

Towards a regenerative Yarra Ranges

In 2032 Yarra Ranges will have
a balanced economy that supports
growth, our environment and
our communities.

Goals and targets

Balanced
economic growth

\$9.1b
economy



Adding \$1.2 billion to
the local economy

More employment
opportunities

57,323
local jobs



Adding 1,430 additional
jobs with 50% filled by
local people

Improved community
sentiment

70%
satisfaction

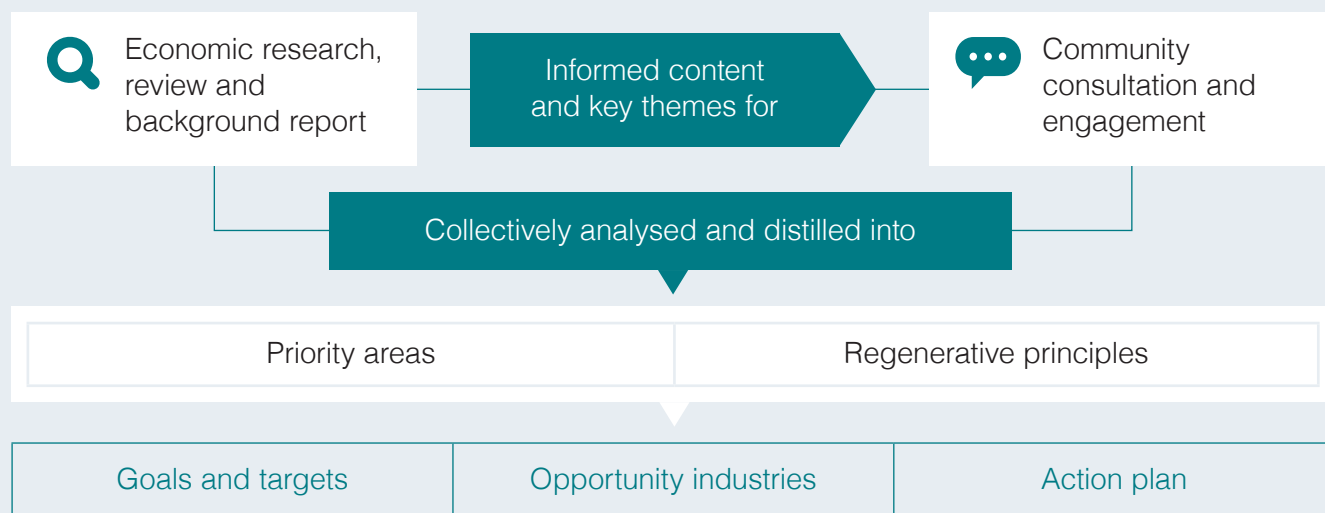


with Council's economic,
social and environmental
management and
leadership

A bright future for all – our inclusive approach

The development of the strategy

The Economic Development Strategy 2022-32 (the Strategy) has four priority areas each with a set of measurable actions that collectively provide the direction on how we will achieve our vision, goals and targets. These actions reflect the collective aspirations received throughout the community engagement process during the development of this Strategy.



Towards regeneration in Yarra Ranges

What is a regenerative economy

An economy concerned less with growth for growth's sake, and more with building a sustainable economy which purposefully meets the needs of both people and the environment.

Our regenerative principles

The Strategy sets regenerative principles that will guide and underpin our actions and decisions, ensuring a consistent, balanced and purposeful approach.



Leaving the planet in better shape than the status quo; looking beyond net-zero emissions to a net-positive impact on the planet and on our community



Respecting and reflecting community values



Supporting local efforts that enable the environment, communities, businesses, and culture to thrive



Drawing on the knowledge of Indigenous Australians and their connection to Country



Embracing systemic change aligned with principles of a circular economy

Our priority areas



Trade, Commerce and Workforce Capability

- Future-proofing our workforce to be productive, sustainable, inclusive, and responsive to industry and community.
- Supporting and managing opportunities around business expansion, national and global markets, land use intensification, and adaptive re-use.



Identity, Leadership and Collaboration

- Taking a unified and collaborative approach to industry engagement and business responsiveness.
- Establishing a strong identity for the Yarra Ranges that raises national and global brand awareness.
- Actively supporting business development, connectedness, and resilience.



Investment Attraction

- Presenting a coordinated, professional, proactive, and competitive approach to investment and business attraction.
- Resolving barriers to facilitate the right investment into the region.
- Prioritising infrastructure that improves the liveability of the region for our residents and maximises economic returns from tourism, agribusiness, business parks and other facilities and attractions.



Innovation and Entrepreneurship

- Growing capacity for innovation within local industries by creating locally based, globally connected networks.
- Facilitating innovation through dynamic, connected and collaborative networks that include community, businesses, industry, education and government.
- Showcasing and exporting industry knowledge for domestic and global expansion.

A collaborative approach

At the core of this Strategy is collaboration – from its preparation through to implementation over the coming decade. The vision and goals will only be achieved through the collective effort of our industries, Council, government (State and Federal) and the broader community.

Photo credit:
Yarra Ranges Tech School
(Jessica Coldrey)



Over the next 18 months this strategy will see us:

- Building the capacity of business groups, trader groups and industry organisations – refer action 1.3.
- Build processes that improve Council's business concierge service to ensure efficiency and effectiveness – refer action 1.4.
- Support business development with workshops and programs – refer action 1.4 and 1.5.
- Building the capacity of our workforce by continuing to work in partnerships on career expos – refer action 2.4.
- Working on a Local Development Strategy to support the communities of Powelltown, Yarra Junction and Warburton with the transition away from native timber harvesting on Crown Land – refer action 2.6.
- Preparing an investment Attraction Plan and prospectus – refer action 3.1.
- Ensuring accountability, transparency and community/business engagement and responsiveness are key factors in our actions – refer actions 1.3, 1.6, 1.7 and 3.4.
- Developing collaborative innovation and entrepreneurship programs for businesses, start-ups, entrepreneurs, and social enterprises – refer action 4.1.
- Facilitating local and global networks of collaboration between education and industry through coworking spaces and innovation hubs – refer action 4.2.

For more information, please see our detailed action plan from page 27 of the Strategy.



Do you want to know more?

Head to Shaping Yarra Ranges to view the Strategy and supporting documents and have your say on the draft.

www.shaping.yarraranges.vic.gov.au/economic-development-strategy



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