



FUTURE DIRECTION 5: ROBUST ECONOMY

STRATEGIC DIRECTION	STRATEGY	PROPOSED ACTIONS	STAKEHOLDER OWNER	STAKEHOLDERS REQUIRING INPUT (Primary)	STAKEHOLDERS REQUIRING ENGAGEMENT (Secondary)	STATUS	Notes
<p>5.1 Regional Hub</p> <p>Recognise Nhulunbuy as a natural centre for meeting the business and service needs of East Arnhem Land, and continue to build capacity to serve the broader region with quality services.</p>	<p>5.1.1 Advocate for the Northern Territory and Commonwealth governments to foster and promote Nhulunbuy's role as a service hub to the region.</p>	<p>5.1.1.1 Support developing an East Arnhem Land strategy and project implementation: 1. Support development of community service organisations in Nhulunbuy 2. Provide logistical support on analysis of existing overlaps and gaps in the market. Identify impediments to economic development 3. Identify key opportunities and catalysts for economic development 4. Position Nhulunbuy as the residential centre for Government services across the region, using existing residential and short-stay (FIFO) accommodation as useful assets</p>	<p>REDC</p>	<p>DEAL NTG DCM/NADO</p>	<p>MEP</p>	<p>In Progress</p>	<p>REDC 2016 Priorities: 1. Infrastructure 2. Common Growth barriers and enablers 3. Industry Development. Update from Jim Rogers: NT Government has committed to Nhulunbuy as an economic hub and service centre for East Arnhem and is investing in schools, health and emergency/policing services across the region. Government services continue to be strengthened in the region including Dept of Business. October Business Month - sponsor - DoB Darwin. DEAL Goals: Promote East Arnhem Land as a business and visitor destination; Support Growth through Advocacy and Planning; Connect Business to Industry Funding and Support.</p>
<p>5.2 Enterprise</p> <p>Acknowledge that Nhulunbuy's future lies in local enterprise and act upon this by supporting economic development initiatives and fostering partnerships across business networks.</p>	<p>5.2.1 Work in partnership with DEAL, local businesses and the Chamber of commerce to revitalise the business and commercial environments, and attract and retain entrepreneurial people that seek to build local businesses and networks.</p>	5.2.1.1 Update the local Business Directory	Chamber of Commerce			Complete	Infrastructure
		5.2.1.2 Reinvigorate local business support networks	Chamber of Commerce (TBC)	DEAL NTG DoB REDC		In Progress	Nhulunbuy Business Week: 13-19th October 2016
		5.2.1.3 Identify and act upon business opportunities including agriculture, cattle, fish, aquaculture mechanical services, fresh food produce	REDC	DEAL NTG DCM/NADO NLC Land Owners	MEP	In Progress	
		5.2.1.4 Support businesses to share resources and negotiate the contracting of business support service from Darwin collectively (e.g. IT, book-keeping)	Chamber of Commerce (TBC)	Chamber of Commerce DEAL			Alice Springs as well
		5.2.1.5 Improve access to the Port for commercial operators	REDC	DEAL Rio Tinto Gumatj REDC		In Progress	
		5.2.1.6 Support development of Nhulunbuy Tourism Strategy	REDC	EALTA DEAL	DoB		
		5.2.1.7 Support access to homeland tourism opportunities for Nhulunbuy local stakeholders, including short-stays, culture tours and day tours	REDC	EALTA DEAL/MANYRIVERS	MEP		
		5.2.1.8 Support Yolŋu business development	REDC	NTG DoB, DCM DEAL/ManyRivers	MEP Barry Bonthuys? (EARC)		
		1.3.1.3 Engage, support and mentor Yolŋu business	REDC	ManyRivers	YBE; Chamber of Commerce		Micro Enterprise - ManyRivers;
		5.2.1.9 Work in partnership with Dhimurru and other relevant stakeholders to enhance access to key tourist locations through a more streamlined land/sea access permit system	Dhimurru (TBC)	NLC REDC		In Progress	
	<p>5.2.2 Establish a 'Buy Local' campaign.</p>	5.2.2.1 Develop a 'Buy Local' marketing strategy in association with the North East Arnhem Land Chamber of Commerce and local businesses	Chamber of Commerce (TBC)	REDC	MEP DEAL/NTG		Products created by MEP participants NTG policy - EAL
		5.2.2.2 Establish a 'Buy Local' marketing message				Closed	Amalgamate with 5.2.2.1
		5.2.2.3 Seek support from local media – radio, newspaper and publications used by local organisations					Closed
<p>5.3 Investment Attraction</p> <p>Collaborate with all stakeholders to promote investment and address challenges and risks to business investment.</p>	<p>5.3.1 Work with and advocate to governments the need to support the enhanced role of Nhulunbuy and its strategic place in servicing the region as part of the 'Building Northern Australia' initiative.</p>	5.3.1.1 Work with stakeholders to identify and address the underlying issues that will drive investment in Nhulunbuy infrastructure and businesses	REDC	DEAL NTG DCM/NADO Rio Tinto		In Progress	Nhulunbuy Business Week
		5.3.1.2 Enhance access to land for residential and commercial development	REDC	Nhulunbuy Corporation NLC Rio Tinto NTG DCM/NADO			
		5.3.1.3 Review town planning and zoning to ensure adequate commercial land availability	Rio Tinto (TBC)	Nhulunbuy Corporation NTG DLPE, DCM			
		5.3.1.4 Support the ongoing assessment and, where appropriate, access to shared infrastructure	Nhulunbuy Corporation (TBC)				
		5.3.1.5 Enhance access to the town via road infrastructure and more-cost-effective air travel	REDC			In Progress	