



City of Casey
THRIVING
LOCAL ECONOMY
OUTCOME STRATEGY
2025-29



Artwork: *Dhelkunya Journey* by local Boonwurrung, Dja Dja Wurrung artist.

ACKNOWLEDGEMENT OF COUNTRY

The City of Casey proudly acknowledges the traditional owners, Casey's Aboriginal communities and their rich culture and pays respect to their Elders past, present and future.

We acknowledge Aboriginal people as Australia's first peoples and as the traditional owners and custodians of the land on which we work and live.

COMMITMENT TO RECONCILIATION

The City of Casey is committed to reconciliation, guided by Casey's *Reconciliation Action Plan (RAP)* and the Casey Aboriginal Gathering Place.

These initiatives support cultural connection, strengthen community capacity, and work towards better outcomes for the Aboriginal and Torres Strait Islander community.

DIVERSITY STATEMENT

The City of Casey is home to a remarkable diversity of cultures, languages, faiths, identities, landscapes, and stories. From our first Australians to our most recent arrivals and every wave between, the City of Casey welcomes and represents all community members and their respective ambitions to live healthy, rewarding, and happy lives.

These intersecting and overlapping community stories form Casey's collective identity and contribute to its evolving, rich history.

We recognise this diversity as our strength and we aim to share, nurture, and celebrate it.

OVERVIEW OF THE OUTCOME STRATEGY

The *Thriving Local Economy Outcome Strategy 2025-29* outlines our plan to make it easy to do business in Casey through programs that support the local economy, attract new businesses and promote local employment.

Why it matters

Making it easier to do business in Casey supports local jobs, attracts investment, and helps communities thrive.

By growing existing businesses, attracting new industries, and creating inclusive employment pathways, Council helps build a strong, resilient local economy.

Revitalising key places and unlocking land for housing and jobs ensures Casey’s growth is well-planned and connected. These efforts create more opportunities for residents and support a vibrant, future-ready city.

Our priorities

- 1. Investment attraction:** Work with other specialist organisations to deliver programs and activities that grow business investment in new and priority sectors, promoting local job growth and innovation.
- 2. Employment pathways:** Advocate and partner with the education sector to support local skill development and the establishment of equitable and inclusive training and employment pathways.
- 3. Existing business growth:** Coordinate Council programs, activities and response to regulatory reforms to support and promote the growth of existing businesses.
- 4. Revitalise our strategic places:** Coordinate planning and investment to revitalise and improve connection and access to neighbourhood activity centres and land precincts; supporting the unlocking of land for housing and jobs.

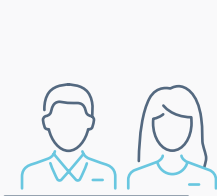
CITY OF CASEY’S ECONOMIC SNAPSHOT



\$14.75 billion
estimated gross
regional product (GRP)
in 2023/24



103,547
local jobs



205,528
employed residents



36,175
local businesses



17,000+
employed in the
Health Care and Social
Assistance industry
2023/24, followed
by Construction and
Education and Training.

FOUNDATIONS OF THE OUTCOME STRATEGY

Community engagement

The City of Casey is committed to ensuring the diverse voices in our community are reflected in Council decisions. *The Shape Your City 2024* engagement program is one way that we brought this commitment to life.

Across August and September 2024, Council undertook a deliberation process to review the Community Vision and inform development of the Council and Casey’s *Municipal Health and Wellbeing Plan 2025-2029*, including a review of the Long-Term Financial Plan, Revenue and Rating Plan and Asset Plan.

Under the *Local Government Act 2020 (the Act)*, Council is required to develop these long-term strategic plans with significant input from the community.

