



**Randwick City
Council**
a sense of community

**ECONOMIC DEVELOPMENT
COMMITTEE MEETING**

BUSINESS PAPER

TUESDAY 14 APRIL 2015

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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, First Floor, 90 Avoca Street, Randwick on Tuesday, 14 April 2015 at 6:00pm

Committee Members: The Mayor, T Seng, Andrews, Belleli, Bowen, D'Souza (Chairperson), Garcia, Matson, Moore, Nash, Neilson, Roberts (Deputy Chairperson), Shurey, Smith, Stavrinou & Stevenson

Quorum: Eight (8) 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 June 2014

Declarations of Pecuniary and Non-Pecuniary Interests

Address of Committee by Members of the Public

Privacy warning;

In respect to Privacy & Personal Information Protection Act, members of the public are advised that the proceedings of this meeting will be recorded for the purposes of clause 69 of Council's Code of Meeting Practice.

Urgent Business

Economic Development Reports

EDC1/15 Randwick City Business Audit 1

Notice of Rescission Motions

Nil

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Ray Brownlee
GENERAL MANAGER

Economic Development Report No. EDC1/15



Subject: Randwick City Business Audit
Folder No: F2009/00243
Author: Suzanne Williamson, Economic Development Officer

Introduction

The Randwick City Plan theme 'A prospering city' is a vision for a dynamic, environmentally sustainable economy in a diverse, inclusive, liveable city that works for residents, workers, visitors and students.

The Randwick Economic Development Strategy (2009) was developed to facilitate a prospering city, strengthen the local economy and support local business by providing a positive framework and direction to guide and help promote sustainable local economic development.

Action 6.5 of the Randwick Economic Development Strategy is to consider undertaking a regular business survey. It is important for local government to be able to quantify and describe their local economy and the role it performs in employment and wealth creation. While private enterprise is the primary driver of economic growth, local government can make an important contribution as a promoter, facilitator and provider of current and comprehensive economic data as a basis for informed decisions.

Randwick Council is committed to supporting a vibrant and sustainable city wide economy while maintaining the city's historical town centres' uniqueness and identity.

Over the past ten years the retail sectors in the traditional Randwick suburban town centres have faced severe competition due to centralisation of the retail offer in surrounding shopping malls and changing consumer behaviour driven by lifestyle and technology. In response to these pressures the Randwick town centres are evolving to become more than just shopping. Retail is still an important part of the town centre mix but people also come for many other reasons, such as to visit cafes, restaurants, pubs, hairdressers, doctors, dentists, banks, solicitors, real-estate agents etc.

In order to be able to monitor the growing centralisation, vacancy rates, changing uses and the dynamic interactions of the local town centre economies a comprehensive city wide business audit is currently in progress. The Randwick, Kingsford and Kensington town centres were completed between October 2014 and January 2015. The business audit for the remaining Randwick City town centres is scheduled to be undertaken in the first half of the 2015-16 financial year. It is anticipated that the town centres will be regularly reviewed on a bi annual basis.

Issues

The Kensington, Kingsford and Randwick commercial centre business count is verified as at 30 January 2015. The data has been compiled into a comprehensive spread sheet that contains business name and address details, Pathway ID, Pathway Land Use, GIS ID and all levels of ANZSIC coding. The data can be sorted and mapped at all levels on an ARCGIS map and any GIS information layers such as zoning, commercial area boundaries, parking availability, public seating, bus stop locations etc can be added. Customisable reports can be generated detailing surrounding population demographics from any individual point. To complete the understanding of

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the retail, commercial and residential usage of the three town centres already completed the floor space usage ratios are currently under preparation.

The comprehensive business data for each town centre is an invaluable information resource for council officers and for providing information to businesses and residents. The data will be used as a baseline to regularly monitor business activity and as a basis for the determination of effective strategies to appropriately support economic development across the local area.

Descriptive summary tables and charts displaying business breakdowns sorted to the ANSIC Class Title code for each of the three town centres completed as well as area maps are attached.

Relationship to City Plan

The relationship with the City Plan is as follows:

Outcome 6: A liveable city.

Direction 6f: Foster distinct neighbourhoods with commercial centres that meet the needs of our community as places to work, shop, live and socialise.

Outcome 8: A strong local economy.

Direction 8a: Vibrant business, commercial and industrial sectors that provide ongoing and diverse employment opportunities and serve the community.

Financial impact statement

There is no direct financial impact for this matter.

Conclusion

The completion of the business audit for the Randwick, Kingsford and Kensington town centres is the first stage in a comprehensive city wide project to provide baseline business data in order to monitor changes in the nature and workings of the local economy. The business audit data will provide a basis for a better understanding of the existing economic conditions and assist with determining the most effective ways to support sustainable economic development in the local area both now and in the future.

