# EMPLOYMENT AND ECONOMIC DEVELOPMENT POLICY COMMITTEE

# AGENDA

## 1 SEPTEMBER 2020

Notice is hereby given, in accordance with the provisions of the Local Government Act 1993 that an **EMPLOYMENT AND ECONOMIC DEVELOPMENT POLICY COMMITTEE MEETING of ORANGE CITY COUNCIL** will be held in the **COUNCIL CHAMBER, CIVIC CENTRE, BYNG STREET, ORANGE WITH AN OPTION OF ONLINE CONFERENCING PLATFORM ZOOM DUE TO COVID-19 REQUIREMENTS on Tuesday, 1 September 2020.**

David Waddell

**CHIEF EXECUTIVE OFFICER**

For apologies please contact Administration on 6393 8218.

# AGENDA

# 1 INTRODUCTION

## 1.1 DECLARATION OF PECUNIARY INTERESTS, SIGNIFICANT NON-PECUNIARY INTERESTS AND LESS THAN SIGNIFICANT NON-PECUNIARY INTERESTS

The provisions of Chapter 14 of the Local Government Act, 1993 (the Act) regulate the way in which Councillors and designated staff of Council conduct themselves to ensure that there is no conflict between their private interests and their public role.

The Act prescribes that where a member of Council (or a Committee of Council) has a direct or indirect financial (pecuniary) interest in a matter to be considered at a meeting of the Council (or Committee), that interest must be disclosed as soon as practicable after the start of the meeting and the reasons given for declaring such interest.

As members are aware, the provisions of the Local Government Act restrict any member who has declared a pecuniary interest in any matter from participating in the discussion or voting on that matter, and requires that member to vacate the Chamber.

Council’s Code of Conduct provides that if members have a non-pecuniary conflict of interest, the nature of the conflict must be disclosed. The Code of Conduct also provides for a number of ways in which a member may manage non pecuniary conflicts of interest.

**RECOMMENDATION**

It is recommended that Committee Members now disclose any conflicts of interest in matters under consideration by the Employment and Economic Development Policy Committee at this meeting.

# 2 COMMITTEE MINUTES

## 2.1 MINUTES OF THE ECONOMIC DEVELOPMENT COMMUNITY COMMITTEE HELD 19 AUGUST 2020

RECORD NUMBER: 2020/1606
AUTHOR: Nick Redmond, Acting Director Corporate and Commercial Services

### EXECUTIVE SUMMARY

The Economic Development Community Committee met on 10 June 2020 and the minutes are attached for Council's adoption.

### LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy "12.1 Prosper - Attract and grow strategic investment".

### FINANCIAL IMPLICATIONS

Nil.

### POLICY AND GOVERNANCE IMPLICATIONS

Nil.

### RECOMMENDATION

**1 That Council acknowledge the reports presented to the Economic Development Community Committee at its meeting held on 19 August 2020.**

**2 That Council write to the Member for Calare, the Honourable Mr Andrew Gee, MP, to thanks him for bringing Federal Departments and organisations to Orange.**

**3 That the remainder of the minutes of the Economic Development Community Committee at its meeting held on 19 August 2020 be adopted.**

### FURTHER CONSIDERATIONS

Consideration has been given to the recommendation's impact on Council's service delivery; image and reputation; political; environmental; health and safety; employees; stakeholders and project management; and no further implications or risks have been identified.

### ATTACHMENTS

1 EDCC 19 August 2020 Minutes
2 EDCC 19 August 2020 Agenda, D20/51781⇩

# ORANGE CITY COUNCIL

MINUTES OF THE

# ECONOMIC DEVELOPMENT COMMUNITY COMMITTEE

HELD VIA ONLINE MEETING PLATFORM ZOOM

ON 19 AUGUST 2020

COMMENCING AT 8.00

## 1 INTRODUCTION

**ATTENDANCE**

Cr T Mileto (Chairperson), Cr R Kidd (Mayor), Cr J Whitton, Mr Tim Hall, Mr Russell Tym, Mr Wayne Sunderland, Mr Michael Banks, Miss Gemma McDonald, Mr Craig Hort, Mr Darryl Curran, Dr David Mallard, Mr Todd Bryant, Ms Amanda Spalding, Mr Sam Harma, Mr Jack Evans, Director Development Services, Acting Director Corporate and Commercial Services, Acting Manager Business Development.

### 1.1 Apologies and Leave of Absence

**RESOLVED** **Mr T Hall/Mr C Hort**

That the apologies be accepted from Mr Greg Beileiter for the Economic Development Community Committee meeting on 19 August 2020.

### 1.2 Acknowledgement of Country

### 1.3 Declaration of pecuniary interests, significant non-pecuniary interests and less than significant non-pecuniary interests

Nil

## 2 PREVIOUS MINUTES

**RESOLVED** **Mr T Hall/Mr M Banks**

That the Minutes of the Meeting of the Economic Development Community Committee held on 15 July 2020 (copies of which were circulated to all members) be and are hereby confirmed as a true and accurate record of the proceedings of the Economic Development Community Committee meeting held on 15 July 2020.

# 3 GENERAL REPORTS

## 3.1 UPDATED SPENDMAPP DATA FOR THE COVID-19 RESTRICTED PERIOD

TRIM REFERENCE: 2020/1340

**RECOMMENDATION** **Cr R Kidd/Mr T Hall**

That the Committee acknowledge the report on the Updated Spendmapp Data for the COVID-19 Restricted Period.

## 3.2 OVERVIEW OF RETAIL SECTOR IN ORANGE

TRIM REFERENCE: 2020/1451

**RECOMMENDATION** **Cr J Whitton/Mr T Bryant**

That the Committee acknowledge the report on the Overview of the Retail Sector in Orange.

## 3.3 ECONOMIC DEVELOPMENT COMMUNITY COMMITTEE ACTION PLAN

TRIM REFERENCE: 2020/1503

**RECOMMENDATION** **Mr W Sunderland/Mr R Tym**

That the Economic Development Community Committee Action Plan be reviewed and updated.

**MATTER ARISING** **Cr J Whitton/Mr T Hall**

That Council write to the Member for Calare, the Honourable Mr Andrew Gee, MP, to thank him for bringing Federal Departments and organisations to Orange.

**THE MEETING CLOSED AT 9.17AM.**

ORANGE CITY COUNCIL

# ECONOMIC DEVELOPMENT COMMUNITY COMMITTEE

# AGENDA

## 19 AUGUST 2020

Notice is hereby given, in accordance with the provisions of the Local Government Act 1993 that an **ECONOMIC DEVELOPMENT COMMUNITY COMMITTEE MEETING of ORANGE CITY COUNCIL** will be held via the **ONLINE MEETING PLATFORM ZOOM on Wednesday, 19 August 2020** commencing at **8.00.**

David Waddell

**CHIEF EXECUTIVE OFFICER**

For apologies please contact Tony Boland on 6393 8250.

