

BRB

SWITCHED ON

**ACT'S
ECONOMIC
DEVELOPMENT
PRIORITIES**
2022-2025



ACT
Government



Acknowledgement of Country

We acknowledge the Ngunnawal people, traditional custodians of this beautiful Country we have the privilege to call home. We pay our respects to their Elders, past and present, and the contribution they make to the life of this city and to its success.

We recognise the land known as the Australian Capital Territory has been occupied, used and enjoyed since time immemorial by Aboriginal peoples, and they continue to be interconnected with it today.

Acknowledgement of Contributors

We acknowledge the work of the members of the Canberra Economic Advisory Group in providing their expertise and advice in forming these priorities and to Dr Tim Williams for sharing his knowledge and passion for Canberra and our future ambitions.

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Photo credit: Martin Ollman

Chief Minister's Statement of Ambition for Canberra

As our community emerges from the COVID-19 pandemic, our focus is on rebuilding our economic, social and community resilience.

It is time to look to the future. A future that will firmly place Canberra as an even more attractive city to live, work, study, do business and invest in. A future where employment, aggregate demand and wellbeing are maximised.

The 2016 Statement of Ambition expressed confidence about our future. It included a commitment to attract and retain talented people, diversify the economy, invest in infrastructure and embrace emerging technologies.

Five years on, we are delivering that ambitious agenda. I'm pleased to share with you how that vision has evolved, and the commitments we're making to realise this vision for our city.

Canberra is one of the most liveable cities in the world. Our economy is one of the most stable in Australia despite the effects of the pandemic.

We have a depth of skills and research capability, a strong public sector and a thriving and innovative non-government sector.

At a time when the way we live and work is changing, Canberra offers an exceptional lifestyle.

Our city offers a rare combination of opportunity and liveability with community wellbeing and inclusion at its heart.

We are a city of neighbourhoods, where short journeys can take you to work or study and then just as easily to a cultural exhibition, entertainment precinct, sporting event or nature reserve.

In Canberra, you can have a successful business or career while living, working and learning in a healthy environment.

Our strong connectivity and digital mindset make it easy to adapt to new ways of working.

Canberra really is a city that offers work-life balance for everyone.

The values we hold as a city are welcoming and inclusive. Wealth is spread more evenly in Canberra than elsewhere in Australia.

We are a national leader in reducing gender inequality. We have made significant progress in workplace gender equity, the gender pay gap, representation of women on boards and committees, and parliamentary representation.

Canberra is proudly multicultural and is the most LGBTIQ+ welcoming and inclusive city in Australia.

These are our strong foundations.

Now, we are focusing on our strength as the knowledge capital. We are building on our track record in innovation and entrepreneurship and our commitment to sustainability, inclusion and wellbeing.



Our mission is to work with willing partners across the community to ensure Canberra is prepared for new challenges, and able to grasp the opportunities that will come from the next phase of our economic development.

This priorities statement establishes the areas where we will focus our energy and investment to become an even more innovative, sustainable and inclusive city.

Our clear and ambitious approach will create a collaborative environment to progress these priorities.

Andrew Barr MLA
Chief Minister
Minister for Economic Development

Delivering on the Ambition

The journey so far

In 2016, the original Statement of Ambition set a vision for a compact, sustainable and competitive Canberra, laying the groundwork for an integrated program for the city's future.

It laid out four directions of travel to guide policy-making efforts:

1. Attract and retain the talented people that can help make our city great.
2. Open and diversify our local economy building on the strong position we have as one of Australia's longest serving knowledge-based cities.
3. Deliver better metropolitan infrastructure that helps to renew our inner precincts, strengthening our suburbs and providing new opportunities for all.
4. Embrace the digital mindset and deliver integrated smart city initiatives.

These directions of travel have enabled us to deliver projects that build on Canberra's unique advantages and create a city that is progressive, welcoming and resilient.



Photo credit: Martin Ollman

Since 2016 *



29,200
More people



0.6
Percentage points
lower unemployment rate



22,900
Jobs created



20%
Economic growth



5,350
New businesses

(*data from 2015/16 – 2020/21)

Delivering the ambition



Attract and retain the talented people

- \$100m added to the ACT economy and 400 innovation jobs, with support from the Canberra Innovation Network
- Canberra Cyber Hub established, strengthening cyber security sector
- \$9.5m invested in 12 research, tertiary and industry partnerships
- Statement of Ambition for the Arts launched



Open and diversify our local economy

- International education becomes Canberra's leading export valued at over \$1b annually
- International connections broadened and ACT exports built
- Pre-pandemic visitors spend \$2.5b per annum
- Renewable energy industry strengthened



Leading on sustainability

- ACT powered by 100% renewable electricity
- \$150m Sustainable Household Scheme rolled out
- 20 hydrogen fuelled vehicles added to the government fleet
- Electric vehicles incentivised



Deliver better metropolitan infrastructure

- Light rail network expanding
- CBD refreshed
- “Nearby-hoods” created through town and group centre renewal
- New cycle ways and more active travel options
- Health services expanded through the University of Canberra Hospital
- Network of walk-in healthcare centres created
- Canberra Hospital expanding



Embrace the digital mindset

- Laptops for every public high school student
- Free wi-fi across the city
- 700+ government transactions and services online



A city open and welcoming to all

- The nation's first Wellbeing Framework developed
- The Multicultural Recognition Act enshrines the value of diversity
- The Capital of Equality Strategy improving LGBTIQ+ inclusion

From ambition to recognition

The Canberra offer

Since the 2016 Statement of Ambition, Canberra has faced incredible challenges. Yet we continue to progress and build resilience. We have diversified our economy while focussing on the health and wellbeing of all Canberrans.

