



# Economic Development Steering Group

## Business Paper

**date of meeting:** Wednesday 27 September 2017

**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	05/04/17	05/05/17	07/06/17	05/07/17	30/08/17
Councillor Rob Turner (Chair)	No quorum	✓	A	✓	✓
Councillor Geoff Hawkins (Deputy Chair)		A	✓	✓	✓
Councillor Mike Cusato - Chair of External Grants and Revenues Portfolio		A	✓	✓	✓
Kelly King (Hastings Business Women's Network)		A	✓	✓	✓
Paul Dawson (Greater Port Macquarie Tourism Association)		✓	✓	A	✓
Anthony Thorne (Hastings Construction Industry Association)		✓	✓	✓	✓
Professor Heather Cavanagh (Higher Education)		✓	A	A	A
John Saunders (Camden Haven Chamber of Commerce)		✓	A	✓	✓
Haydn Oriti (Port Macquarie Chamber of Commerce)		✓	✓	✓	✓
Greg Freeman (Individual)		A	✓	✓	✓
Peter Halliwell (Individual)		✓	✓	✓	✓
Craig Swift-McNair (General Manager, PMHC)		A	✓	A	✓
Rebecca Olsen (Acting)				✓	
Jeffery Sharp (Director Strategy & Growth)		✓	✓	✓	✓
Liesa Davies (Group Manager Economic Development)		✓	✓	✓	✓

**Key:** ✓ = Present

A = Absent With Apology

X = Absent Without Apology

# Economic Development Steering Group Meeting

Wednesday 27 September 2017

## 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>12</u>
05	Business Arising from Previous Minutes.....	<u>16</u>
06	Destination Marketing and PR Overview .....	<u>17</u>
07	Annual Business Confidence Survey Results .....	<u>18</u>
08	Building Better Regions Fund (Community Investment Stream) Project Funding .....	<u>19</u>
09	Restart NSW Funding - Regional Economic Development Strategy .....	<u>20</u>
10	Next Meeting .....	<u>21</u>
11	General Business	

---

**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 30 August 2017 be confirmed.

---

## **PRESENT**

### ***Members:***

Councillor Rob Turner (Chair)  
Councillor Geoff Hawkins (Deputy Chair)  
Councillor Mike Cusato (Chair of External Grants and Revenues Portfolio)  
Kelly King (Hastings Business Women's Network)  
Paul Dawson (Greater Port Macquarie Tourism Association)  
Anthony Thorne (Hastings Construction Industry Association Inc.)  
John Saunders (Camden Haven Chamber of Commerce)  
Haydn Oriti (Port Macquarie Chamber of Commerce)  
Greg Freeman (Individual)  
Peter Halliwell (Independent)

### ***Other Attendees:***

Craig Swift-McNair (General Manager)  
Jeffery Sharp (Director Strategy & Growth)  
Liesa Davies (Group Manager Economic Development)  
Greg Linsdell (Acting Head of Campus CSU)  
David Archer (Economic Development officer)  
Jo Brama (Property and Leasing Coordinator) – for part of meeting

---

The meeting opened at 8:30am.

---

---

## **01 ACKNOWLEDGEMENT OF COUNTRY**

---

The Acknowledgement of Country was delivered.

---

## **02 APOLOGIES**

---

### **CONSENSUS:**

That the apology received from Heather Cavanagh be accepted.

---

---

**03 CONFIRMATION OF MINUTES**

---

**CONSENSUS:**

That the Minutes of the Economic Development Steering Group Meeting held on 5 July 2017 be confirmed.

---

**04 DISCLOSURES OF INTEREST**

---

There were no disclosures of interest presented.

---

**05 BUSINESS ARISING FROM PREVIOUS MINUTES**

---

06 Update on the Urban Growth Management Strategy Review**CONSENSUS:**

Economic Development Steering Group will be presented an update on the Airport Business Park at the October 2017 meeting.

07 Advocacy on Economic Development Matters**CONSENSUS:**

Further information on Council and Local Members' economic development priorities to be presented at the September 2017 meeting.

---

**06 OUTDOOR DINING TRIAL 2016/17 - UPDATE**

---

**CONSENSUS:**

The Group noted:

1. The outcomes of the Outdoor Dining Trial waiver of fees during 2016/17;
  2. That the trial has been extended for a further 12 months;
  3. The draft Outdoor Dining Policy developed by the Office of the NSW Business Commissioner.
-

---

## **07 PARLIAMENTARY INQUIRY INTO REGIONAL DEVELOPMENT AND DECENTRALISATION**

---

### **CONSENSUS:**

The Group:

1. Noted the appointment of the Select Committee on Regional Development and Decentralisation to inquire and report on best practice approaches to regional development, the decentralisation of Commonwealth entities, and supporting corporate decentralisation.
2. Provided feedback which may be included in a Council submission to the Select Committee.

---

## **08 GENERAL BUSINESS**

---

---

### **08.01 BUSINESS CONFIDENCE SURVEY**

---

Group Manager Economic Development and Communications provided an update on the local business confidence survey which closes on the 31 August 2017 and noted results will be reported at the next meeting.

