PROGRESSING THE NSW ECONOMIC DEVELOPMENT FRAMEWORK

CONSULTATION DOCUMENT

PRIORITIES FOR GOVERNMENT FOCUS IN 2014

Comments due 25 October 2013
INTRODUCTION

You are invited to contribute to the NSW Government’s actions to drive industry growth.

In support of the Government’s ongoing efforts to drive industry productivity and competitiveness, this paper seeks comment on priority actions for Government focus in 2014. It is structured as follows:

- **Part Two** lists existing NSW Government commitments to drive industry growth.
- **Part Three** identifies potential actions, seeking partners and feedback from industry and interested parties.
- **Part Four** outlines key issues for feedback and how to provide comment on this paper.

Following consultation and identification of delivery partners, the 2014 priority actions will be released in December 2013.

PART ONE: BACKGROUND

The NSW Economic Development Framework is the Government’s roadmap for driving growth and productivity in priority NSW industries and the broader NSW economy to 2021.
Since 2011, industry-led taskforces have developed action plans for six high priority sectors: Creative Industries, Digital Economy, International Education and Research, Manufacturing, Professional Services, and the Visitor Economy. A seventh plan for the Agriculture sector is currently in development and expected to be released in 2014.


The NSW Economic Development Framework was released as part of the Government’s response to the plans to outline the Government’s role in supporting industry growth. It signalled a shift away from traditional industry assistance towards a partnership approach in development and delivery of actions to support industry growth.

Forty priority actions were identified for Government focus in 2013, and strong progress has been made across all these actions in collaboration with the business community, industry groups and the higher education sector.

Further information can be found at www.business.nsw.gov.au/rap on:

- the NSW Economic Development Framework
- the NSW Government’s response to the Industry Action Plans
- the 2013 implementation report (‘Progressing the NSW Economic Development Framework’) which outlines progress on each of the 2013 priority actions.

**Priority setting for 2014**

The NSW Government is committed to working with industry and other interested organisations to ensure that the most appropriate Government-led action areas are prioritised for development and delivery in 2014.

Government cannot drive economic growth in isolation or without sustained engagement and partnership with industry. When commenting on potential 2014 Government priorities, specific feedback is therefore sought on partners for co-development and co-delivery of initiatives.

Government priority setting will be guided by:

1. **Alignment with the NSW Economic Development Framework (EDF) principles**
2. **Degree of proposed partnership, involvement and collaboration** with industry associations, education organisations, research institutes and other key partners.
3. **Potential to deliver achievable and specific outcomes** in support of industry growth and competitiveness.
4. **Potential to contribute to long-term macro-economic objectives and relevant NSW 2021 targets**.

The NSW Government will monitor and review progress on the final 2014 priority actions, including as part of the NSW Business Leadership Forum in 2014.
PART TWO: EXISTING COMMITMENTS

A range of actions to drive industry growth are already underway and will continue in 2014.

- Delivering initiatives under the **Global Talent Hub** project with the Committee for Sydney to build on Sydney’s comparative advantage to attract and retain internationally mobile talent. Next steps include further development of the Global Sydney HR Leaders Network, and improved messaging on Sydney as a destination for work.

- Implementing the **NSW International Engagement Strategy** to support exporters and grow international trade and investment activities in NSW, including development of country strategies for key target markets (Japan, United States of America, China, United Kingdom, India, Malaysia, United Arab Emirates, South Korea, Singapore, and Indonesia).

- Building and promoting the **Visitor Economy** through the activities of Destination NSW and NSW Trade & Investment, including through the Convention Facilities upgrade, and Cruise Infrastructure program, and Regional Visitor Economy Fund.

- Developing an **Accommodation Supply Plan** to ensure that Sydney and NSW has sufficient capacity to meet future demand for overnight visitor accommodation.

- Continuing work under the **NSW Strategy for Business Migration and Attracting International Students** to further streamline visa processing to meet industry needs and promote investment, including advocacy to give suitable business migrants and international students greater opportunity to live and work in NSW.

- Establishing **StudyNSW** in partnership with education providers to coordinate promotion and policy development for international education in NSW.

- Promoting the new **Significant Investor Visa** – a new State-sponsored visa category for investor migrants that will help attract investor skills to NSW and help support investment in NSW infrastructure through TCorp’s Waratah Bonds.

- Delivering the NSW Government’s **Decade of Decentralisation** policy, including an agency decentralisation initiative to relocate at least 1,500 public sector jobs to regional NSW from Sydney by 2021.

- Positioning the State’s agriculture sector for global competitiveness through delivery of an **Industry Action Plan for Agriculture** and implementation of priority actions.

- Developing a **new planning system for NSW** that will deliver greater certainty and reduce approval times for investors and the community (White Paper released April 2013), including:
  - development of Regional Growth Plans, Subregional Delivery Plans and Growth Infrastructure Plans to identify infrastructure priorities and engage stakeholders earlier in the planning process.
  - review of the current development contribution system and its role in funding infrastructure.

