

# Local Economic Action Planner

	BUSINESS PLANNING PROCESS >>>>>	SITUATION ANALYSIS	CORE OBJECTIVES & STRATEGIES	SUB-OBJECTIVES & ACTIONS	CASH FLOW IMPACT	RECOMMENDATIONS & PRIORITIES
Row No.	ISSUE CATEGORY	STATISTICS, DESK RESEARCH, MARKET RESEARCH, STAKEHOLDER INTERVIEWS, SWOT ANALYSIS, WORKSHOP ISSUES & THEMES	INCLUDING DESIRED FUTURE OUTCOMES, DIRECTIONS & KPIS	INCLUDING TASKS, RESPONSIBILITIES, TIMING	OPERATING EXPENDITURE & REVENUE, CAPITAL EXPENDITURE & FUNDING,	
1	A. PRODUCT ANALYSIS					
2	A1. GENERAL ECONOMIC PROFILE					
3	A1.1 Key Identifying Assets					
4	Northern Face					
5	Southern Face					
6	Eastern Face					
7	Western Face					
8	A1.2 Site Data					
9	Site Area (Sq.Mt)					
10	Plot Ratio					
11	No. of Sites					
12	A1.3 No. of Establishments - All Uses					
13	Community & Health					
14	Office					
15	Retail, Dist. & Servicing					
16	Other					
17	Total					
18	A1.4 Floor Area Analysis (Sq.Mt) - All Uses					
19	Community & Health					
20	Education & Research					
21	Leisure & Recreation					
22	Manufacturing					
23	Office					
24	Residential					
25	Retail, Dist. & Servicing					
26	Storage					
27	Transport					
28	Unused					
29	Utility					
30	Wholesale					
31	Total Floor Area (Sq.Mt.)					
32	A1.5 Floor Area Analysis (%mix) - All Uses					
33	Community & Health					
34	Education & Research					
35	Leisure & Recreation					
36	Manufacturing					
37	Office					

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38	Residential					
39	Retail, Dist. & Servicing					
40	Storage					
41	Transport					
42	Unused					
43	Utility					
44	Wholesale					
45	<b>Total Floor Area %</b>					
46	<b>A1.6 Product Mix Analysis</b> (Development Opportunities)					
47	<b>Change Floor Area - All Uses</b> ("more" or "less")					
48	Community & Health					
49	Education & Research					
50	Leisure & Recreation					
51	Manufacturing					
52	Office					
53	Residential					
54	Retail, Dist. & Servicing					
55	Storage					
56	Transport					
57	Unused					
58	Utility					
59	Wholesale					
60	<b>A1.7 Site Development Opportunities - Area</b>					
61	Site 1					
62	Site 2					
63	Site 3					
64	Site 4					
65	Site 5					
66	<b>A1.8 Investment</b>					
67	<b>A1.8.1 Commercial</b>					
68	Current Valuations					
69	% increase					
70	Value of Commencements					
71	% increase					
72	Value of Approvals					
73	% increase					
74	Value of Prospects					
75	% increase					
76	<b>A1.8.2 Residential</b>					
77	Current Valuations					
78	% increase					
79	Value of Commencements					
80	% increase					
81	Value of Approvals					
82	% increase					
83	Value of Prospects					
84	% increase					
85	<b>A1.8.3 Infrastructure</b>					
86	Value of Commencements					
87	Value of Approvals					
88	Value of Prospects					