Canberra is recognised as a progressive, sustainable and innovative city that values people and ideas.

These are the attributes we showcase to the world.





A progressive city

We are ambitious for our economic prosperity and improving the lives of our people.

Our progressive values and lifestyle make Canberra a vibrant and beautiful place to live, work, study, do business and invest in.

Canberra is a generous and inclusive community that cares deeply for its people. Our population is highly educated and interested in the world.

The ACT Government's Wellbeing Framework highlights a commitment to lift the quality of life for all Canberrans.

We are actively working toward reconciliation with First Nation's peoples. We were the first jurisdiction in Australia to instil a Reconciliation Day public holiday to recognise and celebrate First Nations cultures and achievements.

Our city welcomes and celebrates other cultures and is home to more than 110 diplomatic missions from across the globe. We are a Refugee Welcome Zone, providing a safe haven for people fleeing persecution. We recognise and value the contribution our multicultural communities make to this city.

We work to ensure Canberra is the most LGBTIQ+ welcoming and inclusive city in Australia, and a place where LGBTIQ+ people, their families and communities are visible, valued and respected.



Supporting diversity and a sense of belonging

In 2021, the ACT Government announced a build-to-rent scheme to help create a wider range of housing choices for Canberrans. As an emerging housing type in Australia, build-to-rent will provide greater housing choice and affordable rental tenancies for lower income households.

As Australia's most LGBTIQ+ welcoming and inclusive city, the ACT Government continues to take action to support the community by banning conversion therapy, making services and government processes more LGBTIQ+ friendly and inclusive and providing supports such as mental health services when and where they're needed. People also have more control over how and when their sex or gender gets identified on official documents. Protections are in place for our LGBTIQ+ students and teachers through reforms to our Discrimination Act 1991.



A city focussed on the health and wellbeing of its people

While a strong economy is fundamental for a decent quality of life for Canberrans, it is not the only factor. Governments around the world are recognising that economic growth alone does not account for a community's success or progress over time.



The ACT Government was the first in Australia to develop a wellbeing framework and adopt it as the lens through which government decisions and investments are made.

The ACT Wellbeing Framework offers an overarching philosophy, highlighting that a great city is more than just a strong economy.

A city that thrives and grows requires its citizens to have a relationship with their surroundings. They should feel connected to, enjoy and live in harmony with the natural and built environments.

Our local arts and cultural scene connects our emotions, ideas, stories and heritage and nourishes our individual and collective wellbeing. Canberra has always been a meeting place for people who embrace creativity and design, going right back to our origins.

Our focus on wellbeing is a key strength; it sets our city apart. The values we hold as a city are welcoming and inclusive. We take our responsibilities to each other, our health and environment seriously.

A city that draws people in

Canberra is much more than the national capital.

Canberrans are fortunate to have iconic local and national attractions that tell the Australian story. Through our galleries and museums, Canberra holds Australia's most valued heritage, and shares this freely. Our parliaments show Australian democracy in action.

Alongside our cultural institutions, we offer stunning natural landscapes and easy access to sport, entertainment and activities. We are well known for our award-winning food and drink, beer, wine and coffee from Canberra and our bountiful region.

People of all ages and interests will find something for them. The Canberra region offers the best of Australia, all in one place.



Photo credit: Martin Ollman



A sustainable city

We have seen the effects of extreme weather events and the need to become more resilient to the impacts of climate change.

We have embraced the challenge.

Being a sustainable city is central to Canberra's prosperity: it is known as a place where a healthier, smarter future is possible.

We have been named the most sustainable city in the world and the ACT Government is recognised as a leader in this field, nationally and internationally.

Our emission reduction targets, 100% renewable electricity target and work to accelerate the transition to zero emissions are recognised as global excellence in climate change action.

We are managing our population growth by building a compact and efficient city, with lively precincts linked by flexible and efficient transport systems. Our city's tree-lined streets, surrounding nature reserves and healthy landscapes continue to make it a beautiful and enjoyable place to live.



Nature in a city of design

Nature is integral to Canberra's design. As the nation's capital, Canberra was designed from its inception in 1913 to be a 'city in the landscape'. It is nestled among forested hills and situated alongside the Molonglo River and Lake Burley Griffin. Careful planning and design continue to be essential to the city's liveability for the next 100 years.

Our traditional custodians, the Ngunnawal people have cared for this land for more than 60,000 years. Their knowledge and aspirations are incorporated into the design and delivery of our nature-based infrastructure.

