# Welcome to Economic Development and Tourism - The South Burnett Way Forward







## Developing Our Local Economy

#### Economic Development and Tourism

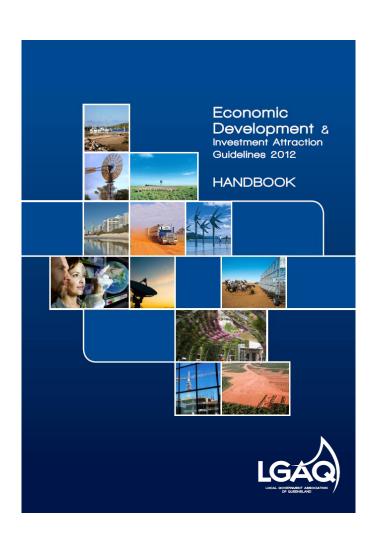
Information included in this presentation has been sourced from Mr Ashley Page, AECgroup and Mr Reuben Lawrence, Lawrence Consulting



# Economic Development & Investment Attraction Guidelines

- Increased focus on business sustainability and investment attraction
- 5 simple steps
- 5 practical strategies
- Local Government's role in economic development





#### **Broader Macro Trends**



#### Population Growth

#### Australia's population is over 22 million

(Queensland 4.4 million & 2.2% growth since 1991)

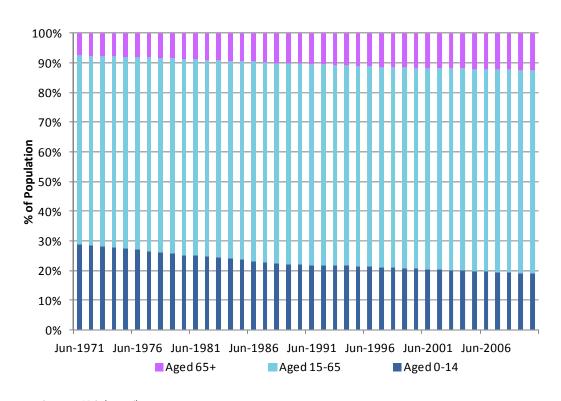




## Ageing Population

Proportion of residents aged over 65 years has almost doubled since 1971 – to 12.6%

Dependency ratio is 0.46 (Queensland 0.50)

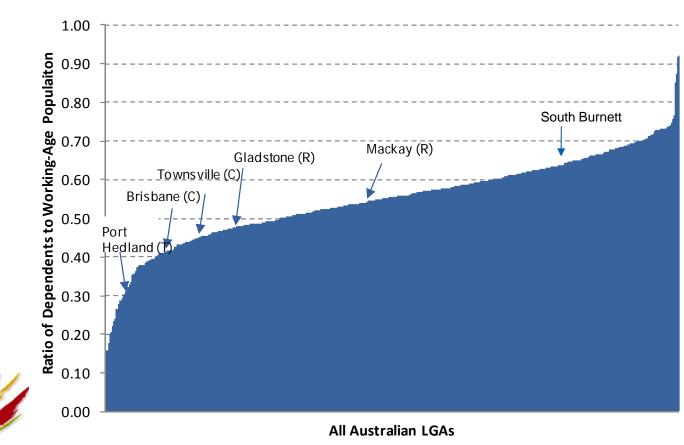




Source: ABS (2012d)

## Regional Dependency Ratio

Many regions have extremely high dependency ratios, particularly rural areas

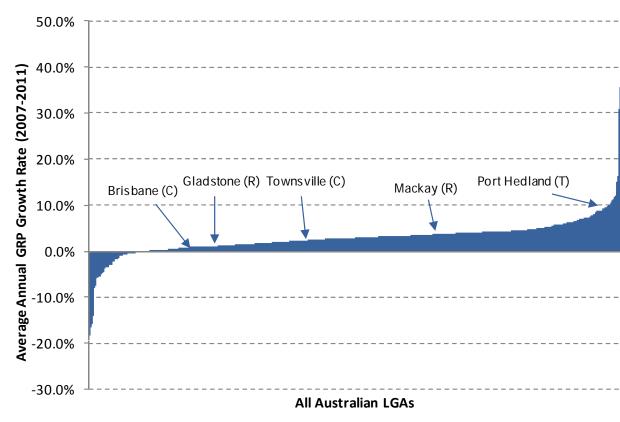


Source: ABS (2012e)