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89	<b>A1.9 Employment</b>					
90	<b>A1.9.1 Current Employment</b>					
91	Community & Health Services					
92	Offices					
93	Retail, Distribution & Servicing					
94	Other					
95	<b>TOTAL</b>					
96	<b>A1.9.2 Possible Future Employment</b>					
97	Natural % growth or decline p.a					
98	Plus % inc in comm commencements (above)					
99	Plus % inc in comm approvals (above)					
100	Combined % growth					
101	Estimated Future Employment Base (Realistic)					
102	Plus % inc in comm prospects (above)					
103	Combined % growth					
104	Estimated Future Employment Base (Optimistic)					
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105	<b>A2. RETAIL ECONOMIC PROFILE</b>					
106	<b>A2.1 No. of Establishments - Retail</b>					
107	Food & Drink					
108	Other Convenience					
109	Specialty Shops					
110	Fine Art Dealers					
111	Repair Shops					
112	<b>RT01 - Retail Shops</b>					
113	<b>RT02 - Personal Services</b>					
114	Business Supply/Equip					
115	Retail Showrooms					
116	Retail Saleyards					
117	Motor Vehicle Repairs					
118	Trading Stands					
119	<b>RT03 - Other Retail Distribution</b>					
120	Liquor Service					
121	Catering					
122	<b>RT04 - Food &amp; Drink Service</b>					
123	<b>TOTAL</b>					
124	<b>A2.2 Floor Area Analysis (Sq.Mt) - Retail</b>					
125	Food & Drink					
126	Other Convenience					
127	Specialty Shops					
128	Fine Art Dealers					
129	Repair Shops					
130	<b>RT01 - Retail Shops</b>					
131	<b>RT02 - Personal Services</b>					
132	Business Supply/Equip					
133	Retail Showrooms					
134	Retail Saleyards					
135	Motor Vehicle Repairs					
136	Trading Stands					
137	<b>RT03 - Other Retail Distribution</b>					
138	Liquor Service					

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139	Catering					
140	<b>RT04 - Food &amp; Drink Service</b>					
141	<b>TOTAL</b>					
142	<b>A2.3 Floor Area Analysis (%mix) - Retail</b>					
143	Food & Drink					
144	Other Convenience					
145	Specialty Shops					
146	Fine Art Dealers					
147	Repair Shops					
148	<b>RT01 - Retail Shops</b>					
149	<b>RT02 - Personal Services</b>					
150	Business Supply/Equip					
151	Retail Showrooms					
152	Retail Saleyards					
153	Motor Vehicle Repairs					
154	Trading Stands					
155	<b>RT03 - Other Retail Distribution</b>					
156	Liquor Service					
157	Catering					
158	<b>RT04 - Food &amp; Drink Service</b>					
159	<b>TOTAL</b>					
160	<b>A2.4 Average Floor Area (Sq.Mt) - Retail</b>					
161	Food & Drink					
162	Other Convenience					
163	Specialty Shops					
164	Fine Art Dealers					
165	Repair Shops					
166	<b>RT01 - Retail Shops</b>					
167	<b>RT02 - Personal Services</b>					
168	Business Supply/Equip					
169	Retail Showrooms					
170	Retail Saleyards					
171	Motor Vehicle Repairs					
172	Trading Stands					
173	<b>RT03 - Other Retail Distribution</b>					
174	Liquor Service					
175	Catering					
176	<b>RT04 - Food &amp; Drink Service</b>					
177	<b>A2.5 No. of On-Site Car Parks</b>					
178	Public					
179	Private					
180	<b>Total</b>					
181	<b>A2.6 Product Mix Analysis (Development Opportunities)</b>					
182	<b>Change Floor Area - Retail ("more" or "less")</b>					
183	<b>RT01 - Retail Shops</b>					
184	Food & Drink					
185	Other Convenience					
186	Specialty Shops					
187	Fine Art Dealers					
188	Repair Shops					
189	<b>RT02 - Personal Services</b>					
190	<b>RT03 - Other Retail Distribution</b>					
191	Business Supply/Equip					
192	Retail Showrooms					
193	Retail Saleyards					

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194	Motor Vehicle Repairs					
195	Trading Stands					
196	<b>RT04 - Food &amp; Drink Service</b>					
197	Liquor Service					
198	Catering					
199	A2.7					
200	<b>A2.7 Site Development Opportunities - Retail</b>					
201	Site 1					
202	Site 2					
203	Site 3					
204	Site 4					
205	Site 5					
206	<b>A2.8 Retail Product Range Analysis</b>					
207	Increase Existing Product Range (same floor area)					
208	Increase Product Diversification (same floor area)					
209	<b>A2.9 Retail Product Support Analysis</b>					
210	Entertainment					
211	Trading Hours					
212	Visibility					
213	Signage					
214	Tourist support facilities					
215	Internet Access and E-commerce					
216	Appearance					
217	<b>A2.10 Retail Brand/Character/Identity Analysis</b>					
218	Brand Attribute 1					
219	Brand Attribute 2					
220	Brand Attribute 3					
221	Brand Attribute 4					
222	Brand Attribute 5					
223	<b>A3. PUBLIC REALM ENVIRONMENT</b>					
224	<b>Roads</b>					
225	Access - Pedestrians (crossings, etc)					
226	Access, movement & safety - Bicycles					

