

# Economic Development Advisory Committee Meeting



## Minutes

---

**Date:** Wednesday, 8 August 2018  
**Time:** 4.30pm – 7.00pm  
**Venue:** Council Chamber, Civic Centre, Nillumbik Shire Council  
**Chair:** Cr Karen Egan (Deputy Mayor and Portfolio Councillor)  
**Minutetaker:** Kate Shannon

### Order of Business:

#### 1. Attendance and apologies

Apologies: Kylie Lethbridge, Manager Business Tourism and Marketing, Vanessa Mooney, Petra Leaford, Richard Stockman, Venu Metla

Attendees: Cr Karen Egan, Cr John Dumaresq, Philip Marendaz, Michael Williams, Kirrily Romero, George Apted, Russell Scoular, Simon Le Plastrier, Pete McWilliam, Jethro Still, Glen Ferrarotto, Adrian Cully - Director Business and Strategy, Kate Shannon - Business Development and Tourism Officer.

### Welcome

#### 2. Conflict of Interest:

*Conflict of interest provisions are contained in section 80C of the Local Government Act 1989, the Councillor's Governance Code, the Employee Code of Conduct and the Volunteer Handbook.*

#### Assembly of Councillor(s) form:

An Assembly of Councillor form must be completed at the meeting in accordance with section 80A of the *Local Government Act 1989*.

**Action:** Council officers to lodge the Assembly of Councillor form on behalf of the Economic Development Advisory Committee

### **3. Green Wedge Management Plan Progress Update**

Emily Physick, Senior Community Engagement Officer.

Emily outlined the community engagement process and the establishment of a 40 member panel. The panel will meet five times to develop a vision, key objectives and key actions for the future management of the Green Wedge Management Plan.

The Community Engagement summary report can be found [here](#) and all the verbatim comments can be found [here](#)

Emily encouraged members of EDAC to come along to observe the process. Information can be found [here](#).

#### **Next steps:**

Council will carefully consider and respond to the Community Panel's recommendations and respond to these publicly at the November Council Meeting.

Council will then direct staff to prepare a draft Green Wedge Management Plan based on Council's response to the recommendations.

The draft Plan will then be out for public comment between December 2018 and March 2019.

Council will consider all the feedback and direct staff to make any changes necessary. The final Green Wedge Management Plan is expected to be adopted by June 2019

### **4. Eltham and Diamond Creek Activity Centre Structure review update**

Paul Fyfe, Senior Strategic Planner and Fae Ballingall, Senior Strategic Planners

Paul and Fae outlined the broad process for reviewing the activity centre structure. These reviews will set the character and objectives for each centre and are the blueprint for the council work plan.

The existing plans are now in need of updating, dated 2004 and 2006 respectively. The first stage of public engagement will focus on surveys which are happening now as well as drop in sessions. Information and details can be found here.

<https://participate.nillumbik.vic.gov.au/>

#### **Action:**

Members to provide feedback and input where relevant.

### **5. Diamond Valley Miniature Railway Strategic Plan**

Adrian Cully, Director Business and Strategy

Adrian discussed the vision for the Diamond Valley Railway Inc. The first step is to develop a masterplan for Eltham Lower Park which Council will complete this 18/19. This will include the ambitions for the miniature railway.

This process will include community engagement .

**Action:**

Brainstorming session at the next meeting to inform Masterplan brief.

**6. Business Tourism and Marketing department update**

**Adrian Cully, Director Business and Strategy**

Adrian briefly outlined some of the key activity of the department:

- 1) **New business kit.** Still moving forward but requires considerable internal change so taking longer than expected. Looking to release a scaled down version in the near future.
- 2) **Business database.** Currently sitting at approximately 1000 listings. Kate outlined next steps
- 3) **Green Wedge Management Plan** - economy section developed and Kylie will present to the panel.
- 4) **State Government Planning forums** – We are participating in all so we can ensure Nillumbik economy on the map including the DELWP Northern Region Land Use Planning Forum and the State Government Green Wedge Management Plan Review. Also pulling together a round table with the [Department of Economic Development, Jobs, Transport and Resources](#) – to scope opportunities for Nillumbik.  
Kylie is on a working group with Melbourne University to strengthen the viability of farming in Melbourne’s foodbowl and to secure a sustainable and resilient food supply for Melbourne into the future.
- 5) **Partnership with Yarra Ranges Tourism.** Adrian ran through benefits of this partnership.  
Year one benefits include:
  - a. Advice and agreement on the integration of the Nillumbik region to the wider Yarra Valley and Dandenong Ranges marketing program. This will include a review and options for integration of the current “Artisan Hills” brand or an alternate brand position.
  - b. Access to integration in the marketing program promoting the tourism assets of Nillumbik including (but not limited to):
    - i. Businesses
    - ii. Nature based attractions
    - iii. Public attractions
    - iv. Arts and culture
    - v. Events and festivals
  - c. Visitor servicing and information delivered in and outside the region including a new online and integrated social media platform – [www.visitnillumbik.com.au](http://www.visitnillumbik.com.au). This site would be administered by Council officers and content fed up to the regional site

([www.visitarravalley.com.au](http://www.visitarravalley.com.au)) but would reap the benefits of centralised management, marketing, optimisation and reporting.

- d. Development of a specific trail(s) promoting tourism product and associated businesses to be used in marketing and public relations.
  - e. Integration to the regional Yarra Valley Touring Map.
  - f. Public relations activities to promote Nillumbik as a destination and visitor experiences including; hosted journalists and integration in the 'Go Beyond Melbourne Touring Route' which encourages people to explore beyond the western ring road and into Nillumbik Shire and beyond.
  - g. Assistance in accessing infrastructure, events and festivals and other relevant State Government funding sources.
  - h. Advocacy to Government and Tourism industry for investment in product development and industry development.
  - i. Support in the development of market research activities and inclusion in any relevant regional research.
  - j. Access to industry networking, training and development opportunities.
- 6) **Work with NTB.** We are working with Nillumbik Tourism and Business to redefine role now Council has more focus on this area
- 7) **NorthLink.** Awaiting the final draft of Melbourne's North Investment Strategy which will be circulated for feedback.
- 8) **Equine scope.** Cr Egan outlined the progress of the working group and survey going out. Kylie to provide project scope and information once complete.

## 7. Other items

### Action:

Vanessa Mooney has tendered her resignation from EDAC. Officers will now revise the terms of reference for review by EDAC members before reporting the vacancy to Council and advertising the position.

Kirri requested information on each members area of expertise.

<http://www.nillumbik.vic.gov.au/Council/Committees/Economic-Development-Advisory-Committee>

### Next Meeting:

**When:** Wednesday 14 November 2018

**Where:** Council Chamber, Civic Centre, Nillumbik Shire Council

**Time:** 4.30pm – 6.30pm