

**PRESENT**

**Members:**

Councillor Rob Turner (Chair)  
Councillor Geoff Hawkins (Deputy Chair)  
Kelly King (Community Representative)  
Paul Dawson (Community Representative)  
Anthony Thorne (Community Representative)  
Kate Wood-Foye (Community Representative)  
Hadyn Oriti (Community Representative)  
Ross Cargill (Community Representative)  
Peter Halliwell (Community Representative)  
Jane Evans (Community Representative)  
Michelle Love (Community Representative)  
Kellon Beard (Community Representative)

**Other Attendees:**

Acting General Manager (Jeffery Sharp)  
Acting Director Strategy and Growth (Liesa Davies)  
Acting Group Manager Economic and Cultural Development (Amanda Hatton)  
Senior Economic Development Officer (David Archer)  
Destination and Cultural Development Manager (Jane Ellis)

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The meeting opened at 8:33am.

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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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Nil.

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### **03 CONFIRMATION OF MINUTES**

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#### RECOMMENDATION

That the Minutes of the Economic Development Steering Group Meeting held on 14 October 2020 be confirmed with the following amendment:

- Present list to include Jane Evans.

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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**

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#### CONSENSUS:

That the Business Arising schedule be noted with a discussion on the review of the 2017 - 2021 Economic Development Strategy and development of a new strategy in 2021 to be addressed under item 08 of this meeting.

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### **06 BUSHFIRE AND COVID-19 IMPACTS AND RECOVERY QUARTERLY UPDATE**

The Acting Group Manager Economic and Cultural Development provided an update to the Group on the bushfire and COVID-19 recovery initiatives underway to support the community and noted that these projects are on track for delivery by 30 June 2021.

A discussion was also undertaken around the current local climate, where it was acknowledged that a return of some events to the region was a positive step for economic recovery and that the introduction of the new Canberra route with Fly Pelican was pleasing. On the contrary, Job Keeper payments impacting on staffing availability levels is expected to be an ongoing challenge.

It was also noted that Council's Community Recovery Officer continues to work with communities impacted by bushfires and relevant stakeholder agencies supporting recovery efforts.

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#### CONSENSUS:

That the Economic Development Steering Group note the update on bushfire recovery initiatives and COVID-19 impact and response.

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## **07 DESTINATION BRAND REVIEW PROJECT**

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The Destination and Cultural Development Manager presented to the Group on the Destination Brand Review project in replacing the current 'Come out of Your Shell' brand that was developed in 2009.

The project objectives, alignment with the Destination Management Plan and broader scope of the project was defined. This included confirmation that the project relates to the development of a consumer facing destination visitor brand only, not a whole-of place or Council brand.

### **CONSENSUS:**

That the Economic Development Steering Group:

1. Note the update on the Destination Brand Review Project.
2. Note that further information on project deliverables will be provided following the meeting with feedback welcomed by 5pm 13 November 2020.

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## **08 ECONOMIC DEVELOPMENT STRATEGY RENEWAL**

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The Senior Economic Development Officer presented to the Group an outline of the proposed timelines and two-phased approach (Discovery and Strategy Development) that will be undertaken for the Economic Development Strategy renewal. The importance of considering the new Strategy and its linkages to existing Council and regional strategies was highlighted.

The Group noted their support of this approach and encouraged face-to-face engagement be undertaken throughout the development of the Strategy and when safe to do so.

### **CONSENSUS:**

1. That the Economic Development Steering Group note the update on the Economic Strategy Renewal project.
2. That the 9 December 2020 Economic Development Steering Group meeting be extended by 30 minutes, commencing at 8am, to allow for an initial engagement session to be undertaken.

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**09 ECONOMIC DEVELOPMENT STEERING GROUP MEETING DATES FOR 2021**

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The proposed dates and format for Economic Development Steering Group meetings for 2021 was discussed and agreed within the Group.

**CONSENSUS:**

That the Economic Development Steering Group members accept the proposed dates for the 2021 Steering Group meetings, noting:

1. The 11 August 2021 meeting will need to be moved forward by a week or cancelled as this will be during Council caretaker period and attendance by a Councillor is required to make a quorum as stipulated within the Steering Group Charter.
2. The Group's preference is for face-to-face meetings to recommence in 2021 when safe to do so.

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**10 GENERAL BUSINESS**

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Nil.

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The meeting closed at 10:05am.