

**REPORT TITLE: 7.8 ECONOMIC DEVELOPMENT PROGRESS REPORT
FROM 1 OCTOBER 2021 UNTIL 31 DECEMBER 2021**

ECM INDEXES:

**Subject Index: CORPORATE MANAGEMENT: Reporting
ECONOMIC DEVELOPMENT: Planning**

Customer Index: NIL

Property Index: NIL

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APPROVER/S: Craig Bennett - General Manager

PURPOSE

The purpose of this report is to provide a quarterly progress update to Council on the key actions, activities, projects and programs undertaken in Council's Economic Development Department for the second quarter of the 2021/2022 Financial Year (from 1 October 2021 until 31 December 2021).

RECOMMENDATION

That Council notes the information contained within this report.

Moved Cr J Parry

Seconded Cr T Alt

19.01/22 RESOLUTION

That Council notes the information contained within this report.

A division was called for, voting on which was as follows:

For

Against

Cr T Alt

Nil

Cr T Arandale

Cr R Banham

Cr L Gresham

Cr J Parry

Cr A Parsons

Cr C Sparks

The division was declared carried by 7 votes to 0.

CARRIED

REPORT

(a) Background

This Economic Development Department is currently temporarily part of the General Manager's Office of Council (General Managers Directorate).

The Department has been moved to the General Manager Directorate on a temporary basis due to the resignation of Council's previous Director of Development, Planning and Regulatory Services, Mr Graham Price. At this point in time the Department will report to the General Manager from at least 1 January 2022 until 30 June 2022.

Council's current Manager of Planning and Regulatory Services, Mr Kane Duke is currently Acting as the Director of Development, Planning and Regulatory Services from 1 January 2022 until at least 30 June 2022.

The General Manager felt that it was important for Mr Duke to concentrate on leading and managing the Regulatory and Planning Services Department (which incorporates Town Planning, Building and Environmental Health, Rangers, Building Maintenance, Waste and Environmental Health and the Landfills), the Recreation and Open Space Department (which incorporates the Parks and Gardens, Aquatic Centres, Cleaners and other Recreation Facilities and Projects) and the Saleyards.

Council is currently part way through a full organisational review. A review of the structure is also being undertaken as part of this organisational review.

The General Manager will be consulting with all Councillors on the organisational review (including the review of the organisational structure) in March/April of this year.

The General Manager will hold a workshop with the Councillors once he has all of the required information being obtained from the organisational review.

A report is then required to go to Council detailing the findings and outcomes from the review of the organisational structure.

Council is required to review its organisational structure within 12 months of a Council Election. This is a requirement of the *Local Government Act 1993*.

The Economic Development Department sits within the Directorate of Development, Planning and Regulatory Services under Council's approved Organisational Structure.

Economic Development is one (1) of the five (5) strategic directions of the Glen Innes Severn Community Strategic Plan and is responsible for the delivery of the economic development strategy, programs and initiatives incorporating:

1. Developing business, industry, and investment;
2. Tourism and Events and the Visitor Information Centre;
3. Grants Funding; and
4. The marketing and promotion of **Glen Innes Highlands (GIH)**.

(b) Discussion

This report includes progress updates on actions from the **Economic Development Strategy 2020-2040 and Action Plan 2020-2021 (EDS)** and the **Destination Management Plan 2021-2026 (DMP)**. This report also includes an overview of grant and funding opportunities.

A **Management Executive (MANEX)** Report was approved in September 2021 regarding the approach to delivering the EDS and DMP actions across departmental areas outside of the Economic Development team.

Directors are required to ensure that their staff action their areas and provide quarterly updates to the **Manager Economic Development (MED)**.

