



# Meeting Notes

Huonville, Thursday 22<sup>nd</sup> April 2021, 1pm to 4pm

Attendees	
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# 1. Michelle Gledhill, Manager Economic Development, Huon Valley Council

## Summary:

Michelle's presentation worked through the different activities that the team of 3 undertake that give them the knowledge, relationships, and influence to make strength-based decisions to support economic development.

They have created opportunities for investment attraction, population growth and industry development that all fit with the communities' vision for the Huon Valley.

## Topics:

- Background
- Current Strategic Priorities
- Neighbourlytics 'Launch Cities'
- Town Team Movement
- Huon Valley Brand

[Link to Presentation](#)

[Link to Huon Valley Workforce Planning Study](#)

Watch the *You in the Huon* campaign video from the Huon Valley Brand initiative and follow them on [Facebook](#) and [Instagram](#)



## In Detail:

### Background:

- Forestry: devastating bushfires destroyed forestry resources and caused destruction to Ta Ann and Southwood timber mills. While Neville Smith (Southwood) are still going and growing ([Tasmanian Timber](#)), Ta Ann closed the Huon veneer mill in November 2020.
- COVID-19: Unemployment increased by 90 people due to COVID-19 (as measured by Job Seeker data on [Profile ID](#)). Harvest Jobs: recruitment was less than perfect but the solutions worked to find a sufficient labour force, and from the experience strong relationships were built in preparedness for next season.
- Workforce Planning Study, completed in 2020 by KPMG, Local workforce will require an additional 176 workers over the next 5 years across key growth sectors.
- Population growth forecast is by 2042 there'll will be a 21.3% increase to 20,464. Growth adding pressure on major infrastructure and services – roads, housing, health and medical services, recreation and amenity throughout region. Beautification projects and mountain biking being two major focuses at the moment.

### Current Strategic Priorities:

- Participant in current round of [Neighbourlytics](#) 'Launch Cities' program (along with King Island Council). Using the program to understand region's wellbeing by measuring economic, physical and community prosperity. Program uses place performance insights through quantitative evaluation of place-based social determinants of health. Receiving data stretching back to pre-COVID (Feb 2020), as well as two other data releases – representing 50 places (towns and population centres) of 1km radius across the LGA.
- Council will be using this information to help inform [Town Teams](#) (local beautification projects to improve and enhance amenity of its towns), inform marketing strategy underpinning Huon Valley Brand, understand behaviour changes in a post bushfire and COVID context, creating great destinations, planning for liveable residential developments and master plans, and to strengthen social connection and local life.
- Huon Valley place brand – focusing across four pillars: Live, Invest, Produce, and Visit. Refer to presentation for background and detail.

## Update from Economic Development Australia

- [National Education and Training Program](#): registrations are closed for the May 2021 round, this will be the third round of training which has already helped 44 people become accredited as an Australian Certified Economic Developer (ACECD). Registrations are being taken for the July/August round.
- Launch of the EDA [Economic Development Evaluation and Measurement Toolkit](#)
- The National Board is developing its advocacy campaign
- [National Economic Development Conference](#) will be an in-person event with the theme of *Regional Transformation – An Evolution of the Circular Economy*, Mackay 13-15 October 2021
- Membership: Tasmania has 44 members and Nationally there are approximately 1,000.

