

ECONOMIC DEVELOPMENT STRATEGY (2016-2026)

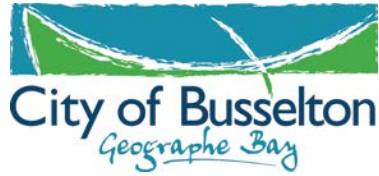
INITIATIVES TO GUIDE IMPLEMENTATION

OUR LOCAL ECONOMIC DEVELOPMENT MISSION

“To help position the Busselton region as Western Australia’s most desirable non-metropolitan area to live, work, visit and invest”

City of Busselton Corporate Business Plan (2015)





Economic Development Strategy (2016-2026)

Introduction

The City of Busselton Economic Development Strategy (2016-2026) (“the Strategy”) is a component of the City’s Integrated Planning Framework (IPF), which is a ‘citizen led’ process resulting in a long range Strategic Community Plan (SCP) for the district. The Framework includes long-term financial, asset and workforce plans, which flow through to a Corporate Business Plan, which guides the annual budgeting cycle of the City of Busselton.

The SCP was adopted in 2013, with a review launched on 1 July 2016 under the banner “*Vision 2030*”, which has provided people the opportunity to share ideas on a range of issues for the long-term development of the Busselton district.

Community and stakeholder consultation has revealed a desire for Council to foster a strong local economy that sustains existing and attracts new business, industry and employment opportunities. The SCP states the objectives for the City to pursue:

- A strong, innovative and diversified economy that attracts people to live, work, invest and visit;
- A City recognised for its high quality events and year round tourist offerings, and;
- A community where local business is supported

The Strategy introduces a brief overview of economic and demographic conditions within the Busselton district and considers future opportunities to drive socio-economic prosperity, taking into account global mega-trends in our external environment.

This document provides a summary of proposed initiatives for implementation of the Strategy. It identifies a recommended ‘Lead’ organisation and ‘Supporting’ organisations that collaboratively, have the ability to deliver practical economic development outcomes across the six key focus areas identified in the Strategy. Initiatives that have been identified in the South West Regional Investment Blueprint (2015) prepared by the South West Development Commission and Regional Development Australia (South West) are highlighted as priority projects for delivery.

Initiatives notated as being led by the City of Busselton will be considered within the City’s Integrated Planning Framework as outlined above and captured in the City’s 4-year Corporate Business Plan and annual budget cycle.

Mike Archer
Chief Executive Officer

City of Busselton Vision

A vibrant and cohesive community that protects its natural environment, meets the needs of its population, and ensures that future development maintains the City's unique character, lifestyle and community values.

Mission for Local Economic Development

To help position the City of Busselton district as Western Australia's most desirable non-metropolitan area to live, work, visit and invest.

Key Focus Areas Identified in the Economic Development Strategy (2016-2026)

1. Investment Attraction and Marketing
2. Business Retention and Expansion
3. Regional Workforce Development
4. Industry Development
5. Strategic Infrastructure
6. Place Making and Activation

Proposed Strategies

1. Investment Attraction and Marketing

Business attraction (or recruitment) is a means of contributing to the economic vitality of a local area. It is a process of understanding the local economy and identifying gaps for local provision of goods and services by businesses and institutions. It results in a marketing plan aimed at attracting companies and/or institutions that will diversify and build the local economy to match the community's assets and development goals.

Strategies

- Promote the Busselton district as a 'place of choice' to invest and do business;
- Develop an Investment Attraction and Marketing strategy including a suite of supporting materials and online tools for branding and promoting specific opportunities;
- Facilitate new commercial and industrial developments on appropriately zoned land consistent with the Busselton Local Planning Strategy;
- Investigate new ways to mobilise capital to foster and grow local enterprise;
- Broker discussions across private and public sector to forge effective partnerships to grow the Busselton economy; and,
- Identify specific opportunities that will strengthen existing industry sectors and broaden the economic base.

