

State of New South Wales, Department of Premier and Cabinet (2018), *Western Riverina Regional Economic Development Strategy 2018-2022*

State of New South Wales, Department of Planning and Environment (2016), *Riverina Murray Regional Plan 2036*

Urban Enterprise (2018), *Riverina Murray Destination Management Plan*, prepared on behalf of Destination Riverina Murray NSW

[http://stat.data.abs.gov.au/Index.aspx?DataSetCode=ABS\\_ERP\\_LGA2019](http://stat.data.abs.gov.au/Index.aspx?DataSetCode=ABS_ERP_LGA2019), viewed 12<sup>th</sup> August 2020

<https://www.abs.gov.au/ausstats/abs%40.nsf/mediareleasesbyCatalogue/C9973AC780DDFD3FCA257F690011045C?OpenDocument>, viewed 3<sup>rd</sup> September 2020

<https://economy.id.com.au/griffith>, viewed 20<sup>th</sup> August 2020

<https://griffithnowhiring.com.au/>, viewed 21<sup>st</sup> October 2020

<https://www.ibisworld.com/>, viewed 20<sup>th</sup> October 2020

<https://www.rba.gov.au/publications/smp/2020/may/economic-outlook.html>, viewed 14<sup>th</sup> August 2020

<https://www.theland.com.au/story/5394885/agriculture-and-agribusiness-hub-officially-launched-in-griffith/?cs=5312#!>, viewed 22<sup>nd</sup> October 2020

<https://www.waternsw.com.au/supply/drought-information/regional-nsw>, viewed 23<sup>rd</sup> October 2020



## CL03 Attachment (c) Ratings Matrix - Griffith Economic Development Strategy

		Benefits Score (1-5)	Capacity Score (1-5)	Total Score
Please give each opportunity: - A Benefits Score (1 being moderate, 5 being high) and; - A Capacity Score (1 being no capacity, 5 being available capacity)				
<b>THEME 1: A Location of Choice for Innovative Agriculture and Dynamic Manufacturing</b>				
1.1	Continue to contribute to the rail freight interchange improvement project plan, collaborating with project partners to provide support for the preparation of a full business case. Continue to work with UNX Logistics to support the organisation in transferring its operations from the Griffith CBD to the WR Connect site.			
1.2	Investigate alternative land uses for the existing freight interchange in the Griffith CBD, with a focus on urban revitalisation (housing, retail, commercial and entertainment uses) in the heart of the city.			
1.3	Continue to engage with the State and Federal Governments to advocate for reliable and cost-effective means of transport that is accessible to all industries in Griffith, including import and export via air, rail and road.			
1.4	Collaborate with industry, government agency and education and training partners to commission a Western Riverina Future of Agriculture Employment Study. The study would research and identify industry trends and the future of work in the food and agribusiness sector, current and emerging industry skills gaps, the estimated demand for the 'jobs of the future' and the region's likely workforce needs and training priorities.			
1.5	Building on the Grow Our Own initiative, co-ordinate a proposal to partner with TAFE NSW Griffith, Charles Sturt University, Western Riverina Community College, local industry stakeholders and Murrumbidgee Regional High School, to design an integrated training pathway for the local school-leavers looking to establish a career in food and agribusiness.			
1.6	Commission a Griffith Rural Lands Study to identify an appropriate balance of zoning to accommodate the needs of key rural land uses including agriculture, industry, biodiversity, tourism, recreation and rural residential, whilst allowing for flexibility and innovation to ensure the potential for future land use conflicts is reduced and to avoid fragmentation of productive farming land.			
1.7	Commission the preparation of a Griffith Employment Lands Strategy to plan for and deliver serviced commercial / industrial land in Griffith in line with anticipated industry requirements.			
1.8	Hold a Western Riverina Water Security Summit to bring together key agricultural industry stakeholders (farmers, processors, other businesses, irrigation network providers, government agencies and others) as well as invited experts in water security and water management, to articulate a shared understanding of critical water security issues. Use the summit as a starting point for the identification of potential water security solutions in support of an environmental, social and economically sustainable future for the local agricultural sector.			
1.9	Engage with energy suppliers to determine priority energy infrastructure requirements and costs to supply reliable and affordable energy, including renewables.			
1.10	Support opportunities for establishing a recognised Griffith / Western Riverina food product brand to assist the efforts of local producers to develop the area's profile as a high-quality, fresh, clean and green premium food and fibre producing area.			
1.11	Work with the Federal and State Governments to promote and deliver small business support programs applicable to newly-established and emerging agribusiness operators in the Griffith area.			
1.12	Facilitate links between newly-established and emerging agribusiness operators in the Griffith area and the Agribusiness SkillsPoint at TAFE NSW Griffith.			
<b>THEME 2: A Location of Choice for Business Investment, Learning and Living</b>				
2.1	Working in collaboration with the Griffith Business Chamber, RDA Riverina and Business NSW, establish a quarterly Griffith Business Breakfast Forum with a program of guest speakers on subjects designed to address topical business interests and local priorities.			
2.2	Collaborate with BEC Business Advice South & West NSW to facilitate information on and access to State and Federal Government programs which are designed to grow the capacity of new and developing micro and small businesses. Provide information and referrals to business development and mentoring services that are available.			
2.3	Working with NSW Trade & Investment and AusIndustry, promote and facilitate local business access to State and Federal Government export market development programs.			
2.4	Undertake a market assessment and business case for a Griffith Business Start-up Program and Workspace to support emerging entrepreneurs to establish and grow their business ideas. As part of the business case, identify potential CBD workspace locations and program funding sources.			
2.5	Support Griffith's indigenous businesses by promoting government programs designed to enhance business capacity and skills.			
2.6	Review Council's land use planning and regulatory processes to facilitate an enabling environment for business growth and development in Griffith.			
2.7	Continue to work with Service NSW to scope opportunities to promote the Easy to do Business Program in Griffith to help address potential red tape in the form of time delays, regulations complexities and duplication issues that business owners face when starting or growing a business.			
2.8	Continue to support efforts to match skilled labour with local business and industry needs through the Griffith Now Hiring program our Grow Our Own campaign.			
2.9	Continue to design and implement media and marketing strategies to enhance the appeal of Griffith as a destination to invest, live and work in, focused on Griffith's regional city lifestyle underpinned by local employment opportunities and options for education and training, health and housing.			
2.10	Engage with RDA Riverina and neighbouring Councils to explore the concept of a region-wide skilled migrant settlement strategy.			
2.11	Continue to produce and promote a regularly updated Invest Griffith prospectus and promote in key markets.			
2.12	Building on recent successes including the re-location of 30 Murray Darling Basin Authority staff to Griffith and TAFE NSW Griffith's addition of 60 new staff, work with and lobby the NSW Government to establish a State Government departmental location in Griffith.			
2.13	Continue to support and promote the Country Universities Centre Western Riverina in delivering distance tertiary education opportunities to students in Griffith and the surrounding region.			
2.14	Undertake a survey to identify and prioritise Council-controlled roads requiring upgrades on the basis of safety, conflicting uses (e.g. trucks vs. residents and tourists) and efficiency. Prioritise road upgrades to improve efficiency, reduce the impacts of heavy vehicles and to improve travel times.			
2.15	Prepare a 'State of the State Roads in Griffith' report and update annually, to support lobbying for improvements in the network and to inform grant funding applications.			
2.16	Promote Griffith Airport as a key asset for attracting visitors and investment to the Western Riverina; explore opportunities for additional flights to Griffith.			
2.17	Investigate and document mobile phone and Wi-Fi blackspot areas in the Griffith LGA and advocate for staged improvements.			
2.18	Continually liaise with State and Federal Government funding agencies and monitor grants programs to ensure that business cases for priority projects are at the ready when project funding opportunities arise.			
2.19	Continue to support the development of the Griffith Base Hospital as a state-of-the-art regional medical and health facility.			
2.20	Continue to implement the Griffith Housing Strategy in line with identified priorities.			
2.21	Develop partnerships with local communities to facilitate sustainable town centre place activation; identify key project opportunities that could form the catalyst for local community-Council partnerships.			
2.22	Consider in Council's capital works program, streetscape improvements to enhance the visual appeal of Griffith's retail / commercial precincts.			
2.23	Investigate interest from CBD retail traders to participate in facilitated 'retail inspiration' workshops and similar events with leading experts / guest speakers to promote best-practice visual merchandising, branding and customer service to support the vitality and growth of Griffith's retail core.			

