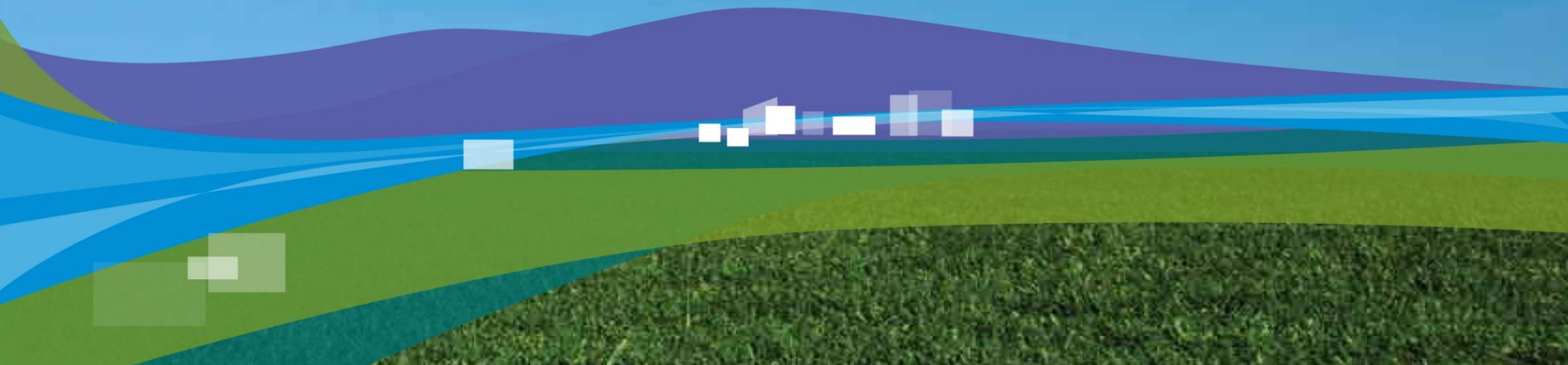


# The Bathurst Economy & Council's Leadership in Economic Development

SEGRA 2015

BATHURST REGIONAL COUNCIL 



## Vision

For Bathurst to become the most prosperous regional city in Australia.

## Council's role in Economic Development

***Economic growth is about consumer and business confidence.  
Consumer confidence to spend and business confidence to innovate.***

## Population

- ERP 41,682
- Projected population 52,851 by 2036 (ID).

## Employment & Industries

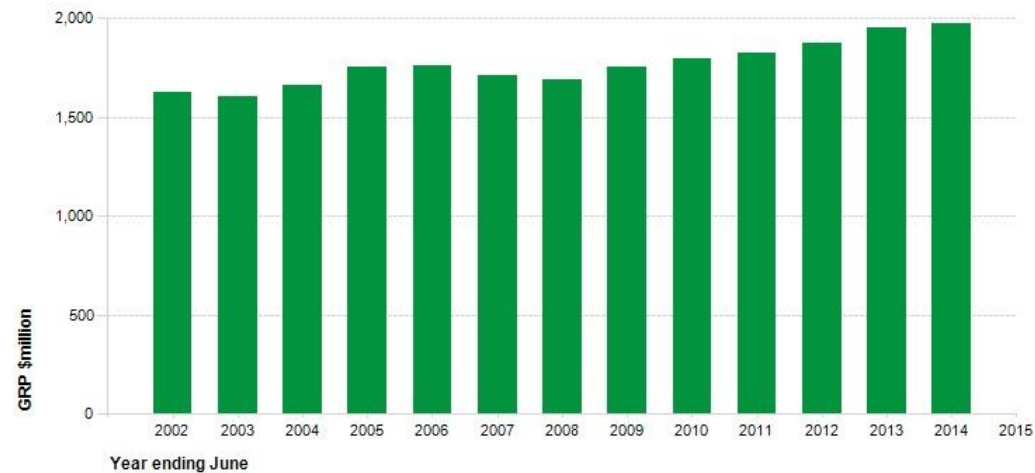
- 20,465 employed residents (June 2014)
- Bathurst unemployment 6% (March 2015)
- 3,269 GST registered businesses, 2014
- Largest industries by FTE employment - Manufacturing (1,977)
- Construction (\$12.9M growth) & Rental/Hiring/Real Estate Services (\$17.1M) fastest growing industries

