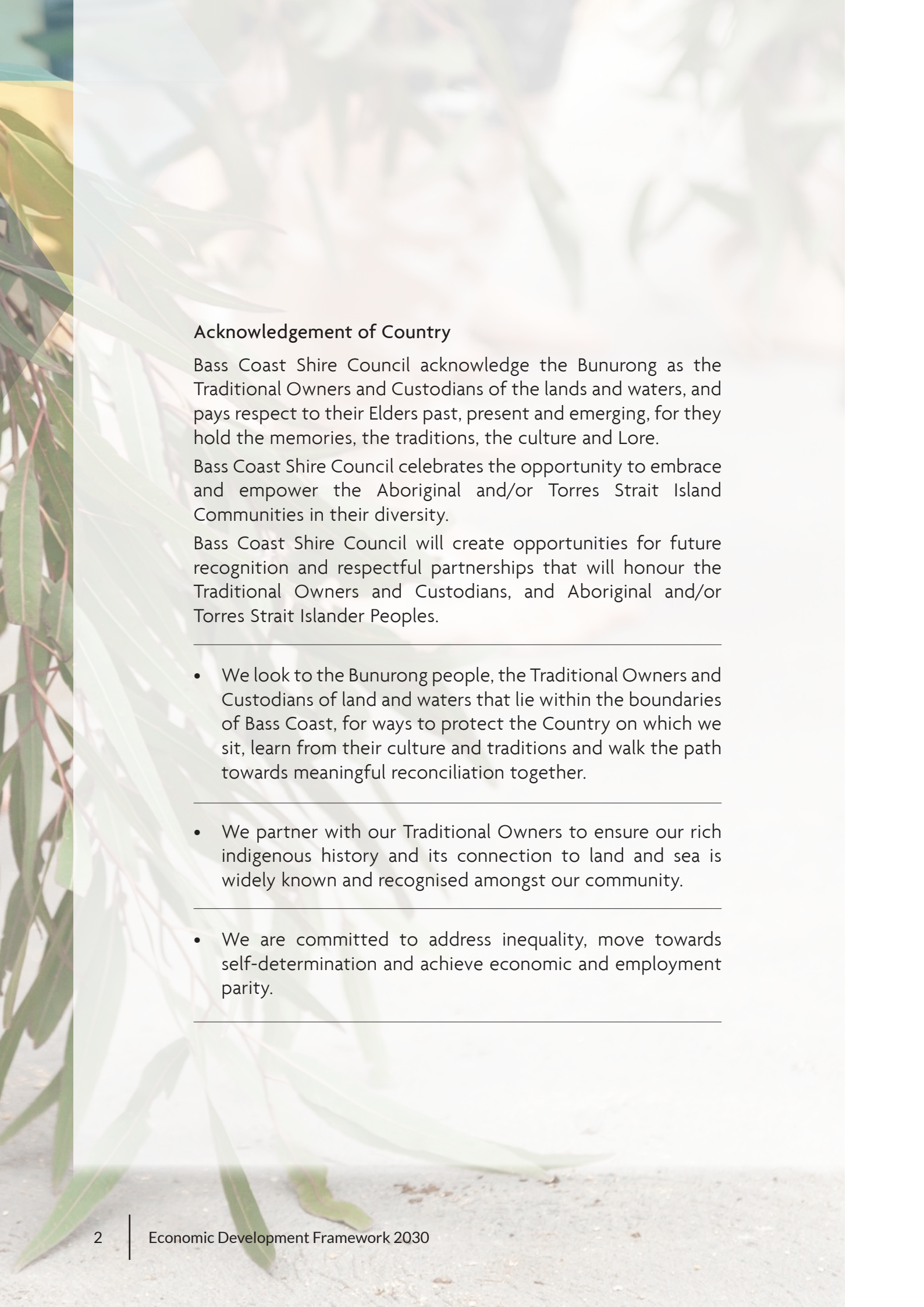




# **A Coastal Community Full of Opportunity**

Economic Development Framework **2030**





## Acknowledgement of Country

Bass Coast Shire Council acknowledge the Bunurong as the Traditional Owners and Custodians of the lands and waters, and pays respect to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and Lore.

Bass Coast Shire Council celebrates the opportunity to embrace and empower the Aboriginal and/or Torres Strait Island Communities in their diversity.

Bass Coast Shire Council will create opportunities for future recognition and respectful partnerships that will honour the Traditional Owners and Custodians, and Aboriginal and/or Torres Strait Islander Peoples.

- 
- We look to the Bunurong people, the Traditional Owners and Custodians of land and waters that lie within the boundaries of Bass Coast, for ways to protect the Country on which we sit, learn from their culture and traditions and walk the path towards meaningful reconciliation together.
- 
- We partner with our Traditional Owners to ensure our rich indigenous history and its connection to land and sea is widely known and recognised amongst our community.
- 
- We are committed to address inequality, move towards self-determination and achieve economic and employment parity.
-

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## Diversity and Inclusion

Bass Coast Shire Council is committed to economic development that is welcoming, safe, accessible and inclusive for our community including First Nations, Culturally and Linguistically Diverse (CALD), Lesbian, Gay, Bisexual, Transgender, Queer, Intersex and Asexual (LGBTQIA+) peoples, people with disability and of all ages.

