

Attachment 1 - Economic Development Strategy Core Themes, Objectives, Catalyst Projects and Strategies - Endorsed 2014	
Core Themes	Objectives, Catalyst Projects and Strategies
Business Growth and Innovation	1.1 GROWING BUSINESS
	CATALYST PROJECT: DEVELOP COWORKING SPACE AND FACILITATE NEW BUSINESS ENTERPRISE AND DIGITAL PROGRAM ACTIVITY
	1.1.1 Monitor and review local and regional business issues and trends on a regular basis
	1.1.1.1 Undertake regular survey of local businesses to help identify any key issues and barriers to growth
	1.1.1.2 Undertake regular review and analysis of local economic and employment data and trends
	1.1.1.3 Review reports and data from key organisations and industry associations including Property Council Australia, CCIWA, Federal/State Government Departments, Universities
	1.1.1.4 Develop 'economic metrics' dashboard for the City of Joondalup presenting snapshot of key economic and employment indicators
	1.1.1.5 Develop proposals for an online regional Data and Knowledge Observatory in conjunction with City of Wanneroo, State Government and other key partners
	1.1.1.6 Monitor commercial real estate within the City of Joondalup identifying availability and affordability of commercial space for businesses to ensure sufficient provision to accommodate future business growth requirements
	1.1.1.7 Prepare periodic report on home based business approvals/registrations and monitor trends
	1.1.2 Promote business growth and productivity programs with key partners
	1.1.2.1 Support the delivery of local business support programs, via partner organisations, with a particular focus on business growth and productivity enhancement
	1.1.2.2 Review business support activity and enhance the scope of activity (including encouraging new specialist programs), working in partnership with key agencies, to support the growth of micro and small and medium sized enterprises
	1.1.2.3 Improve the accessibility of and promote State and Federal Government programs and private finance and capital investment programs to assist with financing start-up and business growth activity
	1.1.2.4 Encourage and promote 'buy local' activity including new digital platforms and location based services
	1.1.2.5 Develop a 'key account' program to identify and build relationships with key local businesses with high growth potential or strategic value and support their on-going development and retention of investment within the region
	1.1.2.6 Improve the accessibility of and promote State and Federal Government programs to local businesses to support and encourage overseas trade and export activity
	1.1.2.7 Facilitate and promote business information seminars/workshops/programs that address or relate to topical and relevant business issues/needs in partnership with relevant organisations. Including but not limited to; <ul style="list-style-type: none"> • Business crime • Cyber security issues • Succession planning and business continuity • Online business and marketing • Energy saving / carbon reduction • Developing a workforce including employing trainees • Finance and investment • Small business management • IT and software skills
	1.1.3 Encourage and promote business start-up, incubation and commercialisation activity
	1.1.3.1 Develop and support activity to encourage the commercialisation of research and the incubation of new enterprises via the ECU Business and Innovation Centre
	1.1.3.2 Identify opportunities to encourage new start-up activity in relation to niche knowledge based sectors including ICT, creative digital media and film, cyber security and specialist health technologies and services
	1.1.3.3 Encourage and support the establishment of home based businesses (in specific sectors) within the City through effective provision of relevant information, guidelines and key contacts
	1.1.3.4 Identify home based businesses with high growth potential and help facilitate targeted programs and information to assist in their development beyond the home
	1.1.3.5 Encourage and promote business start-up training and mentoring programs targeted at specific groups with a higher propensity for entrepreneurial activity including new migrants, women entrepreneurs and recent higher/tertiary education graduates
	1.1.3.6 Identify opportunities to encourage and promote social enterprise and social entrepreneurial activity within the City and maximise their level of engagement with key support agencies and funding programs
	1.1.3.7 Attract and support new start-up enterprise and business growth programs and events to the City in collaboration with others
	1.1.3.8 Develop proposals to establish innovative coworking space(s) within the City to promote and encourage collaboration between entrepreneurs, local businesses (including home based), social enterprises/entrepreneurs, teleworkers, students/researchers and partner organisations (Government, education, research, not-for-profit organisations etc)
	1.1.3.9 Investigate opportunities for a Business Angels Network or leverage similar existing programs to attract and promote co-investment in high growth small and medium sized enterprises and start-up activity
	1.1.4 Promote business sustainability and environmental responsibility
	1.1.4.1 Develop and promote programs to promote environmental responsibility amongst the local business community to encourage sustainable energy practices, lower energy consumption, lower carbon emissions and sustainable transport activity
	1.1.4.2 Promote linkages between research and education in environmental sustainability and the local business community
	1.1.4.3 Facilitate business engagement with and support for environmental activity led by the City of Joondalup
	1.1.4.4 Promote and raise awareness of any national, state or regional initiatives that relate to the promotion of environmental best practice and low energy use for the business sector

