



# Rural Job Creation Dunhill April 2010

Round - Up  
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Waterford County Manager

# TODAY'S AGENDA

- INFORMATION SHARING
- LESSONS LEARNED FROM EXPERIENCE
- FOCUS OF COUNTY WATERFORD ECONOMIC PLAN
- **WHAT WORKS?**

# CONTEXT

- GLOBAL & LOCAL
- ECONOMIC CLIMATE
- EVOLVING EU TREATIES & FRAMEWORKS
  - FOCUS ON TERRITORIAL
- CHALLENGES FACING RURAL EMPLOYMENT
  - SKILLS
  - INFRASTRUCTURE
- **USING LOCAL ASSETS TO CREAT LOCAL JOBS**

# CHALLENGES

- AVAILABILITY OF GRANTS & LOANS
- PRESSURE ON TENANT BUSINESSES
- REDUCING RENTS & COMPETITION
- VOLUNTEERS UNDER STRESS
- CHALLENGE TO CUT COSTS & MAINTAIN JOBS
- PAROCHIAL

# OPPORTUNITIES

- DEPENDENT ON LOCAL ASSETTS
  - POTENTIAL TERRITORIAL CAPITAL
  - IDENTIFY LOCAL STRENGTHS
- INVESTIGATE DORMANT POTENTIAL
  - TOURISM – JOHN KEARNEY
  - FOOD & FOOD TOURSIM– DONAL LEHANE & SARAH FLEMING
  - ENERGY- WALTER RYAN-PURCELL
  - CREATIVE INDUSTRIES
  - EXPORTS – CARLENE MOLONEY

# COMPONENTS OF RURAL DEVELOPMENT



# WHAT WORKS?

- AN ENGAGED COMMUNITY – PASSION
  - VOLUNTEER INVOLVEMENT
- APPRECIATION OF LOCAL ASSETS
  - PLAY TO YOUR STRENGTHS
- RESOURCES
  - LAND
  - FUNDING
  - SUPPORT
  - PEOPLE

# WHAT TO FOCUS ON?

- SKILLS / TRAINING
- COACHING & FACILITATION
- NETWORKS & PARTNERSHIPS
- SECTORS
  - EDUCATION
  - GREEN ECONOMY
  - FOOD
  - TOURISM
  - CREATIVE INDUSTRIES
- PLANNING
  - VISION & CREATIVITY

# INGREDIENTS FOR SUCCESS

- SUCCESS BUILDS SUCCESS – CONFIDENCE
- STAMINA
- CORRECT STRUCTURE
- LOCAL ASSETS / LOCAL PEOPLE
- SENSE OF PLACE
- CONNECTIVITY
  - COMMUNITY
  - REGION, WORLD
- STATE SUPPORT
  - TOO MANY ACTORS
  - SIMPLIFYING REGULATION
  - OPERATIONAL SUPPORTS

IT'S UP TO US!