



Shire of
Serpentine
Jarrahdale

Public

Economic Development Advisory Committee

Confirmed Minutes

Tuesday 13 March 2018

5.30pm

Adopted – Ordinary Council Meeting 26 March 2018
OCM8.2/03/18

Contact Us

Enquiries

Call: (08) 9526 1111

Fax: (08) 9525 5441

Email: info@sjshire.wa.gov.au

In Person

Shire of Serpentine Jarrahdale

6 Paterson Street, Mundijong WA 6123

Open Monday to Friday 8.30am-5pm (closed public holidays)



www.sjshire.wa.gov.au



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Minutes of the Economic Development Advisory Committee held in the Council Chambers, 6 Paterson Street, Mundijong on Tuesday 13 March 2018.

The Chief Executive Officer declared the meeting open at 5.31pm and welcomed Councillors, Committee Members and staff and acknowledged that the meeting was being held on the traditional land of the Noongar People and paid his respects to their Elders past and present.

The Chief Executive Officer, Mr Donohoe advised that he would be presiding over the meeting until the office of the Presiding Member was elected. An outline of the election process was provided.

Minutes

1. Attendances and apologies (including leave of absence):

Councillors: Cr M Rich
Cr J See

Independent Members: Ms M Harris Presiding Member (following Election)
Ms S Harvey
Mr A Paton
Ms N Scade
Ms D Eden-Austen

Officers: Mr K Donohoe Chief Executive Officer
Ms H Sarcich ... Deputy CEO / Director Community Services
Mr A Schonfeldt..... Director Development Services
Ms A Liersch Agendas and Minutes Officer (Minute Taker)

Apologies:

Observers: Mrs K Bartley, Manager Corporate Services
Mr L Mainwaring, Manager Finance
Mr J O'Neill, Manager Economic Development, Tourism and Marketing

Members of the Public: Nil

2. Election of Presiding and Deputy Presiding Members:

2.1 Election of Presiding Member

The Chief Executive Officer called for nominations for the position of Presiding Member expiring at the next Ordinary Local Government Elections in October 2019.

One written nomination was received from Councillor Rich nominating Ms Merri Harris for the position of Presiding Member.

Ms Harris accepted the nomination.

The Chief Executive Officer called for further nominations.

There being no further nominations, Ms Merri Harris was elected unopposed to the position of Presiding Member until the next Ordinary Local Government Elections in October 2019.



2.2 Declaration Presiding Member

The Chief Executive Officer declared Ms Merri Harris as Presiding Member of the Economic Development Advisory Committee until the next Ordinary Local Government Elections in October 2019.

Ms Harris assumed the Chair as Presiding Member at 5.31pm.

2.3 Election of Deputy Presiding Member

The Presiding Member, Ms Harris called for nominations for the position of Deputy Presiding Member expiring at the next Local Government Elections in October 2019.

Two written nominations were received, one from Councillor Jacqui See and the second nomination from Councillor Michelle Rich.

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION

Moved Cr Rich, seconded Cr See

That Standing Orders clause 9.5, 9.6, 10.7 and 10.13 be suspended at 5.37pm for a 10 minute period to allow for the preparation of Ballot Papers.

CARRIED UNANIMOUSLY 7/0

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION

Moved Cr Rich, seconded Mr Paton

That the Economic Development Advisory Committee recommence at 5.47pm.

CARRIED UNANIMOUSLY 7/0

The Chief Executive Officer explained the process of voting for the position of Deputy Presiding Member.

A draw was conducted for the order of names on the ballot paper.

Position No. 1 on the ballot paper is Councillor Jacqui See.

Position No. 2 on the ballot paper is Councillor Michelle Rich.

A ballot paper was prepared and issued to Committee Members with the back of the ballot paper being initialed by the Chief Executive Officer.

All Committee Members completed their ballot papers in private, and lodged their ballot paper in a sealed ballot box.