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227	Access, movement & safety - Buses					
228	Access, movement & safety - Cars					
229	Access, movement & safety - Coaches					
230	Access, movement & safety - Trucks					
231	Art & Sculpture					
232	Bus Stops					
233	Cleanliness					
234	Design					
235	Kerb Alignment					
236	Landscaping					
237	Lighting - energy efficiency					
238	Lighting - suitability & design					
239	Loading and unloading zones					
240	Median Strips					
241	On-street Parking - Bicycles					
242	On-street Parking - Cars (inc. cost)					
243	On-street Parking - Coaches					
244	On-street Parking - Trucks					
245	Pavement					
246	Permit Areas					
247	Pollution					
248	Road Design					
249	Signage - directional					
250	Signage - promotional					
251	Speed Limits					
252	Suitability for promotions & events					
253	Traffic noise					
254	Traffic calming & control					
255	<b>Footpaths</b>					
256	Art & Sculpture					
257	Cleanliness					
258	Commercial noise intrusion					
259	Commercial use					
260	Design					
261	Disabled access					
262	Entertainment					
263	Landscaping					
264	Lighting - energy efficiency					
265	Lighting - suitability & design					
266	Outdoor Seating					
267	Pavement					
268	Pedestrian Corridors & Linkages					
269	Pedestrian Crossings					
270	Pedestrian Shelters					
271	Pollution					
272	Rubbish Bins					
273	Signage - directional					
274	Signage - promotional					
275	Suitability for promotions & events					
276	<b>Other Facilities</b>					
277	Bus Shelters					

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278	Child-minding					
279	Public Conveniences					
280	Public Telephones					
281	<b>Security</b>					
282	Crime Prevention Design Features					
283	Police Presence					
284	Quality of Lighting					
285	Video Surveillance					
286	<b>Utility Services</b>					
287	Broad-band Cabling					
288	Power					
289	Water					
290	<b>Parks, squares, reserves, etc</b>					
291	Access					
292	Access roads					
293	Art & Sculpture					
294	Cleanliness					
295	Design					
296	Footpaths					
297	Landscaping					
298	Lighting - energy efficiency					
299	Lighting - suitability & design					
300	Signage - directional					
301	Signage - promotional					
302	Suitability for promotions & events					
303	<b>A4. PROPERTY ENVIRONMENT</b>					
304	<b>Access and Safety (Internal)</b>					
305	Car					
306	Bus					
307	Pedestrian					
308	Disabled					
309	Bicycle					
310	Truck					
311	<b>Built Form</b>					
312	Density					
313	Height, Scale & Sitting					
314	Heritage					
315	Privacy					
316	Townscape Context					
317	Visual Amenity					
318	<b>Environment (Internal)</b>					
319	Air-conditioning					
320	Art & Sculpture					
321	Cleanliness					
322	Energy Efficiency					
323	Landscaping					
324	Micro-climate and Sunlight					
325	Noise Abatement					
326	Open Space					
327	Pollution					
328	Waste Handling					
329	<b>Parking (Off-street)</b>					
330	Bicycle Parking					
331	Car Parking - cost					

