

ECONOMIC DEVELOPMENT COMMITTEE MEETING

BUSINESS PAPER

TUESDAY 14 FEBRUARY 2012

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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, 14 February 2012 at 6:00PM.

Committee Members: The Mayor, S Nash (Chairperson), Belleli, Hughes, Matson, Notley-Smith, Procopiadis, Stevenson, White (Deputy Chairperson)

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 May 2011

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. EDC1/12



Subject: The Randwick City Economic Leadership Forum November 2011

Folder No: F2009/00243

Author: Suzanne Williamson, Economic Development Officer

Introduction

The Randwick Economic Development Strategy (March 2009) was developed to facilitate 'a prospering city' with a strong local economy. Action 1.1 of the Economic Development Strategy was to establish a Business Leaders' Forum to open the lines of communication between institutions and local businesses, share information and promote partnerships to enhance local economic outcomes.

In response to Action 1.1, the first Randwick City Economic Leadership Forum was held at the Prince Henry Community Centre on 19 August 2009. Following on from the success of the inaugural Forum, Council resolved on 22 September 2009 to hold Economic Leadership Forums on a bi-annual basis. The Randwick City Economic Leadership Forums support the Randwick business community and foster a strong local economy by:

- providing current and informed economic opinion;
- providing opportunities to develop effective business partnerships;
- providing opportunities to meet with Council officers to discuss and raise any significant issues;
- giving the business community a strategic voice on economic development within the City.

Issues

The second 2011 Randwick City Economic Leadership Forum was held on November 30 between 7.30am and 9.30am at the Prince Henry Centre. Invitations were sent to:

- prominent CEO's of local businesses and the service sector, including the ports, the Health and Education Precinct, and local schools;
- the presidents of the local chambers, precincts and Randwick City Tourism;
- representatives of the local police and other public sector leaders;
- representatives from smaller business and franchisors in real estate, law and banking (eg Westpac, Bendigo Bank, NG Farah and LJ Hooker);
- CEO's of major businesses on the fringe of the Council area, including Westfield Eastgardens and Centennial Parklands;
- Mayor of Randwick, Councillors and Randwick City Council staff.
- State and Federal Members of Parliament
- all finalists in the 2011 Randwick City Business Excellence Awards

120 attendees took part in the forum. The Forum was facilitated by Geoff Banting, Director Governance & Financial Services and was opened and closed by Cr Scott Nash, Mayor of Randwick. The Randwick City Council General Manager, Ray Brownlee, spoke on Council's campaign to bring light rail into Randwick City. Council was fortunate to be able to organise Michael Pascoe, who had previously presented at

EDC1/12

the April 2011 Forum, to return as keynote speaker. Mr Pascoe, one of Australia's most respected and experienced finance and economic commentators spoke on the current European economic crisis and the implications for the Australian economy. Both presentations were extremely well received, with overwhelming support evident for a light rail link into Randwick City.

After the presentations the attendees briefly discussed topics and formats for future forums in small table groups and provided general feedback on the event. The table groups were unanimously in favour of continuing the forums and of maintaining the current format of a prominent keynote speaker supported by Council updates outlining services and forthcoming economic initiatives, followed by a short round table group discussion.

The feedback on the event was constructive and overwhelmingly positive, with suggested topics of interest for future forums including:

- New LEP – changes and explanations highlighting development and investment opportunities;
- National Broadband Network – explanations and implications for business;
- Social media applications as a business tools;
- Research and innovation in Randwick City;
- Economic and Demographic Profile update;
- Draft East Subregional Strategy – next steps;
- Crime in Randwick City;

Ideas put forward also included suggestions for more Council facilitated business networking opportunities and workshops for new and small businesses. All suggestions from the attendees will be referred to Council's Internal Economic Working Group for further review

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 our hospital and university precinct.
- Direction 8d: Develop and strengthen effective partnerships with key locally based organisations.

Financial impact statement

The ongoing cost of Economic Leadership Forums will be funded from the budget for economic development initiatives.

Conclusion

The 30 November 2011 Randwick City Economic Leadership Forum was very well received with affirmative and enthusiastic support from the Randwick business community for a light rail link into Randwick City.

The Randwick City Economic Leadership Forums provide an opportunity to present current council and economic information directly to Randwick City's economic stakeholders as well as an occasion for Council staff to interact directly with the local business community. Attendance at the forums is continuing to grow and the Randwick City Leadership Forums are becoming an anticipated local business event.

The Forums are proving to be very successful in building relationships and fostering productive partnerships between Council and Randwick City businesses and institutions. The positive outcomes from the November 2011 Forum are consistent with the objectives of both the Randwick Economic Development Strategy and the Randwick City Plan.

