

Frankston City Council Policy	Policy Number: 01/2011
ECONOMIC DEVELOPMENT POLICY (A1080882)	Issue: OM216 Date: 5/09/2011

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1. POLICY STATEMENT

Frankston City Council is committed to facilitating an environment that supports an innovative and resilient business community which provides sustainable economic growth and investment, integrated education and skills development and diverse employment opportunities.

2. REASON FOR POLICY

Frankston City Council is responding to the community's Frankston 2025 Vision to become a city which leads the way in innovative business practices while generating local employment and services.

This policy (in conjunction with Frankston City Council's Economic Development Strategy and Learning City Policy) establishes a framework for economic development whereby Council will contribute to the development and growth of a strong economy that facilitates increased employment and wealth and therefore contributes to an improved quality of life for the whole community.

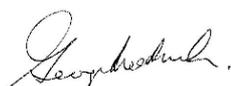
3. SCOPE

This policy informs decision-making and the development of all other relevant Council policies, strategies and actions as well as the delivery of Council's services and operations and the actions of contractors, volunteers, staff and Councillors alike.

The scope of Frankston City Council's commitment is further articulated in the *Frankston City Economic Development Strategy, 2011*.

4. AUTHORISATION

This policy is managed by the Chief Executive Officer, Frankston City Council, and is delegated for approval by:



CEO, Frankston City Council

in accordance with Frankston City Council resolution at its Ordinary Council meeting of 5 September 2011 – OM216.

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5. REVISION DATE

This policy will be reviewed and presented to Council no later than 30 June 2015 or earlier as deemed necessary by Council, and thereafter once within each subsequent Council term.

6. PRINCIPLES

- Council, in partnership with key stakeholders, will **actively position and promote** Frankston City as the preferred place to live, learn, work, visit and invest based on an economy that is sustainable, innovative and inclusive.
- Recognise that, in all of its roles, responsibilities and activities, Council may **influence and support** investment and development, business prosperity and innovation, diverse employment and learning opportunities.
- Commit to providing an environment that **supports and nurtures the existing business community** to grow and prosper.
- Ensure that the activities of Council are undertaken in a way that does **not unnecessarily delay or hinder developments** that are consistent with Council and community objectives.
- Through its purchasing and procurement decisions - where all other evaluation criteria are equal - Council will as far as practicable **undertake procurement that support the local business community and employment opportunities**.
- **Work collaboratively** with regional partners and stakeholders to **complement** existing markets, services, products and programs.
- Ensure that Council, through its actions and decisions, **will not promote or support one local business or local business community over another**.
- Commit to supporting a local economy where businesses operate in a **socially sustainable and environmentally sensitive** manner.

7. ROLES AND RESPONSIBILITIES

It is the role of Council to support the Policy in actions and decision-making.

It is the responsibility of the Chief Executive Officer and the Corporate Management Team to develop a culture that understands and values the importance of economic prosperity, and therefore local employment opportunities, on the wellbeing and sustainability of the whole community and its environs.

It is the responsibility of the Managers and Coordinators within Frankston City Council to ensure that all staff considers the economic development implications of projects, programs, events, services and products.

Council's Economic Development Unit is the lead department for coordinating activities that achieve Council's and the community's vision to be a place of business prosperity and local employment.

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It is important to note that while Council's Economic Development Unit plays a lead role in economic development activities on behalf of Council - the actions (or lack thereof), processes, and policies of all Council contractors, volunteers, staff, Councillors and external stakeholders can significantly impact upon the well being of the local business community.

8. POLICY NON-COMPLIANCE

Non-compliance of this policy has the potential to negatively impact on the quality of life for current and future generations of the Municipality through reduced local employment opportunities.

9. RELATED DOCUMENTS

- Frankston 2025 – Our vision for our community's future
- Frankston City Council Plan
- Municipal Strategic Statement (MSS)
- Health and Wellbeing Plan
- Sustainability Policy
- Learning City Policy
- Procurement Policy and Guidelines
- Frankston City Economic Development Strategy, 2011
- Melbourne's South East Regional Economic Strategy, 2009
- Frankston City Industrial Strategy
- Frankston CAD Structure Plan
- Other related Policies, Strategies and Action Plans as they are developed

10. IMPLEMENTATION OF THE POLICY

This policy (in conjunction with other related documents) will be incorporated into the key decision making processes of Council. Council will develop a range of tools to assist staff, contractors, volunteers and Councillors understand their role in economic development.

Specific actions that apply and reinforce the principles of this Policy are outlined in the *Frankston City Economic Development Strategy, 2011*.

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11. DEFINITIONS

Economic: relates to broader considerations relating to the wealth of an area, the production or consumption of goods and services of a region, the business community and employment. (In the context of this policy this is an external consideration).

Financial: relates to decisions that have a budgetary or resourcing impact (In the context of this policy this is more of an internal consideration)

Economic Development: increasing an area's level of income and wealth, and distributing that wealth through local expenditure and jobs to the community. This notion applies equally to geographic areas of any size, whether it is a nation, State, region or Local Government Area. On this basis, a fundamental performance measure in economic development is the number and type of jobs that are provided locally and regionally, as well as the level of investment within the City.