



# Economic Development Advisory Committee Meeting Wednesday 9 July 2014 5.00 pm

Economic Development Advisory Committee	
Item Number	Agenda
1	Present/apologies
2	Confirmation of Minutes
3	Business Arising from the Previous Minutes
4	RDA Draft Regional Studies
5	2014/15 Update of Economic Development Strategy and Investment Prospectus
6	Quarterly Development Statistics and Investor Enquiry
7	Recent Marketing and Promotion Actions
8	Round Table Economic Sector Updates
9	General Business
10	Close of Meeting

**AGENDA – ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**9 April 2014**



**ITEM: 1 PRESENT AND APOLOGIES**

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**Present:** Mayor Clr Maree Statham, Clr Frank Inzitari, Ms Renee Difranco, Ms Fiona Van Der Velden, Mr Laurie Stevenson

**Apologies:** Clr Ross Higlett, Mr Graham Danaher

**Officers:** Mr Matt Brewster

**ITEM: 2 CONFIRMATION OF MINUTES FROM PREVIOUS MEETING**

The meeting scheduled for 9 April did not achieve a quorum

The Minutes referred to here are from 5 February 2014. These were endorsed by two members of the Committee being:

Councillor Frank Inzitari      Councillor Ross Higlett

**ACTION**

**THAT** the Minutes of the meeting of 5 February 2014 be taken as read and confirmed

**MOVED:** Clr Frank Inzitari

**SECONDED:** Mayor Maree Statham

**ITEM:3 BUSINESS ARISING**

There was no business arising

**ITEM:4 REGIONAL DEVELOPMENT AUSTRALIA - DRAFT KEY STUDIES**

**SUMMARY**

Regional Development Australia (RDA) has a key role in bringing together all levels of government to enhance the economy of Australia's regions.

THE RDA have prepared 2 key regional studies over the past 6 months. These are the NSW Central West Region Export/Import Contribution Study and the Central West Freight Study. These studies are now at draft stage.

## **COMMENTARY**

Mr Matt Brewster provided an overview of each of the draft studies to the Committee.

As background for this overview the purpose for preparing each of the studies and key recommendations were provided as set out below:

### **Central West Freight Study** prepared by Lycopodium

Purpose:

- To provide information and identify opportunities to drive decision making for new business development, business expansion and economic diversification
- To provide input for strategic planning and promotion of investment opportunities for the LGAs within CW NSW
- To provide a framework and information to attract and advocate for regional infrastructure investment and planning
- Provide reliable data to quantify the freight task in CW NSW and forecasting growth and freight infrastructure requirements
- Freight infrastructure may include road, rail, air transport as well as new intermodal and/or warehousing facilities on key freight routes that improve distribution efficiency

Key Recommendations:

- Access conflicts between freight vehicles and general traffic at city interface points should be removed – Forbes, Parkes, Bathurst and Orange
- Improve road haulage and connectivity to Sydney by delivering the Bells Line of Road Expressway
- Improve rail capacity by providing additional track passing loops and satellite based signalling technology
- Progress Inland Rail concept
- Fund maintenance works to ensure recent improvements to regional rail infrastructure are reliable and provide adequate service
- Improve freight connectivity to Port Kembla by providing an additional alignment via the Maldon Dombarton rail line
- Impose a mass distance charge heavy vehicles to create a level playing field
- Remove red tape

### **NSW Central West Region Export/Import Contribution Study** prepared by AECgroup

Purpose:

The purpose of the study is to better understand the import/export dynamic of the region and future opportunities these present for the regions economic development, future investment and job growth.

Key recommendations:

- Promote a more co-ordinated approach to planning the regions export infrastructure, especially the capacity and management of the coal supply chain.
- Proactively promote, lobby for, and support opportunities for import substitution and export promotion.

## **ACTION**

**THAT** the Committee notes the progress of the studies and supports the draft study recommendations where they increase economic opportunity within the Lithgow LGA

**MOVED:** Cllr Frank Inzitari

**SECONDED:** Ms Renee Difranco

## **ITEM: 5      2014/15 UPDATE OF THE 2010-14 ECONOMIC DEVELOPMENT STRATEGY AND INVESTMENT PROSPECTUS**

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### **SUMMARY**

Council has allocated funding during 2014/15 to revise and update the 2010-14 Economic Development Strategy (EDS) and companion Investment Prospectus. It is proposed to incorporate the vision identified by the Committee at its previous meetings as objectives to frame the development of the new EDS and Investment Strategy

### **COMMENTARY**

The preparation of the new LEP and its imminent gazettal by the NSW State Government provides the impetus to review and update the existing Economic Development Strategy and Investment Prospectus.

