



Agenda

Economic Development Committee
 Wednesday 3 October 2018
 5:00 pm

Item	Agenda
1	Welcome/present/ apologies
2	Confirmation of Minutes from the Previous Meeting
3	Decline in Retail Working Party Update
4	Meeting With New Executive - Lithgow And District Chamber Of Commerce
5	Council Report Requirements
6	Council Values
7	Lithgow Economic Development Place Branding Plan 2018/2019
8	Lithgow Halloween 2018
9	Events Attraction Package Requests
10	Retail Shopping Habits Survey 2016 – Additional Research
11	Christmas Decorations 2018 Progress Update
12	Tourism and Events Working Parties Recommendations Actions To Date
13	Voting at Council Meetings
14	Next meeting

ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Mayor Ray Thompson, Cr Wayne McAndrew, Cr Cassandra Coleman, Cr Deanna Goodsell, Cr Steve Ring, Cr Stephen Lesslie (5:01pm)

Late: Cr M Statham

APOLOGIES:

An apology was received from and leave of absence granted to Councillor J Smith who is unable to attend due to personal business.

MOVED: Cr W McAndrew

SECONDED: Cr S Ring

OFFICERS: Director Economic Development and Environment, General Manager, Manager Economic Development, Minute Taker

DECLARATION OF INTERESTS: Nil

ITEM: 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING

COMMENTARY

The Minutes of the Economic Development Committee held on 4 July 2018 were adopted at Council's Ordinary Meeting of 23 July 2018 (Minute 18 – 203).

RECOMMENDATION

THAT the Committee note the adoption of the minutes of the Economic Development Committee held on 23 July 2018 by Council.

MOVED: Cr W McAndrew

SECONDED: Cr S Ring

Cr Ring questioned the relevance of items 5, 6, 13.

The General Manager gave the Committee advice on the items in question.

ITEM: 3 DECLINE IN RETAIL WORKING PARTY UPDATE

SUMMARY

To receive an update on the retail working party.

COMMENTARY

The decline in retail working party has now met on four occasions. In the period between meetings working party members have been conducting research into global and local economic conditions contributing to the decline in traditional retail activities. Research and discussion has then moved to possible solutions that could be recommended to assist local retailers in responding to these challenges.

The working party is now focusing on the preparation of a report to Council's Economic Development Committee which is due for completion at the end of October 2018. A meeting of the Economic Development Committee will then be called for the working party to present its findings and recommendations.

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

- Budget approved - Nil.
- Cost centre – N/A
- Expended to date - Nil.
- Future potential impact – Nil.

LEGAL IMPLICATIONS

Nil

RECOMMENDATION

THAT the Economic Development Committee note the update on the Decline in Retail Working Party be noted.

MOVED: Cr W McAndrew

SECONDED: Cr S Ring

CARRIED – Unanimously

Cr Statham entered the chambers. (5:08pm)

**ITEM: 4 MEETING WITH NEW EXECUTIVE - LITHGOW AND DISTRICT
CHAMBER OF COMMERCE**

SUMMARY

The purpose of this report is to advise the Economic Development Committee of an initial meeting between the new executive of the Lithgow and District Chamber of Commerce and Council staff.

COMMENTARY

An initial meeting was held on 26 September 2018 between the new executive of the Lithgow and District Chamber of Commerce and council's Economic Development staff.

The purpose of the meeting was introductory in nature; gaining an understanding of each party's future plans; providing examples of collaborative partnerships between local chambers and councils in other local government areas; and the beginning of discussions on potential collaborations. The meeting was a positive introduction and it is clear that all parties have the very best intentions for the future of Lithgow. It is intended to hold further sessions looking at refining and focusing on collaborative partnerships.

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

- Budget approved - Nil.
- Cost centre – N/A
- Expended to date - Nil.
- Future potential impact – Nil.

LEGAL IMPLICATIONS

Nil

RECOMMENDATION

THAT the Economic Development Committee note the report on discussions between the Lithgow and District Chamber of Commerce Executive and Council staff.

MOVED: Cr W McAndrew

SECONDED: Cr C Coleman

CARRIED – Unanimously

ITEM: 5 COUNCIL REPORT REQUIREMENTS

SUMMARY

In the past, the Administration has provided Council and/or Council committees with verbal reports and verbal updates when required. There is a necessity for Council to give the Administration direction as to whether it wishes to continue to receive verbal reports on occasions or whether Council wishes to receive written reports only.

