

## Strathbogie Shire Economic Development Strategy Progress Report

Action	Lead and partners	Priority	Measure	Timeframe	Status	2023/2024 Progress	
<b>Theme 1 - An activated and "investment ready" Shire</b>							
1.1	Settlement Strategy	Planning	High	Confirm the objectives and requirements of a settlement strategy focusing on strategic and policy directions for future residential, employment and agricultural land uses across the municipality to meet current and future demand Support the funding and preparation of the strategy, in collaboration with key government and industry stakeholders. Implement and deliver the recommendations of the strategy.	Medium-term	Ongoing	The settlement Strategy has been renamed as the Urban Growth Strategy. Work to develop this Strategy continues with the Issues and Opportunities Report due to be released for broad consultation in 2024, and adoption proposed in 2025.
1.2	Mangalore Airport Freight and Logistics Precinct	Economic Development	High	Advocate for the development of the freight and logistics hub at Mangalore Airport.	Ongoing	Ongoing	Officers continue to liaise with the owners of the Mangalore Airport, who have advised they are still interested in pursuing the building of a freight and logistics centre at the site. However, following the recent announcement of the large freight intermodal project at Beveridge north of Melbourne, there has been no further communication from the government regarding the Mangalore proposal.
1.3	Lake Nagambie Events Precinct	Economic Development	High	Continue to build the profile and improve the infrastructure at the Nagambie events precinct	Ongoing	Ongoing	The events team advise that although the number of events at the site has not increased in the past 12 months, they have continued to promote it as an events venue and that the opening of the foreshore walk between the precinct and Nagambie's CBD has substantially increased site visits. The Shire is also entering into an MOU and strategic funding agreement with Rowing Victoria to promote the site statewide and nationally, aiming to attract more rowing events. This promotion is expected to lead to more events at the precinct and increase economic benefits for Nagambie. Council also applied for funds to support a master plan for the precinct, Council has not been advised of an outcome.
1.4	Streamline Planning Processes by Progressing the 'Better Approvals' process	Economic Development	Medium	Progress the 'Better Approvals' process undertaken by Council, in collaboration with government and industry, to streamline planning permit applications, help businesses overcome regulatory barriers and support business investment.	Short Term	Implemented	Arrangements have been made with the Planning and Customer Service teams to ensure that all new business enquiries are passed on to the Economic Development Coordinator. The applicant is then contacted by Economic Development coordinator and provided with advice and assistance regarding Council processes.
1.5	Deliver the Nagambie Employment Precinct Masterplan	Planning and Investment	High	Support the delivery of the masterplan and implement the recommendations outlined in the report, focusing on priorities to achieve business investment and employment growth.	Short Term	In Progress	Council's Planning Department have received a final version of the economic analysis for the Nagambie Employment Precinct. Work continue to review this masterplan.

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	Infrastructure investment prospectus	Economic Development		Identify and prioritise major capital projects that require additional government and/or private contributions. Prepare an advocacy plan and pitch document to promote investment and funding requirements, focusing on Shire needs, as well as economic and social benefits to be realised.	Medium Term	Not commenced	Council are currently advocating for funds to replace Kirwans Bridge and to demolish Chinamans Bridge, subject to appropriate HV permits. The closure of these heritage bridges continue to have a significant social and economic impacts.
1.6	Digital Infrastructure	Economic Development	High	Advocate for digital investment funding from relevant government authorities and telecommunication providers to enhance digital infrastructure in the Shire.	Ongoing	In Progress	Liaison with telecommunications providers and digital infrastructure providers to improve mobile telephone and digital infrastructure across the region continues. This has included monthly meetings with Telstra and NBN representatives and monitoring funding opportunities provided by state and federal governments. Council is also undertaking a piece of work to consider its connectivity needs moving forward with a Planning workshop scheduled in the coming months. Council has been actively engaging with Ausnet regarding Power reliability and required short-, medium- and long-term network improvements, following a high volume of sustained power outages in 2023-2024.
<b>Theme 2: An Innovative and Sustainable Business Base</b>							
2.1	Co-working Space Investigation	Economic Development	Low	Support a feasibility study for the establishment of a co-working space in strategic location/s in the Shire (including preferred management model and potential economic and employment benefits). This study should consider the provision of Council-owned facilities or advocating for private investment, as well as supporting infrastructure requirements.	Medium term	Preliminary investigations have been undertaken.	Officers are planning to conduct an online survey to establish if there is any viable demand for a co-working space in Strathbogie Shire.
2.3	Agricultural Diversification Program	Economic Development	Low	Support agricultural businesses to diversify income, including options for agritourism and renewable energy investment. This requires collaboration with industry, as well as community members, to examine the potential impacts and benefits to the sector and economy.	Ongoing	Not commenced	Council promote regular agriculture Victoria seminars and workshops to the relevant business community.
	Business Diversification	Economic Development	High	Support Business growth and investment in diverse industries best suited to the needs and strengths of the municipality.	Ongoing	Not commenced	Council participated and promoted a series of industry capability initiatives through GRTInc in 2023.

