



# Economic Development and Visitor Economy Strategies

Annual  
Implementation  
Update July 2022

# Economic Development Strategy

## Actions 2021/22

### 1. Attracting and retaining investment

**Objective:** Growing our economy, employment and attracting investment. Ensuring South Gippsland is investment ready and recognised as a positive location to do business

STRATEGY	#	ACTION	UPDATES	
<b>1.1</b> Attract and grow investment to the Shire through the implementation of a targeted Investment Attraction Program.	1.1.1	Deliver a targeted investment attraction program to support, encourage and facilitate and investment attraction to the region.	Commenced – Participation in Invest Gippsland program. Targeted program to be delivered in 2022/23 in line with branding program.	
	1.1.2	Develop an innovative and accessible Investment Prospectus for potential investors.	Not commenced – To follow the development of new branding and investment attraction program in 2022/23	
	1.1.3	Investigate attending and conducting trade missions annually to encourage future investment in the Shire	Not commenced – Not possible due to COVID restrictions. An action for 2022/23	
<b>1.2</b> Understand the opportunities and implications from development of the new energy sector.	1.2.1	Engage with the energy sector, businesses and community to achieve positive outcomes from new energy developments.	Completed for 2021/22 – Ongoing Project – Wide engagement with energy sector including briefings to Council, direct discussions and Participation in the planning for the Gippsland New Energy Conference for Aug 2022.	
	1.2.2	Support the development of the Gippsland Renewable Energy Zone.	Completed – Participated in working group discussions.	

<b>1.3</b> Improve opportunities for investors to develop land in the Shire: Be investment ready.	1.3.1	Develop a solutions focused Industrial Land Supply Strategy (LLSS) to support new development.	Commenced – Development of the ILSS due for completion in 2022/23	
	1.3.2	Work with operators to enhance retention and expansion of existing businesses.	Completed – Worked with Businesses, RDV, AusIndustry and LVA to assist with grant applications. Referral to Business Concierge service.	
	1.3.3	Undertake an Advocacy Plan to all levels of government to support investment enablers in the region.	Completed – Advocacy Plan developed for Council adoption. Participated in advocacy projects of other regional agencies such as One Gippsland.	
<b>1.4</b> Streamline Council's regulatory processes, and facilitate external processes making it easier for businesses to invest in the Shire.	1.4.1	Continue and enhance the Better Approvals Program.	Completed 2021/22 – Ongoing project – 325 business enquiries received through the Better Approvals Program.	
	1.4.2	Continue to provide the 'Business Concierge' service within Council.	Completed – Additional funding received from LVA to assist program. Ongoing positive feedback from businesses that have received assistance through the program. 13 small businesses were also assisted to receive grants through the Latrobe Valley Business and Industry Capability Fund.	
<b>1.5</b> Seek innovation in Circular Economy Development that assists us to respond to climate change.	1.5.1	Undertake an initiative to develop the Circular economy with partners, consistent with Council's Sustainability Strategy.	Commenced – Project Planning undertaken for demonstration project to be undertaken in 2022/23.	

## 2. Supporting enabling infrastructure

**Objective:** Building our digital connectivity, freight and supporting infrastructure and business and community linkages.

STRATEGY	#	ACTION	UPDATES	
2.1 Advocate for the continuous development of infrastructure improvements to support business growth in the Shire.	2.1.1	Work with key partners to develop an integrated Infrastructure Strategy for the Shire.	Yet to commence – Planned for future years implementation 2023/24.	
	2.1.2	Develop and implement an Annual program of Priority Projects for Advocacy to State and Federal Governments.	Completed – Advocacy Projects developed with revised Advocacy Strategy drafted.	
	2.1.3	Conduct a digital connectivity audit to determine telecommunications needs/wants across the Shire.	Completed 2021/22 – Ongoing project to be further refined in 2022/23.	
	2.1.4	Advocate for better digital connectivity across the Shire.	Completed 2021/22 – Ongoing project – Participated in Connecting Victoria engagement process. Announcements of upgrades of NBN to Leongatha and Mirboo North and new mobile tower for Walkerville	
	2.1.5	In partnership with key stakeholders, investigate developing a business and community telecommunications education program.	Not commenced – Planned for future years implementation. Discussions held with telecommunications providers. 2022/23	
	2.1.6	Advocate for improved public transport across the Shire	Commenced – Ongoing discussions with DOT. Priority for 2022/23 Council Plan.	
	2.1.7	Undertake an investigation into potential solutions for sewerage issues in Fish Creek.	Completed – Funding provided for project and report completed.	

