



**GERALDTON FUTURES GOVERNANCE
ALLIANCE COMMITTEE**

AGENDA

12 AUGUST 2013

CITY OF GREATER GERALDTON
GERALDTON FUTURES GOVERNANCE ALLIANCE COMMITTEE
MEETING HELD
ON MONDAY 12 AUGUST 2013 AT 2.00PM
IN THE COMMITTEE MEETING ROOM – CIVIC CENTRE

A G E N D A

1. DECLARATION OF OPENING BY THE CHAIR

2. ATTENDANCE

Present:

Darren Lee, Chair

Andrew Outhwaite, Deputy Chair

Jason Smith, Community Representative

Andrew Pitcher, Deputy Chair, Midwest Development Commission

Todd West, Deputy Chair, Midwest Chamber of Commerce and Industry

Observers

Cr Ron Ashplant, Councillor, City of Greater Geraldton (Proxy)

Bert Beevers, MD, Durack Institute of Technology (Proxy)

Gavin Treasure, CEO, Midwest Development Commission (Proxy)

Alan Bradley, Executive Officer, RDA Midwest Gascoyne Region (Proxy)

Officers:

Ken Diehm, Chief Executive Officer

Cheryl Wood, Director of Organisational Performance

Jimmy Ho, Coordinator Economics Development and Innovation

Apologies:

Cr Neil Mcilwaine, Deputy Chair, City of Greater Geraldton

Leonie Noble, Deputy Chair, RDA Midwest Gascoyne Region

Leanne Sice, Deputy Chair, Durack Institute of Technology

Rob Jefferies, CEO, Midwest Chamber of Commerce and Industry (Proxy)

Noel Ferguson, Manager, Midwest Development Commission (Observer)

3. CONFIRMATION OF PREVIOUS MINUTES

Recommendation

That the minutes of the City of Greater Geraldton Futures Governance Alliance Committee meeting held on 22 July 2013, as attached be accepted as a true and correct record of proceedings.

4. THE MID WEST ECONOMIC DEVELOPMENT BLUEPRINT

5. GFC03 TOWNSVILLE ENTERPRISE LTD

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

7. NEXT MEETING

8. MEETING CLOSURE

GFC03 TOWNSVILLE ENTERPRISE LTD
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AGENDA REFERENCE:	D-13- 56186		
AUTHOR:	C Wood,	Director	Organisational
	Performance		
EXECUTIVE:	C Wood,	Director	Organisational
	Performance		
DATE OF REPORT:	7 August 2013		
FILE REFERENCE:	ED/5/0012		
APPLICANT / PROPONENT:	City of Greater Geraldton		
ATTACHMENTS:	No		

SUMMARY:

The purpose of this report is to update the Committee on the visit to Townsville Enterprise Ltd and to advise on its structure and operation.

PROponent:

The proponent is the City of Greater Geraldton.

BACKGROUND:

As Committee members will recall that the terms of reference for the Geraldton Futures Alliance Committee include the investigation of other structures for economic development such as the Townsville model.

As a consequence, on the 25 July 2013 the Director Organisational Performance and the Director Creative Communities met with the Chief Executive Officer of Townsville Enterprise Ltd (TEL) to discuss its structure and activities in the Townsville region.

1. What is Townsville Enterprise Ltd

Townsville Enterprise Ltd is a not for profit organisation which has three core business areas - regional economic development, tourism and events and convention bureau. It has been in existence for 21 years.

Economic Development – TEL is the Regional Economic Development Organisation for North Queensland. It works with all levels of government, government departments and the private sector to identify core areas for the sustainable economic development of the Region.

Tourism and Events - TEL is the Regional Tourism Organisation (RTO) for the Townsville North Queensland Region and works with the tourism industry and government/industry agencies such as Tourism & Events Queensland, Queensland Tourism Industry Council, Tourism Australia and the State and Federal Governments to position the Townsville Region as a diverse and exciting holiday destination.

Convention Bureau - The Convention Bureau markets the Townsville Region as a leading business events destination and campaigns to keep delegates in the Region for pre and post event touring.

2. How is it funded

TEL receives 20% of its funding from local government. It has a service agreement with Townsville City Council, Palm Island, Hinchinbrook, Burdekin, and Charters Towers. It receives 15% of its funding from Federal and State governments however this is mainly for tourism. The final 65% comes from memberships and sponsorships. Total income for membership and sponsorships for 2011/12 was \$2M.

3. What does it do

TEL is involved in a lot of regional projects for economic development and tourism and events and produces high quality documents to support these activities. It is a regional tourist organisation under Queensland Tourism and manages the Visitor Information Centre. In recognising that Townsville is not a tourist destination TEL concentrates on the events market in order to generate visitors. An example of this is the V8 Supercars. TEL has a staff of 20.

