

# Wagin Economic development Strategy - Draft Synopsis of Strategic Initiatives - Jan 2013

1. Aerodrome Precinct	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
	1 Approved Master Plan	Publicise the plan & seek input from Gvt. /Industry	Regular plan upgrade based on Gvt. /Industry feedback.
	2 Shire ownership of land	Plan for expansion & protect public/private peripheral land Maximise return on land asset	Consolidated precinct zone with adjoining land assets Confirmation of market demand for plane storage
	3 Regional Plan for Aviation	Proactively promote Wagin with aviation planners	Wagin formally integrated in Regional Plan for Aviation
	4 Adjacent to Industrial land and Township	Incorporate Aerodrome precinct in Town Planning Strategy	Upgraded Planning "Town Site Expansion"
	5 Safe & cost effective plane storage	Engage with Jandakot Airfield Management	MOU to collaborate in shared plane storage strategy
	6 Maintenance, and repair services	Engage with light aircraft maintenance industry	Identified operators interested in expanding/relocating
	7 Flying and Maintenance Training	Engage with light aircraft public/private training industry	MOU with TAFE and or equivalent to use Airfield for training
	8 Assembly of light aircraft units	Engage with Australian & or overseas manufacturers	Land/Housing/Infrastructure incentive package
	9 Royal Flying Doctor Service	Engage with RFDS	Upgrade RFDS dedicated infrastructure
	10 Non-potable water reticulation	Install reticulation based on long term landscaping approach	Improved visitors experience at the airfield
2. CBD Heritage Rejuvenation	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
	1 Local Heritage Planning Policy	Adapt/modify policy to encourage upgrade & redevelopment	Upgraded Planning "Town Site Expansion"
	2 Significant stock of unused buildings	Promote re-use of historical buildings	Artists, Craftsman, Aboriginal expression, Backpackers
	3 Underground power	Underground power application to Office of Energy	Increased landscaping opportunities within the CBD
	4 Landscaping plan	Implement the plan & progress non-potable reticulation	Increased landscaping opportunities within the CBD
	5 Shire/Community volunteers working together	3 to 4 CBD streetscape upgrade weekends each year	Enhanced town attractiveness
	6 Growing interest in "green" businesses	CBD Nursery/Community garden & "horticulture window"	Community & private "green" businesses in CBD
	7 Improve business service delivery	Organise/facilitate training for small businesses	Enhanced quality of service delivered by CBD businesses
	8 Improve information & signage	Information bay for visitors, free WiFi, business web-site	Enhanced interaction between visitors and businesses
3. Caravan & RV's Facilities Upgrade	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
	1 Caravan park upgrade	Upgrade bays to accommodate RV's - Outdoor kitchen Encourage Indigenous participation in upgrade works Increase non-potable reticulation & landscaping	Increased capture of RV's patronage Enhanced collaboration with local Indigenous community Increased shade and appeal for visitors
	2 Significant space available for RV's in CBD	Formalise RV's parking bay marking & signage	Increased capture of RV's patronage
	3 Peaceful natural environment	Engage with the tourism industry Eco RV's park out of town linked to existing Eco-trails Indigenous heritage interpretation service	Identified operators interested in partnership activities Extended visitor's experience Indigenous employment
	4 Affordable convenient accommodation	Additional chalets & backpackers cabins	Broadening of accommodation offering
4. Water Harvesting	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
	1 Rural de-watering scheme operational	Expand scheme to irrigate new trees in CBD & public parks	Enhanced town attractiveness
	2 Use infrastructure to attract new businesses	Supply non-potable water to horticulture/private businesses	New horticulture businesses on town periphery
	3 Water conservation State Policy	Align new water harvesting initiatives with State Policy	Secured State Funding
	4 Golf Classic	Plan for the irrigation of the municipal golf course	First class golf course as attractor to new residents

5. Medical, Health & Aged care services	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
1	Retention of Hospital is priority	Engage with Health dept. to jointly "shape" hospital's future	Hospital retained
2	Attraction/retention of medical professionals	Engage with medical professional bodies (dental, physio etc...) Target directly young professionals from education institutions	Identified needs of medical professionals & staff New medical professionals operating from hospital/CBD
3	Niche regional medical market	Specialise in respite & or dementia services Introduce a wellness clinic/retreat	Identified operators interested in expanding/relocating Identified operators interested in expanding/relocating

6. Council Housing	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
1	7 houses owned by Council	Maintenance required, houses should display best practice	Council assets built & maintained to highest standards
2	Council land available	Initiate a review of land assets and strategise future uses Initiate an accommodation needs assessment	Upgraded Planning "Town Site Expansion" Council housing business case
3	More houses used as attractor for new residents	Explore housing projects in partnership with local investors	Revenue generating housing portfolio