Core Themes	Objectives, Catalyst Projects and Strategies
Business Growth and Innovation	1.2 PROMOTING INNOVATION
	CATALYST PROJECT: DEVELOP STRATEGIC MARKETING ACTIVITY TO POSITION JOONDALUP AS A DIGITAL CITY AND REGIONAL HUB FOR KNOWLEDGE AND INNOVATION
	1.2.1 Promote Joondalup as a regional knowledge and innovation hub and Digital City
	1.2.1.1 Undertake statistical analysis of local employment in knowledge based sectors and occupations and monitor trends
	1.2.1.2 Develop marketing campaigns to promote and brand Joondalup as a leading WA City for knowledge, innovation and digital technologies
	1.2.1.3 Actively engage in, and leverage, government and private initiatives that promote and encourage innovation in business
	1.2.1.4 Convene a Joondalup Digital Futures Group bringing together key stakeholders and local champions in implementing the Digital City strategy
	1.2.1.5 Investigate and evaluate the creation of a regional Digital City Hub incorporating a collaborative space (coworking) for start-up businesses, digital capacity building programs and teleworking facility
	1.2.1.6 Investigate and evaluate proposals for a Knowledge/Innovation/Technology Commercial Precinct within the City for high value add, knowledge based enterprises and potential 'grow on' space for businesses relocating from the ECUBIC
	1.2.2 Strengthen collaboration between research and industry in key sectors/niche clusters
	1.2.2.1 Work in partnership with key organisations such as the Joondalup Learning Precinct partners, State and Federal Government to strengthen links between industry and research through networking events, collaborative activity, promotion of Government programs and potential development of online digital platforms (information gateway)
	1.2.2.2 Profile specialist research and development activity and case studies via generic marketing material (Joondalup Business Edge, website etc) and dedicated niche cluster marketing campaigns as required
	1.2.2.3 Support the development and promotion of Centres of Excellence and Cooperative Research Centres related to key areas of research and development within the Joondalup Learning Precinct
	1.2.2.4 Develop relationships with key agencies and organisations nationally and globally e.g. CSIRO, DSTO, to raise the profile of research and development collaboration opportunities for industry in key sectors/niche clusters
	1.2.3 Identify, support and promote strategies and programs that enhance local innovation
	1.2.3.1 In partnership with other key organisations such as ECU, State Government, develop proposal for an 'Innovation Leaders Program' with key note speakers from industry, education and research (building on existing programs and events activity)
	1.2.3.2 Develop and profile case studies of regional innovators and companies that have adopted and applied innovative processes to enhance business growth
	1.2.3.3 Strengthen relationships with key State and National organisations including Innovation Centre WA (ICWA), Business Foundations, CCI WA, Innovation Australia, AusIndustry, Enterprise Connect (and others)
	1.2.3.4 Promote State and Commonwealth R&D and Innovation and related venture capital programs in relation to enhancing innovation within local businesses
	1.2.4 Identify and develop local, national and global connections with other innovation hubs
	1.2.4.1 Support and enhance connections and relationships with key Cities and centres for innovation activity, leveraging existing and potential partnerships via key organisations such as Universities, State Government, Jinan Sister City relationship, Chambers of Commerce, Industry Associations
	1.2.4.2 Monitor national and global activity and trends in relation to innovation and review research reports from Governments and major corporates e.g. IBM, GE, Nesta
Business Clusters and Investment	2.1 DEVELOPING CLUSTERS
	CATALYST PROJECT: IDENTIFY, SUPPORT AND PROMOTE THE DEVELOPMENT OF SPECIALIST BUSINESS AND RESEARCH CENTRES IN KEY SECTORS
	2.1.1 Research and identify key local and regional business clusters
	2.1.1.1 Undertake research and mapping exercise to illustrate the spatial distribution of employment in key sectors in relation to key activity centres
	2.1.1.2 Identify synergies and gaps between emerging research and development activity and niche business clusters
	2.1.2 Promote local value chain activity to enhance growth and investment in key clusters
	2.1.2.1 Develop regional profile of key business clusters and their interrelationship and value chain activity
	2.1.2.2 Identify commercial opportunities in key clusters by enhancing relationships between local businesses, education and research institutions via existing and new networks to enhance local value chain activity
	2.1.3 Identify opportunities in niche clusters to enhance investment and employment
	2.1.3.1 Identify and support business case(s) for investment and grant funding to develop new infrastructure and specialist centres relating to niche sectors e.g. cyber security, digital media, health, microelectronics and photonics and strengthening partnerships between universities, government and industry
	2.1.3.2 Develop strategies and projects to promote and strengthen the role of micro and small enterprises in key specialist niche sectors e.g. digital media and animation, working in partnership with key partners such as ECU, West Coast Institute and industry associations
	2.1.4 Identify emerging sectors and future business growth opportunities
	2.1.4.1 Promote the City of Joondalup as a technical knowledge, training, research and services centre for the evolving primary sectors and other key specialist sectors including; manufacturing, resources, energy, agriculture, construction, electrical engineering and trades, automotive and hospitality
	2.1.4.2 Undertake research to identify the current and future potential for developing and promoting the knowledge based and creative industry sectors
	2.1.4.3 Identify and track global trends in emerging business sectors and identify potential opportunities for the City of Joondalup

Core Themes	Objectives, Catalyst Projects and Strategies
Business Clusters and Investment	2.2 ATTRACTING INVESTMENT
	CATALYST PROJECT: DEVELOP BUSINESS INVESTMENT PORTAL AND PROSPECTUS WITH SECTOR BASED CAMPAIGNS
	2.2.1 Track key metrics relating to business and investment opportunities and enhance internal processes and communication
	2.2.1.1 Research, identify and collate information and data in relation to key sectors/niche clusters
	2.2.1.2 Develop business investment propositions for each sector/niche cluster
	2.2.1.3 Develop detailed business case for investment attraction (to underpin sector specific propositions) with consistent messages, facts and imagery
	2.2.1.4 Identify key target areas (sectoral and geographic) including key international regions
	2.2.1.5 Establish an Enquiry Handling System for effective processing and tracking of business investment enquiries
	2.2.1.6 Establish internal 'Investment Response Team', multi-departmental, to handle and cross refer investment/business enquiries to enhance external service delivery and communication with potential investors and expanding businesses
	2.2.2 Develop marketing collateral and manage targeted campaigns to attract investment
	2.2.2.1 Investigate the development of a bold and creative Joondalup brand and associated campaigns to be utilised for investment and/or visitor destination campaign activity to raise the profile of Joondalup
	2.2.2.2 Develop generic 'investment prospectus' and information on the City of Joondalup and NW Metropolitan Region (digital and hard copy)
	2.2.2.3 Develop brief business attraction promotional video with business testimonials for web and social media based campaigns
	2.2.2.4 Develop marketing material for each business proposition (sector specific, generic and site specific) and develop program of campaign activity, promotion and media targeting
	2.2.2.5 Research, develop and promote business case(s) for the attraction of key sector infrastructure (such as specialist business incubators, multi-media studios, collaborative work spaces etc)
	2.2.2.6 Develop targeted propositions for Asian economies and leverage Asian connections via key partners including ECU, WA-Chinese Chamber of Commerce and Jinan Sister City Relationship
	2.2.2.7 Develop targeted propositions for other key international regions and emerging markets, identified as having significant potential for investment attraction and trade opportunities with the City of Joondalup
	2.2.2.8 Develop case studies and testimonials identifying and promoting local business ambassadors, high growth, innovative companies and research institutes and centres related to key sectors and niche clusters
	2.2.3 Develop partnerships with key agencies and organisations for local and regional level activity
	2.2.3.1 Work with the City of Wanneroo on regional activity including investment attraction campaigns and projects that raise the profile of the North-West region as a key location for international and national mobile investment projects
	2.2.3.2 Work with and support State and Federal Departments and Agencies (including overseas) to raise awareness of the City of Joondalup and North West region and identify potential investment projects
	2.2.3.3 Develop communications activity with investment and business relocation intermediaries including commercial developers, real estate agents, business services organisations (banks, accountants, legal etc) to ensure a joint consistent approach to marketing the City and supporting potential new and existing investors
	2.2.3.4 Develop and promote a range of consistent core messages, facts and imagery to be utilised by key partners and business intermediaries as part of their marketing activity e.g. real estate agents
	2.2.4 Promote key development sites and commercial premises to attract strategic employers
	2.2.4.1 Research and develop a business case for the attraction of strategic office developments and State Government departments within the City Centre
	2.2.4.2 Proactively target and engage industries, businesses and Government departments and agencies to drive City Centre development
	2.2.4.3 Develop, maintain and promote a database of available commercial sites and premises
	2.2.4.4 Promote key development sites and commercial premises to major employers (anchor tenants) as well as existing, locally based, expanding businesses to capture and retain investment and employment within the City