REGIONAL COUNCIL

## Regional Growth

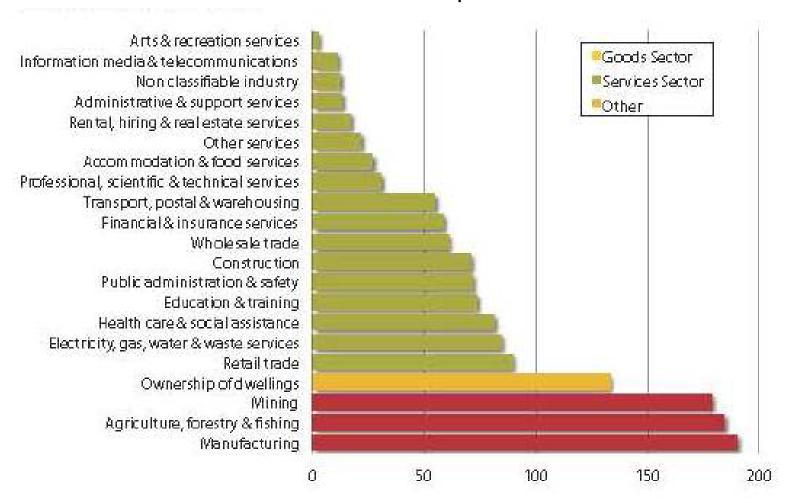
#### Growth rates vary greatly across Australia





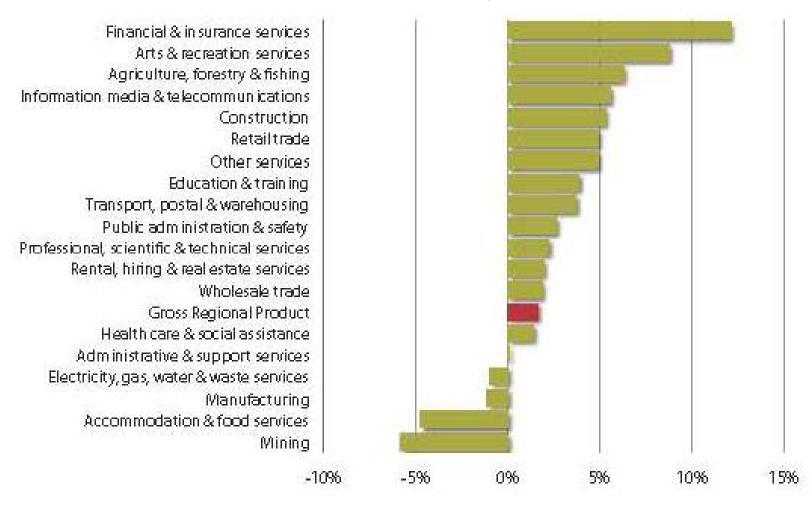
Source: AEC group

# South Burnett Gross Regional Product 2010/11 \$m



Source: Lawrence Consulting

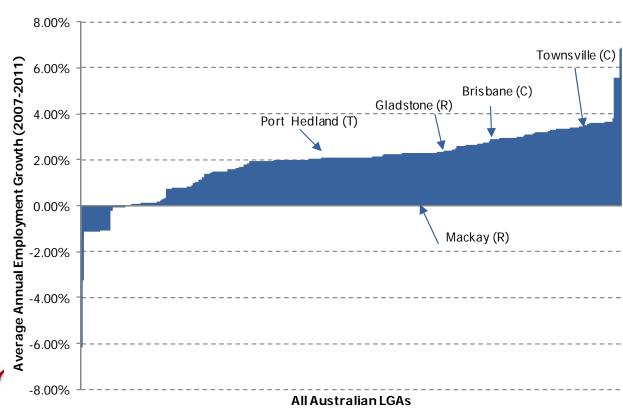
# South Burnett Regional Growth 2005/6 to 2010/11 \$m



