

CLAUSE **CL01**

TITLE **Economic Development Update**

FROM **Shireen Donaldson, Director Economic & Organisational Development**
Karly Sivewright, Economic Development Coordinator

TRIM REF **18/98267**

SUMMARY

Provided below is the Economic Development update.

RECOMMENDATION

- (a) **The Committee note the report.**
- (b) **The Committee provide recommendation regarding relevance of Business Audit**

REPORT

Recent Economic Development Documents

Griffith Business Audit

Griffith Business Audit of bricks and mortar businesses was completed in January. Please see “attachment a” for a copy of the draft. Categories were added for each business so we can determine industry movement in the future.

Note: ED department are seeking comment from BD & MP Committee regarding the relevance of a Business Audit. The Australian Bureau of Statistics (ABS) and id community website has more accurate data on each industry, for example, the industry graph on page 2 is an example of the graphs which can be created from ABS data. Consider introduction of a business confidence survey which could be more effective. Most other Council’s prepare surveys, Business Audits are very un-common.

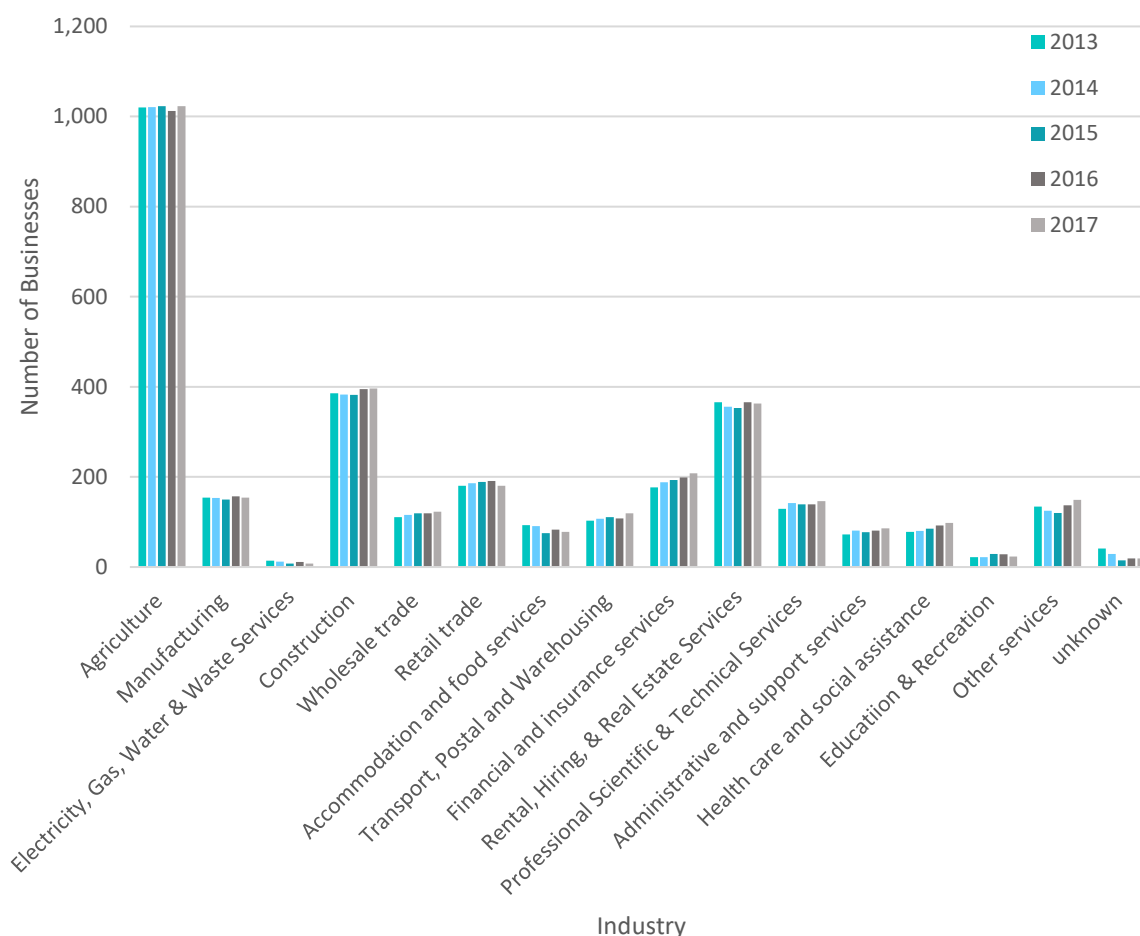
Invest in Griffith Business Prospectus

The Business Prospectus is a great tool to distribute to investors and businesses interested in setting up an organisation in Griffith. The prospectus includes industry information and economic statistics that will hopeful assist organisations in determining what opportunities are available in Griffith. Please see “attachment b” for draft. A zoning map showing the Southern Industrial Link will be attached on completion.

Evolve – ED Business Newsletter

Launched a new monthly Business Newsletter titled “Evolve”. The newsletter includes statistical information on Griffith, business grants, upcoming events and other assistance for local businesses. The mailing list includes 460 contacts including Griffith Businesses, Councillors and Council staff. Please see “attachment c” for the first issue.

Griffith Industries 2013-2017 (ABS 2017)



Business & Industry Support

Forums & Meetings

- Arranged pre-lodgement meetings and information for upcoming businesses and investment as required
- Council sponsored the Riverina Murray Regional tourism Business Accelerator Breakfast Clinic held 7 November. 4 local businesses considered joining the program.
