



# Greater Dandenong Policy

## Local Economic and Employment Development Policy

EDRMS Objective ID:	A489693	Directorate:	Greater Dandenong Business
Authority:	Council	Responsible Officer:	Economic Development Coordinator
Policy Type:	Discretionary	Version No:	003
1 <sup>st</sup> Adopted by Council	14 June 2011 Minute No. 858	Last Adopted by Council:	25 January 2016 Minute No. 1240
Review Period:	Every 4 years	Next Review:	July 2019

### 1. Purpose

Through a range of economic development activities, council with key stakeholders will support economic sustainability of key community destinations and self sustaining activation of shared spaces within activity centres and business zones, lead growth and greater shareholder value for business owners, and enable sustainable economic prosperity through growing and diverse employment and learning opportunities for residents and the workforce within the City of Greater Dandenong.

### 2. Background

Economic development ideally refers to the sustained, concerted actions of communities and policymakers that improves the standard of living and economic wellbeing of a specific locality.

The terms economic development and economic growth are often used interchangeably but there is a big difference between the two. Economic growth can be viewed as a sub category of economic development. Economic development is a government policy to increase the economic and social welfare, and ensure a stable political environment. Economic growth on the other hand is the general increase in a region's products and services output, and is mostly outside the direct control of a local Government entity other than through planning control influences.



# Greater Dandenong Policy

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Within the context of the Local Government Act the primary objective of a Council is to endeavour to achieve the best outcomes for the local community having regard to the long term and cumulative effects of decisions.

In seeking to achieve its primary objective a Council must have regard to a number of facilitating objectives including:-

- To promote the social, economic and environmental viability and sustainability of the municipal district;
- To promote appropriate opportunities to and for business sustainability and growth;
- To improve the overall quality of life of people in the community, including facilitating inviting and safe public spaces in activity centres, and greater employment opportunities.

The Council Plan 2013-2017 includes the key objective of a Thriving and Resilient Economy by working to create a place where people of all ages and backgrounds can reach their potential, gain the skills and education they need for success in life, and be part of a prosperous economy where all trade, manufacturing and business activity flourishes.

Council's commitment to economic development is demonstrated through the creation of the Greater Dandenong Business Group, which brings together the functions of Economic Development, South East Business Networks and Activity Centre Revitalisation.

### **3. Scope**

This policy applies to all Councillors and staff of the City of Greater Dandenong.

### **4. References**

Supersedes policy originally adopted by Council on 14 June 2011.

### **5. Definitions**

Section 1A (Interpretation of Act) of the Local Government Act 1989 defines a "local community" as

- People who live in the municipal district; and
- People and bodies who are rate payers; and
- People and bodies who conduct activities in the municipal district



# Greater Dandenong Policy

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## 6. Council Policy

To enhance the short, medium and long term economic prosperity of the City of Greater Dandenong in a way that is consistent with the social values and standards of the community including residents, employees who work here, and the businesses which operate here.

The goal is to stimulate the creation of greater employment prospects, the provision of better quality job opportunities and improved shareholder value to business owners.

Guiding principles include:-

- A commitment to developing a sustainable region and acknowledging the balance between social and economic development and environmental responsibility
- A diversified economy that actively assists with the continual transition to a modern economy and strengthens the local contribution to both the national and global economy
- A commitment to “buy-local” and “social outcome focused” procurement practices
- A commitment to local businesses by assisting existing companies to develop and prosper, and attracting new companies to the area, including the attraction of government, business and community investment into activity centres
- To form partnerships with public and private sector organisations which assist the City of Greater Dandenong to achieve its goals

Implementation of this policy will include activities that market the City as a business destination, facilitate business investment and employment creation, support existing businesses and measure and monitor the local and regional economy.

This implementation will achieve the policy goal within the overall economic context of the commercial, public and social economies by delivering liveability, equity and sustainability for the economy, community and environment.

## 7. Related Documents

Local Government Act 1989  
Local Government Performance Reporting Framework 2014  
Local Economic and Employment Development Strategy 2011  
Council Plan 2013-2017  
DRAFT Activity Centres Placemaking Framework