



GEORGES RIVER COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE

NOTICE OF MEETING
Monday, 06 August 2018

An Economic Development Advisory Committee meeting will be held on Monday, 6 August 2018 at 5.30pm 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. Adoption of the Minutes of the previous meeting held on 4 June 2018
4. Disclosures of Interest
5. Agenda Items
6. General Business

ORDINARY MEETING

Summary of Items

Monday, 06 August 2018

Previous Minutes

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Council Reports

Item: EDC013-18 **Presentation on Integrated Planning and Reporting Framework**

Author: Manager Strategic Planning

Directorate: Environment and Planning

Matter Type: Council Reports

Recommendation:

That the Committee receive and note the presentation.

Executive Summary

1. A presentation will be given to the Committee on how strategies such as the Economic Development Strategy fit into the Community Strategic Plan and the broader Integrated Planning and reporting Framework. The presentation is to be given by Simone Schwarz – Council's Community Engagement Consultant.

Financial Implications

2. No budget impact for this report.

Risk Implications

3. No risks identified.

Community Engagement

4. Community engagement is not required.

File Reference

TRIM 16/1330

Item: EDC014-18 Forest Road Hurstville - Footpath Upgrade - Stage 2

Author: Manager Strategic Planning

Directorate: Environment and Planning

Matter Type: Council Reports

Recommendation:

That the Committee receive and note the presentation.

Executive Summary

1. A presentation will be given to the Committee on Forest Road Hurstville; Footpath Upgrade Stage 2 works by the Director Assets and Infrastructure. Stage 2 includes upgrades the public domain area along Forest Road between Treacy Street and The Avenue, Hurstville.

Background

2. As part of the 2018/19 Budget, \$2 million was allocated from General Revenue to undertake the Forest Road Hurstville, Footpath Upgrade Stage 2 works. Stage 2 includes upgrades the public domain area along Forest Road between Treacy Street and The Avenue, Hurstville – refer to **Figure 1** at the end of this report for the location of the works.
3. The Public Domain Works for Stage 2 include the following:
 - Demolition and disposal of existing paved and or concrete footpath as directed by Council's Project Manager (salvage existing concrete base slab if not damaged):
 - on both sides of Forest Road between Treacy St and Park Rd
 - on southern side of Forest Road between Park Rd and The Avenue
 - Forest Rd frontage of 3 The Avenue (south-eastern corner Forest Road and The Avenue)
 - Park Rd frontage of 182 Forest Rd (north-western corner of Forest Rd and Park Rd)
 - Treacy St frontage of 183 Forest Rd (north-western corner of Treacy St and Forest Rd)
 - Kerb side banding of paved footpath along Forest Rd, Alfred St and Treacy St outside Times Plaza.
 - Demolition and repairing existing kerb and gutter where indicated and as directed by Council's Project Manager.
 - Demolish and reconstruct the traffic island in Rose St at the corner of Forest Rd as directed by Council's Project Manager.
 - Salvaging existing street furniture and transport them to Council's Works Depot in Roberts Avenue, Mortdale.
 - Placing a reinforced concrete base slab and pedestrian ramps as required. Ramp

colour to match the colour of new concrete infill unit pavers.

- Minor level adjustments to service pits where indicated and as necessary.
 - Replacing down-water pipes from adjoining properties across the footpath including connections to kerb outlets or stormwater pits as necessary.
 - Paving the footpath in accordance with Council's Technical Specifications. Repave kerbside banding outside Times Plaza.
 - Restoration of road pavement adjacent to the reconstructed kerb & gutter where necessary.
 - Supplying and replacing new street furniture (bin enclosures, park benches, bollards, bicycle racks and hand rails).
 - Reinstating traffic and parking signage.
 - Any miscellaneous ancillary construction works required to achieve the intent of work as shown on the Contract Documents.
 - Wash and seal the new pavers as per Council's Technical Directions.
4. The works will be carried out by KK Engineering on behalf of Council. The works will commence end of August 2018 and will take 4 months (finish about mid-December 2018).
 5. Details will be provided to shop owners on contacting for construction issues, construction updates, etc.

