



Economic Strategic Review Committee

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Proposed Approach

Committee

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Proposed Membership

- Mayor Julia Leu(chair)
- Chamber: Liz Ross
- TPDD: Tara Bennett
- Com Dev: Terry Farrelly
- Com Dev: Lisa Golding
- Business representative
- Business representative
- Business representative
- Business representative
- Business representative
- Business representative
- Business representative



*Need mix of
types, size &
location*

Facilitator: Stoermer

Objectives

1. Cross-shire approach to economic planning
2. Improved sustainable economic outcomes
3. Public / private collaboration

Purpose of ESRC

1. Assess the current state
2. Develop the plan
3. Monitor the plan

Format

- 6 sessions over 2 months, each session 2 ½ hours (next slide for details)
- *Saturday, evenings or mornings*

Session details

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Session One

- Introductions
- Purpose
- Council's role
- Survey results
- Economic data review

Session Two

- PESTEL
- SWOT
- Key issues

Session Three

- Vision
- Objectives
- Start action planning

Session Four

- Action planning

Session Five

- Action planning

Session Six

- KPI development
- Reporting
- Monitoring
- Engagement
- Group future

Business presenters and guest speakers at most sessions

Timeline

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RECRUITMENT

SURVEY

SESSIONS

WRITE

PUBLIC

ENDORSE

Survey

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Sample questions

1. How long has your business been established in the Douglas Shire?
2. How do you rate the current trading conditions? (scale provided)
3. How do you feel about future prospects for your business? (scale provided)
4. How well do you feel supported by Council? (scale provided)
5. Are you a member of the Chamber?
6. If so, how well do you feel supported by the Chamber? (scale provided)
7. What is the role of Council in economic development? (open ended)
8. What are three things you'd like to see Council do to support your business?
9. What are your three biggest business challenges? (e.g. recruiting staff, red tape...)
10. What else would you like to tell us about? (open ended)
11. Some questions on business type and size for cross tab purposes



Questions

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Committee duration... for the sessions or beyond?

Best time of day for sessions?

Other feedback, ideas, concerns...