

**ECONOMIC DEVELOPMENT
COMMITTEE MEETING**

BUSINESS PAPER

TUESDAY 10 NOVEMBER 2009

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ECONOMIC DEVELOPMENT COMMITTEE MEETING

Notice is hereby given that an Economic Development Committee Meeting of the Council of the City of Randwick will be held in the Council Chamber, Town Hall, 90 Avoca Street, Randwick, on Tuesday, 10 November 2009 at 6:00pm.

Committee Members: The Mayor, J Procopiadis, Andrews, Hughes, Nash, Notley-Smith (Chairperson), Seng, Smith (Deputy Chairperson) and White.

Quorum: Five (5) members.

NOTE: At the Extraordinary Meeting held on 29 September 2009, the Council resolved that the Economic Development Committee be constituted as a committee with full delegation to determine matters on the agenda.

Apologies/Granting of Leave of Absences

Confirmation of the Minutes

Nil

Declarations of Pecuniary and Non-Pecuniary Interests

Address of Committee by Members of the Public

Urgent Business

Economic Development Reports

ED1/09 Proposed Councillor Workshops on Sustainable Tourism in Coogee1

Closed Session

Nil

Notices of Rescission Motions

Nil

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Ray Brownlee
GENERAL MANAGER

Economic Development Report No. ED1/09



Subject: Proposed Councillor Workshops on Sustainable Tourism in Coogee

Folder No: F2008/00589

Author: Julie Hartshorn, Senior Administrative Coordinator

Introduction

The Randwick Economic Development Strategy was commissioned to promote a strong local economy for Council's business, commercial and industrial sectors and town centres under The Randwick City Plan's economic theme: 'A Prospering City'.

Issues

The Randwick City Plan, which was adopted in June 2006, outlines strategic objectives for the local government area over the next 20 years. The City Plan has the overarching aim of providing leadership in sustainability with five (5) key themes feeding into this vision. One of the five key themes is 'A prospering city.' Included in the initiatives that support this theme is Direction 8e 'Tourism's important role in the local economy is acknowledged.' This direction will be achieved by providing a strategic approach to tourism via the Economic Development Strategy and recognising the significant contribution that tourism can make to employment and the ongoing prosperity of Randwick City, while being sensitive to environmental and social issues.

The Economic Development Strategy lists the following strengths and weaknesses for 'Tourism, Culture and Recreation' in the Randwick City Council area:

- 'Randwick offers many opportunities for sport and recreational pursuits, The beach, coastline and small villages offer an enviable lifestyle...
-however the popularity of the beaches often results in conflict between residents and visitors'.

The actions contained with the Economic Development Strategy with respect to Tourism and Recreation, are as follows:

- Consider a role in Council for a dedicated tourism development officer
- Continue to maintain current tourist precincts and promote the positives of less-used southern beaches
- Continue work on completing the coastal walk way
- Work with Randwick City Tourism to improve the quality of available information on the internet about tourism and recreation within the LGA.

It appears, therefore, that there is an opportunity to begin a strategic discussion to identify and address concerns and to articulate and promote opportunities of increasing tourism to Coogee. With this in mind, Elton Consulting has been asked to provide Council with a proposal to facilitate two (2) Councillor workshops on sustainable tourism in Coogee.

The workshops will seek to generate discussion among Councillors on pragmatic methods for growing and managing tourism and will include:

ED1/09

- A presentation from Dr Kim Houghton on Randwick's economy, the scale and importance of turnover in residents, the role of tourism in the economy, and the economic development possibilities of tourism to Randwick. The presentation will include a review of methods (that have been effective elsewhere) of maintaining local amenity while effectively managing anti-social behaviour
- A facilitated discussion among Councillors on their perceptions of perceived opportunities and challenges to growing tourism, particularly in Coogee
- Provision of information to Councillors by way of case studies that illustrate how threats to amenity are managed in similar locations in Australia
- Discussion of options for funding methods to manage threats to amenity, potentially from an increased business rate, which is funded through the growth in turn over as result of tourism spending.

Relationship to City Plan

The relationship with the City Plan is as follows:

Outcome 8: A Strong Local Economy.

Direction 8e: Tourism's important role in the local economy is acknowledged.

Financial impact statement

The cost of the proposed Councillor workshops will be funded from the budget for economic development initiatives.

Conclusion

The outcome of the workshops will be an agreed way forward to proceed with tourism in Coogee and Randwick and a broad suite of initiatives to be supported through a potential local business rate, including elements of associated marketing and a town centre strategy.

Recommendation

That Elton Consulting be engaged to conduct two (2) Councillors workshops on sustainable tourism in Coogee.

Attachment/s:

Nil

ED1/09