

Executive Summary

This four year Economic Development Strategy (EDS) outlines the key goals and future direction of the Fraser Coast's developing economy and the role that the Fraser Coast Regional Council must play to achieve economic stability in the Region.

Information for the EDS was obtained from primary, secondary and tertiary sources including the Fraser Coast Regional Council's Economic Profile 2009 and consultation with Council, the community and businesses.

The Strategy outlines the Fraser Coast Regional Council's role in the economic development of the region as:

- ❖ Providing leadership and direction
- ❖ Facilitating a balance between regulation and development opportunities
- ❖ Partnering with businesses and other levels of government to maximise the effectiveness of available resources.

The aim of the EDS is to:

- ❖ Create an environment that is conducive to business and industry development and attraction.
- ❖ Support existing business and industry to build on the region's competitive advantage.
- ❖ Encourage sustainable and innovative practices by facilitating or supporting forums and in modelling our own business practices.
- ❖ Ensure infrastructure meets industry and community needs.
- ❖ Encourage partnerships, business networks and alliances.
- ❖ Plan and facilitate economic development.

This will be achieved through a series of objectives and actions which have been grouped into seven broad themes as listed on the next page.

In addition to the stated actions the EDS recommends the format of an external reference group lead by the Fraser Coast Regional Council.

The EDS will be monitored on a six monthly basis to ensure it remains relevant to the changing socio-demographic and business characteristics of the region and Council's perspective.

An annual review of the strategies and actions undertaken will be reported to Council based on the following expected outcomes:

- ❖ Effective delivery of Council initiatives outlined in the action programs;
- ❖ Increased business use of Council's information products and services;
- ❖ An increase in business establishments and employment in the region, particularly in the growth sectors of the economy;
- ❖ Retention of large existing businesses in the region.

Theme	Objective
Tourism and Marketing	<p>Seek to establish methods of maximising the value, both public and financial, from the events that Council stages and supports.</p> <p>Pursue numerous tourism industry support initiatives.</p> <p>Encourage tourism that sustains and enhances the geographical character of the region by developing and improving it in ways that are distinctive, reflective of its natural and cultural heritage (Corporate Plan).</p> <p>Collaborate with the Fraser Coast South Burnett Regional Tourism Board to meet the Tourism Opportunity Plan's priorities and other identified infrastructure projects.</p>
Plan, Create and Foster Precincts	<p>Ensure that our planning framework provides for and sustains economic growth via the highest and best use of the area's land assets.</p> <p>Create purpose specific precincts and facilitate place-making as a significant driver of community and economic development.</p>
Business Attraction and Retention	<p>To support the strong manufacturing industry base across the LGA and seek to retain Maryborough as the hub for heavier manufacturing activity.</p> <p>To broaden the economic base and provide increased employment opportunities by further developing existing businesses and encouraging new industries or businesses to the region.</p>
Infrastructure	<p>To maximise and facilitate economic growth and investment activities through the coordinated planning, funding and provision of key 'hard' and 'soft' infrastructure.</p>
Lifestyle, Health and Recreation	<p>Plan for communities designed to enhance and protect our lifestyle and that reflect our diverse communities' health, sport and recreation needs.</p> <p>Plan for infrastructure that meets the lifestyle needs of the community and which can be an enabler of community and economic development.</p>
Knowledge Management and Education	<p>Facilitating a region that develops smart business networks, partnerships and alliances.</p> <p>To partner with the University of Southern Qld and other Education institutions to create a vibrant and strong education sector.</p> <p>Increase our effort to provide regular information and knowledge sharing to existing and prospective business and investors.</p>
Rural Futures	<p>One of the key goals is to recognise the significant role rural communities play in the region.</p> <p>Foster closer ties with the agriculture, forestry and fishing sector.</p>

