

ITEM-26 LMM 12/08/2020 - City of Newcastle COVID-19 Taskforce Update

MOTION

That City of Newcastle:

1. Notes that the City Taskforce was established in April to provide local leadership during the COVID-19 pandemic, and established five clear work streams including advocacy, direct industry support, developing a local evidence base, transforming the local skills base, and most importantly, providing a collaboration forum for new ideas.
2. Sincerely thanks City Taskforce Members - key city leaders from across manufacturing, small business, tourism, transport and logistics, arts and culture, workers, education, business and community sectors, for their valuable contribution to our City's recovery. Industries represented, and their representatives on the City Taskforce have been:
 - Mr Michael DiRienzo – CEO, Hunter New England Health
 - Hunter New England Health
 - Hunter Business Chamber, CEO Mr Bob Hawes
 - Hunternet, CEO, Mr Tony Cade
 - Port of Newcastle, CEO, Mr Craig Carmody
 - Newcastle Airport, CEO, Mr Peter Cock
 - University of Newcastle, Vice-Chancellor, Professor Alex Zelinsky AO
 - Samaritans, CEO & Chair of Third Sector Group, Mr Brad Webb
 - Alloggio, CEO Mr Will Creedon (Tourism industry)
 - Independent Creative Alliance Newcastle, Board Members, Ms Justine Cogan.
 - Newcastle Permanent, CEO, Ms Bernadette Inglis
 - Greater Bank, CEO, Mr Scott Morgan
 - NIB, CEO, Mr Mark Fitzgibbon
 - Mr Daniel Wallace / Mr Leigh Shears – Secretary, Hunter Workers
 - Mr Philip Gardner - CEO, Wests Group
 - Mr Peter Macadam - Director, Colliers International Newcastle
 - Ms Alison McGaffin - Director Regional NSW - State Government Coordination
3. Sincerely thanks the members of the City Taskforce Action Team for their contribution to our City's recovery, including:
 - Mr Rob Russell, CEO, Awabakal Local Aboriginal Land Council (First Nations)
 - Mr Philip Gardner, CEO, Wests Group (Sport & Hospitality)
 - Mr Tony Cade, CEO, Hunternet (Industry)
 - Ms Emma Granger, Executive Officer Samaritans (Community)
 - Ms Amy Delore, Policy and Public Affairs Manager, Hunter Business Chamber (Business)
 - Ms Jane Gray, Executive Director, Partnerships Innovation and Research, HNEH (Health)
 - Mr Leigh Shears, Campaigns Organiser/Secretary, Hunter Workers (Industry/Unions)
 - Mr Mark McClean, Deputy Director Regional Development, Hunter and Central Coast, Regional NSW (NSW Government)
 - Mr Peter McAdam, Director in Charge Colliers International (Development & Property)
 - Mr Stephen Crowe, Executive Manager Corporate Affairs Newcastle Airport (Industry),
 - Ms Justine Cogan, Independent Creative Alliance Newcastle, (Arts)

- Mr Will Creedon, CEO Alloggio (Tourism)
 - Mr James Cudmore, Chief Customer and Product Officer Newcastle Permanent (Finance)
 - Ms Fiona Bastian, Head of Government Relations University of Newcastle (Education)
 - Mr Matthew Neat, Head of Corporate Affairs & Investor Relations NIB (Finance)
 - Mr Craig Newham, Group Executive Sales, Marketing and Distribution Greater Bank (Finance)
 - Mr Ross Caddell, Special Project Director Port of Newcastle (Industry)
 - Ms Anita Hugo - Regional Director Hunter Property Council (Development & Property)
 - Mr Tim Cotter, Regional Manager, Hunter Central Coast and North Coast NSW AusIndustry (Innovation)
 - Mr Trevor Stuart, Australian Industry Group (Industry)
 - Mr Warrick Jordan, Hunter Region Employment Facilitator, Federal Department of Education, Skills and Employment (Employment)
 - Ms Kate David, President, Hunter Young Professionals (Youth / Young Adults)
 - Ms Annette Gebhardt, CEO - Hunter Multicultural Communities (Multicultural Communities)
 - Ms Danielle O'Neill Vice President – Hunter Young Professionals (Youth / Young Adults)
 - Ms Ashley Harrison - Youth Mayor, Newcastle Youth Council (Youth)
 - Mr David Belcher, Executive Officer, Community Disability Alliance Hunter (Disability Communities)
 - Mr David Bliss, Shop, Distributive and Allied Employees' Association (SDA Newcastle and Northern Branch (Industry/Unions/Retail Sector))
4. Recognises Hunter New England Health, through CEO Michael DiRienzo and Executive Director, Partnerships, Innovation and Research, for providing the City Taskforce and City Taskforce Action Team with critical public health updates at each
5. Recognises the work of Dr Anthea Bill, Lead Economist, Hunter Research Foundation Centre in providing a critically important economic update to the City Taskforce, with the latest economic data key to the decision making and action item prioritisation of the City Taskforce;
6. Notes that initiatives of the City Taskforce include the establishment of:
- The Greater Newcastle Youth Employment Charter, recognizing the severe impact of COVID-19 on youth employment
 - Advocacy Work Streams that share our local stories and experiences with key State and Federal Government decision-makers, with distinct and agreed upon asks of government to support particular sectors in Newcastle, including targeted policy and initiatives in the Community Sector, Tourism Sector, Youth Unemployment, Arts Sector and Innovation Economy
 - An Industry Response Program - \$500,000 was invested into targeted support for hard-hit industries, with successful initiatives including:
 - **University of Newcastle - Hometown Holiday:** The Hometown Holiday project will incentivise Newcastle residents to have a 'hometown holiday' inclusive of overnight accommodation and curated experience itineraries. Locals will be encouraged to visit Newcastle as tourists and engage with the City as a tourism destination, providing economic benefits to local tourism businesses.
 - **Field Frequency - Smart City LIVE Music TV Show:** Field Frequency will produce a live-stream music series, using live-stream broadcast

