

Business and Investment Advisory Committee

Business Paper

Notice is hereby given that a Business and Investment Advisory Committee of Parkes Shire Council will be held in the Parkes Council Chambers, 2 Cecile Street, Parkes NSW 2870, on Tuesday 4 June 2024 at 9:30 AM.



Kent Boyd PSM
GENERAL MANAGER

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1 OPENING OF MEETING

The Chairperson will declare the meeting open.

Meeting of Council committees are not recorded or streamed to the internet.

2 ACKNOWLEDGEMENT OF COUNTRY

Parkes Shire Council acknowledges the Wiradjuri People who are the Traditional Custodians of the Land. I would also like to pay respect to the Elders past, present and emerging of the Wiradjuri Nation and extend that respect to other Aboriginal peoples from other nations who are present.

3 APOLOGIES

In accordance with clauses 5.3, 5.4 and 5.5 of Council's Code of Meeting Practice, apologies must be received and accepted from absent Councillors and a leave of absence from the Council Meeting may be granted.

4 CONFIRMATION OF MINUTES

4.1 MINUTES OF THE BUSINESS AND INVESTMENT ADVISORY COMMITTEE HELD ON 5 MARCH 2024

IP&R Linkage: Pillar: Leadership

Goal: Our local government is open, accountable and transparent.

Strategy: Provide open and transparent decision-making and undertake the civic duties of Council with professionalism and integrity.

Annexures: A. **Business and Investment Advisory Committee Minutes - 5 March 2024**

