



# Economic Development Steering Group

## Business Paper

**date of meeting:** Wednesday 9 May 2018

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

**time:** 8:30am

# **Port Macquarie-Hastings Economic Development Steering Group**

## **CHARTER**

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### **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	29/11/17	31/01/18	14/02/18	14/03/18	11/04/18
Councillor Rob Turner (Chair)	✓	✓	✓	✓	A
Councillor Geoff Hawkins (Deputy Chair)	✓	✓	✓	A	✓
Councillor Mike Cusato - Chair of External Grants and Revenues Portfolio	✓	✓	A	A	A
Kelly King (Hastings Business Women's Network)	A	✓	✓	A	✓
Paul Dawson (Greater Port Macquarie Tourism Association)	✓	✓	✓	✓	✓
Anthony Thorne (Hastings Construction Industry Association)	✓	✓	✓	✓	✓
Professor Heather Cavanagh Greg Linsdell (alternate) (Higher Education)	✓	✓	A	✓	✓
Susan East (Camden Haven Chamber of Commerce)	✓	✓	✓	A	✓
Haydn Oriti (Port Macquarie Chamber of Commerce)	✓	✓	✓	✓	✓
Greg Freeman (Individual)	✓	✓	✓	✓	✓
Peter Halliwell (Individual)	✓	✓	A	✓	A
Craig Swift-McNair (General Manager, PMHC) Rebecca Olsen (Acting)	A	A	✓	A	✓
Jeffery Sharp (Director Strategy & Growth) Liesa Davies (Acting)	A	✓	✓	✓	A ✓
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 9 May 2018

## Items of Business

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

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"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."

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**Item: 02****Subject: APOLOGIES**

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**RECOMMENDATION**

That the apologies received be accepted.

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

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**RECOMMENDATION**

That the Minutes of the Economic Development Steering Group Meeting held on 11 April 2018 be confirmed.

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## **PRESENT**

### ***Members:***

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)  
Susan East (Camden Haven Chamber of Commerce)  
Hadyn Oriti (Port Macquarie Chamber of Commerce)  
Greg Freeman (Individual)

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

Craig Swift-McNair (General Manager)  
Liesa Davies (Acting Director Strategy & Growth)  
Jane Ellis (Acting Group Manager Economic Development)

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The meeting opened at 8.35am.

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## **01 ACKNOWLEDGEMENT OF COUNTRY**

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The Acknowledgement of Country was delivered.

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## **02 APOLOGIES**

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### **CONSENSUS:**

That apologies for Councillor Rob Turner, Councillor Mike Cusato, Jeffery Sharp and Peter Halliwell be accepted.



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### **03 CONFIRMATION OF MINUTES**

The Deputy Chair welcomed Mrs Susan East to the meeting, noting her position on the Group was endorsed at the previous Council meeting.

**CONSENSUS:**

That the Minutes of the Economic Development Steering Group Meeting held on 14 March 2018 be confirmed.

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### **04 DISCLOSURES OF INTEREST**

There were no disclosures of interest presented.

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### **05 BUSINESS ARISING FROM PREVIOUS MINUTES**

Nil

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### **06 BIENNIAL STRATEGY IMPLEMENTATION UPDATE**

**CONSENSUS:**

That the Group:

1. Note the update on implementation of the 2017-2021 Port Macquarie Hastings Council Economic Development Strategy.
2. Request further consideration be given to the content and reporting method by staff and the Economic and Cultural Development Portfolio Councillors.

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### **07 SMART REGIONAL CITY PLANNING**

**CONSENSUS:**

That the Group agreed to discuss each of the Australian Government's six Smart Cities policy priorities at future meetings (one priority per meeting). In particular, the intent is to consider how each priority relates to identifying local opportunities and challenges, planning for the future, and ensuring we reach our full potential as a smart regional city.

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**08 NEXT MEETING**

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CONSENSUS:

That the Group note the next meeting will be held on Wednesday 9 May 2018 at 8.30am at Council Headquarters.

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**09 GENERAL BUSINESS**

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**09.01 PARLIAMENTARY INQUIRY INTO THE INDICATORS OF, AND  
IMPACT OF, REGIONAL INEQUALITY IN AUSTRALIA**

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The Acting Group Manager Economic Development and Communications flagged with the group the above-mentioned Parliamentary Inquiry, noting Council would not be making a submission but others were encouraged to, as deemed relevant. Copies of the [terms of reference](#) were provided and the closing date of 30 April noted.

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The meeting closed at 9.45am.

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Item: 04  
Subject: DISCLOSURES OF INTEREST

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**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.

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- 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>SUB-COMMITTEE</b>	Economic Development Steering Group
<b>DATE</b>	9 May 2018
<b>TIME</b>	8.30am - 10.00am
<b>VENUE</b>	Function Room - Council Headquarters
<b>BUSINESS ARISING SCHEDULE</b>	

<b>Item:</b>	06	<b>Date:</b>	11/04/2018
<b>Subject:</b>	BIANNUAL STRATEGY IMPLEMENTATION UPDATE		
<b>Action Required:</b>	<ol style="list-style-type: none"> <li>1. Note the update on implementation of the 2017-2021 Port Macquarie Hastings Council Economic Development Strategy.</li> <li>2. Request further consideration be given to the content and reporting method by staff and the Economic and Cultural Development Portfolio Councillors.</li> </ol>		
<b>Current Status:</b>	<ol style="list-style-type: none"> <li>1. Noted.</li> <li>2. To be discussed at the May 2018 meeting.</li> </ol>		

<b>Item:</b>	07	<b>Date:</b>	11/04/2018
<b>Subject:</b>	SMART REGIONAL CITY PLANNING		
<b>Action Required:</b>	<ol style="list-style-type: none"> <li>1. That the Group agreed to discuss each of the Australian Government's six Smart Cities policy priorities at future meetings (one priority per meeting). In particular, the intent is to consider how each priority relates to identifying local opportunities and challenges, planning for the future, and ensuring we reach our full potential as a smart regional city.</li> </ol>		
<b>Current Status:</b>	<ol style="list-style-type: none"> <li>1. The first policy priority to be discussed at the May 2018 meeting.</li> </ol>		

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**Item: 06****Subject: PORT MACQUARIE HEALTH AND EDUCATION PRECINCT  
PLANNING****Presented by: Strategy and Growth, Jeffery Sharp**

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**RECOMMENDATION**

**That the Group note the enquiry by design master planning process currently underway for the Port Macquarie Health and Education Precinct.**

**Discussion**

Council is currently working with a specialist urban planning organisation and local stakeholders to conduct an enquiry by design master planning process for the Port Macquarie Health and Education Precinct which takes in the area surrounding the Base Hospital, Innes Lake Shopping Centre, Charles Sturt University and St Columba Anglican School. The Director Strategy and Growth and staff will provide an overview of the project.

**Attachments**

Nil



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**Item: 07**

**Subject: STRATEGY IMPLEMENTATION REPORTING FORMAT**

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

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### **RECOMMENDATION**

**That the Group further consider the format for reporting on implementation of Council's 2017-2021 Economic Development Strategy.**

#### **Discussion**

At the 11 April 2018 meeting of the Economic Development Steering Group it was resolved:

#### **06 BIENNIAL STRATEGY IMPLEMENTATION UPDATE**

##### **CONSENSUS:**

That the Group:

1. Note the update on implementation of the 2017-2021 Port Macquarie Hastings Council Economic Development Strategy.
2. Request further consideration be given to the content and reporting method by staff and the Economic and Cultural Development Portfolio Councillors.

This matter has been considered at a recent Economic and Cultural Development Portfolio meeting and a verbal update will be presented to the Group.

#### **Attachments**

Nil

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Item: 08

Subject: SMART REGIONAL CITY PLANNING

Presented by: Strategy and Growth, Jeffery Sharp

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## RECOMMENDATION

**That the Group consider the first of the Australian Government Smart Cities Policy priorities from a local future planning perspective.**

### Discussion

At the 11 April 2018 meeting, the Group resolved:

## 07 SMART REGIONAL CITY PLANNING

### CONSENSUS:

That the Group agreed to discuss each of the Australian Government's six Smart Cities policy priorities at future meetings (one priority per meeting). In particular, the intent is to consider how each priority relates to identifying local opportunities and challenges, planning for the future, and ensuring we reach our full potential as a smart regional city.

The intent of this item is to allow open discussion regarding the first of six Federal Government's Smart Cities Program principles:

- **Jobs and Skills: the Government aims to boost employment by supporting education, skills and industry development.**
- **Infrastructure and Investment:** the Government aims to improve accessibility and productivity in cities by supporting transport solutions that efficiently connect people with jobs and services.
- **Liveability and Sustainability:** the Government aims to improve safety, social cohesion and health in our cities. The Government also aims to improve air quality, access to green space and active transport, while acting to reduce carbon emissions.
- **Innovation and Digital Opportunities:** the Government aims to harness the productive potential of information and communications technologies and the digital economy, and to make more data publicly available.
- **Governance, Planning and Regulation:** the Government aims to deliver coordinated and integrated policy, planning and investment across all levels of government.
- **Housing:** the Government aims to improve housing supply and affordability, and encourage appropriate densities and diversity of housing options.

### Attachments

Nil

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Item: 09

Subject: TOWN GREEN/TOWN SQUARE WIFI TRIAL OUTCOMES AND  
POTENTIAL OPTIONS MOVING FOWARD

Presented by: Strategy and Growth, Jeffery Sharp

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## RECOMMENDATION

That the Group:

1. **Note the results of the Town Green/Town Square free WiFi trial and current planning to continue the existing free WiFi service, and investigate hardware upgrades to improve coverage within the broader precinct.**

## Discussion

In-line with actions within Council's Digital Strategy and 2017-2021 Economic Development Strategy, a 12 month trial of free CBD wifi has recently been completed. The trial was supported by Council's Town Centre Master Plan Sub-Committee, with seed funding support from the TCMP Reserve fund (\$12,000).