- Griffith City Council registered with Service NSW for the Easy to do Business program. This program is the one stop shop for start-up businesses. We have assisted 3 customers with this program so far.
- Attended Business Chamber Q&A with Austin Evans & John Barilaro 19 February 2019
- Attended RDA Riverina's Agtech, Agrifood and advanced manufacturing Innovation & Workforce breakfast forum at the Leagues Club. The event was well attended and encourage organisations to collaboratively work with universities to undertake research projects and also how to attract a highly skilled workforce.
- Council resolved to sponsor the Griffith Business Chamber Awards in July 2019.

Griffith Women in Business

- Meetings held monthly, Economic Development Coordinator acts as secretary of the committee
- GWIB and Deakin partnered hosted Daizy Maan event held 13 September 2018.

- GWIB, Council & Quest partnered to host 5 Tips in 5 Minutes as part of Small Business Month 29 October 2018. Over 40 participants attended
- AGM & Christmas Party held 27 November 2018 at Pioneer Park.
- Women's Week Event – Speed Networking Monday 4th March 2019 Griffith League Club, facilitated by Naomi Stuart, 38 people in attended. The evening included icebreaker activities, cold & hot food platters, drinks and speed networking where guests had the chance to introduce themselves to new people every 5 minutes.



Small Business Month – October

Organised the following workshops:

- **Community & Economic Data** – id the population experts 4 October 1-2 pm held in Griffith City Chambers. 14 people registered for this event.
- **7 Key Marketing Strategies** – presented by Emma Giammarco – 23 October
- **5 Tips in 5 Minutes** – in conjunction with Griffith Women in Business – 29 October



Land Availability, Liveability & Housing

Affordable Housing Strategy

- Notified grant successful. Preparation of scope of works and quotation document. Quotation advertised on Tenderlink, quotations closed on 27 September 2018. Quotations assessed and reported to SMT. Judith Stubbs and associates appointed as consultants to produce the strategy. Site visits and meetings with consultants 10-12 December 2018.
- Milestone1 progress report submitted to BBRF 14/02/2019
- Judith Stubbs scheduled to present draft at Council workshops 19 February, however has been rescheduled for the Council workshop on 19 March 2019, public consultation due 20 March the day after.