Source: Lawrence Consulting

## Regional Employment Growth

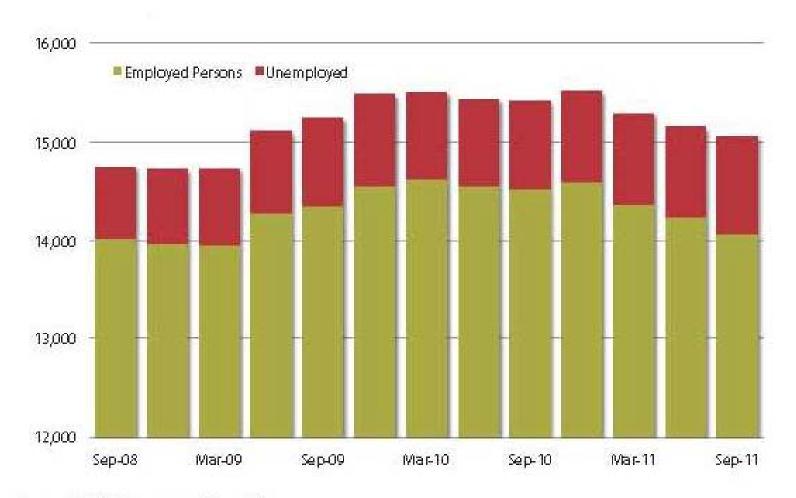
Growth rates are mostly positive Negatives are mostly remote areas





Source: DEEWR (2012), AEC group, South Burnett Regional Council

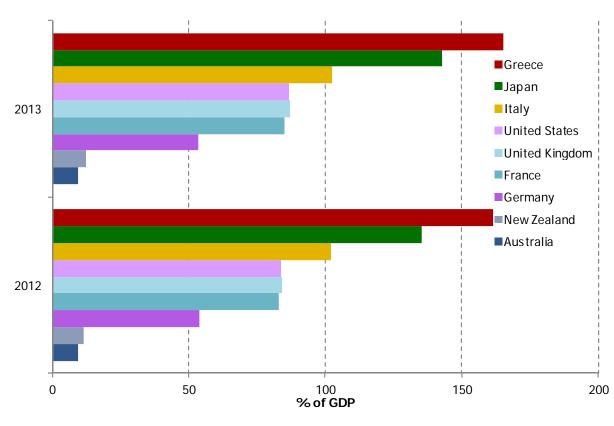
## Regional Employment Growth



Source: DEEWR, Lawrence Consulting

#### **Government Debt**

#### Problematic in Europe and the US Australia and New Zealand relatively 'safe'

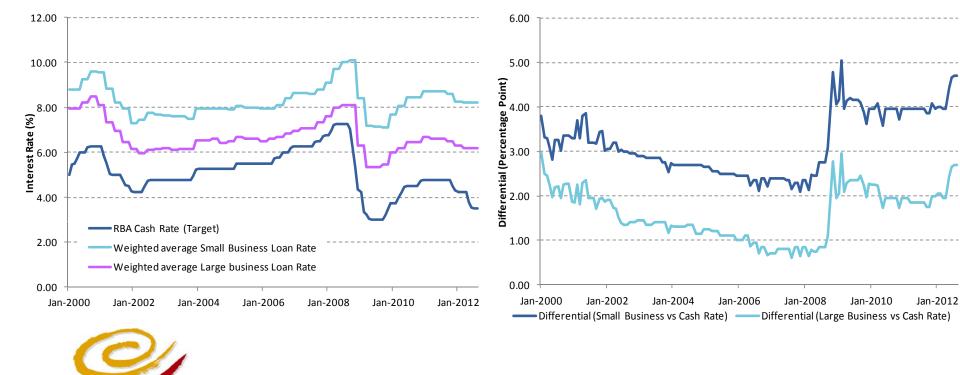




Source: IMF (April 2012), AEC group

## Cost of Capital

Credit conditions for small and large business have tightened since the onset of the GFC

