

BUILDING A STRONGER ECONOMY

The Economic Development Strategy

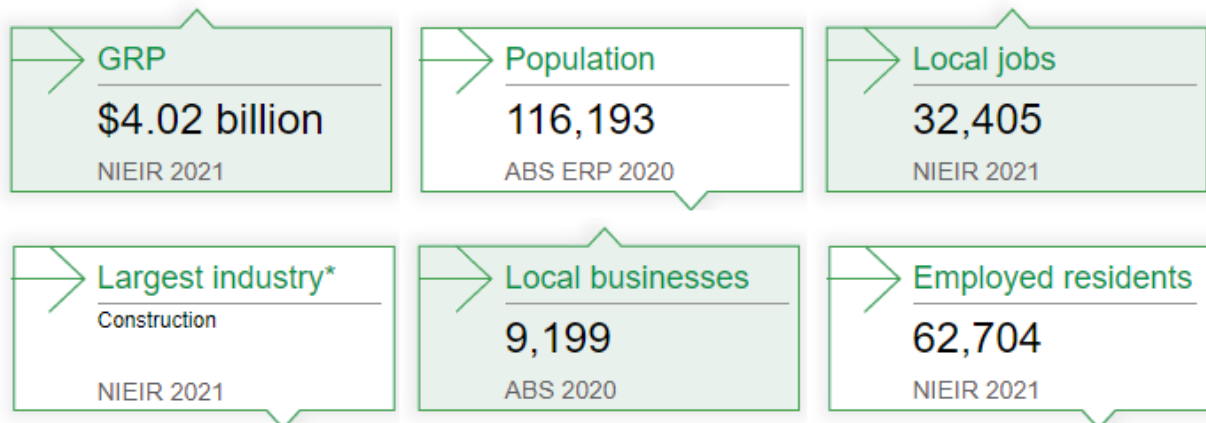
October 2021

EXECUTIVE SUMMARY

Building a Stronger Economy Strategy (The Economic Development Strategy) has been developed to articulate Cardinia Shire Council's response to the impacts of COVID19 on business within Cardinia Shire. This strategy has been developed in conjunction with leaders in our community.

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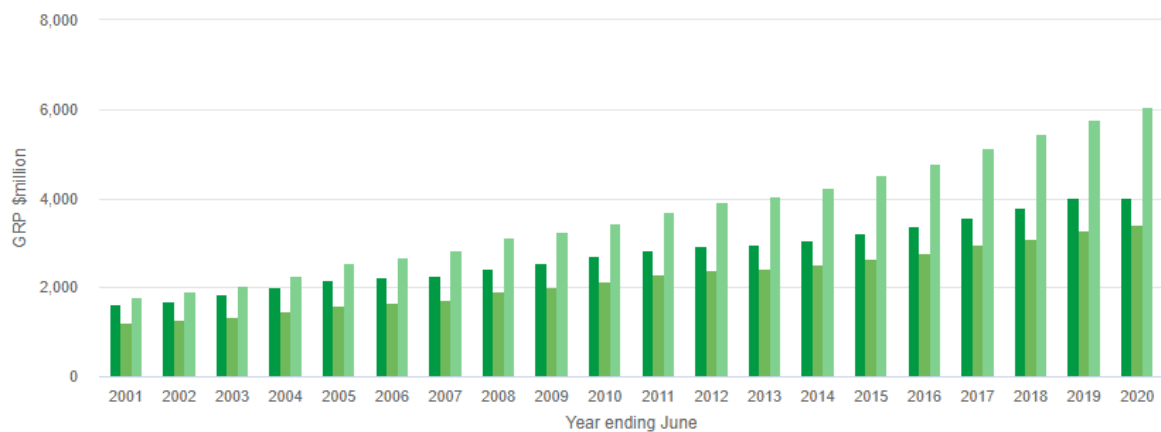
CARDINIA SHIRE – AN ECONOMIC SNAPSHOT



Cardinia Shire - Gross Regional Product

export 

HeadLine GRP Industry GRP Resident GRP



source: National Institute of Economic and Industry Research (NIEIR) 2021 Compiled and presented in economy.id by .id (informed decisions).


