

## Media release

8 April 2021

### CCA AND COUNCILS ANNOUNCE REGIONAL ELECTION PRIORITIES

Cradle Coast Authority (CCA) has announced a number of regional election priorities ahead of the state election. Details of the five initiatives developed by CCA and its Member Councils were provided to election candidates prior to Easter.

1. A new grants program, whereby business can obtain government funding for projects that help them grow, on a dollar for dollar basis.
2. Developing a fit for purpose planning framework for the Cradle Coast region, making it easier for industry and ratepayers to get things done and taking into account the region's long term environmental, community and economic interests.
3. Establishing a physical presence for Enterprize – the State Government funded business incubator currently located in Hobart and Launceston – in the Cradle Coast region.
4. Establishing a network of volunteer careers advisors, making it easier for people in our community to share their skills and knowledge with jobseekers.
5. Continuity of Natural Resource Management (NRM) funding, to ensure that CCA and Tasmania's other NRM organisations can continue to improve our environment and support Tasmania's "clean, green" image.

All of the projects align closely to the Cradle Coast Regional Futures Plan, as well as the priorities that the Tasmanian community identified through PESRAC's cross-sector workshops.

CCA Chief Representative, Mayor Peter Freshney said that CCA – which also has regional NRM economic development responsibilities - was uniquely placed to speak on behalf of the region.

"The Cradle Coast Authority is uniquely placed to identify, seek support for and address regional challenges and opportunities. This is especially important during election campaigns, as commitments made by those who aspire to govern, should address regional needs and deliver real impact across the wider community" he said.

Further information is provided on the following pages.

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<b>Priority:</b>		<b>A \$10m contribution to a new business grants program</b>	
<b>PESRAC priority alignment</b>	1. New markets and opportunities 5. Improve, increase and expand inter-industry collaboration 6. Industry led training 8. Job ready Tasmanians 14. Business growth opportunities		
<b>Total value</b>	>\$10m (ideally federal funds will also be secured)	<b>Commitment sought</b>	\$10m
<b>Description</b>	<p>CCA, Northern Tasmania Development Corporation, Southern Tasmanian Councils Authority and RDA Tasmania recently developed a proposal for a grants program that supports government co-investment in expansion of enterprises where there are clear new employment outcomes. If funded, the program will support the economic rebuild of Tasmania, providing sustainable employment opportunities, particularly for people who and sectors which have had employment negatively impacted by COVID-19, including our vital and hard-hit tourism industry.</p> <p>Businesses, not for profits and Councils would be able to apply for funding through a competitive process, with applications assessed against a number of criteria developed by CCA. A minimum grant of \$50k and maximum grant of \$1m would meet the needs of range of Tasmanian enterprises, and applicants would be required to at least match the government contribution.</p> <p>While the original proposal sought \$20m for Tasmania, CCA is seeking a commitment of \$10m of state government funding to roll this program out in the Cradle Coast region and will seek a similar contribution from the Australian Government. CCA is willing to provide a significant in-kind contribution by way of grant administration and assessment.</p> <p>This kind of co-investment scheme is a proven way of stimulating economic growth that is relevant, place based and low risk for government.</p> <p>The proposal is similar to the Regional Jobs Investment Program (\$25m for Tasmania in 2017/18) which supported significant business expansions across Tasmania (see <a href="https://www.business.gov.au/Grants-and-Programs/Regional-Jobs-and-Investment-Packages-RJIP/Regional-Tasmania-region-grant-recipients">https://www.business.gov.au/Grants-and-Programs/Regional-Jobs-and-Investment-Packages-RJIP/Regional-Tasmania-region-grant-recipients</a>) and the Australian Government Innovation and Investment Fund for Tasmania (\$11m for Tasmania, 2014 – 2016).</p>		
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• New jobs</li> <li>• New investment</li> <li>• Increased opportunities for indigenous economic participation</li> <li>• Increased opportunities for youth economic participation</li> <li>• Attracting and retaining a working age population within the region</li> </ul>		

