



Higher Education Offerings

The City of Busseton’s Economic Development Strategy 2022-2027 has a priority to attract a university into the CBD and to advocate for an expanded TAFE site and associated courses. The aim is to develop deeper tertiary and VET offerings, improve the availability and variety of education options, youth retention and align courses to future industry workforce development.

Strategies identified to diversify training and employment include the following:

Objective	Strategies
Support diverse education opportunities	<ul style="list-style-type: none"> • Work with industry to identify existing training gaps, particularly in hospitality and aged care. • Increase the number of trade apprenticeships • Advocate to and with industry for training programs that align community aspirations and industry requirements
Support diverse employment opportunities	<ul style="list-style-type: none"> • Work with industry to diversify and deepen employment choices. Partnerships include Rio Tinto, SW Tafe, and schools supporting the Trade Training Centre. • Investigate opportunities to attract decentralised private businesses and government agencies
Progress industry-aligned skilled workforce	<ul style="list-style-type: none"> • Continue to advocate for industry entry programs • Investigate the development of a Hospitality Trade School • Investigate Aged Care and Allied Health training opportunities • Investigate Aviation Maintenance career pathways • Investigate FIFO Induction Hub • Investigate Environmental Sciences Training (R&D, Marine and Terrestrial)

City of Busseton Traineeships

The City provides pathways to employment each year by enabling young people in our local community to undertake traineeships. Opportunities are available annually in the City’s Youth Services team, the Parks and Gardens team, the Geographe Leisure Centre and within the City’s Administration Building.

The City supports these young people to work whilst also studying for a Certificate in Events, Business, Horticulture, Community Services, Sport & Recreation or similar.





Innovation Partnerships for Young People

- Funding support for the GoSH coordinated by Curtin University. In recent years, GoSH has been the biggest STEM innovation outreach events for young people in WA aimed at students in years 5 to 12. In 2024, the City supported a Hack-a-thon to take place in Busselton for students across the South West.
- The City provided seed funding for the Innovation Cluster for the Future Founders Program (Busselton Youth Entrepreneur Scholarship) which is a dedicated, recurring, youth education initiative tailored for emerging innovators and entrepreneurs aged 16-25. The successful pilot program launched in 2024, addressed the pressing need for youth leadership training and business skill development, particularly among recent high school graduates, many of whom faced limited opportunities to pursue these interests. The program aims to strengthen the innovation ecosystem in Busselton, creating a vibrant environment that nurtures creativity and economic growth. This program meets a critical demand for targeted youth support, providing the foundation for a new generation of business leaders in the City of Busselton.
- GoSH and the Future Founder Program have received funding to run again in 2025.

Current relationships with Tertiary institutions include:

SW TAFE

- Working with SW TAFE options for a co-located TAFE in a recreation and commercial precinct in Vasse.

Edith Cowan University

- The City has entered into a 10 year lease with Edith Cowan University (2023-2033), for the provision of a Learning Hub located at the entry to the Busselton CBD. This includes the development and growth of ECU within the City of Busselton in consultation with local industry and business to identify needs and opportunities.

Western Australian Academy of Performing Arts

- The City has entered into a four year sponsorship agreement with the Western Australian Academy of Performing Arts (WAAPA) Performance Innovation Fund to enable local community access to WAAPA workshops and summer schools, supported by an MOU with ECU. Through the MOU the parties share an objective to collaborate in multiple areas to grow regional education and attract and build the skilled workforce for existing, new, and emerging industries for the Busselton district to diversify its economy, including a focus on developing creative industries. Activities under this MOU reinforce a:
 - Commitment to regional participation in life-long learning, raising aspirations and local industry engagement through a strong physical presence via the ECU Learning Centre Busselton and Saltwater Busselton.
 - Progression of the vision for a creative industry hub which would see the site currently housing the Department of Biodiversity, Conservation and Attractions (DBCA) in the Busselton Cultural Precinct be a base for ECU and other partnerships, film and music production and other creative industry practitioners to collaborate, produce and provide learning offerings.
 - Undertaking stakeholder mapping to identify other opportunities for business and industry collaborations.
 - Exploring and consider additional new collaborative ventures with ECU, through ECU South West, to contribute to regional development and the economic development of the City of Busselton.