



Economic Development Steering Group

Business Paper

date of meeting: Wednesday, 5 February 2014

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

time: 8.00am

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**

Economic Development Steering Group Meeting

Wednesday, 5 February 2014

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**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 Economic Development Steering Group Meeting held on 4 December 2013 be confirmed.

PRESENT

Members:

Councillor Trevor Sargeant
Ross Cargill (Mid North Coast NSW Business Chamber)
Joy Corben (Port Macquarie-Hastings Education and Skills Forum)
Kathryn Balodis (Greater Port Macquarie Tourism Association)
Anthony Thorne (Hastings Construction Industry Association Inc.)
Lisa McPherson (Chambers of Commerce in Port Macquarie & Wauchope)
John Saunders (Camden Haven Chamber of Commerce & Industry)
Haydn Oriti (Port Macquarie Chamber of Commerce)
Jill Follington (Industry Mid North Coast)

Other Attendees:

Craig Swift-McNair (Director Commercial Services & Industry Engagement)
Liesa Davies (Group Manager Economic Development)

The meeting opened at 8.00am.

01 ACKNOWLEDGEMENT OF COUNTRY

The Acknowledgement of Country was delivered.

02 APOLOGIES

CONSENSUS:

That the apologies received from Councillor Peter Besseling (Mayor), Councillor Mike Cusato, Councillor Rob Turner, Dr. Mueyesser Durur (Higher Education), Kelly Lamb (Hastings Business Women's Network) and Tony Hayward (General Manager) be accepted.

03 CONFIRMATION OF MINUTES

CONSENSUS:

1. That the Minutes of the Economic Development Steering Group Meeting held on 30 October 2013 be confirmed.
 2. That the Minutes of the Extraordinary Economic Development Steering Group Meeting held on 6 November 2013 be confirmed.
-

04 DISCLOSURES OF INTEREST

There were no disclosures of interest presented.

05 BUSINESS ARISING FROM PREVIOUS MINUTES

CONSENSUS:

That all Business Arising Items be removed.

ITEM 08 - 07.08.2013 - PRIORITY INDUSTRY SECTORS

Please remove as it was incorporated into the Economic Development Outcomes and Actions Performance Measures.

ITEM 06 - 04.09.2013 - REVIEW OF THE ECONOMIC DEVELOPMENT OUTCOMES & ACTIONS

Please remove as the Economic Development Outcomes and Actions have been incorporated into the Economic Development Strategy.

ITEM 07 - 04.09.2013 - PERFORMANCE MEASURES AGAINST THE ECONOMIC DEVELOPMENT OUTCOMES AND ACTIONS

Please remove as the Performance Measures have been included in the Economic Development Strategy.

ITEM 08 - 04.09.2013 - DRAFT ECONOMIC DEVELOPMENT STRATEGY

This Item can be removed as this item was tabled at the meeting held on the 04.09.2013.

06 IMPLEMENTATION OF THE ECONOMIC DEVELOPMENT STRATEGY

A general discussion about the plans for prioritisation and implementation of actions included in the Economic Development Strategy took place.

It was agreed that:

- Outcome 1 - a plan for how we work to achieve this (to be reported to Council in February 2014) and in particular Action 3 regarding an effective inquiry management system for business and industry;
- Business Confidence Survey (to commence in February 2014);
- Destination Management Plan;
- Events Strategy;
- Digital Strategy;
- Development of Whole of Place Marketing Strategy. (It was noted that in the final drafting of the Strategy, two actions in this regard were merged and the final action should have a deadline of 31 March 2014 for completion of the Whole of Place Marketing Strategy and collateral);
- Economic Development information on new Council Website;
- Commence planning our approach to development of industry action plans - in particular, working groups for the 'actionable industries' must be established;

It was also suggested that consideration should be given to:

- Initial planning on how we undertake the infrastructure gap analysis;
- Actions under the 'Creating Vibrant and Desirable Places' outcome eg testing the 'appetite' within our towns and villages for defining their character; Assessment of Economic Impact of the Port Macquarie Town Centre Masterplan model to assist with discussion on this approach with Wauchope and Laurieton.

It was also noted that there is a typographical error in the final Strategy document that needs to be corrected.

07 ECONOMIC DEVELOPMENT FUNDING

The Economic Development Steering Group discussed the current and future level of funding for economic development and tourism.

The Economic Development Steering Group suspect that there may not be the resources within Council's Economic Development Team to deliver on the actions and are keen for Council to ensure that adequate funding and resources are provided for 2014/2015 and beyond.

