



Hawkesbury City Council

attachment
to
item 224

EMAC Business
Plan 2004 - 2008

date of meeting: 8 August 2006

location: council chambers

time: 5:00 p.m.

E-Commerce/Markets Advisory Committee

Business Plan 2004 - 2008

VISION

"For the Hawkesbury to be recognised as a vibrant, innovative and progressive business community that makes use of current and emerging technologies to sustain economic prosperity and to improve the region's competitive advantage".

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| Goal | #1 | The economy of the Hawkesbury is diversified, consisting of a balanced mix of high technology companies, professional firms, advanced manufacturing, agribusiness, retail trade and tourism. |
| Goal | #2 | Hawkesbury is increasingly recognised for the high level of R&D partnerships and for the entrepreneurial activity of the business community. |
| Goal | #3 | Hawkesbury is known for its positive business environment. |
| Goal | #4 | The telecommunications and information technology infrastructure in the Hawkesbury support the growth of New Economy business and industry in the LGA. |
| Goal | #5 | The commercial environment and activities of the City of Hawkesbury operate collaboratively with Tourism to foster a successful and integrated regional marketing campaign. |
| Goal | #6 | Hawkesbury is established as a 'sense of place' that appeals to citizens of all ages. It has become the entertainment and upscale 'jobs' centre for Western Sydney (outside Parramatta) with a range of retail, service and agribusinesses that meet the needs of the local workforce and visitors to the LGA. |

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| Core Objective | (a) | To foster and support commercial activity with the Hawkesbury LGA to the extent that it generates diversity of economic activity and aids Council's environmental and social objectives. |
| Core Objective | (b) | (b) To assist businesses within the Hawkesbury Local Government area to increase their profitability through e-commerce and through linkages with other businesses. |
| Core Objective | (c) | To assist in identifying new markets and additional means of access to existing and new markets for local businesses. |
| Core Objective | (d) | To facilitate access to high-speed telecommunications infrastructure for the Hawkesbury local government area so that locally based enterprises can compete on a similar or reduced cost structure to that enjoyed by business in the Sydney metropolitan area. |
| Core Objective | (e) | To endeavour to aggregate consumer demand for telecommunication services within the local government area with a view to obtaining the most competitive services provided for Council's constituents and the 'e-enablement' of all customers of Council. |
| Core Objective | (f) | To assist in the development of business skills and the education of the community of current telecommunications applications that have the potential to increase employment opportunities and the community's' quality of life respectively. |
| Core Objective | (g) | To identify those industries which have a potential of generating employment for a highly skilled and highly knowledgeable local workforce so that residents have more opportunity to live and work in proximity to growing employment precincts without the need for extensive travel between work and home. |
| Core Objective | (h) | To facilitate the development of strategic marketing opportunities that reinforces a strong brand and positive community image to assist local business growth and tourism. |

Projects On-going initiatives						PRIME M Mayor C Chair DC Deputy Chair WG Working Group CI Council					
Strategies and Actions						Prime	2006-7 Jul-Sep Oct-Dec Jan-Mar Apr-Jun				Comments
Economic Development											
Strategy: Encouraging diversified, value-added and networked local communities						CI					On-hold due to resource constraints
Objective 1.0 Establish networks with local businesses							ON-HOLD				
Action 1.1 Committee represented at business breakfast meetings hosted by CRU											
Strategy: Enabling success through modern infrastructure						WG					
Objective 2.0 Modern infrastructure supporting local business communities											
Action 2.1 Roll-out new signage policy											
Objective 3.0 To facilitate access to competitive telecommunication services						C					Most exchanges in LGA now b/band.
Action 3.1 Regular reporting of high-speed broadband roll-out											
Strategy: Attracting and facilitating new investment						WG WG WG WG					Completed. Clarendon precinct identified DoD, UWS involved with HCC in study Findings to be reported Findings to be reported
Objective 4.0 Enhanced ability to attract new businesses and industries											
Action 4.1 Identify space for "Technology Park"											
Action 4.2 Identify potential development partners for Technology Park											
Action 4.3 Identify new residential land releases within the Hawkesbury											
Action 4.4 Identify new industrial land releases within the Hawkesbury											
Strategy: Building an educated and highly skilled workforce						C WG					Program underway Community forums to be developed
Objective 5.0 Increase availability of knowledgeable and skilled workforce											
Action 5.1 Facilitate mentors for 'business skill's program for high school students											
Action 5.2 Facilitate education seminars on m-commerce and associated applications											

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Marketing											
Strategy: Fostering a winning attitude											
Objective	6.0	Positive brand and community image reinforced by enhanced conditions				WG					MOU being negotiated with event mgrs Judging panel established
Action	6.1	Support an integrated "Bridge-to-Bridge" marketing campaign				C					
Action	6.2	Support Christmas Competition to provide incentives to local business to coordinate marketing									
Strategy: Building Centres of Excellence											
Objective	7.0	Tourism products are well developed and supported				WG					Alliance established with Lithgow
Action	7.1	Facilitate Tourism Cooperatives with industry and local government partners									
Business Development											
Strategy: Being a leader in new economy and innovation											
Objective	8.0	Enhance Hawkesbury's physical and business environment for new economy firms				WG	ON-HOLD				Pending action 5.2
Action	8.1	Support establishment of "m-commerce" business directory and marketing incubator									
Objective	9.0	All HCC clients are e-enabled				WG					Explore community Wi-Fi
Action	9.1	Facilitate partnerships that aggregate and/or stimulate demand for new technology									
Strategy: Building a globally focussed and internationally integrated local economy											
Objective	10.0	Integrated facilities and precincts				WG					Feasibility study endorsed by RAAF
Action	10.1	Facilitate development of major employment precincts such as RAAF, UWS, etc									