Adopted Report

of the

Economic Development and Major Projects Committee Meeting

held on

Tuesday, 9 December 2014

at

02:00 pm

Gold Coast City Council Chambers
135 Bundall Road Surfers Paradise
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## Adopted Report

### Economic Development and Major Projects Committee Meeting

**Tuesday, 9 December 2014**

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**KEY:**

- **OCEO** - Office of the Chief Executive Officer
- **CMS** - Community Services
- **EDMP** - Economic Development & Major Projects
- **ES** - Engineering Services
- **GCW** - Gold Coast Water
- **OS** - Organisational Services
- **PE** - Planning & Environment
ADOPTED BY COUNCIL 12 DECEMBER 2014

ADOPTION OF ECONOMIC DEVELOPMENT & MAJOR PROJECTS COMMITTEE REPORT

RESOLUTION G14.1212.018 Moved Cr Grew Seconded Cr Gilmore

That the Report of the Economic Development & Major Projects Committee’s Recommendations of Tuesday, 9 December 2014, numbered ED14.1209.001 to ED14.1209.003, be adopted with the exception of:-

Recommendation Number ED14.1209.003 which was specifically resolved.

CARRIED UNANIMOUSLY

ATTENDANCE

Cr J Grew (Chairperson)
Cr D Gates
Cr M Grummitt
Cr T Gilmore
Cr A Bell
Cr R La Castra
Cr G Tozer
Cr P Taylor
Cr G Betts
Cr D McDonald

Mr D Scott Director Economic Development and Major Projects
Ms T Brownie Manager Economic Development
Mr D Stewart Manager Major Projects
Ms A Norton-Knight Coordinator Economic Development (Global Connections)
Mr L Adair Coordinator Major Projects
Ms K Kruger Workforce Development Officer

APOLOGIES

Nil

PRESENTATIONS

2:00 pm – Update on Gold Coast Airport - presentation by Brett Curtis, Manager Operations and Standards – Gold Coast Airport and Matthew Shinkel, Senior Project Manager – Queensland Airports.
PROCEDURAL MOTION  Moved Cr Gates  Seconded Cr Gilmore

That the Committee move into Closed Session pursuant to Section 275(1) of the Local Government Regulation 2012, for a presentation on the Gold Coast Airport, for the reason that it is a prejudicial matter.

CARRIED

PROCEDURAL MOTION  Moved Cr Grummitt  Seconded Cr Gilmore

That the Committee move into Open Session.

CARRIED
ITEM 1  ECONOMIC DEVELOPMENT BRANCH
INTERNATIONAL PLAN AND INTERNATIONAL TRADE AND INVESTMENT PROGRAM
2014 -2015 UPDATE
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Refer 2 page Attachment 2

1 BASIS FOR CONFIDENTIALITY
Not Applicable.

2 EXECUTIVE SUMMARY
Not Applicable.

3 PURPOSE OF REPORT
The purpose of this report is to provide an update on the International Plan and the 2014 –
2015 Gold Coast International Trade and Investment Program (ITIP).

4 PREVIOUS RESOLUTIONS
Refer Attachment 1

5 DISCUSSION
5.1 Background
City of Gold Coast has developed a number of key strategic documents that support the
broader national and international platforms of working in an increasingly competitive and
crowded global marketplace. The Economic Development Strategy 2023 identifies the need
for the city’s stakeholders to capitalise on future opportunities to create more jobs and wealth
for the city through a commitment to the ongoing development of an internationally
connected regional economy through a targeted International Plan.

The International Plan was endorsed by Council on 1 August 2013 and outlines the 10 year
implementation plan based on developing a globally connected economy. The Plan supports
the export focus for the City and ensures the local economy is internationally connected by
raising the City’s international profile, leveraging business and government partnerships
including sister cities and creating break-through in priority markets and increasing inward
investment to the city.

The International Trade and Investment Program (ITIP) is the primary delivery mechanism to
meet the objectives of Council’s International Plan. The program consists of international
travel to coincide with in-market industry events or trade missions, as well as inbound
missions to Gold Coast consisting of overseas government and business individuals or
groups.

5.2 Update on Key Activities of International Plan (IP) and International Trade and
Investment Program (ITIP)

The endorsed International Plan focusses on a tiered market approach with the majority of
resources applied in the priority markets of China, Middle East and India.

The Mayor’s civic profile and business connections continue to enhance the activities
particularly in China and the Middle East providing more status to inbound and outbound
missions and delegations.
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INTERNATIONAL PLAN AND INTERNATIONAL TRADE AND INVESTMENT PROGRAM
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The following summary outlines the key initiatives, activities and inbound and outbound programs undertaken to support the delivery of the IP and ITIP for the six months to December 2014.

5.3 Initiatives

5.3.1 Second Home Strategy

The Second Home Strategy, launched in 2013, in collaboration with Study Gold Coast and Gold Coast Tourism targets parents of students (and future students themselves) as an untapped market for investment on the Gold Coast.

The Second Home message is being delivered in collaboration with entities such as Study Gold Coast, Gold Coast Tourism and education institutions through welcome videos, publications and online. Ongoing collaboration with the entities will occur to maximise reach and add value to the efforts of other Gold Coast stakeholders.

Targeting tourism operators with a tailor-made Second Home message is an initiative for 2015. Leveraging the reach of Gold Coast Tourism’s network, particularly through their digital/social media activities will also be a key delivery mechanism for the Second Home message.

5.3.2 Mayor’s International Student Ambassador Program

The Mayor’s International Student Ambassador Program launched in March 2013 in collaboration with Study Gold Coast aligns with the International Plan’s objective of strengthening the city’s international network.

Study Gold Coast and City of Gold Coast developed selection criteria and conducted interviews with ten international student ambassadors from the three major higher education institutions and selected colleges being officially inducted by Mayor Tate and the CEO of Study Gold Coast on 10 March 2014. This program is proving to be highly successful and planning is currently underway for the 2015 Student Ambassador Program.

5.3.3 Sister Cities and International Partnerships

The Mayor’s relationships, at the highest levels, in the China and Middle East markets continues to leverage outcomes for the city. Supported by both cultural and economic foundations, Sister City relationships have been reinforced through direct civic engagement with the United Arab Emirates and China.

The Mayor is progressing new international partnerships in our City’s priority markets of the Middle East and China which are focusing on particular areas of expertise or reciprocal relevance to local and overseas stakeholders. This is evident with the recent signing of a Letter of Intent to Establish a Friendly Relationship with Chengdu, China, the Agreement of Friendship and Cooperation with Jining, China and the agreement with World Professional Powerboat Association to bring the XCAT event to the city.
5.3.4 Collaborative International Partnerships

The City continues to foster effective partnerships with international stakeholders to maximise global investment attraction and trade opportunities. Government partnerships on the State and Federal level signal to our international business community that the Gold Coast is an increasingly important international stakeholder.

Ongoing liaison with legal firms, financial institutions, migration agents and educational institutions including peak bodies such as Study Gold Coast continue to grow and are leveraged to provide practical insight into specialised areas of opportunity and ensure that pathways for potential migrant investors are appropriately tailored to channel investment to the Gold Coast.

5.3.5 Participation Fee Trial

The previous report to Council in May 2014 outlined the rationale for a participation fee trial designed to offset the costs and qualify commitment by mission participants. The six month trial was introduced as a non-refundable, in market logistics participation fee of $500 payable 30 days prior to the scheduled departure date.

The implementation of the non-refundable $500 participation fee trial for trade mission participants has been highly successful. The fee has seen a decrease in the withdrawal rate of participants who have expressed an interest in attending and has been met with support from participants.

5.3.6 In-Market Resources

In-market resources have been used in priority markets to activate components of the International Plan. The resources provide valuable on-the-ground expertise and liaison with key stakeholders providing connections and relationships to effectively drive market initiatives and activities. These resources have been used in the priority markets of the Middle East and China.

The in-market resource continues to be used in China providing logistic support to inbound missions. The Middle East in-market resource contract ceased in October 2014 and a handover of contacts and initiatives were undertaken by officers earlier that month.

5.4 Inbound Program

5.4.1 High Performance Sport Investment Attraction

Since June 2014, City of Gold Coast has been involved in attracting 10 individual high performance training camps to the city which has injected $1.7 million into the local economy. This has included international teams such as England Rugby League, Ireland Cricket Association and USA Swimming.

Significant sporting events such as the 2014 Pan Pacific Swimming Championships, the 2015 Asian Cup (Football) and the 2015 Cricket World Cup are providing the catalyst for sporting teams to travel to Australia. City of Gold Coast is strategically targeting individual nations from priority markets to base themselves on the Gold Coast and tailoring proposals.
accordingly. In December 2014, City of Gold Coast will host the United Arab Emirates National Football team who will base themselves in the city for a two week training camp leading up to the 2015 Asian Cup. In securing the United Arab Emirates National Football team, the Jordan and Kuwait National Football Teams will also visit the Gold Coast to play friendly matches against the United Arab Emirates. The combined local expenditure by these three national football teams alone is estimated at $300,000, with significant tourism and international relations opportunities being leveraged also.

City of Gold Coast has been active in supporting international inbound delegates, to visit the city to gain knowledge and introductions to our local sporting providers and manufacturers. Since June 2014, City of Gold Coast has provided assistance to delegates visiting the city from the Sports Authority of India, UAE Cricket and the Badminton World Federation.

5.4.2 Film and Television

Increasing film and television production within the city continues to be a focus for the international program. This is due to the Gold Coast’s significant capability within this industry, centring around the Village Roadshow Studios, our city’s diverse range of assessable locations and experienced local crew. After some years of low production numbers, the Gold Coast is riding a wave of high profile international projects. These include ‘Unbroken’ - international feature film with Director Angelina Jolie, ‘San Andreas’ - international feature film starring Dwayne Johnson and ‘Pirates of the Caribbean 5’ – international feature film starring Johnny Depp.

The attraction of Disney’s ‘Pirates of the Caribbean 5’ is the largest production ever undertaken within Australia, with an expected spend of over $100 million into the Queensland economy. City of Gold Coast worked closely in partnership with the Village Roadshow Studios and Screen Queensland to assist in attracting this production to the city. This involved face to face meetings with Disney in Los Angeles and providing local scouting assistance to executives visited the city. Pre-production has commenced with principle photography beginning in February 2015.

5.5 Outbound Mayoral Mission - Investment Attraction

City of Gold Coast Investment Attraction program has identified opportunities in China to promote the Gold Coast as a highly desirable destination for investment.

A number of missions to China have been undertaken with the following outcomes achieved:

5.5.1 China

The recent Mayoral Missions to China (March and October 2014) highlighted the opportunity that recent changes in Chinese policy (such as the Go West policy) and the shift in investment trends presents for City of Gold Coast; resulting in the largest response in terms of interest and inbound delegations received since commencing investment attraction work in China in 2011.

In bound delegations have ranged in size from one company representative up to a delegation of 110 from Chengdu who have visited the city to further investigate opportunities.
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As a result of continued work to promote investment opportunities, a number of foreign investors have successfully secured sites across the city. Additionally, several projects are under due diligence and negotiations are progressing on a range of key strategic sites across the city.

One of the most significant acquisitions to date is the announcement of a joint venture between Wanda Group and RDG. Wanda Group is China’s largest property owner and one of the most famous developers in China. This is their first investment in the Australian market outside of other international investments in cities such as London, Madrid, Chicago and Los Angeles. It is anticipated that a wave of investment from China will follow Wanda Group now that this joint venture has been publicly announced.

A number of key sites across the city are either under due diligence, planning or have settled to Asian buyers as indicated in the list below. Whilst a number of the companies identified were already investigating the market (such as Wanda, RDG etc), the continued work of Mayoral investment attraction activities has greatly assisted with securing these investment projects for the city.

An example of some of the key sites that are either under planning or have settled through ongoing Mayoral investment attraction work includes:

a  Wanda – Joint venture with RDG – Jewel Project, Broadbeach (China)
b  RDG - Jewel Project, Broadbeach and Carrara development site (China)
c  Garuda Proprietary Limited - Star of the Sea, Southport (China)
d  Ho Bee Land Limited – Rhapsody, Surfers Paradise and Broadbeach development site (Singapore)
e  Sanbano Group - Coolangatta and Southport development projects (China)
f  Banyan Tree - Development project in Surfers Paradise (Singapore)
g  Jiangxi Dong Run Investment Holding Co Ltd - Versace Hotel, Main Beach (China)
h  Dragon Lake Holdings - Hope Island Golf Course (China)
i  Nuvision Developments Pty Ltd - 2949 Gold Coast Highway Surfers Paradise High Rise Development site (China)

5.6 Outbound Program

5.6.1 Partnership Development Mission - Middle East

Senior officers travelled to the Middle East in October 2014 to undertake a handover of projects and contacts in preparation for the cessation of the Middle East in-market resource contract.

As a result all contact from these markets is now directed to City officers who provide ongoing identification, development and implementation of key initiatives in Dubai, Abu Dhabi and Doha, Qatar. Officers have well established Government partnerships on the Federal and State Government level through Austrade and Trade and Investment Queensland who reinforce the City’s open for business message and maximise global investment attraction and trade opportunities. Non-government partnerships with a range of professional services also assist to identify specialised areas of opportunity and pathways for local businesses.
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Key initiatives in the Middle East market include:

1. working with World Professional Powerboating Association (WPPA) and the Office of the Crown Prince of Dubai to bring the XCAT series event to the Gold Coast in August 2015. The City has assisted WPPA to identify a suitable event organiser and the development of a best practice model of delivery. The Mayor has accepted an invitation from the Office of the Crown Prince to attend the XCAT final series in Dubai on 11 December 2014.

2. implementation of the Memoranda of Understanding with Qatar Olympic Committee and Qatar Supreme Committee for Delivery and Legacy is creating opportunities for education providers through collaborative development of qualifications and skills and tailored curriculum.

3. A series of inbound delegations are planned for 2015 to strengthen the international education market opportunities and result in the development of accredited and non-accredited programs of study linking placements in area such as sport and event management.

4. Development and presentation of the “Middle East Education and Skills Partnership Program” brochure to the Qatar Supreme Committee developed in partnership with Study Gold Coast (SGC) and the universities to provide an overview of the advantages and opportunities of study within the city.

5. A proposed outbound trade and investment mission to Qatar in 2015 leveraging the Mayor’s proposed return to market. A meeting program is being developed with the Qatar Chamber of Commerce and targeted businesses will be approached to join this mission.

5.7.2 Silicon Valley

The City was invited by a local start-up incubator, Silicon Lakes to attend an outbound trade mission to Silicon Valley and San Francisco, providing the opportunity to identify key stakeholders to attract to the Gold Coast for future inbound programs and to identify potential partnership opportunities.

Outcomes of the trade mission include:

a. opportunities to develop a partnership with San Francisco City
b. built key strategic relationships and networks in Silicon Valley including co-working spaces, investors, large tech-vendors such as Google, LinkedIn, Apple, HackerDojo, Computer History Museum, Stanford University, Singularity University, AirBnB

c. met with QLD Trade and Investment and Austrade representatives to gain market information to provide to Gold Coast business looking at entering the United States market.

d. Inbound delegation from Code for America visited the Gold Coast in November and a contract with the Code for Australia (sister company) for our open data project has been agreed.

e. Attendance at the Global Up Summit, which is an event for all Startup Weekend organisers around the globe.

Informal partnerships formed:

a. Code for America
b. StartupTV.us
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c Singularity University
d Runway Incubator – 2 way bridge
e Microsoft Ventures + Google for Entrepreneurs (now sponsoring SURF Accelerator through provision of in-kind services)
f Exploratorium

6 ALIGNMENT TO THE CORPORATE PLAN, CORPORATE STRATEGIES AND OPERATIONAL PLAN

The Corporate Plan - Gold Coast 2020 is structured around key themes. The International Plan and ITIP program is closely aligned to the key theme “Prosperity built on a strong diverse economy” and assists to ensure the outcomes of:

2.4 We are a city with a strong and globally competitive business environment
2.5 We are a globally recognised tourism destination
2.6 We are an emerging world-class business destination

Key relevant programs of work listed in the Corporate Plan include to:

- Implement the City Reputation Strategic Plan to promote the city as a key location for trade and investment.
- Deliver an Export and Trade Development Program that leverages economic benefits from international partnerships, and networks within priority trade markets.
- Develop our business and investment attraction activities to grow international partnerships that promote our competitive advantage and drive inward investment.
- Strengthen existing and identify new sister city relationships to drive improved economic outcomes across key export markets.

The Economic Development Strategy 2023 (EDS) provides the direction for the Gold Coast to become an international location of choice for businesses and residents. The International Plan is one of the six core themes within the strategy.

Key relevant activities within the EDS include:

- Develop a digital city hub to communicate an open for business message including a virtual trade mission platform
- Implement city marketing activities to position the Gold Coast as an emerging destination for trade and investment
- Strengthen existing and identify new sister city relationships to drive improved economic outcome across key export markets
- Establish a Gold Coast alumni network, expats aboard and ambassador program
- Delivery of an annual program of activities to support local export ready businesses to access international markets
- Deliver a targeted investment plan to attract research and development, ICT and digital economy focused activity to the city
- Promote incentives for business relocation available through an investment attraction program
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- Promote an incentive program to activity promote the Gold Coast as a location for film investment
  Deliver a targeted plan to attract high performance sport related business and recruit peak sporting bodies as a result of the 2018 Commonwealth Games
- Increase in-market presence across priority markets including China, Middle East and India.

7 COMMONWEALTH GAMES IMPACT

A number of Memoranda of Understanding have been signed in the Middle East to promote trade and investment for the city and to stimulate the city’s education and training sectors. These will leverage the status of hosting the 2018 Commonwealth Games and create direct business linkages across other economic sectors.

The Commonwealth Games Unit has been included in discussions to implement these Memoranda.

8 FUNDING AND RESOURCING REQUIREMENTS

The ITIP is funded from the 2014 - 2015 Economic Development Branch recurrent operational budget, responsibility centre ED5600, Cost Centre 1003882 Global Connections ($410,000) and Cost Centre 1005114 Inbound Delegations ($61,600) for 2014-2015.

Domestic investment attraction road show activities are funded from the 2014-15 Economic Development Branch recurrent operational budget, responsibility centre ED5600, Cost Centre 1005161 Investment Attraction ($1.3m)

People and Culture

Current activities in relation to economic development related tasks and activities are undertaken by officers within City of Gold Coast’s Economic Development and Major Projects Directorate. Actions in relation to the development of sister / friendship cities are undertaken by officers within the Office of the Mayor.

9 RISK MANAGEMENT

Risk number CO000427 – Failure to diversify the economy leading to an over reliance on the construction and tourism industries to generate economic growth and prosperity.

The ITIP seeks to ensure the economy is built upon a diversified knowledge and export base with infrastructure supporting globally competitive business development and growth.

10 STATUTORY MATTERS

Not applicable.

11 COUNCIL POLICIES

International Relations and Engagement Policy
Corporate Travel and Accommodation Policy
Expenses Reimbursement and Provision of Facilities for Mayor and Councillors Policy
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12 DELEGATIONS

Not applicable.

13 COORDINATION & CONSULTATION

This report was developed in consultation and coordination with the following members of Council:

<table>
<thead>
<tr>
<th>Name and/or Title of the Stakeholder Consulted</th>
<th>Directorate or Organisation</th>
<th>Is the Stakeholder Satisfied With Content of Report and Recommendations (Yes/No) (comment as appropriate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of the Mayor Tom Tate, Mayor Tom Tate, Chief of Staff Wayne Moran, International Relations Officer - Katrina Metcalf</td>
<td>City of Gold Coast</td>
<td>Yes</td>
</tr>
<tr>
<td>Manager Economic Development – Toni Brownie</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Business Investment Attraction Officer – Emma Wallace</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Business Investment Attraction Officer – Craig Rowsell</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Global Connections Program Development Officer – Adam Bambrick</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Trade Start Advisor Austrade – Craig Ford, Austrade</td>
<td>Gold Coast City Council and Austrade</td>
<td>Yes</td>
</tr>
</tbody>
</table>

14 STAKEHOLDER IMPACTS

The International Plan for City of Gold Coast and International Trade and Investment Program address the needs of several internal and external stakeholders.

A wide range of Regional, State and Federal Government entities as well as private sector stakeholders (domestic and international) were consulted in the development of the International Plan and revised International Trade and Investment Program.

Continued stakeholder engagement forms a fundamental role in achieving the objectives outlined in the International Plan. Stakeholders include but are not limited to:

1 City of Gold Coast
2 Trade Invest Queensland
3 Austrade
4 Trade Consulates
5 Controlled Entities
6 Commercial property agents
7 International and Domestic Chambers of Commerce
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INTERNATIONAL PLAN AND INTERNATIONAL TRADE AND INVESTMENT PROGRAM 2014 -2015 UPDATE
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8 International Trade Organisations
9 Domestic and International businesses
10 Regional, State and Federal Tourism Authorities
11 Gold Coast Airport
12 Gold Coast Tourism

15 TIMING
The IP and ITIP were endorsed by Council as an ongoing program of the City in August 2013.

16 CONCLUSION
The International Plan for the City of Gold Coast is based on a tiered market approach involving the investment of the majority of resources in priority markets of China, Middle East and India. The International Plan is also underpinned by a long term commitment to building depth in these markets.

Initiatives and activities are identified through the high level civic engagement and involvement of the Mayor and the identification of opportunities through industry and government consultation by economic development officers.

The City–led investment attraction missions in China continue to produce positive results and reinforce the focus of building on existing relationships and engaging with new connections to identify future opportunities.

Ongoing activities in the Middle East continue to stimulate results for education and high performance sport camp attraction. The potential of securing the WPPA XCAT event will bring a new tourism product to the city and reinforce the well-established sister city relationship with Dubai.

In addition to the above, other market opportunities such as Japan and the United States will continue to be actively pursued to ensure the objectives of the International Plan are met.

To ensure currency of the IP and ITIP a review will be undertaken to investigate current priority markets; identify emerging markets and potential opportunities under a number of Free Trade Agreements. The revised IP and proposed 2015/16 ITIP will be presented to Council in April 2015.

17 RECOMMENDATION
It is recommended that Council resolves as follows:

1 That Council notes the update on activities to progress the International Plan and outcomes from the International Trade and Investment Program for the City of Gold Coast.

2 That Council endorses an ongoing non-refundable ITIP mission participation fee of $500 for approved Gold Coast companies to offset in-market logistic costs.
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3 That a revised International Plan and proposed International Trade and Investment Program be brought back to Council for consideration by April 2015.

Author: Anne Norton-Knight
Coordinator Economic Development Global Connections
November 2014

Authorised by: Darren Scott
Director Economic Development and Major Projects

COMMITTEE RECOMMENDATION ED14.1209.001
moved Cr Betts seconded Cr Gilmore

1 That Council notes the update on activities to progress the International Plan and outcomes from the International Trade and Investment Program for the City of Gold Coast.

2 That Council endorses an ongoing non-refundable ITIP mission participation fee of $500 for approved Gold Coast companies to offset in-market logistic costs.

3 That a revised International Plan and proposed International Trade and Investment Program be brought back to Council for consideration by April 2015.

CARRIED

Cr Bell voted in the negative.
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Council at its meeting of 6 May 2014, resolved in part G14.0506.33:

1 That Council notes the update on activities to progress the International Plan for the City of Gold Coast.

2 That Council endorses the International Trade and Investment Program including the activities outlined in the 2014 - 2015 International Trade and Investment Summary with the removal of item 14, which is a duplicate of item 6.

3 That Council authorises the CEO, in consultation with the Mayor, to amend the program, including the addition and deletion of activities and approving officer travel, within the overall ceiling of the Economic Development Responsibility Centre ED5600, Cost Centre 1003882 and 1005114 for 2014 -2015, as priorities change throughout the financial year.

4 That any major departure from the International Trade and Investment Program 2014/15 be brought back to Council for approval.

5 That Council notes the ongoing commitment of the 2013 – 2023 International Plan’s objective to build depth in priority markets of China, Middle East and India to support the City of Gold Coast’s 2013 – 2023 Economic Development Strategy.

6 That:
   a. any Councillor wanting to participate in outbound missions expresses their interest to the Mayor.
   b. that Councillors be invited to be involved wherever possible, in inbound mission activities.

7 That Council endorses a non-refundable ITIP mission participation fee of $500 for approved Gold Coast companies on a six month trial basis to offset in-market logistics costs.

8 That a report on the outcomes of the Trial participation fee be brought back to Council for consideration by February 2015.

9 That a six monthly ITIP outcomes report be provided to Council during December and May each year.

Council at its meeting of 1 August 2013 resolved in part G13.0806.028:

That Committee Recommendation ED13.0801.001 be adopted, with a change to Part 4 and an addition of Part 6, such that it reads in its entirety as follows:

1 That Council endorses the ten year International Plan for City of Gold Coast with the following additions:-
   a. amend the table on page 22 of the report to include the New Zealand Market with export capabilities of tourism and education and to add export capability of food to the Russia market;
   b. include an explanation of the tiered market approach within the Plan.
ITEM 1 (CONTINUED)
INTERNATIONAL PLAN AND INTERNATIONAL TRADE AND INVESTMENT PROGRAM
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2 That Council endorses the International Trade and Investment Program including the activities outlined in the 2013-14 International Trade and Investment Summary.

3 That any Councillor wanting to participate in outbound missions express their interest to the Mayor.

4 That Council authorises the CEO in consultation with the Mayor, to amend the program, including deletion of activities and approving officer travel, within the overall ceiling of the Economic Development Cost Centre 1003882 for 2013-14, as priorities change throughout the financial year.

5 That Council notes the aspirational target of ten businesses attending Tier 1 or Tier 2 trade missions led by Council as a pre-condition of officer attendance.

6 That total funding for international plan for 2013-14 as presented on page 42 of the report for outbound missions is $220,000.

Council at its meeting of 12 June 2012 resolved in part G12.0612.019:

That Committee Recommendation ED12.0607.003 be adopted with the addition of Part 5, which reads in its entirety as follows:

1 That Council approves the International Trade & Investment Program (ITIP) for the 2012-13 financial year.

2 That each identified trade related activity is subject to the participation of a minimum of five Gold Coast businesses unless otherwise authorised by the CEO.

3 That Council authorises the CEO to amend the program, including deletion of activities and approving officer travel, within the overall ceiling of the Economic Development Cost Centre 560 for 2012-13, as priorities change throughout the financial year.

4 That Councillors wishing to be involved in the 2012-13 International Trade & Investment Program (ITIP) make their interest and reasons for participation known in writing to the Mayor for endorsement.

5 That funds for any Councillor participation in the 2012-13 International Trade & Investment Program (ITIP) be allocated in advance from the Councillors Conference Attendance Budget.

Council at its meeting of 16 May 2011 resolved in part G11.0516.017:

“That Council approves the International Trade & Investment Program (ITIP) for the 2011/2012 financial year.”
## ATTACHMENT 2

### Investment Attraction & Trade Mission Events (July – December 2014)

<table>
<thead>
<tr>
<th>Date of Event</th>
<th>Inbound / Outbound</th>
<th>Name of Event</th>
<th>Market</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug-14</td>
<td>Outbound</td>
<td>Glasgow Commonwealth Game Mission</td>
<td>Various</td>
<td>To be reported on in next report.</td>
</tr>
<tr>
<td>Oct-14</td>
<td>Inbound</td>
<td>2015 Asia Cup Nations – Training Camps</td>
<td>Various</td>
<td>UAE, Jordan &amp; Kuwait National football teams are visiting the Gold Coast in Dec 2014 - Jan 2015 for pre Asian Cup training camps. No inbound assistance was required to secure these teams to the City.</td>
</tr>
<tr>
<td>Oct-14</td>
<td>Outbound</td>
<td>Mayoral Investment Attraction / Trade Mission</td>
<td>China</td>
<td>As the mission has only recently concluded, City of Gold Coast is still gathering feedback from delegates. Initial outcomes include education opportunities in Chengdu, and the development of a number of new leads in Chengdu and Kunming. Civic outcomes included further discussions about direct flights in conjunction with Gold Coast Airport, the signing of a letter of intent with Chengdu Municipal Government and with Jining Municipal Government and further strengthening the relationship with Wanda Group via site inspections of cultural precinct in Wuhan.</td>
</tr>
<tr>
<td>Oct-14</td>
<td>Outbound</td>
<td>Partnership Development</td>
<td>Middle East</td>
<td>The purpose of the mission was to ensure an effective handover of initiatives and contacts from in-market resource. Meetings were held with key organisations to progress the series of MOUs in place with Qatar government departments; new market opportunities were identified in Abu Dhabi and meetings held with World Professional Powerboating Association (WPPA), Dubai Sports City and the Dubai Municipality.</td>
</tr>
<tr>
<td>Oct-14</td>
<td>Outbound</td>
<td>Los Angeles Film Investment Attraction Mission</td>
<td>USA</td>
<td>This was an important mission for City of Gold Coast to visit LA after securing three large international productions in the last 12 months. Face to face meetings were undertaken with Disney in relation to planning for Pirates of the Caribbean 5. This mission also included attendance at AusFilm Week.</td>
</tr>
<tr>
<td>Nov-14</td>
<td>Inbound</td>
<td>Investment Attraction Mission</td>
<td>China</td>
<td>This inbound mission by the China Executives Alumni Association included a 3 day visit program to the City for 107 delegates from Chengdu. The group undertook a number of tourism activities and inspected a number of residential investment opportunities. Mr Mayor hosted a welcome dinner for the group which included Gold Coast businesses who attended the October Mayoral Mission.</td>
</tr>
<tr>
<td>Nov-14</td>
<td>Inbound</td>
<td>Silicon Valley Business Program</td>
<td>Americas</td>
<td>Informal partnership agreed with Code for America - a Not for Profit organisation aimed at using open data to increase efficiencies and transparency of government and organisations.</td>
</tr>
<tr>
<td>Date</td>
<td>Type</td>
<td>Delegation</td>
<td>Country</td>
<td>Comments</td>
</tr>
<tr>
<td>-------</td>
<td>----------</td>
<td>-------------------------------------------------</td>
<td>---------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Dec-14</td>
<td>Inbound</td>
<td>Qatar Chamber Program</td>
<td>Middle East</td>
<td>The inbound program was cancelled as the Qatar Chamber of Commerce have requested Gold Coast businesses to visit Doha in March 2015 as part of the proposed Mayoral mission. The focus will be business matching and identification of supply chain opportunities in niche markets including education, sport and event marketing.</td>
</tr>
<tr>
<td>July 14</td>
<td>Inbound</td>
<td>Chinese equity fund</td>
<td>China</td>
<td>This equity fund visited the city to investigate a range of development opportunities in the tourism sector. Discussions are progressing with the group.</td>
</tr>
<tr>
<td>July 14</td>
<td>Inbound</td>
<td>Chongqing Purun Group</td>
<td>China</td>
<td>Chongqing Purun Group investigated a number of opportunities within the City. They also progressed discussions in regards to donating a palafong to the city.</td>
</tr>
<tr>
<td>Oct-14</td>
<td>Inbound</td>
<td>Chinese restaurant group</td>
<td>China</td>
<td>This restaurant group is one of the most famous hot pot restaurants in China. They visited the city to investigate opportunities. Discussions are progressing.</td>
</tr>
<tr>
<td>Nov 14</td>
<td>Inbound</td>
<td>China Executives Alumni Association</td>
<td>China</td>
<td>(As referred to above) This delegation was a result of a smaller delegation that visited after the March Mayoral Mission to Chengdu. Continued discussions with this group resulted in 107 people from the alumni visiting the city for three days in November to investigate opportunities in the residential market. The City hosted a welcome dinner for the group.</td>
</tr>
<tr>
<td>Dec 14</td>
<td>Inbound</td>
<td>Chinese delegation</td>
<td>China</td>
<td>This delegation is planned to visit the Gold Coast from 9-12 December, it will consist of 7 investors.</td>
</tr>
<tr>
<td>Dec 14</td>
<td>Inbound</td>
<td>Chinese delegation</td>
<td>China</td>
<td>Advice has just been received of a delegation of 7pax visiting the City on 12 December to investigate investment opportunities.</td>
</tr>
</tbody>
</table>
ITEM 2  ECONOMIC DEVELOPMENT BRANCH
WORKFORCE AND EDUCATION UPDATE
PD330/398/-(P20)

