



2026–2030

# Economic Development Strategy



**Liverpool  
Plains**  
Shire Council



# This Economic Development Strategy is Liverpool Plains Shire Council's blueprint for supporting a thriving, diverse and growing economy.

## Acknowledgement of Country

**The Liverpool Plains Shire local government area sits within Kamilaroi Country.**

In the spirit of reconciliation, Liverpool Plains Shire Council acknowledges the Kamilaroi people as the traditional custodians of the land and pays respect to Elders past, present and future and we extend our respect to all Indigenous Australians in the Liverpool Plains Shire.

## SC Lennon & Associates Pty Ltd

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## This Economic Development Strategy is Liverpool Plains Shire Council's blueprint for supporting a thriving, diverse and growing economy.

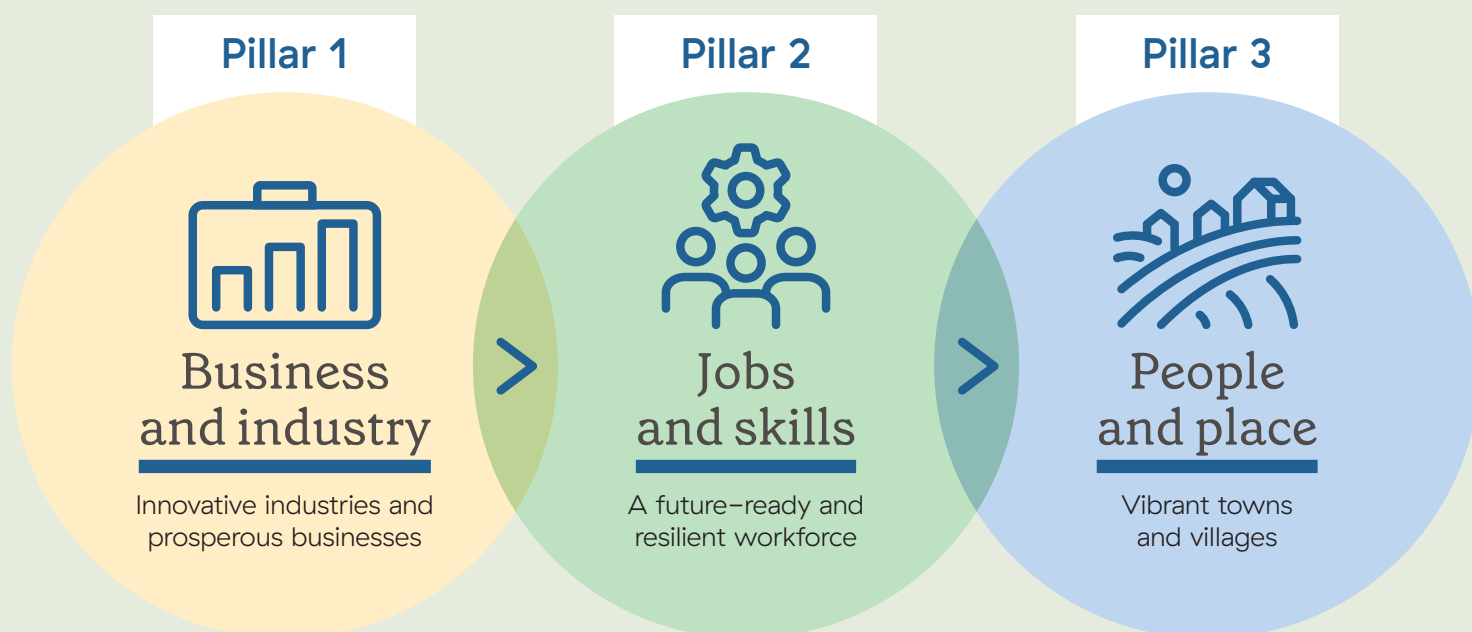
Informed by comprehensive research, independent analysis and extensive community and stakeholder input, it presents a suite of initiatives that are framed to deliver tangible outcomes over the next four years, which will underpin the Liverpool Plains' economic prosperity over the long-term.

A plan of action for promoting prosperity, this Economic Development Strategy presents a framework to support the vibrancy, liveability and sustainability of the towns and villages of the Liverpool Plains Shire through:

- business growth and investment that builds on our strengths in both existing and emerging industries,
- the development of a resilient and adaptable workforce with the skills required by businesses to innovate and prosper, and
- sustainable growth in line with our community's vision for a thriving economy and growing population.

