

ERA - Economic Development - Action Plan - 2013/2014 to 2016/2017					
Summary					
Year	Prime Priority Project	Financial Year	Amount	Priority Highlight Identifier	Priority Projects
1	Creative Industries	2013/2014	\$25,426		1.1, 1.3, 1.4, 1.5
2	Events, Tourism and Lifestyle	2014/2015	\$40,000		1.2, 1.6, 2.3, 2.5, 2.6, 2.9, 2.11, 2.14, 3.1, 3.2
3	Small Business Support/ Trader Liaison + Education	2015/2016	\$50,000		1.6, 2.1, 2.2, 2.7, 2.8, 2.12, 3.3, 3.4, 3.5, 4.1, 4.2
4	Small Business Support/ Trader Liaison - Continued	2016/2017	\$35,000		2.13, 2.16, 2.17, 2.20, 3.6, 3.7
	Total	Total	\$150,426		
Ref Number Action Lead Council Priority Resource Requirements Current Situation/Progress					
Creative Industries (Lead Council NPSP)				2013/2014 \$25,426 2014/2015 \$10,000 2015/2016 \$5,000 2016/2017 \$0 <hr/> Total \$40,426	
1.1	Map creative industry businesses operating in ERA (split between	NPSP/TOW	2013/2014	External (\$15,425)	Consultant to be engaged to undertake 1.1 & 1.5 and
1.2	Map home based businesses operating in ERA (split between	NPSP/TOW	2014/2015	External	An objective of all ERA council B&ED strategies.
1.3	ERA to approach the Creative Industries Innovation Centre (CIIC)	BECs / NPSP	2013/2014	Staff time	Consultant to be engaged to undertake 1.1 & 1.5 and
1.4	Investigate how we link education providers with creative industry employers to ensure future worker meet skills gaps within creative industries	NPSP	2013/2014	External/BECs	Some investigations commenced. Consultant to be engaged to undertake 1.1 & 1.5 and to incorporate 1.2 - 1.4 as appropriate.
1.5	Develop strategies to grow the creative industries sector within ERA	NPSP	2013/2014	External (\$10,000)	Consultant to be engaged to undertake 1.1 & 1.5 and to incorporate 1.2 - 1.4 as appropriate.
1.6	Implementation Strategy	ERA	2014/2015	External (\$10,000)	To be defined
			2015/2016	External (\$5,000)	

ERA Business Economic Development Action Plan

Small Business Support/ Trader Liaison (Lead Council Unley)				2013/2014 \$0	2014/2015 \$0	2015/2016 \$30,000	2016/2017 \$30,000	Total \$60,000
2.1	Investment Attraction - Promote ERA to prospective investors and developers and current land owners	Unley	2015/2016	External (\$10,000)	Develop a prospectus for the ERA region for prospective investors expounding ERA investment benefits. Work with the Planning Portfolio to ensure ED opportunities are represented in the ERA masterplan project.			
2.2	Encourage new advanced manufacturing design and development to occur within our region	ERA	2015/2016	Staff time	Circulation of ERA Investment Attraction Prospectus to industry associations and chambers of commerce etc.			
2.3	Investigate opportunities for job creation in new business being set up and run within/from ERA as the economy restructures away from manufacturing	ERA	2014/2015	Staff time	Advocate for ERA to be engaged in future jobs creation and economy restructuring programs.			
2.4	Support traders to provide a greater customer experiences as part of the 'experience economy'	Unley	Ongoing	BECs	Work with ERA BECs to focus on service, relationship and digital economy workshops.			
2.5	Support the development of infrastructure (e.g. Broadband) to support the growth in digital enterprise, teleworking and export markets	Prospect/TTG	2014/2015	Staff time	Review the ERA Digital Economy Strategy following federal review of broadband policy.			
2.6	Provide digital training to SMEs	ERA	2014/2015	Staff time/BECs	Work with BECs to secure funding.			
2.7	Support home-based and start-up businesses by providing access to high tech facilities and infrastructure (e.g. video conferencing equip in a council libraries/digital hubs) in the absence of business	Unley / Prospect	2015/2016	Staff time	Project plan required. CoU will progress for its LGA and model can be replicated and compile all our information. Need policy positions on access and			
2.8	Advocate to State and Federal Governments to implement small business tax cuts and their own red tape reduction programs	ERA	2015/2016	Staff time	Work with the LGA, mindful of election cycles.			
2.9	Work with the SA Exporters Association for the benefit of ERA, with a greater level of State and Commonwealth financial support	NPSP	2014/2015	Staff time	To be commenced			
2.10	Encourage and contribute to the development of 2-3 year Business Plans for ERA BECs, endorsed by member councils.	ERA	EBEC complete/TTG tba	Staff time	ERA Councils are currently funding the BECs as their major support of small business. Funding comes from individual Councils' current operating budget			
2.11	Councils to provide three year funding commitment to ERA BECs linked to annual KPIs to provide greater certainty re sustainability	ERA	2014/2015 - 2017/2018	Staff time	Contingent on other levels of government funding			

