



# Strong Local Economy Strategy Discussion Paper Summary

October 2021

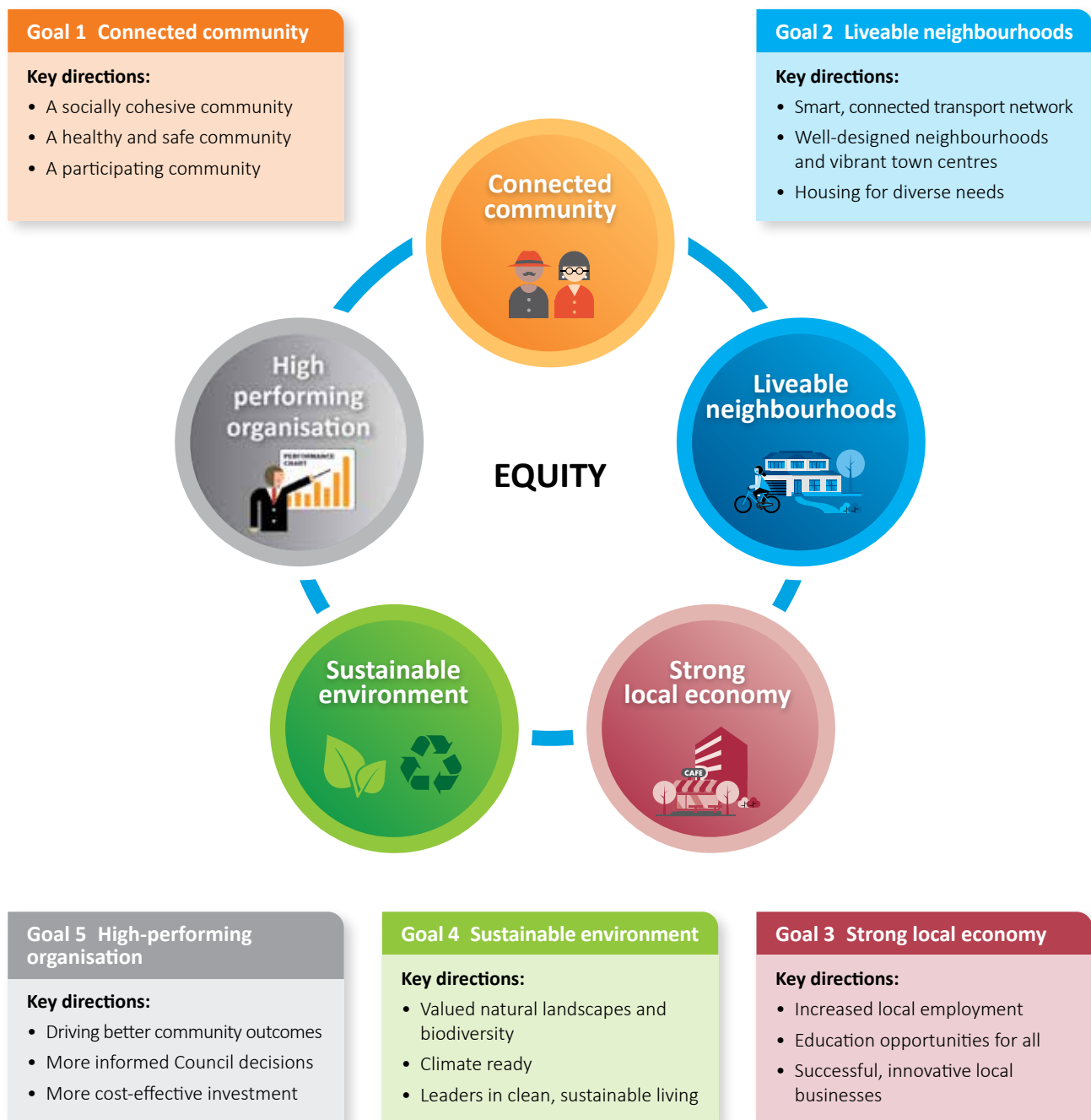
Creating vibrant self-sustaining communities **together**

Strong Local Economy Strategy Discussion Paper Summary

# Whittlesea 2040: A Place for All

In 2018 Council adopted *Whittlesea 2040: A Place for All* as the long-term vision for the City of Whittlesea. There are five council goals which are further broken down into key directions.

