

NORTHERN MIDLANDS ECONOMIC DEVELOPMENT COMMITTEE

AGENDA FOR THE COMMITTEE MEETING TO BE HELD MONDAY FEBRUARY 2ND 2015 IN THE COUNCIL CHAMBERS LONGFORD STARTING AT 3PM

1. Present:
2. Apologies:
3. In Attendance:
4. Confirmation of the Record of the Previous Meeting: November 24th

Special agenda item: presentation by Mr Martin Rees on the proposed Big Cow Plan for the Midlands (K Turner to confirm)

5. **Priority Initiatives:** The Priority Initiatives Framework held below is to be worked through and updated.

PRIORITY INITIATIVES	STATUS as of January 16th 2015	THE WAY FORWARD
1.The Translink Precinct		
1.1.Investigate a rail hub at Western Junction	<p>Hub has been conceptually plotted: is in Council’s planning scheme & the Greater Launceston Plan.</p> <p>A report went to the July 2014 Council Meeting and Council endorsed the long term expansion of the Translink precinct into the identified land parcel south from the existing estate to the wool stores on Mill Road and the pursuit of opportunities, cooperatively with TasRail, for the development of a rail hub to capitalise on existing infrastructure and attract logistic and freight industries to the area, and have a working group investigate the southern hub at Brighton.</p>	<p>Committee provided feedback to Council on the draft project brief for the Launceston Gateway Project.</p> <p>Committee notes that Council is in the process of developing a draft brief for the development of the Launceston Airport and Translink Precinct Master Plan proposal and meetings are being held with stakeholders to determine if support exists for the project.</p>
1.2.An intensive online marketing campaign for the Translink DVD	<p>Translink promotional video produced: TV ad campaign on WIN TV across January 2014: Online promotion commenced April 2014.</p> <p>The hard copy prospectus is available (100 copies printed by Flying Colours) and being distributed.</p>	<p>Translink promotional skin was installed on the Evandale Main Road billboard in December 2014.</p> <p>Duncan to implement a tracking system for Translink enquiries.</p>
1.3.Translink signage	<p>Duncan Payton, Paul Godier and our Chair visited the Translink precinct to determine the location of the precinct boundary signs at either end of the precinct and the intersection business listing signboards.</p> <p>DIER Tourism Signs Consultant responded October 2014 that the signs we propose are classified as a Promotion Sign under the tourism information signs category and are not appropriate for this purpose within the state road network. Recommends installation of black on white sign ‘Translink Industrial precinct’ under current directional signs either end of the precinct on Evandale Main Road</p>	<p>Committee recommends consideration of installing our preferred signs on private land either end of the Translink precinct, and not to progress the DIER signage proposal. Noted that NMBA Board is to seek landowner approvals.</p> <p>Item to be deleted from agenda once the signs are installed.</p>

1.4. Stormwater issues	<p>Noted that some property owners have undertaken onsite work to mitigate the problems.</p>	<p>A draft report on the stormwater issues is to be presented at the Council's February 2nd 2015 workshop.</p>
2.Powranna/ Burlington Road		
2.1.Council develop site development plans for the two precincts, seek to secure funding for the sealing of Burlington Road & attract new businesses to the precincts	<p>Council contracted SGS Economic and Planning to undertake this 'Northern Midlands Rural Enterprise Precinct' project. Committee members agreed to recommending up to \$3,000 of the committee budget be allocated towards this project.</p> <p>Committee recommended Council make application to Round One of the National Stronger Region Fund for the Burlington Road Upgrade. Council management decision not to make application to this funding round.</p> <p>Noted that Council has applied for Bridge Renewal Program funding to replace the Powranna Road bridge.</p>	<p>At the December 8th 2014 Council Meeting, Council resolved:</p> <ul style="list-style-type: none"> a) to release the SGS report for public consultation (closing January 31st 2015) b) To commission an analysis of suitable sites in the Northern Midlands municipality for heavy industry. <p>Committee to note that stage 1 of the Burlington Road upgrade (near the main road intersection to pass the entrance to Tas Quality Meats) will be completed by the end of January 2015. Stage 2 of the upgrade is to be considered in future Council budget deliberations.</p>
3.Support existing NM businesses		
3.1.NBN rollout	<p>NBN advised at March 3 Council workshop that the rollout has stopped whilst the strategic review is undertaken – outcome anticipated in the 4th quarter.</p> <p>Press statement November 18th 2014 that NBN detailed rollout plan will be released early 2015.</p>	<p>At the committee's request, in December 2014 Council wrote to the Federal Minister for Communications asking for the plan and timeframe for the NBN rollout in the Northern Midlands, and wrote to Ministers Hutchinson, Shelton and Hidding, to request their support in bringing about the timely installation of the NBN service in the Northern Midlands. Responses awaited.</p>
4.Heritage Tourism		
4.1.Longford Village Green improvements	<p>Discussion at the 12/5 meeting of the need for a basic upgrade of the Longford Village Green information booth. Noted that the Longford District Committee is progressing the upgrade of the Information Booth</p> <p>Noted that Des and Lorraine are progressing the Longford Visitor Appeal Study brief with TNT. Consultancy to commence January 2015.</p>	<p>Noted that Chair will be contributing to the Longford Visitor Appeal Study.</p>
4.2.Offering owners of heritage buildings a rate rebate on the condition that they open their property for public visitation one day/weekend annually.	<p>Heritage Tasmania (HT) contacted and supports the concept that has some similarities with the annual Open Door program weekend HT manages in Southern Tasmania. HT able to offer advice on the development of the concept & can promote events through their e-bulletin</p> <p>Matt Smithies, National Trust Managing Director, met with the committee in October 2014 and Matt is drafting an MOU between National Trust and Council (for consideration by this</p>	<p>R Harrison to update Committee on a proposed MOU with the National Trust. .</p>

	Committee in the first instance) relating to an open Historic Properties Program..	
4.3.Celebrating Longford's motor racing history	<p>Council has registered the business name 'Longford Revival Festival'</p> <p>M Salhani and L Green met with J Talbot to discuss the proposed establishment of a Longford Motor Racing Historic Society/Group.</p> <p>R Harrison to invite Motorsport Tas representative to a Committee meeting to discuss future vision for the Symmons Plains Racing precinct</p>	<p>Noted that Council has provided in-principle support for the 2015 festival on the weekend of March 20-22nd. Council is seeking resolution of compliance issues with Opcon.</p> <p>Await response from John Talbot re the establishment of the Longford Motor Racing Historic Society.</p> <p>To be advised.</p>
5.Northern Midlands Economic Development and Tourism Strategy		Committee notes that this proposed strategy is an agenda item for the February 2 nd 2015 Council Workshop.
6.Other		
6.1.Tyre Recycling Facility	Duncan Payton reported at the November 24 th 2014 meeting that three developers have shown interest in establishing tyre recycling facilities – no firm proposals yet from any of the developers.	D Jennings to provide an update report to the meeting on this environmental waste management issue.
6.2.Council Priority Projects	Briefing paper ' Snow Driven Economic Growth' tabled and reviewed at committee's October 2014 meeting. Des provided a report at the November 24 th 2014 meeting on the progress being made with securing funding partners for the project brief.	<p>Committee notes that at the January 19th 2015 Council Meeting, Council committed \$4,000 to the Ben Lomond economic growth feasibility study – giving a total budget of \$20,000: the project will now proceed.</p> <p>D Jennings to advise on Council's updated economic development priority project list.</p>
6.3.Perth Bypass	<p>Committee noted the outcome of this agenda item at Council's August 2014 meeting; namely that Council gave in-principle support to the full construction of the bypass, requested a number of key issues be addressed, requests consultation with the Perth community and District Committee, and requests establishment of a locally based representative committee .</p> <p>Committee recommended to Council that the Committee Chair be a member of the Perth Bypass Steering Committee</p>	<p>Committee recommends to Council that the Chair be on the Perth Bypass Committee.</p> <p>Committee awaits an update on the proposed bypass route.</p> <p>D Jennings to confirm the structure and membership of the Community Reference Group/Perth Bypass Committee.</p>
6.4.Economic Development budget	\$4,582 of the \$30,000 economic development allocation was expended in 2013/2014: (\$3,772 on the Translink TV promotional campaign and \$810 on the Translink prospectus). The balance - \$25,418 has been carried over into 2014/2015. Committee recommends up to \$3,000 be allocated towards the Northern Midlands Rural Enterprise Precinct project – remaining balance \$22,418.	.
6.5.National Stronger Regions Fund	Round One now open to receive applications. Round closes November 28 th 2014.	D Jennings to update on possible projects for submission for Round 2 funding.

6.6..Equestrian opportunities	M Salhani met with Sandra Butorac,new President Equestrian Tasmania, to explore opportunities for more state events in the Northern Midlands. M Salhani and L Green met with Michael Morris, Longford Equine Centre. Also met at showgrounds with Sandra Butorac, Susan Elliot (Northern Tas Quarter Horse Association) and Sallee Cauchi (Longford Show Society).	Committee to discuss the Longford Horse Association paper that was circulated prior to the meeting.
6.7. New Item: Future direction of the Economic Development Committee		The Committee's role as defined in the Committee's terms of reference is to be reviewed and then Council's reconfirmation sought. Appointment of Committee Vice-Chair.
6.8. Consultation with NM businesses	At Council's December 2014 Meeting it was resolved that Council facilitate meetings with local businesses in each of the towns to explore business opportunities and other matters of interest.	D Jennings to advise re the way forward with this resolution.
6.9. Registration as volunteers of Council		Voluntary committee members are required to register as volunteers with the Council.

Meeting closed:

Next Meeting: Tuesday March 3rd 2015, 3pm in the Council Chambers

Completed Projects:

- Business healthy checks

Pending projects

- Panshanger Road/ Woolmers Lane precinct