



**COOLOOLA SHIRE COUNCIL**

**MINUTES**

*of the*

**SHIRE GROWTH &  
ECONOMIC DEVELOPMENT  
COMMITTEE MEETING**

**CHAIRMAN: Cr Jan Watt**

**held in the Boardroom  
Old Bank Building,  
Cnr Nash & Channon Streets,  
Gympie Qld 4570**

**on Tuesday 22nd January 2008, following the  
Administration & Finance Meeting.**

**for Adoption at the  
General Meeting  
to be held on the 29 January 2008**



Cooloola Shire Council

## SHIRE GROWTH & ECONOMIC DEVELOPMENT MINUTES

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*Cr J. Watt (Chairman),  
Crs. MJ Venardos OAM, CR Chapman OAM, D.  
Neilson, I. Petersen, L. Friske, G. Nissen AM, M.E  
Prior, WJ McIntyre (Delegate)*

*Also as observers are Crs NR Ellis, R. Owen, W. Sachs  
and S. Jocumsen*

### APPOINTMENTS etc.

**2.20pm – Ms Celena Ross, Senior Regional Development Officer,  
Department of Tourism, Regional Development and Industry  
addressed Council on the latest outcomes from the Business  
Retention and Expansion Program for Imbil.**

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The meeting commenced at 2.20pm.

**PRESENT:** Cr J. Watt (Committee Chairman), Cr M.J. Venardos OAM (Mayor), Cr C.R. Chapman OAM, Cr I.T. Petersen, Cr M. Prior, Cr D.R Neilson, Cr F.G. Nissen AM, Cr L.J. Friske, Mr B. Hayes (Acting Director of Corporate Services), and Mrs L Birt (Minutes Secretary).

**OBSERVERS:** Also in attendance as Observers were Cr S.S. Jocumsen, Cr R. Owen, Cr N.R. Ellis and Cr W.W. Sachs.

**DELEGATE:** Cr W.J. McIntyre

Cr Friske was not present when the meeting commenced.

## **SECTION 1: LEAVE OF ABSENCE**

Nil

Cr Ellis left the meeting at 2.21pm.

## **SECTION 2: CONFIRMATION OF PREVIOUS MEETING**

**SG01/01/08 Moved: Cr I.T. Petersen                      Seconded: C.R. Chapman OAM**

**That the Minutes of the Shire Growth & Economic Development Committee Meeting held on the 20 November 2007 be taken as read and confirmed.**

**Carried**

Cr Watt welcomed Ms Celena Ross, Senior Regional Development Officer, Department of Tourism, Regional Development and Industry to the meeting.

## **SECTION 4: STATE DEVELOPMENT REPORT**

Ms Ross presented a report on behalf of Ms Bridget Edwards

4/1	State Development Activity Report from 12 December 2007 to 11 January 2008
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Re: **SG02/01/08** State Development Activity Report from 12 December 2007 to 11 January 2008.

From: Senior State Development Officer Ms B. Edwards and Senior Regional Development Officer, Ms C. Ross  
File:  
Date: 16 January 2008

**Shire Growth and Economic Development Committee Meeting Report  
Bridget Edwards  
12 December 07 to 11 January 08**

*Imbil Multi Purpose Facility*

Expressions of interest were called for from Consultants to develop a concept plan and feasibility into the proposed multi purpose facility at Imbil. Contributions were made by Department of Sport and Recreation, Department of Tourism, Regional Development and Industry, Community Futures Taskforce. Officers from the Departments and Janet Lee from Cooloolo Shire Council conducted a selection process and a submission was written to approve the successful candidate to work on the project.

I attended a meeting with Sport and Recreation, Community Futures Taskforce, Project Development, Cooloolo Shire Council and the consultants who have been selected to work on the project to discuss background information, issues and milestones.

*Opportunities to Supply to Major Infrastructure Projects*

There have been 620 registrations of interest from local businesses to supply to the proposed Traveston Crossing Dam. Approximately 100 of these have returned their capability statements.

I attended a meeting with AIEMnet and QWI to discuss our strategy to achieve a higher rate of return on the capability statements. A promotion will occur in the next couple of weeks with contact officers available for an appointment to assist businesses to complete their statements.

*Business Workshop – Managing for Safety*

Organised a free workshop on Workplace Health and Safety in Gympie on Wednesday 6 February. Focus on development and implementation of a safety management system in the workplace.

