



# **JUNEE SHIRE ECONOMIC DEVELOPMENT PLAN**

**DOING BUSINESS IN JUNEE**



# ACKNOWLEDGEMENT OF COUNTRY

Juneë Shire Council acknowledges the Wiradjuri people who are the traditional custodians of this land. We pay our respect to their Elders past, present and emerging.





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# WELCOME FROM THE MAYOR

It is my pleasure to deliver the Junee Shire Economic Development Plan 2022 – 2026. This plan has been prepared after hearing from business owners about the issues important to them. Strong local businesses are necessary for a strong local community, so Council wants to support continued business and employment growth within the Local Government Area (LGA). Junee Shire's economy has performed well throughout the COVID-19 pandemic, but we must ensure we are planning for our continued success and adapt to a changing world.

In recent years Council has dedicated significant resources to the improvement and maintenance of our villages and town centre. This has been welcomed by the business community who appreciate the presentation of Junee Shire to visitors and potential investors. As the LGA continues to grow and attract new residents and businesses, we need the right plans in place to accommodate this change whilst preserving what is special and unique about the area.

Part of the vision for this plan is to add 500 new jobs to the Junee Shire economy by 2032. This employment growth is necessary to provide jobs for new residents and young people within our community. For growth in jobs to occur there must be sufficient industrial and commercial spaces for new and existing businesses to establish and grow. We also need to ensure people can access the training and education they need to address the needs of industry.

Investment in Inland Rail is likely to unlock new productivity for the region. This transport infrastructure will allow for more efficient freight movements and will provide efficiency gains for producers, manufacturers, and logistics companies. These efficiency gains provide opportunities for new and existing business to expand their operations within Junee Shire LGA and we want to ensure there is a clear message that we are 'open for business'.

Council will work in partnership with other levels of government, business owners and the broader community to deliver on this vision for a stronger local economy. We will be responsive to new opportunities and challenges as they occur throughout the life of the plan. Most importantly we will keep the business community informed of progress as we work our way through implementing the recommended actions.

Yours faithfully,



Mayor, Cr Neil Smith



**Mayor  
Cr Neil  
Smith**

**“Strong local  
businesses are  
necessary for  
a strong local  
community”**





ARTC Control Centre

## EXECUTIVE SUMMARY

Junee Shire LGA is a desirable place to live, work and visit due to its heritage, access and lifestyle. The LGA is fortunate to have a stable and diverse economy that has performed well over a long period of time. The main issue facing the local economy is that further business growth is constrained. This is likely to worsen due to major infrastructure projects happening in the region and there is competition for a small pool of talented staff and resources.

Major infrastructure projects will unlock further productivity possibilities. The Inland Rail project will create new jobs during the construction process and generate new business opportunities for communities like Junee Shire along the route. There will be investment opportunities for existing businesses to expand operations and new logistics centres to open and take advantage of the new rail line. This will only happen if there are appropriate plans in place to support this growth.

Business owners were consulted through interviews, surveys and round table discussions to hear about the issues most important to them. Whilst business confidence is high, unemployment is low, and people are generally quite pleased with the presentation of town centres. The problem is there is a severe shortage of industrial land and access to skilled labour which is limiting growth. There is also a strong appetite for population and employment growth.

The vision for the Junee Shire Economic Development Plan is to support 500 new jobs by 2032 and support business growth across a range of industries. There are four strategic themes to support this vision including:



Growing jobs and broaden the industry base



Sufficient housing for key workers



Invest in skills and technology for the future



Strengthen business networks and communication

Economic development is not a solo endeavour but requires team work. Council is seeking to work with other levels of government, business owners and community groups to implement the actions in this plan. There are KPIs included in the Economic Development Plan (EDP) that can be reported on throughout the life of the document.

Council would like to thank all stakeholder contributions towards the EDP coming together.



# INTRODUCTION

## AIMS OF THE PLAN

The purpose of the Economic Development Plan (“EDP”) is to provide a strategic vision and supporting actions to deliver a sustainable and prosperous economy for Junee Shire Local Government Area (“LGA”). There are many factors that contribute to a strong economy. Some of the necessary components include:

- » A growing and diverse economic base across multiple industries.
- » A Council that engages with the needs of existing business owners.
- » Suitable housing, employment and training opportunities for residents.
- » Support, training and networking opportunities for new business owners.
- » Accurate information on the local economy for potential investors.