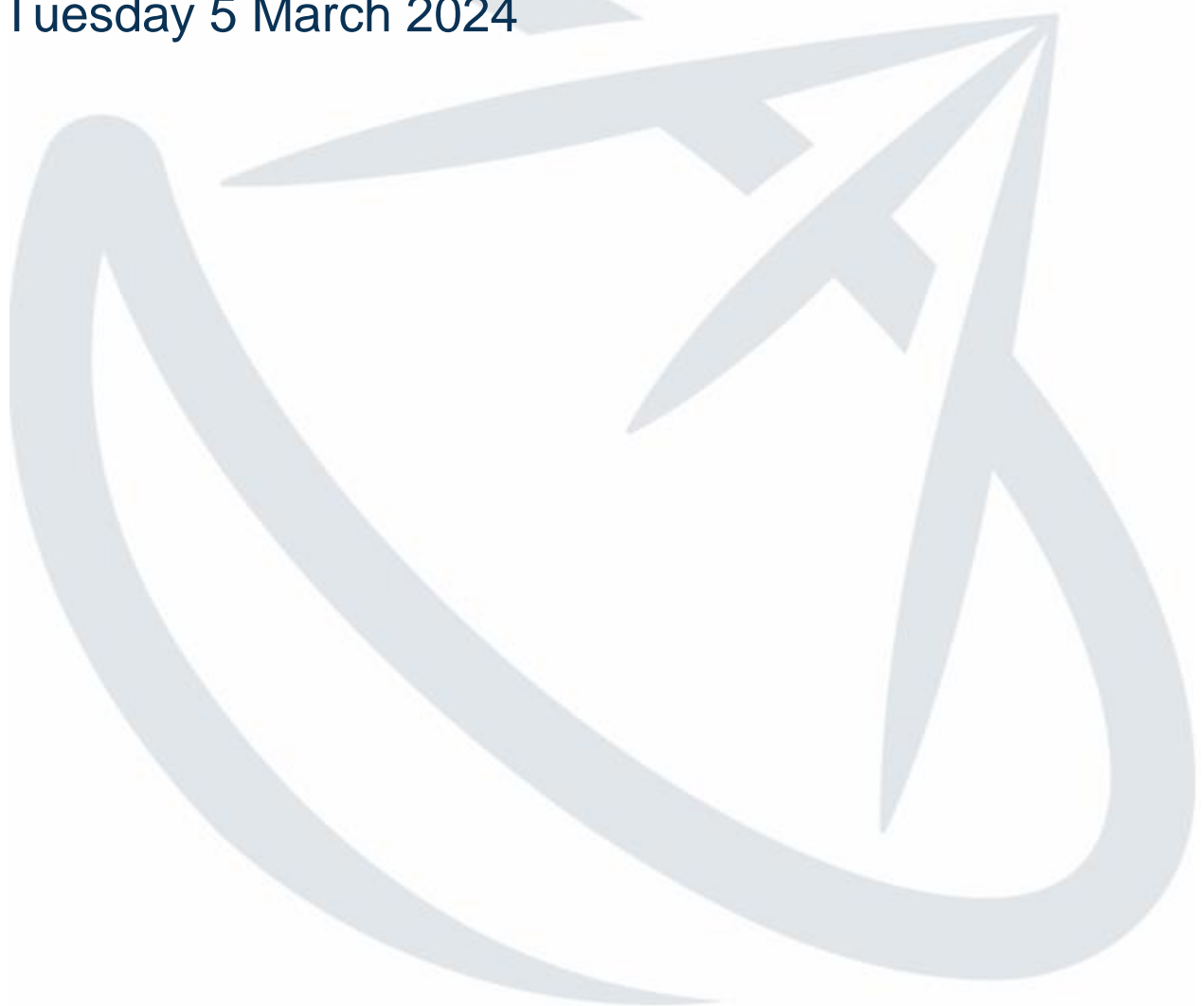
RECOMMENDATION

That the receive and confirm the Minutes of the meeting held on Tuesday 5 March 2024 appended at *Annexure A*.

Business and Investment Advisory Committee

Minutes

Tuesday 5 March 2024



Minutes of the Business and Investment Advisory Committee
Held on Tuesday, 5 March 2024 at the
Committee Room, Parkes Shire Council, 2 Cecile Street, Parkes

Present:

Cr William Jayet	Councillor (Chairperson)
Cr Neil Westcott	Mayor
Cr Jacob Cass	Councillor
Cr Glenn Wilson	Councillor
Cr Daniel Weber	Councillor

Community Representatives in Attendance:

Nil.

Council Officers in Attendance:

Kent Boyd	General Manager
Anthony McGrath	Director Customer, Corporate Services and Economy
Mikaela Cass	Acting Executive Manager Economy, Destination and Activation
Katie Nash	Economic Development Specialist

Guests in Attendance:

Tim Long	Consultant - Hawkrigde Entertainment Services
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NOTES

Cr Jacob Cass and Tim Long attended via audio-visual link.

The meeting commenced at 10.00am and concluded at 11.03am.

Order Of Business

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1 OPENING OF MEETING

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2 ACKNOWLEDGEMENT OF COUNTRY

Parkes Shire Council acknowledges the Wiradjuri People who are the Traditional Custodians of the Land. I would also like to pay respect to the Elders past, present and emerging of the Wiradjuri Nation and extend that respect to other Aboriginal peoples from other nations who are present.

3 APOLOGIES

An apology was received from Carrie Olsen, Executive Manager Economy, Destination and Activation.

4 CONFIRMATION OF MINUTES

4.1 MINUTES OF THE BUSINESS AND INVESTMENT ADVISORY COMMITTEE HELD ON 21 NOVEMBER 2023

RESOLVED BIA 002/24

Moved: Cr Neil Westcott

Seconded: Cr Jacob Cass

That the Committee receive and confirm the Minutes of the meeting held on Tuesday 21 November 2023 appended at *Annexure A*.

CARRIED

5 DISCLOSURES OF INTERESTS

Nil.

6 LATE BUSINESS

Nil.

7 OFFICERS' REPORTS**7.1 DEVELOPMENT OF PARKES REGIONAL ENTERTAINMENT AND CULTURAL CENTRE FEASIBILITY STUDY****DISCUSSION:**

Tim Long from Hawkrigde Entertainment Services presented an update to the Committee on the Parkes Regional Entertainment and Cultural Centre Feasibility Study.

The Committee discussed the following:

- Cr Jayet suggested a revolving stage as this will encourage larger productions that currently go to Dubbo and Orange to utilise the Parkes Regional Entertainment and Cultural Centre.