1. Connected community
2. Liveable neighbourhoods
3. Strong local economy
4. Sustainable environment
5. High-performing organisation



## Purpose of the Discussion Paper

Council would like to hear from you, the community, regarding how best to improve employment, education and business in the City of Whittlesea local government area (LGA). These three key directions inform City of Whittlesea's commitment towards a Strong Local Economy as part of *Whittlesea 2040: A Place for All*. Your feedback will be used to guide the City of Whittlesea's development of the Strong Local Economy Strategy which will guide our services and planning for the next five years.

## Overview of the City of Whittlesea Economy



Chart: .id - Source: NIEIR, 2020

### Gross Regional Product, 2019/20

Northern Region Councils

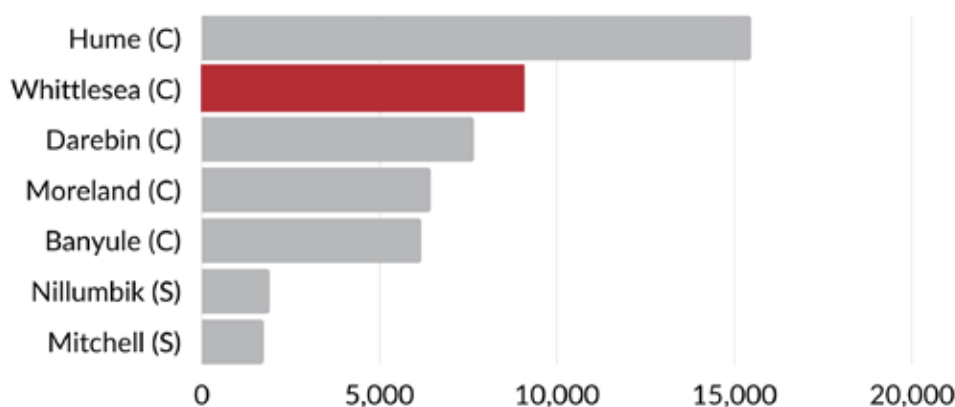


Chart: .id - Source: NIEIR, 2020

# Challenges

## More resident workers than local jobs

Resident workers and Local Jobs, 2019/20

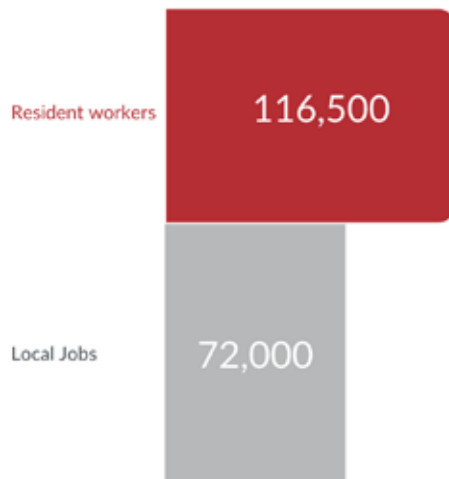


Chart: .id - Source: NIEIR, 2020

## The gap is increasing

Change 2009/10 to 2019/20

+42,916  
Resident workers



+23,501  
Local Jobs



## Many residents need to travel elsewhere for work

Residents place of work, 2016

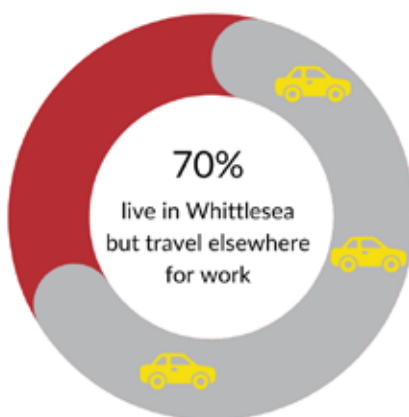


Chart: .id - Source: NIEIR, 2020

## Mismatch across occupations

Where residents work by occupation, 2016



## Large commuter population attracted to higher paying jobs

% earning more than \$65k, 2016





# Opportunities

## Strong Local Economy



- Ensure an adequate supply of employment land
- Address the low education profile of its labour force catchment
- Increase the share of higher order services, professional services and knowledge workers
- Attract sufficient investment from government to seed development of higher order services
- Develop innovation systems and business networking opportunities