*Industrial Land Strategy*

The Department of Tourism, Regional Development and Industry, Cooloolo Futures Taskforce, Department of Infrastructure and Planning and Cooloolo Shire Council have called for expressions of interest from consultants to undertake a two staged strategy into availability of industrial land in the Cooloolo Shire and Gympie Regional Council areas. Steering Committee met to select consultant and paperwork is currently being developed to appoint the successful contractor.

## **Shire Growth and Economic Development Committee Meeting Report**

### **Mary Valley Activities and Update - January 2008**

**Celena Ross**

**Senior Regional Development Officer**

**54531800**

**0428159984**

#### **Business Retention & Expansion**

Ongoing support and assistance to Imbil Development Group and new Program Manager. Provide a liaison link as well as providing guidance, contacts and information.

Attended meeting with representatives of Imbil Development Group in December to discuss issues, potential team and initial meeting with the Program Manager. Outcomes suggestion of name – VIBES, the committee – The Lead Team. As well as identification of potential businesses to be approached. This meeting was then followed up with attendance at the January Imbil Development Group meeting for further discussion and decisions relating to people to be approached to participate on the Lead Team for the project. Decision also made in relating to advertising for a paid local coordinator (approx 20 hours per week).

Attended meetings with individual business and community members – purpose to provide initial information and meeting with Program Manager.

#### **Workshops**

Assistance with the planning and promotion of a range of workshops in February and March:

Effective Promotions –Carter’s Ridge Hall

Marketing for Creatives –Kandanga Hall

Building Strategic Alliances -Gympie

Workplace Health and Safety - Gympie

“Not Just QA’ – Breakfast - Gympie

Quoting Made Easy Seminar - Gympie

Tax Basics, Employing Staff and Contractors Obligations -Gympie

Accommodation; Farmstays/B&B/Modular Forum - Gympie

Record Keeping for Taxation - Gympie

#### **MFG**

In December one business from the Mary Valley and one from Gympie participated in the Mentoring for Growth panel session. A group of professional mentors provide one hour free to each business in a panel session. Critical issues are discussed with information, support provided. Regional

Development Officer scribes notes which are forwarded to the participating business.

This is held bi-monthly with the next Mentoring for Growth session to be held on 11 February.

### **Imbil Artists**

Facilitated a Strategic Planning Day – outcome development of objectives, strategies, to work towards an Artist Gallery in Imbil. This Gallery will provide a vibrant tourism destination and increase sales of local creative work. Assisted with securing office from QWI – now utilised as a temporary base and artists are selling and involved in roster duties of the office.

### **Meetings**

Attendance at Imbil Development Group monthly meetings

QWI – Capability Template training

AIEM – discussion of training needs to assist local businesses secure contracts for local major infrastructure work. Discussion on information required in QWI Capability Statements and update of businesses registered and assistance to complete templates.

### **One on One Client Meetings and phone support**

New business – tourism/accommodation assistance

Capability Template and registration assistance

Mentoring for Growth client

## **SECTION 5: APPOINTMENTS**

Ms Celena Ross, Senior Regional Development Officer, Department of Tourism, Regional Development and Industry presented the following report to Council on the latest outcomes from the Business Retention and Expansion Program for Imbil.

### **BUSINESS RETENTION AND EXPANSION PROGRAM**

#### **Proponents**

Mary Valley Show Society

Imbil Development Group

#### **Business Retention Program**

The B R & E Program is an action orientated and community based approach to economic development. It is a community sponsored initiative which involves the formation of a local taskforce and use of a structured interview process by

community volunteers to learn about the needs, concerns as well as perceptions and ideas of local businesses.

The suggestions and issues raised provide the basis for action to address immediate business concerns as well as the development and implementation of community economic development programs. The BR & E is a planning process for setting priorities for actions.

Business Retention and Expansion projects use community volunteers to conduct a survey of local businesses to gauge perceptions about the local business environment. Survey questions are based on a template but are tailored to suit local community needs.

The project will be overseen by a community task force with representatives from across the community – including as many sections of the population as possible as well as business and community groups.

### **Program Manager**

Margaret Darveniza, an experienced community development consultant has been appointed to provide project management services – including training to a coordinator

### **Coordinator**

The Program Manager will subcontract a local coordinator part-time . The local coordinator will provide a continuous presence and support for the project volunteers and the local committee.

