

AGENDA



INNER WEST COUNCIL

Economic Development Strategic Reference Group

Date: Wednesday 2 August 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 5 July meeting**
6. **Sydney Metro - Sydenham Station**
7. **Business Accelerator Project**
8. **Develop Tourism - White Bay Cruise**
9. **Westconnex – Haberfield Business Precinct**
10. **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 5 July.

RECOMMENDATION:

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

Background

The fourth meeting of the Economic Development Strategic the Reference Group was held on 5 July 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 5 July meeting



Attachment 1. Summary of the status of actions arising from 5 July 2017 meeting

Item No: & Recommendation	Status
Item 7 Sydenham Station Precinct Creative Hub Action: The link to Your Say Inner West on the Sydenham Station Precinct Creative Hub to be sent to members.	Council provided the EDSRG members with the link to Your Say Inner West - Sydenham Station Precinct Creative Hub on 6 July
Item 10. Sydenham to Bankstown Urban Renewal Strategy Action: Provide EDSRG with details of public sessions Council will be conducting on the Strategy.	The EDSRG will be provided with details of the information sessions when the date is available. At this stage it may be around 9 August
Item 11 Food Truck Policy Update Action: Members are asked to contact staff if there are any local food businesses who would like a briefing on the draft policy.	Staff have commenced consultation process
Item 13 – General Business Actions: (a) Terms of Reference will be amended to reduce the quorum for a meeting from the current 50% +one members to six member (b) Invitation to members to attend the Volunteer Award Night (c) Members to contribute to key topics they wish address at meeting to be included in the agenda items.	Copy of amended TOR sent to members on 6 July 2017 Invitation to the award night was sent to members on 6 July 2017 6 July members were sent email asking for agenda items to be provide by COB 17/7/17.



Item No: 6

Subject: Sydney Metro - Sydenham Station

Prepared by: Bernadette Selfe, Business Relations Coordinator

SUMMARY:

Provide the Economic Development Strategic Reference Group with an update on the Sydney Metro project – Sydenham Station.

RECOMMENDATION:

That the Economic Development Strategic Reference Group notes the information provided in the presentation on the Sydney Metro Project.

Background

NSW Government is planning a new metro railway line for Sydney, running from the North West through to Chatswood and the CBD to Sydenham and Bankstown.

The project has two main stages:

Stage 1: Sydney Metro Northwest

Formerly the 36-kilometre North West Rail Link, this project is now under construction. Services plan to start in 2019 between Chatswood and Cudgegong Road.

Stage 2: Sydney Metro City & Southwest

A new line will extend the metro rail from Chatswood underneath Sydney Harbour, through to new underground CBD stations, on to Sydenham and then via existing railway track to Bankstown. All stations between Sydenham and Bankstown will be upgraded as part of the project. The service will be fully-automated with a metro train running every four minutes in the peak and is due to open in 2024.

Planning approval for the Chatswood to Sydenham section of Sydney Metro was awarded earlier in 2017. An EIS for the Sydenham to Bankstown section of Sydney Metro is expected to be released in August/September 2017.

Sydenham will become a key interchange station in the new metro line between new and existing rail services. The station will be upgraded and will include a new pedestrian plaza, aerial concourse and improved interchange between all modes of transport.

Sydenham Station and the area surrounding the station now form part of a modification to the planning approval for the Chatswood to Sydenham planning approval; this is currently on public exhibition until 9 August 2017.

Feedback on the proposal can be submitted at:

<https://www.sydneymetro.info/citysouthwest/stakeholder-community>

Attachments

Nil

**Item No:** 7**Subject:** Business Accelerator Project**Prepared by:** Duncan Gilchrist, Economic Development**SUMMARY:**

Provide the Economic Development Strategic Reference Group with information on the Business Accelerator Project.

RECOMMENDATION:

That the Reference Group notes the information provided on the Business Accelerator Project.

Background

The Newtown Business Accelerator is a project developed by the Newtown Precinct Business Association (NPBA) as part of its service delivery under the Newtown/Enmore Urban Centre Program. The Urban Centre Program (UCP) is an initiative of the former Marrickville Council whereby a special rate is raised to fund activities that assist and promote businesses in the Newtown/Enmore precinct. The NPBA is currently engaged through a service agreement with Council to deliver the UCP for Newtown and Enmore.

This project is a direct response to local business requests received by the NPBA committee over a number of years and is precipitated by the large number of start-up and home based businesses faced with high infrastructure barriers to the market place.

The aim of the business accelerator project is to provide a shared work space, mentoring, and support services for small businesses at an affordable price.

The project specifically targets the start-up and emerging home based businesses moving to the next level of commercialisation, and, in particular, those businesses engaged in niche creative industries.

The centre can cater for at least 100 businesses and will include a number of anchor tenants and a small production studio. Income streams include permanent and casual rents, studio hire fees, printing services and skills training.

The accelerator is located at 404 King Street Newtown just two minutes from Newtown Station.

Conclusion

The Inner West local government area has one of the highest numbers of residents working in the creative and innovation industries. The project will further support the growth of the sector.