## Round Table

Name, position, organisation and summary of update	Update in detail
<p><b>Paul Hanlon, Economic Development Officer</b> <i>City of Launceston</i></p> <ul style="list-style-type: none"> <li>Economic development plan</li> </ul>	<ul style="list-style-type: none"> <li>Just started at City of Launceston, moved from Whitsunday Regional Council.</li> <li>First task is updating the economic development strategy (<a href="#">Horizon 2021</a>) which expires this year.</li> </ul>
<p><b>Karly Herighty, Economic Development Officer</b> <i>City of Clarence</i></p> <ul style="list-style-type: none"> <li>Economic development plan</li> <li>Business organisations</li> <li>Tourism</li> <li>Business advisor</li> </ul>	<ul style="list-style-type: none"> <li>Reviewing their <a href="#">Economic Development Plan</a> which expires this year.</li> <li>Involved with the local Destination Action Plan.</li> <li>Transitioning <a href="#">Business East</a> into a local chamber of commerce.</li> <li>South East Regional Development Association (<a href="#">SERDA</a> on Facebook) are going well and have appointed a new Business Advisor.</li> </ul>
<p><b>Ben Marquis, Regional Economic Development Coordinator</b> <i>Department of State Growth</i></p> <ul style="list-style-type: none"> <li>Investment attraction</li> </ul>	<ul style="list-style-type: none"> <li>Increased number of businesses contacting State Growth about moving to or establishing in Tasmania.</li> <li>The <a href="#">Southern Tasmanian Advantage</a> investment prospectus has been released.</li> </ul>
<p><b>Belinda Loxley, Michelle Allen and Adriaan Stander</b> <i>Kingborough Council</i></p> <ul style="list-style-type: none"> <li>Role of economic development in Council</li> <li>Placemaking and urban development</li> </ul>	<ul style="list-style-type: none"> <li>The three pick up various parts of Council's economic development work and are considering how to solidify economic development as a part of Council, including feasibility of an Economic Development Officer role.</li> <li>Big picture plan for Kingborough will use strategic goals linked to key activities, to guide the actions of staff.</li> <li>Transform Kingston is the program to deliver the <a href="#">Kingston Place Strategy</a>. Recent successes are a new playground and development of 40 new townhouses.</li> <li>Increasing access to allied health services is a priority.</li> <li>Worked with City of Hobart to manage business relationships during lockdown.</li> </ul>
<p><b>Bruce Williams</b> <i>Meander Valley Council</i></p> <ul style="list-style-type: none"> <li>Investment attraction</li> <li>Bioenergy</li> <li>Tourism</li> </ul>	<ul style="list-style-type: none"> <li>On a 3-month contract to progress some of their major activities.</li> <li>Review of the Valley Central <a href="#">prospectus</a> and promotion of the industrial precinct.</li> <li>Progressing the business case for the Bioenergy project.</li> <li>Developing a strategic plan for tourism driven by short walks.</li> </ul>

Name, position, organisation and summary of update	Update in detail
<p><b>Sheena Hannan, Economic Development Coordinator</b> and <b>Erin McGoldrick, Manager City Strategy &amp; Economic Development</b> <i>Glenorchy City Council</i></p> <ul style="list-style-type: none"> <li>• Placemaking and urban development</li> <li>• Business promotion</li> <li>• Industry cluster</li> <li>• Precinct plans</li> <li>• Community infrastructure</li> <li>• Employment</li> <li>• Sport and recreation</li> <li>• Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Corridor of mural art connecting Moonah to Mona will compliment cycle tourism and local creative industry.</li> <li>• <a href="#">Showcase Moonah</a>, in collaboration with <a href="#">Town Team Movement</a> is building capability in locals to deliver 17 place-making activation projects.</li> <li>• Marine and Innovation masterplan for Prince of Wales Bay to strengthen the cluster and attract investment.</li> <li>• <a href="#">Activity City</a> website promotes local businesses.</li> <li>• Precinct planning for Clarendon, Glenorchy and Moonah, looking at a 25 year horizon.</li> <li>• Working to consolidate civic functions into one venue.</li> <li>• The <a href="#">Glenorchy Jobs Hub</a> is mapping services and engaging stakeholders.</li> <li>• Hobart Showground redevelopment continues.</li> <li>• Derwent Entertainment Centre to be <a href="#">redeveloped by the Tasmanian Government</a>.</li> <li>• Sport and recreation masterplan for KG5.</li> <li>• Continuing to work with MONA on the redevelopment of the caravan park.</li> </ul>
<p><b>Tim Hankey, Project Officer</b> and <b>Trina Mangels, Economic Development Officer</b> <i>Huon Valley Council</i></p> <ul style="list-style-type: none"> <li>• Feasibility studies</li> <li>• Reviewing assets</li> <li>• Community infrastructure</li> <li>• Place branding</li> <li>• Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Preparing feasibility studies for key projects, as described in Michelle’s presentation.</li> <li>• Reviewing best use of council owned assets and potential to sell any to fund the communities’ priorities.</li> <li>• Brand strategy helping to define tourism development opportunities – demand for agritourism and accommodation especially.</li> <li>• Reviewing how to balance working with investors and being the statutory planning authority.</li> </ul>
<p><b>Lucy Knott, Senior Adviser Economic Development</b> <i>City of Hobart</i></p> <ul style="list-style-type: none"> <li>• Economic development plan</li> <li>• Council grants</li> <li>• Business organisations</li> </ul>	<ul style="list-style-type: none"> <li>• 3 years ago, the Council decided against the proposed economic development strategy, now reviewing what form a strategy could take.</li> <li>• Targeted business development grants were ramped up for Covid, now reviewing the uptake to help inform future grants.</li> <li>• Created a committee of local businesses to review their economic development proposals.</li> </ul>

