

# ECONOMIC DEVELOPMENT AND TOURISM

Economic Development and Tourism are essential components for Council to consider when planning for enhanced community wellbeing and quality of life in the Shire. A healthy local economy and a variety of opportunities to attract day visitation helps to grow local prosperity and encourage the development of vibrant and unique local town centres and other key destinations.

## AN ECONOMIC DEVELOPMENT AND TOURISM STRATEGY CAN:

- Identify and help to nurture the Shire's current economic strengths.
- Attract investment into the Shire.
- Attract visitors to experience the fantastic natural attributes that the Shire has to offer.
- Create opportunities to provide local employment – reducing the need for residents to travel outside of the Shire for work.
- Support existing businesses in the Shire – many of which are based at home.
- Develop high functioning and attractive town centres.
- Engage with other stakeholders on matters concerning local and regional economic development and tourism in the Hornsby Shire area and surrounds.

### MILESTONE

Mar 2019	<b>Study Commenced</b>
May 2019	<b>Community Consultation</b>
TBC	<b>Development of a Draft Strategy</b>
TBC	<b>Community Consultation</b>
TBC	<b>Adoption of a Draft Strategy</b>



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## AN ECONOMIC DEVELOPMENT AND TOURISM STRATEGY IS CURRENTLY UNDER DEVELOPMENT. COUNCIL IS AWARE OF:

- The strength of our health care and social assistance sector, and also the education and training sector.
- The high proportion of home based businesses in the Shire and the benefits that this model of working has for reducing the impact on the transport systems and also the value that this contributes to local social capital.
- The tourism potential of our rural, bushland and river precincts.
- The opportunities that come with a re-imagined and revitalised Hornsby Town Centre.
- The importance of the public domain in supporting vibrant communities in town centres.
- The need to support local innovation and business development.

### RELATED STUDIES

This Study will reference the Employment Land Use Study, the Hornsby Town Centre Review and the Rural Lands Study. The Economic Development and Tourism Strategy is the overarching Strategy and will need to harmonise the others.

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