



Colac Otway  
SHIRE

## COUNCIL POLICY

<b>Council Policy Title:</b>	<b>Investment Attraction</b>
<b>Council Policy ref. no:</b>	8.5
<b>Responsible Department:</b>	Sustainable Planning and Development
<b>Date of adoption/review:</b>	23 October 2013

### 1. INTRODUCTION

The Colac Otway Shire is committed to facilitating a healthy and resilient economy through effective leadership, advocacy and partnership.

Council facilitates economic development by resourcing the capacity of the Shire's business community through the development of initiatives and programs that advocate for regional partnerships and collaboration; continued investment in local community and infrastructure, facilitation of industry and business engagement in workforce planning and development issues. The Shire also has a role in leading a municipal response to the impact of climate change and identifying opportunities for sustainable 'green collar industry growth and development'.

### 2. WHAT COUNCIL CAN OFFER BUSINESSES

The Colac Otway Shire has a strong commitment to creating a high quality business environment that develops new jobs, fosters innovation in technology and diversifies the economic base. Council provides a range of services to assist business development, including:

- Identification of developmental Sites
- Infrastructure advice
- Assistance with planning processes to facilitate development approvals
- Introductions to business, authorities and organisations within the Shire
- Relocation and expansion assistance
- Links to government, business and employment support programs
- Access to statistical and general information, feasibility studies and other reports that may assist business.
- Access to business and community network contacts
- Access to people with skill and expertise in business development and marketing.

### 3. SPECIAL DEVELOPMENT ASSISTANCE

Under certain circumstances Council may provide special assistance to encourage business development.

Council is prepared to negotiate with investors on an individual case basis in relation to development assistance which may be offered. The decision to grant special development assistance will be made by Council and a decision whether to disclose such will be made concurrently (in-line with point 5 of this policy).

To be considered for assistance a developer must be a 'preferred business' which leads to considerable community benefits.

A 'preferred business' is a business which in the opinion of Council meets the following criteria:

- Employs or has the potential to employ new or retain employees.
- Has a strong supply base or economic links in the local area.
- Has the potential to provide a new industry type or source of economic input into the community.
- Competes with the outside market within or external to Australia.
- Is financially sound.
- Has a long term commitment to the region.
- Can demonstrate environmental sustainability.

### 4. TYPE AND LEVEL OF ASSISTANCE

The level and types of assistance which may be offered by Council will be determined on an individual case by case basis related to the requirements of the individual business.

### 5. DISCLOSURE

In any instance where development assistance is provided by Council it will be disclosed after the final negotiations have concluded through media releases and inclusion in the Council's Annual Report.

However, where the developer has submitted a written request that information relating to development assistance remains confidential due to reasons relating to "Commercial-in-Confidence", a special resolution of Council is required to withhold such information. The written request must contain the reasons why Council should withhold the details of assistance.

### 6. IMPLEMENTATION & REVIEW

This policy will be implemented by Council and is subject to a periodic review.

#### ADOPTED/AMENDMENT OF POLICY

Policy Review Date	Reason for Amendment
24 May 2006	Adopted by Council
25 November 2009	Review
23 October 2013	Review