

Key Strategies for South Gippsland well progressed

Last week, South Gippsland Shire Council received annual progress reports on the Economic Development Strategy, Visitor Economy Strategy - incorporating the Great Southern Rail Trail Visitation and Marketing Plan - and the Arts, Culture and Creative Industries Strategy.

The progress reports showed that each of the strategies are well progressed with a number of key items achieved.

Key actions achieved in the Economic Development Strategy were development of an investment attraction program, increased engagement with the renewable energy sector, completion of an industrial land supply review, delivery of the Business Concierge and Better Approvals Program to assist new or expanding businesses, and advocacy support on transport and telecommunications issues. Ninety-five per cent of the actions in this strategy are underway or now complete.

Key actions achieved in the Visitor Economy Strategy were the development of a new brand for South Gippsland, completion of a Gippsland Drives campaign, funding and promotion for the 2023 South Gippsland Festival Events Series and development of a new Touring Map. Eighty per cent of the actions in this strategy are also underway or complete. In addition, thirty-six per cent of actions in the Great Southern Rail Trail Visitation and Marketing Plan are underway or have been completed. A number of the actions in this plan are long-term and will need the trail to be fully constructed prior to implementation.

The final strategy discussed was the Arts, Culture and Creative Industries Strategy. Seventy-six per cent of the actions in this strategy are underway or already completed and include completion of the ArtCubes project, development of a public art project for the Leongatha Railway Precinct, participation in an arts-focussed round table, delivery of a youth music event, distribution of a fortnightly arts newsletter, facilitation of a 'Sound of Your Town' music project and establishment of a new Arts Advisory Committee.

To read more about the strategies and the actions being undertaken, please visit:

www.southgippsland.vic.gov.au

Quote attributable to Cr Nathan Hersey, Mayor South Gippsland Shire Council:

"Many of the actions from the strategies adopted by Council are underway or complete. The reason this is important is because it indicates that South Gippsland Shire Council is delivering for our community, which is what it's all about."

The actions are expansive and include the completion of projects that will support local people and local

businesses. Many of the actions were completed quicker than expected, which means that new actions can now be considered and incorporated into the long-term strategies.”

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