of the Orbital Road Project, stressing the importance of the project to Council and the desire to move forward with the feasibility study as soon as possible. The Mayor also noted the project's importance as an economic driver being a key link to our regional airport and other industry precincts.

Discussion ensued on Group and individual advocacy for feasibility study funding. Haydn Oriti, President of Port Macquarie Chamber of Commerce, noted the Orbital Road Project was rated the number one priority in the Top 10 local issues requiring advocacy by the Chamber at the recent 2016 Federal Election.

CONSENSUS:

1. That the Group note the briefing by Mayor Peter Besseling on the Orbital Road Project.
2. That the Group support the Orbital Road as an identified priority project for Council noting its significance to our region's future economic growth.

11 ECONOMIC DEVELOPMENT STRATEGY - QUARTERLY IMPLEMENTATION UPDATE

Independent members of the Group congratulated Councillors and staff on the good work being undertaken and the tangible progress evident against the Economic Development Strategy and ongoing engagement by all Economic Development Steering Group members.

The Chair extended his thanks to all involved - both Council staff and Steering Group Members.

CONSENSUS:

That the Group note the update on progress against the 2016 Economic Development Strategy priorities.

12 NEXT MEETING

CONSENSUS

That the next meeting of the Economic Development Steering Group be held on a date to be confirmed following the Local Government elections on 10 September 2016.

13 GENERAL BUSINESS

13.01 - Upcoming Meeting with Federal Member for Cowper:

Haydn Oriti noted the upcoming meeting with the Federal Member for Cowper, Mayors and General Managers to discuss the Federal Jobs and Investment Programme.

The meeting closed at 10.20am.

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 [Tick or cross one box.] | <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 [Tick or cross one box] | <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 [Insert name of current planning instrument and identify relevant zone/planning control applying to the subject land] | |
| Proposed change of zone/planning control [Insert name of proposed LEP and identify proposed change of zone/planning control applying to the subject land] | |
| Effect of proposed change of zone/planning control on councillor [Tick or cross one box] | <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

Nil.

Item: 06

Subject: DESTINATION MARKETING UPDATE

Presented by: Community and Economic Growth, Liesa Davies

RECOMMENDATION

That the Group note the planned launch of the new Greater Port Macquarie Destination Website.

Discussion

As part of Council's Destination Marketing Plan for 2016, Economic Development staff have worked with Enigma Communication to redevelop our destination website: portmacquarieinfo.com.au.

The destination website is a key channel for the marketing and promotion of our region to visitors and includes a comprehensive range of things to see and do, accommodation, events and more.

Council's Destination Management Coordinator will provide an overview of the website to the Group. The new website will be officially launched on 15 December.

Attachments

Nil

Item: 07

**Subject: 2013-2016 ECONOMIC DEVELOPMENT STRATEGY REVIEW AND
RENEWAL**

Presented by: Community and Economic Growth, Liesa Davies

RECOMMENDATION

That the Group review the 2013-2016 Economic Development Strategy, specifically actions against the 2016 priorities, and discuss plans for the development of the 2017-2021 Strategy.

Discussion

2013-2016 Economic Development Strategy

The implementation of actions under Council's 2013-2016 Economic Development Strategy continues to enhance the economic future for our region. Ongoing delivery of a diverse range of projects with positive outcomes is being achieved through collaboration between Council, local business and industry groups.

During the past six months progress has continued in building upon the four key priority areas of implementation focus which were agreed upon by the Economic Development Steering Group in December 2015:

1. Continued work on a whole-of-organisation, solutions focused culture of supporting business;
2. Advocating and planning for regional growth;
3. Work as a place shaper, maker and promoter; and
4. Advocate and support initiatives that will create a positive environment for local business and our community.

Attachment 1 provides detail on a range of actions and initiatives which have been completed or progressed in the period July-December 2016. Some key highlights include:

- Ongoing investment and planning for major infrastructure and key recreation projects;
- Finalisation of the manufacturing, construction, transport and warehousing industry action plans;
- Delivery of successful place and community activations, contributing to vibrant spaces;
- Hosting of 17 Council supported events, resulting in a \$7.78 million economic impact;
- Destination marketing and PR delivery in accordance with our Destination Management Plan, including the development of a new destination website;
- Further representation in the Small Business Friendly Council Program;
- Focused projects in our towns and villages;

- Continued promotion of opportunities for collaboration and innovation (both internally and externally).

2017-2021 Economic Development Strategy

As the lifespan of the current Economic Development Strategy is due to expire, it is an opportune time for the Group to discuss the renewal of the Strategy from 2017-2021. This includes considering the direction of the Strategy through key outcomes along with short and longer term priorities.