# Executive summary

These outcomes will be realised through the implementation of a series of initiatives presented across three strategic pillars, illustrated below.



Prepared in the context of the Liverpool Plains Shire Community Strategic Plan *Horizon 2040* and its broader program of work and strategic objectives, this Economic Development Strategy underpins a commitment by Council to take a lead in the areas where it has greatest influence to shape positive economic development outcomes within its remit and resource capacity.

Adopting a partnership approach, this Strategy promotes advocacy and collaboration with our neighbours and our partners in industry and the community, as well as the other levels of government.

Implementation of this Strategy will be tracked through measurable outcomes, ensuring accountability and transparency while also providing the opportunity to pivot where circumstances dictate.

While strategy implementation progress will be measured by key economic metrics including changes in levels of investment, employment and income; success will also be defined by improvements in local economic resilience and community wellbeing, including the extent to which wealth is built, retained and shared locally across the communities of the Liverpool Plains Shire.

# Vision for a diverse and thriving economy

## A blueprint for a prosperous future

The *Liverpool Plains Shire Economic Development Strategy 2026–2030* is a visionary, aspirational and practical plan of action to support the economic vibrancy, diversity, resilience and wellbeing of the communities of the Liverpool Plains over the next five years and beyond.

A blueprint to guide Liverpool Plains Shire Council in facilitating positive change, it is built on the premise that economic development requires a shared commitment to long-term growth while also nurturing and enhancing the Liverpool Plains' community, cultural and environmental attributes which are inextricably linked with economic success.

Informed by research, consultation and data analysis and guided by a set of economic development planning principles, this practical–yet–aspirational strategy builds on the priorities of the *Horizon 2040* Community Strategic Plan and Council's commitment to help shape a resilient and prosperous future for all communities of the Liverpool Plains.

Containing initiatives designed to realise immediate economic gains alongside aspirations for sustainable growth, it aims to strike a balance, where economic activity supports positive economic development outcomes today without compromising the ability of future generations to meet their needs. In doing so, it promotes 'economic development' as the continuous improvement in levels of income and capital (wealth) and the distribution of that wealth (through local expenditure and jobs) to the community.

Addressing challenges and opportunities for economic development in a strategic and informed manner, this strategy presents a suite of actions that will be pursued by Council within the scope of its available resources and its capacity to influence positive change.

Using its levers in regulation, planning and place management, business engagement and support, workforce planning and development, advocacy and partnership–building, and investment attraction, Council will work with its partners in government, industry and the community to lead the implementation of this strategy in line with the vision for a diverse and thriving economy.

### Vision for a diverse and thriving economy:

**Built on its rich rural heritage, unique landscapes and natural beauty, the Liverpool Plains is a vibrant community celebrated for its exceptional lifestyle, diverse employment opportunities and thriving local economy.**



## Strategic outcomes

In working towards the vision for a diverse and thriving economy, this strategy articulates Liverpool Plains Shire Council's commitment to take the lead in building a prosperous future, through the realisation of the following outcomes:

Business growth and investment that builds on the Liverpool Plains' strengths in a diversity of existing and emerging industries;

The development of a resilient and adaptable workforce with a mix of skills required by businesses to grow and prosper; and

Sustainable growth in line with the community's vision for a diverse and thriving economy and growing population.

Strategy outcomes will be realised through the implementation of 28 individual initiatives across three pillars that are designed to **support innovative industries and prosperous businesses;** **encourage a future-ready and resilient workforce;** and **create vibrant towns and villages.**

This strategy will be implemented in line with the availability of resources and the capacity of Council to progress the initiatives identified. Embracing a collaborative approach, it underpins Council's advocacy initiatives to secure support from its partners, including peak bodies, business groups and industry associations, infrastructure asset owners and managers, regional development bodies and the other levels of government.





# Strategic pillars and guiding principles

Our vision for a diverse, thriving and growing economy will be realised through delivering a suite of actions presented across three strategic pillars, each with supporting principles to guide economic development planning and implementation.



The three strategy pillars and supporting principles are described below.