The Top 10 Highlights from the October to December 2022 Quarter are:

1. **The Grow Glen Innes Think Tank (GIITT)** – Research and development, strategies, and approaches for the next two (2) GIITT's was completed for: Housing and Investment Attraction; and the 100-year master concept for Glen Innes Highlands.
2. Council was successful in securing nbn to partner in a grant application to the **Regional Connectivity Program (RCP)** to upgrade Deepwater Village to nbn Fibre to the Premises.
3. **New England Rail Trail (NERT)** is progressing with Council under negotiation with **Public Works Advisory's (PWA)** and the **Bushfire Local Economic Recovery (BLER)** to appoint the Project Manager.
4. There were seven (6) approved grant applications for the second quarter of 2021/2022 totalling \$1,589,710 Ex GST.
5. Council completed the comprehensive Tourism Signage Audit with Jenny Rand and Associates and the Geotourism scoping studies.
6. Council launched the Disused and Underutilised Asset Audit survey to score the ideas from the GIITT more broadly in the community.
7. Strong quarterly results for the **Glen Innes Highlands (GIH)** Visit, Live and Invest campaigns served 4,951,369 times to the target audience

across digital channels including Google Display and Search ads, YouTube non-skippable ads and Facebook ads.

8. The MED successfully completed the Horizons Leadership Program and delivered an International Attraction Strategy.
9. The MED made a submission to the Draft New England North West Regional Plan 2041 currently on exhibition until 18 February 2022.
10. The MED made a submission to the National Visitor Economy Strategy: THRIVE 2030 consultation draft.

Economic Development Strategy and Action Plan

1. Prosperity

1.1 Diversification of Agriculture

The Agri-Business Development Program attracted 12 businesses who have completed the program delivered by Regionality. Four (4) businesses will progress to a Pre-DA lodgement meeting being arranged with the Directorate of Development, Planning and Regulatory Services.

The Circular Economy as part of the Waste Management Strategy Approach will include the investigation of the potential for the Circular Economy to provide low skilled jobs and a sustainable 'green' future economy.

1.2 Leveraging Growth Opportunities

Tourism: Significant growth in tourism will be aided by the successful funding of the Tourism Itinerary and Packages Platform. An application has been submitted to the Black Summer Bushfire Fund with an outcome expected by the end of January.

Our new Tourism Packages and Itinerary Planner is a web-based system that provides visitors a seamless end-to-end experience for discovery, planning and booking trips to regional Australia. Built upon best-in-class software, our application is designed to meet the needs of the growing custom package market and regional road-tripper - both domestic and international.

The Department of Foreign Affairs and Trade (DFAT) in partnership with The Regional Australia Institute (RAI) selected 19 people from regional Australia to participate in the Horizons Leadership Program. The Horizons Program is designed for regional shire council members who hope to develop strategies for their region to benefit from international trade, foreign direct investment (FDI) and/or international tourism.

The MED was selected and successfully completed the Horizons Leadership Program delivering an International Engagement Strategy and video pitch on "A proposed aspiring UNESCO Global Geopark Nomination for the New England North West Region."

This strategy will be leveraged to lead the region to embrace Geotourism and its framework to achieve GeoRegion status and move towards a UNESCO nomination per the title of the strategy attached as **Annexure A**.

The MED made a submission to the Draft New England North West Regional Plan 2041 currently on exhibition until 18 February 2022 and to the National Visitor Economy Strategy: THRIVE 2030 consultation draft. The submissions were based around utilising the National Geotourism Strategy and it's wholistic framework to leverage the natural assets of the region.

Asset-based Placemaking: The NERT funding secured under the BLER fund will see construction commence following the necessary Act of Parliament to re-purpose the rail corridor and lease the rail trail section of the corridor to Council. This is expected to be completed in March/April 2022.

The NERT online survey has seen 2,217 respondents and 392 of those are from Glen Innes which is 8 survey's short of a representative sample of 400.

Overall, the results indicate positive support for the project with 77.24% of respondents seeing the benefit in preserving the corridor for future use and 78.56% of respondents supportive of the rail trail. A comprehensive update on the NERT project will be provided to Council in the coming months.

Council completed a **Request for Quote (RFQ)** for a master plan to be developed for the Glen Innes Airport. Council appointed REHBEIN Airport Consulting to the project which will include the delivery of a master plan and **Pavement Condition Assessment (PWA)**. This project is funded from the Bushfire Recovery Agency Grant.

Other projects include: Escape Rooms; Powerhouse Museum; Railway Station Cultural Centre; Highlands Hub Co-working; and Skywalk.

Renewable Energy

In June 2021, the NSW Government ran an open **Registration of Interest (ROI)** process to seek information from proponents of existing and proposed generation, storage and network infrastructure projects in the New England region.

The ROI closed on 23 July 2021 for analysis by EnergyCo. Information received through the ROI will be considered alongside ongoing consultation with local stakeholders led by EnergyCo NSW.