We value nature in improving our mental health and we are rewilding our suburbs to return missing wildlife species to the city.



Building a smarter, healthier, net zero emissions city

In 2020, the ACT achieved its goal to source 100% of its electricity from renewable generators – the most ambitious renewable electricity target in Australia. We did this by pioneering a 'reverse auction' process to ensure residents get the best value for their renewable energy.

Canberrans are also improving the energy efficiency of their homes through the Sustainable Household Scheme.

By 2045, Canberra will be a net zero emissions city and we are united in our efforts to get there.



A city of education and life-long learning

Canberra has a highly educated population, and our world-class education and research institutions attract students from across Australia and overseas.

We value and invest in the quality education, training and life-long learning critical to our ambitions. This investment keeps us competitive in the global economy and creates opportunities for Canberrans to find secure local jobs.

Our education system supports a range of learning pathways to deliver skilled, job-ready workers. Our system also fosters a culture of innovation and creativity, with institutions that provide first class educational opportunities.

With Canberra's low unemployment, government headquarters and diverse knowledge-based industries, graduating students are spoiled for career opportunities.

CIT Woden will be part of a new precinct for Woden that includes:

- state-of-the-art learning facilities
- a safer, light rail ready public transport interchange
- improved active travel
- vibrant public spaces for Woden



Creating new education and innovation precincts

We are building our reputation as the knowledge capital. Our tertiary education institutions are integral to skilling our future workforce. They attract talent from across the globe and add to the life and diversity of the city.

A new \$1 billion University of NSW (UNSW) Canberra City campus in Reid and \$300 million Canberra Institute of Technology (CIT) campus in Woden will grow this reputation.

UNSW Canberra will be home to a new defence and security innovation precinct. This will create the perfect place for academics, companies, government bodies and the community to come together to develop defence and security capability, talent and technology.

University of Canberra (UC) has now firmly established its Health Innovation Precinct, which brings together experts across a range of fields and includes Canberra's first rehabilitation hospital. As an important part of the Canberra community, UC plays a vital role in skilling our future workforce.

The Australian National University (ANU) is a leader in research that transforms society and creates national capability. From the Centre for Entrepreneurial Agri-Technology to the Institute for Space, ANU continues to be at the forefront of research, commercialisation and innovation.

Skykraft, Liquid Instruments and QuintessenceLabs, all began as R&D within our local institutions. Hotbeds for talent, it's no surprise that our universities continue to produce truly innovative businesses.



Connected ecosystems that support high growth businesses

Canberra's size and scale opens opportunities for business. It's the right environment for established businesses to grow and new and innovative companies to make a mark.

Industries established in Canberra thrive because of our highly educated workforce and their proximity to research institutions, government and each other.

There is an ease to doing business here with one level of government and access to decision-makers. We are the meeting place for the country. People come to test ideas alongside the people who make them happen, to influence change and to work on the big challenges facing the nation and the world.

The Canberra Innovation Network (CBRIN) connects businesses with universities, research institutions and investors. It nurtures start-ups and SMEs with high growth potential. Some of Canberra's most successful businesses were the product of this incubator for ideas. CBRIN also provides early stage support for social enterprise through Millhouse Ventures.

Canberra Innovation Network

The Canberra Innovation Network (CBRIN) is a not-for-profit organisation empowering entrepreneurs and start-ups in the ACT.

CBRIN strengthens Canberra's position as a clever, connected and creative city through enabling budding entrepreneurs and SMEs to be ambitious and succeed.



The strong ACT economy means businesses and individuals capitalise on opportunities and continue to grow and develop.

Canberra is easy to navigate. You can build a great network quickly and find the support you need to succeed. Businesses in Canberra are successful because they cannot help but be highly connected.

In a time of international competition for talent and investment, Canberra has much to offer. Our unique city has the talent which attracts more talent and the lifestyle and opportunities that keep it in Canberra.



A strong economic foundation

The ACT economy is one of the most resilient in Australia. With low unemployment and an increasingly diverse economy, Canberra's an ideal place to invest.

A stable public sector, highly educated workforce and a knowledge- and service-based private sector underpin our economy.

Canberra's business ecosystem is highly innovative and supportive. Entrepreneurs and start-ups are encouraged to attract investment and start their exporting journey.

We are strong in key industries like cyber security, defence, space, renewable energy, advanced technology and creative industries.

Our education sector, where one in six Canberrans work or study, is a billion-dollar export industry.

Our tourism and hospitality sector offers outstanding experiences for all visitors, whether they come to our city for business or leisure.

As we transition to a post-carbon economy, the ACT is well placed to take advantage of emerging economic opportunities and adopt a more sustainable approach to living and working.

Canberra switched on

A mission-led strategy

The most successful cities collaborate. We have defined an intent. Now, we invite you to be our partners in sharing and shaping the future of Canberra and fulfilling its ambitions.

Together, we have the imagination, desire and ability to:

- address climate change
- promote a resilient and prosperous economy
- optimise our citizens' wellbeing and work-life balance
- foster greater social inclusion for all.

To achieve our objectives are three Key Missions that together create an ambitious and shared future for our city.

