

# Our **Local Economy** meets our needs

## What we've heard and learnt

- Jobs needed for young people
- Increase local spending to support local businesses
- "Locals don't buy local"
- Area not attractive to business due to lack of infrastructure and services
- Potential contamination from Dieldrin on land used for potato farming
- Highly productive agricultural land in high rainfall area well located in relation to Melbourne
- 50% decline in agricultural employment in last 20 years
- Working from home – need improved connectivity including broadband internet
- Need unifying brand for area to attract tourists and investments
- A number of economic development strategies have been undertaken within the region - need to act
- New industry needs to be in keeping with environmental and lifestyle values

## Areas for Action

- Local jobs
- Information and communication networks
- Daily needs met locally
- High value agribusiness
- New economy built on community values and local assets e.g. National Park
- Skills, development and training



## Opportunities and Challenges

- Increase in population doesn't necessarily mean increased local spending
- Provide better experiences to visitors to increase their local spend
- Cottage niche farming
- Green job – Eco tourism
- Non-soil based agriculture e.g. Kinross Farm
- National Broadband Network access a key enabler to improve the local economy
- National Park a key asset to be built upon

## Our Communities, Our Places

The Kinglake Ranges, Flowerdale and Toolangi Plan and Design Framework

