



## Economic Development and Visitor Economy Strategies Adopted

South Gippsland Shire Council adopted the Economic Development Strategy 2021 – 2031 and the Visitor Economy Strategy 2021 – 2031 at its meeting yesterday.

The implementation of both strategies marks a new phase of economic and tourism growth in South Gippsland. Both strategies have been designed to achieve Council's vision to create a thriving, diverse and sustainable local economy that utilise the region's natural advantages as its foundation.

Extensive community consultation and collaboration with the Economic Development and Visitor Economy Strategy Advisory Groups has made the development of both key strategies possible.

The two Advisory Groups are made up of local people with sectoral knowledge and expertise and people from outside the region whose subject matter knowledge and experience enables them to add a fresh perspective to the strong local perspectives brought together within these two groups.

Action plans have been created for both strategies which will now be further refined with an Annual Action Plan to include detailed budgets and timelines. Both Advisory Groups will be overseeing year one implementation and the long term direction if that is required. An Implementation Leadership Group will also be convened to guide the implementation of each strategy over the long term.

A future report will be presented to Council by 30 June 2022 on implementation actions of the strategies. Both adopted strategies will be made available on Council's website at [www.southgippsland.vic.gov.au/strategies](http://www.southgippsland.vic.gov.au/strategies).

### **Quotes attributable to South Gippsland Shire Chair Administrator Julie Eisenbise:**

South Gippsland Shire Chair Administrator Julie Eisenbise was proud to adopt both strategies that would influence the future prosperity of South Gippsland.

"Council is proud to have adopted the Economic Development Strategy 2021 – 2031 and Visitor Economy Strategy 2021 - 2031 following a significant amount of consultation and development work undertaken to produce both strategies.

"We would like to thank our South Gippsland community members, Economic Development and Visitor Economy Strategy Advisory Groups, business networks and staff who have collaborated to create such impactful strategies for our region," said Ms Eisenbise.

### **Quotes attributable to South Gippsland Shire Deputy Chair Administrator Christian Zahra AM:**

“These strategies have been developed as a result of enormous public participation by many people right across South Gippsland. There has been nearly 400 pieces of feedback collected via one-on-one consultation, group workshops, submissions, surveys, social pinpoint and email correspondence.

“The development of these strategies represents best practice in the way in which they have been advanced, because they are firmly grounded in local perspectives and informed by people with strong familiarity with economic development and visitor economy matters and supplemented by perspectives of those outside the municipality in adjoining areas,” said Administrator Zahra AM.

**Quotes attributable to South Gippsland Shire Administrator Rick Brown:**

“The key to the future of this Shire is its capacity to encourage people to live and work in their area in a way that balances a range of diverging and sometimes conflicting interests and to do it in a way that maximises the prosperity of the residents in the area.

“These sorts of developments do not happen by accident. They happen by planning, planning that is long term. That’s what these documents provide – they provide a blueprint – and without them nothing happens or it doesn’t happen in a planned or predictable way.

“The documents that have been produced are impressive both in their presentation and content. Everybody who has been involved in this process ought to be commended,” said Administrator Brown.

**PR2678 21/7/21**