Further to this, it runs the Indigenous Engagement Project for creating employment for indigenous secondary and tertiary graduates and also the Emerging Leaders Program.

4. Relevance to Geraldton

The not for profit model of TEL could be applied to this area in the establishment of an independent organisation to manage economic development and tourism and events for the mid-west region. The Townsville model is being adopted by Geelong and is used by a number of regional economic development and tourism organisations in Queensland.

Further information on Townsville Enterprise can be found at <http://www.townsvilleenterprise.com.au/homepage.aspx>

COMMUNITY CONSULTATION:

There has been no community consultation on this matter.

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:

There are no financial implications associated with this item.

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:

This report provides an overview of one possible model for an independent organisation to be established to develop and coordinate economic development and tourism and events for the region.

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. NOTE the information provided on Townsville Enterprise Ltd.



GERALDTON FUTURES GOVERNANCE
ALLIANCE COMMITTEE

MINUTES

12 AUGUST 2013

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Jason Smith, Community Representative

Andrew Pitcher, Deputy Chair, Midwest Development Commission

Todd West, Deputy Chair, Midwest Chamber of Commerce and Industry

Alan Bradley (Proxy for Leonie Noble)

Cr Ron Ashplant (Proxy for Cr Neil McIlwaine), (from 2.12pm)

Observers

Gavin Treasure, CEO, Midwest Development Commission (Proxy)

Rob Jefferies, CEO, Midwest Chamber of Commerce and Industry (Proxy)
(from 2.25pm)

Officers:

Ken Diehm, Chief Executive Officer

Cheryl Wood, Director of Organisational Performance

Jimmy Ho, Coordinator Economics Development and Innovation

Apologies:

Cr Neil McIlwaine, Deputy Chair, City of Greater Geraldton

Leonie Noble, Deputy Chair, RDA Midwest Gascoyne Region

Leanne Sice, Deputy Chair, Durack Institute of Technology

Bert Beevers, MD, Durack Institute of Technology (Proxy)

Noel Ferguson, Manager, Midwest Development Commission (Observer)

3. CONFIRMATION OF PREVIOUS MINUTES

Moved Jason Smith, Seconded Todd West

That the minutes of the Geraldton Futures Governance Alliance Committee meeting held on 22 July 2013, as attached be accepted as a true and correct record of proceedings.

CARRIED

4. THE MID WEST ECONOMIC DEVELOPMENT BLUEPRINT

Gavin Treasure gave an update on the Mid West Economic Development Blueprint, which outlines key strategies and implementation plans for the socio-economic development in the Midwest region. To be termed as the Mid West Investment Plan Mark II, this strategic document will be reviewed on a 4-yearly basis in order to ensure its robust reflection of the region's social, economic and infrastructure development landscape from 2014 to 2025.

The strategic document is jointly developed by the Regional Development Australia Midwest Gascoyne (RDA-MWG) and the Midwest Development Commission (MWDC), a strategic collaboration initiative between a State and a Federal government agency, and in consultation with the key stakeholders and local community within the four Midwest sub regions namely:

- i. Murchison;
- ii. Batavia Coast;
- iii. North Midlands; and
- iv. Gascoyne.

