

Economic Development Strategy 2018 – 2021



About us

Hope Vale township, population approximately 1000, is 46 km north west of Cooktown, located in a valley surrounded by tropical native bushland, mountain ranges, pristine coastal plains and diverse flora and fauna.

The Endeavour Valley Road between Hope Vale and Cooktown provides all-weather access. The road between Hope Vale and Cooktown was finally fully sealed in September 2018, making access for tourists and visitors to Hope Vale a scenic and enjoyable drive.

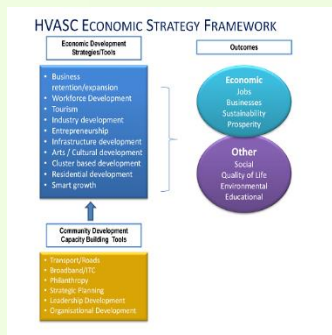
Hope Vale is home to thirteen clan groups who mostly speak Guugu Yimithir and other related languages, as well as English.

Our Economic Development Strategy

Council's Economic Development Strategy (EDS) framework focusses on a Community Economic Development (CED) model; where communities initiate their own solutions to local problems. CED

strategies create sustainable economic opportunities, in a way that improves social, quality of life and environmental conditions, building community capacity to deal with future challenges and opportunities.

This 2018-2021 EDS builds on the success of Council's inaugural EDS which spanned 2014 – 2017. An evidence base for the EDS was created through consultation with



stakeholders, our community and potential partners. Our consultant Working Visions met with over fifty stakeholders from government, business and non-government agencies regionally, Traditional owners and potential partners. A community meeting provided over 450 ideas and responses to the survey provided strong community input and innovative ideas.

Visioning and strategic planning sessions were held with Councillors and the executive team. Comprehensive desktop research was also conducted to ensure the EDS aligns with local, regional, State and Federal planning. Consideration was also given to the innovation agenda and initiatives being conducted by Council, including town master-planning.

Over 300 people had input into this strategy – we thank everyone for their valuable input.

Six Themes for Economic Sustainability

Council's Economic Strategy has been based around six themes to provide the basis for economic sustainability.

1. Have *leaders* who are *proactive* and *future oriented*; they *embrace change* and *assume risk*.
2. Are guided by a *local vision*.
3. *Define our assets and opportunities* to identify innovative strategies to capitalise on Hope Vale's competitive advantage.
4. *Use innovative local governance* to enhance Hope Vale's capacity for economic sustainability.
5. *Identify, measure and celebrate short-term successes* to sustain support for *long term strategies*.
6. Use *comprehensive planning, strategies and tools* rather than a piecemeal approach.

Opportunities

The 2018-2021 EDS includes a stronger focus on strengthening social infrastructure in Hope Vale through targeted projects including:

- Master-planning and place-based initiatives to improve street-scaping, visual amenity and establishing an attractive "town centre".
- Establishment of an independent economic development organisation to drive business and economic and tourism activities and opportunities.
- Working with partners to ensure locals have the skills they need to be job-ready.
- Collaborating with government and NGO's to support our youth: our future.
- Partnering for innovation.
- Involvement and collaboration around regional planning initiatives.
- Engaging and involving residents and stakeholders in planning activities.

Our challenges and risks

- Social factors such as housing pressures, community and social services restraints, and issues relating to youth.
- Government policy impacting on ability to forward-plan.
- A lack of targeted training opportunities impacting local's ability to gain employment.
- Council's communication, promotion activities and advocacy require strengthening.

| HVASC Economic Development Strategy 2018 - 2021 | | |
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| Outcome | Strategy | Our Measures |
| 1. Diverse, profitable and sustainable local business | 1.1 Advocate for continued resources and support for business and community economic development | We will promote Hope Vale by hosting an annual business expo which supports and promotes intending and local business and connects Hope Vale with regional opportunities |
| | 1.2 Promote Hope Vale as a good business destination | |
| | 1.3 Support employment and training programs for locals | |
| | 1.4 Support the promotion and marketing of local businesses | |
| | 1.5 Promote the long-term growth of Hope Vale | |
| 2. A strong, diverse economic base underpinned by a skilled, diverse workforce | 2.1 Facilitate the identification and attraction of value adding and compatible new industries to the region | Through consultation, we will identify two business opportunities to tender to the market. |
| | 2.2 Promote, support local economic development initiatives, in partnership with State Government, regional organisations | Council’s Economic Strategy will act as an advocacy tool for business and economic development. |
| | 2.3 Develop, review policy to facilitate, support business development and economic growth through an Economic Strategy which links to Council’s internal Plans and State, Federal and regional plans and strategies. | |
| 3. Well-developed relationships with industry, commerce, government | 3.1 Develop, maintain and strengthen relationships with local businesses | Council will become a member of a peak business body and connect with peak regional organisations quarterly for cross collaboration and opportunity seeking. Council will advocate with government agencies and Ministers on issues on a quarterly basis. |
| | 3.2 Encourage and support the development of a local business network | |
| | 3.3 Develop and maintain intergovernmental relationships | |
| | 3.4 Develop collaborative relationships with regional business networks. | |
| 4. Working collaboratively towards a strong tourism region | 4.1 Promote and support local and regional tourism and innovation initiatives | Explore provisions around AMP to support tourism. |
| | 4.2 Facilitate the provision of infrastructure and services to support tourism | Liaise with peak tourism body to support opportunities. |
| | 4.3 Collaborate with tourism peak bodies to promote the region. | |
| 5. Appropriate infrastructure that supports sustainable economic development | 5.1 Develop a master plan for the release of serviced industrial, commercial and residential land for the area | Council will investigate the opportunities available on remaining Council freehold land and actively promote opportunities to the market. |
| | 5.2 Advocate for improved provision of utility and telecommunication services across the region | Council will identify and pursue funding opportunities for identified infrastructure. |
| | 5.3 Actively input into long term economic planning for the Cape York Region in conjunction with major regional stakeholders | |
| | 5.4 Investigate, advocate for funding to support development of Hope Vale industrial estate | Assess Council’s ability to maintain infrastructure including privatisation models. |
| | 5.5 Continue support for the HV Foundation to ensure viability, success and a self-sustaining model. | |
| 6. Sustainable growth | 6.1 Attract new residents through provision of quality housing, accommodation | Instigate housing and accommodation opportunities for locals, visitors and government agencies. |
| | 6.2 Consider diverse needs of various groups in planning for services needed to cater for population growth | |
| | 6.3 Attract new residents through promoting, marketing benefits of living in the area | From master-planning outcomes, identify options to provide industry and partners |
| | 6.4 Encourage variety in land use and housing to promote a diverse population and strong community. | Promote Hope Vale through a communication strategy. |