collaborations to maximise the recovery of the local arts and entertainment industry. The show will showcase a diverse range of established musicians and new talent growing the City's identity as a collaborative and inclusive community.

- **The Business Centre - Small Business Recovery Centre:** The COVID-19 Small Business Recovery Project will provide much needed support and advice to local businesses, curated and coordinated by the Business Centre and based at 265 King Street. The Centre will bring together government and non-government agencies, banks and financial services providers, mental health and well-being providers, to offer support and provide information, and services, that lead to sustainability and job creation, to small businesses during and after COVID-19.
 - **Hunter Writers Centre Inc - Multi-arts activation:** Hunter Writers Centre will lead a multi-arts activation benefiting local arts, cultural, and tourism businesses. The project will include exhibition studio spaces for Indigenous and non-Indigenous writers, musicians, visual and digital artists to develop work for exhibitions of cultural and maritime history and stories of local sites.
 - **The Olive Tree Market - The Olive Tree Virtual Online Platform:** The Virtual Olive Tree Market Platform, which will develop new income generating opportunities, capacity building and educational workshops for local creatives. Existing customers, supporters, and new online audiences will be targeted to buy local online, to re-connect and forge ongoing connections with creatives.
7. Notes that while it was intended for the City Taskforce to dissolve at the end of 2020, we recognise the immense benefit of collaborative, cross-sector decision making, and therefore request the functions of the Taskforce be transferred to the Strategy and Innovation Advisory Committee, Chaired by Deputy Lord Mayor, Cr Declan Clausen, as a mechanism to continue address COVID-19 pandemic matters as they arise.
 8. Invites Dr Anthea Bill, Lead Economist, Hunter Research Foundation Centre, to present to Council in 2021 regarding Hunter Research Foundation Centre's City Taskforce Evaluation.

BACKGROUND:

The leaders of Newcastle are a united voice providing collaborative governance for our city.

A City Taskforce, led by the City of Newcastle, was established to oversee the recovery phases of the COVID-19 pandemic crisis.

The City Taskforce is made up of 17 key city leaders from across manufacturing, small business, financial services, tourism, transport and logistics, arts and culture, workers, education and the community sector. The first meeting was in mid-April and the Taskforce will conclude at the end of the year.

The City Taskforce is providing local leadership to local issues and acting as the local coordinating advisory committee for community and economic resilience.

The City Taskforce has established five clear work streams including advocacy, direct industry support, local evidence base, youth employment, and most importantly, providing a collaboration forum for new ideas.

City Taskforce members have provided in-kind contribution of staff / human resources to support the work streams.

This support is facilitated through an Action Team and smaller collaborative working groups.

The Action Team includes representatives from all City Taskforce members, as well as from diverse population groups across the city including young people, Indigenous community, multicultural community and disability community.

City Taskforce Outputs:

- Industry Response Grants: \$500,000 + CN in-kind support; 5 successful grants & highly visible EOI process.
- Advocacy: 5 Newcastle Response across sectors
- Youth Employment Charter
- City analytics/local evidence base
- Collaboration forum

RELATED PREVIOUS DECISIONS:

- LMM 27/10/20 - CITY OF NEWCASTLE SUBMISSION - AUSTRALIAN PARLIAMENTARY INQUIRY INTO AUSTRALIAS CREATIVE AND CULTURAL INDUSTRIES
- LMM 26/05/2020 - COVID-19 UPDATE JUNE 2020
- LMM 28/04/2020 - CITY OF NEWCASTLE FAST-TRACK INFRASTRUCTURE STIMULUS OPPORTUNITIES
- LMM 24/03/2020 - CORONAVIRUS (COVID-19) COMMUNITY AND ECONOMIC RESILIENCE RESPONSE

ATTACHMENTS:

The Newcastle Response:

- THE NEWCASTLE RESPONSE – COMMUNITY SECTOR
- THE NEWCASTLE RESPONSE – TOURISM SECTOR
- THE NEWCASTLE RESPONSE – YOUTH UNEMPLOYMENT
- THE NEWCASTLE RESPONSE – ARTS SECTOR
- THE NEWCASTLE RESPONSE – INNOVATION ECONOMY

<https://www.newcastle.nsw.gov.au/council/news/covid-19-how-we-are-responding/city-taskforce-industry-representation>

City Taskforce Members and Meeting Communiques:

- Meeting No.1 Communique
- Meeting No.2 Communique
- Meeting No.3 Communique
- Meeting No.4 Communique
- Meeting No.5 Communique

- Meeting No.6 Communique
 - Meeting No.7 Communique
 - Meeting No.8 Communique
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- **CITY TASKFORCE MEETING 9 – 4 DECEMBER 2020 - SLIDES**