

Northern Midlands Council Economic Development Strategy 2024



Strategic context

The Economic Development Strategy reflects the Northern Midlands Council Strategic Plan 2021-2027.

The purpose of local economic development is to further build the economic capacity of a local area to improve its economic future and the quality of life for all. It is a process by which the public, businesses and the non-government sector work collaboratively to create better conditions for economic growth and employment generation.

Council will continue to work in partnership with all stakeholders to ensure the Northern Midlands economy develops in a way that, insofar as it is possible, meets the needs and aspirations of the municipality's people and businesses.

LEADERSHIP

Through the development of this strategy, and the implementation of an Annual Plan, Northern Midlands Council endeavours to:

- attract new and diverse investment to the municipality
- work with local, regional, state and national partners to maximise economic outcomes for the Northern Midlands
- facilitate partnerships between business and local communities.

PROGRESSION

Northern Midlands Council aims to grow its reputation as a vibrant and inclusive business community in which a diverse range of enterprises share a commitment to innovation, collaboration and sustainability. Council will maintain its aim to be a place where business outcomes align with community needs and Council and businesses work together to attract investment and facilitate new opportunities.

PEOPLE

To ensure a successful program of community led economic development Council will work in collaboration with a variety of key partners and stakeholders to implement actions outlined in the Annual Plan.

The municipality is unique in its diversity and in the broad mix of industries that operate within close proximity to each other. Northern Midlands Council aims to seize the opportunity to actively promote to local residents, businesses and visitors, the broad range of goods and services on offer within the area. This will contribute to the continued growth and vitality of the municipality, whilst also creating new local opportunities for employment and community engagement.

PLACE

Northern Midlands Council is home to a thriving and diverse business community, including agriculture, manufacturing, a growing transport and logistics sector, construction industry and vibrant local retail and tourism sector.

Strategic plan

The Strategic Plan 2021-2027 updates the Northern Midlands Strategic Plan 2017-2027.

The plan focusses on the unique elements of the Northern Midlands, an enviable place to live, work and play.

The Plan is based upon four key priorities:

1	Lead	Serve with honesty, integrity, innovation and pride
2	Progress	Economic health and wealth – grow and prosper
3	People	Cultural and society – a vibrant future that respects the past
4	Place	Nurture our heritage environment

Each priority is supported by four strategic outcomes that describe what Council aims to achieve, and that are consistent with its vision.

Actions and projects to achieve these outcomes will be included in Council's Annual Plan. Performance measures will be included in the Annual Plan to enable Council to track its progress against each of the strategic outcomes.

The Annual Report, which is presented at the Council's Annual General Meeting, will provide the update as to how the strategic outcomes have been achieved throughout the year.

Values

HONESTY

Treat all with honesty, respect and trust.

INTEGRITY

Listen, learn and proactively deliver Council's vision.

INNOVATION

Explore, expand and adapt to achieve a shared vision.

PRIDE

Serve community with pride and energy.



Strategic outcomes

As a Provider, Council ...

- 1.1 Plans for and progresses urban consolidation and future growth
- 1.2 Maintains and enhances relationships with key stakeholders
- 1.3 Facilitates controlled growth whilst maintaining harmony with local environs and community expectations
- 1.4 Progressively implements the master plans for Council's assets – built and natural
- 1.5 Preserves the cultural heritage and characteristics of each town
- 1.6 Progressively implements the urban design/placemaking plans
- 1.7 Facilitates effective waste management
- 1.8 Maintains safe and effective road networks to meet the needs of all road users
- 1.9 Markets the Northern Midlands' liveability with an emphasis on attracting working age residents
- 1.10 Supports existing visitor-attraction events and the development of new events

As a Facilitator, Council ...

- 2.1 Encourages private investment
- 2.2 Encourages local agricultural sustainability and expansion
- 2.3 Funds the Northern Midlands Business Association (NMBA) business enablement, growth and resilience programs
- 2.4 Actively participates in the implementation of the Northern Tasmania Population Strategy
- 2.5 Supports Natural Resource Management North (NRM) initiatives and educational programs
- 2.6 Supports biosecurity and related projects
- 2.7 Collaborates with Heritage Highway Tourism Region Association (HHTRA) to promote the Northern Midlands as a 'must see' destination
- 2.8 Partners with Visit Northern Tasmania to achieve the goals of the Grant Agreement

As an Advocate, Council ...

- 3.1 Advocates infrastructure and services upgrades/developments
- 3.2 Advocates for the expansion of the TRANSlink commercial, industrial and logistics precinct
- 3.3 Advocates for a tyre recycling solution for Tasmania
- 3.4 Advocates for the enhancement and growth of local tourism experiences/services
- 3.5 Advocates for Ben Lomond National Park to be developed and promoted as an all year-round recreation destination

Schedule of strategic projects 2023-2024

Strategic projects	Year 1 2023/24	Year 2 2024/25	Year 3 2025/26
Progress the feasibility study for the TRANSLink Intermodal Facility	Ongoing		
Implement the TRANSLink Stormwater Renewal Program as funding allows	Ongoing		
Continue advocating for a tyre recycling solution in Tasmania	Ongoing		
Advocate with key agencies, including TasWater, TasNetworks and NBN for infrastructure upgrades/expansion to support future growth, residential and business, in the Northern Midlands	Ongoing		
Secure funding to enable the development of the Northern Midlands Shared Pathways Network	Ongoing		
Council's Planning and Development staff continue to proactively work with potential investors in the Northern Midlands	Ongoing		
Continue the roll out of the rural roads maintenance/improvement program, and advocate for the sealing of Nile Road	Ongoing		
Undertake the main street upgrade projects in Campbell Town and Perth	Start		Complete
Complete the Longford Urban Design Project		Complete	
Progress the Northern Midlands Liveability campaign by production of promotional videos	Ongoing		
Advocate for Ben Lomond to become an all year round tourism destination	Ongoing		
Collaborate with Visit Northern Tasmania on the implementation of the 2022-2026 Northern Tasmania Destination Management Plan that includes seeking funding to implement stages 2 and 3 of the REASSIGN project	Ongoing		
Resource and support the Northern Midlands Business Association in general and the Business Enablement, Growth and Resilience Programs specifically	Ongoing		
Resource and support the Heritage Highway Tourism Region Association to promote the region as a 'must-see' destination	Ongoing		
Review Council's Waste Management Plan	Start	Complete	
Resource Council's Environmental Health Officer to provide services relating to public and environmental health	Ongoing		
Develop a Business Plan for the proposed Campbell Town Tourist Park	Complete		
Seek funding for further implementation of the recreation grounds' master plans	Ongoing		
Develop a Weed Management Strategy	Start	Complete	
Advocate for implementation of the Longford Racecourse Masterplan	Ongoing		
Collaborate with other key stakeholders to implement the Greater Launceston Plan and the Launceston City Deal	Ongoing		

Note 1: The Northern Midlands Council is actioning the identified strategic projects outlined in this strategy. Many of these strategic actions may be found in the identified State and Federal Government strategic documents below:

- *Small Business Growth Strategy 2026* – Tasmanian Government
- *Strategic Regional Plan for Tasmania 2023* – Regional Development Australia (RDA)

Note 2: Endorsed by Council 22 April 2024, minute reference 24/0138.