



# Economic Development Plan

Adopted 20 Sep 2011



## *Introduction*

These guiding principles are aimed at providing the City of Burnie with a strong and sustainable economy.

Guiding principles are intended to inform or shape decision-making. These guiding principles are statements of purpose that define how the City and Council will make decisions pertaining to the city's economy.

Guiding principles will provide context for policy, resource allocation, and assist in priority setting on an annual or multi-year basis including Council's five-year Corporate Plan.

## *Guiding Principles*

- 1** Burnie will facilitate a business climate that is globally competitive
- 2** Burnie will support the development of a 'clever city'
- 3** Burnie will facilitate collaboration across government, industry and community sectors
- 4** Burnie will build its community capacity
- 5** Burnie will strive to build its attraction as a liveable city
- 6** Burnie will develop itself as a regional tourism hub

## Guiding Principle One

# Burnie will facilitate a business climate that is globally competitive

*Burnie competes with regions across the globe to attract and retain companies and skilled employees. Establishing a competitive business climate is essential to attracting and retaining innovation, enterprise and talent. To be successful, Burnie must provide an environment that supports business success.*

### **To meet this goal the City of Burnie will:**

Actions	
1.1	Build platforms and systems that encourage and support growth in existing businesses
1.2	Work to understand our region's competitive advantages and gaps
1.3	Ensure industry data is up-to-date and comprehensive
1.4	Ensure responsive and industry led analysis and planning
1.5	Make available and maintain awareness of relevant industry research and competitive intelligence
1.6	Assist in identifying and sourcing global expertise to industry sectors
1.7	Streamline regulations and ensure planning processes that are conducive to growth
1.8	Ensure adequate land available for industrial and commercial uses
1.9	Assist businesses to be energy, water and waste efficient
1.10	Develop and support a workforce and skills strategy that aligns skills to identified investment attraction opportunities
1.11	Facilitate the development and strengthening of global supply chains
1.12	Support the development of bench marking around regional competitiveness
1.13	Support and promote strategic investment in quality infrastructure that will contribute to economic growth including: <ul style="list-style-type: none"><li>a. Rail</li><li>b. Port</li><li>c. Road</li><li>d. Energy</li><li>e. Broadband</li><li>f. Water and waste management</li></ul>
1.14	Work with government agencies and industry partners to develop an investment attraction program

## Upward Links to Making Burnie 2030

<b>Key Direction 4</b>	<b>A secure, innovative and diverse economy</b>
Objective 4.1	A globally competitive business community, focused on the development of niche and premium products.
Objective 4.2	A highly skilled workforce with a focus on innovation and entrepreneurship.
Objective 4.4	The City of Makers renowned for its niche industries, specialty manufacturing and artisanship.
<i>Indicator 4A</i>	<i>Unemployment Rate</i>
<i>Indicator 4M</i>	<i>Burnie Gross Regional Product</i>
<b>Key Direction 5</b>	<b>A natural and built environment that is respected and cared for</b>
Objective 5.2	The region develops and uses renewable energy sources.
Objective 5.4	A region that is energy, water and waste efficient.
<i>Indicator 5A</i>	<i>Water usage</i>
<i>Indicator 5B</i>	<i>Waste</i>
<b>Key Direction 6</b>	<b>A regional hub</b>
Objective 6.1	Burnie is the community and commercial services centre for the broader North-West region.
Objective 6.2	Effective, efficient and integrated transport linkages service and connect Burnie with the state, region and world.
<i>Indicator 6A</i>	<i>Port Freight Volume</i>
<i>Indicator 6B</i>	<i>Air Travel</i>
<i>Indicator 6D</i>	<i>Rail Volume</i>
<i>Indicator 6E</i>	<i>Road Freight</i>

## Upward Links to the Tasmanian Economic Development Plan 2011

<b>Goal 1</b>	<b>To support and grow businesses in Tasmania</b> <ul style="list-style-type: none"> <li>– Infrastructure</li> <li>– Skilled Workforce</li> <li>– Business Enabling Environment</li> <li>– Access to finance</li> <li>– Business Development Services</li> </ul>
<b>Goal 2</b>	<b>To maximise Tasmania's economic potential in key sectors</b> <ul style="list-style-type: none"> <li>– Economic Development Plan toolkit</li> <li>– Investment attraction, facilitation and retention</li> <li>– Trade promotion, brand and marketing</li> <li>– Facilitation, information exchange and collaboration</li> </ul>

– Sector plans for:

- Food and Agriculture – Dairy
- Forestry (and related products)
- Information and Communications Technology
- Mineral processing
- Mining
- Renewable Energy
- Science and Research
- Specialist Manufacturing

## Guiding Principle Two

### Burnie will support the development of a ‘clever city’

*To meet future challenges and opportunities, Burnie will require a highly skilled workforce with a focus on innovation and entrepreneurship.*

**To meet this goal the City of Burnie will:**

Actions	
2.1	Facilitate and promote cultural change that promotes and supports innovation and enterprise
2.2	Develop strong links with the University of Tasmania, Institute of Regional Development, Tasmanian Institute of Agricultural Research, Australian Innovation Research Centre and other research and educational agencies
2.3	Promote the value of education and life-long learning
2.4	Support strategies to improve retention rates to University entry
2.5	Strengthen links between trades and academic training
2.6	Develop strategies to attract skills to the region
2.7	Showcase Burnie’s history as a “City of Makers”
2.8	Identify and develop work force skills to align to identified investment opportunities
2.9	Investigate the development of an innovation simulation centre
2.10	Identify and promote regional innovators, entrepreneurs and experts
2.11	Provide access to leaders in the field of Innovation and Entrepreneurship
2.12	Develop a mentoring program for graduates

### Upward Links to Making Burnie 2030

Key Direction 3	A centre for information, knowledge and learning
Objective 3.1	UTAS is a strong leader in the provision of education and research in the Burnie region.
Objective 3.2	The education providers work together and are responsive in meeting the learning needs of the community.
Objective 3.3	The community is engaged in education and values learning from the early years and throughout life.
Objective 3.4	Our community is skilled and able to manage change and meet global, regional and local challenges.
Objective 3.5	Opportunities exist for people to achieve their dreams and potential.

<i>Indicator 3A</i>	<i>Australian Early Development Index</i>
<i>Indicator 3B</i>	<i>Public School Participation Rates</i>
<i>Indicator 3C</i>	<i>Year 10 Retention</i>
<i>Indicator 3D</i>	<i>Apprenticeships and Traineeships</i>
<i>Indicator 3E</i>	<i>Internet Access</i>
<i>Indicator 3F</i>	<i>UTAS Student Numbers</i>
<i>Indicator 3G</i>	<i>UTAS Courses</i>

## Upward Links to the Tasmanian Economic Development Plan 2011

<b>Goal 1</b>	<b>To support and grow businesses in Tasmania</b> – Skilled Workforce
<b>Goal 2</b>	<b>To maximise Tasmania’s economic potential in key sectors</b> – Sector plan for Science and Research

### Guiding Principle Three

## Burnie will facilitate collaboration across government, industry and community sectors

*To be globally competitive; support agencies, industry and community groups will need to work together to identify and respond to opportunities and risks to growth.*

**To meet this goal the City of Burnie will:**

Actions	
3.1	Explore opportunities to support and/or enter joint project ventures with: <ul style="list-style-type: none"><li>a. Local community organisations</li><li>b. Government agencies</li><li>c. Other regional councils</li><li>d. Business and industry</li><li>e. University and training providers</li><li>f. The education sector</li></ul>
3.2	Facilitate opportunities for collaboration between government agencies, industry and community groups
3.3	Facilitate opportunities for collaboration between and across industry sectors through industry networks and clusters

### Upward Links to Making Burnie 2030

<b>Key Direction 6</b>	<b>A regional hub</b>
Objective 6.3	The City provides leadership and works collaboratively on regional strategic issues.

### Upward Links to the Tasmanian Economic Development Plan 2011

<b>Goal 2</b>	<b>To maximise Tasmania's economic potential in key sectors</b> <ul style="list-style-type: none"><li>– Facilitation, information exchange and collaboration</li></ul>
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## Guiding Principle Four

### Burnie will build its community capacity

To ensure the opportunities for all its residents to prosper, Burnie will build the capacity of its community to participate in the workforce, build resilience and strengthen families.