Refer 11 page attachment

1  BASIS FOR CONFIDENTIALITY

Not Applicable.

2  EXECUTIVE SUMMARY

Not Applicable.

3  PURPOSE OF REPORT

The purpose of this report is to update Council on workforce and education initiatives being implemented under the Workforce Framework and in partnership with Study Gold Coast (SGC).

4  PREVIOUS RESOLUTIONS

Council at its meeting of 15 May, 2014, resolved in part G14.0520.012:

1. That Council endorses the Workforce Framework

2. That Council notes the Study Gold Coast 2013/2014 Milestone Report under the funding agreement including the SGC draft operational plan.

3. That an update report on Implementation of the strategy be provided to Council six monthly.

4. That the Chief Executive Officer write to Mr John Paul Langbroek MP, Minister for Education, Training and Employment, providing him with a copy of the Workforce Framework and requesting his suggestions for where State Government might be able to assist with funding

Council at its meeting of 4 November, 2013 resolved in part G13.1104.027:

1  To note the contents of the report.

2  That an update report be presented to Council by July 2014.

Council at its meeting of 14 May, 2013 resolved in part G13.0514.020:

1  That Council endorse the draft business plan as the basis for the funding partnership between Council and Study Gold Coast, as previously supported

2  The Council authorise the CEO to enter into a three year funding agreement with Gold Coast Education and Training Network, TA Study Gold Coast (subject to confirmed funding in the 2013/14 budget).
5 DISCUSSION

5.1 Background

For a number of years Council has, through its economic development initiatives, sought to support the development of the education industry and to enhance participation in education, skilled employment, research and innovation in order to support the diversification of the economy.

In May Council endorsed a 10 year Workforce Framework, which sits within the Economic Development Strategy (EDS) and focuses on lifting rates of tertiary qualifications and skilled employment, particularly in STEM (Science, Technology, Engineering and Maths) + Arts related fields.

The framework articulates a partnership approach with SGC, individual education and training institutions, industry and other levels of government and works in alignment with the new International Plan, City Reputation Strategic Plan and the Innovation theme under the EDS.

The Workforce Framework builds from the context that a city’s workforce, or human capital, is a key element underpinning a diverse and prosperous economy, while also recognising the value of the education industry, particularly international students, to the overall city economy.

The framework vision is:

A city that provides diverse education and career opportunities to attract and retain leading talent

There are four key objectives, and 18 strategic actions under the framework:

1. Develop a skilled workforce (human capital) with tertiary qualifications at national average levels or above.

2. Promote the Gold Coast as an education city and attractive location for global talent

3. Increase skills and jobs in the STEAM (Science, Technology, Engineering Maths - STEM + Arts) sectors with a focus on developing a specialised Health & Wellness workforce

4. Strengthen links between industry and universities to support research, innovation and knowledge-based workforce growth

SGC is crucial to the achievement of objectives under the framework and is principally responsible for marketing of the city as an education destination and engaging with students to ensure a positive study and lifestyle experience in the city. SGC also works in collaboration with City of Gold Coast to advocate for education, promote graduate retention into jobs in the city, increase domestic student aspirations and pathways, promote STEM careers and work to leverage international global connection opportunities.
5.2 Update on Workforce initiatives

A number of workforce initiatives are progressing since Council’s endorsement of the Workforce Framework, and are potential opportunities for developing the city’s existing workforce through up-skilling under a new Commonwealth Government funding approach, which commences 1 January 2015.

Workforce Initiatives progressed include:

1. General promotion of education and training, graduate retention and domestic aspirations
2. Development of Great Gold Coast job career profiles and commencement of planning for a career campaign and events next year
3. Implementation of 2014 Science Fair (with SGC)
4. Development of pilot program with Bond University for a ‘Bridging the Gap – business research program’
5. Promotion to the education and training sector of export and business engagement programs and new Commonwealth Government Industry Skills funding and initial scoping of potential funding opportunities
6. Progression of education opportunities in the Middle East
7. Other international engagement

5.2.1 General Promotion

Education, training and career opportunities are promoted through a range of means, including City of Gold Coast business communication channels (direct engagement, marketing and promotion) the annual Careers Fair run by SGC and other events; and the More Gold Coast website channel.

More Gold Coast has provided a significant new opportunity to promote study and career opportunities as well as university research, with the three universities on-board as active partner contributors.

In the 4.5 months since launch, More Gold Coast has produced/published 60 education and research related stories out of a total of 195 published items. This has included longer features, supplemented by video content. The city’s education and research success story is integral to changing and enhancing city reputation.

5.2.2 Great Gold Coast Job career profiles

After a pilot series of career profiles was produced last year, a second round is almost complete including 10 produced and funded jointly with Griffith University (Sciences) to promote STEM careers.

The video profiles are designed to change perceptions about the city as a ‘jobs backwater’, focusing on interesting career positions requiring tertiary study and particularly showcasing jobs in science, engineering, ICT and design/creative fields.
ITEM 2     (CONTINUED)  
WORKFORCE AND EDUCATION UPDATE  
PD330/398/-(P20)  

They demonstrate diverse career pathways for graduates as well as ‘dream’ jobs located in the city.

The video profiles will be packaged together (approximately 25 profiles) in a Great Gold Coast jobs careers kit, with fact sheets and related information to be distributed through schools and career networks. Griffith University will also actively promote relevant profiles and related study and career information.

City of Gold Coast will work with SCG to leverage the annual careers fair (held in May and attracting an attendance of more than 11,000 in 2014), to showcase the profiles, creating a targeted seminar for parents in conjunction with career development professionals. Profile participants and Young Professional members will also be engaged to support career mentoring at the Careers Fair, within schools and at other events.

Profiles completed recently include:

- The Performance Director (mechanical engineer) for a local V8 racing car team
- The CEO of national sporting organisation Surfing Australia (including profiling the extensive research program with the Australian Institute of Sport)
- The General Manager of the Institute of Glycomics at Griffith University (who is integral to getting a potential malaria vaccine and other drugs to market)
- A recent Griffith ICT graduate (female) whose team designed an award-winning app for kids
- A German marine biologist, whale researcher and Griffith University Adjunct Professor who loves living and working on the Gold Coast

5.2.3 Science Fair 2014

Science and Tech Fair 2014 was held on 15 and 16th August at the Southport Broadwater Parklands. City of Gold Coast again received a grant from Inspiring Australia as part of National Science Week ($18,000) which was used for event expenses, and contracted SGC to undertake event management.

This year saw an increased partnership approach, with TechGC taking over a significant tech component, activating a large marquee and running a Hack’n’Show competition. Education Queensland was also highly engaged in the event, also taking over a large marquee for interactive displays and demonstrations of student science and tech. The large tent format worked well to increase interactivity and was supplemented by smaller exhibitors and stage entertainment. The interactive formula and partnership approach is considered the best in the event’s history.

A Friday schools event was successful with students engaged in the interactive format and speed careers mentoring. Unfortunately the weather for the Saturday community day was not favourable and the event had to be cut short due to increasing rain. Overall attendance over the two days was approximately 1,500 people due to the wet weather.
City of Gold Coast has assisted SGC in making an application for grant funding from National Science Week for the proposed 2015 event and it is anticipated that the city’s sponsorship will continue, as SGC takes ownership to grow the size and sustainability of the event into the future.

5.2.4 Pilot Bridging the Gap business research program

A pilot program is currently underway with Bond University to collaborate on local business research projects.

The pilot will assist between three to six small and medium enterprises (SME's) with strong growth potential to undertake research that will help them innovate, grow or diversify.

Research outcomes could include new product development, opening up of new markets, introduction of technology or process innovation that supports business growth and employment. The projects would meet the business requirements for innovation, as well as meeting academic standards for applied research. Outcomes could also include the opportunity to broaden research and secure government funding, including larger research linkage grants from the Australian Research Council and other sources. The program also assists the city attractiveness to higher degree research students seeking to be involved in relevant, real-world research – the Gold Coast is currently under-represented in numbers of research students.

The City is working with Bond University to identify suitable businesses who are interested in taking part in the pilot. The program is targeted at small research projects for SME’s that would typically not be supported by other government programs. It is designed to encourage local businesses to be more research-focused and innovative, as well as attracting more quality research students into the city.

It is envisaged that the program will be extended to the city’s two other universities, depending on interest.

5.2.5 Existing industry workforce development opportunities

In liaison with the Commonwealth Department of Industry, initial scoping of opportunities for potential workforce development projects is currently being undertaken, ahead of new funding arrangements that commence next year.

Seven Commonwealth funding programs are now closed and a new single funding pool, the $476 million Industry Skills fund will focus on tailored training for individual businesses with strong growth potential in productive and competitive industries. The priorities are for SME’s adjusting to structural change, diversifying or entering new markets with priority industries relevant to the Gold Coast including food, advanced manufacturing and medical technology and pharmaceuticals.

The program requires industry financial co-contribution at varying rates, dependent on business size. It is open for City of Gold Coast to work with groups of SME’s with similar training needs to apply for cluster funding. This could include training to assist
SME’s to participate in the supply chain for the Gold Coast 2018 Commonwealth Games™ (GC2018).

There may also be scope for the city to be considered for funding under a smaller program that will be introduced into selected regions from March next year to subsidise unemployed and disengaged youth into jobs in growing and diversifying SME’s.

5.2.6 Middle East Education opportunities

In March 2014, the Mayor signed Memoranda of Understanding (MOU) with the Supreme Committee for Delivery and Legacy for the 2022 World Cup Soccer and the Qatar Olympic Committee. The objective of these agreements is to enhance, broaden and intensify cooperation on a strategic level in the fields of education and skill development in the sports and tourism sectors. Inbound delegations from both organisations are planned for early 2015.

An implementation plan has been initiated to commence exchange programs and study initiatives to develop strong education linkages increasing the opportunities for training, internships, work experience and shadowing of organisations such as GOLDOC and the City’s Commonwealth Games Unit and significant events in the city. A range of presentations have been undertaken in market and a ‘Middle East Education & Skills Partnership Program’ brochure developed in partnership with Study Gold Coast (SGC) and the universities to provide an overview of the advantages and opportunities of study within the city.

City of Gold Coast is continuing to work with SGC, universities and training organisations to identify and promote opportunities for study and workplace internships for the Middle East market.

5.2.7 Other international education engagement

City of Gold Coast has hosted two education inbound delegations (one from China, the other Malaysia, in conjunction with SGC) over the past six months. Officers also worked with SGC to support the education focus of the Mayor’s recent trade mission to China. Officers will assist the development of proposals, led by SGC, for education marketing and engagement in Chengdu and Sichuan Province.

5.3 Study Gold Coast update

City of Gold Coast has worked closely with SGC as they’ve made significant changes to their operations, including an internal restructure, to progress in a professional and strategic direction under the leadership of a new CEO and board, chaired by former Queensland Premier Rob Borbidge.

A three year strategic plan has been developed (Attachment 1) and SGC recently completed a rebrand to align with the new city brand and modernise the corporate image of the organisation. SGC has also launched a new website and is rolling out marketing plans for domestic and international markets, commencing early next year,
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supported by a new look and feel, digital strategy and targeted campaigns, events and programs to engage their key audiences of students, parents and industry.

SGC took on significant ownership of the 2014 Gold Coast Science & Tech Fair, and it is anticipated that they will take on full ownership of the event from 2015.

The inaugural Mayor’s International Student Ambassadors program was implemented in 2014 and has proven a success, with the program model being refined to run again in 2015 and on an ongoing basis.

Ten student ambassadors, representing a range of nationalities and drawn from universities, vocational education providers, language schools and high schools represented the city to their peers and actively promoted studying, living and working on the Gold Coast through digital and social media. They were highly engaged in a diverse program of local adventure experiences and professional development opportunities. For 2015 SGC will also partner with the Mayor’s Office to create friendship ceremonies to welcome students at the start of the main academic year in March, subject to interest from education institutions.

International Students Day 2015 will be held as part of the Bleach Festival in March, leveraging the success of the annual beach-culture festival and involving multi-cultural communities. Students are being engaged in planning for a successful event through an active advisory committee.

Progress is also well-advanced for an expanded annual Careers Fair in May 2015. SGC has also implemented a number of professional development and industry events to increase value to its members and encourage stronger ties with business and government.

Council officers, together with SGC, have also supported the implementation of the Mayor’s ‘Second Home Strategy’ to ensure students and their families are engaged to consider the city their second home, as a location to visit, work and invest in.

SGC CEO Shannon Willoughby participated in the Mayor’s recent mission to China, the first to take an education focus in the Chinese market and is now progressing arrangements for marketing and study tours targeting the Sichuan Province capital of Chengdu. SGC is also supporting City of Gold Coast initiatives to establish educational partnership and GC2018 education-based legacy opportunities in the Middle East.

The organisation is finalising the first significant data set captured in order to demonstrate the size and economic value of the city’s education industry, underpinned by qualitative market research to be used to advocate for the sector, and provide intelligence to support strategic planning and marketing initiatives. More than 50 percent of ELICOS (English Language) students are in the city on tourist visas and have not previously been fully captured in official education statistics. Higher education students spend three years on average on the Gold Coast for an annual direct contribution of $51,000 per student. Their parents visit twice on average, for a one week stay per visit, adding to the economic value per student.
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SGC is an active member of the recently established International Education & Training Advisory Qld (ETAC-Q), including advocating for dedicated education sector funding through Trade and Investment Queensland and other funding sources.

6 ALIGNMENT TO THE CORPORATE PLAN, CORPORATE STRATEGIES AND OPERATIONAL PLAN

This report relates to the theme – People under the Corporate Plan 2020. It directly relates to:

Outcome: 3.5. We are a highly skilled community - We offer a range of skills to meet the needs of business and industry.
Strategy: Implement the Economic Development Strategy and increase the study and training available to local residents leading to a wider range of employment options.

7 COMMONWEALTH GAMES IMPACT

Workforce development and education initiatives will assist the city to have the skilled workforce it needs to support GC2018. There is also specific opportunity to leverage an education legacy from GC2018, in particular to maximise opportunities for education providers to market their specific event and sport management expertise in the Middle East.

8 FUNDING AND RESOURCING REQUIREMENTS

Budget/Funding Considerations

The Workforce Framework will be delivered as part of the Economic Development Strategy 2023. Activities and projects funded through the 2014-15 Economic Development 2014/15 recurrent operational budget 1003244 are as follows:

<table>
<thead>
<tr>
<th>EDS Theme</th>
<th>Signature Projects</th>
<th>2014/15 OPEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workforce</td>
<td>Business &amp; University Linkages</td>
<td>$60,000</td>
</tr>
<tr>
<td></td>
<td>STEAM – Science Engagement</td>
<td>$35,000</td>
</tr>
<tr>
<td></td>
<td>Building Human Capital/Talent</td>
<td>$90,000</td>
</tr>
<tr>
<td></td>
<td>Attraction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Education Promotion/Capacity (SGC)</td>
<td>$250,000</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>$435,000</td>
</tr>
</tbody>
</table>

People and Culture

Activities in relation to the delivery of these projects will continue to be undertaken by staff within Council’s Economic Development Branch working in partnership with external stakeholders including SGC.
ITEM 2 (CONTINUED)
WORKFORCE AND EDUCATION UPDATE
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9 RISK MANAGEMENT

Risk number CO000427 – Failure to diversify the economy leading to an over reliance on the construction and tourism industries to generate economic growth and prosperity.

The workforce program seeks to support an economy built upon a diversified knowledge and export base with infrastructure supporting globally competitive business development and growth.

10 STATUTORY MATTERS

Not Applicable.

11 COUNCIL POLICIES

Not Applicable.

12 DELEGATIONS

Not applicable

13 COORDINATION & CONSULTATION

<table>
<thead>
<tr>
<th>Name and/or Title of the Stakeholder Consulted</th>
<th>Directorate or Organisation</th>
<th>Is the Stakeholder Satisfied With Content of Report and Recommendations (Yes/No) (comment as appropriate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toni Brownie, Manager, Economic Development</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Di Dixon, Executive Coordinator Economic Development</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Jo Cochran, Coordinator Economic Development</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>CEO, Study Gold Coast</td>
<td>SGC</td>
<td>Yes</td>
</tr>
</tbody>
</table>

14 STAKEHOLDER IMPACTS

Activities under the workforce program are being developed and implemented in conjunction with key stakeholders, including the education sector, with ongoing engagement directly with education institutions and through SGC.

Engagement will also continue with other levels of government, including Inspiring Australia, Department of Industry and RDA Gold Coast, and with industry groups and businesses generally.
ITEM 2 (CONTINUED)
WORKFORCE AND EDUCATION UPDATE
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15 TIMING

The Workforce Framework is a ten year framework to guide activities under the workforce theme of the EDS and to direct the partnership with SGC to achieve shared outcomes, initially for a three-year period (to 2017) under the current funding agreement.

16 CONCLUSION

Workforce is identified as one of six key program areas under the new EDS, while the new Corporate Plan includes ’a highly skilled community’ as a key strategic outcome.

It is widely recognised that education and skills underpin the success of a diverse and knowledge-based economy.

The Gold Coast has a significant ’education and skills gap’, particularly in tertiary education qualifications, and there are widely-held perceptions that the city is a ‘jobs and skills backwater’.

Education aspirations need to be stimulated to enhance the perceived value of education in the city and increase domestic participation, while there is a significant opportunity for the Gold Coast to develop as an ‘Education City’, increasing international student enrolments and maximising the associated benefits for talent attraction, trade and investment.

This report updates initiatives under the Workforce framework and the progress of Study Gold Coast in a new strategic direction as the city’s peak education body.

A range of initiatives have commenced since the endorsement of the workforce framework in May, whilst SGC has made significant progress in professionalising it’s operations, including rebranding in line with the Gold Coast brand and launching a new website.

Over the life of the workforce framework the key success measure will be a substantial percentage increase in the number of residents and workers with a tertiary qualification, focused on bachelor degree and above.

This will be indicative of higher levels of professional employment, economic diversity and workforce productivity, supporting performance measurements in the Economic Development Strategy to increase employment and workforce participation.

17 RECOMMENDATION

It is recommended that Council resolves as follows:

1 That Council note the six month update on progress of the Workforce Framework and Study Gold Coast.

2 That Council note the Study Gold Coast three year Strategic Plan.
ITEM 2 (CONTINUED)
WORKFORCE AND EDUCATION UPDATE
PD330/398/-(P20)

3 That an update report on Implementation of the strategy be provided to Council six monthly.

Author: Kathy Kruger
Authorised by: Darren Scott
Workforce Development Officer
Director Economic Development and Major Projects

14 November, 2014
TRACKS REF: 43801930

COMMITTEE RECOMMENDATION ED14.1209.002
moved Cr Tozer seconded Cr Bell

1 That Council note the six month update on progress of the Workforce Framework and Study Gold Coast.
2 That Council note the Study Gold Coast three year Strategic Plan.
3 That an update report on Implementation of the strategy be provided to Council six monthly.

CARRIED
ITEM 2 (CONTINUED)
WORKFORCE AND EDUCATION UPDATE
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ATTACHMENT 1

Three Year Business Strategy

This Three-Year Business Strategy sets out organisational arrangements for the re-invigoration of Study Gold Coast as the peak industry organisation for education on the Gold Coast and the strategy to see the Gold Coast become an “Education and Training City”.

STUDY GOLDCOAST™
ITEM 2 (CONTINUED)
WORKFORCE AND EDUCATION UPDATE
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STUDY
GOLD COAST.

Three Year Snapshot

Year One
- Develop vision long-term strategy (three years)
- Internal restructure to align with vision
- Collect and Evaluate Dataset
- Membership, Marketing and Events review
- Identify value add opportunities for sector
- Form Alliances and Partnerships
- Community Engagement plan
- Build existing events

Year Two
- Communicate Strategy to Stakeholders
- Advocacy, Initiative and Policy development
- Destination Marketing Campaigns
- Student Experience/Jobs Program
- Grow events and build membership
- Increase funding/Membership
- Realise value and purpose
- Collect and evaluate dataset

Year Three
- Collect and evaluate dataset
- Measure Growth against KPIs
- Story telling – share the success
- Secure Support and Increase Funding
- New opportunities
- Review/evolve projects and plans
- Realise value and purpose
- Commonwealth Games Legacy Plan
Vision
The Gold Coast is Australia's favourite classroom. It is recognised globally for providing quality education and training, innovation and opportunity in the backdrop of an unrivalled destination.

Mission
As the peak industry body Study Gold Coast will:

- Unite the sector to build collaboration opportunities and form a louder, more cohesive voice
- Promote the destination and industry to targeted audiences to raise the profile of the sector and its members and student activities
- Educate the wider community and other stakeholders, including government about the importance of the industry
- Grow the Study Gold Coast membership base, the capacity of the industry and student numbers domestically and internationally

Key Objectives
Study Gold Coast is positioning the education and training Industry as a widely recognised economic and social pillar of the Gold Coast. It promotes a vibrant destination and its world-leading institutions, schools, colleges and training organisations. It seeks to promote and build the economic contribution the sector delivers to boost employment and add depth to the city's social fabric. Study Gold Coast will collect and aggregate data, distributing information accordingly in line with its vision to grow and unite the sector. Through campaign marketing and developing an effective advocacy strategy it aims to position the Gold Coast as an education and training destination. It will leverage opportunities including the 2018 Commonwealth Games, the development of the Health and Knowledge precinct, strong existing sectors (i.e. Tourism and IT) Sister City relationships and existing linkages with international markets. It will provide student experiences which are central to its destination brand values which include: vibrancy, opportunity, connectivity, diversity, friendliness and community. The organisation will continue to promote these values to students and
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WORKFORCE AND EDUCATION UPDATE
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parents to grow domestic and international student numbers to increase capacity. It will unite the education with government and business and advocate on behalf of the sector. It will work closely with City of Gold Coast, Gold Coast Tourism and Trade Investment Queensland to continue to position the city as a desirable education destination. The body, in partnership, cooperation and working with City of Gold Coast and its members, has set ambitious yet achievable targets which are new to the organisation. It will, through all of its objectives, celebrate the contributions and achievements of its members.

Key Weaknesses and Threats
There are several challenges which impact the Gold Coast education and training sector. They include:

- Low domestic education participation rate at a tertiary level compared to other locations
- The number of non-visa international students who arrive on the Gold Coast to study for short periods sits at around 3000 per annum and are categorised as a tourism and leisure visitor.
- A disconnect with tourism marketing, graduate career opportunities relative to capital cities, planning and zoning regulations to establish education institutions
- The inability for ELICOS/VET students to obtain public transport concession cards/ poor transport infrastructure compared with other cities
- Low research and innovation expenditure per head of population relative to Brisbane
- The instability of smaller operations and their impact on the wider industry
- Funding and support from education from a State and Federal level
- Climatic challenges like the Australian dollar, perceived safety, city perception and international issues
- Study Gold Coast anticipates a potential decline in membership participation in its first year under the new funding model, given the timeframe to roll out its new strategy, which includes its new vision and brand values.
Key Performance Indicators
These are the indicators the city will use to measure the growth in the Education and Training Sector based on data collected and collated by Study Gold Coast and recognised data sources including ABS, the Department of Education, Census, Industry data and other sources.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Detail</th>
<th>Target</th>
</tr>
</thead>
</table>
| 1. International student enrolments / commencements by sector            | Total international student enrolments/commencements by full-fee paying international students on a student visa by sector (Higher Education, VET, ELICOS, Schools, Non-award) | • Growth in commencement/enrolments  
• Growth in market share (Australia)  
• Growth at or above national average  
• Growth at or above national trends (state by state measurement)                                                                                                           |
| 2. Total student enrolments / commencements by sector (Domestic and International) | Total student enrolments / commencements by sector (Higher Education, VET, ELICOS, Schools, Non-award)                                                                                                     | • Growth in student commencements/enrolments  
• Growth in market share (Australia)  
• Growth at or above national average  
• Growth at or above national trends (state by state measurement)                                                                                                           |
| 3. People employed in the Gold Coast Education and Training sector       | Employment in the Education & Training sector as a percentage of the overall city workforce benchmarked against Brisbane, Queensland and Australia                                                                 | • Increase in the percentage of people employed in the Gold Coast Education and Training industry to close gap with Brisbane, Queensland and Australia.                                                                 |
| 4. Educational attainment in the community (diploma or higher)           | Percentage of Gold Coast community with diploma or higher level qualification benchmarked against Brisbane, Queensland and Australia.                                                                 | • Growth in the percentage of people with a diploma or higher to close gap with Brisbane and national average.                                                                                       |
| 5. Education participation in the community (diploma or higher)           | Percentage of Gold Coast community participating in higher education benchmarked against Brisbane, Queensland and Australia.                                                                               | • Growth in the percentage of people participating in higher education (diploma or higher) to close gap with Brisbane and national average.                                                               |
## Study Gold Coast Work Plan

<table>
<thead>
<tr>
<th>Themes</th>
<th>Key Actions</th>
<th>Outcomes/outputs</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Unite</td>
<td>1.1 Data</td>
<td>• Establish a stronger working relationship with GCT</td>
<td>Aug 14</td>
</tr>
<tr>
<td></td>
<td>• Engage with Consultant and Stakeholders to create a whole of city dataset</td>
<td>• Yearly data set/survey results which is released to Study Gold Coast members and wider community to help position and grow industry</td>
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<tr>
<td></td>
<td>• Engage with members to conduct a student survey and ongoing student focus groups to produce yearly results (see Detailed Work Plan)</td>
<td>• Recognised collaboration between industry</td>
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<td></td>
<td>1.2 Members</td>
<td>• Build industry events/forums to unite the sector</td>
<td>2014-2017</td>
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<tr>
<td></td>
<td>1.3 Students</td>
<td>• Build student events and participation to create more fulfilling student experience and inspire them into Gold Coast education</td>
<td></td>
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<tr>
<td></td>
<td>• Student Friendship Ceremony and Student Ambassador Programs (domestic and international)</td>
<td>• Yearly data set/survey results which is released to Study Gold Coast members and wider community to help position and grow industry</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.4 Industry And Business</td>
<td>• Facilitate the connections between business and the industry through direct contact and industry events</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.5 Gold Coast Tourism and Study Gold Coast</td>
<td>• Increased number of sectors outside of education at industry events and community forums</td>
<td></td>
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<tr>
<td></td>
<td>• Build a stronger working relationship with GCT</td>
<td>• Clearly identifiable partnerships with education and business instigated by Study Gold Coast</td>
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<tr>
<td></td>
<td></td>
<td>• Establish a 10-year MOU which sets out the working relationship between Study Gold Coast and GCT and sees GCT incorporate education into its tourism marketing strategy</td>
<td></td>
</tr>
<tr>
<td>2. Promote</td>
<td>2.1 Study Gold Coast Brand</td>
<td>2.2 Campaigns</td>
<td>2.3 Existing/New Members</td>
</tr>
<tr>
<td>---</td>
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<tr>
<td></td>
<td>• Establish new corporate look (under the city brand suite)</td>
<td>• Engage industry and local government to form a domestic and international growth strategy and two campaigns which will include: Student Experience Program, Ambassador Program and Jobs for Students Initiative</td>
<td>• Increased media/social media mentions for members</td>
</tr>
<tr>
<td></td>
<td>• Establish outward facing brand which features Study Gold Coast prominently</td>
<td></td>
<td>• Executed programs and partnerships for students into targeted Gold Coast economic pillars (health, IT, innovation)</td>
</tr>
<tr>
<td></td>
<td>• Develop new website and social media plan</td>
<td></td>
<td>• Greater exposure on Study Gold Coast website</td>
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<tr>
<td></td>
<td>• New recognisable brand/imagery for SGC, its events and the education industry</td>
<td>• Launch two campaigns: The Gold Coast – Australia’s Favourite Classroom and Golden Opportunities</td>
<td>• New recognisable brand/imagery for SGC, events and the education industry</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• More media/social media and website exposure for Gold Coast Education Providers and Study Gold Coast program initiatives</td>
</tr>
<tr>
<td>3. Educate</td>
<td>3.1 Positioning</td>
<td>3.2 Leadership</td>
<td>3.3 Campaigns</td>
</tr>
<tr>
<td></td>
<td>• Identify strengths and weaknesses, opportunities and challenges to build strategies around advocacy in consultation with members, existing data and student survey findings</td>
<td>• Actively sit on the State Government’s International Education Training Advisory Council</td>
<td>• Affect change to help industry and student growth on the Gold Coast and, collectively with other study clusters, in Queensland</td>
</tr>
<tr>
<td></td>
<td>• Actively sit on the State Government’s International Education Training Advisory Council</td>
<td></td>
<td>• Represent industry and educate government of the challenges and opportunities</td>
</tr>
<tr>
<td>4. Grow</td>
<td>4.1 Membership</td>
<td>4.2 New Audience</td>
<td>4.3 Support Services</td>
</tr>
<tr>
<td></td>
<td>• Develop a Study Gold Coast Membership Plan to add value and grow SGC’s membership database</td>
<td>• Build State and Federal Government awareness of Study Gold Coast as well as the business and wider Gold Coast Community</td>
<td>• Membership growth of 10 per cent</td>
</tr>
<tr>
<td></td>
<td>• Study Gold Coast industry events</td>
<td></td>
<td>• Increased industry events and community forums and 10 per cent increase in participation</td>
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<tr>
<td></td>
<td></td>
<td>• Market share growth in number of international students set against State and National Growth rates</td>
<td>2014-2016</td>
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<td></td>
<td></td>
<td>2015-16</td>
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<td>2015-2017</td>
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<td>2014-17</td>
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<td>2014-16</td>
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<td></td>
<td></td>
<td></td>
<td>2015-17</td>
</tr>
<tr>
<td>4.3 Funding for Study Gold Coast</td>
<td>• Obtain other funding for Study Gold Coast outside of council funding agreement to increase the organisation’s capacity</td>
<td></td>
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</tr>
<tr>
<td>4.4 Student Opportunities</td>
<td>• Increase in number of formal programs and partnerships coordinated by Study Gold Coast</td>
<td></td>
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<tr>
<td></td>
<td>• Identify opportunity to partner members with Gold Coast industry and international cities to co-ordinate educational programs (i.e. Brisbane Roar, V8s, tourism, Sister Cities and targeted international markets)</td>
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<td></td>
<td>• Grow Student Events, Programs and Opportunities for network and collaboration between each other and industry</td>
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<tr>
<td></td>
<td>• Obtain other funding for Study Gold Coast outside of council funding agreement to increase the organisation’s capacity</td>
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<tr>
<td></td>
<td>• Increase in number of formal programs and partnerships coordinated by Study Gold Coast</td>
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<tr>
<td>5. Structural</td>
<td>2014-2017</td>
<td></td>
<td></td>
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<tr>
<td>5.1 Environmental changes</td>
<td>Ongoing</td>
<td></td>
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<tr>
<td></td>
<td>• Form new position descriptions and employee KPI’s in line with Vision and Mission as well as Performance Management Targets – collective and individual</td>
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<td></td>
<td>• Improve Office Efficiencies (templates, database)</td>
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<td></td>
<td>• Revise Budget to include new initiatives developed under the Three Year Plan</td>
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<tr>
<td></td>
<td>• Employment contracts/HR policies</td>
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<td></td>
<td>• Office relocation</td>
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<tr>
<td></td>
<td>• Employ a new staff and subcontractors</td>
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<tr>
<td></td>
<td>• Work experience (designer)</td>
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<tr>
<td></td>
<td>• Office and structural changes</td>
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</tbody>
</table>
ITEM 2 (CONTINUED)
WORKFORCE AND EDUCATION UPDATE
PD330/398/-(P20)

Detailed Work Plan: Key Initiatives

Data Collection

Objectives: Study Gold Coast: one story, a united voice, a dynamic, diverse industry thriving against the backdrop an unrivalled destination. It aims to paint the picture of the Gold Coast education and training industry. Data collected from its members will showcase a whole-of-sector snapshot around the post-school education and training industry. This will enable accurate story telling around the sector to break down national and international perceptions of the city and encourage greater support of promoting the city as an education destination and lead to advocacy around issues which impact the LGA from further student growth.

Actions: To collect, compile and story tell around the following data requested:
1. Student numbers
2. International
3. Domestic
   3.1. Gold Coast
   3.2. Queensland
   3.3. Interstate
4. Top Five International Markets
5. Top Five Disciplines
6. Top Five Study Programs

Rebrand

Objective: To move the organisation into the city brand suite to help reposition and enhance Study Gold Coast and its activities to a wider audience, including industry, students and parents. The corporate brand's objectives are to unite, promote, educate and grow the industry, allowing it to have one strong voice within the community and build the sector as an economic pillar. The student and parent focused brand will reposition the Gold Coast, through imagery and collateral, as a vibrant, friendly, community-focused, modern city in which students can experience a meaningful and engaging education experience.

Actions: Work with industry, council and other stakeholders to create a Study Gold Coast brand which reflects the brand values and to identify tools and channels (events, experiences, technology, student hubs, and programs) to deliver our brand values to respective audiences.

Campaigns

Objective: To build on the new brand and deliver campaigns which will grow the international and domestic student market, building capacity on the Gold Coast, and enabling students to have a more fulfilling Gold Coast study experience through offering new events, programs and initiatives.

Actions: The Gold Coast – Australia’s Favourite Classroom. The campaign will include initiatives:

- Student Experience Program
ITEM 2 (CONTINUED)
WORKFORCE AND EDUCATION UPDATE
PD330/398/-(P20)

- Student Ambassador Program (international and domestic)
- Middle East Education Initiative
- China Education Initiative
- Inbound and outbound Mayoral missions, agent and media familiarisation tours
- Media opportunities and Study Gold Coast Roadshows to promote the advantages and opportunities involving local education and training
- Collaborations with City of Gold Coast strategies designed to boost numbers into higher education and grow investment opportunities (e.g. Workplace Framework, Sister Cities Programs)
- Work with Gold Coast Tourism/Trade Investment Queensland to identify key international growth markets and joint marketing initiatives
- Develop a “Jobs for Students” initiative to encourage larger (mainly hospitality companies) to employ a percentage of students (part time work is a favourable attribute when looking at education destination)
- Continued storytelling of the Gold Coast as liveable, community-focused, friendly, dynamic “student city”

**Actions:** Study Gold Coast’s second campaign is intended to be delivered as part of the 2018 Education Legacy Initiative, as instructed by Study Gold Coast chairman and the chair of Embrace 2018 Rob Borbidge. This campaign and its objectives will be to increase local participation into Gold Coast education. It will share initiatives like the Student Experience Program, a dedicated Study Gold Coast student hub, events and marketing collateral, but will specifically target Gold Coast youth to promote the city’s education industry, encourage reputational change and market perception of the local industry and encourage higher participation in education and training to help lower the rate of youth unemployment.

Projects in the latter campaign will include:

- Media opportunities and Study Gold Coast Roadshow within schools and to parents to continue to push the advantages locally about the benefits of building on the Education and Training Industry and to educate potential students and parents about the benefits of Higher Education
- Collaboration with City of Gold Coast strategies designed to boost numbers into higher education and grow investment opportunities (e.g. COGC’s Workforce Framework)
- Alumni Ambassador Program – select students which have graduated with Diploma and above and have built successful careers locally to champion Higher Education on Gold Coast
- Collaboration with existing charities which support disengaged/disenfranchised youth
- Adopt an Articulated Pathway Program which will build links between Study Gold Coast members to encourage students to further their studies
ITEM 2 (CONTINUED)
WORKFORCE AND EDUCATION UPDATE
PD330/398/-(P20)

- Identify and promote career opportunities on the Gold Coast, with special focus on the 2018 Commonwealth Games. It will build advocacy around national program *Work Inspirations* which aims to provide a modern day work experience that inspires and motivates high school students into building careers through Education and Training
- Build the number of interns, domestically and internationally
- Establish opportunities/initiatives in Commonwealth-based nations (scholarship, teaching experiences, the Colombo Plan)

**Membership and Industry activities**

**Objective:** Study Gold Coast will grow its membership by 10 per cent over the next three years as well as increase the number of members attending events by the same amount. In addition to the rollout of two marketing campaigns (which will give priority to members) Study Gold Coast will complete the following:

- Updated Membership Prospectus
- Membership Satisfaction – annual survey (target to be agreed)
- Increased Membership Events Calendar (to include additional Professional Development Workshops, Members’ Breakfast, and Training Reference Groups etc.)
- Community Engagement Forums – bringing the community to our members
- The Media Hub – Study Gold Coast becomes the “storyteller” for its members’ success stories, celebrating their achievements
- Aggregated Data Distribution (with detailed information) only available to Study Gold Coast members
- Establish an MOU with Gold Coast Tourism
ITEM 3
SURFERS PARADISE ICON GEYSER
CM787/790/04/02 (P1)

Refer 1 page attachment

1 BASIS FOR CONFIDENTIALITY

Not Applicable.

2 EXECUTIVE SUMMARY

Not Applicable.

3 PURPOSE OF REPORT

The purpose of this report is to consider undertaking a pre-feasibility analysis for the Icon Geyser (off-shore water jet/fountain), including research into the engineering, environmental and marketing potential of the project.

4 PREVIOUS RESOLUTIONS

Not Applicable.

5 DISCUSSION

The City of Gold Coast (the City) has received a submission for a proposal, the 'Icon Geyser', see Figure 1 below. The Division 7 Councillor sought from the Economic Development and Major Project directorate an initial review from an economic and constructability perspective. The proposal has come from Mr William Ross who is the conceptual artist and he has suggested the City consider commissioning initial research into the feasibility of the concept to gauge the potential and an order of magnitude cost/benefit. In return Mr Ross has suggested any intellectual rights associated with the Art Work would be signed over to the City without cost. Details of the proposal can be found at http://theicongeyser.com/.

Figure 1: Proposed Icon Geyser

This is a concept diagram only, based on the existing jets. Different Engineers may propose alternative solutions.

5.1 Location, Environmental and Financial Considerations of Proposal (desktop review)
ITEM 3 (CONTINUED)
SURFERS PARADISE ICON GEYSER
CM787/790/04/02 (P1)

The concept is for an off-shore water jet located approximately 300m off-shore of Surfers Paradise Beach. The off-shore structure would project a salt water jet into the air at regular intervals. The proposal also anticipates evening laser light shows projected onto the fountain of water which would act as a huge water-screen.

The idea is based on the Captain Cook Memorial jet in Canberra. Such an attraction to the City would likely create marketing potential which may offset some of the costs associated with the capital and operational costs.

The proposal is primarily located on unallocated State land with the proposed on-shore pump station and laser tower likely to be located in State owned park areas or within road reserves. The laser tower is proposed to be called Gold Coast Blue Magic and is a separate project to the water jet and is being considered in its own right. The offshore structure would trigger Commonwealth Government approval and an EIS. Native title may also be triggered through works on unallocated State land.

To assist with an initial desktop review of the proposal an assessment based on existing information of the location and environment was made including:

- Seabed profiles which demonstrate the highly variable bed in the near shore area and at 300m offshore the bed may get as low as -6m to -7m AHD

- The wave environment on the Gold Coast has a Q100 Hsig of approximately 7.75m, which could result in a wave height of up to 15m (Hmax).

- Waves may well be breaking 300m offshore.

- The tidal range at this location is approx. 1.9m

This variability of the seabed and shoreline position is likely to require the use of underground drilling or boring (similar to the intake for the desalination plant) which is very expensive. Pumping equipment required to operate this proposal would be very expensive.

Based on the above desktop assessment of issues it is suggested that given the high energy wave environment of the Gold Coast, the tidal range, the variability of the seabed and construction in sand within a wave environment, the proposal seems challenging from an engineering perspective. Although water fountains of this nature are not a new concept, it has been difficult to find similar examples of one in an offshore environment with high wave energy. Should Council wish to pursue this proposal further investigations are required to understand the feasibility capital and operating costs and how it would be funded through ticket sales or marketing. Due to its location it would be difficult to ticket any events and it is not anticipated that marketing/sponsorship opportunities would cover the initial capital and ongoing operational costs. Despite the financial constraints the proposal may prove economical to the City depending on the marketing and sponsorship opportunities.

To facilitate a decision by Council should it decide to further investigate this proposal a quotation from Griffith University has been requested to undertake research into the feasibility of the proposal given the specialist nature, this is to address:
ITEM 3 (CONTINUED)
SURFERS PARADISE ICON GEYSER
CM787/790/04/02 (P1)

- Engineering assessment of the concept and likely capital and operational costing
- Environmental assessment and approvals
- Marketing potential assessment as a source of revenue, and
- Benefit/Cost assessment.

The university is available to undertake the research feasibility work under the existing agreement between the City and Griffith University for a lump sum fee of $18,590 excluding GST.

5.2 City Of Gold Coast – Public Art Policy

The City’s Public Art policy will be triggered by this proposal which specifies a process for delivery of public art. This process is rigorous and is in place to ensure a high standard of public art through:

- The establishment of consistent and effective processes for the procurement of public art, which are appropriate to the budget, function, social impact and expected longevity of the piece
- The implementation of a whole-of-Council approach to the commissioning of public art on the Gold Coast ensuring the highest possible standards in both process and outcome
- The identification of opportunities for the commissioning of public art by Council, the private sector and other stakeholders – including property developers, State Government and independent organisations – that contribute to creating a profile of the Gold Coast as an important world city
- The strengthening of the Gold Coast cultural economy through the employment, training and provision of professional development opportunities for local artists, designers and project managers.

The City acknowledges through the public art policy that commissioning of artists, procurement and placement of artwork in the public domain can either substantially contribute toward or significantly detract from Council’s vision for the development of the Gold Coast.

Public art, as an element of good design, can reflect and showcase the character, identity and ambitions of the City at any given time, as well as adding both social and economic value to capital works.

The City’s public art policy also addresses intellectual property moral rights associated with contracting artists. In this case, the proposal is beyond the resources of most artists and Mr Ross does not propose to build or sell the project but has offered it at no cost to the City.

6 ALIGNMENT TO THE CORPORATE PLAN, CORPORATE STRATEGIES AND OPERATIONAL PLAN

Corporate Plan

2 Prosperity built on a strong, diverse economy
2.5 We are a globally recognised tourism destination
7 COMMONWEALTH GAMES IMPACT

Given the technical complexities and approvals of this proposal, it is unlikely that it would be operational prior to the Commonwealth Games. A proposed timeline for the concept has been suggested below:

- January to April 2015: Feasibility research
- May 2015 to May 2016: Procurement Process for Proponent if appropriate.
- June 2016 to December 2017: Design, approvals and EIS
- January 2018 to January 2019: Construction

8 FUNDING AND RESOURCING REQUIREMENTS

Budget/Funding Considerations

Should the Council want to pursue a feasibility investigation the funding would have to be allocated in the 2015/16 budget process.

Costs for Capital Works

Should Council decide to progress the proposal an assessment of the delivery pathway would need to be undertaken. Estimated capital cost based on a desk top review is in excess of $30 Million.

9 RISK MANAGEMENT

Not Applicable

10 STATUTORY MATTERS

It is envisaged that the proposal would be completely on State land, either unallocated, road reserve or park areas in the trusteeship of the City. Tenure arrangements would need to be addressed with the State.

A significant approvals process would be required including Commonwealth and State approvals.

11 COUNCIL POLICIES

The City’s Public Art policy will be triggered by this proposal which specifies a process for delivery of public art. Should the feasibility works demonstrate that the proposal has a positive benefit/cost ratio and is worth progressing then the proposal would be subject to the processes outlined in the public art policy to ensure it is appropriate for the City.

12 DELEGATIONS

Not Applicable
13 COORDINATION & CONSULTATION

The table below identifies internal and external stakeholders that have been involved / participated in the proposal to date and the outcome of that participation.

<table>
<thead>
<tr>
<th>Name and/or Title of the Stakeholder Consulted</th>
<th>Directorate or Organisation</th>
<th>Is the Stakeholder Satisfied With Content of Report and Recommendations (Yes/No) (comment as appropriate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept Proposer, Mr William Ross</td>
<td>Icon Geyser</td>
<td>Reviewed the discussion of this report</td>
</tr>
<tr>
<td>Director</td>
<td>Griffith Centre for Coastal Management</td>
<td>Supplied a quotation to research the proposal.</td>
</tr>
<tr>
<td>Councillor Division 7</td>
<td>CoGC</td>
<td>Requested GCCM quotation be taken to Council.</td>
</tr>
<tr>
<td>Coordinator Cultural Development</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
</tbody>
</table>

14 STAKEHOLDER IMPACTS

Should this research feasibility be undertaken and demonstrate adequate benefit for the City, the Cultural Development unit will be tasked with ensuring the requirements of the Public art policy are achieved.

15 TIMING

The feasibility works would be able to be undertaken within 4 months.

16 CONCLUSION

The Icon Geyser concept is one with significant engineering challenges and one which would trigger an extensive approval process encompassing all three levels of Government. The land for which the concept is proposed is all State controlled and would require modifications to existing tenure arrangements. It is envisaged that any revenue generated from the concept would be used to offset some of the capital and operating costs.

There is no relevant exemplar of this concept for which to base a feasibility study upon and as such a research based pre-feasibility investigation would be required, primarily due to the high energy wave environment. A quote to undertake this research has been obtained.

Should the research investigation highlight a positive cost/benefit to the City then the project, given its public art nature, would be subject to the process outlined in the Public Art policy.

17 RECOMMENDATION

It is recommended that Council resolves as follows:

1 That Council notes due to the location of the proposed off-shore water fountain, the Icon Geyser proposal will be subject to extreme environmental conditions that will lead to high capital and operational costs that may not be fully funded by marketing and sponsorship opportunities.
ITEM 3 (CONTINUED)
SURFERS PARADISE ICON GEYSER
CM787/790/04/02 (P1)

2 That due to budgetary constraints there be no further action at this time.

Author: Luke Adair
Authorised by: Darren Scott
Coordinator Major Projects
Director Economic Development and Major Projects
09 December 2014
TRACKS REF: 46564055

COMMITTEE RECOMMENDATION ED14.1209.003
moved Cr Gates seconded Cr Taylor

1 That Council notes due to the location of the proposed off-shore water fountain, the Icon Geyser proposal will be subject to extreme environmental conditions that will lead to high capital and operational costs that may not be fully funded by marketing and sponsorship opportunities.

2 That due to budgetary constraints there be no further action at this time.

CARRIED

Cr Tozer voted in the negative.

CHANGED AT COUNCIL 12 DECEMBER 2014

RESOLUTION G14.1212.017 Moved Cr Grew Seconded Cr Gilmore

That Committee Recommendation ED14.1209.003 be adopted as printed which reads as follows:-

1 That Council notes due to the location of the proposed off-shore water fountain, the Icon Geyser proposal will be subject to extreme environmental conditions that will lead to high capital and operational costs that may not be fully funded by marketing and sponsorship opportunities.

2 That due to budgetary constraints there be no further action at this time.

CARRIED

Cr Tozer requested his vote be recorded in the negative

There being no further business the meeting closed at 3:20 pm.
Does it tick the boxes?

- Fish friendly
- Swimmer & boat safe
- Environmentally clean
- Sunbathers won’t get wet
- Your rates/taxes safe
- Canberra and Geneva
- Free evening lazer show
- The name may change
- Minimal intrusion to view
- No tourist overload

The Icon Geyser Project proposes the installation of the world’s tallest water jet in the ocean adjacent to Surfers Paradise. It will be similar to the jets in Canberra and Geneva but it will act like a clock to create a jet of increasing height each 15 minutes, reaching its maximum height on the hour each daylight hour. In the evening it becomes a sound and laser light spectacular. It operates for only 43 minutes each day and is not seen when it is not operating. Ideally, it will generate its own power and be environmentally clean. It is a water sculpture which recalls our volcanic past in Mt Warning. It reminds us we are the driest continent surrounded by water and it celebrates our famous beach culture.

It is a vision of what could be a great new Gold Coast Icon.
To offer your support, watch the video, get further information or help promote this project, visit -

www.theicongeyser.com
theicongeyser@bigpond.com
PH. 0407 150 874

Check the box below

Jet is seen for a total of 65 mins a day. That is only 4.5% of 24 hrs.

The jet acts like a clock, increasing its height each 15 mins to its maximum on the hour each daylight hour. The tourist load can be spread across the day.

The Icon Geyser is a working title.

The 30 minute sound and light show promoting 50 C events, advertising and creative vision.

Maintenance costs will come from the sale of advertising, merchandise and naming rights.

Already proven tourist attractions generating jobs and income. They’re both Icon for their city.

100’s of tourists in Surfers Paradise throughout the day and evening, every day.

What can you do to help make this happen?
These Pages  
Numbered 1 to 49  
Constitute The Adopted Report Of The Meeting  
Of The Economic Development and Major Projects Committee  
Held Thursday, 9 December 2014