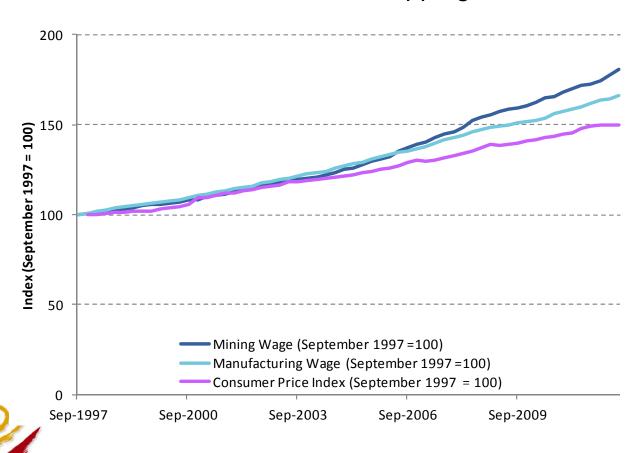




Source: RBA (2012), AEC group

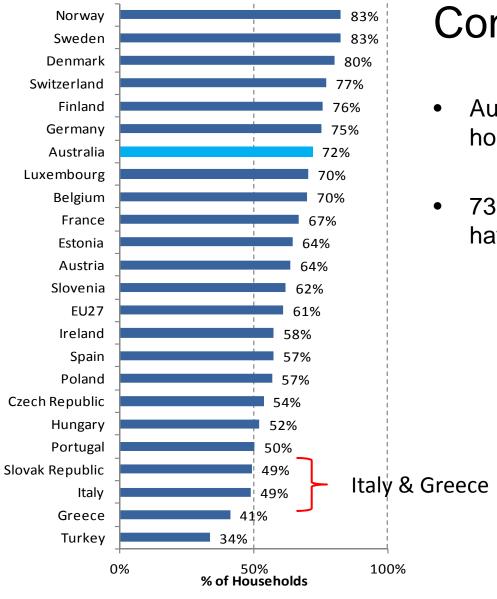
#### Cost of Labour

#### Labour costs outstripping inflation



Source: ABS (2012c, 2012d), AEC group

#### Households with Broadband Access, 2010\*

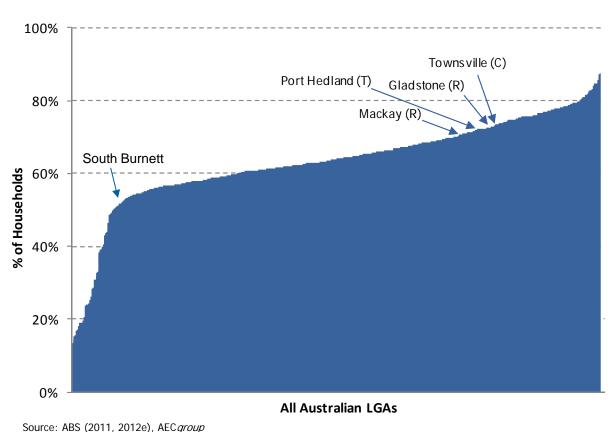


#### Connectivity

- Australia has a high proportion of households with broadband 72%
- 73% of households in Queensland have broadband.

