

# STRATEGY & INNOVATION ADVISORY COMMITTEE CONFIRMED MEETING MINUTES

Meeting held 18 November 2020 at 5.30 – 7.30 pm  
Lord Mayors Reception Room, Level 6, 12 Stewart Avenue, Newcastle West  
Meeting No. 4



## 1. MEETING OPEN

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Chair, Deputy Lord Mayor, Cr Declan Clausen, opened the meeting at 5.34 pm and welcomed attendees.

The Chair acknowledged the Awabakal and Worimi people as the traditional custodians of Newcastle and paid respect to elders past, present and future.

The meeting attendance was noted as:

### Committee Members present:

Cr Declan Clausen	Chairperson, City of Newcastle (CN)
Prof. Alex Zelinsky	Vice Chancellor, University of Newcastle
Mr Bob Hawes	CEO, Hunter Business Chamber
Mr Larry Platt	Industry Representative, Advitech
Ms Alison McGaffin	Director, NSW Regions
Mr Joe James	CEO, Hunter Joint Organisation
Mr Rhett Morson	Community Representative
Mr Brett Smith	Committee Facilitator / Director Strategy & Engagement, CN
Ms Natalie Peattie	Committee Secretary, CN

### Apologies received:

Cr Nuatali Nelmes	Lord Mayor, CN
Cr Matthew Byrne	Deputy Chairperson, CN
Cr Brad Luke	Councillor, CN
Ms Ashlee Abbott	Manager Community, Strategy & Innovation, CN

### Guests

Dr Nathaniel Bavinton	Innovation & Futures Manager, CN
Mr Simon Massey	Economic Strategy & Government Relation Manager, CN
Ms Caitlin McCulloch	Senior Administration Officer, CN

## 2. STANDING ITEMS

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### 2.1. Pecuniary Declaration/ Conflict of Interest

Nil received.

### 2.2. Meeting Minutes

The draft 4 August 2020 meeting minutes circulated in the agenda were accepted.

Mr Hawes sought an update on the production of the report mentioned under Agenda Item 3.1 and was advised that the report is being finalised by the Hunter Research Foundation Centre and will be presented

at the final City Taskforce Meeting scheduled for 4 December 2020. It was noted that there are several members of the committee who are also members of the City Taskforce Leadership Team.

**MOVED:** Mr Bob Hawes

**SECONDED:** Ms Alison McGaffin

### 2.3. Actions Arising

Committee Facilitator noted the outstanding item as a legacy of a previous member and that it be removed noting that guest speakers would be invited as required or requested by the committee.

## 3. FOR INFORMATION

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### 3.1. Meeting Dates for 2021

The meeting dates proposed in the briefing note were accepted by the committee.

## 4. FOR DISCUSSION

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### 4.1. Economic Development Strategy (EDS)

The Economic Strategy & Government Relations Manager gave a presentation (attached) to the Committee in addition to the Briefing Note and Discussion Paper included in the Agenda.

Points of discussion raised include:

- Prioritisation of initiatives – there was broad discussion on how initiatives need to include measurable targets and prioritisation. Noting that the paper represented was a Discussion Paper, there was general agreement that this would be included in the final document, scheduled to be presented to Council in February 2021 for approval to exhibit.
- Role of City of Newcastle (CN) – it was discussed and agreed that the role for CN in the delivery of proposed programs should be clarified. CN staff noted that CN would have a leadership role for the programs. Areas where CN do not have a role have not been included in the Discussion Paper
- Business attraction – broad discussion regarding CN's role in attracting businesses and how it can support the work of other organisations including Regional NSW and the Hunter Business Chamber. Potential business targets were discussed, including a Navy Submarine opportunity. The conversation also considered event attraction and its role in driving the local economy.
- People attraction – broad discussion on attracting entrepreneurs, both those with University degrees and tradespeople. A number of high-profile CEOs, who live in the area and operate businesses across the region were discussed. This concept was extended to retaining skilled workers.
- Brand – broad discussion about the need for an identifiable brand to attract people and businesses to the city, including international business. The US is a potential target market moving forward.
- Labour market – it was discussed and agreed that there was a need to consider the existing labour market and type of labour market required for the future. Addressing skills gaps was discussed with emphasis on training, upskilling, knowledge sharing of businesses in precinct/start up spaces. It was discussed and agreed that upskilling existing workers to be able to participate in future jobs was critical. Discussion shifted to identifying the key skill constraints locally and how CN (and others) could effectively collaborate with the organisations such as the University and TAFE to ensure that training reflects emerging growth sectors.

- Value existing strengths – it was discussed and agreed that supporting existing business to become more competitive was an important element of economic development.
- Collaboration – there was strong recognition and agreement that business and economic markets do not recognise Local Government Area borders. Working together is the way to succeed. Competition is Geelong, Gold Coast and Wollongong, not neighbouring councils. This view was strongly supported.

The Innovation and Futures Manager conducted a *Mentimeter exercise* – (results attached) with five discussion questions.

#### **4.2. Destination Management Plan**

This item was deferred.

#### **4.3. Event Strategy and Major Event Attraction**

This item was deferred.

### **5. GENERAL BUSINESS**

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No matters raised.

### **6. MEETING SUMMARY AND ACTIONS**

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#### **Next Meeting:**

2 February 2021

#### **Meeting closed:**

The meeting closed at 7.33pm.




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Chairperson, Cr Declan Clausen

22/02/21

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Date