

Murrindindi Shire Economic Development Strategy Action Plan 2024 - 2026



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INTRODUCTION

Murrindindi Shire Council has developed the **Murrindindi Shire Economic Development Strategy (EDS)**.

The EDS is a comprehensive five-year plan designed to improve the economic well-being and quality of life in the region.

The EDS is supported by the **Murrindindi Shire Economic Development Strategy Action Plan**.

The Action Plan details the actions and activities that will be undertaken across the next five years to achieve the described outcomes in the strategy.

We are presently at the start of the journey, establishing a baseline and as the action plan matures, the actions, activities and how we measure them will also mature and become more detailed and specific.

VISITOR ECONOMY



Visitor Economy

Outcome: 1.1 Our tourism and visitor economy businesses are strong, supported and connected.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
1.1.1	Support Tourism North East's (TNE) implementation of the Industry Development Initiatives	10% increase in overall number of businesses that participate in TNE programs	Jun-25	Facilitator	Economic Development Team (EDT)	Tourism North East (TNE) Businesses Business and Trader Groups
1.1.2	Support visitor servicing initiatives across the Shire	Activity Log	Jun-25	Provider	EDT	Visitor Centre staff Visitor services organisations
1.1.3	Support tourism and visitor economy businesses through networking events and opportunities to connect, learn and grow	Number of events promoted Number of local events	Jun-25	Facilitator	EDT	Business and Trader Groups Businesses TNE

Outcome: 1.2 Increased investment in visitor generating infrastructure and connected linkages.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
1.2.1	Develop and implement routes that connect to attractions and locations	Develop 3 new routes and itineraries	Jun-25	Provider	EDT	TNE State & Federal Government Businesses Business and Trader Groups
1.2.2	Support, promote and develop the Great Victorian Rail Trail (GVRT)	Promotional campaign delivered	Core Activity	Provider Advocator	EDT	TNE Great Victorian Rail Trail (GVRT) Partners
1.2.3	Identify opportunities to develop new, and extend existing, key trails and routes	Develop an audit of current walking and riding trails	Jun-25	Advocator	EDT	TNE Businesses
1.2.4	Advocate for funding to deliver priority projects identified in the Tourism North East Destination Management Plan	Advocacy activity log	Core Activity	Facilitator	EDT	TNE Businesses Business and Trader Groups

Outcome: 1.2 Increased investment in visitor generating infrastructure and connected linkages.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
1.2.5	Support RV Friendly Town initiatives	Marysville RV Friendly Trial Report - delivered	Jun-25	Provider	EDT	Visitors Community Members Gallipoli Park CAC Business and Trader Groups
1.2.6	Support and encourage accommodation in key locations within the Shire	Tourism Accommodation Report - delivered	Jun-25	Facilitator	EDT	Development Services Business
1.2.7	Advocate for services and enabling infrastructure to support growth and entrepreneurial activities.	Advocacy activity log <ul style="list-style-type: none"> • grants promoted • letters of support 	Jun-25	Provider	EDT	Development Services

Outcome: 1.3 Increased visitor yield via an effective and efficient marketing and promotional program.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
1.3.1	Continue to grow the Discover Dindi brand via an effective and innovative seasonal marketing campaign	10% increase in website traffic and sustained engagement levels on social media	Core activity	Provider	EDT	TNE Businesses
1.3.2	Deliver cohesive and market leading tourism collateral	Tourism collateral log	Core activity	Provider	EDT	TNE Businesses
1.3.3	Leverage Tourism North East and Visit Victoria campaigns to support promotion of Murrindindi based tourism related products and attractions	10% increase in website traffic and sustained engagement levels on social media. Number of media articles.	Core Activity	Facilitator	EDT	TNE Businesses

