



**LIMESTONE COAST REGIONAL
DEVELOPMENT BOARD**
2007 -2012 Strategic Plan

FOREWORD

The Limestone Coast region has experienced strong growth and investment across its wide industry base, through much of the last decade. Much of the growth has been in areas of primary production and plantation forestry, with more recent investments in value added processing, residential construction and land division for commercial and industrial development.

Two marina developments designed to support the commercial and recreational fishing sectors and increase the tourism potential along our coastline, are also underway at Robe and Cape Jaffa. The latter, incorporating around 500 new residential allotments, is set to create an unprecedented wave of building construction with obvious flow on benefits in that general area. Considering the development that has occurred and with further potential being assessed on a constant basis, the need for a strategic approach, which provides focus and coordination of effort, is critical.

The Limestone Coast Regional Development Board (LCRDB) has a responsibility to its funding stakeholders, to set a strategic direction for economic development and this Plan is designed over the next five years, to guide and monitor results in terms of achieving a range of key objectives. Naturally, to develop a Plan which captures the needs and opportunities associated with ongoing growth, community input is important.

The Board undertook a consultation process in January and February this year, covering all of our Local Government areas and we obtained feedback which is factored into the Plan. This is a thorough process which builds on current initiatives of the Board and which to a large degree confirms our strategic role and approach to developing the potential of the region.

Clearly, the expectation of the Limestone Coast community has moved to take higher account of the broader social and environmental planning components associated with economic development. This in the view of the Board, simply reinforces our role in working collaboratively with Local Government and other regional organisations.

Finally, the 2007–2012 Limestone Coast Strategic Plan has been developed in such a way that it embraces the South Australia Strategic Plan. The Plan positions this region to not only participate in a whole of State drive for improved economic and social wellbeing, but allows for all of us to measure our achievements against a range of State and regional objectives.

I commend the Plan to you and encourage the Limestone Coast community to interact with the Board and to monitor progress against this Plan with us.

Dale Baker

CHAIRMAN

THE LIMESTONE COAST

A key primary production area of South Australia with fertile soils, reliable rainfall and abundant underground water. The region covers some 21,376 square kilometres (2.1 million hectares) and supports a population of over 60,000 people. The economy is strong, diverse and rapidly growing.

Key regional industries include:

- Forestry
- Wine
- Agriculture
- Fishing / aquaculture
- Dairy
- Potatoes
- Tourism
- Transport
- Retail
- Education & Training
- Health and allied Services
- Engineering
- Renewable energy

LIMESTONE COAST REGIONAL DEVELOPMENT BOARD

The Limestone Coast Regional Development Board (LCRDB) is a partnership funded by the South Australian Government and seven local Councils which comprise the South East Local Government Association.

The Board has been established since 1992 and is made up of Members representing business, industry, community and Local Government from across the whole region. Our role is to facilitate economic development and to provide services which support:

- Business assistance and expansion
- Industry development
- Access to Government programs
- Employment creation and/or retention and skills development
- Export market development
- Infrastructure development
- Capital investment attraction
- Entrepreneurial activities
- Regional promotion
- Community development
- Community leadership

The LCRDB in partnership with various State and Commonwealth Government Departments provides a variety of business advisory and assistance services and also plays a key role in developing and implementing economic development strategies for the region. This work includes providing Government with regional intelligence in relation to infrastructure projects, industry development opportunities and services required to underpin and support regional growth.

A key role for the Board is to work in partnership with Local Government and other regional organisations to promote the Limestone Coast region and to participate in activities aimed at achieving our regional development objectives.

OUR VISION

The Limestone Coast will evolve into a dynamic, sustainable regional economy in which diverse industries are competitive in a global marketplace and well-tuned to the environment and to people's needs.

SOUTH AUSTRALIA'S STRATEGIC PLAN

South Australia's Strategic Plan (SASP) was originally launched in March 2004 and following a comprehensive consultation process across regional and metropolitan South Australia an updated plan was released in January 2007.

In developing the Board's Strategic Plan for the next 5 years, we recognised the importance of working together as a State with united goals and as such, our Plan has been formulated around the six building blocks that form the structure of the SASP.

To assist you in understanding the direction of the SASP, an overview of the building blocks¹ is listed hereunder:

GROWING PROSPERITY

South Australians want a dynamic economy that is competitive, resilient and diverse. The state's prosperity should benefit all citizens. Our growth will be managed in an environmentally sustainable way. Investors will be drawn to South Australia because of the quality of our workforce, the vitality of our communities, the efficiency of our government, and our reputation for innovation.

