



GEORGES RIVER COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE

NOTICE OF MEETING

Monday, 30 April 2018

An Economic Development Advisory Committee meeting will be held on Monday, 30 April 2018 at 6.00pm in the River Room, 1st Floor, Georges River Council, Hurstville for the consideration of the business available on Council's website at:

<http://www.georgesriver.nsw.gov.au/Council/Council-Meetings>

BUSINESS

1. Welcome and Introductions
2. Apologies
3. Appointment of the Chair
4. Adoption of the Terms of Reference
5. Disclosures of Interest
6. Agenda Items
7. General Business

ORDINARY MEETING

Summary of Items

Monday, 30 April 2018

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Council Reports

- Item:** EDC001-18 Economic Development Strategy and Place Making Works Program Update
- Author:** Manager Strategic Planning
- Directorate:** Environment and Planning
- Matter Type:** Council Reports

Recommendation

That EDAC note the overview of the preparation of an Economic Development Strategy and the on-going rollout of a Place Making Works Program.

Overview

1. From the Stronger Communities Fund \$280,000 was allocated to the development and implementation of an Economic Development Strategy. Additional funding was also allocated to place making across the LGA that includes:
 - Place making works program for our centres
 - Centre Beautification improvements, and
 - A Masterplan for Beverly Hills

A condition of the place-making funding was that the works program be developed and initiatives delivered at the same time as the Economic Development Strategy was being drafted.
2. A key component of the evidence informing this work has been the consultation to date comprising a Town Centre Care Factor Survey, a Business Survey and 'one on one' consultations with key employers across the LGA. The surveys and meetings have provided information on opportunities and challenges in supporting a sustainable business environment across the LGA, people's current opinions of our town centres, and what they value in town centres.
3. Based on the consultation to date and analysis of other available data and information, a draft Economic Development Strategy that incorporates Place Making is being drafted. This place-based approach to economic development is responsive to a modern knowledge based¹ economy, where competing for economic success requires "creating places where workers, entrepreneurs, and businesses want to locate, invest and expand."²
4. Draft objectives and principles for the strategy have been developed and have been tested at targeted consultation workshops comprising the following groups:

¹ Definition: The knowledge based economy" is an expression coined to describe trends in advanced economies towards greater dependence on knowledge, information and high skill levels, and the increasing need for ready access to all of these by the business and public sectors (www.stats.oecd.org)

² Governor's Special Message on Community Development and Local Government Reforms to the Michigan State Legislature, March 21, 2011 in www.pps.org/article/michigan-leads-the-way

- Youth Advisory Committee
- Business and Community Representatives (x2)

The consultation workshops have also utilised to develop themes that will frame the strategies and actions contained in the Economic Development Strategy document.

5. The draft Economic Development Strategy is scheduled to be placed on broad public exhibition July 2018.
6. Initiatives already undertaken as part of the Place Making Works Program include:
 - The Big Wash Hurstville
 - Kogarah Clean, and
 - Make Over Month Hurstville
7. A number of other place making initiatives are in planning, including the Kogarah 'noons with Tunes month long event programmed to take place in Spring 2018.
8. A short presentation on the place making initiatives was provided to each of the consultation workshops.

Financial Implications

9. No budget impact for this report.

File Reference

TRIM File: 16/1330

Item: EDC002-18 Economic Development Advisory Committee Vacancies

Author: Economic Development Officer

Directorate: Environment and Planning

Matter Type: Council Reports

Recommendation

- (a) That due to the withdrawal of Ms Rita Boyle – Education Representative, the Committee recommend to Council that Mr Andrew Eldridge, Strategic Planner and Business Partner at TAFE NSW be appointed as the Education Representative on the Economic Development Advisory Committee as Ms Boyle's replacement.
- (b) That due to the fact that the position of Retail Representative has not been filled through the Expressions of Interest process that the Committee suggest suitable candidates or organisations to be approached to fill the vacant position.

Executive Summary

1. Following the Council Meeting held on Monday 26 February Council resolved to appoint ten members to the Economic Development Advisory Committee as per the recommendations outlined in the report to the Environment and Planning Committee on 12 February.
2. On 23 March, the General Manager wrote to successful applicants inviting them to join the Committee.
3. A new Education Representative has now been proposed by NSW TAFE and this report recommends to Council that Mr Andrew Eldridge, Strategic Planner and Business Partner at TAFE NSW be appointed as the Education Representative on the Economic Development Advisory Committee.
4. The position of Retail Representative was not filled through the Expressions of Interest process and it is recommended that the Committee suggest suitable candidates or organisations to be approached to fill the vacant position.