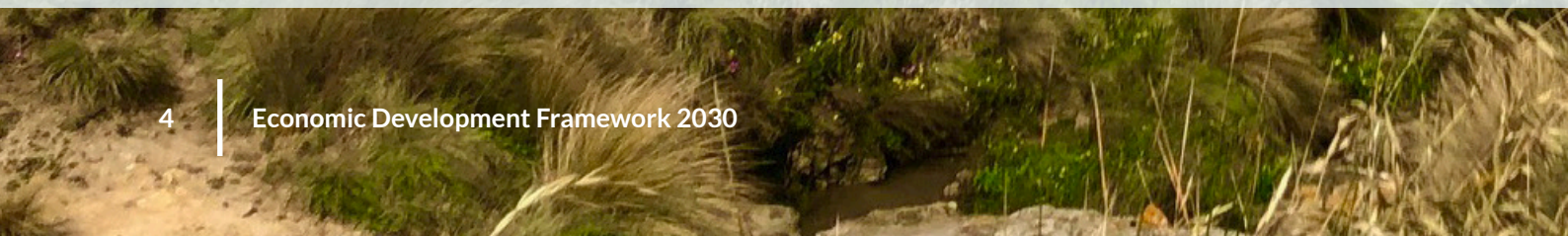




## 2041 **Community Vision**



*From its flowing hills to its wild unspoiled coastlines, the Bass Coast is a source of celebration for all who live in and visit the region. Our townships are vibrant, rich with culture and full of life, each with its own distinct character. Drawing on our creativity, innovation and resilience we've created a thriving and diverse economy that supports sustainable agriculture and industry.*







*We live proudly on Bunurong Country, and build on learnings from our First Peoples and their knowledge. We coexist in harmony with our environment, and are prepared for future challenges and changes. We are the people of the Bass Coast. Experience our cultures and history, and contribute to our story.*







## Our Bass Coast. Our Future.

*The Council Plan 2021-25 identifies Council's priority focus areas over four years.*



## Economic Development Framework

*Aspirational vision for how Council aims to support economic wellbeing in Bass Coast.*



**Towards 2030  
Gippsland  
Destination  
Management  
Plan**



**Phillip Island  
and San Remo  
Destination  
Management  
Plan, Towards  
2033**



**Growing  
Off-Peak  
Events**



**12-Month  
Annual  
Action Plan**



# Our Bass Coast. Our Future

*To deliver on the Community Vision 2041, Council has identified six strategic objectives. The strategic objectives ensure the desire to balance our growing community while protecting the intrinsic attributes that make Bass Coast unique.*

1

## **Protecting our Natural Environment**

Building resilience and protecting and enhancing our natural assets

2

## **Healthy Community –**

An inclusive community that embraces its lifestyle and supports health and wellbeing

3

## **Our Places**

Strengthening the connection between people and the public places they share

4

## **Growing our Economy**

Progressing opportunities for visitation economy and business growth in harmony with our natural environment and sustainable values

5

## **Sustainable Development**

Prepare for growth while ensuring the intrinsic values and character of Bass Coast are retained

6

## **Leading for our Community**

Demonstrating leadership through good governance, transparency and accountability.





## Purpose

**The Economic Development Framework has been developed to outline Council's plan to increase opportunities for business activity and investment, facilitate participation in employment and education, build the competitiveness, diversity and resilience of our economy, and support the ongoing economic wellbeing of the community.**

---

*"No single definition incorporates all the different strands of economic development."*

**International Economic Development Committee.**

---

As there is no single definition for economic development, there is no single strategy, policy, or program for achieving successful economic development. This Framework has been developed based on localised evidence, regional context, our unique context and engaging with our community.



## Case Study

### Attracting Catalytic Investment



**Phillip Island has, for a very long time attracted visitors from all over the globe to experience its unique flora and fauna, idyllic beaches, and captivating coastlines. Naturally, investment and development of supporting tourism infrastructure has followed.**

Identified in the Cowes Activity Centre Plan and supported in the Phillip Island and San Remo Visitor Economy Strategy was the need to facilitate catalytic hospitality investment in the Cowes township that enables greater year-round visitation. Along with several other actions, Council introduced a new Design and Development Overlay which encouraged the development of a landmark redevelopment of architectural and landscape excellence.

Moda, a Melbourne based property developer purchased the former Isle of Wight Hotel site along the Cowes foreshore, which has remained vacant since the century-old pub burnt down in 2010. The purchase was following the introduction of the Design and Development Overlay.

“It was partly this clear intent of the planning scheme that attracted the consortium’s interest.”

“As is the intent of the DDO, a landmark redevelopment of architectural excellence is what we will be aiming to achieve here”  
Ed Farquharson, Moda

The \$130 million project will build a brand new 150 room hotel, dining, wellness and retail precinct strengthening the regions tourism offering.



A photograph of three penguins on a beach at sunset. The penguins are in the foreground, silhouetted against the bright orange and yellow sky. The beach is wet and reflective, showing the penguins' forms. In the background, there are dark, silhouetted hills or mountains. The sky is filled with soft, golden clouds. The overall mood is serene and natural.

