



GERALDTON FUTURES GOVERNANCE
ALLIANCE COMMITTEE

MINUTES

14 October 2013

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CITY OF GREATER GERALDTON
GERALDTON FUTURES GOVERNANCE ALLIANCE COMMITTEE
MEETING HELD
ON MONDAY 14 OCTOBER 2013 AT 2.00PM
IN THE COMMITTEE MEETING ROOM – CATHEDRAL AVENUE

A G E N D A

1. **DECLARATION OF OPENING**
2. **ATTENDANCE**

Darren Lee, Chair
Andrew Outhwaite, Deputy Chair
Jason Smith, Community Representative
Todd West, Deputy Chair, Midwest Chamber of Commerce and Industry
Cr Neil Mcilwaine, Deputy Chair, City of Greater Geraldton
Gavin Treasure, CEO, Midwest Development Commission (Proxy for Andrew Pitcher)
Cr Ron Ashplant (Proxy for Cr Neil MclWaine), (from 2.15pm)
Bert Beevers, MD, Durack Institute of Technology (Proxy for Leanne Sice)
Rob Jefferies, CEO, Midwest Chamber of Commerce and Industry (Proxy for Todd West)
Alan Bradley (Proxy for Leonie Noble)

CGG Officers:

Ken Diehm, Chief Executive Officer
Phil Melling, Director of Sustainable Community
Bob Davis, Director of Corporate and Commercial Services
Brian Robartson, Manager of Marketing, Economic and Property Development
Jimmy Ho, Coordinator Economics Development and Innovation

Apologies:

Leonie Noble, Deputy Chair, RDA Midwest Gascoyne Region
Leanne Sice, Deputy Chair, Durack Institute of Technology
Andrew Pitcher, Deputy Chair, Midwest Development Commission

3. **CONFIRMATION OF PREVIOUS MINUTES**

Moved Andrew Outhwaite, Seconded Neil Mcilwaine

That the minutes of the City of Greater Geraldton Futures Governance Alliance Committee meeting held on 12 August 2013, as attached be accepted as a true and correct record of proceedings.

CARRIED

4. GFC04 REGIONAL ECONOMIC DEVELOPMENT, TOURISM AND MARKETING

GFC04 Regional Economic Development, Tourism and Marketing

AGENDA REFERENCE:	D-13-63822
AUTHOR:	K Diehm, Chief Executive Officer
EXECUTIVE:	K Diehm, Chief Executive Officer
DATE OF REPORT:	9 September 2013
FILE REFERENCE:	ED/5/0012
APPLICANT / PROPONENT:	City of Greater Geraldton
ATTACHMENTS:	No

SUMMARY:

At its meeting held on 12th August 2013, the Geraldton Futures Governance Alliance Committee considered a report from the Director of Organisational Performance dated 7th August on Townsville Enterprise Ltd (TEL) and resolved that the CEO's of the City of Greater Geraldton, Midwest Chamber of Commerce, Midwest Development Commission and Regional Development Australia Midwest Gascoyne, met to discuss the feasibility of adopting a TEL model for Geraldton and the Midwest.

PROponent:

The proponent is the City of Greater Geraldton.

BACKGROUND:

CEO's of the above organisations met on Thursday 29th August 2013 and agreed that the role of a TEL type model for the Midwest region would mean that a separate body would be responsible for:

1. Developing economic strategy and implementing plans for the Mid West region,
2. Being the go to point for developing industry and business development in the region,
3. Developing and maintaining regional information, contacts and statistics on economic development,
4. Being the one stop shop for the business and industry facilitation to business and government, including lobbying and advocacy on behalf of industry to other levels of Government,
5. Coordinating industry, economic and tourism marketing for the Geraldton region,
6. Developing programs to enhance business capacity,
7. Facilitating innovation in business and industry.

In considering the above roles, the group identified the following advantages and disadvantages of the current arrangements and those of a separate entity:

Current Arrangements	
Advantages	Disadvantages
Independence and autonomy	CGG too many contacts / touch points within the council and other agencies for potential new entrants / no focal point – need a dedicated resource /

	There is no one to guide perspective industry towards a potential solution
Diversity of views	CGG is one of many, many functions / activities that they deliver – very reactionary / lack of focus / not as nimble as external NG entities
Control of own priorities	CGG sometimes excluded from grant opportunities / NFPs can access
It doesn't require existing agencies to change their approach and priorities	CGG specifically focused on LGA needs
	CGG overlaps / duplication with other agencies
	CGG high cost structure / less flexibility / bureaucratic

New Entity	
Advantages	Disadvantages
One focal point and lead agency to guide candidates	Credibility and acceptance within wider community and Government agencies
Greater flexibility than Government agencies	Expectations are beyond the resources of the entity
Wider focus than just Geraldton	Threat to existing structures/need for a Transition Plan/Journey/Evolution
Reduce overlap and duplication of effort	Confusion / clarity of roles / purpose
Responsive to opportunities	MWDC role / political perceptions
Independence	
Economies of Scale / better bang for buck	
Improved communication/ better integration / synergies	
Singularly focused	
Generate own support / funding / sponsorship	

The group agreed that there is significant merit in undertaking further investigations into developing a separate regional economic and tourism entity, including the transfer of funding and resources from the City of Greater Geraldton. However, agreement could not be reached on the timing of the investigations.

The group also agreed that a potential interim step towards establishing a separate economic development and tourism entity would be for the City of Greater Geraldton to outsource its economic development, marketing, and tourism, activities and resources to either the Midwest Chamber of Commerce and Industry or Regional Development Australia (Midwest Gascoyne), under a service level agreement.