### Pillar one: Business and industry

#### **Innovative industries and prosperous businesses**

- Support local industry by making it easy to do business in Liverpool Plains Shire
- Deliver the planning, infrastructure and services needed to foster business innovation and entrepreneurship in the Liverpool Plains
- Attract investment and encourage local industry to value-add and prosper



### Pillar two: Jobs and skills

#### **A future-ready and resilient workforce**

- Support workforce capacity-building and alignment with industry needs and opportunities
- Support community resilience and adaptability to reduce barriers to workforce participation
- Attract and retain knowledge workers and their families to the Liverpool Plains



### Pillar three: People and place

#### **Vibrant towns and villages**

- Plan for and create thriving precincts and places
- Ensure land use planning and growth management addresses the needs and opportunities of the Shire's residents and businesses
- Advocate for strategic infrastructure to enable investment and sustainable population growth in the Liverpool Plains

Together, the three pillars and nine guiding principles frame the initiatives presented in the Economic Development Strategy Action Plan.

The economic development planning principles also assist Liverpool Plains Shire Council in assessing future challenges and opportunities for economic development as they arise.



## Socio-economic snapshot

Situated in the New England North West region of NSW at the junction of the New England and Kamilaroi Highways, and covering an area of 5,086 square kilometres, the Liverpool Plains Shire is just 50 minutes by road to Tamworth and around three hours' drive to Newcastle.

Surrounded by productive agricultural land and stunning landscapes, the Liverpool Plains is home to a population of 7,670, with the township of Quirindi at its core, and a network of vibrant towns and villages including Wallabadah, Werris Creek and Willow Tree. Steeped in history and culture and with a welcoming rural character, the Liverpool Plains is the ideal place to live, work and invest.

Home to 1,065 businesses and a local workforce of 2,800, the Liverpool Plains has a predominantly rural-based economy driven by its agricultural sector (oilseeds, grains and beef) and a long-established mining industry which is in a period of transition. As well as having excellent access to major roads including the New England Highway, the Liverpool Plains hosts two major railway lines, which send a variety of agricultural and mineral produce to multiple destinations including the Port of Newcastle. Other industries that drive and support local economic activity include transport, construction, health care and social assistance, education, retail trade and a developing visitor economy centred on nature-based attractions and agri-tourism experiences.

While the strength and depth of the agricultural sector will continue to underpin local economic activity, a desire to grow a stronger, more vibrant economy with a growing population, means that a more diversified industrial base is needed to drive local economic growth and development. This can be achieved by leveraging the Liverpool Plains' comparative and competitive advantages, including its strategic location, its natural features, its agricultural capabilities, its tourism assets and its appealing regional lifestyle offer.

Emerging sectors that have potential for growth include agribusiness, controlled environment horticulture, transport and logistics and renewables, with the Liverpool Plains being proximate to two of the State's Renewable Energy Zones. The Liverpool Plains also presents potential to attract and grow its professional services sector on the back of its appealing rural lifestyle offer and proximity to the regional centre of Tamworth, coupled with good connections by road, rail and air to national and international markets.

The Liverpool Plains' natural beauty, vibrant towns and villages and local industries present exciting opportunities for growth. But there are also challenges that need to be addressed including an ageing population, skills and housing shortages, and health care, childcare and other community service constraints.

By addressing the challenges and opportunities, this strategy provides the framework to encourage and facilitate investment that will enhance quality of life, promote sustainable population growth and support local businesses to foster a diverse and thriving economy, now and for generations to come.



## Key socio-economic metrics at a glance



Population

7,670



Median age

47

Compared to 39 for NSW



Av. household size

2.3 persons

Compared to 2.6 for NSW



Local jobs

2,712

Compared to 2,876 working residents



Unemployment

2%

Compared to 4.3% for NSW



Agricultural industry jobs

28%

Compared to 2% for NSW



Businesses

1,065

70% of which are non-employing



Tourism jobs

5%

Compared to 6% for NSW



Gross Regional Product (GRP)

\$877m

Up 5.9% pa over 5 years

Sources: Australian Bureau of Statistics (2021 and 2025), Department of Employment and Workplace Relations (June 2025), REMPLAN (2025) and Tourism Research Australia (2025).

# Strategic alignment and implementation partners

## Championing a collaborative approach to economic development

Liverpool Plains Shire Council is committed to providing the foundations for prosperity by working to strike a balance between economic opportunity and community wellbeing.

Economic development sits at the intersection of economy, community, culture and environment. This means that Council's commitment to promoting a diverse and thriving local economy does not occur in isolation, and key to supporting economic development is strong connections across Council departments.