Tim advised that these types of productions don't come often and come with large risk. The current preferred option is flexible and isn't specific to a theatre stage. It is also more financially viable for Council to have a flexible model.

- Cr Westcott recognised the incorporation of the existing building into the new design. Keeping in mind that the building is not heritage listed, what extent does Council go to to maintain the existing design aspects?

Tim advised that the architects saw value in keeping some of the existing infrastructure and repurposing, rather than knocking it down.

- Cr Weber queried the economics of using the Centre as a movie theatre throughout the week to offset the running costs.

Tim advised that this is not economically viable as the cost of showing blockbuster movies per session requires a high level of traffic which traditionally doesn't work in a "single" theatre venue, however recognised that movies can be shown ad-hoc as part of the program.

- Kent Boyd queried if an entertainment centre is actually feasible for Parkes in the current context with population?

Tim advised that the centres do attract people from a broad area, however it's down to balancing the amount of activity versus Council's expectations of running costs over the course of the year.

- Cr Cass recognised that we need to focus on what Parkes does best and approach it with a regional economic development approach, focusing on community and culture, and avoid competing with larger cities such as Dubbo and Orange.

- Cr Keith echoed Cr Cass' comments and added that we have an existing facility, being the Parkes Leagues Club, that can be utilised. Traditionally, locals don't pay to attend shows and the success of the Sounds at the Pavilion events is primarily due to it being free to attend.

RESOLVED BIA 003/24

Moved: Cr Jacob Cass

Seconded: Cr Neil Westcott

That:

1. The Business and Investment Advisory Committee receive and note the briefing on the development of the Parkes Regional Entertainment and Cultural Centre Feasibility Study, as detailed in this report.
2. The Business and Investment Advisory Committee resolve to take the Regional Entertainment and Cultural Centre Feasibility Study to Council for endorsement.

CARRIED

7.2 DEVELOPMENT OF PARKES SHIRE SIGNAGE AND WAYFINDING STRATEGY

DISCUSSION:

Cr Weber queried if it is easy to replace the signage panels as needed. Katie Nash advised that the design is cost-effective and panels can be replaced as required.

RESOLVED BIA 004/24

Moved: Cr Neil Westcott
Seconded: Cr Daniel Weber

That:

1. The Business and Investment Advisory Committee receive and note the briefing on the development of the Parkes Shire Signage and Wayfinding Strategy, as detailed in this report.
2. The Committee provide feedback to inform the ongoing development of the Parkes Shire Signage and Wayfinding Strategy.

CARRIED

7.3 COMMUNITY IMPROVEMENT DISTRICT PILOT PROGRAM GRANT APPLICATION

DISCUSSION:

The Committee discussed the following:

- Cr Jayet sought clarification if the application only applies to businesses within the Parkes township. Katie Nash advised that the Program is only for the Parkes CBD.
- Cr Cass requested further information on the Community Improvement District Pilot Program to be distributed to Councillors and the Committee, including the model that Council is looked at.

RESOLVED BIA 005/24

Moved: Cr Neil Westcott
Seconded: Cr Daniel Weber

That:

1. The Business and Investment Advisory Committee receive and note this report.

CARRIED

7.4 COMMERCIAL LAND EXPRESSION OF INTEREST AT "THE WELCOME"**DISCUSSION:**

Kent Boyd advised the Committee that Council has resolved to negotiate with a single entity following the Expression of Interest process.

RESOLVED BIA 006/24

Moved: Cr Daniel Weber

Seconded: Cr Jacob Cass

That:

1. The Business and Investment Advisory Committee receive and note this report.

CARRIED**8 REPORT OF CONFIDENTIAL RESOLUTIONS**

Nil.

At this time being 11.03am, the Chair declared the meeting closed.

5 DISCLOSURES OF INTERESTS

All Council Officials must disclose and manage any conflicts of interest they may have in matters being considered at the meeting.

Council's Code of Conduct deals with pecuniary and non-pecuniary conflicts of interest and political donations, and provides guidance on how these issues should be managed.