Please give each opportunity: - A Benefit Score (1 being moderate, 5 being high) and, - A Capacity Score (1 being no capacity, 5 being available capacity)		Benefits Score (1-5)	Capacity Score (1-5)	Total Score
<b>THEME 3: A Destination of Choice for Regional Tourism</b>				
3.1	Commission the preparation of a Griffith Tourism Strategy & Destination Management Plan to address matters concerning critical visitor economy infrastructure such as signage, roads, telecommunications, visitor accommodation, information and marketing, the (built and natural) environment and governance / regional tourism partnerships.			
3.2	Explore opportunities to enhance the visitor accommodation offer in Griffith by confirming visitor segment needs and expectations, undertaking market assessments and preparing business cases.			
3.3	Review existing festivals and events (including sporting, music and cultural festivals) and identify opportunities for existing and emerging events throughout Griffith and the Western Riverina region to become part of a wider, coordinated calendar of events.			
3.4	In collaboration with Destination Riverina Murray, local producers, accommodation providers and others working in the tourism space, explore the concept of a Western Riverina farm gate food trail.			
3.5	Develop a guideline for Griffith's hospitality businesses to improve levels of service addressing issues such as shopfront presentation, visual merchandising, customer service training for staff and hours of operation.			
3.6	Develop and promote a customer service strategy / campaign for Griffith's retail, food and hospitality businesses, targeting both traditional and non-traditional tourism businesses, to facilitate a consistent, quality visitor experience.			
3.7	Investigate the means by which Griffith City Council can facilitate access to business support and training resources in the tourism sector, leveraging State and Federal Government programs where available.			
3.8	Formalise working relationships with neighbouring Councils, RDA Riverina, Destination Riverina Murray and local tourism operators to explore and agree on a shared, consistent regional destination brand for the Western Riverina.			
3.9	Design and implement a Griffith / Western Riverina post-experience visitor survey program to improve awareness and understanding of visitor experiences and needs and to better target marketing resources.			
3.10	Liaise on an ongoing basis with State and Federal funding agencies and monitor tourism industry grants programs. Ensure that business cases for priority tourism projects are at the ready.			