.id informed decisions

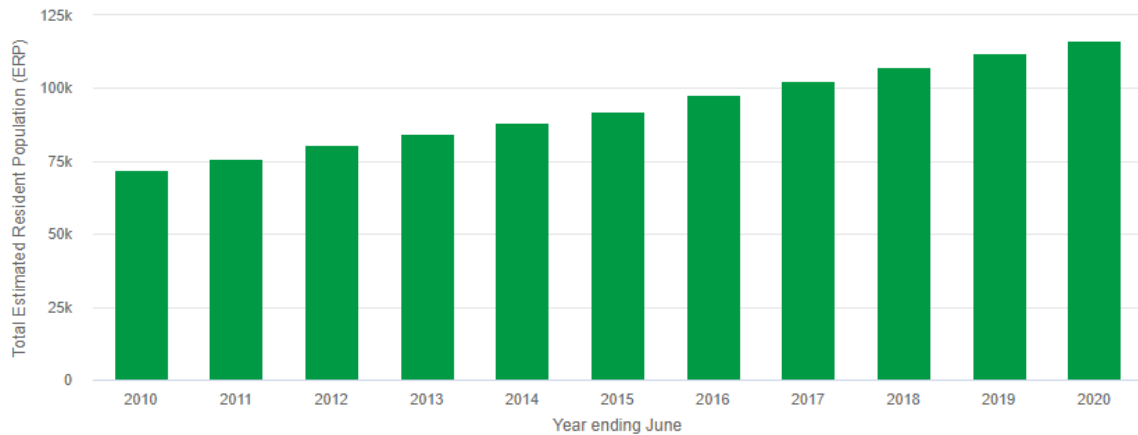
Population

Cardinia is a rapidly changing municipality. With a strong and growing population approaching 120,000, the shire is home to a youthful and engaged workforce. Cardinia's population on average is younger than the Metro average and typical of growth areas within Metropolitan Melbourne with many young families and couples moving to Cardinia.

Estimated Resident Population (ERP)

Cardinia Shire

export 



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented in economy.id by .id (informed decisions)

.id informed decisions

Employment

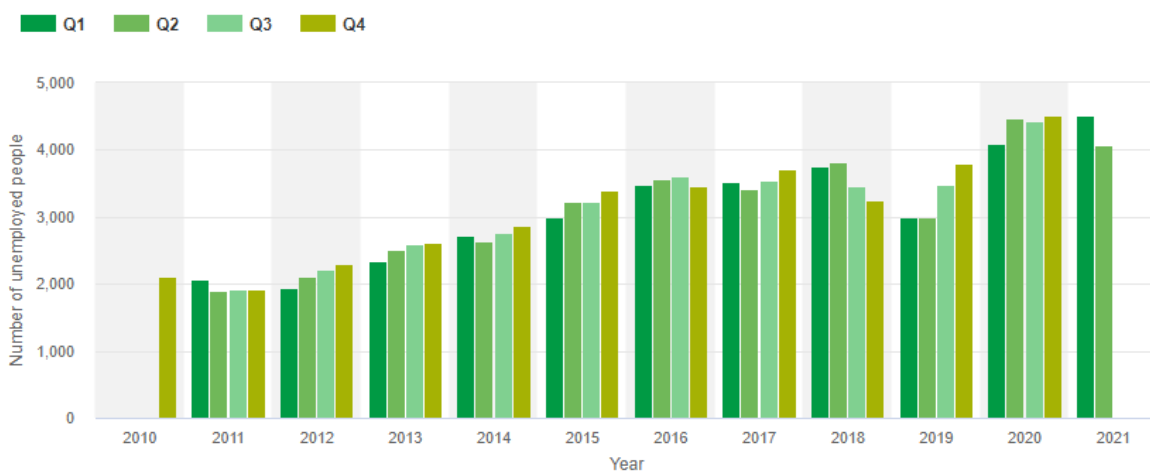
Cardinia Shire has recently had an unemployment rate of 5.5%, which is lower than the 6.9% average greater Melbourne in 2016. However, due to the effects of COVID-19, the local employment landscape has seen a decrease of 7.7%, attributing to almost 5,000 fewer local jobs with numbers fluctuating due to economic uncertainty and the long-term impact on the local and regional economy.