Core Themes	Objectives, Catalyst Projects and Strategies
Employment and Skills Development	3.1 BUILDING CAPACITY
	CATALYST PROJECT: DEVELOP STRATEGIC PARTNERSHIPS AND MARKETING ACTIVITY TO PROMOTE LOCAL EMPLOYMENT, RESEARCH, EDUCATION AND TRAINING OPPORTUNITIES
	3.1.1 Promotion and matching of local job opportunities for local people
	3.1.1.1 Evaluate options for hosting a regional Skills and Careers Expo to engage potential employers, training and educational providers within the local community targeting youth, school leavers, unemployed and potential apprenticeship sectors
	3.1.1.2 Investigate and develop online platforms to promote local job opportunities and educational opportunities for local people and new migrant workers
	3.1.1.3 Undertake analysis to identify key issues in relation to existing local population and destination of employment with particular regard to the FIFO community and out-commuting activity
	3.1.1.4 Promote graduate placement and scholarship schemes to strengthen linkages between local companies and graduates, particularly in the area of ICT and engineering
	3.1.2 Enhancing local workforce productivity
	3.1.2.1 Promote programs that enhance digital inclusion, digital life skills and digital media literacy within the local community via libraries, community centres, training providers and business support agencies
	3.1.2.2 Identify and promote case studies of local businesses that have enhanced productivity through the application of new technology and innovative processes
	3.1.3 Enhancing local workforce participation and reducing barriers to work
	3.1.3.1 Support and promote programs that enhance workforce participation in key target groups e.g. people with disabilities, mature age, disengaged youth, and in particular via the application of new technology
	3.1.3.2 Support and promote programs and the dissemination of information to employers which encourage greater flexibility in workplaces
	3.1.3.3 Identify any barriers to work through local surveys, communication with local employers and disengaged workforce and develop strategies, where possible, to reduce barriers and enhance workforce participation
	3.1.4 Enhancing employability skills, in partnership with key agencies
Employment and Skills Development	3.1.4.1 Identify strategies to enhance and promote employability skills in the local community, working in partnership with key State and Federal Government agencies and not-for-profit sector, as required
	3.1.4.2 Promote schemes to raise awareness and enhance employability skills amongst key target groups, as required
	3.2 FUTURE WORKFORCE
	CATALYST PROJECT: DEVELOP STRATEGIC PARTNERSHIPS WITH EDUCATION AND INDUSTRY TO CONNECT LOCAL AND GLOBAL TALENT WITH FUTURE JOB OPPORTUNITIES
	3.2.1 Attraction, retention, recognition and promotion of creative talent
	3.2.1.1 Support programs and initiatives that enhance the profile of the City of Joondalup, nationally and internationally, to attract talent from outside of the region, leveraging existing partnership activity and identifying potential digital solutions
	3.2.1.2 Identify opportunities to leverage international profile for the City, working in partnership with key organisations e.g. ECU, West Coast Institute, State/Federal Government to attract international talent (workers, students, entrepreneurs, investors etc)
	3.2.1.3 Work with key agencies and major employers to inform and promote opportunities for the employment of skilled migrant workers
	3.2.2 Alignment of future skills development activity with State and Federal policies and programs
	3.2.2.1 Identify and monitor State and Federal policies and programs in relation to future skills development and promote opportunities to key partner organisations where appropriate
	3.2.2.2 Develop and promote programs that enhance technology based skills for employment in ICT and related sectors (and as directed by national and State strategies and policies)
	3.2.3 Promotion and development of local skills to attract new business growth and investment in key sectors
	3.2.3.1 Identify key skills and occupations within the local community related to key sectors and develop business case(s) to attract future strategic investment
	3.2.3.2 Support work experience program activity for school age students and young adults in key business sectors to help promote local skills base and workforce opportunities
	3.2.2.1 Support and promote programs that encourage business enterprise skills within schools/ tertiary education and promote young entrepreneurs
	3.2.2.2 Support and promote programs that develop basic and core skills relating to key sectors across the knowledge, services and visitor economy including, but not limited to, digital literacy, front line management, customer service and sales
	3.2.4 Promotion of science and technology in education system and future employment opportunities
	3.2.4.31 Work with key agencies and organisations to promote events and activity profiling opportunities for future employment in technology based careers to young people (particularly engaging female students to address employment imbalance)
	3.2.4.2 Encourage and support strategies and actions that strengthen science, technology, engineering and mathematics (STEM) in the local primary and secondary education system and encourage connections between local schools, Joondalup Learning Precinct and local business activity

Core Themes	Objectives, Catalyst Projects and Strategies
City and Regional Infrastructure	4.1 CITY PLANNING
	CATALYST PROJECT: DEVELOP ACTIVITY CENTRE STRUCTURE PLAN FOR JOONDALUP CITY CENTRE TO ENHANCE COMMERCIAL ACTIVITY IN KEY ECONOMIC PRECINCTS
	4.1.1 Support planning and development that leverages and stimulates economic development
	4.1.1.1 Develop, in consultation with key stakeholders, an Activity Centre Structure Plan for the Joondalup City Centre allowing for a strategic, sustainable and flexible approach to commercial development within the City Centre business and retail precincts
	4.1.1.2 Ensure potential economic and commercial opportunities are fully identified to inform Activity Centre Structure Plan for Joondalup City Centre and other activity centres
	4.1.1.3 Identify opportunities for and set planning standards around the potential regeneration and redevelopment of activity centres and commercial precincts to facilitate future strategic economic growth
	4.1.1.4 Work in partnership with key strategic land owners, including State Government, ECU and private, to identify and develop sites and infrastructure for future commercial activity that enhances strategic employment, including but not limited to: <ul style="list-style-type: none"> • City Centre Commercial Office Developments • Potential Innovation/Technology Precinct • Co Working/Teleworking Hub(s)
	4.1.1.5 Support the development of major infrastructure projects that enhance the City's capacity as a visitor destination, including but not limited to; Ocean Reef Marina, Joondalup Performing Arts and Cultural Facility, kiosks and cafes/restaurants (coastal and Joondalup City Centre)
	4.1.2 Identify and respond to any business barriers to growth (in terms of land and real estate)
	4.1.2.1 Identify and monitor commercial land and real estate supply and demand and raise awareness of key trends and issues to inform planning and development activity and policy
	4.1.2.2 Inform and lobby relevant State Government Departments on key land development issues which may impact on economic growth
	4.1.2.3 Monitor commercial applications including building permit approvals and development applications in key activity centres and report periodically on trends and any issues
	4.1.3 Support development that enhances visually attractive activity centres and built form
	4.1.3.1 Encourage and promote creative and cultural activity and develop appropriate infrastructure within public spaces and centres to enhance the aesthetic appeal, amenity and visual identity of place
	4.1.3.2 Support development opportunities that stimulate new and enhanced economic activity to attract visitors to key locations including Joondalup City Centre, coastal sites and natural public space areas
	4.1.3.3 Evaluate options for a 'place making' approach to enhance the Joondalup City Centre and its infrastructure, connecting and activating public space and leveraging commercial activity
	4.1.4 Lobby for and support physical and telecommunications infrastructure enhancements
	4.1.4.1 Work with NBN Co, AARNET and other key organisations to ensure the effective roll out of enhanced telecommunications infrastructure and take up of broadband services
	4.1.4.2 Evaluate opportunities for new public Wi-Fi zones in key economic activity areas and potential enhancement of City Centre Wi-Fi service
	4.1.4.3 Investigate and evaluate the viability of attracting a data centre to the Joondalup/Wanneroo area to underpin and support the Digital City related commercial activity
	4.1.4.4 Develop an integrated transport planning strategy to understand current transport modes and identify gaps in the current transport network
	4.1.4.5 Work with and lobby key agencies and Government organisations to ensure that the development of the regional physical infrastructure meets the needs of future population and business growth, including; regional road / freeway development, regional rail and bus infrastructure services, future metropolitan Perth air and seaport infrastructure services, utilities infrastructure (water, power, telecoms)
City and Regional Infrastructure	4.2 REGIONAL COLLABORATION
	CATALYST PROJECT: PROGRESS A REGIONAL ECONOMIC DEVELOPMENT FRAMEWORK IDENTIFYING KEY COLLABORATIVE PROJECTS
	4.2.1 Enhance a regional approach to economic development and strategic planning
	4.2.1.1 Finalise a regional economic development framework aligning with local Strategic Community Plans and key State and Federal plans
	4.2.1.2 Identify key strategic regional issues in relation, but not limited, to infrastructure planning, workforce development, investment attraction, tourism promotion and economic development
	4.2.2 Identify and support joint regional projects to leverage greater economic value
	4.2.2.1 Identify and prioritise key regional collaborative projects
	4.2.2.2 Develop collaborative projects with action plan/business case and support for external funding applications as required
	4.2.3 Enhance partnership collaboration activity with State and Federal Government agencies
	4.2.3.1 Develop and agree on a formal regional governance framework or body with representatives from Local, State and Federal Government Departments and Agencies as appropriate
	4.2.3.2 Identify and prioritise key areas of collaborative activity and agree on methods for delivery
	4.2.3.3 Lobby State and Federal agencies on key regional issues and priorities as required
	4.2.4 Monitor and review Regional Governance Framework and key regional priorities
	4.2.4.1 Monitor and review key regional priorities and adapt as required
	4.2.4.2 Monitor and review progress of regional economic development framework and priority projects and report on a periodical basis
	4.2.4.3 Review and monitor State and Federal level strategies and policies which may influence/impact on Regional Governance Framework and activities

ATTACHMENT 2 – Draft Creativity and Innovation Theme Overview**THEME: CREATIVITY AND INNOVATION****Core Theme Overview**

Creativity is about developing new ideas and innovation is the process of putting new ideas to work and creating value. In other words, innovation is the implementation of creativity. Creativity and innovation underpin the role of the entrepreneur in growing and sustaining the economy and are critical components for successful economic development.

Goal

To build the City of Joondalup's reputation as a place for innovation and creativity through enhancing growth in creative industries and innovative businesses that expand local strategic employment.

Detail

Access to appropriately skilled human capital is critical for ensuring that local businesses are competitive and can effectively drive economic growth. Businesses must have access to workers with suitable skills and knowledge, which is particularly important for advanced industries that rely heavily on technical knowledge and creative abilities. Improvements in education and skills can enhance the creative, innovative and productive capacity of a workforce. Workers with the right mix of required skills and knowledge may also choose to become entrepreneurs.

The attraction and retention of creative talent and knowledge is critical. A location with a higher quality of life will attract skilled, creative and diverse groups of workers which in turn will improve the attraction and retention of innovative businesses. Identifying and nurturing those businesses with higher growth potential and enhancing their levels of innovation and productivity is key to unlocking greater wealth creation locally and generating more employment.

Creative industries provide a significant contribution to the nation's economy and culture and are vital to Australia's prosperity. The City has grown significantly in this area with an increase in community based cultural events and specialist areas of creative activity such as North Metropolitan TAFE's Academy of Digital Technologies providing a talent pool for local businesses requiring the latest in animation technology.

Creative industries include:

- Architecture, Design and Visual Arts
- Music and Performing Arts
- Film, Radio and Television
- Writing and Publishing
- Advertising and Marketing
- Creative Software Applications.

For the City of Joondalup, targeted support for these industries will assist in the development of innovative, creative and productive local businesses in other industries.

Creating a location with a higher quality of life will attract skilled, creative and diverse groups of workers which in turn will improve the attraction and retention of innovative businesses. A focus on the development of major strategic assets focussed on creativity and innovation, such as the Joondalup Performing Arts and Cultural Facility, will enhance Joondalup as a major destination and provide greater recognition of the City as an emerging Primary Centre.