- Driving national and NSW-specific **energy market reforms** to provide cost savings that can be passed on to consumers.

- Increasing efficiency of the NSW Government procurement system as part of the **NSW Procurement Review**.

- Supporting small businesses throughout the State by providing dispute resolution services; advocating for small business within and outside government and delivering quality business advice through Small Biz Connect & the Small Biz Bus administered by the **Office of the Small Business Commissioner**.
- Working with local government to improve access to **available retail and exhibition space** for entrepreneurs, particularly in the Creative Industries.
- Supporting NSW companies with high growth potential to succeed in global markets through the **Innovate NSW** program.
- Growing **defence industry capabilities** in collaboration with the NSW Joint Defence Industry Organisations.
- Working with the Commonwealth’s Enterprise Connect network on delivery of the **Design Integration Program**.
- Supporting for the State’s research and development capacity under the **Research Attraction and Acceleration program** to help drive innovation and continued investment.
- Investing in critical infrastructure under the NSW Government’s **State Infrastructure Strategy** and the first 5-year State Infrastructure Plan, the **Long-term Transport Master Plan**, and the draft **NSW Port and Freight Strategy** (final Strategy expected for release in late 2013).
- Providing greater certainty on the pipeline of investments in partnership with the private sector under the **Better Value Infrastructure Plan**.
- Partnering with the private sector to create **Australia’s largest convention, exhibition and entertainment facilities** in a renewed Darling Harbour.
- Funding regional infrastructure, including under the **Resources for Regions** program which provides infrastructure funding to mining affected NSW communities.
- Rolling out the **Revitalising Regional Libraries** program to fast track WiFi access to public libraries and upgrade library services in rural and regional NSW.
- Continuing the **Digital Excellence program** for NSW museums, galleries and libraries to digitise their collections and promote their online availability to allow people, wherever they are located, to experience and use important cultural resources.
- Expanding the networks of **Business Events Sydney’s Ambassadors** and **Future Leaders** in line with the State’s priority sectors to secure business events with targeted legacies for NSW.
- Driving collaboration in the development and delivery of NSW industry policy under the NSW Economic Development Framework through targeted industry workshops and the annual **Business Leadership Forum**.
PART THREE: POTENTIAL ACTIONS FOR 2014

In support of the Government’s five major platforms for driving industry growth under the NSW Economic Development Framework, a range of potential actions could be undertaken. Recognising both finite Government resources and the power of partnership with stakeholders, your input is needed to focus and prioritise actions that could be undertaken in addition to the existing NSW Government commitments in Part Two.

The initiatives listed below have been developed based on recommendations of the Industry Action Plan Taskforces, stakeholder input at workshops held by NSW Trade & Investment in June 2013, and industry and community input provided at the NSW Government’s Business Leadership Forum on 3 September 2013. Some of the actions listed below have commenced, but would be strengthened through partnership and/or co-delivery.

### DEMONSTRATE LEADERSHIP

**Objective:** Adopt a more strategic approach to engagement with industry, implementing innovative and fiscally responsible economic policy, facilitating collaboration, and advocating nationally for the needs of major industries in NSW.

**Possible focus areas in 2014:**

- **Support the needs of major industries in NSW**
  - Engage with the Commonwealth and other States in areas of mutual interest, such as advocacy on international education, industry and investment policy, infrastructure financing, migration policy, national taxation, regulatory reform, manufacturing, professional and financial services.

- **Leverage multicultural assets of NSW**
  - Identify best practice by NSW businesses that have successfully leveraged multicultural assets and international links.

- **Support international student attraction**
  - Promote NSW as the first destination of choice for international students.
  - Develop internship and other career-related work opportunities for international students.
  - Drive international student safety and wellbeing initiatives.
• Generate growth in regional economies
  o Improve alignment of Federal, State and Local economic development programs.
  o Explore opportunities for local decision making.
• Other – please specify.

MAKE IT EASIER TO DO BUSINESS

Objective: Improve the NSW Government’s operations and processes to reduce costs to business and provide greater certainty, while maintaining an effective regulatory regime for a robust and competitive market.

Possible focus areas in 2014:

• Make it easier for NSW businesses to compete for NSW Government contracts
  o Improve supplier access to government through buyer forums.
  o Assist small businesses to be procurement-ready.
• Promote the sustainability and growth of small businesses in NSW
  o Assist subcontractors in the construction industry to conduct necessary due diligence and project management.
  o Deliver targeted advisory services to multicultural businesses.
• Help business and industry meet skills shortages in NSW
  o Investigate industry and migrant needs for overseas qualification assessment services.
  o Identify ways to increase mature age employment.
  o Identify ways to increase participation of women in the workforce.
• Build the competitive advantage of the professional and financial services sectors
  o Investigate barriers to new product or service offerings that require regulatory changes.
• Other – please specify.
COLLABORATE TO DRIVE INNOVATION AND COMPETITIVENESS

Objective: Strengthen NSW industry capabilities to adjust to new challenges and to take advantage of emerging opportunities. Effective partnerships between industry, government, universities and research organisations will be critical for the NSW economy to reach its full potential.

