Published Minutes

Economic And Tourism Development Committee Meeting

Tuesday, 16 July 2024

Date:	Tuesday 16 July 2024
Time:	9:00am
Location:	Clem Thompson Sports Pavilion,, Stadium Road, Tom Price
Distribution Date:	Friday 19 July 2024

Shire of Ashburton
Economic And Tourism Development Committee Meeting

The Chief Executive Officer recommends the endorsement of these minutes at the next Economic And Tourism Development Committee Meeting.

K Donohoe
Chief Executive Officer
19 July 2024

These minutes were confirmed by Council as a true and accurate record of proceedings at the Economic And Tourism Development Committee Meeting held on Tuesday, 16 July 2024.

Presiding Member _____

Date 17/9/24

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1 Declaration Of Opening

The Presiding Member declared the meeting open at 9:08am.

1.1 Acknowledgement Of Country

As representatives of the Shire of Ashburton Council, we respectfully acknowledge the local Indigenous people, the traditional custodians of this land where we are meeting upon today and pay our respects to them and all their elders past, present and emerging.

2 Announcement Of Visitors

Nil

3 Attendance

3.1 Present

Elected Members:	Cr M Lynch	Presiding Member, Tom Price Ward
	Cr A Sullivan	Paraburdoo Ward
	SP A Smith	Shire President
	Cr L Rumble JP	Paraburdoo Ward
Observers:	Cr K White	Onslow Ward
	Cr R Kapor	Tom Price Ward
Employees:	K Donohoe	Chief Executive Officer
	J Sangster	Deputy Chief Executive Officer
	C McGurk	Director Community Development
	G Harris	Director Infrastructure Services
	S Allan	Manager Business and Economic Development
	A Johnston	Manager Media and Communications
	R Marlborough	Senior Governance Officer
	L Milne	ICT Coordinator
	A Furfaro	Governance Officer
	B Van Rensburg	Council Support Officer
Guests:	Nil	
Members of Public:	There were no members of the public in attendance at the commencement of the meeting.	

Members of media:	There were no members of the media in attendance at the commencement of the meeting.

3.2 Apologies

Nil

3.3 Approved Leave Of Absence

Nil

4 Declaration By Members

4.1 Due Consideration By Elected Members To The Agenda

Elected Members noted they have given due consideration to all matters contained in this agenda.

4.2 Declaration Of Interest

A member who has an Impartiality, Proximity or Financial interest in any matter to be discussed at this meeting must disclose the nature of the interest either in a written notice, given to the Chief Executive Officer, prior to the meeting, or at the meeting immediately before the matter is discussed.

A member who makes a disclosure in respect to an interest must not preside at the part of the meeting which deals with the matter, or participate in, or be present during any discussion or decision-making process relative to the matter, unless the disclosing member is permitted to do so under Section 5.68 or Section 5.69 of the *Local Government Act 1995*.

The following declarations of interest are disclosed –

Nil

5 Confirmation Of Minutes

5.1 Confirmation Of Previous Minutes

5.1.1 Minutes Of The Economic And Tourism Development Committee Meeting Held On 19 March 2024

Committee Decision

Moved **SP A Smith**

Seconded **Cr L Rumble JP**

That the Minutes of the Economic And Tourism Development Committee Meeting held 19 March 2024 (Item 5.1.1 Attachment 1) be confirmed as a true and accurate record.

For: **M Lynch, A Sullivan, A Smith and L Rumble JP**

Against: **Nil**

Carried 4/0

Suspension of Standing Orders

Procedural Motion

Moved **SP A Smith**

Seconded **Cr L Rumble JP**

A motion was moved that Council suspend standing orders at 9:10 am.

For: **M Lynch, A Sullivan, A Smith and L Rumble JP**

Against: **Nil**

Carried 4/0

Resumption of Standing Orders

Procedural Motion

Moved **SP A Smith**

Seconded **Cr L Rumble JP**

A motion was moved that Council resume standing orders at 9:46 am.

