



PORT MACQUARIE-HASTINGS  
COUNCIL



# Economic Development Steering Group

## Business Paper

date of meeting: Wednesday 11 November 2020

location: Via MS Teams

time: 8:30am

**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**

## **CHARTER**

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### **1.0 OBJECTIVES**

- Assist Council in the implementation and review of the Economic Development Strategy.
- Assist Council in monitoring the success of the Economic Development Strategy against established criteria.
- Engage with and provide input to Council on other economic development matters which are relevant to the future of the Local Government Area.
- To provide and receive two-way feedback from business and industry.

### **2.0 KEY FUNCTIONS**

- The 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 Port Macquarie Hastings 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 in the state, national and global market.

### **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
- Hastings Business Women's Network
- NSW Business Chamber
- Industry Mid North Coast
- Port Macquarie Hastings Education and Skills Forum
- Hastings Construction Industry Association.

Council representatives will be:

- Councillors, Economic and Cultural Development Portfolio

- General Manager
- Director
- 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 or participate in a working group on certain issues or to progress an agreed outcome, as approved by the Steering Group.

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.

### **3.1 Voting Members**

- Councillors, Economic and Cultural Development Portfolio
- General Manager
- Director
- Group Manager Economic Development
- Community representatives, as appointed by Council

### **3.2 Non-Voting Members**

- Other members, including State and Federal Government representatives and specific constituent groups within various sectors may be invited to attend meetings or working groups on certain issues or to progress an agreed outcome, as approved by the Steering Group.

### **3.3 Obligations of Members**

- Commit to working towards advancement of economic development within the Local Government Area.
- Act honestly and in good faith.
- Act impartially at all times.
- Participate actively in the work of the Steering Group.
- Exercise the care, diligence and skill that would be expected of a reasonable person in comparable circumstances.
- Comply with this Charter document at all times.
- Facilitate and encourage community engagement with Steering Group and Council initiatives to support good cultural and social outcomes for our community.
- As per Section 226 (c) of the NSW Local Government Act 1993, the Mayor is the principal spokesperson for the governing body and Councillors that are members of a Steering Group are to obtain the Mayor's agreement to make media and other statements. Further, only the Mayor, or a Councillor with the Mayor's agreement and otherwise in accordance with Council policies and procedures, may release Council information through media statements or otherwise, and the release of such information must be lawful under the Council adopted Code of Conduct. Council officers that are members of Steering Groups are bound by the existing operational delegations in relation to speaking to the media.

- A Councillor as a member of a Steering Group or the Steering Group itself has no delegation or authority to make decisions on behalf of Council, nor to direct the business of Council. The only decision making power open to Councillors is through formal resolutions of Council.
- A Councillor as a member of a Steering Group or the Steering Group itself cannot direct staff and must abide by the decisions of Council and the policies of Council.
- 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 functions 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.

### **3.4 Member Tenure**

- 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 require the approval of Council.

### **3.5 Appointment of Members**

- 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 economic development interests across the Local Government Area rather than a single issue. The members of the Committee, taken collectively, will have a broad range of skills and experience relevant to economic development, business and industry in the Port Macquarie Hastings region. Applications from individuals and representatives from interest groups, and who meet the selection criteria will be encouraged.
- Council, by resolution duly passed, will appoint members to the Steering Group.

## **4.0 TIMETABLE OF MEETINGS**

- 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.

## **5.0 MEETING PRACTICES**

### **5.1 Decision Making**

- Recommendations of the Steering Group shall be by majority of the members present at each Meeting and each member shall have one (1) vote.
- The Chairperson shall not have a casting vote.
- In the event of an equality of votes on any matter, the matter shall be referred directly to Council's Executive Group and then to Council.
- Recommendations from the Steering Group are to be made through the General Manager or the relevant Director, who will determine under delegation, the process for implementation.
- 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.

