

# Economic Development Advisory Committee Wednesday 9 May

## Minutes

**Date:** Wednesday 9 May 2018  
**Time** 4.30pm – 6.30pm  
**Venue:** Council Chamber, Nillumbik Shire Council, Civic Drive,  
Greensborough  
**Chair:** Cr Karen Egan (Deputy Mayor and Portfolio Councillor)  
**Minute taker:** Kate Shannon

## Order of Business:

### 1. Attendance and apologies

Apologies: Michael Williams, Russell Scoular, Vanessa Mooney, Jethro Still, Glen Ferrarotto, Cr Jane Ashton

Attendees: Cr Karen Egan, Cr John Dumaresq, Phil Marendaz, Kirrily Romero, Richard Stockman, George Apted, Simon Le Plastrier, Pete McWilliam, Venu Metla, Petra Leaford, Kylie Lethbridge, Manager Business Tourism and Marketing, Kate Shannon, Business Development and Tourism Officer.

## Welcome

### 2. Conflict of Interest:

*Conflict of interest provisions are contained in section 80C of the Local Government Act 1989, the Councillor's Governance Code, the Employee Code of Conduct and the Volunteer Handbook.*

### 3. Assembly of Councillor(s) form:

An Assembly of Councillor form must be completed at the meeting in accordance with section 80A of the *Local Government Act 1989*.

**Action:** Council officers to lodge the Assembly of Councillor form on behalf of the Economic Development Advisory Committee.

### 4. Green Wedge Management Plan

Nichole Johnson, Coordinator, Strategy Projects, Community and Leisure and Anthony Calthorpe, Strategic Planning Coordinator presented a PowerPoint detailing the review and process they are currently undertaking of the Green Wedge Management Plan.

Refer to attachment

### 5. Economic Development Strategy

KL briefed the committee on the development of the Economic Development Strategy.

The aim is to look at all opportunities and consider “who we are and who we want to be”.

The strategy will look to a 10 year horizon with a few aspirational goals. To map stakeholders and engage with key groups. The strategy will basically be an action plan for each identified stakeholder category. These categories include (but not limited to):

- Agribusiness
- Tourism
- Real estate agents
- Top 20 employers
- 

The next step will be to run an Engagement plan and issues and opportunities paper past the committee.

## **6. Update on Departmental activity**

### Guides for Tourism Development

The Destination Management Plan ...benefits for businesses  
Apply for regional development fund, state government  
Develop a product development plan

### Events and Festivals

Looking to centralise the application process for grants and funding and make it an open and competitive process. There will be a set of criteria and toolkits outlining how to apply for a grant.

Open Farms – hoping to grow the event and expand into Whittlesea, Mitchell and Murrindindi. Relaunching the event 18/19 to run twice a year to coincide with Spring and Autumn harvest.

### Database

KL asked the committee to be advocates for building the database.

**Action:** KS to send an email with messaging and link for the committee to send to their networks.

### Business Kit

The process continues. Waiting on several units to update their content and procedures.

### Strategic Planning projects – town structure and parking strategies

KL outlined the activity plans and the future direction of these projects. KR raised the concern of Research shops traffic issues at school pick up/drop off times.

**Action:** KS to send the reports to the committee.

## **7. Northern Region Investment Strategy Brief**

KL said that an attraction plan for the region is in its first draft.

**Action:** KL asked the committee to consider how can we align with NORTH Link and Food Group in terms of advocacy and how can we make it work for us?

## **8. EDAC and Arts and Cultural Advisory Committee**

This item was deferred.

## **9. Communication**

VM has researched various secure platforms for sharing documents and ideas. He has suggested Cisco Spark. It's a free app and can be used on a variety of devices. KL would act as moderator.

**Action:** The group agreed to look at the app.

<https://itunes.apple.com/au/app/cisco-spark/id833967564?mt=8>

## **10. Other items**

With the resignation of Donna Kilgour from the Economic Development Advisory Committee, Hurstbridge Traders Association needs to fill the position. Petra Leaford attended this meeting, however due to the small pool of members the HTA has to draw from Petra requested that they rotate between three members. Those being herself, Ian Mason and Daryl Brooke.

The Committee agreed to allow HTA to rotate who will attend, however it was noted that those HTA members will need to manage the consistency of information rigorously.

### **Next Meeting:**

**When:** Wednesday 8 August 2018

**Where:** Council Chamber, Civic Centre, Nillumbik Shire Council

**Time:** 4.30pm – 6.30pm

# Economic Development Advisory Committee Minutes

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<b>Date:</b>	Thursday 8 August 2019
<b>Time:</b>	4.30pm – 6.30pm
<b>Venue:</b>	<b>Council Chamber, Civic Centre, Nillumbik Shire Council</b>
<b>Chair:</b>	Cr Karen Egan (Mayor and Portfolio Councillor)
<b>Minute taker:</b>	Danielle Phyland, Coordinator, Economic Development and Tourism

## Order of Business

### 1. Attendance and apologies

Apologies: Cr John Dumaresq, Cr Bruce Ranken, Kylie Lethbridge

Attendees: Mayor Cr Karen Egan, Danielle Phyland, Michael Williams, Kirrily Romero, Peter McWilliam, Jethro Still, Petra Leaford, Joseph Lirosi, Chanmali Tregambe

Guests:

Yasmin Green, Coordinator Strategy and Policy (Nillumbik Shire Council)  
Nichole Johnson, Coordinator Strategic Projects (Nillumbik Shire Council)

## Welcome

### 2. Conflict of Interest

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No conflict of interest declared.

