



Draft Economic Development Strategy 2023-2026 Consultation Report

Submission Summary
15 December 2022 - 02 February 2023

Report generated on 03 February 2023

Project Overview

The draft Economic Development Strategy 2023-2026 sets the context for Council activities in the economic development space over the coming years. This three-year plan has involved community consultation with key industries, businesses and individuals from the local business community, as well as in-depth economic analysis of the City's demographics and economic data.

The draft strategy has been developed to assist Council achieve Goal One of its Strategic Directions Plan 2021-2030; 'to be an innovative, diverse and growing local economy' functioning as the commercial, health, education, and community regional hub of the Southern Eyre Peninsula with a focus on supporting productive agriculture, fishing and aquaculture as well as quality tourism and visitor experiences.

From the research undertaken, five themes emerged as the basis for the Economic Development Strategy, and from these themes, an action plan has been developed to be implemented over the next three years.

The key themes which are explored in the draft Strategy and supported by an action plan are as follows:

- Build Partnerships
- Plan Growth
- Develop Capacity
- Grow Business
- Seek Investment

This strategy will expand on these themes, identify the actions that we will look to implement to support the themes and improve our overall local economic performance as a community. We look forward to working with our community, industry and businesses to support a flourishing and diversified local economy. The overarching goal of the Economic Development Strategy is to increase the prosperity and liveability of our city.

The Draft Economic Development Strategy 2023-2026 was open for community comment from Thursday 15 December 2022 to 5pm on Thursday 2 February 2023.

Refer to the draft Economic Development Strategy 2023-2026 in the Key Documents section on the right of screen.

Hard copies of the Draft Economic Development Strategy 2023-2026 were made available at the Council Administration Office and Port Lincoln Library from Thursday 15 December 2022 to 5pm on Thursday February 2, 2023.

Report generated on 03 February 2023

Draft Economic Development Strategy 2023-2026

Number of Submissions : 2

Respondent	Subject	Description	Attachments
1	Response to Plan	Please find attached my response to the Draft Economic Plan	I238138
2	Draft Economic Development Strategy 2023-2026	Please find attached feedback regarding the City of Port Lincoln's Draft Economic Development Strategy 2023-2026	I238089

Response to Draft Economic Development Strategy 2023 – 2026

I commend the Council on the work done to develop the Draft Economic Development Strategy for 2023 – 2026. I also appreciate the opportunity to comment.

In reading the document I am concerned that there is very little mention of the environment throughout the document. Too often economic growth comes at the cost of the environment, and I encourage Council to consider each strategy and action from both an economic and an environmental viewpoint. This is particularly important when you consider the heavy reliance of our major industries on the environment. Agriculture, Fishing, Aquaculture and Tourism are all heavily reliant on the environment. Also consider the strengths outlined in the “word cloud”, words such as: lifestyle, coastline, beaches, nature, unpolluted, uncrowded and safe. These words do not seem to carry through to the strategies and actions in the plan in a way that would see these strengths enhanced or even protected.

I note and agree that the population growth is more likely to be in the District Council areas rather than in the City of Port Lincoln and therefore I am pleased to see a specific action around developing a population and master planning strategy with neighbouring Councils. That collaboration is essential to success. I would go further and consider opportunities for amalgamations.

I wonder what the impact is of Air BnB and visitor accommodation on rental markets and therefore what the impact on attraction and retention of employees to the City might be. Would Council seek to manage the number of private visitor accommodations that can reasonably be sustained? Is there any data on occupancy rates? This is an area of consideration for any local housing action plan in my view.

What is the impact of grain terminals coming online in other locations such as Cape Hardy and Lucky Bay? Perhaps an action around being prepared for areas of potential economic decline is also needed.

As a long-term advocate for remote working, I believe this is a strategy worth exploring and it needs to be supported by infrastructure – internet, reliable and affordable air transport for example.

Does the Council have an agreed position on the Southern Launch activity at Whalers Way. It seems to me that given the strengths described and the economic direction of the plan, space in that location specifically, may present a greater economic loss than a gain should approval be granted for the full planned facility. I believe that the stated economic impact in Southern Launches Environmental Impact Statement is questionable, and the current proposal represents a conflict for Council.

