



AGENDA

EXTRAORDINARY MEETING

19 MARCH 2013

**LEICHHARDT MUNICIPAL COUNCIL
EXTRAORDINARY MEETING OF COUNCIL**

NOTICE IS HEREBY GIVEN THAT AN **EXTRAORDINARY MEETING** OF THE LEICHHARDT MUNICIPAL COUNCIL WILL BE HELD IN THE COUNCIL CHAMBERS, LEICHHARDT TOWN HALL, 107 NORTON STREET, LEICHHARDT, ON **TUESDAY, 19 MARCH 2013 AT 7:00PM.**

Peter Head
GENERAL MANAGER

13 MARCH 2013

BUSINESS :

**** ACKNOWLEDGEMENT OF EORA PEOPLE**

I acknowledge the Gadigal and Wangal people of the Eora nation on whose country we are meeting today, and their elders past and present.

**** APOLOGIES AND/OR CONDOLENCES**

**** DECLARATION OF PECUNIARY INTEREST &
NON PECUNIARY INTEREST**

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LEICHHARDT MUNICIPAL COUNCIL

REPORT

DIVISION:	ENVIRONMENTAL AND COMMUNITY MANAGEMENT
SUBJECT:	DRAFT LEICHHARDT EMPLOYMENT AND ECONOMIC DEVELOPMENT PLAN – PUBLIC EXHIBITION
AUTHOR:	ROGER RANKIN – TEAM LEADER STRATEGIC PLANNING
DATE:	11 MARCH 2013
WORD PROCESSING REF:	
<u>DIRECTOR’S SUMMARY - ORGANISATIONAL IMPLICATIONS</u>	
Financial Implications:	To be determined
Policy Implications:	Complements other Council strategic service plans
Strategic Plan Objective:	Community Well Being Place Where We Live & Work A Sustainable Environment Sustainable Services & Assets
Staffing Implications:	Attendance at community consultation and post-adoption implementation
Notifications:	The exhibition of the draft Plan will be notified in accordance with Council’s Community Engagement Framework and forwarded to NSW Department of Planning and Infrastructure when Council adopts the Final Plan
Other Implications:	Nil

1. **Purpose of Report**

To brief Council on:

- (1) the preparation of the Draft Employment and Economic Development Plan; and
- (2) the proposed community engagement process for the exhibition of the Plan.

2. **Recommendations**

That Council:

- (a) the Draft Leichhardt Employment and Economic Development Plan be received and noted;
- (b) the community engagement plan for the Draft Leichhardt Employment and Economic Development Plan as outlined in this report be endorsed; and
- (c) the Draft Leichhardt Employment and Economic Development Plan be exhibited for 34 days from 28 March to 30 April 2013.

3. **Background**

State Government Policy and Leichhardt's Integrated Planning Framework

On 1 October 2009 the NSW Government introduced a range of initiatives designed to integrate and improve Long Term Strategic Planning within NSW Local Government. The reforms require that Local Government develops a series of inter-related plans comprising a:

- 1) 10-year community strategic plan establishing strategic objectives (local priorities and future aspirations) together with strategies for achieving those objectives;
- 2) Resourcing strategy including asset management planning, a workforce management strategy and long term financial planning. The resourcing strategy is to plan for the resources required to implement the strategies established by the community strategic plan that the Council is responsible for; and delivery program for every four years showing how projects and programs are going to be delivered during a council's term in office. The delivery program is to detail the principal activities to be undertaken by the Council to implement the strategies established by the community strategic plan within the resources available under the resourcing strategy.

Council has incorporated these directions into an Integrated Planning and Reporting Framework directed by Leichhardt 2020+ / Leichhardt 2025+ and Council's 10 year Community Strategic Plan.

The Employment and Economic Development Plan will sit within Council's suite of integrated strategic service plans that include the *Community and Cultural Plan*, *Integrated Transport Plan*, *Public Art Policy*, *Climate Change Plan* and *Environmental Sustainability Strategy*. Each of the strategic service plans work together to help deliver the community's vision of "a sustainable and liveable

community” and will inform the prospective Strategic Sites and Corridors Study for the local government area.

Overview

The Employment and Economic Development Plan provides a framework to help realise this vision by identifying economic development initiatives that will enable Council and other stakeholders to:

- 1) Support, attract and grow local businesses
- 2) Optimise the economic potential of key sectors and locations
- 3) Build relationships, linkages, connectivity and partnerships between stakeholders
- 4) Improve the social and environmental sustainability of the economy
- 5) Facilitate strategic and integrated decision making.

The Employment and Economic Development Plan comprises:

- 1) *A 10-year Strategic Service Plan* (Refer Attachment A), which will include:
 - a) The socio-economic profile
 - b) A context statement
 - c) Findings from stakeholder consultation
 - d) A strategic statement
 - e) Strategies, priorities and initiatives for economic development in the LGA.
 - f) Further work required to address opportunities and gaps in assets, infrastructure and planning for economic development in the Leichhardt LGA
- 2) *A 4-Year Service Delivery Plan* (Refer Attachment B), which will include:
 - a) Actions, activities, projects and services to be implemented
 - b) Nominated Stakeholder and/or Council service delivery area responsible for implementation
 - c) Implementation timetable
 - d) Monitoring mechanisms

Process So Far

The preparation of the Employment and Economic Development Plan was endorsed by a Council resolution in April 2011 to accept an \$186,000 grant from the Department of Planning and Infrastructure towards work on the Local Environmental Plan and the Employment and Economic Development Plan (Refer Attachment C).

