

Simon Scott

From: Fiona King
Sent: Thursday, 9 November 2017 11:17 AM
To: Simon Scott
Subject: FW: Submission to Economic development strategy

From: Ballina Shire Council
Sent: Thursday, 9 November 2017 10:40 AM
To: Fiona King
Subject: FW: Submission to Economic development strategy

From: Tony Gilding [<mailto:tgilding@gmail.com>]
Sent: Wednesday, 8 November 2017 7:48 PM
To: Ballina Shire Council
Subject: Submission to Economic development strategy

Attn The General Manager

Please accept following submission to Economic Development Strategy

I note in A9 a wayfinding signpost plan to CBD and Commercial areas

However I was unable to find any mention of a wayfinding plan to the Shire's largest tourist assets. Considering tourism/hospitality is the largest employer in Shire it would seem appropriate to include. Tourist routes, State Significant Tourist attractions and iconic and historical locations could be included.

That may include both traditional signposting and online directions.

It could include directions both from entry gateways such as airport and major entry roads.

Please confirm acknowledgement of receipt of this submission

Thanks
Owner
The Macadamia Castle

Tony Gilding
tgilding@gmail.com or tony@gilding.com

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Simon Scott

From: council@ballina.nsw.gov.au
Sent: Friday, 22 December 2017 12:00 PM
To: Ballina Shire Council
Subject: New response for survey 'Feedback for Documents on Exhibition'

GENERAL RESPONSE INFORMATION

Response Start Time: 12/22/2017 11:35:20 AM Response End Time: 12/22/2017 12:00:11 PM IP Address: 124.149.39.208 Completed Survey: Yes
Respondent: Anonymous

SURVEY RESPONSES

1. Name of exhibited document you want to make comment on.
Draft Economic Development Strategy
2. Your name (anonymous submissions may be disregarded by Council) Roy Flavel
3. Phone number (optional)
[REDACTED]
4. Email (confirmation of your email address is required to provide feedback from Council) FLAVEL@HOTMAIL.COM
5. Having read the document, is it easy to read and understand?
Not really - see below
6. Please provide any suggestions for improvement.
See below
7. Do you support the overall objectives and content of the document?
No.

Many of the "Actions" listed on pages 17-25 do not seem to be consistent with the SWOT items identified in pages 13-16.

Specifically, there are virtually no actions which seek to preserve or improve Ballina's natural assets. (The closest, C3, is a mixed Action that targets "lifestyle amenities" and "CBD civic facilities", rather than purely natural environments.)

Yet Ballina's natural environment is mentioned numerous times in the document as a key asset:

- "Ballina Shire's beautiful natural environment of coastline and waterways, rainforests and wetlands" - Strengths pg 13
- "The region's 'clean and green' reputation" - Strengths pg 13
- "Nature based tourism taking advantage of the natural coastline, local waterfalls and remnant rainforests." - Opportunities pg 14
- "The potential impacts of climate change such as increased flooding and tidal inundation" - Threats pg 15
- "Ballina Shire's key strengths ... include the natural beauty ..." - Implications pg 15

9.1 Economic Development Strategy.DOC

So ... Where are the Actions for improving the quality of Ballina's purely natural environment? Where are the actions directed towards the rainforest, waterways, coastal areas and wetlands which are highlighted so strongly in the document??

8. Please provide further comments if you wish.

I am glad that Ballina Council has identified the natural environment as its key asset. But I'm extremely disappointed that this plan merely pays lip service to this asset, rather than seeking to preserve and improve it.

Without clear actions in this Document to prioritise the natural environment, our key asset will be lost, and with it our best economic enabler.

9. If you wish your feedback to remain confidential please provide reasons for this.

[No Answer Entered]

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The General Manager
Ballina Shire Council
PO Box 450
BALLINA NSW 2478

Dear Sir

ECONOMIC DEVELOPMENT STRATEGY

Please find below a copy of the email I sent to Simon Scott with my comments on the Councils Economic Development Strategy. I realised after I had sent the email that the Council has asked for submissions to be sent by mail.

It is somewhat anomalous for Ballina Council to only have a mailing option for making a submission when it is seeking to demonstrate to stakeholders that it is progressive and innovative Council!

That issue aside, the strategy document is good and has a number of useful strategies that should enhance Ballina's economic development prospects.

I have one suggested addition. This is to do with the concerns by business people in Ballina about the culture of the Council staff when considering issues related to economic development proposals.

