

Summary of submissions to Eurobodalla Shire Council Economic Development Strategy

NO	ITEMS RAISED	RESPONSE BY COUNCIL
1	A4 - Noise associated with B-Double trucks, noise barriers be installed with tree planting in front of barriers for visual apperance.	Refer: The Princes Highway Corridor Strategy prepared by the NSW Roads and Maritime Services (RMS) refers to the NSW Government funded Noise Abatement Program
	Request footbridge over Cullendulla Creek to link to NP's through Maloneys Beach, Kiola & Bawley Point	N/A to this Strategy
	Should have targets stipulated in the Strategy without these Action Plan cannot be taken seriously.	While it is difficult to attribute economic growth to any specific action, the performance measures have been improved where possible to be more specific and targets have been included in the Strategy where relevant.
	Performance measure should be "number of new businesses created or number of businesses reporting increased profits due to development of the Airport" and "number of new jobs created" and "% increase in passengers utilising the airport" or similar.	While it is difficult to attribute economic growth to any specific action, the performance measures have been improved where possible to be more specific and targets have been included in the Strategy where relevant. This Item relates to redevelopment of Moruya Airport and the Moruya Airport Masterplan
	Performance measure "precinct developed" should include "100% meet agreed requiremets documented by ESC through public consultation process" and include reference to on-time and budget and to specification.	This Item relates to redevelopment of Moruya Airport and the Moruya Airport Masterplan
	Performance indicator should include % of vision ideas/suggestions incorporated from community feedback and community consultation process.	Council will seek the communities veivs on draft town visions and consider those views before endorsing final vision statements.
	"Works completed" is a totally inadequate performance indicator. It should include "access to the Eurobodalla that does not significantly impact on suburban areas throughout the Shire". Should also include noise complaints relating to B-Double access on approaches to towns. It should measure how B-double access benefits residents, brings jobs and growth and perhaps lowers the cost of building homes. How many new businesses will this bring. What businesses will benefit.	Discussion on businesses that will benefit from B-double access has been included in the Rationale/Examples column of the Action. A new performance measure "B-double access achieved without increased impacts on residents" included along with a target of "No increase in noise complaints relating to heavy vehicle movements".
	The proposed performance measures are no reflection of any action taken by Council. Broadband (ADSL) is already available. The rationale / example should include Council facilitated free wifi in the main CBD areas and Council's own use of the NBN to improve communication with residents (eg. allow skyping into Council meetings). Performance measures should include participation in NBE Ready workshops and satisfaction by participants. It should also include the number of businesses who report benefit and satisfaction by receiving NBN Ready assistance.	The Strategy and Action Plan is not limited to actions taken by Council. This action will be primarily delivered by the NSW and Federal Governments, with Council's support. Notwithstanding, a new performance measure and target has been added relating to participation in NBN readiness workshops. Council has previously investigated the cost of providing free wifi services in commercial centres and has found the cost to be unsustainable. Instead, Council will encourage businesses to provide and promote free wi-fi to customers. Covered in Action 4.6
	Performance measure needs to be on time, to budget and to specification.	Performance measure changed to "Construction on time, within budget and to agreed specification".
	Most actions need to include more "number of" indicators and more "satisfaction of participant or target audience".	Where appropriate, performance measures have been made more specific with targets included.
2	Eurobodalla Regional Botanic Gardens overlooked in draft Strategy	The Eurobodalla Destination Management Action Plan (EDAP) is more relevant to this item
3	Safer pedestrian crossing in Perry Street	Council is currently undertaking a range of actions relating to the Batemans Bay Town Centre, including streetscaping improvements and engagement with the community on a vision for the future of the town. With the planning and design for a new bridge over the Clyde River underway, Council will be reviewing existing plans and strategies for the town centre, including those that relate to pedestrian and traffic movements through the town.
4	Recommends marketing the Eurobodalla as - 'Capital Coast'.	The Eurobodalla Destination Management Action Plan (EDAP) is more relevant to this item
5	Would like to see a water park at Corrigans Reserve	N/A to this Strategy
6	Keep ESC using/buying locally	This item is covered under Industry Engagement and Business Development
7	Youth Café space be included in the Mackay Park facility	The draft concept plan for the Mackay Park Precinct includes community meeting spaces, in which the existing Youth Café at the Batemans Bay Community Centre could be accommodated.