**Priority: Developing a fit-for-purpose planning framework for the Cradle Coast region**

<b>PESRAC priority alignment:</b>	1. Build on Tasmania's competitive advantage 2. Build on Tasmania's brand 4. Environment – asset and social/economic benefit 12. Planning, building and permitting processes 13. Population growth and diversity 17. Access to appropriate and affordable housing 18. Community connection 20. Local government reform 26. New service delivery models
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<b>Total value</b>	\$180,000	<b>Duration</b>	1 year
<b>Commitment sought</b>	\$150,000	<b>CCA cash / in-kind contribution</b>	\$30,000

**Description**

In 2019, CCA's nine Member Councils developed a Shared Services Strategy, and as a result, several joint procurement and workforce development initiatives are currently being delivered by existing CCA staff. These include joint telecommunications procurement, workforce development planning and a high-level development services (i.e. building, compliance, regulatory services, environmental health and planning) analysis which compares throughput, revenue and expenditure.

Further progress in relation to planning services reform however, will require dedicated resourcing. While we acknowledge the State Government's reform agenda and PESRAC recommendations, Councils make decisions daily that influence how local communities are planned and developed. This project would see a project manager engaged full-time over one year, to complete the following tasks which will deliver immediate improvements to current local government planning processes:

1. Detailed analysis of current planning processes along with a review of fees and charges across Member Councils.
2. Help Councils develop and implement consistent processes to assist with and support the uptake and implementation of Plan Build to ensure it is effective and efficient for Councils to "opt in".
3. Undertake an analysis of best-practice strategic land-use planning, with a view to informing future versions of the Regional Land Use Strategy.

Item three would involve developing an understanding of the principles, stakeholder engagement processes, spatial data and other technologies that could be adopted. This project would deliver an improved planning experience for businesses and individuals, would enable greater resource sharing and would ensure our region can derive maximum benefit from the next review of the Regional Land Use Strategy.

- Outcomes**
- Consistent processes, fees and charges across nine Member Councils delivering streamlined, faster approval processes
  - Reduced burden for ratepayers and businesses
  - Increased Council effectiveness and efficiency
  - Greater ability to attract and retain industry because of less land use conflicts, resulting in greater investment
  - Support for local government in identifying community priorities and coordinate delivery between government, business and the not-for-profit sector
  - A shared strategic vision and better coordination of regional land-use

<b>Priority: Establishing a physical presence for Enterprize in the Cradle Coast region</b>			
<b>PESRAC priority alignment</b>	3. New markets and opportunities 5. Improve, increase and expand inter-industry collaboration 9. Digital connectivity 22. Foster and support an entrepreneurial culture		
<b>Total value</b>	\$700,000	<b>Duration</b>	4 years
<b>Commitment sought</b>	\$500,000	<b>CCA cash / in-kind contribution</b>	\$200,000 (\$50,000 per annum in-kind office and event spaces)
<b>Description</b>	<p>Often defined as a business that is trying to solve a problem in a new way and is willing to fail, "startups" have different needs to traditional business intenders. Startups in the Cradle Coast region are currently at a significant disadvantage to their urban counterparts and this initiative would go a long way to addressing this issue.</p> <p>Enterprize Tasmania Ltd is a registered charity, established in 2017 with Tasmanian Government funding to support and grow the pre-accelerator startup ecosystem in Tasmania. Today, the organisation operates two collaborative workspaces – Macquarie House in Launceston with the support of the City of Launceston; and in the Hobart City Council building in Hobart, with the support of the City of Hobart.</p> <p>These spaces are used by startups from ideation to growth stage, as well as specialists and generalists who support Tasmanian startups with their effort and expertise. Startups gain access to CBD office facilities they couldn't otherwise afford, including gigabit internet access through the NBN, as well as support through training, mentoring and various events throughout the year. Businesses at Enterprize experienced average revenue growth of 42% in FY19/20 and 20% growth in full-time equivalent employee numbers in the same period – despite the impact of the COVID-19 pandemic.</p> <p>Most importantly, the spaces serve as the base for Enterprize's flagship programs – the Big Ideas Challenge and Born Global Incubator.</p> <p>These two programs, supported through the Australian Government's New and Existing Incubator Support scheme, provide an accelerated pathway for startups to get from idea to market.</p> <p>While these programs have had some take-up by startups in the Cradle Coast region, it is clear the physical presences in Hobart and Launceston have greatly supported the ecosystem development in those cities.</p> <p>This project would see an Enterprize collaborative workspace opened in Burnie, with program, workshop and event outreach into Devonport and Ulverstone through a hub-and-spoke model involving Cradle Coast Authority and its Member Councils. A full-time Community Manager would be employed by Enterprize in the region, with support from the existing Enterprize team.</p>		
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• Support for local startup entrepreneurs</li> <li>• Rollout of existing Big Ideas Challenge to year 11 &amp; 12 students</li> <li>• Local base for Born Global Incubator program</li> <li>• Access for businesses to Enterprize's corporate startup training</li> <li>• Regional focus for future Enterprize projects, including ideation program for year 10 students, scaleup landing pad, digital nomads</li> </ul>		