Please treat this email as my submission on the Strategy.

Yours sincerely



Ken Clarke
10 Latta Av
Ballina NSW 2478
18/1/2018

From: KB Clarke [<mailto:kbclarke@ozemail.com.au>]
Sent: Thursday, 18 January 2018 6:03 PM
To: 'Simon Scott' <Simon.Scott@ballina.nsw.gov.au>
Subject: RE: Exhibition of draft Ballina Shire Economic Development Strategy

Hi Simon

Congratulations on the Economic Development Strategy. It is a good document with many sound action ideas.

My only thought is that it would be worth adding to the Weaknesses some of the concerns raised by the business people at the workshop I attended about the attitude of Council staff to proposals requiring Council approval.

Several business people gave the same sort of story that the staff attitude was oriented towards, at best, slowing things down and their frustration with the Council was very clear. The brewery man made a few powerful and constructive points, including that some issues could have been addressed concurrently rather than serial. But the overarching concern was there was an 'not help economic development' attitude. The business people all acknowledged that there are rules and processes to be gone through with any proposal so no one was denying the Council had an important role in protecting the communities interests.

Your proposed actions in the Strategy are pretty good and balanced. You have taken those business peoples comments on board and sought to address their concerns in a positive way. But you need to acknowledge the attitudes of staff to development as a Weakness. If you don't do that, the staff will think that there is not a problem when it was clear from that meeting there is a problem.

Changing attitudes and behaviour is hard work. Unless you highlight that weakness, the actions you have proposed are likely to be glossed over and seen as just nice words, not things that need to change. Acknowledging the problem will in fact be seen by many people as a Strength.

I hope this helps. It is meant to be constructive as Ballina is a great place and, as your strategy highlights, has loads of potential.

Regards

Ken



Submission by FSG Australia

Draft Ballina Shire Economic Development Strategy

Background to the Organisation

FSG Australia (FSG) is a not-for-profit community organisation focused on building the capacity of individuals and communities, offering a wide range of innovative services in disability, mental health, aged care, family services and children's services.

FSG stands for **Freedom, Social Justice** and **Growth**. Freedom...to be who you are. Social Justice...equity and fairness for everyone. Growth...to be the best version of you. We intentionally design and creates opportunities that reflect the things a person says they need and want.

FSG website: <https://www.fsg.org.au/>

FSG Ballina has connected with many individuals and families in need, and developed a profile for the region that reflects some very specific needs, not mirrored in other similar regions. The driving force of our success is our commitment. From FSG – Ballina there is commitment to providing Freedom, Social Justice and Growth for all people. We are determined to ensure all of our practices uphold the rights of all people to have choice and self-determination and believe strongly in a community that welcomes and connects to everyone.

In response to specific areas within the Draft:

Regional Context

- **Relationship with other centres** - FSG as a multi-site organisation, also operates across a network of communities and acknowledges this as a strong regional factor impacting on the economic prospects of the shire.
- **Local Land Supplies** – FSG Australia strongly supports the need for sufficient housing and industrial land opportunities.
- **Housing Affordability** – there is a chronic shortage of affordable housing, which is severely impacting on the wellbeing of community members and in turn impacting on resident profile in terms of economic prosperity within the shire.

Local Economic Drivers

- **Proximity to SE Queensland** – FSG has successfully operated its NSW area since the merge with the former Ballina District Community Services Association at the end of 2014. With its

Head Office in the heart of Southport, being the hub of the 2018 Commonwealth Games (of which our CEO is a member of the Games Organising Committee), we believe that together with transport improvements and technology advancements ease of transacting business between the shire and SE Queensland will rapidly increase.

- **High Speed Broadband** – FSG urges Council to lobby further for improvements in this area as there are still many pockets in the outlying areas as well as central Ballina area with limitations in terms of connectivity.
- **Commercial land** - FSG has an extensive property portfolio in Qld, however, has been unable to fully utilize its Ballina properties to meet the extensive needs evident within the Ballina community. The organisation is and would consider further replication of its range of Qld properties in NSW if more diverse, affordable and appropriate commercial spaces were available.

Health and Education Sector

FSG employs in excess of 120 staff in the Northern Rivers, with most operations being in Ballina shire. The sector will require extensive support as it experiences significant and continued growth necessary to cater for families and the ageing population.

Strengths, Weaknesses, Opportunities and Threats

Weaknesses

A lack of affordable housing and commercial floor-space and a lack of affordable and reliable public transport were seen as key weaknesses.

