



# 2020 SOUTH BURNETT ECONOMIC DEVELOPMENT STRATEGY

## CLEAR DIRECTIONS - CONCISE MESSAGES



# 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