



Shire of
Serpentine
Jarrahdale

Economic Development Advisory Committee

Unconfirmed Minutes

Monday 23 September 2019
5.30pm

Received Minutes
Ordinary Council Meeting – 14 October 2019
OCM216/10/19

Economic Development Advisory Committee dissolved
Ordinary Council Meeting – 16 December 2019
OCM294/12/19

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 Monday 23 September 2019.

The Presiding Member, Ms Merri Harris declared the meeting open at 5.30pm 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 her respects to their Elders past and present.

Minutes

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

Councillor: Cr M Rich

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

Officers: Mr P Martin Chief Executive Officer
Ms H Sarcich Deputy CEO / Director Community Services
Mr F Sullivan Director Corporate Services
Mr A Trosic Director Development Services
Mr S Harding Director Infrastructure Services
Dr K Parker Manager Governance
Mr J O'Neill Manager Economic Development, Tourism
and Marketing
Ms A Liersch Agendas and Minutes Officer (Minute Taker)

Apologies: Councillor J See

2. Public question time:

2.1 Response to previous public questions taken on notice

Nil.

2.2 Public questions

Nil.

3. Public statement time:

Nil.



4. Petitions and deputations:

Nil.

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

Nil.

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

6.1 Minutes of previous Economic Development Advisory Committee Meeting:

6.1.1 Economic Development Advisory Committee – 27 May 2019

EDAC005/09/19

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE RESOLUTION

Moved Cr Rich, seconded Ms Harvey

That the minutes of the Economic Development Advisory Committee Meeting held on 27 May 2019 be confirmed (E19/6471), subject to the deletion of the 2nd paragraph on page 6 “Since this resolution of Council, both the Peel CCI and Business SJ have presented to Council and the Shire has attempted to facilitate a strategic relationship between the Peel CCI and Business SJ” as noted by Council on 19 August 2019.

CARRIED UNANIMOUSLY 6/0



6.2 Reports for consideration:

6.2.1 – Tourism Destination Marketing Plan (SJ2458)	
Responsible Officer:	Manager Economic Development, Tourism and Marketing
Senior Officer/s:	Acting Chief Executive Officer
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> .

Authority / Discretion

Executive	The substantial direction setting and oversight role of the Council such as adopting plans and reports, accepting tenders, directing operations and setting and amending budgets.
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Report Purpose

The purpose of this report is to request that the Economic Development Advisory Committee recommend that Council request the Chief Executive Officer to develop a Shire of Serpentine Jarrahdale Destination Marketing Plan 2020-2023.

Relevant Previous Decisions of Council

<p><i>22 October 2018 - OCM8.1.1/10/18 - COUNCIL RESOLUTION / Amended Officer Recommendation</i></p> <p><i>That Council endorses the Shire of Serpentine Jarrahdale Tourism Strategy 2018 - 2023 as contained in attachment EDAC007. 1/09/18 with the following amendments:</i></p> <ul style="list-style-type: none"> • <i>page 15 - add 'and Albany Highway.'</i> • <i>page 16 - delete low, insert growing;</i> • <i>page 16 - insert sentence 'Two recently developed facilities; Byford & District Country Club and King Road Brewery are attracting many thousands of visitors on an annual basis.'</i> • <i>page 16 – insert sentence 'The tourism industry is a significant contributor to the local economy. Many local businesses and industries supply to the local tourism industry at some level.'</i> • <i>page 18 – insert 'This represents a marked difference to Australia as a whole, where China dominates as an inbound tourism market.'</i> • <i>page 18 – insert sentence 'Other high growth markets include Hong Kong, Malaysia, India and Thailand. These markets recorded double digit inbound growth between 2011 and 2016.'</i> • <i>page 19 – insert sentence 'The following charts indicate:</i> <ol style="list-style-type: none"> <i>a. The breakdown of visitors to regional Australia by purpose of visit.</i> <i>b. The breakdown of visitors to regional Australia according to international and domestic travellers.'</i>
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- *page 20 – insert heading ‘Technology has empowered consumer information and purchasing power.’*
- *page 21 – insert headings and paragraphs
‘Travellers preferences are changing
The rapidly changing social and economic environment is also responsible for a shift in the manner in which tourists are looking to purchase travel products. An examination of key global trends is equally important to consider when looking at product distribution – both the current state and what is required to maintain a competitive advantage into the future.