The **New England Renewable Energy Zone (NEREZ)** was formally declared on 17 December 2021 which is the first step in formalising the REZ under the *Electricity Infrastructure Investment Act 2020*.

As required by the Act, the Minister has formally appointed EnergyCo NSW as the Infrastructure Planner for the New England REZ. EnergyCo NSW is a NSW Government-controlled statutory corporation that will lead the coordinated delivery of NSW REZs.

Council is awaiting further engagement as EnergyCo progress through the process of establishing the NEREZ and conducting further community consultation.

1.3 Community Leadership and Advocacy

Council continues to connect local businesses to Business NSW and State and Federal initiatives, support, funding, and incentives through all current communication channels including the economic development newsletter, grants and funding newsletter and Highlands Hub platform.

Council is engaging with partners across the housing and healthcare industries to uncover growth opportunities and to improve local strategies and outcomes.

Council have encouraged the **Glen Innes Highlands Visitor Association (GIHVA)** and **Business In Glen (BIG)** to join into one functional and effective chamber of commerce to better serve the business community alongside Council's strategies and plans.

The MED has secured meetings with AUSTRADE and Regional Planning NSW to discuss the Geotourism opportunity for the New England North West region.

2. People

2.1 Local Jobs Program and Workforce Attraction Strategy

Following the delivery of the Workforce Attraction Strategy and the GGITT Jobs and Skills Gap a 'Local Jobs Program' is to be developed in the 2021/2022 Financial Year.

2.2 Highlands Hub – Education and Jobs Programs and Initiatives

Grant funding has been secured to deliver programs and workshops for its first year of operation commencing from June/July 2022.

The online Highlands Hub, with its new career and community functionality and capability, will be an enabler for connecting, sharing and fulfilling local jobs, volunteering opportunities and more.

The existing Highlands Business Hub will be migrated to the new Highlands Hub in January 2022.

2.3 Digital Connectivity and Remote Readiness

Council continues to liaise with a telco regarding mobile blackspots in key areas within the LGA. An initial estimate has been received for a macro base station at Rangers Valley and further priority areas along the Gwydir Highway.

Council received confirmation from nbn on 13 December 2021 of our successful application to the **nbn™ Regional Co-Investment Fund**.

This secured nbn to partner in a grant application to the **Regional Connectivity Program (RCP)** following the receipt of a build quote to upgrade Deepwater's nbn to Fibre to the Premises and agreement from nbn to contribute funding.

Surveys and templates for letters of support and case studies were designed and approved by nbn to assist with the RCP application merit criteria.

The merit criteria must demonstrate and justify the economic and social benefits of the project to Deepwater Village and the surrounding localities.

The Deepwater Progress Association assisted Council with community consultation to support the application over the Christmas period due to the lack of time to complete the application which is due on 14 January 2022.

3. Place

3.1 Marketing and Promotion of GIH

GIH planned marketing activities included:

- The GIH Visit, Live and Invest digital campaigns were live for three (3) months serving advertisements to the target audiences across Display, Search, Facebook and YouTube.

The results were reported monthly, and recommendations adopted to optimise the campaign;

- E-newsletters, social media, website optimisation and Highlands Business Hub content delivery continued, driving engagement and;
- The development of the new GIH Visitor Guide continued with progress on design and content development;
- Quarterly results for the GIH Visit, Live and Invest campaigns served 6,712,617 times to the target audience across digital channels including Google Display and Search ads, YouTube non-skippable ads and Facebook ads;
- The ads recorded 48,932 clicks which is a promising result for the campaign, with the combined **Click Through Rate (CTR)** performing

better than industry average. Optimisation is made each month to ensure we serve the ads to the most receptive audience; and,

- The following table provides a summary of the results for the GIH Digital Campaign from 1 October 2021 until 31 December 2021. The detailed report is attached as **Annexure B**:

Channels	Impressions	Clicks	Click Through Rate (CTR)	Industry Average CTR	Cost Per Click (CPC)	Industry Average CPC
Display	3.90M	30.3k	0.80%	0.04 – 0.10%	n/a	n/a
Search	18.8k	1.3k	8.05%	4.68%	\$1.91	\$2.00
YouTube	153.6k	117	n/a	n/a	n/a	n/a
Facebook	2.63M	17.1k	1.07%	0.90%	\$0.20	\$0.68

Table 1.1 – GIH Q2 Campaign Results

New England High Country (NEHC) activity included delivery of existing marketing campaigns, experience and content development planning, onboarding a Social Media Content Contributor.