Possible focus areas in 2014:

- **Drive growth of industry-led Knowledge Hubs in NSW**
  - Provide local industry with access to world leading technology.
  - Improve collaboration between research and industry in targeted areas.
  - Facilitate commercialisation and export of new industry products / services.
  - Link Knowledge Hub participants with delegates of business events hosted in NSW.

- **Enhance the impact of digital and creative industries throughout the economy**
  - Support growth of a digital creative precinct in the Haymarket area.
  - Showcase the impact of creative industries on the competitiveness of NSW industries at an event coinciding with *Vivid Sydney*.
  - Promote the “use of design” module within the *Small Biz Connect Diagnostic System*.

- **Drive jobs and business growth in Western Sydney**
  - Enhance existing industry clusters in Western Sydney to build critical mass and employment opportunities within and across major industries.
  - Leverage business events with satellite events in Western Sydney.
  - Drive new areas of industry growth in Western Sydney.
  - Investigate drivers and barriers for business investment in Western Sydney.
  - Apply research from the *UWS Small Biz Connect* pilot to enhance advisory services and online resources for small businesses.

- **Attract and grow talent in priority sectors**
  - Develop resources for students, parents and educators particularly targeting careers in priority industries and areas of skill shortages.
  - Develop links with successful Australian entrepreneurs to share their experience with local firms.
- **Develop globally competitive supply chains in priority industries**
  - Drive collaboration between innovative SMEs and business customers through mentoring and capacity building.

- **Build collaboration between NSW companies and universities**
  - Expand the *Bridging the Gap* program bringing companies and universities together to develop solutions to specific industry technology or research needs.
  - Expand the *Easy Access IP* pilot program to make research outputs available to industry as no-cost licences.

- **Drive innovation in NSW businesses**
  - Promote design-led innovation by NSW manufacturing firms with high growth potential.

- **Other – please specify.**

**INVEST IN CRITICAL INFRASTRUCTURE**

**Objective:** Support economic activity with critical infrastructure for the State’s productivity and competitiveness.

**Possible focus areas in 2014:**

- **Increase availability of alternate workplaces**
  - Establish Smart Work Hubs (telecommuting and telepresence) at pilot locations that have large commuter populations.
  - Investigate potential cost savings, productivity opportunities and employee attraction/retention benefits offered by teleworking.
  - Facilitate increased numbers of cross-disciplinary, co-working hubs in locations with large numbers of SMEs.

- **Provide greater certainty on infrastructure**
  - Increase communication of the NSW Government’s forward construction program with the construction industry on *ProcurePoint*.
  - Hold briefings on infrastructure projects and procurement.

- **Support broad rollout of digital initiatives**
  - Undertake a digital audit of NSW business to understand infrastructure and business practice challenges.

- **Other – please specify.**
RAISE THE GLOBAL PROFILE OF SYDNEY AND NSW

Objective: Showcase the economic assets of NSW through a more strategic and coordinated approach. Improve positioning of NSW as a location for international business, international education and research and as a competitive supplier of goods and services to help attract businesses and entrepreneurs to the State.

Possible focus areas in 2014:

- **Demonstrate the sophistication of NSW sectors**
  - Profile the strengths and capabilities of NSW priority sectors.
  - Promote sector profiles to key target audiences (local and international supply chains, investors, and policy makers).

- **Strengthen engagement and promotional efforts of NSW industries in priority markets**
  - Support increased attraction of regional Asia-Pacific headquarters and investment to NSW.
  - Investigate opportunities to grow NSW professional services offerings in Asia.

- **Better utilise global talent**
  - Improve links with global talent from NSW, including expatriates working overseas and former international students.
  - Tailor settlement programs to meet the needs of global talent.

- **Other – please specify.**
PART FOUR: HOW TO PROVIDE FEEDBACK

Interested parties are invited to provide input by Friday 25 October 2013 through the following means:


2) Complete the associated survey (https://www.surveymonkey.com/s/2014EDFPriorities) on the actions listed in Part Two through the Have Your Say Forum

3) Participate in consultation workshops with industry representatives to be held between Tuesday 15 October and Thursday 17 October 2013. If you would like to be part of the workshops or obtain further information please email maria.sarelas@trade.nsw.gov.au by Thursday 10 October 2013.

4) Email written submissions to 2014.priorities@business.nsw.gov.au

5) Direct questions to Georgia Wallis, Senior Manager, Innovation & Industry Policy (02) 9338 6771.

6) Hard copy submissions can be mailed to:

   Consultation on NSW Government 2014 Priorities
   Innovation & Industry Policy
   Attn: Georgia Wallis, Senior Manager
   NSW Trade & Investment
   GPO Box 5477
   SYDNEY NSW 2001

FIND OUT MORE:

Implementation of the NSW Economic Development Framework is being led by the Innovation and Industry Policy Branch within NSW Trade & Investment.


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