#### Regional Connectivity

Improved greatly over recent years but remains poor in remote & Indigenous communities





## What is Economic Development



## Many things to many people

Standard of living Regional

Intervention Poverty Competitiveness

Jobs Wealth distribution

Education & training

Wages Growth

Drivers Influencing factors

Health Diversity Clean water

Policy intervention

. Critical infrastructure

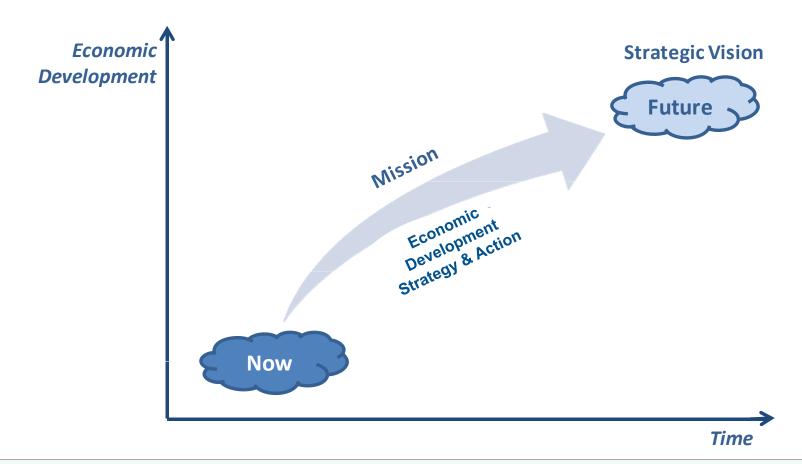
Safety Employment GDP

Human capital Social inclusion

Economic & social trends Life expectancy



#### What is Economic Development?



Economic Development is a sustainable increase in living standards that delivers higher incomes, better education, health and wellbeing as well as environmental protection resulting from conscious and applied effort

# What Does Economic Development Require



## **Economic Development Requires**

Leadership

Use of natural assets



#### What is Required?



- Who is involved?
  - All levels of government
  - Local community
  - Local business & industry
  - Universities, education & training
  - External investors
- How is it measured?
  - KPIs: Implementation
  - KPIs: Outcomes (success/results)
- Linkages & partnerships
  - Across Local Government
  - Between different Local Govts
  - Between all levels of government

# What is Local Government's Role in Economic Development



# How does Local Government Influence Economic Development?

#### Functions Outcomes

Advocate

Community leader role

Actions based on community's desired outcomes

Lobbying for specific action, resources or change at a higher

level

Facilitate

Joint venture commercial activities

Incentives

Information flow between business and consumers

Utilise resources for local promotional activities

Investigate

Regulation through local laws and legislation

Plan

Incorporation of economic development through central planning documents

Planning scheme, land zoning

Provide Services

Service provision and access

Reliable supply of traditional and newly required services

Informed community

Proactive region

Opportunities for community to utilise resources and capability

**Economic activity** 

Available land

Continued actioning of ED initiatives

**Business attraction** 

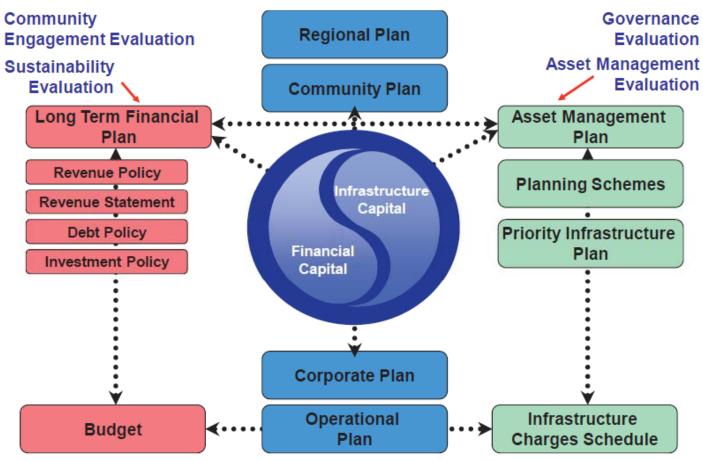
Commitment, energy and attitude towards ED at leadership level

# Economic Development is embedded in all of the functions of Local Government

- Long-term community plan
- Long-term financial plan
- Long-term asset management plan
- Regional plan
- <u>5 year corporate plan</u>
- Annual operational plan
- Annual Budget
- Annual review results operational plan, 5 year corporate plan and long term community plan
- Annual report