The Chief Executive Officer counted the votes, overseen by Mr Les Mainwaring, Manager Finance and Mrs Kellie Bartley, Manager Corporate Services.

The result of the Deputy Presiding Member Election was:

Councillor Jacqui See 4 votes

Councillor Michelle Rich 3 votes

2.4 Declaration Deputy Presiding Member

The Presiding Member, Ms Harris declared Councillor Jacqui See as Deputy Presiding Member of the Economic Development Advisory Committee until the next Ordinary Local Government Elections in October 2019.



3. Public question time:

3.1 Response to previous public questions taken on notice

Nil

3.2 Public questions

Nil

4. Public statement time:

Nil

5. Petitions and deputations:

Nil

6. Declaration of Councillors, Officers and Committee Members interest:

Nil

7. Receipt of minutes or reports and consideration of adoption of recommendations from Committee meetings held since the previous Council meetings:

The Chief Executive Officer, Mr Donohoe provided the Committee Members with an Introduction to the *Local Government Act 1995* powerpoint presentation. The presentation provided an overview of Local Government for Committee Members.

7.1 Minutes of previous Economic Development Advisory Committee Meeting:

Nil



7.2 Reports for consideration:

EDAC001/03/18 – Endorsement of the Shire of Serpentine Jarrahdale Economic Development Strategy 2018-2023 (SJ2458)	
Author:	John O'Neill – Manager Economic Development, Tourism and Marketing
Senior Officer/s:	Kenn Donohoe – Chief Executive Officer
Date of Report:	February 2018
Disclosure of Officers Interest:	No officer involved in the preparation of this report has an interest to declare in accordance with the provisions of the <i>Local Government Act 1995</i>

Introduction

The purpose of the report is to endorse the Shire of Serpentine Jarrahdale Economic Development Strategy 2018-2023 (EDS). The EDS is an economic development blueprint for the investment and social growth and prosperity of the Shire of Serpentine Jarrahdale over the next six years. It is important for the Economic Development Advisory Committee to formally endorse this strategic document to enable the Shire to fully realise the potential of its economic development and business investment goals and focus the actions of the various stakeholders.

Relevant Previous Decisions of Council

OCM082/06/17 – Establishment of the Proposed Committee of Council – Economic Development Advisory Committee.

Background

The Shire of Serpentine Jarrahdale is the fastest growing Local Government area in Australia, according to the Australian Bureau of Statistics 2017 Census. It is on the cusp of the single largest transition the area will ever see.

With its rich soils and easy access to local, national and international markets, the Shire of Serpentine Jarrahdale has traditionally been home to agriculture, timber and orchards. Now, with recent fast population growth, the Shire is dramatically changing and transitioning into a major growth area with considerable future opportunity for business investment and the generation of thousands of new local jobs.

The next 30 years will see unprecedented growth and opportunity, and if managed appropriately will usher in a new era of vibrancy and wealth for the Shire and the region. This Shire is ideally placed in terms of its geostrategic position, competitive advantages and major industry trends. The Shire will not only grow based on population, it has a unique opportunity to become a leading business and investment hub with the Perth and Peel region into the future.

This draft EDS reflects the current position of economic development in this fast growing Shire, and clearly points the way forward towards sustainable economic and social growth, new business investment, new local jobs and critical infrastructure needs.

The Shire appointed Lucid Economics Pty Ltd in 2017 after a competitive evaluation process to draft this strategy in collaboration with the Economic Development Team at the Shire. Lucid Economics is a highly respected consultancy that has been retained by many other Local Governments across Australia to deliver similar projects.



Community / Stakeholder Consultation

Lucid Economics consulted with a wide range of business stakeholders from within the Shire area as well as external business stakeholders to obtain a comprehensive view of economic development needs and ideas and infrastructure requirements to assist business and social growth to 2023 and beyond. These stakeholders included local business owners, potential new business investors, State Government agencies and Not-for-Profit Organisations such as Peel Chamber of Commerce and Industry and Business Foundations.

