

Item 14.3 Growth & Strategy Activities

Reporting: Growth & Strategy Manager – Helen Thomas

SUMMARY:

The purpose of this report is to inform Council of the Growth & Strategy activities for August 2022.

DISCUSSION:

Tourism

TICT Conference

Mid-August saw the state's key tourism conference, bringing industry, operators and government together to discuss the challenges and opportunities ahead of our tourism industry. An excellent selection of key note speakers and seminar sessions contributed to a useful and informative event. Key themes discussed at the conference included the attraction of Tasmania as a visitor destination post-COVID, a growing demand from New Zealand visitors, impacts of housing shortages on the visitor industry and the difficulties in sourcing staff to service the rapidly rebounding visitor numbers.

Opening the Gate

During August, conversation with the consultants running Opening the Gate, an agri-tourism accelerator program delivered to King Island businesses in (May?) 2022. A photographer and videographer will be visiting the Island in late September / early October to capture imagery of Opening the Gate participants as well as broader aspects of the Island as an agri-tourism destination.

While applications to this program are now closed, any individual or business interested in learning more about the support available to prospective and existing agri-tourism operations are encouraged to contact Council's Growth & Strategy Manager or our regional tourism organisation, [West by North West](#).

T30 Visitor Economy Strategy

During July 2022, Anne Greentree of Tourism Tasmania visited the Island to bring gathering King Island input into the T30 Visitor Economy Strategy. This forum was well attended by King Islanders, with many new ideas shared as well as reminders of existing local opportunities and constraints. Anne will be visiting the Island again in late-September to share how the T30 strategy has been developing over the last few months, invite further comment from the King Island community, and outline the next steps in the process.

The event will be held at the King Island Golf & Bowls Club on Thursday 3rd November between 10am and 12 noon. Further information will be shared closer to the time.



Visitor Incentive Program

Conversations continued with TTas, WxNW and KITI during August on how best to proceed with closing off the King Island Holiday Voucher program. It has been agreed that a survey will be sent to all those who were successful in the ballot, including those who didn't redeem their voucher. The questions aim to establish what attracted respondents to entering the ballot and potentially visiting King Island, and what barriers or other considerations prevented them from using their voucher. Responses will be incentivised with a grand prize of a \$5,000 credit to spend through the King Island Tourism website, and five runner-up prizes of a King Island produce hamper.

The results of this survey will be analysed and used to identify appropriate allocation of the remaining funds to further support the King Island tourism industry. An update is expected before the end of the year.

Brand

Geographical Indications

The Federal government have provided briefings to organisations around the country outlining progress with their consideration of an Australian system for geographical indications (GIs) as a way of improving provenance protection and supporting rural and regional economic growth. This has led to an understanding that such a system will be designed over the next 12 to 18 months, with an expectation that legislation will subsequently be introduced. Further information is being sought from DFAT and IP Australia to identify opportunities for King Island to provide input to the design of an Australian GI system and will be shared with Councillors as it is made available.

Brand Tasmania

Through July and August, Brand Tasmania had been taking with Council about the potential to deliver a follow up to their Brand Storytelling workshop, delivered in (May / June?) and identify a suitable opportunity to gather more imagery and videography of the Island to include in their media library. While no firm dates have been set at the time of writing, it is looking likely that these two elements will occur in late September or early October. It has also been determined that Brand Tas and Council will schedule regular meetings to prepare a coordinated plan of action to provide King Island organisations with an increased awareness of the resources available through Brand Tasmania, as well as creating a library of King Island stories that can be used to market the whole Island and individual businesses over the coming months.



Economic Development

SEGRA Conference

At the end of August, economic development professionals from across the country came together in Devonport to examine opportunities to create Sustainable Economic Growth in Regional Australia (SEGRA). Co-hosted with Devonport City Council, Cradle Coast Authority, SEGRA delivered a packed 2.5 day program for the 150+ conference delegates. Following so closely after the Tasmanian Tourism conference, it was interesting to note that many of the issues facing the Tasmanian tourism industry are affecting a broad range of industries across the country. Housing, growing cost of living especially in regional areas, and staff attraction and retention all featured heavily in the conference program.

