KEMPSEY
Shire Council

Macleay Valley Economic Development and Tourism Strategy Consultation Information Sheet

Kempsey Shire Council has commissioned consultants SC Lennon & Associates to prepare the Macleay Valley Economic Development and Tourism Strategy. In preparing the strategy, the consultants will work with Council and other key stakeholders to establish a new vision and framework for promoting and facilitating economic development and tourism activity across the Macleay Valley.

Strategy Objectives

'Economic development' can be described as the continuous process of growing an area's level of income and capital (wealth) and distributing that wealth (through local expenditure and jobs) to the community. To this end, the Macleay Valley Economic Development and Tourism Strategy will deliver the following:

- Firstly, it will articulate economic development issues, challenges and opportunities for Kempsey Shire Council to consider in its role as a facilitator and promoter of economic development and tourism.
- Secondly, it will determine and articulate actions to be followed to ensure sustainable, progressive economic development throughout the Macleay Valley.
- Thirdly, it will identify potential collaborative partnerships, where Kempsey Shire Council can engage with other stakeholders on matters concerning local and regional economic development and tourism in the Macleay Valley.
- Finally, it will provide Council with guidance to develop an informed, clear, actionable and achievable 'road map' for economic development and tourism in the Macleay Valley.

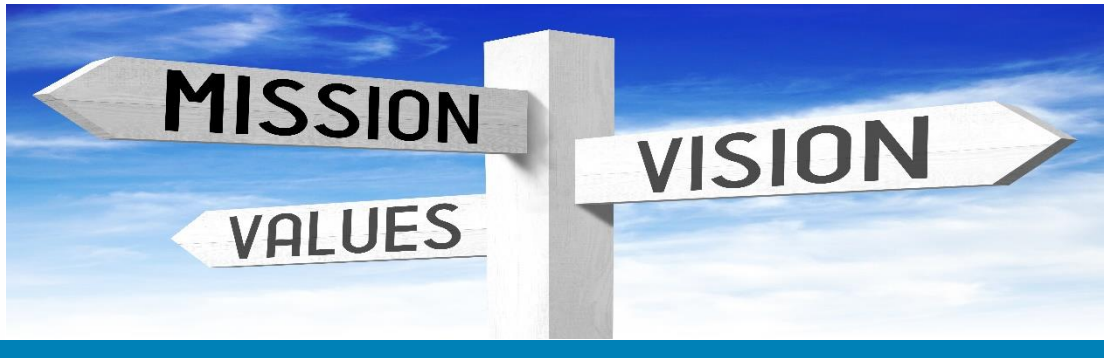
Stakeholder consultation and engagement is a key component of the strategy development process.

Four Key Points for Discussion

The consultant team is meeting with government agencies, representative bodies and other organisations to discuss economic development strengths, attributes, issues, challenges and opportunities. As a key stakeholder, the consultant team may contact you directly (subject to your availability) to discuss the following:

1. **Generally speaking - and considering the 'enablers' of economic development illustrated overleaf - what do you consider to be the Macleay Valley's:**
   - **Strengths and Attributes?**
   - **Constraints and Challenges for economic development and tourism?**
   - **Opportunities for growth and investment?**
2. **Having regard for the activities of your organisation, what are the key issues impacting on the economic prosperity of the Macleay Valley, your particular industry or your community of interest?**
3. **What are the key potential projects and activities (planned or otherwise) which could support the economic prosperity of the Macleay Valley? This could relate to a key industry sector, an 'enabling' piece of strategic infrastructure or other opportunities pertaining to your particular interests.**
4. **What do you believe should be the priorities for Kempsey Shire Council in its role as a promoter and facilitator of economic development and tourism?**

For more information or if you would like to request a meeting with the consultants, please contact Marilyn Breen, Economic Development & Tourism Coordinator, Kempsey Shire Council on 0428 663 147, or marilyn.breen@kempsey.nsw.gov.au.



The Enablers of Economic Development and Tourism

SC Lennon & Associates
economics • planning • policy • strategy

'Economic development' is the continuous process of growing an area's level of income and capital (wealth) and distributing that wealth (through local expenditure and jobs) to the community.

Typically measured in terms of income and employment, economic development is also measured by improvements in education, skills, health, culture, community wellbeing, 'place' and the environment.

Together, through co-ordinated and collaborative strategic effort, Kempsey Shire Council and other key stakeholders can have a direct influence on the enablers of economic development.

These are the things that can help stimulate, attract and maintain business activity, investment and employment in the Macleay Valley and its local communities including for example, Kempsey, Crescent Head, Frederickton, Gladstone, Hat Head, Smithtown, South West Rocks, Stuarts Point and other locations throughout the Macleay Valley.

Source: SC Lennon & Associates