Council Officials must be familiar with Council's Code of Conduct and their obligations to disclose and manage any conflicts of interest that they may have in matters being considered at this Council Meeting.

Note: Council Officials who declare an Interest at the Meeting are also required to complete a Declaration of Interest form.

6 LATE BUSINESS

7 OFFICERS' REPORTS

7.1 INVESTOR ATTRACTION AND SUPPORT UPDATE

IP&R Linkage: Pillar: Economy

Goal: Our Shire is an attractive destination to live, work, visit and invest.

Strategy: Promote opportunities for industry expansion, industry diversification and new investment via the Parkes Special Activation Precinct, Parkes Airport Business Park and Parkes Industrial Estate.

Author: Carrie Olsen, Executive Manager Economy, Destination and Activation

Authoriser: Anthony McGrath, Director Customer, Corporate Services and Economy

Annexures: Nil

RECOMMENDATION

That:

1. The information contained within this report be noted by the Business and Investment Advisory Committee.

BACKGROUND

Prospective investors to the Parkes region often contact Council during their investigation and research about the region and the opportunities it offers. In response, Parkes Shire Council ("Council") Officers engage with and support these parties.

Further, investors or prospective investors who are working in partnership with the NSW State Government through the NSW Office of Regional Economic Development ("ORED") and/or NSW Regional Growth Development Corporation ("RGDC"), are typically introduced to Council for the purpose of better understanding the local market and operating conditions and gauging local support for development.

Demonstrating a welcoming and supportive environment can help progress and facilitate business investment in the Parkes region, helping to ensure a thriving local economy, and in turn supporting rates income growth. Engagement with prospective investors in their early planning and research phases can also result in an easier transition to and through any required planning approvals pathways.

ISSUES AND COMMENTARY

Council's Economic Development team has supported the following investment-related meetings for the three (3) month period March to May 2024:

- NSW Government Investment Attraction meetings: 3
- Confidential private investor meetings: 2
- Confidential private investor meetings, with tour: 1
- Ancillary partner supporting economic growth meetings: 1

Total engagements for the period: 7.

Business and investment attraction support by way of email and phone contact is frequently undertaken by Council Officers but is not currently being reported on.

Some confidential private investor meetings are attended by multiple project stakeholders.

LEGISLATIVE AND POLICY CONTEXT

There are no legislative or policy considerations for Council associated with this report.

FINANCIAL IMPLICATIONS

There are no financial implications for Council associated with this report.

RISK IMPLICATIONS

There are no risk implications for Council associated with this report.

COMMUNITY CONSULTATION

There are no community consultation requirements for Council associated with this report.

7.2 2024 PARKES SHIRE CHRISTMAS ACTIVATIONS**IP&R Linkage:** **Pillar:** Community**Goal:** Our community is liveable, growing and connected.**Strategy:** Provide vibrant and welcoming town centres, streetscapes, public spaces and meeting places.**Author:** **Katie Nash, Economic Development Specialist****Authoriser:** **Carrie Olsen, Executive Manager Economy, Destination and Activation****Annexures:** **Nil**

RECOMMENDATION

That:

1. The Business and Investment Advisory Committee receive and note the briefing on 2024 Christmas activation preparations, as detailed in this report.
 2. The Business and Investment Advisory Committee resolve to provide Community Consultative Committees the opportunity to select and purchase Christmas decorations using their Town Improvement Funds.
-

BACKGROUND

Parkes Shire Council ("Council") will again encourage Christmas festivities across the Shire in December 2024. In preparation for the Christmas period, Council has sought to identify a feasible course of action for decorating the Parkes CBD as well as the villages and town centres of Peak Hill, Trundle, Tullamore and Bogan Gate.