One stand out feature from this event was the obvious passion delegates had for the region or town they were representing and the proactive approach to making positive change for their local communities. Ideas such as adaptable housing and more proactive approaches to investment attraction and planning were some of the immediately achievable elements discussed, with locally-owned internet and telecoms networks and hydrogen-powered aviation two of the exciting but perhaps longer term future trends discussed.

Regional Development Australia - Tasmania

RDA Tas have spent a large part of 2022 developing a state-wide Strategic Regional Plan which shapes state and federal regional development priorities. Conversations with 21 of the 29 LGAs in Tasmania over the last six months have assisted in creating a draft strategy for ratification by the RDA board. This draft is now being shared for further discussion with State Government, regional authorities and the remaining other LGAs. A meeting will be scheduled for the RDA Tas project lead to discuss this strategy with Council before the end of the year.

King Island Employment and Training

The Board of West North West Working, our regional Jobs Hub, will be holding their October meeting on King Island. Scheduled for Thursday 6th October, the 7-person Board will visit some of the Island's largest employers to learn more about their employment-specific opportunities and constraints. This will be followed by a networking event with representatives from many of the Island's industry bodies and relevant community organisations, providing Board members with insights into the particular context of employment on King Island.



Strategic Waste Management

Further to the passing of resolution 158/22, King Island Council has signed up to be part of the Garage Sale Trail, a national, community-led waste education and behaviour change program supporting everyday Australians to transition to the circular economy. An onboarding session was delivered online in late August and a suite of resources made available for Council use. Early September will see Council staff finalising a project plan and beginning to engage directly with community and other stakeholders.

Major Projects

King Island Hub

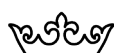
August activity on the King Island Hub focussed on engaging with the consultant team preparing documents for the Development Application and planning community engagement activities for early-September. Council staff also explored opportunities to create a project update page on the Council website, providing community and other stakeholders with a quick reference point for the project's progress.

Community Gym and Wellbeing Facility

In mid-August members of the project team visited King Island to engage directly with the community around their hopes and priorities for this facility and its integration into the broader Currie oval precinct. The team met with over a dozen individuals, with discussion around how the project could integrate with and support netball, tennis, soccer, football, and cricket, group exercise classes, individual exercise, as well as allied health and wellbeing activities.

As well as meeting around a dozen individuals at the Oval, the team were welcomed into King Island District High School to hear what students wanted to see in the facility. Daniel Wilsmore, representing @leisure, was particularly pleased to be able to present the older students with evidence that their input to the King Island Recreation Strategy in 2019 – which included reference to a gym that was separate from the school – had been taken on board by Council and was now being actioned.

A briefing was given to the Councillor Parks & Recreation Working Group giving a summary of the feedback and outlining the next steps in the project. This will include collating the information received from the community with feedback from Councillors and determining how much can be achieved within the financial and other constraints of the grant deed.



Recycling Modernisation Fund

Correspondence with the Department of Natural Resources & Environment (NRE) Waste Initiatives team continued through August, focussed on finalising the deliverables of the grant. It is anticipated that a draft grant deed will be provided to Council in September, allowing purchase of plant and equipment to commence before the end of the calendar year.

Regional Connectivity Grants Program

Conversations with Telstra in late August provided some insight into their progress with this project. Grant deeds have been executed between all relevant parties and the plant, equipment and materials required to complete this project have been ordered. Telstra and their partners have been in discussion with key stakeholders, including local land owners and relevant government and NGOs in Victoria and Tasmania. Council will continue to work with the Telstra project team through September and October as the project timeframe is confirmed. It has been suggested that Telstra project team representatives visit the Island before the end of the calendar year to provide direct updates to the King Island community.

FINANCIAL IMPLICATIONS:

The activities detailed above are included within approved operational budgets, except where indicated otherwise.

Recommendation:

That Council receive and note the Growth & Strategy Manager Activities Report for August 2022.

Moved Cr S Laidler
 Cr I Cooke

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CARRIED unanimously

192/22