Under 6.5 Key Focus Areas dot point 4 new industries listed actually threaten the strengths of the City putting at risk, lifestyle, coastline, beaches and nature. Our strengths are all things too easily lost and incredibly hard to recover once gone.

I urge Council to reconsider each strategy and action in this plan and all plans from both an economic and an environmental perspective.



2 February 2023

Matt Morgan
Chief Executive Officer
City of Port Lincoln
PO Box 1787
PORT LINCOLN SA 5606

Via email: [REDACTED]

Dear Matt,

Re: Draft Economic Development Strategy 2023 - 2026

Thank you for the opportunity to provide feedback on the Draft City of Port Lincoln Economic Development Strategy 2023 – 2026. Please find within feedback from Lower Eyre Council on the document. We have broken the feedback down into sections to assist your team's consideration.

The 'Forward' section provides good context but believe there is further potential to strengthen the message upfront highlighting the key service centre role the City of Port Lincoln (The City) plays to the broader Southern Eyre Peninsula as a region.

Agree with the five key themes and they are not dissimilar to other local government economic development strategies and the themes align with Lower Eyre Council's current community strategic plan.

We welcome reference to cross boundary land use planning with Lower Eyre Council being necessary to accommodate future population growth (Page 7). Council deems it important the Planning Commission review (via PLUS) about to commence on the Eyre and Western regional plan (2012) considers this element of the document as a guide for future code amendments. It is understood this was discussed at the 'Port Lincoln Economic Analysis and Strategic Land Use' workshop facilitated by Aurecon on 18 January 2023 as part of the DTI-PLUS Regional Planning Program preparation of the Eyre & Western Regional Plan.

The draft document is engaging using imagery and infographics effectively to communicate the story, key data and outline the purpose and intent of the new strategy. Including more specific actions, steps involved, timeframes and resourcing implications in the Summary Action Plan 2023 – 2026 would assist partners (such as RDAEP and LEC) plan collaborative work which may involve staff time and resourcing. Noting this is titled “Summary Action Plan” and appreciate this detail maybe included in the final version of the Economic Development Strategy document.

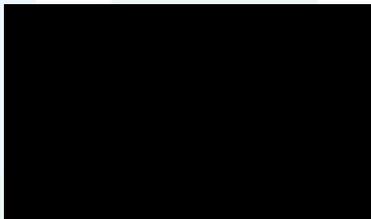
Articulating how the City’s strategy supports, integrates, or works with the new Eyre Peninsula Regional Strategic Plan 2023 – 2026 (currently draft) developed by Regional Development Australia Eyre Peninsula, will ensure maximise efficiency by removing the chance of duplication and ensuring role clarity of various entities. It is noted several actions in the draft Summary Action Plan are also referenced as priorities in the Eyre Peninsula Regional Strategic Plan.

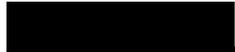
Suggest listing actions under ‘Plan Growth’ theme in order of priority and moving current listed action 3 (Develop a population and master planning strategy in conjunction with LEC and DC Tumby Bay) and action 4 (Develop and support a response to local housing supply issues in Port Lincoln....) to become actions 2 and 3 respectively, as this sequence of activity flows to ensure future code amendments will be fully informed.

Some actions are generic so it is difficult to provide specific comment on at this stage but we look forward to working together, where relevant to Lower Eyre Council, as they evolve.

I would also like to take this opportunity to congratulate City of Port Lincoln on the recent acknowledgement by travel industry leader, Booking.com achieving number 3 in Australia’s Most Welcoming Towns program. The economic success of City of Port Lincoln strongly correlates with the economic prosperity and community wellbeing of Lower Eyre Council’s communities, and we look forward to collaborating and partnering, where appropriate and possible, for our communities mutual benefit.

