



City of
Whittlesea

City of Whittlesea's Strong Local Economy Strategy

At its Council meeting on 21 February, the City of Whittlesea adopted the *Strong Local Economy Strategy*, detailing its approach to building and supporting its economic development over the next five years.

This is the first strategy adopted under City of Whittlesea's Integrated Planning Framework. The Framework represents Council's new approach to strategy development, which aims to streamline all service planning and initiatives under seven consolidated strategies.

The Strategy represents a bold step toward achieving the groundwork laid by Whittlesea 2040's vision of "a place for all", which was adopted in 2018. For the Strong Local Economy, that vision is underpinned by three key directions:

- Increased local employment,
- Education opportunities for all, and
- Successful, innovative local businesses.

The Strategy was developed over the past 6 months in consultation with community, businesses, and industry and educational institutions.

The City has a number of focus areas represented in the Strategy:

- ensuring that jobs growth matches population growth for residents by attracting new investment,
- supporting existing businesses to innovate to adapt to workforce changes, and
- supporting libraries and other services to help people learn and develop.

Council also endorsed its *Strong Local Economy Action Plan*, which outlines commitments in actioning those Key Directions in the first year. New Action Plans each financial year will give Council the flexibility to respond to workforce changes and develop new initiatives that best serve the community as it grows.

A handful of priorities for the 22/23 financial year include:

- Developing an incentives package for business attraction
- Supporting the agribusiness sector and sustainable agricultural practices
- Supporting the delivery of the Job Advocates Program
- Developing a Visitor Economy Plan, Circular Economy Plan, and an Agri-Food Plan, and
- Strengthening business-to-business connections.

City of Whittlesea staff are excited to commence work on implementing the Strategy and are planning a launch event to kick-start their work and provide great networking opportunities for local stakeholders and businesses.

If you'd like to know more about the Strategy or its upcoming launch event, speak to someone from the team this morning.