

AGENDA

Economic Development Advisory Committee

Monday, 19 November 2018

5.00pm

River Room, Level 1, Georges River Civic Centre,
corner Dora and MacMahon Streets, Hurstville

BUSINESS

1. Welcome and Introductions
2. Apologies
3. Adoption of the Minutes of the previous meeting held on 6 August 2018
4. Disclosures of Interest
5. Agenda Items
6. General Business



GEORGES RIVER COUNCIL

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**Summary of Items****Monday, 19 November 2018****Council Reports**

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Council Reports

Item: EDC029-18 Home Based Business Conference
Author: Casual Senior Project Officer
Directorate: Environment and Planning
Matter Type: Council Reports

EDC029-18

Recommendation;

That the report regarding the Home Based Business Conference be received and noted.

Executive Summary

1. Council received \$5,000 in funding as part of the NSW Department of Industry's Small Business Month in October 2018 to run an event for local business.
2. The Georges River Home Based Business Conference was held on 17 October 2018.

Background

3. Held at Club Central Hurstville and attracting over 50 home based business operators, attendees were both educated and entertained by entrepreneur Robert Gerrish.
4. In 2005, Mr Gerrish saw a niche in the area of support and resources aimed at the one person business, and launched Flying Solo – Australia's first online business community.
5. He grew the business to a member base of over 100,000 Australian freelancers and entrepreneurs, before selling to Pinstripe Media, owned by entrepreneur David Koch at the end of last year.
6. Mr Gerrish is the author of two books; "Flying Solo: How to go it alone in business" and "The 1-Minute Commute", the latter of which was made available for purchase for Conference attendees.
7. Mr Gerrish presented two sessions during the Conference:
 - Marketing: Standing Out & Getting Noticed, and
 - Productivity: A More Productive You
8. Morning tea and lunch provided great networking opportunities for Conference attendees.
9. Feedback from attendees at the Conference was positive. The NSW Department of Industry provided a survey which was distributed to attendees. Of the responses received, the majority of attendees were startups, with the most popular topics for future seminars including:
 - marketing and social media
 - home based business

- networking
- digital business and technology; and
- financial management.

10. This information will be used to develop our program with small and home based businesses.

Financial Implications

11. Within budget allocation.

Risk Implications

12. No risks identified.

Community Engagement

13. Community engagement was conducted by way of an attendee evaluation of the Home Based Business Conference using a survey provided by the NSW Department of Industry.

File Reference

TRIM 16/1330

Item: EDC030-18 Business After Five

Author: Casual Senior Project Officer

Directorate: Environment and Planning

Matter Type: Council Reports

EDC030-18

Recommendation;

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

Executive Summary

1. On Thursday, 25 October 2018 Council held its second Business After Five networking event.
2. Leveraging off the marketing for the NSW Department of Industry's Small Business Month it was decided to run Business After Five directly following Realise Business's event 'Using Digital and Social to Create a Remarkable Brand' to engage business owners.

Background

3. Held at Club Central Hurstville and attracting over 40 business owner/operators, attendees were welcomed by the Mayor, Councillor Kevin Greene.
4. With the aid of a roving microphone, attendees were encouraged to present their 'elevator pitch' to the room. This proved to be very successful, with several business owners connecting with those who had previously presented.
5. Following this introductory component of the evening, attendees continued to network with other business owners.
6. Feedback from attendees at the event was positive.
7. The popularity of local networking opportunities like Business After 5 is clear and further networking opportunities are currently being considered into 2019.

Financial Implications

8. Within budget allocation.

Risk Implications

9. No risks identified.

Community Engagement

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

File Reference

16/1330

Item: EDC031-18 Kogarah Noon's and Tunes during October 2018
Author: Manager Strategic Planning
Directorate: Environment and Planning
Matter Type: Council Reports

EDC031-18

Recommendation;

That the Economic Development Advisory Committee receive and note the report.

Executive Summary

1. Council during October held a free event known as Kogarah Tunes at Noon every Friday between 12:00pm and 3.00pm at the Kogarah Town Square in Belgrave Street. Unfortunately the first 2 Fridays were cancelled due to wet weather.
2. The event was targeted at people who work and live in the Kogarah City Centre and featured food, live music, wellness displays, interactive activities and public programs provided by Kogarah Library.
3. On 26 October, Shopfront Arts Co-op from 3.00pm to 6.00pm were available to deliver a youth art project, Sunset Square, which has been developed with local schools.

