



AGENDA

ECONOMIC DEVELOPMENT COMMITTEE

17 March 2015

5.30pm

City of Albany Council Chambers

**CITY OF ALBANY
COMMUNITY STRATEGIC PLAN (ALBANY 2023)**

VISION

Western Australia's most sought after and unique regional city to live, work and visit.

VALUES

All Councillors, Staff and Volunteers at the City of Albany will be...

Focused: on community outcomes

This means we will listen and pay attention to our community. We will consult widely and set clear direction for action. We will do what we say we will do to ensure that if it's good for Albany, we get it done.

United: by working and learning together

This means we will work as a team, sharing knowledge and skills. We will build strong relationships internally and externally through effective communication. We will support people to help them reach their full potential by encouraging loyalty, trust, innovation and high performance.

Accountable: for our actions

This means we will act professionally using resources responsibly; (people, skills and physical assets as well as money). We will be fair and consistent when allocating these resources and look for opportunities to work jointly with other directorates and with our partners. We will commit to a culture of continuous improvement.

Proud: of our people and our community

This means we will earn respect and build trust between ourselves, and the residents of Albany through the honesty of what we say and do and in what we achieve together. We will be transparent in our decision making and committed to serving the diverse needs of the community while recognising we can't be all things to all people.

TERMS OF REFERENCE

(1) Function:

The Economic Development Committee is responsible for:

- (a) Considering and recommending to Council ways to strengthen the local Albany economy; and
- (b) Delivering the following Smart, Prosperous and Growing Objectives contained in the City of Albany Strategic Plan:
 - (i) To foster links between education, training and employment that support economic development.
 - (ii) To strengthen our region's economic based.
 - (iii) To develop and promote Albany as a unique and sought after visitor destination.

(2) It will achieve this by:

- (a) Developing policies and strategies;
- (b) Establishing ways to measure progress;
- (c) Receiving progress reports;
- (d) Considering officer advice;
- (e) Debating topical issues;
- (f) Providing advice on effective ways to engage and report progress to the Community; and
- (g) Making recommendations to Council.

(3) Chairperson: Councillor Hammond (Chair), Mayor Wellington (Deputy Chair)

(4) Membership: All Elected Members

(5) Meeting Schedule: As required

(6) Meeting Location: Council Chambers

(7) Executive Officers: General Manger Business and Economic Development

(8) Delegated Authority: The Committee does not have delegated authority from Council.

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1. DECLARATION OF OPENING

2. PRAYER AND ACKNOWLEDGEMENT OF TRADITIONAL LAND OWNERS

“Heavenly Father, we thank you for the peace and beauty of this area. Direct and prosper the deliberations of this Council for the advancement of the City and the welfare of its people. Amen.”

“We would like to acknowledge the Noongar people who are the Traditional Custodians of the Land.

We would also like to pay respect to Elders both past and present”.

3. RECORD OF APOLOGIES AND LEAVE OF ABSENCE

Mayor Mayor D Wellington (Deputy Chair)

Councillors:

Member	R Hammond (Chair)
Member	A Goode, JP
Member	A Hortin, JP
Member	B Hollingworth
Member	C Dowling
Member	G Gregson
Member	G Stocks
Member	J Price
Member	N Williams
Member	R Sutton
Member	S Bowles
Member	V Calleja, JP

Staff:

Chief Executive Officer	G Foster
General Manager Business and Economic Development	D Lee
Manager Tourism Development and Services	M Bird
Minutes	V Webster

Apologies:

4. DISCLOSURES OF INTEREST

Name	Committee/Report Item Number	Nature of Interest

5. RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE

6. PUBLIC QUESTION TIME

7. PETITIONS AND DEPUTATIONS

8. CONFIRMATION OF MINUTES

MOTION

VOTING REQUIREMENT: SIMPLE MAJORITY

THAT the minutes of the Economic Development Committee Meeting held on 4 November 2014, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.

9. PRESENTATIONS

10. UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS

11. OFFICER REPORTS

ED021: REVIEW OF CITY OF ALBANY ECONOMIC DEVELOPMENT STRATEGY 2013-2017

Report Prepared by : General Manager Business & Economic Development (D Lee)
Responsible Officer : General Manager Business & Economic Development (D Lee)

Responsible Officer's Signature:



STRATEGIC IMPLICATIONS

1. This item relates to the following elements of the City of Albany Strategic Community Plan 2023 and Corporate Business Plan 2014-2018:
 - a. **Key Theme:** Smart prosperous and growing
 - b. **Strategic Objective:**
 - 1.1 To foster education, training and employment opportunities that support economic development.
 - 1.2 To strengthen our region's economic base
 - 1.3 To develop and promote Albany as a unique and sought-after visitor destination
 - c. **Strategic Initiative:**
 - 1.1.1 Advocate for and support initiatives that lead to education sector and employment growth.
 - 1.2.1 Revitalise and promote the central City area
 - 1.2.2 Strengthen our economy by supporting business innovation and diversity
 - 1.3.1 Encourage, support and deliver significant events that promote our region
 - 1.3.2 Promote the Albany region as a sought after and iconic tourism destination

In Brief:

- The City of Albany's Economic Development Strategy was adopted by Council on 4 October 2013.
The term of this Strategy is from 2013-2017. A mid-term review is timely and appropriate.

RECOMMENDATION

ED021: RESPONSIBLE OFFICER RECOMMENDATION

NOTE that the Chief Executive Officer:

- (1) Has initiated an internal REVIEW of the City of Albany Economic Development Strategy 2013 – 2017; and**
- (2) Will REPORT the findings and recommendations to the Economic Development Committee within three months.**

BACKGROUND

2. The term of the City of Albany Economic Development Strategy 2013-2017 is five years.
3. Since adoption of the Strategy a number of external and internal changes have occurred that influence the Strategy, its derivative initiatives and means of implementation.
4. It is timely and appropriate for the Strategy to be reviewed to assess its fit with the City's present economic direction and to inform development of a succeeding strategy.

DISCUSSION

5. The pursuit of economic growth through implementation of an economic development strategy has recently gained higher precedence within the City with the creation of a new business and economic development portfolio and the creation of a General Manager with responsibilities for this area of activity.
6. Conduct of a review will interrogate and validate the suitability of the existing Strategy and / or provide recommendations for its modification to reflect changes in the internal and external environment.
7. The review will inform development of the Economic Development Strategy for the succeeding five year period.

GOVERNMENT & PUBLIC CONSULTATION

8. In conducting this review of the Economic Development Strategy 2013-2017, the General Manager Business and Economic Development will consult with key internal and external stakeholders including – but not limited to – Great Southern Development Commission, Regional Development Australia, Albany Chamber of Commerce and Industry and Tourism Western Australia.
9. No Statutory requirement exists to give public notice or invite comment.

STATUTORY IMPLICATIONS

10. There are no statutory implications relating to this item.
11. Voting requirement for this item is **SIMPLE MAJORITY**

POLICY IMPLICATIONS

12. There are no policy implications relating to this item.

RISK IDENTIFICATION & MITIGATION

13. The risk identification and categorisation relies on the City's Enterprise Risk Management Framework.

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>Organisational Operations A non timely review by the appointed officer may result in missed opportunities that have presented post the formulation and adoption of the strategy.</i>	<i>Possible</i>	<i>Moderate</i>	<i>Medium</i>	<i>Refer to Economic Development Committee for further review and representation to Council</i>

FINANCIAL IMPLICATIONS

14. No specifically attributable financial implications arise through the conduct of this review.

LEGAL IMPLICATIONS

15. Nil

ENVIRONMENTAL CONSIDERATIONS

16. Nil

ALTERNATE OPTIONS

17. Council may elect to halt the review and adhere to the current City of Albany Economic Development Strategy 2013-2017.
18. Council may elect to direct appointment of an external consultant to conduct a review.

SUMMARY CONCLUSION

19. The term of the City of Albany Economic Development Strategy 2013-2017 was five years.
20. The Strategy is at mid-point in its implementation and a review is timely.
21. The position of General Manager Business and Economic Development is new and it is appropriate that the review is conducted in association with the creation of this position.
22. Conduct of the review will interrogate and validate the appropriateness of the existing strategy and / or provide recommendations for its modification to reflect changes in the internal and external environment.
23. The review will inform development of the economic development strategy for the succeeding five year period.

Consulted References	:	City of Albany Strategic and Community Plan 2023 and Corporate Business Plan 2014-2018.
File Number (Name of Ward)	:	ED.PLA.4 (All Wards)
Previous Reference	:	OCM 26/11/2013 Report ED005

12. **NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF THE COMMITTEE**
13. **MEETING CLOSED TO PUBLIC**
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