Attachment 2 presents for discussion an overview of the Outcomes contained in the current Strategy against draft Outcomes for the development of the 2017-2021 Strategy, which proposes to build upon the achievements to date. Additionally, a review of the Group's priorities for 2016 is presented to allow for the setting of 2017 priorities.

Attachments

- 1 [View](#). Economic Development Strategy Six Monthly Report on Progress, July - December 2016
- 2 [View](#). 2017-2021 Economic Development Strategy Planning

**Attachment 1: Economic Development Strategy Six Monthly
Report on Progress, July - December 2016****1. A whole-of-organisation, solutions focused culture of supporting business.**

| <i>Action</i> | <i>Key points</i> |
|--|--|
| Land Development Approvals Process Review | <ul style="list-style-type: none"> - Independent review complete. Priority actions underway. Implementation overseen by Council and Hastings Construction Industry Association representatives. |
| Commercial Activities on Council Managed Land Policy | <ul style="list-style-type: none"> - 21 temporary licences issued including new proposals - Policy review - Temporary Licence Review Panel meeting monthly |
| Outdoor dining / retail | <ul style="list-style-type: none"> - On-going engagement with businesses in the Camden Haven and Wauchope. - Four businesses are now participating in the trial. - The Office of the Small Business Commissioner is using this initiative as the basis for state-wide case study. |
| Small Business Friendly Council Program | <ul style="list-style-type: none"> - three new initiatives nominated including footpath trading investigations, procurement strategy and review of market approval process - on-going monitoring of previous initiatives - Supplier briefing and tender workshops |
| Development of Solutions Focus Culture | <ul style="list-style-type: none"> - Supported by focus on collaboration at senior leadership level - increased cross-council working arrangements (eg infrastructure projects; procurement, outdoor dining, licencing, pre-lodgement meetings) |

2. Advocate and plan for regional growth

| <i>Action</i> | <i>Key points</i> |
|---|--|
| UGMS Review | <ul style="list-style-type: none"> - On-going involvement with UGMS review including business and industry consultation |
| Major infrastructure investigation, planning and investment | <ul style="list-style-type: none"> - 2016-2017 Works Program implementation - Lake Road consultation - Industrial land consultation and promotion |
| Foreshore Development | <ul style="list-style-type: none"> - Focus on activation activity including markets and commercial activities |
| Digital Strategy | <ul style="list-style-type: none"> - Free wifi trial at Town Green - Digital Marketing Workshops held in August - NBN liaison |

| | |
|---|---|
| Manufacturing, Construction and Transport, Warehousing Action Plans | <ul style="list-style-type: none"> - Planning for Manufacturing Expo April 2017 - Planning for Careers Market 2017 and other workforce development initiatives - Construction Working Group meeting quarterly - Action plans now finalised apart from on-going commitments |
| Advocacy – agriculture, education and training, creative industries | <ul style="list-style-type: none"> - Focus on food initiatives - Producer to Provedore industry development - Mid North Coast Food Forum - On-Line Local Food Guide - Food cluster investigations - Wauchope Farmers Market liaison - Education Skills Forum review and skills audit |
| Economic Development Strategy | <ul style="list-style-type: none"> - 2017 to 2020 Economic Development Strategy: commencement of renewal discussions - Ongoing Strategy development in consultation with business, industry and the community |

3. Work as a place shaper, maker and promoter

| Action | Key points |
|--------------------------|--|
| Active / Creative Spaces | <ul style="list-style-type: none"> - Start-Up Spaces (2 new businesses and on-going conversations) - BEACON innovation space at the Port Macquarie Bus Terminal |
| Destination Marketing | <ul style="list-style-type: none"> - PR media visits supported: Nourish magazine, Country Style, #shortfoodstories, New England Home & Lifestyle magazine, Qantas Insider online and magazine, Travelwith.com, Hunter Hunter (the platform's first destination feature), Sun Herald Traveller, The Department of Wandering (writer Rachel Bale) and SMH/The Age Fairfax (Traveller's writer Julietta Jamieson) - Planning, development and testing of new destination website (for mid-December launch) - Photography Services panel procurement - JetGo involvement/Melbourne market/PR opportunities being explored and/or delivered - Tastings on Hastings: group media familiarisation including relationship development with airlines and State Government partnerships - Destination and wayfinding signage progress - Event photography and video content program - Digital Marketing Workshop delivery for tourism industry (and broader business) - Tourist Attraction Signposting Assessment Committee (TASAC) site inspections and assistance |

| | |
|---|--|
| Major events – retention and attraction | <ul style="list-style-type: none"> - Event Prospectus finalised - Event Sponsorship Program funding awarded for events being held in the first half of 2017 - Sponsorship of 8 local events, aiming to grow to 'major events' status - A total of 17 Council-supported events (\$7.78 million economic impact) - Focus on new opportunities, infrastructure assets - Relationship development resulting in 5 new major events to the region in 2017 (in addition to existing major events portfolio) |
| Place marketing / investment attraction | <ul style="list-style-type: none"> - 'Shape of the Future' investment prospectus update and distribution |
| Website information | <ul style="list-style-type: none"> - Ongoing updates |
| Small Town Development | <ul style="list-style-type: none"> - Numerous projects in the Camden Haven including supporting Chamber initiatives. - Numerous projects in Wauchope including the Main Street Plan and supporting Chamber initiatives |

