

Economic Development Strategy Renewal

Community Engagement Overview

Stage 1 Background, research and key themes Oct-Dec 2021

How we engaged



Over 100 business leaders, stakeholders, and community participated in workshops and consultations inc:

- 23 x 45 minute, Key Business & Industry Consultations
- 3 x 2 hour Broader Community Workshops
- Consults at various advisory groups and business leaders roundtable



2 Surveys with 98 contributors



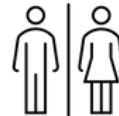
1600 Page Views on the Shaping Yarra Ranges (YR) site from 768 unique visitors



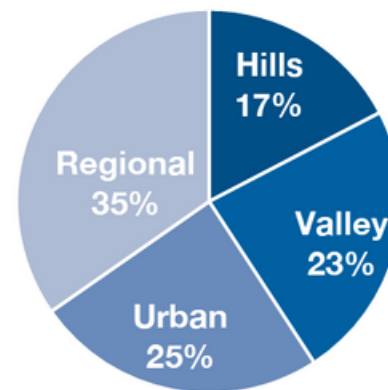
Project updates, links to survey and promotions sent via emails, Yarra Ranges business enews, Council and business social media

Who we engaged

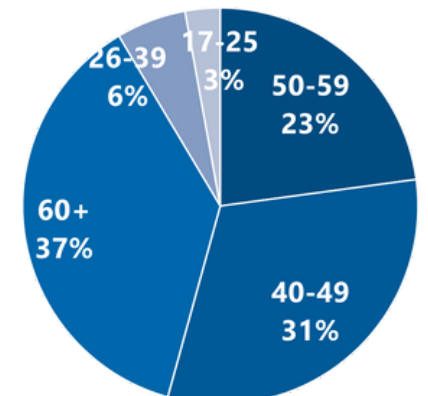
Gender Balance



51% identify female
48% identify male



sub-region represented



age group represented



What we heard

- An expectation that Council should take a leadership role in the economic development of the YR
- A strong belief that YR has the potential to attract appropriate levels of investment and that there is strong confidence in the regions potential
- Strong sense of local business and community pride and aspirations around maintaining and enhancing the unique environment, character and lifestyle of the YR

There are several key challenges and opportunities that a new economic development strategy will need to address including:

Council's business responsiveness is seen as a potential barrier to economic progress

Strong desire for purpose-driven growth rather than "growth for the sake of growth."

Appreciation of the need to plan for future societal and technological trends. Eg housing variety & affordability, automated vehicles, drone deliveries, ride share services etc.

An appetite for change in the community to support development with good design, sustainable practice, access to services

The need to attract and retain a younger workforce, address current perceptions and create YR afterwork lifestyle opportunities for young people

Ideas to improve trade and commerce included High Tech Innovation Hub, YR Expo, Value add to food & fiber.

Council needs to better prioritise and manage challenges around land use and development that impact business expansion, intensification, or adaptive re-use.

Need for a stronger identity that honors the diversity and uniqueness of the region to increase brand awareness nationally and internationally

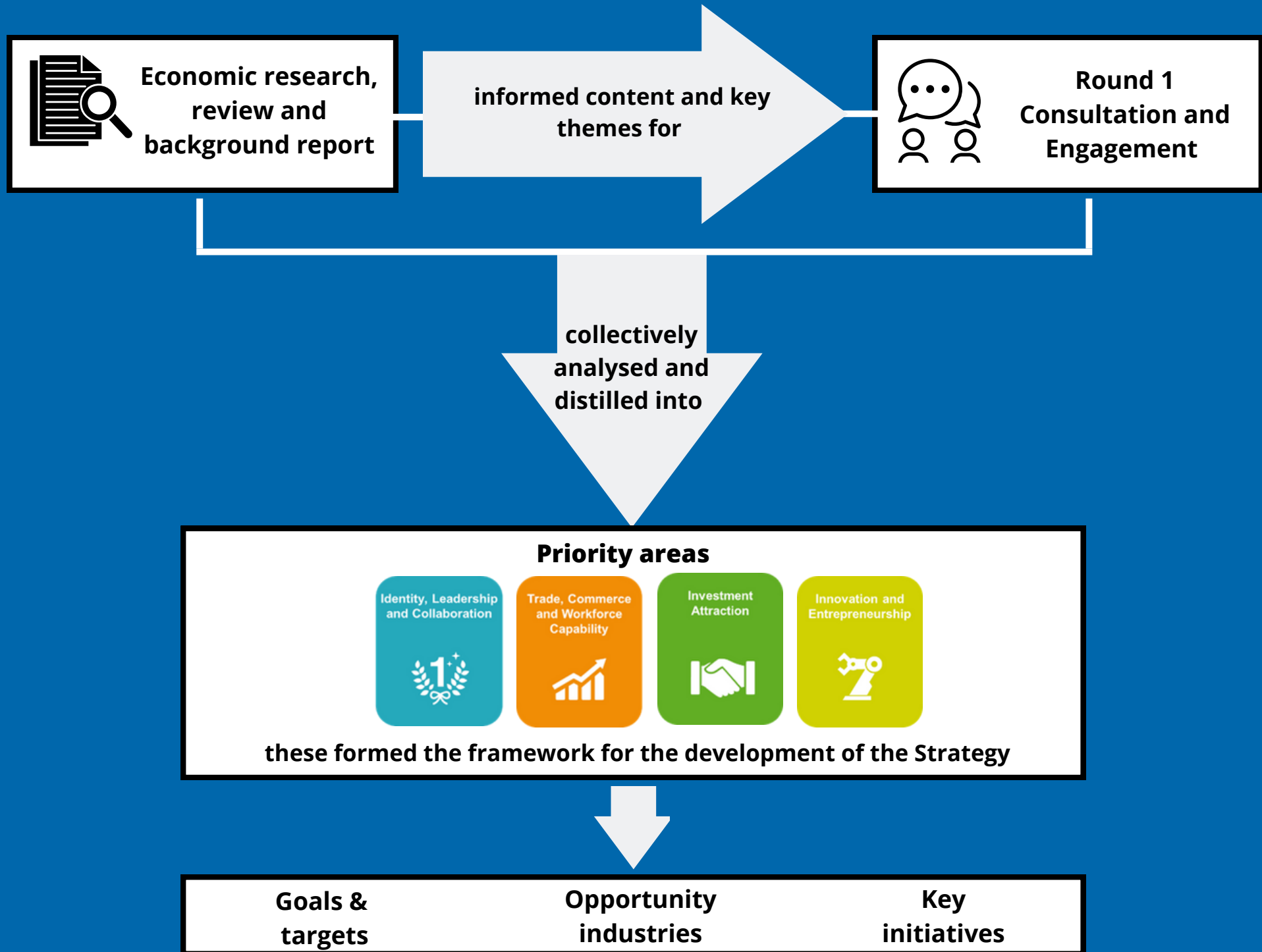
Call for the need to attract more value-add industry & jobs