IMPROVING WELLBEING

South Australians should enjoy a good quality of life at every stage of life. Our children should be able to grow up in a safe environment, to acquire knowledge and be equipped to make the right choices. As we mature, we need to stay connected to the community and to the environment, even as our roles change and priorities shift. We need to be in charge of our lives and not unreasonably constrained in our options.

ATTAINING SUSTAINABILITY

South Australians value the natural beauty of our state. We are concerned about the depletion of natural resources and want to minimise the impact of human activity on the environment. Our legacy must be a thriving and well-cared-for environment. The challenge of sustainable development requires the focus, commitment and ingenuity of all South Australians.

FOSTERING CREATIVITY AND INNOVATION

South Australia has a reputation for innovation in science and in the arts. We understand that our prosperity depends on the imagination, courage, talent and energy of our citizens. We want to reaffirm South Australia as a place that thrives on creativity, knowledge and imaginative thinking. This capacity to do things differently will determine whether we can achieve all our goals for the state's future.

BUILDING COMMUNITIES

Democratic practices – founded on principles of free expression, equity and tolerance – are the foundation of a well-functioning society and a healthy economy. Our citizens aspire to be well-informed and engaged in decision-making. We value community cohesion and inclusion, but resist insularity. Our regional populations and our migrant communities give us diversity; they enrich and invigorate the state.

EXPANDING OPPORTUNITY

Placing a value on knowledge is fundamental to securing a successful, cohesive and vibrant society. Literacy is crucial from the early years. Skills for living and working become vital in adult life. All South Australians must have the opportunity to reach their potential, and to continue to learn and develop throughout their lives. Giving a helping hand to those in need is a central tenet. An educated and inspired community, actively participating in the work, life and health of South Australia, is our best legacy for the future.

¹Source: South Australia Strategic Plan 2007

THE REGIONAL CONSULTATION PROCESS

Many of the issues identified in the community consultation process are not new and have been the subject of strategic planning in recent years. The importance of continuing to address those issues is reflected in this document. There was however, a strong focus this year on the sustainability of the region's natural resources and a greater emphasis on social and community growth needs.

The Board's role is to specifically address economic development, although increased effort needs to occur to ensure balanced development, taking into account economic, social and environmental needs.

The goals in this plan reflect the Board's response to issues raised and a summary of the key issues is listed:

INFRASTRUCTURE

Road upgrade and maintenance; town bypasses; broadband access and capability and mobile telephone coverage; social infrastructure including health and aged care facilities; other utilities including power, gas, water and waste disposal; rail; air transport services; and education and training facilities.

WORKFORCE ATTRACTION AND RETENTION

Skilled and un-skilled workers; migration; retention of youth; apprenticeships and employment incentives; workforce accommodation; recruitment and training costs; access to and cost of child care; and opportunities for partners.

POPULATION GROWTH

There was strong support for population growth across the region and the need for appropriate infrastructure and services to support that growth.

BUSINESS GROWTH IMPEDIMENTS

Reduction in red tape and cost of business compliance; available workforce; education, training and skills enhancement; and infrastructure.

REGIONAL PROMOTION

There were strong views about promoting the assets and lifestyle qualities of the region to attract resident population and business investment. Regional promotion was also featured strongly in discussions around increased visitation and tourism opportunities.

NATURAL RESOURCE SUSTAINABILITY

Use of the region's water resources was widely discussed, with a strong focus on ensuring the sustainability of that resource. Other concerns raised included impact on the environment and the need for balance between economic development and social and environmental needs. Several comments related to the issue of renewable energy as an opportunity and possible use of incentives to attract customers to use green energy.

GOAL 1

“Achieve the sustainability and growth of existing businesses and increase the number of new businesses.”

STRATEGIES	SASP TARGET/S
<ul style="list-style-type: none"> Maintain the support of Department of Trade and Economic Development and other State and Australian Government agencies to deliver a range of business advisory services throughout the region. 	T1.1; T1.5; T1.10; T4.7, T4.11, T5.9
<ul style="list-style-type: none"> Foster innovation, research and development initiatives. 	T4.7
<ul style="list-style-type: none"> Undertake activities to support product development, value adding to regional product and access to new markets. 	T1.1, T1.5, T1.10, T1.14, T1.15, T4.6, T4.7, T4.11, T5.9
<ul style="list-style-type: none"> Reduce the impact of red tape and business compliance costs which might constrain or inhibit business start up and growth. 	T1.1, T1.2, T1.5, T1.8, T5.9
<ul style="list-style-type: none"> Provide local businesses with information and access to relevant Government programs and support. 	T1.1, T1.5, T1.10, T1.14, T1.15, T4.6, T4.7, T4.11, T5.9
<ul style="list-style-type: none"> Attract new businesses to the region. 	T1.1, T1.5, T1.10, T1.14, T1.15, T4.6, T4.7, T4.11, T5.9
<ul style="list-style-type: none"> Collaborate with the South East Natural Resources Management Board and Local Government to ensure the sustainability of the natural resource base. 	T3.3, T3.5, T3.8, T3.9, T3.12, T5.9

GOAL 2

“Increase education and training participation to enhance the skills base of the region and meet the current and future workforce needs of business & industry.”