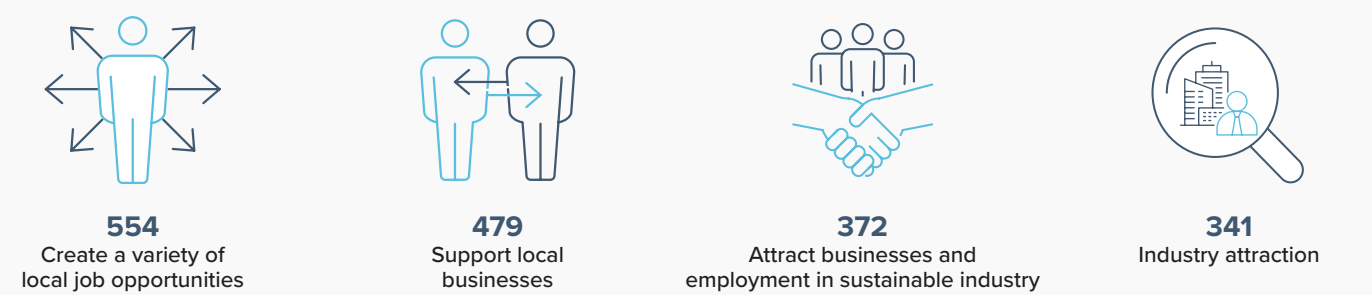
More than 4,600 members of community participated in the engagement, split across three phases:

- Phase 1 was used to understand broad community sentiment and priorities for the Plans.
- Feedback from the broader engagement supported deeper discussions in Phase 2, via deliberative engagement with the Community Panel.
- Community were then engaged to provide feedback on the draft strategic documents in Phase 3.

ENGAGEMENT FINDINGS

The following represents the key themes and number of mentions received based on community engagement (out of 4600 responses).

CITY OF CASEY’S ENGAGEMENT SNAPSHOT



Children were asked to draw their visions and aspirations for the future; some responses related to the Thriving Local Economy.

When asked what they would like to be when they grew up, many children wanted to be teachers, firefighters, doctors and police officers.

A common thread in the findings was reference to economic uncertainty and cost of living pressures, further supporting Council’s commitment to foster a thriving local economy. Additionally, there were 80 mentions of circular economy, signifying an appetite within the community for sustainable and circular business initiatives.



OUR COMMUNITY’S ASPIRATIONS

Casey is a city for businesses of all sizes and a vibrant hub for industry, innovation, and employment that meets local needs.

HEALTH FOCUS AREAS

The Municipal Public Health and Wellbeing Plan has been integrated into the Council Plan, and the six Health Focus Areas (HFA's) below set the organisations strategic direction for health.

The HFA's are embedded across all strategic outcomes and their associated strategic priorities, reflecting the complex and interconnected ways Council's services, policies and infrastructure influence health and wellbeing.

The HFA's themselves are also ideeply interrelated - addressing one area often leads to positive outcomes in another.

Through embedding the HFA's across the strategic priorities and recognising their interconnected relationship, we aim to have a greater impact, empower our community, foster resilience and move towards optimal physical and mental wellbeing for individuals, families and communities.

Health Focus Areas	Definition
1 Healthy and Active Environments	Active transport options are available and accessible, there are ample opportunities to be active in everyday life and access to fresh and affordable food that supports healthy and thriving communities. Indicators include increased active recreation, active transportation use, and increased food security.
2 Connection and Participation	People feel connected to each other and their community, with various opportunities to participate and connect through cultural and creative avenues. Indicators include increased connection to people and place, increased trust, and increased cultural and creative participation.
3 Community Empowerment	Greater access to information, resources, and supports leads to more informed and resilient individuals, households and communities, strengthened local networks and community leadership, that together can better tackle our greatest challenges, such as the health impacts of climate change. Indicators include increased service access and uptake, increased preparedness for extreme weather events, and increased volunteering rates.
4 Tobacco, Vaping, Alcohol and Gambling Harm	Harm prevention measures through urban planning, community education, and advocacy protect communities from the negative impacts of tobacco, vaping, alcohol and gambling. Indicators include reduced rates of tobacco and vaping use (particularly among young people) and reduced alcohol use (particularly among older people).
5 Community Safety and Prevention of Violence	Communities feel safe at home and in public, are free from violence, including family violence and all forms of gender-based violence, as well as all forms of discrimination, which supports full participation in community life. Indicators include increased sense of safety, reduced rates of family violence and reduced rates of discrimination.
6 Affordable Housing and Homelessness	Access to appropriate affordable housing options, as well as services to support those experiencing homelessness leads to greater stability, health, and safety outcomes. Indicators include increased rates of social and affordable housing and reduced homelessness rates.