## **Objectives**

### **Short Term**

- To mobilize and demonstrate community support for local business
- To enhance the profile of businesses within the local community
- To discover the concerns and issues perceived by local businesses
- To encourage new ideas in terms of economic and employment development
- To respond to immediate business concerns

### **Long Term**

- To enhance the competitiveness of local business
- To identify windows of opportunity for new business creation, business growth, business matchmaking and networking
- To establish and implement strategic action plans for economic development
- To generate widespread community interest and involvement in local community and economic development
- To create a broad based community coalition to sustain long term economic development efforts

**BR & E Process****Planning Stage**

- Assessment of the level of community interest for the program
- Formation of a local leadership team to manage the program
- Agreement about scope and form of program and other community economic development initiatives to gather supplementary information relating to local business life issues
- Promotion of proposed program
- Identification of, and contact with businesses to be visited
- Recruitment and training of community volunteer interviewers.

**Visitation stage**

- Implementation of a systematic visitation of local businesses using a structured interview and survey questionnaire
- Instigation of immediate follow up regarding referrals and concerns

**Analysis stage**

- Data entry and computer analysis of survey results
- Identification of 'red flag' issues and opportunities
- Review of other information relating to local business life issues
- Formulation of action plans to improve the community as a place to do business

**Community feedback and action stage**

- Sharing of program results and outcomes via the media and at business and community meetings
- Implementation of action strategies
- Ongoing review of action strategies to assess impact and solicit feedback

Discussion ensued relative to the report.

Cr Friske returned to the meeting at 2.33pm.

Cr Petersen left the meeting at 2.35pm. and returned to the meeting at 2.43pm.

Cr Watt thanked Celine for addressing Council. Ms Ross left the meeting at 2.44pm.

**SG02/01/08 Moved: Cr I.T. Petersen**

**Seconded: Cr D.R. Neilson**

**Recommend that the Senior State Development Officer's and the Senior Regional Development Officer's activity reports from 12 December 2007 to 11 January 2008 be received.**

**Carried**

Crs Owen, Sachs and Jocusen left the meeting at 2.45pm.

Mr Simon Birks, Tourism Officer from the CRDB entered the meeting at 2.45pm.

### **SECTION 3: COOLOOLA REGIONAL DEVELOPMENT BUREAU – REPORT**

Mr Birks, Tourism Officer of the Cooloola Regional Development Bureau presented the following report to Council.

#### **3/1 Cooloola Regional Development Bureau – Report for the Month of November/December 2007**

Re: **SG** Cooloola Regional Development Bureau – Report for the month of November/December 2007  
From: Cooloola Regional Development Bureau General Manager Mr B. Arnold.  
File:  
Date: 17 January 2008

#### **Billboards**



The Skyring SUPER site wasn't available so the GM organised a SUPER site located near the speedway in Maryborough on the Bruce Hwy heading south. The SUPER site skin will be relocated to the Skyring site in February.

#### **Gympie Street Directory**

The GM might have a draft copy for this meeting. It is envisaged the map will go to print on the 18<sup>th</sup> of January.

## Tin Can Bay and Rainbow Beach Street Directories

The General Manager has begun selling both maps.

Last year members of Tin Can Bay Chamber of Commerce and Tourism received a discount on advertisements in the map. If TCBCCTI members wish to advertise in the Rainbow Beach map, the CRDB discount will apply with that map as well but the TCB Chamber subsidy may not.

The GM has spoken to the President of the TCBCCTI, Mr Peter Todd; he has expressed interest in the same discount arrangement for 2008. So, once again TCBCCTI members have a great opportunity to advertise in the map at a greatly reduced rate. A letter outlining the discount has been sent to TCBCCTI.

The GM has also contacted the Rainbow Beach Chamber of Commerce and offered them the same type discount.

The Rainbow Beach map will feature the new Rainbow Beach portal address. The address of the portal is [www.rainbow-beach.org](http://www.rainbow-beach.org) The Cooloolo Shire Council provided a number portals for the CRDB to manage. One of those portals was provided for use by the Rainbow Beach Chamber.

The CRDB will once again print 30,000 copies of the TCB map. At the same time we will be printing the same amount of Rainbow Beach maps. The general layout of both maps will remain the same and cross promote the two areas. There will be a special feature promoting the dolphin feeding, along with sections on the Great Sandy Strait, fishing & boating, the marina and “must see...must do...” which will include events like the TCB Seafood Festival.

