

**MINUTES OF THE  
INVEST LOGAN BOARD MEETING  
HELD FRIDAY 24 JULY 2009**

ID # 6162055

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**MEETING COMMENCED**

7.03am, 24 July 2009

**BOARD MEMBERS**

Her Worship the Mayor, Councillor P L Parker (Chairperson)  
Councillor R B Lutton  
Cr T L Smith  
Councillor C M Dalley  
Mr Phil Kesby  
Mr Ian McPherson  
Mr Grant Dearlove

**IN ATTENDANCE**

Deputy CEO - Strategy & Outcomes	Michael Pickering
Economic Development Manager	David van den Brule
Governance Manager	Mr Simon Benham
Meetings Support Officer	Shari Hinch

**APOLOGIES**

Mr Chris Rose

**MEETING TERMINATED**

8.45am

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<b>IL1</b>	File No: 593815-1	Id No: 6151797
	ATTENDANCE & APOLOGIES	

**Moved:** Cr R Lutton

**Seconded:** Cr C Dalley

That Mr Chris Rose be granted leave of absence for this meeting.

<b>IL2</b>	File No: 593815-1	Id No: 6151824
	DECLARATION OF CONFLICTS OF INTEREST	

There were no conflicts of interest declarations received for this meeting.

<b>IL3</b>	File No: 593815-1	Id No: 6151797
	CONFIRMATION OF MINUTES OF THE GENERAL MEETING HELD ON 24 MAY 2009	

**Moved:** Mr P Kesby

**Seconded:** Cr C Dalley

That the minutes of the General Meeting held on 26 June 2009, be confirmed.

<b>IL4</b>	File No: 593815-1	Id No: 6151857
	MATTERS ARISING FROM THE MINUTES OF THE GENERAL MEETING HELD 26 JUNE 2009	

General discussion was held surrounding the Industry Advisory lunch held on Friday 17 July 2009 with general feedback given to Mr van den Brule for future events such as these.

<b>IL5</b>	File No: 593815-1	Id No: 6107084
	LOGAN OFFICE OF ECONOMIC DEVELOPMENT KEY INITIATIVES UPDATE	

Mr van den Brule gave the board an update on the following and also tabled the Logan O.E.D lead register.

- BizConnect Centre Statistics as at 30 June 2009; and
- Workforce Development.

**Moved:** Mr I McPherson

**Seconded:** Cr C Dalley

That Mr P Kesby liaise with Ms Nicola Roxon, the Federal Minister for Health and Ageing regarding the progress of the Logan bids for the GP Superclinics.

<b>IL6</b>	File No: 593815-1	Id No: 6151929
	INVEST LOGAN SUB-COMMITTEE UPDATES	

**Moved:** Mr G Dearlove

**Seconded:** Cr L Smith

1. That the report of the Attracting Opportunities sub committee be received.
2. That the report of the Relationships sub committee be received.
3. That the board request the Council's Corporate Marketing and Communications team ("the team") provide it with information on activities and initiatives it has undertaken to improve and expand the image of Logan for the benefit of economic development in Logan.
4. That the information be provided in the form of a quarterly Market Position Report which contains qualitative and quantitative measures of the Marketing and Public Relations activities undertaken.
5. That these measures are to include the exposure achieved for Logan as compared to the following Queensland Councils; Ipswich, Redland, Moreton Bay Regional, Gold Coast and Brisbane City Councils and the following interstate Councils; Blacktown (NSW) and Greater Dandenong (VIC) with focus on the following fields:-
  - (a) The volume of positive editorial mentions (share of voice) in the following newspapers
    - (i) Courier Mail
    - (ii) The Australian
    - (iii) Australian Financial Review
    - (iv) TV
    - (v) Radio
  - (b) The volume of negative editorial mentions (share of voice) in the following newspapers
    - (i) Courier Mail
    - (ii) The Australian
    - (iii) Australian Financial Review
    - (iv) TV
    - (v) Radio
  - (c) The volume of all editorial mentions (share of voice) in the following newspapers
    - (i) Courier Mail
    - (ii) The Australian
    - (iii) Australian Financial Review
    - (iv) TV
    - (v) Radio
  - (d) The volume of visits (web site hits) to each Councils website.
  - (e) A traffic report to the Logan City Council website and Logan Economic Development Website identifying the numbers of direct visitors, referred visitors and visitors via search engines and the average time frame of each visit to the sites.

- (f) The number of Press releases issued by the team.
- (g) Particulars of all internal marketing and communication initiatives for the period
- (h) A corporate summary of the measures and activities.
6. That the Corporate Marketing and Communication team also consider implementing the use of key and consistent messages and branding across the organisation in all corporate communications by increasing the use of key messages and holding statements that specifically promote the benefits of economic development in Logan.

<b>IL7</b>	File No: 593815-1	Id No: 6151944
	LOGAN CITY - NEW PLANNING SCHEME	

**Moved:** Cr R Lutton

**Seconded:** Cr C Dalley

That the report be noted.

<b>IL8</b>	File No: 593815-1	Id No: 6107297
	BOARD DIRECTOR'S TOUR OF LOGAN	

**Moved:** Cr L Smith

**Seconded:** Cr R Lutton

That Mr van den Brule organise the tour of Logan and advise all board members of the final date and mode of transport.

<b>IL9</b>	File No: 593815-1	Id No: 6151965
	GENERAL BUSINESS	

#### **GB1 PRESENTATION TO CITY GOVERNANCE, FINANCE & WATER COMMITTEE**

Cr Smith invited the external board members to the next City Governance, Finance and Water committee meeting of 30 July 2009 to attend the presentation by Mr van den Brule.

**Moved:** Cr L Smith

**Seconded:** Cr C Dalley

That the Governance Manager be requested to invite the three external board members to the 9:00am presentation at the City Governance, Finance and Water Committee on Thursday 30 July 2009.

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<b>IL10</b>	File No: 593815-1	Id No: 6107304
	NEXT MEETING	

The next meeting of the Board is Friday 28 August 2009, commencing at 7.00am.

CLOSE

The meeting terminated at 8.45am

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Her Worship the Mayor, Councillor P L Parker (Chairperson)  
INVEST LOGAN PTY LTD BOARD MEETING

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**OUTSTANDING ACTIONS SCHEDULE AS AT 26 JUNE 2009**

Matter	Date Requested	Responsible Officer	Date Required
<b>Logan City Council's International Relations Strategy</b> That Mr D van den Brule refer the strategy to Council's Governance, Finance and Water Committee for endorsement by Council.	June 09	D van den Brule	Sep 09
<b>Logan Office of Economic Development Key Initiatives Update</b> That Mr P Kesby liaise with Nicola Roxon, the Federal Minister for Health regarding the progress of the Logan bid for the GP Superclinics.	July 09	P Kesby	Aug 09
<b>Board Directors Tour of Logan</b> That Mr van den Brule organise the board directors tour of Logan and advise all board members of the final date and mode of transport.	July 09	D van den Brule	Aug 09