

# Noosa Shire Local Economic Plan

Action Plan October 2016



“ A dynamic and  
resilient economy for  
generations to come.”

# Action Plan

1	Diversification of the economy by growing priority sectors		
Ref	Action	Priority	Agency
Tourism			
1.1.1	Continue to implement the Noosa Sustainable Destination Plan	Ongoing	TN
1.1.2	Support the development of tourism through the collection and management of the tourism levy	Ongoing	Cncl/TN
1.1.3	Pursue the development of high yield visitor markets	Ongoing	TN
1.1.4	Continue to develop strategies aimed at increasing revenue from business events	Ongoing	TN
1.1.5	Achieve greater dispersal of visitors across the Shire through the development of hinterland and eco experiences such as the Noosa Trail Network	Ongoing	TN
1.1.6	Explore opportunities to grow sectors within tourism in Noosa – for example health & wellness, education and sport	2	TN
1.1.7	Examine planning impediments in the sector and opportunities for the next planning scheme to better facilitate a broader range of visitor experiences	2	Cncl
1.1.8	Identify infrastructure/facility and how best to support the development of these assets	3	TN
Digital Economy			
1.2.1	Profile the sector to better understand the industry's economic impact, strengths, challenges and opportunities	1	Cncl
1.2.2	Explore how the planning scheme can enable business development in this sector - for example precinct planning around technology and innovation	1	Cncl
1.2.3	Actively pursue the establishment of ITC driven work hubs in the Noosa Shire	Current	Cncl/IND
1.2.4	Support the development of a Digital Entrepreneurs Network	Ongoing	Cncl
1.2.5	Support selected regional initiatives through the Digital Sunshine Coast program including broadband infrastructure, skills and workforce development	Ongoing	RDA/Cncl
1.2.6	Establish a Digital Economy Reference group to provide expert advice on broadband infrastructure, technology solutions and take up	1	Cncl
1.2.7	In collaboration with business, industry and support agencies, facilitate the establishment of projects that strengthen the local start-up community/eco system - for example the Digital Entrepreneurs Network	1	Cncl
Education			
1.3.1	Profile the sector to better understand the industries economic impact, strengths, challenges and opportunities	1	Cncl
1.3.2	Explore how the planning scheme can enable business development in this sector	1	Cncl
1.3.3	Support cluster development in the sector to support increased connections and collaborations	1	Cncl/IND
1.3.4	Work with business and industry to identify potential initiatives that increase economic activity and generate employment in the sector. For example building strategic alliances, infrastructure review, dedicated industry group	1	Cncl/IND

Ref	Action	Priority	Agency
Health and wellness			
1.4.1	Profile the sector to better understand the industry's economic impact, strengths, challenges and opportunities	1	Cncl
1.4.2	Explore how the planning scheme can enable business development in this sector - for example precinct planning for health and wellness	1	Cncl
1.4.3	Support cluster development in the sector to support increased connections and collaborations	2	CoC
1.4.4	Work with business and industry to identify potential initiatives that increase economic activity and generate employment in the health and wellness sector	2	Cncl
1.4.5	Explore the concept of, and test support for, the establishment a centre of excellence in aged care	2	Cncl/IND
Rural enterprise			
1.5.1	Profile the sector to better understand the industries economic impact, strengths, challenges and opportunities	Current	ABN
1.5.2	Support the development of Agribusiness Networks	Current	Cncl
1.5.3	Map supply chains and distribution channels within the local food and beverage sector to identify gaps and potential business opportunities or efficiency gains	Current	CNF
1.5.4	Finalise the Agricultural Land Use Study to inform the next planning scheme	Current	Cncl
1.5.5	Support appropriate regional agribusiness initiatives and workforce development activities	Ongoing	ABN/CNF/ Cncl
1.5.6	Support the development of appropriate food tourism initiatives	Ongoing	TN
1.5.7	Explore the establishment of a Noosa food and beverage brand	1	Cncl/ABN
1.5.8	Explore the establishment of a Noosa appellation similar to the Barossa, Margaret River and King Island	1	Cncl/ABN
Creative Industries			
1.6.1	Profile the sector to better understand the industries economic impact, strengths, challenges and opportunities	1	Cncl
1.6.2	Explore how the planning scheme can enable business development in this sector - for example precinct planning for entertainment, creative industries etc.	1	Cncl
1.6.3	Support cluster development in the creative industries sector to support increased connections and collaborations.	1	Cncl
1.6.4	Work with business and industry to identify opportunities to support increased economic activity and generate employment in this sector, for example co-operative business models, social enterprise, start up and entrepreneurship programs	1	Cncl/SCCA

