



Local Government Economic Development Reference Group Meeting MINUTES

Council chambers, Cook Shire, Friday 21 February 2014

Attendees:

Melinda Eades, Kellie Jordan, Sarah Henderson, Mayor Peter Scott, Peggy Veen, Richard Blanchett, Darlene Irvine

9.30am: Presentation to attendees and Cook Shire Councillors by Robert Prestipino, Vital Places

Presentation based around some business model concepts to attract funding for the Cooktown Foreshore Project. The project has the potential to be labelled 'regionally significant', by strengthening it to include more liveability components. Need to consider the catalytic impact of the project ie. mixed use (business, health, education, lifestyle). Need to build connections through the project via the five 'H's': highways, hospitals, hubs, housing, high school; as well as vital infrastructure ie. road, rail, air, digital.

Robert advised that there are many different examples of business models to be considered in the investment area ie. local investor partnership, crowd funding. Broadening the partnership base will be favoured by governments.

Overall, the project concept is ready to move a business model stage, which involves clarifying details and focus.

*note: Robert has been speaking to Kate Charters (SEGRA) who has been liaising with government around funding for projects and the types of projects that will attract funding. Projects that build from grassroots level up and that are innovative, which build on regional development policy, will be favoured.

Cooktown Roundup:

- Archer Point: finalising feasibility study with Aurecon. Will sit on project for now due to reliance on mines going ahead and sensitivities with TOs.
- Focus on tourism. RV Strategy and area extended by council, based on impact analysis results. Potential for surrounding councils to open RV-friendly areas, although better road infrastructure required.
- Airport subdivision: design work and valuations underway.

Advance Cairns Update:

Regional Mountain Biking Strategy

- State mountain biking strategy likely to be funded in next FY State Budget, which will provide an opportunity to leverage its development by developing a regional strategy alongside it.

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- Suggestion to coordinate meeting with Mountain Biking Taskforce to share updates.
- Project proposed in Cook Shire for Dreaming Trail program – opportunity for projects to dovetail.
- CCRC has been given verbal agreement to develop two more tracks in the area.
- Potential for funding also under the Enterprise Connect program through a mountain biking business cluster.

Local Digital Economy Strategy

- Cairns has developed a strategy, which provides a good resource to other LGAs in developing their own.
- Looking to Digital Economy Programme reference group to drive development of a regional strategy

Regional Investment Attraction Strategy

- Regional investment prospectus has been translated to Chinese and will be translated into other languages. Documents have been sent to target market ie. Trade and Investment Queensland, investment/ superannuation companies.
- Cairns Investment website now live – www.cairnsinvestment.com.au. Will be officially launched in the coming weeks. Please provide any feedback you have.
- The website and associated media ie. e-news, Facebook, Twitter, will provide a golden opportunity to share specific economic news/ good news stories, with broad national/ international database.
- AC and TTNQ discussion on building a visual imagery database for the whole region and individual industry sectors. Also, Screen Queensland is working with TTNQ and LGAs in developing a destination guide.

Advance Cairns Engagement

- Relationships between LGAs and AC Regional Development Team are good. However, AC work does not seem to be penetrating more broadly into the region. More work required to ensure effective corporate communications and better engagement at all levels.

Film and TV Industry Development

- AC was successful in obtaining funding for developing the film and tv industry within the region. An Industry Analyst will be employed to deliver this project.

Mobile Black Spots Program (\$100 million)

- A survey has been distributed throughout the region to help identify black spot areas. This information will feed into a regional and state submission.

Other Business:

Regional and Remote Area Training Program

- EDA advised that funding is due to run out in May and uncertain whether more will be available.

Action: Run two Programs – one in Cooktown for Cook Shire and surrounding Aboriginal councils; one in Cairns to capture our other regional councils. AC will liaise with EDA and

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individual ED Officers to shape each program. Will run before Easter – dates to be advised. AC to provide budget for programs, with in-kind support from LGAs where possible.

Meeting closed 1.00 pm

Next meeting: Monday 5 May 2014, Cairns Regional Council

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