# Gross Regional Product

- GRP \$1.97 billion (30 June 2014)
- 1.7% growth on 2013

## Gross Regional Product

Bathurst Regional Council area



Source: National Institute of Economic and Industry Research (NIEIR) ©2014  
Compiled and presented in economy.id by .id the population experts

.id  
the population  
experts

## Regional Australia Institute Competitiveness Index

Bathurst was ranked:

- 5<sup>th</sup> nationally out of 563 LGAs for “Local Economic Development Support”
- 4<sup>th</sup> in New South Wales from 152 LGAs



# Why are we leaders in Economic Development?

Our Economic Development portfolio:

- Evocities
- Business programs – workshops, YouTube channel
- Business database
- Regular business e-newsletters
- Buy Local Campaign
- Brands to sell Bathurst
- New initiatives - BizWeek

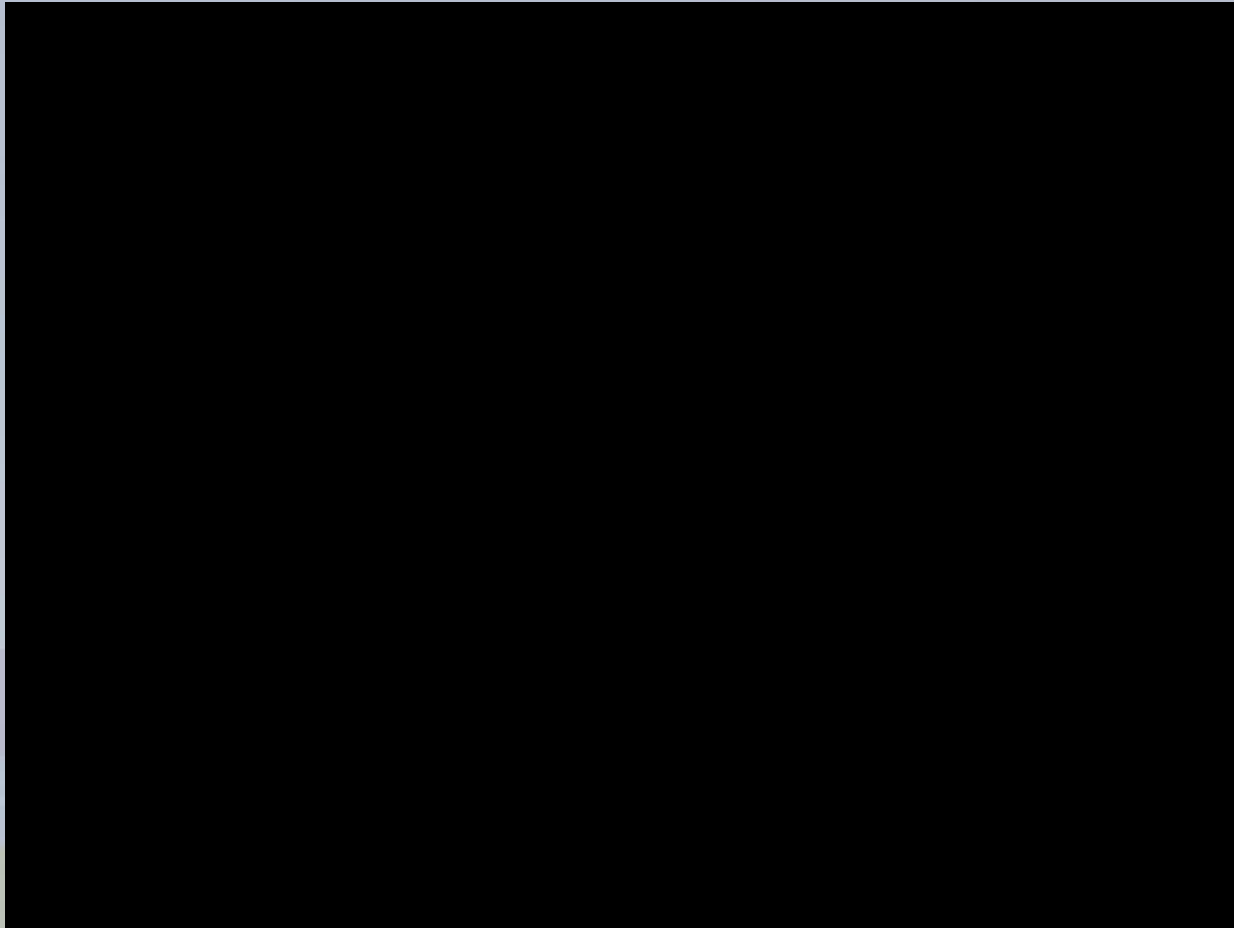
## Brands

- 2BS/B-Rock
- Prime & WIN TV networks
- Business Hub & Council Facebook
- Bathurst Visitor Information Centre
- Library
- Airport
- Metro Cinemas
- Flyer drops
- Real Estate Agents
- Western Advocate & Bathurst City Life
- Evocities & Evojobs
- Bathurst Business Chamber



2015 | Business Management Workshops

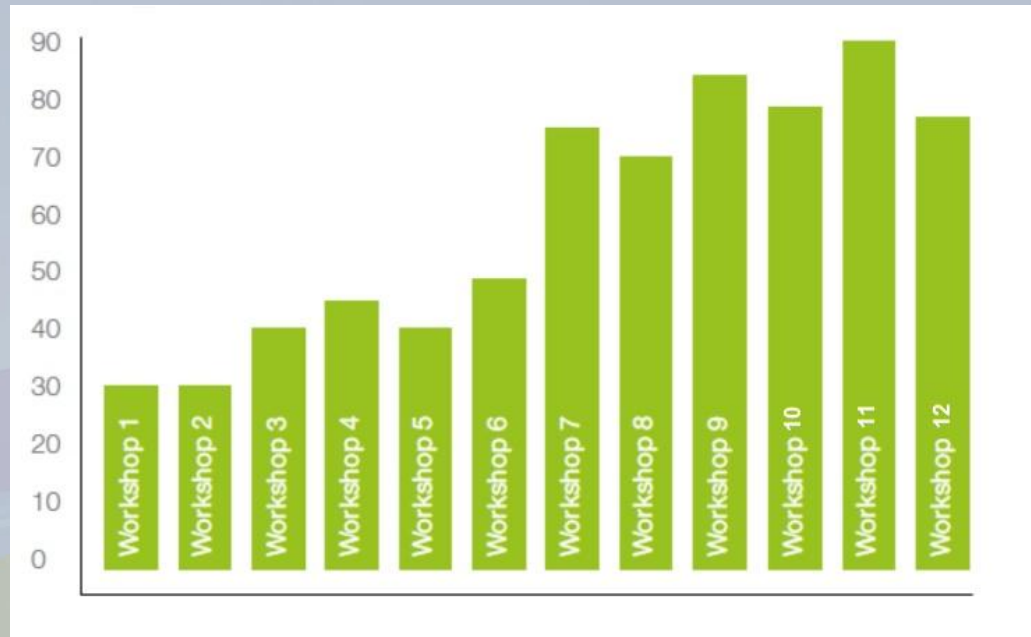
## Bathurst Buy Local Campaign





## Business Management Workshops

- 12 workshops across 2013-2015, averaging 70 attendees per workshop
- Topics ranging from staff development, finance through to online marketing
- Local presenters



## BizWeek 17 – 25 September

- Local partnerships - Council, Western Advocate, Business Chamber & 2BS/B-Rock
- Showcase Bathurst businesses, promote innovation & encourage local sales

### Events

- Crazy Day - "super sale" day
- Business Lunch with Todd Sampson  
180 attendees
- SEO for Small Business Seminar
- Crowe Horwath Carillon Business Awards



## How do we measure success?

- **1,200** businesses in 2014
- **1,000** businesses on the Business Database
- **36** new businesses from 2011-2015
- Evocities, **\$26M contribution**
- **12** Business Management Workshops, **600** businesses
  
- 2015 Google Workshop, **320** attendees
- **350** job seekers, 2014 Bathurst Jobs Expo
- XXX Bathurst Buy Local Gift Cards
- **18,000** video views, Bathurst Business Tube

## How do we measure success?

*"We are really impressed with the quality and just ideas that Bathurst Regional Council keeps coming up with. Only just yesterday we had a leading marketing expert come to our business. We were telling him of the programs we had attended through Bathurst Council and he was astounded that the Local Council was being so proactive within the business community" - Pressed Tin Panels*

*"By the end of it I didn't have any business cards left. People did follow up, and in the end I got three jobs from it. It was amazing" - Danni Evans Photography*

Questions?