Key Missions

Mission 1:

A city that gives you back time – a city of wellbeing and liveability

Mission 2:

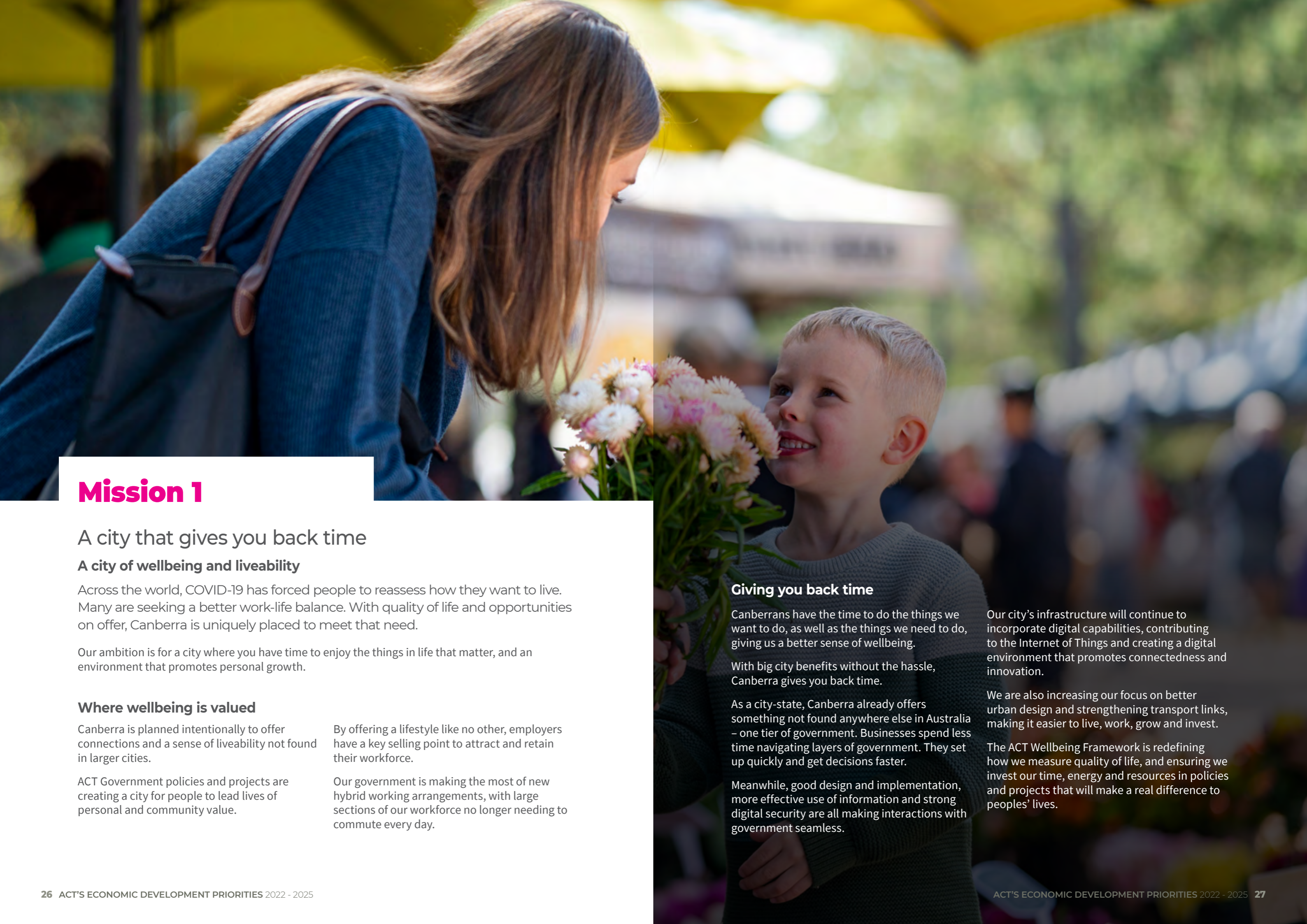
Towards a net zero city and beyond – environmental responsibility and action

Mission 3:

Knowledge based economic growth – inclusive innovation and responsible investment.



Photo credit: Adam McGrath



Mission 1

A city that gives you back time

A city of wellbeing and liveability

Across the world, COVID-19 has forced people to reassess how they want to live. Many are seeking a better work-life balance. With quality of life and opportunities on offer, Canberra is uniquely placed to meet that need.

Our ambition is for a city where you have time to enjoy the things in life that matter, and an environment that promotes personal growth.

Where wellbeing is valued

Canberra is planned intentionally to offer connections and a sense of liveability not found in larger cities.

ACT Government policies and projects are creating a city for people to lead lives of personal and community value.

By offering a lifestyle like no other, employers have a key selling point to attract and retain their workforce.

Our government is making the most of new hybrid working arrangements, with large sections of our workforce no longer needing to commute every day.

Giving you back time

Canberrans have the time to do the things we want to do, as well as the things we need to do, giving us a better sense of wellbeing.

With big city benefits without the hassle, Canberra gives you back time.