Collina Development Loan

Low Cost Loan Initiative - Council endorsed the application for a loan of \$2,200,000 from NSW Treasury Corporation over a period of 10 years. This will allow Council to construct essential stormwater drainage, detention as well as sewer infrastructure to cater for further developments in the Collina area.

Griffith City Council moved the following motion at the recent Annual Conference of Local Government NSW 'That Local Government NSW endorses the 'Everybody's Home Campaign' to end homelessness and provide affordable housing for all Australians'. The motion asks that 'Local Government NSW lobbies the NSW Government to address homelessness as a State issue that requires a strategic targeted response across the continuum of crisis, short term and longer term solutions'. It also requests that 'the NSW Government provide greater funding and implement support programs to address homelessness in communities across the State'. The main aim of the Campaign is to gain support for first home-buyers, develop a National Housing Strategy, a better deal for renters, immediate relief for Australians in chronic rental stress and a plan to end homelessness by 2030.



Collina Land release

Council recently approved four new subdivisions in the popular Griffith suburb of Collina. These developments will provide a total of 394 new blocks for purchase. Block sizes range from 700m2 to over 1100m2 and are in high demand.

The farm land highlighted below will be split up between four different subdivisions;

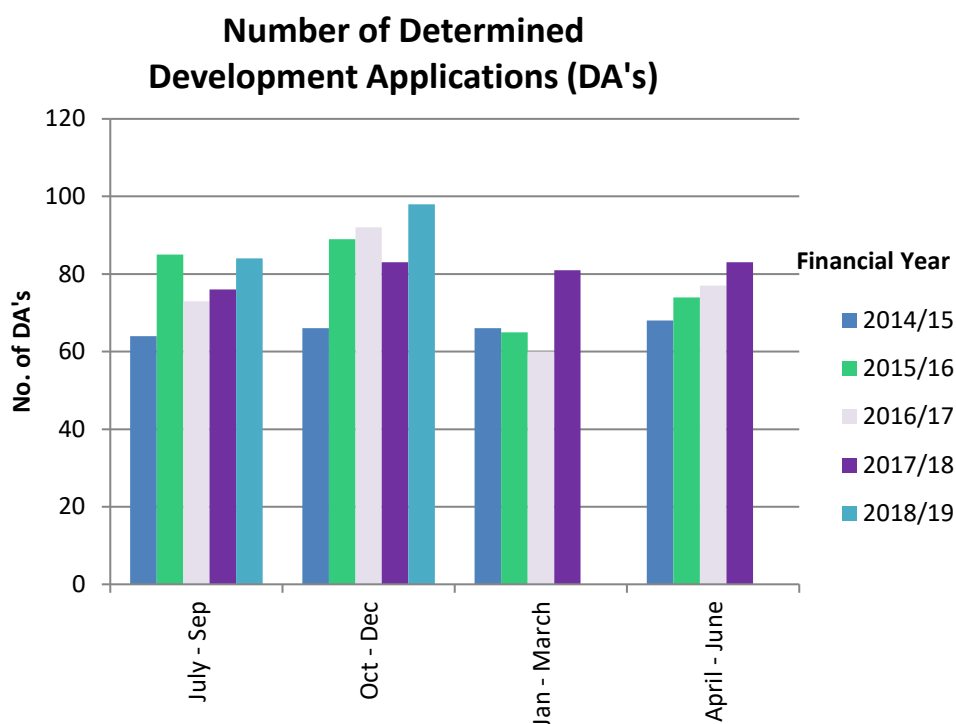
- Subdivision of Farm 8 Collina "Riverina Grove Estate" is well underway with some homes already under construction, blocks in this estate are still available via Griffith Real Estate.
- Clearing of Farm 9 Collina "Maxus Estate" has commenced and blocks are available through Ray White Griffith
- Farm 10 Collina development has been approved but not available for sale as yet
- Farm 11 Collina "Collina 11" has also been cleared and blocks are available through Elders Real Estate Griffith