7. Affordable Housing	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
1	Many affordable private properties for sale	Engage with property developers within & outside the Shire	Increase in property upgrades & or redevelopment
2	Rental opportunities are limited	Engage with real estate operators to increase rental offers	Increased private properties to let
2	Council land available	Research suitable Council properties for future housing	Assigned properties for housing & retirement use
3	Community housing	Initiate an accommodation needs assessment Engage with Dept. of Housing to assess needs & opportunities	Affordable housing & adaptable design business case Community housing in partnership with government
4	Demand for retirement homes is rising	Engage with retirement village industry i.e. Lifestyle Villages	Identified operators interested in expanding/relocating

8. Youth Employment	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
1	Youth leave town for high mining wages	Engage with Dept. Immigration i.e. 457 visas, working holidays Council housing program to target & assist young families Assess Centerlink new enterprise initiative schemes	Increase in number of "external" youth workers Increase in new young families establishing in town Retention of youth working in town
2	Engage with youth	Conduct skills audit to assess local needs Facilitate business/High School/TAFE traineeship programs Identify entrepreneurial & leadership programs (18 to 25)	Accurate knowledge of skills strength & weaknesses Retention of youth working in town Increased new businesses driven by young operators
3	Labour hire & training	Set up labour hire/training business for out of town demand	Influence in the FIFO labour market
4	Strong volunteers groups	Expand youth programs within Rotary, Fire Brigade etc...	Increased youth engagement & participation
5	Economic Development Strategy	Ensure youth involvement in devising & implementing EDS	Youth ultimate ownership of EDS

9. Food & Fibre Hub	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
1	Morton Seed & Grain building energy plant	Engage with Morton & confirm prospect for satellite businesses	MOU between Morton & Shire to support new businesses
2	Rural de-watering scheme operational	Assess/confirm long term non-potable water supply to F&FH	MOU between Morton & Shire to support new businesses
3	Regional Agriculture Strategy	Engage with Dept. of Agriculture & Food Expand current F&FH business plan	Confirmed F&FH strength & weaknesses Updated F&FH business plan
4	Master plan & land resources	Prepare/confirm master plan for F&FH with stakeholders	Shire approved F&FH Precinct Plan
5	New agro-business investment	Provide planning certainty for future businesses Engage with potential agro-business investors Engage with RDA & WDC Run grant application workshop with stakeholders	Upgraded Planning "Town Site Expansion" MOUs between Morton, Shire & new businesses Confirmed regional agro-businesses strategy Secured grants to facilitate agro-business investment

