



MIDCOAST
council

CONSULTATION PLAN

MIDCOAST

ECONOMIC

DEVELOPMENT

STRATEGY

2023-2028



Introduction

Economic development in the MidCoast is a key focus area for MidCoast Council and is identified in our Delivery Program and Operational Plan.

A draft Economic Development Strategy has been developed in consultation with Council's Economic Development Strategy Reference Group to guide the future activities of Council in this area.

The strategy recognises that the growth of a local economy creates jobs and delivers an improved quality of life for the community.

The draft strategy sets a vision and provides a framework for the way we will work with the business community to deliver for the wider community over the next five years.

Background

The draft Economic Development Strategy has been developed in collaboration with various business chambers, the Economic Development Strategy Reference Group and representatives from local business and industry groups.

The draft strategy will now go on public exhibition to enable the broader business, industry and general community to share their thoughts to ultimately support the finalisation and adoption of the strategy which will guide our activities for the coming years.

Considerations

It is acknowledged that the draft strategy includes a range of actions that will need to be funded through Council and business partners and will rely heavily on attracting State and Federal Government grants.

Our communications on the strategy will need to be clear that this attraction of funding is an important aspect of delivering the plan.

Strategic alignment

The consultation actions outlined in this strategy are in keeping with the adopted MidCoast Council Community Engagement Strategy 2022-25.

Purpose

The purpose of our communication and consultation activities are to:

1. Inform the community of the opportunity to provide feedback on the draft strategy; and
2. Provide the community, wider industry and business sector with opportunities to provide feedback and input into the final strategy

Approach

The approach for this consultation will be to:

- inform the whole community of the public exhibition period of the draft strategy and indicate how they can be involved via direct email, Council's weekly e-newsletter, media releases, social media and information on Council's web page
- provide industry and community groups with the opportunity to learn more about the draft strategy through meetings with the Mayor
- specifically invite industry and community groups to provide feedback during the public exhibition period

Key messages

The key messages that will be consistently applied through this consultation are:

Primary messages

- This is the first Economic Development Strategy for the MidCoast
- It is a tool to drive local economic growth
- The strategy aims to stimulate growth, attract new residents and businesses, grow local industry and diversify the economy
- We have worked closely with business chambers in the development of the draft strategy
- We invite all business, industry and community members to provide feedback

Secondary messages

- The plan has a range of actions that will be delivered over coming years
- These actions are a joint responsibility with local business and industry
- Funding will be sought for the implementation of the actions

Stakeholders

The following outlines who we will consult with and how we will seek their feedback.

Stakeholder	How consulted
Economic Development Strategy Reference Group	Involvement in development of strategy Invitation to provide feedback/make submissions during the public exhibition period
Business Chambers	Involvement in development of strategy Direct communication from Mayor inviting feedback and offering to discuss further
Service industry	Direct communication from Mayor inviting feedback and offering to discuss further
Health care industry	Direct communication from Mayor inviting feedback and offering to discuss further
Tourism and leisure industry	Direct communication from Mayor inviting feedback and offering to discuss further

Manufacturing industry	Direct communication from Mayor inviting feedback and offering to discuss further
Agriculture/aquaculture/timber industries	Direct communication from Mayor inviting feedback and offering to discuss further
Freight and logistics industry	Direct communication from Mayor inviting feedback and offering to discuss further
Regional sporting community	Direct communication from Mayor inviting feedback and offering to discuss further if required
Building and development industry	Direct communication from Mayor inviting feedback and offering to discuss further
Real estate industry	Direct communication from Mayor inviting feedback and offering to discuss further
Business representative bodies	Direct communication from Mayor inviting feedback and offering to discuss further
Local members	Direct communication from Mayor inviting feedback and offering to discuss further
General business community	Invited to provide feedback on draft strategy
General community	Invited to provide feedback on draft strategy

Timeframe and activities

The consultation activities are to be delivered during the public exhibition period over March-April 2023. The following communication tools and channels will be used to support the consultation:

Method:	Details:
Website	The draft Economic Development Strategy will be available on our website and will provide opportunities for submissions and feedback.
Media release	Issued to print, radio, and television contacts in a timely manner to help inform the community of the project and feedback opportunities.
Email databases	Use our community and business databases to target stakeholders to raise awareness and invite participation
Advertising	The opportunity to provide feedback will be advertised in our regular Council newspaper advertisements
Radio interviews	The Mayor's regular series of radio interviews across the MidCoast will be used to focus on raising awareness and inviting feedback on the draft strategy.
Group presentations	Presentations and discussions with industry and business groups will be available to those with an interest in learning more about the draft strategy.

Direct mail	A letter from the Mayor will be sent to identified stakeholder groups inviting their feedback and participation and offering further discussions to support understanding of the strategy and its aims
Digital screens	Digital foyer screens in customer service centres and the main pylon screen at Yalawanyi Ganya will be used to promote the opportunity for the community to provide feedback on the draft strategy
e-news	Inclusion in weekly MidCoast News Wrap to reach the general community
Social media	Promotion of the opportunity for feedback will be included in our social media channels, with links to the draft plan on the website

Flexibility

This plan outlines how Council intends to listen to our community. As new information is gained, or concerns are raised by the community, the plan can be revised as required. We will remain agile enough to take advantage of the opportunities and changing circumstances that may arise.

Reporting

We will report back to our community on the outcomes of this consultation and the information collected during the process will be used to inform the final Economic Development Strategy that will then be reported to the elected Council for adoption prior to the end of the financial year.



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