Consistent and significant concerns around urban amenities, lack of mobile connectivity and low speed internet

Concerns on addressing other issues including: an aging population, Councils climate change response and direction for the region

Desire to see more of Council linking industry with education to providing solid foundation for building a future workforce

How we developed the draft



How what we heard informed the draft

The Draft Strategy proposes four priority areas, a suite of actions and goals that look to address the concerns, opportunities and collective aspirations of the community

Priority Area

Challenges addressed



Identity, Leadership and Collaboration

- Establishing a strong identity
- Raising national and global brand awareness
- Showing leadership in economic development, industry engagement and business responsiveness
- Taking a unified and collaborative approach



Trade, Commerce and Workforce Capability

- Expanding national and global markets
- Talent and future workforce shortages and Future-proofing our workforce
- supporting and managing issues around business expansion, land use intensification, and adaptive re-use



Investment Attraction

- Councils commitment to help resolves barriers for investment
- Presenting a coordinated, professional, proactive, and competitive approach to investment and business attraction



Innovation and Entrepreneurship

- Showcasing and exporting industry knowledge for innovation
- Growing the innovation capacity of local industry
- Creating a locally based, globally connected innovation ecosystem

In response to the strong collective desire for sustainable, purpose-driven economic growth, balancing environment, social wellbeing and economic needs;



The Strategy delivers a regenerative economic development focus, a set of values and a commitment to ensuring they underpin all key economic decisions.

Drive economic growth, through attracting value-add industries, jobs and investment with a focus on purpose-driven growth rather than “growth for the sake of growth.”

Capitalise on our strengths around our sense of identity and pride, our products, brands and quality innovation, through a professional, clear and collaborative approach to investment attraction.

Manage challenges such as regulatory controls that impact business expansion, intensification, or adaptive re-use.

Address our weaknesses, with more a differentiated identity, more responsive Council, better collaboration among business networks, building successful partnerships to deliver initiatives and improved workforce capability

What we did in response to less than 3% under 25yrs old participating in Round 1 of engagement

Why?

The YRC Community Engagement policy states “Community engagement will seek to connect with a diverse range of community members and stakeholders to create a balanced and inclusive engagement process, ensuring those impacted by council decisions are given the opportunity to be heard”. Given that the EDS and its outcomes will considerably impact young people in Yarra Ranges, both now and in the future, it’s imperative we hear their voice in the development of this key Tier 1 strategy

What?

HEARING THE VOICES OF YARRA RANGES YOUTH

Collaborating with the Yarra Ranges Tech School on a pilot term-long educational program that links in with the Economic Development Strategy and asks students to think about what a future Yarra Ranges looks like.

Council officers from across the organisation collaborated at the initial immersion day, and will act as subject matter experts to assist the young people in their projects.

The students will return to Yarra Ranges Tech School for four more sessions to build and design their prototypes before presenting their final projects to Council at a showcase in July (during proposed Public Exhibition).

What's next?

Stage 2 Community Consultation - Draft for Exhibition
Community, Business and Industry 'Check-In':
"How did we do?"



“Hearing the Voices of Yarra Ranges Youth Immersion day”