

AGENDA



INNER WEST COUNCIL

Economic Development Strategic Reference Group

Date: Wednesday 13 September 2017

Time: 4pm-6pm

Location: Ashfield Service Centre
Level 6
260 Liverpool Road Ashfield

RSVP: Bernadette Selfe at email: Bernadette.Selfe@innerwest.nsw.gov.au

- 1. Welcome**
- 2. Acknowledgement of Country**
- 3. Apologies**
- 4. Disclosures of Interest (any conflicts of interest need to be disclosed in accordance with Council's Code of Conduct)**
- 5. Actions from 2 August July meeting**
- 6. Ashfield Town Centre Upgrade**
- 7. The Greenway**
- 8. Inner West Council's Website - Business Page**
- 9. General Business**

Item No: 5

Subject: Summary of Recommendations from Previous Meeting

Prepared by: Bernadette Selfe, Business Relations Coordinator

SUMMARY

To advise the Economic Development Strategic Reference Group of the status of the recommendations from the previous meeting of 2 August.

RECOMMENDATION:

That the information in the summary of recommendations be received and noted.

Background

The fifth meeting of the Economic Development Strategic the Reference Group was held on 2 August 2017.

This report is being provided by way of keeping the reference group members informed and updated with regards to any recommendations arising from the meetings.

Attachments

1. Summary of the status of actions arising from Wednesday 2 August meeting

Attachment 1. Summary of the status of actions arising from 2 August 2017 meeting

| Item No: & Recommendation | Status |
|--|--|
| Item 6 Sydney Metro - Sydenham Station Action: Council to provide copies of its submission on this project to the group when available. | Council of submission provided the EDSRG members on 18 August. |
| Item 10 General Business Food Truck Policy Update Action: Members asked to be kept informed about the policy. Ashfield Town Centre Update Action: Members asked to be provided with a presentation on the project at next meeting. | Food Truck Policy Update No additional information available at this stage. Ashfield Town Centre Update Presentation schedule for 13 September meeting. |

Item No: 6

Subject: Ashfield Town Centre Upgrade

Prepared by: Bernadette Selfe, Business Relations Coordinator

SUMMARY:

Provide the Economic Development Strategic Reference Group with an update on the progress of the Ashfield Town Centre Upgrade

RECOMMENDATION:

That the Economic Development Strategic Reference Group notes the information provided in the presentation.

Background

Inner West Council has commenced construction works for the Ashfield Town Centre upgrade in June 2017 with work scheduled to be completed in 12 months. Council has appointed CA&I Pty Ltd as the contractor to undertake construction of the upgrade.

The core areas include:

Hercules Street
Markham Place

The Esplanade
Brown Street

The Town Centre upgrade includes:

- Wider footpaths with new paving
- New energy efficient lighting installed on multi-function poles
- Street furniture including seats bins, bike racks and bubbler
- Trees, landscaping and rain gardens
- Removal of old bus shelters and construction of a new shelter in Brown St
- New deck and elevated walkway along the Esplanade

The work is being carried out in stages to reduce impact on businesses and visitors to the area. For example the work in Hercules Street has been limited to two sections under construction at any one time. Each stage will be substantially completed prior to the commencement of the next stage in order to minimise disruption to local businesses.

Throughout the 12 month project access to properties and businesses is being maintained throughout construction period. "Open for Business" signs have been erected to direct people into the businesses. CA&I have appointed a Community Liaison Officer who regularly checks with local businesses around the works zone to ensure there are no issues. To date works have resulted in minimal impact to local businesses or issues been reported.

Conclusion

The renewal of Ashfield's Town Centre will enhance the appeal of the area and compliments the new commercial and residential development positing Ashfield as a strong commercial centre.

Attachments Nil

Item 7**Subject: Greenway Update****Prepared by: Bernadette Selfe, Business Relations Coordinator****SUMMARY:**

Provide the Economic Development Strategic Reference Group with an update on the progress of the Greenway project

RECOMMENDATION:

That the Economic Development Strategic Reference Group notes the information provided in the presentation.

Background

The GreenWay is a 5.8km long sustainable transport and urban environmental corridor connecting the Parramatta River at Iron Cove to the Cooks River at Earlwood. The trail includes cycle and walking tracks. The route follows the Inner West Light Rail and connects with a number of the villages within Council's LGA including Leichhardt, Haberfield, Summer Hill, Petersham, Lewisham, Dulwich Hill.

The Inner West Council is working in partnership with a range of stakeholders including Transport for NSW to deliver the project. The estimated costs for the project are around \$8 Million. Council is looking at ways to improve the Greenway connectivity along the east-west regional cycle routes between Newtown to Ashfield and interchanges areas at Dulwich Hill and Lewisham. This should result in benefits to local businesses in the area by enhancing the trail and making it easier for people to move from village to village.

The project is set to be completed by 2020 and offers sustainable transport through commuter cycling by providing a continuous on/off road route that connects with surrounding neighbourhoods, business centres and villages and key cycle networks.

The benefits include:-

- Increased opportunities for physical activity and the associated health benefits.
- Enhance community connections and associated social benefits.
- Increase in sustainable transport connections from the Inner West to the CBD.
- Improved connections to villages within the catchment area.
- Reduced car dependency in the Inner West and associated environmental and social benefits such as reduced traffic congestion, air pollution and noise.

Conclusion

Completion of the GreenWay will contribute easing traffic pressure on local streets, thereby reducing travel times and mitigating the social, environmental and economic impacts that arise from the tens of thousands of people who travel through the Inner West each day.

Item No: 8**Subject:** Inner West Council's new website – Business Section**Prepared by:** Bernadette Selfe, Business Relations Coordinator**SUMMARY:**

Provide the Economic Development Strategic Reference Group (EDSRG) with information on the development of the business section on Inner West Council's new website.

RECOMMENDATION:

That the Economic Development Strategic Reference Group considers the information to be placed on the business section page.

Background

The Inner West Council is developing a new website that will include a Business Section. The aim of the business section is to be a resource tool for local businesses and for people looking to establish a business in the LGA. Visitors to the webpage will be able to quickly access information from their smart phone and personal devices. The site will include readers using assistive technology or accessibility features as required in Council's Inclusion Action Plan.

The table provides an outline of navigation and information for the business site.

| Doing Business Here | |
|-------------------------------|---|
| Drop Menu | Information will include |
| Doing Business Here | Provides an economic overview of the LGA including population, visitor economy, key employment sectors and high value businesses sectors. |
| Economic Development | Information about the role of the Economic Development Team and how to contact them. |
| Business Events and Workshops | Listing of details of a range of business networking events, workshops and business awards |
| Business Access | Provides tips on how to improve access to business for people with disability – IWC Council Inclusion Action Policy |
| Business Chambers | Linking businesses to their local chamber/ |
| Council Partners | Information on State, Commonwealth Departments and services providers that support business development |

The content will be expanded as Council works towards developing and aligning new policies and services to support the local economy. Council seeks EDSRG's input into content that best meets the needs of local businesses and those looking to establish a business in the LGA. At the meeting members will be asked to examine:-

- How often do you use Council's Website?
- What information do you access from the site?
- Suggestions content that businesses for any other business support content?

Conclusion

The business section of the new IWC website is to be a resource tool for businesses and people looking to establish a business in the LGA. The EDSRG's input into content

development will assist Council produce an end product that the meets the needs of businesses now and in the future.