Demography – the number of healthy active seniors with higher disposable incomes is growing. This group will demand quality, convenience, security, easy transportation, relaxing entertainment facilities, one person products and an emphasis on comfort when buying a tourism experience. They will also increase their demand for luxury, special products, city and short term breaks and winter sun holidays.

Health – likewise, the number of health conscious travellers who are demanding healthy destinations is growing.

Transportation – the advent of low cost carriers means that destinations that are available for easy short breaks will increase.

Insights and implications
What is clear from the research above is that contemporary Australians have become what Tourism Australia defines as “Experience Seekers”.
For example, Baby Boomers are relaxed, financially secure and keen to try new travelling experiences.
Gen X’ers have already travelled far more than their parents, and seek new experiences when they travel.
Gen Y are globally aware and technologically savvy, and Gen Z are seen as free independent travellers.’*
- *page 22 – insert ‘in order to drive the outcomes of this Tourism Strategy.’*
- *page 23 – insert ‘at Mundijong and the Metronet’*
- *page 24 – insert ‘to visit the many tourism venues within the Shire.’*
- *page 24 – insert sentence ‘Coach tours of our Shire and region are high on the action agenda to allow many more visitors to experience the beauty of our many natural attractions. These natural attractions include stunning wildflowers in season and huge variety of native bird species.’*
- *page 25 – insert sentence ‘The Shire has recently completed its Trails Strategy which will complement the work of this tourism strategy.’*
- *page 26 – insert sentence ‘These include the magnificent Gooralong Brook and the Kitty’s Gorge trail walk linking Serpentine Falls to Jarrahdale.’*
- *page 27 – insert ‘Monthly on a Sunday’*
- *page 28 – insert sentence ‘There is also a trail head at the rear of the Byford & Districts Country Club.’*
- *page 28 – insert sentence ‘The Byford Progress Association intends to produce a walk/drive art trail brochure for Byford, but more importantly the new Art, History and Culture Committee of the Shire is planning for artworks throughout all our towns and this would lead to walk/drive trails throughout the Shire.’*



- *page 29 – insert paragraphs*
‘Quarry Farm has long been a draw card for visitors to the Shire, show casing a magnificent vista all the way down to the coast and is now a very popular function centre and wedding and conference venue.
Historical Whitby Falls, another place of great beauty and attraction for so many people. The Old Whitby Coach House has a great history and it would be a significant win if it could be restored to its former glory.’
- *page 30 – insert ‘2018’*
- *page 30 – insert ‘Different levels of awareness of the Shire of Serpentine Jarrahdale’s tourism product presents a challenge to successfully reaching out to potential visitors through innovative, yet cost effect and sustainable marketing approaches.’*
- *page 30 – delete ‘multi’, insert ‘omni’*
- *page 51 – delete ‘MAPTO’, insert ‘Perth’.*
- *page 59 – insert sentence ‘The Shire has a new Equine Strategy which provides greater detail around these areas.’*
- *page 62 – insert*
 - *‘Office space for industry associations and affiliated businesses;*
 - *Horse, pony and Polo club facilities;*
 - *Horse riding and equestrian skills tuition;*
 - *Horse racing and farrier tuition (apprenticeships);*
 - *Non racing and equestrian sports disciplines including show jumping, dressage, eventing, vaulting, cross country, endurance, showing, breeding, polocrosse, trail riding, rodeo and camp drafting;*
 - *Elite riding programs (competitive/talent development);*
 - *Associated equine services/training (e.g., vets, farriers, physiotherapists, and equine dentists), photography, saddlers and clothing suppliers, horse transportation, float hire and educational (qualification) providers;’*
- *Page 75 - insert*
‘Some insights into the size of the target market include:
 - *It is estimated there are up to 35,000 active 4WD enthusiasts in WA.*
 - *There are more than 1,000 4WD club members in the 29 registered 4WD clubs in WA.’*
- *Page 76 – insert sentence ‘Riders of all ages compete across Australia and this sport has now been included in the 2020 Summer Olympics.’*
- *Page 81 – insert sentence ‘In the past, Caravan Parks were often the first tourism developments in regional Australia.’*
- *Page 87 – delete ‘MAPTO’, insert ‘Perth Hills Tourism Alliance’*
- *Page 88 – insert sentence ‘When events are closely aligned with the regions distinctive difference or unique selling proposition, they serve to position Serpentine Jarrahdale as a destination of choice.’*
- *Page 89 – insert*
‘In conjunction with a farmers market, there is also an opportunity to get on board with growing interest in the health benefits of local honey.
One opportunity could be an annual Honey Festival.’



