22.05 EMPLOYMENT POLICIES

The Employment Policies for the Shire are:

- To encourage and facilitate the development of local employment opportunities.
- To encourage diversification of the agricultural base and associated value-added enterprises.
- To foster, protect and encourage the development of viticulture.
- To encourage the development of tourism opportunities especially those related to the wine industry.
- To encourage the development of new industry.
- To encourage retailing in Beaufort and Avoca to become more focussed, including:
  - In Beaufort, to concentrate on convenience as well as comparison goods retailing to service passing highway traffic; and
  - The development of Avoca as a service centre to tourism associated with the wine industry. Provision of improved convenience goods retailing services in the Avoca business centre is an important priority.