Both maps are 80% sold.

## Jenny Currie Photography

The General Manager has contracted Ms Currie to create a new portfolio of images for the Shire. The images will be used to refresh all of our promotional materials. Jenny has been given a list of key locations to be photographed that will be used for high impact shots like the front cover of our holiday guide.

The GM has entered into an agreement that will position Ms Currie as our “signature photographer” for the holiday and business guide. In return for this exposure Ms Currie will provide images free of charge and in return for advertisements in our publications.

Having a “signature photographer” for a holiday guide has never been done before.

### Sanctuary Cove Boat Show

The General Manager will meet with Maryborough and Hervey Bay City Councils, Fraser Coast South Burnett Regional Tourism, State Development and other key stakeholders on the 10<sup>th</sup> of January. Our combined 56sq site has been secured.

The Sanctuary Cove Boat Show is from the 22-25<sup>th</sup> of May.

### 3D Modelling

The General Manager will meet with Maryborough and Hervey Bay City Councils, Fraser Coast South Burnett Regional Tourism and State Development to discuss opportunities for establishing a 3-dimensional feature to our websites.

The General Manager was the catalyst for the meeting and has organised the company that can produce the 3D modelling feature to give a presentation.

The first 3D project could be the Great Sandy Strait.

Mr Birks extended thanks to the many volunteers who worked tirelessly over the Christmas break and during the inclement weather with the evacuation of Fraser Island and Rainbow Beach etc.

New merchandise is now available for purchase.

**SG03/01/08 Moved: Cr I.T. Petersen**

**Seconded: Cr L.J. Friske**

**Recommend that the report for the months of November and December 2007 from the General Manager of the Cooloola Regional Development Bureau be received.**

**Carried**

Cr Watt thanked Mr Birks for addressing Council. Mr Birks left the meeting at 2.56pm.

## SECTION 6: GENERAL BUSINESS

6/1	Agri Food Innovators Forum
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Cr F.G Nissen presented a verbal report on the Agri Food Innovators Forum he attended recently.

He said it was an opportunity to stimulate local businesses with innovative ideas and support from various Government departments.

**SG04/01/08 Moved: Cr M. Prior**

**Seconded: Cr M.J. Venardos OAM**

**Recommend that the Report be received.**

**Carried**

<b>SECTION 7: CORRESPONDENCE</b>
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7/1	Resignation of Chairman of Tourism Sunshine Coast
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Re: **SG** Resignation of Chairman of Tourism Sunshine Coast.  
From: Mr D. Aaron, Managing Director, Huxbury Quinn Marketing and Advertising, PO Box 1296, Milton, QLD 4064.

File:

Date: 15 January 2008.

*“It is with sadness that I advise you of my decision to step down as Chairman of Tourism Sunshine Coast after the forthcoming amalgamated Local Government Election.*

*My time serving on the Board has been a fabulous challenge and provided me with an opportunity to work with many wonderful people equally committed to the Sunshine Coast Region and the Tourism Industry, advocating for its place as a primary economic driver for the region.*

*The management buy out of my business will take place February the 1st affording me more time to concentrate on positioning TSC effectively pre and post amalgamation. I will be departing on an extended (two/three years) trip around Australia/Europe April/May and fully intend to resettle on the Sunshine Coast when we return.*

*I would like to take this opportunity to extend my heart felt gratitude to the entire Board but also extend special acknowledgement to the two Johns,*

*John Atkin and John Fitzgerald both of whom work far beyond normal commitment as Deputy Chair and CEO.*

*I look forward to talking with you in the near future and answering any question that you may have.”*

**SG05/01/08 Moved: Cr M.J. Venardos OAM Seconded: Cr D.R. Neilson**

**Recommend that Council write to Mr David Aaron and pass on their appreciation for his role as Chairman of Tourism Sunshine Coast.**

**Carried**

**SECTION 8: FOR YOUR INFORMATION**

Nil

**SECTION 9: ATTACHMENTS**

Nil

There being no further business the meeting closed at 3.05pm.

Confirmed this TWENTY NINTH day of JANUARY 2008.

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**CHAIRMAN**  
***Cr J Watt.***

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Cooloola Shire Council*