Through the delivery of the actions presented in this strategy, Council supports and guides economic development using its levers in regulation, planning and place management; local business engagement and support; tourism promotion and visitor servicing; support for workforce planning and development; advocacy and partnership-building; and investment attraction.

Designed to support its commitment to build a prosperous future for all communities of the Liverpool Plains, this strategy is aligned with and supports the Horizon 2040 Community Strategic Plan, other key Council plans and strategies as well as other strategies external to Council's operations.

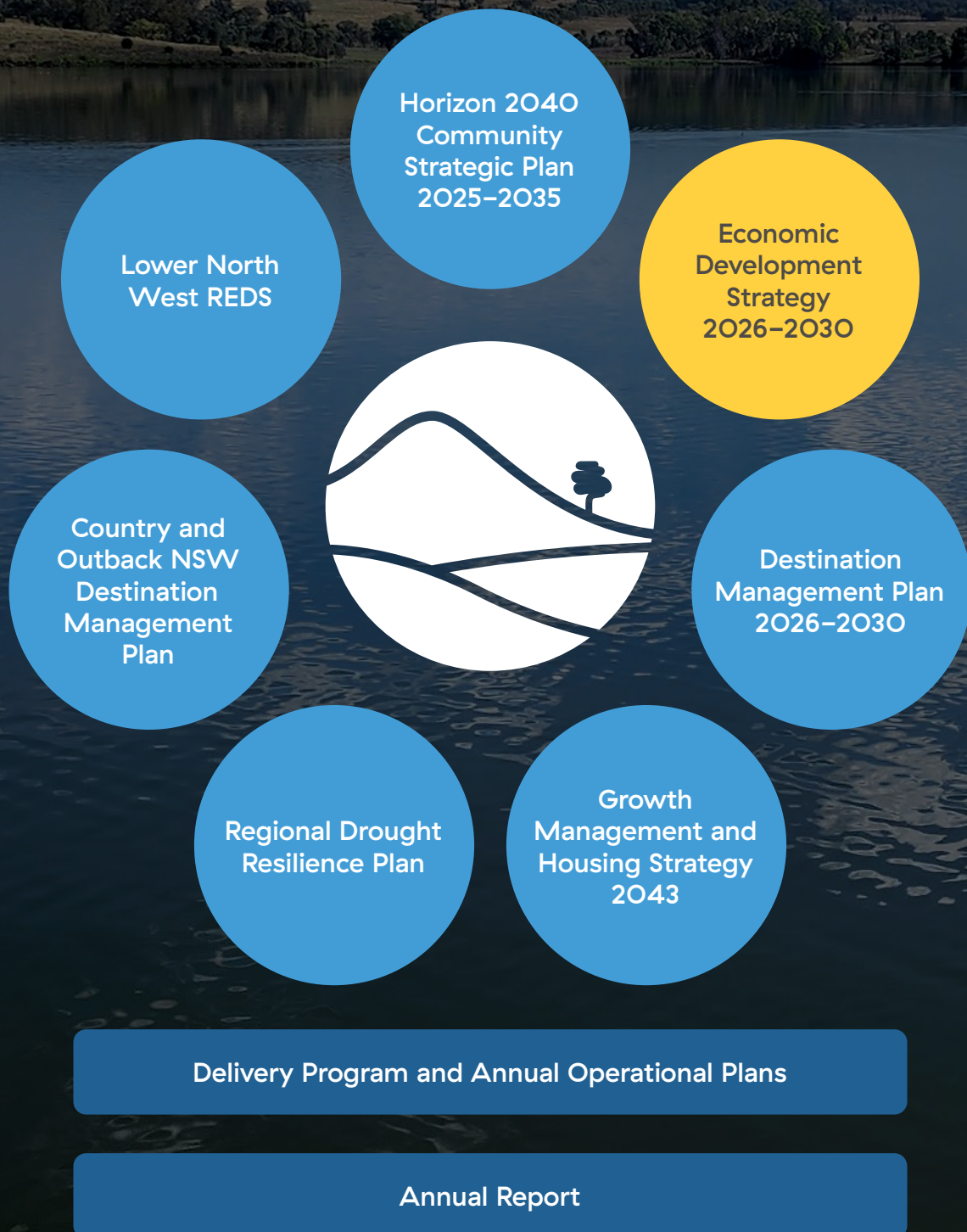
Equally important as connections across departments within the organisation is strong partnerships between Liverpool Plains Shire Council and other key agencies and organisations throughout the Liverpool Plains and surrounding areas. In delivering this Strategy, Council promotes a collaborative approach to economic development with its partners including:

- Business operators and traders
- Destination Country and Outback NSW
- Education and training providers
- Infrastructure service providers
- Liverpool Plains Business Chamber
- Neighbouring councils
- The Plains Inc.
- Regional Development Australia (RDA) Northern and Inland NSW
- State and Federal Government departments and agencies
- Tourism operators and accommodation providers

Working together in partnership with other key agents of change, local businesses and the community underpins Council's collaborative approach to achieving the goals and objectives of this Economic Development Strategy.



# Strategic alignment



# Action plan

## Economic development planning framework

This strategy contains 28 actions across the three strategic pillars and are informed by the guiding principles under each. The initiatives are focussed on:

1. Supporting innovative industries and prosperous businesses,
2. Encouraging a future-ready and resilient workforce, and
3. Creating vibrant towns and villages.

The actions are presented in the following pages, under each of the three pillars.

## Economic development strategy framework

Three strategic pillars



Nine guiding principles



28 individual actions





## The action plan

Informed by the guiding principles for economic development, the actions represent ‘Council-led’ initiatives that involve specific tasks and an allocation of the organisation’s human, physical and financial resources. They reflect Council’s economic development roles and functions and the levers it has at its disposal to influence positive change. They include key advocacy initiatives, where delivery relies on a partnership approach.

Designed to capitalise on the unique character and features of the Liverpool Plains, to help fulfil the vision for a diverse and thriving economy, the action plan is outcomes-focussed. It balances accountability with agility, providing local businesses, the communities of the Shire and strategy implementation partners with enough detail about the approach to each initiative to ensure alignment and to address the challenges and opportunities for economic development, without providing so much detail that Council is locked into activities that may become outdated.

All of the actions will be implemented over the course of this five-year plan in line with the availability of resources to progress the initiatives identified. Some actions are designed to build on or continue initiatives already in place, some are already resourced while others require additional resourcing.

Each action is assigned a level of priority/timing according to whether it is a high (short-term) measure (to be implemented in Year 1), a medium-term initiative (Years 2 and 3) or a longer-term initiative (Years 4–5). Potential implementation partners are also identified.

By using its economic development levers and guided by this strategy, Liverpool Plains Shire Council is committed to the implementation of the initiatives presented in the action plan to fulfill its vision for a diverse and thriving local economy.

# Pillar one – Business and industry

## Innovative industries and prosperous businesses



### Support the establishment, growth and development of innovative industry and prosperous businesses.

Liverpool Plains Shire Council is committed to encouraging economic development through initiatives that capitalise on local comparative and competitive advantages while being cognisant of emerging industry trends and prospects. It embraces an open-for-business approach in its efforts to facilitate new investment and support business expansion, consistent with its vision for a diverse and thriving economy.

Looking ahead, economic development in the Liverpool Plains lies in the development of new, high-value forms of agricultural production, and the realisation of opportunities associated with emerging sectors including agribusiness, controlled environment horticulture, transport & logistics, renewables and tourism. When these driver sectors flourish, demand for the goods and services of the Liverpool Plains' health, education, retail and professional services sectors, will also grow.

Support for existing and emerging industries requires investment in the Liverpool Plains' enabling infrastructure and services including transport, communications, water, energy and industrial land. Council promotes and facilitates

investment in its key industries utilising its levers in land use planning and regulation, infrastructure and service delivery, business engagement, investment attraction and advocacy.

The Liverpool Plains is part of the Namoi Regional Job Precinct (RJP), which seeks to boost the region's agricultural industry by streamlining the planning system and leveraging state and local government collaboration. Agriculture, particularly intensive livestock, has been identified as key to the Namoi region's continued economic success.

The aim is to support high-potential agricultural activities while managing land use conflict, generating economic growth and protecting existing amenity. Through collaboration, Council provides planning support to facilitate approvals and build confidence in the Liverpool Plains as an appealing investment location. As well as working to facilitate new investment, Council is committed to initiatives that help build the Liverpool Plains' business and employment base from within.

As it is often a first point of contact for prospective new businesses and those seeking information on business support services or opportunities to expand, Council plays an important role in facilitating the delivery of information on government grants, business support programs, regulatory matters, locations for investment and new supply opportunities.