### 3. Developing key industry sectors

**Objective:** Strengthening and growing key industry sectors will equip our economy for the future. Building innovation, value adding and economic capacity

STRATEGY	#	ACTION	UPDATES	
<b>3.1</b> Provide industry with sector specific and specialised information to maintain viability and an edge in a competitive environment.	3.1.1	Connecting industry to sector experts and relevant support in their fields to support future growth.	Completed 2021/22 – Ongoing project – Connected businesses with industry specialists at RDV and AusIndustry, Industry Capability Network, Mentoring Services and Small Business Victoria.	
	3.1.2	Support industry to leverage off research institutes and published statistical data/information to apply for grants and other funding opportunities.	Completed 2021/22 – Ongoing project – Provided statistical information, reports and economic impact statements for a range of grant applicants.	
	3.1.3	Investigate conducting an industry cluster development/Smart specialisation program in identified sectors.	Yet to commence – Planned for future years implementation consistent with outcomes and projects of the Gippsland Smart Specialisation Strategy which Council has participated in. 2023/24	
	3.1.4	Support Industry Trade events that support industry development such as the South Gippsland Dairy Expo.	Completed 2021/22 – Supported Dairy Expo but unfortunately event cancelled due to COVID. Supporting 2022 event to be held in September.	
<b>3.2</b> Provide our businesses with the capability, capacity and information required to successfully do their jobs.	3.2.1	Continue to offer targeted training and skills programs to local businesses.	Completed 2021/22 – Ongoing project – Five workshops delivered including first face-to-face workshop in two years.	
	3.2.2	Continue to deliver business communication tools and resources such as the Business e-newsletter and associated business web pages.	Completed – 15 business newsletters circulated. Council Business Website Pages revised and updated.	

	3.2.3	In conjunction with the Victorian Government, continue to roll out business support services such as the Small Business Bus and Small Business Mentoring Service (SBMS).	Completed – Provided monthly free SBMS sessions and hosted several visits of the small Business Bus.	
<b>3.3</b> Support the expansion of the speciality food sector.	3.3.1	Implement program to support the Specialty Food Sector, particularly for enhancing local Food hubs.	Completed 2021/22 – Ongoing project – Provided funding to local food hubs: Grow Lightly and Prom Coast Food Collective	
<b>3.4</b> Continue to invest in and further develop the visitor economy.	3.4.1	Implementation of the Visitor Economy Strategy.	Completed 2021/22 – Information reported separately.	
<b>3.5</b> Ensure Film Friendly Support	3.5.1	Grow and promote Council's readiness for Film Friendly Approvals.	Completed 2021/22 – Ongoing project. Restricted due to COVID but two Short Films filmed locally and planning occurring for two larger projects for 2022/23.	

#### 4. Building partnerships

**Objective:** Collaborative partnerships with stakeholders to support business development. Developing our unique economic identity in the broader Gippsland and Victorian framework.

STRATEGY	#	ACTION	UPDATES	
<b>4.1</b> Strengthen strategic partnerships to support economic growth.	4.1.1	Maintain and nurture partnerships with key agencies at Shire, regional and state level.	Completed – Maintained partnerships with key agencies including hosting quarterly meeting of South East Australian Transport Strategy, Invest Gippsland, GippsDairy, LVA, RDV and One Gippsland.	
	4.1.2	Actively participate in industry specific groups, forums and expos as appropriate.	Completed 2021/22 – Ongoing – Participated in Gippsland Dairy Industry Leadership Group, LVA Business Support Network, Mainstreet Australia and	