Financial Implications

6. Within budget allocation.

Risk Implications

7. No risks identified by this report.

Community Engagement

8. Community engagement will be conducted including letterbox drop and face to face meetings with affected business throughout the project to ensure that the businesses are accommodated during the construction period.

File Reference

TRIM File: 17/2372

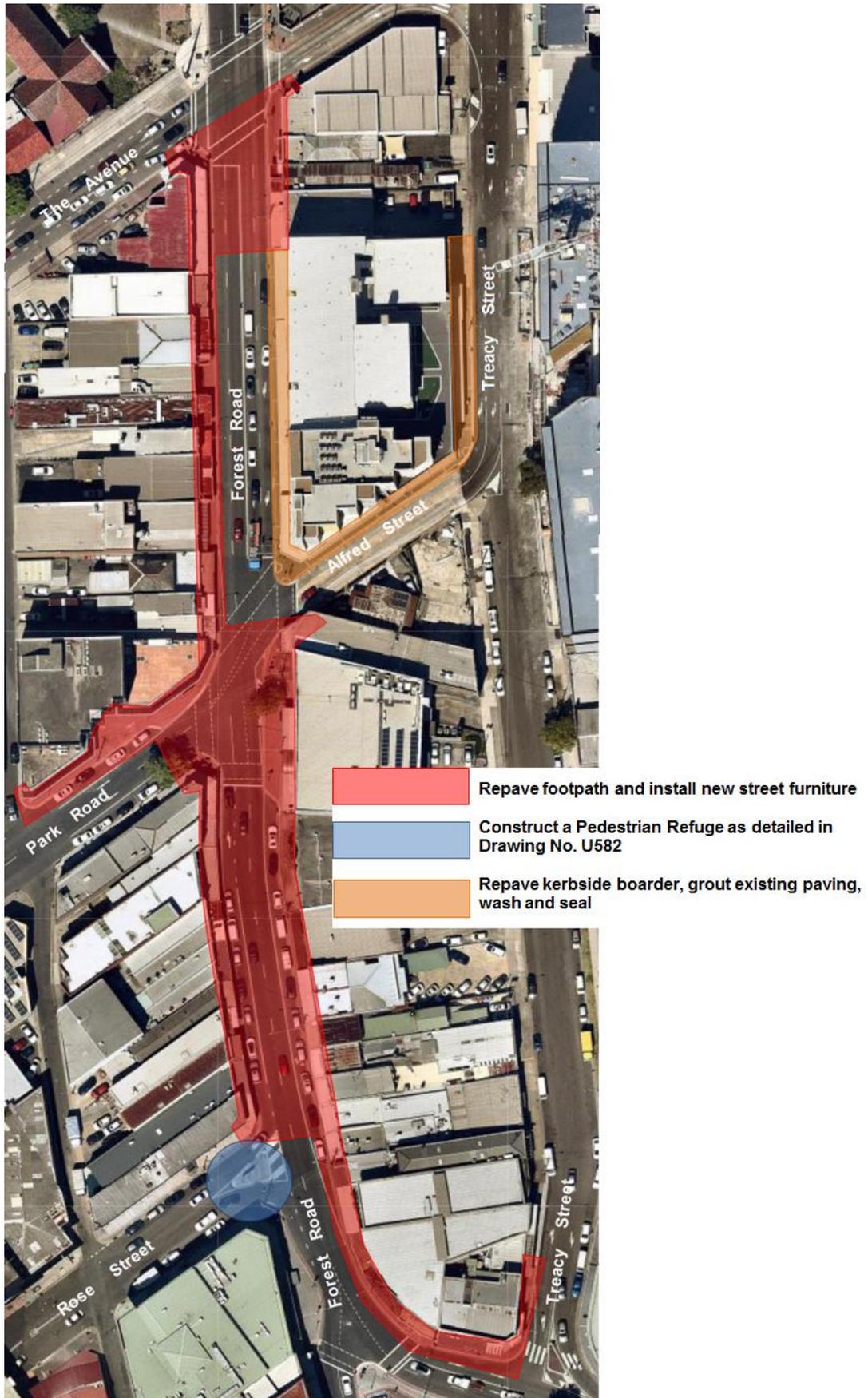


Figure 1 – Site Location of works

Item: EDC015-18 Litter Regulation and Education
Author: Manager Environment Health & Regulatory Services
Directorate: Environment and Planning
Matter Type: Council Reports

Recommendation:

That a further report be provided on the outcomes of the audit and appropriate actions.

