

Draft Economic Development and Visitor Economy Strategies Ready for Comment

South Gippsland Shire Council endorsed the Draft Economic Development and Visitor Economy Strategies for public exhibition at its meeting today.

Council has developed the strategies in consultation with the Economic Development and Visitor Economy Strategy Advisory Groups.

This work has been supported by extensive consultation that ensured the community, including residents, visitors, and key stakeholders, could provide input to help define key themes and priorities in both strategies.

The key themes of both strategies have been outlined as follows:

- Draft Economic Development Strategy: Attracting Investment, Enabling Infrastructure, Developing Key Industry Sectors, Building Partnerships, Increasing Capability, Enhancing Towns and Main Streets.
- Draft Visitor Economy Strategy: Increasing Marketing and Promotion, Supporting Visitor Economy Infrastructure, Diversifying and Expanding Products and Experiences, Enhancing Visitor Servicing, Building Partnerships and Providing Business Development and Support.

Both strategies will be available for public comment until 7 July 2021 at www.southgippsland.vic.gov.au/exhibition. The final strategies will then be considered for adoption at the July Council Meeting.

Quotes attributable to South Gippsland Shire Chair Administrator Julie Eisenbise:

South Gippsland Shire Chair Administrator Julie Eisenbise was pleased to see the Economic Development and Visitor Economy Strategies progress.

“Council is thankful to have the Draft Economic Development and Visitor Economy Strategies progress to the next stage after a significant amount of work has been completed through community consultation and strategy development,” said Ms Eisenbise.

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