For example, The New England and Central-West Orana Renewable Energy Zones (REZ) provide scope for businesses in the Liverpool Plains to explore supply chain opportunities and to benefit from increased economic activity generated through the Renewable Energy Zones.

Inland Rail also presents an opportunity for the Liverpool Plains. With the project expected to see 2 million tonnes of agricultural freight moving from road to rail, and with additional rail capacity on the Main North Line into Newcastle and Sydney, this will benefit intermodal terminals at Werris Creek in the Liverpool Plains as well as nearby Tamworth and (once developed) the Narrabri Inland Port.

In pursuing activities under Pillar 1 of this strategy, Council is guided by the following three economic development planning principles:

- **Support local industry by making it easy to do business in Liverpool Plains Shire**
- **Deliver the planning, infrastructure and services needed to foster business innovation and entrepreneurship in the Liverpool Plains**
- **Attract investment and encourage local industry to value-add and prosper**



## Pillar 1 contains 10 actions as shown below

Action	Funding source	Scheduled delivery			
		26/27	27/28	28/29	29/30
Support local industry by making it easier to do business in Liverpool Plains Shire					
1.1 Investigate the feasibility of establishing an Economic Development Manager position within Council’s organisation structure to lead its economic development activities and engage with the local business community.	Council				
1.2 Promote Council services to facilitate access to information on the planning and regulatory pathway to business establishment and growth in Liverpool Plains Shire.	Council				
1.3 Engage with local businesses to facilitate access to government-sponsored small business grants, information and advisory/support services.	Council				
1.4 Engage with the Australian Rail Track Corporation and transport and logistics industry stakeholders to identify supply chain opportunities associated with the Inland Rail.	Council				
1.5 Engage with EnergyCo and REZ project proponents to identify and help secure supply chain opportunities for businesses in the Liverpool Plains.	Council				
1.6 Explore opportunities for aviation-related industry at Quirindi Airport.	Grant				
Deliver the planning, infrastructure and services needed to foster business innovation and entrepreneurship in the Liverpool Plains					
1.7 Explore opportunities to utilise water storage capacity at the Whitehaven mine site.	Grant				
1.8 Prepare a Liverpool Plains small business innovation hub opportunities and options analysis to support start-up, home-based and micro-businesses requiring a professional workspace to develop, expand and network.	Council				
Attract new investment and encourage existing local industry to value-add and prosper					
1.9 Collaborate with regional partners through the Namoi Regional Jobs Precinct to support investment in value-added agriculture including food processing, intensive livestock and controlled environment horticulture.	Council				
1.10 Prepare an investment attraction strategy and prospectus to promote the Liverpool Plains’ key industries and investment opportunities to prospective investors and key government agencies.	Council				

## Pillar two – Jobs and skills

### A future-ready and resilient workforce



**Key to the development of competitive businesses and strong industries in the Liverpool Plains is a capable workforce that is equipped with the skills required to meet the needs of businesses now and in future.**

Consultation with business and industry, as well as key government agencies highlighted that the Liverpool Plains faces skill shortages and limited access to a job-ready, flexible workforce across a number of industries including agriculture, transport and logistics, construction, healthcare, aged care, childcare and hospitality as well as emerging new industries such as renewables.

Being ready for the economy of the future means learning new skills and being able to adapt and think ahead. It's about planning for the long-term to ensure that the actions of Council, working in collaboration with other stakeholders, can help address the needs of the Shire's businesses, it's existing and aspiring workforce and the community.

This includes planning for improved education and training infrastructure and services and the development of the local workforce, as well as being open to new ideas and evolving technologies. It's also about taking a broader view to ensure the local workforce is integrated with the wider region so that people and businesses have the tools they need to prosper.

Access to skilled labour is influenced by the availability of education and training, levels of workforce participation and the mobility and flexibility of labour. Liverpool Plains Shire's existing and emerging workforce requires access to education and training services and facilities with the programs and the infrastructure in place to support their employment aspirations and the requirements of local businesses.

While Council is not a trainer or educator, it has an important role to play in shaping the workforce planning narrative for the Liverpool Plains. This means taking a collaborative approach to inform the Liverpool Plains' workforce planning and development priorities. Direct involvement from businesses, educators and the community will continue to be encouraged so that the Liverpool Plains' existing and aspiring workforce can be provided with opportunities for learning and for on-the-job training that will translate into sustainable career pathways in a diversity of existing and emerging new industries.