## Engagement

In the creation of the Economic Development Framework, extensive stakeholder and targeted expert engagement has been undertaken. This included representatives from the business, tourism and community sectors. Key findings from engagement can be found in the Economic Development Framework Discussion Paper.

## Principles



### **Environment is our economy**

Celebrate the interdependence between a healthy environment and economic wellbeing for Bass Coast.



### **Inclusive economic growth**

Recognise economic prosperity is achieved when all members of society have the opportunity to participate.



### **Harness the power of community**

Transform the potential of collective action and collaboration in local communities.



### **Local focus, global horizons**

Recognise and celebrate our communities without limitation on the possibility.



### **Gender equality**

Proactively drive equal opportunities, rights, and representation.



### **Enable self-determination**

Recognise and support the inherent rights of First Nations peoples to make decisions and determine their own future.



### **Embrace our story**

Celebrate our Bass Coast, the intrinsic values and history of place.



### **Drive innovation and excellence**

Foster a culture of continuous improvement, embrace creativity and disruption in the pursuit of excellence.



### **Work with the willing**

Prioritise motivated and receptive business and community champions to drive collaboration and collective action.





## Bass Coast Snapshot

### **Polar Dinosaurs 125 million years ago**

Australia lay alongside Antarctica and was known as Gondwana. During this time land that is now known as Bass Coast, lay well inside the Antarctic Circle.

### **George Bass landed 1798**

The exploration party was met by a natural wonderland full of healthy ecosystems with fertile soils, distinct and an abundance of flora and fauna on land and sea.

### **Community Infrastructure**

The rise of industry, particularly coal mining, enabled community-owned infrastructure including a dental clinic, cooperative store, Workman's Club, pharmacy and the Wonthaggi Union Community Arts Centre (WUCAC).

### **Bunurong**

for millennia, the Bunurong people had thriving economies based on deep connections to land and waters. Bunurong cared for Country and lived in harmony with the natural world.

### **Early European industries emerged**

Logging, commercial fishing, coal mining, chickory kilns, and more intensive agriculture. Including the beginnings of our now global tourism industry.



### Community Action

As the region witnessed great change on the landscape and its flora and fauna, communities began to recognise their impact on environment and the intrinsic values of place. Change was brought about through community-led activism that changed the trajectory of the region.

### National Surfing Reserve

Phillip Island became Victoria's only National Surfing Reserve recognising the outstanding surf together with the long rich surf culture and history.

### Future Bass Coast

A source of celebration, vibrant townships, rich of culture and creativity, sustainable and thriving in harmony with our environment, proud to be on Bunurong Country.

### Motor Racing

Australia's first Grand Prix was held on Phillip Island establishing the region as the birthplace of motorsport in Australia.

### Summerland's buy-back

The globally significant landmark event to commence the Summerland's buy-back scheme in 1985 symbolised the trajectory of conservation and caring for country.

### Modern Bass Coast

Our community has shown incredible resilience to change, adapting and innovating, and connecting to the world. Bass Coast is a truly iconic holiday destination.





## Regional Context

**Bass Coast's proximity to Melbourne, natural landscapes and our coastal environment are our key strengths. Bass Coast, as one of six Gippsland Local Government Areas, identifies with opportunities closely aligned to the broader Gippsland region. This continues to evolve as the south-east of Melbourne grows at a rapid rate, as does our population, with more people from Melbourne with connections through work and family moving to Bass Coast.**



## Melbourne

The population of Melbourne is predicted to overtake Sydney and forecast to reach 6 million by 2031-32. Over the next 35 years, it is estimated Melbourne will need 1.5 million new jobs. Bass Coast's location, combined with improved road connection with Melbourne, makes it an ideal holiday destination and region for those looking to sea change or downsize. These factors also position Bass Coast as an attractive destination for working holidays, a relatively new trend, linked closely with the increase of hybrid and remote working.

## South-East Growth Corridor

Neighbouring Bass Coast is Cardinia Shire, one of the fastest growing regions in Australia. Recognised by the State Government as one of four growth corridors across Melbourne. With a current catchment of over 112,000 residents, and the population projected to grow to 200,000 people by 2041.



## Gippsland Regional Economic Development Strategy

The Gippsland Regional Economic Development Strategy (REDS) defines the State Government's five strategic directions for economic development in the region, based on data analysis and review of existing policies and strategies. It is important to consider opportunities identified through State planning to ensure we are positioned to maximise benefit to our region.

1. Maximise the role of the food and fibre industry in the local economy.
2. Accelerate advanced manufacturing capabilities in the region.
3. Pursue opportunities emerging from energy industry transition, including clean and renewable energy and earth resources.
4. Support growth and diversification in the visitor economy.
5. Enhance regional specialisation in health care and social assistance.

## Gippsland Energy Industry in Transition

The Gippsland region is the historical energy powerhouse of Victoria, previously accounting for over 90 per cent of Victoria's energy production and exporting to the national grid. As we continue to transition away from a reliance on coal-fired electricity production, Gippsland is well-positioned to maximise opportunities from new renewable energy production including Offshore Wind. In December 2022 Gippsland was declared Australia's first offshore wind region, providing significant economic opportunities while supporting the path to zero net emissions. An estimated \$40 billion is in the pipeline for future clean energy technology in Gippsland.





## Case Study - Yay! Case Study

**Yay! is a food startup built on the ethos of tapping into how people feel about their food. The founders, Nalin Arileo & Nergiz Yuksel, started their journey six years ago and are passionate about producing high-quality food in an ethical and sustainable way.**

Manufacturing a number of premium products, including their famous marinated vegan feta, they started the business from the Inverloch Community Hub kitchen. Operating from the hub enabled the founders to focus on product development and building the ongoing sustainability of the company without having to invest in the significant upfront costs of a commercial kitchen.

Nalin reflected on the crucial role this community resource played in their initial development, stating “I don’t think I could have started Yay! without the Inverloch kitchen.” Within the two and a half years that they worked from the Inverloch

Community Hub, their cooking frequency increased to four days a week.

Yay!’s growth during its years in the community kitchen concluded with the establishment of their own warehouse in Wonthaggi. This significant milestone, however, required a substantial investment. The setup costs for the Wonthaggi kitchen amounted to \$120,000 plus ongoing rental costs – a testament to the founders’ commitment to their passion project.

Their journey, though marked by triumphs, has not been without its challenges. The team has grappled with global supplier shortages and logistical complexities associated with frozen food transportation, yet their resilience has seen them navigate these obstacles with determination.

Currently Yay! is in the process of developing a new range of products and continuing their endeavour to cater to food enthusiasts seeking ethically produced,

high-quality food. In line with their values of sustainability and ethical practices, Yay! implemented packaging that is home-compostable and strives to reduce palm oil usage in its products.

From the humble beginnings at the Inverloch Community Hub kitchen to current operations in their dedicated Wonthaggi warehouse, the journey of Yay! exemplifies how passion, commitment to sustainability, and innovative use of available resources can establish a successful enterprise. Their story serves as an inspiring case study of entrepreneurial resilience and the power of sustainability in modern food businesses.





# Bass Coast at a Glance

**41,741**

An estimated 41,741 people live in Bass Coast  
(as at June 2022).



Bass Coast's population skews slightly older, with a significantly lower share of residents aged 15- 39. The median age is 50 compared to Victoria's median age of 37.



**17.8%**

The population with university qualifications in Bass Coast is 17.8 per cent, significantly lower compared to Victoria 29.2 per cent.



**38.5%**

The percentage of the community 60 years or older. (For Gippsland Region this is 32.1%).

**7%**

Bass Coast experienced a shift in the number of work-from-home residents increasing by 7 per cent following the pandemic.



**49.5%**

Bass Coast's work participation rate is 49.5 per cent compared to 62.7 per cent for Victoria.



## Visitors

Our visitors come from around the world to experience our special places



## 10,000 residents

Looking towards 2036, Bass Coast is expected to add almost 10,000 residents, mainly in “Couple Family without Children” and “Lone Person” households.

## \$800 million pa

Bass Coast’s consumer economy is worth approximately \$800 million per annum.



## \$168 million

In Bass Coast during 2020 and 2021 a total of \$168 million was lost due to a reduction of spending during the pandemic.



## Tourism

Tourism is critical to Bass Coast’s economy, bringing valuable ‘export’ revenue that is not dependent on population growth. Tourism spending can vary, with seasonal fluctuations providing challenges for workforce retention and cashflow.



## 13%

Agriculture accounts for just 6 per cent of economic output, it is the second largest count of business by industry at 13 per cent.

*A detailed account from Bass Coast State of the Shire Report is over the next few pages...*



# Bass Coast State of the Shire Report

*Summary of key  
findings from the  
Bass Coast State of  
the Shire Report*

## Population

- Bass Coast's population skews slightly older, with a significantly lower share of residents aged 15- 39. The median age is 50 compared to Victoria's median age of 37.
- Bass Coast is subject to development pressures that can create land-use conflicts between traditional industry and sea/tree-change led residential development.
- Bass Coast is well positioned to take advantage of work-from-home trends by encouraging more professional workers to live and work locally.
- Bass Coast has a relatively high number of lower income households. This is due to the high number of retirees and significantly lower number of residents aged 15-39.
- The Department of Social Security payment mix in Bass Coast is close to double the Victorian average for both Pension Concession Card and Age Pension payments.
- Looking towards 2036, Bass Coast is expected to add almost 10,000 residents, mainly in "Couple Family without Children" and "Lone Person" households.

## Spend

- Bass Coast's consumer economy is worth approximately \$800 million per annum.
- Visitor local spend is extremely dynamic: winter months average \$20 million per month compared to peaks in December and January of \$55 to \$70 million per month.
- Resident online spending is growing significantly faster than Gippsland and Victoria.
- Bass Coast total spend peaks in January compared to the typical December peak, due to visitor numbers, while resident local spend is relatively stable and peaks in December.
- Bass Coast residents spend a higher share of their income outside of Bass Coast and is growing at a faster rate than Gippsland and Victoria. If this could be reduced to the Gippsland average, an additional \$37 million per annum could be spent with our local traders. This is in part due to high outward commuting numbers.
- Bass Coast experiences troughs in total local spending during the month of February.

