

GOVERNING BODY / APPROVED BY Council
FUNCTIONAL ALIGNMENT Strategy and Engagement

SHORT DESCRIPTION

To provide advice and guidance on the formation, development, refinement and implementation of strategies, and identification of challenges and opportunities, in relation to the economic development and diversification of Newcastle as destination leading in innovative technologies, climate action, smart infrastructure, high value investment, and major events and tourism.

Continue the implementation of strategies and advocacy emanating from the Lord Mayor's City Taskforce in response to the COVID-19 pandemic, to ensure the City's continued economic recovery.

COMMUNITY STRATEGIC PLAN ALIGNMENT

Vibrant, Safe and Active Public Places

- 3.1c Support and deliver cultural and community programs, events and live music
- 3.3b Plan for a night-time economy, characterised by creativity, vibrancy and safety, that contributes to cultural and economic revitalisation

Smart and Innovative

- 6.1a Recognise and strengthen Newcastle's role as a metropolitan capital and hub for education, health, tourism, creative, port and logistics industries
- 6.2a Support and advocate for innovation in business, research activities, education and creative industries
- 6.3a Facilitate events that attract visitors and support the local economy and the vibrancy of Newcastle
- 6.3b Work with the tourism sector to further develop Newcastle as a visitor and event destination
- 6.3d Foster a collaborative approach to continue city centre renewal

KEY STRATEGIES

- Community Strategic Plan: Newcastle 2040
- Economic Development Strategy
- Smart City Strategy
- City Marketing and Engagement Strategy
- Newcastle Night-time Economy Strategy [with Community and Culture Advisory Committee]
- Destination Management Plan
- Events Plan
- Climate Action Plan
- Social Strategy (*in development*)
- Social Infrastructure Strategy (*in development*)
- Environment Strategy (*in development*)

PURPOSE

1. To provide advice, guidance and oversight on the development and implementation of strategies that support the economic development and diversification of Newcastle as a leading destination in innovative technologies, smart infrastructure, tourist attraction, and high value investment;
2. Facilitate and lead a culture of innovation providing an opportunity for Council to respond to pressing local needs;
3. Supplement and support the alignment of the City's efforts with the work with key partners including the Hunter Joint Organisation, Department of Regional NSW and Destination NSW;
4. Act as a conduit between Council and the community in relation to information and initiatives related to tourism and economic development;
5. To provide advice on night-time economy and implementation of revitalisation and event related management plans and operations;
6. Additional duties as requested or delegated by Council from time to time.

MEETING SCHEDULE

Quarterly, on the first Tuesday of the month commencing at 5:30pm.

Currently scheduled meetings are: Tuesday 03 May 2022, Tuesday 05 July 2022 and Tuesday 04 October 2022.

QUORUM:

A majority of members who hold office at the time of the meeting.

MEMBERSHIP

1. Up to three Councillors;
2. Representatives from Stakeholder Organisations, determined by the Committee (Chairperson with the assistance of the Facilitator); and
3. Up to three Community Representatives.

CHAIRPERSON

One Councillor appointed by Council from among the Councillor members.

DEPUTY CHAIRPERSON

One Councillor appointed by Council from among the Councillor members.

MEMBERS

Chairperson - Cr Declan Clausen

Deputy Chairperson - Cr Charlotte McCabe

Councillor Member - Cr Callum Pull

Ex Officio Member – Lord Mayor Nuatali Nelmes

Stakeholder Representative – Mr Bob Hawes, CEO, Business Hunter

**STRATEGY AND INNOVATION ADVISORY COMMITTEE
TERMS OF REFERENCE**



Professor Alex Zelinsky, Vice-Chancellor and President, University of Newcastle
Stakeholder Representative – Ms Alison McGaffin, Director Hunter, Regional NSW
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Stakeholder Representative - Mr Joe James, CEO, Hunter Joint Organisation
Stakeholder Representative - Mr Larry Platt, Executive Chairman, Emergent Group
Community Representative – TBC
Community Representative – TBC
Community Representative – TBC

FACILITATOR:

Interim Director Strategy and Engagement: Kathleen Hyland