

NOTICE OF MEETING



STRATEGIC BUSINESS PANEL MEETING

A Strategic Business Panel Meeting of Byron Shire Council will be held as follows:

Venue	Conference Room, Station Street, Mullumbimby
Date	Thursday, 10 September 2020
Time	4.30pm

Shannon Burt
Director Sustainable Environment & Economy

*I2020/1370
Distributed 03/09/20*

CONFLICT OF INTERESTS

What is a “Conflict of Interests” - A conflict of interests can be of two types:

Pecuniary - an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person or another person with whom the person is associated.

Non-pecuniary – a private or personal interest that a Council official has that does not amount to a pecuniary interest as defined in the Code of Conduct for Councillors (eg. A friendship, membership of an association, society or trade union or involvement or interest in an activity and may include an interest of a financial nature).

Remoteness – a person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to a matter or if the interest is of a kind specified in the Code of Conduct for Councillors.

Who has a Pecuniary Interest? - a person has a pecuniary interest in a matter if the pecuniary interest is the interest of the person, or another person with whom the person is associated (see below).

Relatives, Partners - a person is taken to have a pecuniary interest in a matter if:

- The person’s spouse or de facto partner or a relative of the person has a pecuniary interest in the matter, or
- The person, or a nominee, partners or employer of the person, is a member of a company or other body that has a pecuniary interest in the matter.

N.B. “Relative”, in relation to a person means any of the following:

- (a) the parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descends or adopted child of the person or of the person’s spouse;
- (b) the spouse or de facto partners of the person or of a person referred to in paragraph (a)

No Interest in the Matter - however, a person is not taken to have a pecuniary interest in a matter:

- If the person is unaware of the relevant pecuniary interest of the spouse, de facto partner, relative or company or other body, or
- Just because the person is a member of, or is employed by, the Council.
- Just because the person is a member of, or a delegate of the Council to, a company or other body that has a pecuniary interest in the matter provided that the person has no beneficial interest in any shares of the company or body.

Disclosure and participation in meetings

- A Councillor or a member of a Council Committee who has a pecuniary interest in any matter with which the Council is concerned and who is present at a meeting of the Council or Committee at which the matter is being considered must disclose the nature of the interest to the meeting as soon as practicable.
- The Councillor or member must not be present at, or in sight of, the meeting of the Council or Committee:
 - (a) at any time during which the matter is being considered or discussed by the Council or Committee, or
 - (b) at any time during which the Council or Committee is voting on any question in relation to the matter.

No Knowledge - a person does not breach this Clause if the person did not know and could not reasonably be expected to have known that the matter under consideration at the meeting was a matter in which he or she had a pecuniary interest.

Non-pecuniary Interests - Must be disclosed in meetings.

There are a broad range of options available for managing conflicts & the option chosen will depend on an assessment of the circumstances of the matter, the nature of the interest and the significance of the issue being dealt with. Non-pecuniary conflicts of interests must be dealt with in at least one of the following ways:

- It may be appropriate that no action be taken where the potential for conflict is minimal. However, Councillors should consider providing an explanation of why they consider a conflict does not exist.
- Limit involvement if practical (eg. Participate in discussion but not in decision making or vice-versa). Care needs to be taken when exercising this option.
- Remove the source of the conflict (eg. Relinquishing or divesting the personal interest that creates the conflict)
- Have no involvement by absenting yourself from and not taking part in any debate or voting on the issue as of the provisions in the Code of Conduct (particularly if you have a significant non-pecuniary interest)

RECORDING OF VOTING ON PLANNING MATTERS

Clause 375A of the Local Government Act 1993 – Recording of voting on planning matters

- (1) In this section, **planning decision** means a decision made in the exercise of a function of a council under the Environmental Planning and Assessment Act 1979:
 - (a) including a decision relating to a development application, an environmental planning instrument, a development control plan or a development contribution plan under that Act, but
 - (b) not including the making of an order under that Act.
- (2) The general manager is required to keep a register containing, for each planning decision made at a meeting of the council or a council committee, the names of the councillors who supported the decision and the names of any councillors who opposed (or are taken to have opposed) the decision.
- (3) For the purpose of maintaining the register, a division is required to be called whenever a motion for a planning decision is put at a meeting of the council or a council committee.
- (4) Each decision recorded in the register is to be described in the register or identified in a manner that enables the description to be obtained from another publicly available document, and is to include the information required by the regulations.
- (5) This section extends to a meeting that is closed to the public.

BYRON SHIRE COUNCIL
STRATEGIC BUSINESS PANEL MEETING

BUSINESS OF MEETING

1. APOLOGIES

2. DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

3. ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

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4. STAFF REPORTS

Sustainable Environment and Economy

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ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

5 **Report No. 3.1** **Adoption of minutes from 11 June 2020 meeting**
Directorate: Sustainable Environment and Economy
Report Author: Michelle Chapman, Project Support Officer
File No: I2020/1384

RECOMMENDATION:

That the minutes of the Strategic Business Panel Meeting held on 11 June 2020 be confirmed.

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Attachments:

15 1 Minutes 11/06/2020 Strategic Business Panel, I2020/881 , page 6  

Report

The attachment to this report provides the minutes of the Strategic Business Panel Meeting of 11 June 2020 .

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MINUTES OF MEETING



STRATEGIC BUSINESS PANEL MEETING

Venue	Conference Room, Station Street, Mullumbimby
Date	Thursday, 11 June 2020
Time	2.00pm

BYRON SHIRE COUNCIL

ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

3.1 - ATTACHMENT 1

BYRON SHIRE COUNCIL

ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

3.1 - ATTACHMENT 1

BYRON SHIRE COUNCIL

STRATEGIC BUSINESS PANEL MEETING MINUTES

11 JUNE 2020

Minutes of the Strategic Business Panel Meeting held on Thursday, 11 June 2020

File No: I2020/881

PRESENT: Cr S Richardson, Cr A Hunter, Cr S Ndaiye, Cr M Lyon

Staff: Shannon Burt (Director Sustainable Environment and Economy)
Sharyn French (Manager Environmental and Economic Planning)
Lisa Richards (Business Enterprise Officer)

Invited Guest: Ryan James (.id via zoom)

APOLOGIES:

Cr P Spooner

DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

There were no declarations of interest.

ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

RECOMMENDATION:

Due to the absence of a quorum the Strategic Business Panel Meeting of 12 March 2020 did not proceed.

BUSINESS ARISING FROM PREVIOUS MINUTES

There was no business arising from previous minutes.

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

Report No. 4.1 Strategic Business Panel Agenda 11 June 2020
File No: I2020/815

RECOMMENDATION:

That the Strategic Business Panel note the presentation from .id the populations experts and other agenda items.

There being no further business the meeting concluded at 4.00pm.

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STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

Report No. 4.1 Strategic Business Panel agenda report 10 September 2020

Directorate: Sustainable Environment and Economy

5 **Report Author:** Lisa Richards, Business Enterprise Officer

File No: I2020/1253

10 **Summary:**

This report outlines the agenda for the Strategic Business Panel meeting on Thursday 10 September 2020.

15 The following agenda items will be presented for updates and discussion:

- a 15 minute online update from Ryan James at .id the population experts on COVID19 impacts for Byron Shire businesses
- 20 • Key findings from Council's Business Impacts, Resilience and Continuity Survey
- Program for Small Business Month- October 2020
- Information on the Go Local First campaign
- 25 • Bypassed Town signage consultation update
- Events update
- 30 • Discussion around topics and speakers for next year's meetings

RECOMMENDATION:

That the Strategic Business Panel notes the presentation from .id the population experts and updates provided by staff on other agenda items.

35

REPORT***Update on COVID19 economic impacts for Byron Shire - from .id the population experts***

5 From 4:30pm-4:45pm Ryan James from .id- the population experts will provide a live, online update on economic impact statistics for Byron Shire, and from 4:45pm-5pm provide the opportunity for the Panel to ask any questions.

Key findings from Council's Business Impacts, Resilience and Continuity Survey

10 This fortnightly survey was conducted from 4 May 2020 to 26 July 2020 to best understand how Council can service our industry sectors. The survey can be found at <https://www.yoursaybyronshire.com.au/business-impacts-resilience-and-continuity>

The key findings from the survey will be shared with the Panel.

15 The results from the survey will be used to inform an update to the Enterprising Byron Strategy 2025 by 30 June 2021.

Program for Small Business Month- October 2020

20 The results of Council's Business Impacts, Resilience and Continuity Survey have identified where businesses require Council's assistance and have informed Council's Small Business Month program in October. The program will include the following:

- Mental health and wellbeing event for small business owners
- Increasing the implementation of and registration of COVID19 safe plans for businesses

25 Council's Business Impacts Survey identified that approximately 65% of small business owners feel that the level of uncertainty is very much impacting their business decisions and that approximately 35% of businesses are feeling COVID19 has greatly impacted theirs and their employees' mental health and wellbeing.

30 With this information Council is arranging an in-person half-day workshop for up to 13 small business owners around

35 Council's Business Enterprise Officer is working with the Environmental Health Officers to create COVID19 safe plan templates for key industry sectors, a kit comprising of key information and collateral for creating COVID19 safe businesses and a pop-up session for businesses to contact Council with questions around COVID19 safe plans, to encourage more businesses to complete and implement their COVID9 safe plans ongoing.

Go Local First Campaign

40 6 month campaign initiated by COSBOA (Council of Small Business Organisations Australia) to encourage Australians to spend locally first to keep small businesses going, keep people employed and to keep communities thriving.

45 Council supports this initiative and will promote the campaign to residents and the business community via the Business in Byron Shire E-newsletter, email, Council's social media platforms and website.

50 More information on the Go Local First Campaign at: <https://golocalfirst.com.au>

Bypassed Town Signage consultation update

5 The NSW Government has introduced an initiative for a new type of image based road sign which aims to promote bypassed towns in rural and regional NSW.

10 These signs are positioned close to the exit of a motorway and use colour images to show key features of the bypassed towns to encourage visitation. Bypassed town signage also displays service symbols to highlight available services and facilities to assist travellers on their journeys and encourage rest breaks.

Brunswick Heads, Mullumbimby and Bangalow have been identified by the Roads and Maritime Services as towns bypassed by the Pacific Highway that qualify for these signs.

15 Council is now being asked to engage with key community stakeholders to assist with the selection of images and service symbols for these signs.

20 Council has completed a Communication and Engagement Plan for the consultation period which includes 3 online surveys for a 3 week period and will be open to residents and business owners of Mullumbimby, Brunswick Heads and Bangalow.

Promotion will be via the Business in Byron Shire E-Newsletter, Council's community E-Newsletter, Facebook post, Council's website and via email to key community stakeholders, including Chambers of Commerce, Residents' Associations.

25 More information on the Bypassed Town Signage initiative at:
<https://www.rms.nsw.gov.au/roads/using-roads/trip-information/bypasses/signage-initiative.html#:~:text=Bypassed%20Town%20signage%20is%20a,the%20features%20of%20bypassed%20towns.>

Event Update

30 COVID-19 has had a huge impact on our local events. To date, around 40 annual events have been cancelled, including the Shire's major events Bluesfest, Splendour in the Grass, and Falls Festival, and significant home grown events such as Mullum Music Festival, Byron Writers Festival, and Sample Food Festival.

The impact of event cancellations on local businesses and community groups is still unfolding, and will likely continue to be felt for some time.

35 Economic impacts, employment, education and training opportunities have all been significantly affected, as has the ability for community organisations to fundraise and deliver programs. Council staff have been working tirelessly with event organisers throughout COVID to consider postponement options, interpret public health orders and requirements, link to support services, and explore funding opportunities.

40 Due to COVID the 2019-20 Events & Festival Sponsorship Fund has been rolled over into the current year to be offered as a recovery fund when events are able to proceed.

Council staff are currently planning a workshop series to support event operators, reviewing the Events & Festival Sponsorship Fund criteria, and exploring industry resilience initiatives.

45 Staff are busy reissuing wedding licences as plans are made for smaller scale COVID- safe weddings, and supporting the influx of filming projects to the Shire, including *Nine Perfect Strangers* and *Eden*.

The development of a quadruple bottom line framework for event evaluation to capture the impacts of the industry is also being explored.

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List of cancelled events:

• Carna Byron	• Brazilian Jui Jitsu	• Byron Bay Basketball
• Harmony Day	Australian Championships	Championship event
• Boxing Mania	– Winter and Spring	• Chincogan Charge
• Bluesfest	events	• Brunswick Heads Old & Gold
• ANZAC Day (4 events)	• ZEB Electric Vehicle	• Byron Sunrise Run and
• Northern Rivers Harvest	Forum	Swim
• Festival and trail	• Mullum 2 Bruns Paddle	• AFL9s Invitational
• Winter Whales Swim (30 th	• Festival of the Stone	• Byron Lighthouse Run
anniversary event)	• NSW Junior Golf	• Mullum Sculpture Festival
• Byron Bay Craft Beer	Championships	• Mullum Music Festival
Festival	• Star Stuff III	• Mullum Circus Festival
• Renewfest	• Splendour in the Grass	• Falls Festival
• Byron Bay Triathlon	• Byron Writers Festival	• A host of smaller community,
• Byron Comedy Festival	• Bangalow Music Festival	social and sporting events,
• Bangalow Billycart Derby	• Sample Food Festival	and weddings.
	• Byron Bay Surf Festival	

Event Guide

5 The Byron Shire Event Guide has been revamped. The new Guide includes best-practice sustainable event procedures, and will be uploaded to the events section of Council’s website improving accessibility to events-based information for commercial festivals and community events.

10 Consultation with Council staff experts in their respective fields, and liaison with local organisations has enabled a user-friendly guide which will support event organisers to:

- increase the sustainability actions and measures at events,
- increase the quality of event applications and delivered events, and
- decrease Byron Shire events-based general enquiries (enabling efficiency).

15 Accessibility and inclusivity have been considered in the design of the Guide, with compliance with online and print inclusive design and legibility guidelines (Web Content Accessibility Guidelines (WCAG) 2.0).

Collaborators (internal):

- 20
- Communications team
 - Insurance and Risk team
 - Sustainability & Emissions Reduction team
 - Environmental health
 - Building certifications

25

 - Infrastructure planning
 - Open Spaces team
 - Resource Recovery team
 - Social and Cultural Planning team

30

 - Traffic engineering team

Printed copies will be available at Council’s admin office in Mullumbimby by request until the Guide is uploaded to the web.

Discussion around topics for next year’s meetings

35 The Panel discuss and set topics and potential speakers for future Strategic Business Panel meetings in line with Enterprising Byron 2025.

STRATEGIC CONSIDERATIONS

Community Strategic Plan and Operational Plan

CSP Objective	L2	CSP Strategy	L3	DP Action	L4	OP Activity
Community Objective 4: We manage growth and change responsibly	4.3	Promote and support local business development, education and employment opportunities	4.3.1	Facilitate and support sustainable development of our business community	4.3.1.2	Continue to strengthen partnerships between Council and the business community through the Strategic Business Panel and Business Roundtable
Community Objective 4: We manage growth and change responsibly	4.3	Promote and support local business development, education and employment opportunities	4.3.1	Facilitate and support sustainable development of our business community	4.3.1.3	Undertake Business Survey

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Legal/Statutory/Policy Considerations

N/A

Financial Considerations

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N/A

Consultation and Engagement

N/A