NEHC Group marketing and promotion results are attached as **Annexure C** and include the following activity for the quarter:

- Clubs and classic car campaign activity completed in October 2021 and included a combination of print, digital and social through the Practical Motoring and Just Cars brands.
- Australian Traveller Campaign booked and Delivered in October 2021, including print and digital advertisements in November and December 2021.
- The NEHC Brand and Soundtrails campaign second 14-day period of activity across Social, Display and YouTube, launched in November to capture the Christmas traveller market. The final activity will launch in March and be complete by Thursday, 31 March 2022;
- The four (4) NEHC Soundtrails were announced to the public by Media Release on Thursday, 21 October by the Federal Member, Barnaby Joyce;
- Destination NSW (DNSW) supplied correct location definitions on Wednesday, 27 October for all NEHC LGAs to update the **Australian Tourism Data Warehouse (ATDW)**.

Council are awaiting confirmation from **Destination Country and Outback (DNCO)** on the mapping of Warialda and Bingara (Gwydir Shire) before changes can be made on Visit NSW website to recognise the NEHC as a regional destination; and

- Social Media Content Contributor appointed for 12 months to drive consistent engagement, EJ Freelance commenced in November 2021, delivering a total of 19 posts.

3.2 Healthcare and Social Assistance Services

Following the success of the EOI for the “Attract, Connect, Stay” Healthcare Workforce Pilot the first co-design workshop was conducted on 30 September 2021 to establish the governance and management of the program.

The outcome of the meeting was to agree a working group to take the project over from Council and commence setting up the governance requirements in preparation for the formal governance group being appointed post Local Government Elections and the election of the Mayor and Deputy Mayor on 11 January 2022. The working group currently includes:

1. Ms Carol Sparks;
2. Mr Michael McNamara;
3. Ms Sheryn Nourse; and
4. Ms Karen Munster.

Council will continue to assist the working group in the lead up to the next workshop which is scheduled for Monday, 31 January 2022.

This workshop will update the community on the program and also appoint the formal Governance Committee.

3.3 Attracting and Retaining Population

A start-up program and/or initiative will be developed out of the Highland Hub co-working space to provide pathways for high school students and local home businesses to develop and grow their business ideas.

Council has provided local real estate agents with access to the Glen Innes Highlands LIVE promotional video and content to assist with marketing the town to potential movers.

A ‘Movers Attraction Strategy’ and ‘Welcome to Glen Innes Pack’ will be developed through a GIITT later in the year.

Council is also establishing ideas and potential solutions to create opportunities for our aging population to move into communal retirement whilst also addressing our future housing gaps and future jobs and skills gaps.

4. Partnerships

4.1 Local Business Growth and Support

The new Highlands Hub Co-working space alongside the Highlands Digital Hub will drive partnerships and connection as well as access for businesses looking to improve leadership, create growth and achieve employment outcomes as well as reduce local economic leakage.

A position description for the new position of Community and Business Development Officer was finalised in December 2021 and the role will be advertised from 6 January 2022. Applications close at 5pm on Monday 24 January 2022.

This position will be part of the Economic Development team and will be responsible for the coordination and on-site management of the Highlands Hub digital platform and co-working space.

The Spend in Glen local promotion was a great success with the Glen Innes and District Services Club as the main sponsor of the event.

Council congratulates the Spend In Glen organisers for their commitment and dedication to this annual event that encourages and converts local spend in local businesses.

Several businesses registered on the Highlands Business Hub in the quarter which has a total of 86 registered businesses and organisation including:

1. Design Reaction which provides graphic design services;
2. Twelve Points Photography which provides photography, video and audio services;
3. EJ Freelance which provides business and marketing support;
4. Aussie Sapphire which provides lapidary supplied;
5. Fujisaawa Zen Garden and Homestay which provides experiences and accommodation;
6. High Country Writers Retreat which provides a four-day retreat annually; and,
7. Josephine Enoch who provides stem cell health solutions and educates people about organic stem cell regeneration.