The EDP is intended to be a ‘living document’ that can adapt to suit changing circumstances, such as new rounds of grant funding or adapting to more frequent weather events. Whilst the plan does include 25 actions, the EDP is more concerned with setting the right vision and overall direction for Junee Shire’s economy. The EDP includes objectives and evaluation metrics to track performance over time.

The EDP should be read in conjunction with the following Council documents:

- Junee Shire Council Community Strategic Plan
- Junee Shire Council Strategic Planning Statement
- Junee Shire Council Visitor Economy Action Plan
- Inclusion Action Plan

The intention is for the EDP to be implemented in partnership with key stakeholders such as business groups and local leaders, government agencies, community groups, education providers and business owners.



Junee Railway Workshop





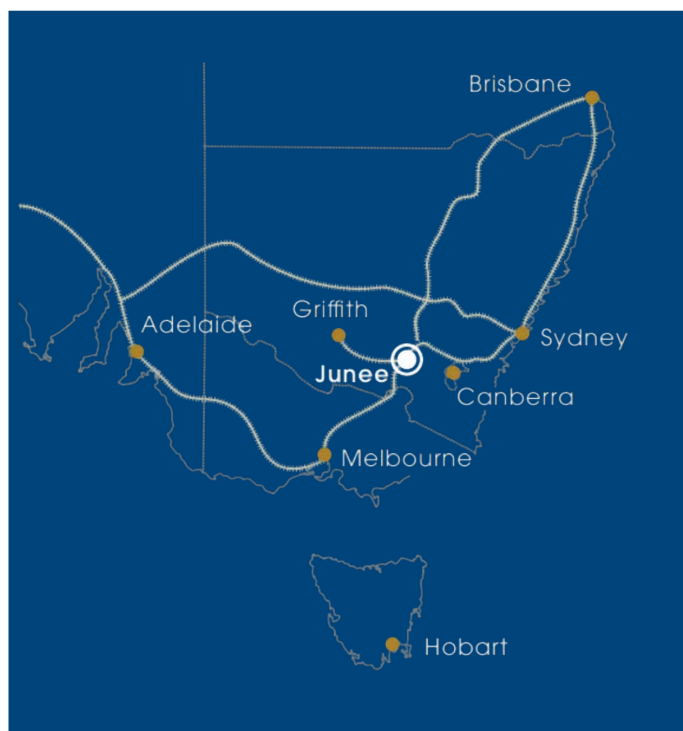
## ABOUT JUNEE SHIRE LGA

Junee Shire LGA is a predominantly rural area of 6,738 people (2021) and 2,030 square kilometres in size. It is recognised for its agricultural sector, rail history and tourism products. The LGA is part of New South Wales' Riverina region and adjoins the Wagga Wagga, Coolamon, Temora and Cootamundra Gundagai LGAs. The township of Junee is only 41 kilometres from Wagga Wagga and this proximity to the largest inland city in NSW means our residents enjoy country living with ready access to a city lifestyle.

The town of Junee lies central to the LGA, providing a strong focus point for business, community and regional events and activity. Junee and the wider LGA is within commuting distance to the regional city of Wagga Wagga, providing major growth opportunities for population, business and industrial activity due to land affordability and availability.

The Junee Shire's place in the region allows residents to enjoy an affordable rural and community lifestyle with ready access to high level goods and services and a variety of employment opportunities. The rural villages of Bethungra, Illabo, Old Junee and Wantabadgery provide additional rural lifestyle opportunities and community support for the agricultural sector and transport industries.

Junee Shire LGA has significant modern and historical linkages to major transport networks, including but not limited to, the main Sydney to Melbourne rail corridor, the Junee to Griffith rail corridor, the future Melbourne to Brisbane Inland Rail; and highways connecting our region to Canberra, Sydney, Melbourne and Adelaide. The Australian Rail Track Corporation (ARTC) control centre is also located in Junee, controlling rail traffic between Sydney and Melbourne, maintaining strong links with rail-based industry and services in the region.