<b>Priority: Establish a network of volunteer career advisors</b>			
<b>PESRAC priority alignment</b>	6. Industry led training 7. Job matching – aligning students, employers and training 8. Job ready Tasmanians 18. Community connection		
<b>Total value</b>	\$540,000	<b>Duration</b>	3 years
<b>Commitment sought</b>	\$450,000	<b>CCA cash / in-kind contribution</b>	\$90,000
<b>Description</b>	<p>This project would provide post-school career guidance to hundreds of Cradle Coasters. It would play an important role in retaining talent within the region and overcoming the mismatch that often exists between the skills, knowledge and aspirations of jobseekers and the needs of businesses within the region.</p> <p>Volunteer recruitment and development activities, and network promotion, would be carried out in all nine Local Government Areas within the Cradle Coast region, and would include:</p> <ul style="list-style-type: none"> <li>• Mentor recruitment / information sessions</li> <li>• Development of a web-based referral / matching service</li> <li>• Mentor training, including “Mental Health First Aid”</li> </ul> <p>Through its extensive networks Cradle Coast Authority has existing relationships with hundreds of community minded people who may be activated as Careers Advisors. They include:</p> <ul style="list-style-type: none"> <li>• Sports coaches</li> <li>• Working Group and Steering Group members</li> <li>• Youth and social workers</li> <li>• Retired members of community</li> <li>• Councillors</li> <li>• Council staff</li> <li>• Neighbourhood House staff</li> <li>• Business owners</li> </ul>		
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• A more skilled workforce</li> <li>• Increased talent retention</li> <li>• Reduction in recruitment and staff turnover costs</li> <li>• Greater social cohesion</li> <li>• Increased productivity</li> </ul>		

<b>Priority:</b>		<b>Reinstatement of regional Natural Resource Management core funding into forward estimates and increased to \$450k p.a</b>	
<b>PESRAC priority alignment</b>	1. Build on Tasmania's competitive advantage 2. Build on Tasmania's brand 4. Environment – asset and social/economic benefit 18. Community connection		
<b>Commitment sought</b>	\$1.8m (\$450k p.a)	<b>Duration</b>	Four years from July 2022
<b>Description</b>	<p>CCA, NRM South and NRM North are seeking state government investment of \$450,000 p.a each in recurrent funding over four years from July 2022 to June 2026 to support the baseline services of each of the regional NRM organisations. The three NRM Regions currently leverage the \$350,000 p.a. state government investment at an average rate of 13:1, delivering an additional \$56m investment directly into regional communities across the state. This direct investment will result in a further \$168m of downstream economic activity including job creation, industry expansion, and economic stimulus in regional economies post COVID. The current funding (together with leveraged funds) supports the employment of 39 FTEs across Tasmania, who engage more than 50 major delivery partners.</p> <p>Government needs a healthy, cross-portfolio capacity to support the community and industry to address changes in climate, markets, social license, and environmental sustainability and to support resilience and recovery to withstand shocks such as extreme weather (floods, fires, drought), global pandemics, and changes in demand for goods and services. In addition, to support Brand Tasmania, the state government needs to assure investment in iconic species and special places that are often the key draw cards of visitors to our state.</p>		
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• Improved disaster preparedness</li> <li>• Increased soil health and carbon farming</li> <li>• Protection and enhancement of biodiversity</li> <li>• Improved biosecurity</li> <li>• Improved water quality</li> <li>• Fish habitat restoration</li> <li>• Increased best practice adoption</li> <li>• Place-based, expert advice available to government and industry</li> </ul>		