Uptake and usage of free WiFi on Town Green / Town Square, initiated in February 2017, has shown a clear appetite within the community and by visitors to use such a service. The data shows strong and ongoing growth whilst little to no implementation issues or damage to hardware were experienced. The only notable issue over the trial period was access and reliability during peak user periods such as major events, which was expected given there is only a fixed capacity at any one time.

## Background

Free public WiFi has become a standard for locations that are seeking to provide their community and visitors with internet connectivity leading to content generation.

The FREE WiFi network on the Town Green was launched as a 12 month trial on 13 March 2017 with the service being available between the hours of 7am and 9pm with a daily download limit of 500mB. CISCO provided the hardware for the trial while contractors were used to connect the fibre and establish the WiFi network.

Initially called PORT CONNECT the WiFi service was renamed PMHCouncil FREE WiFi in early April 2017 in response to feedback around the name not being clear and obvious to users.

To access the WiFi, users simply choose the PMHCouncil FREE WiFi option then read and agree to the terms and conditions. They are then automatically directed to the [www.portmacquarieinfo.com.au](http://www.portmacquarieinfo.com.au) home page, as another opportunity to promote the destination website, from which point they can commence their internet use.

**Business Engagement**

All businesses in the Town Green precinct were visited prior to the launch of the trial and provided with the relevant information. There was widespread support for the initiative with some anecdotal evidence of business use of the service and promotion to their customers. It is proposed that local business in close proximity to the free WiFi trail area be engaged to inform any future upgrades.

**Trial Experiences**

The trial was considered to be a success as illustrated by the points below:

- Initial uptake was slow but the change of name appeared to have a significant impact on access to the WiFi service which has grown at a consistent and significant rate since.
- The average number of clients per day has grown over the period of the trial from 36 in the first six months to 86 in the second six month period.
- Increased location based signage seemingly had an impact on the average number of clients per day which rose from 86 to 122. This was a good result given that the signage trial period was outside school holidays and there were no significant local events.
- During 2017, ANZAC Day saw the highest number of clients with 138 users while New Year's Day 2018 saw a new all-time high of 185 clients setting the scene for the duration of January which had consistent high usage.
- Top applications used were predominantly social media platforms including Facebook, Snapchat and YouTube. This underscores the fact that allowing our community and visitors constant Internet access not only creates a positive impression of Port Macquarie and the services it offers, but it enables users to promote the destination on-the-go, sharing impressions and user-generated content with their networks.
- Usage has grown consistently since the trials inception however with the completion of the Town Green east upgrade and subsequent Town Square opening and activation incremental growth increased.

Some additional observations relating to the technical aspects of the trial are listed below:

- There were reports that during peak user periods, such as Ironman, that access and reliability was a problem. This is not an unexpected outcome and could be addressed in the longer term pending funding.
- There was no damage to publicly accessible hardware during the course of the trial.
- There were no complaints received during the trial.
- The hardware provided by CISCO was reliable and fit for purpose. No maintenance was required during the period.
- There was no evidence of anti-social behaviour relating to the service or the hours of availability.

The following map shows WiFi coverage in the Town Green. The primary area is where the signal strength is strongest and the secondary area is where the signal strength can be patchy.





An investment in additional hardware would improve the signal strength in the secondary segment. This hardware would be installed in the centre of the Town Green at the electrical switchboard. A rough estimate of the cost of this upgrade is approximately \$5000.00. Further investigation has been initiated with Council's Digital Technology team to understand the full scope of works required, expansion capacity and detailed costing.

### **Costs**

The monthly cost of the Town Green Free WiFi was funded by Council and this will continue beyond the trial. It is not understood as yet what impact an expansion to the existing footprint would have on the cost to operate on a daily basis. It is anticipated this will be clarified through the scoping and discovery process.

### **Marketing**

Council's website carries information on the trial while Port News featured the trial in the newspaper and on-line following a media release in early April 2017. Additional promotion occurred through social media and temporary on-site signage.



### In Summary

The results detailed in this report indicate it is timely to explore local business perceptions of the trial and look at options to upgrade the current coverage to improve the footprint and accessibility during heavy usage periods. This also ties in with completed and planned upgrades to the Town Green and Town Square further enhancing accessibility of this iconic water-side community space and providing the perception of a progressive and proud place.

### Attachments

Nil

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**Item: 10**

**Subject: NEXT MEETING**

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

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**RECOMMENDATION**

**That the Group note the next meeting will be held on Wednesday 13 June 2018 at 8.30am at Council Headquarters.**

**Discussion**

Not applicable.

**Attachments**

Nil