

**ED005: ADOPTION OF THE ECONOMIC DEVELOPMENT STRATEGY
2013-2017**

Proponent : City of Albany
Owner : N/A
Responsible Officer(s): : Executive Director Community Services (C Woods)

Responsible Officer's Signature:



STRATEGIC IMPLICATIONS

1. This strategy directly relates to the following elements from the Community Strategic Plan – Albany 2023 and the Corporate Business Plan 2013-2017.
2. This item relates to the following elements of the [City of Albany Strategic Community Plan 2023](#) and [Corporate Business Plan 2013-2017](#):
 - a. **Key Theme:** 1. Smart Prosperous and Growing.
 - b. **Strategic Objective: 1.1.** To foster links between education, training and employment that support economic development.
Strategic Objective 1.2 To strengthen our region's economic base.
Strategic Objective 1.3 To develop and promote Albany as a unique and sought after destination.
 - c. **Strategic Initiative: 1.1.1.** Learning City
Strategic Initiative 1.2.1. CBD Revitalisation
Strategic Initiative 1.2.2. Economic Diversity
Strategic Initiative 1.3.1. Events Management
Strategic Initiative 1.3.2. Tourism Destination
Strategic Initiative 1.3.3. Coastal Management

In Brief:

- The Councils current Economic Development Strategy (2010-2015) was previously linked to the Councils strategic plan "Albany Insight" 2010-2025.
- The Councils legislative requirement to develop an Integrated Community Plan and Corporate Plan by 30 June 2013 was met with both these plans being adopted.
- The review and development of the City of Albany Economic Development Strategy 2013-2017 (attached) has now been completed and is linked to the current Community Strategic Plan.

RECOMMENDATION

**ED005: COMMITTEE RECOMMENDATION
VOTING REQUIREMENT: ABSOLUTE MAJORITY**

THAT Council ADOPT the City of Albany Economic Development Strategy 2013-2017.

ED005: COMMITTEE RECOMMENDATION

MOVED: COUNCILLOR STOCKS
SECONDED: COUNCILLOR SUTTON

THAT Council ADOPT the City of Albany Economic Development Strategy 2013-2017.

CARRIED 9-0

ED005: RESPONSIBLE OFFICER RECOMMENDATION

THAT Council ADOPT the City of Albany Economic Development Strategy 2013-2017.

BACKGROUND

3. The Economic Development Strategy identifies regional strategic initiatives and City of Albany strategic initiatives.
4. It is recognised that the ability to influence regional initiatives requires regional cooperation and alignment with regional infrastructure blueprints that are the responsibility of the Great Southern Development Commission.
5. It is for this reason that regional strategic initiatives will require the establishment of high level project working groups that report back to the Economic Development Committee.
6. City of Albany based strategic initiatives will be the responsibility of an officer and in some instances localised project working groups or partnerships with key stakeholders such as the Albany Chamber of Commerce and Industry (ACCI).

DISCUSSION

7. The City of Albany's Community Strategic Plan – Albany 2023 has identified five key themes for the City to focus upon. "Smart, prosperous and growing" is one of these key themes and forms the platform from which the City of Albany's Economic Development Strategy is derived.
8. These themes are supported by a number of strategic objectives from which strategic initiatives will be developed. The three key strategic objectives are to:
 - Strengthen and diversify our economic base.
 - Foster links between education training and employment that support our economic growth and development.
 - Develop and promote Albany as a unique and sought after visitor destination.

GOVERNMENT & PUBLIC CONSULTATION

9. This document has been provided to the Chair of Australia's South West (ASW); the Chief Executive Officer (CEO) of ACCI and the CEO of the Great Southern Development Commission (GSDC) for comment.
10. No comment has been received at the time of preparing this report.
11. The CEO and Executive Director of Community Services attended the GSDC Regional Blue Print briefing on 20 September 2013 with each of the 13 Great Southern Regional Councils present.
12. The GSDC Regional Infrastructure and Economic Development Blue print is being prepared by an external consultant and the City of Albany will have the opportunity to submit this document as part of the development of the Regional Development Commissions Blue Print.
13. The Community Strategic Plan involved widespread community consultation in late 2012 and early 2013. The community identified a number of economic priorities under the theme of "Smart Prosperous and Growing".
14. This strategy has incorporated these objectives and expanded upon them in more detail.

STATUTORY IMPLICATIONS

15. There are no statutory requirements relating to this item.

POLICY IMPLICATIONS

16. There are no policy requirements relating to this item.

RISK IDENTIFICATION & MITIGATION

17. The risk identification and categorisation relies on the City's [Enterprise Risk Management Framework](#).

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>The City fails to adopt a strategic approach to Economic Development and relies on other organisations to determine its economic outcomes.</i>	<i>Unlikely</i>	<i>Significant</i>	<i>Medium</i>	<i>Council to mitigate risk and take control of the situation by committing resources to the pursuit of Economic Development objectives.</i>

FINANCIAL IMPLICATIONS

18. The adopted 2013/14 Budget and existing staff resources are sufficient to start driving the identified economic objectives contained within the strategy.
19. As the City progresses toward the 2014/15 budget a clearer understanding of the costs and benefits associated with pursuing higher level objectives such as the Science and Technology Park will be known. At this time the Economic Development Committee will have a significant role to play in determining priorities and resources accordingly.

LEGAL IMPLICATIONS

20. Not Applicable.

ENVIRONMENTAL CONSIDERATIONS

21. The City of Albany recognises the value of its natural environment and the importance of protecting and managing natural values for future generations.
22. These natural assets include the river systems and foreshores, as well as the native species and ecosystems present in reserves and other natural areas. It also includes values such as clean air and water, landscape amenity and recreation.
23. As a part of the City of Albany's actions to address these needs, the Council has incorporated consideration of the environment into its Strategic Plan.
24. The unique environment and agricultural land within the City boundaries are part of its current and future economic sustainability and any economic development decision should consider the value of these natural assets.

ALTERNATE OPTIONS

25. The Council is encouraged to alter and review its economic development strategy on a regular basis in order to take advantage of new opportunities or as a result of objectives that cannot be realised for various reasons be they within councils control or beyond councils influence.

SUMMARY CONCLUSION

26. The City of Albany has an Economic Development Strategy that was linked to its previous strategic plan.
27. The legislative requirement for the City to develop an Integrated Strategic Plan and a Corporate Plan before 30 June 2013 has required the City to review its strategy and align the strategy to its current Community Strategic Plan.
28. This Strategic Plan is a working document and attempts to address both regional strategic outcomes and local economic outcomes.
29. The Plan is submitted to Council for adoption and through its adoption will enable resources to be allocated to the attainment of economic outcomes in a planned and coordinated approach.

Consulted References	<p>:</p> <ol style="list-style-type: none"> 1. Martinus, K., Tonts, M. (2013) “Albany Baseline Study; For Long-Run Socio-Economic Sustainability”, prepared by University of WA and commissioned by Committee for Albany, City of Albany and UWA in Albany. <i>N:\CORP.COMM.SERVICE\Community_Services\Economic_Development\Major Projects 2013</i> 2. McEwan, A., (2013) “City of Albany Major Projects Summary”, Major Projects August 2013 section of City of Albany. <i>N:\CORP.COMM.SERVICE\Community_Services\Economic_Development\Major Projects 2013</i> 3. Regional Australia Institute, Regional Development Australia – Insight ID – “Australia’s Regional Competitiveness Index”- City of Albany level. http://insight.regionalaustralia.org.au/ 4. Department of Regional Australia, Local Government, Arts and Sport. “myregion – Great Southern data”. http://myregion.gov.au/profile/great-southern/data 5. Australian Trade Commission. http://www.austrade.gov.au/ 6. Department of Regional Australia, Local Government, Arts and Sport (no date). “Framework for Regional Economic Development” - Regional Australia Standing Council. 7. Department of Regional Australia, Local Government, Arts and Sport (no date). “Regional Economic Development Guide”. 8. Regional Development Australia Great Southern WA (2012). “Regional Plan 2012- 2020”, and “Appendices Regional Plan 2012-2020”. www.rdagreatsouthern.com.au 9. Department of State Development – Government of WA. Various market information papers, “Trade and Investment Relationship”, China, India, Japan, South Korea.
File Number (Name of Ward)	: ED.PLA.4 (All Wards)
Previous Reference	: City of Albany Economic Development Strategy (2010-2015) - Synergy ref: NS0910505 (OCM 15/12/2009 Item 14.12.4)