			industry specific COVID response sessions	
<b>4.2</b> Enhance our business visitation and 'business intelligence' programs.	4.2.1	Undertake and increase the number of site visits (face to face) to businesses within the Shire.	Completed 2021/22 – Nearly 200 site visits undertaken. Additional Environmental Health Officer employed using Vic Government funding to assist in distribution of COVID information to businesses.	
	4.2.2	Maintain and expand the Customer Relationship Management System.	Completed – CRMS system in place and has improved the capacity to target information to appropriate businesses.	
	4.2.3	Expand and formalise data analysis systems to support making more informed and evidence-based decisions.	Completed – REMPLAN, Spendmapp, Localis data systems in place and used to assist grant applications for businesses and Council.	
<b>4.3</b> Provide opportunities for business networking across the Shire.	4.3.1	Facilitate, support and participate in business networking programs. Act as conduit for businesses to connect in both formal and informal settings.	Completed 2021/22 – Ongoing Project – Conducted five business workshop on-line and in-person including "Maximise Marketing" workshop Business Victoria. Participated in a large number of COVID regulations update workshops for businesses which were then passed on through business newsletters and direct contact. Business Workshops conducted by other organisations promoted heavily in every business newsletter and through direct emails.	
<b>4.4</b> Support regional award programs to recognise and reward exceptional businesses.	4.4.1	Participate in regional awards programs: • Gippsland Business Awards • Gippsland Food and Fibre Awards • Wine Gippsland Awards	Completed – South Gippsland's most successful year at Regional Business Awards; Gurneys Cider awarded Agribusiness of the Year	

	4.4.2	Encourage and support local businesses to enter regional and state-wide award programs.	Completed – Recognition at Mainstreet Australia Awards with MCDI finalists and Marty Thomas of Moos at Meenyan awarded Mainstreet Champion of the Year	
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## 5. Building capacity

**Objective:** Building the skills, training and knowledge of our current and future workforce, embracing lifelong learning and removing barriers to education. Strengthening resilience to economic and natural emergencies.

STRATEGY	#	ACTION	UPDATES	
<b>5.1</b> Enabling/Supporting industry to access a skilled and job ready workforce.	5.1.1	Work with educational and training institutions to increase opportunities for locals to be job ready and assist retention of young people.	Completed 2021/22 – Presented at and participated in the Foster Secondary College “Careers Fair”. Worked with Deakin University MBA students on project to investigate solutions to skill shortages.	
	5.1.2	Work with businesses to understand skills requirements and plan appropriately.	Completed – Discussions held with businesses during visits.	
	5.1.3	Continue to support access to vocational education and training through a range of targeted initiatives including student transport.	Completed – Submission made to Infrastructure Victoria. Funding for transport program provided by Vic Government.	
	5.1.4	Support the continuation of the Cows Create Careers Program.	Completed – Supported the program financially.	
<b>5.2</b> Facilitate Entrepreneurship initiatives.	5.2.1	Continue Startup Gippsland Program and initiatives to foster youth entrepreneurship.	Completed – South Gippsland participants in both rounds of the project conducted in 2021/22. Gippsland-wide project workshop conducted in Leongatha in June 2022.	
<b>5.3</b> Develop Business	5.3.1	Continue and enhance Council's Business Resilience and Recovery Programs.	Completed – Funding received from Bushfire Recovery Victoria for three staff including one attached	



Resilience and Recovery.			to the Economic Development Team Completed – Programs delivered in response to storm events during 2021. Participation in the development of new Drought Resilience Plan for Gippsland.	
<b>5.4</b> Develop local capacity to build and retain Community Wealth.	5.4.1	Continue and enhance Council's Business Resilience and Recovery Programs.	Completed and ongoing – Delivered "Get Techy" Program to assist with emergency response. Distribution of emergency preparation information via business resource packs during in-person business visits. Information provided on storm and flood response. Individual businesses referred to Emergency Management team and service providers for assistance and funding.	
	5.4.2	Establish a working group to support and develop the implementation of community wealth building initiatives.	Not commenced – Planned for future years implementation as program developed. 2023/24	
	5.4.2	Undertake initiatives to support and build local community enterprises.	Not commenced – Planned for future years implementation. 2022/23	
	5.4.3	Support local procurement initiatives to build capacity.	Completed – Conducted two workshops with GROW Gippsland. Provided information on local businesses through Connect Gippsland Website	
<b>5.5</b> Create systems to support accessing grant funding opportunities for local businesses and community enterprises.	5.5.1	Maintain a website of relevant grant funding opportunities.	Completed – Established Grant Finder website and available from Council website	
	5.5.2	Develop a clear and usable process for businesses to seek and obtain support from Council for grant funding from other levels of Government.	Not commenced – Planned for future years implementation. 2023/24	

## 6. Enhancing towns and main streets

**Objective:** Building our capacity through infrastructure development and enhancing our unique towns and villages. Making South Gippsland a great place to live and move to, where population change is well managed and communities are prosperous.

