

Strategic Objective :**2. Enhancing Local Economies****Description :**

We work with business, government and community partners to sustain a diverse, resilient, prosperous and socially responsible economy, through investment attraction, supporting local business and tourism development

Strategy: 2.1.03 Promote and support innovative, environmentally sustainable and value adding approaches and solutions within our business, rural and visitor economies

EM&C - 29 ED Business - Business Events	Q1 Jul-Sep	100 %	Successfully held 17 business and mentoring sessions across the Shire, attended by 79 businesses. Promotion of business events has been increased to include more information on the website and more social media posts as well as improved utilisation of the EDQ database and community newsletters.
EM&C - 31 ED Business - Council Business e-news	Q1 Jul-Sep	100 %	A business database is maintained and currently has a subscription of over 600. The EDQ e-newsletter is distributed every quarter. The newsletter is well received with an average of 30% opens (this relates to the number of people who open the email and click on a newsletter article – e-newsletter industry average is 20% opens).
EM&C - 35 ED Business - Business Events	Q1 Jul-Sep	100 %	As noted, there were 17 business events attended by 79 businesses in the 2016-17 year. The team also held two Golden Plains business networking events (at the Meredith Music Festival site and at Clyde Park) attended by 110 business leaders. The Team also managed the Arts Trail project which hosted 62 artists, 24 venues over two days and saw over 1500 visitors.

Strategy: 2.1.06 Lobby, advocate, collaborate and develop strategic relationships with government, business, community and key stakeholders to facilitate local economic development and job creation

EM&C - 40 C&M Government Stakeholders - Lobbying and Advocacy Plan	Q1 Jul-Sep	100 %	A bi-annual lobbying plan has been successfully implemented with priority project booklets prepared for two rounds of meetings (March/Sept) with the CEO & Mayor and local members and Ministers as well as other relevant stakeholders such as VicRoads as required.
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Strategy: 2.1.07 Encourage greater investment in the Shire through creative industries, local events and festivals			
EM&C - 59 E Organiser & Community Groups - Annual Events Forum	Q1 Jul-Sep	100 %	The inaugural annual events forum was held in September 2017 with more than 30 local community event organisers in attendance. The main focus was to provide a networking opportunity. Five organisers of successful events spoke about their event experiences and answered questions. Feedback was that this was a very successful function and planning is underway for next year's Forum.
EM&C - 60 E Organiser & Community Groups - Community Portal	Q1 Jul-Sep	100 %	The Community Development Team is developing an online community portal 'directory'. It is currently under construction. The Executive Unit Team has also created "township pages" on the corporate website for all townships which have a community plan.
EM&C - 62 E Organiser & Community Groups - Event Planning Toolbox	Q1 Jul-Sep	100 %	There is a comprehensive 'toolbox' of information and resources made available to event organisers via Council's corporate website. This is currently undergoing a review and new information is added as required. (see screen grab from website attached)
EM&C - 64 E Organiser & Community Groups - Sponsorship	Q1 Jul-Sep	100 %	Council provides guidance and advice to event organisers to enable them to seek sponsorship for their events either through Council's community grants program, Gem of an Idea program or through State or other funding opportunities. Internally, the Executive Unit has a sponsorship strategy which guides the process for seeking suitable sponsorship for council functions and events. Sponsorship this year has been successfully secured for the Golden Plains Farmers' Market, the new Twilight Market and the Business Networking events.