## Labour Force

- Bass Coast's work participation rate is 49.5 per cent compared to 62.7 per cent for Victoria.
- Youth disengagement (15 to 24 year-olds who are not employed and not studying, full or part time) is 9.5 per cent in Bass Coast compared to 7.5 per cent for Victoria.
- We have an undersupply of higher income, skilled jobs for the skilled resident workforce and we are an exporter of skilled workers to other LGAs.
- The population with university qualifications in Bass Coast is 17.8 per cent, significantly lower compared to Victoria 29.2 per cent.
- Bass Coast experienced a shift in the number of work-from-home residents increasing by 7 per cent following the pandemic.

*...continued over the page.*





## Business and Industry

- The construction industry is driving a significant part of the economy, accounting for the highest economic output at 21.9 per cent, and the largest count of businesses by industry with over one quarter of all businesses.
- While agriculture accounts for just 6 per cent of economic output, it is the second largest count of business by industry at 13 per cent.
- 76 per cent of Bass Coast's land mass is occupied by agribusiness activity which is dominated by beef and dairy cattle.
- In Bass Coast during 2020 and 2021 a total of \$168 million was lost due to a reduction of spending during the pandemic.

## Tourism

- Most visitors to Bass Coast are day trippers.
- Converting day trippers to overnight visitors matching East Gippsland could generate an additional \$113 million per year.
- Tourism is critical to Bass Coast's economy, bringing valuable 'export' revenue that is not dependent on population growth.
- Tourism spending can vary, with seasonal fluctuations providing challenges for workforce retention and cashflow.
- There are 3,300 short-term rental properties that help meet visitor economy demand.
- Visitor spend is more inconsistent than resident spend. During the week it is three times more inconsistent and season by season it is twice as inconsistent.
- Post COVID indicates strong recovery in expenditure to pre-pandemic levels. Research indicates visitors are staying longer and spending more.

## Land and Housing

- Bass Coast has retained a high share of its rural and conservation land, with urbanisation relatively concentrated.
- Industrial land is concentrated into seven precincts with the 'Wonthaggi Inverloch Road' precinct accounting for 40 per cent of available industrial land. This precinct presents challenges due to land ownership fragmentation, available services, and access infrastructure.
- 16 per cent of industrial land is occupied by self storage; a population servicing, low-value industry land use.
- Bass Coast residential property value increased 120 per cent in the five years to January 2022, ranking it number two in Australia.
- Housing affordability is a challenge in Bass Coast as many workers, particularly lower income workers (essential for sectors like tourism), are likely to find it difficult to purchase or lease their own property in Bass Coast.
- Rental affordability and availability is declining; in the two years to December 2021 the number of rental properties dropped by 496.



## Case Study - Phillip Island Hot Springs

**The development of the Phillip Island Hot Springs presents how the integration of natural resources, sustainable practices, and wellness offerings can drive the recognition of the region as a wellness destination. Located on the picturesque Phillip Island, this project aims to capitalise on the island's geothermal springs and unique access to saltwater by establishing a world-class wellness destination.**

The project involves the construction of state-of-the-art thermal bathing facilities, therapeutic treatment centres, and bathing pools. The Phillip Island Hot Springs will become a major catalyst in driving the growth of the wellness tourism industry in the region. The attraction will drive domestic and international tourists seeking authentic wellness experiences in a pristine natural setting will provide opportunities for industry to leverage.

The development of the Phillip Island Hot Springs prioritises sustainable practices throughout its design. By utilising renewable energy sources, minimising water usage, and implementing waste reduction strategies, the project demonstrates a commitment to environmental stewardship. It serves as a model for sustainable tourism development and will inspire other developments to adopt similar principles and practices.





## Pillars

### *Enabling economic growth*

An effective economic development strategy is vital for the sustainable growth and prosperity of our region and communities. It requires a comprehensive approach that addresses various aspects of economic well-being. The four pillars of the Framework encompass key areas crucial for successful economic development. These pillars lay the foundation for a robust and inclusive economy while ensuring the preservation of natural resources and the improvement of quality of life.

Living + Working

Natural World +  
Visitor Economy

Industry Diversification  
+ Innovation

Place Shaping

*...continued over the page.*





## Living + Working

We recognise that the foundation of any thriving economy is its people. Living + Working builds on creating an environment where individuals can live fulfilling lives and access quality employment opportunities. It involves enhancing education and skills development programs, fostering a healthy work-life balance, and promoting affordable housing options. By nurturing a supportive and inclusive community, this pillar aims to attract and retain talent, thus bolstering the economic vibrancy of our region.

