Adopted Report
for the
Economic Development & Major Projects Committee Meeting
held
Thursday, 15 October 2015
at
02:00 pm
Gold Coast City Council Chambers
135 Bundall Road Surfers Paradise
## Index

Economic Development & Major Projects Committee Meeting
Thursday, 15 October 2015

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**General Business**

**KEY:**
- OCEO - Office of the Chief Executive Officer
- CI - City Infrastructure
- CS - Community Services
- EDMP - Economic Development & Major Projects
- GCW - Gold Coast Water
- OS - Organisational Services
- PE - Planning & Environment
ADOPTED AT COUNCIL 20 OCTOBER 2015

RESOLUTION  G15.1020.034  moved Cr Bell  seconded Cr Tozer

That the Report of the Economic Development & Major Projects Committee’s Recommendations of Thursday, 15 October 2015, numbered ED15.1015.001 to ED15.1015.003, be adopted with the exception of:-

Recommendation Number ED15.1015.003 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 P Taylor
Cr G Betts
Cr D McDonald

Cr Owen-Jones (Visitor)
Cr Robbins (Visitor)

Mr I Hatton  Executive Coordinator Economic Development
Ms T Lipus  Principal Strategic Project Officer
Mr F Yarsley  Deputy Chair IT Forum Gold Coast
Ms F Cream  Principal Strategic Project Officer (Tourism)

LEAVE OF ABSENCE/APOLOGY

PROCEDURAL MOTION  Moved Cr Gates  Seconded Cr Grummitt

That an apology for Cr Tozer be noted.

CARRIED

PRESENTATIONS

Vin Cox – Managing Director, Magic Millions
ITEM 1 MAJOR PROJECTS BRANCH
PETITION REGARDING THE PROPOSED INTEGRATED RESORT DEVELOPMENT BY ASF AND EXTENSION TO THE MORETON BAY MARINE PARK
WF22/46/07/01(P1)

1 BASIS FOR CONFIDENTIALITY

Not Applicable.

2 EXECUTIVE SUMMARY

Not Applicable.

3 PURPOSE OF REPORT

To consider a Petition, received by Council on 02 April 2015, objecting to the proposed Gold Coast Integrated Resort Development by ASF and seeking an extension of the Moreton Bay Marine Park to the Broadwater to protect waterways, habitat, islands and the Northern Spit.

4 PREVIOUS RESOLUTIONS

Council at its meeting of 2 April 2015 resolved (ex minute number G15.0402.033):

“That the above Petition be received and referred to the relevant committees for consideration and report to Council”

Council at its meeting of 2 May 2014 resolved (ex minute number G14.0502.001):

“1 Council acknowledges two Expressions of Interest which have been registered for proposed development within the Gold Coast pursuant to the State’s Integrated Resort Developments procurement process and acknowledges the potentially significant investment that such interest represents for the city.

2 Council supports the continued application of due process and consideration in respect of the ASF proposal, in so far as this proposal now pertains to the State’s Integrated Resort Developments procurement process.

3 In respect of ASF Consortium’s proposal at the Broadwater, Council notes that it:
   a has not received a detailed proposal;
   b does not support development within Doug Jennings Park and the Southern Peninsular;
   c is aware that development along the Spit, north of Seaworld, has met with strong community concern; and
   d maintains a ‘no cost no risk’ position, consistent with its requirements for the now concluded Broadwater Marine Project.

4 Noting that the development concept, technical and environmental issues identified by the Deputy Premier’s letter to the Mayor of 12 February 2014 in respect of ASF Consortium’s proposal are ASF Consortium’s responsibility to address, Council stands ready to consider and assess any development application submitted to it by ASF Consortium subject to and in accordance with its local government jurisdiction.”
5 DISCUSSION

5.1 Background

A paper petition was received by Council on 2 April 2015 and addressed as follows:

“Dear Premier Newman & Mayor Tom Tate
We the people of the Gold Coast & beyond ask the Newman State Government and Gold Coast City Council to:

1. STOP the integrated resorts casino/ ship terminal development proposed by ASF for the Gold Coast Broadwater immediately. We do not want the public open space and waterways of our Broadwater sold off to a foreign consortium and destroyed by high rise casino/ hotels/ apartments and a ship terminal; and

2. extend the Moreton Bay Marine Park to create a Broadwater Marine Park to protect the waterways, habitat and islands (such as Wave Break Island) & including the Northern Spit, to enable existing community recreational and sustainable commercial uses (such as diving for example) – but to prevent the recurrence of inappropriate development proposals such as those of ASF.”

5.2 Consideration of the Petition

The Department of State Development has advised that the petition has not been received by the State Government as detailed by the Queensland Parliament’s webpage for petitions (both electronic and paper petitions). Further, this petition does not appear to accord with requirements for making petitions to Queensland Parliament.

The petition was addressed to the Newman State Government, which is no longer in government, and the matters raised are not matters for which Council has jurisdiction. As noted in Council’s previous resolution, the Integrated Resort Development by ASF is subject to a Queensland Government procurement process. Extension of the Moreton Bay Marine Park is also within the Queensland Government’s jurisdiction.

Community and commercial use of the Broadwater, Wave Break Island, and Doug Jennings Park are managed by the Gold Coast Waterways Authority.

In the current planning scheme Doug Jennings Park and Muriel Henchman Park are included in The Seaway Park Precinct of The Spit (Gold Coast Harbour) Local Area Plan intended for landscape preservation and natural hazard management in association with the Seaway while facilitating outdoor and active water-based recreation. The balance of the Northern Spit (the Federation Walk coastal reserve) is currently included within the Philip Park and Environs Precinct intended for nature conservation, outdoor recreation, landscape preservation, environmental buffers, natural hazard management and passive recreational use. Wave Break Island is included in the Public Open Space Domain.

Wave Break Island and the land north of Seaworld on The Spit, as a best fit transition zoning of the current planning scheme, have been included in the Open Space and Conservation zones within the draft City Plan.
ITEM 1 (CONTINUED)
PETITION REGARDING THE PROPOSED INTEGRATED RESORT DEVELOPMENT BY ASF AND EXTENSION TO THE MORETON BAY MARINE PARK
WF22/46/07/01(P1)

6 ALIGNMENT TO THE CORPORATE PLAN, CORPORATE STRATEGIES AND OPERATIONAL PLAN
Not applicable

7 COMMONWEALTH GAMES IMPACT
Not applicable

8 FUNDING AND RESOURCING REQUIREMENTS
Not applicable

9 RISK MANAGEMENT
Not applicable

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>Mark Harvey Manager Office of the CEO</td>
<td>Office of the CEO</td>
<td>Yes</td>
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<tr>
<td>Kim Mahoney Manager City Planning</td>
<td>Planning and Environment</td>
<td>Yes</td>
</tr>
</tbody>
</table>

14 STAKEHOLDER IMPACTS
Not applicable

15 TIMING
Not applicable
ITEM 1 (CONTINUED)
PETITION REGARDING THE PROPOSED INTEGRATED RESORT DEVELOPMENT BY ASF AND EXTENSION TO THE MORETON BAY MARINE PARK
WF22/46/07/01(P1)

16 CONCLUSION

Council received a petition on 2 April 2015 that raises an objection to the proposed Integrated Resort Development by ASF and seeks an extension of the Moreton Bay Marine Park to the Broadwater to protect waterways, habitat, islands and the Northern Spit. These matters are not within City of Gold Coast’s jurisdiction.

17 RECOMMENDATION

It is recommended that Council resolves as follows:

1 That Council notes the Petition received on 2 April 2015 regarding the ASF Integrated Resort Development and an extension to the Moreton Bay Marine Park.

Author: Richard Clarke
Executive Coordinator Project Feasibility and Partnerships
01 October 2015

Authorised by: Darren Scott
Director Economic Development and Major Projects
12 October 2015

TRACKS REF: 51738963
ITEM 1  MAJOR PROJECTS BRANCH
PETITION REGARDING THE PROPOSED INTEGRATED RESORT DEVELOPMENT BY
ASF AND EXTENSION TO THE MORETON BAY MARINE PARK
WF22/46/07/01(P1)

COMMITTEE RECOMMENDATION:  ED15.1015.001
moved Cr Grummitt seconded Cr Bell

That Council notes the Petition received on 2 April 2015 regarding the ASF Integrated
Resort Development and an extension to the Moreton Bay Marine Park.

CARRIED
ITEM 2 ECONOMIC DEVELOPMENT BRANCH
BROADBEACH BOARDWALK EVENT SPACE
PD330/99/31(P1)
Refer 2 page attachments

1 BASIS FOR CONFIDENTIALITY
Not Applicable.

2 EXECUTIVE SUMMARY
Not Applicable.

3 PURPOSE OF REPORT
The purpose of this report is to seek Councils endorsement on the guidelines for hire and operational arrangements for the Broadbeach Boardwalk Event Space.

4 PREVIOUS RESOLUTIONS

Council, at its meeting on 19 May, resolved in part B15.0519.022

“1 That Council endorses the delivery of the proposed Broadbeach Boardwalk Event Space as presented in the report subject to:
   a) funding allocation in the 2015-16 Special Budget Committee including $100,000 from Local Area Works Division 10.
   b) a further report to Council identifying guidelines for hire, operational arrangements and opportunities to streamline approvals and licensing.

Previous resolutions and recommendations are included Attachment 1.

5 DISCUSSION

5.1 Background

Staging and events infrastructure in iconic locations is a catalyst project in the Destination Tourism Management Plan (DTMP). The DTMP aims to shift the trend of relatively unchanged tourism visitation over the past decade and ensure the sustainable success of the Gold Coast’s tourism industry, working towards the aspirational goal of doubling visitor expenditure by 2020.

In early 2015, Council Officers met with major event managers already holding events in the city and held a focus group with Business Events Gold Coast, key corporate event organisers, suppliers, caterers and hotels. The feedback from the market sounding process identified that permanent event space on the foreshore in the key event precincts, with infrastructure (such as power, water etc) will help maximise the outdoor beach experience that is distinctly Gold Coast.

Delivery of event spaces with access to the adjacent beach creates opportunities to host conference functions such as cocktail events, welcome breakfasts, dining under the stars, sunrise breakfasts, yoga and product launches. This will enhance the city’s global conferencing and incentive market as organisers seek to provide unique experiences.
In May 2015, Council endorsed the delivery of the Broadbeach Boardwalk Event Space (BBES) as the first event site, subject to a further report to Council identifying operational arrangements and opportunities to streamline approvals and licensing which is the subject of this report.

The project timeline, included in section 15 of this report will deliver a functioning BBES in April 2016. In May 2016, the Australian Tourism Exchange (ATE2016), Australia’s largest annual international travel trade event, will be held on the Gold Coast. ATE will be attended by close to 2,500 delegates, including approximately 600 travel wholesalers and agents from more than 30 countries, and 1500 Australian tourism seller delegates from 500 companies. The event activities will be concentrated in Broadbeach, providing large-scale demand for event spaces.

5.2  Guidelines for Hire

In order to balance the use of the BES between functions and public amenity, it is proposed that the guidelines currently used by the Events Team within Economic Development and Major Projects be used. The process is easy to use for customers, and ensures compliance with relevant local laws and policies.

In support of this process, the following supporting arrangements are recommended.

5.2.1  Approval Framework

Events and activities on the BBES will be subject to approval under Local Law 9 (Parks and Reserves) and for those applicants that want to use the beach immediately adjacent to the park under Local Law 10 (Bathing Reserves).