**To meet this goal the City of Burnie will:**

Actions	
4.1	Support community groups and activities that engage communities
4.2	Facilitate community programs that promote cross cultural/cross generational engagement
4.3	Work with support agencies to assist the long term unemployed to re-enter the workforce
4.4	Work with support agencies to assist long term unemployed by removing obstacles to participation in the community
4.5	Work with agencies and services to build individual resilience and to strengthen families
4.6	Facilitate a Leadership Development program involving: <ul style="list-style-type: none"><li>– High School students</li><li>– Senior secondary students</li><li>– University students</li><li>– Professional groups</li><li>– “Third age” groups</li></ul>
4.7	Facilitate a Mentoring Program across all areas of learning

### Upward Links to Making Burnie 2030

<b>Key Direction 2</b>	<b>An inclusive and healthy community</b>
Objective 2.1	Well-developed health infrastructure and programs respond to and meet regional needs.
Objective 2.2	The importance of physical and emotional wellbeing is valued and actively adopted by the community.
Objective 2.3	A place where everyone feels accepted and participates freely in community activities.
Indicator 2A	SEIFA Index
Indicator 2B	SEIFA Index Suburbs
Indicator 2C	Voluntary Work
Indicator 2D	Overseas Born Population

## Upward Links to the Tasmanian Economic Development Plan 2011

### Goal 3

To improve the social and environmental sustainability of the economy

- Social sustainability

## Guiding Principle Five

### Burnie will strive to build its attraction as a liveable city

*Burnie faces a competitive global environment to attract the necessary skilled workforce to grow the regional economy and provide quality community services. Therefore the city must provide a high quality of life including environment, infrastructure, services, cultural and recreational programs and affordable housing options to attract and retain these workers.*

**To meet this goal the City of Burnie will:**

Actions	
5.1	Protect and provide access to the seaside and hinterland environments
5.2	Provide quality community and public infrastructure that contributes to quality of life and the public realm
5.3	Support the continued development of high quality health and educational services
5.4	Support safe and vibrant neighbourhoods
5.5	Support a thriving arts and culture sector
5.6	Provide quality indoor and outdoor recreational and leisure opportunities
5.7	Support strategies that assist in providing affordable housing options
5.8	Promote a vibrant CBD that balances opportunities to live, work and play
5.9	Develop and facilitate programs that promote healthy living and lifestyles

### Upward Links to Making Burnie 2030

<b>Key Direction 1</b>	<b>An attractive place to live, work and play</b>
Objective 1.1	A range of vibrant, safe and attractive community spaces.
Objective 1.2	A community that celebrates and participates in its arts, culture and heritage.
Objective 1.3	A community that promotes and values its broad range of quality leisure, recreational and sporting opportunities.
Objective 1.4	An innovative range of accommodation and residential options addressing all the needs of the community.
Objective 1.5	A vibrant and progressive central business district.
Objective 1.6	A re-invigorated Paper Mill site that adds value to the regional economy.
Objective 1.7	A road transport system that meets the needs of the community and supports the wider region.
Indicator 1A	<i>Overall population growth</i>
Indicator 1B	<i>Middle aged population growth</i>

<i>Indicator 1C</i>	<i>Professionals and trades</i>
<i>Indicator 1D</i>	<i>Standard of parks</i>
<i>Indicator 1E</i>	<i>Public place assaults</i>
<i>Indicator 1F</i>	<i>Cultural participation</i>
<i>Indicator 1G</i>	<i>Paper Mill site conversion</i>

## Upward Links to the Tasmanian Economic Development Plan 2011

<b>Goal 4</b>	To support and grow communities in regions <ul style="list-style-type: none"> <li>– Liveability</li> </ul>
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## Guiding Principle Six

### Burnie will develop itself as a regional tourism hub

*There is a recent international trend to develop regional tourism hubs. Due to Burnie's proximity to a number of significant tourism destinations such as Circular Head and Cradle Mountain, its proximity to the Tarkine and the development of Burnie as a cruise ship destination Burnie is well placed to become a regional tourism hub for northwest Tasmania.*

**To meet this goal the City of Burnie will:**

Actions	
6.1	Research and review the potential of the tourism "regional hub" approach
6.2	Facilitate development of quality visitor accommodation and services
6.3	Promote quality and affordable access to the region
6.4	Develop strong relationships with the "on-shore" and coach tourism sectors
6.5	Work collaboratively with regional providers and explore the development of new regional products
6.6	Identify preferred visitor segments and promote the city to them

#### Upward Links to Making Burnie 2030

<b>Key Direction 4</b>	<b>A secure, innovative and diverse economy</b>
Objective 4.3	A five-star visitor experience on the edge of adventure.
Indicator 4G	Visitors who stop and look
Indicator 4H	Visitors who stay overnight
Indicator 4J	Hospitality Contribution

#### Upward Links to the Tasmanian Economic Development Plan 2011

<b>Goal 2</b>	To maximise Tasmania's economic potential in key sectors – Tourism Sector Plan
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