### **Assembly of Councillor(s) form**

An Assembly of Councillor form must be completed at the meeting in accordance with section 80A of the *Local Government Act 1989*.

**Action:** Council officers to lodge the Assembly of Councillor(s) form on behalf of the Economic Development Advisory Committee.

### **3. Green Wedge Management Plan update and discussion**

A copy of the presentation is available through the Nillumbik Shire Council [website](#).

Over the last 12 months, Nillumbik Shire Council has consulted with Nillumbik communities to find out what people value about the green wedge and how they see its future. Nillumbik Shire Council worked with the community to design an external community engagement program which was implemented for 6 weeks in mid-2018.

The draft Green Wedge Management Plan (GWMP) contains a long term vision for the green wedge and includes a range of existing and new initiatives that work towards delivering that vision.

The GWMP will direct council policy and planning decisions and will be a referenced document in the Nillumbik Planning Scheme. Wide community consultation is taking place on the draft and this feedback will inform the final plan that will be presented to and endorsed by Council.

The GWMP will support and inform Council strategies including the Nillumbik Economic Development Strategy and Equine Industry and Activity Plan. In the plan, Goal 4: 'A prosperous economy' relates directly to Economic Development. A key to the success of the GWMP will be the inclusion of measurable targets in the final document.

**Response required to question:** How do goals reflect the key moves? Request to explain key move 4 in relation to 'comprehensive planning and place management service for townships'. Response will be sent Friday 9 August.

**Next steps:** EDAC members invited to submit feedback. Submissions close Sunday 11 August 11.59pm. Submissions will be heard at the Future Nillumbik Committee meeting on Tuesday 11 September. If you want to speak to your submission please advise Council.

### **4. Economic Development Strategy update**

The draft strategy is being finalised at present and we are waiting on the feedback from the GWMP to ensure that they are aligned. Once this is confirmed we will

finalise the draft and seek feedback through EDAC at this time we will also present the Equine Industry and Activity Plan for feedback.

**Next steps:** A special meeting will be held in early September for EDAC to provide input on this details to be advised.

#### 5. Yarra Ranges Tourism update

The positive results presented in the year 1 report are significant and clearly demonstrate Council's return on investment.

Council's Economic Development team are currently finalising the agreement for year 2 of the partnership. Some of the key activities that will be covered include:

- Installation of 3 x Digital Visitor Servicing Kiosks in major activity centre
- Increased content and promotion of the website [www.visitnillumbik.com](http://www.visitnillumbik.com)
- Social media will be a focus including engaging influencers
- A inclusive approach to regional events and events for funding and support

Yarra Ranges Tourism are in the process of putting together their strategic plan which will be presented to EDAC for comment by the end of the year.

**Action:** Distribute the Yarra Ranges Tourism Nillumbik partnership activity report

#### 6. Regional Tourism Review

In July the state's Regional Tourism Review was released. Nillumbik is fortunate to have the partnership with Yarra Ranges Tourism which means we are definitely considered and potentially affected by the outcome of this review. The review can be accessed [here](#).

**Next steps:** A regional response will be provided from Yarra Ranges Tourism supported by a Council submission. EDAC members are invited to make a submission, please note: submissions close Friday 30 August.

**Action:** Distribute the Regional Tourism Review to members.

#### 7. Update on Activity Centre Reviews

Since EDAC was briefed at the February meeting, feedback is being translated and community engagement is scheduled for November 2019. EDAC will again be included in the consultation process.

**Action:** EDAC members request a 'map' of Council strategies and how they impact Economic Development. Council to provide some tracking on what current and future strategies, policies and plans EDAC may wish to consider.

## 8. Regional Gallery Feasibility Study update

Extensive feedback received has been received on the Regional Gallery Feasibility Study.

**Next steps:** Staff are currently analysing feedback and will feed this into the recommendations which will be presented to Council in October.

## 9. EDAC vacancies and meeting schedule

Two nominations for the vacancies have been received. A panel including Cr Egan, a staff member from Council's Economic Development Unit and a member from the current EDAC shall conduct interviews. The successful nominee will then be presented to Council for endorsement.

### Actions:

- Kirrily nominated to represent EDAC on assessment panel for EDAC nominations.
- EDAC members to determine if Wednesday or Thursday is the most suitable day for meetings.

## 10. Other business

- Petra raised there are significant issues with parking in Hurstbridge – safety and supply. Request a parking audit and suggestions how it can be addressed or improved.

**Action:** Danielle will raise this with the infrastructure team and respond.

- Kirrily suggested that we have a community engagement process based around what can and can't be shared from EDAC meetings. Members are cautious of this after signing the non-disclosure agreement so a process/guidelines around this and some simple communications would be appreciated.

**Action:** Danielle and Kirrily will meet to discuss and report back at the next meeting. Any other committee members who are keen to

**Action:** Distribute the Better Business Approvals information to members.

### • Pop-up Co-working Event Series

Council received funding from Business Events Victoria to deliver a program of business events. In March-April 2020 a series of pop-up co-working spaces will be installed to engage with home-based and micro businesses. In preparing for this

event series a research project will be undertaken by masters students from RMIT to map the home based businesses in the Shire by industry. EDAC will be informed of this project as it progresses.

- Peter suggested Chris and Tony from NorthLINK be invited to present to EDAC to gain an understanding of the broader regional economic activity.

