

# STRATEGY & INNOVATION ADVISORY COMMITTEE CONFIRMED MEETING MINUTES

Meeting held 07 September 2021 at 5.30 – 7.30pm  
Via Teams

**Meeting No. 7**



## 1. MEETING OPEN

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Chair, Deputy Lord Mayor, Cr Declan Clausen, opened the meeting at 5.35pm and welcomed attendees. Committee Chair introduced and welcomed the Committee's new Facilitator, Interim Director Strategy and Engagement Kathleen Hyland.

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

The meeting attendance was noted as:

### **Committee Members present:**

Cr Declan Clausen	Chairperson, City of Newcastle (CN)
Cr Brad Luke	Councillor, CN
Prof. Alex Zelinsky	Vice Chancellor, University of Newcastle (UON)
Ms Alison McGaffin	Director, Department of Regional NSW
Mr Bob Hawes	CEO, Hunter Business Chamber (HBC)
Mr Larry Platt	Industry Representative, Advitech
Mr Joe James	CEO, Hunter Joint Organisation (arrived 5.50pm)
Mr Rhett Morson	Community Representative
Ms Kathleen Hyland	Committee Facilitator / Interim Director Strategy & Engagement, CN
Ms Caitlin McCulloch	Committee Secretary, CN

### **Apologies received:**

Cr Nuatali Nelmes	Lord Mayor, CN
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### **Guests**

Mr Stephen Crowe	Executive Manager Corporate Affairs, Newcastle Airport (EMCANA)
Dr Anthea Bill	Lead Economist, Hunter Research Foundation Centre, HRFC
Mr Nick Kaiser	Acting Manager Major Events & Corporate Affairs, CN
Ms Ashlee Abbott	Manager Community, Strategy & Innovation, CN
Dr Nathaniel Bavinton	Innovation & Futures Manager, CN
Mr Simon Massey	Economic Strategy & Government Relations Manager, CN

## 2. STANDING ITEMS

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### 2.1. Pecuniary Declaration/ Conflict of Interest

Nil received.

## **2.2. Meeting Minutes**

The draft 2 July 2021 meeting minutes circulated with the agenda were accepted.

**MOVED:** Mr Bob Hawes      **SECONDED:** Mr Joe James

## **2.3. Actions Arising**

Committee Chair noted that the two outstanding action items from the July meeting were still being deferred with no current updates.

## **3. FOR INFORMATION**

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### **3.1. Economic Briefing**

Dr Anthea Bill, HRFC UON presented an update on local economic insights (copy at **Attachment A**).

The Committee noted that impact of COVID-19 and in particular recent lockdowns, are creating dramatic change across some industries. The Committee noted the importance of policy makers to have adequate supports in place to assist labour market transitions and alleviate relevant industry concerns.

### **3.2 Newcastle Airport Presentation**

Stephen Crowe presented an update on the Newcastle Airport (copy at **Attachment B**).

The Committee noted the current opportunities and plans for the airport to diversify and expand, particularly into markets such as Singapore. Vice Chancellor Zelinsky noted that a link between Newcastle and Singapore could greatly expand the University's international student potential, which would have significant economic impacts for the city.

## **4. FOR DISCUSSION**

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### **4.1. Community Economic & Resilience Package 2.0**

CN's Economic Strategy & Government Relations Manager, Simon Massey presented an overview of CN's Community Economic and Resilience Package 2.0.

The Committee noted the difficulties faced throughout the community during this most recent lockdown, particularly being faced by already vulnerable communities.

The Committee discussed what opportunities exist for businesses to do more to assist the community at both a micro and macro level. Mr Massey noted one of the key learnings from the first CERP was to have targeted focus on select group with specific support, and CERP 2.0 was trying to implement these learnings. The Committee noted the importance of having a smaller number of targeted outcomes, instead of trying to be everything to everyone.

### **4.2. City Marketing and Engagement Strategy 2018-2021**

CN's Manager Major Events and Corporate Affairs, Nick Kaiser presented an overview of the City Marketing and Engagement Strategy 2018-2021.

The Committee discussed the tourism positioning of the city, as well as the demographics that are hardest to reach for engagement and reiterated the importance of new techniques to reach these areas.

### **4.3. Local Supply Chains for State/Federal Investment**

Meaghan Burkett from Ethical Fields presented on the work being undertaken around local supply chains.

The Committee commented on how important it was for this work to be collaborative – particularly in relation with Regional NSW. The Committee commended the work and noted it's a complex undertaking.

## **5. GENERAL BUSINESS**

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No matters raised.

## **6. FORWARD AGENDA – PLANNING FOR THE NEXT COMMITTEE MEETING**

Facilitator Kathleen Hyland noted this is the final meeting for this term of the Committee prior to the elections in September, and thanked all representatives involved. Ms Hyland also expressed her thanks to Chair Deputy Lord Mayor Clausen, and Councillor Luke, for their involvement with the committee.

Ms Hyland confirmed that stakeholder representative positions on the Committee will roll over into new term, whilst community representative positions will be readvertised by an EOI, as per CN's adopted process for Strategic Advisory Committees.

## **7. MEETING SUMMARY AND ACTIONS**

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### **Next Meeting:**

2022 (TBC)

### **Meeting closed:**

The meeting closed at 7.35pm.