



Capes Region Economic Development Strategy

4 April 2008

[address]

Dear [Name]

Outcomes of community workshop and next steps

The community workshop held on 13 March to discuss the Capes Region Economic Development Strategy was very productive. Notes from the workshop are enclosed. If you participated, thank you for your contribution. If you were not able to be there, we hope that you find these notes informative and that you can take part in following phases of the project. You are able to download other documents from the websites of both Councils: www.amrc.wa.gov.au and www.busselton.wa.gov.au and follow the links.

The primary purpose of this letter is to tell you about the next steps in the development of the strategy. Following identification of priority clusters at the workshop, we are approaching those who have expressed an interest to join a Cluster Working Group. If there is sufficient interest in each group, then workshops will be held in May to develop cluster action plans.

The workshop and discussions have identified the following priority clusters:

1. Agriculture and Food processing	5. Retail
2. Wine	6. Information media, telecommunications and creative industries
3. Property and construction	7. Education and training
4. Tourism	8. Sustainability and technology

Each workshop will be facilitated by consultants from ACIL Tasman, the specialist economics firm we have contracted to facilitate development of the Strategy. Outline industry and cluster action plans will be prepared for discussion by cluster groups

The aim of the Capes Region Economic Development Strategy is to use industry clusters to create meaningful sustainable economic and jobs growth for the future economy in the region. While we already have some successful industries and a broad range of economic activities, the focus of the strategy is on collaboration to grow industries that have a comparative advantage. Industry working together through clusters is the most effective way of achieving sustainable economic development.

The Shires of Augusta-Margaret River and Busselton acknowledge that the local government's role in economic development is to create and facilitate an environment that welcomes private sector development and investment within a community acceptable framework.

We will be in touch again shortly with detailed information about the May cluster workshops.

Other activities to be undertaken in the next month are:

- A business confidence survey
- Development of a business database for our region
- Informal discussions with potential cluster members and champions

Please contact the lead consultant, Ian Satchwell on 9449 9600 or email i.satchwell@aciltasman.com.au if you have queries or suggestions.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ian Satchwell', written in a cursive style.

Ian Satchwell
Facilitator
Capes Region Economic Development Strategy