08 DRAFT DESTINATION MANAGEMENT PLAN

The Economic Development Steering Group discussed the Draft Destination Management Plan.

It was noted that the Draft Destination Management Plan is not a marketing plan and was never meant to be and that the document should state this categorically.

CONSENSUS:

The Draft Destination Management Plan is to go the December 2013 Council meeting for placing on public exhibition.

09 DRAFT EVENTS STRATEGY

The Economic Development Steering Group discussed the Draft Events Strategy.

CONSENSUS:

The Economic Development Steering Group Members are to come back to Liesa Davies, Group Manager of Economic Development within the next week with any feedback.

10 GENERAL BUSINESS

Nil.

The meeting closed at 10.00am.

Item: 04
Subject: DISCLOSURES OF INTEREST

RECOMMENDATION

That Disclosures of Interest be presented

DISCLOSURE OF INTEREST DECLARATION

Name of Meeting:
Meeting Date:
Item Number:
Subject:
.....

I, declare the following interest:

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

Non-Pecuniary - Significant Interest:
Take no part in the consideration and voting and be out of sight of the meeting.

Non-Pecuniary - Less than Significant Interest:
May participate in consideration and voting.

For the reason that:
.....

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

Councillor's 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^{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—see section **448** (g) (ii) of the *Local Government Act 1993*.
 - iv. **Relative** is defined by the *Local Government Act 1993* as meaning your, your spouse's or your de facto partner's parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child and the spouse or de facto partner of any of those persons.

Item: 05**Subject: BUSINESS ARISING FROM PREVIOUS MINUTES**

Item:	08	Date:	04.12.2013
Subject:	Draft Destination Management Plan		
Action Required:	The Draft Destination Management Plan is to go to the December 2013 Council meeting for placing on public exhibition.		
Current Status:	Draft Destination Management Plan is on public exhibition from 19 December 2013 to 16 February 2014.		

Item:	09	Date:	04.12.2013
Subject:	Draft Events Strategy		
Action Required:	The Economic Development Steering Group Members are to come back to Liesa Davies, Group Manager of Economic Development within the next week with any feedback.		
Current Status:	Feedback has been received from Councillor Cusato and Sargeant.		

Item: 06

Subject: BUSINESS CONFIDENCE SURVEY

Presented by: Commercial Services & Industry Engagement, Craig Swift-McNair

RECOMMENDATION

That the Economic Development Steering Group discuss the upcoming Business Confidence Survey.

Discussion

A request for quotations for external parties to conduct the Business Confidence Survey was released in early January and closed on the 30th January 2014.

An update on the quotations received will be provided, as well as discussion around the questions to be included in the survey.

Attachments

Nil



Item: 07

Subject: INFRASTRUCTURE GAP ANALYSIS

Presented by: Commercial Services & Industry Engagement, Craig Swift-McNair

RECOMMENDATION

The Economic Development Steering Group to discuss in detail the scope of the proposed Infrastructure Gap Analysis to be undertaken.

Action 9 of the Economic Development Strategy is listed as follows:

'Undertake an infrastructure gap analysis that will assist in developing a set of infrastructure priorities for the region.'

Investigations have revealed that there appear to be very few Council's (or other organisations) who have undertaken formal infrastructure gap analyses over the past few years. However the RDA in South Australia undertook such a review in mid 2012. For that analysis, they used the following definition for heavy infrastructure:

Heavy Infrastructure i.e. hard and physical infrastructure such as:

- Transport (ports, roads, rail, air)
- Power and Energy (electricity, gas, wind, including renewable)
- Water
- Sewerage
- Telecommunications (local access network, ISDN and data services, mobile, satellite, internet)
- General waste management
- Tourism Heavy Infrastructure (airport, way finding signage etc).

Discussion is to take place around the above definition in order to determine what should be included in our infrastructure gap analysis.

Attachments

Nil

Item: 08

Subject: PLACE MARKETING STRATEGY DEVELOPMENT

**Presented by: Commercial Services & Industry Engagement, Craig Swift-
McNair**

RECOMMENDATION

That the Economic Development Steering Group give consideration to the initial planning stages for the development of the place marketing strategy.

The Group Manager Economic Development will provide an update on initial planning for the development of the place marketing strategy, for comment and further consideration.

Attachments

Nil



Item: 09

Subject: DIGITAL STRATEGY UPDATE

Presented by: Commercial Services & Industry Engagement, Craig Swift-McNair

RECOMMENDATION

That the Economic Development Steering Group note the current status of the Digital Strategy.

The Group Manager Economic Development will provide an update on the development of the Digital Strategy for comment and discussion.

Attachments

Nil