**Action:** Invite NorthLINK representatives to present to EDAC

**Meeting closed – 6.23pm**

**Current EDAC Members:**

1. Philip Marendaz, representing Diamond Creek Traders Association
2. Michael Williams, representing Eltham Chamber of Commerce and Industry
3. Petra Leaford, representing Hurstbridge Traders Association
4. Chanmali Tregambe, representing Nillumbik Tourism and Business Inc.
5. Joseph Lirosi, representing Nillumbik Tourism and Business Inc.
6. George Apted
7. Kirrily Romero
8. Simon Le Plastrier
9. Peter McWilliam
10. Jethro Still
11. Venu Metla



# Economic Development Advisory Committee Minutes

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<b>Date:</b>	Thursday 21 November
<b>Time:</b>	4.30pm – 7.00pm
<b>Venue:</b>	<b>Council Chamber, Civic Centre, Nillumbik Shire Council</b>
<b>Chair:</b>	Danielle Phyland, Coordinator Economic Development and Tourism
<b>Minute taker:</b>	Leanne Davey, Business Development & Investment Coordinator

## Order of Business

### 1. Attendance and apologies

Apologies: Mayor Cr Karen Egan, Philip Marendaz, Kirrily Romero, Jethro Still, Venu Metla, Cr Bruce Ranken, Cr John Dumaresq

Attendees: George Apted, Chanmali Tregambe, Joseph Lirosi, Terry Hutton, Michael Williams, Zac Lombardo, Simon Le Plastrier

Guests: Carl Cowie, Chief Executive Officer (Nillumbik Shire Council), Yasmin Green, Coordinator Strategy and Policy (Nillumbik Shire Council)

## Welcome

### 2. Conflict of Interest

*Conflict of interest provisions are contained in section 80C of the Local Government Act 1989, the Councillor's Governance Code, the Employee Code of Conduct and the Volunteer Handbook.*

No conflict of interest declared.

### **Assembly of Councillor(s)**

An Assembly of Councillor form must be completed at the meeting in accordance with section 80A of the *Local Government Act 1989*.

**Action:** No Assembly of Councillor(s) form required as no Councillors were in attendance.

### **3. Nillumbik Economic Development Strategy workshop**

The Nillumbik Shire Council Plan 2017-2021 lists (as a priority action) the adoption of a new Economic Development Strategy and to create a set of indicators to measure success (4.1.1). This workshop aims to gain endorsement of the key strategic themes and feedback on key activities that will sit under each theme.

The key drivers indicate that the growth rate in Nillumbik Shire is very low, with an aging population (by 2036 one in three residents will be over 55). That there is a low level of housing diversity and affordability, with limited rental stock. Most businesses are small to medium enterprises and home-based, with a rise in niche and emerging business (e.g. breweries and distilleries).

The community value the attributes of the green wedge shire and low population growth. Environmental sustainability and protection of the green wedge is highly important. There are many opportunities and challenges to meet the needs of all the community, and balancing economic development with environmental sustainability.

Discussion:

- While it was noted that the green wedge and protection of the environment is important, it was also highlighted that the green wedge is a key factor to the limited growth in population, and that these factors are inhibitors to business growth.
- There are opportunities to mitigate challenges to ensure that businesses can grow, and create local employment.
- There's a trend of people selling the larger lifestyle block to downsize to a smaller property.
- The train line with the planned upgrades will improve the level of public transport services and increase opportunities for business.
- Important to balance economic development with environmental sustainability considerations.
- The Diamond Creek and Eltham activity structure plans will bring more opportunities for the industrial and commercial precincts to grow, with creative design i.e. building multi-story developments. The precincts within the activity centres will also allow for more diverse housing stock.

- Simon (Eltham College) noted that there's a trend of young families from the northern suburbs, wanting to move to the area and enrol their children in local schools. This has been noted through increased participation in the induction tours for prospective parents and students.

## **Strategic themes and objectives**

The strategic themes were all agreed to. Terry, on behalf of Hurstbridge Traders Association, presented a list of performance indicators for each of the strategic themes (see attached).

An action plan with timelines and key performance indicators will be included in the draft strategy. Discussion on each of the key themes will help to inform the development of the action plan.

## **Best Practice in Economic Development**

*Develop and implement best practice in economic development to engage and support the business community to meet the needs of locals and visitors.*

Best practice in economic development relates to delivering a high level of service to meet the growing needs of the business community. Delivering programs such as the state government's Better Approvals Project (planned for May 2020), will provide simplified information on Council processes and assist businesses with obtaining permits in a more streamlined and timely manner. Currently, businesses are provided support and guidance through the application process but this program will ensure that the service is embedded in Council's core activities and is an organization wide approach.

Upgrades to Council systems and website will also improve service delivery with more accessible online information and payment systems, therefore, making it easier to run a business in the shire.

## Discussion

- Where are we on the scale of best practice and how will we get there?
- Are we looking at best practices from around the world?
- What differentiates Nillumbik Shire from other councils?
- How are we measuring and reporting against actions and other activities?
- How can we improve communication with businesses? Suggestion of a marketing activity report?

- A printed brochure (information sheet) for the schools to hand out to families e.g. based on the theme 'live, work and invest'. This could be an addendum to the current business kit.
- Building stronger connections with local businesses by having mechanisms in place to continually improve how Council engages including relationships with the various associations/groups and their members.
- Local business associations/groups in the shire to work together to share information and leverage opportunities.
- Promotion and buy local campaigns to support businesses with the aim of reducing escape expenditure.
- Collaboration with Council to develop initiatives that have broad benefits across all sectors in the shire.
- While there are a range of government grant programs on offer, Nillumbik Shire Council doesn't have access to the same funding opportunities that regional Councils have.

## **Vibrant Activity Centres and Employment Precincts**

*Enhance the diversification and growth of the shire's activity centres and employment precincts.*

The draft Eltham and Diamond Creek activity centre structure plans will guide the future development of the towns. Highlighted in the plans are improvements to connectivity, transport, pedestrian access, car parking and providing for the future needs of the community. The plans also provide design guidelines for future development.

