

Direction 4: A strong and dynamic local economy

Our local economy is diverse and offers rich opportunities for innovation, education and career growth, and community vitality.



A diverse local economy is critical to resilience as it minimises reliance and stimulates innovation through participation in broader and global economies and helps to attract and retain a diverse population (namely young people and key workers). While an outward focus is essential to stay innovative, it is equally important for an economy to be open, offer a degree of self-containment and self-reliance in job and education offerings as this creates stability and minimises pressures on transport systems. For the Northern Beaches, one of the most urgent and critical gaps is access to local tertiary educational facility. Along with housing affordability (see Direction 1 above), the lack of tertiary education options is a significant driver for young people to leave the area (Northern Beaches Council, 2017).

The COVID-19 pandemic has changed the nature of how we work or study, reducing the 'insular peninsula' economic vulnerability by making working or studying from home more viable and reducing our reliance on (restricted) transport options.

This however exposes us to other vulnerabilities in step with increased dependency on communications, digital infrastructure, and energy provision and security.

Supporting our local businesses to navigate these challenges as well protecting our employment lands in the face of increasing residential land-use pressures, will be of critical importance not only to the health of the local economy, but also to the ability of the community to thrive into the future.

**Remove barriers for business
to be flexible in their local
area and be drivers for sense
of community**

(SRG Workshop participant)

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Key Priorities

Key Actions

1. Increase the resilience of our local businesses to effectively prepare, respond and recover from shock events and adapt to a changing climate	1a. Prepare an Economic Development Strategy that reflects our local resilience challenges, opportunities and priorities (S)
	1b. Develop a “Get Ready Business” program to ensure local business owners are aware of the risks to business continuity and are able to identify and implement strategies to minimise the negative economic impact of shock events (S)
	1c. Continue to undertake natural hazard mitigation and adaptation actions in areas that support economic development (O)
	1d. Support local businesses to transition to a green economy and adapt to climate change (O)
2. Increase the resilience of infrastructure that supports our local businesses, particularly telecommunications and energy supply	2a. Undertake a critical infrastructure risk assessment and partner with infrastructure providers to undertake mitigation/adaptation to increase business resilience and continuity (S-L)
3. Protect critical employment lands to strengthen economic growth and industry diversity	3a. Review planning controls to ensure critical employment lands are protected and encourage innovation (S)
4. Increase affordable housing options for our essential work force	4a. Deliver the Housing Strategy that establishes mechanisms to increase affordable housing options for our essential workforce (M)
5. Increase education options on the Northern Beaches to address skill gaps, promote local training and jobs opportunities, particularly for our youth	5a. Investigate opportunities and partnerships to increase job skill, education and training opportunities (M-L)
6. Support community and economic vibrancy through diverse night-time and weekend activities	6a. Explore opportunities to increase night-time and weekend economies, in appropriate locations (S-M)

Links to Existing Plans and Strategies

