

NORTHERN MIDLANDS COUNCIL ECONOMIC DEVELOPMENT FRAMEWORK IMPLEMENTATION PROGRESS REPORT JUNE 2021

PILLAR ONE	POPULATION		
<p>COMMUNITY VISION: Northern Midlands needs moderate, rather than explosive, population growth. Our population policy should embrace attracting a diverse range of people who will settle here, share our love for this region, balance our currently ageing population, and bring the correct mix of resources, experience and skills.</p>			
COUNCIL INVOLVEMENT	STRATEGIES	IMPLEMENTATION STATUS	
<p>1.1. Actively participating in the implementation of the Northern Tasmania Population Strategy</p>	<ul style="list-style-type: none"> Council represented on the Strategy's Population Advisory Group overseeing the implementation of the Northern Tasmania Population Program Action Plan 	<ul style="list-style-type: none"> Northern Tasmanian job vacancies advertised on NTDC facebook page Ongoing discussion of retention strategies in wake of the pandemic and border closures 'lets get working' seminar for job seekers held October 2020 	
<p>1.2. Planning for, and progressing, urban consolidation and future growth</p>	<ul style="list-style-type: none"> Develop the 2020-2030 Northern Midlands Priority Projects Plan which will identify infrastructure upgrade needs and advocate for such Identify/secure funds to fully implement the Perth Structure Plan Encourage subdivisions in, around Northern Midlands towns that develop a diverse range of accommodation options - in accordance with planning scheme provisions 	<ul style="list-style-type: none"> Integrated Priority Projects Plan accepted at the June 2021 Council Meeting Funding source yet to be identified Ongoing 	
<p>1.3. Attracting working age population by providing/facilitating services for children and youth</p>	<ul style="list-style-type: none"> Construct and operate the new Early Learning/Child Care Centre at Perth Continue the Further Education Bursary and Inspiring Futures Programs Resource Council's Youth Officer to develop/advocate for youth services and programs Develop and implement a Northern Midlands Playgrounds Strategy 	<ul style="list-style-type: none"> Tenders for the Centre currently being assessed 2020 Further Education Bursary program finalised: Inspiring Futures programs progressing Youth programs recommenced October 2020 Strategy pending 	
<p>1.4. Marketing the Northern Midlands liveability</p>	<ul style="list-style-type: none"> Develop and implement an online Northern Midlands Liveability campaign Publicise Northern Midlands good news stories in social and traditional media Organise regular Community Expos to showcase Northern Midlands community organisations, services and businesses 	<ul style="list-style-type: none"> Investigations ongoing with media companies and Brand Tasmania Ongoing 2020 Expo cancelled due to pandemic. Expos postponed until further notice 	
<p>1.5. Engaging with the community through effective communication networks</p>	<ul style="list-style-type: none"> Continuous enhancement of Council's social media and hard copy presence in light of community feedback Collaborate with State Government and other stakeholders to drive social recovery from the COVID-19 pandemic in the Northern Midlands 	<ul style="list-style-type: none"> Ongoing Contributed to Premier's Economic and Social Recovery Council (PESRAC) consultations on formulating priority whole-of-state outcomes Contributed to NTDC 'Recovery Now' initiative 	

PILLAR TWO	AGRICULTURE	
<p>COMMUNITY VISION: The historical, cultural and economic backbone of the Northern Midlands is agriculture and will be even more important in the future. In a world struggling to feed its people, the Northern Midlands will be the heart of Tasmania's food production, and will pursue its potential in innovation, processing, sustainability and adding value.</p>		
COUNCIL INVOLVEMENT	STRATEGIES	IMPLEMENTATION STATUS
2.1. Encouraging local agricultural sustainability and expansion	<ul style="list-style-type: none"> NM Land Use Development Strategy informs land use planning decisions Advocate for the development of accommodation options for seasonal workers 	<ul style="list-style-type: none"> Ongoing Ongoing
2.2. Maintaining and enhancing relationships with key agricultural stakeholders	<ul style="list-style-type: none"> Collaboration with partners including Northern Tasmania Development Corporation and Regional Development Australia (Tas) 	<ul style="list-style-type: none"> Ongoing Letter of support provided for submission to UNESCO for Greater Launceston to become a UNESCO Creative City of Gastronomy
2.3. Supporting biosecurity and related projects	<ul style="list-style-type: none"> Advocate for/support emerging projects/issues 	<ul style="list-style-type: none"> Funding being sought for development of a Weed Management Plan
2.4. Maintaining through cost effective operations, safe and effective road networks to meet the needs of all users	<ul style="list-style-type: none"> Continue the rollout of the rural roads maintenance/improvement programs Seek Bridge Renewal Program funding for the replacement of the single-lane bridge on Macquarie Road Advocate for the sealing of Nile Road 	<ul style="list-style-type: none"> Ongoing Funding secured and project completed Ongoing advocacy

