

# **ECONOMIC DEVELOPMENT COMMITTEE MEETING**

## **BUSINESS PAPER**

**TUESDAY 20 JULY 2010**

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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, 20 July 2010 at 6.00pm.

Committee Members: The Mayor, J Procopiadis, Andrews, Hughes, Nash, Notley-Smith (Chair), Seng, Smith (Deputy Chairperson), 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**

Economic Development Committee Meeting - 10 November 2009

### **Declarations of Pecuniary and Non-Pecuniary Interests**

### **Address of Committee by Members of the Public**

### **Urgent Business**

### **Economic Development Reports**

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### **Notice of Rescission Motions**

Nil

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Ray Brownlee  
**GENERAL MANAGER**



## Economic Development Report No. EDC1/10

**Subject:** Randwick City Economic Leadership Forum  
**Folder No:** F2009/00247  
**Author:** James Farrar, Economic Development Officer

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### Introduction

The second annual Randwick City Council Economic Leadership Forum was held on Wednesday 16 June 2010 at the Prince Henry Centre as part of the Economic Development Strategy of Randwick.

The Randwick Economic Development Strategy (EDS) includes "action's to promote strong local economies and partnerships" in the City under the Randwick City Plan economic theme 'A Prospering City'.

One of the actions identified in the EDS adopted by Council was to establish a Business Leaders Forum. The inaugural Forum was held at Prince Henry Centre on 19 August 2009 in the face of the Global Economic Crisis to discuss local economic resilience.

From the outcomes of the inaugural forum were several key actions, one of which was to host biannual forums in the following year, it was noted there was a need for representation from University of New South Wales and Prince of Wales Hospital which represent almost half of the local workforce.

### Issues

One of outcomes of last year's forum was to host another forum in 2010, specifically to include the large institutions in the area that cover approximately 40% of employment in this area. UNSW and POW were asked to present and therefore participate in the June Forum.

The Forum was opened by the Mayor, Cr Procopiadis, and closed by former Mayor, Cr Bruce Notley-Smith, who is also the chairperson of economic committee.

Presentations were given by;

- Neil Morris – Executive Director University Services, University of New South Wales
- Andrew Bernard General Manager Northern Network South East Sydney Illawarra Health Service.

Discussion primarily focused on the size of the organisations and plans to manage staff and students/patients, capital development and traffic issues in Randwick.

Invitations were sent to:

- Representatives of major institutions and employers in the area (UNSW, NIDA, Prince of Wales Hospital, TAFE, Centennial Parklands, NSW Police, Emanuel School)

- Leaders of large businesses (AJC, Sydney Ports, Westfield Eastgardens and the Ritz, Crowne Hotel and various RSLs)
- Representatives from smaller business and franchisors in real estate, law and banking (Westpac, Bendigo Bank, NG Farah and Marsdens)
- Representatives of local business organisations (Chambers of Commerce, BEC, RCT and Eastern Suburbs Liquor Accord)
- Mayor of Randwick Cr John Procopiadis, Councillors and Randwick City staff

Approximately 40 guests took part in the forum.

The forum attendees were asked to discuss the following:

1. What is council's role in supporting local business?
2. What relationships could be formed between major institutions in the area with local business?
3. What are some strategic topics you would like discussed (or what people could present) at the next City Economic Forum?

**FEEDBACK** Common themes in order of frequency

**Question 1 – What is council's role in supporting local business?**

- **Facilitation** – Hosting business forums and supporting local business and community groups
- **Recognition** – Business awards and providing incentives
- **Information** – Sharing information, surveys etc
- **Town Centre Improvements**– design, signage, furniture, parking
- **Promotion** – Promoting local attractions, promoting 'shop local'
- **Internal council improvements**
  - Dedicated contact for businesses
  - Assistance navigating bureaucracy with finding the right person and cutting red tape. Breaking down the 'perceived' intimation of government entities by being more open.

**Question 2 – What relationships could be formed between major institutions in the area with local business?**

- **Purchasing policy** Shop local and hire local
- **Share information** – student wants and needs, local shopper information
- **Lobbying & Representation** – forming a peak group of major organisations (Randwick City Council, Centennial Park, Australian Jockey Club, University New South Wales and Prince of Wales Hospital)
- **Access and traffic** - University and Hospital 'Opening up' to non-student pedestrian traffic / embracing surrounds

**Question 3 – What are some strategic topics you would like discussed (or what people could present) at the next City Economic Forum?**

- **Transport**
- **Council for Business**
  - Processes (What Council does) & Procedure (How to's in Council)
  - Plans – Town Centre vision, LEPs, DCPs, visions for City and parking
  - Safety and accessibility
  - Refer to Q 1 – council supporting business
- **Sustainability & Environment**
- **Health & wellbeing/a balanced work-life**
- **Financial outlook** – authoritative speakers from financial industry

**Relationship to City Plan**

The relationship with the City Plan is as follows:

- Outcome 8: A Strong Local Economy.  
Direction 8c: Economic growth and development that strengthens or hospital and university precinct.  
Direction 8d: Develop and strengthen effective partnerships with key locally based organisations.