Ref	Action	Priority	Agency
Environmental industries			
1.7.1	Profile the sector to better understand the industries economic impact, strengths, challenges and opportunities	1	Cncl
1.7.2	Explore how the next planning scheme might support business development in this sector – for example precinct planning	1	Cncl/IND
1.7.3	Support cluster development in the environmental industries sector to support increased connections and collaborations	3	Cncl/IND
1.7.4	Work with business and industry to identify opportunities to support increased economic activity and generate employment in this sector for example start up and entrepreneurship programs	3	Cncl/ NBBL/Coc
1.7.5	Explore the opportunity to better leverage Noosa's Biosphere status, clean green brand and environmental credentials and communicate Noosa's competitive advantage in this sector	3	TBD
Professional services			
1.8.1	Profile the sector to better understand the industries economic impact, strengths, challenges and opportunities	3	Cncl
1.8.2	Work with business and industry to identify opportunities to support increased economic activity and generate employment in this sector	3	Cncl/IND
1.8.3	Ensure a planning and regulatory environment that supports sole operators and small businesses	2	Cncl
2.	Effective land use planning - provide business certainty, a level of flexibility and reduce red tape.		
2.1	Establish an expert Business Reference Group to work with Councils Strategic Land Use Planning team in the development of the next planning scheme	2	Cncl/IND
2.2	Develop a communications strategy to engage and educate the business community on the development of the new Noosa Planning Scheme	2	Cncl
3.	Enterprise support - support the development of strong businesses and stable employment opportunities with a focus on those in key industry sectors that export outside the Shire.		
3.1	Explore how to best leverage the existing Noosa brand to promote Noosa as a preferred business location	1	Cncl/TN/ CoC
3.2	Create a business/economic prospectus that talks to the strengths of our local economy and includes case studies on successful Noosa Shire based businesses	1	Cncl/IND/ COC
3.3	Establish a single point of contact within Council for new, prospective and existing businesses	1	Cncl/CoC
3.4	Explore the establishment of a local body that could foster partnerships and investment, use local expertise, skills and networks to address local economic opportunities, issues, infrastructure needs; support start-up ecosystems, and markets Noosa as a business destination	1	Cncl/IND/ CoC
3.5	Establish an on-line data and information library to monitor and track economic activity and assist business decision making	1	Cncl

Ref	Action	Priority	Agency
3.6	Establish an awards program that recognises and supports further achievement in targeted focus areas for example innovation, entrepreneurship and sustainability	2	Cncl
3.7	Establish a business development program that supports business success, innovation and entrepreneurship:	1	Cncl
•	Establish a competitive business development fund that supports collaboration and clustering in key sectors and encourages innovation and entrepreneurship		
•	Establish an innovation program that enables local work hubs to deliver curated content		
•	Support the development of industry networks and clustering initiatives		
3.8	Work with State and Federal government agencies to ensure the delivery of government business support services in our shire	Ongoing	Cncl/IND
4.	Essential infrastructure -ensure the provision of infrastructure is appropriate to meet the needs of business and visitors		
4.1	Advocate to government and telecommunication providers for improved infrastructure to facilitate connectivity including broadband and mobile technology	Ongoing	RDA/Cncl
4.2	Maintain community assets in accordance with Asset Management Plans to support those industry sectors that rely heavily on lifestyle attributes	Ongoing	Cncl
4.3	Ensure the needs of the Noosa business community are taken into account as part of the Transport Strategy	Ongoing	Cncl
5.	Skilled and connected businesses - establish a connected business community where knowledge is openly shared and a culture of learning and skill development exists.		
5.1	Advocate and encourage the re-activation of education services from the TAFE Tewantin site	Current	Cncl/IND
5.2	Work with industry representative groups such as the Chamber of Commerce to support and strengthen networks, connections and collaboration between businesses and opportunities for skill development - for example Business Mentoring Noosa, networking opportunities that align with this plan, a Noosa Alumni network	Ongoing	Cncl
5.3	Build alliances with education providers to increase strategy alignment, collaboration and the delivery of education services that meet the needs of the business community and support growth in high value low impact industry sectors	2	Cncl/IND
5.4	Identify potential education and training opportunities that support the development of innovation and entrepreneurship within high value low impact sectors	2	Cncl/IND

6. Implementation, monitoring and reporting			
6.1	Work with industry, agencies and business groups to develop implementation plans for identified priority actions	1	Cncl/IND
6.2	Explore new and sustainable approaches to funding the economic aspirations of the community	1	Cncl/IND/ TN/CoC
6.3	Report annually to the community using a variety of channels – forums, online, social media, report card	1	Cncl
6.4	Review and up-date this plan annually as required	Annually	Cncl

#### Key

Council	Cncl
Tourism Noosa	TN
Chambers of Commerce & Industry	CoC
Agribusiness Network	ABN
Country Noosa Forum	CNF
Noosa Biosphere Reserve Foundation	NBRF
Regional Development Australia	RDA
Sunshine Coast Creative Alliance	SCCA
Industry & Business	IND

Priority 1	Year 1-3
Priority 2	Year 2-4
Priority 3	Year 2-5