Attachment 3 - Economic Development Strategy Core Themes, Objectives, Catalyst Projects and Strategies		
Proposed Core Themes	New Number	Proposed Objectives, Catalyst Projects and Strategies
Business Growth and Investment	1.1	1.1 GROWING BUSINESS
		CATALYST PROJECT: DEVELOP COWORKING SPACE AND FACILITATE NEW BUSINESS ENTERPRISE AND DIGITAL PROGRAM ACTIVITY
	1.1.1	1.1.1 Monitor and review local and regional business issues and trends on a regular basis
	1.1.1.1	1.1.1.1 Undertake regular survey of local businesses to help identify any key issues and barriers to growth
	1.1.1.2	1.1.1.2 Undertake regular review and analysis of local economic and employment data and trends
	1.1.1.3	1.1.1.3 Review reports and data from key organisations and industry associations including Property Council Australia, CCIWA, Federal/State Government Departments, Universities
	1.1.1.4	1.1.1.4 Develop 'economic metrics' dashboard for the City of Joondalup presenting snapshot of key economic and employment indicators
	1.1.1.5	1.1.1.5 Develop proposals for an online regional Data and Knowledge Observatory in conjunction with City of Wanneroo, State Government and other key partners
	1.1.1.6	1.1.1.6 Monitor commercial real estate within the City of Joondalup identifying availability and affordability of commercial space for businesses to ensure sufficient provision to accommodate future business growth requirements
	1.1.1.7	1.1.1.7 Prepare periodic report on home based business approvals/registrations and monitor trends
	1.1.2	1.1.2 Promote business growth and productivity programs with key partners
	1.1.2.1	1.1.2.1 Support the delivery of local business support programs, via partner organisations, with a particular focus on business growth and productivity enhancement
	1.1.2.2	1.1.2.2 Review business support activity and enhance the scope of activity (including encouraging new specialist programs), working in partnership with key agencies, to support the growth of micro and small and medium sized enterprises
	1.1.2.3	1.1.2.3 Improve the accessibility of and promote State and Federal Government programs and private finance and capital investment programs to assist with financing start-up and business growth activity
	1.1.2.4	1.1.2.4 Encourage and promote 'buy local' activity including new digital platforms and location based services
	1.1.2.5	1.1.2.5 Develop a 'key account' program to identify and build relationships with key local businesses with <i>high growth potential or strategic value</i> and support their on-going development and retention of investment within the region
	1.1.2.6	1.1.2.6 Improve the accessibility of and promote State and Federal Government programs to local businesses to support and encourage overseas trade and export activity
	1.1.2.7	1.1.2.7 Facilitate and promote business information seminars/workshops/programs that address or relate to topical and relevant business issues/needs in partnership with relevant organisations. Including but not limited to; <ul style="list-style-type: none"> • Business crime • Cyber security issues • Succession planning and business continuity • Online business and marketing • Energy saving / carbon reduction • Developing a workforce including employing trainees • Finance and investment • Small business management • IT and software skills
	1.1.3	1.1.3 Encourage and promote business start-up, incubation and commercialisation activity
	1.1.3.1	1.1.3.1 Encourage and support the establishment of home based businesses (in specific sectors) within the City through effective provision of relevant information, guidelines and key contacts
	1.1.3.2	1.1.3.2 Identify home based businesses with high growth potential and help facilitate targeted programs and information to assist in their development beyond the home
	1.1.3.3	1.1.3.3 Encourage and promote business start-up training and mentoring programs targeted at specific groups with a higher propensity for entrepreneurial activity including new migrants, women entrepreneurs and recent higher/tertiary education graduates
	1.1.3.4	1.1.3.4 Attract and support new start-up enterprise and business growth programs and events to the City in collaboration with others
	1.1.3.5	1.1.3.5 Develop proposals to establish innovative coworking space(s) within the City to promote and encourage collaboration between entrepreneurs, local businesses (including home based), social enterprises/entrepreneurs, teleworkers, students/researchers and partner organisations (Government, education, research, not-for-profit organisations etc)
	1.1.3.6	1.1.3.6 Investigate opportunities for a Business Angels Network or leverage similar existing programs to attract and promote co-investment in high growth small and medium sized enterprises and start-up activity
	1.1.4	1.1.4 Promote business sustainability and environmental responsibility
	1.1.4.1	1.1.4.1 Develop and promote programs to promote environmental responsibility amongst the local business community to encourage sustainable energy practices, lower energy consumption, lower carbon emissions and sustainable transport activity
	1.1.4.2	1.1.4.2 Promote linkages between research and education in environmental sustainability and the local business community
	1.1.4.3	1.1.4.3 Facilitate business engagement with and support for environmental activity led by the City of Joondalup
	1.1.4.4	1.1.4.4 Promote and raise awareness of any national, state or regional initiatives that relate to the promotion of environmental best practice and low energy use for the business sector

Attachment 3 - Economic Development Strategy Core Themes, Objectives, Catalyst Projects and Strategies		
Proposed Core Themes	New Number	Proposed Objectives, Catalyst Projects and Strategies
Business Growth and Investment	1.2	2.2 ATTRACTING INVESTMENT
		CATALYST PROJECT: DEVELOP BUSINESS INVESTMENT PORTAL AND PROSPECTUS WITH SECTOR BASED CAMPAIGNS AND PROMOTE THE DEVELOPMENT OF SPECIALIST BUSINESS AND RESEARCH CENTRES
		2.1.2 Promote local value chain activity to enhance growth and investment in key clusters
		2.1.3 Identify opportunities in niche clusters to enhance investment and employment
	1.2.1	2.2.1 Track key metrics relating to business and investment opportunities and enhance internal processes and communication
	1.2.1.1	2.2.1.1 Research, identify and collate information and data in relation to key sectors/niche clusters
	1.2.1.2	2.2.1.2 Develop business investment propositions for each sector/niche cluster
	1.2.1.3	2.1.2.1 Develop regional profile of key business clusters and their interrelationship and value chain activity
	1.2.1.4	2.1.2.2 Identify commercial opportunities in key clusters by enhancing relationships between local businesses, education and research institutions via existing and new networks to enhance local value chain activity
	1.2.1.5	2.1.3.1 Identify and support business case(s) for investment and grant funding to develop new infrastructure and specialist centres relating to niche sectors e.g. cyber security, digital media, health, microelectronics and photonics and strengthening partnerships between universities, government and industry
	1.2.1.6	2.1.3.2 Develop strategies and projects to promote and strengthen the role of micro and small enterprises in key specialist niche sectors e.g. digital media and animation, working in partnership with key partners such as ECU, North Metropolitan TAFE and industry associations
	1.2.1.7	2.2.1.3 Develop detailed business case for investment attraction (to underpin sector specific propositions) with consistent messages, facts and imagery
	1.2.1.8	2.2.1.4 Identify key target areas (sectoral and geographic) including key international regions
	1.2.1.9	2.2.1.5 Establish an Enquiry Handling System for effective processing and tracking of business investment enquiries
	1.2.1.10	2.2.1.6 Establish internal 'Investment Response Team', multi-departmental, to handle and cross refer investment/business enquiries to enhance external service delivery and communication with potential investors and expanding businesses
	1.2.2	2.2.2 Develop marketing collateral and manage targeted campaigns to attract investment
	1.2.2.1	2.2.2.1 Investigate the development of a bold and creative Joondalup brand and associated campaigns to be utilised for investment and/or visitor destination campaign activity to raise the profile of Joondalup
	1.2.2.2	2.2.2.2 Develop generic 'investment prospectus' and information on the City of Joondalup and NW Metropolitan Region (digital and hard copy)
	1.2.2.3	2.2.2.3 Develop brief business attraction promotional video with business testimonials for web and social media based campaigns
	1.2.2.4	2.2.2.4 Develop marketing material for each business proposition (sector specific, generic and site specific) and develop program of campaign activity, promotion and media targeting
	1.2.2.5	2.2.2.5 Research, develop and promote business case(s) for the attraction of key sector infrastructure (such as specialist business incubators, multi-media studios, collaborative work spaces etc)
	1.2.2.6	2.2.2.6 Develop targeted propositions for Asian economies and leverage Asian connections via key partners including ECU, WA-Chinese Chamber of Commerce and Jinan Sister City Relationship
	1.2.2.7	2.2.2.7 Develop targeted propositions for other key international regions and emerging markets, identified as having significant potential for investment attraction and trade opportunities with the City of Joondalup
	1.2.2.8	2.2.2.8 Develop case studies and testimonials identifying and promoting local business ambassadors, high growth, innovative companies and research institutes and centres related to key sectors and niche clusters
	1.2.3	2.2.3 Develop partnerships with key agencies and organisations for local and regional level activity
	1.2.3.1	2.2.3.1 Work with the City of Wanneroo on regional activity including investment attraction campaigns and projects that raise the profile of the North-West region as a key location for international and national mobile investment projects
	1.2.3.2	2.2.3.2 Work with and support State and Federal Departments and Agencies (including overseas) to raise awareness of the City of Joondalup and North West region and identify potential investment projects
	1.2.3.3	2.2.3.3 Develop communications activity with investment and business relocation intermediaries including commercial developers, real estate agents, business services organisations (banks, accountants, legal etc) to ensure a joint consistent approach to marketing the City and supporting potential new and existing investors
	1.2.3.4	2.2.3.4 Develop and promote a range of consistent core messages, facts and imagery to be utilised by key partners and business intermediaries as part of their marketing activity e.g. real estate agents
	1.2.4	2.2.4 Promote key development sites and commercial premises to attract strategic employers
	1.2.4.1	2.2.4.1 Research and develop a business case for the attraction of strategic office developments and State Government departments within the City Centre
	1.2.4.2	2.2.4.2 Proactively target and engage industries, businesses and Government departments and agencies to drive City Centre development
	1.2.4.3	2.2.4.3 Develop, maintain and promote a database of available commercial sites and premises
	1.2.4.4	2.2.4.4 Promote key development sites and commercial premises to major employers (anchor tenants) as well as existing, locally based, expanding businesses to capture and retain investment and employment within the City