Agriculture and supporting industry are an important part of the identity of the Junee Shire LGA, contributing strongly to jobs and economic growth. A growing service economy has been identified in Junee, with increases in tourism and service-based industries, such as healthcare provision and correctional facilities, providing additional opportunity for diversification in employment in the area.



## CONSULTATION PROCESS

The EDP was prepared only after hearing the views of business owners and residents in the Junee Shire LGA. We wanted to know the issues most important to them including the major challenges, opportunities and aspirations for the future. A broad range of industry sectors were included such as agriculture, real estate, manufacturing, construction, logistics, tourism, retail and accommodation.

The consultation process with the business community included:

- Site Visits
- One-on-one interviews
- Survey of business owners
- Roundtable discussions with business leaders

All the views and opinions captured during the consultation process were considered in the writing of this document.

## DEFINING ECONOMIC DEVELOPMENT

There are many definitions available of economic development. A simple definition is to **“improve people’s lives through business activity”**. A more comprehensive definition is provided by the World Bank. It explains not only the end goal but the process by which it is achieved.



**“The purpose of local economic development (LED) is to build up the economic capacity of a local area to improve its economic future and the quality of life for all. It is a process by which public, business and non-governmental sector partners work collectively to create better conditions for economic growth and employment generation.”**  
(Source: World Bank)

It is also worth noting the distinction between economic growth and economic development. The former is only concerned with increasing Gross Domestic Product (GDP). The latter is still with GDP but adds a broader range of economic outcomes, such as job creation, business ownership, housing affordability and education levels. Ultimately, economic development deals with the interrelationship between a strong economy and raising living standards.

## ROLE COUNCIL

Economic development has many stakeholders such as business owners, land owners, investors, developers, workers, real estate agents, community groups and education providers to name a few. Although Local Government is not solely responsible for the local economy, Council does have a unique role in helping to deliver a business-enabling environment.

Council’s primary economic development functions include:



**Providing an economic vision and leadership.**



**Marketing and communicating accurate information on the local area for potential investors.**



**Planning for the provision of housing, business and agricultural lands through the land use planning process.**



**Maintaining local infrastructure such as roads, signage, parks and community facilities.**



**Ensuring ongoing customer service for current business owners and residents.**

The EDP will be used as a reference document for Council planning moving forward. Council will also seek to work in partnership with other levels of government, local business owners and community groups to implement the actions contained in this plan.



# STRATEGIC CONTENT

This section is concerned with reviewing the relevant economic development plans at a state and regional level to inform the direction of Junee Shire Economic Development Plan.

## INTEGRATED PLANNING & REPORTING FRAMEWORK

The NSW Office of Local Government has established the integrated planning and report framework to guide councils in how to develop plans for their communities. The diagram below shows the relationship between the plans of the NSW Government and the various plans of Council.



(Source: NSW Office of Local Government)

## NSW GOVERNMENT

### NSW 2040 Economic Blueprint: Investing in the state's future

The NSW Economic Blueprint was designed to help chart a course for the NSW economy and keep the state strong long into the future. The 2040 Blueprint makes recommendations about where the state should focus its effort. Some of the relevant aspirations include:

1. Productive, vibrant regions
2. Innovative, world-class businesses
3. Sustainable environment and resource management

### 20-year Economic Vision for Regional NSW: Riverina Murray

The 20-Year Economic Vision for Regional NSW sets out the Government's priorities and plans to achieve long-term social and economic success for regional communities across the state. The 2018 Vision was refreshed in response to the changed economic landscape and opportunities that have emerged in regional NSW following the drought, bushfires, flood and COVID-19 pandemic. The Riverina Murray section aims to build upon the following economic attributes of the region (that are also common to Junee Shire LGA):

1. Strong agriculture, forestry and manufacturing industries.
2. Strategic location with major linkages to key markets in the agricultural supply chain.
3. Cities and centres that offer a vibrant lifestyle and strong education endowments to meet future skills demand.