PILLAR THREE		BUSINESS
<p>COMMUNITY VISION: Our success depends on creating an environment where existing and new businesses thrive, and new businesses are attracted to our region. Communication and networking are the keys to preserving the incredible knowledge and experience of our business people, passing this on to a new generation, and encouraging new people with fresh ideas to maintain and diversify our commerce and industry.</p>		
COUNCIL INVOLVEMENT	STRATEGIES	IMPLEMENTATION STATUS
<p>3.1. Encouraging private investment in the Northern Midlands</p>	<ul style="list-style-type: none"> • Council's Planning and Development Services proactively work with potential investors • Ongoing maintenance and upgrading of the TRANSlink website and enhancement program • Promoting business support and advice services to existing and new Northern Midlands businesses 	<ul style="list-style-type: none"> • Ongoing • NMBA managed project • NMBA managed service
<p>3.2. Maintaining and enhancing key business relationships</p>	<ul style="list-style-type: none"> • Collaborate with State Government and other stakeholders to drive business recovery from the COVID-19 pandemic in the Northern Midlands • Participate in Northern Tasmania Development Corporation and Regional Development Australia (Tas) committees, initiatives and programs • Resource and support Northern Midlands Business Association services and initiatives 	<ul style="list-style-type: none"> • Refer 1.5 and funding provided to NMBA to assist with Northern Midland business recovery from COVID-19 pandemic. Input to PESRAC. • Ongoing participation • Service agreement negotiated and operational
<p>3.3. Advocating for infrastructure upgrades to meet the needs of business</p>	<ul style="list-style-type: none"> • Advocate with key agencies including TasWater, TasNetwork, NBN for infrastructure upgrades • Identify/secure funds to implement the Ross Caravan Park Master Plan • Develop a Master Plan for the King Street Reserve, Campbell Town • Secure funding partners for the TRANSlink Stormwater Renewal Program and Reticulated Gas Project • Advocate TasRail advancement of the TRANSlink Intermodal Facility development • Develop Gatty Street detention basin 	<ul style="list-style-type: none"> • Upgrade requirements identified through Integrated Priority Projects Plan • Project completed • Consultancy brief being developed • Funding partner yet to be secured
<p>3.4. Advocating for infrastructure upgrades/developments and further expansion of the TRANSlink precinct adjacent to Launceston Airport</p>	<ul style="list-style-type: none"> • Develop Gatty Street detention basin 	<ul style="list-style-type: none"> • Identified as a Foundation project in Council's Integrated Priority Projects Plan • Funding secured: tender accepted at June 2021 Council Meeting
<p>3.5. Streamlining Council regulations and processes, and cutting red tape wherever possible</p>	<ul style="list-style-type: none"> • Continuous improvement of Council's planning processes and systems to streamline receipt and processing of applications • Collaborate with Northern Midlands Business Association on resolving the issues identified through the Building Industry Forums 	<ul style="list-style-type: none"> • Ongoing • Progressing underway

PILLAR FOUR		ENVIRONMENT	
COMMUNITY VISION: There can be no thriving business, effective population policy, or tourism in a degraded environment. Our region must be a leader in doing research and taking stock of our current natural assets, so that it can aggressively target, plan and prioritise ongoing improvement.			
COUNCIL INVOLVEMENT	STRATEGIES	IMPLEMENTATION STATUS	
4.1. Promoting sustainable access to, and beneficial use of, the natural environment	<ul style="list-style-type: none"> Support the Environmental Protection Authority in its efforts to promote best practice, sustainable environmental management Resource Council's Environmental Health Officer to provide services relating to public and environment health Identify/secure funding for the development of a Northern Midlands Weed Management Action Plan 	<ul style="list-style-type: none"> Ongoing Ongoing: new EHO induction planned August 2021 Funding yet to be secured 	
4.2. Promoting the natural environment as a key resident/business attractor	<ul style="list-style-type: none"> Implement further stages of Sheepwash Creek Water Sensitive Urban Design Open Corridor Master Plan Identify/secure funds to implement the South Esk River Parklands Master Plan Identify/secure funds to fully implement the Ross Village Green Master Plan Advocate for improvements to Ben Lomond National Park Identify/secure funding for linkage bikeways/walkways between northern towns Supporting Natural Resource Management North Initiatives and educational programs 	<ul style="list-style-type: none"> Implementation progressing as funding allows Funding application lodged with Building Better Regions Fund – outcome awaited Funding identified: project nearing completion Ongoing advocacy Funding yet to be secured 	
4.3. Advocating for landholder and community education/involvement	<ul style="list-style-type: none"> Supporting Natural Resource Management North Initiatives and educational programs Collaborating with Environment Protection Authority (Tas) on campaigns to reduce wood heater pollution 	<ul style="list-style-type: none"> Tamar Estuary and Esk Rivers Program Partnership Agreement signed June 2020 Ongoing campaign 	
4.4. Advocating for a tyre recycling solution for Tasmania	<ul style="list-style-type: none"> Continue advocating for a solution to the tyre recycling issue 	<ul style="list-style-type: none"> Advocacy is ongoing 	

PILLAR FIVE

INFRASTRUCTURE

COMMUNITY VISION: Northern Midlands must have the wisdom and strength to maintain the unique benefit of our village communities, that other regions have failed in for perceived short-term gain. Our next generation will move and stay here, if this culture is retained, with appropriate community infrastructure, services and appropriate development.