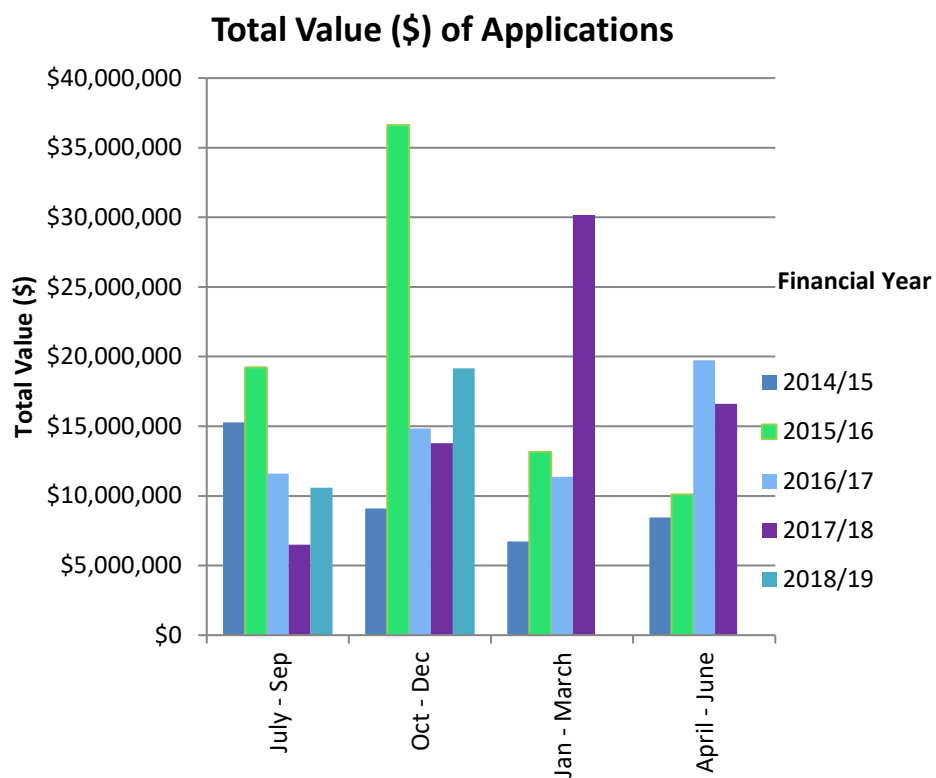
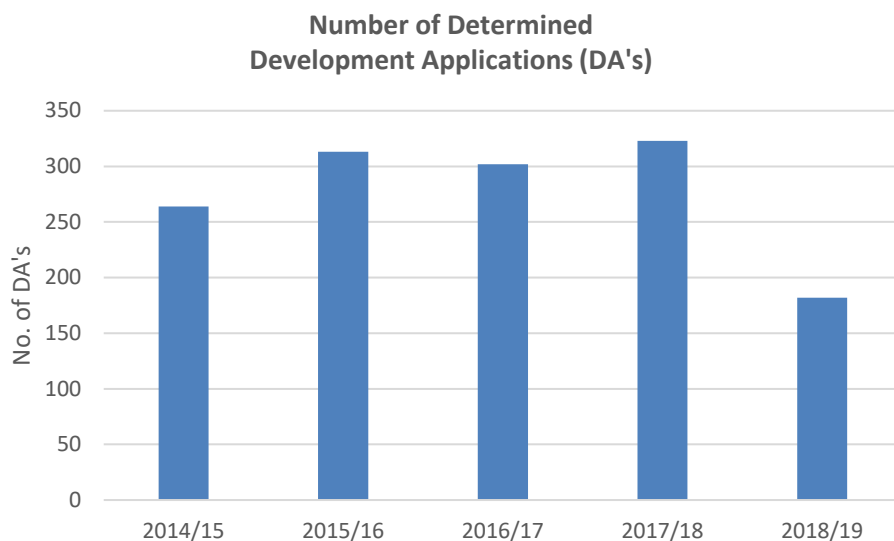
New Residents Reception