These changes are also experienced in the population-driven industries such as Hospitality and Tourism, Retail areas, and Health but more recently the impact of closures in the Construction Industry has had major impacts on most sectors of the economy.

Quarterly unemployment

Cardinia Shire

export 



Source: Australian Bureau of Statistics, Labour force survey catalogue number 6202.0, and Department of Employment, Small Area Labour Markets. Compiled and presented in economy.id by .id (informed decisions).

.id informed decisions

Vocational Skills

Cardinia Shire has a strong engagement of vocational skills. This is demonstrated through high engagement levels in vocational training and certificate accreditation, and a high number of manual and technical trade jobs offered throughout the region. However, there is a lack of local higher education offerings, which can present accessibility barriers for Cardinia residents.

With solid agricultural roots alongside a significant and continually growing manufacturing and industrial sector, the urban development of core employment areas (such as the State Significant Industrial Precinct) in Pakenham and Officer has seen new businesses and opportunities emerge in the peri-urban region.

Land Area

As the second-largest municipality in Metro Melbourne from a land area perspective, Cardinia offers rich land and development opportunities, unique to Melbourne.

Forming the border of the Metropolitan region with Bass Coast, Gippsland, Baw Baw; Cardinia Shire is a desirable peri-urban location. With over 90% of the municipality sitting outside Melbourne's Urban Growth Boundary, it stays true to the traditional agricultural sector and low-density green space. The region is still in close access to urban amenities and major transport links such as Melbourne's Metropolitan railway, V/Line railway services and Princes Freeway.



Industry

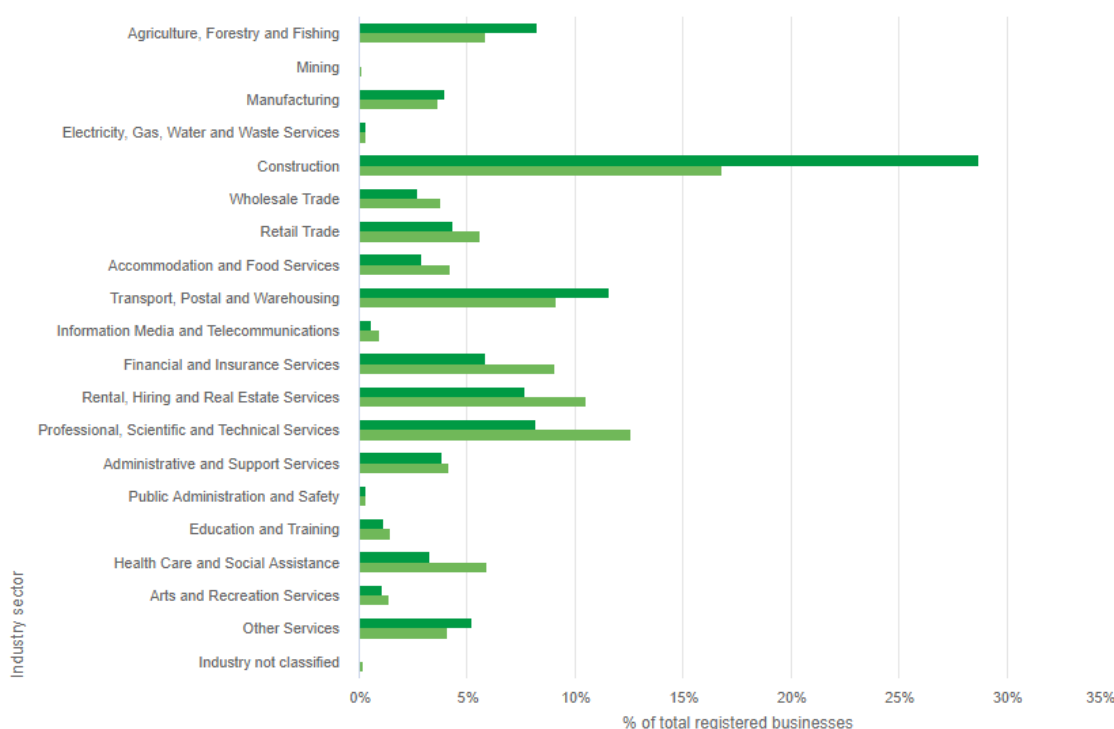
There is a strong construction and manufacturing industry throughout Cardinia Shire. But there are also pockets of arts and culture and small businesses developing in the region, with currently over 99% of local businesses in Cardinia being classified as small businesses (0-19 employees). These microscale operations reflect new ways of working and a diversifying economy with changing times.

