

ECONOMIC DEVELOPMENT STRATEGY 2020–2024

The City of Victor Harbor is seeking public feedback on the draft Economic Development Strategy 2020-2024.

The draft Economic Development Strategy aims to provide a blueprint for a sustainable future economy. Spanning four years, the strategy outlines aspirations for the city's economic future while detailing a clear strategic direction that is aimed at generating economic opportunity.

Background

Under the Local Government Act 1999, councils are required to promote their area and to provide an attractive climate and locations for the development of business, commerce, industry and tourism.

The City of Victor Harbor provides a number of direct and indirect functions to support economic development outcomes, these can include town planning, infrastructure development, business services, festivals and events, and visitor services.

To assist Council to deliver the best economic development outcomes for the community, it has prepared a four year draft strategy that outlines a coordinated approach to growing our local economy and attracting investment that leads to local job creation.

The Strategy

Without intervention, the trajectory of economic dependency in the Victor Harbor economy is forecast to continue. While the population is expected to continue to grow, the composition

of the population will continue to age, meaning lower incomes, higher percentage of welfare dependency and lower levels of workforce participation (income producing). These affects will diminish the ability of local businesses to improve employment opportunities.

In order to change the current entrenched pathway, Victor Harbor will need to increase its appeal to those businesses and individuals who are creators of economic activity.

The predominant competitive advantage that Victor Harbor has is its lifestyle appeal, coupled with low cost of living and its proximity to a major capital city. Victor Harbor will need to use these strengths to attract and grow an aspirational culture that generates economic activity.

The Economic Development Pillars

The draft strategy centres around four pillars that have been designed to guide how the Council and community deliver action. The four pillars include:

- 1. Investment attraction that creates economic activity**
- 2. Investment in infrastructure that enables business growth**
- 3. Education, skills and entrepreneurship that supports job creation**
- 4. A destination of choice to live, work and visit.**

Each pillar includes actions, indicative budget, Council's role, and specific measures of success.

View the draft Economic Development Strategy 2020-2024, online at www.yoursay.victor.sa.gov.au or in hard copy at the City of Victor Harbor Civic Centre (1 Bay Road, Victor Harbor).



Have your say

The City of Victor Harbor welcomes your feedback on the draft Economic Development Strategy 2020-2024.

- Do you understand the strategic direction and evidence presented in the Economic Development Strategy?
- Do you believe the strategic direction is an appropriate approach for Council and the community to take?
- Do the economic pillars presented in the strategy reflect the areas that Council should focus on to achieve the vision and strategic direction?
- What is a reasonable timeframe to allow the Council and the community to achieve measurable success with the implementation of the Economic Development Strategy? Is four years too short?
- Do you have any further comments that will assist the Council in the design of the Economic Development Strategy?

All submissions should be made in writing either:

- **By post** – PO Box 11, Victor Harbor SA 5211
- **By email** – localgov@victor.sa.gov.au
- **Online** – www.yoursay.victor.sa.gov.au
- **In person** – deliver to the Civic Centre at 1 Bay Road, Victor Harbor.

All submissions must be returned by 5pm Monday, 7 September 2020.

Next steps

The feedback received will be considered by the Council's Economic Development Strategy Working Party, with a draft document expected to be presented at the October 2020 Council meeting for adoption.

Please be aware that copies of all submissions made during this consultation may be made publicly available in a future council agenda

More information

Got a question about the draft Economic Development Strategy 2020-2024?

Contact the City of Victor Harbor at localgov@victor.sa.gov.au or phone: (08) 8551 0500