Recommendation

That the Council acknowledges and accepts the Kingsford, Kensington and Randwick commercial centres business audit as at 30 January 2015.

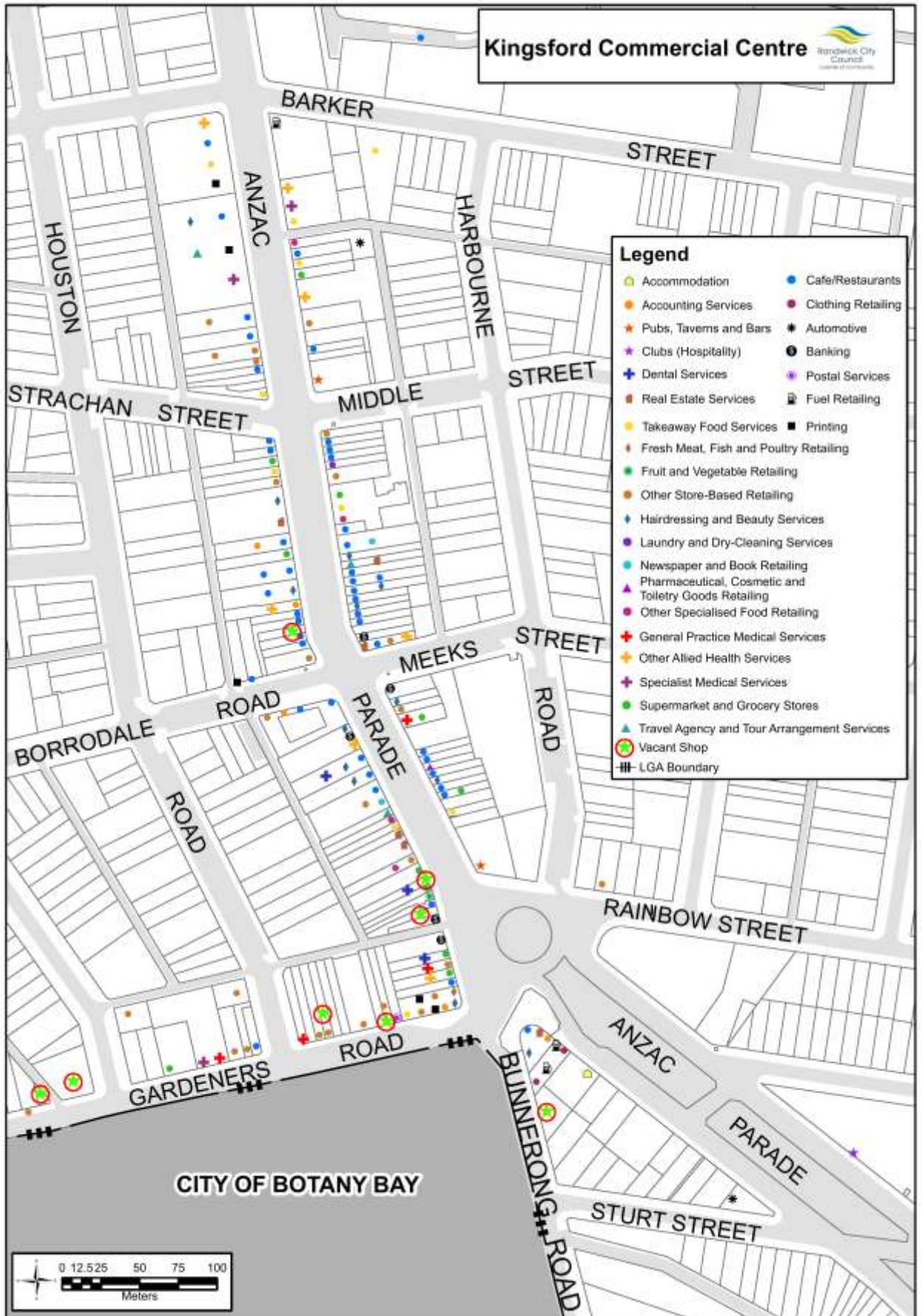
Attachment/s:

1. Randwick City Business Audit Report - Tables, Charts and Maps

Kingsford Businesses	Number	Percentage
Accommodation	1	0.5%
Accounting Services	5	2.7%
Automotive	2	1.1%
Banking	5	2.7%
Cafes and Restaurants	47	25.8%
Clothing Retailing	2	1.1%
Clubs (Hospitality)	1	0.5%
Dental Services	3	1.6%
Fresh Meat, Fish and Poultry Retailing	1	0.5%
Fruit and Vegetable Retailing	2	1.1%
Fuel Retailing	3	1.6%
General Practice Medical Services	4	2.2%
Hairdressing and Beauty Services	13	7.1%
Laundry and Dry-Cleaning Services	2	1.1%
Newspaper and Book Retailing	2	1.1%
Other Allied Health Services	7	3.8%
Other Specialised Food Retailing	4	2.2%
Other Store-Based Retailing	27	14.8%
Pharmaceutical, Cosmetic and Toiletry Goods Retailing	1	0.5%
Postal Services	1	0.5%
Printing	5	2.7%
Pubs, Taverns and Bars	2	1.1%
Real Estate Services	6	3.3%
Specialist Medical Services	3	1.6%
Supermarket and Grocery Stores	10	5.5%
Takeaway Food Services	11	6.0%
Travel Agency and Tour Arrangement Services	3	1.6%
Vacant	9	4.9%
Number of Businesses	182	



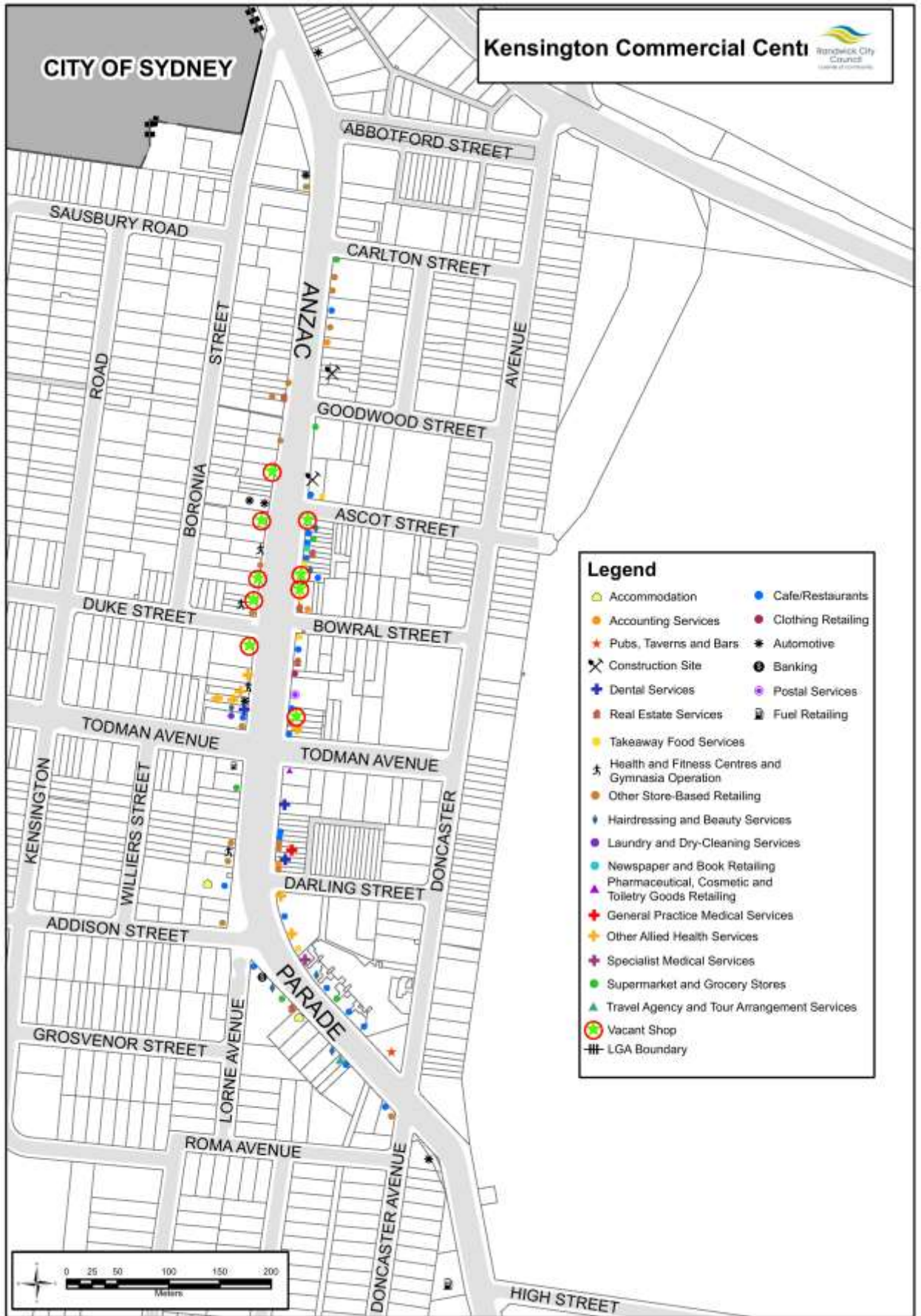
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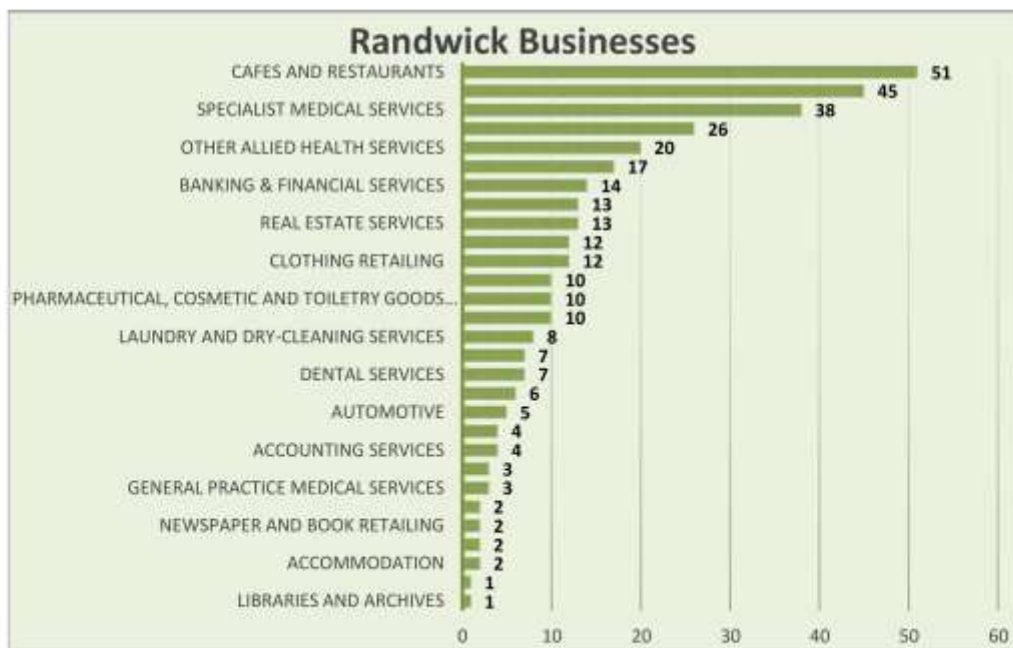
Kensington Businesses	Number	Percentage
Accommodation	2	1.6%
Accounting Services	4	3.3%
Automotive	7	5.7%
Banking	1	0.8%
Cafes and Restaurants	23	18.9%
Clothing Retailing	1	0.8%
Construction Site	1	0.8%
Dental Services	3	2.5%
Fuel Retailing	1	0.8%
General Practice Medical Services	1	0.8%
Hairdressing and Beauty Services	7	5.7%
Health and Fitness Centres and Gymsnasia Operation	5	4.1%
Laundry and Dry-Cleaning Services	1	0.8%
Newspaper and Book Retailing	1	0.8%
Other Allied Health Services	9	7.4%
Other Store-Based Retailing	21	17.2%
Pharmaceutical, Cosmetic and Toiletry Goods Retailing	1	0.8%
Postal Services	2	1.6%
Pubs, Taverns and Bars	1	0.8%
Real Estate Services	5	4.1%
Specialist Medical Services	1	0.8%
Supermarket and Grocery Stores	6	4.9%
Takeaway Food Services	7	5.7%
Travel Agency and Tour Arrangement Services	2	1.6%
Vacant	9	7.4%
Number of Businesses	122	