## Workforce development


















Pathways to employment are available locally and available to all members of our community through development of strong links between education providers, industry and government agencies.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>1.1.1</b> Grow access to local employee talent, including to explore initiatives that target underrepresented cohorts in the workforce	   	Ongoing	Operating
<b>1.1.2</b> Investigate and showcase pathways for local employment opportunities and facilitate stronger links between industry and education providers	   	Ongoing	Operating
<b>1.1.3</b> Advocate to strengthen the role of Wonthaggi TAFE campus and continue support for Country University Centre Bass Coast to enhance local education opportunities	   	Ongoing	Operating
<b>1.1.4</b> Review and update Council's tender and quotation documents to ensure they drive positive social, local and environmental outcomes	 	2023/2024	Operating
<b>1.1.5</b> Facilitate inclusive employment opportunities in Council and the community through promotion of targeted programs	   	Ongoing	Operating



## Housing + transport

The provision of sustainable housing meets the diverse needs of our growing community, including appropriate access to available transport, facilities and services.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>1.2.1</b> Finalise Councils Affordable Housing Strategy	  	2023/2024	Operating
<b>1.2.2</b> Finalise Councils Housing and Neighbourhood Character Study	 	2023/2024	Operating
<b>1.2.3</b> Investigate opportunities for key worker accommodation	 	Ongoing	Operating
<b>1.2.4</b> Commence development of Councils Integrated Transport Strategy	    	2023/2024	Operating
<b>1.2.5</b> Plan and advocate for enhanced public transport including progressing responsive transport systems	  	Ongoing	Subject to Gov Funding
<b>1.2.6</b> Deliver the year one actions for Councils Urban Forestry Strategy	 	2023/2024	Operating

### Place based activation

Our towns are vibrant and reflective of our region, they are diverse economic hubs that drive creativity, connection and innovation.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>1.3.1</b> Leverage significant events that drive economic activity in our towns	  	Ongoing	Operating
<b>1.3.2</b> Drive the activation of arts and cultural events in our towns	  	Ongoing	Operating
<b>1.3.3</b> Facilitate outdoor dining in our towns and investigate other opportunities in support of the nighttime economy	 	Ongoing	Operating
<b>1.3.4</b> Promote the Bass Coast Shop, Eat, Love Local campaign and explore other initiatives that drive local spend	  	Ongoing	Operating





## Natural World + Visitor Economy

Bass Coast has long been known for its natural world with our unique flora and fauna, stunning coastlines and beaches, the hinterlands and the start of the great Strzelecki Ranges, to our Ramsar Wetlands and waterways. The importance of preserving and leveraging the natural environment and cultural heritage of our region will influence economic wellbeing. Natural World + Visitor Economy acknowledges that sustainable economic growth can coexist with environmental conservation. This pillar involves developing a responsible approach to the visitor economy that showcase the area's unique attractions while minimising the ecological footprint. By promoting ecotourism, preserving natural habitats, and supporting local artisans, this pillar harnesses the region's assets to stimulate economic activity while protecting its natural beauty.

## Regenerative agriculture

Our farming community continues to evolve farming practices that are regenerative in nature, deepening the connections between local producers and consumers. We proudly showcase and celebrate our local produce to a global audience.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>2.1.1</b> Grow the recognition and local adoption of the Gippsland Trusted Provenance Brand		Ongoing	Operating
<b>2.1.2</b> Educate and upskill the farming community on regenerative agriculture principles through workshops, seminars and knowledge sharing events		Ongoing	Operating
<b>2.1.3</b> Investigate opportunities for the region to develop high-value protein sources, sustainable bioresources, carbon activation and agricultural benefits of enhanced local biodiversity		Ongoing	Operating
<b>2.1.4</b> Actively support on-farm diversification and sustainable business practices through programs and educational workshops		Ongoing	Operating
<b>2.1.5</b> Commence a study that identifies the agricultural opportunity and competitive advantage for Bass Coast		2023/2024	Subject to funding

## Circular economy

The region has embraced the principles of the circular economy, emphasizing sustainable practices that minimise waste and maximise resource efficiency. Initiatives that transition from the traditional linear model of consumption to promoting reuse, repair, and regeneration of materials.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>2.2.1</b> Commence the development of a strategy that considers the circular economy in Bass Coast		2023/2024	Operating
<b>2.2.2</b> Promote and showcase best practice circular economy principles to business and our broader community		Ongoing	Operating
<b>2.2.3</b> Engage consumers as active participants in the circular economy		Ongoing	Operating
<b>2.2.4</b> Investigate the feasibility of new and emerging uses for local waste streams		Ongoing	Operating



### Off-peak event activation

Our vibrant and robust visitor economy is supported through the off-peak and shoulder periods by events that drive economic, social, cultural and environmental stewardship throughout the municipality.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>2.3.1</b> Develop and promote a unique Bass Coast market positioning and brand for event attraction and acquisition		2023/2024	Operating
<b>2.3.2</b> Identify, attract and support new events that provide a community benefit, generate opportunities for local business, and boost visitation and yield to the region		Ongoing	Operating
<b>2.3.3</b> Work with existing local event organisers to strengthen the impact of off-peak and shoulder season events		Ongoing	Operating
<b>2.3.4</b> Develop and implement a plan to increase the capacity of event organisers to hold and promote tourism events		2023/2024	Operating
<b>2.3.5</b> Leverage from the global recognition of motorsport events on Phillip Island		Ongoing	Operating