For: **M Lynch, A Sullivan, A Smith and L Rumble JP**

Against: **Nil**

Carried 4/0

6 Public Agenda Items

6.1 Economic and Tourism Development Strategy 2024-2028

File Reference	J002787
Applicant or Proponent(s)	Not Applicable
Author	S Allan, Manager Business & Economic Development
Authorising Officer	K Donohoe, Chief Executive Officer
Previous Meeting Reference	Ordinary Council Meeting March 19 2024 - Item 6.1 – 046/2024
Disclosure(s) of interest	Author – Nil
	Authorising Officer – Nil
Attachments	1. Shire of Ashburton Economic Development Strategy 2024-2028

Report Purpose

Council is required to consider the Shire of Ashburton (the Shire) Economic Development Strategy 2024-2028 (Attachment 1) developed post Council adoption of the Shire Economic and Demographic Analysis Report on 19 March 2024, as to inform future decision making and as key evidence to support the development of the proposed strategy.

The purpose of this report is to provide Council with in-depth analysis formed on a robust evidence base, which identifies the competitive advantages, challenges and opportunities of the region which has formed the basis of the strategy.

Council is requested to note the findings and pathway of a new economic development vision highlighted in the proposed Strategy as to inform future decision making and to adopt the Strategy and supporting documentation as key evidence tools to inform and support the Shire's future Integrated Planning Framework.

Background

As the previous Economic and Tourism Development Strategy is now at the end of its lifespan and many changes have occurred since adoption, Council required a new Economic Development Strategy, that seeks to:

- Retain the region's role in mining, whilst expanding emerging sectors (tourism) and achieving economic diversification.
- Provide opportunity by creating liveable and vibrant communities.
- Achieving economic prosperity through being desirable, resilient, and prosperous.
- Continue to drive, attract and source investment to ensure ongoing expansion of services, accessibility, commercialisation and industry growth.
- Be a place of choice to Live, Visit and Invest.

Professional consultants, AEC Group, were engaged to deliver the Economic Development Strategy 2024-2028. The objective was to develop a robust Strategy and Action Plan that can deliver economic diversification, prosperity, and liveable and vibrant communities. The Strategy aims to expand the region's emerging sectors whilst retaining a strong mining and resources industry from which benefits can be extracted. The Strategy complements and assists with delivering Opportunity to Community. Sections 3.1 and 5.56 of the *Local Government Act 1995* give legislative mandate to local government to focus on economic development in their core agenda. The creation of this Strategy was formed on a robust evidence base, which identified the competitive advantages, challenges, and opportunities of the region and formed the basis of the Strategy.

Comments

The Shire is dominated by the resource sector, acting as the economic powerhouse of the region, boasting a strong economy, desirable town centres and significant tourism locations and opportunities. Diversification and growth of the economy over the past decade has resulted on a focus of the visitor economy, utilisation of Onslow for supply chain, export and business growth.

The Shire Economic and Demographic Analysis Report, adopted by Council on 19 March 2024, was used to help inform the Economic and Development Strategy 2024-2028 as presented.

The key future economic development vision pillars for the Shire to be recognised as are as follows:

- A Global Resources Powerhouse
- A World-Class Tourist Destination
- A Thriving Community
- A Great Place to Have a Small Business.

The outcomes of the above approach resulted in the proposed Economic and Development Strategy 2024-2028, which identified:

- Future growth/priority sectors (existing and new).
- Vision (resource powerhouse, world-class tourist destination, thriving community, great place to have a small business).
- Key requirements to achieve vision (community infrastructure, private investment, government policy changes, major company policy changes, continuation of business as usual activities).
- Action plan that can remain dynamic to evolving environment and new opportunities (annual priority setting, advocacy, land use planning, infrastructure planning, company engagement, development leadership, investment attraction, small business support, regional promotion).
- Partners in progress.
- Measures of success.

Consultation

With significant groundwork laid for the Strategy in the form of background research and significant stakeholder engagement, AEC Group's role was to focus on developing the visioning, evidence, and action steps behind the Strategy.