This includes working together to establish the case for investment in tertiary education and training locally to build workforce capacity and create jobs locally. The consultations highlighted the need for education and training facilities that serve the needs and opportunities of the region's key industry in agriculture. It was suggested that the concept of a local agricultural college could be explored. Currently, the Liverpool Plains has no dedicated training facilities to support its largest industry.

In pursuing activities to encourage a future-ready and resilient workforce, Council is guided by the following economic development planning principles:

- **Support workforce capacity-building and alignment with industry needs and opportunities**
- **Support community resilience and adaptability to reduce barriers to workforce participation**
- **Attract and retain knowledge workers and their families to the Liverpool Plains**

Pillar 2 contains 8 actions as shown below

Action	Funding source	Scheduled delivery			
		26/27	27/28	28/29	29/30
Support workforce capacity-building and alignment with industry needs and opportunities					
2.1 Identify priority workforce needs through the development of a <i>Liverpool Plains Jobs Plan</i> highlighting education and training priorities to be advocated for.	Grant				
2.2 Partner with the health and community services sector to map critical training needs and build capacity in priority areas including childcare, early learning and aged care.	Grant				
2.3 Co-design with key stakeholders a program to attract and retain essential workers to the Liverpool Plains through marketing, relocation initiatives, mentoring and networking.	Council				
Support community resilience and adaptability to reduce barriers to workforce participation					
2.4 Explore the delivery of careers expos, mentoring, and leadership development opportunities for the Liverpool Plains' youth, to showcase local training and employment pathway opportunities.	Grant				
2.5 Establish a local 'workforce incubator program' by working with key stakeholders to identify and offer trainee and apprenticeship placements across Council for in-demand occupations.	Council & Grant				
Attract and retain knowledge workers and their families to the Liverpool Plains					
2.6 Promote the Liverpool Plains as a destination of choice for professional service providers seeking a regional work/life balance.	Council				
2.7 Prepare and deliver a <i>Welcome to the Liverpool Plains</i> and utilities Council's website and social media channels to deliver essential information to new residents and businesses.	Council				
2.8 Work with government, industry and the education and training sector to investigate the business case and funding opportunities for an agricultural training college in the Liverpool Plains.	Grant				



## Pillar three – People and place

### Vibrant towns and villages



**The people of the Liverpool Plains are its most important resource, and a stable and growing population will underpin the Shire's economic and community sustainability.**

To realise the vision for a diverse and thriving economy, Council will work to encourage a stronger, more vibrant community with a growing population.

An increase in the Shire's population will support local service delivery, attract government funding, serve to retain existing businesses, recirculate more wealth locally and attract new investment as confidence in the Liverpool Plains as a place to live, learn, work and invest grows. New investment will generate more opportunities for employment, creating a positive multiplier effect of more people, more local investment and more jobs.

Council recognises a number of challenges that need to be addressed to elevate the Shire's appeal to both existing and prospective new residents and businesses. These challenges include town centre amenity and vitality, the quality of local roads and highways, digital connectivity, adequate provision of housing (and housing choice), health care,

aged care and childcare services and access to tertiary education and training.

Council's recently completed Growth Management and Housing Strategy (GM&HS) sets a clear direction for growth from a residential land use perspective. A focus of the GM&HS is on ensuring a sustainable future that meets the needs of the Shire's residents and businesses alike. One of the key components to achieving this is the development of a comprehensive housing strategy that addresses the current shortage of affordable housing in the Liverpool Plains.

As well as planning for sustainable population growth and development, Council is also responsible for ensuring that the form and function of the Shire's towns and villages are of a standard and quality expected of its residents and which present an appealing lifestyle offer to prospective new residents and businesses. As a place-maker, Council uses its land use planning, regulatory and place-making levers to continually enhance the area's lifestyle appeal.

Council directly invests in a sense of place and the functioning of its towns and villages through streetscape enhancements, place activation and urban improvement programs. In doing so, it pro-actively works to enhance the Liverpool Plains' appeal as a desired location in which to live, learn, work and prosper, recognising the critical importance of investment in place

for enhancing the lifestyle appeal of the Liverpool Plains and its communities.

