

2020 SOUTH BURNETT ECONOMIC DEVELOPMENT STRATEGY

CLEAR DIRECTIONS - CONCISE MESSAGES

INVESTMENT & INNOVATION 30 new patents

Local communities often have better solutions than Government

Disruption is key to innovation

Fail fast, learn quickly

BUSINESS GROWTH 3,000 new jobs

Imagine the economic impact if every business in the region employed one more person

Grow the pie, not the piece

Success breeds success

VISITOR ECONOMY

300% increase in visitor expenditure

Residents as tourists and ambassadors for tourism

Brand South Burnett

Growth = cooperation and cohesion

INVESTMENT & INNOVATION

Defined leadership

- Enable activity through simple planning
- Unlock traditional industry development
- Unpack and present the functional growth areas
- Recognise the influence and effectiveness of high performing business

VISITOR ECONOMY

Active industry

- > Reinforce brand 'South Burnett' at every opportunity
- > Introduce visitors to the region through flagship/unique events
- Engage residents and visitors in tourism
- > Encourage increased visitor expenditure and length of stay
- Reinforce critical role of VICs and build their capacity as centres of local knowledge and produce

BUSINESS GROWTH

Business sophistication

- Expose businesses to opportunities for learning
- Create programs supporting business development
- Deliver new information relevant to business
- Celebrate high achieving business