

Strategic Business Investment Program





South Gippsland Shire has a thriving economy of over 7,000 businesses including agricultural, manufacturing, construction, retail, education and health that contribute to an annual output of over \$3 billion.

Fast Facts

29,576 People call South Gippsland home (June 2018)

35,982 Population Projection for 2036

3,295 Area square kms
Almost identical to Greater Adelaide or 1/3rd the size of Greater Melbourne

Service Towns

Leongatha, Korumburra, Mirboo North & Foster

\$3.3 billion Economic Output

11,157 Jobs
Lowest unemployment rate in Gippsland

Over 7000 businesses

Major Industries

Agriculture, Food Processing, Construction, Healthcare and Tourism

The South Gippsland Advantage

South Gippsland Shire has a strong economy of national significance. The local community is underpinned by the agricultural sector and the region is renowned for its “clean and green” food production and living.

Its natural assets (including Wilsons Promontory and Agnes Falls), cultural sites and trails, beaches and dramatic coastline, rail trails, villages and small towns continue to impress over a million visitors each year.

South Gippsland has a thriving population of over 7,000 businesses including agricultural manufacturing, construction, retail, education and health. Combined these contribute to an annual output of over \$3 billion.

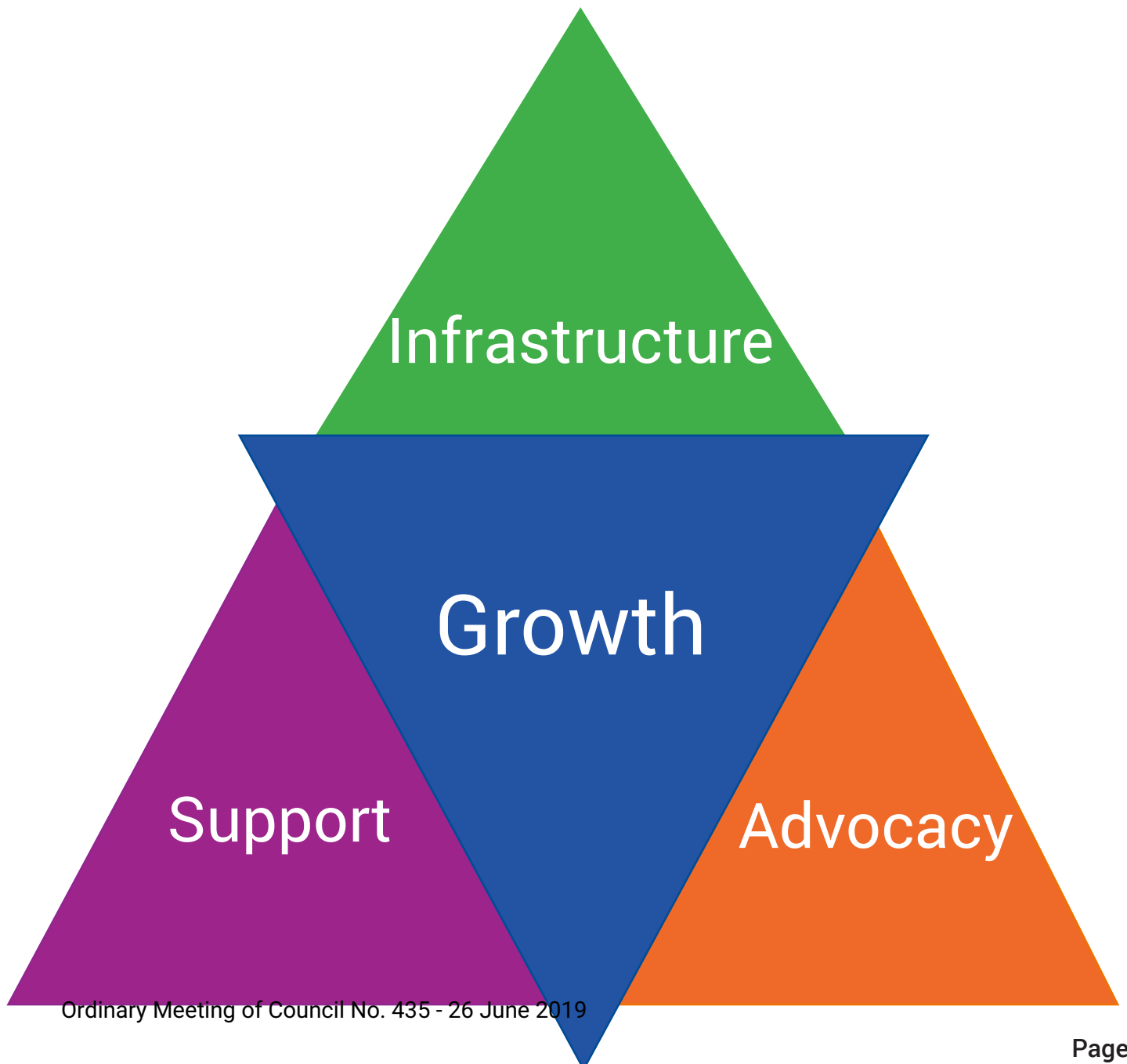
The Strategic Business Investment Program is implemented by the Economic Development Tourism unit. It enables Council to pro-actively seek and attract new business investment, and retain and grow existing businesses in South Gippsland. This, in turn, supports job growth and business investment which leads to a prosperous South Gippsland.

Economic Development & Tourism Model

The South Gippsland Economic Development and Tourism Model is designed to support and encourage the growth of employment and investment.

This is implemented through an Economic Development & Tourism model which encompasses a three phase approach - Support, Advocacy and Infrastructure.