## Productivity Commission White Paper: Rebooting the Economy (2021)

This report is concerned with structural reform of NSW to increase productivity. The report recognises the important contribution regional economies currently make to the NSW economy, as well as how this can be further increased. The four main strategic themes have relevance for the Junees Shire LGA economy. They include:

1. Talent – Supporting a skilled and high-performing workforce
2. Innovation – Enabling new technologies and ways of doing things
3. Housing – Improving housing choice and affordability
4. Infrastructure – Smarter use of infrastructure and natural resources

## REGIONAL PLANS

The three main regional bodies for economic development in the Riverina include Riverina Eastern Regional Organisation of Councils (REROC), Riverina Joint Organisation (RivJO) and Regional Development Australia (RDA) Riverina.

### REROC / RivJO Eastern Riverina Regional Economic Development Strategy (2018 – 2022)

The Strategy for the Region builds upon the opportunities presented by its endowments and specialisations; it also aims to address some of the key risks identified in the Region.

There are six elements to the Strategy:

1. Leverage the Region's strategic location by developing the Transport and Logistics and Manufacturing sectors
2. Support and grow Agribusiness
3. Support the expansion and growth of the Health Care and Social Assistance sector
4. Upskill the workforce and drive innovation and entrepreneurialism
5. Improve utilities, energy and telecommunications
6. Increase efforts to attract new residents and visitors supported by improved amenity offerings

### REROC / RivJO Eastern Riverina Regional Freight Transport Plan 2019

The goal of this plan is to provide a regional approach to transport planning whereby significant road and rail freight corridors are mapped and constraints on those corridors identified (e.g. specific railway crossings). The plan identifies and recommends specific road and rail infrastructure improvements, including within Junees Shire LGA, to improve the efficiency of freight movement to Sydney and Melbourne and thus unlock productivity gains.

Strategic goals of the plan:

1. Remove identified road constraints within the region.
2. Develop a network of identified freight corridors that facilitate the efficient and effective movement of freight within and through the region.
3. Support the development and implementation of integrated freight transport solutions.
4. Support the growth and development of logistics solutions that improve freight movement.



## REROC / RivJO Eastern Riverina Regional Housing Strategy 2021

This plan is concerned with addressing the housing shortage and affordability problem that was identified as affecting the entire Riverina region. The diversity of regional housing identified in the plan were land supply, housing development and housing investment.

The three strategic goals for regional housing include:

1. Sufficient housing across a diversity of type to meet current and future demand.
2. Vibrant and viable housing sector that supports regional growth and investment.
3. Capitalise on the strong infrastructure investments that are occurring in the Region that will bring new residents.

## RDA Riverina Skills Study 2021

This study was conducted in 2020 and looked at the nature and severity of the skills shortage in the region. Surveys conducted with business owners found 78% of respondents reported difficulty filling vacancies and an average of 48% of all vacancies in the last 12 months were unable to be filled. Further interviews and focus groups revealed multiple factors contributing to the severe skills shortage such as COVID-19, housing availability and affordability, skilled migration, perceptions of the regions, wages and job security and educational opportunities. The key recommended goals for addressing the skills shortage include:

1. Greater focus on the perceptions of the regional labour market
2. Strategies used to attract and retain workers
3. Innovation and technology
4. Education and training







## JUNEE SHIRE COUNCIL

### Junee Shire Community Strategic Plan

This Community Strategic Plan is a compilation of the community's thoughts and aspirations. It identifies the roles the community and Council will play to achieve the vision we have set for our community. The objectives and supporting actions relating to economic development are outlined below:

#### Objective 3 – To grow our local economy:

- Support our business sector
- Grow our population throughout our Shire

#### Objective 4 – To be a resilient community able to adapt for the future:

- Build the capacity and skills of our community and workforce to meet, innovate and lead change
- Prepare and transition to the economy of the future

### Junee Shire Local Strategic Planning Statement

This Local Strategic Planning Statement sets the land use framework for Junee Shire Council's economic, social and environmental land use needs over the next 20 years. It addresses the planning and development issues of strategic significance to the Council through planning priorities and actions, spatial land use direction and guidance. The key 'planning priorities' relevant for economic development include:

1. Provide opportunities for housing in the right locations
2. Provide infrastructure to support development outcomes
3. Support a vibrant commercial core
4. Provide opportunities for new business and industry in the right locations
5. Support and protect agriculture

### Junee Shire Visitor Economy Action Plan

The purpose of the Visitor Economy Action Plan is to provide a clear roadmap for growing the tourism sector over a three-year period. It is intentionally practical and aims to be a strategic framework to guide the actions of both Council and tourism sector in Junee Shire LGA. Key strategic themes:

1. Signage and Customer Service
2. Product and Place Development
3. Events and Festivals
4. Accommodation and Infrastructure
5. Marketing and Promotion

### Inclusion Action Plan

This Plan is an important component in making Junee Shire a better place for people with a disability to live. The relevant guiding principles in this plan include:

1. To build and develop positive attitudes towards people with disability
2. To reduce barriers to employment for people with disability at all stages of the employment process
3. To present infrastructure and services to support people with disability to fully engage in community life





# ECONOMIC ANALYSIS

This section provides an overview of the economic strengths and trends of the Junee Shire LGA.



## INDUSTRY

Junee Shire LGA benefits from a diverse industry base especially given its relatively small population size. The industry employment figures below are from 2021:

1. Agriculture, Forestry and Fishing = 19.6%
2. Public Administration and Safety = 16.9%
3. Manufacturing = 12.5%
4. Education and Training = 8.9%
5. Transport, Postal and Warehousing = 7.8%



## POPULATION

**Junee Shire LGA's population = 6,738 (2021)**

The population is very stable and grows at an average of 1% p.a. which is comparable to the NSW average. Young workers and families (25 – 34 years) are the fastest growing demographic in Junee. This trend is likely to further increase as people consider a 'tree change' due to the pandemic.



## ECONOMIC GROWTH

**Gross Domestic Product = \$284 million (2021)**

Junee Shire's economy is generally stable and robust due to its broad industry base and its proximity to the large regional city of Wagga Wagga. Prior to COVID-19, Junee had maintained an average annual growth rate of 3% over a 10 year period (2010 – 2019).



## BUSINESS OWNERSHIP

**Total businesses = 560 (2021)**

The largest proportion of businesses are in the Agriculture sector. There has also been recent growth in the number of businesses in Professional Services and Construction.



## UNEMPLOYMENT RATE

**Unemployment rate = 1.9% (Dec 2021)**

Junee Shire LGA generally maintains an unemployment rate below the average for NSW. Local residents have many options for employment both within Junee, surrounding towns or at nearby Wagga Wagga.



## HOUSING AFFORDABILITY

**Average house price = \$340,000 (2021)**

House prices are still affordable for young families looking to buy in Junee Shire LGA. There are recent housing developments on the edge of town adding newer housing stock to the local market.



## DEVELOPMENT APPROVALS

**Value of Development Approvals = \$17.5 million (2020-2021)**

Over the past 10 years, Junee Shire LGA has experienced sustained development activity for both residential and non-residential.



# INFRASTRUCTURE INVESTMENT

This section is intended to provide a brief overview of recent local development activity and larger scale infrastructure projects for the region.

## RECENT DEVELOPMENT IN JUNEE SHIRE LGA

- Junee Correctional Centre expansion = \$190 million
- Junee Solar Farm = \$30 million
- Junee Prime Lamb expansion = \$6 million
- Redevelopment of Broadway (Junee) = \$2 million
- Athenium Theatre renovation = \$1.2 million
- Junee Aquatic and Recreation Centre = \$1.2 million

## INLAND RAIL PROJECT

Inland Rail is a Federal Government-funded project consisting of a 1,700 km freight line stretching from Brisbane to Melbourne through regional Queensland, NSW and Victoria.

***Inland Rail is the largest rail freight project in the country and will transform Australia's supply chains and support investment in value added operations in regions.***



An example of the project's relevance to Junee is a 39km section of Inland Rail that creates a new direct route from east of Illabo tracking north to Stockinbingal in New South Wales. The route will bypass the townships of Cootamundra and Bethungra and the winding, steep section of track known as the Bethungra Spiral on the Main South line—opening up a more efficient way to transport freight through the area.