COUNCIL INVOLVEMENT	STRATEGIES	IMPLEMENTATION STATUS
5.1. Facilitating controlled growth whilst maintaining certainty and harmony with local environs and community expectations	<ul style="list-style-type: none"> Assessment of development in accordance with Northern Midlands Interim Planning Scheme 2013, Northern Midlands Land Use and Development Strategy, and Northern Tasmania Regional Land Use Strategy Development of town structure plans and urban design strategies 	<ul style="list-style-type: none"> Ongoing Progressively being developed and implemented as funding allows
5.2. Progressively implement urban design/placemaking plans	<ul style="list-style-type: none"> Implement the Longford Urban Design Project Implement the Campbell Town Streetscape Redevelopment Plan Implement Perth Town Structure Plan 	<ul style="list-style-type: none"> Implementation underway Progressing as funding allows Progressing as funding allows
5.3. Driving implementation of the master plans for Council's recreation grounds, swimming pools, playgrounds, village greens, community halls, caravan parks and community sports centre	<ul style="list-style-type: none"> Implement the Cressy Swimming Pool Master Plan and identify/secure funds to implement the Ross Swimming Pool Master Plan Identify/secure funding to progressively implement the Master Plans for the recreation grounds at Campbell Town, Cressy, Evandale, Longford and Perth Develop a Master Plan for the Ross Recreation Ground Identify/secure funds to fully implement the Northern Midlands Health, Fitness and Sports Centre Master Plan 	<ul style="list-style-type: none"> Implementation of Cressy pool master plan underway: Ross pool pending outcome of Northern Midlands Swimming Pool Strategy Progressive implementation of recreation ground master plans underway Consultancy brief being developed Implementation of Master Plan nearing completion Implementation of Master Plan nearing completion
5.4. Preserving the cultural heritage and characteristics of each town	<ul style="list-style-type: none"> Identify/secure funds to fully implement the Ross Village Green Master Plan Work undertaken in accordance with Planning Scheme - Heritage Precincts 	<ul style="list-style-type: none"> Implementation of Master Plan nearing completion Ongoing

PILLAR SIX

TOURISM

COMMUNITY VISION: The focus on tourism in the Northern Midlands should be qualitative not quantitative – the types of visitors rather than sheer numbers. Tourism will be successful when programs attract people who appreciate our inherent benefits, not just cater for volumes of people with every conceivable attraction.

COUNCIL INVOLVEMENT	STRATEGIES	IMPLEMENTATION STATUS
6.1. Collaborating with the Heritage Highway Tourism Region Association to promote the Northern Midlands as a 'must-see' destination to our target visitor segments	<ul style="list-style-type: none"> • Provide financial and staff support to ensure the sustainability of the Heritage Highway Tourism Region Association Inc (HHTRA) • Collaborate with State Government, HHTRA and other stakeholders to drive tourism recovery from the COVID-19 pandemic in the Northern Midlands 	<ul style="list-style-type: none"> • HHTRA receives an annual grant; Tourism & Events Officer provides specialists and administrative support to the Association • Tourism and Events Officer assisting events organisers with COVID-19 safety compliance • Council introduced COVID-19 compliance grant and compliance equipment for Northern Midlands events organisers
6.2. Collaborating with Visit Northern Tasmania to achieve the Grant Agreement outcomes	<ul style="list-style-type: none"> • Plan for achievement of the outcomes agreed and implemented • Collaborate with Visit Northern Tasmania and Heritage Highway Tourism Region Association to optimise the benefits of relevant Destination Action Plans to Northern Midlands tourism 	<ul style="list-style-type: none"> • 'Heartlands' Drive Journey campaign operational • Council Officers participating in development of the Northern Tasmania Destination Management Plan 2021
6.3. Advocating for the enhancement and growth of local tourism experiences/services	<ul style="list-style-type: none"> • Advocating for implementation of the recommendations of the Ben Lomond Tourism Feasibility Studies • Identify/secure funds to rollout Augmented Reality experiences across Northern Midlands communities • Publicise funding and training development opportunities to Northern Midlands tourism businesses • Provide financial and staff support to Northern Midlands Visitor Information Centres to enhance sustainability and visitor service provision • Progressively implement the Northern Midlands Wayfinding project 	<ul style="list-style-type: none"> • Ongoing advocacy • Ross augmented reality experience in trial period • Regular updates provided to tourism businesses by Tourism and Events Officer • Regular updates provided to visitor centres and meetings coordinated • Ongoing project
6.4. Supporting existing visitor-attraction events and the development of new events	<ul style="list-style-type: none"> • Provide financial assistance and support to existing and new events in accordance with Council's Festivals, Events and Promotions Policy • Resource Council's Tourism and Events Officer to support organisers of local events 	<ul style="list-style-type: none"> • Ongoing funding and support provided by Tourism and Events Officer. • Council introduced COVID-19 compliance grant for Northern Midlands events organisers