

Economic Development Strategy

Implementation Plan



Economic Development Strategy – Implementation Plan

Adelaide Hills Council recognises the importance for the Hills region to have a strong, diverse and sustainable economy. In October 2015 our first Economic Development Strategy was released. This document provides a basis for ongoing discussions with the region's business community and how best to support economic development. Its intent is to:

- Establish and clarify the Council's role, function and key activities to support economic activity within the region and
- Provide a basis for long-term discussion, co-operation and investment between the regions' business community, investors and Council.

It's a new challenge for the Council but by understanding local issues we will be better positioned to provide networking opportunities, coordinate local economic development efforts and be useful advocates to other levels of government to enable projects and investments that will benefit the local economy.

The key outcomes that we expect from the EDS include:

Embracing a strong economy

A Council that recognises the importance of a strong, diverse and sustainable economy as an essential element of our region's communities

Providing the Foundations

A Council that leads, takes responsibility and fosters a culture that is supportive and ensures the economic development of the region through improved planning, infrastructure and services

Creating Desirable Places and Opportunity

A region that embraces opportunities and attracts investment to create additional jobs and increase the wealth of the region and its residents

Partnering for Success

A Council that works alongside key stakeholders in business, government and the community with a focus on an efficient and effective business environment.

The Implementation Plan, depicted in the following table, highlights the key activities over the next 18 months considered important to progress the EDS. A reference to the EDS Actions has been included in the table, however, it is not envisaged that all of the Actions identified in the EDS can be fully completed in the first 18 months. As a new focus area for the Council the first 18 months will be very heavily focussed on building fundamental resources for the Council to effectively provide an economic development service.

The activities identified can be summarised as either: continuation of existing activities, the core function of the Economic Development Officer or new projects that will require consideration for the 2016-17 budget process.

The Implementation Plan and the EDS will be reviewed from time to time to reflect the changing conditions, lessons learnt and available resources.

Economic Development Strategy

Implementation Plan

(Jan 2016 – June 2017)

Action Reference	Project	Description	Timeframe	Possible Budget Implications
	Economic Development Officer	Appointment of Economic Development Officer to implement EDS	Dec 2015 to Dec 2018	Recurrent
Economic Context				
A2, A3, A4	Business contact database	<p>Establish a communication tool to enable quick and effective communication with, and from, the District's business community:</p> <ul style="list-style-type: none"> Review existing databases (internal and external) to develop and maintain a database of the District's businesses and other relevant organisations by name, address, email, industry code etc Prepare a GIS layer to identify industry clusters 	June 2016	Recurrent
A1	Economic Profiling	<p>Collate and collect statistics to depict the current and future state of the district's economy (eg AHC District Economic Profile 2014, RDA AH,F & KI Economic Profile 2015, State of the Districts report, Profile id)</p> <p>Provide written briefings/information reports to Council on key economic statistics, trends and facts that may impact on the local economy</p>	ongoing	Recurrent
A1, D2	Business Questionnaire	Prepare and distribute online questionnaire to region's businesses to help shape programs and initiatives	Biennial	Recurrent
A1, D2	Business Welcome Kit	Identify new ABNs in the region (from ABR register) and send Business Welcome Kit introducing services within the region relevant to business	December 2016	Recurrent
A6	Primary Production DPA	Prepare a Development Plan Amendment to protect good farmland and enhance primary production	December 2016	Recurrent

Action Reference	Project	Description	Timeframe	Possible Budget Implications
Economic Sector Development				
B1	World Heritage Bid	Continue to support development of the World Heritage Bid as a significant “working agrarian landscape”	Ongoing	Recurrent
B2	Investment and Spending Attraction to the region	Develop a region prospectus and promotional videos for website etc	Dec 2016	\$10,000
B2	Tourist Accommodation Working Group	Investigate locations options within the region for camping sites including provision, management and administration arrangements	Dec 2016	Recurrent
B2	Adelaide Hills Tourism	Fund Adelaide Hills Tourism to encourage a vibrant and sustainable tourism industry in the Adelaide Hills through leadership, representation, information sharing and strategic projects.	3 years	\$150,000
B2	Adelaide Hills Visitor Information Servicing	Provide collaborative strategic direction and leadership in the delivery of cross-regional and high quality visitor information servicing in the Adelaide Hills. Support initiatives developed to improve visitor information servicing. Options being considered - ongoing Coordinator at VIC, VIO resourcing in other locations (eg Coventry Library, Birdwood Motor Museum), support exiting high traction Apps (eg TripAdvisor)	June 2017	\$30,000
B2	Festivals and Events	Work with other event organisers in the region (eg AHT, AHWR, MBDC) to provide a more strategic and focussed effort and avoid duplication	ongoing	Recurrent
B2	Recreational Tourism	Assess opportunities for the region resulting from the newly released SA Nature based tourism strategy and the recent funding announcement for downhill mountain biking trails	ongoing	Recurrent
B3	Internal advocacy for business	Review and investigate how Council currently interacts with business and identify key changes required eg website, ease of approval processes,	ongoing	Recurrent
Business Groupings				
C1	Business contact database	See above	June 2016	Recurrent

Action Reference	Project	Description	Timeframe	Possible Budget Implications
Programs, Activities and Policies				
D1	Programs and Activities	Identify and implement programs, activities and strategies that will have practical and beneficial impacts on local businesses	June 2017	\$2,000
D2	Hills Small Business Service	Providing use of AHC facilities as required to deliver an Australian Government program – Australian Small Business Advisory Services - in the Hills	Mar 2015 to Mar 2018	Nil
Lobbying and Cooperation				
E1	External advocacy for business	Work with relevant Commonwealth, State and Local organisations to support and develop economic development in the Hills eg Inverbrackie	ongoing	Recurrent
E2	Relationship building	Form and maintain relationships with key organisations eg AHWR, SBA, WCA	ongoing	Recurrent