Registered businesses by industry 2020

export 

Total registered businesses

Cardinia Shire Victoria



Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2016 to 2020

id informed decisions

Connecting to Council Plan and Community

In conjunction with our data, The Economy Strategy will be guided by The *Council Plan 2021–25* (*The Council Plan*). *The Council Plan* is the Council's key strategic document to help tackle and prepare us for the challenges ahead. While the plan's focus is the next 4 years, it will help position us to maximise the opportunities these challenges bring and help the shire thrive in the long term. This plan consolidates the great work started by previous councils with the work needed to deliver our new ambitions.

As the closest level of government to our community, we must act as the conduit for the community to influence the decisions that affect them while providing best-for-community services. Council delivered extensive community engagement to inform the Council Plan, including the development of the community vision.

The community vision articulates the community's aspirations for what Cardinia Shire will be like in 2040. The community vision was prepared by a representative sample of the Cardinia Shire community through a deliberative engagement process. The strategic direction and objectives that

guide this Council Plan seek to help Council move towards this vision within the context of the Council's role and responsibilities.

Council's vision for the next 4 years is that the unique identity of our urban, hills and rural areas is strengthened. We meet the challenges we face together as a community. How we respond balances the needs of our people, businesses, our productive land, and natural environments.

We will deliver on Council's vision by focusing our efforts on fostering and delivering the economic pillars in "the economic strategy" to help achieve the priorities of Council under the prosperous economies (which are listed below).