Subsequent to the above meeting, K Diehm discussed the matter with the Executive Management Team (EMT) at the City of Greater Geraldton. They

agreed that, whilst the prospect of outsourcing had some merit, the proposal was not suitable for the following reasons:

1. The City of Greater Geraldton has undergone some recent significant structural changes which saw the departure of a Director, Manager, and Coordinator, and the organisation needs to have some structural stability ahead of the major change leadership program currently being developed.
2. Transferring responsibility and resources to another entity could potentially lead to staff redundancies for which there is insufficient funding.
3. There was an element of reluctance from the Midwest Chamber of Commerce to take responsibility for the colocation of existing staff currently employed in the area of economic development, tourism and marketing.
4. The Manager for Tourism and Marketing is currently on extended sick leave and it would be culturally inappropriate (from an organisational perspective) to undertake a major change during her absence.
5. There was concern that the Board structure of the Midwest Chamber of Commerce and Industry was small business focussed and that this may bias regional economic development, tourism and marketing strategies.

COMMUNITY CONSULTATION:

There has been no community consultation undertaken for this item.

COUNCILLOR CONSULTATION:

There has been no councillor consultation undertaken for this item.

STATUTORY IMPLICATIONS:

There are no statutory implications for this item.

POLICY IMPLICATIONS:

There are no policy implications associated with this item.

FINANCIAL AND BUDGET IMPLICATIONS:

Redundancy costs

STRATEGIC & REGIONAL OUTCOMES:

Strategic Community Plan Outcomes:

Goal 4: Economy

Outcome 4.3 Employment

Strategy 4.3.4: Supporting economic development initiatives and promotion of the region.

Regional Outcomes:

An independent organisation dedicated to economic development and tourism would provide ongoing opportunities for the mid-west region.

ECONOMIC, SOCIAL, ENVIRONMENTAL & CULTURAL ISSUES:

Economic:

Consolidating economic development energies into one organisation would be more cost effective and provide a consistent approach.

Social:

The flow on effect of increased business to the region would provide good social outcomes for the region.

Environmental:

There are no environmental issues associated with this matter.

Cultural & Heritage:

The establishment of one organisation attracting all types of events to the region would be more cost effective.

RELEVANT PRECEDENTS:

There are no relevant precedents.

DELEGATED AUTHORITY:

There is no delegated authority.

VOTING REQUIREMENTS:

Simple Majority

CONCLUSION:

The EMT of the City of Greater Geraldton agreed that its preference was for the establishment of a separate entity to manage responsibility for regional economic development, tourism and marketing, and that a TEL type model be further investigated.

EXECUTIVE RECOMMENDATION:

That the Geraldton Future Governance Alliance Committee by Simple Majority in accordance with Section 5.20 the Local Government Act 1995 RESOLVES to:

1. RECOMMEND to Council that it undertakes further investigations into the creation of a separate economic development, tourism and marketing authority, for the consideration of the Committee.

VARIATION TO THE EXECUTIVE RECOMMENDATION:

1. RECOMMEND to Council that it undertakes further investigations into the creation of a separate economic development, tourism and marketing authority, for the consideration of the Committee;
2. CONSULT further with the Midwest Development Commission, Regional Development Australia Midwest Gascoyne and the Midwest Chamber of Commerce and Industry to determine the scopes of investigation, and with references to the Townsville Enterprise,

Geelong G21, Pilbara City and Wollongong Economic Alliance models;

3. REQUIRE a report to be presented to the Committee within 6 to 12 months' time frame regarding the outcomes of the investigation, of which to include considerations of the economic, social and environmental outcomes and with recommendation of different institutional structures/arrangements that is suitable for Geraldton.

CARRIED BY CONSENSUS

5. URGENT BUSINESS APPROVED BY PRESIDING MEMBER OR BY DECISION OF THE COMMITTEE

The Chair sought items for discussion and the following observations and consideration points were made for future meetings.

5.1 Standing Agenda Item for Projects Update

Andrew Outhwaite suggested to the Committee that a standing agenda item in each meeting, of which to provide a brief update and/or changes to the status of the short to medium term strategic priorities for the Alliance Committee e.g. the City Free Public Wi-Fi project.

5.2 Prioritisation of City Vibrancy Strategy

Andrew Outhwaite suggested to the Committee that the City Vibrancy Strategy is to be scheduled for a future meeting in accordance to the Committee's Terms of Reference.

5.3 Web Page for Geraldton Futures Governance Alliance

Andrew Outhwaite suggested to the Committee that an online webpage to introduce and promote the current and future initiatives of the Committee to be developed by the City.

5.4 Terms of References Post Transitioning Exercise

Neil Mcilwaine suggested to the Committee that the Committee's Terms of References may evolve as and when the Alliance has transformed itself into a separate incorporated body. As such, there's a need for the Committee to consider its new roles after the proposed transitioning exercise.

5.5 Geraldton's Vocational Education and Training Sector

Bert Beevers highlighted to the Committee that the vocational education and training sector in Geraldton has great potential for growth. It is suggested that the Committee may explore and make recommendations to support future development of the local training providers (i.e. Geraldton University Centre and Durack Institute of Technology) and to leverage on the Alliance as a platform for streamlined information flows between various stakeholders and industries in Geraldton and the Midwest region.

6. **NEXT MEETING**

The next meeting of the Committee will be held on Monday, 2 December 2013 in the Committee Meeting Room, Civic Centre, 63 Cathedral Ave commencing at 2pm.

7. **MEETING CLOSURE**

There be no further business the Chair closed the meeting at 2.55pm.

Signed: _____

A handwritten signature in black ink, appearing to be 'Lee', written over a horizontal line.

Dated: _____

9 April 2014.