### Discussion points

- Maximising current space through clever and smart design
- Providing retailers assistance with design (place beautification and activation / design guidelines)
- In Research, there's an opportunity to create an actual 'research precinct'
- Provide for residents in the towns, and they won't want to leave. As many of our residents are commuting for work, with very little time to be in the community, it's important to provide access to products and services nearby.
- Increase in empty commercial shops due to high leases.

## **Economic and Environmentally Sustainable Use of Land within the Shire's Green Wedge**

*Facilitate economic activity within the green wedge in accordance with the Green Wedge Management Plan.*

Supporting existing agribusinesses to be more viable and environmentally sustainable through the provision of information, networking and education programs such as land management, business and profit planning. Looking at the future of agriculture in Nillumbik and identifying key locations through research and data collection. This will involve the development of opportunities for investment in green economies and sustainable forms of agricultures.

Discussion:

- There are huge opportunities to develop agribusiness in the shire but the negative attitude of the community has an impact.
- There could be more farm based businesses that are diverse and unique to Nillumbik.
- Showcase to the community how development can be a good thing through telling stories and case studies of businesses in rural Nillumbik.
- Council officers working from other towns on a rotational basis / an opportunity for face to face discussions with businesses.
- Encourage people to connect with where they live and support their local businesses.

## **Showcase Nillumbik's visitor, recreation and cultural economy**

*Enhance and grow the tourism, recreation, cultural and arts opportunities for locals and visitors.*

Continue to develop the shire's economy by focusing on its key strengths and supporting these sectors to grow.

Discussion:

- Investment in infrastructure and innovations to showcase the shire.

- Measuring the success of events and festivals as well as providing reports on visitor stats and making this information publicly available.
- Encourage visitors to move around the shire by working with businesses to cross-promote and share resources.
- Large conference and function centre (400 plus) to service Nillumbik and neighbouring shires Nillumbik and neighbouring shires capable of hosting.

## **Community consultation**

The consultation will be broad to provide opportunities for businesses and residents to contribute and provide feedback. Consultation will include a short survey on Council's community engagement platform, online communications (social media, newsletters) and face-to-face through information sessions and focus group discussions.

Marketing information to be developed includes: a consultation brochure (downloadable PDF and print versions), a printed post-card with survey link to hand-out at various locations (traders could have in shops, handed out at railways stations, farmers markets etc.).

- Business associations and groups to be proactive during consultation period, distributing information to members and attending relevant information sessions.
- Information sharing with other areas of Council to help push the message out far and wide.

## General discussion points

- North East Link construction will be a major issue, will add longer to the commute for residents travelling for work / taking children to schools closer to Melbourne. Trade businesses are likely to stay closer to home, if they can get more work locally. Potentially an employment opportunity as well.
- The schools in the area are at capacity.
- Nillumbik should be a boutique destination, small groups, unique offering.
- The urban growth boundary creates challenges and traders don't feel supported as their businesses rely on population.
- The anomaly of large lots located within built up areas but can't get planning approval for development e.g. eco cottages/developments could be a way to create more housing while addressing environmental concerns.
- Gateway signage needs to be addressed (example of Sorrento) and reducing visual noise/signage coming into Eltham

- Better use of Council's consultation information gathered through various strategic planning projects
- EDAC meetings – have an agenda item where members can take it in turns to give a presentation to the group on industries (e.g. trends)
- Message from Council's CEO, Carl Cowie – would like to do more with this group, and will attend EDAC meetings in future, and offered to meet with the members

**Action:** Danielle to share contact details of members to Carl.

Next steps for the Economic Development Strategy

2019 & 2020	
December 2019	Councillor Briefing
January 2020	Ordinary Meeting of Council – endorsement of Strategy for community consultation
Feb - March	Public consultation (proposed for 6 weeks)
April	Councillor Briefing on feedback received
May	Future Nillumbik Committee
May	Councillor Briefing on changes to Draft Strategy
June	Ordinary Meeting of Council to adopt Strategy

**Meeting closed: 6.55pm**

# Economic Development Advisory Committee Minutes

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<b>Date:</b>	Thursday 13 February 2020
<b>Time:</b>	4.30pm – 6.30pm
<b>Venue:</b>	<b>Council Chamber, Civic Centre, Nillumbik Shire Council</b>
<b>Chair:</b>	Mayor Cr Karen Egan, Portfolio Councillor Nillumbik Shire Council
<b>Minute taker:</b>	Danielle Phyland, Coordinator Economic Development and Tourism, Nillumbik Shire Council

## Order of Business

### 1. Attendance and apologies

Apologies: Cr Bruce Ranken, Cr John Dumaresq, Chanmali Tregambe, Terry Hutton, Venu Metla

Attendees: Mayor Cr Karen Egan, Jethro Still, George Apted, Simon Le Plastrier, Joseph Liroi, Michael Williams, Zac Lombardo, Philip Marendaz, Kirrily Romero, Peter McWilliam

Guests: Carl Cowie, Chief Executive Officer (Nillumbik Shire Council), Rosa Zouzoulas, Executive Manager Planning and Community Safety (Nillumbik Shire Council), Leigh Northwood, Strategic Planning Lead (Nillumbik Shire Council) Paul Fyffe, Senior Strategic Planner (Nillumbik Shire Council), Julie Paget, Strategic Planner (Nillumbik Shire Council)

## Welcome

### 2. Conflict of Interest

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No conflict of interest declared.