Background

1. The Economic Development Advisory Committee resolved in part at its meeting on 4 June at item EDC007-18:
 - (a) *That the Manger Environment, Health and Regulatory services prepare a report to the next meeting of the Economic Development Committee on the following matters:*
 - i) *which Authority(s) has the jurisdiction for issuing fines for littering, including littering of cigarette butts; and*
 - (ii) *the implementation of an educational program against littering – including cigarette butts and chewing gum – advising the community on what is expected behaviour within our centres.*
2. This report provides a response to the above request and also addresses two topical compliance issues associated with Forest Road, being the selling of food/goods from the footpath and advertising signs from local businesses with wording predominantly in Chinese text.

Regulation of Littering

3. The *Protection of the Environment Operations Act, 1997* (the Act), at Section 145 states that a person who deposits litter in or on a public place or an open private place is guilty of an offence. The maximum penalty is 20 penalty units or \$2,200 if prosecuted in Court.
4. The Act has a broad ranging definition of litter which includes:
 - (a) *any solid or liquid domestic or commercial refuse, debris or rubbish and, without limiting the generality of the above, includes any glass, metal, cigarette butts, paper, fabric, wood, food, abandoned vehicles, abandoned vehicle parts, construction or demolition material, garden remnants and clippings, soil, sand or rocks, and*
 - (b) *any other material, substance or thing deposited in or on a place if its size, shape, nature or volume makes the place where it is deposited disorderly or detrimentally affects the proper use of that place,*

deposited in or on a place, whether or not it has any value when or after being deposited in or on the place.

5. Under Section 218 of the Act both an Authorised Officer of Council and a Police Officer can institute proceedings for littering offences. Chapter 6 and Schedule 6 of the *Protection of the Environment Operations (General) Regulation, 2009* detail the offences, the type of officer who may issue a penalty notice (fine), who the fine may be issued upon and the amount of each type of fine that may be issued.
6. The following table lists the types of fines that may be issued by an Officer of the EPA, an Authorised Officer of Council or a Police Officer in town centres such as Forest Rd as follows:

Offence	Section 145 deposit litter that is a small item, including a confectionery wrapper, cigarette packet, ATM statement or bus or train ticket (excluding a cigarette and excluding litter deposited from a vehicle)
Amount	\$80 – Individual
Offence	Section 145 deposit other litter (excluding a cigarette and excluding litter deposited from a vehicle)
Amount	\$250 – individual and \$500 -corporation
Offence	Section 145 deposit litter that is an unlit or extinguished cigarette (excluding litter deposited from a vehicle)
Amount	\$80 – Individual
Offence	Section 145 deposit litter that is a lit cigarette (excluding litter deposited from a vehicle)
Amount	\$250 – individual
Offence	Section 145 deposit litter from a vehicle
Amount	\$250 – individual and \$500 -corporation
Offence	Section 145A deposit litter (for example, a lit cigarette) in dangerous circumstances, including the deposit of a syringe
Amount	\$450 – individual and \$900 -corporation

7. Before an authorised officer can issue a fine, the offenders name and address must first be obtained. It is an offence under the Act not to provide name and address details or to provide false details to an authorised officer. While the Act provides the authorised officer with the power of arrest for these offences, in practical terms due to the Work Health and Safety risk posed an Authorised Officer of Council will would not invoke these powers.
8. While it is common for members of the community not to provide Council Rangers with name and address details, in contrast there is greater incentive to comply with the same direction from a Police Officer as the power of arrest is more likely to be invoked by a Police Officer. Therefore, effective enforcement of littering laws will require a coordinated approach between Council Rangers and Police.
9. Council's General Manager is working with the new Superintendent of the St George Local Area Command to develop a practical and coordinated response to a number of community concerns where there is an overlap in responsibility or where community benefits can be achieved. While these arrangements are not as yet finalised a regular joint patrol of the Hurstville CBD will be considered so to address a number of community safety and wellbeing concerns such as littering, spitting and illegal street trading.