- The Steering Group may establish working groups to support actions and activities within the strategies or to assist in the delivery of projects and events as deemed appropriate. All projects are to be aligned with Council's suite of Integrated Planning and Reporting documents.

## **5.2 Quorum**

- A quorum must include a minimum of one (1) Councillor or one (1) Council Executive staff member being present. The quorum for the Steering Group will be met if half of the members plus one are present.

## **5.3 Chairperson and Deputy Chairperson**

- The Chairperson shall be the Councillor, Chair Economic and Cultural Development Portfolio.
- The Deputy Chair shall be the Councillor, Alternate Chair Economic and Cultural Development Portfolio.
- At all Meetings of the Steering Group, the Chairperson shall occupy the Chair and preside. In the absence of the Chairperson and Deputy Chair, as the Steering Group's first item of business, the Steering Group shall elect one of its members to preside at the Meeting (elected chair must be a Council representative).

## **5.4 Secretariat**

- The Director is to be responsible for ensuring that the Steering Group has adequate secretariat support. The secretariat will ensure that the business paper and supporting papers are circulated at least three (3) days prior to each meeting. Minutes shall be appropriately approved and circulated to each member within three (3) weeks of a meeting being held.
- All Steering Group agendas and minutes will be made available to the public via Council's web site, unless otherwise restricted by legislation.

## **5.5 Recording of explicit discussions on risks**

- The Secretariat shall record all discussions that relate to risks.

## **6.0 CONVENING OF "OUTCOME SPECIFIC" WORKING GROUPS**

- The Steering Group can at times request a working group to be convened, for a limited period of time, for a specific action, these specifics will be minuted clearly. The working group will report back to the Steering Group with outcomes.
- Any working groups established under this Steering Group will be responsible for providing updates to the Group. The working groups will be an informal gathering with notes collected and managed by the senior staff member in attendance and will be tabled at the Steering Group meetings.

## **7.0 CONFIDENTIALITY AND CONFLICT OF INTEREST**

- Any independent members of the Steering Group will be required to complete a confidentiality agreement that will cover the period of their membership of the Steering Group.

- Steering Group members must declare any conflict of interests at the start of each meeting or before discussion of a relevant item or topic. Details of any conflicts of interest should be appropriately minuted.
- Where members or invitees at Steering Group meetings are deemed to have a real or perceived conflict of interest, it may be appropriate that they be excused from Steering Group deliberations on the issue where the conflict of interest may exist.

## Port Macquarie-Hastings Economic Development Steering Group

### ATTENDANCE REGISTER

Member	11/03/20	10/06/20	08/07/20	12/08/20	09/09/20	14/10/20
Councillor Rob Turner (Chair)	✓	✓	✓	✓	✓	✓
Councillor Geoff Hawkins (Deputy Chair)	A	✓	✓	✓	✓	A
Councillor Alley (Alt. Chair of External Grants and Revenues Portfolio)	X	X	X	X	X	X
Kelly King	✓	A	A	✓	A	✓
Paul Dawson	✓	✓	✓	✓	✓	✓
Anthony Thorne	A	✓	✓	✓	✓	✓
Kate Wood-Foye	✓	✓	✓	✓	✓	✓
Stuart Bate	✓	X	✓	✓	✓	✓
Hadyn Oriti	✓	A	✓	✓	✓	✓
Ross Cargill	✓	✓	✓	✓	✓	✓
Peter Halliwell	A	✓	✓		✓	A
Jane Evans	✓	✓	✓	✓	✓	X
Michelle Love	✓	✓	✓	✓	✓	✓
Kellon Beard	✓	✓	✓	✓	✓	✓
Craig Swift-McNair Jeffery Sharp (Acting General Manager) Rebecca Olsen (Acting)	X	✓	- ✓	- ✓	- ✓	✓
Jeffery Sharp (PMHC Director Strategy & Growth) Duncan Council (Acting) Liesa Davies (Acting)	X	✓	- ✓	- ✓	- ✓	✓
Liesa Davies (PMHC Group Manager Economic & Cultural Development) Amanda Hatton (Acting)	X	✓	✓	- ✓	- ✓	✓

