

ECONOMIC DEVELOPMENT STRATEGY FRAMEWORK

STRATEGIES

		A) Land Use Management	B) Council's 'can do' Attitude, Building Networks & Relationships	C) Encourage, Facilitate & Directly Invest	D) Marketing & Advocacy	Specific Projects	Characteristics & Trend Measures
CHARACTERISTICS	1) Population	<ul style="list-style-type: none"> Providing zones and places for people to work, live and invest 	<ul style="list-style-type: none"> Identify networks people can connect to Ensure effective communication during and after emergency events 	<ul style="list-style-type: none"> Ensuring investment maintains value Advocate and encourage options to facilitate education and learning 	<ul style="list-style-type: none"> Foster a volunteering culture Promote the Northern Midlands as a place to work, live and invest 	<ul style="list-style-type: none"> Perth Structure Plan 	<ul style="list-style-type: none"> Rate of increase of population Demographic profile diversity Effective recovery after emergencies
	2) Infrastructure & Built Environment	<ul style="list-style-type: none"> All land use planning must include considerations of infrastructure e.g. risks, limitations and opportunities Land use planning that incorporates a diversity of offer Optimise infrastructure utilisation Protection of iconic Northern Midlands attributes Advocate for and utilise regulatory and process efficiencies 	<ul style="list-style-type: none"> Manage assets in accordance with accepted standards Actively maintain relationships with key stakeholders Develop opportunities for joint planning and whole of area plans Actively support development Ensure all plans incorporate consideration of a diversity of users Encourage places and processes to support creativity Evolve pathways to consider new ideas and developments 	<ul style="list-style-type: none"> Maintain assets Identify strategic growth, reuse and rationalisation projects Lobby for maintenance and growth of non-Council owned public infrastructure Consideration waste as a resource Structured continuous improvement Actively work with developers for inception to delivery Encourage a range of public and private investment Optimise the community infrastructure contributions Enhance distinctive towns 	<ul style="list-style-type: none"> Active promotion of Council's infrastructure e.g. halls, parks, playgrounds, velodrome Actively encourage conversion of visitors to investors Promote the unique Northern Midlands offer Enable multiple use of spaces 	<ul style="list-style-type: none"> TRANSlink Stormwater Upgrade Project Ross Village Green Project Northern Midlands Sports Centre Upgrade Campbell Town War Memorial Oval Redevelopment Longford Recreation Ground Upgrade Morven Park Upgrade Cressy Recreation Ground Upgrade Perth Recreation Ground Upgrade Longford Urban Design Strategy Campbell Town Urban Design and Traffic Management Strategy Longford Facilities Assessment Study Airport Roundabout Landscaping Project 	<ul style="list-style-type: none"> Infrastructure serviceability reflects community need Compliance with contemporary standards Meet or exceed contemporary accepted asset management measures Number of innovation projects Digital coverage Recognition of social infrastructure The number and value of externally funded projects – full, part, public and private Planning and building approvals Utilisation of zoned land by classification Awareness of diverse characteristics of the Northern Midlands Brand recognition

