

# ECONOMIC DEVELOPMENT STRATEGY

## COMMUNITY ENGAGEMENT REPORT



## PROJECT BACKGROUND:

The purpose of the engagement was to seek community feedback on the Draft Economic Development Strategy that aims to provide a clear direction to enable the future economic prosperity of Wyndham which will include local employment creation and investment attraction to reach the target of 51% of Wyndham workers, working locally by 2040.



## METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	434 page views 262 total visitors to the page
Online Survey	13 contributions
Industry Roundtable	1 session – Committee for Wyndham, 18 October 2022 Roundtable discussion 10 participants

Communications / marketing activities	
Method / technique	Stakeholders engaged
Online promotion (Facebook)	Reached: 47  Engagement: 36 engagements  Click through to website: 16 clicks



## SUMMARY OF FEEDBACK:

We Asked	You Said	We did
<p>What do you think of the Draft Economic Development Strategy?</p> <p>What are some of the things you are excited about?</p>	<p>The Council has developed a comprehensive strategy that includes a thorough assessment of the current economic landscape, the challenges and how to address them. The need to develop the East Werribee Employment Precinct is very important to ensure jobs growth.</p>	<p>Identify priority industry sectors for investment attraction to support growth in employment opportunities for Wyndham's residents and highlight the critical need to retain and develop East Werribee Employment Precinct.</p>

We Asked	You Said	We did
<p>Is there anything we might have missed that you think should be included?</p>	<p>Would be important to expand Tertiary Education to also include TAFE as a priority sector. Council should have a greater focus on buying from Wyndham based businesses including the tender process.</p>	<p>Redefined the priority sector to be known as Higher Education, TAFE and Further Education which incorporates both university and TAFE offerings. Identified as a Year 1 action, the development and implementation of a Buy Local campaign.</p>

We Asked	You Said	We did
Is there anything else you want to tell us?	<p>It is important to have a strong focus on the Agriculture sector in Wyndham and the development of a Strategy would assist.</p> <p>Improving the diversification of industries in Wyndham is needed to match the skill set and grow local employment opportunities of the resident workforce.</p>	<p>The development of a detailed Agribusiness Strategy is identified as an important and necessary action and is included in the Economic Development Strategy. Agribusiness is included as a Priority Industry Sector. The Strategy notes the importance of the development of East Werribee into an employment precinct which will catalyse growth in a diverse range of industry sectors including Professional Services, Advanced Manufacture, Health, Research and Education among others.</p>

## NEXT STEPS:

- Council will use the feedback provided by this consultation to finalise the Strategy. The new Economic Development Strategy will be adopted on 20 December 2022 and will provide the framework and actions with respect to delivering economic prosperity and jobs growth for Wyndham.

## STAGES OF THE PROJECT



## HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting the Loop page and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status. They can also reach out to the Economic Development Unit directly: [business@wyndham.vic.gov.au](mailto:business@wyndham.vic.gov.au)