ISSUES AND COMMENTARY

Council's Christmas decoration inventory is understood to currently include the following:

Parkes

- 1 x outdoor Christmas tree
- 1 x 3.5 m Christmas bauble
- 1 x interactive elf
- 1 x interactive reindeer
- 2 x 3D present boxes (1m)
- 4 x 3D present boxes (60cm)
- 1 x Merry Christmas cut-out
- 12 x hanging baubles
- 19 x tree-wrap light strings
- Street banners for lower Clarinda Street

Peak Hill

- 1 x Merry Christmas cut-out
- 3 x Christmas wreaths
- 1 x garland

Trundle

- 1 x Christmas tree cut-out

Tullamore

- 1 x Christmas tree cut-out

Bogan Gate

- 1 x Christmas tree cut-out

A review of stored items and assessment for damage and repairs will be undertaken prior to the 2024 Christmas activation period. Some items may have sustained damage while in storage, and as such may not be able to be deployed. Further, there may be additional items in storage that have not been included in this inventory list.

As outlined in the 2023/24 Operational Plan, a capital budget allocation of \$18,000 was assigned for Parkes CBD Christmas Decorations. This capital funding has supported equipment repairs and maintenance and will be fully expended through the installation of power and additional decorative lighting to the previously unlit Clarinda Street trees between Bushman and Church Streets. This work is currently in progress and will be complete ahead of the commencement of Christmas activations in 2024.

Additional expenditure for 2024 Christmas Activations must be funded through Town Improvement Funds. Council will shortly provide a Christmas catalogue for Community Consultative Committees, allowing each to make selections based on individual preferences and suitability within local context and conditions.

The selection of decorative items requiring power must always first consider appropriate in-situ access to power and allow for any associated works and costs.

LEGISLATIVE AND POLICY CONTEXT

There are no legislative or policy requirements associated with this report.

FINANCIAL IMPLICATIONS

The associated works relating to this report will be drawn from the Capital budget, and any expenses beyond that will be drawn from Town Improvement Funds.

RISK IMPLICATIONS

There are no risk implications associated with this report.

COMMUNITY CONSULTATION

Subsequent to this committee meeting, Council Officers will progress with this project, providing each Community Consultative Committee with an opportunity to add to their Christmas decoration collection.

7.3 COMMONWEALTH BANK IQ DATA**IP&R Linkage:** **Pillar:** Leadership**Goal:** Our local government is open, accountable, and representative.**Strategy:** Effectively collaborate, engage, and communicate with our community to inform decision making and promote services, projects and initiatives.**Author:** **Katie Nash, Economic Development Specialist****Authoriser:** **Carrie Olsen, Executive Manager Economy, Destination and Activation****Annexures:** **Nil**

RECOMMENDATION

That:

1. The Business and Investment Advisory Committee receive and note the briefing on the Shire's Economic Snapshot.
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BACKGROUND

In December 2023, Parkes Shire Council ("Council") sought out available services for the provision of data and analytics, for the purpose of measuring the economic health of the region and assessing the impact of activities and events delivered and/or supported by Council.

After careful consideration, Council proceeded with a subscription to the Commbank Council iQ data service and online platform. This choice was made due to the platform's ability to capture transactions made using Commonwealth Bank Cards or via Commonwealth Bank EFTPOS machines and create extrapolated projections on expenditure in the region.

Since commencement of the subscription, Council has used the available information to better understand the economic impact of the Parkes Elvis Festival and the Trundle ABBA Festival and has viewed purchase trends within the Shire.

ISSUES AND COMMENTARY

Commbank iQ provides a quarterly snapshot to Council, which will be reviewed during the meeting. Due to confidentiality clauses around use of the data, it is unable to be formally appended within the business paper and minutes.

LEGISLATIVE AND POLICY CONTEXT

The data in the report under review complies with all banking codes, ensuring that no granular information is provided at any point.

There are no legislative or policy considerations for Council associated with this report.

FINANCIAL IMPLICATIONS

This data subscription has been obtained through Council's General Fund operational budget.

RISK IMPLICATIONS

There are no risks implications associated with this report.

COMMUNITY CONSULTATION

There are no community consultation requirements associated with this report.

8 REPORT OF CONFIDENTIAL RESOLUTIONS

In accordance with clauses 14.22 and 14.23 of Council's Code of Meeting Practice, resolutions passed during a meeting, or a part of a meeting that is closed to the public must be made public by the Chairperson as soon as practicable. Such resolutions must be recorded in the publicly available minutes of the meeting.