8	Improve signage and access to the Charles Street car park in Mogo. Utilise the drainage line adjoining the Charles Street car park as a linear park. Council could contribute to the upkeep of private toilets to recognise the savings to Council's budget.	The suggestions have been referred to Council's Infrastructure Directorate for consideration.

	Utilise the drainage line adjoining the Charles Street car park as a linear park.	This suggestion is a good examples of how Action 2.1.1 can be implemented. The suggestion has been referred to Council's Infrastructure Directorate for consideration.
	A copy of Council's Holiday Guide should be sent to every rate payer as part of Council's existing mail out schedule.	This suggestion has been referred to Council's Tourism Unit for consideration.
	Funding for the Mogo Village Business Chamber would allow for a double page advert for Mogo in the Holiday Guide.	This suggestion has been referred to Council's Business Development and Tourism Units for consideration.
	The current Eurobodalla Tourism Brand fails to take advantage of the unique retail offering that exists on the coast. Ie. Mogo, Bodalla and Central Tilba.	This comment has been referred to Council's Tourism Unit for consideration.
	Mogo Fudge should be promoted through the tourism website and at the information centres as a unique local product.	This comment has been referred to Council's Tourism Unit for consideration.
9	Add cruise ship access to Batemans Bay as a major initiative.	This item is dealt with in the The Eurobodalla Destination Management Action Plan (EDAP)
	Can Council assist NBN roll out by representation.	This is covered in Action 4.6
	Establishment of regional bank supported. Can Council also assist businesses by part investment in local businesses, or perhaps guaranteeing loans. Is it possible to redirect some incentives for new businesses to establish, to existing businesses to upgrade facilities.	The support for the Community Bank is noted. In relation to business assistance, Council provides a range of in-kind assistance to new and existing businesses, including However, it is not Council's role, nor does Council have the resources to provide direct monetary investment in new or existing businesses.
	Improvements to Eurobodalla.com.au website to provide information relevant to less abled people.	This item is dealt with in the The Eurobodalla Destination Management Action Plan (EDAP)
	Promotion of "Eurobodalla - The less-abled inclusive capital of Australia".	This item is dealt with in the The Eurobodalla Destination Management Action Plan (EDAP)
10	Make Eurobodalla RV friendly. Support a different market for self contained travellers. Free camping means more money spent in towns.	This item is dealt with in the The Eurobodalla Destination Management Action Plan (EDAP)
11	Town signs should acknowledge local Aboriginal people. Look to the future rather than the past like 'Granite Town'.	Consideration of Aboriginal recognition through signage as part of the development of a Tourism Signage Strategy.
12	Council's main goal should be to protect and enhance the 'quality of life' of existing residents while progressing the economy sustainably without degrading our biggest asset-our natural beauty. Genuine progress should be the goal, not necessarily the same thing as growth. The environment is our main asset and should never play second fiddle to development. Population growth alone is not a generator of wealth, particularly where there is no plan for sustainable jobs. Truly progressive governments are adopting genuine progress indicators to measure performance and guide policy development.	The vision statement contained in the Draft Strategy seeks to increase economic growth and improve the economic and social well being of the community by sustainably building upon our valued natural assets and other strategic advantages. This vision is consistent with the genuine progress goals (which identify well-being progress measures in addition to economic ones such as gross domestic product) .
13	Form a 'Eurobodalla Enterprise Business Committee' a variation of the 'think tank' strategy. The Committee would consider the framework and processes for 'Bottom up Enterprise Clusters'. A pilot program with 1 or 2 clusters would develop industry specific documents including a research brief to consider outside markets and best practice. Once the market research has been developed, a forum takes place with an emphasis on local leadership and innovation. This process is economic gardening for future jobs.	This item is covered in Priority 1 - Industry Engagement and Business Development
14	The Chambers consider the strategy as providing the most significant outcomes for both social and economic fundamentals in the Shire and welcome its enactment.	Noted.