The process of development of the Strategy included:

- August 2023 – Request for Quotation released.
- October 2023 – AEC Group awarded contract/project initiation.
- October/November 2023 – Desktop research/analysis (Evidence Base Report).
- December 2023 – Site visits/consultation (Economic and Tourism Development Committee attendance, Onslow Chamber of Commerce and Industry, Pilbara Inland Chamber of Commerce and Industry, Shire Chief Executive Officer.
- January/ February 2024 – Strategy drafting (two iterations of content, with feedback incorporated).
- March/April 2024 – Strategy finalisation and design.

Note that the following consultation had already been carried out prior to AEC Group's engagement, with the findings leveraged during Strategy development:

- Tourism and economic development planning and prioritisation Council workshop (October 2023)
- Onslow tourism destination management workshop – Churchill (March 2021)
- Onslow Tourism Destination Management Focus Group outputs – Churchill (March 2021).

Strategic Community Plan

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.1 Coordinated delivery of economic services and projects for the community
Strategy	1 Develop and maintain key economic services partnerships, both internally and externally, to support Council's vision.

Council Policy

Council Policies » Shire of Ashburton

Nil

Financial Implications

Current Financial Year

The Economic Development Strategy 2024-2028 was developed and produced with budgeted funds in the Business and Economic Development 2023/2024 Annual Budget.

Future Financial Year(s)

The outcomes presented in the Economic Development Strategy 2024-2028, will inform future budgets.

It is proposed that by December 2024, an item is presented to Council to consider development of a 5-year Destination Marketing and Communications Strategy and Plan to further develop and strengthen the Visit Ashburton tourism brand.

Legislative Implications

Nil

Risk Management

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Compliance	Not adhering to sections 3.1 and 5.56 of the *Local Government Act 1995* which give legislative mandate to local government to focus on economic development in their core agenda.	Likely (4)	Moderate (3)	Moderate (5-9)	Following the officer's recommendation will ensure Council have a credible information base and robust Economic Development Strategy as to inform decision making.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be medium.

Voting Requirements

Simple Majority

Officer Recommendation

That with respect to the Shire of Ashburton Economic Development Strategy 2024-2028, the Economic and Tourism Development Committee recommends that Council,

1. Adopts the Shire of Ashburton Economic Development Strategy 2024-2028 as detailed in Attachments 1, as key evidence and a tool to help inform and support future advocacy initiatives; and
2. Requests the Chief Executive Officer to prepare a report by December 2024 for Council to consider the adoption of a 5-year Destination Marketing and Communications Strategy and Plan to further inform, develop and strengthen the Visit Ashburton Tourism brand.

Committee Decision

Moved **Cr A Sullivan**

Seconded **SP A Smith**

That with respect to the Shire of Ashburton Economic Development Strategy 2024-2028, the Economic and Tourism Development Committee recommends that Council,

1. **Adopts the Shire of Ashburton Economic Development Strategy 2024-2028 as detailed in Attachments 1, as key evidence and a tool to help inform and support future advocacy initiatives; and**
2. **Requests the Chief Executive Officer to prepare a report by December 2024 for Council to consider the adoption of a 5-year Destination Marketing and Communications Strategy and Plan to further inform, develop and strengthen the Visit Ashburton Tourism brand.**

For: **M Lynch, A Sullivan, A Smith and L Rumble JP**

Against: **Nil**

Carried 4/0

6.2 Shop Ashburton - Buy Local Initiative

File Reference	ED01
Applicant or Proponent(s)	Not Applicable
Author	S Allan, Manager Business & Economic Development
Authorising Officer	K Donohoe, Chief Executive Officer
Previous Meeting Reference	Ordinary Council Meeting 19 March 2024 - Item 6.2 – 0488/2024
Disclosure(s) of interest	Author – Nil
	Authorising Officer – Nil
Attachments	1. Shop Ashburton Digital Gift Card

Report Purpose

Council is requested to consider –

- the final draft design concept of the Shop Ashburton – Buy Local Initiative Digital Gift Card;
- approve a launch date of 1 August 2024 for the Shop Ashburton Initiative; and
- support for Business After Hours (BAH) functions, to launch and promote the Shop Ashburton initiative in partnership with the Onslow Chamber of Commerce and Pilbara Inland Chamber of Commerce.

The purpose of this report:

- is to inform Council of the engagement to date with the Onslow Chamber of Commerce and Industry (OCCI) and Pilbara Inland Chamber of Commerce and Industry (PICCI) on the Shop Ashburton Initiative;
- present for endorsement the final design concept for Shop Ashburton – Buy Local Initiative Digital Gift Card, as provided at Attachment 1; and
- to seek formal support for joint Shire of Ashburton (the Shire), Onslow Chamber of Commerce and Pilbara Inland Chamber of Commerce. Business After Hours functions to launch, promote and support the Shop Ashburton Initiative.

Background

At its meeting held 19 March 2024, Council endorsed and provided support for initial seed funding of $13,596 (incl. GST) that supports a 5-year subscription with an additional $2,600 (Incl. GST) for initial generic gift cards. The Shire also supported/in-kind design and concept work for the Shop Ashburton Initiative proposal for delivery in partnership with the Onslow Chamber of Commerce and Industry and the Pilbara Inland Chamber of Commerce and Industry.

Council should also note that the proposal presented supports the Strategic Community Plan and Corporate Business Plan outcomes:

- 3.4.1 to support initiatives that add value to and improve marketing of local business and
- 3.4.1.2 to Collaborate with the Onslow Chamber of Commerce and Pilbara Inland Chamber of Commerce and Industry.

Furthermore, Council should note that the proposal presented for consideration aligns with the Small Business Friendly Local Governments (SBFLG) focus areas, outlined, as follows:

1. Buy Local Scheme with Chambers of Commerce.
2. Doing business with Council guide - encouraging and supporting small to medium enterprises to go for tenders and contracts with Council and larger businesses.
3. Early notification alerts of projects coming up to enable Small to medium Enterprises to get prepared to plan and submit tenders etc.
4. Home based business guide.
5. Sponsoring Chamber of Commerce events.

Comments

Design

The final design concept of the Shop Ashburton Gift card presented for Council's endorsement (refer to Attachment 1), is generic and representative to the whole area of Ashburton. Both Chambers of Commerce were engaged regarding the final design concept, both approving the chosen design. Council should note that the physical gift cards will be of a generic design.

Launch Dates and Location

The launch date of the Shop Ashburton initiative is proposed for 1 August 2024 to ensure that the commencement of the initiative does not extend past the peak tourist and events season for the Shire. This capitalises on local events across the Shire from August through to the end of September such as Onslow Rodeo, Mack10 Fishing Competition and Pannawonica Rodeo.

The launch events planned will also provide opportunity for the respective Chambers of Commerce and the Shire to actively encourage all businesses within the Shire (prior to the launch date), to engage as a participating business in the Shop Ashburton Local Initiative.

The proposed joint Business After Hours function dates (below) have been approved by both the Pilbara Inland Chamber of Commerce and Industry (PICCI) and the Onslow Chamber of Commerce (OCCI).

These functions would be Shire sponsored events, as per adopted related outcomes in the Shire's Strategic Community Plan and Corporate Business Plan.

Pilbara Inland Chamber of Commerce at Tom Price launch date:

- Tuesday 30 July 2024, at the Tom Price Tennis Clubhouse.

Onslow Chamber and Commerce at Onslow launch date:

- Thursday 1 August 2024, at the Onslow Beach Club.

The Business After Hours functions will not only provide the opportunity for the Shire and Chambers of Commerce to engage in joint events that support the development of strong and sustainable local business opportunities, but also to explain in further detail to community and to local business how to become a participating business and the process of how to purchase a digital gift card online or access a physical (generic) gift card.

