

## 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

This policy responds to the Frankston City Council Plan 2017–2021 which consists of four key long term economic outcomes:

- Attraction of investment
- Inspiring business
- Creating jobs
- Stimulating education and training attainment

This policy, in conjunction with Council’s Economic Development Strategy 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 improves quality of life for residents, the business community, workers and visitors.

## 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 actions. The policy applies to all Frankston City Councillors, Council officers, contractors and volunteers.

The scope of Frankston City Council’s commitment is further articulated in the Frankston City Economic Development Strategy, 2016.

## 4. Authorisation

This Policy is overseen by the Manager Community Relations, in conjunction with Council’s Economic Development Department, and is approved by Frankston City’s Mayor and Council’s Chief Executive Officer (CEO) in accordance with Frankston City Council resolution at its Ordinary Council meeting of 29 May 2019.

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Frankston City Mayor, Cr Michel O’Reilly

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Chief Executive Officer, Dennis Hovenden

## 5. Revision date

This Policy will be reviewed and presented to Council no later than 30 June 2023 or earlier as deemed necessary by Council, and therefore once within each subsequent Council term.

## 6. Principles

- Council, in partnership with key stakeholders will actively position and promote Frankston City as the *Lifestyle Capital of Victoria* and encourage investors to prioritise Frankston City as the preferred place to live, learn, work, visit and invest based on an economy that is innovative, sustainable and inclusive.
- Council is committed through its roles, responsibilities and activities to actively pursue and support new investment, reinvestment and developments where there is strategic and economic value, including:
  - The offer of a unique competitive advantage for the region
  - The creation of significant additional employment
  - A contribution to the supply chain for an existing sector
  - Investment with potential flow on effects to other sectors
  - A service needed by a specific geographic area
- Council commits to fostering an environment that supports the existing diverse business community, by facilitating innovative growth opportunities.
- Council will work collaboratively with key stakeholders to support and improve employment outcomes for people transitioning from education to employment, sustaining a productive, skilled and knowledgeable workforce.
- 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.
- Council will work collaboratively with regional partners and stakeholders to drive growth, investment, prosperity and sustainability, maximising the economic and social potential for the wider region.
- Council, through its actions and decisions will not promote or support one local business or local business community over another except in instances where the business is participating in a council endorsed program, or when the appropriate Director/Manager approval has been sought.
- Council is committed to supporting a local economy where businesses operate with social and environmental purpose and which demonstrate long-term economic sustainability.

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- Council is committed to delivering place-making activities and programs that enhance the public realm while maintaining a safe, accessible and desirable environment.

## 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 Executive Management Team to develop an organisational culture that understands 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 Council managers and coordinators to ensure that all staff considers the economic development implications of projects, programs, events, services and products.

Council’s Economic Development Team is responsible for coordinating activities that achieve Council and the community’s desire to be a place of business prosperity and diverse local employment.

Note: While Council’s Economic Development Team 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 sustainability of the local business community.

## 8. Policy non-compliance

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

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## 9. Related documents

- Frankston City Council Plan 2017-2021
- Child Safe Policy
- Communications Policy
- Health and Wellbeing Plan
- Sustainability Policy
- Procurement Policy and Guidelines
- Frankston City Economic Development Strategy, 2016
- Frankston City Council Coastal Management Plan
- Frankston Destination Development Plan
- Green Wedge Management Plan
- Metropolitan Activity Centre Structure Plan
- Other related Policies, Strategies and Action Plans as they are developed
- Frankston City Council Social Media Protocol

## 10. Implementation of the Policy

This Policy (in conjunction with related policies) will be incorporated into all decision making by Council.

Council will develop a range of tools to assist staff, contractors, volunteers and Councillors to 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 2016.

## 11. Definitions

**Economic:** Relates to broader considerations or area wealth, 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 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 city investment.

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