As a city-state, Canberra already offers something not found anywhere else in Australia – one tier of government. Businesses spend less time navigating layers of government. They set up quickly and get decisions faster.

Meanwhile, good design and implementation, more effective use of information and strong digital security are all making interactions with government seamless.

Our city's infrastructure will continue to incorporate digital capabilities, contributing to the Internet of Things and creating a digital environment that promotes connectedness and innovation.

We are also increasing our focus on better urban design and strengthening transport links, making it easier to live, work, grow and invest.

The ACT Wellbeing Framework is redefining how we measure quality of life, and ensuring we invest our time, energy and resources in policies and projects that will make a real difference to peoples' lives.

Transformative project

Community and digital hubs

Better access to technology and digital design infrastructure will improve services for all Canberrans. Digital hubs at Canberra's public libraries are a great resource for connecting people and providing access and expertise to navigate the digital world. However, their locations may not be convenient for all people.

Government, community services organisations, libraries and service providers will be encouraged to partner and expand digital hubs to more locations, improving access to technology and creating a better sense of connectedness and belonging.

Transformative project

ACT Digital - Moving ACT Government services on-line

Through the ACT Digital program, it will be easier for every citizen and business to transact with government. This will reduce the need to visit shopfronts and navigate complex website structures to find the digital equivalent of paper – online forms.

Government will fundamentally rethink how it collects, uses and stores information as it develops the capability, infrastructure, services and culture to build a digital economy.

Interactions with government will be seamless and secure for all citizens and businesses.

These projects will take an 'inclusive innovation' approach, making sure benefits from the digital economy, including training and jobs, are accessible across the community.



Digital Health Record

My Digital Health Record (MyDHR) was introduced in 2021 to support the COVID-19 vaccination program, making it easy to schedule appointments. In 2022 the full rollout of a single Digital Health Record across our public hospital and health system will save time for health staff and patients with easy access to important health information, improving care and reducing mistakes.



Mission 2

Towards a net zero city and beyond

Environmental responsibility and action

Canberra shows that designing a sustainable city is complex, but doable. The technologies already exist for it to become a carbon-neutral, thriving city.

A greater emphasis on renewable energy is happening globally. Sustainable infrastructure and climate resilience is being favoured as economies decarbonise and production and consumption transitions towards a more circular economy.

We're responding to climate change as an economic opportunity to attract innovative new enterprises and high-value jobs.

The ACT Government is committed to taking science-based action to transition to net zero emissions and mitigate and adapt to climate change, while ensuring all can benefit from the zero-carbon future.

We will lead in innovation and provide a model demonstrating how to achieve climate neutrality. We will create a more resilient and sustainable Canberra.



Electrification of our economy

The ACT Government has already committed to net zero emissions by 2045 and decarbonised our electricity grid.

But we can go further, faster through:

- Building the Big Canberra Battery.
- increasing the energy efficiency of our buildings and homes, which will bring down energy bills
- phasing out fossil-fuel gas
- driving down transport emissions, including significantly expanding the number of zero emissions vehicles in the ACT.

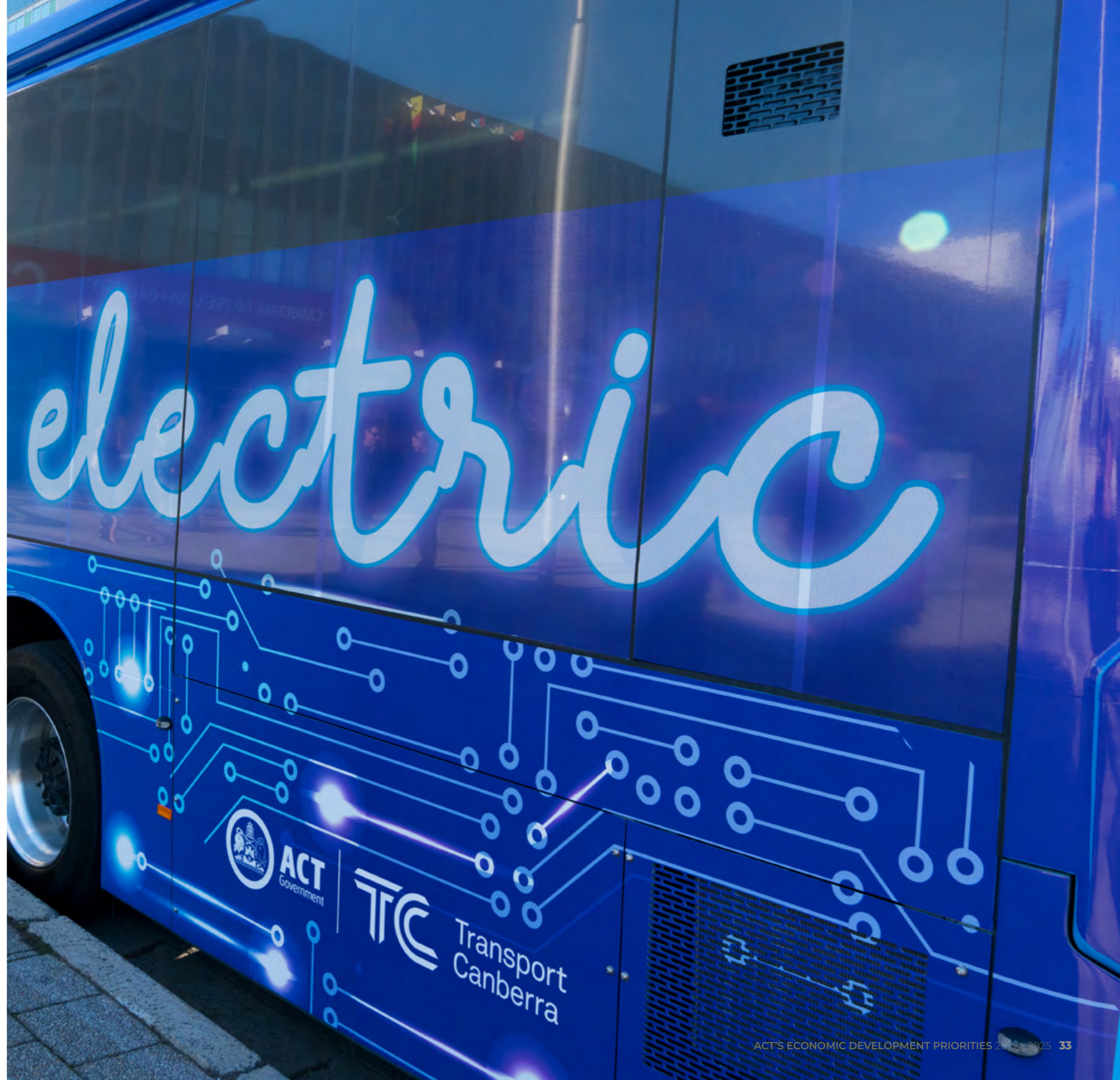
By meeting our targets and building on our status as an early mover on climate action, we can attract new talent, ideas and investment to Canberra.