Ernst & Young (“EY”) were commissioned to analyse the economic impacts of the project. A summary of the key economic impacts is as follows:

- Productivity gains – the potential productivity gains for regional areas along the alignment are expected to be between \$11.5 – 13.3 billion over the first 50 years of operation in net present value terms. There is also likely to be an ongoing strengthening of the economic base.
- Supply Chain Efficiencies – Inland Rail may lead to a reorganisation of supply chains towards inland rail and fundamentally change how freight is moved in Australia.
- Value Chain Growth – Inland Rail can enhance the attractiveness of the corridor as a location for investment in value-added operations such as manufacturing, food production and warehousing and logistics.
- Inland Rail is expected to support the formation of hubs along the corridor – Hubs along the Inland Rail corridor are expected to form over time as supply chains are transformed and businesses position themselves, expand and diversify to leverage the transport efficiencies offered by Inland Rail.

Making the most of Inland Rail requires a coordinated approach to planning supported by a targeted investment attraction strategy. It also requires governments and the business community to work collaboratively to identify and address any barriers to realising the opportunities created by Inland Rail. Possible investment opportunities for communities along the alignment include: abattoir expansion, intermodal freight hubs, grain mills (and existing grain mill expansions), mining support hubs, food processing hubs, expanded logistics hubs and consumer goods warehousing.



## SNOWY 2.0 & HUMELINK

Snowy 2.0 will provide an additional 2,000 megawatts (“MW”) of dispatchable generating capacity and approximately 350,000 megawatt hours (“MWh”) of largescale storage to the National Electricity Market (“NEM”).

***Snowy 2.0 is the largest committed renewable energy project in Australia and will underpin the nation’s secure and stable transition to a low carbon emissions future at the lowest cost for consumers.***

Snowy 2.0 will link the existing Tantangara and Talbingo reservoirs through a series of new underground tunnels and a hydro-electric power station. Most of the project’s facilities will be built underground, with approximately 27 kilometres of concrete-lined tunnels constructed to link the two reservoirs and a further 20 kilometres of tunnels required to support the facility. Intake and outlet structures will be built at both Tantangara and Talbingo Reservoirs.

Snowy 2.0 Main Works will deliver substantial economic benefits to the local region, NSW and NEM states more broadly, with key drivers being the direct investment to establish the project, wage expenditure, reduced ongoing electricity fuel costs, and reduced electricity costs. The greatest effect will be experienced by the NSW/ACT economies with gross state product (GSP) expected to increase by \$2,692 M. The aggregated beneficial effect across the remaining NEM participants is predicted to be an increase in Gross State Product (GSP) of \$4,176 M.

HumeLink is a transmission upgrade connecting the Snowy Mountains Hydroelectric Scheme to Bannaby, expanding transmission capacity in southern New South Wales. The project is identified as a necessary upgrade for the National Electricity Market in Australian Energy Market Operator’s (AEMO) Integrated System Plan.

The project includes the construction of approximately 360km of double circuit 500kV transmission lines, upgrading two substations at Maragle and Bannaby and building a new substation near Wagga Wagga. HumeLink will provide a crucial hub to enable high volume energy transfer around the NEM thus improving access to affordable electricity. The project is forecast to create more than 1,000 construction jobs and contribute to economic activity in regional NSW, generating major benefits for local communities along the route.



Solar Farm





# WHAT BUSINESS TOLD US

This section provides a summary of the feedback received from business owners in Junee Shire LGA. This information was collected through interviews, surveys and round table discussions.



## BUSINESS CONFIDENCE

Business confidence levels (April 2022):

- Most businesses surveyed were not seriously affected by COVID-19 over the last 12 months
- Business confidence looking towards the next 12 months is very positive



## BARRIERS TO GROWTH

The key barriers to growth for business owners within Junee Shire LGA include:

1. Access to skilled labour
2. Poor access to NBN
3. Local training opportunities
4. A more diverse industry base
5. Access to industrial land



## STRENGTHS

High-performing aspects of the Junee's business environment:

- Presentation of town centres
- Lifestyle and recreational options
- Promotion of the local area
- Transport and freight services
- Proximity to Wagga Wagga



## ASPIRATIONS FOR THE FUTURE

Business owners have a strong desire to see employment and population growth within Junee Shire LGA.

