

Corangamite Growth and Prosperity Framework 2023 – 2033

“Prosperity is not just money or wealth but the creation and maintenance of strong, supported communities and quality of life. Everyone is included and no-one is left behind. Compassion and respect everywhere. Opportunity for everyone to undertake meaningful employment or volunteer. Opportunity to undertake challenging and extended education. Wellbeing and ‘happiness’ across all human needs.”

- Citizens’ Panel, Corangamite Community Vision 2040



Acknowledgement of Country

Corangamite Shire Council acknowledges and pays our respects to the Eastern Maar and Wadawurrung peoples, as the Traditional Owners of the Lands that we work, live and play. We also acknowledge their Elders, past and present, and recognise their ongoing cultural, spiritual and educational practices.

Introduction

The Framework provides Council and community with a mechanism to take the Prosperity theme, contained in the Corangamite Community Vision 2040, and convert it into tangible actions and measurable outcomes.

The Framework brings together the ideas and concepts explored in the Grow and Prosper Discussion Paper (May 2023) and generated through research, community and business engagement and co-design workshops.

In conjunction with the Discussion Paper it consolidates Council's approach to economic and community development, inclusive of arts, culture, tourism and the circular economy, for the next ten years - 2023 to 2033.

What does it contain?

The Framework contains many of the principles from the Wellbeing Economy policy design process, namely it is:

Goal Oriented –designed to promote the wellbeing of people and the planet.

Participatory –created through open, co-creative and transparent processes. Diverse communities can meaningfully engage and contribute throughout the co-design process and the process is iterative.

Contextual - There is no one-size-fits-all solution. Economic policies are embedded in local values, culture, context, and objectives.

Experimental - processes encourage continuous learning and experimentation to find innovative solutions that foster wellbeing.

Holistic - The economy is part of, and not distinct from, society, culture and the environment.

Evidence based - is informed through a systematic use of qualitative and quantitative evidence.

Strength based - recognises the strengths of communities, focusing on achieving the positive aspirations of society rather than purely mitigating negative outcomes.

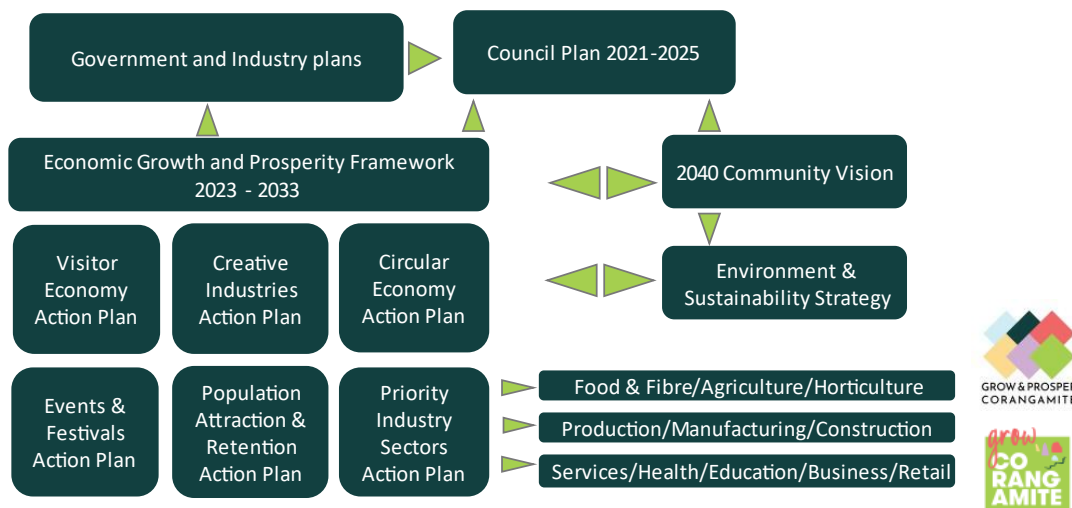
Strategic Context

The Framework exists as part of an integrated approach to strategic planning.