### **Assembly of Councillor(s)**

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**Action:** Assembly of Councillor(s) form completed and sent to Council's Governance unit.

### **3. Update on Eltham And Diamond Creek Activity Centre Structure Plan Presentation: Paul Fyffe and Julie Paget, Strategic Planning**

See attached presentation.

Consultation will commence in March – April 2020.

The draft will be provided to EDAC on commencement of consultation.

Questions for consideration from the committee:

If population growth is stagnant this is not attractive to business – how will Council address this and support business growth?

Is it possible to delve deeper into the escape expenditure data to identify the specifics on what this spend is going to and try to attract or promote businesses that fill these needs?

Is there appetite and consideration to level crossing removal in Eltham and Diamond Creek?

**Action:** Danielle to share Draft plans when available.

### **4. Presentation Draft Economic Development Strategy 2020 – 2030**

Danielle Phyland, Economic Development and Tourism

See attached presentation.

Strategy now open for public consultation until 20 March.

Encourage all committee members to provide their feedback through the Participate Nillumbik website.

General feedback from the committee highlighted:

- the need for encouraging a night time economy
- the need for Council to be brave and do things that cause a 'big shift'
- encouragement to connect with real estate agents and schools who deal with new/prospective residents to determine trends and gaps
- leveraging off the major events on our doorstep in Melbourne as a regional hub i.e. Melbourne Comedy Festival, Melbourne Food and Wine Festival

- provide skills and training that relate to our environment – suggestion of wildlife and animal welfare courses
- frustration by the lack of movement on the Regional Gallery project
- bushfire mitigation not addressed in the document
- consideration for major projects including NorthEast Link, Hurstbridge Rail Duplication, Yan Yean Road stage 2 and Fitzsimons Lane, that can benefit local businesses and residents
- youth employment and retention as community members
- support for the document as it states the facts about the municipality
- accommodation has not been addressed nor has indigenous business development
- strong support of Eco Tourism as an opportunity

#### **5. Update Yarra Ranges Tourism Activity**

- The Yarra Ranges Touring and Visitor Map has been reprinted and new copies will be distributed throughout the region over the coming weeks.
- Regular blog articles and social media posts are being distributed and a one page feature will be seen in the upcoming Space magazine created by Visit Victoria.
- The next event will be an industry networking night on Wednesday 18 March at Massaros, Kangaroo Ground. Details to come.

#### **6. Update Nillumbik Business Events Program**

Please take the time to look at the Nillumbik Business events program listed on Council's website. There are many low and no cost education events that businesses can take advantage of.

Web page featuring business event calendar:

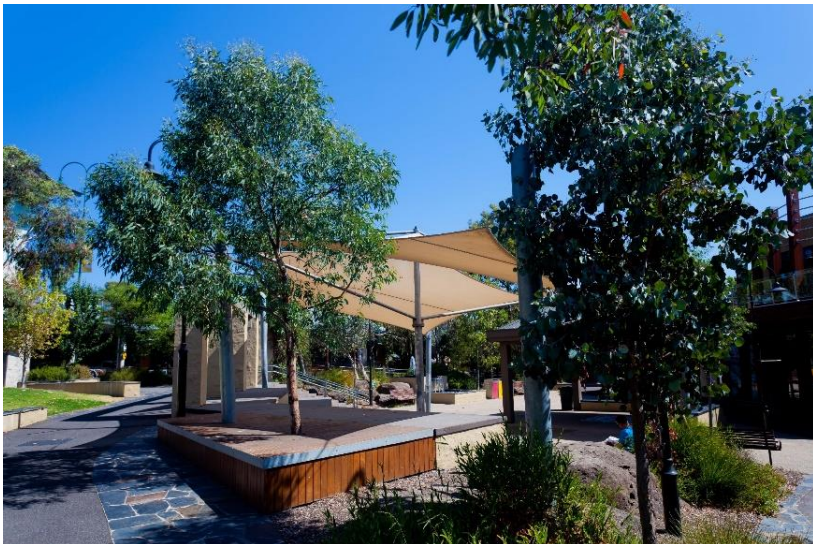
<https://www.nillumbik.vic.gov.au/Living-in/Business-and-registration/Business-and-Tourism-support/Business-events-calendar>

#### **7. Other Business**

None presented

**Meeting closed: 6.45pm**

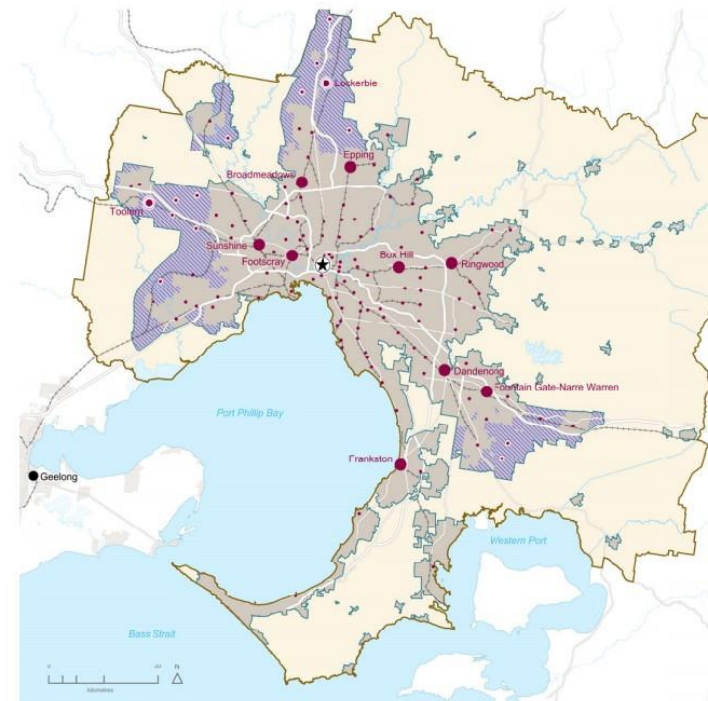
# NILLUMBIK ACTIVITY CENTRE REVIEW - UPDATE