**Key:** ✓ = Present

A = Absent With Apology

X = Absent Without Apology

### Meeting Dates for 2020

12/02/2020	Function Room	8:30am
11/03/2020	Function Room	8:30am
8/04/2020	Function Room	8:30am
13/05/2020	Function Room	8:30am
10/06/2020	Function Room	8:30am
8/07/2020	Function Room	8:30am
12/08/2020	Committee Room	8:30am
14/10/2020	Function Room	8:30am
11/11/2020	Function Room	8:30am
9/12/2020	Committee Room	8:30am

# Economic Development Steering Group Meeting

Wednesday 11 November 2020

## 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 14 October 2020 be confirmed.

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## **PRESENT**

### ***Members:***

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

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

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

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The meeting opened at 8:31am.

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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 Geoff Hawkins and Peter Halliwell 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 9 September 2020 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**

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#### **CONSENSUS:**

That the Business Arising Schedule be noted with the following additional information:

- That a proposed pathway for the discussion on red tape will be discussed in Item 06.

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### **SUSPENSION OF STANDING ORDERS**

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#### **CONSENSUS:**

That standing orders be suspended to allow Item 09 to be brought forward and considered next, to allow sufficient time to consider this item.

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### **09 ANNUAL BUSINESS CONFIDENCE SURVEY RESULTS**

The results and insights from the 2020 Port Macquarie Hastings Business Confidence Survey were presented to the Group by the Senior Economic Development Officer.

412 businesses were profiled in the survey, with the results showing that local businesses had experienced declining trading conditions as expected, following the 2019-2020 bushfires and the COVID-19 pandemic.

Interestingly, the results showed that the Port Macquarie-Hastings region has a high rate of business innovation when compared to other regional areas and innovative businesses reported significantly better outcomes across the survey measures in comparison to those businesses who did not innovate.

It was noted that despite the confidence and business performance downturn, businesses remain confident conditions will improve in the next 12 months.

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Kellon Beard enquired as to feedback from the real estate industry with the Senior Economic Development Officer noting that whilst commercial real estate feedback has not been obtained at this point in time, feedback suggests that there have been strong residential trading conditions.

The Group also discussed the notion of businesses innovating as opposed to reacting to change, and the positive impact that the 'locals supporting locals' messaging has had for businesses within the community.

**CONSENSUS:**

That the Group note the overview of the 2020 Port Macquarie-Hastings Business Confidence Survey results.

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**06 ECONOMIC DEVELOPMENT STRATEGY RENEWAL**

The Acting Director Strategy & Growth led the Group through a discussion on the proposed pathway to develop a new Economic Development Strategy for our region, noting the existing Strategy is due for renewal in 2021.

The approach presented included a plan for preliminary supply chain gap analysis, and consultant-led stakeholder engagement followed by drafting of a new Strategy (which will also incorporate bushfire and COVID recovery priorities). It was noted that the development of a new Strategy would also be an opportune time to further consider feedback around 'red tape' received from the COVID-19 Recovery Working Group. The proposed timeline for development of the new Strategy aims to have it adopted by Council in July 2021.

The Group discussed the project scope and proposed engagement of a consultant to support the Strategy development, with a number of members emphasising the need to ensure the Economic Development Strategy continues to build on the strength of the previous and current strategy, that it maintain its importance in Council's suite of Strategies, and that the business community has ample opportunity to provide input to and continue to feel a sense of ownership of the new Strategy.

**CONSENSUS:**

That the Group:

1. Note the plan to review the 2017-2021 Economic Development Strategy and develop a new Strategy in 2021.
2. Request staff continue to keep the Group informed of progress with this project.