It is an action identified in the Council Plan 2021 – 2025 designed to give effect to themes contained in the Corangamite Community Vision 2040. It draws from and is intended to inform Government and Industry plans and the Council Plan.

The six Action Plans, while directly aligned as part of the Framework, also have a strong relationship with the new Environment and Sustainability Strategy. The methodologies used to construct the Framework focus on the well-being of people, communities and the environment not only on economic profit.

Strategic Context



The Framework provides for levers or interventions that Council may undertake to implement the Action Plans. These include business support and facilitation programs, business assistance schemes, grant programs and investment facilitation services. Several levers are already in place and have been for some time (eg. Façade Grants, Events and Festivals Grants). Others are proposed, again formalising or enhancing existing practices (e.g. Economic Partnership Program) or introducing new programs to meet the needs of community.

The implementation of all Action Plans and Programs are subject to Council budget, resourcing and policy considerations.

Structure

The Framework is organised into:

Platforms

the underlying themes and principles drawn from community input that form the basis for growth and prosperity in Corangamite

A platform in this context serves as a starting point or a launching pad for economic development activities to take place. It provides a stable base on which businesses can build and grow, ultimately leading to increased economic activity, job creation, and improved standards of living and wellbeing for individuals and communities.

Catapults

the stimulators, interventions, and action areas necessary to propel these themes forward to achieve outcomes and economic, social, cultural and environmental benefits for the community.

A catapult in this context refers to an initiative or program that aims to accelerate economic growth by investing in research and development, innovation, and commercialization of new technologies and products. The goal is to catapult the economy forward by providing or facilitating resources, and support to entrepreneurs, startups, and small to medium-sized businesses to help them reach their full potential and drive economic growth and prosperity. These initiatives usually focus on key sectors such as advanced manufacturing, clean technology, digital industries, life sciences, agricultural technology, and creative industries.

Elevators

the measures and indicators used to assess the extent that the framework and interventions reflect local values objectives and contexts deliver benefits and/or lead to learning and adaptation.

Elevators in this context are measures and indicators used to track progress towards achieving specific economic development goals. Just as an elevator helps people reach higher floors in a building more efficiently, measures and indicators provide a way to monitor progress, identify areas for improvement, and adjust policies and strategies to achieve desired outcomes more effectively. They provide a way to assess the impact of economic development policies and interventions and help decision-makers make informed choices about where to focus resources and efforts.

The Platforms

- **Agriculture** – build on this existing strength, provide support for innovation and sustainability, highlight potential for prosperity and growth, protect productive land for sustainable food and fibre production.
- **Housing** – need for more diversity, quantity, quality and innovative approaches to development and construction.
- **Connectivity** – for people, place and digital, providing opportunities for collaboration, partnerships, education, knowledge sharing and skill development.
- **Creativity** – promote the innovators and makers already in business and the community, embed innovation and design thinking, integrate the arts into STEM (Science, Technology, Engineering, Mathematics).
- **Environment** – protect natural assets, develop the circular economy, investigate new technologies, investigate new energy opportunities, mitigate climate risks
- **Authenticity of people and place** – respect First Nations people, culture and stories, celebrate and build on strong local volunteering ethos, prepare for regenerative tourism.

The Catapults

- **Action Plans for**
 - The Visitor Economy
 - Creative Industries
 - Events and Festivals
 - The Circular Economy
 - Population Attraction and Retention
 - Priority Industry Sectors
- **Programs**
 - Economic Partnerships Program (proposed)
 - Investment Attraction and Facilitation
 - Business Support
 - Unlocking Housing Program
 - Grants & Funding support
 - Façade grants
 - Events and Festivals
 - Creative Industries (proposed)
 - Business Assistance Scheme (proposed)
 - Community Enterprise (proposed)