2. Business Retention and Expansion

Business retention and expansion (BR&E) aims to support businesses that are already operating in the Busselton district, with the aim of growing the local economy from within. Its premise is that local entrepreneurs create the companies that bring new wealth and economic growth to a region in the form of jobs, increased revenues, and a vibrant local business sector.

Strategies

- Advocate for digital infrastructure hubs, updated physical infrastructure and appropriately zoned land to attract and retain business;
- Facilitate improved access to business development skills and knowledge;
- Work with economic and business development stakeholder organisations to identify local products and services to foster industry clusters;
- Reduce economic leakages from the Busselton district by encouraging local purchasing;
- Facilitate local enterprise networks that support a culture of innovation and ideas exchange;
- Partner with relevant stakeholder organisations to encourage business start-ups;
- Facilitate regular communication between organisations that have an economic/enterprise development function and local industry; and,
- Foster a business culture that supports weekend trading to support tourism growth and 'open for business' branding

3. Regional Workforce Development

The ability of a community to supply an appropriately skilled labour force can determine the success of existing businesses and influences the attractiveness of the Busselton district for new business and industry investment.

Strategies

- Facilitate the provision of a full range of education and training opportunities adopting models of innovation;
- Develop detailed industry sector profiles (including detailed labour force and occupation data) [JM1] to assist targeted attraction of new industry;
- Promote the development of major infrastructure such as air/transport-hubs and road-links between urban centres;
- Encourage investment in the future of the Busselton district by linking local businesses with local training providers;
- Support retention of a skilled workforce by ensuring a full range of training, professional development and mentoring services are provided, including a regular customer service program;
- Develop marketing and human resources strategies to counter the perception of the hospitality sector as a short term/stop gap employment option;
- Advocate for capital investment into a new Busselton campus of South Regional TAFE, in line with industry growth and population projections;

- Develop specific employment based branding materials focused on the Busselton district as a place to live and work (including seasonal opportunities in tourism and agriculture and associated labour programs); and,
- Formulate a strategy to attract international students to the Busselton district to study and train using existing and new facilities and services

4. Industry Development

The Busselton district has a relatively diverse industrial base of small-medium enterprises and this has buffered its regional economy somewhat from a national trend of downturns in regional economies. Growth in small-medium enterprises is a priority for the local economy. Resilience of the regional economy also needs to be maintained through support for new industries, and derivative enterprises from established industries.

Strategies

- Develop and maintain relationships with key local industry groups to better understand issues and opportunities to support industry growth and support advocacy efforts;
- Explore potential for further strategic partnerships and formalisation of collaboration/networks, particularly in the tourism, mineral/petroleum resources, aquaculture, agriculture, construction, creative and retail industries;
- Facilitate engagement with Federal and State government representatives to advocate key industry sector opportunities and challenges;
- Review land use and the timing for land release and servicing strategies to support potential and emerging industries;
- Promote opportunities arising from the digital economy, particularly from delivery of the National Broadband Network; and,
- Develop key industry sector profiles and associated development strategies in partnership with relevant industry associations (*see also KFA 1: Investment Attraction and Marketing*)

5. Strategic Infrastructure

High quality economic infrastructure is a key enabler for industry growth, productivity and the attraction of investment. Access to appropriate infrastructure is also fundamental to ensuring the whole community can contribute to, and share in, the Region's wealth and quality of life.

Strategies

- Work with stakeholders to identify future strategic economic infrastructure needs of industry, business and the community;
- Advocate public and private investment in infrastructure (including public/private partnerships) to seize opportunities for development of our key industry sectors;
- Capitalise on regional advantages by advocating funding for establishment of health, education and entertainment infrastructure that encourages retention and attraction of residents; and,
- Review land use and building controls and timing for land release and servicing strategies

6. Place Making and Activation

Vibrant activity centres are vital for sustainable urban living and are crucial in providing a memorable experience to visitors. Exciting, activated places have the following characteristics, they foster a sense of community and develop a unique, individual character, image and style; evolve and grow with their community and reflect its character, heritage, and future aspirations; nurture small business and local employment; and, facilitate and encourage walking, cycling and public transport usage.

