

AGENDA

ECONOMIC, DEVELOPMENT & TOURISM STRATEGIC REFERENCE GROUP MEETING

Notice is hereby given that a meeting of the Economic, Development & Tourism Strategic Reference Group will be held in the Guringai Room, Civic Centre on

THURSDAY 16 FEBRUARY 2017

Beginning at 5.00pm for the purpose of considering and determining matters included in this agenda.

To Committee Members

Jose Menano-Pires (Chair)	Implementation Advisory Group
Michael Regan	Economic Local Representative Committee
Sue Heins	Economic Local Representative Committee
Huw Adler	Resident – Curl Curl Ward
Vladimir Balandin	Resident – Frenchs Forest Ward
Owen Coughlan	Resident – Pittwater Ward
John Dwyer	Resident – Frenchs Forest Ward
James Ferguson	Novotel Manly Pacific Hotel
Matthew Hindman	The Efficiency Group and Associated Family Entities
Adam Johnston	Resident – Frenchs Forest Ward
Kim Jones	Pittwater Business Limited
Samantha King	Business Education Network and Warringah Chamber of Commerce
Gordon Lang	Resident – Curl Curl Ward
Louise Lye	Resident – Manly Ward
Ross Manford	Resident – Manly Ward
Peter Middleton	Resident – Pittwater Ward
Daniel Robertson	International College of Management
Andrea Tattam	Resident – Pittwater Ward

Council Officer Contacts

Beth Lawsen	Deputy General Manager Public Affairs
Mick Darda	Executive Manager Place Management
Lindsay Godfrey	Executive Manager Community Services
Ximena Von Oven	Administration Officer Governance

Quorum

Majority of members (excluding vacant positions)

**Agenda for a meeting of the Economic, Development & Tourism
Strategic Reference Group**

to be held on Thursday 16 February 2017

in the Guringai Room, Civic Centre

Commencing at 5.00pm

1.0 APOLOGIES

2.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST

3.0 REVIEW OF MEETING NOTES

3.1 Notes of the Economic, Development & Tourism Strategic Reference Group
meeting held 3 November 2016 1

4.0 AGENDA ITEMS 7

4.1 Community Strategic Plan Development Workshop 7

4.2 Economic Development and Tourism SRG Directions Paper..... 12

5.0 GENERAL BUSINESS

NEXT MEETING Thursday 20 April 2017

2.0 CONFIRMATION OF NOTES OF PREVIOUS MEETINGS

**2.1 NOTES OF ECONOMIC, DEVELOPMENT & TOURISM STRATEGIC REFERENCE
GROUP HELD 3 NOVEMBER 2016.....1**

RECOMMENDATION

That the Notes of the Economic, Development & Tourism Strategic Reference Group held 3 November 2016, copies of which were previously circulated to all Members, be confirmed as a true and correct record of the proceedings of that meeting.

NOTES

ECONOMIC, DEVELOPMENT & TOURISM STRATEGIC REFERENCE GROUP MEETING

held in the Guringai Room, Civic Centre on

THURSDAY 3 NOVEMBER 2016

Notes of the Economic, Development & Tourism Strategic Reference Group Meeting

held on Thursday 3 November 2016

in the Guringai Room, Civic Centre

Commencing at 5.00pm

ATTENDANCE

Members

Jose Menano – Pires (Chair)	Implementation Advisory Group
Michael Regan	Local Representation Committee Economic
Sue Heins	Local Representation Committee Economic
Adam Johnston	Resident - Frenchs Forest Ward
Andrea Tattam	Resident - Pittwater Ward
Daniel Robertson	International College of Management
Gordon Lang	Resident - Curl Curl Ward
Louise Lye	Resident - Manly Ward
Mathew Hindman	The Efficiency Group and Associated Family entities
Owen Coughlan	Resident - Pittwater Road
Peter Middleton	Resident - Pittwater Ward
Ross Manford	Resident – Manly Ward
Vladimir Balandin	Resident – Frenchs Forest Ward

Council Officers

Mick Darda	Executive Manager Place Management
Katie Kirwan	Administration Officer Governance (Minutes)

Visitors

Deb Kempe	Economic Development Coordinator
Kathryn Parker	Research Officer
Candy Bingham	

1.0 ACKNOWLEDGEMENT OF COUNTRY

Nil

2.0 APOLOGIES

DISCUSSION

That apologies from Kim Jones, James Ferguson, Samantha King and Huw Adler be noted.