Attachment 3 - Economic Development Strategy Core Themes, Objectives, Catalyst Projects and Strategies

Proposed Core Themes	New Number	Proposed Objectives, Catalyst Projects and Strategies
Creativity and Innovation	2.1	NEW SUPPORTING CREATIVITY
		CATALYST PROJECT: PROGRESS THE JOONDALUP PERFORMING ARTS AND CULTURAL FACILITY PROJECT
	2.1.1	NEW Identify and support projects and activities that enhance the reputation of Joondalup as a creative City
	2.1.1.1	4.1.3.1 Encourage and promote creative and cultural activity and develop appropriate infrastructure within public spaces and centres to enhance the aesthetic appeal, amenity and visual identity of place
	2.1.1.2	1.1.3.2 Identify opportunities to encourage new start-up activity in relation to niche knowledge based sectors including ICT, creative digital media and film, cyber security and specialist health technologies and services
	2.1.1.3	1.1.3.1 Develop and support activity to encourage the commercialisation of research and the incubation of new creative enterprises via the ECU Business and Innovation Centre
	2.1.2	3.2.1 Attraction, retention, recognition and promotion of creative talent and industries
	2.1.2.1	2.1.4.2 Undertake research to identify the current and future potential for developing and promoting the knowledge based and creative industry sectors
	2.1.2.2	3.2.1.1 Support programs and initiatives that enhance the profile of the City of Joondalup, nationally and internationally, to attract creative talent from outside of the region, leveraging existing partnership activity and identifying potential digital solutions
	2.1.2.3	3.2.1.2 Identify opportunities to leverage international profile for the City, working in partnership with key organisations e.g. ECU, North Metropolitan TAFE , State/Federal Government to attract international creative talent (workers, students, entrepreneurs, investors etc)
	2.1.2.4	3.2.1.3 Work with key agencies and major employers to inform and promote opportunities for the employment of skilled creative migrant workers
	2.1.2.5	1.1.3.6 Identify opportunities to encourage and promote creative social enterprise and social entrepreneurial activity within the City and maximise their level of engagement with key support agencies and funding programs
	2.1.3	NEW Identify growth opportunities for emerging creative industries
	2.1.3.1	2.1.4.2 Undertake research to identify the current and future potential for developing and promoting the knowledge based and creative industry sectors
	2.1.3.2	2.1.4.3 Identify and track global trends in emerging creative business sectors and identify potential opportunities for the City of Joondalup
	2.1.4	1.2.3 Identify, support and promote strategies and programs that enhance local creativity and innovation
	2.1.4.1	1.2.3.1 In partnership with other key organisations such as ECU, State Government, develop proposal for an 'Innovation and Creative Leaders Program' with key note speakers from industry, education and research (building on existing programs and events activity)
	2.1.4.2	1.2.3.2 Develop and profile case studies of regional innovators and companies that have adopted and applied creative or innovative processes to enhance business growth
	2.1.4.3	1.2.3.3 Strengthen relationships with key State and National organisations including Innovation Centre WA (ICWA), Business Foundations, CCI WA, Innovation Australia, AusIndustry, Enterprise Connect, Department of Culture and the Arts, WAAPA, Australian Council for the Arts (and others)
	2.1.4.4	1.2.3.4 Promote State and Commonwealth R&D and Innovation and related venture capital programs in relation to enhancing creativity and innovation within local businesses
Creativity and Innovation	2.2	1.2 PROMOTING INNOVATION
		CATALYST PROJECT: DEVELOP STRATEGIC MARKETING ACTIVITY TO POSITION JOONDALUP AS A DIGITAL CITY AND REGIONAL HUB FOR KNOWLEDGE AND INNOVATION
	2.2.1	1.2.1 Promote Joondalup as a regional knowledge, creativity and innovation hub and Digital City
	2.2.1.1	1.2.1.1 Undertake statistical analysis of local employment in knowledge based sectors and occupations and monitor trends
	2.2.1.2	1.2.1.2 Develop marketing campaigns to promote and brand Joondalup as a leading WA City for knowledge, creativity , innovation and digital technologies
	2.2.1.3	1.2.1.3 Actively engage in, and leverage, government and private initiatives that promote and encourage creativity and innovation in business
	2.2.1.4	1.2.1.4 Convene a Joondalup Digital Futures Group bringing together key stakeholders and local champions in implementing the Digital City strategy
	2.2.1.5	1.2.1.5 Investigate and evaluate the creation of a regional Digital City Hub incorporating a collaborative space (coworking) for start-up businesses, digital capacity building programs and teleworking facility
	2.2.1.6	1.2.1.6 Investigate and evaluate proposals for a Creativity/Innovation/Knowledge/Technology Commercial Precinct within the City for high value add, creative and knowledge based enterprises and potential 'grow on' space for businesses relocating from the ECUBIC
	2.2.2	1.2.2 Strengthen collaboration between research and industry in key sectors/niche clusters
	2.2.2.1	1.2.2.1 Work in partnership with key organisations such as the Joondalup Learning Precinct partners, State and Federal Government to strengthen links between industry and research through networking events, collaborative activity, promotion of Government programs and potential development of online digital platforms (information gateway)
	2.2.2.2	1.2.2.2 Profile specialist research and development activity and case studies via generic marketing material (Joondalup Business Edge, website etc) and dedicated niche cluster marketing campaigns as required
	2.2.2.3	1.2.2.3 Support the development and promotion of Centres of Excellence and Cooperative Research Centres related to key areas of research and development within the Joondalup Learning Precinct
	2.2.2.4	1.2.2.4 Develop relationships with key agencies and organisations nationally and globally e.g. CSIRO, DSTO, to raise the profile of research and development collaboration opportunities for industry in key sectors/niche clusters
	2.2.3	1.2.4 Identify and develop local, national and global connections with other innovation hubs
	2.2.3.1	1.2.4.1 Support and enhance connections and relationships with key Cities and centres for innovation and creative activity, leveraging existing and potential partnerships via key organisations such as Universities, State Government, Jinan Sister City relationship, Chambers of Commerce, Industry Associations
	2.2.3.2	1.2.4.2 Monitor national and global activity and trends in relation to creativity and innovation and review research reports from Governments and major corporates e.g. IBM, GE, Nesta
	2.2.4	2.1.4 Identify emerging sectors and future business growth opportunities
	2.2.4.1	2.1.4.1 Promote the City of Joondalup as a technical knowledge, training, research and services centre for the evolving primary sectors and other key specialist sectors including; manufacturing, resources, energy, agriculture, construction, electrical engineering and trades, automotive and hospitality