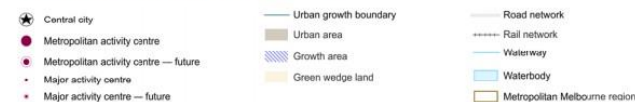
# Activity Centres and Structure Plans

Term	Explanation
Activity Centre	<ul style="list-style-type: none"> <li>• 100+ across Melbourne</li> <li>• Requirement of State Government policy</li> <li>• A centre (often an existing suburban centre) where housing, commercial and social activity should be consolidated.</li> <li>• Well connected by public transport</li> <li>• Eltham and Diamond Creek are Activity Centres</li> </ul>
Structure Plan	<ul style="list-style-type: none"> <li>• Provides a local long-term plan for a centre:               <ul style="list-style-type: none"> <li>○ Vision and Objectives</li> <li>○ Specific location and boundaries</li> <li>○ Distribution of different land uses</li> <li>○ Key infrastructure initiatives (e.g. new road layout)</li> <li>○ A preferred character and urban design</li> </ul> </li> <li>• Drives the planning controls in each centre</li> <li>• Plans exist for Eltham (2004) and Diamond Creek (2006)</li> <li>• Council is reviewing both structure plans</li> </ul>



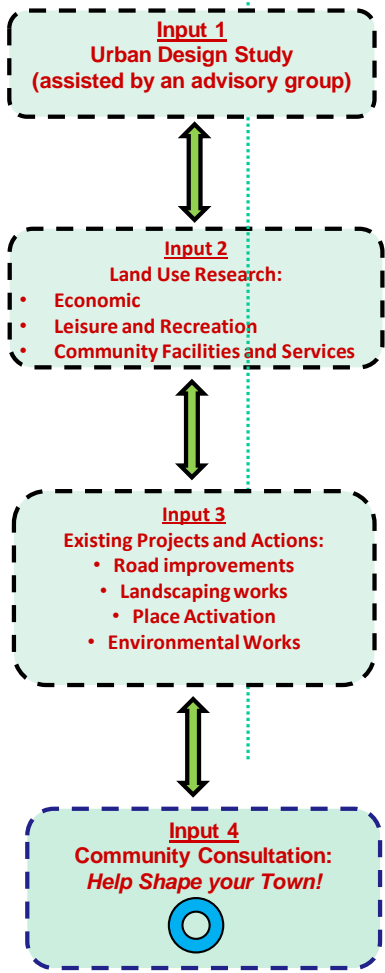
**Map 14**

## Metropolitan and major activity centres

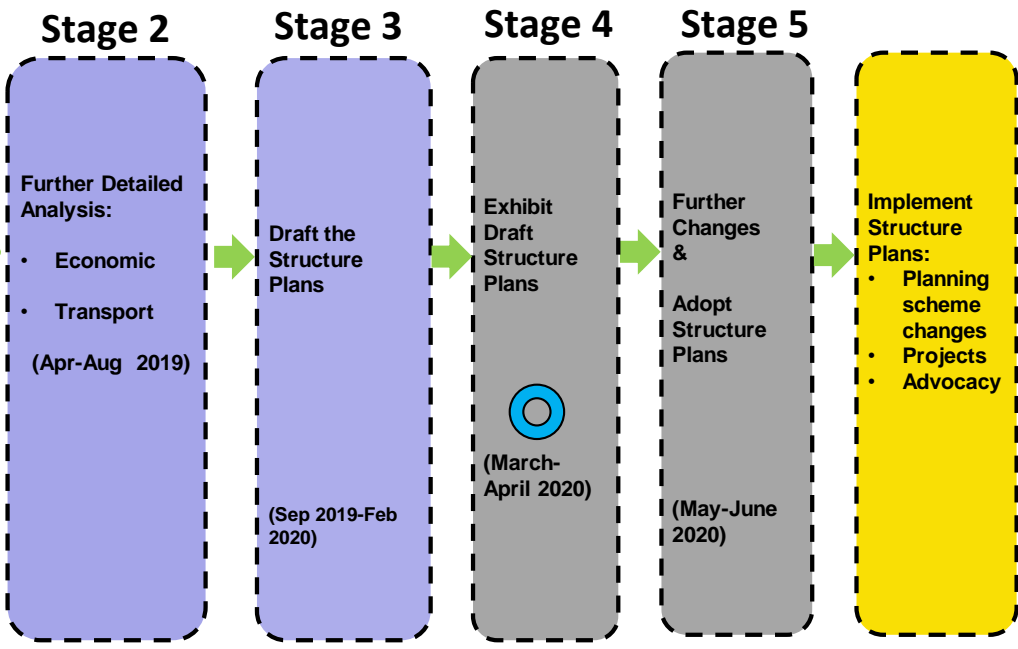


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# Stage 1

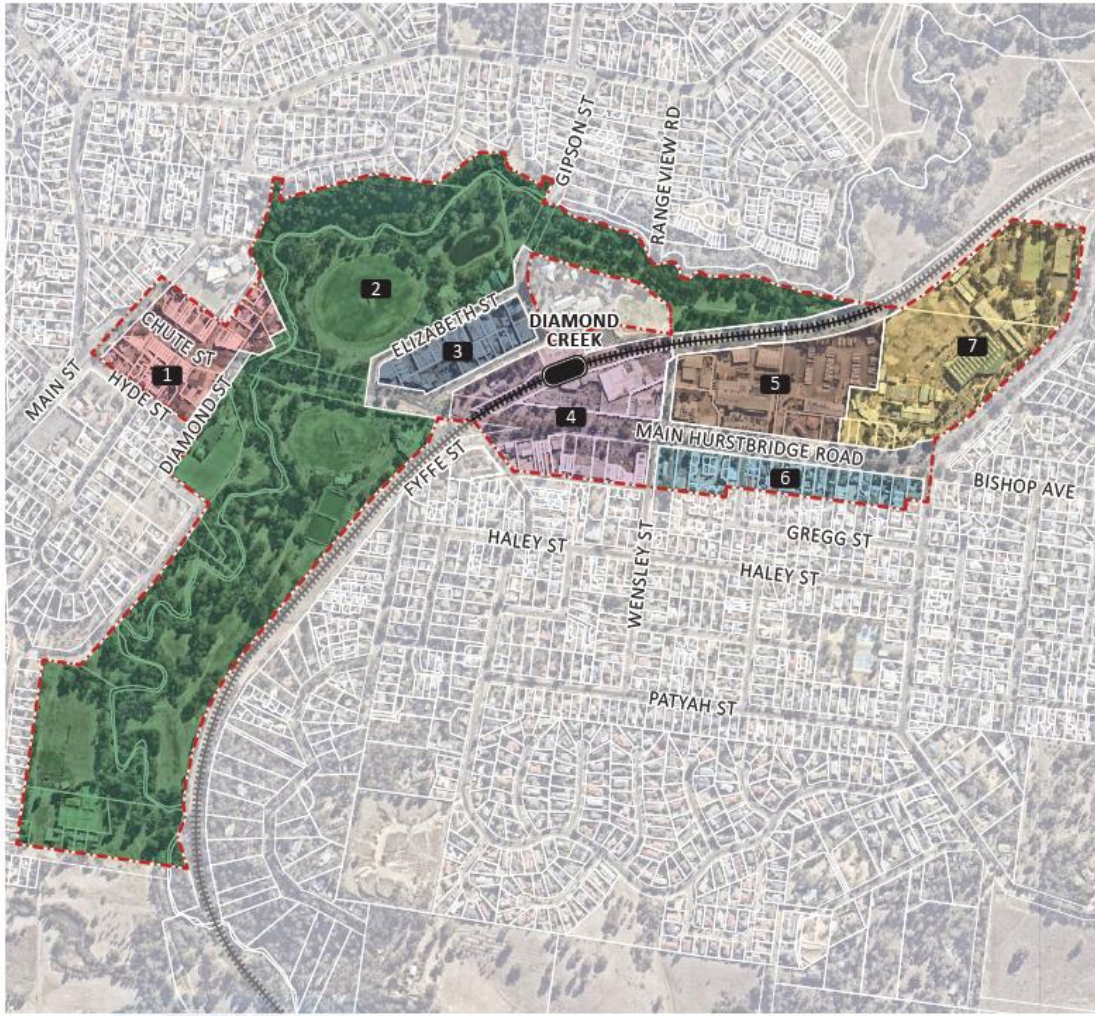


- = Completed
- = Commenced
- = To Be Commenced
- = Public Engagement
- = Out of Project Scope



Date of Doc: Feb 2020

# Diamond Creek Activity Centre



- LEGEND**
- STUDY AREA
  - TRAIN STATION AND RAIL LINE
- DIAMOND CREEK MAJOR ACTIVITY CENTRE PRECINCTS**
- 1 CHUTE STREET
  - 2 CREEK-SIDE OPEN SPACES
  - 3 ELIZABETH STREET / STATION STREET
  - 4 RETAIL CORE