Litter Prevention Education Program

10. The NSW EPA promotes litter education at a state level via the “Don’t be a Tosser!” litter education campaign. As part of this campaign Councils can access a range of graphic resources for printing and re-branding as part of local litter reduction education campaigns.
11. The EPA have previously offered Litter Prevention Grants and while this program has recently closed, details on a Community Litter Grants funding program will be available in early 2019.
12. As part of the Litter Prevention Grants program a number of Councils (eg: Blacktown, Hunters Hill, Ryde) have implemented education programs in lineal shopping precincts similar to Forest Rd. Some of the approaches used in these campaigns that could be implemented in Forest Road include:
 - engaging local businesses to be part of Council’s project by displaying promotional posters in shop fronts.
 - replacing all old bins with new larger bins that displayed ‘Hey Tosser’ posters and included an external cigarette butt bin.
 - creating ‘Hey Tosser’ chalk art or permanent signs on the footpath for both education and community engagement purposes
 - completing post-project engagement with community and businesses, distributing keep-cup and coffee giveaways.
 - surveying commuters who use the precinct as a thoroughfare.
 - creating and displaying a pull-up banner in the precinct to educate the community on key issues associated with cigarette butt litter.
 - promoting the program through council newsletters, web page and Facebook
 - continued education through local schools, community groups and local festivals
 - encouraging anti-litter pledges to seek cooperation from businesses and individuals to keep streets clean and promote this message to others.
 - installing banners titled ‘litter! You know it’s wrong!’ (in three languages) at key locations.
 - Council rangers participating in a litter prevention awareness day in the targeted area.
13. One of these programs reported the following successful outcomes:
 - overall total decrease in baseline litter rates by 78%.
 - baseline butt litter rates reduced by 28%.
 - 88% of Local businesses agreed to be part of Council’s program.
 - 67% of people surveyed at the post-project engagement said that the ‘Hey Tosser’ posters had influenced their littering behaviour.
 - 63% of people surveyed at the post-project engagement said that the chalk art messages had influenced their littering behaviour.
14. In recognition that the Environment, Health and Regulatory Services Section required a specialist Waste Education Officer to coordinate a range of education projects that are necessary for the Local Government Area (including the above), Council included a new full time Waste Education Officer Position in its 2018/2019 budget. Arrangements for the recruitment of this position are underway and once appointed the successful applicant will be responsible for the design and implementation of a litter reduction education campaign that precedes an enforcement campaign for Forest Road. This program will be expanded to also include education to prevent spitting in the main street.

Selling food/goods from Forest Road footpath

15. Council receives regular complaints from the community regarding the selling of food/goods from the footpath in Forest Road. This activity is regulated under the *Local Government Act, 1993* whereby this activity is illegal unless prior approval has been obtained from Council.
16. As Council has not issued any approvals for the selling of food/goods from the footpath in Forest Road, any complaint received is therefore investigated from an enforcement perspective.
17. Council's initial response is to move the trader on to prevent the illegal activity from occurring. While Council's Rangers have the power to issue an on the spot fine for trading in a public place without approval, the practical application of this is the same as that described above for littering. Many traders also have poor English skills or refuse to provide the details and in response to requests will pack up and move away from the area. To address this issue Council is developing a number of flyers in regularly used community languages to hand out to traders to educate them that their activity is illegal.
18. Unlike the (POEO) Act Council Rangers don't have the power to demand name and address details, therefore a coordinated approach with Police, as discussed above, is required to assist in obtaining the required information.
19. Further, the items being sold are not considered to be abandoned or unoccupied and therefore cannot be impounded under the *Impounding Act, 1993*, unless the trader leaves them behind when they depart the area.