Members introduced themselves and gave a brief overview of their background and reasons for interest in this Strategic Reference Group (SRG).

3.0 DECLARATIONS OF PECUNIARY AND CONFLICTS OF INTEREST

DISCUSSION

Jose Menano-Pires gave a brief explanation as to things that members to need declare and reminded members to sign and return their Code of Conduct Disclose to Governance.

Gordon Lang declared a less than significant, non-pecuniary interest as he owns and operates a printing company and has undertaken work for Council before.

4.0 WELCOME & INTRODUCTIONS

4.1 INTRODUCTIONS AND ROLE OF STRATEGIC REFERENCE GROUP – MICK DARDA

DISCUSSION

Mick Darda, Executive Manager Place Management gave an overview of the role of the Strategic Reference Group.

NOTE: *A copy of the SRG Guidelines are attached to the Notes (Attachment 1). Members are advised that if they have any comments on these Guidelines, please send to katie.kirwan@northernbeaches.nsw.gov.au before the next meeting.*

4.2 PROFILE OF THE NORTHERN BEACHES AREA – KATHRYN PARKER

DISCUSSION

Kathryn Parker, Research Officer provided a presentation in relation to the profile of the Northern Beaches Area the following points were highlighted:

- Local demographic
- Context within the Greater Sydney Commission
<http://www.greatersydneycommission.nsw.gov.au/>
- LGA (Local Government Area) population
- Local housing implications and expected expansion
- Key industries

Members discussed the travel challenges faced by residents of the Northern Beaches and the

impact this has on employment choices.

Michael Regan discussed the link between economic development and affordable housing and noted that the median house price on the Northern Beaches is now over \$1m, and historic planning decisions are impacting current conditions.

Members also discussed the natural environment of the Northern Beaches and the development limitations because of it, as well as the impact this has on the local economy.

Owen Coughlan requested details of youth unemployment figures..

Action:

1. Provide members with details of youth unemployment figures on the Northern Beaches.

5.0 COUNCIL UPDATES

5.1 OVERVIEW OF THE CORPORATE STRATEGIC PLAN (CSP) AND INTEGRATED PLANNING & REPORTING (IP&R) PROCESS – KATHRYN PARKER

Kathryn Parker, Research Officer discussed the Community Strategic Plan (CSP) and the priorities that have been identified and noted the following (*Presentation - Attachment 2*):

- CSP will be prepared in readiness for election of the new Council
- Council will begin work on the delivery program in July
- Followed by the operation plan in 2018
- Draft Implementation:

<https://www.northernbeaches.nsw.gov.au/sites/default/files/pdf/nbc-implementation-plan-fa-web.pdf>

5.2 REVIEW OF ISSUES PAPER – KATHRYN PARKER

DISCUSSION

Members participated in a workshop to identify their 10 individual priority issues that need to be addressed across the key themes: Social, Economic and Environment.

M Darda summarised some of the priorities and briefly discussed how they relate to the area.

A summary of the workshop is attached (*Attachment 3*).

NOTE: Owen Coughlin left the meeting at 6:21pm.

5.3 ECONOMY ID WEBSITE – DEB KEMPE

DISCUSSION

Deb Kempe, Economic Development Coordinator advised members that a new website has recently been launched which provides an economic profile of the Northern Beaches called Economy ID.

<http://economy.id.com.au/northern-beaches>

D Kempe demonstrated some of the websites functions and noted that the information available is at a more localised level.

There is further information about the labour market available at the following site:

<http://lmip.gov.au/>

6.0 GENERAL BUSINESS

6.1 NATIONAL BROADBAND NETWORK – JOSE MENANO-PIRES

DISCUSSION

Jose Menano-Pires advised that Jason Falinski, Member for Mackellar has announced the timetable for the National Broadband Network (NBN) implementation for the Northern Beaches. Members can check the schedule on the NBN website:

<http://www.nbnco.com.au/connect-home-or-business/check-your-address.html>

6.2 FUTURE AGENDA ITEMS – JOSE MENANO-PIRES

DISCUSSION

J Menano-Pires advised that he would suggest the following are considered as future agenda items for the SRG:

- AirBNB
- Tourism

SUMMARY OF ACTIONS

ACTION

Provide members with details of youth unemployment figures on the Northern Beaches.