4. Advocate and support initiatives that will create a positive environment for local business and our community.

| <i>Action</i> | <i>Key points</i> |
|---|--|
| Business Confidence Survey | <ul style="list-style-type: none"> - Wave 2 2016 Completed - Planning for 2017 annual business survey |
| Participating in and promoting opportunities for collaboration and innovation | <ul style="list-style-type: none"> - Council working with Business Hub, local business networks, industry action working groups, EDSG |
| Sharing of information to encourage common advocacy | <ul style="list-style-type: none"> - Regular engagement with Chambers & business networks - Economic Development Steering Group engagement |
| State and Federal Government Advocacy | <ul style="list-style-type: none"> - Mayor, Senior staff meetings with local members |



2017 - 2021 Economic Development Strategy Planning

| 2013 to 2016 Outcomes | 2017 to 2021 Outcomes (draft) |
|---|--|
| Embracing business and a stronger economy A Council that recognises the importance of a strong economy and fosters a culture that is supportive of business and that ensures the economic development of the region is a central consideration in all its activities. | Embracing business and a stronger economy A Council that recognises the importance of a strong economy and fosters a culture that is supportive of business and growth. |
| Providing the foundations A Council that leads and takes responsibility for contributing to the liveability of the region through improved planning, infrastructure and services. | Providing the foundations A Council that leads and takes responsibility for contributing to the liveability and sustainability of the region through improved planning, infrastructure and services. |
| Creating vibrant and desirable places A region where the townships, villages and business precincts across the Local Government Area are vibrant, commercial, tourism, recreational and/or community hubs. | Creating vibrant and desirable places A region where the townships, villages and business precincts are vibrant and sustainable economies with strong business support networks. |
| Embracing opportunity A region that embraces opportunities and attracts investment to create additional jobs and increase the wealth of the region and its residents. | Embracing opportunity A region that embraces opportunities to create economic activity. |
| Partnering for success A Council which works alongside key stakeholders in business, government and the community, with a focus on maximising economic return and an efficient and effective business environment. | Partnering for success A Council which works alongside key stakeholders in business, industry, government and the community to build a strong, innovative and resilient economy. |



| EDSG PRIORITIES (2016) | EDSG PRIORITIES (2017) |
|--|------------------------|
| Further develop an innovative, business friendly and solutions-focused culture within Council. | |
| Advocate and plan for local and regional growth. | |
| Continue to take the role as a place maker, shaper and promoter. | |
| Advocate for and foster a positive environment for local business and our community. | |

Item: 08

Subject: CBD FREE WI-FI TRIAL UPDATE

Presented by: Community and Economic Growth, Liesa Davies

RECOMMENDATION

That the Group note the plans for commencement of the hardware installation to enable a 12 month free Wi-Fi trial at Port Macquarie's Town Green.

Discussion

At the 3 August 2016 Economic Development Steering Group Meeting, staff presented the findings of a recent assessment on the options to establish a freely accessible wireless mesh or wifi hotspot services local, as prepared by the Digital Economy Group. The work was part of Council's Digital Strategy, which requires actions to:

- assess the cost and benefits of a wireless mesh for town centres; and
- assess the cost and benefit of increased wifi hotspots for all townships.

At the 3 August 2016 meeting, the Group resolved:

1. That the Group note the outcomes of a recent assessment on potential public Wifi delivery models, and the proposal to undertake an expression of interest process to consider a trial town centre rollout.
2. That the Group support an EOI process and trial roll-out.
3. That a report on progress of potential public Wifi consideration be provided to the Group by end of 2016.

The Acting Director, Community and Economic Growth will provide an update on a proposed wifi trial on Port Macquarie's Town Green.

Attachments

Nil

Item: 09

Subject: NEXT MEETING

Presented by: Community and Economic Growth, Liesa Davies

RECOMMENDATION

That the next meeting of the Economic Development Steering Group be held on Wednesday 1 February 2017, commencing at 8.30am at Council Headquarters.

Discussion

Nil.

Attachments

Nil