Education Representative

5. On 13 February Ms Rita Boyle, who is currently the Campus Property Manager at St George TAFE advised Council that she wished to withdraw from the Committee as she had sought advice that a more suitable colleague from within TAFE was being considered. As this matter was brought to Council's attention in the middle of Councils reporting process between Committee and Council there was no opportunity to reflect this change of circumstances in the Council resolution.
6. On 5 March, Council received an email from Mr Andrew Eldridge, Strategic Planner and Business Partner for the Sydney Region that includes the Georges River Council area who has offered to be Ms Boyle's replacement.
7. This report recommends that Mr Andrew Eldridge, Strategic Planner and Business Partner at TAFE NSW be appointed as the Education Representative on the Economic Development Advisory Committee.

Retail Representative

8. The position of Retail Representative was not been filled through the Expressions of Interest process.
9. Prior to the closure of the Expressions of Interest for the Committee, Westfield Hurstville indicated that they would be interested to participate as part of the Committee however no application was received.
10. The position of Retail Representative remains vacant and advice is being sought from the Committee with regards to consideration of a suitable applicant to be approached to participate in the Committee moving forward.

Financial Implications.

11. No budget impact for this report.

Community Engagement

12. Community engagement `is not required for this report.

File Reference

SF18/2528

Item: EDC003-18 Smart Cities Update

Author: Economic Development Officer

Directorate: Environment and Planning

Matter Type: Council Reports

Recommendation

That the Committee note and accept the report.

Executive Summary

1. In June 2017 Council endorsed an application to partner with the University of NSW Built Environment Team under the Federal Government's Smart Cities and Suburbs Program. The Program is supporting the delivery of innovative smart city projects that improve the liveability, productivity and sustainability of cities and towns across Australia.
2. The project will record real time use of urban furnishings in public spaces such as parks, plazas and streets.
3. This will enable:
 - a. efficient and informed management of public space and its infrastructure in a local government precinct; and
 - b. a greater engagement by the community with everyday places.
4. The project will also design and test a new and innovative range of urban 'healthy living hardware.' Both components of this project are designed to improve healthy and connected living. This will lead to the development of a smart, infrastructure management system that can be utilised by councils throughout Australia.

Background

5. UNSW contacted Council in November 2017 to report that Georges River had been selected to take part in the program.
6. In December 2017 the first inception meeting occurred. During the meeting a working group made up of key UNSW staff from a range of industrial and environmental design disciplines and Council specialists was formed.
7. After a series of site visits and preliminary research the working group selected two locations - Memorial Square Hurstville, and Olds Park Penshurst.
8. With technology becoming more prevalent in daily life, Council is proactively supporting the role technology can play in understanding the needs of the local community.
9. Smart street furniture and healthy living hardware will be installed at Memorial Square and Olds Park in late May.

Financial Implications

10. No budget impact for this report.

Community Engagement

11. Community engagement is not required for the purpose of this report.

File Reference

17/1723

Item: EDC004-18 **Inclusive Tourism- a new resource for Councils and local businesses**

Author: Economic Development Officer

Directorate: Environment and Planning

Matter Type: Council Reports

Recommendation

That the Committee receive and note the report.

Executive Summary

1. Tourism is a major contributor to the NSW economy contributing \$38.1 billion to the Gross State Product.
2. While much is known about and catered for with regards to the traditional tourism market, governments and industry groups have become increasingly interested in understanding the economic benefits of the Inclusive Tourism market. A new analysis commissioned by Local Government NSW has revealed the enormous potential of the Inclusive Tourism market.
3. Inclusive tourism refers to tourism services and products where people of all abilities feel welcome and wanted as customers and guests.
4. There are approximately 4.2 million Australians with a disability who must overcome a range of barriers in accessing infrastructure, services and products.

Background

5. Local Government NSW has produced a suite of online tools and resources to assist Councils and local businesses to tap into the Inclusive Tourism Market.
6. Local Government NSW is encouraging Councils promote the concept of Inclusive Tourism to local tourism operators and recommending that they complete a free online course available <http://lgnsw.org.au/inclusivetourism>

Financial Implications

7. No budget impact for this report.

Community Engagement

8. Council officers will place links to the free online course on the Council's website.
9. Council officers will also promote the free on-line course by emailing business contacts through the Business Database which includes the St George Chamber of Commerce.

File Reference

D18/47415

Item: EDC005-18 Economic Development Strategy Workshop

Author: Economic Development Officer

Directorate: Environment and Planning

Matter Type: Council Reports

Recommendation

That the Committee participate in a workshop in partnership with non-EDAC member Councillors in order to provide input into the Draft Economic Development Strategy.

Executive Summary

1. In April 2018 a series of external workshops were held with the community. These have included targeted workshops with young people, the business community and local residents.
2. Approximately 70 people have attended these workshops and a rich amount of data has been obtained which will be used to inform the Strategy
3. The Committee and the non-EDAC member councillors are invited to participate in the workshop at the end of the Committee meeting.

Background

4. “Local Economic Development (LED) is the process by which public, business and nongovernmental sector partners work collectively to create better conditions for economic growth and employment generation.”³
5. The Strategy takes a place-based approach to economic development in response to a modern knowledge based economy⁴, where competing for economic success requires “creating places where workers, entrepreneurs, and businesses want to locate, invest and expand.”⁵
6. In the Georges River Local Government Area (LGA) each of our centres are already different ‘places’, so we identify where opportunities for economic development can be collectively viewed by each of our centres. For the purpose of this Strategy, the key centres are:
 - a. Kogarah
 - b. Hurstville
 - c. Kingsgrove
 - d. Peakhurst, and
 - e. Riverwood

³ World Bank Urban Development Unit, 2003, 4

⁴ Definition: The “knowledge based economy” is an expression coined to describe trends in advanced economies towards greater dependence on knowledge, information and high skill levels, and the increasing need for ready access to all of these by the business and public sectors (www.stats.oecd.org)

⁵ Governor’s Special Message on Community Development and Local Government Reforms to the Michigan State Legislature, March 21, 2011 in www.pps.org/article/michigan-leads-the-way

7. Other neighbourhood centres throughout the LGA also play a role in local economic development.
8. Having some of the most accessible centres in Sydney, complemented by eleven stations across two railway lines, there lies an opportunity to attract and house an additional young, knowledge based workforce into the LGA.
9. The process of local economic development, as indicated in the World Bank definition, is one of partnership – whereby Council will work with State Government, adjoining Councils, businesses and community groups in meeting its objectives. Council's role in this process is to set the framework by way of this Strategy and then facilitate, coordinate and stimulate opportunities through partnerships.
10. Council will work with its partners to oversee local place making, economic growth and job creation opportunities to be planned for and delivered across our centres in a way that improves the attractiveness of the 'place' not only for business investment and expansion, but for the knowledge based workforce needed in an advanced economy.
11. A Draft Strategy has been prepared in response to the evidence gathered from:
 - a. Georges River Community Strategic Plan 2017
 - b. Georges River Business Survey 2017
 - c. Georges River Town Centres Survey 2017
 - d. A Metropolis of Three Cities - the Greater Sydney Region Plan March 2018
 - e. South District Plan March 2018
 - f. Profile ID Population Data
 - g. Economy ID Employment Data
 - h. Forecast ID Population Projections
12. The purpose of this strategy is to:
 - a. Set the framework for supporting existing and new business and employment growth;
 - b. Increase opportunities for local residents to access local employment and investment opportunities;
 - c. In planning for the growth of our key centres create great places to locate, invest and expand.
13. The strategy is a high-level plan for economic development and placemaking in our centres for the next 5 years.
14. As stated in the Executive Summary, three workshops have been held with the community - with young people, the business community and local residents
15. Approximately 70 people have attended these workshops and a rich amount of data has been obtained which will be used to inform the Strategy.
16. Tonight, Council Officers will be conducting a workshop to develop themes that will help create the 30 Minute City and make our suburbs the most liveable in Sydney; 'catch' big ideas for the Council works program, and help shape what form the Economic Development Strategy should take.

Financial Implications

17. No budget impact for this report.

Community Engagement

18. Community engagement is not required for this report.

File Reference

SF16/710