



URALLA SHIRE COUNCIL BUSINESS PAPER

Notice is hereby given, in accordance with the provision of the Local Government Act 1993 that a Meeting of Uralla Shire Council will be held in the Council Chambers, 32 Salisbury Street, Uralla, commencing at 12:30pm.

ORDINARY COUNCIL MEETING

22 September 2020

Kate Jessep
GENERAL MANAGER



Uralla Shire Council
Council Business Paper – 22 September 2020

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Report 12 – Council and Uralla Shire Business Chamber support



REPORT TO COUNCIL

Reference/Subject::	Report 12 – Council and Uralla Shire Business Chamber support
Submitted by:	General Manager
Department:	General Manager

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK

Goal:	2.1	An attractive environment for business, tourism and industry.
Strategy:	2.1.1	Promote the Uralla Shire and the regional as a place to live, work, visit and invest.

SUMMARY:

The Council and Uralla Shire Business Chamber’s missions have strong alignment and the two entities are able to support each other in a range of areas.

OFFICER’S RECOMMENDATION:

That Council:

- (1) receive the outcomes of the strategic workshop held on 8 September 2020 as summarised in the report to Council on 22 September 2020 titled ‘Council and Uralla Shire Business Chamber support; and**
- (2) note that the General Manager will give a presentation to the Uralla Shire Business Chamber on this report.**

BACKGROUND:

The Uralla Shire Business Chamber (USBC) was incorporated on 27 June 2017.

The USBC vision is *to be the meeting place for business and community growth*. USBC’s mission is *to support business development to keep the Uralla district as the best place in New England to do business and to live*.

Further information on the USBC including their constitution can be found on their website at <https://urallabusinesschamber.org.au/>.

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Uralla Shire Council's mission is: *The Uralla Shire Council is committed to creating a unique environment which offers an excellent quality of life and economic opportunities for its people.*

The USBC's mission is aligned with Council's mission.

Business membership of the USBC is \$100 per annum (\$10 for associate, non-voting) and they currently have approximately 27 members.

Council is not eligible to be a member of the Business Chamber; however, in 2019 Council was a major sponsor of the USBC Awards night which is an important fundraiser for the USBC.

REPORT:

The USBC has extended an invitation to the General Manager to be guest speaker at a monthly meeting on the topic of USBC and Council support.

On 8 September 2020, Council held a strategic workshop on this topic with Regional Development Australia Northern Inland (Inc) (RDANI) representative Mr David Thompson, Senior Project Officer.

The workshop considered the functional relationship of Uralla Shire Council, RDANI and USBC. RDANI shared their experience and observations from working with other business chambers. The workshop also considered Council's role and the support each organisation can provide generally and in regard to four key areas of focus:

- **Business attraction** – creating an environment that is attractive to business
- **Growth of existing businesses** – from RDANI's experience, only a small number of businesses in any town that desire to grow and have the capacity to grow
- **Tourism** – attracting visitors
- **Residents** – attracting residents

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The following table represents possible roles for USBC and Council support of USBC roles:

Focus Area	General			Ideas *subject to funding / grant funding
	Investment Prospectus / Shire branding & promotion	Liaison, information sharing and advocacy	Council infrastructure & services	
Business Attraction	Yes	Yes	Yes	Council: <ul style="list-style-type: none"> • Business gap analysis* (1) • Develop online investment prospectus (2) • Business incubator space* (3) • Co-working office hub*(4) • Council main street upgrade* • Public space amenity • Business support web page (5)
Growth of existing business	Yes	Yes	Yes	Encourage USBC to secure grant funding for part-time economic development officer – addressing barriers to business, pursuing business grants, liaison with RDANI, local member and Council. Council: <ul style="list-style-type: none"> • co-working office hub* • Council main street upgrade* • public space amenity • smart region internet of things gateway infrastructure*
Tourism – attract visitors	Yes	Yes	Yes	Encourage USBC to: Network tourism businesses to develop packages; and Collaborate with Council on tourism strategy, packages and branding. Council: <ul style="list-style-type: none"> • Visitor information centre services; possible point of sale for tourism bookings. • further develop regional tourism strategy (6) • develop Uralla Shire Tourism branding (7) • enhanced digital experience (8) • develop Events Strategy and Toolkit* • pursue trail opportunities* (9) • Council main street upgrade* • public space amenity
Attract Residents	Possibly	Possibly	Yes	Council: <ul style="list-style-type: none"> • Develop new residents online welcome kit* • Develop Events Strategy & Toolkit* (10) • Develop a how to renovate in Uralla kit* (11) • Increase resourcing to support development application process*

- (1) In partnership with RDANI and USBC seek funding to undertake a shire business gap analysis to identify opportunities for growth and investment
- (2) Seek funding to develop an online Shire investment prospectus that links to business gap analysis and opportunities, USBC business directory, key statistical data and competitive advantage information (including industry metrics, weather, health and education services, transport etc.), recent and current investments by business and Council into the Shire e.g. UPC solar farm; road and bridge upgrades
- (3) Establish a business incubator location, selection process and conditions (e.g. 12 month time limit).
- (4) Seek funding to refurbish the Old Court House (fee for service) – co-working office hub.
- (5) <https://www.uralla.nsw.gov.au/Council/Business-Support>
 - a. Business support and resources – links to NSW Government business support services
 - b. Small business drought support - NSW Small Business Commission has developed a fact sheet outlining support for non-farm based businesses.
 - c. Business initiatives – Veterans’ recognition program; new initiatives can be added and promoted here
- (6) Link to New England High Country tourism partnership.
- (7) Consistency of the Visit Uralla Brand and tourism management – brand the experience of visiting our shire.
- (8) Digitisation of maps for tourist routes and trails, bird watching, high conservation value sites, strong social media presence and website.
- (9) Adventure tourism - trekking, road and cross country bike trails, rock climbing.
- (10) Simplify approvals process for those who want to hold events in Uralla Shire and provide assistance and guidance – website as first impression.
- (11) Encourage residents to purchase and renovate older housing stock.

The USBC is eligible to apply for Council Community Grants.

CONCLUSION:

The Uralla Shire Business Chamber is a local, incorporated entity and the USBC mission is closely aligned to Council’s mission and consequently there are a range of opportunities for partnership outcomes as outlined in this report.

COUNCIL IMPLICATIONS:

1. Community Engagement/ Communication (per engagement strategy)

Development of specific strategies or activities will require community engagement particularly where new resources are required.

2. Policy and Regulation

Local Government Act 1993 (NSW)

s 8A Guiding principles for councils

- (b) Councils should carry out functions in a way that provides the best possible value for residents and ratepayers.
- (g) Councils should work with others to secure appropriate services for local community needs.

3. Financial (LTFP)

There are no direct financial implications associated with the recommendation. New initiatives will require new funding via grants or other resource allocation.

4. Asset Management (AMS)

n/a

5. Workforce (WMS)

No new allocation. In-kind staff support will be limited as it will require reallocation from existing areas.

6. Legal and Risk Management

Public relations risk – low; it is appropriate for Council to engage with the USBC and its local businesses.

7. Performance Measures

Feedback from the USBC following the General Manager's presentation and subsequent take-up of ideas presented and/or related ideas.

8. Project Management

n/a

Prepared by staff member:	General Manager
TRIM Reference Number:	#
Approved/Reviewed by Manager:	General Manager
Department:	General Manager's Office
Attachments:	Nil