Recommendation

That Council continues to hold Economic Leadership Forums on a bi-annual basis.

Attachment/s:

Nil

EDC1/12

Economic Development Report No. EDC2/12



Subject: Randwick Economic Development Strategy Status

Folder No: F2009/00243

Author: Suzanne Williamson, Economic Development Officer

Introduction

The *Randwick Economic Development Strategy* was developed to promote a strong local economy for our business, commercial and industrial sectors and town centres under the Randwick City Plan's economic theme: 'A Prospering City'. The Strategy provides 30 practical actions across six themes for Council to support and promote economic development across all aspects of the local economy. A time frame for implementation was assigned to each action where:

- short is 1 to 2 years;
- medium is 3 to 4 years;
- long is 5+ years; and
- on-going implies this is regular and constant part of Council's work program.

Issues

The *Randwick Economic Development Strategy* was adopted by Council at the 23rd March 2009 Ordinary Council Meeting. The purpose of this report is to provide a status update for those short and short-medium actions that have been implemented within the specified time frames since the last *Randwick Economic Development Strategy* update EDC2/10 in July 2010.

Theme 1: The Randwick Business Community

Action 1.10 Undertake a 'Red Tape' Review to streamline Council processes and improve certainty for businesses - short

Implemented - the 'Red Tape' Review was undertaken and presented to MANEX on 16th June 2011.

Action 1.3 Investigate the potential to establish an industrial lands business forum - short-medium

Implemented - the Industrial Lands Discussion Paper was prepared and after Council endorsement was widely exhibited for community and land owner feedback between the 9th of March and the 28th May 2010. It was determined that a separate industrial lands business forum was not required as industrial land business leaders are invited to and participate in the bi-annual Randwick Economic Leadership Forums.

Theme 2: The Local Community: Relationships between Business and Residents Promoting Resident Support of Local Businesses

Action 2.3 Profile expected demographics and promote businesses - medium then ongoing

Implemented - the Randwick City Economic and Demographic Profile was undertaken and adopted by Council at the May 2011 Committee Meeting.

EDC2/12

The Economic and Demographic Profile is scheduled to be updated after the release of the 2011 ABS Census data.

Theme 3: Built Form / Geography

Action 3.2 Negotiate with State and Federal Government for the future use of Malabar Headland as community space – short-medium

Implemented – Council is continuing to lead an inter-government agency working group to progress the return of Malabar headland to community space. A significant western portion of the site (17 ha) is shortly to be transferred from the Commonwealth to the State Government for national park. Investigations are progressing well for the eastern portion to also become national park within the next few years. The Commonwealth has confirmed that the central part of the site will become public open space in the medium to long term when the required extensive remediation works are completed.

Theme 4: Tourism, Culture & Recreation

Action 4.2 Continue to maintain current tourist precincts and promote the positives of less-used southern beaches – short-medium

Implemented - Council provides administrative support for Randwick City Tourism Inc (RCTI) and also supports RCTI activities and events. Promotion of the southern beaches is ongoing and those beaches are currently well used during appropriate weather.

Action 4.5 Engage with NIDA for the purposes of planning community events and street theatre - short

Implemented - Community Planning/Community Development have approached NIDA with limited success. NIDA is a commercial operation that uses on site facilities for their own revenue generation.

Action 4.7 Consider opportunities for alternative and additional evening leisure economy activities - short

Implemented - Community Planning is extending the hours of operation and shutdown by one hour for some events. A twilight concert program has been implemented and for 2012 the location of the twilight concerts has been changed to more centrally located Council venues to enhance the local evening leisure economy in the surrounding areas.

Theme 6: Internal Management, Implementation and Monitoring Actions

Action 6.1 Identify and establish an appropriate structure for local economic development – short-medium

Implemented – an appropriate structure for local economic development by Council representation at Chambers, Joint Chambers and Precinct Meetings has been established. The bi-annual Randwick City Economic Leadership Forums have been developed to provide an opportunity to present current council and economic information directly to Randwick City's economic stakeholders and for Council staff to interact directly with the local business community. Consideration was given towards the establishment of an Economic Board but it was determined that a separate board was not required as the bi-annual Randwick Economic Leadership Forums provide regular input and feedback from Randwick City economic stakeholders and give the business community a strategic voice on economic development within Randwick City.

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. Costs associated with appropriate economic structure are provided with Council's annual estimates.

Conclusion

All the *Randwick Economic Development Strategy* actions classified for implementation as either short or short-medium term are on schedule and have been addressed within the designated time frames. The *Randwick Economic Development Strategy* actions classified as medium term are scheduled for implementation during 2012/13.

Recommendation

That the report be received and noted

Attachment/s:

Nil