# Economic Development & Local Government Planning



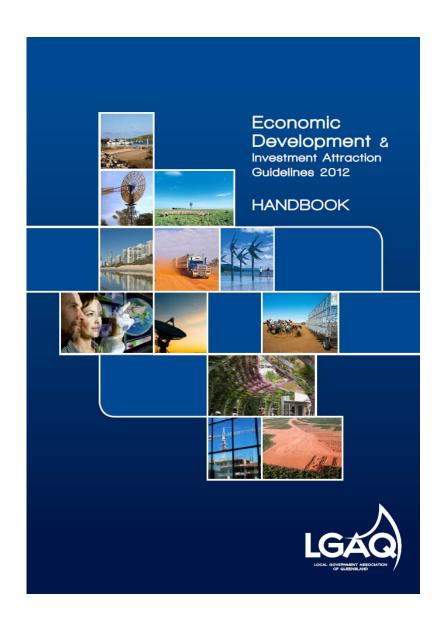
Source: LGAQ Snapshot Community Development Guide

## **Economic Development & Local Government Planning** ALL of these documents and plans influence and plans influence or indirectly or indire **Corporate Plan** Infrastructure Operational **Budget** Plan **Charges Schedule**

Source: LGAQ Snapshot Community Development Guide

# Economic Development The 5 Steps





#### The 5 Steps

- Step 1: Understand your existing environment
- Step 2: Identify your competitive edge
- Step 3: Speak with key people
- Step 4: Identify and prioritise key opportunities
- Step 5: Implement and monitor



| Organisation   | Homepage Location  |  |
|--|--|--|
| <b>Economic Development Organisations</b>                              |  |  |
| Australian Local Government Association (ALGA)                         | http://alga.asn.au/  |  |
| Economic Development Australia (EDA)                                   | http://www.edaustralia.com.au/   |  |
| Local Government Association of Queensland (LGAQ)                      | http://lqaq.asn.au/  |  |
| Regional Development Australia (RDA)                                   | http://rda.qov.au/   |  |
| Trade and Investment Queensland  | http://www.export.qld.qov.au/index.html  |  |
| Organisation   | Homepage Location  |  |
| Key Commonwealth Government Departments                                |  |  |
| Agriculture, Fisheries and Forestry (DAFF)                             | http://www.daff.gov.au/<br>http://www.daff.gov.au/about/current-grants   |  |
| Broadband, Communications and the Digital Economy                      | http://www.dbcde.gov.au/   |  |
| Climate Change and Energy Efficiency (DCCEE)                           | http://www.climatechange.gov.au/   |  |
| Education, Employment and Workplace Relations (DEEWR)                  | http://www.deewr.gov.au/Pages/default.aspx   |  |
| Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) | http://www.fahcsia.gov.au/   |  |
| Foreign Affairs and Trade (DFAT)                                       | http://www.dfat.gov.au/trade/<br>http://www.austrade.gov.au/   |  |
| Industry, Innovation, Science, Research and Tertiary Education         | http://www.innovation.gov.au/Pages/default.aspx  |  |
| Infrastructure and Transport   | http://australia.gov.au/directories/australia/infrastructure  • Infrastructure Australia: http://www.infrastructureaustralia.gov.au/  • Major Projects Facilitation: http://www.majorprojectfacilitation.gov.au/ |  |
| Regional Australia, Local Government, Arts and Sport                   | http://www.regional.gov.au/<br>http://myregion.gov.au/   |  |
| Resources, Energy and Tourism  | http://www.ret.gov.au/Pages/default.aspx   |  |
| Sustainability, Environment, Water, Population and Communities         | http://www.environment.gov.au/   |  |
| Key State Government Departments and Offices                           |  |  |
| Agriculture, Fisheries and Forestry                                    | http://www.daff.qld.gov.au/home.htm  |  |
| Economic Development in Regional Queensland                            | http://www.regions.qld.gov.au/dsdweb/v4/apps/web/content.cfm?id=4642   |  |
| Education, Training and Employment                                     | http://deta.qld.gov.au/  |  |
| Environment and Heritage Protection                                    | http://www.ehp.qld.gov.au/   |  |
| Local Government   | http://www.dlg.qld.gov.au/local-government/index.php   |  |
| Natural Resources and Mines (DNRM)                                     | http://www.dnrm.qld.gov.au/  |  |
| Transport and Main Roads   | http://www.tmr.qld.gov.au/   |  |
| Treasury and Trade   | http://www.treasury.qld.gov.au/  |  |
| State Development, Infrastructure and Planning                         | http://www.dsdip.qld.gov.au/   |  |