EMBEDDING THE STRATEGY IN THE 2025-29 COUNCIL PLAN

The *2025-29 Council Plan* is a key strategic planning document. It outlines the strategic directions, outcomes, priorities and strategic indicators that will focus planning, investment and effort across the 4 year period.

The *2025-29 Council Plan* outlines five strategic outcomes that Council pursues. Thriving Local Economy is strategic outcome four.

Embedding the Thriving Local Economy outcome strategy within the Council Plan promotes integrated decision making – where decisions around investment and effort in one outcome strategy can be considered alongside decisions made in other outcome strategies.

Additionally, embedding the outcome strategy within the *2025-29 Council Plan* allows for the health focus areas of the Council to be aligned to priorities within the outcome.

STRATEGIC OUTCOME 4 Thriving Local Economy

S04

It is easy to do business in Casey through programs that support the local economy, attract new businesses and promote local employment.

Strategic Priorities		Strategic Indicators
Priority 4.1 	Investment attraction Work with other specialist organisations to deliver programs and activities that grow business investment in new and priority sectors, promoting local job growth and innovation.	• Increase the number of businesses supported to establish in Casey through Council's Choose Casey Concierge Service, to diversify Casey's economy and create more local jobs
Priority 4.2 	Employment pathways Advocate and partner with the education sector to support local skill development and the establishment of equitable and inclusive training and employment pathways. <i>(Health Focus Area 3)</i>	• Maintain efforts to partner with public and private organisations to support delivery of initiatives that promote inclusive employment, employment pathways and local skills development
Priority 4.3	Existing business growth Coordinate Council programs, activities and response to regulatory reforms to support and promote the growth of existing businesses.	• Increase the number of businesses that engage with Council business assistance programs and events
Priority 4.4  	Revitalise our strategic places Coordinate planning and investment to revitalise and improve connection and access to neighbourhood activity centres and land precincts; supporting the unlocking of land for housing and jobs. <i>(Health Focus Area 2 and 6)</i>	• Increase investment in the development of Casey's activity centres and nominated land precincts to enhance connectivity, access, and support the creation of jobs.