Some of the events that could occur on the BBES and adjacent beach include:

- conference welcome cocktail functions
- Australian BBQ theme lunch (“feet in the sand experience”)
- sunrise breakfast and yoga for a conference
- corporate team activities (ie beach Olympics)
- sit down VIP dinner events (including a marquee set up)
- product launches

Licensing and Approvals (L&A) has assessed the examples provided and the approval required for each, confirming that all are permitted with conditions and follow current operational practice.
5.2.2 Fees and charges

The current Parks and Recreation Charges as outlined in page 48 of the City of Gold Coast 2015-16 Fees and Charges document are set with reference to S262(3)(c) of the Local Government Act which provides Council with the

“power to charge for a service or facility, other than a service or facility for which a cost-recovery fee may be fixed.”

As such, it is within Council’s power to charge a contribution towards the cost of providing the service (i.e. the use of parkland), rather than full cost recovery, recognising the community benefit (in this case economic development) that the activity provides.

For the 2015–16 year Council has set fees (as indicated in Table 1) to apply to corporate type events on Council controlled parks.

The BBES is a premium asset, designed to attract corporate events. Given the level of amenity, a premium of 25% above normal charge rates is proposed for the BBES. The table below sets out the standard City charge rates, and the proposed premium. The additional premium will ensure that long term maintenance, and other costs are covered by planned levels of operation.

Should the proposed fees be supported, they will be referred to the Governance and Finance Committee for resolution.

Table 1: Proposed fees for BES

<table>
<thead>
<tr>
<th>Number of guests</th>
<th>Standard fee</th>
<th>25% premium</th>
<th>BBES fee</th>
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<tbody>
<tr>
<td>up to 100</td>
<td>$579</td>
<td>$144.75</td>
<td>$723.75</td>
</tr>
<tr>
<td>101 to 200</td>
<td>$1158</td>
<td>$289.50</td>
<td>$1447.50</td>
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<tr>
<td>201 to 400</td>
<td>$1737</td>
<td>$434.25</td>
<td>$2171.25</td>
</tr>
<tr>
<td>401 to 600</td>
<td>$2315</td>
<td>$578.75</td>
<td>$2893.75</td>
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<tr>
<td>601 to 800</td>
<td>$2894</td>
<td>$723.50</td>
<td>$3617.50</td>
</tr>
<tr>
<td>over 800</td>
<td>$3473</td>
<td>$868.25</td>
<td>$4341.25</td>
</tr>
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</table>

The above fees and bond for use will be payable within 7 days of approval. In addition, to cover the administration of approvals and inspections, a non-refundable application fee of $145 will be required payable on application.

5.3 Operational Arrangements

5.3.1 Application Process

Options for management of the BBES operations have been considered, including management by Broadbeach Alliance Limited. However, given the facility is the first facility of this type on the Gold Coast, it is proposed that initially, the BBES is operated is managed by Council to assess market interest, types of use and suitability of fees.

The City Events Unit (CEU) and L&A have proposed the following application process to ensure that all applications for use of the BBES meet the required operational and performance standards.

The application process is set out as Attachment 2.
5.4.2 Event Usage

Based on market research, there is likely to be significant demand for use of the BBES. Under the City’s Planning Scheme, if the BBES is used for more than 28 booked events per calendar year, a material change of use (MCU) may be required, from the current community use designation.

It is proposed that the 28 events per calendar year be used as the maximum number of events to be hosted at the BES. This would provide for two bookings per month, with four additional bookings available. Assuming an average use of five days to include bump-in and bump-out, this would result in a maximum of 140 days per calendar year when the BBES is not available for general use by the community.

The demand for the BBES will be closely monitored in this first year to further understand potential community impacts.

5.4.3 Asset Ownership and Management

Given the BBES will be an extension of an existing deck platform managed by City Assets Branch, the custodian of the BBES will be City Assets Branch, maintained with service level agreements with City Maintenance Branch.

5.5 Opportunities to Streamline Approvals and Licensing

The opportunity to streamline the application process for the BBES, and make it simple to use for customers includes the following:

- detailed on-line form gathering all the relevant information
- detailed standard operating procedure available to applicants prior to the application process outlining the usage requirements of the site
- internal commitment to approve use of the site within four weeks of application received
- requirement that the applicant must be an experienced event organiser

As is the case in other cities across Australia, there will be the requirement that an experienced event organiser will be submitting the online application. If a potential applicant cannot provide evidence of previous event management experience they will be required to employ the services of an event organiser. Depending on the nature of enquiry, the potential applicant may be referred to Business Events (BE), a division of Gold Coast Tourism (GCT) who will contact them about suitable event managers, suppliers and other support services on the Gold Coast.

Whilst the process of booking an event on Council controlled land has not changed, City Events Unit and Licensing and Approvals will be able to closely monitor the type of events being booked, demand and usage for the site and suggest any modifications to the process if required.
ITEM 2 (CONTINUED)
BROADBEACH BOARDWALK EVENT SPACE
PD330/99/31(P1)

6 ALIGNMENT TO CORPORATE PLAN, CORPORATE STRATEGIES AND OPERATIONAL PLAN

The development of the Gold Coast Destination Tourism Management Plan is identified as a key activity in the Economic Development Strategy 2013-23 and a key program of work in the Corporate Plan:

Section Two - Prosperity built on a strong diverse economy

2.5 we are a globally recognised tourism destination
our city attracts visitors from all over the world
Key Programs of Work:
• Develop and implement a citywide Destination Management Plan

Strategic priority seven of the DTMP highlights a number of actions to take advantage of this opportunity including:

• Action 7.3 - Identify and build waterfront and beach sites capable of hosting major events, business events and conferences reviewing infrastructure needs such as the Southport Broadwater Parklands and beach locations

• Action 7.4 - Acquire/build staging and event infrastructure to provide the opportunity for unique and significant events to be hosted in iconic areas of the Gold Coast, such as beach events and Southport Broadwater Parklands.

7 COMMONWEALTH GAMES IMPACT

The Gold Coast 2018 Commonwealth Games™ (GC2018) will be the biggest event the city has ever hosted and the largest in Australia for a decade. It will provide opportunities to promote the city as a world-class tourism destination. The hosting of ATE will provide an early pilot of the City’s ability to host major events in the lead up to GC2018.

During GC2018, there are opportunities to use the BBES for a range of events and functions, including a Destination Media Operation.

Following GC2018, the BBES will become an integral piece of legacy infrastructure, helping to establish the city as a world-class event destination.
ITEM 2 (CONTINUED)
BROADBEACH BOARDWALK EVENT SPACE
PD330/99/31(P1)

8 FUNDING AND RESOURCING REQUIREMENTS

Budget/Funding Considerations

The estimated cost of delivering the BBES is $1 million (subject to detailed design). Detailed design is underway, and a construction contract will be awarded before Christmas. The construction period will commence in mid-January, with practical completion by the end of March 2016.

A total of $1 million has been allocated to this project from the Tourism Component of the Differential Rate ($500,000 2014/15, $500,000 2015/16) budget centre ED5700C001, project 55157.

On 7 September 2015, the Office of Commonwealth Games Delivery confirmed that the State Government will fund 50% of the cost of delivering the BBES, to a value of $500,000.

Human Resources

Current activities in relation to management of the BBES have been undertaken internally within the City’s Economic Development and Major Projects Branches.

A cross-directorate Project Control Group (PCG) has been established to ensure organisational-wide requirements are considered and incorporated in the planning and delivery of the BBES in regards to infrastructure delivery and an agreed operational framework with membership including:

- Principal Strategic Project Officer (Tourism) - Economic Development
- Design Coordinator - Major Projects
- Executive Coordinator - Parks
- Coastal Planning Engineer - City Assets
- City Events Team Leader - City Events Unit
- Executive Coordinator Building Maintenance - City Maintenance

9 RISK MANAGEMENT

This activity supports the mitigation of the following corporate risk:

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

CO000497 – Failure to maximise the legacy and community development opportunities associated with the Gold Coast 2018 Commonwealth Games leading to reputation damage.

10 STATUTORY MATTERS

Law 9 (Parks and Reserves) governs the use of the BBES

Local Law 10 (Bathing Reserves) governs bookings for use of the beach immediately adjacent to the park.
### ITEM 2 (CONTINUED)
**BROADBEACH BOARDWALK EVENT SPACE**
PD330/99/31(P1)

#### 11 COUNCIL POLICIES

Park Usage Policy for Conferences and Corporate Activities.

#### 12 DELEGATIONS

Not Applicable.

#### 13 COORDINATION & CONSULTATION

The following people have been consulted in relation to the progress of this report:

<table>
<thead>
<tr>
<th>Name and Title of the Stakeholder Consulted</th>
<th>Directorate or Organisation</th>
<th>Is the Stakeholder Satisfied With Content of Report and Recommendations (Yes/No)</th>
</tr>
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<tbody>
<tr>
<td>Darren Scott, Director, Economic Development and Major Projects</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Toni Brownie, Manager, Economic Development</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Ian Hatton, Executive Coordinator, Economic Development</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Ray McNab, Manager City Events</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Steve Brooks, Team Leader, City Events</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Rachel Rae, Design Coordinator,</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Trent Windsor, Principal Project Officer</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Mark Ash, Manager City Assets</td>
<td>CI</td>
<td>Yes</td>
</tr>
<tr>
<td>Kim Bowra, Coastal Planning Engineer</td>
<td>CI</td>
<td>Yes</td>
</tr>
<tr>
<td>Troy Thurlow, Executive Coordinator Building Maintenance</td>
<td>CI</td>
<td>Yes</td>
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<tr>
<td>Ross Greenwood, Executive Coordinator Parks</td>
<td>Community Services</td>
<td>Yes</td>
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<tr>
<td>John Cohen, Manager Health Regulatory and Lifeguard Services</td>
<td>Community Services</td>
<td>Yes</td>
</tr>
<tr>
<td>Brett Tanner, Coordinator Environmental Health Approvals &amp; Licensing</td>
<td>Community Services</td>
<td>Yes</td>
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<tr>
<td>Peter Hingst, Executive Coordinator Licensing &amp; Approvals</td>
<td>Community Services</td>
<td>Yes</td>
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<tr>
<td>Anna Case, Director Business Events</td>
<td>Business Events, Gold Coast Tourism</td>
<td>Consulted in relation to the booking process and design of the space</td>
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</tbody>
</table>

Various focus groups have taken place with Business Events, key corporate event organisers, suppliers, caterers, hotels and internal staff, Tourism Events Queensland, Tourism Australia, Broadbeach Alliance to assess the logistics in the design, approval process and asset ownership.
ITEM 2 (CONTINUED)
BROADBEACH BOARDWALK EVENT SPACE
PD330/99/31(P1)

14 STAKEHOLDER IMPACTS

It is the intention of the DTMP to ensure the sustainability of the tourism industry. Regular consultation is an important component ensuring the Event Space is designed to be as flexible and user-friendly as possible whilst providing a community asset.

15 TIMING

The BBES has a critical delivery date to be completed prior to ATE2016, to demonstrate the City’s world-class event capabilities. The project has the following timeframe:

- Pre-Concept and Schematic Design completed in August-September 2015
- Mayor’s value for money review October 2015
- Developed Design October 2015
- Construction Documentation November 2015
- Construction February/March 2016
- Operational in time for Australian Tourism Exchange May 2016, followed by Blues on Broadbeach

16 CONCLUSION

The BBES design will cater for the needs of the events industry, while creating an asset that will provide an added benefit and comfort to recreational users and visitors to the Kurrawa Park. It is critical that the BBES construction be completed and operational testing completed in April 2016 in order to host the May 2016 ATE event. Conference activities for ATE will take place in Broadbeach, providing a unique opportunity to launch the BBES and showcase the City’s ability to host a large event and activate a precinct in the lead up to GC2018.

The booking and approval process is consistent with the current application for use of Council controlled land for community or major events and utilises the established City Events Unit as a one-stop shop and customer point of contact. In order to streamline the process it will be a requirement that the applicant be an experienced event organiser or employ the services of one. The applicant will have access to a Standard Operating Procedure providing specific bump in and logistic details for the BES.

17 RECOMMENDATION

It is recommended that Council resolves as follows:

1 That Council endorses the operational arrangements for the Broadbeach Boardwalk Event Space as outlined in section 5.3

2 That Council endorses the proposed fee schedule - subject to approval by the Governance and Finance Committee

Author:
Frances Cream
Principal Strategic Project Officer (Tourism)
1 October 2015

Authorised by:
Darren Scott
Director Economic Development & Major Projects
12 October 2015
ITEM 2  
ECONOMIC DEVELOPMENT BRANCH 
BROADBEACH BOARDWALK EVENT SPACE 
PD330/99/31(P1) 

COMMITTEE RECOMMENDATION:  ED15.1015.002 
moved Cr Gates  seconded Cr Taylor 

1  That Council endorses the operational arrangements for the Broadbeach Boardwalk Event Space as outlined in section 5.3. 
2  That Council endorses the proposed fee schedule - subject to approval by the Governance and Finance Committee. 

CARRIED
ITEM 2 (CONTINUED)
BROADBEACH BOARDWALK EVENT SPACE
PD330/99/31(P1)

ATTACHMENT 1

Council, at its meeting on 18 October 2007, resolved HC07.1018.0017:

“1 That the Kurrawa Pratten Parklands Master Plan/Report provide a guide to the ongoing development of Kurrawa Pratten Parklands”

Council, at its meeting on 15 May 2014, resolved in part B14.0618.017

“1 That Council endorses an additional $1.5 million (net) to be raised as part of the Tourism Component of the Differential Rate to initiate, develop and manage strategic tourism and cultural projects and events. Such funding to be allocated as follows:

- Cultural Precinct $500,000
- Event acquisition $500,000
- Event Infrastructure $500,000”

Council, at its meeting on 18 October 2007, resolved HC07.1018.0017:

“1 That the Kurrawa Pratten Parklands Master Plan/Report provide a guide to the ongoing development of Kurrawa Pratten Parklands”
Step One: Broadbeach Event Space Landing Page
Applicants access a dedicated landing page on the City Events on the City’s website. Applicants advised of Standard Operating Procedure (SOP) for hosting events on the BES and adjacent beach, criteria for approval, and application process.

Step Two: Application for use of a Council controlled land for an event
Application submitted by professional event manager online using existing Smartform. Application must include a draft event plan (i.e. estimated attendees, estimated marquees and layout, catering etc) in accordance with the SOP.

Step Three: CEU Assessment of Application
Upon receipt of the application form, CEU will assess the application in accordance with the SOP, and confirm that the applicant is a professional events manager.

If the event does not meet the criteria for use of the BES, the application will be referred to Parks & Recreational Services for consideration of alternative locations.

Step Four: Applicant advised on BES availability
Applicant is advised that the booking is confirmed subject to formal approvals.

If an alternative location is being used, Parks & Recreational Services will confirm booking, and related conditions through their usual business processes.

Step Five: CEU consult with Licencing & Approvals
The application is forwarded to L&A for assessment and if approved create the appropriate approval instrument (licence, certificate or permit etc.) or if the application is not able to be approved, the appropriate advice as to why approval is not granted.

Step Six: CEU issue cover letter with enclosing the approval instrument with conditions or refusal with reasons
ITEM 3  ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
IT FORUM GOLD COAST UPDATE
PD330/202/10

Refer 14 page attachment

1  BASIS FOR CONFIDENTIALITY

Not Applicable.

2  EXECUTIVE SUMMARY

Not Applicable.

3  PURPOSE OF REPORT

The purpose of this report is to provide Council with an update on the activities undertaken by IT Forum Gold Coast to develop the Gold Coast ICT industry and to present a proposal for Council support for 2015-16 activities.

4  PREVIOUS RESOLUTIONS

“Council at its meeting on 17 June 2014 resolved G14.0617.020

1 That Council endorses the allocation of $125,000 from the proposed Economic Development Operational 2014 - 2015 budget (ED56000009 / Cost Centre 1006389) to IT Forum Gold Coast for the implementation of key strategic actions outlined in the report.

2 That Council supports an additional $175,000 be allocated to IT Forum Gold Coast from existing budget (ED56000009 / Cost Centre 1006389) over a three year period (2015 – 2017 inclusive) subject to Council approval based on an annual IT Forum Gold Coast outcomes report.

3 That a report be brought back to Council within 12 months to provide outcomes from the initial budget allocation of $125,000 from the 2014 – 15 financial year. “

5  DISCUSSION

5.1  Background

The City’s Economic Development Strategy 2023 identifies the information and communications technology (ICT) industry as a potential driver of the city’s economy with a wide range of small to medium enterprises, and a number of large national and multi-national companies.

The Gold Coast is home to a number of successful ICT companies and high profile events such as AusCert and the Gartner CIO Symposium. It is undoubtedly the ideal place to start and grow an ICT business; we have access to international markets from both Gold Coast and Brisbane airports (117 flights to Asia per week), access to talent via our three universities, lower costs of highly skilled workers across Australia and an enviable lifestyle.

The Gold Coast ICT industry currently contributes approximately $887million or 4.2% of Gold Coast gross regional product (GRP). According to National Institute of Economic and Industry Research (NIEIR) 2015 the industry accounts for 2.8% (approx. 5,136) of the Gold Coast’s workforce.
ITEM 3 (CONTINUED)
IT FORUM GOLD COAST UPDATE
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For future growth that enables critical mass and an increase in knowledge-based jobs, there are still a number of key concerns that the industry are facing before the Gold Coast can truly promote itself as an ICT hub. This includes the availability of appropriate ICT infrastructure (fibre) and access to skilled workers (depth of talent).

The IT Forum Gold Coast is working to grow the local ICT industry to assist the city in overcoming these concerns.

With a growing membership base, IT Forum Gold Coast provides an opportunity to ensure the industry is represented at State and Federal government levels, providing a strong advocacy role for the continued development of the industry.

5.2 IT Forum Gold Coast 2014-15 Outcomes

IT Forum Gold Coast (ITFGC) is providing an increasingly effective advocacy role for the ICT industry within State and Federal governments. The key issues facing local ICT industry are focused primarily around access to highly-skilled staff, access to customers and the lack of ICT infrastructure, and continued promotion of the economic benefits of investment on the Gold Coast is an important role for ITFGC.

A summary of the key outcomes delivered by ITFGC is set out below with more detail provided in Attachment One.

Productive ICT Alliance (PICT)

PICT provides a mechanism for small businesses to work collaboratively on larger projects. The type of skills and expertise PICT provides includes, but not limited to:

- Software as a Service
- Enterprise Solutions
- Cyber security
- Hardware
- Cloud solutions
- Disaster recovery
- Web development and management

To date, PICT has applied for nine tenders and has been successful in three. There are currently fifteen local ICT businesses that are members of PICT, and while a pilot business model was in place, it does not ensure their longer term viability. An advisory board which includes key ICT business leaders has been established to implement a viable business model over the next twelve months.

Over the course of the next year, priority will need to be given to expand the fee-paying membership base of PICT to strengthen the range and quality of applications as well as establish PICT as a financially viable model.

It should be noted that the State Government refers to PICT as an example of how SME involvement in tenders can be progressed.

Please refer to Attachment Two for industry letters of support for the PICT Alliance.
ITEM 3 (CONTINUED)
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Events

ITFGC has enhanced its events delivery and has provided a more consistent and targeted approach to attract relevant audiences. In 2014/15 ITFGC managed and delivered nine events and supported an additional five.

Numbers for each event ranged from 30 -85, with an average of approximately 40. It has been identified that participants that were attracted to these events were from a cross section of industries, not just ICT businesses.

Over the next year, ITFGC should continue to develop its events offering to increase membership, and raise its profile across the Gold Coast.

Industry support and advocacy

There have been continued advocacy efforts on behalf of the Gold Coast ICT industry. ITFGC has established strong links to State and Federal Government agencies as well as other industry associations and Chambers of Commerce across Queensland.

ITFGC should continue to grow its advocacy role within the local community. They are well placed within the community to develop relationships with key stakeholders such as the Gold Coast Health and Knowledge Precinct Office to act as a funnel for potential expansion opportunities of local ICT companies. In addition, with the current government relationships at a State and Federal level, ITFGC are well-placed to advocate for the Gold Coast to become a priority region for NBN roll-out.

Memberships

Memberships / subscriptions to ITFGC have increased over the last six months, this is a positive outcome and can be linked to the number and quality of events that have been delivered.

Although financial membership is lower than expected, there has been a growth in paid memberships of 25% during the first half of 2015. However, membership growth is from a low base, and for the model to be financially viable in the longer term, ITFGC will need to prioritise membership growth in the coming year.

<table>
<thead>
<tr>
<th>Associates (non-financial)</th>
<th>104</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial members</td>
<td>30</td>
</tr>
<tr>
<td>LinkedIn (non-financial)</td>
<td>464</td>
</tr>
<tr>
<td>Meetup (non-financial)</td>
<td>292</td>
</tr>
<tr>
<td>Subscribers (non-financial)</td>
<td>602</td>
</tr>
</tbody>
</table>

*There will be some crossover of subscriptions across these groups
ITEM 3 (CONTINUED)
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Gold Coast ICT Directory

ITFGC developed a directory specifically for the Gold Coast ICT industry. This will help raise the profile of our technology based businesses and build awareness of the industry on the Gold Coast.

The development of this directory was borne out of identification of a key gap – there is currently no access to view, compare and expose our ICT industry. It is intended that the directory will be used by other industry verticals, making it an effortless approach to finding the ICT skills that are required – ultimately increasing the customer base for our local ICT industry. For example – a local tourism business requiring the development of a website could search the directory, find relevant businesses and contact them directly.

Further development and refinement is required, specifically in the areas of:

- Membership base
- Format of the directory – requires additional work on the look and feel of the directory
- Search tool requires further development.

ITFGC Website

As part of their branding and communications strategy, ITFGC have developed a new website www.itforumgoldcoast.com.au

The new website will make it easier to become a member, find information and provide a tool for the promotion of the Gold Coast’s ICT industry.

Further development of the website is required for it to be representative of a peak ICT industry body. Key areas of refinement include:

- User acceptance testing of the site to provide feedback
- Implementation additional functionality that will allow for improved membership services and payments
5.3 IT Forum Gold Coast Priorities 2015-16

The future financial sustainability of the ITFGC is a priority for 2015-16. A focus on increasing revenues from paid memberships, developing strategic financial partnerships with large corporates, delivering PICT outcomes and raising revenue through events is vital to achieving a sustainability model and becoming less reliant on government funding.

ITFGC has requested Council support for 2015-16 of $90,000. The priorities in the table below are intended to guide expenditure, and may vary as activities are undertaken.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sustainable Business Model</strong></td>
<td>Development of strategic business model to help ensure long-term sustainability. Continue to develop PICT business model to increase the value and number of successful tenders for local ICT companies with a return on investment for PICT as an organisation</td>
</tr>
<tr>
<td><strong>Membership growth of ITFGC and PICT; Industry Support</strong></td>
<td>A key focus for IT Forum Gold Coast in the 2015/16 financial year is to attract higher levels of membership to both the industry body and the PICT. This will enable the group to ensure long-term viability and become a financially sustainable industry group, less reliant on government funding.</td>
</tr>
<tr>
<td><strong>High value events as a revenue stream</strong></td>
<td>Build on new partnerships with world-leading vendors, including Kaspersky and HP. Continue to raise participation levels at events, ensuring the events are profitable, or at the very least break even.</td>
</tr>
<tr>
<td><strong>Advocacy</strong></td>
<td>Increase advocacy efforts to ensure ICT infrastructure is seen as an essential part of overall infrastructure development across the city. E.g. prioritisation of NBN roll-out plans. Continue to build the profile of the sector through networking, marketing and promotion. Support the development of the Gold Coast Health and Knowledge Precinct.</td>
</tr>
</tbody>
</table>
ITEM 3 (CONTINUED)
IT FORUM GOLD COAST UPDATE
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5.4 Key Performance Measures for 2015-16

The City and ITFGC have agreed a set of revised KPIs to assist in measuring the outcomes of the funding provided. These include:

a. Development of a fully functioning ICT Directory

b. Increase in number of ICT businesses on the ICT directory (comparing 2015 vs 2016)

c. Website: implementation of an electronic payment system for new members and payment of events

d. An increase in number of unique site visits (time series over the 2015-2016 period)

e. By the end of the Council funding cycle, the highest achievable level of operational costs are funded through the generation of revenue through memberships, events and other avenues – a stretch target of at least 75% is agreed between the parties

f. Development of an operating model for the Productive ICT Alliance

g. Number and value of tenders submitted

h. Number and value of successful tenders

i. Increase in number of ICT businesses that are registered with the PICT Alliance

j. Delivery of up to twelve industry events with at least 2 of these events in partnership with a global entity

k. Number and type (in-kind and financial) of industry partnerships to ensure sustainability

Information from economy.id will also be collated on an annual basis to see if there are improvements within the economic structure of the industry in key areas such as turnover, employee numbers and exports.

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

Activities outlined in the report align directly to the Corporate Plan Gold Coast 2020’s key actions under the Prosperity theme. These include:

1.5 We are an active digital city

2.1 Our city is innovative and grows successful businesses

2.4 We are a city with a strong and globally competitive business environment

2.6 We are an emerging world class business destination

Activities outlined in the report also align to the Economic Development Strategy (2023) under a range of themes including:

Innovation: An environment that fosters innovation and grows successful businesses

Competitive Business: A business environment that strong and globally competitive
ITEM 3 (CONTINUED)
IT FORUM GOLD COAST UPDATE
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7 COMMONWEALTH GAMES IMPACT

There are currently no direct links to the Gold Coast 2018 Commonwealth Games™ (GC2018)

Indirectly, the expertise and partners that ITFGC and the Productive ICT Alliance will develop an impact on investment attraction opportunities for the Gold Coast Health and Knowledge Precinct.

Through advocacy and direct industry contacts, IT Forum Gold Coast will assist to maximise legacy opportunities for the Gold Coast Health and Knowledge Precinct. The intention is to help identify and source relevant ICT-related industries to expand and develop, creating a globally recognised precinct.

8 FUNDING AND RESOURCING REQUIREMENTS

Budget/Funding Considerations

Funds would be allocated from ED5600O009 / CC1006389 (Projects and Infrastructure) 2015-16 budget. Continued budget allocation will be subject to demonstrated outcomes and achievement of KPI’s, and subject to future budget approval by Council.

Milestones will be set to achieve the KPI’s over a period time. The below table sets out indicative timeframes for expected achievement of these KPI’s.

<table>
<thead>
<tr>
<th>Milestone Payment Date</th>
<th>Payment</th>
<th>KPI’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upon Council endorsement</td>
<td>$55,000</td>
<td>Website</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Implementation of an electronic payment system for new members and payment of events</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• User acceptance testing and implementation of feedback to improve overall functionality of site</td>
</tr>
<tr>
<td>February 2016</td>
<td>$22,500</td>
<td>Match My Needs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Population of the ICT Directory</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• User acceptance testing and implementation of feedback for increased functionality</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sustainable business model developed and implemented for ITFGC and PICT</td>
</tr>
</tbody>
</table>
ITEM 3 (CONTINUED)
IT FORUM GOLD COAST UPDATE
PD330/202/10

<table>
<thead>
<tr>
<th>Milestone Payment Date</th>
<th>Payment</th>
<th>KPI’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2016</td>
<td>$12,500</td>
<td>Number and value of tenders submitted</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Number and value of successful tenders</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increase in number of ICT businesses that are registered with the PICT Alliance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Delivery of up to twelve industry events with at least 2 of these events in partnership with a global entity (between July 2015 – June 2016)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>An increase in number of unique site visits (time series over the 2015-2016 period)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>An increase revenue through various sources including memberships, events and sponsorships.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increase in number of ICT businesses on the ICT directory (comparing 2015 vs 2016)</td>
</tr>
</tbody>
</table>

People and Culture

Activities in relation to the delivery and implementation of related activities will continue to be undertaken by staff within Council’s Economic Development Branch in partnership with IT Forum Gold Coast.

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.

This project 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

Not Applicable.

12 DELEGATIONS

Not Applicable.
ITEM 3 (CONTINUED)
IT FORUM GOLD COAST UPDATE
PD330/202/10

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>Darren Scott, Director</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Toni Brownie, Manager Economic Development</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Ian Hatton, Executive Coordinator Economic Development</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Richard Pascoe, Executive Coordinator Commonwealth Games Unit</td>
<td>EDMP</td>
<td>Yes</td>
</tr>
<tr>
<td>Chair</td>
<td>IT Forum Gold Coast</td>
<td>Yes</td>
</tr>
<tr>
<td>Deputy Chair</td>
<td>IT Forum Gold Coast</td>
<td>Yes</td>
</tr>
</tbody>
</table>

14  STAKEHOLDER IMPACTS

The ITFGC represents the wider ICT industry; therefore there will be beneficial impacts for Council through positive media, increase in collaborative partnerships between Government and industry projects.

To date, ITFGC have had success in delivering a range of successful events and established itself as a strong advocacy body for the local ICT industry. In addition, the PICT model allows for a more collaborative industry, with the potential to garner a reputation as a highly-skilled and active industry.

15  TIMING

Funding for ITFGC is provided based on achieving a number of priority activities and KPI’s for the 2015-16 financial year. A future funding proposal will be submitted during the 2016-17 for Councils consideration of ongoing funding to support the activities of ITFGC.
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IT FORUM GOLD COAST UPDATE
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16 CONCLUSION

ITFGC has successfully established itself as an advocate of the Gold Coast ICT industry. The growing success of events delivery and effective advocacy across government and industry sectors demonstrates the value of the current model in supporting the delivery of the Gold Coast Economic Development Strategy 2023.

ITFGC should focus on establishing itself as a financially viable entity through increased fee-paying memberships, building in-kind and financial partnerships with large corporates, successful PICT tenders and generating revenue through hosting events. This will help establish ITFGC as the leading advocacy body for the ICT industry on the Gold Coast in the long term.

IT Forum Gold Coast working in partnership with the City and relevant stakeholders, provides us with an opportunity to raise the awareness and capability of the Gold Coast’s ICT industry to achieve its vision in growing globally competitive businesses, attract new knowledge-based businesses and ensure we are recognised globally as an innovative and entrepreneurial city.

The KPIs set out at 5.4 will support the monitoring of progress towards the shared objectives of the ITFGC.

17 RECOMMENDATION

It is recommended that Council resolves as follows:

1 That Council notes the content of this report and the outcomes achieved by IT Forum Gold Coast in the 2014-15 financial year.

2 That Council endorses an allocation of $90,000 from the Economic Development Operational Budget 2015-16 (ED56000009 / Cost Centre 1006389) to IT Forum Gold Coast based on achievement of KPI’s as outlined in section 5.4

3 That a report be brought back to Council within 12 months to provide outcomes of the 2015-16 IT Forum Gold Coast activities.

Author: Tanya Lipus
Principal Strategic Project Officer

Authorised by: Darren Scott
Director Economic Development and Major Project

23 September 2015 12 October 2015

TRACKS REF: 49243983
ITEM 3  ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
IT FORUM GOLD COAST UPDATE
PD330/202/10

COMMITTEE RECOMMENDATION: ED15.1015.003
moved Cr McDonald seconded Cr Bell

1 That Council notes the content of this report and the outcomes achieved by IT Forum Gold Coast in the 2014-15 financial year.

2 That Council endorses an allocation of $90,000 from the Economic Development Operational Budget 2015-16 (ED56000009 / Cost Centre 1006389) to IT Forum Gold Coast based on achievement of KPI’s as outlined in section 5.4.

3 That a report be brought back to Council within 12 months to provide outcomes of the 2015-16 IT Forum Gold Coast activities.

CARRIED

ADOPTED AT COUNCIL 20 OCTOBER 2015

RESOLUTION  G15.1020.033  moved Cr Tozer  seconded Cr Gilmore

That Committee Recommendation ED15.1015.003 be adopted as printed which reads as follows:-

1 That Council notes the content of this report and the outcomes achieved by IT Forum Gold Coast in the 2014-15 financial year.

2 That Council endorses an allocation of $90,000 from the Economic Development Operational Budget 2015-16 (ED56000009 / Cost Centre 1006389) to IT Forum Gold Coast based on achievement of KPI’s as outlined in section 5.4.

3 That a report be brought back to Council within 12 months to provide outcomes of the 2015-16 IT Forum Gold Coast activities.

CARRIED

Cr Tozer voted in the positive.

A letter of commendation be sent to Michael Blumenstein for his service to the Gold Coast. Cr Tozer, Cr Owen-Jones, Cr Crichlow and Cr Gates also to sign the commendation.
ITEM 4
SOUTHERN GATEWAY ADVISORY COMMITTEE
FN334/375/17(P1)

COMMITEE RECOMMENDATION: ED15.1015.004
moved Cr McDonald seconded Cr Gates

That funding be allocated from the 2015-16 Division 14 LAW Budget Project Number 25924 in the amount of:-

1. Up to $15,000 to Connecting Southern Gold Coast to be used for the production of a video for the purpose of promoting the area including the precincts represented by the Southern Gateway Advisory Committee (SGAG).

2. Up to $20,000 to procure an architectural lighting plan for the area represented by the Southern Gateway Advisory Committee. These projects will be procured in accordance with all Council Procurement Policies and are recommended by resolutions from the Southern Gateway Advisory Committee.

CARRIED

There being no further business the meeting closed at 2.26pm.
These Pages
Numbered 1 to 32
Constitute the Adopted Report of the Meeting
of the
Economic Development & Major Projects Committee Meeting
Held
Thursday, 15 October 2015