Strategies

- Engage with stakeholders to inspire activities and events which recognise the qualities and uniqueness of towns and specific places;
- Partner with business owners and managers to focus positive activity onto streets and public spaces;
- Investigate alternative governance models for town centres and other retail shopping precincts;
- Encourage events and cultural activities that help activate/enliven local towns and tourist precincts;
- Encourage property owners to improve their facades and partner the City to activate laneways adjoining their properties;
- Review existing governance of public space and abutting business to identify creative opportunities;
- Prepare and implement physical and cultural improvements to key tourist and business precincts; and,
- Develop town centre place strategies for each of the current towns which address business and resident needs

Governance

A City of Busselton Economic Development Taskforce (EDT) will be established and provide a forum for stakeholder engagement, local leadership and advice to Council on implementation of the City of Busselton Economic Development Strategy (2016-2026). Its Charter is in Appendix 2 of the Strategy.

Performance measurement

Economic performance of the Busselton district will be measured using ten Economic Performance Indicators (EPs), which will be benchmarked against base year/period (2015) and updated annually with reporting using star-ratings.

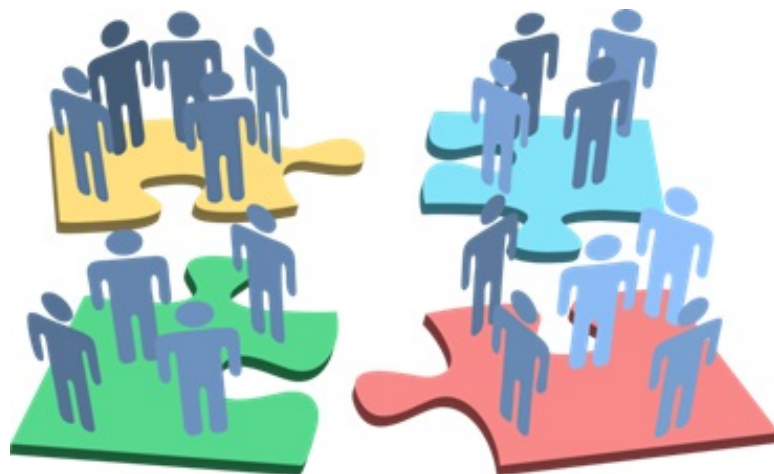
- Population growth
- Economic growth
- GRP per capita
- Employment growth
- Unemployment rate
- Productivity level
- Index of Economic Diversity
- Growth in dwelling approvals
- Average business turnover
- Per capita income

Stakeholder Engagement

Implementation of the City of Busselton Economic Development Strategy (2016-2026) will occur in a collaborative approach with key stakeholder organisations and individuals that have the skills, knowledge and leadership abilities to influence decision-making within government, industry and the community. Key stakeholders include, but are not limited to:

Stakeholder	Abbreviation
Australian Trade Commission	Austrade
Australia's South West Regional Tourism Organisation	ASW
AusIndustry (Federal)	AI
Business South West	BSW
Busselton Chamber of Commerce and Industry Inc	BCCI
Busselton Jetty Environment and Conservation Association Inc	BJECA
Capes Region Higher Education Taskforce	CHET
Central Queensland University	CQU
Community/Business Leaders	CBL
Dairy Australia (Western Dairy)	WD
Department of Agriculture and Food WA	DAFWA
Department of Commerce	DoC
Department of Culture and the Arts	DCA
Department of Education	DoE
Department of Infrastructure and Regional Development (Federal)	DIRD
Department of Lands	DoL
Department of Mines and Petroleum	DoMP
Department of Parks and Wildlife	DPaW
Department of Planning	DoP
Department of Regional Development	DRD
Department of Sport and Recreation	DSR
Department of State Development	DSD
Department of Training and Workforce Development	DTWD
Department of Transport	DoT
Dunsborough and Districts Progress Association Inc	DDPA
Dunsborough Yallingup Chamber of Commerce and Industry Inc	DYCCI
Landcorp	Landcorp
Main Roads WA	MRoads
Margaret River Busselton Tourism Association Inc	MRBTA