STRATEGY	#	ACTION	UPDATES	
<b>6.1</b> Support our towns, villages and main streets to grow and thrive well into the future.	6.1.1	Support infrastructure developments to enhance our main streets.	Completed – Completion of Bair Street Leongatha. Successful funding application for railway precinct upgrades for Leongatha and Korumburra. Street furniture provision and footpath cleaning through Outdoor Activation Program. Reduction of fees for health permits and waiver of fees for business related outdoor signs, goods displays on footpaths and outdoor dining facilities to support business responding to COVID.	
	6.1.2	Work with local business associations to market main streets and town/shopping hubs e.g. Shop Local Projects.	Completed – Undertook Shop Local Program including TV campaign, social media and branded shopping bags. Development of Visit South Gippsland Website with free listing and promotion of businesses.	
	6.1.3	Work in partnership with business associations to develop coordinated marketing and management programs.	Commenced – New Business Development Officer Appointed and working with Business Associations. Assisting Toora with establishment of new group. Purchase of materials to assist with events such as seating and umbrellas.	
	6.1.4	Investigate options to provide grass roots training and innovative initiatives for businesses and towns.	Commenced – Discussions with Business Associations on potential workshops and networking. Business Voucher system to maximise local events trialed at Fish	

			Creek Tea Cosy Festival and Loch Food and Wine Festival with funding from LVA.	
	6.1.5	Facilitate grant funding opportunities for trader and main street improvements.	Completed – Provided information grant funding for Main streets. Funding successfully obtained by Mirboo Country Development Incorporated and Korumburra Business Association.	
	6.1.6	Promote new business opportunities from the expansion of the Great Southern Rail Trail and increased visitation.	Commenced – Official opening of Leongatha to Korumburra section. GSRT Marketing Plan being developed with input from local businesses.	
<b>6.2</b> Target new residents and sustainable increased population to support our future economic viability.	6.2.1	Seek a partnership with Regional Australia Institute (RAI) to enhance liveability and attract future residents.	Completed – Partnership established.	
	6.2.2	Participate in a targeted and collaborative marketing campaign to attract new residents to the Shire.	Commenced – Brand Development project has a component of resident attraction to be implemented when completed.	
	6.2.3	Support development and implementation of the Social Housing Project.	Commenced – Social Housing Strategy undertaken for adoption by Council and implementation from 2022/23.	
<b>6.3</b> Leverage off the arts, cultural and heritage sectors for economic benefits	6.3.1	Continue to collaborate with the arts, culture and heritage sectors to enhance liveability and marketability of the Shire.	Completed – Arts, Culture and Creative Industries Strategy undertaken.	

# Visitor Economy Strategy Actions 2021/22

## THEME 1 - Increasing marketing and promotion

Strengthen South Gippsland's appeal as a visitor destination through increased brand awareness, whilst highlighting the regional brand characteristics.

Raise the profile of South Gippsland's visitor offering by facilitating and undertaking a range of destination marketing activities to increase visitation.

STRATEGY	#	ACTION	UPDATES	
<b>1.1</b> Develop and promote the South Gippsland tourism brand.	1.1.1	Develop the South Gippsland brand identity.	Commenced – Due for completion late 2022.	
	1.1.2	Undertake research to identify market segments.	Commenced – Will form part of the SG Brand Identity project.	
	1.1.3	Develop and implement localised South Gippsland branding consistent with the Gippsland brand developed by Destination Gippsland (DGL).	Commenced – Initial advertising including Destination Gippsland brand. Forms part of the SG brand identity project.	
	1.1.4	Increase South Gippsland's digital promotional assets (photography, video, drone footage).	Not yet commenced – Planned for 2022-24	
<b>1.2</b> Develop and strengthen South Gippsland's appeal as a visitor destination through a range of coordinated marketing initiatives.	1.2.1	Develop a promotional website to attract visitors to South Gippsland.	Completed – Website live January 2022	
	1.2.2	Encourage visitors to use the new website via an online and print advertising campaign.	Completed – Ongoing project.	
	1.2.3	Develop an annual marketing campaign for the South Gippsland region drawing on support from government partners where needed.	Not yet commenced – To be implemented once brand identity complete in 2022	
	1.2.4	Review existing marketing publications on an annual basis to	Not yet commenced – To be implemented once brand identity complete in 2022	