## International tourism destination

Bass Coast remains a top international destination for visitors to Australia. We are celebrated for our unique natural world, environmental stewardship, local produce, and exhilarating events.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>2.4.1</b> Support the promotion and implementation of priorities identified in the Towards 2030 Gippsland and Phillip Island San Remo Destination Management Plans		Ongoing	Operating
<b>2.4.2</b> Progress the development of the Bass Coast Dinosaur Trail and other products and experiences that match visitor demand, expectations, and improve seasonal dispersal		Ongoing	Subject to Gov Funding
<b>2.4.3</b> Investigate new tourism proposals, including appropriate and sustainable development on Crown Land		Ongoing	Operating
<b>2.4.4</b> Showcase and harness local leadership of inclusive tourism and the commercial opportunity through education and partnering		Ongoing	Operating
<b>2.4.5</b> Position Bass Coast as an eco-conscious destination by commencing Eco Tourism Australia destination certification		2023/2024	Operating
<b>2.4.6</b> Promote the benefits and facilitate the uptake of eco-accreditation to businesses		Ongoing	Operating
<b>2.4.7</b> Provide local travel information and inspiration to visitors throughout all stages of the trip cycle		Ongoing	Operating

## Regenerative tourism

As a forward-thinking tourism destination, we champion regenerative tourism to enhance both our community and environment. We proudly showcase and celebrate organisations having positive impacts.


2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>2.5.1</b> Foster collaboration, entrepreneurship and support local businesses that align with regenerative tourism principles through education and training opportunities		Ongoing	Operating
<b>2.5.2</b> Promote regenerative tourism principles and the benefits specifically to Bass Coast		Ongoing	Operating
<b>2.5.3</b> Commence a Cultural Values Assessment to identify and capture the traditional and contemporary cultural heritage values		Ongoing	Subject to Gov funding

## Wellness

Bass Coast is an emerging wellness destination that continues to evolve. Industry is collaborative and government understands the value of the industry.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>2.6.1</b> Facilitate the development and drive collaboration of the industry to establish Bass Coast as an emerging wellness destination		Ongoing	Operating
<b>2.6.2</b> Identify gaps in the local wellness experience and seek investment opportunities to build our wellness destination brand		Ongoing	Operating





## Industry Diversification + Innovation

The need for a dynamic and adaptable economy that can withstand changing economic conditions has been highlighted over recent years. It involves promoting entrepreneurship, attracting diverse industries, and supporting the growth of small and medium-sized enterprises. This pillar encourages innovation, and the development and use of cutting-edge technologies to drive productivity and competitiveness. By fostering a culture of entrepreneurship and embracing technological advancements, this pillar aims to diversify the economic base and create sustainable jobs.

## Emerging offshore wind industry

Gippsland is leading Australia's push for offshore wind and other renewable energy. Bass Coast has positioned the region to ensure that opportunities are available for our community and business.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>3.1.1</b> Investigate the supply chain opportunities in Bass Coast and support local industry to plan for and supply into the sector		2023/2024	Operating
<b>3.1.2</b> In partnership with education and other agencies, plan for local workforce development opportunities that demonstrate pathways into the industry		Ongoing	Operating

## Entrepreneurship

Entrepreneurship is cultivated and celebrated in Bass Coast as a driver of economic activity, collaboration, innovation and creativity.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>3.2.1</b> Investigate the development of a micro business hub model in Bass Coast focused on providing support to startups and new business		2023/2024	Operating
<b>3.2.2</b> Enhance the regulatory and industry environment to enable businesses to thrive, including streamlining processes for better customer experience		Ongoing	Operating
<b>3.2.3</b> Develop and deliver targeted business programs, workshops and resources to support existing and aspiring entrepreneurs		Ongoing	Operating
<b>3.2.4</b> Explore public-private partnerships to drive economic growth		Ongoing	Operating




## Industry development

Local industry has access to support programs, networking opportunities and platforms that drive business excellence.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>3.3.1</b> Provide learning and upskilling opportunities and foster collaboration and networking opportunities to business through workshops, mentoring and programs		Ongoing	Operating
<b>3.3.2</b> Showcase business excellence in region through the Bass Coast Business Awards and other initiatives that celebrate business excellence		Ongoing	Operating
<b>3.3.3</b> Establish Partnership Agreements with local trader groups and associations		2023/2024	Operating
<b>3.3.4</b> Investigate establishing an economic development grants program specifically for trader groups and associations to access		2023/2024	Subject to funding

## Investment attraction



Our region is proactive in attracting and facilitating positive developments that consider the quadruple bottom line.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>3.4.1</b> Commence an investment strategy that identifies Council led actions to enable development of key sites and precincts		2023/2024	Operating
<b>3.4.2</b> Lead the coordination of investment facilitation and business development services that will support existing business growth and inbound investment		Ongoing	Operating
<b>3.4.3</b> Establish inbound investment hub that provides relevant information to potential investors		2023/2024	Operating



## Data Insights

Our community has access to relevant data that assists making informed business and investment decisions.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>3.5.1</b> Review and update publicly available data and reports to enable informed business and investment decisions		Ongoing	Operating
<b>3.5.2</b> Investigate real-time information collecting sensors and other smart-cities infrastructure		Ongoing	Operating

## Creative Industries

We harness and celebrate the creativity of our community and facilitate economic benefits of the creative industry.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>3.6.1</b> Explore partnerships that activate the newly developed Berninneit		Ongoing	Operating
<b>3.6.2</b> Engage and develop opportunities with local artists and musicians through arts trails, festivals and venue promotion.		Ongoing	Operating



## Place Shaping

Focus on creating vibrant and attractive communities that serve as magnets for investment and talent. It involves strategic urban planning, infrastructure development, and the revitalisation of public spaces. This pillar recognises that a well-designed and liveable environment enhances the overall quality of life and promotes economic activity. By creating vibrant town centres, cultural hubs, and sustainable transportation networks, this pillar ensures that the region becomes a desirable place to live, work, travel and invest.