4.2 Consultation, Design Thinking and Problem Solving

The GGITT schedule for the year includes:

- Disused and Underutilised Asset Audit – completed in September;
- 100-year Concept Master Plan – February;
- Housing Assessment and Future Strategy + Investment Attraction – February/March

- Movers Attraction / Welcome to Glen Innes /Liveability – April/May;

Council has 54 residents now registered to be a part of this initiative and encourage more locals to join and contribute ideas in delivering the actions of the EDS.

The MED and the **Tourism and Events Officer (TEO)** have contributed to the consultation process for the new Cultural Plan which is in development and led by Arts North West. Culture is part of Destination Management therefore should align to the GIH DMP.

Council is in direct consultation with **Transport for NSW (TfNSW)** regarding the reactivation potential of the Glen Innes Railway Station as a cultural centre.

Gary Estcourt, the Project Manager for Renewal and Heritage, Transport for NSW attended Council's GGITT Disused Asset workshop.

Mr Estcourt and his colleague Sophie De vitas, Renewal Officer, TfNSW met the MED and the TEO for a site visit to inspect the station and discuss ideas with a view to partner in the future. TfNSW have a program that partners with Council's to reactivate assets and can assist with funding.

Destination Management Plan – 2021 – 2026 Actions

1. Improving Customer Experience

1.1 Audit attraction, activity and service signage and implement a signage plan to deliver improvements.

Jenny Rand & Associates completed the signage audit in December 2021. A separate report to Council has been included in the January 27 2022 Ordinary Council meeting business paper.

1.2 Utilise digital solutions and physical interactions to improve service and connection with place, product, and people.

An application has been submitted to the Black Summer Bushfire Grant for the Tourism Packages and Itinerary Platform.

1.3 Evolve the Visitor Information Centre into a next-generation service centre.

A review of the **Accredited Visitor Information Centres (AVIC)** membership is underway and a report to Council will be provided in April 2022.

The team is continually collaborating on improving the self-service opportunities for visitors through Visitor Centre Signage displays.

Should the Tourism Packages and Itinerary Platform be successful in its funding application the opportunity to deliver this action will exponentially improve.

Trend analysis Year-On-Year (YOY) shows the gap closing in visitor numbers pre-covid and now as restrictions are lifted as seen in Chart 1.1 – YOY Visitor Numbers 2018-2021 below:

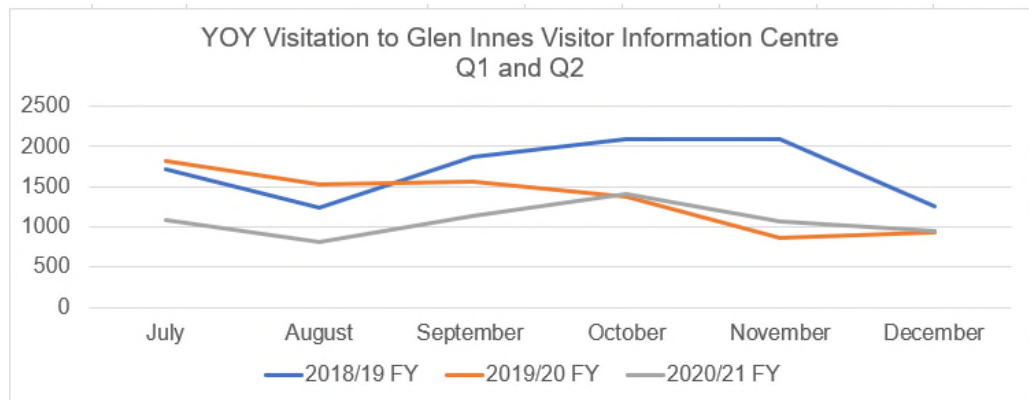


Chart 1.1 – YOY Visitor Numbers 2018-2021

2. **Evolving Brand Positioning**

2.1 **Refresh/adapt/amend/update existing marketing and promotional assets and content to incorporate new positioning – “Where adventure meets nature, culture and history”**

The new positioning is being executed in the new Visitor Guide and the brand refresh project will be completed in June 2022.