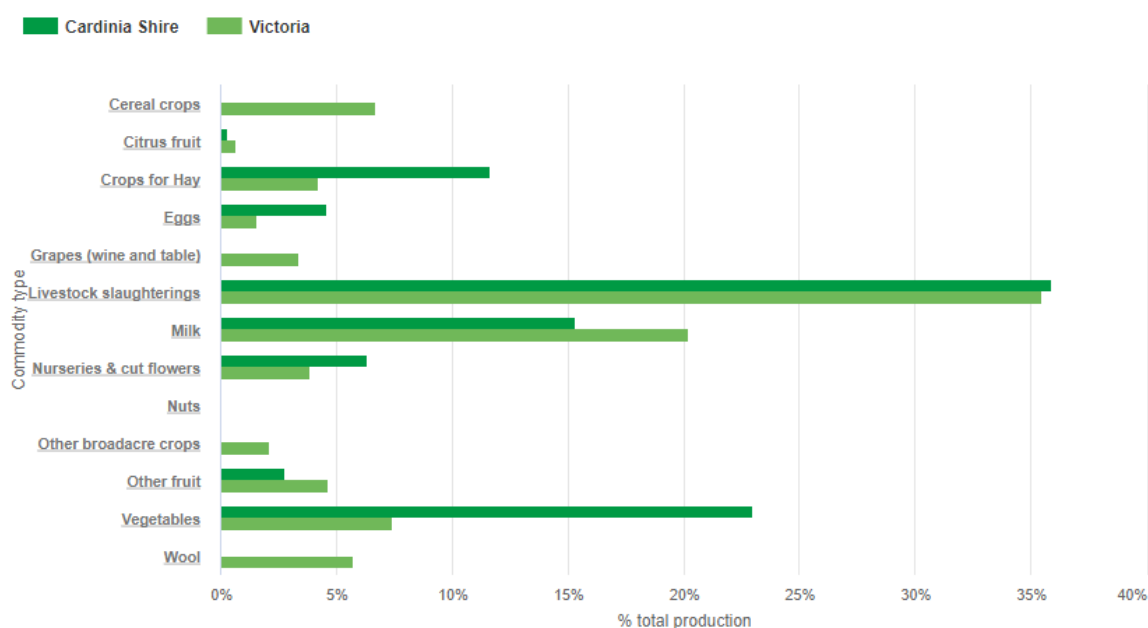
Council priorities

We support our productive land and employment land to grow local industries through the delivery of the following Council priorities:

- Facilitate better planning for our agricultural land to support industry, innovation, local food economy and local job growth.
- Plan for sustainable employment precincts to entice new industries to the region and support new business.
- Improve local learning and employment pathway opportunities through strategic partnerships.
- Drive local innovation in technology to better support and attract businesses and industries.
- Strengthen and promote our shire's unique identity and visitor attractions.

Value of agricultural production 2015/16

export 



Source: Australian Bureau of Statistics, Value of Agricultural Commodities Produced, Australia, 2015-16. Cat. No. 7503.0

STRATEGY

Delivery of Council objective

"To help create a robust and thriving economy that will attract, retain and grow businesses and jobs"

Cardinia Shire Council is a growing organisation, working on innovative and creative ways to achieve Council's and the community's vision.

To achieve the Council vision and mission statement of this strategy, we will deliver through our three key economic pillars which are:

- Partnerships and Regionalism (Together)
- Experience Cardinia (Different)
- Creating the New Economy (Future)



We will achieve these pillars through:

- responding to the business community,
- working with the business community and
- fostering strong relationships and a collaborative approach to planning for the future economy.

Cardinia Shire aims to be a place in which our community and visitors thrive and prosper, with a local economy that fosters innovation and supports local jobs. Council aspires to be a leading local authority that leverages the strength of the region in advocacy, regional planning and investment whilst supporting and creating the opportunity for local jobs and business.

We will help create a robust and thriving economy that will attract, retain, and grow businesses by enabling them to respond, recover and thrive in the current economic environment by working with businesses to identify what their opportunities are.

Economic pillars

Partnership and regionalism - Together

Create strategic partnerships that have mutual benefits regardless of government boundaries and work towards, or advocate for, outcomes that have community, organisational and regional benefits.

Establish our future partnerships on a 3-tiered assessment of any program or proposal which considers our future investment in time and resources on the below criteria.

- Is its beneficial to our business community?
- Will it benefit the wider community?
- Does it provide a benefit to Council?



Experience Cardinia - Different

We will drive change by generating campaigns that highlight Cardinia businesses. With a focus on the industries that have been greatly impacted by the pandemic and help them recover, thrive, and create employment.

The local sectors that have been hit the hardest by COVID-19 are:

- Food and accommodation services
- Tourism and events
- Arts and recreation services
- Retail & small business

These local industries need local community support; they have been hit hard through very little economic activity over a prolonged period. We need to tell their story, to engage the community to win back the hearts and minds of locals and visitors alike. This will aim to also build community pride and loyalty, a sense of belonging for communities and deliver a local response to benefit our business communities and drive job creation.



