



POLICY

ECONOMIC DEVELOPMENT **INCENTIVES POLICY**

Policy Number POL 065

Policy Owner Director, Commercial Strategy

POLICY STATEMENT

Wagga Wagga City Council's role in economic development is to provide stimulus and support to the existing local business community and to promote the City as a commercial alternative location for new industry.

The Council's philosophy is to link the creation of employment to any incentive offered or negotiated, rather than monetary incentives which may be available from other sources or levels of government from time to time.

It is also the intention of the Council to primarily foster the development of local business in support of existing business owners and operators.

GOAL

To ensure that Wagga Wagga City Council's incentives package targets both expanding local business and potential new businesses from both within and outside the community, by offering attractive incentive packages designed to encourage commercially sound business development and growth in the City with the ultimate aim of creating new jobs.

OBJECTIVES

1. To create an economic profile and business image that signifies prosperity and success.
2. To be recognised as a leader in the business community.
3. To develop partnerships to unite and promote the business community.
4. To develop a business incentives strategy to foster business which increases employment opportunities.

STRATEGIES

1. To create an economic profile and business image that signifies prosperity and success.
 - Integrate the local business image with the new City-wide identity and marketing strategy.
 - Motivate business owners and operators to be pro-active and positive.
 - Promote and market local business and industry.

- Assist business and industry to grow and develop by providing a streamlined service for development consent requirements.
2. To be recognised as a leader in the business community.
 - Understand the needs of the business sector
 - Encourage the community to be involved in the planning for and implementation of, economic development strategies.
 - Establish Council as the 'lead agency' for commercial and business activity.
 - Profile the Mayor, General Manager and the Commercial Response Unit as the City's economic development team.
 - Utilise the expertise of the E-commerce Committee's members to negotiate with and provide mentoring services to, new or developing industry.
 3. To develop partnerships to unite and promote the business community.
 - Promote and encourage the utilisation of programs and funding packages offered by other levels of government and partner organisations.
 - Support the activities of other business organisations and peak bodies.
 - Actively refer suitable business inquiries to other partners.
 - Hold regular business sector forums and educational programs.
 4. To develop a business incentives strategy to foster business which increases employment opportunities.
 - Utilise developed and undeveloped land for industrial and commercial development in an economically and environmentally sustainable manner.
 - Work with the private sector to alleviate the vacancy factor in commercial and industrial property.
 - Devise a package for expanding and new businesses which highlights the strengths of doing business locally, nationally and internationally from Wagga Wagga.

ECONOMIC DEVELOPMENT INCENTIVES PACKAGE

LAND PURCHASE REBATES & INCENTIVES

1. When vacant commercial or industrial land is purchased from Council the following rebate will apply:

| Land Purchase Rebates |
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| 15% refund when 10 to 19 new positions have been created |
| 20% refund when 20 to 29 new positions have been created |
| 30% refund when 30 to 99 new positions have been created |
| 40% refund when 100 to 199 new positions have been created |
| 50% refund when 200 or more new positions have been created |

The jobs must be new and full-time equivalent positions created within 18 months from the date of settlement. The rebate will be payable by Council to the purchaser on production of audited figures confirming the above requirements

BUY-BACK PROVISIONS

- Council retains the option to repurchase any land sold at the original price, if the development has not substantially commenced within 18 months of settlement.

TERMS OF SALE

- Council will sell commercial and industrial land at a rate sufficient to recover development costs and having regard to the current market rates.
 - Delayed settlement can be negotiated to suit the requirements of the purchaser and Council, which may be determined by the Director of Commercial Strategy.
 - Council land or property may be leased or licenced for commercial or industrial use with terms and conditions negotiated by the Director of Commercial Strategy but subject to confirmation by Council. The lease may include an option to purchase if required.
 - Where a development proposed on Council land is deemed sufficiently significant, Council may consider determining a nominal sale price. This will only be considered and approved by Council.
2. When commercial or industrial property is acquired from a private source a rate 'holiday' for up to three years (paid in arrears) may be applied; subject to the purchaser meeting the projected job creation targets agreed at the commencement of the business, and subject to being approved by Council as a donation under s356 of the Local Government Act 1993.
 3. To encourage property owners of commercial property in Baylis Street and Fitzmaurice Street to upgrade vacant retail space in the Council's financial year 2002/2003, Council will provide a one-off grant by way of donation under s356 of the Local Government Act 1993 in accordance with the following:
 - The grant is for upgrade work to the exterior facade of vacant property in Baylis Street or Fitzmaurice Street.
 - The maximum grant payable per property will be \$5,000.
 - Only property vacant (untenanted) at the introduction of this policy will be considered.
 - The property owner will be required to match the grant dollar for dollar.
 - To be considered for the grant, the Director of Commercial Strategy on behalf of Council must first approve the work proposed, at his absolute discretion.
 - This grant scheme is limited to application made in the 2002/2003 financial year and will not be extended.

- All grants are subject to availability of funds and will be subject to the provisions of s356 of the Local Government Act 1993.
 - No grants will be approved retrospectively.
4. To encourage the expansion of outdoor eating facilities in the Fitzmaurice Street, Council will waive the income from lease fees for a period of two years in the following circumstances:
- The incentive will apply to any business wishing to establish new outdoor eating facilities in the Fitzmaurice Street precinct as defined in Council's Central Business District Outdoor Eating Policy,
 - All other conditions contained in Council's Central Business District Outdoor Eating Policy will apply, including the application fee applicable at the time.
- The incentive will apply for the financial year 2002-03 and 2003-4 only.

NOTE: ALL REBATES WILL BE MADE IN THE COUNCIL'S FINANCIAL YEAR FOLLOWING THE YEAR IN WHICH THE REBATE IS CLAIMED.

Res No 02/527, Date of Meeting 27 May 2002
Meeting, 23rd August 2004