The Shire also conducted a Business Forum in early 2017 that attracted over 80 local business owners and this provided valuable feedback that has been included as part of this draft strategy.

Policy Concept Forum

The EDS was discussed at a Policy Concept Forum meeting on 4 December 2017.

Meeting Date	4 December 2017
Councillors in Attendance	Cr Atwell, Cr Byas, Cr Coales, Cr Denholm, Cr McConkey, Cr Rich,

Statutory Environment

Nil

Comment / Executive Summary

The Shire of Serpentine Jarrahdale EDS document is divided into the following sections:

1. Introduction
2. Setting the Scene
3. Opportunities
4. Vision and Objectives
5. Economic Development Framework
6. Action Plan
7. Monitoring and Reporting

Important components discussed in the document are summarised below:

Vision

The vision for the EDS aligns to the Strategic Community Plan and other corporate planning documents and describes the future desired outcome for the economy:

By 2023, Serpentine Jarrahdale will be the economic hotspot of The Peel Region, a premier location of diverse and innovative industries that supports entrepreneurial leaders and investors as well as a dynamic, skilled and fast growing workforce. SJ Shire will become the regional leader of employment growth and diversity.

Objectives

The strategy outlines the following strategic objectives:

- *Investment:* attract a wide range of public and private sector investment to diversify and grow the local economy.



- *Jobs*: support and facilitate new business growth and deliver more, valuable local employment opportunities, delivering an additional 6,500 new jobs by 2023 and a total of 13,000 new jobs by 2029.
- *Productivity and Competitiveness*: assist local businesses to increase productivity and improve competitiveness through a range of programs and partnerships, adding \$60 million to the economy by 2029.
- *Connected economy*: ensure that the local business community has access to all required digital, transport and supporting infrastructure to effectively compete in the modern economy.

Key initiatives

Planning for the Future

- Proactive planning to encourage investment: Manage and maintain an effective strategic and statutory planning system to encourage investment and development.
- Accelerate commercial and industrial land release: Ensure commercial and industrial land is available to the market as efficiently as possible, exploring a variety of options to ensure infrastructure charges are fair and reasonable and do not create barriers to investment.
- Ensure infrastructure to support economy and community: Regularly monitor and evaluate the changing needs of the local economy and community in terms of required infrastructure, conducting research and evaluation into various infrastructure requirements for various government grant programs.

Stakeholder Engagement

- Maintain strong relationships with a range of stakeholders: Meet regularly with a diverse range of stakeholders.

Marketing and Promotion

- Promote the Shire for business and industry: promote and market the Shire for investment across broad mediums as well as on an individual investor level. Investigate numerous market opportunities to grow individual identified opportunities.
- Advocate and lobby state and federal government: Proactively advocate and lobby State and Federal Government for funding of critical infrastructure, including submission of funding applications across various government grant programs.

Business Support and Development

- Support existing micro and Small and Medium Enterprise (SME) businesses through training and information: facilitating a range of information, training opportunities and infrastructure to support existing, SME and micro businesses in the Shire.

Investment Attraction

- Business Development: Proactive and direct engagement with prospective investors regarding potential investment opportunities.
- Facilitate investment and jobs into the Shire: Facilitate investment into the Shire through working proactively and cooperatively with investors on major business and industry projects.

Action Plan

In order to implement the EDS, a detailed action plan was developed. This action plan is detailed in Section 6 of the Draft Strategy.



Options and Implications

Option One: That this Economic Development Advisory Committee recommends the endorsement of the Shire of Serpentine Jarrahdale Economic Development Strategy 2018 – 2023. The implications will be that this strategy will be available to the community and stakeholders which will enable the Shire to market and promote the strategy for the benefit of the community.

Option Two: That this Economic Development Advisory Committee recommends changes to the Shire of Serpentine Jarrahdale Economic Development Strategy 2018 – 2023. The implications will be that the changes sought will delay the finalisation of this strategy.