---

### **08.02 REGIONAL ECONOMIC STRATEGY**

---

Group Manager Economic Development and Communications noted a new requirement from the NSW Government to work with Kempsey Shire Council to develop a Regional Economic Development Strategy. The Strategy will outline key local priorities to support applications for NSW funding programs such as Restart NSW.

---

### **08.03 REGIONAL GROWTH - MARKETING AND PROMOTIONAL FUND**

---

Group Manager Economic Development and Communications noted Council's recent success in securing funding under the NSW Regional Growth - Marketing and Promotions Fund. The project to be delivered will develop and deliver digital content, building on other recent initiatives which provide reasons to do business, relocate or invest in the Port Macquarie – Hastings region.

---

#### **08.04 NEXT MEETING**

---

The next meeting is to be held at 8.30am on 27 September 2017 at Council Headquarters.

---

The meeting closed at 9:58am.

---

Item: 04Subject: 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

<b>By</b> <i>[insert full name of councillor]</i>	
<b>In the matter of</b> <i>[insert name of environmental planning instrument]</i>	
<b>Which is to be considered at a meeting of the</b> <i>[insert name of meeting]</i>	
<b>Held on</b> <i>[insert date of meeting]</i>	
<b>PECUNIARY INTEREST</b>	
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.
<b>MATTER GIVING RISE TO PECUNIARY INTEREST</b>	
Nature of land that is subject to a change in zone/planning control by proposed LEP ( <i>the subject land</i> ) <sup>iii</sup> <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<sup>iv</sup> 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**

---

<b>Item:</b>	09	<b>Date:</b>	07/06/2017
<b>Subject:</b>	ADVOCACY ON ECONOMIC DEVELOPMENT MATTERS		
<b>Action Required:</b>	Director Strategy and Growth to provide further information on potential approaches.		
<b>Current Status:</b>	To be discussed at the October 2017 meeting.		

<b>Item:</b>	06	<b>Date:</b>	07/06/2017
<b>Subject:</b>	UPDATE ON URBAN GROWTH MANAGEMENT STRATEGY REVIEW		
<b>Action Required:</b>	Economic Development Steering Group will be presented an update on the Airport Business Park to discuss.		
<b>Current Status:</b>	To be discussed at the October 2017 meeting.		

<b>Item:</b>	08.01	<b>Date:</b>	30/08/2017
<b>Subject:</b>	BUSINESS CONFIDENCE SURVEY		
<b>Action Required:</b>	Results to be presented at the next meeting.		
<b>Current Status:</b>	To be discussed at the September 2017 meeting.		

---

**Item: 06**

**Subject: DESTINATION MARKETING AND PR OVERVIEW**

**Presented by: Strategy and Growth, Jeffery Sharp**

---

### **RECOMMENDATION**

**That the Group note the overview of the current Greater Port Macquarie destination marketing and public relations.**

### **Discussion**

Jane Ellis, Council's Destination Management Coordinator will provide an overview of the Greater Port Macquarie destination marketing and public relations activities, which are delivered with support from local industry and other stakeholders. In particular, the presentation will cover recent and upcoming activities including the Winter Campaign results, 2016/17 public relations results, the new *Eat See Do* official visitor guide and the Spring Events campaign which is currently in market.

### **Attachments**

Nil

---

**Item: 07**

**Subject: ANNUAL BUSINESS CONFIDENCE SURVEY RESULTS**

**Presented by: Strategy and Growth, Jeffery Sharp**

---

**RECOMMENDATION**

**That the Group note the summary results of the annual Port Macquarie Hastings Business Confidence Survey.**

**Discussion**

Council's Senior Economic Development Officer, Ross Smith, will present a summary of the results of the Port Macquarie Hastings Business Confidence Survey which was conducted during August 2017.

**Attachments**

Nil

---

**Item: 08**

**Subject: BUILDING BETTER REGIONS FUND (COMMUNITY INVESTMENT STREAM) PROJECT FUNDING**

**Presented by: Strategy and Growth, Jeffery Sharp**

---

**RECOMMENDATION**

**That the Group note Council recently secured \$44,364 in funding for the Port Macquarie-Hastings Skills Audit and the Neon Summer Festival under the Building Better Regions Fund, Community Investments Stream.**

**Discussion**

The Acting Group Manager Economic Development and Communications will provide an overview of the two projects.

**Attachments**

Nil

---

**Item: 09**

**Subject: RESTART NSW FUNDING - REGIONAL ECONOMIC DEVELOPMENT STRATEGY**

**Presented by: Strategy and Growth, Jeffery Sharp**

---

### **RECOMMENDATION**

**That the Group note the update on the proposed development of a Regional Economic Development Strategy.**

### **Discussion**

At the 30 August 2017 Economic Development Steering Group Meeting, the Group Manager Economic Development and Communications noted a new requirement from the NSW Government to work with Kempsey Shire Council to develop a Regional Economic Development Strategy. The Strategy will outline key local priorities to support applications for NSW funding programs such as Restart NSW. The Director Strategy and Growth will provide an update on the project process and status.

### **Attachments**

Nil

---

**Item: 10**

**Subject: NEXT MEETING**

**Presented by: Strategy and Growth, Jeffery Sharp**

---

**RECOMMENDATION**

**That the Group note the next meeting will be held on 25th October at 8.30am.**

**Discussion**

**Attachments**

Nil