

## 1. RATIONALE

The purpose of this Policy is to guide the City of Marion's activities in strengthening and developing the local economy.

## 2. POLICY STATEMENT

This policy outlines the City of Marion's commitment to growing prosperity across the city to achieve a better quality of life for the community. 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. As such, City of Marion will support sustainable economic growth to generate ongoing investment and employment opportunities, underpin improvements in infrastructure, and support services for the community.

## 3. OBJECTIVES

The City of Marion sees economic development as an Economic, and Legislative objective that is required to support innovative and sustainable economic growth for the community. The objective of this Policy is to:

- Commit the City of Marion to facilitating economic development and to advancing a local economy that is diverse, sustainable, innovative and adapts quickly and effectively to change.
- Identify City of Marion's three key roles in supporting economic development:
  - Providing leadership for its business community by supporting innovative initiatives in developing the local economy.
  - Facilitating the delivery of projects that assist with the growth of the local economy, and economic development opportunities for its residents.
  - Building partnerships with both the private and public sector to achieve its economic development aims.

## 4. POLICY SCOPE AND IMPLEMENTATION

### **Scope**

This Policy applies to Council, Council Administration and contractors.

### **Implementation**

- 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.

- The City of Marion will work with the State and Federal governments to ensure the local residential and business communities benefit from relevant broader state and national strategies and investments.
- The City of Marion will actively promote the city as a place to live, learn, work, invest and do business.
- The City of Marion will work collaboratively with the business, education, community, and not-for-profit organisations to realise the full economic potential of our community.
- The City of Marion will build strategic partnerships and 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.

## 5. DEFINITIONS

<i>Term</i>	<i>Definition</i>
<i>Economic Development</i>	Refers to the development of commerce, trade, tourism, and business within City of Marion's jurisdiction.
<i>Local Government Act 1999 (SA)</i>	The <i>Local Government Act 1999 (SA)</i> is what bounds the City of Marion to its Legislative objectives.
<i>Local Business Environment</i>	Refers to the environment that helps grow local businesses.

## 6. ROLES AND RESPONSIBILITIES

<i>Role</i>	<i>Responsibility</i>
<i>Manager City Activation</i>	<ul style="list-style-type: none"><li>• The Manager, City Activation is responsible for the ongoing implementation and management of this Policy.</li></ul>
<i>Council Administration.</i>	<ul style="list-style-type: none"><li>• Responsible teams within Council Administration to work with Manager City Activation to the implementation and management of this Policy.</li></ul>

## 7. REFERENCES

### City of Marion

- *City of Marion Community Vision – Towards 2040.*

### Other

- *Local Government Act 1999 (SA0 Section 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.