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Randwick Businesses	Number	Percentage
Accommodation	2	0.6%
Accounting Services	4	1.1%
Automotive	5	1.4%
Banking & Financial Services	14	4.0%
Cafes and Restaurants	51	14.5%
Clothing Retailing	12	3.4%
Dental Services	8	2.3%
Fresh Meat, Fish and Poultry Retailing	7	2.0%
Fruit and Vegetable Retailing	2	0.6%
General Practice Medical Services	4	1.1%
Hairdressing and Beauty Services	26	7.4%
Health and Fitness Centres and Gymnasia Operation	12	3.4%
Laundry and Dry-Cleaning Services	8	2.3%
Legal Services	4	1.1%
Libraries and Archives	1	0.3%
Newspaper and Book Retailing	2	0.6%
Other Allied Health Services	20	5.7%
Other Specialised Food Retailing	10	2.8%
Other Store-Based Retailing	45	12.8%
Other Telecommunications Services	6	1.7%
Pharmaceutical, Cosmetic and Toiletry Goods Retailing	10	2.8%
Postal Services	1	0.3%
Pubs, Taverns and Bars	2	0.6%
Real Estate Services	13	3.7%
Specialist Medical Services	40	11.4%
Supermarket and Grocery Stores	10	2.8%
Takeaway Food Services	17	4.8%
Travel Agency and Tour Arrangement Services	3	0.9%
Vacant	13	3.7%
Number of Businesses	352	



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