

1. RATIONALE

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

2. POLICY STATEMENTS

- 2.1 The *City of Marion Community Vision - Towards 2040* endorses six themes which represent the shared values and aspirations that will guide how our city develops.
- 2.2 Growing prosperity in the City of Marion is vital to achieving a better quality of life.
- 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, through a circular and low carbon economy 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 1999* (SA) specifically identifies one of the functions of a council as promoting its area to provide an attractive climate and locations for the development of business, commerce, industry and tourism.¹

3. PRINCIPLES

- 3.1 The City of Marion is committed to facilitating city activation through economic development and to develop a local economy that is diverse, innovative and adapts quickly and effectively to change.
- 3.2 The City of Marion will
 - 3.2.1 Provide leadership that creates an environment to facilitate business growth and investment.
 - 3.2.2 Build partnerships with both the private and public sectors to achieve economic development outcomes.
- 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 place to visit, live, learn, work, invest and do business.
- 3.5 The City of Marion will work collaboratively with the Southern Adelaide Economic Development Board to advocate throughout government, business, education, community and not-for-profit organisations to realise the full economic potential of our region.

¹ *Local Government Act 1999* (SA) s 7(g).

- 3.6 The City of Marion will build strategic partnerships / utilise a collaborative approach with other stakeholders at a regional, metropolitan and state level where there are clear benefits to be gained for the City of Marion community.
- 3.7 The City of Marion will ensure development regulation supports economic development.
- 3.8 The City of Marion will provide infrastructure to support Economic Development.

4. POLICY SCOPE AND IMPLEMENTATION

This policy applies to the City of Marion.

5. DEFINITIONS

N/A.

6. ROLES AND RESPONSIBILITIES

The Unit Manager Economic Development is responsible for the implementation and management of this policy.

7. REFERENCES

- City of Marion *Community Vision – Towards 2040*.
- *Local Government Act 1999 (SA) s 7*.

8. REVIEW AND EVALUATION

This policy will be reviewed once during a term of Council. Its review will be initiated by the Governance Department.