We will continue to attract investment and back renewables research and support tertiary institutions with world-class research capabilities and experience in clean energy technology, economics and policy.

We will decarbonise our city. We will leverage alternative power and energy while networks, including transport, facilitate the energy transition.

This goal will inform our decisions about transport, planning, research and innovation.

Building on current initiatives, renewable energy will be foundational to a more urban Canberra – one that is sustainable, regenerative and creative.





The circular economy

The ACT Government is leading the way with action to minimise waste in the natural environment. It is responding to the community's values and their drive to reduce our environmental footprint.

Partnerships with the research sector and innovation ecosystem will drive effective waste management, and the reuse, recycle and manufacture of materials.

The ban on single-use plastics has been embraced by business and the community. We expect single use plastics to be eliminated within Canberra's events, food, hospitality and retail sectors and all plastics will be fully recycled as part of the circular economy.

Future investments will focus on initiatives that are not only sustainable but can showcase a commitment to the circular economy.



A climate-resilient city

As our climate changes, the risk of extreme events, such as fires, floods and storms, will escalate. We are taking action now to prepare our city.

We are mapping areas at risk. Through strategic land use planning we are preserving key evacuation and access routes to keep our community safe and enhance our ability to prepare for and respond to natural disasters.

We are also protecting Canberra's suburbs. We are creating more green space and refuges to manage temperature extremes and support community wellbeing.

To cool our suburbs and residents, we will increase Canberra's tree canopy and create more urban wetlands and swimmable lakes. We will restore nature and green our city so

Canberrans can enjoy the social, physical, cultural, economic and mental health benefits of living with a restored and healthy natural environment.

Setting new standards in sustainable building and strategic land release and trialling innovative methods of structuring new suburbs will also:

- maximise green space
- maintain existing micro-climates
- support biodiversity.

Transformative project

Zero emission homes and communities

Our Big Canberra Battery project provides a decentralised network of community battery infrastructure. This, along with incentives to remove gas from homes and reduce transport emissions, gives Canberra an opportunity to pilot world-first decarbonised suburbs.

This investment could lead to savings that will support more public and community infrastructure.

Households will continue to be supported to take up rooftop solar, which is already saving households money and adding to decentralised energy generation.

Households will increase their efficiency with support to upgrade heating, ventilation and air conditioning and water-heating systems to low-carbon technologies such as:

- electric heat pumps
- high-efficiency heating and cooling systems
- energy efficient water heating systems.

The use of building automation and control systems such as adaptive thermostats and lighting sensors will be expanded to optimise energy efficiency.

Rental properties and public housing properties will be upgraded to make sure they are energy efficient and can benefit from energy savings.

We have a unique opportunity to pilot and demonstrate the efficacy of vehicle-to-grid solutions and virtual power plants.

We will show the world that decarbonisation can be achieved while creating jobs and saving money.

Transformative project

Toward Net-zero Procurement

We value environmental responsibility and seek to ensure our procurement has a positive impact on our physical environment and local and global ecosystems. We will embed sustainable procurement practices across government to lower emissions and reduce waste.