Option Three: That this Economic Development Advisory Committee recommends that this Economic Development Strategy 2018 – 2023 not be endorsed. The implications will be that the Shire will have to recommission a new EDS, which will substantially delay the release of the document and incur considerable additional costs in the production of a revised strategy. It may also impact on the reputation of the Shire by delaying the release of this much awaited strategy.

Conclusion

The adoption of this EDS 2018 – 2023 will enable the Shire to advance in its progress towards building a sustainable and dynamic growth economy for the community. The Shire will require considerable new business investment to help it meet the ambitious new jobs target of 45,000 by 2050. This EDS will provide an economic blueprint to our many stakeholders and enable the Shire to inform and market its strategies for attracting new business investment, delivering new local jobs and critical infrastructure over the next six years. Officers recommend that the draft EDS be endorsed as the economic blueprint for the Shire for the next five years.

Attachments

The following Attachments are referenced in the report:

- [EDAC001.1/03/18](#) – Draft Economic Development Strategy 2018-2023 (IN18/910)

Alignment with our Strategic Community Plan

This proposal aligns with the objectives outlined in the Strategic Community Plan with specific reference to the following outcomes and strategies:

Outcome 3.1	A commercially diverse and prosperous economy
Strategy 3.1.1	Actively support new and existing local business within the district.
Outcome 3.4	An innovation centre of excellence
Strategy 3.4.1	Identify and promote innovation and education opportunities
Outcome 4.2	A strategically focused Council
Strategy 4.2.1	Build and promote strategic relationships in the Shire's interest.

Financial Implications

There will be a cost to Council of adopting the EDS2018 – 2023 in terms of one additional FTE resourcing to the Economic Development, Tourism and Marketing team. This additional FTE will be required in order that the Shire can fully deliver on all the outcomes of this strategy in a timely and effective manner. This cost will be reflected in the 2018-2019 budget proposal.



Risk Implications

Risk has been assessed on the basis of the Officer's Recommendation.

Risk	Risk Likelihood (based on history and with existing controls)	Risk Impact / Consequence	Risk Rating (Prior to Treatment or Control)	Principal Risk Theme	Risk Action Plan (Controls or Treatment proposed)
EDAC does not recommend the Economic Development Strategy and Council does not endorse the Strategy.	Unlikely (2)	Minor (2)	Low (1-4)	Reputation - 2 Minor - Substantiated, localised impact on key stakeholder trust or low media item	Accept Officer Recommendation

Risk Matrix

Consequence		Insignificant	Minor	Moderate	Major	Catastrophic	
		1	2	3	4	5	
Likelihood	Almost Certain	5	Medium (5)	High (10)	High (15)	Extreme (20)	Extreme (25)
	Likely	4	Low (4)	Medium (8)	High (12)	High (16)	Extreme (20)
	Possible	3	Low (3)	Medium (6)	Medium (9)	High (12)	High (15)
	Unlikely	2	Low (2)	Low (4)	Medium (6)	Medium (8)	High (10)
	Rare	1	Low (1)	Low (2)	Low (3)	Low (4)	Medium (5)

A risk is often specified in terms of an event or circumstance and the consequences that may flow from it. An effect may be positive, negative or a deviation from the expected and may be related to the following objectives; occupational health and safety, financial, service interruption, compliance, reputation and environment. A risk matrix has been prepared and a risk rating of 4 has been determined for this item. Any items with a risk rating over 10 (considered to be high or extreme risk) will be added to the Risk Register, and any item with a risk rating over 17 will require a specific risk treatment plan to be developed.

Voting Requirements: Simple Majority

EDAC001/03/18 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION / Officer Recommendation:

Moved Cr Rich, seconded Ms Scade

That the Economic Development Advisory Committee recommends to Council the endorsement of the Draft Shire of Serpentine Jarrahdale Economic Development Strategy 2018-2023 as contained in attachment EDAC001.1/03/18.