**Financial impact statement**

There is no direct financial impact for this matter.

**Conclusion**

Positive feedback was received for the Forum in its current format with suggestions received for potential topics for upcoming forums or speakers. Concerns were raised with small vs big business and finding areas of commonality or having both forums for small and large businesses. An idea was raised as listed above for an ongoing Economic Board or 'core' group of major institutions to be able to represent or lobby when necessary about city-wide or strategic issues in the area such as traffic and transport.

Presently the Business Enterprise Centre (BEC) successfully provide workshops and networking events for smaller businesses and already receive Council support. It was largely supported that the Randwick City Council Leadership Forum continues in its present format to focus on City or LGA wide issues for larger businesses.

**Recommendation**

That Council continues to hold an Economic Leadership Forum on a bi-annual basis, holding the second 2010 forum before the end of the calendar year.

**Attachment/s:**

Nil



## Economic Development Report No. EDC2/10

**Subject:** Economic Development Strategy  
Update

**Folder No:** F2009/00243

**Author:** James Farrar, Economic Development Officer

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### Introduction

Randwick City Council is committed to building a prosperous city supported by strong local economy. The Randwick City Plan outlines strategic objectives; one of the five key themes is 'A Prospering City'

### Issues

A Strong Local Economy is the outcome related to 'A Prospering City' and is supported by five directions which include 8b 'Vibrant town centres...' and 8d 'Develop and strengthen partnerships...'. The Economic Development Strategy (EDS) was adopted to address these directions and outlines several key actions.

The EDS lists a number of actions under Theme 1 – 'The Randwick Business Community' for Building Partnerships between Business and Local Institutions and Town Centre Development. Below are 4 actions underway or completed addressing the above themes and directions;

#### Economic Development Officer

Action 1.2 'Nominate a primary business contact at Council'

Action 1.5 'Continue to support the Chambers of Commerce, Tourism Association and the Business Enterprise Centre'

In March 2010 Randwick City Council appointed an Economic Development Officer to be a dedicated resource at Council to help build relations with local business groups by attending Tourism and local business meetings and assist with council run business events such as the Leadership Forum and the Matraville Town Centre community consultation meetings.

#### Randwick City Economic Leadership Forum

Action 1.1 'Establish a business leaders forum'

Following on success of last year's Randwick City Economic Leadership Forum the second annual Randwick City Council Economic Leadership Forum was held on Wednesday 16 June 2010 at the Prince Henry Centre as part of the Economic Development Strategy of Randwick.

The Forum focused on partnership with major institutions in the area and this year UNSW and POW were invited to attend and present at the event. Presentations were given by Neil Morris – Executive Director University Services, University of New South Wales and Andrew Bernard General Manager Northern Network South East Sydney Illawarra Health Service.

Positive feedback was received and a second Forum is scheduled for later this year.

### Matraverse Town Centre Action Plan

Action 1.6 'Develop Town Centre Strategies to rejuvenate and revitalise each centre' Consultants SGS Economics and Planning were contracted to prepare a Matraverse Town Centre Action Plan with the aim of rejuvenating the Matraverse area. Randwick City Council has hosted two rounds of consultations, the first round primarily targeted at 'main street' retailers and local business groups and the second which was advertised in the mayoral column and attracted both business owners and residents.

#### First round consultation

- Review of previous studies in the area
- Round table discussions identifying strengths and weaknesses of the area

#### Second round consultation

- Review and presentation of draft Action Plan prepared by SGS consulting
- Round table discussions on each of the five key areas of the plan

SGS are presently consolidating the feedback received in the second round meeting and will incorporate the feedback into the final Matraverse Action Plan to be reported to Council for adoption.

### Economic Development Staff team

A cross functional staff team meets monthly to discuss tasks related to the Economic development Strategy. The team consists of;

Geoff Banting – Director of Governance and Financial Services  
Suzanne Williamson – Assistant to Director of Governance and Financial Services  
David Kelly – Manager Administrative Services  
Karen Armstrong – Manager Strategic Planning  
Martin Ryman – Community Consultation Coordinator  
James Farrar – Economic Development Officer

### **Relationship to City Plan**

The relationship with the City Plan is as follows:

Outcome 8: A Strong Local Economy.  
Direction 8a: Vibrant business, commercial and industrial sectors that provide ongoing and diverse employment opportunities.  
Direction 8b: Vibrant town centres that adequately serve the community and foster support for local business activity.  
Direction 8c: Economic growth and development that strengthens or hospital and university precinct.  
Direction 8d: Develop and strengthen effective partnerships with key locally based organisations.

### **Financial impact statement**

There is no direct financial impact for this matter.

### **Conclusion**

The outcome of the Matraverse Town Centre meetings is to be reported to Council when the report is received from SGS. The feedback from the Leadership Forum has been noted and is being considered in planning for the next forum.

**Recommendation**

That the report be received and noted.

**Attachment/s:**

Nil