

NORTHERN MIDLANDS ECONOMIC DEVELOPMENT COMMITTEE

MINUTES OF THE COMMITTEE MEETING HELD TUESDAY MARCH 3RD 2015 IN THE COUNCIL CHAMBERS LONGFORD STARTING AT 3PM

1. **Present:** Michael Salhani (Chair), Robert Harrison, Kevin Turner, Michael Geeves, Fiona Dewar, Des Jennings, Duncan Payton, Russell Fyfe, Ian Goninon, Mary Knowles
2. **Apologies:** David Gatenby
3. **In Attendance:** Lorraine Green, Clr Dick Adams,
4. **Confirmation of the Record of the Previous Meeting: February 2nd 2015** Minutes resolved to be a true and accurate record of the meeting.

5. **Priority Initiatives:** The Priority Initiatives Framework held below was worked through and updated.

PRIORITY INITIATIVES	STATUS as of March 3 rd 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>R Harrison advised the March 2015 meeting that our contact person at Tasrail, Neale Tomlins has left Tasrail and we have lost the continuity we were trying to achieve.</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> <p>D Jennings reported preliminary meetings have been held with the CEO TasRail, CEO TasPorts and Manager Launceston Airport. A subcommittee is being established to determine the way forward.</p> <p>This item is to be moved to the ‘information item’ list.</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>D Payton reported a tracking system for Translink enquiries had been implemented. No enquiries received in the past month.</p> <p>Item to be deleted from agenda.</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</p>	<p>Noted that the boundaries of the Translink precinct are at the northern end -- at the end of the x3 roadside blocks, and southern end – at the end of the Roberts Woolstore site.</p> <p>Noted that NMBA Board is to seek landowner approvals and erect the signs .</p>

	Road	Item to be deleted from agenda once the signs are installed.
1.4. Stormwater issues	Committee noted that a draft report on the stormwater issues was presented at the Council's February 3rd 2015 workshop.	Covered at 1.1
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>Committee noted that stage 1 of the Burlington Road upgrade (near the main road intersection to pass the entrance to Tas Quality Meats) was completed by the end of January 2015.</p>	<p>Council adopted the report at the Feb 16th 2015 Council Meeting, approved the release of the report and agreed to workshop the report recommendations.</p> <p>L Green to circulate the item from the Council's February meeting re the rural processing centre.</p> <p>K Turner and D Payton to meet informally with DPIWE reps to discuss options for the future status of the research farm.</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>Chair circulated to committee members in February 2015 the Deloitte's report: Facebook Global Economic Impact.</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>	<p>Letter received Feb 4th 2015 from Dept of Communications advising the new NBN Co rollout plan indicates the communities of Longford, Perth and Evandale have been included in its planned build within the next 18 months.</p> <p>Noted that GM is meeting with new NBN manager in near future to discuss the rollout.</p> <p>Discussion of the issues relating to requiring new developments to have NBN infrastructure accommodated</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>Chair has met with the consultant undertaking the Longford Visitor Appeal Study to provide input.</p> <p>Noted that public forums were held February 26/27:</p> <p>Report due by the end of April.</p>

<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>	<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 Committee in the first instance) relating to an open Historic Properties Program..</p>	<p>Noted that Council made a submission on behalf of the ED Committee to the Legislative Council Inquiry into Built Heritage Tourism</p> <p>Noted that letter send 4/3/ to M Smithies re the MOU</p>
<p>4.3.Celebrating Longford’s motor racing history</p>	<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>Robert to invite Dick Caplice GM Motorsports Tas to a forthcoming meeting.</p>
<p>5.Northern Midlands Economic Development and Tourism Strategy</p>		<p>Noted that at the February 16th 2015 Council Meeting, Council passed motion: “That Council obtain costings to conduct an Economic Development and Tourism Strategy in 2015/16 budget deliberations”.</p>
<p>6.Other</p>		
<p>6.1.Tyre Recycling Facility</p>	<p>Duncan Payton reported at the November 24th 2014 meeting that three developers have shown interest in establishing tyre recycling facilities – no firm proposals yet from any of the developers.</p> <p>Discussion at the February 2nd 2015 meeting as to whether any tyre recycling facility can be commercially viable i.e. is a private solution viable?</p>	<p>Recommendation to Council: that the Committee advises Council this the tyre recycling facility is a waste and environmental issue and on that basis Council should approach the state government.</p> <p>D Jennings reported he has discussed the issue with the State Growth Coordinator General, Senator Abetz and Eric Hutchinson, and is continuing to progress the matter.</p>
<p>6.2.Council Priority Projects</p>	<p>Briefing paper ‘ Snow Driven Economic Growth’ tabled and reviewed at committee’s October 2014 meeting. Des provided a report at the November 24th 2014 meeting on the progress being made with securing funding partners for the project brief. 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>Noted that in the light of the new Tourism Demand Driver Infrastructure Funding Program, the project brief has been expanded and matching funding sought from the new funding program. Outcome anticipated April/May 2015.</p>

<p>63.Perth Bypass</p>	<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>Noted the state govt determined the composition of the Perth Bypass Reference Group: includes 2 Perth community reps.</p> <p>Dates for community forums yet to be set.</p>
<p>6.4.Economic Development budget</p>	<p>\$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.</p>	<p>.</p>
<p>6.5.National Stronger Regions Fund</p>	<p>Round One now open to receive applications. Round closes November 28th 2014.</p>	<p>D Jennings advised the Translink stormwater project maybe the preferred project for round 2 of National Stronger Regions Fund</p> <p>.</p>
<p>6.6..Equestrian opportunities</p>	<p>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).</p>	<p>Noted that this is an item on the March Council Meeting.</p> <p>L Green to discuss the likely review of the proposed Longford Horse Trail with Jeff McClintock to determine his availability.</p> <p>.</p>
<p>6.7. New Item: Future direction of the Economic Development Committee</p>	<p>Kevin Turner appointed as committee Vice-Chair at the Feb 2nd 2015 meeting.</p>	<p>I Goninon to follow up whether the Primary Industry Sector committee position is vacant: if so, L Green to advertise this position.</p> <p>The Committee's role as defined in the Committee's terms of reference is to be reviewed and then Council's reconfirmation sought. K Turner and L Green to meet to draft terms of reference and bring to the next meeting.</p>
<p>6.8. Consultation with NM businesses</p>	<p>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.</p>	<p>D Jennings advised this is being considered within the proposed Northern Midlands Economic Development and Tourism Strategy</p>
<p>6.9. Registration as volunteers of Council</p>		<p>Noted that voluntary committee members R Harrison, M Salhani, R Fyfe and M Geeves have registered as volunteers with the Council.</p> <p>Item to be moved to information item list</p>

Meeting closed: 4.25pm

Meeting dates for 2015:

Monday March 30th, Tuesday May 5th, Monday June 1st, Tuesday July 7th, Monday August 3th, Tuesday September 1st, Monday October 5th,
Tuesday November 3th, Monday December 7th all meetings at the council chambers starting at 3pm

Completed Projects:

- Business healthy checks

Pending projects

- Panshanger Road/ Woolmers Lane precinct
- Big Cow Plan for the Midlands