

Subject: LMM 27/06/2017 - NEWCASTLE AMBASSADOR PROGRAM

PURPOSE

To highlight the efforts of Novocastrians in promoting our City and its opportunities to national and international audiences.

MOTION

That:

Council develops a Newcastle Ambassador Program with key business and community stakeholders to help promote Newcastle as a Smart, Liveable and Sustainable City. To enhance and support the delivery of our visitor economy and awareness of Newcastle's unique assets as a place to live and work.

BACKGROUND:

Newcastle is Australia's seventh largest City with a diverse and talented community. Newcastle has a growing reputation on the national and international stage as a smart city, with stunning natural assets and range of sectors (tourism, smart manufacturing, education, health sciences, energy and the arts).

The Newcastle Ambassador Program aims to highlight individuals and organisations who work across Australia and worldwide to promote our city on the national and international stage. This could include acknowledging the work of Novocastrians (and former Novocastrians) who are excelling in all fields of endeavor, and those who are promoting our City and its values to national and international audiences.

It is proposed that this program would be more informal acknowledgement of excellence and sit alongside Council's formal acknowledgements of excellence in the community (Freeman of the City, Citizen of the Year, Young Citizen of the Year, and Community Group of the Year).

The participants of the Newcastle Ambassador Program would receive regular information on important projects, research, events and achievements to assist them in their role as well as a 'Key to the City'.

This Program would build on the work Council is undertaking in the Economic Development Strategy, including the Newcastle Destination Management Plan, and complement the work undertaken across Newcastle including Newcastle NOW's City Ambassadors who provide tourism and wayfinding information.