## Digital Connectivity

We are a connected and digital inclusive community with access to support for digital literacy in business.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>4.1.1</b> Commence development of a regional digital connectivity strategy in partnership with Telstra		2023/2024	Operating
<b>4.1.2</b> Advocate for enhanced digital connectivity		Ongoing	Operating
<b>4.1.3</b> Investigate opportunities for public private partnerships that drive digital connectivity in our community		Ongoing	Operating
<b>4.1.4</b> Implement actions identified in Council's Smart Cities Strategy that builds capacity in our urban areas		2023/2024	Operating

## Movement

Our region is considered, planned, and connected. People can move throughout our municipality; we are embracing technology advancements to create more seamless and efficient transportation system.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>4.2.1</b> Advocate for implementation of a pilot to trial On-Demand Transport Service		Ongoing	Operating
<b>4.2.2</b> Implement Councils Tracks and Trails Strategy and invest in infrastructure that enables active transport		Ongoing	Operating



## Sense of Place

Our retail precincts are vibrant, we leverage what makes each precinct unique through public space activation.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>4.3.1</b> Develop and implement place-based revitalisation strategies to unlock investment, facilitate economic growth and create great places for our community		Ongoing	Operating
<b>4.3.2</b> Facilitate the activation of outdoor trading in our urban areas		Ongoing	Operating
<b>4.3.3</b> Progress the streetscape masterplans for Wonthaggi and Cowes		2023/2024	Operating
<b>4.3.4</b> Finalise the activity centre plan for San Remo		2023/2024	Operating
<b>4.3.5</b> Finalise the Inverloch Local Area Tourism Action Plan		2023/2024	Gov Funded

### Wonthaggi Northeast

Wonthaggi Northeast precinct continues to develop and play an important role in the growth of Wonthaggi as the regional centre.

2023/2024 Action	UN Sustainable Goals	Timeframe	Budget
<b>4.4.1</b> Commence the facilitation to develop the commercial and industrial land in the Wonthaggi Northeast precinct	 	Ongoing	Operating
<b>4.4.2</b> Elevate Wonthaggi's recognition in external markets and inspire the decision to visit, live and work in Wonthaggi through Wonthaggi Opportunity Unlocked campaign	 	Ongoing	Operating



## Measurement – United Nations Sustainable Development Goals

**This strategy was developed with consideration of the Sustainable Development Goals, a United Nations framework supported by all 193 member states of the United Nations. We have mapped the alignment of the goals to actions under the four key pillars and our underpinning principles of the Framework.**



## How addressed in the Economic Development Framework:

	<b>Good Health and Well-Being</b> <i>Ensure healthy lives and promote well-being for all at all ages.</i>	<p>The Framework sets out to be inclusive, champion gender equality and promote active transport and the wellness sector.</p>
	<b>Quality Education</b> <i>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</i>	<p>Strengthening pathways for local people into employment and the partnership between industry and education providers.</p>
	<b>Gender Equality</b> <i>Achieve gender equality and empower all women and girls.</i>	<p>Principle of the Framework is gender equality to underpin economic prosperity.</p>
	<b>Affordable and Clean Energy</b> <i>Ensure access to affordable, reliable, sustainable and modern energy for all</i>	<p>Understanding the opportunity of local investment in renewable energy.</p>
	<b>Decent Work and Economic Growth</b> <i>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.</i>	<p>The Framework sets out to drive inclusive employment.</p>
	<b>Industry Work and Economic Growth</b> <i>Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.</i>	<p>Focusing on opportunities to become more innovative and sustainable.</p>
	<b>Responsible Consumption and Production</b> <i>Ensure sustainable consumption and production patterns.</i>	<p>Driving the circular economy and regenerative approaches to tourism development &amp; agriculture.</p>
	<b>Climate Action</b> <i>Take urgent action to combat climate change and its impacts.</i>	<p>The recognition of the interdependency between environment and our economic prosperity.</p>
	<b>Life Below Water</b> <i>Conserve and sustainably use the oceans, seas and marine resources for sustainable development.</i>	<p>Celebrating our unique flora and fauna that attracts visitation from all over the world.</p>
	<b>Life on Land</b> <i>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</i>	<p>Celebrating our unique flora and fauna that attracts visitation from all over the world.</p>



## **A Coastal Community Full of Opportunity**

Economic Development Framework **2030**

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1300 BCOAST (226 278) or (03) 5671 2211 or  
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and/or find it hard hearing or speaking with  
people who use a phone) on their website:

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