Item No: 8**Subject:** Develop Tourism - White Bay Cruise**Prepared by:** Bernadette Selfe, Business Relations Coordinator**SUMMARY:**

Provide the Economic Development Strategic Reference Group (EDSRG) with an update on work being undertaken to enhance tourism opportunities from the White Bay Cruise Terminal.

RECOMMENDATION:

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

Background

Promoting tourism opportunities within the Inner West LGA is a key action in the 2017-18 Operational Plan.

Council has partnered with Ports Authority, Destination NSW, City of Sydney and TAFE to examine opportunities to support the growing cruise ship economy. The partnership saw the development of the Destination Ambassador Program which uses volunteers to meet and greet domestic and international cruise ship passengers to Sydney at both the Overseas Passenger Terminal Circular Quay and White Bay Cruise Terminal (WBCT) which is located in the Inner West Council LGA.

Over 60 volunteers received accredited tour guide training to become part of the Destination Ambassador Program. The Ambassadors possess local knowledge to direct passengers to the key tourism destinations, restaurants, theatres, museums, and galleries in Sydney and also promote Balmain and Rozelle retail precincts.

The direct expenditure including domestic and international passenger, crew, operator and corporate by the cruise industry in Australia in 2015-16 was estimated at \$1.734 billion. Cruise passengers from each arriving ship in Sydney spend approximately \$2 million during their stay.

The cruise sector is growing as outlined in the increase in ship numbers to Sydney.

Cruise Season	Ship arrivals into Sydney	No: docking at WBCT
2016-17	336	21
2017-18	360	120



As a way to tap into the potential tourism market Council entered into a two year agreement with the Ports Authority to offer a free shuttle bus service to Balmain and Rozelle due to their close proximity to WBCT. Council also developed a *Discover Balmain & Rozelle* map. In 2016-17 season, the bus shuttle service averaged around 47 passengers per day.

It should be noted that the *Discover Balmain & Rozelle* service only suits passengers who have already visited iconic sites in Sydney and are required to disembark from the WBCT for around 4 hours while their ship is being prepared for the next phase of the journey.

Feedback from businesses on the *Discover Balmain & Rozelle* service has been mixed. Some businesses have reported receiving additional customers from the cruise ships and noting an increase in foot traffic. Others businesses advised they were not aware of the service and hadn't noticed an increase of customers from cruise ships.

To improve outcomes for the new season Council will:-

- Enhance connectivity between White Bay and the Balmain & Rozelle retail precincts.
- Improve marketing of the program to businesses and at WBCT.
- In partnership with TAFE enhance business drivers' knowledge of the Balmain and Rozelle village.
- Actively promote the Ambassador Program in an attempt to get a pool of volunteers from within the IWC LGA.
- Promote to cruise passengers that they are be able to access FREE Wi-Fi along Darling Street.

The Destination Ambassador Program will be reviewed at the end of the season to ascertain the economic benefits to the LGA and determine the best approach to continue to tap into the cruise sector economy.

Conclusion

The use of the White Bay Cruise Terminal presents an opportunity to increase tourism visitation to Balmain and Rozelle. With the growing number of cruise ships set to visit Sydney in the coming years there may be opportunities to expand the service to other areas in the LGA which are in close proximity to White Bay and meet the cruise sector's target market.

Attachments

NIL



Item No: 9

Subject: Westconnex – Haberfield Business Precinct

Prepared by: Bernadette Selfe, Business Relations Coordinator

SUMMARY:

To provide the EDSR Group with an update on the business support package Council provided to Haberfield businesses to overcome the reduction of trade due to the impact of road closures from Westconnex.

RECOMMENDATION:

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

Background

Westconnex project works required the closure of Ramsay Street Haberfield for around four months. This reduced customer visitation to the area with some businesses advising Council of a 30% reduction in trade.

The impacts to the Haberfield village included:-

- Reduction in passing traffic brought about from detours and delays that limited access to the business precinct.
- Customers experienced difficulty accessing a “quick carpark”.
- Impact on bus routes and timetables into the area.
- Reduction in parking spaces due to parking bays being acquired to accommodate temporary bus stops.
- Reduced quality of business operations brought about from impact of vibration disturbance, noise and access to business driveways to receive deliveries in some areas.
- Heavy vehicles queuing on local roads and blocking access to business driveways
- Down turn in business owing to impact on existing customer base - including pedestrians, vehicles, cyclists and disabled persons accessing area.

Following this matter being raised with the Administrator, Council allocated a one off business support package valued at \$30,000 to help Haberfield business owners overcome the reduction of trade due to the impact of road closures from Westconnex.

Council’s Economic Development staff developed a business support package in consultation with local businesses that is being rolled out over the coming months. The package has a range of components to ensure the best possible outcomes are achieved to generate interest back into the area.

In summary the Business Support Package includes:

- Development of an unique identity for the area ‘*Haberfield Heritage Village*’
- Development of local digital marketing
- Identification of key marketing hooks



- The Pop-Up Winter Borgo'

The business support package provides local businesses with an opportunity to conduct marketing and promotional activities that support Haberfield Heritage Village and enhance the customer experience.

Conclusion

This business support package aims to drive awareness and visitation back into the Haberfield business precinct.