

## Establishing Our Economic Development and Tourism Advisory Committees

South Gippsland Shire Council is establishing an Economic Development Strategy Advisory Committee and a Visitor Economy Strategy Advisory Committee.

These committees will develop and oversee the implementation of ten-year strategies to build on the strengths and advantages of South Gippsland to maximize investment in the Shire

Jobs are critical to the future of South Gippsland and attracting new investment from existing businesses and new businesses must be a high priority.

These committees have an important role to play in achieving that goal.

Both committees will be present their proposals to Council by the end of June next year and then will spend a further 12 months overseeing the implementation of the strategies Council adopts.

Each advisory committee will be made of eight members: seven community members and one member of Council's executive. The membership of both committees will be a blend of people from inside and outside the Shire.

The committees will involve the community in the development of their proposals. Further details will be provided to the community when expression of interest processes open for the advisory committee positions.

South Gippsland Shire Administrator Rick Brown said it was vital to establish these committees to help drive the local economy.

“Jobs are critical to the future of South Gippsland and encouraging both new investment and existing businesses to increase their involvement in the Shire must be a high priority.

“However there is intense competition for investment in regional Victoria. Having natural advantages is not enough. The Shire needs to diversify its industry base, understand what the Shire needs to do and provide to encourage more investment and to identify possible investors.

“As far as visitors are concerned, South Gippsland needs a range of plans and facilities to encourage more people to visit all year round and to stay longer when they come.

“The establishment of these two committees comes at a time when the coronavirus is demonstrating both that it is not necessary for many people to work physically in an office and also the attractiveness of living in regional Victoria.

“However South Gippsland will have to persuade people thinking about relocating that this is the place to come. Council expects that the proposals developed by these two committees made up of people with experience in and knowledge of various industries will enable us to respond to these challenges effectively with clear, well-informed and targeted strategies,” said Administrator Brown.

**PR2543 29/6/20**

For media enquiries, please contact the Communications team on 5662 9200  
South Gippsland Shire Council, 9 Smith St. (Private Bag 4), Leongatha 3953  
[communications@southgippsland.vic.gov.au](mailto:communications@southgippsland.vic.gov.au)  
[www.southgippsland.vic.gov.au](http://www.southgippsland.vic.gov.au)