| Organisation  | Resource   | Location  |
|---|--|---|
| Interpreted Data  |  |   |
| Economic Development in Regional Queensland,<br>Queensland Government   | Statistics for Queensland and major regions.       | http://www.regions.qld.gov.au/dsdweb/<br>v4/apps/web/content.cfm?id=15648   |
| Office of Economic and Statistical<br>Research (OESR), <i>Queensland</i><br>Department of Treasury and Trade            | Queensland Regional Database                       | OESR: http://www.oesr.qld.gov.au/ Queensland Regional Database: http://www.oesr.qld.gov.au/products/ql d-regional-database/qld-regional- database/index.php |
| Office of Economic and Statistical<br>Research (OESR), <i>Queensland</i><br>Department of Treasury and Trade            | Queensland Regional Profiles                       | OESR: http://www.oesr.qld.gov.au/<br>Queensland Regional Profiles:<br>http://statistics.oesr.qld.gov.au/qld-<br>regional-profiles                           |
| Public Health Information Development Unit (PHIDU)  | Social Health Atlas of Australia                   | Home: http://www.publichealth.gov.au/ Publications: http://www.publichealth.gov.au/publicat ions/   |
| Tourism Queensland  | Tourism Economic and Forecast Data                 | http://www.tq.com.au/research/aviation<br>-economic-and-forecast-data/aviation-<br>economic-and-forecast-data_home.cfm                                      |
| Raw Data  |  |   |
| Australian Bureau of Statistics (ABS)   | QuickStats   | ABS: http://www.abs.gov.au/<br>QuickStats:<br>http://www.abs.gov.au/websitedbs/cens<br>ushome.nsf/home/quickstats?opendocu<br>ment&navpos=220               |
| Australian Bureau of Statistics (ABS)   | Community Profiles                                 | ABS: http://www.abs.gov.au/ Community Profiles: http://www.abs.gov.au/websitedbs/cens ushome.nsf/home/communityprofiles?o pendocument&navpos=230            |
| Australian Bureau of Statistics (ABS)   | Tourism Accommodation Supply and Demand            | ABS Catalogue Number 35.0.55.002<br>http://www.abs.gov.au/ausstats/abs@.n<br>sf/mf/8635.0.55.002  |
| Department of Education, Training and Employment (Queensland)   | Schools Statistics (state schools)                 | Education statistics – Queensland State<br>Schools:<br>http://education.qld.gov.au/schools/stat<br>istics/  |
| DEEWR   | Small Area Labour Market (SALM) data               | http://www.deewr.gov.au/employment/lmi/pages/salm.aspx  |
| ABARES (Australian Bureau of<br>Agricultural and Resource Economics<br>and Sciences),<br>DAFF (Commonwealth Government) | Agricultural Data                                  | http://www.daff.gov.au/abares/data  |
| National Centre for Vocational Education Research (NCVER)   | Vocational Education and Training (VET) statistics | http://www.ncver.edu.au/statistic/index.html  |

#### Introduction

# Taking Economic and Tourism Development forward





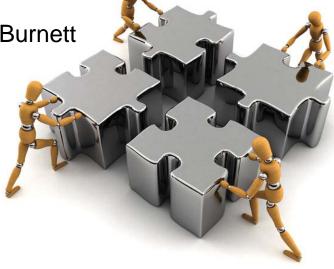
## Important Organisations

DEEWR SDDIP Murgon Business & Kingaroy Chamber of Commerce **BIEDO** WBBRDA Nanango Business & Tourism Association Wondai Chamber of Commerce REDAC Blackbutt Benarkin South Burnett Wine Makers **SQC Tourism** Association South Burnett Tourism Association Community Transport Reference Group AUS INDUSTRY Medical Board **WBBROC** 

# A Peak Economic & Tourism Development Organisation

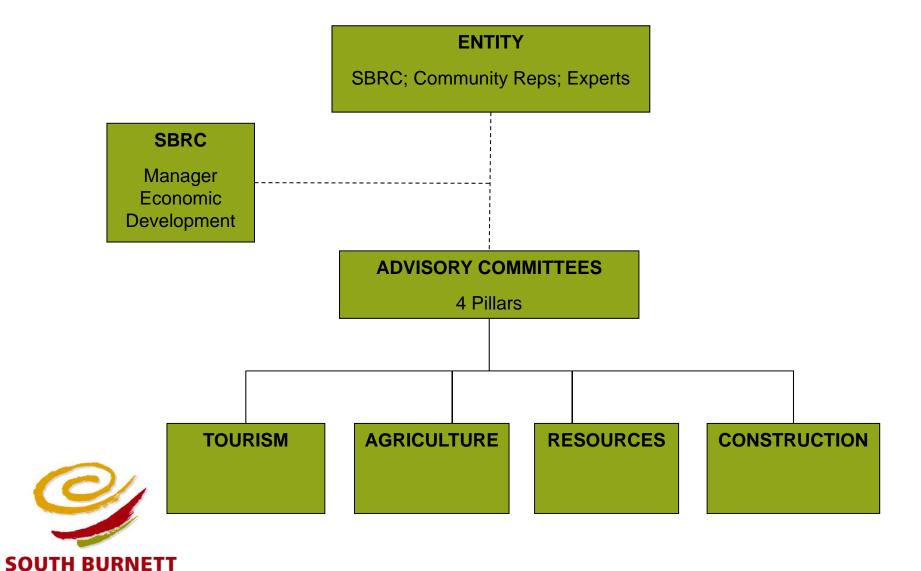
- Leaders of the Region joining together
- Organisations working collaboratively

• Consensus for the benefit of the South Burnett





#### Structure



REGIONAL COUNCIL

## Leadership is the Key to Success!

- SBRC to establish an entity under LGA
- Encourage current business and tourism bodies to continue their charter and link in
- Create strong external linkages
- Develop, inform, advise and monitor specific strategies
- Deliverables are tangible
- Promoting and retaining our competitive advantages



## Leadership is the Key to Success!

- Support existing businesses
- Increase investment by existing businesses
- Attract investment
- Promote South Burnett through regional tourism
- Support local economic and tourism sustainability





Evolve through three guided stages:

- 1. Set Up Phase
- 2. Initial Operational Phase (up to 24 months)
- 3. Operational Phase





#### **Set Up Phase (3 months)**

- SBRC hands on
- Make use of Local Government Act
- Beneficial Enterprise
- Endorsement by local business & tourism
- Adopt the entity
- Manage the selection process of individuals with vision, specialisation, geographical
- Charter



#### **Initial Operational Phase (up to 24 months)**

- Manage and oversee specific projects
- Promote 'think local first'
- Recommend the Constitution
- Recommend the long term structure
  - Incorporation? Stay as is? Not proceed? Hybrid? Other?
  - Budget including a funding model



#### **Operational Phase (on-going)**

- A peak body with:
  - A strong structural foundation
  - Flexibility
  - Community involvement
- A peak body measured by
  - KPI's qualitative and non qualitative
  - Project delivery





... "An Economic and Tourism Development Peak Body making a difference"