Background

4. As part of the Stronger Communities Fund a range of Economic Development and Place Making initiatives have been implemented in the last 12 months. The initiatives that have been delivered so far include:
 - a. Place Score Survey and Business Survey
 - b. The Big Wash Hurstville
 - c. Kogarah Clean
 - d. Make over Month Hurstville
 - e. City Beautification and Improvements
 - f. Hurstville and Kogarah City Centre Night Markets
 - g. Creating the 30 Minute City Workshops
 - h. The Draft Economic Development Strategy
5. Kogarah Tunes at Noon was another Economic Development and Place Making initiative.

Kogarah Tunes at Noon

6. Tunes at Noon event was held at Kogarah Town Square each Friday in October (5th, 12th, 19th and 26th). The event sought to offer a point of difference to residents and the workers in the area by offering a place for people to have their break and somewhere outdoors to have lunch.

7. Opportunity was given to the local food and beverage business community to participate in all events. This was done via face to face engagement offering the opportunity to trade out at one or all of the Fridays the event was being held.
8. To gain involvement from local businesses council offered to cover the cost of a fete stall at the event. No applications were received from the local business community so the Lions Club were engaged to run a BBQ at all the events.
9. Elements of the event included
 - a. Music
 - b. Food offering
 - c. Additional furniture / seating
 - d. Activities
10. The Key Target Group was the local GRC community and workers in the area. Marketing was through Facebook, Leader advertisement and event notification distribution to residents, banks, businesses and hospitals in the area
11. As advised the Event was cancelled on 5 October due to weather. Due to cancellation Massage 4 Biz moved to Council offices to raise funds for McGrath foundation for GRC Pink up your Town. All other aspects of event cancelled
12. The event was also cancelled on 12 October due to weather. Bike and Blend activation was moved to following week.
13. The event went ahead on the 19th October -
 - a. Bike and Blend activation – 160 smoothies given away
 - b. Lugarno Lions BBQ -100 sausage sandwiches provided for gold coin donation to McGrath Foundation, they packed up at 2pm as they had sold out.
 - c. Performances from Ally Palmer, Joel Leffler and Busk for a Cure
14. On 26th October the event went ahead:
 - a. Lugarno Lions BBQ -80 sausage sandwiches provided for gold coin donation to McGrath Foundation.
 - b. Performances by Ally Palmer, Busk for a Cure and Fax Me Your Feelings
 - c. Shopfront Arts Co-op began set up from 1pm for “Sunset Square”
 - d. Sunset Square 3pm – 6pm

What worked well?

15. The entertainment was great with a good mix of performers.
16. For the McGrath Foundation a total of \$325.00 was raised through gold coin donations at the BBQ on the 19th and 26th October and the Massage 4 Biz gold coin donations on the 5th October.
17. Shopfront Art Co-op Collaboration’s part of Georges River Council’s Tunes at Noon went well with Shopfront hosting the final Friday afternoon of festivity in Kogarah Town Square from 3pm -6pm on the 26th October. Sunset Square was a celebration of young artists’ voices, ideas and dreams with around 100 attendees.
18. Over the past school term Shopfront Arts Coop worked with Moorefield Girls High School to develop a display featuring banners, audio installation, an interactive writing program and a musical/sonic composition.

19. Shopfront & Advance Diversity Services also held an Art Workshop in collaboration with Kevin Ng over a five-days in the October school holidays. The work created was look into the imagined and potentially real futures of their personal lives and society at large through a short animation and video installation at Sunset Square.

What can we improve/change?

20. Business and Community engagement: Council to identify what types of events / activations the community would like to see. In order to address this community consultation will be carried out at GRC three major events (Magic of Christmas, Australia Day and Lunar New Year) to seek input from the community as to what types of events they would like to see in the area
21. Further food offerings available at the event adding another point of interest. Avoid the use of external providers and rather engage local businesses to take up a stall.
22. Regularity of Event: Running the event on a regular basis, e.g. last Friday of every month or similar to gain momentum and a following within the community.
23. Event run times: Event was run from 12pm -3pm, from 2pm there were very little people in the square presumably as lunch breaks are completed by this time.
24. Event Components: Identify from survey results if this is the best model and what can be amended or included to meet the public's expectations.