In September 2011 Hill PDA were appointed to develop the Employment and Economic Development Plan including undertaking:

- 1) The preparation of a socio-economic profile of the local government area
- 2) Two stages of stakeholder consultation
- 3) Assistance with the exhibition process
- 4) The preparation of the 10 Year Strategic Service Plan
- 5) The preparation of the 4 Year Service Delivery Plan

The underlying principles for the Plan include:

- 1) A strong evidence base and best practice review
- 2) The regional context for example in relation to sub-regional residential development and employment land strategies
- 3) Council's Integrated Planning Framework
- 4) Council's Community Engagement Framework
- 5) Place making as a driver for the Plan and the downstream Strategic Sites and Corridors Study.

Hill PDA's commission was extended in October 2012 to collect and assess additional detailed evidence on commercial property vacancy rates in Leichhardt's main centres and corridors.

The Plan has been developed through a collaborative consultation process which has provided the opportunity for public and private stakeholders to specify their values, to describe their needs and to prioritise their goals. Stakeholder engagement during the project included:

- 1) Surveys of local businesses and land owners undertaken both online and face to face;
- 2) Workshops with local businesses, Chambers of Commerce, land owners, peak bodies and government agencies;
- 3) Meetings with the City of Sydney and Marrickville Council's Economic Development teams;
- 4) Interviews with individuals and organisations under-represented at the workshops, especially larger employers, and also those who attended the workshops but raised issues that warranted more detailed discussion;
- 5) Questionnaires for those attending the workshops;
- 6) Feedback from the LGA's two High Street Taskforces;
- 7) Interviews with local real estate agents as part of the Vacancy Rates Study; and
- 8) Meetings and Briefings with Councillors and Council Officers.

To date over 200 people across a wide range of industry sectors have contributed to the preparation of the Plan. The second phase of stakeholder consultation began in February 2013 and is expected to continue with a number of key submissions during the exhibition period. The publicity for the exhibition will in particular ask that submissions should highlight the level of priority that stakeholders consider Council should award actions proposed in the Draft 4 Year Service Delivery Plan. These will then help determine the project budgets and timing for actions in the Final Plan.

The Department of Planning and Infrastructure \$186,000 grant includes \$60,000 for the latter Plan payable if Council adopts the final Plan and forwards it to the Department by 26 June 2013 in accordance with revised funding milestones.

The Draft Employment and Economic Development Plan is now ready for public exhibition.

4. Next Steps

Public Exhibition period will be **34** days from **Thursday 28 March to Tuesday 30 April 2013**. This period is consistent with Council's Community Engagement Framework, satisfies the Department of Planning and Infrastructure timeline and builds on extensive consultation to date.

Public Exhibition Material

The material on exhibition will include:

- (a) 10 Year Strategic Service Plan (Attachment A)
- (b) 4 Year Service Delivery Plan (Attachment B)
- (c) Socio –economic Profile (Attachment D)
- (d) Consultation Strategy and Outcomes report (Attachment E)
- (e) Vacancy Rates Study (Attachment F).

Community Engagement Plan

The proposed community engagement plan for exhibition of the Draft Leichhardt Employment and Economic Development Plan has been developed in accordance with Council's Community Engagement Framework.

The proposed consultation plan for exhibition includes:

- (a) advertisements in local newspaper Inner West Courier (Tuesday and Thursday editions).
- (b) media release in local newspaper Inner West Courier.
- (c) notification and updates in Council's E-News
- (d) letters, phone calls or emails to Chambers of Commerce, landowners, developers, large employers, government agencies, precincts, neighbouring councils, and individuals known to have a particular interest.
- (e) distribution of flyers to local businesses and community centres.
- (f) dedicated email address provided for electronic lodgement of submissions.
- (g) Council officers will be available at Council's Administration building throughout the public exhibition period to respond to any enquiries during business hours, either face to face or over the phone.
- (h) the exhibition material will comprise a package of documents (as outlined above) in an electronic form on Council's website and in hard copy form available for viewing at the following Council venues:
 - (i) Council's Administration Centre
 - (ii) Leichhardt library
 - (iii) Balmain library
 - (iv) Annandale Neighbourhood Centre
 - (v) Hannaford Centre

- (i) community and industry stakeholders and neighbouring councils will be invited to a presentation on April 22nd 2013.
- (j) precinct committee members will be invited to a presentation on April 30th 2013.
- (k) the public will be invited to a presentation given at Council's Planning Committee scheduled on April 11th 2013.
- (l) members of the Leichhardt & Annandale Business Chamber and the Balmain/Rozelle Chamber of Commerce will be invited to a presentation on April 18th 2013.
- (m) two community open daytime sessions and one open evening session will be held:
 - (i) 10.00am - 12.00pm at Annandale Neighbourhood Centre on April 3rd 2013;
 - (ii) 10.00am - 12.00pm at Balmain Library on April 2nd 2013; and
 - (iii) 6.00 - 8.00pm at Balmain Library on April 2nd 2013.

Post Exhibition

Acknowledgement letters will be sent to all individual submitters (Note: for petitions, letters sent to petition organisers).

The outcomes of the public exhibition and a recommended Final Employment and Economic Development Plan will be presented to the 25 June Council meeting. A Council briefing session will be scheduled (date to be advised) prior to the meeting. The report will be made publicly available on the Council's website a week before the meeting.

5. Conclusion

The Draft Leichhardt Employment and Economic Development Plan has been completed and should be put on public exhibition to finalise the consultation process for the Plan.

ATTACHMENTS

A	10 Year Strategic Service Plan
B	4 Year Service Delivery Plan
C	Council Report and Resolution: Grant Funding For Local Environmental Plan and Employment and Economic Development Plan
D	Socio-economic Profile
E	Consultation Strategy and Outcomes Report
F	Vacancy Rates Study