	While some indicators and many positive predictions are noted, the strategy must address our economic and social fundamentals. This should be addressed in the Executive Summary, Purpose of Strategy and Economic Snapshot sections. Economic and social metrics need to be utilised to determine priorities and measure performance in the draft Action Plan. The following should be included as monitoring measures: Gross Regional Product Employment Age Dependency Ratio Median Age Youth Disengagement Skills Tourism numbers and overnight visitor spend	The strategy has been update to more clearly identify the economic and social fundamentals upfront. Gross Regional Product is identified as a monitoring measure throughout the document Labour force participation and unemployment are identified as monitoring measures throughout the Strategy. Age dependency ratio has been recognised as an important measure and any changes will be reported As above, population policy at a Federal and State level are required to influence this statistic. Covered in Priority 3 - Workforce Development Covered in Priority 3 - Workforce Development Covered in Priority 3 - Workforce Development

<p>Accommodation</p> <p>There should be a set of strategic key performance indicators with sub KPIs under them. They should be consistent across multiple strategies, plans and initiatives to that interlinking actions all speak to each other. Almost all of the performance measures in the Action Plan are generic and are not sufficiently measured.</p>	<p>Covered in Priority 2 - Investment Attraction and the EDAP</p> <p>While it is difficult to attribute economic growth to any specific action, the performance measures have been improved where possible to be more specific and targets have been included in the Strategy where relevant. See Section 9 on Monitoring Change</p>
<p>The Moruya Airport should be future-proofed to 3D standard which allows ATR and Q400 aircraft (approx 70 seat). When upgrades are complete, the airport should be sold to allow multi-level tourism and business development, or Council should enter into a Public Private Partnership to achieve same. Private initiatives have shown significant renewal and increase in passenger services.</p>	<p>Refer to Moruya Redevelopment Masterplan</p>
<p>Council lobbies for business and home business to fill the calculated gap in NBN services at each stage of the NBN rollout. NBN intends filling the gap with complementary technologies.</p>	<p>Covered in Action 4.6</p>
<p>With regard to the many recommendations by public forums and consultancies and advisory committees, we do not want to see more overlays of structure, especially where uninformed comment is given equal weight to professional and organisational advice. The Chambers would like to see an annual economic growth and development summit between Chambers and Council. Where advisory groups are required, they should be professional skills-based 355 committees.</p>	<p>Covered in Action 1.2</p>
<p>Customer service is a perennial training issue. Many see this as a symptom of small marginal businesses and weekend penalty rates. Training is not the panacea.</p>	<p>Covered in Key Priority 3</p>
<p>This section should identify tourist accommodation as a fundamental of tourism and its critical situation.</p>	<p>Refer to Eurobodalla Destination Action Plan</p>
<p>Include the mitigation of financial loss or suffering by business through additional compliance to sea level rise and sustainability requirements.</p>	<p>N/A to this Strategy</p>
<p>Private and public infrastructure identification and opportunities need to have clear assessment and prioritisation as per effect on our social and economic fundamentals. Their priority is listed as ongoing, yet we would like to see urgency and timeframes.</p>	<p>See Key Priority 4 - Infrastructure and Place Enhancement</p>
<p>The TRA metrics of visiting family and friends is from a small group and highlights lack of local data. The business operators paid holiday guide is a contentious issue with some operators. The strategy for local businesses may not gain traction for experienced operators and should be reworked with industry. Supply chain issues for regional areas are primarily economic disadvantage through dependence on monopolised supply chains. Unreasonable loading of rates, charges and cost of goods sold, payment times and finance for both producers, manufacturers and retailers were identified as critical areas to be addressed.</p>	<p>Refer to Eurobodalla Destination Action Plan</p> <p>May be addressed under Key Priority 2 Investment Attraction</p>
<p>A "desirable place to invest, live and work" contains mutually exclusive strategies and messages and should be separated as such.</p>	<p>How are the messages mutually exclusive?</p>
<p>Successful visitor information centres are co-housed with local points of difference to improve public interest, offset costs and deliver relevant services.</p>	<p>Refer to Eurobodalla Destination Action Plan</p>