Advertising Signage Compliance

20. Council has a number of Development Control Plans (DCP) which provides requirements for various types of development within the City including advertising signs. The DCP that applies to the Hurstville City Centre is Hurstville DCP No.1, which under Section 5.5.3 contains the following development requirements for the language that is used in advertising signs:

DS2.24. All signage must be displayed in English but may include a translation in another language. Any translated message must be accurate and complete, and using wording and/or numbering that is not larger than the English message.
21. Council is aware that there are a number of businesses in Forest Road that currently display signs that do not comply with the above requirement. As this matter is regulated under the *Environmental Planning and Assessment Act, 1979* it falls to the Development Compliance team to investigate.
22. The Development Compliance Team is responsible for the investigation of illegal or non-complying development activities and prioritises its work based on the risk to life, property or the environment. The primary focus of this team therefore is centred upon issues associated with boarding houses, swimming pool fencing, unapproved buildings, unauthorised uses causing environmental harm, brothels and numerous concerns regarding development sites under the care of Private Certifiers.
23. The most consistent approach to address non-compliant advertising signs displayed on shops in Forest Road would be to audit the street to identify the relevant premises. Prior to commencing the regulatory process of issuing a Notice an if not complied with an Order it

would be appropriate to first write to the shop owner to draw their attention to the non-compliance and seek their cooperation to voluntarily comply. Should this approach not achieve the desired outcome then Council would need to commence the Notice/Order regulatory approach after which fines will to be issued where non-compliance continues.

24. While the extent of the problem has not been quantified, it would be difficult given current workloads of the Development Compliance Team to initiate the full program at this time. Therefore, it is recommended that an initial approach could be to undertake an audit of all businesses within the Hurstville CBD and write to those with non-complying signage advising of the DCP requirements. Depending on the success or otherwise of this action, Council could then develop a business case for additional resources which could be considered for funding at an upcoming quarterly budget review. The timeframes to complete the audit is March 2019.

Conclusion

25. There is little doubt that the visual appearance of the main street can influence the visitors experience and their desire to remain in or return to that environment. This has obvious influence on economic development. While Council can create a sense of place through infrastructure improvements to create an area that is appealing to visitors, the visitors and businesses can also enhance the environment through their actions. Whilst this report has outlined an approach to educate the community and business owners on a number of community issues including; littering, spitting, street trading and advertising, some degree of regulatory action will be required.
26. Whilst Council is moving to fund some of the matters addressed in this report there are other matters that cannot be actioned with current resources. Council will continue to act within the scope of its regulatory and financial constraints and seek to cooperate with police to develop an efficient and coordinated approach to enforcement.

Financial Implications

27. Within budget allocation.

Risk Implications

28. No risks identified.

Community Engagement

29. Not applicable.

File Reference

16/921 and D18/161487

Item: EDC016-18 **Business After Five**
Author: Casual Project Officer
Directorate: Environment and Planning
Matter Type: Council Reports

Recommendation:

That the report regarding the Business After Five networking event be received and noted.

Executive Summary

1. On Wednesday, 4 July 2018 Council held its first Business After Five Networking Event. Local business owners were sourced using the Australian Business Register and invited to attend by email.

Background

2. Held at Club Central Hurstville and attracting over 50 business owner/operators, attendees were educated in the fine art of networking by Jacqui Attard, CEO Realise Business. Attendees were then given the opportunity to practice their skills in groups, before a selection were invited to present their 'elevator pitch' to the room.
3. Following this 'educational' component of the evening, attendees continued to network with other business owners.
4. Feedback from attendees at the event was positive.
5. An evaluation was also emailed to attendees following the event. The results of this survey revealed:
 - a. All respondents found the event to be of value to them and their business.
 - b. All respondents would attend a similar event in the future.
 - c. Suggested improvements to the event include:
 - i. Starting official proceedings earlier
 - ii. Starting catering service earlier
 - iii. Provide a keynote speaker for a short address
 - iv. Provide a business 'spotlight' opportunity
 - v. Provide information eg. home based businesses guidelines, legislation, business
6. The need for local networking opportunities is clear and further networking opportunities are currently being considered with Realise Business and the St George Chamber.