Background

At the Ordinary Council Meeting held on 22 October 2018, Council adopted the Shire of Serpentine Jarrahdale Tourism Strategy. The Strategy is a comprehensive document that lays out the Shire's strategic approach, highlighting eight priorities to support the development of tourism in the Shire for the period 2018-2023.

Priority one of the Strategy is 'Finding the Way'. This priority focusses on the opportunities associated with tourism branding and way finding. A key piece of work to achieve this Priority and others is the development of a Destination Marketing Plan that will also consider the development of a tourism brand for the Shire.

Community / Stakeholder Consultation

Nil.

Statutory Environment

Nil.

Comment

Destination marketing aims to ensure a targeted effort towards initiatives to increase visitation to the Shire and ensure the management of the tourism brand of the Shire.

The Shire of Serpentine Jarrahdale Tourism Strategy outlines that the primary markets for tourism in the Shire are the residents of the Greater Perth Region and inbound tourist visitors to Western Australia.

The Destination Marketing Plan will be developed to complement the Shire of Serpentine Jarrahdale Tourism Strategy and will consider the remaining seven of the eight priority areas contained within the Tourism Strategy being:

- "On the Trail" - Trails Tourism.
- "Food for thought" - Food and Produce Tourism.
- "Horses for Courses" - Equine Tourism.
- "Going Natural" - Cultural, Historical and Natural attractions.
- "Tap into Adventure" - Adventure Tourism.
- "Stay..... Just a little longer" - Accommodation options.
- "In the Event" – Event Tourism.

The development of a sustainable tourism industry in the Shire of Serpentine Jarrahdale will be greatly assisted by a strategic and coordinated approach to destination marketing. A consumer-centric Destination Marketing Plan will provide a platform for managing and implementing the Tourism Strategy across the Shire. Such an approach integrates the Shire of Serpentine Jarrahdale with key stakeholders such as Tourism Western Australia, Experience Perth and the Perth Hills Tourism Alliance.

In 2018, the Shire ceased to have its branding and tourism promotion needs provided by the Mandurah and Peel Tourism Organisation Inc. (MAPTO) Since this time, the Shire has not had a targeted tourism marketing program and is without a tourism brand as it no longer falls under the Mandurah and Peel Tourism brand previously provided by MAPTO.



A tourism brand is the personality that a destination projects to connect with its customers. Development of a tourism brand will provide an easily recognisable brand that visitors associate with tourism opportunities within the Shire. The tourism brand will be applied across marketing materials and wayfinding signage as outlined in the Shire of Serpentine Jarrahdale Tourism Strategy.

The development of a Destination Marketing Plan and tourism brand for the Shire of Serpentine Jarrahdale will help raise awareness of key tourism and events destinations within the Shire. This will help capture a growing number of new visitors, convert visitors into tourism advocates for the Shire, and help grow the tourism referral networks across the West Australian tourism industry. This will add value to our tourism product and experience.

Options and Implications

Option 1

That the Economic Development Advisory Committee recommend that Council REQUESTS the Chief Executive Officer to develop a Shire of Serpentine Jarrahdale Destination Marketing Plan 2020-2023.

Option 2

That the Economic Development Advisory Committee DOES NOT support recommending the development of a Shire of Serpentine Jarrahdale Destination Marketing Plan 2020-2023.

Option 1 is recommended.

Conclusion

The development of a Destination Marketing Plan and tourism brand will allow for a strategic and coordinated marketing approach to tourism promotion and development in the Shire.

