

Governance and Corporate Leadership

GL27 Economic Development



24 May 2017

This policy was adopted by Council to set governing principles in place that align the strategic direction of the organisation with Goal 4: Vibrant and Diverse Economy

Objectives

The Council's objectives in the field of economic development are to:

1. Adopt a facilitation role in stimulating sustainable economic growth within an integrated framework which simultaneously achieves social development and environmental protection for the community;
2. Actively contribute to building a vibrant and diverse economy across the Margaret River Region;
3. Adopt a cooperative and coordinated approach to promoting regional economic development, which will generate social, economic and environmental gains for the communities in the Margaret River Region;
4. Support the growth of ecological resilience and the transition to clean and renewable energy sources and the local production of food and produce;
5. Maximise the value of investment in regional economic infrastructure on projects such as the Busselton Margaret River Regional Airport, Margaret River Perimeter Road, Augusta Boat Harbour and key transformational projects;
6. Work with other tiers of government and neighbouring local governments and the private and not for profit sectors to attract increased business investment to expand and diversify existing businesses, and attract increased investment in new businesses large and small;
7. Promote increased employment opportunities to support a growing, demographically diverse population and to attract and retain people in a diverse range of fields and occupations;
8. Promote the Shire as a hub for the establishment of creative industries as a niche industry and life style offering for creative people across a range of fields to start businesses and find local employment;
9. Work with education and training providers to increase the quality and quantity of education, training and skills development in the community;
10. Provide community infrastructure and services to support community development and the retention of skilled employees in the Region, and
11. Maintain the social and environmental amenity of the Shire to ensure that economic development occurs in a manner that protects and supports social and environmental conditions, and where possible, enhances them.

Reference: Capes Region Economic Development Strategy

Policy

In striving to achieve the objectives outlined above the following strategies will be implemented:

GOVERNANCE AND CORPORATE LEADERSHIP

1. Actively participate in the voluntary regional organisation of Councils (VROC) with the City of Busselton known as CapeROC which has an economic development focus;
2. At least every three years update the Margaret River Supertown Growth Plan to ensure it is current and has an integrated sustainability focus;
3. Convene regular meetings of the Industry Leaders Group comprising representatives of the Margaret River and Augusta Chambers of Commerce, Cowaramup Retailers Association, Margaret River Regional Producers Association Margaret River Wine Association and the Margaret River Busselton Tourism Association;
4. Maintain positive working relationships with DAFWA, the Margaret River Regional Producers Association, Dairy Industry Association, agricultural producers and key industry bodies;
5. Maintain positive working relationships with elected members, ministers and key officials at state and federal level on economic matters that affect the Margaret River Region;
6. Allocate funds annually to sponsor iconic events which bring visitors to the Shire and provide economic and social benefits to the community;
7. Participate in the Capes Region Higher Education Taskforce and the Margaret River Education Campus Board;
8. Streamline regulatory planning, building and health approval processes to become a “business friendly” Shire;
9. Positively market the Shire and the Margaret River Region in partnership with Tourism WA to a national and global audience;
10. Lead by example in implementing clean energy initiatives and waste reduction and assist the community to eliminate waste, reduce greenhouse gas emissions and transition to renewable energy systems, and
11. Maintain up to date statistical information relevant to economic development.

Application

Responsibility for the implementation of this policy is enacted through the President as the spokesperson of the Shire and at the operational level by the CEO and the administration. The policy is to be reviewed every three years.

Document and version control table

Strategic outcome	Corporate Plan 2014-2018 Goal 4 – Vibrant and Diverse Economy	
Responsible Directorate	CEO	
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1.0	23/4/2014	Initial issue
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