- 75% of business owners surveyed want to see more than 500 new jobs created within the next 10 years.
- 65% of business owners surveyed want to see the local population to grow to 8,000 or more within the next 10 years.
- The industries that business owners most want to attract to the local area are in tourism, hospitality and light industrial.



## WEAKNESSES

Low-performing aspects Junee's business environment:

- Availability of industrial land
- Availability of commercial land
- Development approval process
- Business training programs
- Access to skilled labour



# PLANNING FOR THE FUTURE

## VISION STATEMENT

By 2032 Junee Shire LGA will create 500 new jobs providing a strong economic base. Businesses will be supported to grow as the area benefits from major infrastructure projects within the region. Housing growth will accommodate a growing local workforce, and people within the LGA will be supported with industry-relevant training.

## DIRECTION 1: GROW JOBS & BROADEN THE INDUSTRY BASE

### Goals

1. Grow the number of jobs
2. Broaden the economic base

### Actions

1. Monitor business and employment growth rates in Junee Shire LGA
2. Undertake an employment lands study
3. Prepare a feasibility study for the provision of additional industrial land
4. Monitor the need for, and incentives to provide, additional commercial space
5. Conduct an annual business survey to monitor the needs of business owners

## DIRECTION 2: SUFFICIENT HOUSING FOR KEY WORKERS

### Goals

1. Increase the number of houses
2. Provision of short-term key worker housing

### Actions:

1. Monitor housing and accommodation numbers in Junee Shire LGA
2. Encourage the provision of housing numbers to ensure we are on track to deliver at least 30 new homes per year
3. Prepare a feasibility study to provide short-term worker accommodation for large projects
4. Monitor the infrastructure and community facility needs of the community to service the increasing population
5. Work closely with accommodation providers to plan for future workers



John Potts Drive - New Residential Estate





Junee Correctional Facility - GEO Group

## DIRECTION 3: INVEST IN SKILLS & TECHNOLOGY FOR THE FUTURE

### Goals

1. Raise skills levels in the community
2. Encourage the adoption of technology by industry

### Actions

1. Conduct a skills audit to determine what skills are most needed
2. Work with local and regional training providers to link courses to business needs
3. Monitor education qualification levels in the LGA
4. Consider a training fair and employment expo
5. Advocate for improved NBN provision for the LGA
6. Work with the agricultural sector to adopt new technology and improve productivity
7. Delivery business programs for new business owners
8. Work with training providers to provide work experience opportunities for youth

## DIRECTION 4: STRENGTHEN BUSINESS NETWORKS & COMMUNICATION

### Goals

- Increase the level of networking among business owners
- Attract increased business investment

### Actions

- Support local business groups to deliver business networking events
- Prepare a Council business newsletter
- Maintain up to date business information for potential investors
- Obtain feedback from the business community on council business services
- Hold regular meetings between Council and the business community
- Support local business award nights
- Leverage council's own social media channels to support business and visitation





Junee Hotel Re-development

# EVALUATION & REPORTING

## ECONOMIC INDICATORS

	Baseline (2021)	Target (2026)	Source
Jobs	2,038	2,290	Economy ID
Businesses	560	630	Economy ID
GDP	\$284 million	\$320 million	Economy ID
Unemployment	1.9% (Dec 2021)	Below 5%	Economy ID
Population	6,738	7,550	Economy ID

## COUNCIL PERFORMANCE MEASURES

	Baseline (2021)	Target (2026)	Source
No. of actions completed	0%	75%	Council
Business satisfaction rate with Council programs	66%	75%	Survey

## REPORTING PROCESS

Junee Shire Council will monitor and report on the progress of the EDP according to Council's regular reporting processes such as the Annual Report. Actions contained in the EDP will be allocated funding according to Council's Combined Delivery Program and Operational Plan listed on Council's website.





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Broadway, Junee





## Disclaimer:

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