Attachments

- [Attachment 1](#) – Shire of Serpentine Jarrahdale Tourism Strategy (E19/2248)

Alignment with our Strategic Community Plan

Outcome 3.1	A commercially diverse and prosperous economy
Strategy 3.2.1	Actively support tourism growth within the district.
Outcome 4.2	A strategically focused Council
Strategy 4.2.1	Build and promote strategic relationships in the Shire's interest.

Financial Implications

Funding is available in the EDAC budget for 2019-2020 through account ECD 530.



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)
The Shire risks losing tourism, visitation and investment opportunities	Likely (4)	Major (4)	High (10-16)	Reputation - 4 Major - Substantiated, public embarrassment, widespread high impact on key stakeholder trust, high media profile, third party actions	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 rating of **16** 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

EDAC006/09/19

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE RESOLUTION / Officer
Recommendation**

Moved Cr Rich, seconded Ms Eden-Austen

That the Economic Development Advisory Committee recommends that Council:

**REQUESTS the Chief Executive Officer to develop a Shire of Serpentine Jarrahdale
Destination Marketing Plan 2020-2023.**

CARRIED UNANIMOUSLY 6/0

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.



6.2.2 – Economic Development Advisory Committee Status Update Report (SJ2458)	
Responsible Officer:	Manager Economic Development, Tourism and Marketing
Senior Officer/s:	Acting Chief Executive Officer
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> .

Authority / Discretion

Information	For Council and Committee to note.
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Report Purpose

The purpose of this report is to provide a status update on previous resolutions of Council on recommendations from the Economic Development Advisory Committee (EDAC).

Relevant Previous Decisions of Council

As described under comment section.

Background

The inaugural Economic Development Advisory Committee meeting was held on the 13 March 2018. Since this time, the Economic Development Advisory Committee has provided recommendations to Council which have been amended, supported, endorsed or adopted. As many of these are still ongoing in some form, this report is to provide an update on actions undertaken so far and the status of any outstanding resolutions.

Community / Stakeholder Consultation

As described under comment section.

Statutory Environment

Nil.

Comment

The following table outlines previous resolutions of Council on recommendation from the Economic Development Advisory Committee (EDAC) as well as the current status of these items.



It is to be noted that future status updates will not include resolutions marked as complete.

Ordinary Council Meeting Date / Resolution	Comment/Update	Status
<p>26 March 2018 - OCM8.2/03/18 / EDAC001/03/18 – Endorsement of the Shire of Serpentine Jarrahdale Economic Development Strategy 2018 - 2023</p> <p>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.</p>	<p>This strategy has been successfully used to attract a wide range of public and private sector investment, support and facilitate new business and jobs growth, increase local productivity and competitiveness and promote a more connected economy.</p>	<p>Complete</p>
<p>26 March 2018 - OCM8.2/03/18 / EDAC002/03/18 – Confidential – Tourism Development and Activation Strategy 2018 - 2023</p> <p>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.</p>	<p>Brighthouse successfully completed this draft Tourism Strategy which was endorsed by Council in September 2018. This strategy has been successfully used to attract substantial private sector tourism investment and has raised the profile of tourism in Serpentine Jarrahdale.</p>	<p>Complete</p>
<p>25 June 2018 – OCM8.1 / EDAC003/06/18 – Competitive Analysis of Peel Business Park, Nambelup versus West Mundijong Industrial Area</p> <p>That the Economic Development Advisory Committee notes the disparity in financial and development support for the Peel Business Park at Nambelup (PBPN) over the West Mundijong Industrial Area</p>	<p>Peel Business Park at Nambelup continues to receive direct and substantial State and Federal Government financial, political and development support to enable its growth and roll out.</p>	<p>Complete</p>



Ordinary Council Meeting Date / Resolution	Comment/Update	Status
<p>(WMIA) by the State Government and its agencies.</p>	<p>West Mundijong Industrial Area is a privately owned industrial land development that is competing strongly with two new businesses already in place. The Shire successfully advocated to win full Federal and State funding to enable the extension of Tonkin Highway from Thomas Road to South Western Highway, and this extension will form the eastern boundary of the West Mundijong Industrial Area. This is a significant strategic advantage to the economic attraction of this area and it is already proving to be a potential new business investment attractor.</p>	
<p>25 June 2018 - OCM8.1 - EDAC004/06/18 – Red Tape Reduction</p> <p>That the Economic Development Advisory Committee recommends that Council engage with local contractors to seek their comments in relation to the tender structure for Peel Regional Council tenders.</p>	<p>We have engaged with several Peel region organisations such as the Peel Development commission, Peel Chamber of Commerce and Industry, Regional Development Australia Peel to provide competitive tender information to local Serpentine</p>	<p>Complete</p>



Ordinary Council Meeting Date / Resolution	Comment/Update	Status
	<p>Jarrahdale businesses. Additionally, the Peel Chamber of Commerce and Industry will be rolling out a regular series of information events on Regional Tendering Processes to local businesses as a direct result of the Shire recently rejoining as a Platinum Member.</p>	
<p>25 June 2018 - OCM8.1 - EDAC005/06/18 – Economic Hotspots</p> <p>That the Economic Development Advisory Committee notes that the identification of Economic Hotspots within the Shire of Serpentine Jarrahdale will play a vital role in furthering the economic development, growth and social prosperity of the whole Shire community.</p>	<p>Economic Hot Spot areas in the Shire have been identified as West Mundijong Industrial Area, Cardup Business Park, Byford Town Centre and Jarrahdale Tourism Precinct. There is considerable economic activity in or planned for these areas. Additionally the Economic Team are working with the Strategic Planning Team to map specific economic and investment activity within these areas.</p>	<p>Complete</p>
<p>25 June 2018 - OCM8.1 - EDAC006/06/18 – Opera at the Mill</p> <p>That the Economic Development Committee recommends Council receives the information on a proposed 'Opera at the Mill' event.</p>	<p>This report provided Council with information on the proposed Opera at the Mill, scheduled for April 2019 at the Number 1 TIMBER</p>	<p>Complete</p>



Ordinary Council Meeting Date / Resolution	Comment/Update	Status
	Mill in Jarrahdale. This event was delivered with great success to a sell out audience.	
<p>22 October 2018 - OCM8.1.1/10/18 / EDAC007/09/18 – Shire of Serpentine Jarrahdale Tourism Strategy</p> <p>That Council endorses the Shire of Serpentine Jarrahdale Tourism Strategy 2018 - 2023 as contained in attachment EDAC007.1/09/18 with the following amendments: (various amendments as defined in the Minutes)</p>	This Tourism Strategy provides direction to Council for the sustainable development of tourism in the Shire of Serpentine Jarrahdale. The Strategy identifies opportunities for development of new and existing tourism product and infrastructure to meet future visitor expectations and demands.	Complete
<p>22 October 2018 - OCM8.1.2/10/18 / EDAC008/09/18 – Peel Chamber of Commerce and Industry Inc – Strategic Partnership</p> <p>That the Peel Chamber of Commerce and Business SJ be invited to present to council at a PCF to enable more information to be provided to council on this matter.</p>	The Peel Chamber of Commerce and Industry Inc. and Business SJ presented to Council at PCF on 24 June 2019.	Complete
<p>17 December 2018 - OCM8.2/12/18 / EDAC009/12/18 – Confidential – Expression of Interest (EOI01/2018) Lot 814 Jarrahdale Road, Jarrahdale</p> <p>That the Economic Development Advisory Committee recommends that Council:</p> <ol style="list-style-type: none">1. Receives the submissions made in response to the Expression of Interest EOI 01/2018.2. Recommends that the joint submission by Axito Pty Ltd, Estilo Group Pty Ltd and Metropolis Projects Group Pty Ltd	<p>Council endorsed a joint submission by Axito Pty Ltd and Metropolis Projects Pty Ltd as the preferred proponent to develop the land on Lot 814 Jarrahdale as a tourism development.</p> <p>The Shire is working with the joint venture proponents to</p>	Complete



