



Higher Education Offerings

The City of Busselton’s Economic Development Strategy 2022-2027 provides details of a number of initiatives to improve opportunities for local tertiary educational opportunities. There is an identified need to develop deeper tertiary and VET offerings and improve the availability and variety of educational choices to improve youth retention and align courses to future industry workforce development.

The City’s Strategy includes a (now completed) priority to attract a university into the CBD which was achieved in 2023 with the Edith Cowan University Learning Centre opening its doors in the centre of Busselton. In addition, the City has advocated for many years for an expanded TAFE site and associated courses, and the City has progressed this goal by collaborating with the South Regional TAFE to explore ideas relating to a potential colocation opportunity at a future district sport and recreational facility and precinct.

The Economic Development Strategy identifies a number of initiatives to diversify training and employment, including the following:

| Objective | Strategies |
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| 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) |



Innovation Partnerships

- The City has provided 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 WVA 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 and they received City funding to run again in 2025/26.
- In 2024 and 2025 the City provided funding to 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.
- The City has also funded the Connected Futures Hub to support careers and entrepreneurship for 25 disadvantaged women.
- Two day Regional Innovation Summit in marine biotech, agtech environmental innovation and culture knowledge
- Bandwidth structured digital and creative technology upskilling program





Tertiary institutions

SW TAFE

- The City is working with SW TAFE to identify 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 evolving tertiary 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) 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 a 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 include:
 - 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 considering additional new collaborative ventures with ECU, through ECU South West, to contribute to regional development and the economic development of the City of Busselton.

City of Busselton Traineeships

The City provides pathways to employment each year by enabling young people in our local community to undertake traineeships and work placements. Opportunities are available in the City's Youth Services team, the Parks and Gardens team, the Geographe Leisure Centre, Libraries 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.