FSG has no government funding to support homelessness, however, our NDIS and Community Response Centre at 88 Tamar Street has needed to continually work with other housing agencies to respond to this growing area of need.

FSG has needed to set up its own transport service (REBU) to counteract the lack of affordable, accessible and reliable public transport to ensure our customers can travel as needed.

Opportunities

Adventure tourism – FSG has established FSG Travel, to ensure that our customers can enjoy fun-filled holidays and adventurous escapes. We therefore support council leveraging opportunities and advantages in this area.

Economic Enablers

The development of an entrepreneurial culture within council is strongly supported as is the demonstration of leadership with paving the way for a supportive outcome-focused regulatory framework to support entrepreneurship and networking.

FSG wishes to further develop its social enterprise outlets in the area and relies upon an understanding of our distinctive philosophy around individual growth and unique way of operating.

The National Disability Insurance Scheme (NDIS)

FSG has achieved certification as a Registered Provider under the NDIS.

The delivery of the NDIS is expected to increase demand for workers and associated professional services to support the growth of the healthcare and social services sector. The provision of additional aged care facilities and associated health services are also potential drivers of economic development and employment growth in Ballina Shire into the future.

In response to the growing need for services within the NDIS framework, FSG has collaborated with a local family to deliver a new Supported Independent Living Model in at 31 Burnet Street. The

complex is specialist disability accommodation (SDA) approved with four fully accessible apartments and an adjoining Community Hub.

- Fully accessible
- 24/7 support available
- Independent living
- Support coordination
- Skill development
- Community connection

(An extract from the NDIA website outlining the economic benefits of the NDIS and job creation is provided at the end of this submission).

Co Working Spaces

Work with stakeholders to facilitate the establishment of co-working spaces that provide a variety of flexible office spaces, office facilities (meeting rooms, internet, copiers) and networking and mentoring opportunities for small business and start-ups.

FSG operates a co-working space at its head Office in Southport (see outline below) and would like to explore something similar. Our Head of Social Enterprise has identified a number of our current outlets as potential possibilities: Kentwell Community Centre; 88 Tamar St; 83b River St.

Located at 16 Railway Street in Southport on the Gold Coast, FSG Australia's Club Orange can provide:

- *Co-working office space*
- *Wi-Fi and Internet access*
- *Boardroom for those important meetings (Available from 9am to 5pm)*
- *Printer & Copier*
- *A Wheelchair accessible workspace*
- *Easy access to Southport CBD and the Broadwater*
- *Cafe and limited catering facilities onsite*

Memberships offer a fully accessible co-working space for small business, freelancers and the self-employed, with the opportunity to grow their professional network with other members. All profits made from FSG Australia's Social Enterprises, including Club Orange, contribute to improving and expanding the services and opportunities FSG provides to the community.

Economic Development Strategies

Work with local businesses to facilitate a more vibrant and active public domain through place-making projects that encourage passive networking and opportunities for social interaction.

Given issues that have arisen with public shower and laundry facilities, FSG would like to explore a mobile laundry van similar to the Orange Sky Laundry van that visits its head office each week. We understand that this is being looked at by Rotary and will be in contact to work together if possible.

Providing a discount to contribution charges (of 40%) for employment generating businesses within key industry sectors (including multimedia and creative arts, niche tech industries, transport and freight logistics and food product manufacturing).

FSG's REBU being a transport offering, could be an example of a worthy service to consider for the contribution charge reduction.

Economic benefits of the NDIS

NDS has released a report showing the potential scale of the economic benefits of the NDIS in Australia. The report's economic modelling is based on data from the Australian Bureau of Statistics and forecasts the following important impacts.

NDIS will support:

- 25,000 and 40,000 people with disability to find work
- 34,000 carers to return to the workforce
- Increased additional taxes and reduced income support to save the Commonwealth Budget \$1.5B to \$1.9B per annum in 2015 dollars
- GDP gain from additional employment of people with disability and carers to be \$18B to \$23B in 2015 dollars

Number of NDIS supported new disability sector jobs created by state

At the time the full scheme rollout is complete on 30 June 2019, this many jobs will have been created in each state:

- **New South Wales: 27793**
- ACT: 1141
- Victoria: 20721
- Tasmania: 2034
- South Australia: 6197
- Western Australia: 9125
- Northern Territory: 2398
- Queensland: 17907

(Source: ndis.gov.au)