<p>15 This appears to be a solid piece of planning but its strategic linkages are unclear. In addition it would be good to see a stronger linkage to the Business Development Strategic Plan 2014-18. Advancing Eurobodalla should align to the four themes in the Business Development Strategic Plan. Advancing Eurobodalla needs to subsume an update to the Business Development Strategic Plan. Advancing Eurobodalla should articulate its strategy more clearly, through tying together the major initiatives and other actions.</p>	<p>Noted. The Business Development Strategic Plan and its four themes are referenced in the Strategy and linkages to the Business Development Strategic Plan are included in the Action Plan.</p> <p>A section on the Strategy, major initiatives and other actions has been included in the Strategy.</p>

	The strategy should relate explicitly to the forthcoming Digital Economy Strategy. Action A3 should sit in Section B as it is a planning action rather than a strategic action.	The draft Digital Economy Strategy has been referenced in the Strategy. This action has been moved appropriately
	Action A6 does not sit well with the rest of the major initiatives. There is no analysis in Advancing Eurobodalla about industry. Which industry sectors should we be focusing on?	The construction of the Southern Water Supply Storage facility is vital to long term economic growth through securing water supply for future residential and employment growth. See Action 4.7 Key Industry sectors and strategic drivers are included under Our Competitive Advantages and Appendix C contains a snapshot of Eurobodalla's key industry sectors.
	The performance measures are not measures of success and have been derived because the action is to "prepare for". The action should be reworded to "Enable businesses to leverage the benefits of improved broadband access".	The action has been updated as suggested and the performance measures have been modified accordingly.
	What industries benefit and how do we encourage that.	Discussion on businesses that will benefit from B-double access and the Batemans Bay Link Road have been included
	Data in the Business Development Strategic Plan needs to be incorporated into the strategy and updated. From the data, it is clear we need to adjust the ratio between the working age and over 65 population, reverse the decline in the overall number of businesses in Eurobodalla and adjust the proportion between businesses of different sizes.	Updated data has been included in the strategy along with further discussion and measures relating to age-dependency, number of businesses and business size.
	There should be a target to increase GRP by an annual percentage year on year for five years.	In what success looks like, our GRP is predicted to grow by 2.4% per annum between 2016 and 2036. Targets relating to this and other high-level monitoring measures have been included in Section 9
	We need to know how the actions are prioritised. Suggest aligning priorities with the four themes in the Business Development Strategic Plan.	Each action has been identified with a priority. How the priority actions align with the four themes in the Business Development Strategic Plan has been considered with a strong emphasis on Business Development
	There should be some commentary in the strategy about technology change and its commercial and demographic impacts.	Commentary on this issue has been added.
	Suggested some rewording of the headings in Section B of the Action Plan.	Rewording has occurred
	Risks are identified in a number of actions (B2.2.2, B3.1.1 and B5.1.2) but there are risks associated with all the actions. The document needs a risk management plan.	Not relevant to revised draft
16	The South East Coast NSW Food Bar - Local Natural Resources, markets for these foods exist throughout the shire, current supply chains are under pressure, population, Health, Environments & Tourism	
17	The Shire's assets and strengths should be identified and named. The word assets has been used in connection with natural asset only. There are other assets and strengths within the local economy and once named they should be the focus for investment. Also, once named the use of KPIs can be better achieved. Examples of assets and strengths are; resilient small business communities, education facilities.	Acknowledgement of the Eurobodalla's Competitive Advantages are listed early in the document and repeated in the SWOT Analysis
	This should be a major initiative. A hub that connects with outside established innovation hubs (ie. iAccelerate at Wollongong) will bring energy, outside the box thinking and be an appropriate location for council to liaise withen planning for economic development. The structure of a hub based within the iAccelerate criteria includes existing established local Eurobodalla businesses working with new businesses and supported by the expertise of iAccelerate. It could be a location of economic knowledge relevant to the Eurobodalla economy.	Covered in Action 1.3
	Add a point relating to organisations with \$1m turnover receive market intelligence to assist with successful emersion into national and international markets.	Covered in 1.5 and available to all businesses