



## Our Corporate Values

- Community Focus
- Can-do Attitude
- Continual Improvement
- Excellence
- Team Work
- Accountability
- Active Communication

## ECONOMIC DEVELOPMENT ADVISORY GROUP

24 January 2017

Time: 1:00pm- 2:30pm

Meeting Room: Council chambers

### 1. MEETING OPENED

Chris Adams opened the meeting and introduced Nancy Emil to the Group. Nancy is the City's new Business Investment and Attraction Advisor.

### 2. ATTENDEES

Chris Adams	CEO City of Karratha, Chair
Cr Peter Long	Mayor City of Karratha
Cr Geoff Harris	City of Karratha
Cr Grant Cucel	City of Karratha
Cr Daniel Scott	City of Karratha
Cr John Lally	City of Karratha
Cr Robyn Vandenberg	City of Karratha
Jerom Hurley	Acting Director Development, City of Karratha
Nancy Emil	Business Investment and Attraction Advisor, City of Karratha
Pip Golden	Minute Taker

### 3. APOLOGIES

There were no apologies

### 4. BUSINESS ARISING FROM PREVIOUS MEETING

#### Terms of Reference

The composition of the group comprises Councillors and staff of the City of Karratha. The Terms of Reference need to be updated to reflect that.

Economic development is a cross functional role across the organisation and an Executive Working Group will be established to reflect this role and the importance of economic development to the City. The Executive Working Group will report to the EDAG and assist in the delivery of the City's Economic Development Strategy.

### 5. PRESENTATION FROM NANCY EMIL, BUSINESS INVESTMENT AND ATTRACTION ADVISOR

Key points:

- The new strategy needs to be for a minimum of 5 years
- There needs to be strong internal communication

**Map and Gap Report** – Draft report being reviewed. Final report (due mid-February 2017) will be tabled at next EDAG meeting.

**Tourism Grant** – Only \$10,000 allocated out of \$30,000 available. Objective was to improve digital capacity and marketing. It was suggested that this Objective may be too specific and that perhaps the scope of the grant eligibility could be broadened.

**Tourism Destination Marketing** – Very good initiative. Needs to be supported by tourism infrastructure and tourism products and services.

**Sister City Initiative** – Good insights into potential for attracting overseas investment (eg. education).

**City's Grant Schemes** – Coordination between business support service providers is essential. The City will continue to work with key stakeholders to align activities with priority objectives.

**Industry Development and Diversification and Business Attraction** - Opportunities for Australian and international companies to provide better maintenance support in the City for the resources sector. It is important that the City supports new business initiatives but that it is also clear on the City's role in relation to the different types of business initiatives. Businesses have adjusted to stabilising conditions. Some retailers are locked into long term rental contracts that are not reflective of the current market. Difficulties in running a business are not unique to the City. Data shows that 4 out of every 5 businesses fail within the first year of operation.

**ABS Statistics – id prospects** - Statistical tool used to provide knowledge about population and the local economy. City needs to keep feeding information through to the consultant to make sure projections are accounting as much as possible for the current situation on the ground.

**Open for Business** – The City's website will be updated to include a new page dedicated to business support and investment attraction, giving businesses and investors all the information they need to establish and do business in Karratha.

**Destination Marketing** – In order for destination marketing to be successful in the longer term, the infrastructure and tourism products and services need to be developed so the experience matches the expectation. The proposed international flights would help to market the City.

**Investment Prospectus** – Important foundation for business attraction.

**International Presence** – City should not limit itself in terms of promoting business and investment opportunities. 'Knock on Doors'. There is no reason why the City can't have a presence at national and international expos, although we need to first be clear on what we are selling and to be able to provide the business case for investing.

**Retail** – Ensure information is readily available for potential investors. Update the City's website, including links to relevant agencies.

**Education** – Look at running programmes for international students who wish to study in the resources sector, with a view to these people becoming employed within the region.

**Council Investment** – Financial risk to the Council is a key consideration. A possible model that reduces risk exposure is private public partnership. Council currently considering a number of possible investment options that have different characteristics and different types of financial investment models.

**Successful models** – Successful models from elsewhere have focused on clear strengths and opportunities and a widely publicized branding and marketing strategy.

## **Summary**

1. Set up Small Business Advisory Group of 10-14 members – Nancy to action
2. Prioritise projects – Grant to circulate most recent version to members

3. Set out a clear strategy that is targeted enough to give clear direction and flexible enough to capitalise on opportunities and respond to immediate priorities – Nancy to action.
4. Monthly economic development updates and quarterly reporting on housing and rental market trends.
5. Invite other parties from time to time to discuss particular projects.

The meeting closed at 2.50pm.

The next meeting will be held on Tuesday 7<sup>th</sup> March.

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