Name, position, organisation and summary of update	Update in detail
<p><b>Helen Thomas, Manager Growth and Strategy</b> <i>King Island Council</i></p> <ul style="list-style-type: none"> <li>• Community infrastructure</li> <li>• Telecommunications</li> <li>• Investment attraction</li> <li>• Employment</li> <li>• Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Architects are designing a new \$5 million building that will co-locate the Visitor Information Centre, library, council offices and business centre, and will include training rooms and a local brand showcase.</li> <li>• Submission to Australian Government <a href="#">Regional Connectivity Program</a> to significantly upgrade telecommunications [PS – two days later the announcement was made and King Island were successful in securing a \$5.3 million grant.</li> <li>• King Island Scheelite Mine set to reopen, requiring 80 new FTE.</li> <li>• King Island abattoir to be redeveloped.</li> <li>• Tourism success has meant shortage of hire cars and accommodation.</li> </ul>
<p><b>Jen Newman, Regional Development Coordinator</b> <i>RDA Tasmania</i></p> <ul style="list-style-type: none"> <li>• Economic development plan</li> <li>• Data</li> <li>• Employment</li> <li>• Investment attraction</li> </ul>	<ul style="list-style-type: none"> <li>• Working with all southern councils on developing a southern-priorities position statement, that could be a proxy for a regional economic development plan.</li> <li>• Joined the national Regional Data Taskforce to inform creation of a Regional Data Hub.</li> <li>• Participating in the <a href="#">Hobart and Southern Tasmania Local Jobs Taskforce</a>. Local Jobs Fair in Hobart was a success.</li> <li>• Helped with the Southern Tasmania Advantage investment prospectus.</li> </ul>
<p><b>Kevin Turner, Regional Development Coordinator</b> <i>RDA Tasmania</i></p> <ul style="list-style-type: none"> <li>• Networking</li> <li>• Grant writing</li> <li>• Employment</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback on this network for 2021 was to hold three meetings that are a hybrid of in-person and online, with a focus on the work of councils. Also to facilitate ad-hoc meetings when requested by councils.</li> <li>• Consultants register prepared for BBRF lists those who can help with grant applications.</li> <li>• On the <a href="#">North and North Western Tasmania Local Jobs Taskforce</a> and have \$780,000 to administer in grants but experiencing low demand.</li> </ul>

Actions arising:

- Explore the potential to advocate the role of councils in economic development as part of any state-wide discussion on local government reform.
- Many councils delivered COVID-19 business grant programs, an evaluation of these would help councils learn what worked and what did not.

## Next Meeting

- Tuesday 22<sup>nd</sup> June 2021
- 1pm to 4pm
- Tamar Function Centre (adjacent to Launceston Football Club), 1 Windsor Drive, Riverside
- Keynote presentation by Damien Blackwell, Tourism Development Officer, West Tamar Council