COMMENTARY

Written reports to Council have the advantage of providing an audit trail of comment and recommendations. At times however, Councillors and Committee members have sought verbal updates on projects/issues from relevant staff during convened meetings and staff have similarly taken the opportunity to update Councillors on fluid situations, a case in point relating to the implementation of delayed tourism strategies as a result of not being able to recruit applicants to the manager tourism position for some six months.

Both Council and its Administration need to agree a format for reports to Council via resolution to give certainty of approach so as to avoid any criticism as to the manner in which Reports are provided and received.

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

- Budget approved - Nil.
- Cost centre – N/A
- Expended to date - Nil.
- Future potential impact – Nil in relation to the receipt of presentation.

LEGAL IMPLICATIONS

Nil

RECOMMENDATION

THAT Economic Development Committee recommends that Council direct that Administration provide written and verbal reports to Council and its committees.

MOVED: Cr W McAndrew

SECONDED: Cr C Coleman

CARRIED

ITEM: 6 COUNCIL VALUES

SUMMARY

The current Royal Commission into Banking, Insurance and potentially Aged Services has revealed without question the lack of adherence to the basic values of integrity, honesty and fairness by corporate participants in those sectors, in their dealings with their customers and community members.

Lithgow Council is now in a position to develop the values it wishes to practice in its deliberations and to promote to staff and community in the hope that they will be

recognised and practiced by both Council and those that come into contact with Council and staff.

COMMENTARY

The recent Royal Commission into Banking and Insurance has revealed the significant damage inflicted on customers and the community when Corporations fail to implement and promote the values that they openly advertise to all in their annual reports as their guiding ethical principles. The ethical values of any organisation need to be applied in practice to promote confidence and stability in governance in both corporate and public sectors.

Lithgow Council has a Customer Service Charter and this is attached for Councillors information. Lithgow Council does not currently have a set of principles adopted or published that guide the Council or Staff in decision making on a daily basis.

Council now has an opportunity to consider its position on this matter and may wish to discuss a range of values including but not limited to-

1. **HONESTY.** Ethical executives are honest and truthful in all their dealings and they do not deliberately mislead or deceive others by misrepresentations, overstatements, partial truths, selective omissions, or any other means.
2. **INTEGRITY.** Ethical executives demonstrate personal integrity and the courage of their convictions by doing what they think is right even when there is great pressure to do otherwise; they are principled, honourable and upright; they will fight for their beliefs. They will not sacrifice principle for expediency, be hypocritical, or unscrupulous.
3. **PROMISE-KEEPING & TRUSTWORTHINESS.** Ethical executives are worthy of trust. They are candid and forthcoming in supplying relevant information and correcting misapprehensions of fact, and they make every reasonable effort to fulfil the letter and spirit of their promises and commitments. They do not interpret agreements in an unreasonably technical or legalistic manner in order to rationalize non-compliance or create justifications for escaping their commitments.
4. **LOYALTY.** Ethical executives are worthy of trust, demonstrate fidelity and loyalty to persons and institutions by friendship in adversity, support and devotion to duty; they do not use or disclose information learned in confidence for personal advantage. They safeguard the ability to make independent professional judgments by scrupulously avoiding undue influences and conflicts of interest. They are loyal to their companies and colleagues and if they decide to accept other employment, they provide reasonable notice, respect the proprietary information of their former employer, and refuse to engage in any activities that take undue advantage of their previous positions.
5. **FAIRNESS.** Ethical executives are fair and just in all dealings; they do not exercise power arbitrarily, and do not use overreaching nor indecent means to gain or maintain any advantage nor take undue advantage of another's mistakes or difficulties. Fair persons manifest a commitment to justice, the equal treatment of individuals, tolerance for and acceptance of diversity, they are open-minded; they are willing to admit they are wrong and, where appropriate, change their positions and beliefs.