Event Types ▾ What's on Visit ▾ Info ▾ Submit an Event 🔍 🔒



What's On Cardinia
Your guide to what's on in Cardinia each week.

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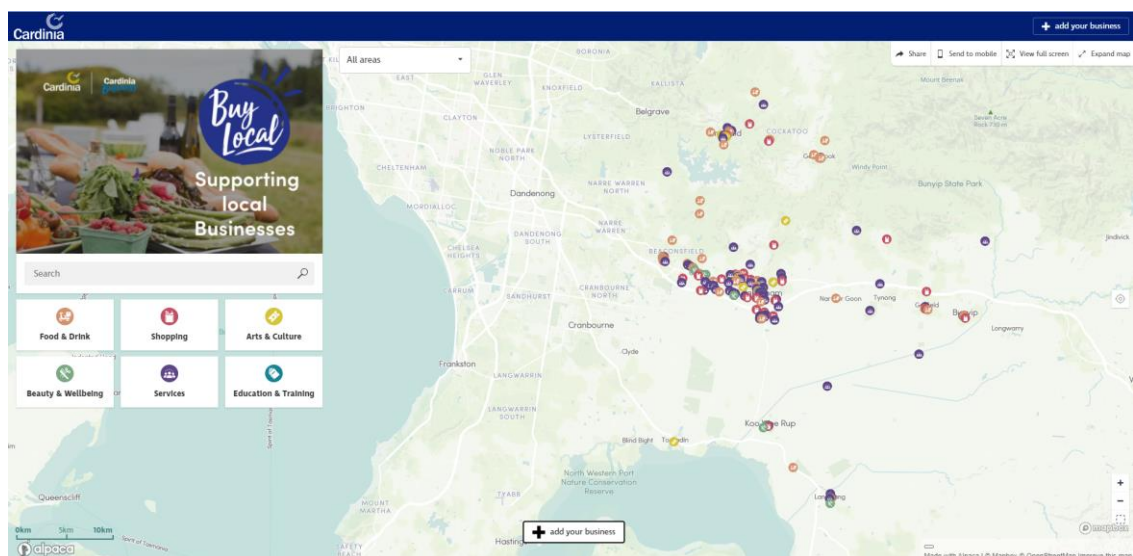
POPULAR SEARCHES

Creating the new economy - Future

Respond, Recover and Thrive.

Assisting businesses to respond, recover and thrive in the current economic environment. We will achieve this through a multi-dimensional approach:

- *Respond* – Engaging with businesses, working with businesses to adapt to the changing economic conditions and opportunities as they arise.
- *Recover* - Ensuring we know the levers that need to be pulled and pushed to ensure that businesses can act and money flows into the economy.
- *Thrive* - To enable businesses to act on opportunities when they present themselves and build competitive advantages through innovation and advocacy.



INITIATIVES

These core initiatives, listed below, we will pursue via an operational business plan that will ensure we can achieve our pillars and vision statement as stated above.

- Promotion
- Marketing
- Business development
- Networking
- Events
- Seminar
- Investment Facilitation
- Skill Work Development
- Start-up Facilitation
- Higher education
- Entrepreneurship
- Strategic land development
- Land infrastructure advocacy
- Catalyst Development Projects
- Local Tourism Campaign
- Investment Attraction

COUNCIL PLAN

The Economic Development, Advocacy and Investment team are responsible for many actions within the Council plan and include:

- Advocate for a South-east Melbourne Airport
- Develop an Investment Attraction Plan for Cardinia Shire employment precincts
- Develop and deliver initiatives within the *Economic Development Strategy*, including the visitor economy and tourism
- Facilitate investment in our townships to support businesses and vibrant communities
- Advocate for the growth of local education opportunities that improve skills and employment pathways
- Develop a *Business Innovation Strategy*
- Implement the *Business Innovation Strategy*