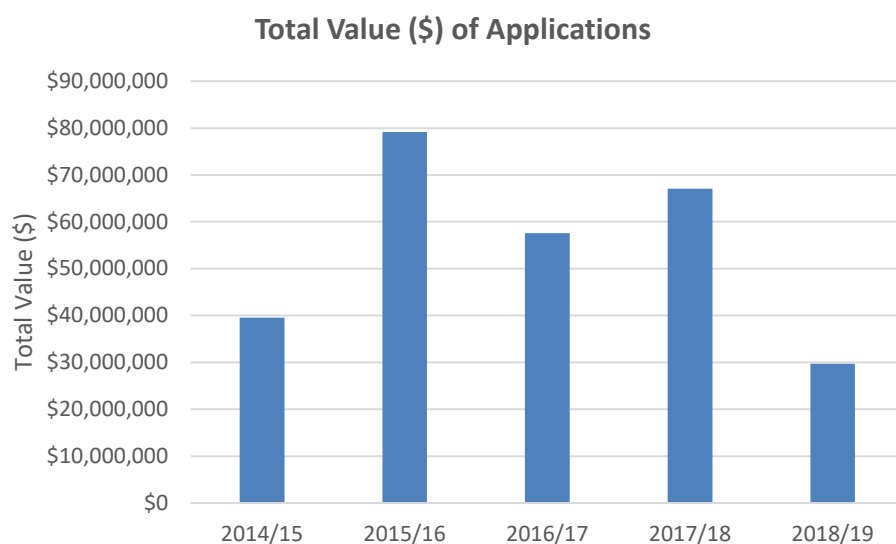
Council hosted a new resident's reception in the Theatre Foyer on 7 November 2018. Council staff coordinated invitations, distribution list, promotion, ticketing, children's activities, speakers and facility managers were invited to promote facilities at the event. New welcome packs were created and distributed.

Development Applications Lodged

Please see below development applications lodged as at 31 December 2018.





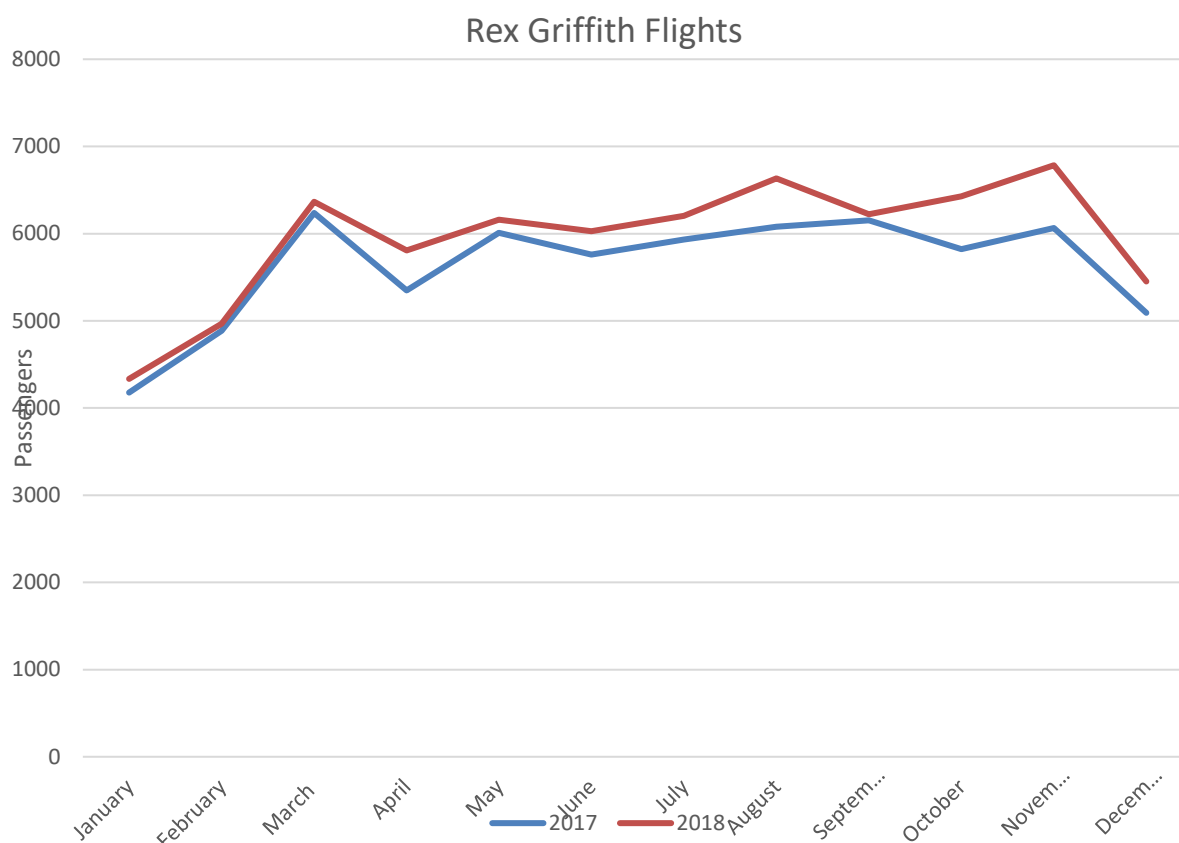


Transport Links

Air

REX announced additional flights to Sydney and the introduction of a Community Fare that commenced on 1 October 2018 following discussions with Council representatives. Customers can also travel from Griffith to Broken Hill return (onto Adelaide is also available.) ED met with the new REX sales manager in February.

Melbourne air flights – EastWest is finalising the business case and Council is still waiting on a final decision.



Inland Rail

Meeting with Shane Sykes from Inland Rail who came to Griffith to take some promotional images and video of Griffith for the Inland Rail promotion. The Inland Rail project is set to commence after caretaker mode upgrading and building 1700km of rail line from Brisbane to Melbourne. Cargo will be able to travel from Melbourne to Brisbane in less than 24 hours. Containers will eventually be able to be double stacked and in order to maintain speed the rail line will be a maximum of 2 degrees incline. The newly upgraded inland rail line will connect to the Griffith Junee Line (also being upgraded).



Passenger Rail Transport

Council resolved to commit in principle support to the development of a feasibility study investigating the establishment of a regular passenger rail shuttle between Albury, Wagga Wagga and Griffith. Proposed new midweek train service between Griffith and Sydney designed to boost the number of direct services to meet demand. The new service, which is scheduled to start in the second half of this year, would give families, tourists and business people more flexible and affordable travel options between the two cities with the opportunity to spend a weekend or several weekdays at their destination before returning home. The proposed Sydney-bound service would depart Griffith on either Thursday or Friday, with a morning or afternoon departure. The Sydney to Griffith service would operate

either on Wednesday or Thursday with an early morning or midday departure. Community consultation, including an online survey was undertaken in February.

Workforce Development

Griffith Now Hiring

- Preparation of marketing plan, research, fortnightly newsletter, website updates, Google Adwords, adding new partners and sending info packs to enquiries coming through from our website. By frequently posting on our Facebook we have increased our Facebook followers by 28% in the last 6 months. Posts have not only been promoting jobs but also housing, the lifestyle, activities and our Griffith culture.
- Created a new Instagram for Griffith Now Hiring in February utilising our image collection and id statistics to entice people to move to Griffith and start a new career, enjoy a tree change and work life balance.



- Created a Griffith Now Hiring pull up banner for events
- Created a Griffith Now Hiring video clip and ran on Facebook that reached 29,212 users and had 11,596 views.

- Opportunity to extend an offer to all schools to send through their vacant roles to include on our Facebook and newsletter

Country Change

January 2019 was Griffith's month to be promoted heavily on social media, EDM's and also published an article online <https://bit.ly/2SLNsM9>. We have been tagging country change on Instagram and Facebook and they have been sharing Griffith posts over to their pages.



Country Universities Centre

Non-for-profit organisation, established with the aim of making tertiary education more accessible for regional and remote communities. Funding of \$2,600,000 announced for Western Riverina Country Universities centre with sites to be established in both Griffith and Leeton. Development has been approved for alterations to the 81 Kooyoo Street in preparation of the new centre.

Skilled Migration and Refugees

Attended Regional Advisory Council Riverina on 8 November 2018 at Leeton Roxy Theatre. Discussion regarding refugee settlement in regional areas, strategies for attracting and retaining refugees and migrants, resources.

Decentralisation

TAFE Shared Services Centre to be set up in Griffith by 2021. This will create around 60 jobs for the region, in high-skilled areas such as ICT and finance.

Grow our Own

- More on the Couch sessions at local high schools planned and expanding to outside of Griffith too. See below post from September on the Couch sessions.
- Grow our Own meeting scheduled for 12 March at Council chambers, RDA Riverina have taken Grow our Own on as one of their projects
- Careers expo in Leeton scheduled for 18 June



Griffith High School

September 4, 2018 · 🌐

On the couch, with local industry was an event organised by our local TAFE. We had had representatives from Griffith City Council, Casella wines, DoCS, Collier and Miller and Grow your Own and Deakin University. Students were able to hear about each persons work journey, exciting job opportunities that exist in our town and how you can study on line and work at the same time. A big thanks to everyone who took time off work and Madison organising the event.



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1 Comment

Grants & Major Projects

| Project | Funding source | Objective | Status |
|---|--|---|---|
| Affordable Housing Strategy | Building Better Regions Fund and Council | Provide an affordable housing strategy to address the current housing shortage. Inform the Land Use Strategy review and provide short and long term actions. | Grant successful. Judith Stubbs and Associates appointed to prepare the Strategy. Report to be presented at Council workshop 18 March and community consultation to take place 19 March. |
| Airport Masterplan | Council | Preparation of Airport Masterplan | Subject to funding. |
| Citrus Centre of Excellence | Building Better Regions Fund | Redevelop Griffith Centre of Irrigation Agriculture | ED assisted with grant application and Griffith & District Citrus Growers successfully received \$300,000 of funding to redevelop the Centre. |
| Community Stage Community Gardens and toilets in City Park | Stronger Country Communities | Improve facilities. | Funding approved. Planning commenced |
| Country Universities Centre | State Government application prepared by Duncan Taylor. Griffith City Council to apply for Federal | Establishment of a Country University Centre in Griffith for the benefit of local students studying via online or by | Funding approved for Western Riverina CUC to be established with facilities in Griffith and Leeton. Development approved for upgrades at 81 Kooyoo Street |