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332	Car Parking - ease of access					
333	Car Parking - wheelchair					
334	<b>Pedestrian Movement (Internal)</b>					
335	Pedestrian Corridors & Linkages					
336	Pedestrian Crossings					
337	Pedestrian Shelters					
338	<b>Public Facilities (Internal)</b>					
339	Child-minding					
340	Outdoor Seating					
341	Public Conveniences					
342	Public Telephones					
343	Public Transport					
344	<b>Roads (Internal)</b>					
345	Bus Stops					
346	Kerb Alignment					
347	Loading and unloading zones					
348	Road Design					
349	Speed Limits					
350	<b>Security (Internal &amp; Area)</b>					
351	Crime Prevention Design Features					
352	Police Presence					
353	Quality of Lighting					
354	Video Surveillance					
355	<b>Signage (Exterior &amp; Internal)</b>					
356	<b>Use of Land</b>					
357	Desired Uses					
358	Non-complying Uses					
359	Existing Use					
360	Change Existing Use					
361	Expand Existing Use					
362	Replace Existing Use					
363	<b>Utility Services (Internal)</b>					
364	Broad-band Cabling					
365	Power					
366	Water					
367	<b>A5. RETAIL PRICE ANALYSIS</b>					
368	Value for money					
369	Discounting					
370	Special Price Promotions					
371	<b>A6. RETAIL PRODUCT BENEFITS</b>					
372	Diversity of product , experience & culture					
373	Convenience of car-parking					
374	Convenience of public-transport					
375	Convenience of bike-parking					
376	Experimentation					
377	Innovative					
378	Loyalty					

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379	Level of service					
380	Quality of service					
381	Variety & choice					
382	Personal Experience					
383	Time Conducive					
384	Tradition					
385	Continuity					
386	Passion of traders					
387	Passion of shoppers					
388	Feeling of Community Ownership					
389	Reputation					
390	Add-ons					
391	Tourist appeal as an attraction					
392	Unsegmented Unique Selling Proposition					
393	<b>A7. COMMUNITY PROFILE</b>					
394	No. of Residents					
395	No. of Residences					
396	Demographic Analysis					
397	Homelessness					
398	Crime and Safety					
399	Young People					
400	<b>A8. VISION</b>					
401	<b>A8.1 Vision Statement</b>					
402	<b>A8.2 Vision Components - Distinctive Place</b>					
403	Distinctive Location					
404	Distinctive Appearance					
405	Distinctive Site Design					
406	Distinctive Building Design					
407	Identifiable Access and Parking					
408	Distinctive Environment					
409	<b>A8.3 Vision Components - Learning and Cultural Place</b>					
410	Cultural					
411	Educational					
412	Artistic					
413	Empowering					

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414	Desirable Address					
415	Inclusive					
416	<b>A8.4 Vision Components - Meeting Place</b>					
417	Attraction					
418	Entry, gateway, portal etc					
419	Networking					
420	Socialisation					
421	<b>A8.5 Vision Components - Market-place</b>					
422	Customer Service					
423	Inform/Facilitate					
424	Sell/Transact/Exchange					
425	<b>A8.6 Vision Components - Living Place</b>					
426	Desirable address					
427	Neighbourhood lifestyle					
428	Multi-purpose opportunities					
429	<b>A8.7 Vision Components - Productive Place</b>					
430	Sense of progress					
431	Learning & work ethic					
432	<b>A8.8 Vision Components - Creative Place</b>					
433	Surprising					
434	Visionary					
435	Creative leadership					
436	Innovative					
437	<b>A8.9 Vision Components - Competitive Place</b>					
438	Location					
439	Communications					
440	Commerce					
441	Community					
442	Information					
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443	<b>B. MARKET ANALYSIS</b>					
444	<b>B.1 CURRENT VISITATION STATISTICS</b>					
445	Minimum Daily					
446	Maximum Daily					
447	Maximum Capacity					
448	Average Weekly					