# AGENDA

## EVACUATION PROCEDURE

In the event of an emergency, the building may be evacuated. You will be required to vacate the building. The Committee Clerk will now identify the emergency muster point.

Under no circumstances is anyone permitted to re-enter the building until the all clear has been given and the area deemed safe by authorised personnel.

In the event of an evacuation, a member of Council staff will assist any member of the public with a disability to vacate the building.

# 1 INTRODUCTION

**MEMBERS**

Cr T Mileto (Chairperson), Cr R Kidd (Mayor), Cr J Whitton, Mr Tim Hall, Mr Russell Tym, Mr Wayne Sunderland, Mr Michael Banks, Mr Tony Healey, Mr Greg Beileiter, Mr Phil Gunn, Miss Gemma McDonald, Mrs Neina Campbell, Mr Craig Hort, Mr Darryl Curran, Mrs Bernadette Novotny, Dr David Mallard, Mr Todd Bryant, Ms Julianne Jarrett, Ms Michelle Kable, Mr Leon Grant, Mr Jack Evans, Ms Amanda Spalding, Director Corporate and Commercial Services, Manager Business Development, Business Project Officer

## 1.1 APOLOGIES AND LEAVE OF ABSENCE

## 1.2 ACKNOWLEDGEMENT OF COUNTRY

I would like to acknowledge the Wiradjuri people who are the Traditional Custodians of the Land. I would also like to pay respect to the Elders both past and present of the Wiradjuri Nation and extend that respect to other Aboriginal Australians who are present.

## 1.3 DECLARATION OF PECUNIARY INTERESTS, SIGNIFICANT NON-PECUNIARY INTERESTS AND LESS THAN SIGNIFICANT NON-PECUNIARY INTERESTS

The provisions of Chapter 14 of the Local Government Act, 1993 (the Act) regulate the way in which Councillors and designated staff of Council conduct themselves to ensure that there is no conflict between their private interests and their public role.

The Act prescribes that where a member of Council (or a Committee of Council) has a direct or indirect financial (pecuniary) interest in a matter to be considered at a meeting of the Council (or Committee), that interest must be disclosed as soon as practicable after the start of the meeting and the reasons given for declaring such interest.

As members are aware, the provisions of the Local Government Act restrict any member who has declared a pecuniary interest in any matter from participating in the discussion or voting on that matter, and requires that member to vacate the Chamber.

Council’s Code of Conduct provides that if members have a non-pecuniary conflict of interest, the nature of the conflict must be disclosed. The Code of Conduct also provides for a number of ways in which a member may manage non pecuniary conflicts of interest.

**RECOMMENDATION**

It is recommended that Committee Members now disclose any conflicts of interest in matters under consideration by the Economic Development Community Committee at this meeting.

## 2 PREVIOUS MINUTES

**RECOMMENDATION**

That the Minutes of the Meeting of the Economic Development Community Committee held on 15 July 2020 (copies of which were circulated to all members) be and are hereby confirmed as a true and accurate records of the proceedings of the Economic Development Community Committee meeting held on 15 July 2020.

**ATTACHMENTS**

1 Minutes of the Meeting of the Economic Development Community Committee held on 15 July 2020

# ORANGE CITY COUNCIL

MINUTES OF THE

## ECONOMIC DEVELOPMENT COMMUNITY COMMITTEE

HELD IN COUNCILLORS WORKROOM, CIVIC CENTRE, BYNG STREET, ORANGE

ON 15 JULY 2020

COMMENCING AT 8.01AM

## 1 INTRODUCTION

**ATTENDANCE**

Cr T Mileto (Chairperson), Cr R Kidd (Mayor), Cr M Previtera, Mr Tim Hall, Mr Russell Tym, Mr Michael Banks, Mr Greg Beileiter, Miss Gemma McDonald, , Mr Craig Hort, Mr Darryl Curran, Dr David Mallard, Mr Todd Bryant, Mr Jack Evans, Ms Amanda Spalding, Mr Sam Harma, Acting Director Corporate and Commercial Services, Acting Manager Business Development.

### 1.1 Apologies and Leave of Absence

**RESOLVED** **Cr R Kidd/Ms A Spalding**

That the apologies be accepted from Mr Wayne Sunderland, Mr Tony Healey and Mrs Neina Campbell for the Economic Development Community Committee meeting on 15 July 2020.

### 1.2 Acknowledgement of Country

### 1.3 Declaration of pecuniary interests, significant non-pecuniary interests and less than significant non-pecuniary interests

Nil.

## 2 PREVIOUS MINUTES

**RESOLVED** **Ms A Spalding/Mr T Hall**

That the Minutes of the Meeting of the Economic Development Community Committee held on 10 June 2020 (copies of which were circulated to all members) be and are hereby confirmed as a true and accurate record of the proceedings of the Economic Development Community Committee meeting held on 10 June 2020.

# 3 PRESENTATIONS

## 3.1 ORANGE CBD AUDIT

TRIM REFERENCE: 2020/1180

A summary of the activity of the CBD Audit was held over for further analysis.

# 4 GENERAL REPORTS

## 4.1 RETAIL RECOVERY PROJECT

TRIM REFERENCE: 2020/1171

**RECOMMENDATION** **Mr T Hall/Mr G Beileiter**

That the Committee acknowledge the report on the Retail Recovery project.

## 4.2 ECONOMIC DEVELOPMENT COMMUNITY COMMITTEE ACTION PLAN

TRIM REFERENCE: 2020/1179

**RECOMMENDATION** **Cr R Kidd/Mr C Hort**

That the Economic Development Community Committee Action Plan be reviewed and updated.

**THE MEETING CLOSED AT 9.10AM.**

# 3 GENERAL REPORTS

## 3.1 UPDATED SPENDMAPP DATA FOR THE COVID-19 RESTRICTED PERIOD

RECORD NUMBER: 2020/1340
AUTHOR: Tony Boland, Acting Business Development Manager

**EXECUTIVE SUMMARY**

Council has been subscribing to the Spendmapp application since April 2019. Spendmapp allows Council to understand what is going on in the local economy and have actual figures on which to base decisions. Geografia, the creator of Spendmapp, have faced a significant number of issues in securing the data since the Royal Commission into the banking and finance industry. The banks effectively locked down all information in case there was a breach of privacy and have only just started to release information again.