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	Support Emerging Industries	Economic Development	High	Support the sustainable development of industries such as mining and renewable power generation in Strathbogie Shire.	Ongoing	Not commenced	Not started
2.4	Accommodation provision and assessment of need across strathbogie Shire.	Economic Development	High	Explore the impact of short term accommodation in regards to industry growth	Ongoing	Ongoing	Not started
Theme 3: A Supported Community and Labour Force							
3.1	Deliver Township Streetscape Plans	Project Delivery	High	Implement the streetscape plans delivered for the townships of Nagambie, Euroa, Strathbogie, Longwood, Violet Town and Avenel. Deliver recommendations to promote activation of the main streets and improve amenity, including placemaking initiatives, public art installations, public realm improvements, etc.	In Progress	Ongoing	All streetscapes' plans have been developed. The delivery of Strathbogie Township, Avenel and Euroa streetscape plans are underway, while the plans for Cowslip Street, Violet Town, and High Street, Nagambie have been completed and are awaiting approval from the Department of Transport.
Theme 4: A Thriving Visitor Economy							
4.1	Regional Tourism Governance Support	Economic Development	High	Support the operation of the new Goulburn Regional Tourism Partnership business model. Support the development of the regional DMP, to be undertaken by the Goulburn Regional Tourism Partnership. Support the delivery and implementations of recommendations relevant to the Shire.	Implemented	Ongoing	Council has partnered with Mitchell Shire Council and Greater Shepparton City Council to design a Visitor Economy Partnership Model for the Region, following over 10 years of being unrecognised as a Tourism Region. Council's, as a collective have been working closely with Industry, the State and First Nations Representatives to develop a successful and suitable governance structure that can support the visitor economy of the region to thrive. An incorporated association has been established and has been recognised by the State Government as a Visitor Economy Partnership. Council is a funder of the association and has a seat at the Board, the Board is continuing its efforts to engage an Executive Officer and a permanent Board Chair.
4.2	Branding and Marketing Strategy	Communications and engagement	High	Support the preparation of a Branding and Marketing Strategy for Strathbogie Shire, in collaboration with Goulburn Regional Tourism Partnership, to promote the key destinations and increase awareness of its assets and product strengths.	In Progress	Ongoing	Council has continued to deliver and develop town entry signage and directional signage that encourages visitation and economic spending. Council also funded the development of a local brand to support the Euroa Chamber of Business and Commerce. Council also partnered with Mitchell Shire Council and Greater Shepparton City Council, through the Goulburn Region Visitor Economy Partnership to develop a Destination Management Plan which identifies the need to develop a regional brand and sub brand. Council also delivered through GRT an industry capability program open to business in Strathbogie Shire.
4.3	Track and Trails Strategy Update	Economic Development	Medium	Prepare an update to the Track and Trails Strategy to identify gaps in products and experiences, as well as investment opportunities to attract visitors, focusing on cycle tourism, bushwalking and equine trails.	Medium Term	In Progress	To date approximately 40 Tracks and Trails have been mapped and published on websites such as Victoria Walks and hardcopy brochures have also been printed for many of the more popular walks. This is an ongoing program and more work is expected to be done in the forthcoming year.
4.4	Nature-based Visitation Program	Economic Development	High	Promote the activation and enhancement of nature-based assets in the Shire, including the development of supporting infrastructure and amenity.	Medium Term	Not Commenced	Following the establishment of GRT Inc. work on nature based visitation across the Region will be a focus. Council continues to promote Wawa Biik Tours delivered through Taungurung Land and Waters Council, and other nature based venues including the Feasibility of Balmattum Hill Mountain Bike Trail.

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4.5	Arts and Culture Investment Program	Community & Culture	Low	Undertake an audit of key arts and culture products and experiences, including Indigenous product to identify gaps in product and experiences. Identify opportunities to activate existing, and develop new, products and experiences to grow arts and culture tourism.	Long term	Ongoing	Council has adopted a Public art Policy and is investing in Public Art across the municipality. Council also received funding for ARTBOX, a mobile gallery space that travels across the municipality featuring work from a range of artists and community exhibitions. Council has also been investing a number of art activations and workshops with events being delivered in Avenel, Nagambie, Euroa and Strathbogie townships
4.6	Events Strategy	Events Team	High	Advocate for the preparation of a Shirewide Events Strategy, focusing on the creation of a successful and diverse events sector to support visitor economy growth.	MediumTerm	Ongoing	Council will look to explore this as a Region within GRT Inc.