Outcome: 1.4 We have a year-long calendar of high-quality festivals and events that attract visitors and support locals.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
1.4.1	Support festival and event organisers through the events approval process	Target of 80% satisfaction for event planners	Core activity	Provider	EDT	Event Organisers Development Services Community Wellbeing
1.4.2	Identify and support new festivals and events	Audit of current annual events	Core activity	Facilitator	EDT	Event Organisers
1.4.3	Maintain festival and event grant funding through the grant program (new events)	Events Grant Streams in Council's Grants Program	Core Activity	Provider	Community Wellbeing	EDT Event Organisers
1.4.4	Develop an event attraction plan (mapping, gaps, evaluate events, feedback)	Development of event attraction plan based on audit (1.4.2)	Jun-25	Provider	EDT	Event Organisers
1.4.5	Improve collaboration and connection with event organisers around opportunity for extended stay	Track trends in visitation and average visitor yield Develop promotional kits for events	Jun-25	Provider	EDT	Event Organisers

Agriculture, Aquaculture and Food Production



Outcome 2.1 Our farming land is protected and productive for future agricultural purposes.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
2.1.1	When assessing planning applications consideration is taken to the value of the farming land and farming zones	Number of applications	Core activity	Provider	Development Services	EDT
2.1.2	Support the intent of the Environmental Significance Overlay to protect high quality agricultural land	Number of applications	Core activity	Facilitator	Development Services	EDT
2.1.3	Identify diverse range of activities that can complement agricultural activity and enhance agri-business security	Number of applications	Core Activity	Provider	Development Services	EDT Agri-businesses
2.1.4	Explore value-add businesses and industries that support agri-business	Activity Log	Jun - 25	Facilitator	EDT	Agri-businesses Businesses

Outcome 2.2 Our agricultural industry is strong, growing, supported, and connected.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
2.2.1	Support regional promotion and collaboration activities	Number of activities completed	Jun-25	Facilitator	EDT	Ag Vic Industry Bodies EDT Businesses Business and Trader Groups
2.2.2	Support and develop Buy Local Initiatives and Activities	No. of initiatives and activities completed	Dec-24	Facilitator	EDT	Businesses Business and Trader Groups
2.2.3	Support development of freshwater fish industry	Engagement Log	Jun-25	Facilitator	EDT	Businesses

Outcome 2.3 Our farming practices are sustainable and future focused.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
2.3.1	Identify projects and programs that support agri-business in climate change	Number of programs promoted	Jun-25	Facilitator	EDT Sustainability & Assets	AgBiz Assist Small Business Bus Small Business Mentoring Service Agri-business Stock Agents Yea Sale Yards
2.3.2	Identify opportunities that support resilience and diversity in agricultural businesses	Number of programs promoted	Jun-25	Facilitator	Sustainability & Assets	EDT Business Agri-business

Outcome 2.4 Our agricultural and farming businesses are resilient and prepared for future impacts.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
2.4.1	Support and promote new technology and practices that are future focused	Number of programs promoted	Jun-25	Facilitator	EDT	LaunchVic Agri businesses Stock Agents Yea Sale Yards
2.4.2	Explore opportunities for BioEnergy and renewables	Number of programs identified & promoted	Jun-25	Facilitator	EDT	Shaping Murrindindi Project facilitators Agri-business
2.4.3	Promote opportunities for agri-business that support resilience and best practice	Number of programs identified & promoted	Jun-25	Facilitator	EDT	Flood Recovery AgVic AgBiz Assist Agri-business Industry sector leads

BUSINESS SUPPORT



Outcome 3.1 Our workforce is well trained and meets the needs of our business and industries.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
3.1.1	Continue to advocate for the development of a Tertiary Education Hub	Number of advocacy opportunities / activities undertaken	Dec-25	Advocator	EDT	Department of Education Local Education Providers Community
3.1.2	Conduct a skills audit to understand current strengths, opportunities, threats and weaknesses	Completed Audit Report	Jun-25	Provider	EDT	Community Wellbeing Businesses Community
3.1.3	Develop an action plan from the skills audit	Completed Action Plan	Dec-25	Provider	EDT	Community Wellbeing Businesses Community
3.1.4	Implementation of a key worker housing strategy (KWHS)	Engagement log of KWHS	Jun-26	Facilitator	EDT	Community Wellbeing Businesses Community

