

1. Purpose of the policy

- 1.1. To establish general principles that will guide the City of Marion's activities in supporting and developing the local economy

2. Context

- 2.1. The City of Marion Strategic Plan 2010-2020 endorses four principal themes which guide the City's direction and community vision including that of a Dynamic Economy;
- 2.2. Growing prosperity in the City of Marion is vital to achieving a better quality of life for the community;
- 2.3. Sustainable economic growth at a local level is critical to generate ongoing employment opportunities and to support improvements in infrastructure and services for the community as a whole;
- 2.4. A commitment to environmental sustainability and a reduction of the carbon intensity of businesses is needed to help ensure the long term sustainability of the local economy;
- 2.5. Although recognising the influences of market forces and other factors on local economic conditions, local government plays a major role in sustainable economic growth;
- 2.6. The Local Government Act specifically identifies one of the functions of a council as being the promotion of its area and the provision of an attractive climate and locations for the development of business, commerce, industry and tourism.

3. Policy Statements

- 3.1. The City of Marion is committed to facilitating economic development and to developing a local economy that is diverse, innovative and adapts quickly and effectively to change;
- 3.2. The City of Marion will play three major roles in supporting economic development:
 - 3.2.1 Providing leadership for its community in promoting and developing the local economy;
 - 3.2.2 Facilitating the delivery of projects that assist with the growth of the local economy, development of its businesses and creation of ongoing employment and skills development opportunities for its residents;
 - 3.2.3 Building partnerships with both the private and public sectors to achieve its economic development aims.
- 3.3. The City of Marion will provide services that contribute to the creation and maintenance of a supportive local business environment and will ensure that the needs of the business community are considered when designing and delivering infrastructure;
- 3.4. The City of Marion will actively promote Marion as a location for business investment and tourism;
- 3.5. Where appropriate, the City of Marion will seek to add value to State and Commonwealth Government programs based on the potential for economic benefits to the City and its community;
- 3.6. The City of Marion will work in partnership with other stakeholders at a regional, metropolitan and state level where there are clear benefits to be gained for the Marion community;
- 3.7. Individual projects will be assessed on a case by case basis and the City of Marion will consider taking a direct financial interest in projects subject to a full assessment of the risks and potential financial and economic returns;
- 3.8. That economic development be balanced with community wellbeing.

4. References

City of Marion Strategic Plan

- 4.1. DE1: A supportive business environment
- 4.2. DE2: A strong, adaptable and diversified economy
- 4.3. DE3: Leadership in environmental best practice and addressing climate change
- 4.4. DE4: Active business networks, alliances and a culture of collaboration

5. Title, Commencement and Review

- 5.1. This policy is titled City of Marion Economic Development Policy.
- 5.2. This policy was adopted by Council on 11 October 2011
- 5.3. This policy will be reviewed by 31 December 2012

AUTHOR

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