

PROSPERITY

‘THE SHIRE HAS A DIVERSE, STRONG LOCAL ECONOMY THAT PROVIDES OPPORTUNITIES THAT CONTRIBUTE TO THE QUALITY OF LIFE FOR THE COMMUNITY’



REQUIRED OUTCOME

There is economic and employment growth and the visitor economy continues to grow.

WHAT DOES IT MEAN?

To underpin sustainable population growth, the Shire's commercial sector will be encouraged to grow and expand. Appropriate services and infrastructure to enhance the commercial sector will be provided. Business will have access to support services including education, training and research.

Inverell is and must remain a service centre for the region. By encouraging stable, ethical and commercially successful businesses, local residents will have access to a wide range of services and work opportunities in the local area.

OUR DESTINATION

- Inverell is identified and recognised as a major regional service centre.
- A diverse range of businesses are sustainable and maintain a long-term presence in the Shire.
- The private sector provides a significant portion of the Shire's workforce.
- Inverell has sustainable population growth.



Objectives

Where do we want to be?



Strategies

How will we get there?

1. A FRAMEWORK IS IN PLACE TO MAXIMISE ECONOMIC OPPORTUNITIES

- 1.1** Council provides suitable zoned and sized land to facilitate development.
- 1.2** Business development and investment is encouraged.

2. THE VISITOR ECONOMY IS SUPPORTED

- 2.1** Tourism opportunities are supported.
- 2.2** Events that foster cultural, recreational and community interaction is supported.

3. THE SHIRE IS REGARDED AS A DESTINATION TO LIVE, WORK AND INVEST

- 3.1** Council supports opportunities for business expansion.
- 3.2** Advocate for a competitive and progressive agricultural and business environment.
-

Partners who can help achieve our objectives

- ✓ Transport for NSW
- ✓ Destination NSW
- ✓ Transport Operators
- ✓ Peak representative bodies for business / agriculture / industry



Outcomes - How do we know we've arrived?

MEASURE	BENCHMARK
The Shires average 3 year Gross Regional Product is increasing	90%
Visitor numbers through the Visitor Information Centre exceed benchmark and visitor data released by Destination NSW is increasing	60,000 per annum
Asset Renewal	The Building and Asset Renewal Ratio is greater than 100% (average over 3 years)
Infrastructure condition	The Infrastructure Backlog Ratio is less than 2%