Outcome 3.2 Enabling infrastructure, including connectivity, that support business and industries within Murrindindi.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
3.2.1	Support continued upgrading and improvements to connections across the Shire	Number of initiatives delivered	Core Activity	Advocator	EDT	Governance & Risk Sustainability & Assets Business Services NBN Local Community Members
3.2.2	Conduct audit of key destination and other signage related to business	Completed Audit report	Jun-25	Provider	EDT	Businesses TNE Development Services
3.2.3	Develop and implement township improvement plans, including streetscape improvements and retail activation	Delivery plans completed	Jun-26	Provider	EDT Development Services	Sustainability & Assets Community Wellbeing Development Services Community

Outcome 3.3 Our business community is connected and well-informed.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
3.3.1	Support businesses through networking events and opportunities to connect, learn and grow	Number of events and activities completed	Core Activity	Facilitator	EDT	Business and Trader Groups Businesses
3.3.2	Deliver business news and information through a range of platforms	Number of publications completed 5% increase in subscribers	Core Activity	Provider	EDT	Businesses Business and Trader Groups
3.3.3	Promote resources and programs that build business capacity and capability across a range of business-related activities	Business & Tourism enewsletter log	Core Activity	Provider	EDT	Businesses Business and Trader Groups

Outcome 3.4 Investing in Murrindindi will be straightforward, with clear processes and support options attracting appropriate investments.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
3.4.1	Support employment opportunities through the development of suitable land	Update investment attraction website	Dec-25	Provider	EDT	Development Services
3.4.2	Businesses are supported through permit processes via the business concierge (Better Approvals) process	Number of enquiries supported	Core Activity	Provider	EDT	Development Services Businesses and Entrepreneurs
3.4.3	Promote the local weighting opportunity for Shire tenders and encourage other agencies and businesses to support local suppliers	Implementation of Procurement Policy	Dec-25	Provider	Governance & Risk	EDT

Outcome 3.4 Investing in Murrindindi will be straightforward, with clear processes and support options attracting appropriate investments.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
3.4.4	Engage with First Nations businesses	First Nations engagement plan developed and implemented	Jun-25	Provider	EDT Reconciliation Action Plan Working Group	Taungurung Land and Waters Council (TLaWC) Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation Businesses

Outcome 3.5 Investment opportunities are identified and promoted through an investment attraction plan.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
3.5.1	Identify key development sites within the Shire	Sites identified	Jun-25	Provider	EDT	Development Services
3.5.2	Promote business opportunities to attract investment in Murrindindi	Investment attraction plan completed	Jun -25	Provider	EDT	Development Services
3.5.3	Review and update the Invest Murrindindi website and collateral	Investment attraction collateral refreshed (including website)	Jun-25	Provider	EDT	Development Services
3.5.4	Support investments through access to reporting and analysis	Activities log	2026+	Facilitator Provider	EDT	Development services

SUSTAINABLE FUTURE



Outcome 4.1 Our local businesses are aware of the implications and opportunities in transitioning towards a net zero and the circular economy.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
4.1.1	Promote resources, grants and programs that build business capacity and capability in net zero and circular economy	Activity Log	Jun-25	Facilitator	Sustainability & Assets	EDT Sustainability Vic Business Victoria Businesses
4.1.2	Support local business to improve environmental and sustainable outcomes through inclusion in relevant programs and activities	Activity Log	Jun -26	Facilitator	Sustainability & Assets	EDT Sustainability Vic Business Victoria Businesses
4.1.3	Improve capacity and capability around preparing grants and funding applications	Number of activities	Jun-25	Facilitator	EDT	Business Vic Grant Writers Businesses

Outcome 4.2 Our economy has access to infrastructure and new technology that supports business and industry reach net zero.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
4.2.1	Training and development opportunities that educate business on sustainable opportunities	Activity Log	Jun-26	Facilitator	EDT	Sustainability & Assets Sustainability Vic Business Vic Businesses
4.2.2	Promotion of grants and funding opportunities	Business & Tourism newsletter log	Core Activity	Facilitator	EDT	Sustainability & Assets Sustainability Vic Business Vic Businesses