Consultation

Both the Pilbara Inland Chamber of Commerce and Industry and the Onslow Chamber and Commerce were consulted with in regard to the final design concept and launch date of the Shop Ashburton initiative, both approving of the design, launch date and Business After Hours functions, which is open to all businesses in the Shire as to support the launch of the Shop Ashburton Initiative and opportunity for local business engagement.

Strategic Community Plan

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	2 Ensure Shire processes support the development of strong and sustainable local business opportunities.

Council Policy

Nil

Financial Implications

Current Financial Year

Funding was provided in the 2023/2024 Annual Budget to support the initial seed funding for subscription to the Shop Ashburton – Buy Local Initiative and for the production of related gift cards.

Future Financial Year(s)

Funding was previously committed for five years upfront for the Shop Ashburton – Buy Local Initiative. Further funding to support the proposed launch functions has been requested in the 2024/2025 Annual Budget.

Legislative Implications

Nil

Risk Management

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	Unsubstantiated, localised low impact on community trust, low profile or no media item.	Rare (1)	Insignificant (1)	Low (1-4)	Further liaison with each Chamber of Commerce to renegotiate a future launch date of the initiative.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

Voting Requirements

Simple Majority

Officer Recommendation

That with respect to the Shop Ashburton – Buy Local Initiative, the Economic and Tourism Development Committee recommends that Council,

1. Approves the design concept of the Shop Ashburton – Buy Local Initiative Digital Gift Card, as detailed in Attachment 1;
2. Supports the proposed launch date for the Shop Ashburton – Buy Local Initiative, as 1 August 2024;
3. Supports two launch functions of the Shop Ashburton – Buy Local Initiative jointly with the Pilbara Inland Chamber of Commerce and Industry on 30 July 2024 in Tom Price, and with the Onslow Chamber of Commerce on 1 August 2024, in Onslow.

Amended Recommendation

That with respect to the Shop Ashburton – Buy Local Initiative, the Economic and Tourism Development Committee recommends that Council,

1. Approves the design concept of the Shop Ashburton – Buy Local Initiative Digital Gift Card, as detailed in Attachment 1;
2. Supports the proposed launch date for the Shop Ashburton – Buy Local Initiative, as 1 August 2024;
3. Supports two launch functions of the Shop Ashburton – Buy Local Initiative jointly with the Pilbara Inland Chamber of Commerce and Industry on 30 July 2024 in Tom Price, and with the Onslow Chamber of Commerce on 1 August 2024, in Onslow and in Paraburdoo, date to be determined.

Committee Decision

Moved **SP A Smith**

Seconded **Cr A Sullivan**

That with respect to the Shop Ashburton – Buy Local Initiative, the Economic and Tourism Development Committee recommends that Council,

1. **Approves the design concept of the Shop Ashburton – Buy Local Initiative Digital Gift Card, as detailed in Attachment 1;**
2. **Supports the proposed launch date for the Shop Ashburton – Buy Local Initiative, as 1 August 2024;**
3. **Supports two launch functions of the Shop Ashburton – Buy Local Initiative jointly with the Pilbara Inland Chamber of Commerce and Industry on 30 July 2024 in Tom Price, and with the Onslow Chamber of Commerce on 1 August 2024, in Onslow and in Paraburdoo, date to be determined.**

For: **M Lynch, A Sullivan, A Smith and L Rumble JP**

Against: **Nil**

Carried 4/0

Reason for Change: Point 3 of the recommendation was amended to include Paraburdoo, enabling a launch function for the Shop Ashburton – Buy Local Initiative on a date to be determined.

7 New Business Of An Urgent Nature Introduced By Council Decision

Nil

8 Next Meeting

The next Economic And Tourism Development Committee Meeting will be held at 9:00am on Tuesday 17 September 2024 at Barry Lang Centre, Deepdale Drive, Pannawonica.

9 Closure Of Meeting

There being no further business, the Presiding Member closed the meeting at 9:49am.