Financial Implications

25. Within budget allocation. Out of a budget of \$30,000.00 the total cost of the event was \$22,826.18.

Risk Implications

26. Operational risks identified and management process applied.

Community Engagement

27. Community engagement is not required for this report.

File Reference

TRIM File 17/1876

Item: EDC032-18 Economic Development and Place Management in the Hurstville City Centre

Author: Manager Strategic Planning

Directorate: Environment and Planning

Matter Type: Council Reports

EDC032-18

Recommendation;

That the Economic Development Advisory Committee receive and note the report.

Executive Summary

1. This report provides information to the Committee on further placemaking work to be carried out within the Hurstville City Centre.

Placemaking programs proposed

2. The following is proposed:

- a. *Program No. 1 Details: Art installation*

- i. Work with the Museum and Gallery to utilise their database to call out top artist's to complete registration and supply sketch details of proposed art work.
- ii. Top ten entries selected by panel to proceed to install stage and receive \$500 towards development of artwork. Artworks installed at key locations throughout Hurstville for a three week period.
- iii. Locations for art installs
 1. Ramp site forest Rd – Hurstville
 2. Central Plaza
 3. Cnr Forest and MacMahon Street
 4. Forecourt of Museum and Gallery
 5. Westfield Hurstville
 6. Customer service area
 7. Memorial square
 8. Hurstville Library
 9. Cnr Dora and MacMahon Street
 10. Chalk Art Temporary Installation:
 - iv. Engage contractor to install temporary murals on Council owned buildings/ facilities to further enhance the visual elements of the event. Promotion of the live installation of the mural/s and public engagement to contribute to the artwork can also be promoted as part of this element.
 - v. Budget for the project is 15-20k to develop and implement the art work.

- b. *Program No. 2 details: Bannerconda system*
 - i. Currently Bannerconda systems installed throughout Hurstville finish at Memorial Square on Forest Rd.
 - ii. Proposal to continue the Bannerconda system to the end of Forest rd. There are 24 poles remaining that could be retrofitted.
 - iii. Proposed that if this option is taken up that 15 – 20 are changed to the Bannerconda system as some of the poles are not suitable for install, to close to shop awnings or blocking CCTV.
 - iv. Installing these extra systems would allow further promotion of council events, activities and define the CBD area.
 - v. Plan is to eventually roll out this banner system to other commercial centres in the LGA but at time of report there is no confirmed date.
 - vi. Budget – approximately \$20k.
 - c. *Program No. 3 details: Increase Planter Boxes throughout Hurstville CBD*
 - i. As part of Makeover month 5 planter boxes were installed in the Hurstville CBD area. They have progressed well with no reported damage of theft of the stock.
 - ii. They were installed to “green up” the CBD area of Hurstville
 - iii. The proposal would be to increase the number of planters by 5 and install in the following locations and subject to discussion with the Director Assets and Infrastructure:
 1. Three planters located at the intersection of Forest Rd and MacMahon Street near the pedestrian crossings
 2. Two planters located opposite sides of Forest rd. near the pedestrian crossing at Commonwealth Bank
 - iv. Budget – approximately \$1.2k
3. Tree planting is also being investigated and will be funded by the remaining funds in this account. Further work and discussion is required with the Infrastructure and Assets Team

Background

4. A number of events have occurred over the last year in both place making and economic development as follows:
 - a. Hurstville Big Wash - November 2017
 - b. Ormonde clean – January 2018
 - c. Kogarah Clean – February 2018
 - d. Hurstville Makeover Month – March 2018
 - e. Economic development workshops in April 2018
 - f. Business After 5 Networking Event with Realise Business – 4 July 2018
 - g. St George Business Breakfast & Launch of the Councils Economic Development Strategy – 28 August 2018
 - h. Kogarah Tunes at Noon – Fridays in October 2018
 - i. Home Based Business Conference – 17 October 2018

- j. Business After 5 Networking Event with Realise Business – 25 October 2018

Financial Implications

5. Within budget allocation.

Risk Implications

6. Operational risk/s identified and management process applied.

Community Engagement

7. Community engagement is not required for the purposes of this report.

File Reference

SF18/2725

Item: EDC033-18 NSW Small Business Commissioner Small Business Friendly Councils Senior Executive Roundtable - Georges River

Author: Casual Senior Project Officer

Directorate: Environment and Planning

Matter Type: Council Reports

EDC033-18

Recommendation;

That the report regarding the NSW Small Business Commissioner Small Business Friendly Councils Senior Executive Roundtable be received and noted.