Wheatbelt Aviation Strategy

<b>10. Waste Management</b>	<b>Opportunity / Comparative advantage</b>	<b>Strategic Response/Action</b>	<b>Targeted Outcome</b>
	1 Waste management is Shire's cost	Devise a long term zero waste strategy across the Shire	Adopted comprehensive & specific zero waste strategy
	2 Profitable waste streams	Engage with out of town successful waste recovery businesses Identify local & regional waste stream opportunities	Aligned Shire waste policy with best private practice New locally established waste recovery businesses
	3 Food & Fibre Hub	Prioritise & direct relevant waste streams towards F&FH	MOU between Morton, Shire & waste product providers
<b>11. Aquaculture</b>	<b>Opportunity / Comparative advantage</b>	<b>Strategic Response/Action</b>	<b>Targeted Outcome</b>
	1 Rural de-watering scheme operational	Engage with Dept. of Fisheries & confirm state requirements Engage with RDA & WDC	Secured approval in principle for the pilot fish farm project Confirmed regional aquaculture strategy
	2 Pilot fish farm project	Engage with TAFE & confirm science/best practice Plan for the fish farm project in the F&FH precinct master plan Engage with local & external potential aquaculture investors Run grant application workshop with stakeholders	MOU between Shire & TAFE to support fish farm project Shire approved F&FH Precinct Plan Secured expressions of interest Secured grants to facilitate aquaculture investment
	3 Diversified businesses	Research insect farming & hydroponic farming opportunities	Adopted fish farming & associated businesses policy
	<b>Opportunity / Comparative advantage</b>	<b>Strategic Response/Action</b>	<b>Targeted Outcome</b>
	1 EDS implementation	Commit resources to implement the EDS	Adopted budget to finance economic development activities
2 Economic development work	Identify/source appropriately qualified part/full time staff Identify/source appropriately qualified external specialists	Secured contract for in-house ED coordination position Secured contracts for discrete missions	
<b>13. Digital Action Plan</b>	<b>Opportunity / Comparative advantage</b>	<b>Strategic Response/Action</b>	<b>Targeted Outcome</b>
	1 NBN infrastructure will reach town	Confirm Wheatbelt digital action plan status with RDA Facilitate workshop with EDAC to evaluate opportunities Devise action plan to link NBN opportunities to EDS	Confirmed public & private opportunities Approved digital action plan with public & private focus
	2 Implement digital action plan	Facilitate awareness/training with Council staff & NGO reps. Facilitate awareness/training businesses & community	Staff trained in High Speed Digital Technologies (HSDT) Businesses & community conversant in HSDT
	<b>Opportunity / Comparative advantage</b>	<b>Strategic Response/Action</b>	<b>Targeted Outcome</b>
1 Business capacity building	Engage with region's business resource centre Work on succession planning, risk, HR, supply chain & leakages	Secured training sessions for businesses Facilitated business training sessions	
2 Business support	Engage with small business development commission Seek business participation in "enterprise connect" Seek business participation in mentoring activities Establish local business mentors network	Confirmed SBDC objectives Involvement in "enterprise connect" Federal program Involvement in State business mentoring programs Active local business mentors network	
<b>15. Progressive &amp; Innovative Leadership</b>	<b>Opportunity / Comparative advantage</b>	<b>Strategic Response/Action</b>	<b>Targeted Outcome</b>
	1 Leadership capacity	Assess community capacity to identify & develop program	Adopted leadership policy & strategy
	2 Industry leadership	Identify & select Regional, State & Federal leadership programs Businesses & clubs to collaborate/support leadership programs	Secured State & Federal participation Increased businesses & clubs committed to LPs
	3 Innovation	Invite "thinkers in residence" to foster innovation & creativity	Secured innovation & creativity "tool box"

16. Indigenous perspective	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
1	Local Indigenous community	Engage formally with local indigenous community (LIC) Work with LIC to confirm " economic needs & aspirations"	Agreed regular meeting schedule with LIC MOU between LIC & Shire to foster economic activities
2	Indigenous funding	Engage with DIA and Federal Indigenous Affairs Gain awareness of Indigenous & training & business programs	Confirmed objectives, strategies & policies Involvement/partnership in Indigenous funding applications
3	Partnership activities	Caravan park upgrade, CBD rejuvenation, historical interpretation Artists/mentor/business incubation in CBD Increase recognition of local Indigenous heritage	Involvement of LIC members in projects with Shire Indigenous presence/window in CBD Publication of local Indigenous heritage material
4	Regional Indigenous ED officer	Investigate/facilitate possibility to establish RIED in town	Town recognised as regional centre for IED

17. Visitors & Tourists	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
1	Showground infrastructure	Progress establishment of "event central" corporation Assist corporation to develop business cases for each event	Registered showground events corporation Increased usage of showground
2	Equestrian activities	Progress equestrian focus as no.2 event(s) after Woolorama Engage with equestrian associations Develop equestrian training & bush camping venues/trails	Increased equestrian activities at showground Confirmed industry needs & aspirations Town recognised as equestrian centre of excellence
3	Local hospitality services	Facilitate seminars to improve operator's standards of service Engage with tourism associations i.e. RAC, Big 4, RVs etc... Develop new offerings based on industry needs & aspirations	Improved quality of service by local hospitality operators Confirmed industry needs & aspirations Increased use of caravan park & showground
4	Hospitable & pleasant town	Incorporate tourists needs in CBD upgrade Information (physical & digital) & signage upgrade	More tourists praising town's offerings (words of mouth) Friendly/useful signage in appropriate locations

18. Container Port	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
1	Rail junction	Engage with Albany & Fremantle Port Authorities Engage with Dept. of Transport Engage with CBH to assess containerised grain possibilities	Confirmed authorities needs & aspirations Confirmed department's needs & aspirations Shire/CBH MOU to support container port concept

19. Marketing & communication	Opportunity / Comparative advantage	Strategic Response/Action	Targeted Outcome
1	Within Wagin	Finalise the EDS and organise public briefing session	Council endorsed EDS distributed within Shire
2	Within the Region	Submit draft EDS to DRA/WDC officers for comments	Response/comments from DRA/WDC officers
3	Within the State	Engage with relevant Gvt. Agencies & State MPs	Feedback from Agencies & MPs & secured funding
4	National & International levels	Engage with federal Agencies & targeted businesses	Agencies feedback, secured funding & private agreements