		determine if they are still required and if reprints are necessary.		
<b>1.3</b> Encourage new residents to South Gippsland via promotion of its people and places.	1.3.1	Implement a series of podcasts featuring local residents to promote the value of living in South Gippsland.	Completed – Six podcasts produced and launch via Council's social media platform.	
<b>1.4</b> Raise the awareness of the region, to encourage visitation and increase length of stay.	1.4.1	Partner and collaborate with Gippsland councils to develop cross-regional marketing ideas.	Completed – Grand Ridge Road project and Gippsland Drives project.	
	1.4.2	Develop marketing initiatives to promote Gippsland drives.	Commenced – Working in partnership with DG and Gippsland Councils.	
	1.4.3	Develop a Grand Ridge Road map and promote it as a key Gippsland touring route.	Completed – Brochure developed and disseminated through Gippsland Visitor Information Centres.	
<b>1.5</b> Increase awareness of and visitation to the Great Southern Rail Trail.	1.5.1	Develop and deliver a strategic and marketing plan for the Great Southern Rail Trail.	Completed – Plan adopted by Council June 2022.	
<b>1.6</b> Increase awareness of and visitation to South Gippsland's villages and eateries.	1.6.1	Coordinate a marketing campaign with a focus on villages and local eateries.	Commenced as part of Shop Local campaigns and will feature in GSRT Marketing and Place branding promotion in 2022	
<b>1.7</b> Support local business growth through a range of marketing initiatives.	1.7.1	Develop a Shop South Gippsland campaign to encourage support for local retail businesses.	Completed – Developed campaign including Shop Local collateral. Marketed through Council platforms and local newspaper.	

## Theme 2 - Supporting visitor economy infrastructure

Advocate for and support development of South Gippsland infrastructure that encourages new and existing visitors.

STRATEGY	#	ACTION	UPDATES	
2.1 Support the development of key tourism assets and infrastructure.	2.1.1	Advocate to Federal and State Government for key tourism projects supported by Council.	Completed – Provided letters of support for applications through Regional Tourism Infrastructure Fund and Enabling Tourism Fund through One Gippsland priority projects.	
	2.1.2	Partner with Destination Gippsland to undertake a strategic product review aimed at delivering improvements to products and experiences.	Not yet commenced – Planned for 2022/23.	
2.2 Identify and support the development of complementary products and experiences to capitalise on and enhance the Great Southern Rail Trail (GSRT).	2.2.1	Develop public art along the Great Southern Rail Trail	Commenced with relocatable art cubes under development as part of CSP and Outdoor Activation Grants. Due in 2022	
	2.2.2	Identify additional supporting rail trail infrastructure requirements (such as additional trail connections, horse mounting yards, repair stations, shelters, toilets, car parks, interpretive signage, seat and bike racks etc). Support implementation if required.	Commenced – Identified as a priority in the GSRT Visitor Experience and Marketing Plan.	
	2.2.3	Investigate the viability of improvement works on the rail trail that would enhance the visitor experience (e.g. removal of dangerous road crossings or unsightly cattle crossings).	Commenced as part of GSRT Management and Marketing Plans. Further work required in 2022/23.	
	2.2.4	Install wayfinding signage for the GSRT from key locations off the South Gippsland Highway and main arterial roads.	Commenced – Locations identified and will form part of extension being undertaken.	

<b>2.3</b> Investigate sustainable infrastructure for South Gippsland to enhance the visitor experience.	2.3.1	Identify and then seek funding opportunities to implement actions from the Electric Vehicle Infrastructure Study.	Completed – Funding approved for six locations across the Shire.	
<b>2.4</b> Support upgrades to existing tourism infrastructure to enhance the visitor experience.	2.4.1	Complete a tourism infrastructure audit to identify redundant signage and opportunities for potential infrastructure upgrades (lookouts, tourism signage etc).	Not yet commenced – Planned in future years 2022/23.	