STRATEGIES	SASP TARGET/S
<ul style="list-style-type: none"> Monitor and respond to the workforce planning and skills needs of regional business and industry. 	T1.1, T1.10, T1.11, T1.12, T1.22, T1.23, T1.24, T5.9, T6.19, T6.20, T6.21
<ul style="list-style-type: none"> Partner with Department of Further Education, Employment, Science and Technology and other relevant Government agencies to promote and/or deliver employment and training programmes. 	T1.1, T1.10, T1.11, T1.12, T1.22, T1.23, T1.24, T6.19, T6.20, T6.21,
<ul style="list-style-type: none"> Undertake promotional and marketing activities which provide relevant information about employment opportunities in regional industries. 	T1.1, T1.10, T1.11, T1.12, T1.22, T1.23, T1.24, T5.9, T6.19, T6.20, T6.21
<ul style="list-style-type: none"> Work with and support TAFE SA and the University sector to increase the availability and range of tertiary and local vocational education and training opportunities. 	T1.1, T1.10, T1.11, T1.12, T1.23, T1.24, T5.9, T6.19, T6.20, T6.21

GOAL 3

“Strengthen regional infrastructure and service delivery capacity to meet future industry and social growth demands.”

STRATEGIES	SASP TARGET/S
<ul style="list-style-type: none"> Work with other regional organisations to increase State and Australian Government investment in regional infrastructure. 	T1.1, T1.5, T1.10, T1.14, T1.15, T1.21, T1.22, T2.9, T2.10, T3.8, T3.9, T3.12, T4.8, T5.9, T6.7,
<ul style="list-style-type: none"> Support and utilise regional GIS and associated planning capabilities for strategic development purposes. 	T1.1, T1.5, T1.10, T1.21
<ul style="list-style-type: none"> Support regional cooperation and coordination to achieve best possible infrastructure planning outcomes. 	T1.1, T1.7, T1.8, T1.21, T3.8, T3.9, T3.12
<ul style="list-style-type: none"> Partner with Local Councils to advocate and plan for adequate social, health and aged care and educational infrastructure to support facilitation of economic development. 	T1.1, T1.5, T1.10, T1.21, T1.22, T1.24, T2.3, T2.4, T5.9
<ul style="list-style-type: none"> Support investment in renewable energy projects. 	T1.21, T3.12

GOAL 4

“Achieve an effective working partnership with Local Government to facilitate regional population growth to 66,000 people by 2012 .”

STRATEGIES	SASP TARGET/S
<ul style="list-style-type: none">Partner with Department of Trade and Economic Development, Immigration SA and other stakeholders to promote the region for attracting new business, residents and skilled jobseekers.	T1.1, T1.10, T1.22, T1.23, T1.24, T5.9
<ul style="list-style-type: none">Ensure that relevant information and promotional material is available for regional industry growth opportunities.	T1.1, T1.10, T1.22, T1.23, T1.24, T5.9
<ul style="list-style-type: none">Increase the demographic profile of young people in the region.	T1.10, T1.22, T1.23, T5.9
<ul style="list-style-type: none">Partner with Local Councils to advocate and plan for adequate social, health and aged care and educational infrastructure to support facilitation of economic development.	T1.1, T1.5, T1.10, T1.21, T1.22, T1.24, T2.3, T5.9

GOAL 5

“Increase the value of regional goods and services exported to national and international markets.”

STRATEGIES	SASP TARGET/S
<ul style="list-style-type: none">• Explore new markets for local companies and their products and services.	T1.1, T1.5, T1.10, T1.14, T1.15
<ul style="list-style-type: none">• Partner with Austrade and the Department of Trade and Economic Development to support local businesses with export potential and to promote regional goods and services in national and international markets.	T1.1, T1.5, T1.10, T1.14, T1.15
<ul style="list-style-type: none">• Raise awareness of the value of exporting.	T1.1, T1.5, T1.10, T1.14, T1.15
<ul style="list-style-type: none">• Ensure adequate regional infrastructure to support the efficient movement of local products into export markets.	T1.1, T1.5, T1.10, T1.14, T1.15, T1.21

Map of area covered by LCRDB





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