

Employment and Economic Development Committee Meeting Record 17 December 2019



Location:	Central Coast Council Wyong Office Level 2 Committee Room 2 Hely Street, Wyong	
Date:	17 December 2019	
Time	Started at: 5.00pm	Closed at: 6.49pm
Chair	Councillor Jane Smith	
File Ref	F2018/00100	

Present:

Councillor Rebecca Gale (phoned in), Councillor Chris Holstein, Councillor Jane Smith, William Adames, John Asquith, Mike Goodman

External Attendees:

Paula Martin – NSW Business Chamber

Council Staff present:

Jamie Barclay – Unit Manager Economic Development and Project Delivery, Carlyne Wildman - Section Manager Marketing and Tourism (left 6.05pm), Kelly Drover – Advisory Group Support Officer

Item 1 Apologies, Welcome and Acknowledgement of Country

Apologies received: Councillor Jilly Pilon, Councillor Jeff Sundstrom

The Advisory Group noted the resignation from Brad Wilson via email 19 November 2019 and thanked him for his contribution to the Advisory Group. At this stage there is no intention to advertise the 2 vacancies in this Advisory Group.

The Chairperson, Councillor Jane Smith, declared the meeting open and completed an Acknowledgement of Country statement and Connection to Land Statement.

Item 2 Disclosure of Interest

The Chair called for any declarations of interest.

No disclosures were received.

Item 3 Confirmation of Previous Meeting Records

The Advisory Group confirmed the Meeting Record from 11 September 2019.

The Advisory Group reviewed the Action Log.

Item 4 Destination Brand Strategy (Action 14)

Carolyn Wildman (Section Manager Marketing and Tourism) provided the Advisory Group with a presentation on the Destination Brand Strategy.

The Advisory Group acknowledged the importance of aligning both the Destination Brand Strategy and Economic Development Strategy.

Council have engaged an agency to help launch the brand which will commence in January 2020 with a soft launch initially.

Action: Advisory Group Support Officer to circulate presentation and YouTube link to Advisory Group Members.

Action: An update to be provided at the next meeting on phasing of the launch and any feedback received since the launch.

Item 5 Update on Economic Development Strategy

Jamie Barclay (Unit Manager Economic Development and Project Delivery) gave an update on the Draft Economic Development Strategy.

Some Advisory Group members – but not all members – had been provided with a copy of the draft Strategy as those specific members had been individually interviewed in the development of the Strategy or have been included in the implementation plan.

It was commented that throughout the Economic Development Strategy, the consultants refer to the Central Coast as a *Metro Satellite* to both Sydney and Newcastle and this was identified as a language issue that doesn't match the brand. There was some discussion about the ways in which Central Coast is identified as "regional" in some instances and "metropolitan" in others and acknowledged that there are benefits to both.

Noted that the draft Strategy had also been provided to Key Stakeholders (including Federal MP's, State MP's and Chambers of Commerce and other key stakeholders) who have been included in the implementation plan or were interviewed individually before the Advisory Group or Councillors. Councillors and Advisory Group members also have a chance to review the draft Strategy and provide comments and feedback.

Action: Advisory Group Support Officer to circulate Draft Economic Development Strategy to Advisory Group Members.

Item 7 General Business and Close

No general business was discussed.

The meeting closed at 6.49pm

Next Meeting: **Tuesday 10 March 2019**
 5pm – 7pm
 Gosford Administration Building
 Level 1 Committee Room