
ORDINARY COUNCIL

ORD10

SUBJECT: DRAFT ECONOMIC DEVELOPMENT STRATEGY 2022-2026
FROM: Director Sport, Community & Activation
TRIM #: 21/463061

PURPOSE OF REPORT

The purpose of this report is to seek Council's endorsement to place the draft Economic Development Strategy 2022-2026 on public exhibition.

BACKGROUND

The draft Economic Development Strategy 2022-2026 (the Strategy), provided as an **attachment** to this report, has been developed to outline Council's priorities and actions for economic development throughout the Camden LGA. It will set the framework for Council as an enabler of economic growth and diversification in Camden and throughout the Western Parkland City.

This report seeks Council endorsement to undertake an extended public exhibition of the Strategy across the holiday period.

MAIN REPORT

The draft Economic Development Strategy 2022-2026 outlines Council's priorities for stimulating economic growth and vitality throughout the Camden LGA. The Strategy provides a framework to deliver the key directions of the Camden Community Strategic Plan (CSP) and the priorities of the Local Strategic Planning Statement (LSPS) which relate to encouraging vibrant and connected centres and promotion of a diversified and growing local economy.

STRATEGIC CONTEXT

The Strategy aligns with key Council and regional strategies, including the:

- Camden Community Strategic Plan;
- Camden Local Strategic Planning Statement (LSPS), 2020;
- Greater Sydney Region Plan – a Metropolis of Three Cities, 2018;
- Western City District Plan, 2018; and
- Western Sydney City Deal, 2018.

The Strategy builds on the principles outlined in these key documents and will deliver a holistic approach to economic development which prioritises innovation, community wellbeing, celebration of our unique rural and urban assets, and maximising opportunities to leverage growth from the Western Sydney International Airport and Aerotropolis.

The development of the Strategy was also informed by the following key documents:

NSW Government:

- Accelerating Research and Development in NSW, 2021;
- Visitor Economy Strategy, 2021;
- Western Sydney Aerotropolis Plan, 2020;
- 24-hour Economy Strategy, 2020; and
- NSW 2040 Economic Blueprint, 2019.

Camden Council:

- Centres and Employment Land Strategy, 2021;
- Rural Lands Strategy, 2018;
- Camden Town Centre Urban Design Framework, 2018;
- Camden Destination Management Plan, 2016; and
- Camden Town Centre Vision, 2014.

CONSULTATION PROCESS

A range of source materials and consultation methods were utilised to inform the Strategy's development. This included a literature review, review of the regional context, and review of the community consultation outcomes derived from the development of the LSPS.

Activities undertaken for the Strategy's consultation process included:

- Interviews with internal stakeholders;
- Online survey to business and industry groups;
- Online community survey regarding place initiatives;
- Webinar for Camden LGA businesses and stakeholders; and
- Workshops for Camden LGA businesses and stakeholders.

Key themes derived from the review and consultation process are:

- Business engagement and capacity building;
- Employment pathways;
- Investment attraction; and
- Vibrant centres and precincts.

ECONOMIC DEVELOPMENT STRATEGY

Council will capitalise and build on Camden's existing strengths as well as support and promote growth in emerging industries, leveraging off opportunities arising from our rapid population growth and proximity to the Western Sydney International Airport and surrounding Aerotropolis.

Council's approach to economic development will be guided by the vision and principles of support, collaboration, leverage, promotion, place and innovation identified in the Strategy.

Camden's vision for economic growth:

“To leverage Camden’s local strengths and emerging regional advantages to promote attractive and liveable places, stimulate economic and employment growth, and foster a vibrant, diversified and technologically advanced economy.”

The Strategy identifies four strategic directions which will support and enhance the Camden economy over the short to medium term and provide a framework for Council to achieve its vision for economic growth.

The four strategic directions are:

1. Facilitate business and industry growth;
2. Strengthen education, training and career pathways;
3. Attract investment to the region; and
4. Support the development of vibrant places.

Council will work collaboratively across government and industry, to facilitate economic activity and employment growth, advocate for investment in the Camden LGA, and encourage the development of attractive and vibrant places in order to grow a prosperous economy and connected community.

PUBLIC EXHIBITION

The following activities are proposed to facilitate the public exhibition of the Strategy:

- A webinar to provide information about the Strategy;
- A public survey to gather feedback on the Strategy;
- Focused engagement groups; and
- A Communications Plan to inform the community of the public exhibition period.

The Public Exhibition Plan for the Strategy will be implemented through the new Camden Matters community engagement platform.

FINANCIAL IMPLICATIONS

There are no direct financial implications for Council as a result of this report; all activities outlined will be completed within existing operational budgets.

CONCLUSION

The Strategy will support and enhance the Camden economy over the short to medium term, providing a framework for Council to achieve its vision for economic growth. Council will capitalise and build upon Camden LGA’s existing strengths as well we support and promote growth in emerging industries, leveraging off opportunities arising from the strength of our heritage and history, rapid population growth, catalytic regional development and the expansion of key sectors throughout the Western Parkland City.

It is recommended that Council endorse the draft Economic Development Strategy 2022-2026 to be placed on public exhibition.

RECOMMENDED

That Council:

- i. **endorse the public exhibition of the draft Economic Development Strategy 2022-2026 included as Attachment 1 to this report; and**
- ii. **receive a further report at the conclusion of the public exhibition period.**

ATTACHMENTS

1. Draft Economic Development Strategy 2022-2026