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	3) Agriculture <ul style="list-style-type: none"> Encourage production through the creation of special zoning and incubation clusters Advocate for and utilise regulatory and process efficiencies 	<ul style="list-style-type: none"> Streamline Council regulation and processes Actively support economic development Actively maintain relationships with key stakeholders Advocate for research, support and development into new and existing industries 	<ul style="list-style-type: none"> Actively work with developers from inception to delivery Advocate for appropriate incentives and frameworks to encourage production Advocate for local skill development Decrease barriers to innovative production development 	<ul style="list-style-type: none"> Create awareness of new development and opportunities Maintain formal relationship between Council and industry 	<ul style="list-style-type: none"> Rural Processing Centre Launceston Gateway Project Powranna Truck Wash 	<ul style="list-style-type: none"> Northern Midlands value of production New or expanded production and value adding Direct employment
CHARACTERISTICS	4) Business & Entrepreneurs <ul style="list-style-type: none"> Ensure zones and space are available Ensure accessible services with supporting infrastructure 	<ul style="list-style-type: none"> Streamline Council regulation and process Actively support economic development Encourage relationships between business and service sector Promote and encourage value added processing and other employment opportunities 	<ul style="list-style-type: none"> Encourage increase in private investment Advocate for local skills development Decrease barriers to innovation 	<ul style="list-style-type: none"> Promote the unique Northern Midlands offer and the benefit of buy local Create awareness of new development and opportunities Maintain formal relationship between Council and industry Support Northern Midlands Business Association 		<ul style="list-style-type: none"> Business profile – current and trend Employment profile – current and trend
	5) Natural Resource Management <ul style="list-style-type: none"> Consideration of ecology and natural resource management in using land e.g. risks, limitations and opportunities 	<ul style="list-style-type: none"> Encourage and promote the value proposition of natural resource management Actively maintain relationships with key stakeholders Develop opportunities for joint planning and whole of area plans 	<ul style="list-style-type: none"> Facilitate landholder education Encourage innovative methods of natural resource management and primary production Encourage resilience and adaptability Encourage development opportunities enabled by the natural environment 	<ul style="list-style-type: none"> Promote sustainable access to, and beneficial use of, the natural environment Promote the natural environment as a key attractor to the Northern Midlands 	<ul style="list-style-type: none"> Sheep Wash Creek, Perth 	<ul style="list-style-type: none"> Natural diversity Water quality Productive land capability Direct and indirect business activity and employment

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6) Tourism	<ul style="list-style-type: none"> • Ensure zones and spaces are available • Ensure accessible services with supporting infrastructure 	<ul style="list-style-type: none"> • Streamline Council regulation and processes • Actively support economic and social development • Actively maintain relationships with key stakeholders • Facilitate the building of networks and collaboration 	<ul style="list-style-type: none"> • Promote existing spaces to enable activities • Encourage community and private investment in new products and experiences • Actively support a diversity of community events • Advocate for local skill development and sustainability 	<ul style="list-style-type: none"> • Promote cultural characteristics of each town • Support the Heritage Highway Tourism Region Association • Foster a volunteering culture • Promote lifelong participation 	<ul style="list-style-type: none"> • Ben Lomond Tourism Masterplan • Heritage Highway Destination Action Plan • Northern Heritage Precinct Destination Action Plan • Longford Village Green Destination Play Space • Longford Destination Dog Exercise and Playground • Northern Midlands Artists Trail • Tom Roberts Interpretation • Voices from the Heritage Highway Region 	<ul style="list-style-type: none"> • Arts, cultural and recreational activity profile • Participation levels, including organisational • Profile of accommodation and attractions • Visitor numbers • Length of stay and yield
SUCCESS MEASURES	<ul style="list-style-type: none"> • Development trends • Ensure land is used for its best use • Level of rezoning of land • Number of DAs over time / zones • Number of BAs over time / zones • Development type • Processing times • Number of applications converted to development • Assets generated from developments • Increase in property value generated from new development 	<ul style="list-style-type: none"> • Compliance with statutory and internal policy requirements • Successful stewardship of community assets • Decisions and actions are supported by best available information • Source of best available, integrated information • Strong capacity to cope with "shocks" and to generate / accommodate ideas • Number of engagement activities we undertake – structured meetings / committees • Networks are in place and achievement of the networks' goals • Contribution to strategic objectives 	<ul style="list-style-type: none"> • Council's recurrent and discretionary investment • Quality and scope of assets and services • Level and continuity of investment by government and community • Private investment by community profile sector • Benefit / cost relationship of investment • Economic flow-on value from Council investment • Recognition and development of potential value • Achievement and application of learning and qualifications • Number and benefit of innovation projects 	<ul style="list-style-type: none"> • Utilisation rates of Council infrastructure and facilities • Formal engagement activities undertaken 		

(It is acknowledged this table format has been adapted from that utilised in the presentation of the Huon Valley Council 2015-2025 Strategic Plan).