## Sustainable Environment



- Shared/open access infrastructure to reduce costs
- Public transport connections to reduce pollution from journey to work movements

## Connected Community



- Improve connections to Whittlesea's (and broader region) growing residential base.
- Improve connections from surrounding employment precincts to Whittlesea's growing residential base

## Liveable Neighbourhoods



- Develop amenity (built and natural) and social infrastructure to generate competitive outcomes for businesses and workers
- Activate the night-time economy and cultural options
- Smart technology to improve attractiveness of precincts (e.g. improved access and parking)

## Industry Drivers of Job Growth

Job Change by Industry, City of Whittlesea, 2017-2020

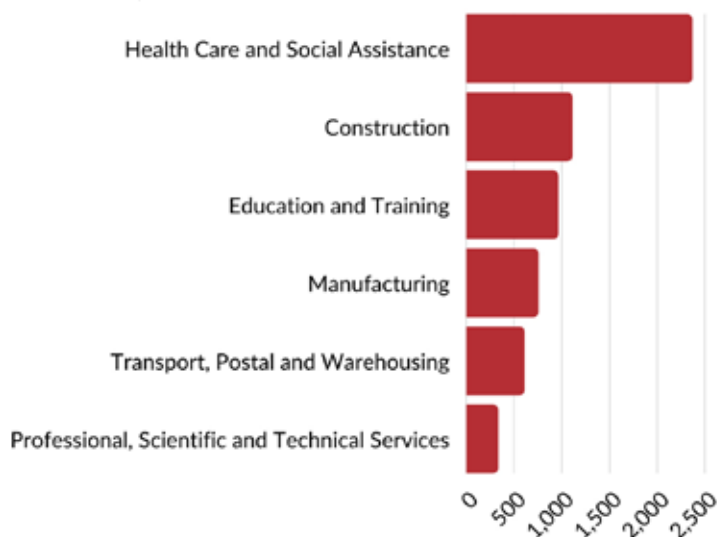


Chart: .id - Source: NIEIR, 2020

## Specialisations

Compared to Greater Melbourne, Whittlesea has a **comparative advantage** in

**Manufacturing**  
**Construction**  
**Health Care and Social Assistance**  
**Agriculture**  
**Wholesale Trade**  
**Retail Trade**

But a **comparative disadvantage** in

**Business Services (1)**  
**Arts and Recreation Services**

1 Business services include Financial and Insurance Services, Professional, Scientific and Technical Services, Information Media and Telecommunications, Rental, Hiring and Real Estate Services, Administrative and Support Services

# Our Vision for the Future – A Strong Local Economy

*“In 2040 the City of Whittlesea is the smart choice for innovation, business growth and industry investment. People of all ages have opportunities to learn and develop skills locally. There are many opportunities to gain employment and build careers not too far from home. Residents support local business and we are renowned for our successful local economy.”*



## Key Direction 1: Increased local employment:

1. There is an increase in the number of jobs to reflect the growing population
2. Target populations that do not have equal access can increasingly participate in the economy
3. Job seekers can access the employment services and financial advice they need

## Key Direction 2: Education opportunities for all:

1. All residents can access excellent libraries and educational services that cater to all backgrounds and stages of life
2. Businesses can access talented staff from within the local community
3. We have a high rate of residents engaging in tertiary education

## Key Direction 3: Successful, innovative local businesses:

1. We have a more productive and circular economy achieved through the adoption of new technology
2. We encourage a diverse and sustainable economy base by supporting current and future small business owners
3. We have thriving business precincts that are valued by the local community

## Discussion Questions

1. What do you think is the biggest challenge facing the City of Whittlesea's economy?
2. What do you think are the biggest opportunities for the City of Whittlesea's economy?
3. Is there anything you think we have missed in the Discussion Paper?
4. What would you like to see Council concentrate on?
5. Do you have any other ideas on how to ensure a strong local economy into the future?
6. Are there any other comments you wish to share?

## How to provide feedback

**The Hive** – Council's Engagement site. The community is invited to take part in a short survey to share their views on the Discussion Paper and view the documents regarding the paper.

**Drop in video call** – Attend a drop-in session to share your views on the Discussion Paper with Council staff.