Attachment 3 - Economic Development Strategy Core Themes, Objectives, Catalyst Projects and Strategies

Proposed Core Themes	New Number	Proposed Objectives, Catalyst Projects and Strategies
		2.1 DEVELOPING CLUSTERS - REMOVED
Employment and Skills Development	3.1	3.1 BUILDING CAPACITY
		CATALYST PROJECT: DEVELOP STRATEGIC PARTNERSHIPS AND MARKETING ACTIVITY TO PROMOTE LOCAL EMPLOYMENT, RESEARCH, EDUCATION AND TRAINING OPPORTUNITIES
	3.1.1	3.1.1 Promotion and matching of local job opportunities for local people
	3.1.1.1	3.1.1.1 Evaluate options for hosting a regional Skills and Careers Expo to engage potential employers, training and educational providers within the local community targeting youth, school leavers, unemployed and potential apprenticeship sectors
	3.1.1.2	3.1.1.2 Investigate and develop online platforms to promote local job opportunities and educational opportunities for local people and new migrant workers
	3.1.1.3	3.1.1.3 Undertake analysis to identify key issues in relation to existing local population and destination of employment with particular regard to the FIFO community and out-commuting activity
	3.1.1.4	3.1.1.4 Promote graduate placement and scholarship schemes to strengthen linkages between local companies and graduates, particularly in the area of ICT and engineering
	3.1.2	3.1.2 Enhancing local workforce productivity
	3.1.2.1	3.1.2.1 Promote programs that enhance digital inclusion, digital life skills and digital media literacy within the local community via libraries, community centres, training providers and business support agencies
	3.1.2.2	3.1.2.2 Identify and promote case studies of local businesses that have enhanced productivity through the application of new technology and innovative processes
	3.1.3	3.1.3 Enhancing local workforce participation and reducing barriers to work
	3.1.3.1	3.1.3.1 Support and promote programs that enhance workforce participation in key target groups e.g. people with disabilities, mature age, disengaged youth, and in particular via the application of new technology
	3.1.3.2	3.1.3.2 Support and promote programs and the dissemination of information to employers which encourage greater flexibility in workplaces
	3.1.3.3	3.1.3.3 Identify any barriers to work through local surveys, communication with local employers and disengaged workforce and develop strategies, where possible, to reduce barriers and enhance workforce participation
	3.1.4	3.1.4 Enhancing employability skills, in partnership with key agencies
	3.1.4.1	3.1.4.1 Identify strategies to enhance and promote employability skills in the local community, working in partnership with key State and Federal Government agencies and not-for-profit sector, as required
	3.1.4.2	3.1.4.2 Promote schemes to raise awareness and enhance employability skills amongst key target groups, as required
Employment and Skills Development	3.2	3.2 FUTURE WORKFORCE
		CATALYST PROJECT: DEVELOP STRATEGIC PARTNERSHIPS WITH EDUCATION AND INDUSTRY TO CONNECT LOCAL AND GLOBAL TALENT WITH FUTURE JOB OPPORTUNITIES
	3.2.1	3.2.2 Alignment of future skills development activity with State and Federal policies and programs
	3.2.1.1	3.2.2.1 Identify and monitor State and Federal policies and programs in relation to future skills development and promote opportunities to key partner organisations where appropriate
	3.2.1.2	3.2.2.2 Develop and promote programs that enhance technology based skills for employment in ICT and related sectors (and as directed by national and State strategies and policies)
	3.2.2	3.2.3 Promotion and development of local skills to attract new business growth and investment in key sectors
	3.2.2.1	3.2.3.1 Identify key skills and occupations within the local community related to key sectors and develop business case(s) to attract future strategic investment
	3.2.2.2	3.2.3.2 Support work experience program activity for school age students and young adults in key business sectors to help promote local skills base and workforce opportunities
	3.2.2.3	3.2.2.1 Support and promote programs that encourage business enterprise skills within schools/ tertiary education and promote young entrepreneurs
	3.2.2.4	3.2.2.2 Support and promote programs that develop basic and core skills relating to key sectors across the knowledge, services and visitor economy including, but not limited to, digital literacy, front line management, customer service and sales
	3.2.3	3.2.4 Promotion of science and technology in education system and future employment opportunities
	3.2.3.1	3.2.4.31 Work with key agencies and organisations to promote events and activity profiling opportunities for future employment in technology based careers to young people (particularly engaging female students to address employment imbalance)
	3.2.3.2	3.2.4.2 Encourage and support strategies and actions that strengthen science, technology, engineering and mathematics (STEM) in the local primary and secondary education system and encourage connections between local schools, Joondalup Learning Precinct and local business activity
	3.2.4	2.1.1 Research and identify key local and regional business clusters
	3.2.4.1	2.1.1.1 Undertake research and mapping exercise to illustrate the spatial distribution of employment in key sectors in relation to key activity centres
	3.2.4.2	2.1.1.2 Identify synergies and gaps between emerging research and development activity and niche business clusters

