

ECONOMIC DEVELOPMENT COMMITTEE MEETING

BUSINESS PAPER

TUESDAY 10 JULY 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, 10 July 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 - 14 February 2012

Declarations of Pecuniary and Non-Pecuniary Interests

Address of Committee by Members of the Public

Urgent Business

Economic Development Reports

EDC3/12	Eastern Suburbs Relay For Life 19th - 20th May 2012	1
EDC4/12	Randwick City Business and Economic Leadership Forum - 6 June 2012	3

Notice of Rescission Motions

Nil

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Ray Brownlee
GENERAL MANAGER

Economic Development Report No. EDC3/12



Subject: Eastern Suburbs Relay For Life
19th - 20th May 2012

Folder No: F2009/00041

Author: Suzanne Williamson, Economic Development Officer

Introduction

In October 2007, Randwick City Council resolved to become a 'community partner' with the Cancer Council NSW. This allows Council to work in cooperation with the Cancer Council on a range of activities, such as:

- learning about and adopting new policies that will lead to a reduction in the incidence of cancer;
- supporting Cancer Council advocacy campaigns that benefit the residents of Randwick City Council;
- using Council communication channels, venues, staff and networks to disseminate Cancer Council health promotion and patient support materials;
- helping the Cancer Council to support patients and their families in the community by allowing use of Council venues for support group meetings and education programs; and
- supporting Cancer Council efforts to raise money in the local area.

Issues

In 2009 Randwick Council led a partnership with Waverley Council, Woollahra Council and the Centennial Parklands Trust to organise the inaugural Eastern Suburbs 'Relay For Life' with Cancer Council NSW. The inaugural Eastern Suburbs Relay For Life was held at McKay Oval in Centennial Park on Saturday 16 and Sunday 17 May 2009, and the event has been held annually since then with continued support from Randwick City Council. Relay For Life has become the largest fundraising event for cancer in the world. It is celebrated in over 600 communities across 21 counties and this inspirational annual overnight event empowers and unites local communities in the battle against cancer. Relay has proven especially effective in educating the public about prevention and survivorship of this disease.

On 18 October 2011 Council resolved to support the 2012 Cancer Council Eastern Suburbs Relay for Life event by:

- providing media and other community information to encourage staff and the community to participate in the event;
- inviting Waverly and Woollahra Councils to also support the event;
- working with the Cancer Council to promote the event;
- allocating \$3,000 from the 2011-12 Contingency Fund, towards equipment hire, to ensure community safety at the event; and
- authorising the Mayor, Cr Scott Nash, to nominate a replacement to be the Honorary Chair of the Eastern Suburbs Relay For Life organising committee for 2012.

The Mayor subsequently nominated the former Mayor of Waverley Council, Cr Sally Betts, to be the Honorary Chair of the Eastern Suburbs Relay For Life Committee for 2012. Cr Sally Betts graciously volunteered her time to accept the position.

EDC3/12

The fourth annual Cancer Council Eastern Suburbs 'Relay For Life' was, held at McKay Sports Ground in Centennial Park on 19 and 20 May from 10.00am Saturday through to 10.00am Sunday. The event was opened by the Mayor of Randwick, Cr Scott Nash, and closed by the former Mayor of Waverley, Cr Sally Betts. Randwick City Council provided administrative support for the volunteer committee throughout the year and media coverage including information about the event in Council's community information. Council also provided safety and set-up logistics at McKay Oval including the provision of witches hats, barricades, trestle tables, garbage bins and the wheelie bin sound system.

The Cancer Council Eastern Suburbs Relay For Life was a very successful event, with 53 teams participating and approximately \$211,287 being raised for cancer research. Over the weekend there was live entertainment, kids' activities, market stalls and food stalls, all which resulted in a very positive atmosphere and very positive feedback from participants.

Relationship to City Plan

The relationship with the City Plan is as follows:

Outcome: A Strong Local Economy.

Direction: Develop and strengthen effective partnerships with key locally based organisations.

Financial impact statement

There is no direct financial impact for this matter.