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**07 BIENNIAL STRATEGY IMPLEMENTATION UPDATE**

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The Senior Economic Development Officer presented to the Group an overview of the progress in implementing the Economic Development Strategy over the last six months.

It was noted that despite the challenges of bushfires and COVID, many actions under the Strategy have continued over the past six months. This has included development of the Smart Community Roadmap, the \$2.1 million Coastal Walk upgrade, adoption of a new Destination Management Plan, completion of the Cultural Economy Project, finalisation of the Airport Business Park Planning Proposal and a range of business support/recovery initiatives.

In addition to the ongoing delivery of adopted Bushfire and COVID recovery projects, the next six months will continue to focus on achieving identified priority areas under the Strategy, including further work in relation to the Health and Education Precinct, foreshore walks, 'support local' initiatives, promotion of the NBN Business Fibre Zone and a destination brand review.

Jane Evans enquired as to Council's planned communications to stakeholders within the Health and Education Precinct regarding the NBN options to ensure businesses have awareness of and maximise NBN options. The Senior Economic Development Officer confirmed that this would consist of direct communications to identified businesses in conjunction with broader communications via Council's promotional channels.

The biennial strategy implementation will be reported to the 18 November 2020 meeting of Council, with full detail attached.

**CONSENSUS:**

That the Group note the update on implementation of the 2017-2021 Port Macquarie-Hastings Council Economic Development Strategy.

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**08 DESTINATION MANAGEMENT UPDATE**

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The Destination and Cultural Development Manager presented an update to the Group on destination management activities since October 2019. It was noted that with the 2019-2020 bushfire season followed by the COVID-19 pandemic, destination marketing activities in particular have pivoted with campaign messaging such as 'It's time to play' to 'Paradise will wait'.

Examples of campaign activity were presented to the Group along with campaign results, PR, social media and website activity. Despite the bushfire and COVID-19 challenges, strong results were achieved with an increase in year-on-year data.

Kate Wood-Foye congratulated the team on the results achieved and noted that there has been great anecdotal feedback from operators in relation to visitor activity.

Michelle Love noted the great social media activity occurring and the positive influence being seen in digitising businesses.

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**CONSENSUS:**

That the Group note the update on destination management activities.

Item 09 Annual Business Confidence Survey Results, has been addressed previously within the meeting.

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**09 GENERAL BUSINESS**

Nil.

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The meeting closed at 9:58am.

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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**

<b>Name of Meeting:</b>	
<b>Meeting Date:</b>	
<b>Item Number:</b>	
<b>Subject:</b>	
<b>I, the undersigned, hereby declare the following interest:</b>	
<input type="checkbox"/> <b>Pecuniary:</b> Take no part in the consideration and voting and be out of sight of the meeting.	
<input type="checkbox"/> <b>Non-Pecuniary – Significant Interest:</b> Take no part in the consideration and voting and be out of sight of the meeting.	
<input type="checkbox"/> <b>Non-Pecuniary – Less than Significant Interest:</b> May participate in consideration and voting.	
<b>For the reason that:</b>	
<b>Name:</b>  <b>Signed:</b>	<b>Date:</b>
<b>Please submit to the Governance Support Officer at the Council Meeting.</b>	