### Theme 3 - Diversifying and expanding products and experiences

Further develop South Gippsland's visitor products and experiences to encourage new and existing markets to visit, stay and spend.

STRATEGY	#	ACTION	UPDATES	
<b>3.1</b> Attract and grow investment to the Shire through the implementation of a targeted Investment Attraction Program	3.1.1	Include tourism investment attraction as a key component of the South Gippsland Investment Attraction Strategy.	Commenced – Collaborate with Economic Development team to develop Investment Attraction Strategy to be completed in 2022/23.	
<b>3.2</b> Identify opportunities to support events in South Gippsland	3.2.1	Determine a policy position on events and develop an event framework.	Not yet commenced – Events Policy to be developed in 2022/23 following Arts Strategy	
	3.2.2	Leverage from DGL's Gippsland Regional Events Strategy and Events Gippsland.	Completed – Member of the Gippsland Events Network	
<b>3.3</b> Leverage South Gippsland's cultural assets for tourism purposes	3.3.1	Develop a South Gippsland Cultural Tourism Plan.	Completed – Forms part of the Arts, Culture and Creative Industry Strategy (AC&CI) adopted by Council July 2022.	
	3.3.2	Position Coal Creek as a key Cultural Tourism asset for South Gippsland.	Not yet commenced – Identified as an action in the AC&CI Strategy.	

<b>3.4</b> Identify South Gippsland's accessible tourism products and experiences	3.4.1	Undertake a stocktake of accessible tourism assets in South Gippsland.	Not yet commenced – Planned for 2023/24.	
<b>3.5</b> Identify opportunities to support cycling in South Gippsland	3.5.1	Support the Bicycle Network 'Riding for Recovery Hub and Spoke' weekend event.	Due to COVID and Bicycle Network priorities the weekend event will not proceed. Seeking other opportunities in 2022/23.	
	3.5.2	Investigate opportunities for safe cycling paths and routes.	Not yet commenced – Planned for 2023/24.	
<b>3.6</b> Continue to support Art, Culture and Creative Industries in South Gippsland	3.6.1	Update the South Gippsland Art, Culture and Creative Industry Strategy.	Completed – To be considered by Council July 2022.	
<b>3.7</b> Develop niche products aligned to brand	3.7.1	Develop touring routes that promote the visitor experiences.	Not yet commenced – Planned for 2022/23.	

#### Theme 4 - Enhancing visitor servicing

Enhance the visitor experience by providing high quality engagement assets, which create a positive image of our region. Invest in research to understand the market and identify the gaps.

STRATEGY	#	ACTION	UPDATES	
<b>4.1</b> Improve the visitor experience	4.1.1	Broaden the tourism knowledge of local businesses and create tourism ambassadors via an online training program.	Completed – Platform developed, engaged business, community and volunteers in 2022/23.	
	4.1.2	Investigate the feasibility and cost of digital technology in key locations.	Not yet commenced – Planned for 2022/23.	
	4.1.3	Investigate programs that help better understand the travel patterns of visitors.	Not yet commenced – Planned for 2023/24.	



	4.1.4	Continue the operation of the Visitor Information Centre in Foster.	Completed – Operates 7 days a week except Christmas Day.	
	4.1.5	Develop plans to transition the Visitor Information Centres to an experience centre.	Not yet commenced – Not planned for 2021/22. Long term action.	
	4.1.6	Undertake updated visitor research to better understand customer needs and expectations.	Commenced as part of GSRT Marketing Plan and Brand Identity project.	

## Theme 5 - Building partnerships

To develop partnerships with stakeholders to support the development of the visitor economy in South Gippsland.

