
From: Cameron Lander <landercameron@hotmail.com>
Sent: Monday, 30 January 2017 4:52 PM
To: Council Email
Cc: David Farley
Subject: Feedback on draft Narrandera Shire Economic Development Strategy 2017-2020

Good Afternoon

I am writing in response to the request for feedback/comments on the draft Narrandera Shire Economic Development Strategy 2017-2020 (the strategy).

Overall the strategy is ambitious in terms of the number of Key Actions to be carried out over the following three years but it is arguably not very aspirational. It could therefore benefit from a rationalisation and prioritisation of Key Actions, and a stretching of targets.

Part 6 of the strategy (page 24) measures success as:

- an increase in our current population (5959) of 10% by 2021
 - a 5% increase per annum over the period of the strategy would provide an increased incentive to drive the requisite growth
- 10 additional businesses within 3 years / 3 new business start-ups per year
 - these targets appear to be slightly at odds ($3 \times 3 \text{ pa} = 9$) and targets of 1 additional major enterprise and 2 additional medium to small enterprises being established per quarter would not only push the desired population growth but improve the targeting of activities to attract potential business investment when combined with the Nominated Priority Growth Sectors (page 5), Macro Trends (Part 3), Strengths and Strategic Assets (page 11) and Issues and Challenges (page 12)
- the employment of an additional 291 people within the shire (3000 target - 2709 current)
 - aligning the targeted increase in employment with the targeted increases in population (5% per annum) or businesses (4 major and 8 medium to small enterprises per annum) would provide greater consistency for the strategy. A 5% increase in employment per annum would result in an end point over the three year period of around 3,200 people employed.

Other aspects of the strategy that may warrant more examination are:

- Key Actions 1.1.4, 1.1.5, 1.1.6 and 1.1.7, and Strategy 4.4 be included under the development of a broader Digital Strategy for the shire (Key Action 4.4.1) and move this under Technology in Strategy 3.3 - Strengthen and Grow Key Sectors or 3.4 - Target and Attract New Businesses and Activities.
 - This recognises that a Digital Strategy for the Shire should include the leveraging of new technologies and Narrandera's central position in South-East Australia's digital footprint to
 - enhance existing business viability/competitiveness
 - support growth/attract new business enterprises
 - provide improved access to Council and other services; and
 - take advantage of emerging industries and changes in practices for existing industries such as agriculture.
 - It is also more in line with the Macro Trends of Food Security (improved land and water management especially through technology - page 6) and Digital Economy (transformation of production techniques, business models and operations, communication modes and consumer behaviour - page 7), the Nominated Priority Growth Sector of Technology

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(capitalising on new technologies and the the installation and servicing of these - page 5) and the issue of remaining competitive (Issues and Challenges - page 12).

- The need to include the securing of road access to and through Narrandera by flood proofing those parts of the highways that are cut during such events (Strengths and Strategic Assets - page 11). The closing of these roads can have a major impact on businesses both local and external regardless of their duration and could ultimately result in some businesses and individuals looking for alternate corridors for the movement of goods, holiday travels, etc.
- The inclusion of the Service sector under Strategy 3.3 or 3.4. This compliments the outcomes from the implementation of a digital strategy for the shire whereby online and on-call services could be targeted to locate/relocate to the area.
- Update or remove 3.4.5 - Investigate the potential of emerging/new activities in line with the comments above.

I hope you find these comments useful in the development of the Shire's economic development strategy. If you have any questions or require additional information, please let me know.

Kind regards

Cameron Lander