Ordinary Council Meeting Date / Resolution	Comment/Update	Status
<p>be selected as the preferred proponent.</p> <p>3. Delegates authority to the Chief Executive Officer to continue negotiations on behalf of Council with the proponents to develop a tourism development on Lot 814 Jarrahdale Road, Jarrahdale.</p> <p>4. Authorises the Chief Executive Officer to spend up to \$50,000.00 from account ECD530 on a joint share arrangement to produce a detailed Business Plan suitable for a commercial undertaking in Jarrahdale.</p> <p>5. As part of the continued negotiations for a tourism development, the character of Jarrahdale is protected through the development of a style guide for Lot 814 to ensure the character of Jarrahdale is retained as a Heritage Town in keeping with the milling industry of the area.</p>	<p>advance this important project.</p>	
<p>15 July 2019 - 6.2.1 – Membership of the Peel Chamber of Commerce and Industry Inc – 10.5.2 - OCM152/07/19</p> <p>19 August 2019 – 8.1 – Economic Development Advisory Committee – 27 May 2019 – OCM166/08/19</p> <p>That Council:</p> <p>1. AGREES to the Shire of Serpentine Jarrahdale becoming a Platinum member of the Peel Chamber of Commerce and Industry Inc. for a period of one year commencing 16 July 2019 at a cost of \$11,000 including GST.</p> <p>2. REVIEWS the membership of the Peel Chamber of Commerce and Industry Inc. on an annual basis.</p>	<p>Council endorsed a decision to become a Platinum Member in 2019</p> <p>The Peel Chamber of Commerce and Industry Inc. are hosting a Business Bootcamp in the Shire on 26 September 2019 in Byford.</p>	<p>Ongoing</p>
<p>19 August 2019 – 6.2.2 – Southern Dirt Inc. – Request for Shire Support OCM166/08/19</p>	<p>Ongoing discussions with Southern Dirt Inc.</p>	<p>Ongoing</p>



Ordinary Council Meeting Date / Resolution	Comment/Update	Status
<p>That Council ENDORSES EDAC003/05/19 – Economic Development Advisory Committee Resolution as below:</p> <p><u>Procedural Motion</u></p> <p>That the Economic Development Advisory Committee proceed to the next item.</p> <p><u>Reason for Procedural Motion</u></p> <p>To defer the item to enable a further report to be presented to the next Economic Development Advisory Committee Meeting with additional information.</p>	<p>are being held. A report will be presented to the next Economic Development Advisory Committee Meeting in 2020.</p>	
<p>19 August 2019 – 6.2.3 - SJ Food and Farm Alliance – proposal to allow for “Enterprise Stacking” - EDAC004/05/19</p> <p>OCM166/08/19</p> <p>That Council endorses EDAC004/05/19 as below: That the Economic Development Advisory Committee recommends that council : REQUESTS the Chief Executive Officer to research the proposal included as attachment 2 for “Enterprise stacking” and provide feedback to the first Economic Development Advisory Committee Meeting in 2020 to enable the Economic Development Advisory Committee (EDAC) to recommend a decision in this regard to Council at the next EDAC meeting.</p>	<p>Research into the proposal will be undertaken to enable a report to be presented to the EDAC Meeting in 2020.</p>	<p>Ongoing</p>

Options and Implications

Nil.

Conclusion

This report is to provide comment against previous resolutions of Council on recommendations from the Economic Development Advisory Committee and outlines current status of items.

Attachments

Nil.



Alignment with our Strategic Community Plan

Outcome 3.1	A commercially diverse and prosperous economy
Strategy 3.1.1	Actively support new and existing local businesses within the district
Outcome 3.2	A vibrant tourist destination experience
Strategy 3.2.1	Actively support tourism growth within the district
Outcome 4.2	A strategically focussed Council
Outcome 4.2.1	Build and promote strategic relationships in the Shire's interest

Financial Implications

Nil.

Risk Implications

Nil.

Voting Requirements: Simple Majority

EDAC007/09/19

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE RESOLUTION / Officer
Recommendation**

Moved Mr Paton, seconded Ms Scade

That the Economic Development Advisory Committee recommends that Council:

NOTES the status update.

CARRIED UNANIMOUSLY 6/0

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. Motions of which notice has been given:

Nil.

8. Urgent business:

Nil.

9. Closure:

There being no further business, the Presiding Member declared the meeting closed at
5.46pm.

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

Presiding Member:

Date: