

# INVESTMENT ATTRACTION FRAMEWORK

City Vision – A welcoming, liveable City: *made by people.*

## Prosperous Economy

*A city with a thriving economy that enriches its local community*

We invest in our local economy to benefit current and future generations

Facilitate the growth of investment in the city and its community

Deliver an Investment Attraction Plan for the City of PAE



### Marketing and Promotion

The City is recognised and promoted as a competitive, and attractive destination for investment, that aligns with its long-term economic and community outcomes, underpinned by quality lifestyle, and a strong sense of place.



### Relationship Management and Advocacy

Strategic relationships with government and priority industries, driven by strong leadership and proactive advocacy unlock investment potential and advance our economic priorities with community in mind.



### Business Growth and Diversification

New and existing businesses expand, innovate and create high value jobs across diverse sectors.



### Investment Ready Precincts

Strategic precincts and enabling infrastructure are enhanced to meet investor needs and future demand.



### Governance and Supportive Business Environment

A co-ordinated customer focused approach with efficient processes and responsive case management, supported by guiding principles, clear roles and cross team alignment to make it easier to invest.

## Application of the City Vision Guiding Principles

### Equity and belonging

Council will seek to attract investment that delivers local community benefit, supports inclusive economic participation and creates accessible opportunities across the city.

### Participation

Council will shape its investment attraction approach through engagement with the local community, businesses and industry to ensure investment aligns with local needs and aspirations.

### Sustainability

Council will pursue investment that supports environmental resilience, aligns with climate and circular economy objectives, and delivers long term sustainable outcomes.

### Integrity

Council will pursue investment through transparent, evidence-based decision making, with clear accountability of its roles, and a focus on genuine community benefit.

### Transformative

Council will pursue investment that drives long term change, supports innovation and emerging industries, and positions the city for a resilient future ready economy.