Conclusion

The fourth annual Cancer Council Eastern Suburbs Relay For Life raised \$211,287 towards cancer research and proved to be a very successful community event. Council's support for events such as this is an important aspect of the 'community partnership' that Council has formed with the Cancer Council NSW. The Eastern Suburbs Relay For Life has become a regular event on the Cancer Council fundraising calendar.

Recommendation

That Council continues to support the Cancer Council Eastern Suburbs Relay for Life event.

Attachment/s:

Nil

Economic Development Report No. EDC4/12



Subject: Randwick City Business and Economic Leadership Forum - 6 June 2012

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. The first Randwick City Business and 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 Business and Economic Leadership Forums on a bi-annual basis.

The Randwick City Business and 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; and
- giving the business community a strategic voice on economic development within the City.

Issues

The first 2012 Randwick City Business and Economic Leadership Forum was held on 6 June between 7.30am and 9.30am at the Prince Henry Centre. The Forum was themed 'The Digital Economy' in response to the announcement by NBNCo that Randwick is to be included in the next NBN rollout, with work scheduled to commence in Kingsford and Kensington mid 2013. 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;
- representatives from businesses in Kingsford and Kensington;
- 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;
- General Managers from surrounding Eastern Suburbs Councils; and
- State and Federal Members of Parliament.

Approximately 95 attendees took part in the forum.

EDC4/12

The Forum was facilitated by Geoff Banting, Director Governance & Financial Services and was opened and closed by Cr Scott Nash, Mayor of Randwick. Dr Tim Williams was engaged as keynote speaker. Dr Williams is widely regarded as a broadband expert and is the author of the White Paper 'Connecting Communities', a ground-breaking review of the community benefits and innovations enabled by access to high speed broadband. Dr Williams put the NBN into a human context and spoke on the benefits that high speed broadband can bring in terms of outcomes for people, their communities, public services and businesses. Darren Rudd, Government Relations and External Affairs Adviser, NBNCo, presented an NBN technical update and spoke on the economic benefits of super fast broadband. Joshua Hay, Manager, Communications, Randwick City Council presented and showcased 'myRandwick', Council's exciting new smartphone 'app' which gives users access to customised interactive information and services from Council and community groups.

After the presentations the attendees briefly workshopped ideas for additional online services that could be provided by Council; the feasibility of a Randwick Council led business stakeholder workshop (in partnership with RDA Sydney) to identify key priorities for progressing the social and economic agendas for the Eastern Suburbs; and topics of general interest for future forums.

The table groups were unanimously in favour of the 'myRandwick' app and of the increased availability of Council online services, with suggestions for future applications to include a searchable Randwick City business directory, personalised alerts regarding new tender opportunities, bike paths and real time information on local parking availability. Strong support was shown for a business workshop that strategically discussed and set agendas for addressing work/life balance, job creation/retention and traffic conditions in the Eastern Suburbs.

Suggested topics of interest for future Randwick City Business and Economic Leadership Forums included:

- Business benefits of high speed broadband - case studies;
- Social media applications as a business tools;
- Light rail and transport updates;
- Randwick statistics after the 2011 Census and applications for local businesses.

Ideas put forward also included the provision of more Council facilitated small business digital workshops and more business networking opportunities. The suggestions from the attendees for future forum topics/themes 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 6 June 2012 Randwick City business and Economic Leadership Forum 'The Digital Economy' was very well received, with obvious enthusiasm shown by the Randwick business community for the ideas presented and for the business opportunities made possible by access to high speed broadband. The Randwick City Business and Economic Leadership Forums provide an opportunity to present current council, business and economic information directly to Randwick City's economic stakeholders as well as a valuable opportunity for Council staff to interact directly with the local business community.

The Forums are continuing to be very successful in building relationships and fostering productive partnerships between Council and Randwick City businesses and institutions. The positive outcomes from the June 2012 Forum are consistent with the objectives of both the Randwick Economic Development Strategy and the Randwick City Plan.

Recommendation

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

Attachment/s:

Nil

EDC4/12