



Mayor Lindsay Shurey

Business and Economic Leadership Forum

7am, Friday 13 October

- Thank you David, good morning everyone, it's lovely to see you all in these beautiful surrounds, it makes getting up early in the morning a little easier, doesn't it?
- Firstly, I would like to acknowledge that we are here today on the land of the Bidjigal people of the Dharawal Nation. The Bidjigal people are the traditional owners and custodians of this land, and on behalf of Randwick City Council I acknowledge and pay my respects to their Elders, both past and present.
- I would also like to acknowledge:
 - Tom Peters representing the office of Bruce Notley-Smith, Member for Coogee;

- My fellow Councillors: Christie Hamilton, Philipa Veitch, Anthony Andrews, Carlos Da Rocha and Danny Said;
 - Councillor Scott Morrissey visiting from Bayside Council
 - Our MC and moderator Dr David Bierman, Senior Lecturer UTS and
 - Our key note speaker Sally Fielke, General Manager Corporate Affairs, Sydney Airport;
 - Our industry expert panel members; Sonia McIvor, Director of Marketing, Destination NSW; Virginia Loyola, Head of Engagement, Business Events Sydney; and Barbara Whitten, Managing Director, Anywhere Travel;
 - Our local Chambers of Commerce – Coogee, Malabar and Matraville as well as our neighbours, Bondi & Districts Chamber of Commerce and Double Bay Chamber of Commerce
 - And all the local business representatives here this morning.
- Welcome to Randwick Council's Business and Economic Leadership Forum.

- For this event we're lucky to be partnering with Randwick City Tourism, our local tourism advisory board for the past 27 years.
- One of the key aims of these Forums is to help support a strong local economy through the development of effective business partnerships, and give the business community the opportunity to discuss any significant issues with Council staff.
- We are privileged in Randwick City to have such a diverse and thriving local economy; and as leaders in that economy and in our community, I thank you for the contributions you are making to the future of Randwick City.
- Today we are lucky to hear from Sally Fielke, who has many insights to share with us about how to best market a business in order to attract the high number of tourists and visitors who are drawn to our beautiful shores.
- Visitors and tourism are such an important and vital part of Randwick City's flourishing economy.
- This area has long been a prime destination for international, national and locally-based visitors.

- And is it any wonder, when you consider the array of outdoor activities available:
 - bushwalking,
 - cycling,
 - sailing, and
 - surfing just to name a few.

- Randwick City's cultural heritage is just as rich, thanks to the descendants of the original inhabitants of this area, the Bidjigal people of La Perouse. The shell work of La Perouse is said to be the oldest art movement in Australia.

- This all serves to highlight how much we have to offer local and overseas visitors, and how unique our offerings are.

- Randwick Council strives to encourage a strategic approach to tourism that is sensitive to environmental and social issues, so that we can celebrate and share what we have for generations to come.

- This morning's forum forms part of that strategic vision, so thank you all for joining us, I feel confident that we'll learn

a great deal today and walk away with some fresh insights and new ideas.

CLOSING ADDRESS

- Thank everyone for coming along to today's Economic Leadership Forum.
- And thank you again to Randwick City Tourism for the support of this event.
- I hope you all found it insightful and can walk away feeling inspired about the future direction of your own business as a vital part of our local economy.
- Thank you.