EDAC has previously workshopped the identification of number of key objectives that can be used to frame the development of the EDS. These include:

- Grow together
- Grow our connectivity
- Grow our industry sector
- Grow a regional educational destination
- Grow a best practice medical hub
- Grow our destination appeal
- Grow an artisan food sector

And further consensed to:

Grow our industry sectors – medical, education etc  
Grow our sense of place – focus on supporting the community  
Grow our destination appeal – attractions, lifestyle, food etc

It is proposed to prepare the EDS and Investment Prospectus simultaneously given their commonalities.

It is also proposed that EDAC assist in the project delivery by:

- Reviewing the draft brief for Consultants
- Contributing specialist material for inclusion in the EDS and Investment Prospectus as required
- Reviewing the draft material and reports prepared by the Consultant
- Other actions as agreed by the Committee and as permissible under the Committee Terms of Reference

There was general discussion around the need for “shovel ready” land to attract new residential and employment generating activities.

**ACTION:**

**THAT** the Committee supports the preparation of the Economic Development Strategy and Investment Prospectus and will provide inputs permissible under the EDAC Terms of Reference.

**MOVED:** Cllr Frank Inzitari

**SECONDED:** Ms Renee Difranco

**ITEM: 6 QUARTERLY DEVELOPMENT STATISTICS AND INVESTOR ENQUIRY**

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**SUMMARY**

The Committee was provided with an overview of recent economic development activity and enquiry recorded by Council.

**COMMENTARY**

Matt Brewster provided information in relation to the value and nature of development Consents granted by Council over the 4<sup>th</sup> quarter.

Nearly \$7.8m of development was approved by Council in the last quarter of 2013/14. This included 23 new housing developments including single dwellings and dual occupancy. Approximately \$250,000 of the development approvals included improvements to businesses located along Main St Lithgow.

A review of the shopfront vacancies within the Lithgow CBD indicated that vacancies continue to decline overall although 2 major floor space shopfronts (GoLo and the Old Commonwealth Bank Building) remaining unoccupied.

**ACTION**

**THAT** the Committee notes the information provided.

**MOVED:** Cllr Frank Inzitari

**SECONDED:** Ms Renee Difranco

**SUMMARY**

Mr Matt Brewster provided the Committee with information relating to recent and forthcoming economic development actions by Council.

**COMMENTARY****Sydney Film Festival and Vivid**

Lithgow was showcased in the heart of Sydneys CBD during the recent Sydney Film Festival and Vivid Events. A 15 second commercial featuring an eye-catching sequence of local accommodation, attractions, food, shopping, and event images were shown on a giant 20sqm screen in Martin Place between June 4 and 15 2014.

The crowds were able to see the commercial between 8 am and 10 pm each day. Council retains the rights to the video which will be used in other promotional activities.

**Country NSW Expo**

Lithgow will also be trialling and sharing a marketing space with Oberon Council at the Country NSW Expo at Exhibition Hall Sydney Showground at Sydney Olympic Park between 31 July and 2 August 2014. This Expo profiles both tourism and residential living in NSW to a large Sydney based audience.

This marketing concept has drawn favourable response from a number of key stakeholders including the local media, Lithgow Business Association and local real estate agents all of who are proposing to send representatives to the event to support Councils resources.

**Halloween 14**

Extensive planning has been completed for the delivery of this very popular shop local event. This year will feature a media launch on Wednesday 8 October 2014, Main St activities on Friday October 31, as well as third event component at Hoskins Church on Saturday 1 November 2014.

**Lithglo 14**

Project planning is currently being undertaken. Discussions are to be held with representatives of Westfund Health to frame their expectations of sponsorship outcomes for 2014.

**ACTION**

**THAT** the Committee notes the information provided and supports Councils partnership participation in the Country NSW Expo.

**MOVED:** Cllr Frank Inzitari

**SECONDED:** Mayor Cllr Maree Statham

**ITEM: 8      ROUND TABLE ECONOMIC SECTOR UPDATES**

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**SUMMARY**

Committee members provided the Committee with a summary of issues, trends and happenings in their particular sector.

**COMMENTARY**

Ms Fiona Van Der Velden from Centennial Coal indicated that it remained a challenging environment for the coal mining industry at the present time however Springvale Mine has recorded its best ever production figures in the previous month.

Mr Laurie Stevenson indicated that UWS were poised to announce some additional education services from the Lithgow Campus

**ACTION**

**THAT** the Committee notes the information provided by Committee members

**MOVED:**      Clr Frank Inzitari

**SECONDED:** Mayor Clr Maree Statham

**ITEM: 9    GENERAL BUSINESS**

No general business was discussed

**ITEM: 10    NEXT MEETING / CLOSE OF MEETING**

Next scheduled meeting is Wednesday 8 October 2014 between 5 and 6pm