Building and construction methods that have low embodied emissions will be prioritised for selected projects depending on market and technological maturity. For these projects, we will include in the evaluation a measurement of how tenderers will achieve net zero emissions in their construction.

Research and local business development will be generated in:

- zero emission transport and infrastructure building
- project management and planning for net zero projects
- monitoring and reporting technology.

Transformative project

Zero emission transport

Canberra will continue to lead the way in transitioning to a zero emission transport network and it will be easier to choose sustainable transport options for all journeys.

The ACT Government will partner with manufacturers to speed up the transition to zero emission vehicles.

Core bike paths will be upgraded to become active travel highways suitable for cycling, e-scooters, and other low impact transport modes. They will connect our town centres with wide and separated active travel corridors useful to a range of users.

Investment in the light rail network will continue. The transition to a zero emission bus fleet further reduce emissions, and make our public transport more environmentally friendly.

People will be supported to purchase electric vehicles (EV) by accessing low-cost credit. Along with a network of EV chargers, owning an EV in Canberra will be a simple and more affordable proposition.

The Realising Electric Vehicle-to-Grid Services project will be piloted to help unlock the full economic and grid potential of vehicle-to-grid services in Australia. It will open the way for EVs to power our homes.



Mission 3

Knowledge-based economic growth

Inclusive innovation and responsible investment

Canberra has emerged as the knowledge capital of Australia and a hub for innovation and creativity. In an environment of constant disruption and change, our ability to adapt and innovate sets us apart. So does our commitment to values-driven economic development.

Continuing the work already done to diversify our economy, strengthening ties with international partners and enhancing our

credentials as a knowledge economy will be critical. Given the global competition for talent and investment, we will do more to facilitate investment and innovation, and attract and retain skills and talent.

Continued investment in transformational infrastructure, as set out in our 10-year infrastructure plan, will underpin the transition to a post-COVID global economy.



Innovation anywhere

Canberra is uniquely placed to capitalise on the emerging trend of 'innovation anywhere', where people can work flexibly, yet still be able to come together to create and innovate.

Our ambition is to position Canberra as a city where innovation, creativity and entrepreneurship are encouraged and celebrated. To do this, we will build on our:

- existing infrastructure
- digital mindset
- world-class tertiary education and research sector
- cooperative regulatory settings
- highly educated population.

Innovation precincts already flourish in Canberra, based around tertiary education and research institutions. We will focus on making these precincts the norm and establishing Canberra as a city-wide hub for developing and trialling new ideas.

Canberra's innovation precincts will continue to attract talent and create clear opportunities for collaboration while driving skills development in key industries.

Innovation happens within every sector. By developing infrastructure and networks that encourage cross-sector collaboration, we will see greater innovation, creativity and entrepreneurship.

Photo credit: Australian National University



Inclusive innovation

Innovation flourishes in Canberra because of our connected community and ease of building networks. Our diversity and our progressive values mean more and more that Canberra is the epicentre of inclusive innovation. We look for opportunities to create new products and services that are accessible for everyone and enable greater equality within our community.

Canberra is a city with a deep history in world-leading innovation and has always been a place for people who embrace arts, culture and creativity. Creative thought is essential for enabling innovation and entrepreneurship and the intersection of these provides a platform for great ideas to come to life.

Our goal is to marshal collaboration to solve the big world problems, while giving back the benefits to all Canberrans.

A city of early adopters

In Canberra we look for new opportunities and ways of doing things. We don't see disruption, we see opportunity.

We were the first city in Australia to adopt and regulate ridesharing, bringing diversity and choice to our transport options, and ensuring safety and a level playing field for transport operators.

Through Project Wing we are trialling world-first drone-delivery technologies, balancing

the needs of consumers, the environment and safety to ensure success.

The ACT Government-funded Seeing Machines trial of new driver monitoring technology will help Australia and the world understand how humans will interact with semi-automated vehicles in a real-world situation.

A test bed for new ideas and new technologies, Canberra is the perfect place for innovation.



Entrepreneurial ecosystems

Our mission is to support and encourage stronger relationships between the higher education and research sectors, the business community and government.

Canberra has a business ecosystem that supports entrepreneurs, social enterprises and start-ups, and a local innovation network that actively encourages a growth mindset. It will be a place where creativity and innovation work together seamlessly and flourish quickly. Businesses with a good idea can establish and grow, regardless of their size and stage in the business cycle.

We will go further and move beyond accelerating business growth to accelerating collaboration on ideas across the ecosystem. We will use our new capability in working remotely to connect with innovators across the globe – we will help minds connect.

We will continue to support the development of local First Nations businesses by offering an accelerator program, culturally appropriate mentoring and concierge service so they can grow, access support and new opportunities.

Our focus on our capabilities in space, cyber security, defence, renewables, advanced technology and international education will continue. They will expand to support entrepreneurship and innovation across more sectors. We will cultivate more connections and strategically market our capabilities to the world.



Photo credit: Matt Witcombe
Visit Canberra



Developing our city as a global destination

Canberra is a globally-connected city with a clear commitment to building enduring international relationships for the economic, cultural and social benefit of the ACT.

