

# MINUTES OF MEETING



## SUSTAINABLE ECONOMY COMMITTEE MEETING

Venue	Byron Community Centre - Cavanbah Room, Jonson Street, Byron Bay
Date	Thursday, 3 September 2015
Time	9.30am



# BYRON SHIRE COUNCIL

SUSTAINABLE ECONOMY COMMITTEE MEETING MINUTES

3 SEPTEMBER 2015

## Minutes of the Sustainable Economy Committee Meeting held on Thursday, 3 September 2015

File No: I2015/941

**PRESENT:** Cr Basil Cameron and Cr Sol Ibrahim, Cr Alan Hunter (*arrived at 10.40am*)

Staff: Jane Lavery (Economic Development and Tourism Co-ordinator)  
Claire McGarry (Events and Grants Officer)  
Joanne McMurtry (Tourism Officer)  
Joylene McNamara (Minute Taker)

Community: Damian Antico, Keith Byrne, Ajay McFadden, Rob Doolan,  
Meredith Wray, Charlie Zammit, Ted Kabbout (*arrived 9.56am*)

*Cr Basil Cameron (Chair) opened the meeting at 9.46am and acknowledged that the meeting was being held on Bundjalung Country.*

### **APOLOGIES:**

Apologies were received from Cr Simon Richardson (Mayor), Ken Gainger (General Manager), Shannon Burt (Director Sustainable Environment and Economy), Delta Kay (Arakwal Corporation), Nicole Reeve and John Hertzberg.

### **DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY**

There were no declarations of interest.

### **ADOPTION OF MINUTES FROM PREVIOUS MEETINGS**

#### **Committee Recommendation:**

That the minutes of the Sustainable Economy Committee Meeting held on 4 June 2015 be confirmed.

(Antico/Doolan)

*The recommendation was put to the vote and declared carried.*

### **BUSINESS ARISING FROM PREVIOUS MINUTES**

There was no business arising from previous minutes.

### **PROCEDURAL MOTION**

#### **Committee Recommendation:**

That the committee change the order of business to deal with Reports 5.2 and 5.3.

(Cameron/Ibrahim)

*The recommendation was put to the vote and declared carried.*

*Joanne McMurtry provided an overview of this report.*

---

## STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

**Report No. 5.2**                      **Whale Trail and Foreshore Signage Project**  
**File No:**                              I2015/840

**Committee Recommendation:**

1. That the Sustainable Economy Committee receive and note the report as part of the tourism update.
2. That Cr Cameron and Meredith Wray, as members of the Sustainable Economy Committee, be involved in discussions with the Economic Development and Tourism team and project stakeholders.
3. That the Sustainable Economy Committee emphasise the importance of consistency and alignment with the Byron identity.
4. That consideration be given to visible information and changing consumer behaviours in relation to QR codes, mobile apps and other technologies to ensure appeal to a broad range of visitor audiences.

(Cameron/Doolan)

*The recommendation was put to the vote and declared carried.*

---

*Claire McGarry provided a powerpoint presentation in relation to this report.*

**Report No. 5.3**                      **Update on Council's progress with events**  
**File No:**                              I2015/846

**Committee Recommendation:**

1. That the Sustainable Economy Committee receive and note the report and associated presentation.
2. That the Events Toolkit align with the Byron brand images, logos and information.
3. Invite feedback on the Events Toolkit from the Sustainable Economy Committee members and Councillors.
4. The committee acknowledges and thanks Claire McGarry for the work that has been undertaken to develop the toolkit to assist event organisers.

(Doolan/McFadden)

*The recommendation was put to the vote and declared carried.*

---

*Jane Laverty provided a powerpoint presentation in relation to this report.*

**Report No. 5.1**                      **Economic Development Strategy - Enterprising Byron 2025**  
**File No:**                              I2015/839

**Committee Recommendation:**

1. That the Sustainable Economy Committee note the report and draft strategy overview to be presented and discussed during the session provided on Thursday 3 September 2015.
2. That the Sustainable Economy Committee schedule a workshop at a date to be determined in October 2015, to review, discuss and progress the Economic Development Strategy.

# BYRON SHIRE COUNCIL

3. That the Sustainable Economy Committee review the draft Economic Development Strategy and support documentation and provide their feedback from the workshop by email by 17 September 2015.
4. That the Tourism Management Plan be emailed to all members of the Sustainable Economy Committee.

(Byrne/Doolan)

*The recommendation was put to the vote and declared carried.*

---

*There being no further business the meeting concluded at 12.35pm.*

---