6. **CONCERN FOR OTHERS.** Ethical executives are caring, compassionate, benevolent and kind; they like the Golden Rule, help those in need, and seek to accomplish their business objectives in a manner that causes the least harm and the greatest positive good.
7. **RESPECT FOR OTHERS.** Ethical executives demonstrate respect for the human dignity, autonomy, privacy, rights, and interests of all those who have a stake in their decisions; they are courteous and treat all people with equal respect and dignity regardless of sex, race or national origin.
8. **LAW ABIDING.** Ethical executives abide by laws, rules and regulations relating to their business activities.
9. **COMMITMENT TO EXCELLENCE.** Ethical executives pursue excellence in performing their duties, are well informed and prepared, and constantly endeavour to increase their proficiency in all areas of responsibility.
10. **LEADERSHIP.** Ethical executives are conscious of the responsibilities and opportunities of their position of leadership and seek to be positive ethical role models by their own conduct and by helping to create an environment in which principled reasoning and ethical decision making are highly prized.
11. **REPUTATION AND MORALE.** Ethical executives seek to protect and build the company's good reputation and the morale of its employees by engaging in no conduct that might undermine respect and by taking whatever actions are necessary to correct or prevent inappropriate conduct of others.
12. **ACCOUNTABILITY.** Ethical executives acknowledge and accept personal accountability for the ethical quality of their decisions and omissions to themselves, their colleagues, their companies, and their communities..

POLICY IMPLICATIONS

Nil.

FINANCIAL IMPLICATIONS

- Budget approved - Nil.
- Cost centre – N/A
- Expended to date - Nil.
- Future potential impact – Nil.

LEGAL IMPLICATIONS

Nil.

ATTACHMENTS

1. Lithgow Customer Service Charter

RECOMMENDATION

THAT:

1. The Committee and the Council note the contents of the report for discussion purposes.
2. Administration provide a report to council on strategic direction and values.

MOVED: Cr S Ring

SECONDED: Cr D Goodsell

CARRIED

**ITEM: 7 LITHGOW ECONOMIC DEVELOPMENT PLACE BRANDING PLAN
2018/2019**

SUMMARY

To promote the Lithgow region we need to brand and market our “place” in order to attract residents, grow jobs and drive tourism.

An Economic Place Branding Plan has been developed for the 2018/2019 financial year. The Plan has two goals:

1. To research and develop brand collateral for the Lithgow destination, and
2. Develop and deliver a marketing and events campaign/programme (with industry).

COMMENTARY

Place Branding:

Place Branding has become one of the central concepts for promoting local competitiveness and for capturing significant mind and market share.

Place branding is the process of communication to a target market, it is a promotional strategy that includes all activities that increase the attractiveness of an area as a place for working, living and spending free time.

Branding a place or a region is no different to product or service branding – you have to own something that is distinctive and compelling to your target market.

Place Marketing:

Place Marketing is marketing designed to influence target audiences to behave in some positive manner with respect to the experiences associated with a specific place.

Our number one reason for marketing the Lithgow region is to promote it in a way that, if done properly, should attract residents, grow jobs and drive tourism. To promote the region we need to develop suitable marketing and advertising concepts.

Place Branding Plan 2018/2019:

A Place Branding Plan has been developed for the 2018/2019 that has 2 goals with aligned actions, depicted in the diagram below:

Lithgow Place Branding Plan – 2018/2019

<p style="text-align: center;">GOAL 1</p> <p style="text-align: center;">Research and develop Lithgow's brand collateral.</p>	<p style="text-align: center;">GOAL 2</p> <p style="text-align: center;">Marketing and events programmes targeting key audiences.</p>
<p style="text-align: center;">ACTIONS</p> <ol style="list-style-type: none"> 1. Conduct location research and develop "Destination Brand Essence Wheel". 2. Assemble location brand images bank. 3. Create "Destination Movies" for the region. 4. Develop and populate "Destination Lithgow" Youtube Channel. 5. Complete a transformation of the Lithgow VIC – from information to storytelling. 	<p style="text-align: center;">ACTIONS</p> <ol style="list-style-type: none"> 1. Develop and deliver Lithgow Halloween 2018. 2. Develop and deliver LithGlow 2019. 3. Develop and deliver "360 Degrees of Lithgow" digital and social media marketing campaign with industry. 4. Create "Event Attraction" marketing collateral and distribute to market. 5. Update "Gateway Billboards" and complete audit and create plan for "Tourist Signposting".

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

- Budget approved - \$47,583.
- Cost centre – N/A
- Expended to date - Nil.
- Future potential impact – Nil.

LEGAL IMPLICATIONS

Nil

ATTACHMENTS

1. Lithgow Region "Brand Essence Wheel".
2. Creative Brief for Destination Movies.

RECOMMENDATION

THAT Council note the report and brief presentation on the Economic Development Place Branding Plan for 2018/2019.