RESPONSIBLE OFFICER

Research Officer

The meeting concluded at 7:10pm

*This is the final page of the Notes comprising 6 pages
numbered 1 to 6 of the Economic Development & Tourism Strategic Reference Group
meeting held on 3 November 2016*

4.0 AGENDA ITEMS

ITEM 4.1	COMMUNITY STRATEGIC PLAN DEVELOPMENT WORKSHOP
REPORTING OFFICER	EXECUTIVE MANAGER CORPORATE STRATEGY & PLANNING
TRIM FILE REF	2017/033765
ATTACHMENTS	1 ↓ Draft Goals and Strategic considerations for CSP

EXECUTIVE SUMMARY

PURPOSE

That the Economic Development and Tourism Strategic Reference Group participate in a workshop to assist in the development of the Community Strategic Plan.

BACKGROUND

Council at its meeting on 13 December 2016 considered the results of Stage 1 of community engagement for the Community Strategic Plan and approved for exhibition a draft vision statement, aspirations and priorities. Links to the Council report and Engagement Report are provided below for your information:

[View Council Report](#)

[View Engagement Report](#)

The workshop will focus on the development of the framework (outcomes and goals) in the Discussion Paper.

Attached is some information for members to read in preparation for the workshop.

RECOMMENDATION OF EXECUTIVE MANAGER CORPORATE STRATEGY & PLANNING

That the Economic Development and Tourism Strategic Reference Group participate in a workshop to assist in the development of the Community Strategic Plan.

DRAFT GOALS AND STRATEGIC CONSIDERATIONS FOR CSP
For LRCs and SRGs consideration

Community Outcomes	DRAFT Goals	DRAFT Strategic considerations (key words for LRC)
VIBRANT LOCAL ECONOMY	1. Our businesses are well-connected and thrive in a progressive environment of innovation and economic growth	<ul style="list-style-type: none"> - Improved access to information, incentives and support - Innovative environments (e.g. start-ups, creatives) - Support local business networks
	2. Our local economy provides for a range of employment and education opportunities to better match the skills and aspirations of the population	<ul style="list-style-type: none"> - Higher education opportunities locally - Reduce need for commuter traffic through flexible work options - Attract higher skilled jobs - Better employment and education opportunities for youth and disadvantaged
	3. Our local businesses create a diverse range of opportunities for work, education, leisure, and social life	<ul style="list-style-type: none"> - Diverse job growth in strategic and district centres - Evening economy that is respectful of local character - Sustainable and well-distributed tourism economy
TRANSPORT, INFRASTRUCTURE AND CONNECTIVITY	4. Our community is connected to a broad range of work, education, leisure and social opportunities across Sydney	<ul style="list-style-type: none"> - Promote sustainable commuter travel - Connect to destinations beyond CBD (e.g. universities, business centres)
	5. Our community and visitors are able to easily access and enjoy the diverse villages and places within the Northern Beaches	<ul style="list-style-type: none"> - Better and more connected public transport for travel within the Northern Beaches - Cycling and walking as safe and convenient options - Parking - Provide and maintain assets and infrastructure
	6. Our community and visitors are able to easily connect and communicate through reliable and innovative communication technologies	<ul style="list-style-type: none"> - Public spaces connected with communications and WiFi technology - Digital and physical communication infrastructure

Community Outcomes	DRAFT Goals	DRAFT Strategic considerations (key words for LRC)
ENVIRONMENTAL PROTECTION AND NATURAL HAZARDS	7. Our bushland, coasts and waterway assets are protected and managed for their natural values, allowing for appropriate and safe use and enjoyment	<ul style="list-style-type: none"> - Local indigenous biodiversity - Ecological condition of bushland and natural water systems - Natural and cultural value of council managed land with sustainable visitor access - Enable community participation
	8. Our environment is resilient to natural hazards, ensuring a balance between essential ecological services and the built environment	<ul style="list-style-type: none"> - Risk management of natural hazards - Partnerships to manage natural hazards - Natural hazard management and warning systems - Community's ability to respond effectively before, during and after emergencies - Better planning of urban environments to improve resilience to natural hazards
SUSTAINABILITY	9. Our community is prepared for future climate change and we will work collaboratively to mitigate our impacts	<ul style="list-style-type: none"> - Climate change mitigation and monitoring - Respond to risks posed by expected changes to climate to protect community
	10. Our urban centres and assets are managed sustainably and 'greener developments' actively encouraged	<ul style="list-style-type: none"> - Improve environmental standards in residential and precinct developments - Water, energy and resources sustainability within built environment
	11. Our community will be resource efficient and will continuously work towards resource sustainability	<ul style="list-style-type: none"> - Reduce waste - Cleaner urban environments