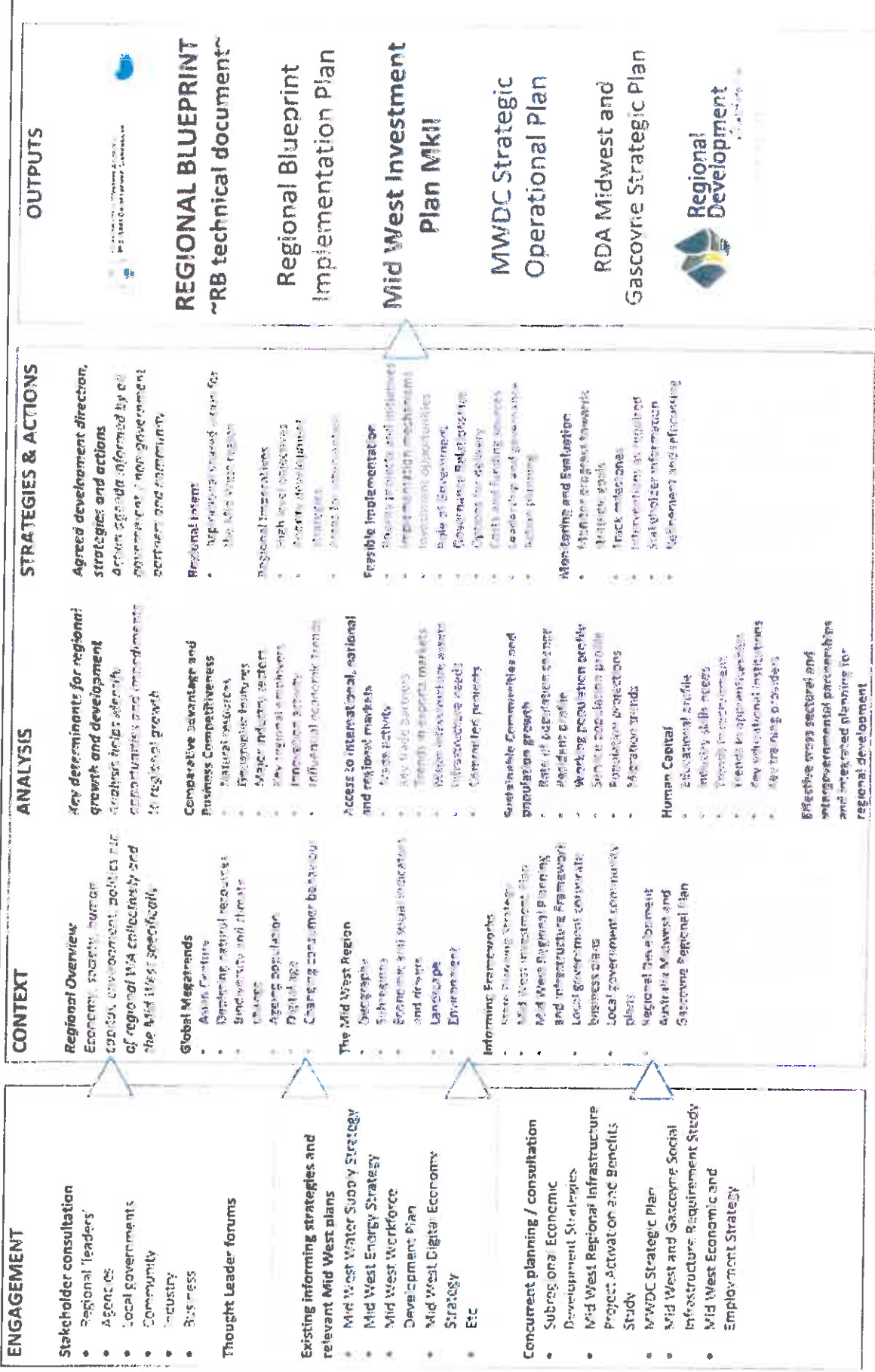
The main development themes being identified in this strategic document include, but not limited to:

- i. Infrastructure Development;
- ii. Small Businesses' Capacity and Competitiveness;
- iii. Regional Tourism Development;
- iv. Education and Healthcare (particularly for the younger age group);
- v. Housing Provisioning.

There are three main stages in developing this strategic document:

- i. The Stakeholders Engagement Stage – consultations with regional 'leaders', agencies, local governments, community, businesses and industry are currently underway and will be concluded with an organisation of the 'Thought Leader Forum' in October 2013;
- ii. The Context, Analysis, Strategies & Actions Planning Stage – key determinants for the regional growth and development will be analysed and the main development strategies and actions will be established by the end of 2013;
- iii. The Output Finalisation Stage – this strategic document is expected to be finalised and published by the first half of the year 2014.

Attached is a diagram showing the stages and outputs of the Regional Blueprint process.



5. GFC03 TOWNSVILLE ENTERPRISE LTD

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VOTING REQUIREMENTS:

Simple Majority

CONCLUSION:

This report provides an overview of one possible model for an independent organisation to be established to develop and coordinate economic development and tourism and events for the region.

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. NOTE the information provided on Townsville Enterprise Ltd.

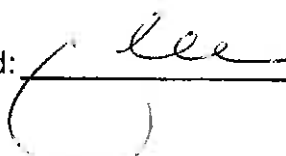
COMMITTEE DECISION

Moved Ron Ashplant, Seconded Todd West

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

1. NOTE the information provided on Townsville Enterprise Ltd. (TEL);
 2. The CEOs of the City of Greater Geraldton, Midwest Development Commission, Regional Development Australia Midwest Gascoyne and the Midwest Chamber of Commerce and Industry discuss the feasibility of adopting a TEL economic development model in Geraldton and the Midwest region and report back to the Committee at the September 2013 meeting.
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6. **URGENT BUSINESS APPROVED BY PRESIDING MEMBER OR BY DECISION OF THE COMMITTEE**
Nil.
 7. **NEXT MEETING**
The next meeting of the Committee will be held on Monday 16 September 2013 in the Committee Meeting Room. Civic Centre, 63 Cathedral Ave commencing at 2pm.
 8. **MEETING CLOSURE**
There being no further business the Chair closed the meeting at 3.35pm.

Signed: _____



Dated: _____

14/11 OCTOBER 2013.

