

Subject:	Economic Development Advisory Committee	Page 1 of total
File No:	URB/08/1/7/5	
Document Ref:	D11/	
Venue:	Civic Centre Level 5 Room 1	
Date:	Thursday 29 th September 2011	
Time:	5.00pm	Started at: 5.00pm Closed at: 6.50pm
Chair:	Councillor Sarkis Yedelian OAM	
Meeting Support (MS):	Linda Smith – EA to the Mayor and Councillors	
Staff Convenor:	John Brown – Place Manager Urban Planning	
Circulation:		

Committee Role:**The primary role of the Economic Development Advisory Committee is to:**

- Provide direction and support to assist and guide Council in implementation of the City of Ryde Economic Development Strategy (EDS), identified Strategy Actions, 2009-2014.
- Identify and recognise economic development issues / projects, government and business sector initiatives and actions that underpin the EDS' three strategic themes of:
 - *Marketing of the City of Ryde;*
 - *Employment Generation;*
 - *Building Partnerships.*

Committee Members as per the Terms of Reference

Present	Apology	Name	Position Title	Organisation
✓		Councillor S Yedelian OAM	Delegate (Chairperson)	City of Ryde
✓		Councillor A Etmekdjian	Mayor	City of Ryde
	✓	Councillor V Tagg	Delegate	City of Ryde
		Councillor J Salvestro-Martin	Delegate	City of Ryde
		Mr Andrew Daff	Manager	Lane Cove River Tourist Park
		Mr Andrew Edsor	Manager	Quest, North Ryde
✓		Mr Brad Chan	Director	Eastwood Centre Developments
✓		Mr Peter Sullivan	President	Eastwood Chamber of Commerce
✓		Mr Tony Abboud	Chairman	Ryde Chamber of Commerce
		Mr Michael Nelson	President	West Ryde Chamber of Commerce
		Mr Kenny Lee	President	Korean Chamber of Commerce
		Mr Reg Cain	President	Gladesville Chamber of Commerce
	✓	Mr Ray Gleeson	President	North Ryde/Macquarie Park Chamber of Commerce
		Ms Rita Lepedjian	President	Armenian Chamber of Commerce
		Ms Carolynne James	Executive Director	NSROC
✓		Mr Stefan Sojka	Director/Producer	CyriusMediaGroup
✓		Mr Morrell Boyce	Resident	Macquarie Park Forum
	✓	Ms Lydia Scuglia	Chair	Ryde Business Forum
✓		Ms Elizabeth Webb	Director	Meadowbank College of TAFE
	✓	Nathan Pratt	Economic Development Manager	City of Ryde

Additional Attendees

Name	Position Title	Organisation
Meryl Bishop	Manager Urban Planning	City of Ryde
John Brown	Place Manager	City of Ryde
Linda Smith	Meeting Support Coordinator	City of Ryde

Details	Action	Responsibility and Date
1. Present: Councillor Yedelian congratulated the Mayor on his re-election and acknowledged the previous Chair of the Committee – Clr Salvestro-Martin.	Noted	
2. Apologies	Noted	
3. Confirmation of Minutes from 21st July 2011	Confirmed and endorsed	
4. Agenda Item 3 – New Place Manager – introduction Meryl introduced John Brown, the new Place Manager. John commenced with City of Ryde in August. His focus will be on Macquarie Park, getting to know the issues and working with the local business community. Later the role will be extended to other major town centres. John has significant experience in community consultation.	Noted	
5. Agenda Item 4 – Update of Macquarie Park Marketing Plan Ben Larson, consultant from Jones Lang LaSalle provided an update on this subject. He stated the baseline report being developed will identify who are the customers of Macquarie Park; what do they want; what prompts business to move there; what discourages them etc. On 19 th October a SWOT analysis discussion meeting will be held with approximately twenty participants including: the Mayor, developers, Council, Macquarie University, business owners. After this, phase 2 will involve consultation via a questionnaire examining the interest and desire for a marketing plan to be developed for Macquarie Park. A report should come back to Council in December 2011.	Noted	Report to come back to Committee.
6. Agenda Item 5 – Update on Defence Hub Meryl Bishop read a letter from the State Government advising that the Macquarie Park land is not required for a defence hub and the land will be sold	Noted – The Committee indicated that when the land is developed it should comply with the provisions of the DCP that require an urban park on the site and activated street frontages	

Subject:	NAME Advisory Committee – Draft Minutes of Meeting	Page 3 of 6
	DATE	

Details	Action	Responsibility and Date
<p>7. Agenda Item 6 – Skilled migrant employment program</p> <p>The NSW government is funding a program for new skilled migrants which will assist them enter the workforce. The Program is run by TAFE. It begins next month and is free to applicants. Eastwood Chamber of Commerce is coordinating the project locally which has been widely advertised.</p>	Noted	Report on the program to be provided at the next Committee
<p>8. Agenda Item 7 – Small Business September events</p> <p>Elizabeth Webb reported on the course run by Nathan Pratt in September to support small business. It provided advice on bookkeeping and business planning and was very popular. Over 300 people applied and the course was oversubscribed.</p>	Noted	
<p>9. Agenda Item 8 – Ryde Business Database (this matter was considered in conjunction with item 10)</p> <p>Stefan Soika provided an overview on the work that Nathan Pratt had been researching on the development of a database. The discussion and the issues raised by the Committee on the database/register are summarised as follows:</p> <ul style="list-style-type: none"> o The chambers in CoR have data bases – CoR could explore building on these existing systems o The strength of the project and the data base is that it will provide a centralised set of information rather than 5 local data sets o Businesses using the data base for research purposes want to know where are the gaps/opportunities and who are the competitors o The white pages and yellow pages have data bases – how would the local data base value add to these systems? o Ryde Business Forum (RBF) could run the data base/register as a commercial venture – similar to Discovery Hunters Hill eg charge a fee to register and sell advertising space. o Further consideration needs to be given on how and who would maintain the register. Council could set it up and pass it on to RBF to manage. o TAFE – in 2012 an IT security degree is being run by TAFE and there may be opportunity for the students to get involved in the project 	<p>A scoping/briefing report/ paper is prepared and considered by the Committee. The paper/report should cover elements such as:</p> <ul style="list-style-type: none"> o Purpose of the data base and potential uses o What similar data base/ systems exist and how could the CoR data base value add to data bases such as the white pages and yellow pages o The process to build and maintain the data base. o An assessment by cost/benefit analysis o Potential for RBF to develop and maintain the data base rather than CoR. <p>Council and RBF is to explore the opportunity for grant funding for scoping the project and for the development of the data base.</p>	Economic Development Manager to report to the next meeting

Subject:	NAME Advisory Committee – Draft Minutes of Meeting	Page 4 of 6
	DATE	

Details	Action	Responsibility and Date
<p>10. Agenda Item 9 – Church Street Fair</p> <p>A steering committee has been set up to plan the fair. Rob Mitchell from Rotary is the Chair of the Committee. The fair will be a joint venture of Ryde Chamber of Commerce, Rotary and Council. The fair will probably begin before Council widens the footpath in Church St as this is not scheduled until 2013.</p>	<p>Rob Mitchell to be invited to the EDAC meeting on 17th November to update the committee on planning for the fair.</p>	

Subject:	NAME Advisory Committee – Draft Minutes of Meeting	Page 5 of 6
	DATE	

Details	Action	Responsibility and Date
<p>11. Agenda Item 10 – Economic Development Program – proposed projects</p> <p>Meryl Bishop advised there were four projects being considered for funding.</p> <ol style="list-style-type: none"> 1. Database – discussed in item 8 2. Food and Festival Guide - A promotional food guide and festival guide could be produced by Council. \$50,000.00 would be sought for design, printing promotion etc. It was agreed further discussion would be held with groups who have already produced such a guide. 3. Business Newsletter. Discussion was held regarding the viability of producing a newsletter specifically for the business community. Discussion occurred on the process to prepare the content and copy for a newsletter. It was discussed that rather than setting up a new publication consideration should be given to accessing existing processes such as City View and RBF. A business focused City View could be issued on a quarterly basis 4. Business confidence survey The project is that businesses be surveyed on a regular basis for information on their economic activity, health of the local economy etc. Concerns were raised regarding the cost of doing the survey and the value of the results COR could discuss this project with Macquarie University which may be able to produce this type of data. 5. Resources In relation to undertaking the projects put forward by staff - the Committee indicated that the economic development functions of Council need to be resourced and this could occur through additional staff rather than paying to outsource the services to consultants 	<p>Item 2 – Food guide</p> <p>EDAC supports the allocation of \$50,000 to develop the Guide. Once the funding is approved the Committee wants further information on the process, the type of guide that would be developed and how often would it be prepared. Samples are to be obtained of existing guides both on line and in printed format.</p> <p>Item 3 – Business Newsletter</p> <p>That a report be presented to the Committee on:</p> <ul style="list-style-type: none"> ➤ Potential sources and resourcing of copy /content of a newsletter ➤ City View developing a quarterly issue on business ➤ The role of RBF in developing a newsletter. <p>Item 4 – Business survey</p> <p>A report is submitted to the Committee exploring further options/ideas on how such a survey could be undertaken – this should include the role of Macquarie Uni and how could they be of assistance. Survey monkey was another avenue that should be explored.</p> <p>Item 5</p> <p>The Committee endorsed the Manager Urban Planning to explore opportunities to expand the resources for economic development - including, additional staff support</p>	<p>Economic Development Manager to report to the next meeting</p>

Subject:	NAME Advisory Committee – Draft Minutes of Meeting	Page 6 of 6
	DATE	

Details	Action	Responsibility and Date
<p>12. General Discussion/Other Business</p> <p>Civic Precinct - traffic issues</p> <p>Reg Cain flagged that the traffic situation in the civic precinct area would become worse with future redevelopment. He expressed the need for a tunnel or similar to divert through traffic along Lane Cove Road.</p> <p>Entry to underground car parks</p> <p>Elizabeth Webb asked if the entry to underground car parks could be made wider in future developments to reduce scraps as drivers navigate down to the underground car parks.</p> <p>Civic Precinct Redevelopment</p> <p>Tony Abboud raised that EDAC needs to take a position regarding future redevelopment of the Civic Centre site.</p>	<p>Noted.</p> <p>Noted</p> <p>That the Committee endorses positive action with regard to the Civic Centre site to serve the interests of staff and improve their working facilities. That Committee encourages Council to move forward on the redevelopment of the site.</p>	
<p>9. Next Meeting:</p> <p>Date: Thursday 17th November 2011 Time: 5.00pm Venue: Level 5 Civic Centre</p>	<p>Confirmed</p>	