Geografia have been in liaison with the financial institutions that release the data that informs the Spendmapp application. This is a delicate and drawn out process since the Royal Commission and has seen one of the Big 4 banks withdraw their data services altogether (ANZ Business Insights). The data provided is a snapshot of how the various sectors of the economy fared over the COVID-19 restricted period.

It should be noted that the Spendmapp data is aggregated data and does not reflect the performance of every business, just the overall performance of the category. While there are a number of businesses that have done well during the COVID-19 restrictions and some businesses that have matched the average, there are a number of businesses that have struggled and continue to struggle now. It is important that this is in the forefront of everyone's mind when discussing the aggregated data.

**LINK TO DELIVERY/OPERATIONAL PLAN**

The recommendation in this report relates to the Delivery/Operational Plan strategy "12.1 Prosper - Attract and grow strategic investment".

**FINANCIAL IMPLICATIONS**

Nil.

**POLICY AND GOVERNANCE IMPLICATIONS**

There are no direct policy or governance implications but the data presented and future data will continue to inform Council's strategic planning.

**RECOMMENDATION**

**That the Committee acknowledge the report on the Updated Spendmapp Data for the COVID-19 Restricted Period.**

**FURTHER CONSIDERATIONS**

Consideration has been given to the recommendation's impact on Council's service delivery; image and reputation; political; environmental; health and safety; employees; stakeholders and project management; and no further implications or risks have been identified.

**SUPPORTING INFORMATION**

Geografia have been in negotiation about supply with their data company for an extended period. This has been a fallout from the Royal Commission into the banking and finance industry. While the process has not returned to normal, the data is beginning to flow, which allows us to see the spending impacts of the COVID-19 restrictions and measures to address this.

The table below is a summary across the 14 industry groups reported by Spendmapp. The figures represent a growth or decline in comparison to the corresponding month in 2019. Breakdowns of the categories are attached.

| | Mar 2020 | Apr 2020 | May 2020 |
|---|---|---|---|
| TOTAL | ↑ 93% | ↓ 33% | ↓ 13% |
| Bulky Goods | ↑ 166% | ↑ 24% | ↑ 121% |
| Dining & Entertainment | ↑ 50% | ↓ 60% | ↓ 33% |
| Department stores & DDS | ↑ 60% | ↓ 54% | ↓ 13% |
| Furniture & Household | ↑ 17% | ↓ 63% | ↓ 47% |
| Groceries | ↑ 165% | ↓ 0.5% | ↑ 8% |
| Light Industry | ↑ 65% | ↑ 12% | ↑ 10% |
| Other | ↑ 109% | ↓ 8% | ↑ 40% |
| Personal Services | ↑ 67% | ↓ 60% | ↓ 41% |
| Professional Services | ↑ 85% | ↓ 57% | ↓ 36% |
| Specialised luxury goods | ↑ 143% | ↑ 1.7% | ↑ 13% |
| Specialised food retail | ↑ 176% | ↑ 20% | ↑ 55% |
| Trades | ↑ 160% | ↓ 8% | ↑ 81% |
| Transport | ↑ 72% | ↓ 36% | ↓ 25% |
| Travel | ↓ 32% | ↓ 92% | ↓ 82% |

Please note, these figures do not include Jobkeeper payments made to business, just activity over the counter or by phone. The figures do not include the grants made by the NSW Government or by any other bodies.

The underlying algorithm for calculating total expenditure may have slightly over estimated the level of activity as the economy moved toward a cashless system during March and April. The algorithm is based on data from the Reserve Bank and the Reserve Bank have not updated their data since the outbreak of COVID in relation to cash transactions as a percentage of overall transactions. Advice from Geografia is that cash transactions as a percentage of overall transactions in the algorithm was already low prior to COVID, so the variation (when adjusted) is not likely to be significant. This means the level of actual expenditure is less than shown here, but anecdotal checks with local businesses have seen confirmation that this level of expenditure is typical of their industry group.

The month of March saw growth across 13 of the 14 sectors. Only the travel sector reduced in March which is to be expected as part of the restrictions or 'lock down' on airlines, motels, caravan parks and holiday accommodation.

Economic Stimulus was provided in the way of a $750 cash payment that were delivered between 31 March 2020 and 17 April 2020 to eligible welfare recipients. The Jobkeeper payment with the Corona Virus supplement ($1100) commenced on 27 April 2020. The Jobkeeper payment commenced in the first week of May 2020, but was backdated to 30 March 2020 for eligible businesses.

Supermarkets (groceries) saw substantial growth in sales in March as people stocked up on non-perishable items, food staples and toilet paper. Supermarkets then experienced a slight fall in April as many people were already stocked up with non-perishables. The month of May then saw a slight growth.

Trades were also up in March as people carried out renovations while in isolation or carrying out conversions for home offices. They also dropped off in April but rebounded in May. Light industry was also in positive territory over the three months as people renovated properties while in isolation.

Bulky goods (including hardware), specialised & luxury goods (office furniture, toy stores, antique shops) and specialised food retailing (bottle shops) showed an increase each month for the three months in comparison with 2019.

Some of the most negatively affected groups outside of the travel segment were dining & entertainment, furniture and household, personal services (laundry services, beauticians and cleaning services) as well as professional services.

**Bulky Goods**
Auto and Home Supply Stores
Home Supply Warehouse Stores
Nurseries Lawn and Garden Supply Stores
Hardware Stores
Household Appliance Stores
**Dining and Entertainment**
Eating Places Restaurants
Bowling Alleys
Bands Orchestras
Betting/Casino Gambling
Video Tape Rental Stores
Government-Licensed On-Line Casinos (On-Line Gambling)
Video Game Arcades
Billiard/Pool Establishments
Sporting/Recreation Camps
Motion Picture Theatres
Golf Courses - Public
Theatrical Ticket Agencies
Caterers
Dance Hall Studios Schools
Sports Clubs/Fields
Digital Goods: Large Digital Goods Merchant
Digital Goods: Media Books Movies Music
Digital Goods: Games
Country Clubs
Drinking Places
Fast Food Restaurants
Aquariums
Government-Licensed Horse/Dog Racing
Amusement Parks/Carnivals
**Department Stores, Discount Department stores and clothing and textiles**
Department Stores
Children's and Infant's Wear Stores
Commercial Footwear
Discount Stores
Men's and Boy's Clothing and Accessories Stores
Uniforms Commercial Clothing
Family Clothing Stores
Shoe Stores
Women's Ready-To-Wear Stores
Women's Accessory and Specialty Shops
Miscellaneous Apparel and Accessory Shops
Sports and Riding Apparel Stores
Variety Stores
Men's Women's Clothing Stores

**Furniture and other Household Goods**
Furniture Home Furnishings and Equipment Stores Except Appliances
Fireplace Fireplace Screens and Accessories Stores
Drapery Window Covering and Upholstery Stores
Miscellaneous Home Furnishing Specialty Stores
Floor Covering Stores
Furniture Repair Refinishing
**Grocery Stores and Supermarkets**
Grocery Stores Supermarkets
**Light Industry**
Electronics Repair Shops
Paints Varnishes and Supplies
Electrical Parts and Equipment
A/C Refrigeration Repair
Heating Plumbing A/C
Landscaping Services
Wrecking and Salvage Yards
Specialty Cleaning
Lumber Building Materials Stores
Glass Paint and Wallpaper Stores
Miscellaneous Publishing and Printing
Industrial Supplies (Not Elsewhere Classified)
Small Appliance Repair
Hardware Equipment and Supplies
Plumbing Heating Equipment and Supplies
Construction Materials (Not Elsewhere Classified)
Metal Service Centres
Fuel Dealers (Non Automotive)
Petroleum and Petroleum Products
Marinas Service and Supplies
**Other**
Court Costs Including Alimony and Child Support - Courts of Law
Wires Money Orders
Bail and Bond Payments (payment to the surety for the bond not the actual bond paid)
Religious Organizations
Piece Goods Notions and Other Dry Goods
Money Transfer - Member Financial Institution
Telecommunication Services
Nondurable Goods (Not Elsewhere Classified)
Non-FI Money Orders
Wholesale Clubs
Government-Owned Lotteries
Telecommunication Equipment and Telephone Sales
Chemicals and Allied Products (Not Elsewhere Classified)
GCAS Emergency Services ( For Visa Only)
i-Purchasing Pilot (not valid for Visa)
Intra-Company Purchases

Payment Service Provider - Merchant Payment Transaction
Commercial Equipment (Not Elsewhere Classified)
Manual Cash Disburse
Video Amusement Game Supplies
Political Organizations
Special Telecom Merchants
VisaPhone
Automated Referral Service ( For Visa Only)
Visa Credential Service ( For Visa Only)
Telegraph Services
Remote Stored Value Load - Merchant
Exterminating Services
Automated Cash Disburse
Miscellaneous Recreation Services
Information Retrieval Services
Cable Satellite and Other Pay Television and Radio
Quasi Cash - Member Financial Institution
Remote Stored Value Load - Member Financial Institution
Payment Service Provider - Money Transfer for a Purchase
Durable Goods (Not Elsewhere Classified)
**Personal Services**
Carpet/Upholstery Cleaning
Funeral Services Crematories
Miscellaneous General Services
Barber and Beauty Shops
Laundries
Counselling Services
Shoe Repair/Hat Cleaning
Clothing Rental
Laundry Cleaning Services
Dating/Escort Services
Photographic Studios
Tax Preparation Services
Dry Cleaners
Massage Parlours
Health and Beauty Spas
Cleaning and Maintenance
Buying/Shopping Services
**Professional Services**
Photo Developing
Membership Organizations
Detective Agencies
Business/Secretarial Schools
Door-To-Door Sales
Opticians Optical Goods and Eyeglasses (no longer valid for first presentments)
Dentists Orthodontists
Computer Repair

Hospitals
Elementary Secondary Schools
Security Brokers/Dealers
Correspondence Schools
Colleges Universities
Direct Marketing - Combination Catalogue and Retail Merchant
Real Estate Agents and Managers - Rentals
Direct Marketing - Insurance Services
Professional Services
Credit Reporting Agencies
Medical Services
Direct Marketing - Outbound Tele
Advertising Services
Equipment Rental
Employment/Temp Agencies
Veterinary Services
Computer Programming
Optometrists Ophthalmologist
Doctors
Chiropractors
Direct Marketing - Catalogue Merchant
Child Care Services
Testing Laboratories
Direct Marketing - Inbound Tele
Agricultural Cooperative
Blueprinting and Photocopying Services
Direct Marketing - Subscription
Automobile Associations
Civic Social Fraternal Associations
Charitable and Social Service Organizations - Fundraising
Vocational/Trade Schools
Commercial Photography Art and Graphics
Opticians Eyeglasses
Osteopaths
Secretarial Support Services
Nursing/Personal Care
Chiropodists Podiatrists
Miscellaneous Business Services
Educational Services
Medical and Dental Labs
Accounting/Bookkeeping Services
Computer Network Services
Direct Marketing - Other
Consulting Public Relations
Legal Services Attorneys
Quick Copy Repro and Blueprint
Architectural/Surveying Services

**Specialised and Luxury Goods**
Office and Commercial Furniture
Sporting Goods Stores
Miscellaneous General Merchandise
Pet Shops Pet Food and Supplies
Antique Shops Sales Repairs and Restoration Services
Mail Order Houses Including Catalogue Order Stores Book/Record Clubs
Hearing Aids Sales and Supplies
Computer Software Stores
Artist's Supply and Craft Shops
Florists Supplies Nursery Stock and Flowers
Jewellery Stores Watches Clocks and Silverware Stores
Typesetting Plate Making and Related Services
Hobby Toy and Game Shops
Bicycle Shops
Electronics Stores
Wig and Toupee Stores
Camera and Photographic Supply Stores
Luggage and Leather Goods Stores
Books Periodicals and Newspapers
Art Dealers and Galleries
Stamp and Coin Stores
Cigar Stores and Stands
Electric Razor Stores
Photographic Photocopy Microfilm Equipment and Supplies
Watch/Jewellery Repair
Precious Stones and Metals Watches and Jewellery
Record Stores
Antique Reproductions
Miscellaneous Specialty Retail
Pawn Shops
Tent and Awning Shops
Drug Stores and Pharmacies
Typewriter Stores
Book Stores
Antique Shops
Swimming Pools Sales
Medical Dental Ophthalmic and Hospital Equipment and Supplies
Sewing Needlework Fabric and Piece Goods Stores
Cosmetic Stores
Religious Goods Stores
Florists
Digital Goods: Applications (Excludes Games)
Used Merchandise and Second-hand Stores
Stationery Stores Office and School Supply Stores
Drugs Drug Proprietaries and Druggist Sundries
Furriers and Fur Shops

Orthopaedic Goods - Prosthetic Devices
Stationary Office Supplies Printing and Writing Paper
Picture/Video Production
Computers Peripherals and Software
Tailors Alterations
Music Stores-Musical Instruments Pianos and Sheet Music
News Dealers and Newsstands
Glassware Crystal Stores
**Specialised Food Retailing**
Candy Nut and Confectionery Stores
Bakeries
Package Stores-Beer Wine and Liquor
Dairy Products Stores
Miscellaneous Food Stores - Convenience Stores and Specialty Markets
Freezer and Locker Meat Provisioners
**Trades and Contractors**
Welding Repair
Miscellaneous Repair Shops
Special Trade Contractors
Roofing/Siding Sheet Metal
Carpentry Contractors
Masonry Stonework and Plaster
Concrete Work Contractors
General Contractors
Electrical Contractors
**Transport**
Snowmobile Dealers
Boat Dealers
Parking Lots Garages
Automated Fuel Dispensers
Auto Body Repair Shops
Truck/Utility Trailer Rentals
Auto Paint Shops
Service Stations
Truck Stop
Tyre Re-treading and Repair
Mobile Home Dealers
Motor Freight Carriers and Trucking - Local and Long Distance Moving and Storage Companies and Local Delivery Services
Motorcycle Shops Dealers
Car Washes
Transportation Services (Not Elsewhere Classified)
Miscellaneous Auto Dealers
Public Warehousing and Storage - Farm Products Refrigerated Goods Household Goods and Storage
Motorcycle Shops and Dealers
Commuter Transport Ferries

Bus Lines
Motor Vehicle Supplies and New Parts
Motor Homes Dealers
Courier Services
Car and Truck Dealers (Used Only) Sales Service Repairs Parts and Leasing
Towing Services
Auto Service Shops
Automotive Tire Stores
Tolls/Bridge Fees
Car and Truck Dealers (New & Used) Sales Service Repairs Parts and Leasing
Automotive Parts and Accessories Stores
**Travel**
Airlines
Hotels/Motels/Inns/Resorts
Timeshares
Car Rental
Gift Card Novelty and Souvenir Shops
TUI Travel - Germany
Direct Marketing - Travel
Recreational Vehicle Rentals
Airports Flying Fields
Trailer Parks Campgrounds
Boat Rentals and Leases

## 3.2 OVERVIEW OF RETAIL SECTOR IN ORANGE

RECORD NUMBER: 2020/1451
AUTHOR: Tony Boland, Acting Business Development Manager

### EXECUTIVE SUMMARY

Over the past few months there has been a level of commentary in some segments of the media alleging Council has moved away from assisting the retail sector in Orange. This report is to provide substantiated evidence to committee members and Council that Council's strategic marketing and promotional activity, both direct and through Orange 360, has been successful and has translated into value for the retail sector.

This data and overview does not however set aside the significant impact of COVID-19 on some sectors or individual businesses.

The report also addresses the issue of vacancies in the retail sector in Orange.

### LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy "12.1 Prosper - Attract and grow strategic investment".

### FINANCIAL IMPLICATIONS

Nil.

### POLICY AND GOVERNANCE IMPLICATIONS

The report may guide future direction for Council marketing and promotional activity.

### RECOMMENDATION

**That the Committee acknowledge the report on the Overview of the Retail Sector in Orange.**

### FURTHER CONSIDERATIONS

The recommendation of this report has been assessed against Council's other key risk categories and the following comments are provided:

| | | |
|---|---|---|
| Service Delivery | This area of responsibility falls within the Business Development Section of Council and activities to stimulate the retail sector are resourced from that section. Economic development opportunities are also a priority for Councillors and the Council's Executive Leadership Team. | |
| Image and Reputation | There has been a sustained inference by some sections of the media that Council has not fulfilled its obligation to the local retail sector but instead has focused on food and wine destinational marketing at the expense of all industry sectors. This report is to include statistical evidence that the current Council directions are indeed working overall. | |

| | | |
|---|---|---|
| Political | Councillors and committee members may wish to gain further briefings prior to discussing the contents of the report with media to become familiar with how the data was collected and analysed and why it can be demonstrated as being independent of Council. | |
| Stakeholders | As the report will show the entire retail, hospitality and accommodation sectors are stakeholders in this matter. | |

**SUPPORTING INFORMATION**

Over the past few months there has been a sustained inference from sections of the media that Council has missed the opportunity to attract visitors to Orange and that Council has moved away from assisting CBD retailers, or indeed, any business not involved in the wine and food sector. The commentary, and the published letters generated by the commentary, all call for simplistic solutions to what is a complex economy and often the simplistic solutions are not in line with consumer expectations. None of the commentary nor the letters quote any form of measurement or reference any current data on which to assert their position. This report is to inform committee members and Councillors of baseline data and measurements from which useful discussion can be held.

The supporting information has been broken into a number of segments to allow members to understand the performance of the Orange economy in detail and see how that integrates with other parts of the economy. It will also give insight into Council's actions, and sometimes deliberate actions, in trying to influence particular parts of the economy.

The key elements to the supporting information are:

- Visitation to Orange
- Retail vacancies
- CBD rents
- Residents shopping elsewhere

**Visitation to Orange**

To understand the visitor economy and how that supports the broader economy, it is important to understand the key drivers to visitation. There are many segments of the visitation market, the largest of which is the 'Visiting Friends and Family' segment for Orange. However, both the sporting segment and the holidaying segment are growing with investment from the industry and the three local Councils, Blayney, Cabonne and Orange.

The visitor economy is an evolving industry and the tastes, ideas and ambitions of consumers change over times. Late last century the trend was to build attractions such as a zoo or a theme park however the consumer tastes for holidaying visitors have changed. While various research and industry reports may vary on a percentage basis, the key information within the document is consistent on what are key drivers for holidaying visitors. Most reports and research on recent holidaying visitor trends indicate that relaxing along with food and wine are two of the most important drivers in getting people from city areas to visit and stay. There are papers referenced[1,2 & 3] at the end of this report that support this position and are just a representative sample of the myriad of reports on which Council and the visitor economy sector make their decisions on investment and attraction.

While people are looking for a relaxing time and having good food and wine, they also indulge in other activities such as going to see natural wonders, heritage, scenic landscapes and activities like shopping or going to markets.

To increase the level of visitation requires increased exposure. Increased exposure requires Orange to have the product that television shows, print media and digital media commentators believe the consumer wants. In the case of Orange, the hook to bring in the exposure is food and wine. Once here the shows then look for other unique experiences such as boutique shops or great landscape scenes.

Over the past four years the visitation has increased around 70% to a new record level. In fact, the visitor expenditure in Orange for the 12 months ending 31 August 2019 was $501.7 million, or 39.5% of the $1.271 billion dollar economy. All of this data was pre COVID-19 but looking extremely promising.