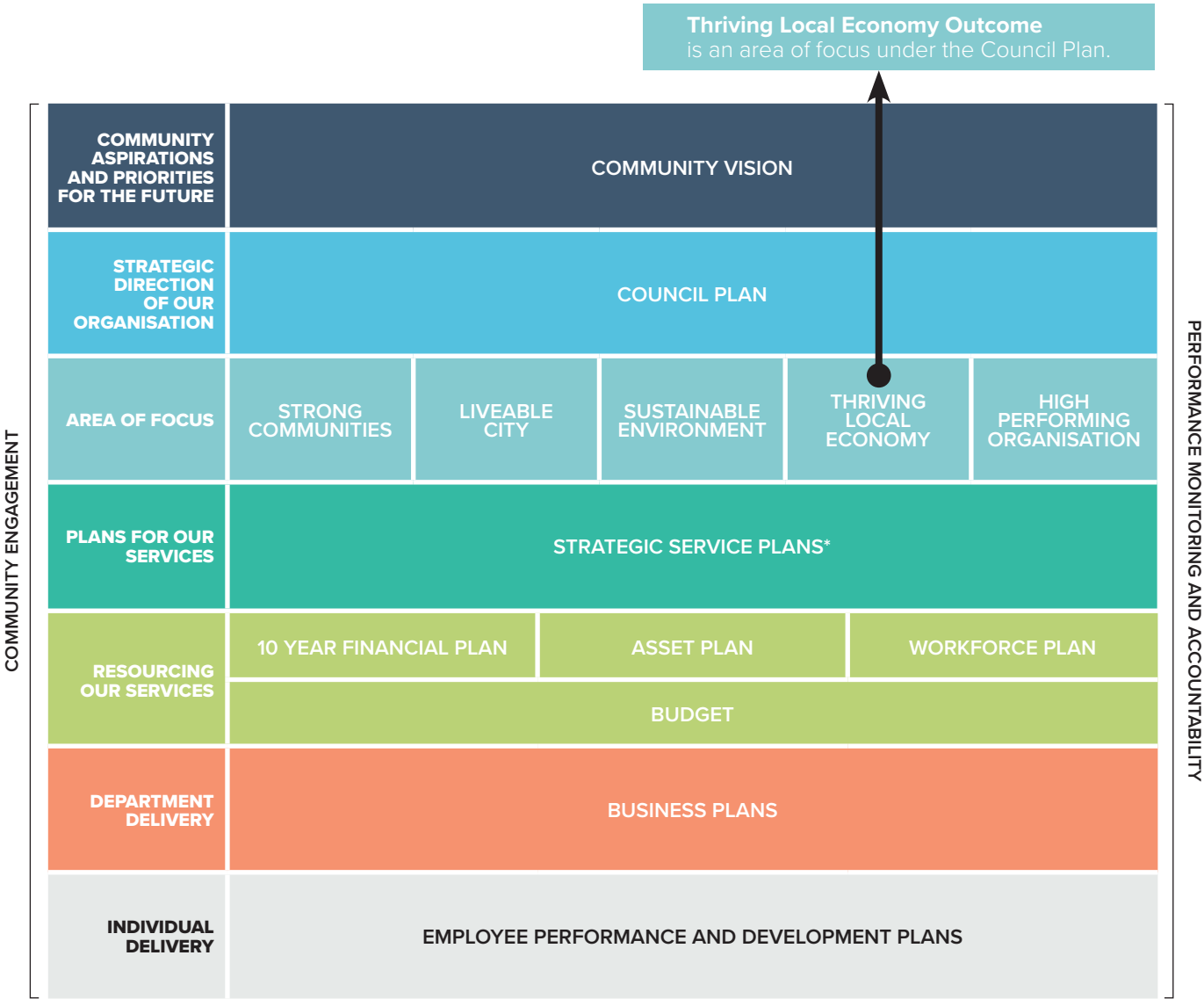
STRATEGIC ALIGNMENT AND GOVERNANCE

Integrated Strategic Planning Framework

The City of Casey’s Integrated Strategic Planning Framework guides Council in identifying community needs and aspirations over the long term (the Vision), medium term (Council Plan) and short term (Annual Budget, incorporating the Annual Action Plan and

Capital Works Program), and then how it will hold itself accountable (Annual Report and Audited Statements).

The following illustration demonstrates Council’s Integrated Strategic Planning Framework.



*In development

PERFORMANCE MONITORING AND REPORTING

Progress toward the outcome and its strategic priorities is monitored and communicated through two key publications, both available via the **City of Casey website**.

The **Quarterly Community Report** provides regular updates on progress, key activities, and emerging trends, ensuring the community stays informed throughout the year.

The Annual Report, published each October, delivers a comprehensive summary of performance, highlighting achievements, challenges, and how Council is advancing long-term outcomes for the community.



Contact City of Casey

03 9705 5200

NRS: 133 677 (for the deaf, hearing or speech impaired)



TIS: 131450 (Translating and Interpreting Service)

口译员 | مترجم شفاهی | හාමු පරිවර්තක | བྲག་ཤིལ་ | ترجمان

PO Box 100,

Narre Warren VIC 3805

caseycc@casey.vic.gov.au

casey.vic.gov.au

Customer Service Centres

Cranbourne

Customer Service Centre Cranbourne Park Shopping Centre,
Shop 156, South Gippsland Highway, Cranbourne

Narre Warren

Bunjil Place,

2 Patrick Northeast Drive, Narre Warren



facebook.com/CityOfCasey



[@CityOfCasey](https://twitter.com/CityOfCasey)



[@cityofcaseycouncil](https://www.instagram.com/cityofcaseycouncil)