*(Refer to next page and the Code of Conduct)*

## Pecuniary Interest

- 4.1 A pecuniary interest is an interest that you have in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to you or a person referred to in clause 4.3.
- 4.2 You will 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 you might make in relation to the matter, or if the interest is of a kind specified in clause 4.6.
- 4.3 For the purposes of this Part, you will have a pecuniary interest in a matter if the pecuniary interest is:
- (a) your interest, or
  - (b) the interest of your spouse or de facto partner, your relative, or your partner or employer, or
  - (c) a company or other body of which you, or your nominee, partner or employer, is a shareholder or member.
- 4.4 For the purposes of clause 4.3:
- (a) Your "relative" is any of the following:
    - i) your parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child
    - ii) your spouse's or de facto partner's parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child
    - iii) the spouse or de facto partner of a person referred to in paragraphs (i) and (ii)
  - (b) "de facto partner" has the same meaning as defined in section 21C of the *Interpretation Act 1987*.
- 4.5 You will not have a pecuniary interest in relation to a person referred to in subclauses 4.3(b) or (c)
- (a) if you are unaware of the relevant pecuniary interest of your spouse, de facto partner, relative, partner, employer or company or other body, or
  - (b) just because the person is a member of, or is employed by, a council or a statutory body, or is employed by the Crown, or
  - (c) just because the person is a member of, or a delegate of a council to, a company or other body that has a pecuniary interest in the matter, so long as the person has no beneficial interest in any shares of the company or body.

## Non-Pecuniary

- 5.1 Non-pecuniary interests are private or personal interests a council official has that do not amount to a pecuniary interest as defined in clause 4.1 of this code. These commonly arise out of family or personal relationships, or out of involvement in sporting, social, religious or other cultural groups and associations, and may include an interest of a financial nature.
- 5.2 A non-pecuniary conflict of interest exists where a reasonable and informed person would perceive that you could be influenced by a private interest when carrying out your official functions in relation to a matter.
- 5.3 The personal or political views of a council official do not constitute a private interest for the purposes of clause 5.2.
- 5.4 Non-pecuniary conflicts of interest must be identified and appropriately managed to uphold community confidence in the probity of council decision-making. The onus is on you to identify any non-pecuniary conflict of interest you may have in matters that you deal with, to disclose the interest fully and in writing, and to take appropriate action to manage the conflict in accordance with this code.
- 5.5 When considering whether or not you have a non-pecuniary conflict of interest in a matter you are dealing with, it is always important to think about how others would view your situation.

### Managing non-pecuniary conflicts of interest

- 5.6 Where you have a non-pecuniary conflict of interest in a matter for the purposes of clause 5.2, you must disclose the relevant private interest you have in relation to the matter fully and in writing as soon as practicable after becoming aware of the non-pecuniary conflict of interest and on each occasion on which the non-pecuniary conflict of interest arises in relation to the matter. In the case of members of council staff other than the general manager, such a disclosure is to be made to the staff member's manager. In the case of the general manager, such a disclosure is to be made to the mayor.
- 5.7 If a disclosure is made at a council or committee meeting, both the disclosure and the nature of the interest must be recorded in the minutes on each occasion on which the non-pecuniary conflict of interest arises. This disclosure constitutes disclosure in writing for the purposes of clause 5.6.
- 5.8 How you manage a non-pecuniary conflict of interest will depend on whether or not it is significant.
- 5.9 As a general rule, a non-pecuniary conflict of interest will be significant where it does not involve a pecuniary interest for the purposes of clause 4.1, but it involves:
- a) a relationship between a council official and another person who is affected by a decision or a matter under consideration that is particularly close, such as a current or former spouse or de facto partner, a relative for the purposes of clause 4.4 or another person from the council official's extended family that the council official has a close personal relationship with, or another person living in the same household
  - b) other relationships with persons who are affected by a decision or a matter under consideration 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 the council official and an organisation (such as a sporting body, club, religious, cultural or charitable organisation, corporation or association) that is affected by a decision or a matter under consideration that is particularly strong. The strength of a council official's affiliation with an organisation is to be determined by the extent to which they actively participate in the management, administration or other activities of the organisation.
  - d) membership, as the council's representative, of the board or management committee of an organisation that is affected by a decision or a matter under consideration, in circumstances where the interests of the council and the organisation are potentially in conflict in relation to the particular matter
  - e) a financial interest (other than an interest of a type referred to in clause 4.6) that is not a pecuniary interest for the purposes of clause 4.1
  - f) the conferral or loss of a personal benefit other than one conferred or lost as a member of the community or a broader class of people affected by a decision.
- 5.10 Significant non-pecuniary conflicts of interest must be managed in one of two ways:
- a) by not participating in consideration of, or decision making in relation to, the matter in which you have the significant non-pecuniary conflict of interest and the matter being allocated to another person for consideration or determination, or
  - b) if the significant non-pecuniary conflict of interest arises in relation to a matter under consideration at a council or committee meeting, by managing the conflict of interest as if you had a pecuniary interest in the matter by complying with clauses 4.28 and 4.29.
- 5.11 If you determine that you have a non-pecuniary conflict of interest in a matter that is not significant and does not require further action, when disclosing the interest you must also explain in writing why you consider that the non-pecuniary conflict of interest is not significant and does not require further action in the circumstances.
- 5.12 If you are a member of staff of council other than the general manager, the decision on which option should be taken to manage a non-pecuniary conflict of interest must be made in consultation with and at the direction of your manager. In the case of the general manager, the decision on which option should be taken to manage a non-pecuniary conflict of interest must be made in consultation with and at the direction of the mayor.
- 5.13 Despite clause 5.10(b), a councillor who has a significant non-pecuniary conflict of interest in a matter, may participate in a decision to delegate consideration of the matter in question to another body or person.
- 5.14 Council committee members are not required to declare and manage a non-pecuniary conflict of interest in accordance with the requirements of this Part where it arises from an interest they have as a person chosen to represent the community, or as a member of a non-profit organisation or other community or special interest group, if they have been appointed to represent the organisation or group on the council committee.