MOVED: Cr W McAndrew

SECONDED: Cr S Ring

CARRIED

ITEM: 8 LITHGOW HALLOWEEN 2018

SUMMARY

To provide an update on preparations for Lithgow Halloween 2018.

COMMENTARY

Lithgow Halloween is a signature destination event for the region that now attracts over 10,000 people to the region. The Lithgow Halloween 2018 programme is well-advanced and 2018 sees two entertainment stages being used (Eskbank Street and the redeveloped Cook Street Plaza).

The iconic Aussie band the Cockroaches have been secured as the headline act for the Cook Street plaza stage, and the varied and diverse entertainment schedule spans from; amusement rides, to market and food stalls, to ghost train rides, to street and aerial performers, to youth bands, to sideshows and the skull auction in the Lithgow Library.

\$25,000 in sponsorship has been secured to date and a relationship with the Blue Mountains International Hotel Management School has been developed to use students to be conduct research and be the resource for attendance tracking at the festival.

Event Program at a glance:

Eskbank Community Stage	Eskbank stage will give the opportunity for some of our local talent to perform and entertain the crowd; a collection ten performances covering solo and dance and youth bands.
Cook Street Plaza Stage	The Cook Street Plaza stage area will profile the newly redeveloped precinct. Headline band the Cockroaches will be supported by Sideshow Annie; a 5 piece rock band.
Amusement Rides	There will fun for all with rides for young and brave from Super Slide, Flying Elephants, Circus Train Obstacle Course and the wild ride Round Up.
Ghost Train Rides	Lachlan Valley Rail will be running very scary Ghost Train Rides from Lithgow Station through to the Ten Tunnels and return.
Book Readings	Children's author Jacquelyne Lynn will be having her own marquee "meet the author" where she will have her book 'The Graves' on display and for sale and will be signing copies. Jacquelyne will be doing some readings and lots of fun things in her cackling cauldron.
Markets and Food Stalls	There will be a great range of retail and food stalls at Lithgow Tantalising food offerings from regional stall holders and the wide range of food from Lithgow's Cafes and Restaurants.
Aerial Performances	There will be spectacular performances high in the sky with Stuart Christie former Circus OZ star teaming up with international award winning street theatre artist Tahmour Bloomfield to create a dazzling show.

Skull Auction	Once again the extremely popular Skull Auction will be taking place in the Lithgow Library, come and checkout some the fantastic creations.
Street Performers	Tahmour K Bloomfield Tahmour is a professional entertainer who has been entertaining crowds all over the world for over 10 years. She is an amazing circus artist, physical comedienne, street theatre artist and cabaret performer. Stuart Christie is an accomplished circus star who will perform with Tahmour.

Marketing Program at a Glance:

1. Stand-alone Lithgow Halloween website.
2. Lithgow Halloween Facebook Page.
3. 15 and 30 second TV commercials airing on WIN and Prime TV Stations.
4. Sydney train network advertising.
5. Internal "Hero" Billboard at Lithgow Visitor VIC.

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

- Budget approved - \$120,000. \$80,000 directly by Council and \$40,000 in projected revenue – Sponsorships, Rides, Stall fees etc.
- Cost centre – 600159
- Expended to date - \$90,862 in expenditure and commitments. \$23,865 income received to date.
- Future potential impact – Aiming to deliver event on budget. Income from rides can be dependent on weather.

LEGAL IMPLICATIONS

Nil

RECOMMENDATION

THAT Council note the report on preparations for the Halloween 2018 Festival.

MOVED: Cr S Ring

SECONDED: Cr C Coleman

CARRIED

ITEM: 9 EVENTS ATTRACTION PACKAGE REQUESTS

SUMMARY

To advise of two applications for funding under Council's Events Attraction Package.

COMMENTARY

Two events have made funding applications via the Events Attraction Package funding stream.

The **Jet Black 24 Hour** is the premier mountain bike endurance event in NSW. Established in 2009 this event was held in the Lithgow destination (Rydal) for the first time in 2018. The success of the event and support from Council has influenced them to hold the event again here in 2019. Funding request of \$5,000.

Resilience is an event that has been developed by a group of local young men that will be a music festival that also showcases services available to youth/those-in-need (they have lost peers in their network to suicide). A great selection of bands have been secured from many different genres and the event organisers are looking to make the music festival and annual event. Attendance forecast is between 1,000 and 5,000 people. Funding request of \$5,000.

