



At a glance...

**DRAFT**

# Nillumbik Economic Development Strategy

The Draft Nillumbik Economic Development Strategy 2020-2030 aims to strengthen the economy and support job creation over the next 10 years. It outlines what Council will be doing to support existing and potential businesses in the Shire.

The *Council Plan Living in the Landscape 2017-2021* lists action 4.1.1 as "Adopt a new Economic Development Strategy and create a set of indicators to measure success".

This Draft Strategy follows from the Nillumbik Economic Development Strategy 2011-2016. It is consistent with the Victorian Government's *Plan Melbourne*, adopts the goals of the Shire's *Council Plan 2017-21* and does not seek to substantially change the Nillumbik Planning Scheme, which governs and guides land use and development.

The Strategy includes an economic vision and four objectives. Each objective will be implemented through a number of actions. The Strategy aims to grow and sustain the Shire's economy over the next 10 years and beyond.

Strategic drivers of the economy were established through analysis of industry data and research. These are identified as the focus for responding to challenges and opportunities relevant to residents, businesses and Council.

**These drivers are:**

- Nillumbik residents have a high level of expenditure outside of the Shire
- Low population growth forecasts
- Dwelling growth is low and there is a need for diverse housing options
- Need to create local businesses and jobs
- Opportunity to increase visitation and yield through showcasing Nillumbik's recreation, cultural and tourism assets.



[nillumbik.vic.gov.au](http://nillumbik.vic.gov.au)

## Nillumbik's Economic Vision

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

The Strategy has four objectives:

1. Improve economic development practices and programs to assist local businesses
2. Create vibrant activity centres and employment precincts in Eltham and Diamond Creek
3. Facilitate economically and environmentally sustainable use of land within the Shire's green wedge
4. Showcase Nillumbik's visitor, recreation and cultural economy.



Initiatives and actions have been developed to implement the Strategy, achieve its aim and realise the vision.

Collaboration with strategic partners such as local businesses and associations, community, regional economic bodies and State Government will be key to success.

Annual implementation plans will be prepared and reported on through Council's annual planning, budgeting and reporting processes.

This Strategy will provide direction over the next decade, with priorities determined every four years through the preparation of the *Council Plan*.

### Have your say

Three drop-in information sessions will be held where staff will be available to answer any questions you may have:

#### Session One

2 March, 4pm-8pm  
Eltham Library

#### Session Two

11 March, 4pm-8pm  
Hurstbridge Hub

#### Session Three

12 March, 4pm-8pm  
St Andrews Community Centre

You can provide feedback on the vision, objectives and actions on the website

**[participate.nillumbik.vic.gov.au/ecodev](https://participate.nillumbik.vic.gov.au/ecodev)**.

**Feedback closes 5pm on Friday 20 March.**

For more information email  
**[business@nillumbik.vic.gov.au](mailto:business@nillumbik.vic.gov.au)**  
or phone **9433 3128**.



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