2.2 **Facilitate the creation of new content and assets that support the new positioning, experiences and products through grant funding and partnerships.**

This quarter, content and assets created for use in the marketing of GIH across owned and paid channels included:

- **Australian Celtic Festival (ACF)** website updated to reflect the 2022 event;
- Minerama website updated to reflect the details of the 2022 event;
- Five (5) articles have been commissioned for use across GIH channels and will be included in the GIH visitor guide; and,
- GIH Visitor Guide is in production with, itineraries and articles in development.

- A grant application for Minerama was submitted which included a \$20,000 request to deliver to support content development and enhancing the event brand.

This includes a professional photographer/videographer to capture content at Minerama 2022; an Agency to develop content for social and email campaigns to drive engagement and attract visitors to the 2022 event; and the appointment of an agency to deliver a new brand for the event to implement a high, professional standard across all communication and marketing channels.

- A grant application for ACF was submitted which included a \$140,000 request to attract a major drawcard Celtic musician, sporting identities and temporary infrastructure to accelerate the 2022 ACF.
- In November we sought EOI's from the GIH business community to partner with Council to leverage Destination NSW's 'Feel New South Wales campaign'.

Five responses were received, however there was no committed interest by the EOI deadline from local businesses and therefore Council did not submit and EOI to Destination NSW to take part of this campaign.

Develop and Improve Existing Experience

1.1 Support the upgrading, re-development, and improvement of local assets.

Following the GGITT on Disused and Underutilised Assets a survey was launched on 18 October 2021 to score the ideas against a set of criteria that is linked to the EDS and DMP including: Strengthening liveability; Contribution to geotourism; and Local community & visitor benefit.

As of 11 January 2022, there are 29 total responses with the following results to date:

Top three (3) assets ideas to date:

1. Deepwater Walking Tracks along Rail Corridor
2. Glencoe Lagoon Birdwatching Platform
3. Glen Innes Railway Station Upgrade - Music, Art & Culture Precinct

Top three (3) experience ideas to date:

1. Emmaville Mining Tours - Mining, Crystal & Coral (Geological)
2. Stonehenge Bouldering Experience & Events

3. Agricultural Research Station Industry & Education Events

The Australian Standing Stones Members Board has completed two (2) new attractions at the Australian Standing Stones.

An outside Brandubh game which is based on an ancient Viking game and a Human Sun Dial. These games will enhance the Celtic experience and increase time spent at the site.

Cycling has been adopted as the next experience development subject for NEHC.

An audit was completed in December 2021 of existing and upcoming cycling products which will be utilised to develop further product, content and a marketing campaign through NEHC branded channels.

3.2 Grow the Business Conferences and Events sector

The new Highlands Business and Community Hub Co-working space will provide the opportunity to package products and experiences to attract the business conference and events sector.

The Hub will play a central role in the utilisation of other facilities and sites around the LGA to improve overall utilisation.

Council advised the Showground Trust, Country Woman's Association, The Croft and Ben's Falls Retreat as well as other community groups to register as a conference venue in ATDW/Conferences and Events.

4. Create and Deliver New Experiences

4.1. Embrace Geotourism as a holistic approach to featuring natural and cultural heritage into the relevant customer experiences.

GeoTourism Audit - Council has completed the self-assessment scoping study of all the GeoTourism sites and assets in the LGA and the New England North West Region utilising and building on the DMP.

Council have submitted the scoping studies to the NSW Geological Survey and to the National Geotourism Strategy Working Group Chairperson for review.

Ottery Mine Emmaville - Council attended an on-site meeting with representatives from the **Department of Regional Works (DRW)** Regional NSW – Mining, Exploration and Geoscience, Everick Heritage and Crown Lands to view the remediation works which began on 12 July 2021 at the Ottery Arsenic Mine in Emmaville as part of the NSW Government's **Legacy Mines Program (LMP)**.

Council continued to support **Emmaville Mining Museum (EMM)** with social media posts and story development. Council updated their

information sheets and relayed grant opportunities for further museum development. EMM, with Council support, are working with Everick Heritage to build stories for the Ottery Mines Project.

National Parks and Wildlife Service – Council partnered with National Parks and Wildlife Service regarding Waratah Watch in the Gibraltar NP.

State Forests - Council also assisted on Geotourism scoping study audit of the State Forest areas given their potential for new Geotrails.

