

# Notice of Meeting

## Business and Industry Advisory Committee Meeting

A Business and Industry Advisory Committee Meeting of Byron Shire Council will be held as follows:

Venue	Cavanbah Centre, Ewingsdale Road, Byron Bay
Date	Thursday, 15 June 2023
Time	4.30pm

Shannon Burt  
Director Sustainable Environment and Economy

I2023/905  
Distributed 06/06/23



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## 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)

**Committee members are reminded that they should declare and manage all conflicts of interest in respect of any matter on this Agenda, in accordance with the [Code of Conduct](#).**

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## 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.

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## OATH AND AFFIRMATION FOR COUNCILLORS

Councillors are reminded of the oath of office or affirmation of office made at or before their first meeting of the council in accordance with Clause 233A of the Local Government Act 1993. This includes undertaking the duties of the office of councillor in the best interests of the people of Byron Shire and the Byron Shire Council and faithfully and impartially carrying out the functions, powers, authorities and discretions vested under the Act or any other Act to the best of one's ability and judgment.

# BYRON SHIRE COUNCIL

## BUSINESS OF MEETING

### 1. APOLOGIES

### 2. DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

### 3. ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

- 3.1 Confirmation of minutes from 30 March 2023 meeting ..... 6

### 4. STAFF REPORTS

#### **Sustainable Environment and Economy**

- 4.1 Future Discussion Items for Business and Industry Advisory Committee ..... 13  
4.2 Business, Industry and Visitor Economy Strategy ..... 15

**ADOPTION OF MINUTES FROM PREVIOUS MEETINGS**

**Report No. 3.1 Confirmation of minutes from 30 March 2023 meeting**

5 **Directorate:** Sustainable Environment and Economy  
**Report Author:** Michelle Wilde, Project Support Officer  
**File No:** I2023/505

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**RECOMMENDATION:**

**That the minutes of the Business and Industry Advisory Committee Meeting held on 30 March 2023 be confirmed.**

15 **Attachments:**

1 Minutes 30/03/2023 Business and Industry Advisory Committee, I2023/409 , page 8  

## Report

The attachment to this report provides the minutes of the Business and Industry Advisory Committee Meeting of 30 March 2023 .

### Report to Council

- 5 The minutes were reported to Council on 25 May 2023.

### Comments

In accordance with the Committee Recommendations, Council resolved the following:

**23-186 Resolved** that Council:

- 10 **a)** notes that the Business and Industry Advisory Committee will continue to invite representatives of business organisations to participate in workshops on the development of the Business, Industry and Visitor Economy Strategy (BIVE) and that the inclusion of four business representatives on the Committee be reconsidered after the BIVE is developed.
- b)** Amends the Constitution of the Business and Industry Advisory Committee accordingly.

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**Minutes of Meeting**  
**Business and Industry Advisory**  
**Committee Meeting**

<b>Venue</b>	<b>Conference Room, Station Street, Mullumbimby</b>
<b>Date</b>	<b>Thursday, 30 March 2023</b>
<b>Time</b>	<b>11.30am</b>





**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

BUSINESS AND INDUSTRY ADVISORY COMMITTEE MEETING MINUTES 30  
MARCH 2023

### **Minutes of the Business and Industry Advisory Committee Meeting held on Thursday, 30 March 2023**

**File No:** I2023/409

PRESENT: Cr M Lyon (Mayor), Cr A Hunter, Cr A Pugh

Staff:

Sharyn French (Manager Environmental and Economic Planning)

Lisa Richards (Business and Visitor Economy Officer)

Jess Gilmore (Events and Economy Team Leader)

Michelle Wilde (Minute Taker)

*Cr M Lyon (Chair) opened the meeting at 11:32am and acknowledged that the meeting was being held on Bundjalung Country.*

ATTENDANCE VIA AUDIO-VISUAL LINK:

APOLOGIES:

Shannon Burt (Director Sustainable Environment and Economy)

DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

There were no declarations of interest.

BUSINESS ARISING FROM PREVIOUS MINUTES

There was no business arising from previous minutes.

**BYRON SHIRE COUNCIL**

BUSINESS AND INDUSTRY ADVISORY COMMITTEE MEETING MINUTES  
MARCH 2023

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**STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY**

**Report No. 3.1**      **Confirmation of Minutes from 30 June 2022 meeting and status  
of nominations for business members**  
**File No:**              I2022/1200

**Committee Recommendation:**

1. That the minutes of the Business and Industry Advisory Committee Meeting held on 30 June 2022 be confirmed.
2. That the Business and Industry Advisory Committee continue to invite representatives of business organisations as outlined in this report to participate in workshops on the development of the Business, Industry and Visitor Economy Strategy, and that the inclusion of four business representatives on the Committee be reconsidered after the BIVE is developed.
3. That the Constitution of the Business and Industry Advisory Committee be amended accordingly.

(Lyon/Hunter)

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

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**Report No. 3.2**      **Meeting Schedule for 2023 Business and Industry Advisory  
Committee**  
**File No:**              I2023/83

**Committee Recommendation:**

1. That the Business and Industry Advisory Committee notes the scheduled meeting dates and times for 2023.
2. That the Business and Industry Advisory Committee advise of any agenda items for future meetings.

(Lyon/Hunter)

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

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**BYRON SHIRE COUNCIL**

**BYRON SHIRE COUNCIL**

BUSINESS AND INDUSTRY ADVISORY COMMITTEE MEETING MINUTES 30  
MARCH 2023

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**Report No. 3.3**      **Projects Update**  
**File No:**            I2023/383

**Committee Recommendation:**

**That the Committee notes the Projects Update report.**

(Lyon/Pugh)

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

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**Report No. 3.4**      **Business, Industry and Visitor Economy Strategy**  
**File No:**            I2023/26

**Committee Recommendation:**

**That the Business and Industry Advisory Committee notes the report.**

(Lyon/Pugh)

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

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*There being no further business the meeting concluded at 12:03pm.*

*At this stage invited business representatives joined the committee to participate in a workshop to discuss the Business, Industry and Visitor Economy Strategy.*

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

**Report No. 4.1      Future Discussion Items for Business and Industry Advisory Committee**

5    **Directorate:**                             Sustainable Environment and Economy  
**Report Author:**                         Michelle Wilde, Project Support Officer  
**File No:**                                        I2023/769

**Summary:**

10    This report summarises reports and information requested by the Business and Industry Advisory Committee.

Future requests, resourcing and alignment with Council’s Operational Plan can be tabled for discussion by the committee.

15    There were no requests for reports or information received from the Business and Industry Advisory Committee members for this meeting.

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**RECOMMENDATION:**

20    **That the Business and Industry Advisory Committee notes the report.**

**Report**

There were no requests for reports or information received from the Business and Industry Advisory Committee members for this meeting.

Requests for future items can be raised at this meeting.

- 5 These requests, resourcing and alignment with Council’s Operational Plan will be tabled for discussion by the committee at the next meeting, to resolve whether they are taken to Council for consideration for inclusion in a future Council OP and budget.

**Key issues**

Nil

10 **Strategic Considerations**

**Community Strategic Plan and Operational Plan**

<b>CSP Objective</b>	<b>CSP Strategy</b>	<b>DP Action</b>	<b>Code</b>	<b>OP Activity</b>
<b>1: Effective Leadership</b> We have effective decision making and community leadership that is open and informed	1.2: Engage and involve community in decision making	1.2.4: Advisory Committees - Coordinate advisory committees to inform decision making on their areas of expertise	1.2.4.1	Coordinate and support Advisory Committees to assist with effective Council decision making

**Recent Resolutions**

Nil

**Legal/Statutory/Policy Considerations**

- 15 Nil

**Financial Considerations**

No detailed costings for requested items provided at this stage.

**Consultation and Engagement**

Nil

- 20

**Report No. 4.2 Business, Industry and Visitor Economy Strategy**

**Directorate:** Sustainable Environment and Economy

**Report Author:** Arika McElroy, Project Support Officer

5 **File No:** I2023/30

**Summary:**

Michael Campbell of Lucid Economics will facilitate a workshop on the Business Industry and Visitor Economy Strategy (BIVE) with the Committee and invited key sector stakeholders.

10 The purpose of the workshop is to provide an update of the background analysis and stakeholder engagement, which will eventually form the basis of the strategy.

A detailed analysis of various data sets has been completed and engagement has taken place which included a series of focus group conversations and interviews with key sector stakeholders.

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**RECOMMENDATION:**

**That the Business and Industry Advisory Committee notes the report.**

20 **Attachments:**

1 Byron Shire Economic Summary May 2023 - Business, Industry and Visitor Economy Strategy, E2023/53618 , page 19 [↓](#) 

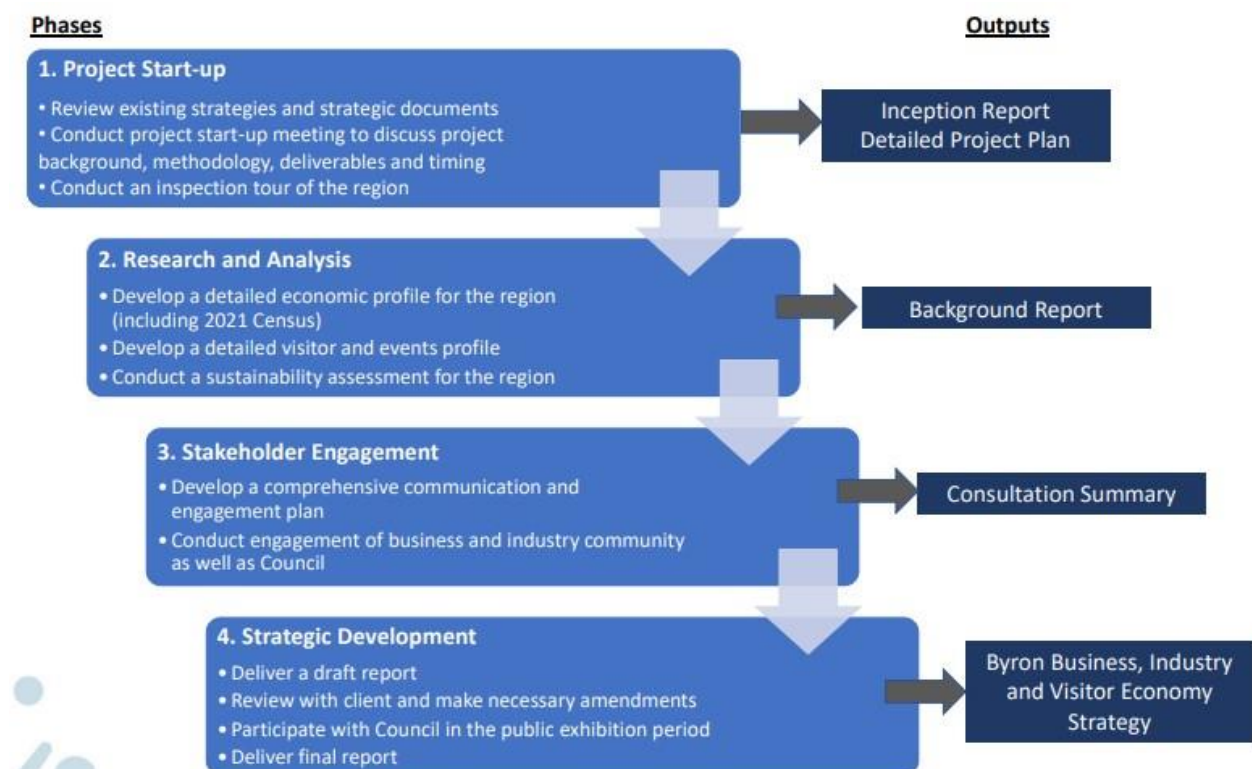
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## Report

A lot has happened and is happening in our rapidly changing economy. From events and tourism bouncing back after COVID to the impacts of last year’s flood disaster and the effects of recent interest rate rises.

- 5 Following Council’s resolution (21-199) to endorse the framework and progress toward development of a whole of business industry strategy, work has progressed, and Lucid Economics has been engaged to develop the strategy.

The figure below shows the project approach. Consultation with the Business Industry Advisory Committee forms part of the stakeholder engagement (stage 3).



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## Update

A detailed analysis of various data sets has been completed and engagement has taken place which included a series of focus group conversations and interviews with key sector stakeholders.

- 15 Recent engagement discussed:
  - background research findings, as per the attached Economic Summary,
  - community perspectives on economic advantages, barriers/challenges, opportunities, and strengths
  - Council’s role in economic development



**Next steps**

The figure above guides the next steps. More consultation to further test engagement findings will be undertaken, as part of section 3.

5 A further update will be provided to the Business Industry Advisory Committee at the next meeting on 31 August.

**Strategic Considerations**

**Community Strategic Plan and Operational Plan**

<b>CSP Objective</b>	<b>CSP Strategy</b>	<b>DP Action</b>	<b>Code</b>	<b>OP Activity</b>
<b>4: Ethical Growth</b> We manage growth and change responsibly	4.3: Promote and support our local economy	4.3.1: Diverse economy - Develop a Business and Visitor Economy Strategy to support a resilient and diverse economy	4.3.1.1	Progress development of Business and Visitor Economy Strategy
<b>4: Ethical Growth</b> We manage growth and change responsibly	4.3: Promote and support our local economy	4.3.3: Business advice and support - Support, participate, and advocate for sustainable business	4.3.3.2	Continue to strengthen partnerships between Council and the business community / industry
<b>4: Ethical Growth</b> We manage growth and change responsibly	4.4: Foster sustainable visitation and manage the impacts of tourism on the Shire	4.4.3: Sustainable visitation - Investigate opportunities to mitigate peak tourist demands on local amenity and infrastructure	4.4.3.1	Continue to liaise with our business and tourism industry

**Recent Resolutions**

- Res 21-199: That Council: 1. Endorses the framework and process to develop the whole of business industry strategy as outlined in the report.

**Financial Considerations**

- 5 Budget already allocated.

**Consultation and Engagement**

Engagement has taken place which included a series of focus group conversations and interviews with key sector stakeholders. More consultation to further test research and engagement findings will be undertaken.

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## BYRON SHIRE Business, Industry and Visitor Economy Strategy

## Economic Summary

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Byron Shire has always been a meeting place and a place of commerce. First nations people would meet and trade in the Byron Shire. In the 1890s, the NORCO butter factory was established and more industry followed in the early twentieth century including a piggery, meatworks, whaling station and others. Most of these factories have gone and new industries, such as tourism, professional business services and healthcare, have taken their place.

As the economy has evolved over time, so too has its unique collection of communities. Today, the Byron community is engaged, inclusive and aware of its ethical responsibility to grow in a responsible and sustainable manner. These principles will influence the growth of the economy into the future.

While the local economy has numerous features associated with many other regional areas, it has a range of unique characteristics.

Unlike many regional areas in Australia, the population of the Shire is growing rapidly, as new residents are attracted to the area for many reasons. Over the last decade, the Byron Shire was the fourth fastest growing regional LGA in New South Wales and in 2022 had 36,398 people. The Byron population is young, with a median age of 43 in 2021, which is actually a decline from 44 years old in 2016. Household incomes are below the State median, but have been growing rapidly, averaging 6.9% per year growth since 2016, compared to the average rate of inflation of 1.8%, which means that the wealth of local residents has been rising (which would be partially explained through the wealth that some new residents are bringing).

Based on data from the NSW Department of Planning and Environment, the population of the Shire is expected to reach 44,700 by 2041. However, it should be noted that forecasted growth is much lower than the growth experienced over the past decade, so the future population could be even larger. Accommodating a continued rise in the local population must be managed carefully in terms of land and infrastructure development.

The local economy is diverse much like the region itself. While Byron Bay is a well-known and a popular visitor destination, the Shire has numerous other key centres including Mullumbimby, Brunswick Heads, Ocean Shores, Bangalow and a range of small townships and villages. The visitor economy is important, contributing an estimated 6.2% to the economy and 7.5% of local employment in 2022. Visitation to the Byron Shire is still only about half of the pre-COVID levels, so there is potential for the visitor economy to contribute more. Despite the down turn, the visitor economy still represents a significant export industry for the Byron Shire. The significance of the visitor market can lead to conflicts with residents as well as generate a significant infrastructure burden for Council (given visitors do not contribute financially to infrastructure in the same way that residents do).

The economy has been growing rapidly, averaging 4.9% over the last five years and 4.2% over the last ten years. This rate of growth is well above the Northern Rivers Region and the State. While economic growth was dampened by the COVID-19 pandemic, it has accelerated considerably over the last two years. The economy has evolved over the last decade as well. Professional, scientific and technical services is now the largest industry in the Byron economy, representing 10.4% of the economy and is followed closely by accommodation and food services (9.9%), healthcare (9.7%) and construction (9.2%).



BSC Ref: #E2023/53618

**BYRON SHIRE Business, Industry and Visitor Economy Strategy**

There are additional sectors that produce value for the local economy. Manufacturing, while small by comparison to other leading sectors, represents the second largest export sector, behind accommodation and food services and ahead of professional, scientific and technical services. 60% of the manufacturing industry is based on food and beverage products, which often leverage locally grown produce. Lands used for agricultural production make up 20% of the Byron Shire and produce a wide range of products, including nurseries, macadamia nuts and cattle.

Like most regions in Australia, Byron Shire is suffering from a shortage of workers. The unemployment rate is near an all-time low (seen pre-COVID) while job advertisements in the broader NSW North Coast region are at an all-time high. 70% of employers in New South Wales are reporting difficulties in hiring staff. Representative of the broader economy, the Byron Shire workforce is higher skilled than the State averages.

Byron Shire also has experienced the housing crisis that is facing the nation. Housing in Byron Shire is very expensive, up to 1.6 times the median price in regional NSW. Residential vacancy rates are also low, averaging between 0.5% and 3.5% across the Shire over the last few years. Short term rental accommodation (STRA) has had an impact, as Byron Shire has a very high penetration rate with over 2,600 active listings across the Shire. The STRA market is fuelled by its own success, experiencing high rates of occupancy and average daily rate. In 2022, the STRA market generated \$189 million in revenue.

The Byron Shire economy is representative of its community, young, dynamic and fast growing. Given the pressures of climate change and the importance of sustainability and equity in the community, it will be interesting to uncover the next evolution of the Byron economy.

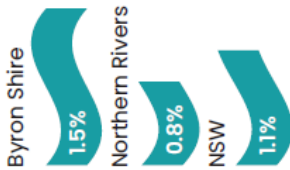


BSC Ref: #E2023/53618

## Population (2022)



### Average Annual Population Growth (2012-2022)

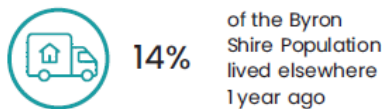


### Future population (2041)



Source: ABS (2023); NSW Department of Planning and Environment (2022)

### Population Turnover



Source: ABS (2022)

### Median Age

	2016	2021
Byron Shire	44	43
New South Wales	38	39

Source: ABS (2022)

### Median Household income (\$/week)

	2011	2016	2021
Byron Shire	\$885	\$1,149	\$1,602
New South Wales	\$1,237	\$1,486	\$1,829

Source: ABS (2022)

Median household income in the Byron Shire is 12% less than NSW.

Source: ABS (2022)

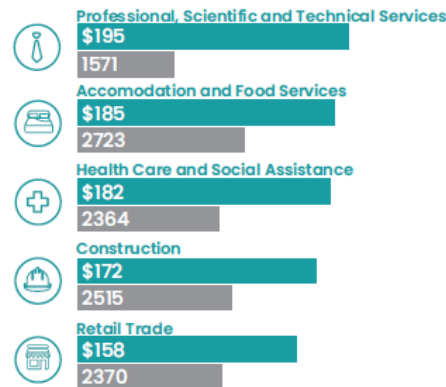
## Gross Regional Product (FY 2021-2022)



### Average Annual Growth (last 5 years)



### 2021-22 Economic Contribution (\$m) Employment Number



Source: Economy ID (2023)



Source: ABS (2022)

### Key Agricultural Products, 2020-2021 (\$m)



Source: ABS (2022)

In 2020-2021, just over **20% of the Shire** is for agricultural production

Source: ABS (2022)

BSC Ref: #E2023/53618

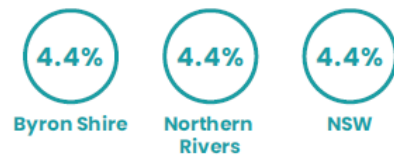


### Top Exporting Industries (\$m) (FY 2021-22)



Source: EconomyID (2023)

### Unemployment rate (June 2022)



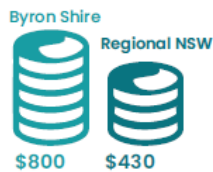
Source: National Skills Commission (2023)

### Housing Prices (2022)

#### Median House Price



#### Median Rent (\$/week)



Source: NSW Communities and Justice (2023)

### Residential Vacancy Rate (January 2023)

Post Code	Vacancy Rate (%)
2479	3.3%
2481	1.9%
2482	1.5%
2483	2.4%
Average	2.3%

Source: SQM Research (2023)

### Visitor Economy Visitation

#### Pre-COVID (YE Dec 19)

	Visitors	Nights
Day Trip	1,170,000	
Domestic Overnight	1,014,000	3,910,000
International	223,000	1,510,000
Total	2,407,000	5,420,000

#### YE Sept 22

	Visitors	Nights
Day Trip	611,000	
Domestic Overnight	647,000	2,460,000
International	26,000	130,000
Total	1,284,000	2,590,000



Visitor expenditure (YE Sept 22):

**\$682m**

Source: Tourism Strategy Development Services (2023)

### FY 2021-2022

#### Economic Contribution of the Visitor Economy



Gross Regional Product  
\$117m (6.3% of total)



Employment  
1,481 jobs (7.5% of total)

Source: Economy ID (2023)

### Greenhouse Gas Emissions

#### Tonnes CO2e

2018/19	428,000
2019/20	405,000
2020/21	383,000

Source: snapshotclimate.com.au



Byron Shire Council  
sourced 100% renewable  
energy in 2022!



46% of waste was  
diverted from landfill  
in 2021-2022

Source: Byron Shire Council

BSC Ref: #E2023/53618