  - 5 EAST OF GEORGE STREET, NORTH OF MAIN HURSTBRIDGE ROAD
  - 6 EAST OF GEORGE STREET, SOUTH OF MAIN HURSTBRIDGE ROAD
  - 7 SCHOOLS AND RECREATION

Figure 1. Study Area and Sub-Precincts




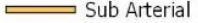






# Draft Diamond Creek Plan – Some Key Moves

Objective	Response
Reduce the significant amount of escape expenditure	<ul style="list-style-type: none"><li>• Develop under-utilised land, such as the extensive car-parking, for retail, offices, housing etc.</li><li>• Promote a night-time economy</li><li>• Allow a wider diversity of uses in the town’s industrial park</li><li>• Encourage an anchor employer (e.g. community hospital or Council offices)</li></ul>
Improve movement to and within the centre	<ul style="list-style-type: none"><li>• Provide better access across Main-Hurstbridge Road</li><li>• Improve pedestrian and cycling access</li><li>• Advocate for redevelopment of the railway station and particularly, removal of the level crossing</li></ul>
Improve the character of the centre	<ul style="list-style-type: none"><li>• Articulate a clear preferred character for Diamond Creek</li><li>• Retain the existing height limits of 3-5 storeys, but encourage better design - larger residential setbacks, more landscaping and more variation in design.</li><li>• Highlights the need for a multipurpose community building</li></ul>



# Eltham MAC



 Primary Study Area for the Activity Centre Review	<b>Rail network</b>  Train station	<h2>The Eltham Activity Centre</h2>
<b>Roadways</b>  Arterial  Sub Arterial  Collector  Local	 Railway line  <b>Watercourse</b>  Hierarchy: Medium	
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# Draft Eltham Plan – Some Key Moves