## SPECIAL DISCLOSURE OF PECUNIARY INTEREST DECLARATION

*This form must be completed using block letters or typed.*

*If there is insufficient space for all the information you are required to disclose, you must attach an appendix which is to be properly identified and signed by you.*

<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 the affected principal place of residence of the councillor or an associated person, company or body <i>(the <b>identified land</b>)</i>	
Relationship of identified land to councillor <i>[Tick or cross one box.]</i>	<input type="checkbox"/> The 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"/> An associated person of the councillor has an interest in the land. <input type="checkbox"/> An associated company or body of the councillor has interest in the land.
<b>MATTER GIVING RISE TO PECUNIARY INTEREST<sup>1</sup></b>	
Nature of land that is subject to a change in zone/planning control by proposed LEP <i>(the <b>subject land</b><sup>2</sup>)</i> <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 or associated person <i>[Tick or cross one box]</i>	<input type="checkbox"/> Appreciable financial gain. <input type="checkbox"/> Appreciable financial loss.

*[If more than one pecuniary interest is to be declared, reprint the above box and fill in for each additional interest]*

**Councillor's Signature:** ..... **Date:** .....

*This form is to be retained by the council's general manager and included in full in the minutes of the meeting*

Last Updated: 3 June 2019

**Important Information**

This information is being collected for the purpose of making a special disclosure of pecuniary interests under clause 4.36(c) of the Model Code of Conduct for Local Councils in NSW (the Model Code of Conduct).

The special disclosure must relate only to a pecuniary interest that a councillor has in the councillor's principal place of residence, or an interest another person (whose interests are relevant under clause 4.3 of the Model Code of Conduct) has in that person's principal place of residence.

Clause 4.3 of the Model Code of Conduct states that you will have a pecuniary interest in a matter because of the pecuniary interest of your spouse or your de facto partner or your relative or because your business partner or employer has a pecuniary interest. You will 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.

"Relative" is defined by clause 4.4 of the Model Code of Conduct 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.

You must not make a special disclosure that you know or ought reasonably to know is false or misleading in a material particular. Complaints about breaches of these requirements are to be referred to the Office of Local Government and may result in disciplinary action by the Chief Executive of the Office of Local Government or the NSW Civil and Administrative Tribunal.

This form must be completed by you before the commencement of the council or council committee meeting at 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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<sup>1</sup> Clause 4.1 of the Model Code of Conduct 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 clause 4.6 of the Model Code of Conduct.

<sup>2</sup> 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 clause 4.3 of the Model Code of Conduct has a proprietary interest

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

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Discussion topics at future meetings		
	Due Date	Requested
Review the 2017-2021 Economic Development Strategy and develop a new strategy in 2021	February 2021	8/07/2020

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**Item: 06**

**Subject: BUSHFIRE AND COVID-19 IMPACTS AND RECOVERY QUARTERLY UPDATE**

**Presented by: Strategy and Growth, Liesa Davies**

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### **RECOMMENDATION**

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

### **Discussion**

Following the adoption of COVID-19 recovery and stimulus projects at the August 2020 meeting of Council, and the ongoing implementation of bushfire recovery projects, the Acting Group Manager Economic and Cultural Development will provide an update on the status of these projects.

In addition, a review of recent insights in relation to local recovery will be presented with feedback and updates invited from the Group.

### **Attachments**

Nil

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**Item: 07****Subject: DESTINATION BRAND REVIEW PROJECT****Presented by: Strategy and Growth, Liesa Davies**

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**RECOMMENDATION**

**That the Economic Development Steering Group note the update on the Destination Brand Review Project.**

**Discussion**

Through the development of the 2020 - 2024 Port Macquarie-Hastings Destination Management Plan (DMP), a clear priority that emerged was a review of the destination brand and related marketing strategies, to best position Port Macquarie-Hastings and its experiences to key visitor markets. This project will commence shortly, with associated stakeholder engagement taking place in the first quarter of 2021.

The last brand review for the region was conducted in 2009 and resulted in the 'Come out of your Shell' tourism brand. It was designed at the time to lure visitors to 'come out of their shell' and into the coast and hinterland of the Greater Port Macquarie region. However, the DMP articulates that one of the key challenge for the destination moving forward is to clearly articulate its brand identity and story and then determine effective marketing strategies to guide the work of Council and industry stakeholders to better showcase the area and its experiences to key visitor markets.

It is important to note that this project does not include a review of the Council brand or a whole of region brand, it relates specifically to the development of a consumer facing tourism visitor brand.

The Destination and Cultural Development Manager will provide an overview to the Group on the project scope and deliverables.

**Attachments**

Nil

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**Item: 08**

**Subject: ECONOMIC DEVELOPMENT STRATEGY RENEWAL**

**Presented by: Strategy and Growth, Liesa Davies**

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**RECOMMENDATION**

**That the Economic Development Steering Group note the update on the Economic Strategy Renewal project.**

**Discussion**

Council's Senior Economic Development Officer will provide the Group with an update on the proposed scope and timeframes for the development of a new Economic Development Strategy.

**Attachments**

Nil

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**Item: 09**

**Subject: ECONOMIC DEVELOPMENT STEERING GROUP MEETING DATES  
FOR 2021**

**Presented by: Strategy and Growth, Liesa Davies**

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### **RECOMMENDATION**

**That the Economic Development Steering Group members accept the proposed dates for the 2021 Steering Group meetings.**

### **Discussion**

In planning for 2021 meetings, it is proposed that the Group meet as follows:

Wed 10 Feb 8.30-10.00am

Wed 10 Mar 8.30-10.00am

Wed 14 Apr 8.30-10.00am

Wed 12 May 8.30-10.00am

Wed 9 Jun 8.30-10.00am

Wed 14 Jul 8.30-10.00am

Wed 11 Aug 8.30-10.00am

No meeting in September due to PMHC Local Government election

Wed 13 Oct 8.30-10.00am

Wed 10 Nov 8.30-10.00am

Wed 8 Dec 8.30-10.00am

Noting some easing but the likelihood of ongoing COVID-19 restrictions, feedback is invited from the Group on their preferred meeting format for 2021 (virtual or face-to-face meetings, or a combination of both formats).

### **Attachments**

Nil