In this role, Council is committed to continual investment in initiatives – both place-based activities and others such as 'shop local' promotional initiatives – that will activate and enhance retail and commercial activity in the towns and villages throughout the Shire. This includes, for example, initiatives to improve town entry signage, streetscaping, interpretive trails, murals and events as well as activation incentives. Council will continue to prioritise place-making investments in the interest of community need while advocating for sustained levels of investment from the other tiers of government.

In supporting vibrant towns and villages, Council is guided by the following principles:

- **Plan for and create thriving precincts and places**
- **Ensure land use planning and growth management addresses the needs and opportunities of the Shire's residents and businesses**
- **Provide and advocate for strategic infrastructure to enable investment and sustainable population growth in the Liverpool Plains**

### Pillar 3 contains 10 actions as shown below

Action	Funding source	Scheduled delivery				
		26/27	27/28	28/29	29/30	
Plan for and create thriving precincts and places						
3.1	Work with retailers and other businesses to facilitate town and village centre place activation opportunities.	Council/ grant				
3.2	Implement climate-resilient landscaping in public spaces across all towns and villages, utilising best practice from the Liverpool Plains Shire Council and Gunnedah Shire Council Drought Resilience Plan.	Council/ grant				
3.3	Prepare Masterplans for the Quirindi and Werris Creek Central Business Districts as a potential catalyst for town centre revitalisation.	Council				
3.4	Investigate the feasibility of a contemporary Shire-wide shop local program to encourage more shopping and spending locally.	Council				
Ensure land use planning and growth management addresses the needs and opportunities of the Shire’s residents and businesses						
3.5	Progress initiatives to address the Shire’s housing needs guided by the findings and recommendations of the Liverpool Plains Growth Management and Housing Strategy 2043.	Council/ grant				
3.6	Organise an inaugural housing development opportunities summit to inform developers, investors and builders on residential land development opportunities in the Liverpool Plains.	Council				
Provide and advocate for strategic infrastructure to enable investment and sustainable population growth in the Liverpool Plains						
3.7	Undertake a childcare needs, opportunities and site options analysis in Liverpool Plains Shire.	Grant				
3.8	Prioritise digital connectivity ( phone and Internet ) shortfalls and determine practical solutions.	Council/ grant				
3.9	Identify and advocate for funding for priority road infrastructure upgrades throughout the Liverpool Plains.	Council				
3.10	Continue project advocacy and ensure Liverpool Plains Shire’s key projects are afforded the appropriate level of priority in wider regional advocacy programs.	Council				

#### Potential partners

- Businesses and retailers
- Liverpool Plains Business Chamber
- NBN
- RDA Northern and Inland NSW
- Real estate agents
- State and Federal Governments
- Telstra

# Targets, monitoring and evaluation

## Measuring and monitoring strategic outcomes

The initiatives presented in this Economic Development Strategy have been developed with reference to the overarching aspiration for the Liverpool Plains Shire to grow a diverse and thriving economy, consideration of its economic status as well as broader economic trends, impacts and influences in a constantly evolving economic landscape.

As a whole-of-organisation document that has been prepared in the context of Council's broader program of work and strategic objectives, this Strategy will be implemented in line with determined priorities, available resources and the capacity of Council to progress the initiatives identified.

Aligned with the *Horizon 2040* Community Strategic Plan and the vision for a thriving economy and growing population, the Strategy's implementation progress and identified priorities will be used to inform ongoing operational planning, budget allocation and project/program delivery.

Some of this Strategy's actions seek to build on or continue initiatives already in place and some are already resourced, whereas others require additional resourcing (depending on implementation priorities), either from internal or external sources such as government grants.

To ensure that it is working effectively in collaboration with its partners towards addressing strategic objectives, Council will continually monitor, assess and report on the implementation of the actions and the achievement of key milestones.

Means of monitoring and evaluating implementation progress will include the use of both 'output' measures related directly to the recommended actions contained in this strategy and their implementation, as well as some broader 'outcome' metrics.

## Performance measures

Measure	Source	Baseline	Target
Population	REMPLAN ( 2024 )	7,620	Increasing
Employment ( jobs )		2,712	Increasing
Economic output		\$1.5 billion	Increasing
Gross regional product		\$877.3 million	Increasing
Building approvals		\$5.3 million	Increasing
Community economic wellbeing index	University of Canberra Regional Wellbeing Survey ( 2023 )	3.8	Increasing







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