



MINUTES OF MEETING

ECONOMIC DEVELOPMENT AND TOURISM ADVISORY COMMITTEE

HELD THURSDAY 21ST FEBRUARY 2103
Training Room, Manly Council Chambers

PRESENT:

Councillors

Cllr Jean Hay AM, Mayor
Cllr Steve Pickering
Cllr Candy Bingham

Manly Council
Manly Council
Manly Council

Other Representatives

David Taylor
Carol Douglas
Megan Clancy
Grant Dowling

Community Member
Community Member
Manly Mainstreet Centre Management
Sydney Harbour Federation Trust

Council Staff

Mick Darda
Vicki Smith

Manager Events & Tourism
Acting Manager, Cultural & Information Services

TO THE MAYOR AND COUNCILLORS OF THE COUNCIL

The Economic Development & Tourism Advisory Committee met 21st February 2013, to consider the matters referred to it and now provides the following advice to Council.

OPEN		ACTION
ITEM 1	WELCOME , APOLOGIES AND LEAVE OF ABSENCE Cllr Jean Hay welcomed all members to the meeting. Apology from Councillor Barbara Aird	
ITEM 2	DECLARATION OF INTEREST There were no declarations of Interest	
ITEM 3	CONFIRMATION OF MINUTES No minutes as this is a newly constituted committee following local government elections 2012.	

ITEM 4 *REPORT Events*

Update on Summer events including Christmas Choral Concert , New Years Eve and Australia day events and program of forthcoming activities till April 2013 Cole Classic ,World Food Markets International Women's Day

Tourism statistics till end of January provided by VIC
Discussion re numbers using the Manly ferry service and commuter profile

Recommendation

That the report be received and noted

ITEM 5 *Update Manly CBD Management*

Business plan being developed with a youth focus
and the theme 'grow with you' including use of technology as a strategy

Within the business plan and in consultation with the Chamber of Commerce there is a leasing strategy to overcome saturated usage patterns

Points of identity include

- type of business
- street location
- precinct identity
- what they offer the community

There is a short fact sheet for businesses to help them find 'best fit location' for their business

Shops are continuing to open; several new hairdressers , Bow & Arrow was a pop up now has permanent lease but some still continue to struggle

Advance notice of an article in the Sydney Morning Herald *Well Being in Manly*

Competition concepts to encourage community to shop local including vouchers 2 for 1 and cross purchasing between businesses

My Manly video to be released 28th February competition why is life better in Manly with \$2000 prize package

Investigating options for production and distribution of digital book on Manly which will include information on conference centre and wedding venues events etc

Image library available for business use

Surfing event in April with Kelly Slater as star guest

Brochures passed around of *Meander Manly* : Manly bar crawl suggestions
Man Town cheap eats

Recommendation That the Update be noted

ITEM 6 GENERAL BUSINESS

i).Terms of Reference of the ED& T Advisory Committee to be distributed with the minutes

VS

ii) Suggestion that a representative from Sydney Ferries be invited to join the Committee perhaps Samantha Hudson

iii) The AOS was a finalist in the recently held Australian Surfing Awards.

iv) Suggestion to hold Tourism Forum during 2013 at the Q Station.
Meeting with Mike Baird to be arranged and a request that the Tourism Minister George Souris be invited to attend the Forum

JH

v) Manly retail area is currently not zoned 'tourism' which restricts trade for larger stores on public holidays only small stores can trade Request for this matter to be addressed by Council
Megan to forward information to Chair and VS

JH/VS

vi)Grant Dowling advised of new signage at North Head ; visitor tracking devices are in testing phase ; new childcare centre with 76 places has commenced operation ; car park at North Fort has been upgraded ; best use for bikes tracks being investigated

ITEM 7 Date of next meeting
Date: 4th April 2013
Time: 8.00am
Venue: Council Chambers

Meeting closed at 9.40am