CARRIED UNANIMOUSLY 7/0



Please note that the Economic Development Advisory Committee does not have delegated authority to make decisions. All recommendations of the Economic Development Advisory Committee are presented to Council for ratification.



7.3 Confidential reports

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION

Moved Cr Rich, seconded Cr See

That the meeting be closed to members of the public at 6.22pm whilst item EDAC002/03/18 is discussed pursuant to section 5.23(2)(c) of the Local Government Act 1995.

CARRIED UNANIMOUSLY 7/0

Local Government Act 1995

5.23 Meetings generally open to the public

- (1) *Subject to subsection (2), the following are to be open to members of the public —*
- (a) *all council meetings; and*
 - (b) *all meetings of any committee to which a local government power or duty has been delegated.*
- (2) *If a meeting is being held by a council or by a committee referred to in subsection (1)(b), the council or committee may close to members of the public the meeting, or part of the meeting, if the meeting or the part of the meeting deals with any of the following —*
- (a) *a matter affecting an employee or employees; and*
 - (b) *the personal affairs of any person; and*
 - (c) *a contract entered into, or which may be entered into, by the local government and which relates to a matter to be discussed at the meeting; and*
 - (d) *legal advice obtained, or which may be obtained, by the local government and which relates to a matter to be discussed at the meeting; and*
 - (e) *a matter that if disclosed, would reveal —*
 - (i) *a trade secret; or*
 - (ii) *information that has a commercial value to a person; or*
 - (iii) *information about the business, professional, commercial or financial affairs of a person,*
where the trade secret or information is held by, or is about, a person other than the local government; and
 - (f) *a matter that if disclosed, could be reasonably expected to —*
 - (i) *impair the effectiveness of any lawful method or procedure for preventing, detecting, investigating or dealing with any contravention or possible contravention of the law; or*
 - (ii) *endanger the security of the local government's property; or*
 - (iii) *prejudice the maintenance or enforcement of a lawful measure for protecting public safety;*
- and*
- (g) *information which is the subject of a direction given under section 23(1a) of the Parliamentary Commissioner Act 1971; and*
 - (h) *such other matters as may be prescribed.*
- (3) *A decision to close a meeting or part of a meeting and the reason for the decision are to be recorded in the minutes of the meeting.*



EDAC002/03/18 – CONFIDENTIAL - Tourism Development and Activation Strategy 2018 – 2023 (SJ2458)	
Author:	John O'Neill – Manager Economic Development, Tourism and Marketing
Senior Officer/s:	Kenn Donohoe - Chief Executive Officer
Date of Report:	February 2018
Disclosure of Officers Interest:	No officer involved in the preparation of this report has an interest to declare in accordance with the provisions of the <i>Local Government Act 1995</i> .

Voting Requirements: Simple Majority

EDAC002/03/18 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION / Officer Recommendation:

Moved Ms Eden-Austen, seconded Cr See

That the Economic Development Advisory Committee recommends to Council the appointment of Brighthouse Strategic Consultants to draft the Shire of Serpentine Jarrahdale Tourism Development and Activation Strategy 2018-2023 for \$32,945 including GST.

CARRIED UNANIMOUSLY 7/0

Please note that the Economic Development Advisory Committee does not have delegated authority to make decisions. All recommendations of the Economic Development Advisory Committee are presented to Council for ratification.

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DECISION

Moved Cr Rich, seconded Mr Paton

That the meeting be reopened to the public at 6.40pm.

CARRIED UNANIMOUSLY 7/0

8. Motions of which notice has been given:

Nil

9. Urgent business:

Nil

10. Closure:

There being further business, the Presiding Member declared the meeting closed at 6.40pm.

I certify that these minutes were confirmed at the
Economic Development Advisory Committee Meeting held on 12 June 2018

.....
Presiding Member
..... Date