We will release a new edition of Canberra's international engagement strategy to guide our targeted approach to international markets for trade and investment.

We have significant opportunities in front of us to continue to build on our unique advantages and grow our international profile.

Our focus on aviation access will continue, making it easier and cheaper for visitors to travel to Canberra and the community to connect with Australia and the world. As the aviation sector recovers from the pandemic, we will look to re-establish direct international access to Canberra to:

- support tourism, business, trade and investment opportunities
- provide a gateway to our diverse region.

Our Statement of Ambition for the Arts sets Canberra on course to be the arts capital of Australia, with strategies to create, develop, and promote the arts and creative practices and draw people and culture to Canberra.

We will find ways to attract investment to grow our reputation as a destination for visitors. We will ensure our infrastructure projects create precincts and places that enhance how visitors engage with the city and provide benefits to the community.

We will bring projects to market that provide opportunities for new investment and that enhance our experience-based attractions. We will create opportunities to bring private sector innovation and capital to precincts that enhance Canberra's liveability.



Investment facilitation service

The ACT Government will continue to support an investment facilitation service to encourage businesses and potential investors to invest with confidence in Canberra.

We will actively promote investment opportunities and connect potential investors with local businesses.

In refreshing our regulatory settings and administrative procedures, we will make it as easy as possible for businesses to establish and grow in the ACT.

We will continue to evolve our city's brand and communicate the qualities of Canberra as a place to live, visit, work, study do business and invest in.

Responsible investment

Investors will be attracted to the opportunities our city presents, the values that we represent and the ease with which they can do business.

The ACT Government will prioritise investment in markets and products that embody the government's commitment to climate action, the environment, sustainable development and the circular economy.

The ACT Government will prioritise development that provides return to the community and enhances the liveability of the city, delivering environmental and social benefits. This could be through:

- building local enterprises through micro-crediting
- sustainable procurement
- venture capital and investment.





Global talent developed locally

Our tertiary education and research sector is one of the key foundations of our economy. World class universities, competitive schools and vocational education and training providers create an environment where the best minds come together to solve problems.

Delivering world-class skills and lifelong learning, Canberra's educational institutions are front and centre in our ambition to drive inclusive growth and prosperity.

Canberra's reputation as an innovation and technology hub, and focus on liveability, inclusion and wellbeing will act as a drawcard for skilled talent internationally and the workforce of the future.

We will actively promote Canberra's attributes to attract the people who will help our city thrive. In doing so, we will ensure the shared values of our community are reflected in our investment priorities and create opportunities for Canberrans, so we retain the people who make our city great.



Transformative project

Cyber, Space and Advanced Technology Hub

Harnessing the skills, research and innovation co-located in Canberra, a new Cyber, Space and Advanced Technology Hub will ensure Canberra is the go-to place for the industries of the future.

This new hub will build on the establishment of the Canberra Cyber Hub and CBRIN, and expand on the collaborative model between government, industry, research and the tertiary education sector. In doing so, it will:

- develop and attract a skilled workforce
- accelerate business growth
- connect researchers with local business
- promote our capability to clients and potential clients across the world.

Transformative project

Venture capital for small business and social enterprise

Sometimes businesses need a little help to make a significant leap and execute a new idea. The right assistance at the right time can make all the difference to a business growing and creating employment for Canberrans. Entrepreneurs that base their business model on delivering social outcomes while being commercially viable have a particular niche in the ACT economy.

Partnering with local, national and international investors, we will develop a framework where small business and social enterprises can thrive in the ACT.



Transformative project

Digital planning

An end-to-end, data-driven planning experience will transform and speed-up approval processes for new investment. It will improve collaboration between applicants and decision-makers and promote innovative planning outcomes.

Through Digital Engineering and Building Information Modelling we will transform the infrastructure sector. We will see industry collaborate with researchers to move to the exchange of 3D digital data for infrastructure, buildings and property envelopes. This will help build a comprehensive, accurate digital twin that will add value for all parties.

Transformative project

Freight Hub

We will continue to work with Canberra Airport, New South Wales Government and the Australian Government to realise the freight potential of the Canberra Airport as an international transport hub.

The airport is uniquely positioned to connect the Canberra region to expanding domestic and global markets. Continued and coordinated investment in the road networks surrounding the airport will:

- enable efficient movement of goods
- increase access to markets
- enable private sector investment in supply chain and logistics infrastructure.

Cross-border collaboration will be important for this opportunity, with this key transport hub providing a critical economic growth connection to our diverse region.

Conclusion

The missions and transformative projects set out here highlight the ACT Government's emerging priorities. They provide the community, business and investors with a clear set of principles from which policies and projects will be developed.

The missions convey both a sense of priority by government and the need to work together with the community and business to achieve greater impact than can be achieved alone.

Cities collaborate to compete and to be resilient.

We will build on:

- the ingenuity of our people
- our culture of inclusion
- our credentials in renewable energy and environmental resilience
- our natural and built assets
- our openness for new ideas to create and innovate.

A city is a collective noun, and it is together that we can achieve great things.

Produced by Chief Minister, Treasury and Economic Development Directorate.



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Government