

ECONOMIC DEVELOPMENT POLICY

Policy Type:	Council
Responsible Department:	Office of the CEO
Responsible Officer:	Manager Economic Development and Strategic Projects
Related Policies and Procedures	<ul style="list-style-type: none"> • COU0015: Economic Development Rates Incentive Policy
Community Plan Link	<ol style="list-style-type: none"> 1. Community Living <ol style="list-style-type: none"> 1.4 Our Community is proud to be a part of our City 2. Environmental Stewardship <ol style="list-style-type: none"> 2.5 The City's resilience to climate change is increased 3. Economic Prosperity <ol style="list-style-type: none"> 3.1 Unley is recognised as an easy place to do business 4. Civic Leadership <ol style="list-style-type: none"> 4.1 We have strong leadership and governance
Date Adopted	11 December 2023
Last review date	New
Next review date	October 2026
Reference/Version Number	1.0
ECM Doc set I.D.	8957950

1. PREAMBLE

- 1.1. The purpose of this Policy is to guide the City of Unley's activities in strengthening and developing the local economy.
- 1.2. The City of Unley Community Plan 2033 – A Community of Possibilities identifies a theme of “economic prosperity” and a goal of “our businesses are valued because of the range of goods, services and facilities they provide, and new businesses are supported, not burdened with bureaucracy”. The two objectives in the vision include: “3.1 – Unley is recognised as an easy place to do business and 3.2 Thriving Mainstreets and other business activities operate across our city”.
- 1.3. The City of Unley has an Economic Development Growth Strategy (2021 – 2025).
- 1.4. The Council has established the Business and Economic Development Advisory Committee pursuant to Section 41 of the *Local Government Act 1999* (SA).

2. SCOPE

- 2.1. This Policy applies to Council, Council Administration and contractors.
- 2.2. The City of Unley will provide services that contribute to the creation and maintenance of a supportive local business environment and will ensure that the needs of the business community are considered when designing and delivering Council services.
- 2.3. The City of Unley will work with the State and Federal Governments to ensure the local residential and business communities benefit from relevant broader state and national strategies and investments.
- 2.4. The City of Unley will actively promote the city as a place to live, learn, visit, work, invest and do business.
- 2.5. The City of Unley will work collaboratively with the business, education, community, and not-for-profit organisations to realise the full economic potential of our community.
- 2.6. The City of Unley will build strategic partnerships and utilise a collaborative approach with other stakeholders at a regional, metropolitan, and state level where there are clear benefits to be gained for the City of Unley community.

3. POLICY PURPOSE/OBJECTIVES

- 3.1. The City of Unley sees economic development as an important objective that is required to support innovative and sustainable economic growth for the community. The objective of this Policy is to:
 - 3.1.1. Commit the City of Unley to facilitating economic development, providing an enabling environment and advancing a local economy that is diverse, sustainable, innovative and adapts quickly and effectively to change.
 - 3.1.2. Provide leadership for its business community by supporting innovative initiatives in developing the local economy.
 - 3.1.3. Facilitate the delivery of projects that assist with the growth of the local economy, and economic development opportunities for its residents.
 - 3.1.4. Provide and lobby for infrastructure and services such as parking, strategic development and business development.
 - 3.1.5. Attract investment through advocacy and provision of investment support activities.
 - 3.1.6. Initiate zone or development to revitalise key precincts and change land use patterns.
 - 3.1.7. Build and maintain infrastructure to provide services, amenity and facilities for the community.
 - 3.1.8. Attract and develop business and support activities such as brokering advisory and mentoring services, entrepreneurial programs, co-working spaces, networking initiatives, and supporting business groups and Mainstreet business associations.
 - 3.1.9. Support strategies that generate skills planning, job creation and retention.
 - 3.1.10. Attract investors that would generate improved services or economic vitality.

- 3.1.11. Promote City wide tourism and marketing activities, including communication strategies, major events and festivals, visitor centres, and retail support.
- 3.1.12. Build partnerships with both the private and public sector to achieve its economic development aims.

4. DEFINITIONS

Term	Definition
Economic Development	Refers to the development of commerce, trade, tourism, and business within City of Unley's jurisdiction.
Local Government Act 1999 (SA)	The Local Government Act 1999 (SA) is what bounds the City of Unley to its Legislative objectives.
Local Business Environment	Refers to the environment that helps grow local businesses.

5. ROLES AND RESPONSIBILITIES

Role	Responsibility
Manager Economic Development and Strategic Projects	The Manager Economic Development and Strategic Projects is responsible for the ongoing implementation and management of this Policy.
Council Administration.	Responsible teams within Council Administration to work with Manager Economic Development and Strategic Projects to the implementation and management of this Policy.
Business and Economic Development Advisory Committee	<ul style="list-style-type: none"> The Committee is established to assist Council to relation to providing strategic advice to the City of Unley in relation to the growth and development of the City of Unley economy and the general business environment. The Committee may also make recommendations to Council into how funds should be spent that support main streets and business precincts across the Unley Council region. For purposes of the Committee's role, the Committee will focus on issues and opportunities relevant across the entire Council and identify opportunities that position the City of Unley as a leader in the field of business and economic development.

6. POLICY STATEMENT

6.1. This policy outlines the City of Unley's commitment to growing prosperity across the city to achieve a better quality of life for the community. The Local Government Act 1999 (SA) specifically identifies one of the functions of a council as promoting its area to provide an attractive climate and locations for the development of business, commerce, industry, and tourism. As such, City of Unley will support sustainable economic growth to generate ongoing investment and employment opportunities, underpin improvements in infrastructure, and support services for the community.

7. POLICY DELEGATIONS

7.1. There are not delegations made under this Policy.

8. LEGISLATION

- Local Government Act 1999 (SA0 Section 7).

9. AVAILABILITY OF POLICY

9.1. The Policy is available for public inspection during normal office hours at:

The Civic Centre,
181 Unley Road, Unley SA 5061.

A copy may be purchased for a fee as determined annually by Council.

It is also available for viewing, download and printing free of charge from the Council's website www.unley.sa.gov.au.

10. DOCUMENT HISTORY

Date	Ref/Version No.	Comment
11/12/2023	Version 1	Adopted by Council following Business and Economic Development Advisory Committee Recommendation (C1180/23)