STRATEGY	#	ACTION	UPDATES	
5.1 Maintain collaborative partnerships with stakeholders to further progress the visitor economy in South Gippsland	5.1.1	Maintain and nurture partnerships with key agencies at Shire, regional and state level.	Completed – Ongoing collaboration with agencies including Destination Gippsland, Parks Victoria, Regional Development Victoria, One Gippsland and Gippsland LGAs.	
	5.1.2	Actively participate in industry specific groups, forums and expos as appropriate.	Completed – Participation in Gippsland Tourism Managers meetings, Gippsland Tourism Forum, Regional Development Victoria and Parks Victoria meetings.	
	5.1.3	Work collaboratively with Destination Gippsland under the terms of the partnership contract to ensure the best outcomes for South Gippsland.	Completed – Continued support and partnership with Destination Gippsland.	
	5.1.4	Work with local business and community groups to promote opportunities for local operators.	Completed – Information disseminated through Business/Tourism associations, monthly newsletter and engagement through projects such as GSRT Visitor Experience and Marketing Plan.	

	5.1.5	Engage with local artists via Council's Arts Development Officer.	Completed – Weekly Arts newsletter	
	5.1.6	Collaborate with Parks Victoria on South Gippsland projects and marketing where opportunities exist or a need is identified.	Completed – Ongoing collaboration and meeting with Parks Victoria team.	
	5.1.7	Support the Visitor Economy Strategy Advisory Group to be a key adviser to Council on Visitor Economy issues.	Completed – Collaboration with VESAG to implement year one Action Plan.	
	5.1.8	Support the development of the State Government's Local Tourism Action Plans.	Not yet commenced – Not planned for 2021/22.	
	5.1.9	Provide community groups interested in establishing free or low-cost camping with information and advice.	Completed – Information provided to interested community groups.	
	5.1.10	Support local communities to work with relevant authorities to establish dump points if appropriate.	Completed – Information provided to interested community groups.	

## Theme 6 - Providing business development and support

Support the continued growth and development of the tourism sector that delivers high quality visitor experiences.  
Building the skills, training and knowledge of the business community.

STRATEGY	#	ACTION	UPDATES	
6.1 Facilitate the establishment of new tourism businesses in South Gippsland	6.1.1	Continue the Better Business Approvals process to assist small/medium businesses to establish in South Gippsland.	Completed 2021/22 – Ongoing project – 325 business enquiries received through the Better Approvals Program.	
	6.1.2	Provide strategic input into the review of Council's Municipal Statement to ensure the Visitor Economy and its importance to South Gippsland is recognised.	Not yet commenced – To be included in development of MSS from 2022/23 onwards.	

	6.1.3	Continue to provide the Business Concierge service within Council.	Additional funding received from LVA to assist program through to 2023. Through the project we facilitated small grants program for local businesses.	
<b>6.2</b> Provide opportunities for local businesses to increase their knowledge and skills	6.2.1	Promote targeted training and skills programs to local businesses.	Completed – Ongoing project with Small Business Victoria, SBMS, education providers and independent trainers.	
	6.2.2	Deliver tourism information to local businesses via communication tools such as the Business e-newsletter and associated business web pages.	Completed – Ongoing project – 15 business newsletters circulated. Council Business website pages revised and updated.	
	6.2.3	Support Destination Gippsland Ltd to deliver the Gippsland Digital Maze Program to South Gippsland businesses.	Completed – 20 South Gippsland Businesses participated in the program.	
	6.2.4	Establish a business auditing program with a focus on customer service.	Not yet commenced – Planned in 2023/24.	
<b>6.3</b> Encourage local businesses to invest and implement sustainable activities and technologies	6.3.1	Provide information to local business on sustainable technologies (for example electric vehicle charging).	Not yet commenced – Not planned for 2021/22.	
<b>6.4</b> Developing Business Resilience and Recovery	6.4.1	Continue and enhance Council's Business Resilience and Recovery Programs.	Completed – Funding received from Bushfire Recovery Victoria for three staff including one attached to the Economic Development Team Completed – Programs delivered in response to storm events during 2021. Participation in the development of new Drought Resilience Plan for Gippsland.	
<b>6.5</b> Enabling/supporting	6.5.1	Work with educational and training institutions to increase opportunities	Completed – Presented at and participated in the Foster	

industry to access a skilled and job ready workforces.		for locals to be job ready and assist retention of young people.	Secondary College "Careers Fair". Worked with Deakin University MBA students on project to investigate solutions to skill shortages.	
	6.5.2	Work with businesses to understand skills requirements and plan appropriately.	Commenced – Discussions held with businesses as part of scheduled business visits and COVID recovery initiatives.	