Grants and Funding

Currently, Council has 12 grant applications lodged and pending decision for a total of \$5,068,718 Ex GST.

Required individual reporting was completed and submitted to applicable Government grant departments for the Australian Government and NSW Government funded project streams.

Summary reports on Government grant funded project progress for the previous quarter were sent to the Federal Member for New England, The Hon. Barnaby Joyce and the State Member for the Northern Tablelands, The Hon. Adam Marshall.

Ongoing grant administration with funding project partners continued for funded projects including:

- **Disaster Recovery Funding Arrangements (DRFA)** Recovery Exceptional Assistance Immediate Support Package: 14 Council and community organisation projects in total;
- **Drought Communities Programme (DCP)**: Glen Innes Showground Land Management, Glen Innes Show Society, Glen Innes Pony Club and GISC Grey Street Beautification;
- **Bushfire Local Economic Recovery Fund (BLER)**: New England Rail Trail, Highlands and Community Hubs and Programs;
- **Stronger Country Communities (SCC)**: Emmaville Mining Museum, Kerry Meade Park;
- **NSW Public Spaces Legacy (NSWPSL)**: Centennial Parklands Skywalk;
- **Foundation for Regional Recovery and Resilience (FRRR)** Strengthening Rural Communities: UNE Wyaliba Rises;
- **Regional Tourism Bushfire Recovery (RTBR)**: Escape Rooms Visitor Attractions, NEHC National Park Soundtrails; and

- Community Grants Hub: GLENRAC Combatting Priority Local Weeds.

Grants 4-Year Summary

The following table provides a summary of grant information for the year to date compared to the past four (4) years Ex GST:

Description	2021-2022	2020-2021	2019-2020	2018-2019
Number of Grants Approved	6	20	11	29
Total	\$1,589,710	\$25,495,688	\$4,504,252	\$11,005,216
Number of Unsuccessful Grants	2	10	4	6
Total	\$60,000	\$8,389,359	\$1,880,691	\$1,837,753

Table 1.2 – Grants Financial Year Summary

Grants Lodged and Pending a Decision

The following table provides a summary of the grant applications and the value Ex GST of the grant, currently lodged and pending a decision by the relevant grant funding body:

Directorate	Grant Description	Value of Grant
General Manager	Regional Events Acceleration Fund – 2022 Australian Celtic Festival - Attract major drawcard Celtic musician, sporting identities and temporary infrastructure activities.	\$140,000
Development, Planning and Regulatory Services	Black Summer Bushfire Recovery Grant Program - Warwick Twigg Indoor Sports Stadium Development - Solar panels, spectator seating and two (2) outdoor Netball/Basketball courts.	\$413,926
Development, Planning and Regulatory Services and Infrastructure Services	Black Summer Bushfire Recovery Grant Program - Youth and Sport Precinct Upgrades and Connectivity - Skate Park and improved connectivity for access to precinct facilities through new shared pathways.	\$738,523
General Manager	Black Summer Bushfire Recovery Grant Program - Tourism Itinerary and Packages Platform - Web-based system that provides visitors a seamless end-to-end experience for discovery, planning and booking trips to regional Australia.	\$901,369
General Manager, Development, Planning and Regulatory Services and Infrastructure Services	Black Summer Bushfire Recovery Grant Program - Rural Address Signage and Asset Register - Rural address signs across the LGA and establishment of a rural landholder asset register.	\$592,376
General Manager	Black Summer Bushfire Recovery Grant Program - Centennial Parklands Facilities Upgrade - New amenities at Centennial Parklands as part of the Centennial Parklands Master Plan. New outdoor event space and seating.	\$1,341,616
Development, Planning and Regulatory Services and Infrastructure Services	Greater Cities and Regional Sport Facilities Fund – Warwick Twigg Indoor Sports Stadium - Stage Two (2) Development and Shared Pathways. Two (2) x outdoor multi-sport courts, spectator seating, solar panels and shared pathways in West Avenue, Taylor Street through to Ferguson Street.	\$680,392
Corporate and Community Services	State Library NSW Library Priority Grant – funding allocation to be combined with annual State Library NSW Library Subsidy of \$61,500 for Glen Innes Severn Council Library & Learning Centre children’s area upgrades, improved and innovative children’s program and services and additional visual and hearing disability resource.	\$25,000
Corporate and Community Services	Before and After School Care Fund – Establishment Grant – Life Choices OOSH Before School Care Program.	\$39,680
General Manager	Destination NSW – Regional Event Fund, Flagship Event Stream – Marketing for 2022 Minerama Fossicking, Gem and Jewellery Show.	\$20,000
General Manager	Destination NSW – Regional Event Fund, Incubator Stream – Australian Standing Stones Board 2022 Global Greening Event at Centennial Parklands.	\$20,000
General Manager/Development, Planning and Regulatory Services	Stronger Country Communities Fund (SCCF) Round Four (4) – Emmaville War Memorial Hall.	\$131,658
	Total value of grant applications lodged and pending decision	\$5,044,540