This sustainable economic development model reflects an integrated approach to identify and undertake actions which support local business while addressing infrastructure needs and advocacy requirements.



Economic Development & Tourism Model

Support

Council actively supports business and employment growth and development through a range of programs, workshops and strategic network meetings. Council's pro-active approach and trusted relationships builds capacity and capability of industry sectors and individual businesses.



Advocacy

A strategic and coordinated approach to other levels of government is required to provide the funding for Council's Priority Projects and Significant Roads Projects. A pro-active approach to further investment is also dependent on a targeted and strategic advocacy plan.



Infrastructure

Infrastructure is critical for business growth. Council seeks to develop infrastructure including transport, telecommunications, energy and water. Through strong partnerships with agencies and businesses, Council will deliver solid outcomes for South Gippsland.



Strategic Policies & Networks

The strength of **Council's policies and programs** are evident in the strong connection between Council and **regional and state-wide** agencies and government bodies.



“Sustainable development is the pathway to the future we want for all.

It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance”

Ban Ki-moon – Former Secretary General of the United Nations



Strategic Business Investment Priorities

Food and Fibre

Agricultural food production underpins South Gippsland's economy. This is most notable in the dairy and beef sectors. There is growing opportunities in horticultural production with potential to diversify in specialty food, plant pharmaceuticals and aquaculture.

Advanced Manufacturing

South Gippsland has a strong manufacturing sector, mainly centred around dairy processing. Engineering and metal fabrication is also a key contributor to the regions economy. With further investment, South Gippsland has the potential to expand and attract new investment to leverage existing business.

Construction and Industrial

Local housing development and major construction projects have led to considerable growth in the construction sector in recent years. South Gippsland's industrial precincts, particularly Leongatha and Korumburra have potential for further expansion. This is mainly due to Council's strategic approach and commitment growth of the region.

Tourism, Events and Visitor Economy

Council's significant investment in assets such as the Great Southern Rail Trail, Port Welshpool Long Jetty and Agnes Falls has encouraged greater visitation to South Gippsland. The sector offers many opportunities for investment particularly in accommodation, conference venues and new tourism attractions.

New Energy Technologies

Sustainable Energy represents a major investment opportunity in South Gippsland. The region offers a coastline suitable for new infrastructure to support off-shore wind farms developments.

Retail

Council is investing significant funds to upgrade commercial centres of some of its largest towns to enhance liveability, accessibility and opportunity for business. With further population growth, these centres are well positioned for new retail and commercial development.

Strategic Business Investment Priorities

Extractive Industries

The Victorian Government has recognised the region as the significant source of sand, rock and gravel for the next generation of major construction programs in Melbourne.

Transport, Defence and Construction Technologies

The Corner Inlet ports of Port Welshpool, Barry Beach and Port Franklin have the capacity to service a range of industries as well as supporting the visitor economy. Leongatha aerodrome has growth potential for flight operations and industrial uses.

Healthcare and Social Assistance

Growing healthcare needs have resulted in major upgrades to local hospitals and new aged care facilities in South Gippsland. The Shire's ageing population provides opportunity for further expansion of the sector.

Creative and Cultural Industries

South Gippsland's creative hubs and villages, strong coastline, and links to heritage provide a unique backdrop for creatives to grow business. Improved telecommunications is a major contributor for attracting new creative residents, and in supporting film and television projects.

Services

South Gippsland is well positioned between Latrobe City, Wellington, Baw Baw and Bass Coast Shire Councils. The attraction of additional Government agencies will provide better services for residents and neighbouring shires to provide full-time employment opportunities.

Emerging Industries

A range of emerging industries in the coming years, mostly through scientific advances, have the capacity to provide new jobs and enhance the region's existing industry base.

Enabling Infrastructure

Council is committed to advocacy for improvements to infrastructure that will support economic growth. Ongoing advocacy for improvements to roads, ports, aviation, telecommunications, energy, water, education and tourism assets is recognised as vital for future business growth and investment.

Implementation

Actions	Implementation	Responsibility
Support	Adoption of updated Business Investment and Attraction Policy	Coordinator Economic Development (CED)
	Implement the Business Expansion and Retention Program (BEAR)	CED, Business Development Officer (BDO), Coordinator Tourism Development (CTD)
	Develop 2019/20 strategic business visitation program	CED
	Develop and coordinate 2019/20 strategic business investment meeting plan	Manager Economic Development and Tourism (MEDT), CED
	Distribute Guide to New Business and Investment through identified networks and communication forums	BDO
	Conduct strategic business visitation program with Regional Development Victoria (RDV)	CED
	Complete South Gippsland Investment Prospectus	CED, BDO
	Develop and manage Council's Business Attraction Register	CED
	Participate in Global Table event September 2019	CED, BDO
Advocacy	Implement Advocacy Framework	MEDT, CED
	Coordinate strategic meetings with Invest Victoria	MEDT, CED

Implementation

Actions	Implementation	Responsibility
Advocacy	Participate in Invest Gippsland Steering Group	CED, BDO
	Provide information for Invest Gippsland website	CED, BDO
	Conduct strategic meetings with Ausindustry	CED, BDO
	Conduct strategic meetings with local stakeholders, including Real Estate Agents, Accountants and infrastructure and service providers	CED, BDO
	Investigate opportunities to deliver inward buyer missions/delegations	CED
Infrastructure	Conduct Economic Infrastructure Network	CED, BDO
	Support Council SEATS involvement including Priority Projects	MEDT, CED
	Support economic cases for Engineering Department Initiatives	CED
	Support economic cases for Rural Roads Victoria Initiatives	CED
	Conduct audit of key infrastructure assets	Economic Development and Tourism team (EDT)