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**PRESENT**

**Members:**

Councillor Peter Besseling (Mayor)  
Councillor Rob Turner  
Councillor Mike Cusato  
Kelly Lamb (Hastings Business Women's Network)  
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)  
Dr. Muyesser Durur (Higher Education)  
John Saunders (Camden Haven Chamber of Commerce & Industry)  
Haydn Oriti (Port Macquarie Chamber of Commerce)

**Other Attendees:**

Tony Hayward (General Manager)  
Craig Swift-McNair (Director Commercial Services & Industry Engagement)

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The meeting opened at 8.00am.

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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 the apologies received from Councillor Trevor Sargeant and Jill Follington (Industry Mid North Coast) be accepted.

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**03 CONFIRMATION OF MINUTES**

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CONSENSUS:

That the Minutes of the Economic Development Steering Group Meeting held on 4 December 2013 be confirmed.

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#### **04 DISCLOSURES OF INTEREST**

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There were no disclosures of interest presented.

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

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All items are to be removed.

##### **ITEM 08 - 04.09.2013 - DRAFT ECONOMIC DEVELOPMENT STRATEGY**

To be removed as a new item will be added to future Agendas to monitor progress on the Economic Development Strategy.

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#### **06 BUSINESS CONFIDENCE SURVEY**

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An update was provided by the Group Manager of Economic Development on the RFQ and the submissions. More information to come back to the EDSG following the evaluation of the submissions.

When considering the submissions, it was agreed that alignment with other business/confidence surveys needs to be considered and if possible we should be looking to benchmark our performance against other regions.

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#### **07 INFRASTRUCTURE GAP ANALYSIS**

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A discussion was held regarding Heavy Infrastructure. It was agreed that with regard to water & sewer (i.e. headworks) a lot of the infrastructure has been completed by Council. An issue was raised in regard to our water capacity for a growing region i.e. is the water infrastructure adequate for the future? It was noted that some work is being done now on the capacity of the dam etc and this could potentially form part of the review and be a subject for a briefing report to the Economic Development Steering Group in the future.

Discussion also focused on Council targeting the things we know are an issue i.e. transport infrastructure such as Oxley Hwy, Lake Road, Wrights Road, Ocean Drive, Houston Mitchell Drive and Wauchope bypass issues.

##### **CONSENSUS:**

It was agreed that further information on future water supply issues be brought to the EDSG and discuss at a future meeting.

Further, Council staff will prepare a scope of works for a transport and telecommunications gap analysis.

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**08 PLACE MARKETING STRATEGY DEVELOPMENT**

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Liesa Davies, Group Manager Economic Development, introduced Jane Ellis (from the Economic Development Team) to the EDSG. Jane provided an introductory brief on place marketing and in particular how it relates to/is incorporated as the outcome of a places brand.

Discussion was had around how big a project on place branding and place marketing is and Council could progress this and the level of consultation required to do this well.

There was general agreement that we do need a place marketing strategy.

**CONSENSUS:**

Council is to further scope the requirements for a place branding and marketing strategy and report back to the EDSG with a draft scope and resourcing requirements.

A Scope is to be drafted on what this now looks like and what resourcing is required.

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**09 DIGITAL STRATEGY UPDATE**

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An update was provided by Liesa Davies, Group Manager, Economic Development. A copy of the recent media release from the NBN & Co (22 January regarding NBN fixed wireless rollout on the Mid North Coast) was distributed to the group.

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**10 GENERAL BUSINESS**

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Nil.

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The meeting closed at 10.00am.