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| | Government funding. | correspondence. | in preparation for the centre. |
| Entrance Strategy | TBA | Improve town entrances. | Subject to funding. Council budget deliberations to commence March 2019 – Entrance Strategy currently “Below the line” |
| Griffith Southern Industrial Link | Grants & Council | Improve better heavy vehicle access and safety for motorists. | The construction of the new roundabout at the intersection of Thorne Road and Kidman Way is now complete. Council is set to commence work on Stage 6A of the GSIL project with the sealing of Bromley Road. |
| Griffith Regional Sporting Precinct – Westend Oval, GRALC and Jubilee Oval | Grants & Council | <p>The Regional Sports Hub project will see the construction of a first-class, multi-purpose regional sports complex, catering for multiple sports. The complex will include seven indoor basketball courts with seating for over 1000 people, seven all weather netball courts, a new synthetic athletics track with new lighting, a new synthetic turf hockey pitch and a new grandstand.</p> <p>The project also includes a new 50-metre pool to complement the existing facilities at the Griffith Regional Aquatic Leisure Centre.</p> | <p>The \$24.8m project comprises \$10M - Griffith City Council \$10M - NSW Government's Regional Sports Infrastructure Fund \$4.5M - Federal Government \$300k - in kind assistance</p> <p>Construction is expected to start by late 2019 or early 2020 and take 12 to 18 months to complete.</p> |
| Lake Wyangan | Council | Improve facilities. | Project Officer commenced. |
| Memorial Park upgrade | Stronger Country Communities & Council | Improve facilities. | Planning commenced. Landscape designer site visit 13 March |
| New Cemetery | Council | Required infrastructure. | Masterplan to be prepared. Cemetery Designer EOI completed, successful designer to be consulted |
| Regional Theatre upgrade | Regional Cultural Fund Club Grant & Council | Improve facilities. | Application and DA lodged. |
| Rose Garden | Council | Attract visitors to the Visitors Centre, improve attractiveness of our City. | Planning stages. Working Group established. EOI for Landscape designer completed. Site visit 13 March |
| Saleyards Masterplan | Council | Improve facilities. | Future planning. |
| Saleyards Truckwash | Grant & Council | Improve facilities. | Tender closed 13 December 2018. Grant received \$80,000 with Council to provide funds of around \$250,000 to complete the project. |
| Sealing of Boorga Road and Dickie Road | Growing Local Economies Fund & Council | Improved transport accessibility. | Sealing Boorga and Dickie roads has been a priority of Council and the community for some time. Austin Evans announced on 4 March “that farmers, freight |

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| | | | operators, and local families will have a safer more efficient way to travel around Griffith thanks to a commitment to seal Boorga and Dickie roads." |
| Women's Week Grant | NSW Government | Hold a networking night for business professionals | Speed Networking Night help on Monday 4 th March at Griffith Leagues Club |
| Yambil Street Upgrade Stage 1 | Council | CBD Strategy recommendation. | Construction commenced - The south side of Yambil street including the median parking area should be finished around the end of March, this section of road will be reopened to traffic shortly after and work on the north side will commence. |

See attachment (d) for Delivery Program Progress Report as presented to Council 26 February 2019

Proposed Future Initiatives

| Initiative | Action |
|---|--|
| Business Development | <ul style="list-style-type: none"> Business Confidence Survey. |
| Business and Industry Think Tank | <ul style="list-style-type: none"> Business breakfast |
| Griffith Now Hiring - Schools | <ul style="list-style-type: none"> Contact schools to promote available teaching positions on Griffith Now Hiring. Schools can email through job vacancies to be posted on Facebook and on our newsletter |
| Economic Development Strategy | <ul style="list-style-type: none"> Commenced research - Development of Griffith Economic Development Strategy following adoption of WREDS. |
| Housing Availability and Affordability | <ul style="list-style-type: none"> Affordable Housing Strategy. Review of Land Use Strategy. Review of land stock and timing of land release - ongoing. |
| Intermodal Hub | <ul style="list-style-type: none"> Assist with Masterplan Western Riverina Intermodal Freight Terminal (WRIFT). Regular Meetings with WRConnect Steering Committee and member of Governance |

LINK TO STRATEGIC PLAN

This item links to Council's Strategic Plan items:

6.1 Encourage and support the establishment of new diversified industries and businesses.
6.2 Promote opportunities to assist existing businesses to grow.

6.4 Promote and support diverse agricultural industries and encourage best practice. 7.2 Develop partnerships to build on quality education and training opportunities.

6.4 Promote and support diverse agricultural industries and encourage best practice.

ATTACHMENTS

- (a) DRAFT Griffith City Business Audit 2019 - Economic Development
- (b) Draft - 2019 Invest in Griffith Prospectus
- (c) Evolve Economic Development Newsletter - Feb 2019
- (d) Delivery Program Update Report 26 Feb 2019