ERA Business Economic Development Action Plan

2.12	Adopt 'Renew Adelaide' approaches to temporarily fill vacant premises, new pop-ups etc.	Unley/ NPSP/ Prospect	2015/2016	Renew Adelaide funding (\$20,000)	Renew Adelaide projects have previously been undertaken in NPSP and Prospect with success - relationships established.
2.13	Develop strategies to inform and/or influence property owners re premium retail mixes to keep vacancy rates low	ERA	2016/2017	External (\$20,000)	Develop retail mix strategies in consultation with other councils to ensure complementarity
2.14	Work towards amalgamating the services of the ERA BECs	BECs	2014/2015	Staff time	Eastside to provide small business advisory services & TTG through NEDA to provide training, across the whole ERA region.
2.15	Growing Relevant Industry / Sectors - promote/lobby opportunity to work with ERA as trial/pilot sites for the growth industries that best serve ERA's interest (include FIG Projects)	Prospect	ongoing	Staff time	Support the development of pilot projects to drive ERA directions.
2.16	Modelling be undertaken to explore opportunity to effect stamp duty stamp duty reform.	Prospect / TTG	2016/2017	ERA Finance Managers	LGA Circular6.6 re stamp duty reform - responses due 28 March 2014. PL responding for TTG.
2.17	Revisit Charter for ERA to facilitate ERA maturing / evolving to a higher level and make recommendations to the CEOs	Burnside	2016/2017	Staff time	Not commenced.
2.18	Progress shared services initiatives including outsourcing opportunities	Prospect	ongoing	Corporate Services Group SIG	In progress. Seek new opportunities particularly for outsourcing.
2.19	Quantify the cost efficiencies generated from shared services initiatives/collaboration	Prospect		ERA Finance Managers	Use to inform economic impacts.
2.20	Provide seed funding to kick start initiatives resulting from strategies & BECs	ERA	2016/2017	External (\$10,000)	Use funding as catalyst for projects that assist in driving the ERA strategies forward in regards to business support.

ERA Business Economic Development Action Plan

Events, Tourism and Lifestyle (Lead Council Campbelltown)				2013/2014 \$ 0	
				2014/2015 \$30,000	
				2015/2016 \$10,000	
				2016/2017 \$5,000	
				Total	\$45,000
3.1	Understand the economic development opportunities that is/could be derived from major master plans and placemaking	ERA	2014/2015	External (\$5,000)	To be undertaken as part of desktop review as part of development of ERA Tourism Strategy.
3.2	Develop and promote a tourism <i>strategy and</i> brand for ther ERA	ERA	2014/2015	External (\$25,000)	This would include development of a logo, marketing
3.3	Programs and activities of respective councils be promoted	ERA	2015/2016	Staff time to maintain	Outcome of ERA Tourism Strategy.
3.4	Seek to work collaboratively to maximise outcomes from events (e.g. better media and recognition for events within our region)	ERA	2015/2016	External (\$5,000)	Outcome of ERA Tourism Strategy.
3.5	Develop an 'opportunities paper' for maximising the opportunities presented by creek tourism (Linear Park Torrens River and Creeks throughout ERA)	Relevant councils	2015/2016	External (\$5,000)	Include in ERA Tourism Strategy (excludes Unley & Prospect but extends beyond eastern region).
3.6	Further investigate economic development opportunities that can be derived from preventative health precinct pilot projects(s) - (e.g. Ochre to Gold concept)	Campbelltown	2016/2017	Open Space SIG	The ERA open space and recreational facilities group is working with the economic development group to further scope the potential for a Preventative Health Precinct pilot project using the Ochre to Gold model
3.7	Implement further outcomes from the ERA Tourism Strategy	ERA	2016/2017	External (\$5,000)	TBA once strategy formed

