



Reference:
CS ED 01

POLICY

Economic Development

Policy Objective:

Council recognises that the City plays a vital role in the economic wellbeing of Mandurah through the provision of leadership, economic infrastructure, development planning, regulatory and other services which support sustainable economic activity. This involves a working with a combination of human, natural, built, financial and institutional resources in creative and efficient ways to maximise the City's level of income and wealth whilst also distributing that wealth to the community through local expenditure, employment and projects aligned with the City's Strategic Plan.

Council recognises that the quality and diversity of services provided by the City will increasingly determine its competitive advantage as investors and knowledge workers seek regions with the best infrastructure, skills, education and quality of life.

Council recognises that the City's economic development focus aims to improve the economy and overall welfare of the community and therefore deals with wider issues than purely economic growth.

Policy:

Working and collaborating closely with business, other spheres of government and the wider community, the City will aim to:

- Identify opportunities for excellence through activities that will enhance Mandurah's social, cultural and economic prosperity for the benefit of its business and resident communities
- Promote Mandurah as a 'desirable place to live, work and do business' by supporting initiatives to achieve international recognition of Mandurah as a vibrant and progressive regional city recognised for investment and development potential and sought after as a desirable lifestyle choice
- Position and promote Mandurah as an iconic international tourist destination
- Prioritise visitor servicing by provision of quality visitor facilities and services
- Promote, encourage and support business growth
- Attract private and public investment
- Identify and address areas of skills shortages and work towards an increase in the employment rate in Mandurah
- Develop appropriate levels of hard and soft infrastructure for sustainable economic development
- Develop relevant local, national and international networks to generate positive economic outcomes
- Plan for resilience to future economic downturns including the development of a knowledge economy for Mandurah

The City will also:

- Remain committed to the principles of sustainable economic development recognising the interdependence of the natural, social and economic environment

Procedure: TBC

Originating Section:

Economic Development

Reviewer:

Economic Development

Approved:

Relevant Legislation:

Delegated Authority:

Other References: