Strong Local Economy Action Plan 2022–2023


# Purpose of this document

The Strong Local Economy Action Plan 2022–2023 (Action Plan) sets out the actions Council will focus on delivering in the first year of the Strong Local Economy Strategy (Strategy).

It is made up of the key actions from the Community Plan and Investment Attraction Plan and summarises what we will do to build employment, educational opportunities and innovative enterprises of all sizes in the City of Whittlesea, with the ultimate aim to deliver a prosperous and inclusive economy for all.

Actions are set out under each of the three Key Directions, the outcomes they are contributing to, and Council’s role in delivering on each action. Outcomes are detailed further in the Strong Local Economy Strategy.

An Action Plan for each year will be developed in line with Council’s Community Plan and annual budget process. Actions listed in this document are subject to consideration in Council’s annual budget process.

# Council’s roles

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| Role | Aim | What Council may do? |
| Provider | To implement projects, programs and campaigns for use by businesses and community for a prosperous and diverse economy. | Initiate campaigns, incentives and business or educational support programs. |
| Facilitator | To establish partnerships and collaborate with stakeholders, to create economic participation opportunities. | Partner with key stakeholders and provide contributions (funding, knowledge and expertise, network opportunities) to roll out programs. |
| Advocate | To support economic and precinct investment through promotion and influencing decision-making, rather than direct involvement. | Educate key stakeholders including higher levels of government to address provision gaps, and influence government and decision making. |

# Key direction 1 Increased local employment

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| Actions | Council’s role |
| Outcome: Our municipality attracts investment to provide more local jobs to match population growth |
| Develop and implement the Investment Attraction Communications Framework | Provider |
| Deliver the Investment Attraction Partner Engagement and Advocacy Framework | Provider |
| Develop an incentives package for business attraction and support | Provider |
| Outcome: Our economy is inclusive and accessible for all |
| Deliver an Inclusive Employment Program | Provider |
| Development of an Economic Participation Plan | Provider |
| Outcome: Our community has access to employment support and career advisory services |
| Support the delivery of the Jobs Advocates program | Facilitator |

# Key direction 2 Education opportunities for all

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| Actions | Council’s role |
| Outcome: Our community use libraries to learn and develop |
| Partner to deliver public co-working facilities and business incubator services | Facilitator |
| Increase access to library services | Facilitator |
| Undertake the Library Service Review | Facilitator |
| Outcome: Our workforce has skills matched to industry needs both now and into the future |
| Facilitate partnerships between industry, education and job seekers through the Local Jobs Initiatives | Facilitator |
| Outcome: Businesses and education providers collaborate to develop locally required skills |
| Continue to support and collaborate with Business Advisory Panel | Facilitator |

# Key direction 3 Successful, innovative local businesses

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| Actions | Council’s role |
| Outcome: Our businesses innovate and thrive by adapting to technology and the circular economy |
| Develop a Circular Economy Plan | Provider |
| Support the Whittlesea Community Farm and Food Collective | Facilitator |
| Develop an Agri-Food Plan | Provider |
| Actively advocate and participate for the delivery of improved NBN and mobile infrastructure | Advocate |
| Implement the Economic Development Engagement Framework | Provider |
| Outcome: Our economy has a diverse base that fosters small business development |
| Develop a Destination Plan to attract investment to the municipality, including agri-tourism | Provider |
| Implement the Shopfront Improvement Program | Provider |
| Deliver the Whittlesea Business Network program | Provider |
| Deliver and facilitate program of business training, networking and events | Provider |
| Continue to support businesses through the implementation of a streamlined application process and Business Concierge service | Provider |
| Strengthen business to business connections | Provider |
| Support sustainable local agribusiness | Provider |
| Promote the ‘support local’ campaign to support community and local businesses | Provider |
| Outcome: Our community has vibrant and competitive business precincts |
| Refresh Epping Central Structure Plan | Provider |
| Actively facilitate and advocate for the development and implementation of key activity centres and employment precincts including Epping metropolitan activity centre, Plenty Valley Town Centre, Mernda major activity centre and state-significant industrial precincts in Epping and Thomastown | Facilitator / Advocate |
| Ensure City of Whittlesea actively participates and advocates for strategic employment generators: Melbourne Food Innovation and Export hub (MFIX) and Beveridge Intermodal Freight Terminal. | Advocate |

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