Financial Implications

7. Within budget allocation.

Community Engagement

8. Community engagement was conducted by way of a participant survey.

File Reference

SF16/710

Item: EDC017-18 Home Based Business
Author: Casual Senior Project Officer
Directorate: Environment and Planning
Matter Type: Council Reports

Recommendation:

That the report “Home Based Business” be received and noted.

Executive Summary

1. The Committee will be provided with information on the proposed engagement with our home based business segment as part of the NSW Department of Industry’s Small Business Month in October 2018. This information will be provided by one of Council’s economic development staff, Ms. Lee Crane.
2. The event will occur in mid-October and will be presented by Georges River Council.
3. The Committee will be advised at the meeting on 6 August details of the guest speaker and the event – which will include a networking session for the participants.

Financial Implications

4. Council has received a \$5000.00 grant from the NSW State Government to host events in the local community to celebrate NSW Small Business Month and recognise the contribution that small and medium sized businesses play.

Risk Implications

5. No risks identified.

Community Engagement

6. Community engagement is not required.

File Reference

TRIM 16/1330

Item: EDC018-18 Smart Cities Update**Author:** Economic Development Officer**Directorate:** Environment and Planning**Matter Type:** Council Reports**Recommendation:**

That the Economic Development Committee receive and note the report.

Executive Summary

1. The Smart Cities initiative has progressed since the previous Economic Development Advisory Committee meeting on 4 June 2017.
2. At this meeting the Committee recommended that a media release be prepared in order to promote the success of the project.

Background

3. The Smart Cities initiative is a partnership between Council and the University of NSW which has received funding under the Federal Government's Smart Cities and Suburbs Program in November 2017.
4. The Program is supporting the delivery of innovative smart city projects that improve the liveability, productivity and sustainability of cities and town across Australia.
5. Following an inception meeting in December 2017 two locations were selected - Memorial Square Hurstville and Olds Park Penshurst.
6. The project aims to encourage greater engagement by the community with public places through the installation of a smart infrastructure management system.
7. A range of Smart Street Furniture and Healthy Living Hardware was selected for the project following extensive site visits and research.
8. On 7 March the Mayor, Councillor Kevin Greene launched the project in Memorial Square.
9. In early June installation of the hardware commenced at the two sites.
10. The Smart furniture that has been installed includes:
 - a. Bins with fire and fill sensors that are networked to a central motoring point
 - b. PowerMe tables that allow for GPO, USB and wireless charging and inbuilt power monitoring
 - c. Park tables with charging features
 - d. Ash cylinder with a temperature sensor
11. The healthy living hardware component is exclusive to the project and includes:
 - a. WIFI, GPO, USB and power charging
 - b. A timed tap with grate for drainage
 - c. 2 side tables for food preparation

12. To accompany these unique components, Council will install more traditional street furniture items to further enhance the activation of these spaces.
13. To date the project has attracted significant media attention including:
 - Nine online articles including the Wall Street Journal;
 - The Conversation;
 - One interview on 702 ABC Radio with Richard Glover;
 - Two print articles in the St George and Sutherland Shire Leader; and
 - Two social media posts.
14. All the media reports have highlighted the impact that smart street furniture can have on the community by improving amenity and the user experience of public spaces. Another aspect that has been promoted is the fact that smart street furniture can also greatly assist in the management and maintenance of public spaces through the collection of data.
15. Once the installation is completed, the next phase of the project will concentrate on the collection, analysis and distribution of the data by the Project Team and to relevant Council departments.
16. Council will continue to promote the program in the lead up to the completion of the installation phase in mid-August and as key milestones are achieved as the project draws to its conclusion in June 2019.

Financial Implications

17. No budget impact identified for this report.

Risk Implications

18. No risks identified.

Community Engagement

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

File Reference

17/1723