Community Outcomes	DRAFT Goals	DRAFT Strategic considerations (key words for LRC)
PLACES FOR PEOPLE	12. Our future is well planned with respect for the diverse communities and villages across the Northern Beaches	<ul style="list-style-type: none"> - Balanced and holistic planning for future population growth - Diverse & quality housing options - Housing choice and affordability - Infrastructure development that keeps up with population growth
	13. Our well-designed public spaces inspire social interaction and inclusion and support our healthy, active Northern Beaches lifestyle	<ul style="list-style-type: none"> - Urban design that supports health, wellbeing, safety and inclusion, particularly for our elderly and people who live with a disability - Activate public domain - Improve look and feel of public spaces
	14. Our vibrant Northern Beaches culture is stimulated through the arts and a variety of cultural and creative events	<ul style="list-style-type: none"> - Support local artists & culture (creative industry, live music, performance space, venues, public art, workshop spaces etc) - Expand public events and nightlife across Northern Beaches - More opportunities for youth
COMMUNITY AND BELONGING	15. Our community feels safe and supported	<ul style="list-style-type: none"> - Quality services and facilities for diverse needs of community - Equal opportunity and inclusion - Stronger communities where neighbours know each other
	16. Our community is healthy, active and enjoys the Northern Beaches lifestyle	<ul style="list-style-type: none"> - Public spaces equitably support active and passive recreation - Partnerships to encourage healthy, active living - Promote social interaction & wellbeing
	17. Our community is open and friendly, providing social and cultural opportunities for everyone	<ul style="list-style-type: none"> - Volunteer opportunities - Enabling broad engagement in civic life (across all demographics)

Community Outcomes	DRAFT Goals	DRAFT Strategic considerations (key words for LRC)
GOOD GOVERNANCE	18. A transparent Council that the community confidently trusts to make decisions on its behalf	<ul style="list-style-type: none"> - Embed transparency and accountability throughout Council - Transparent and regular reporting - Ethical and equitable decision-making that balances local needs with strategic priorities
	19. A unified Council that efficiently and effectively responds to the evolving needs of the community	<ul style="list-style-type: none"> - Streamlined systems and processes - Long term financial sustainability (ie. ability to maintain assets and service levels over time) - Survey the community regarding service levels and satisfaction on a regular basis
PARTICIPATION AND PARTNERSHIPS	20. Our community is actively engaged in decision-making processes	<ul style="list-style-type: none"> - Community capacity to be involved - Innovative engagement that connects with and involves a broad audience - Build confidence in the community that their input is considered and responded to
	21. Our Northern Beaches Council builds and maintains strong partnerships and advocates effectively on behalf of the community	<ul style="list-style-type: none"> - Collaboration on priority services - Collaboration between community, business and NGOs - Represent the views of the community and advocate on their behalf

ITEM 4.2	ECONOMIC DEVELOPMENT AND TOURISM SRG DIRECTIONS PAPER
REPORTING OFFICER	ECONOMIC DEVELOPMENT COORDINATOR
TRIM FILE REF	2017/033882
ATTACHMENTS	NIL

EXECUTIVE SUMMARY

PURPOSE

To commence preparation of an Economic Development and Tourism SRG Directions Paper.

REPORT

The Economic Development and Tourism SRG will commence work on the preparation of a Directions Paper that will be a key document used to assist the newly elected Council to develop an Economic Development Strategy for the whole of the northern beaches.

The first session in development of the Directions Paper will deal with business needs, opportunities and the role of the Council.

Members should come along to the meeting prepared to discuss the business needs of:

- Start ups
- Small and growing enterprises (1-5 employees)
- Medium to large businesses that wish to stay on the beaches

All ideas will be documented on the night and used to develop the Directions Paper.

RECOMMENDATION OF ECONOMIC DEVELOPMENT COORDINATOR

That members of the Economic Development and Tourism SRG participate in a workshop to inform the SRG Directions Paper.