Table 1.3 - Lodged and Pending Applications 2021/2022

Grants Approved

The following table provides a summary of the grant applications approved so far for 2021/2022 and the value of the grant Ex GST:

Directorate	Grant Description	Value of Grant
Infrastructure Services	Fixing Local Roads Round Three (3) – Upgrade to Gulf Road, Emmaville	\$1,380,000
General Manager	Building Better Regions – Round Five (5). Creating Capability & Confidence for Community Champions. Project Partner GLENRAC.	\$154,710
Corporate and Community Services	Mosman Council Community Grant – A Glen Innes Severn Council Library & Learning Centre Aboriginal Community Project. Council will partner with Glen Innes Family and Youth Support Services to work with the Aboriginal community to produce a Traditional Burn Etching Artwork Project.	\$5,000
Development, Planning and Regulatory Services	NSW EPA – Council Landfill Program Phase Two (2) – Construction of drainage around landfill site – Glen Innes Landfill	\$15,000
Development, Planning and Regulatory Services	NSW EPA – Council Landfill Program Phase Two (2) – Fencing work around landfill site – Glen Innes Landfill	\$15,000
Development, Planning and Regulatory Services	NSW EPA – Council Landfill Program Phase Two (2) – Staging Plan updates and Landfill Life Review – Glen Innes Landfill	\$20,000
	Total value of grant applications approved	\$1,589,710

Table 1.4 – 2021/2022 Grant Applications - Approved

Grants Unsuccessful

The following table provides a summary of the unsuccessful grant applications and the value of the grant, for 2021/2022 year to date:

Directorate	Grant Description	Value of Grant
General Manager	Destination NSW Tourism Product Development Fund – Refresh and Renew Fund - Glen Innes Visitor Information Centre Upgrade	\$10,000
General Manager	Destination NSW Tourism Industry Marketing Support – Grants Program (TIMS-GP)	\$50,000
	Total	\$60,000

Table 1.5 – 2021/2022 Unsuccessful Grants

(c) Options

Nil.

IMPLICATIONS TO BE ADDRESSED

(a) Financial

Nil.

(b) Governance/Policy

Nil.

(c) Legislative/Statutory

Nil.

(d) Risk

Nil.

(e) Social

Nil.

(f) Environmental

Nil.

(g) Economic

Nil.

(h) Asset Management

Nil.

CONSULTATION

(a) External

Nil.

(b) Internal

The information contained in this report has been collected in consultation with various staff members of Council who oversee the respective services that are provided by the Economic Development department.

LINK/S TO THE DELIVERY PROGRAM/OPERATIONAL PLAN (DPOP)

This item links to Council's Delivery Program Community Service Action CS 1.2.5: Investigate ways to promote Glen Innes Highlands as a 'tree change' destination.

This item links to Council's Delivery Program Economic Development Action ED 1.1.1: Undertake a review of the current Economic Development Strategy to ensure Council is capitalising on economic development opportunities in the LGA.

This item links to Council's Delivery Program Economic Development Action ED 3.1.2: Provide incentives to encourage new business to the LGA and assist existing business to expand.

CONCLUSION

The information contained in this report delivers a summary to Council on the key actions, activities, projects and programs undertaken in Council's Economic Development department for the period from 1 October 2021 until 31 December 2021.

ATTACHMENTS

- Annexure A Horizons Internation Attraction Strategy (*under separate cover*)
- Annexure B GIH Q2 Campaign Reports (*under separate cover*)
- Annexure C NEHC Q2 Campaign Report (*under separate cover*)