

ECONOMIC DEVELOPMENT

STATUS: **Council Policy** - *A strategic policy that sets governing principles and guides the direction of the organisation to align with community values and aspirations.*

Council policies are developed by the Policy Committee for approval by Council.

RESPONSIBLE DIRECTORATE: **Governance and Strategy**

OBJECTIVE: To support local and regional economic development.

STATEMENT:

The City of Joondalup has an important role to play in both Local and Regional economic development facilitation. The following are the key roles for the City in Economic Development:

Establishing and maintaining an environment that is advantageous for investment including:

- Facilitating local strategic planning and development investigations.
- Identification of local economic development issues, strengths and priorities.
- Development and maintenance of an efficient / streamlined local development approvals process and regulatory environment.
- Facilitating local infrastructure developments and improvements.
- Facilitating initiatives to address local inhibitors that are impacting on business and industry development and growth.
- Researching and providing information and advice to business and industry on the local economy.
- Establishing external partnerships with Federal, State and Local Governments, and the Private sector wherever possible to achieve local economic development objectives.
- Leveraging the existing industry base to foster new business opportunities (ie Health, Retail, Education, Tourism, Research and Development, Construction, Property and Business etc)

Managing a co-ordinated approach to economic development including:

- Facilitating, co-ordinating and prioritising local funding submissions to State and Federal Governments relating to local industry development and employment projects and initiatives.
- Representation and lobbying of economic development issues and priorities to State and Commonwealth Government Agencies.
- Working with other Local Government Authorities as well as State and Federal agencies where possible to coordinate the delivery of business support services within the region.

Facilitating local business including:

- Facilitation of business networks.
- Working with existing businesses to assist their development.
- Research and Development.

Attracting external investment including:

- Promoting the area to day visitors, tourists and residents.
- Attraction of new business investment both independently and in conjunction with other Local Government Authorities and relevant State and Federal Government agencies.

Community Economic Development including:

- Identifying and harnessing local community resources and opportunities and stimulating sustainable economic and employment activity.

Sustainability Statement

Economic development is vital to the future of the City of Joondalup given that it is destined to become Perth's second major CBD and regional hub of the North. This Policy establishes a framework for economic development whereby Council will work to develop and grow a strong economy that delivers increased employment and wealth and therefore contributes to an improved quality of life for the community.

The Policy promotes:

- A regional approach to economic development including pooling of resources, exchange of information, and support and mentoring through the establishment of regional networks.
- Processes and structures that encourage businesses, industries, and institutions to collaborate as well as compete, and to become environmentally sound, financially viable, and socially responsible, investing in the local community in a variety of ways.

Amendments: CJ156-09/06

Related Documentation:

Issued: October 2006