Executive Summary

1. On Friday, 2 November 2018 the NSW Small Business Commissioner hosted a Senior Executive Roundtable to discuss issues and strategies to support small business.

Background

2. Held at the Waterfront Function Centre, Sans Souci the event was attended by NSW Small Business Commissioner Robyn Hobbs OAM along with representatives from Randwick, Strathfield, Bayside and Georges River Councils.
3. This event was one of eight Roundtables across NSW and one of three held in the Sydney metropolitan area, with the other locations being Ku-ring-gai and Penrith local Government areas.
4. The Small Business Commissioner gave an overview of the Small Business Friendly Council and Easy to Do Business initiatives.
5. Council representatives then took part in a facilitated discussion regarding issues affecting local small business.
6. Issues raised include:
 - Impact of the light rail
 - Outdoor dining and the move towards a no fee policy
 - Diversity of Chamber of Commerce effectiveness across LGAs
 - Communication barriers with non-English speaking business owners
 - Lack of communication with business owners in general.
7. Discussion also took place regarding the NSW Small Business Commissioner's Local Procurement Council Reference Group and Home Based Business Council Reference Group, both of which Georges River is a member.
8. Council representatives were reminded that staff from the NSW Office of the Small Business Commissioner's Office were available to assist Councils and their businesses in the development of the local economy.

Financial Implications

9. No budget impact for this report.

Risk Implications

10. No risks identified.

Community Engagement

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

File Reference

16/1330

EDC033-18

Item: EDC034-18 Extension of the Economic Development Advisory Committee**Author:** Manager Strategic Planning**Directorate:** Environment and Planning**Matter Type:** Council Reports**Recommendation;**

That there is endorsement of the non-councillor membership of the Economic Development Advisory Committee as outlined in this report for 1 year.

Executive Summary

1. This report seeks to confirm the non-councillor membership of the Economic Development Advisory as outlined in this report for a further one year.

Background

2. At its meeting held on 27 November 2017, Council resolved to seek Expressions of Interest for membership of the Economic Development Advisory Committee.
3. Council subsequently at its Meeting held 26 February 2018 adopted the membership.
4. During the last eight months the membership has been amended (through Council resolution) and the non-councillor membership now consists of the following persons:

| Name | Title |
|-----------------------|---|
| Mr Shane Combs | Director of Clinical Services Health E Care |
| Mr Lawrence Debono | Emerdyn |
| Ms. Chantelle Chapman | Group Business Development and Marketing Manager Club Central |
| Ms. Rosemary Bishop | CEO 3 Bridges |
| Mr Frank Bates | President Beverley Park Golf Club |
| Mr Alan Zreik | President St George Business Chamber |
| Ms. Tania Katsanis | Community Representative |

| Name | Title |
|--------------------|---|
| Ms. Jacqui Attard | CEO Realise Business |
| Ms. Claire Zang | Owner Best Professional Finance |
| Mr Andrew Eldridge | Strategic Planner and Business Partner |
| Ms Megan Barker | Owner Angela's Florist |
| Mr Spiro Abelas | S Abelas and Company Real Estate and Business Brokers |
| Ms Tirza Witana | YAC |

5. The Councillors on the Committee are:

- a. Clr Hindi Chair
- b. Clr Agius
- c. Clr Badalati
- d. Clr Kastanias
- e. Clr Katris
- f. Clr Tegg

6. The above group brings broad range of qualifications, skills and experience to the Committee that has assisted in developing the economic development strategy for the Georges River Local Government area and the ensuing programs and events for economic development.

7. Over the last 12 months the committee has developed a strong and constructive working relationship in discussing issues and suggesting workable solutions on a range of economic development matters.

Action Required

8. The Terms of Reference of the Economic Development Advisory Committee adopted by Council on 27 November 2018 state:

Members of the Committee will be appointed for a one (1) year term with the option of a further one (1) year at the discretion of Council. Council may also from time to time, appoint additional members for a lesser period, to assist the Committee to achieve its objectives.

Membership of the Committee will be confirmed by a resolution of Council in the first instance and on an annual basis prior to September each year. Membership of the Committee can be altered or withdrawn by a resolution of Council. Council staff will be appointed to the Committee by the General Manager.

9. The Councillor membership of the Committee was confirmed in September 2018.

Financial Implications

10. Within budget allocation.

Risk Implications

11. No risks identified.

Community Engagement

12. Community engagement is not required for the purposes of this report.

File Reference

TRIM File: 18/1330