



# ECONOMIC DEVELOPMENT 2017 - 2022 STRATEGY



### OUR KEY ECONOMIC DRIVERS

- A strategic and responsive Local Government focused on enabling outcomes in economic and social development.
- Low unemployment rate with a skilled and engaged workforce.
- Agricultural investment in broad acre cropping and intensive livestock industries, complemented by supporting services.
- Access to water that is used responsibly.
- Innovation in manufacturing.
- Opportunities available for residents to "Age in Place".
- Leverage our high profile major events.
- Opportunities derived from locally produced energy, including the capacity to connect to interstate connectors and transmission lines.
- The region is located in the centre of a national transport network.



### STRATEGIC PRIORITIES

**Our role is to ensure:**

- There is confidence in our strong and diverse economy.
- We're open for business and offer investment opportunities that are right for our region.
- We optimise our tourism opportunities, unique experiences and major events.
- Business and industry in our region live local and buy local.
- Our region is a recognised leader in energy, including clean, green, renewable energies.



### STRATEGIC THEMES

#### Enable Industry Development

- Identify opportunities and facilitate investment, development and major projects.
- Foster, develop and promote partnerships.
- Increase the economic impact of tourism through value-add.
- Support industry development through land availability.

#### Enable Business Development

- Support our strategic partners in achieving economic growth, workforce capability and small business success.
- Advocate for large companies to follow our lead in developing targets for workers and contractors to live and buy local.
- Advocate for investment in strategic infrastructure for e-commerce.

#### Enhance Liveability

- Maintain, develop and promote the infrastructure that provides the foundation for a vibrant and liveable community.
- Provide leadership and advocacy with knowledge, understanding, and positive communication.



### MEASURING OUR SUCCESS

- A diverse economy supported by investment and regional growth.



## TARGET MARKETS