Obviously the economy took a significant hit during the COVID shut-down period from March to May in 2020. As there is a lag in data availability on tourism numbers and expenditure, Council assesses other measures in the interim to determine the economic health of the city in comparison to expectations and other regions.

Council has been provided with anecdotal evidence that the visitation sector has recovered quicker, and potentially better, than expected. This includes:

- Increased activity at the Visitor Information Centre
- Visitors finding it difficult to secure accommodation either mid-week or on weekends
- Locals finding it hard to get into restaurants or pub meals due to high number of visitors
- Increased activity in the CBD
- Increased activity at other sites frequented by visitors e.g. Lake Canobolas.

While these observations are relevant they are also disputable as there are no figures to substantiate the claims. However the observations lend credibility to the data sources we are able to quote.

A news story from the Central Western Daily published on 11 August 2020 on their website[4] details the visitation to Mount Canobolas over the June Long Weekend (6-8 June 2020) was a 'whopping' 6200 people over three days. The same report also compares this to the peak Easter visitation period (for both Orange and for Mt Canobolas) when there are around 4,000 visitors over four days. The Borenore Karst Reserve received 5,100 visitors over the 3 day period which is equivalent to 25% of the annual visitation. These figures demonstrate the effect of no international travel and months of lockdown, with people who would normally fly overseas forced to holiday within their own state.

While it is unlikely the same level of visitation would be sustained indefinitely, it certainly has not returned to pre-COVID levels at this stage. It is remarkable that such high activity is occurring over the winter period, a typically quiet season for visitation in Orange.

TABLE 1

| Period | 2019 | 2020 | Increase | Comment |
|---|---|---|---|---|
| June (wk 2) | 1,675 | 1,295 | -23% | Likely that majority had been here before |
| June (wk 3) | 2,267 | 1,748 | -23% | Likely that majority had been here before |
| June (wk 4) | 1,651 | 2,454 | 49% | Probably high ratio of first time visitors |
| July | 10,047 | 14,345 | 43% | Probably high ratio of first time visitors |
| August (wk 1) | 1,471 | 1,681 | 14% | Likely moving back to usual levels of repeat business |
| TOTAL | 17,111 | 21,523 | 25% | |

One of the questions often posed to Council is "How does someone coming for food and wine help the local hardware store?" Analysis of the proportion of the "Light Industry" sub-category (which contains hardware stores) shows that 46.6% of expenditure in this category comes from visitors. The category breakdowns are in the following table.

TABLE 2

| Expenditure category | Residents | | Visitors | | Total local spend |
|---|---|---|---|---|---|
| Bulky Goods | $40,789,126 | 61.8% | $25,228,158 | 38.2% | $66,017,283 |
| Department Stores | $65,209,035 | 66.3% | $33,113,298 | 33.7% | $98,322,333 |
| Dining & Entertainment | $110,778,873 | 55.2% | $89,954,688 | 44.8% | $200,733,561 |
| Discount Department Stores & Clothing | $74,288,959 | 54.0% | $63,169,520 | 46.0% | $137,458,479 |
| Furniture & Other Household Goods | $15,875,708 | 63.0% | $9,311,711 | 37.0% | $25,187,419 |
| Grocery Stores & Supermarkets | $194,087,550 | 70.7% | $80,485,619 | 29.3% | $274,573,169 |
| Light Industry | $13,750,678 | 53.4% | $12,002,294 | 46.6% | $25,752,972 |
| Other | $3,628,155 | 70.5% | $1,515,931 | 29.5% | $5,144,086 |
| Personal Services | $22,623,570 | 70.2% | $9,619,693 | 29.8% | $32,243,263 |
| Professional Services | $74,849,658 | 56.3% | $58,206,385 | 43.7% | $133,056,043 |
| Specialised Food Retailing | $20,455,449 | 55.4% | $16,445,685 | 44.6% | $36,901,134 |
| Specialised & Luxury Goods | $63,249,412 | 61.8% | $39,165,037 | 38.2% | $102,414,449 |
| Trades & Contractors | $3,417,591 | 56.1% | $2,670,938 | 43.9% | $6,088,529 |
| Transport | $56,488,565 | 55.6% | $45,080,353 | 44.4% | $101,568,918 |
| Travel | $9,715,611 | 38.2% | $15,744,588 | 61.8% | $25,460,199 |
| TOTAL | $769,207,939 | 60.5% | $501,713,899 | 39.5% | $1,270,921,837 |

The Discount Department Stores and Clothing, which is a significant portion of the retail sector referred to in recent times, has 46.0% of the purchases made by visitors. It would stand to reason that as we are already attracting more visitors to Orange the spending in the stores will go up.

It is interesting to note that Grocery Stores and Supermarkets has the lowest visitor expenditure of all the categories at 29.3%, yet still nearly a third of activity in this sector comes from visitors. It is the recognition by Council that both overnight and day visitors have a significant impact on the economy that has led to the multi-pronged visitation attraction program to ensure as many people as possible come to Orange to contribute to the economy. The investment by Council in the visitor economy can well be justified with a return of over $500 million a year from non-Orange residents.

The Tourism Research Australia data for visitors to the Orange LGA over past 5 years (rolling 4 year averages) are as follows:

- Year ending Dec 2019 - **1,317,000 (new record)** 884,000 domestic day visitors
- Year ending Dec 2018 - 1,070,000
- Year ending Dec 2017 - 1,193,000
- Year ending Dec 2016 - 1,067,000
- Year ending Dec 2015 - 773,000

Domestic overnight visitors (from December 2016 to Dec 2018):

- Average length of visits is 3 nights.
- Average spend per night is up from $161 to $167
- Average spend per trip is up from $455 to $467

It is important to note that the Tourism Research Australia data does not consider anyone who lives within 40km of Orange as a visitor, whereas Spendmapp considers anyone who doesn't live in Orange as a visitor. Therefore, the record day visitor numbers of 884,000 would be a lot higher if people living within 40 kilometres of Orange were included.

***In short, our visitation continues to grow strongly supporting our retail sector.***

**Retail vacancies**

The media commentary and subsequent public comment about the number of vacant shops in Summer Street is a simplistic view of how the economy works. While retail vacancies can become visually unappealing, they are a necessary part of a growing economy. If there are no vacancies then new shops cannot open and existing shops cannot diversify or expand. If there are no vacancies then the rent will climb based on supply and demand principles.

While the fact is that vacancies are required as a part of a healthy economy to accommodate growth, the argument can centre on what is a healthy or acceptable vacancy rate.

In a CBD audit carried out in late June there were 114 shops in Summer Street that either were or are retail. Of these, four were currently empty but had a DA approved or an agreement for a new tenant, which technically removes them from the vacant list as they are not available for lease. This left 11 shops, one of which is due to reopen. The remaining 10 vacant shops on Summer Street give a vacancy rate of 8.8%. By way of comparison, the vacancy rate for Summer Street in 1999 was 13.6%[5]. Some of the preliminary results reported to Council (around 15%) included services and commercial space and not just Summer Street.

It has not been possible to define an average vacancy rate for rural regional cities and larger urban centres. Most 'regional' data is in terms of metropolitan regional shopping precincts such as Rhodes. The data is captured in one of two ways, vacant shop or metres of vacant shop front rate. The closest approximation available is by various industry reports and retail focussed news services.

According to a report by commercialrealestate.com.au[6] the vacancy rates (shops) of some of Melbourne's high street retail sectors in September 2016 were:

| | |
|---|---|
| Bridge Street, Richmond (Vic) | 16.7% |
| Chapel Street, South Yarra (Vic) | 13.5% |
| Glenferrie Road, Hawthorne (Vic) | 10.7% |

A Knight Frank report[7] from 2018 shows the following vacancy rates:

| | |
|---|---|
| Bridge Street, Richmond (Vic) | 20.5% |
| Chapel Street, South Yarra (Vic) | 16.7% |
| Glenferrie Road, Hawthorne (Vic) | 8.5% |

An Australian Financial Review report[8] from June 2020 counted empty shops and shops for lease, not those closed due to Covid. The report shows the following vacancy rates:

| | |
|---|---|
| Bridge Street, Richmond (Vic) | 22.1% |
| Chapel Street, South Yarra (Vic) | 20.8% |
| Glenferrie Road, Hawthorne (Vic) | 14.2% |

Based on a 4 year trend of high street retail sectors in Melbourne's premier shopping districts, the current vacancy rate of 8.8% in Orange does not appear to be that bleak.

Another simplistic view put forward to Council is that since Myer 'pulled out' of Orange the Council should 'put' David Jones in there. Comments to this effect do not recognise the trends within the industry where both Myer and David Jones are closing a large number of their stores and reducing their floor space in their flagship stores. The days of large stores of warehouse proportions have gone and are unlikely to return within our lifetime.

Comments linked to the CBD within social media and some printed media have indicated people believe Orange City Council has a role in determining which shops we want to keep in Orange and which ones we don't want. There seems to be a disconnect with some of the social media public that Woolworths Holdings, Woolworths and Westfarmers have specialised divisions that determine where these shops of multi-national companies will be located and what size they will be. If it were as simple as going to the head office of a company that they would change their business model, then they would have 520 delegations, one from every local government area in Australia.

It should also be noted that the OC Future City Strategy is about supporting the retail sector not just in hard infrastructure but also in program that assist a transition to digital for bricks and mortar retailers.

***The level of retail vacancies in Summer St are not excessive compared to elsewhere.***

**CBD rents**

A further criticism levelled at Council is that rents in the CBD are too high. Council cannot control rental prices in exactly the same way we cannot control hamburger prices or toilet paper prices. The rental market in the CBD is a free market and Council is a participant in that market, not a referee.

The only influence Council can have on the CBD rental market is a rate reduction, however this is no guarantee of a rent reduction to a business leasing a premises. As an example, if a premises was leased for $30,000 a year and the rates were $3000 a year, a 50% reduction in rates would result in a 5% reduction in rent if the full deduction was passed on. The challenge with this system is who gets the discount? Every business getting the discount would result in a significant deficit in Council operating funds. If the rates rebate was given to the owners of the vacant shops and they attracted someone from another unsubsidised shop in Orange, where is the net gain to the Orange economy? If the rebate was given to the landlord of a vacant shop but not passed on then there is no rental reduction and Council would not be able to recover the lost revenue. This option of rates reduction is not feasible in either realistically reducing CBD rents or the level of resource that it would take to implement and manage the program.

The only real option to reduce rent and keep it reduced in a sustainable fashion is to create additional floor space area. As the CBD is geographically constrained the choices for additional floor space area are:

1. Change of use for existing building
2. Multistorey development
3. Satellite shopping

In simple terms, change of use moves a building from a commercial or service based business to retail. This change of use usually results in a change of parking requirements, often resulting in a shortage of carparks. There have been numerous appeals to Council over recent years to waive the fees payable for a shortage of car parking spaces. The issue is the vehicle activity generated by the development has to be accommodated somewhere in the long term which will require Council to develop unfunded car parks.

Multi-storey development is expensive and requires a significant footprint to make the development viable. Due to the cost of going multistorey, it is unlikely that these developments would provide any relief for the CDB rents.

The third way to develop floor space is to create satellite shopping precincts. There has been a submission for additional floor space in both the north and south of the city, both of which have attracted opposition from current retailers. This report is not debating the merits of these proposals but highlights that while some retailers and supporters are asking for reduced rent, other retailers and supporters are objecting to the options that could develop an environment that will allow this to occur.

**Residents shopping elsewhere**

Council has also faced significant criticism from residents claiming the shopping in Orange is sub-standard and that 'everyone' from Orange goes to Bathurst or Dubbo to shop. Analysis of the pre-COVID data from Spendmapp available to Council shows that Orange residents spent a total of $5.28 million dollars in Dubbo in a year and $1.65 million of that was on Dining & Entertainment and Travel. This means Orange residents spend $3.63 million in Dubbo each year in retail and other sectors, which equates to approximately one day's trade spent in Orange on these items.

The Spendmapp program separates Orange residents' spending in the Bathurst region into Bathurst and Kelso. Orange residents spent $16.5 million in Bathurst in one year with the most being spent on Dining and Entertainment.

Bathurst

| Dining & Entertainment | Discount Department Stores & Clothing | Bulky Goods | Transport | Grocery Stores & Supermarkets |
|---|---|---|---|---|
| $2,866,596 | $2,781,957 | $1,871,738 | $1,839,147 | $1,759,080 |

Kelso

| Transport | Furniture & Other Household Goods | Dining & Entertainment | Grocery Stores & Supermarkets | Bulky Goods |
|---|---|---|---|---|
| $273,378 | $243,455 | $235,075 | $164,273 | $159,962 |

Kelso has long been touted as the bulky goods buying centre that 'everyone' from Orange shops at but with only $1.47 million a year spent in Kelso in total and under $160,000 in Bulky Goods, this doesn't appear to be the case.

The Orange resident expenditure in Bathurst and Kelso combined is $17.95 million, 29.1% of that amount is for Dining & Entertainment and Transport. These two categories would usually be for fuel and food driving through but there would be some in pubs, clubs and restaurants.

The value of Orange resident expenditure in Bathurst is not excessive, particularly when the proximity of the cities to each other and the fact that Bathurst lies in between Orange and Sydney, presenting an opportunity for shopping on the return trip. The expenditure ratio for Bathurst residents in Orange compared to Orange residents in Bathurst is approximately 2 to 1.

***Residents are not 'doing all their shopping' in Dubbo and Bathurst, and in fact it is the other way around if anything.***

1. https://www.griffith.edu.au/__data/assets/pdf_file/0026/18881/Experiences-Research-Domestic-Report-7.pdf
2. https://www.travelweekly.com.au/article/the-new-big-trend-in-domestic-travel/
3. https://www.destinationnsw.com.au/wp-content/uploads/2012/04/Domesticate-2014-Factsheet-Destination-NSW.pdf
4. https://www.centralwesterndaily.com.au/story/6873404/exploring-our-own-backyard-mount-canobolas-borenore-karst-visitor-numbers-boom/?cs=103
5. https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1745-5871.2009.00622.x (page 6)
6. https://www.commercialrealestate.com.au/news/retail-vacancy-rates-surge-suburban-strips-27618/
7. https://content.knightfrank.com/research/920/documents/en/melbourne-suburban-retail-brief-july-2018-5701.pdf
8. https://www.afr.com/property/commercial/unrealistic-landlords-drive-surge-in-retail-strip-vacancies-20200708-p55a2b

## 3.3 ECONOMIC DEVELOPMENT COMMUNITY COMMITTEE ACTION PLAN

RECORD NUMBER: 2020/1503
AUTHOR: Tony Boland, Acting Business Development Manager

### EXECUTIVE SUMMARY

The action plan is presented to Council with updates.

### LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy "12.1 Prosper - Attract and grow strategic investment".

### FINANCIAL IMPLICATIONS

Nil.

### POLICY AND GOVERNANCE IMPLICATIONS

Nil.

### RECOMMENDATION

**That the Economic Development Community Committee Action Plan be reviewed and updated.**

### FURTHER CONSIDERATIONS

Consideration has been given to the recommendation's impact on Council's service delivery; image and reputation; political; environmental; health and safety; employees; stakeholders and project management; and no further implications or risks have been identified.

### ATTACHMENTS

1 Action Plan - Economic Development Community Committee, D18/18634

| Date | Action | Who | Community Strategic Plan reference | Budget status | Start | End | Update/Completed | Completed |
|---|---|---|---|---|---|---|---|---|
| 18/4/18 | Identify large scale industry/ employment opportunities for relocation | Committee | 12.1 Attract and grow strategic investment | $0 | 18/4/18 | Ongoing | • *ActivateOrange* includes the Life Science Precinct and expansion of the southern industrial and freight precinct. | |
| 18/4/18 | Business Incubators | Business Projects Officer | 12.2 Support innovative industry sectors | NA | 18/4/18 | Ongoing | • Forwarded to SJB as part of FutureCity<br>• Developing an artisanal food production incubator concept | |
| 18/4/18 | Support local retailers to move into the online shopping space | Business Projects Officer | 12.2 Support innovative industry sectors | $0 | 18/4/18 | Ongoing | • Working with Orange 360 and retailers to improve digital presence<br>• Considering as part of FutureCity project | |
| 18/4/18 | Work with key stakeholders to develop a program to encourage locals to give local businesses a chance to quote before going elsewhere to purchase. | Committee | 12.4. Partner with key stakeholders to enhance opportunities | $0 | 18/4/18 | Ongoing | • Council has implemented a new local purchasing policy<br>• Introduction of the Retail Recovery Project | |
| | Better facilities for holding large state sporting events | Director Community Recreation and Cultural Services | 1.2, 2.1, 2.2, 2.3, | Variable | 18/4/18 | Ongoing | • $25m announced for the rectangle sporting complex<br>• Cricketing centre of excellence. | |

| Date | Action | Who | Community Strategic Plan reference | Budget status | Start | End | Update/Completed | Completed |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | • Included in *ActivateOrange* Plan. | |
| 18/4/18 | Build on the cycling activity and visitation | Tourism Manager | 11.2. Develop and attract a variety of events, festivals and activities for locals and visitors | $2m+ over 4 years | 18/4/18 | Ongoing | • Council continues to install the cycle ways infrastructure<br>• Cycling is part of a funding agreement with Orange360<br>• Included in *ActivateOrange* Plan.<br>• Mt Canobolas MTB trails | |
| 18/4/18 | Lobbying of government for upgrade of the NBN FTTN to FTTP and the improvement of mobile service. | Business Projects Officer<br><br>Director – RDA Central West | 13.2. Support initiatives for improved connectivity | $0 | 18/4/18 | Ongoing | • Is being considered within the concepts of smart cities and OC Future City project.<br>• Staff from the Department of Communications have been in contact and will be attending a future meeting.<br>• Sam Harma to coordinate new NBN Regional Manager to join EDCC meeting. | |
| 18/4/18 | Business forum on CBD redevelopment (OC Future City). | Business Projects Officer | 12.4. Partner with key stakeholders | $0 | 18/4/18 | Ongoing | • OC Future City draft on public exhibition<br>• Business forum held 13/11/19 | |

| Date | Action | Who | Community Strategic Plan reference | Budget status | Start | End | Update/Completed | Completed |
|---|---|---|---|---|---|---|---|---|
| 18/4/18 | Improving the amenity at Mt Canobolas | Director Community Recreation and Cultural Services | Section 75A of the National Parks and Wildlife Act 1974 | $0 | 18/4/18 | Ongoing | Council continues to seek funding for the development of the Mt Canobolas Mountain Bike Trail. There is $500,000 in this year's budget for SOEE | |
| 15/7/20 | Upgrade the Colour City Caravan Park | Manager Business Development | 12.1 Attract and grow strategic investment | TBC | 15/7/20 | | | |
| 15/7/20 | Invite Director Development Services to brief committee on the South Orange Retail development | Director Development Services | 12.1 Attract and grow strategic investment | NA | 12/8/20 | | | |
| 15/7/20 | Invite Director Cultural, Community and Recreational Services or Sport and Recreation Co-ordinator to present to committee on sporting events in Orange. | Director Cultural, Community & Recreational Services or Sport& Rec Co-ordinator | 11.2. Develop and attract a variety of events, festivals and activities for locals and visitors | Money already include in budget | 12/8/20 | | | |
| 15/7/20 | Investigate methods to track retail traffic in Orange, potentially using the VIC as a base. | Manager Business Development | 12.4. Partner with key stakeholders to enhance opportunities | NA | 15/7/20 | | | |