Attachment 3 - Economic Development Strategy Core Themes, Objectives, Catalyst Projects and Strategies

Proposed Core Themes	New Number	Proposed Objectives, Catalyst Projects and Strategies
City and Regional Infrastructure	4.1	4.1 CITY PLANNING
		CATALYST PROJECT: DEVELOP ACTIVITY CENTRE STRUCTURE PLAN FOR JOONDALUP CITY CENTRE TO ENHANCE COMMERCIAL ACTIVITY IN KEY ECONOMIC PRECINCTS
	4.1.1	4.1.1 Support planning and development that leverages and stimulates economic development
	4.1.1.1	4.1.1.1 Develop, in consultation with key stakeholders, an Activity Centre Structure Plan for the Joondalup City Centre allowing for a strategic, sustainable and flexible approach to commercial development within the City Centre business and retail precincts
	4.1.1.2	4.1.1.2 Ensure potential economic and commercial opportunities are fully identified to inform Activity Centre Structure Plan for Joondalup City Centre and other activity centres
	4.1.1.3	4.1.1.3 Identify opportunities for and set planning standards around the potential regeneration and redevelopment of activity centres and commercial precincts to facilitate future strategic economic growth
	4.1.1.4	4.1.1.4 Work in partnership with key strategic land owners, including State Government, ECU and private, to identify and develop sites and infrastructure for future commercial activity that enhances strategic employment, including but not limited to: <ul style="list-style-type: none"> City Centre Commercial Office Developments Potential Innovation/Creativity/Innovation Precinct Co-working/Teleworking Hubs
	4.1.1.5	4.1.1.5 Support the development of major infrastructure projects that enhance the City's capacity as a visitor destination, including but not limited to: Ocean Reef Marina, Joondalup Performing Arts and Cultural Facility, kiosks and cafes/restaurants (coastal and Joondalup City Centre)
	4.1.2	4.1.2 Identify and respond to any business barriers to growth (in terms of land and real estate)
	4.1.2.1	4.1.2.1 Identify and monitor commercial land and real estate supply and demand and raise awareness of key trends and issues to inform planning and development activity and policy
	4.1.2.2	4.1.2.2 Inform and lobby relevant State Government Departments on key land development issues which may impact on economic growth
	4.1.2.3	4.1.2.3 Monitor commercial applications including building permit approvals and development applications in key activity centres and report periodically on trends and any issues
	4.1.3	4.1.3 Support development that enhances visually attractive activity centres and built form
	4.1.3.1	4.1.3.1 Support development opportunities that stimulate new and enhanced economic activity to attract visitors to key locations including Joondalup City Centre, coastal sites and natural public space areas
	4.1.3.2	4.1.3.2 Evaluate options for a 'place making' approach to enhance the Joondalup City Centre and its infrastructure, connecting and activating public space and leveraging commercial activity
	4.1.4	4.1.4 Lobby for and support physical and telecommunications infrastructure enhancements
	4.1.4.1	4.1.4.1 Work with NBN Co, AARNET and other key organisations to ensure the effective roll out of enhanced telecommunications infrastructure and take up of broadband services
	4.1.4.2	4.1.4.2 Evaluate opportunities for new public Wi-Fi zones in key economic activity areas and potential enhancement of City Centre Wi-Fi service
	4.1.4.3	4.1.4.3 Investigate and evaluate the viability of attracting a data centre to the Joondalup/Wanneroo area to underpin and support the Digital City related commercial activity
	4.1.4.4	4.1.4.4 Develop an integrated transport planning strategy to understand current transport modes and identify gaps in the current transport network
	4.1.4.5	4.1.4.5 Work with and lobby key agencies and Government organisations to ensure that the development of the regional physical infrastructure meets the needs of future population and business growth, including; regional road / freeway development, regional rail and bus infrastructure services, future metropolitan Perth air and seaport infrastructure services, utilities infrastructure (water, power, telecoms)
City and Regional Infrastructure	4.2	4.2 REGIONAL COLLABORATION
		CATALYST PROJECT: PROGRESS A REGIONAL ECONOMIC DEVELOPMENT FRAMEWORK IDENTIFYING KEY COLLABORATIVE PROJECTS
	4.2.1	4.2.1 Enhance a regional approach to economic development and strategic planning
	4.2.1.1	4.2.1.1 Finalise a regional economic development framework aligning with local Strategic Community Plans and key State and Federal plans
	4.2.1.2	4.2.1.2 Identify key strategic regional issues in relation, but not limited, to infrastructure planning, workforce development, investment attraction, tourism promotion and economic development
	4.2.2	4.2.2 Identify and support joint regional projects to leverage greater economic value
	4.2.2.1	4.2.2.1 Identify and prioritise key regional collaborative projects
	4.2.2.2	4.2.2.2 Develop collaborative projects with action plan/business case and support for external funding applications as required
	4.2.3	4.2.3 Enhance partnership collaboration activity with State and Federal Government agencies
	4.2.3.1	4.2.3.1 Develop and agree on a formal regional governance framework or body with representatives from Local, State and Federal Government Departments and Agencies as appropriate
	4.2.3.2	4.2.3.2 Identify and prioritise key areas of collaborative activity and agree on methods for delivery
	4.2.3.3	4.2.3.3 Lobby State and Federal agencies on key regional issues and priorities as required
	4.2.4	4.2.4 Monitor and review Regional Governance Framework and key regional priorities
	4.2.4.1	4.2.4.1 Monitor and review key regional priorities and adapt as required
	4.2.4.2	4.2.4.2 Monitor and review progress of regional economic development framework and priority projects and report on a periodical basis
	4.2.4.3	4.2.4.3 Review and monitor State and Federal level strategies and policies which may influence/impact on Regional Governance Framework and activities