Outcome 4.3 Local clusters support business and industry reach circular economy goals and utilise waste into resources.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
4.3.1	Identify opportunities for the development of clusters	Activity Log	Jun-26	Facilitator	EDT	Sustainability & Assets Businesses
4.3.2	Identify opportunities for circular economy in Murrindindi	Activity Log	Jun-25	Facilitator	EDT	Sustainability & Assets Businesses

PROSPEROUS COMMUNITIES



Outcome 5.1 Our workforce and community can access training and development opportunities to succeed.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
5.1.1	Support access to skills and training opportunities	Activity Log	Jun-26	Facilitator	EDT	Community Wellbeing EDT
5.1.2	Support business development initiatives	Number of activities and attendance records	Jun-26	Facilitator	EDT	Business Vic Business and Trader Groups Businesses

Outcome 5.2 Our housing and accommodation options meet the needs of our workforce, business and community.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
5.2.1	Implementation of the Key Worker Strategy	Engagement log of KWHS	Jun-26	Provider	EDT	Development Services Community Wellbeing
5.2.2	Identify private land suitable for housing development	List of sites developed	Jun-26	Provider	Development Services	EDT Private Landowners
5.2.3	Work with developers and landowners to unlock identified locations for housing development	Number of landowners engaged	Jun-26	Facilitator	Development Services	EDT Private Landowners

Outcome 5.3 We are an attractive option for existing and new residents with businesses and services that support our community's needs.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
5.3.1	Identify key target markets to promote investment opportunities (website)	Deliver Investment Attraction Activities and Initiatives	Jun-26	Facilitator	Development Services	EDT Community Wellbeing
5.3.2	Promote Murrindindi and key townships as places to live, work and play via owned channels	Delivery of promotional campaigns	Jun-26	Provider	EDT	Community Wellbeing

Outcome 5.4 We have opportunities for young people to remain in the community through education and career pathways and accommodation options.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
5.4.1	Develop a program to showcase career opportunities in Murrindindi	Number of activities and attendance records	Jun-26	Facilitator	EDT	Central Ranges Local Learning & Employment Network (CRLLEN) Community Wellbeing Education & Training Organisations Business Traders & Groups
5.4.2	Promote the education opportunities in Murrindindi to young people as career pathways	Promotion of local education and training opportunities	Jun-26	Provider	EDT	Community Wellbeing
5.4.3	Implement relevant actions of the skills audit that impact young people	Number of activities and attendance records	Jun-26	Provider Facilitator	EDT	Community Wellbeing Businesses

Outcome 5.5 We recognise the importance and relevance of creative industries to our economy and community wellbeing.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
5.5.1	Prepare a definition of creative industries in relation to Murrindindi's economy	Delivery of audit report	Jun-25	Provider	EDT	Community Wellbeing
5.5.2	Support initiatives that promote creative industries, such as Dindi Art's Trail	Promotional activities	Jun-25	Provider Facilitator	EDT	Customer Experience Art organisations Creative industries
5.5.3	Investigate programs and initiatives that support First Nations creative industries	Opportunities identified	Jun-25	Facilitator	EDT	Community Wellbeing TLaWC
5.5.4	Promote opportunities for funding for creative industries including Council, State and Federal grants	Activity Log	Jun-25	Facilitator	EDT	Community Wellbeing

Outcome 5.5 We recognise the importance and relevance of creative industries to our economy and community wellbeing.

Number	Action	Measure	Timing	Council Role	Lead	Stakeholders
5.5.5	Develop an action plan based on the findings from the creative industries audit	Action plan developed	Jun-26	Provider	EDT	Community Wellbeing

This document has been prepared by Murrindindi Shire Council's Economic Development Team. If you would like to learn more about anything detailed in the action plan, please reach out to businesssupport@murrindindi.vic.gov.au or phone (03) 5772 0333 and request to speak with an Economic Development team member.