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449	Yearly					
450	<b>B.2 TARGET MARKET ANALYSIS</b>					
451	<b>Target Group 1</b>					
452	Estimated % of total visitation					
453	Estimated number per annum					
454	Growth Trend					
455	Consumer threats & opportunities					
456	Competitive threats & positioning					
457	Quantitative Profile					
458	Location					
459	Demographics					
460	Attitudes & preferences					
461	Behaviour					
462	Qualitative Profile (inc. motivations)					
463	Unique Selling Proposition (Unique benefits for target group. Why will they					
464	<b>Target Group 2</b>					
465	Estimated % of total visitation					
466	Estimated number per annum					
467	Growth Trend					
468	Consumer threats & opportunities					
469	Competitive threats & positioning					
470	Quantitative Profile					
471	Location					
472	Demographics					
473	Attitudes & preferences					
474	Behaviour					
475	Qualitative Profile (inc. motivations)					
476	Unique Selling Proposition (Unique benefits for target group. Why will they buy?)					
477	<b>Target Group 3</b>					
478	Estimated % of total visitation					
479	Estimated number per annum					
480	Growth Trend					
481	Consumer threats & opportunities					
482	Competitive threats & positioning					
483	Quantitative Profile					
484	Location					
485	Demographics					
486	Attitudes & preferences					
487	Behaviour					
488	Qualitative Profile (inc. motivations)					
489	Unique Selling Proposition (Unique benefits for target group. Why will they buy?)					

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490	<b>Target Group 4</b>					
491	Estimated % of total visitation					
492	Estimated number per annum					
493	Growth Trend					
494	Consumer threats & opportunities					
495	Competitive threats & positioning					
496	Quantitative Profile					
497	Location					
498	Demographics					
499	Attitudes & preferences					
500	Behaviour					
501	Qualitative Profile (inc. motivations)					
502	Unique Selling Proposition (Unique benefits for target group. Why will they buy?)					
503	<b>Target Group 5</b>					
504	Estimated % of total visitation					
505	Estimated number per annum					
506	Growth Trend					
507	Consumer threats & opportunities					
508	Competitive threats & positioning					
509	Quantitative Profile					
510	Location					
511	Demographics					
512	Attitudes & preferences					
513	Behaviour					
514	Qualitative Profile (inc. motivations)					
515	Unique Selling Proposition (Unique benefits for target group. Why will they buy?)					
516	<b>Target Group 6</b>					
517	Estimated % of total visitation					
518	Estimated number per annum					
519	Consumer threats & opportunities					
520	Competitive threats & positioning					
521	Quantitative Profile					
522	Location					
523	Demographics					
524	Attitudes & preferences					
525	Behaviour					
526	Qualitative Profile (inc. motivations)					
527	Unique Selling Proposition (Unique benefits for target group. Why will they buy?)					
528	<b>C. PROMOTION ANALYSIS</b>					
529	<b>C.1 SIGNAGE</b>					
530	Street Signage (Brand reinforcement)					
531	Building Signage (name/brand)					
532	Building Signage (billboards)					

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533	Shopfronts					
534	Directional signage					
535	Promotional signage					
536	<b>C.2 LIVE PROMOTION</b>					
537	Live promotion & entertainment					
538	Demonstration/training areas					
539	Festivals & Events					
540	Tours					
541	Use of volunteers					
542	<b>C.3 LITERATURE</b>					
543	Brochure					
544	Theme Literature Handouts					
545	<b>C.4 PUBLIC RELATIONS</b>					
546	Lobby Groups					
547	Newspaper PR					
548	Television PR					
549	Radio PR					
550	<b>C.5 ADVERTISING</b>					
551	Newspaper Advertising					
552	Television Advertising					
553	Radio Advertising					
554	<b>C.6 WEB PROMOTION</b>					
555	Web Promotion - Own Site					
556	Web Promotion - Other Portals					
557	<b>C.7 INTEGRATED VISITATION PROMOTIONAL PLAN</b>					
558	<b>C.8 INVESTMENT ATTRACTION MARKETING PLAN</b>					
559	<b>D. LEADERSHIP ANALYSIS</b>					
560	<b>D.1 BUSINESS PLAN READINESS</b>					
561	Strategy					
562	Operations/Actions					

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563	Development Budget Estimates					
564	Operations Budget Estimates					
565	<b>D.2 MARKETING PLAN READINESS</b>					
566	Operations/Actions					
567	Budgets					
568	<b>D.3 ORGANISATIONAL READINESS</b>					
569	Structural Design					
570	Human Resources					
571	Communication					
572	Job Descriptions					
573	Project Descriptions					
574	Strategic Alliances					
575	Clusters & Networks					
576	Role and Performance					
577	State Government					
578	Council					
579	Authority					
580	Association					
581	Block Group					
582	Management					
583	Traders					
584	Others					