Both the events have direct links in the Lithgow Regional Economic Development Strategy 2018-2022 and recommendation to Council is that both events be funded the requested amount from the Events Attraction Package. A summary of the events and their potential benefits is outlined below.

Jet Black 24Hour:

- 23/24 March 2019.
- Almost 300 entries with support crews and families.
- Riders from across the country (5 states – 2018 data).
- Facebook followers of 12,000 – reach of over 80,000.
- Economic assessment conducted in 2018 showed event generated economic impact of \$325,000.
- 2019 forecast of 729 competitors, crews and supporters with economic impact of \$395,000.

Resilience Music Festival:

- Music festival combined with educating attendees on mental health and support services.
- Event organisers have liaised with local schools, youth, teachers and businesses and conducted a survey.
- The majority of the bands chosen have had personal experiences in the mental health space and have been encouraged to share their stories.

POLICY IMPLICATIONS

Policy 4.9 - Events Attraction Package – Section 356 of the Local Government Act 1993. The policy provides a number of criteria including only providing financial assistance to event producers and organisations that will deliver an economic and social capital benefit to the Lithgow Local Government Area and the Lithgow

community. Payments are capped at \$5,000 per event. Organisations receiving financial assistance of more than \$2,000 are required to submit an acquittal form, an audited financial statement and a written report that indicates how monies were spent and whether the outcomes identified in the application were achieved.

FINANCIAL IMPLICATIONS

- Budget approved - \$11,250.
- Cost centre – 600100
- Expended to date - Nil.
- Future potential impact – If Council approves the 2 current requests \$1,250 will remain for the remainder of the current financial year.

LEGAL IMPLICATIONS

Nil

RECOMMENDATION

THAT Council approve funding of \$5,000 per event for the Jet Black 24 Hour Mountain Biking and Resilience Music Festival from the Events Attraction Package subject to each organisation agreeing to the acquittal requirements of Policy 4.9 - Events Attraction Package – Section 356 of the Local Government Act 1993.

MOVED: Cr M Statham

SECONDED: Cr C Coleman

CARRIED – Unanimously

ITEM: 10 RETAIL SHOPPING HABITS SURVEY 2016 – ADDITIONAL RESEARCH

SUMMARY

In 2017 Council endorsed a report on a 2016 Lithgow Retail Shoppers' Survey. At this meeting Council also resolved that funding sources be investigated for an additional survey to include the Pottery Estate Precinct. It is recommended now that there is no need to investigate a funding source to conduct additional research.

COMMENTARY

O April 2017 Council received and endorsed a report on a 2016 survey conducted on local shopping habits (38 face-to-face interviews and 178 online responses).

In response to the report the Council also resolved (Min No 17-100) that *“staff be requested to investigate a funding source to widen the scope of an additional retail survey to include retailers in the Pottery Estate precinct.”*

Since that point in time the Lithgow REDS 2018-2022 has been completed and endorsed by Council and that strategy includes priority actions aligned to the Lithgow

Shopping Precinct/CBD, and a community-led Retail Working Party is currently finalising a report to Council on online research conducted into the decline in trends and potential solutions at a local level.

As such, it is recommended now that there is no need to investigate a funding source to widen the scope of an additional retail survey including the pottery estate precinct at this date

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

- Budget approved - Nil.
- Cost centre – N/A
- Expended to date - Nil.
- Future potential impact – Nil.

LEGAL IMPLICATIONS

Nil

RECOMMENDATION

THAT Council not investigate a funding source to widen the scope of an additional retail survey to include retailers in the Pottery Estate precinct at this time due to the endorsed actions of the Lithgow Regional Economic Development Strategy.

MOVED: Cr W McAndrew

SECONDED: Cr S Ring

CARRIED

ITEM: 11 CHRISTMAS DECORATIONS 2018 PROGRESS UPDATE

SUMMARY

To provide an update on Christmas Decorations for the Main Street Lithgow area in 2018 and to discuss options given the limited budget.

COMMENTARY

With a budget of \$11,250 (for Lithgow, Portland and Wallerawang) for Christmas Decorations in 2018, quotes have been sourced from a number of specialist suppliers. The quotes have identified that the budget on hand will only realise limited decorations to provide a location-specific festive season atmosphere.