Objective	Response
Reduce the significant amount of escape expenditure	<ul style="list-style-type: none"><li>• Develop under-utilised land for retail, offices, housing etc.</li><li>• Promote a night-time economy</li><li>• Allow a wider diversity of uses in the Bridge Street Business Area (BSBA)</li><li>• Encourage an anchor employer (e.g. community hospital or Council offices)</li><li>• Promote activities within the centre (e.g. markets).</li><li>• Continue to promote higher housing density.</li></ul>
Improve movement to and within the centre	<ul style="list-style-type: none"><li>• Provide better movement for pedestrians and traffic in vicinity of Main Road</li><li>• Minimise use of Bible Street as a rat-run</li><li>• Improve pedestrian safety within busy side-streets</li><li>• Advocate for redevelopment of the station precinct</li></ul>
Improve the character of the centre	<ul style="list-style-type: none"><li>• Articulate a clear preferred character for Eltham</li><li>• Retain the existing height limits of 3-5 storeys, but encourage better design - larger residential setbacks, more landscaping and more variation in design.</li><li>• Apply provisions to improve the character of the BSBA</li></ul>

# Public Consultation on the Draft Plans

Date	Action	Comment or Explanation
February	<ul style="list-style-type: none"> <li>• An update to meetings of:               <ul style="list-style-type: none"> <li>○ The Eltham Chamber of Commerce and Industry (ECCI)</li> <li>○ The Diamond Creek Traders Association</li> <li>○ Council's Economic Development Advisory Group (EDAC)</li> </ul> </li> </ul>	<p><b><u>To:</u></b></p> <ul style="list-style-type: none"> <li>• Advise of the new draft structure plans</li> <li>• Advise of the forthcoming public engagement</li> <li>• Discuss how the group provides feedback</li> </ul>
25 Feb	<ul style="list-style-type: none"> <li>• The February OCM endorses the draft structure plan for consultation</li> </ul>	<ul style="list-style-type: none"> <li>• Allows engagement on the draft structure plans to commence</li> </ul>
9 March –27 April  (Easter 10-13 April)  (school holiday 28 March -13 April)	<ul style="list-style-type: none"> <li>• Public Engagement Period</li> </ul>	<ul style="list-style-type: none"> <li>• 6 weeks (time provided to allow for Easter and school holiday)</li> <li>• Notification in the paper, website (participate Nillumbik), Council social media</li> <li>• Direct written notification to relevant State Government authorities (e.g. Department of Transport and Melbourne Water), all owners and occupiers in the centre and to key stakeholder groups (e.g. chambers of commerce).</li> <li>• Officer presentation to trader's groups and other groups on request.</li> <li>• Information sessions or stalls (approx. 2 for each centre)</li> </ul>

**DRAFT**

**Economic Development Strategy 2020-2030**

**STAKEHOLDER CONSULTATION**

# DRAFT Economic Development Strategy 2020 - 2030

The Nillumbik Shire Council Plan 2017-2021 lists the adoption of a new Economic Development Strategy and create a set of indicators to measure success as a priority action (4.1.1)

## Background and Context

### This Strategy will be informed by:

- Nillumbik Issues and Opportunities Paper 2016
- Nillumbik Shire Business Survey
- Engagement undertaken thus far in the development of the Green Wedge Management Plan
- The Diamond Creek and Eltham Major Activity Centre Economic and Land Use analysis.
- Equine Industry and Action Plan
- State Visitor Economy Strategy
- Nillumbik Destination Management Plan
- Agriculture Victoria Strategy

## Primary sectors within the Nillumbik economy

Data from the ABS shows that the primary sectors of the local economy are:

- Knowledge-based – Education, health care, professional services
- Creative and culture – Arts, culture, recreation, tourism
- Primary and trade – Construction, agribusiness, manufacturing
- Population-driven – Retail, hospitality, other services, tourism

## Data suggests some drivers may include:

- Escape expenditure** Residents spend approximately \$1 billion outside the shire
- Population** Current trend is that population growth is low and aging
- Housing** Currently low level of housing diversity and affordability
- Businesses** Most businesses are Small Medium Enterprises, home based and a prevalence of emerging industries such as small food manufacturers
- Environment** The community desire for economically and environmentally sustainable use of the land within the Shire's green wedge

## VISION:

We will capitalise on our strengths to grow the economy through advocacy, collaboration, partnerships and innovation, compatible with our unique natural environment

### DRAFT Strategic Themes and Objectives based on current research

OBJECTIVE	
IMPROVE ECONOMIC DEVELOPMENT PRACTICES AND PROGRAMS TO ASSIST LOCAL BUSINESS	Develop and implement best practice in economic development to engage and support the business community to meet the needs of locals and visitors.
CREATE VIBRANT ACTIVITY CENTRES AND EMPLOYMENT PRECINCTS IN ELTHAM AND DIAMOND CREEK	Enhance the diversification and growth of the Shire's activity centres and employment precincts.
FACILITATE ECONOMICALLY AND ENVIRONMENTALLY SUSTAINABLE USE OF LAND WITHIN THE SHIRE'S GREEN WEDGE	Facilitate economic activity within the green wedge in accordance with the Green Wedge Management Plan.
SHOWCASE NILLUMBIK'S VISITOR, RECREATION AND CULTURAL ECONOMY	Enhance and grow the tourism, recreation, cultural and arts opportunities for locals and visitors.

## Next Steps

2019 & 2020	
Feb - March	Public consultation (proposed for 6 weeks)
April	Councillor Briefing on feedback received
May	Future Nillumbik Committee
May	Councillor Briefing on changes to Draft Strategy
June	Ordinary Meeting of Council to adopt Strategy