The Elevators

- **Valuing the knowledge of locals** – demonstrating respect for long-term land managers and custodians of the built and natural environment, including the knowledge, education and cultural practices of Eastern Maar and Wadawurrung people.
- **Connectivity** – improving connectivity between and within localities including reliable, accessible public transit, and access to digital services and technology.
- **Community and business networks** - creating strong networks to support participation, volunteering, continuous learning, adaption and strengthening cultural awareness and inclusion.
- **Workforce development and training** – participating in initiatives that support marginalised communities and households to “grow our own” workforce for Corangamite;
- **Population growth and retention** - attracting new residents and skilled migrants and retaining targeted generational cohorts.
- **Environmental and lifestyle assets** – repairing/renewing public realm assets and infrastructure to improve liveability and improve public and private investment prospects;
- **Sustainable, regenerative tourism industry** – supporting businesses and localities reliant on visitors to quickly adapt to disruptors and develop sustainable and/or regenerative business practices;
- **Zoned and serviceable land** - ensuring there is adequate supply for industrial commercial and residential development growth to meet changing demand and needs across Corangamite;
- **Town Planning Strategies** – developing policy that fosters and encourages enterprise development and growth in appropriately zoned areas throughout the Shire without compromising on environmental, cultural and community wellbeing values.
- **Local creative industries** - establishing and connecting to other industry and business networks to foster local innovation and entrepreneurial activity.
- **Research and development strength** - increasing innovation, technological capabilities and export orientation of existing businesses within Corangamite;
- **Productivity** – improving productivity and advancing the prosperity of businesses and organisations in the goods, services and government sectors located in Corangamite.

In addition, the Framework will utilise the Cities and Regions Wellbeing Index* (CRWI) to benchmark progress towards the achieving the vision.

This index measures levels of wellbeing across the cities and regions of Australia, compiled by SGS Economics and Planning.

- SGS Cities and Regions Wellbeing Index [SGS Cities & Regions Wellbeing Index | SGS Economics & Planning \(sgsep.com.au\)](https://sgsep.com.au)

Outcomes

“We don’t want to sit back and react to what happens to us – we want to make our own future”. Co-design workshop participant

At the commencement of the project, it was determined that for the Framework to be successful it needs to facilitate the delivery of the following outcomes.

- Co-ordinated brand management for Corangamite as a whole
- Investment and population attraction collateral and program
- Positive promotion of our growth industry sectors and what they are doing (agriculture, dairy, fibre, food production/processing, environmental credentials, innovation, sustainable production, circularity, trades)
- Private sector re-investment in visitor-economy businesses
- Catalyse creative industries, innovation and applied research and development
- Chart a new path following the disruptions of COVID-19 and economic uncertainty
- Re-connect businesses and the community for growth and prosperity

In undertaking the co-design and engagement components with community, businesses, and stakeholders it became apparent that while these outcomes remain important, they cannot be achieved by Council alone. Community has expressed an appetite for the following:

- Collaboration, connectivity, and respectful partnerships
- Leadership in environmental sustainability and the circular economy
- Longer-term perspectives - a program not project approach
- Making brave decisions - being bold
- Thinking differently and creatively
- Being proactive and positive about our future

On this basis, the development of the six Action Plans will continue to involve direct community and business input with both participatory and deliberative engagement processes. Each year, a Grow and Prosper Report Card will be prepared to chart progress and outline adjustments or alterations required to the Framework in order to maintain its currency and relevance.

Contacts

Growth and Engagement Department

Corangamite Shire Council

181 Manifold Street

Camperdown, Victoria, 3260

Ph +61 3 5593 7100

shire@corangamite.vic.gov.au

www.corangamite.vic.gov.au

© 2023 Corangamite Shire Council

Disclaimer & Copyright

The information contained in this paper is provided on an 'as is' basis and all efforts have been made to ensure that it is correct and up-to-date. However, Council will not be held liable for any loss - whether financial or otherwise- resulting from use of the information contained within this paper. Corangamite Shire and the author do not make any warranty, either implied or impressed, as to the suitability of the information provided in the paper. The information in this paper is provided on the basis that all persons accessing the paper undertake responsibility for assessing the relevance and accuracy of its content. Corangamite Shire Council reserves the right to change any information from time to time, without notice.