Current thinking is that trees and decorations are placed in the recently redeveloped Cook Street Plaza. Decorations will include; an outdoor Christmas Trees Cluster and a number of decorative garlands.

The two lots of decorations will be Council's items going forward, with the plan being to deliver additional items in each of the upcoming years to further broaden and expand on the decorations footprint.

Christmas Trees Cluster

3.6m, 3m and 2.4m tree foliage cluster decorated in tradition Christmas palette; gold, red, green and silver. Supported by a custom-made 1200mm high timber plinth. Cost \$7,527.

Garlands

Up to ten 2.7m in length green decorated garlands to enhance shop fronts abutting the plaza. Decorated in the matching colour theme as the outdoor trees. Decorated with balls in colours of green, gold, red and silver. Cost \$375 per garland.



Given that the reality of the available budget might not match community expectations, it is proposed to discuss the matter further at the committee.

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

- Budget approved - \$11,250.
- Cost centre – 600147.
- Expended to date - \$1,000 (plus in kind allocation to set up and remove traffic barriers) allocated to Portland Christmas festivities.
- Future potential impact – Approximately \$10,250 remaining in budget, although no allocation for Wallerawang is currently determined.

LEGAL IMPLICATIONS

Nil

RECOMMENDATION

THAT Council:

1. Note the Christmas decorations 2018 update report.

2. Transfer \$1,250 remaining in the Events Package fund account to the Christmas fund account.

MOVED: Cr C Coleman

SECONDED: Cr S Ring

CARRIED

ITEM: 12 TOURISM AND EVENTS WORKING PARTIES
RECOMMENDATIONS ACTIONS TO DATE

SUMMARY

To provide an update on the actions arising from the Tourism and Events Working Parties.

COMMENTARY

The Tourism and Events Working Parties to conduct research in the areas of the tourism model and events presented to the Economic Development Committee in March 2018.

The Working Parties recommended a number of actions and activities that could be used to advance tourism and events in the Lithgow region over the next 1 to 3 years. The Economic Development Committee and subsequently the Council adopted these recommendations.

A number of the actions have already been completed and this report is for information on progress with actions to date which are outlined in the table below.

TOURISM RECOMMENDATIONS	
18/19 -LCC continues its tourism role and in doing so, it engages with the local tourism operators.	<ul style="list-style-type: none"> ✓ Tourism forum held at the Lithgow VIC to launch the transformation of the centre and outline the forward tourism plan going forward. Great turnout of over 50 attendees. ✓ 13 tourism business operations visits conducted YTD. Great responses received. <ul style="list-style-type: none"> ▪ Small Arms Museum ▪ Bushmans Motor Inn ▪ Zig Zag Motel ▪ Fernbrook Farm ▪ Gang Gang Gallery ▪ Eskbank House ▪ Glen Museum ▪ State Mine Heritage Park ▪ Lithgow Valley Motel ▪ The Lolly Bug ▪ Workies Club Motel ▪ Maingu Maragu ▪ Emirates Wolgan Resort ✓ Membership renewals and new applications flowing in; many returning after absence.
LCC engage with the tourism industry community to gain alignment on tourism management in future and the pros and cons of a future funding regime.	<ul style="list-style-type: none"> ✓ Process underway to assemble “Lithgow Tourism Alliance” (follow-up letter post forum, newsletter story and direct approaches).
That Council considers developing a sustainable brand strategy aimed at target audiences most likely to visit the area.	<ul style="list-style-type: none"> ✓ Place Branding Plan developed inclusive of a digital/social media destination marketing campaign led by Lithgow “Hero” movies (supplier briefing has occurred).
Actively pursue and identify suitable tourism grants.	<ul style="list-style-type: none"> ✓ Liaison with Destination New South Wales on grant application for “incubator” funding for LithGlow 2019 (round opens mid to late October and application is currently being developed).
EVENTS RECOMMENDATIONS	
HALLOWEEN	
1. Professional market research on future.	Torrens University and LCC have a MoU in development to conduct research for tourism and events. To be undertaken in 2019.
2. Survey of attendees.	Students from Torrens University will be conducting surveys.
3. Target Cosplay groups.	Cosplay groups approached – minimal response.
Events Coordinator engage Volunteering Australia	Volunteering Australia directed us to Central West Volunteering and we have joined this organisation.