Yours faithfully,





Subject: FW: I238289 - 4.20.2.6 - FW: RDAEP response to PLCC draft Economic Development Plan 2023-26

Attachments: Draft Economic Development Strategy 2023-26.pdf

SynergySoft: I238289 - 4.20.2.6

From: [Redacted]

Sent: Wednesday, 8 February 2023 4:34 PM

To: [Redacted]

Cc: [Redacted]

Subject: I238289 - 4.20.2.6 - FW: RDAEP response to PLCC draft Economic Development Plan 2023-26

From: [Redacted]

Sent: Wednesday, 8 February 2023 4:28 PM

To: [Redacted]

Subject: RDAEP response to PLCC draft Economic Development Plan 2023-26

Hi Naomi

Firstly I apologise for the overdue response. RDAEP looks forward to working with Council on economic development opportunities for not only Port Lincoln, but the whole region.

In summary, the document is great and reflects on the key priorities of RDAEP. The City can build on the interdependency with the entire Eyre Peninsula region. It has the legitimate role for a regional centre that both relies on, and services, its hinterland. Growth in the surrounding districts is growth for Port Lincoln, especially in retail, trades and the business service sector such as accounting and legal etc.

Overall comments.....

General Housekeeping

It would be good to provide consistency when referencing the goals of the Strategy in order to remove contradictions between various sections of the document. Eg: Foreword and Section 9.1 – lifestyle? What is the overarching goal of the strategy?

Specific

Page 3 – Aquaculture is a primary industry, rather than an agricultural industry. Is the Port Lincoln port owned by the City of Port Lincoln or the State Government/Flinders Port?. It is the primary export pathway for grain on the Eyre Peninsula.

Excellent example of the interaction between Port Lincoln and the economic activity across the Eyre Peninsula demonstrating the capacity of Port Lincoln to expand on it’s role as the major service centre for the region. This role or interdependency is largely underplayed throughout the document.

Page 4 – Population and Demographics. Important to recognise the gap from about age 15 to 45 in the population to set the scene for corrective activities later on. Education, lifestyle and jobs growth catering for that demographic.

Page 5 – Flinders Port Holdings operate the port – Viterra handles the grain. “Primary industry” related processing more so than “agriculture”. Most processing is really aquaculture. Not sure that the processing is responsible for all the jobs mentioned. Processing has been down sized. Really an opportunity here for more value adding and economic growth.

Page 6.

With regard to the available housing stock another factor is that older people are being encouraged by government policies to stay in their own homes longer and there is a disincentive to downsizing with stamp duty etc. Older people are therefore likely to remain in a larger house until going into care.

Page 13 – just a thought – the fish and boat images are both positive pictures but one is filled with positive advantages and one is filled with disadvantages.

Page 15 – perhaps refer to the planning scheme and the development approval process as an enabler rather than a tool. Often viewed negatively by the business community. Make it a positive.

In 6.4 the wording reverts back to local business, economy etc. rather than taking the regional service approach. 6.5 “Council is the key to promoting the region, including attracting new businesses and industry to locate in Port Lincoln, otherwise who else will?” – unnecessarily negative statement. Council should be doing these things in partnership with others. Some growth does happen without Council involvement.

Page 16 - We will - Maintain strong relationships based on understanding with key industry associations – Looks Like – Liaison and advocacy supporting key industry concerns with government agencies.

We will – participate in the development of the ...Regional Plan in conjunction with PLUS – Looks like – coordinated land use across the E.P. taking into account and building on the strengths and natural advantages of each town and district.

Page 17 – with regard to tendering for government works – need to be advocating for State and Australian government tenders to be locally available for businesses instead of statewide or national tenders that exclude local business from participating in the process.

With regard to “key infrastructure” matters include water and energy and expand to whole of Eyre Peninsula.

Page 18 – Plans and strategies could be expanded to reference relevant Australian, State and Regional documents. Assists with grant funding applications where Council strategies complement those at other levels of government. Eg: how is funding the City of Port Lincoln in a project assisting the State or Australian Government to achieve their goals?

Page 19 – Measuring Long Term Progress. Results “will be” shared with stakeholders instead of “should be”. Total transparency so that the document can be reviewed and amended as required.

Overall a good document...well done!

Regards

[Redacted]
Regional Development Australia Eyre Peninsula Inc. (RDAEP)

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