
City of Greater Geraldton

2.5 ECONOMIC DEVELOPMENT AND INVESTMENT ATTRACTION

SUSTAINABILITY THEME

Economy

OBJECTIVE

To maximise economic activity within Greater Geraldton.

POLICY STATEMENT

Policy: The City will support economic development, as provided in this policy.

Rationale: The City of Greater Geraldton is a regional node and focus for economic development in the Midwest. The City adopted the Growing Greater Geraldton Growth Plan in March 2017. The document is centered on collaborative action to bring more wealth into the region by growing the traded economy.

Other policy and strategy documents which aim at stimulating local economic or spatial development and employment, support and inform this policy document. These include:

- Strategic Community Plan 2017 - 2027
- Growing Greater Geraldton Growth Plan
- Geraldton City Centre Revitalisation Plan
- Geraldton CBD Revitalisation Program
- Geraldton City Centre Vibrancy Strategy
- City Centre Planning Policy
- City of Greater Geraldton Commercial Activity Centres Strategy
- Midwest Innovation Agenda

These strategies are subject to annual review and update.

Support for economic development include a range of initiatives such as:

- Advocacy of Federal and State Governments on behalf of the City, business, industry clusters, not for profits and its community;
- City Centre revitalisation and the development of commercial activity centres and industrial areas;
- Industry development and business support for existing and emerging clusters with proven potential;
- Support for new investment including a concierge service;
- Coordination across government, industry and research stakeholders and general support from a special purpose entity established to this end namely Progress Midwest. This includes support for new investment and a concierge service;

- Support for innovation and smart technologies and Infrastructure provision.

This is a discretionary Council Policy.

POLICY PRINCIPLES

1. The City welcomes and supports economic development and investment in Greater Geraldton.
2. Council will make annual budget allocations to implement and support programs consistent with Council priorities of the day.
3. Council will support suitable development investment in target industries to stimulate economic and community benefits including:
 - Create new jobs
 - Create direct value-add through construction and operations
 - Catalyse growth in a key strategic area
 - Support growth of other businesses.
4. Council will develop and review strategies from time to time to reflect the economic conditions and priorities of the day and these strategies will inform the annual budget process.

POLICY DETAILS

1. **The City will support centre revitalisation by:**
 - Facilitating the provision of a regularly reviewed Geraldton City Centre Revitalisation Plan in consultation with all relevant stakeholders;
 - Facilitating collaboration and communication with relevant stakeholders on the implementation of initiatives from the Geraldton City Centre Revitalisation Plan;
 - Providing support and assistance to prospective business via the City of Greater Geraldton Planning Department or Progress Midwest.
2. **The City will support commercial activity centres development by:**
 - Provision of incentives that support development in the Level 1 and 2 activity centres. Incentives may include a number of concessions (City rates and fees; rent if on leased City land) from the City of Greater Geraldton with applications assessed on a case by case basis and influenced by a minimum eligibility criteria.
 - Ensuring that the activity centres strategy is reviewed to keep up to date with City growth, expansion and demand for activity centres;
 - Providing support and assistance to prospective business via the City of Greater Geraldton Planning Department or Progress Midwest.
3. **The City will support industrial area project development by:**
 - Facilitating provision of required infrastructure to support industrial development;
 - Provision of incentives that support industrial project development in any of the nine (9) Economic Sector Clusters identified in the Growing Greater Geraldton Growth Plan, or any Sector displaying growth potential. Incentives may include a number of concessions (City rates and fees ;rent if on leased City land) from the City of Greater Geraldton with applications assessed on a case by case basis and influenced by a minimum eligibility criteria that may include:

- The location of the project;
 - The degree of economic, social and environmental benefits;
 - A minimum capital investment;
 - Project creates a minimum number of full time equivalent jobs;
 - If a project, is contestable;
 - Proven commercial viability;
 - Project does not cause detriment to existing industries.
- 4. The City will support Industry development by:**
- Provision of business support to emerging enterprise in established and emerging Clusters through Progress Midwest either by means of direct assistance or facilitating liaison with appropriate funding, business support or research organisations;
 - Enabling collaboration with other members of a Cluster by way of the Clusters programs.
- 5. The City will support new business investment, or the significant expansion of existing businesses, in established and emerging Clusters by:**
- Facilitating provision of business support enterprise through Progress Midwest either by means of direct assistance in navigating Council processes and procedures or facilitating liaison with appropriate funding, business support or research organisations;
 - Facilitating international trade missions to promote investment and export opportunities for local businesses;
 - Assisting in site selection for businesses looking to expand or relocate in City of Greater Geraldton;
- 6. The City will support New Investment attraction by:**
- Provision of a dedicated concierge service that provides assistance to existing and new developers in terms of liaison with relevant stakeholders, information or any other requirement through the Progress Midwest website and other inquiries;
 - Collaborating with local stakeholders to ensure that new investment opportunities are dealt with in a coordinated and effective manner.
- 7. The City will advocate for the support of Infrastructure provision for Industrial Development and City centre regeneration.**
- 8. The City will support Innovation and smart technologies by:**
- Facilitating the support of entities and individuals seeking assistance from Federal and State programs.
- 9. The City will support Aboriginal Business Development by:**
- Facilitating the support of entities and individuals seeking assistance from Federal and State programs.

ROLES AND RESPONSIBILITIES

Director Corporate & Commercial Services is responsible for oversight of implementation and operation of this policy.

Director Infrastructure Services is responsible for delivery and maintenance of existing or new infrastructure, facilities or public amenities approved by Council consistent with this policy.

Director Development & Community Services is responsible for oversight by City Rangers of all matters of compliance with local laws and regulations.

WORKPLACE INFORMATION

Growing Greater Geraldton Plan 2017

POLICY ADMINISTRATION

Directorate		Officer	Review Cycle	Next Due
Corporate and Commercial Services		Manager Economic Development	Biennial	2020
Version	Decision Reference	Synopsis		
1.	CCS	New Policy		