Expand Volunteers for Events.	Events Co-ordinator has met with Torrens University and a volunteer program has been developed for Lithgow Halloween.
Upgrade and use of industrial heritage sites for events.	LithGlow held at Blast Furnace Park in May 2018 to showcase the venue.
Develop Online Events Calendar	Briefing in August with ICT Coordinator on redevelopment of Lithgow Tourism Website inclusive of events calendar.
TAFE, UWS & Industry – Skills/Training plan.	Contacted TAFE and held meeting to develop plan. Site inspection and meeting held in July in their new learning hub. Will develop collaboration when the hub is activated over the next 12 months.

POLICY IMPLICATIONS

Nil.

FINANCIAL IMPLICATIONS

- Budget approved - Nil.
- Cost centre – N/A
- Expended to date - Nil.
- Future potential impact – Nil.

LEGAL IMPLICATIONS

NIL

RECOMMENDATION

THAT the progress on actions from the Tourism Model and Events Working Parties be noted.

MOVED: Cr W McAndrew

SECONDED: Cr S Ring

CARRIED

ITEM: 13 VOTING AT COUNCIL MEETINGS

SUMMARY

The Code of Meeting Practice (the Code), adopted by Council on 30 September 2013, applies to all meetings of Council and its committees (where committee members are Councillors). The adopted Code complies with all current legislative and regulatory requirements.

This report seeks to clarify the recording of voting at Council meetings (Section 32 of the Code of Meeting Practice).

COMMENTARY

Section 32 of the Code of Meeting Practice states:

32 VOTING AT COUNCIL MEETINGS

- (i) Each Councillor is entitled to one vote. [S 370(1)]
- (ii) However, the chairperson has, in the event of an equality of votes, a second or casting vote. [S 370(2)]
- (iii) A Councillor who is present at a meeting of the Council but who fails to vote on a motion put to the meeting is taken to have voted against the motion. (This subclause does not apply to a Councillor who does not vote because he or she has pecuniary interest in the subject matter of the motion.) [LGGR 251(1)]
- (iv) If a Councillor who has voted against a motion put at a Council meeting so requests, the General Manager must ensure that the Councillor's dissenting vote is recorded in the Council's minutes. [LGGR 251(2)]

It has been the recent practice of the Council meeting Minutes Secretary to record the decisions of Council as "unanimous" where all Councillors have voted for a motion. Where a division on a motion is called or required, the names of those who vote for the motion and those who vote against it are respectively recorded in the Council's minutes (S32 (vi)).

For the purposes of clarity and transparency, it is proposed that Council record in the meeting minutes, the names of all Councillors who vote for or against all motions. Where a vote on a motion is unanimous and a division has not been called, the unanimous vote will be recorded in the minutes, without the necessity of recording the names of all Councillors voting for the motion.

It is also proposed that the voting record-keeping requirements will only apply to Council meetings and not to meetings of committees of Council.

POLICY IMPLICATIONS

Recording the names of all Councillors who vote for or against a motion is consistent with the adopted Code of Meeting Practice.

FINANCIAL IMPLICATIONS

- Budget approved – N/A
- Cost centre - N/A
- Expended to date - N/A
- Future potential impact - N/A

LEGAL IMPLICATIONS

Nil.

RECOMMENDATION

THAT Economic Development Committee recommends that Council record in the meeting minutes the names of all Councillors who vote for or against all motions. Where a vote on a motion is unanimous and a division has not been called, the unanimous vote will be recorded in the minutes without the inclusion of the names of Councillors. The voting record-keeping requirements will only apply to Council meetings and not to meetings of committees of Council.

MOVED: Cr W McAndrew

SECONDED: Cr S Ring

RECOMMENDATION

THAT matter is to be deferred and reported to the next full council meeting.

MOVED: Cr W McAndrew

SECONDED: Cr S Ring

ITEM: 14 NEXT MEETING

COMMENTARY

At the committee's first meeting in November 2017 the committee determined that "the General Manager determine when the next meeting will be held on a needs basis."

POLICY IMPLICATIONS

NIL

FINANCIAL IMPLICATIONS

- Budget approved – Nil
- Cost centre – Nil
- Expended to date – Nil
- Future potential impact - NIL

LEGAL IMPLICATIONS

NIL

RECOMMENDATION

THAT the General Manager determine when the next meeting will be held on a needs basis.

MOVED: Cr W McAndrew

SECONDED: Cr D Goodsell