

Date Adopted July 2009
Date Reviewed-current as at September 2015
To be Reviewed September 2018

Fully compliant with Victorian
Charter of Human Rights and
Responsibilities Act 2006



POLICY TITLE INVESTMENT ATTRACTION

POLICY NUMBER POL/ECO1000

PURPOSE

The purpose of this policy is to encourage new business investment or the significant expansion of existing businesses in the Rural City of Swan Hill.

SCOPE

This policy applies to all applications received from businesses seeking assistance and/or financial incentives from Council.

POLICY

Council is committed to the creation, retention and development of business and employment opportunities within the Municipality and continues to encourage business development in the Municipality.

Council can offer incentives to developments through cash payment or in-kind works and provides personalised tailored assistance to businesses.

The level of possible incentives available is influenced by the location, the degree of economic, social and environmental benefits which the development will bring to the Municipality, and the businesses ongoing and independent sustainability. Any assistance is at the absolute discretion of Council

RELATED POLICIES/DOCUMENTS

- Economic Development Strategy
- Infrastructure Contribution Policy

RELATED LEGISLATION

- Local Government Act 1989 (Vic)
- Privacy Act 1988 (Cth)

Signed: Michael Adamson

Mayor

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PROCEDURE TITLE INVESTMENT ATTRACTION

PROCEDURE NUMBER PRO/ECO1000

ENABLING POLICY/DIRECTIVE

Investment Attraction Policy POL/ECO1000

ENABLING LEGISLATION

Local Government Act 1989 (Vic)
Privacy Act 1988 (Cth)

1. PURPOSE

To provide a framework for the assessment of assistance and/or financial incentives applicable to either new business investment or the significant expansion of existing business in the Rural City of Swan Hill.

2. SCOPE

This procedure applies to all applications received from Australian businesses seeking assistance and/or financial incentives from Council.

3. PROCEDURE

3.1. GENERAL PRINCIPLES

To be considered for assistance, either a cash amount or equivalent works to that amount, an applicant must demonstrate that the development will provide either significant net economic benefits through employment creation or retention, direct financial benefits to Council through additional income or reduced costs, social benefits through the improvement of community infrastructure (such as roads or recreational facilities) or environmental benefits through reduced greenhouse gas emissions, improved drainage or waste management.

The applicant must also demonstrate to Council that it:

- Has a strong supply base or economic links in the local area
- Is financially sound and is sustainable in the medium to long term
- Has a demonstrated long-term commitment to the region

Retrospective assistance for developments that have already been planned or commenced is not available.

3.2. LEVELS OF ASSISTANCE

The level of assistance able to be offered is dependent on the extent to which any new project meets the Project Benefit Assessment Criteria.

3.2.1. MAJOR INVESTMENT ASSISTANCE

This assistance is designed for businesses creating 10 or more positions Permanent Full Time Equivalent ("PFTE").

The range of assistance that may be provided includes:

- A key point of contact to help facilitate:
 - Statutory Planning including rezoning and subdivision
 - Council infrastructure requirements
 - Public Health
 - Natural Resources Management
 - Compliance/ Local Laws
 - Waste and Wastewater Management
 - Meetings with Councillors and Council employees
 - Meetings with State and Federal MPs
 - Meetings with key State and Federal Government Departments
 - Contacts with key utility providers
 - Contacts with Property and Employment Agencies
 - Contacts with Business Networks
- Provision of relevant documentation and reports including regional and site-specific maps, plans and strategies
- Assistance with funding applications excluding Council-provided grants.
- Businesses may be eligible for an investment incentive equivalent to a maximum of 75% of any additional rates received by Council directly as the result of the development for a period of up to five years.

3.2.2. MINOR INVESTMENT ASSISTANCE

This assistance is designed for businesses creating less than 10 positions PFTE

The range of assistance that may be provided includes:

- A key point of contact to help facilitate:
 - Statutory Planning including rezoning and subdivision
 - Council infrastructure requirements
 - Public Health
 - Natural Resources Management
 - Compliance/ Local Laws

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- Waste and Wastewater Management
 - Contacts with key utility providers
 - Contacts with Property and Employment Agencies
 - Contacts with Business Networks
- Provision of relevant documentation and reports including regional and site-specific maps, plans and strategies
 - Assistance with funding applications excluding Council-provided grants.
 - Businesses may be eligible for an investment incentive equivalent to a maximum of 50% of any additional rates received by Council directly as the result of the development for a period of up to three years.

3.2.3. RURAL AND SMALL TOWNS INVESTMENT ASSISTANCE

This assistance is designed for businesses setting up outside of the towns of Swan Hill and Robinvale.

The range of assistance that may be provided includes:

- A key point of contact to help facilitate:
 - Statutory Planning including rezoning and subdivision
 - Council infrastructure requirements
 - Public Health
 - Natural Resources Management
 - Compliance/ Local Laws
 - Waste and Wastewater Management
 - Contacts with key utility providers
 - Contacts with Property and Employment Agencies
 - Contacts with Business Networks
- Provision of relevant documentation and reports including regional and site-specific maps, plans and strategies
- Assistance with funding applications excluding Council-provided grants.
- Businesses may be eligible for an investment incentive equivalent to a maximum of 75% of any additional rates received by Council directly as the result of the development for a period of up to five years.

4. APPLICATION AND ASSESSMENT PROCESS

The applicant shall submit a written application using the application form and conforming to the guidelines provided.

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All applications are referred to the Manager of Economic and Community Development and assessed as follows:

- Applications requesting an investment incentive of less than \$50,000 are assessed by the Executive Leadership Team.
- All other applications are determined by Council based on a recommendation from the Executive Leadership Team.

Applications are ranked using a quantitative and qualitative ranking matrix developed for this purpose. Each application is assigned a score out of 100 based on the degree of economic, direct financial, social and environmental benefit.

Any business considered eligible for the receipt of financial or in-kind works assistance is required to enter into a funding agreement with Council which commits the business to agreed targets relating to the benefits to be derived. Prior to incentive payments being provided, the recipient is required to provide evidence that the targets have been met.

Generally, Council discloses any special development assistance provided to a developer after negotiations have concluded and Council has made its final decision.

However, where the developer has submitted a written request that information relating to development assistance remain confidential due to reasons relating to "Commercial in Confidence", a special resolution of Council is required to withhold such information.

5. COMMUNICATION STRATEGY

This procedure is to be used as a guideline for all staff and management when dealing with new business and businesses looking at expanding. Enquiries are to be referred to the Economic Development Unit that will coordinate the implementation of the policy.

6. RELATED POLICIES/PROCEDURES/DOCUMENTS

Economic Development Strategy
Infrastructure Contribution Policy

Signed: David Lenton

Acting CEO

Date: 11/11/2015