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

Neil McNish- Economic Development Manager