Stakeholder	Abbreviation
Margaret River Chamber of Commerce and Industry Inc	MRCCI
Margaret River Wine Industry Association Inc	MRWIA
Master Builders Association South West	MBA
Member for Forrest: Federal Parliament	MfF
Members for the South West: State Parliament	MfSW
Member for Vasse	MfV
Perth Convention Bureau	PCB
Private land developers	PLD
Regional Development Australia South West	RDASW
Shire of Augusta Margaret River	SAMR
Small Business Development Corporation	SBDC
South West Aboriginal Land and Sea Council	SWALSC
South West Development Commission	SWDC
Real Estate Institute of WA (South West Branch)	REIWA
South Regional TAFE	SRT
Southern Ports Authority	SPA
Tourism Western Australia	TWA
Utilities (Electricity, Water, Gas, telco's)	Utilities



“Alone we can do so little; together we can do so much”

— Helen Keller

Key Focus Area 1: Investment Attraction and Marketing

Proposed Strategies

- Promote the Busselton district as a ‘place of choice’ to invest and do business;
- Develop an Investment Attraction and Marketing strategy including a suite of supporting materials and online tools for branding and promoting specific opportunities;
- Facilitate new commercial and industrial developments on appropriately zoned land consistent with the Busselton Local Planning Strategy;
- Investigate new ways to mobilise capital to foster and grow local enterprise;
- Broker discussions across private and public sector to forge effective partnerships to grow the Busselton economy; and,
- Identify specific opportunities that will strengthen existing industry sectors and broaden the economic base

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
1.1	Promote economic opportunities information in a dynamic and contemporary online / mobile friendly website to help inform investment decisions and promote business opportunities.					CoB	BCCI/DYCCI SWDC/DRD DAFWA RDASW BSW SWALSC	
1.2	Actively promote Busselton to resource development companies as a lifestyle / resident base for fly-in fly-out (FIFO) mining operations and advocate support programs for FIFO families					CoB	BCCI/DYCCI SWDC/DRD RDASW BSW	

No	Proposed Initiatives	City of Busseton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
1.3	Research business migration programs as an opportunity to promote inward investment					CoB	BCCI/DYCCI SWDC RDASW SBDC	
1.4	Promote the availability of City owned and/or managed property to facilitate private sector investment on public land					CoB	BCCI/DYCCI SWDC/DRD RDASW DoL SWALSC	
1.5	Attract private investment for a proposed industry/logistics hub including aviation development opportunities at the expanded Busseton-Margaret River Regional Airport					CoB	BCCI/DYCCI SWDC/DRD RDASW DoT TWA DSD	X
1.6	Collaborate with Satterley Property Group to activate the Airport North Industrial development					PLD	CoB DSD SWDC/DRD	
1.7	Investigate the merits of a biennial Busseton Economic Forum to bring government and industry attention to opportunities and challenges					BCCI/DYCCI	CoB SWDC/DRD BSW RDASW	
1.8	Prepare Industry Sector profiles and strategies with a focus on value adding to the area					CoB	BCCI/DYCCI	

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
	(manufacturing, tourism, fishing and aquaculture, viticulture, food processing, pharmaceuticals, milk processing etc)						SWDC/DRD RDASW BSW	
1.9	Promote the availability of the Federally funded Trade Training Centre at Busselton					High Schools	BCCI/DYCCI CoB SRT	X
1.10	Further develop visual identity systems for the City of Busselton and review the brand 'Events Capital WA' to include rich web content showcasing current events and the City's facilities, services, incentives etc. Develop a separate URL linked to City of Busselton, ASW and MRBTA websites					CoB	MRBTA SWDC/DRD ASW	
1.11	Attract and host international delegations visiting Western Australia and explore/ participate in opportunities for sister cities that may lead to economic development outcomes for the district, particularly in China and high growth Asian economies					CoB	SWDC DSD BCCI/DYCCI	

Key Focus Area 2: Business Retention and Expansion

Proposed Strategies

- Advocate for digital infrastructure hubs, updated physical infrastructure and appropriately zoned land to attract and retain business;
- Facilitate improved access to business development skills and knowledge;
- Work with economic and business development stakeholder organisations to identify local products and services to foster cluster development through vertical supply chains;
- Reduce economic leakages from the Busselton district by encouraging local purchasing;
- Facilitate local enterprise networks that support a culture of innovation and ideas exchange;
- Partner with relevant stakeholder organisations to encourage business start-ups;
- Facilitate regular communication between organisations that have an economic/enterprise development function and local industry; and,
- Foster a business culture that supports weekend trading to support tourism growth and 'open for business' branding

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
2.1	Assess interest in a collaborative Business Retention and Expansion (BR&E) Program to regularly engage with trading merchants and property owners on opportunities for collaboration, with a focus on CBD improvements					BCCI/DYCCI	CoB BSW CBL	
2.2	Investigate interest in the business incubator / shared workspace / enterprise accelerators concept, to support new start-ups and home based businesses to foster innovation and/or a creative industries and explore the merits of an associated entrepreneurial/mentoring program					CoB	SWDC RDASW/AI BCCI/DYCCI BSW	

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
2.3	Prepare a digital economy strategy to support business engagement in the digital economy as the NBN is delivered across the district and review the role of the City's libraries in supporting online learning and business support					CoB	SWDC/DRD RDASW BCCI/DYCCI BSW CQU	
2.4	Investigate interest and funding to deliver leadership training forums to build local capacity within the community and business					BCCI/DYCCI	BSW CoB SRT CQU	
2.5	Explore business development and trade opportunities from current (and prospective) sister cities					SWDC	Sister Cities CoB DSD	
2.6	Prepare a 'Welcome to Busselton/Dunsborough' New Business Kit to assist business in the first years of establishment and promote availability of local services					BCCI/DYCCI	CoB BSW SBDC	
2.7	Undertake an annual "Business Confidence" survey					BCCI/DYCCI	CoB BSW	
2.8	Investigate the merits of a Business awards program across the four Chambers of Commerce in Capes region (Busselton, Dunsborough/Yallingup, Margaret River and Augusta), and/or strategies for greater participation in the existing South West Business Awards and the MRCCI Margaret River Region Business Awards					BCCI/DYCCI	CoB MRBTA BSW MRCCI SBDC	

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
2.9	Develop 'Buy Local' campaigns encouraging local purchasing by residents and business to business supply transactions					BCCI/DYCCI	CoB	
2.10	Review the effectiveness and impact of the City of Busselton's Regional Price Preference Policy					CoB	BCCI/DYCC	
2.11	Facilitate expanded Retail Services in the Busselton and Dunsborough to meet the needs of a growing population and to reduce expenditure outside of the district					CoB	BCCI/DYCC DoC	
2.12	Investigate the merits of a regional goods and services database to grow local business to business supply chains					BCCI/DYCCI /MRCCI	SWDC/DRD CoB SAMR	
2.13	Foster a business culture that encourages weekend trading consistent with the City's extended retail trading hours review					CoB	BCCI/DYCCI MRBTA BSW	
2.14	Investigate participation in the new <i>"Small Business Friendly Local Government's"</i> initiative of the Small Business Development Corporation, which provides a focus on encouraging local governments to work more closely with business owners to support economic development (e.g cut red tape. focus on ways to make it easier for business start-ups such as easily accessible information on applications, fees, concurrent approvals and adopting a culture that is about supporting and assisting business rather than fining and strict enforcement) https://www.smallbusiness.wa.gov.au/business-in-wa/about-sbdc/small-business-friendly-local-governments-initiative					CoB	BCCI/DYCCI SBDC SAMR BSW	

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
2.15	Develop a City of Busselton e-newsletter targeted at the local business community					CoB	BSW BCCI/DYCCI	
2.16	Continue to facilitate the industrial/commercial differential rate through the Marketing and Events Reference Group (MERG) as a source of funds to promote the district and grow the events calendar					CoB	MRBTA BCCI/DYCCI	

Key Focus Area 3: Regional Workforce Development

Proposed Strategies

- Facilitate the provision of a full range of education and training opportunities adopting models of innovation;
- Develop detailed industry sector profiles (including detailed labour force and occupation data) to assist targeted attraction of new industry;
- Promote the development of major infrastructure such as air/transport-hubs and road-links between urban centres;
- Encourage investment in the future of Busselton by linking local businesses with local training providers;
- Support retention of a skilled workforce by ensuring a full range of training, professional development and mentoring services are provided, including a regular customer service program;
- Develop marketing and human resources strategies to counter the perception of the hospitality sector as a short term/stop gap employment option;
- Advocate for capital investment into a new Busselton campus of South Regional TAFE, in line with industry growth and population projections;
- Develop specific employment based branding materials focused on the Busselton district as a place to live and work (including seasonal opportunities in tourism and agriculture and associated labour programs); and,
- Formulate a strategy to attract international students to the Busselton district to study and train using existing and new facilities and services

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
3.1	Support Central Queensland University to establish a Digital Study Hub to serve the Busselton district					CQU	CoB SRT High Schools Mff	
3.2	Advocate for a Multi Institutional Higher Education Delivery facility to allow collocation of vocational and higher education institutions to operate and provide course/facilities					CoB CHET	SWDC SRT CQU	X

No	Proposed Initiatives	City of Busseton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
	with potential for overseas students						RDASW High Schools	
3.3	Prepare a pre-feasibility study into the merits of establishing a Centre of Excellence research centre					CoB	SWDC/DRD SRT DoT CQU RDASW	
3.4	Attract interest from private schools to establish expanded presence (with boarding facilities) and advocate further public investment in primary and secondary schooling in Dunsborough					CoB	SWDC/DRD DoE	
3.5	Support an expanded and relevant program for small business training and mentoring including customer service and leadership					BSW	RDASW SWDC/DRD CoB BCCI/DYCCI SBDC	
3.6	Advocate for a review of the 2013-2016 South West Workforce Development Plan and partner with the Department of Training and Workforce Development and South Regional TAFE for implementation					DTWD	CoB SWDC/DRD SRT RDASW	X

No	Proposed Initiatives	City of Busseton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
3.7	Work with the South West Development Commission on implementation of the Creative Industries Economic Opportunities Study (2013) identifying specific opportunities for Busseton and Dunsborough (for example digital media, design, film-friendly policy, television, animation/gaming technologies and shared workspaces).					SWDC	DRD RDA CoB BCCI/DYCC SAMR	X
3.8	Ongoing participation in the South West Chambers business forum to develop skills in the region and attract new investment					BCCI/DYCCI	CoB SWDC RDASW	
3.9	Investigate options to take advantage of opportunities and address workforce skills issues and the challenge of fly in/fly out					BCCI	CoB SWDC/DRD	
3.10	Support the South West Careers Expo to promote local career opportunities to students and their parents					High Schools	CoB BCCI/DYCCI BSW SRT CQU	
3.11	Advocate retention and expansion of vocational educational opportunities in high schools					DTWD High schools	SWDC	

Key Focus Area 4: Industry Development

Proposed Strategies

- Develop and maintain relationships with key local industry groups to better understand issues and opportunities to support industry growth and support advocacy efforts;
- Explore potential for further strategic partnerships and formalisation of collaboration/networks, particularly in the tourism, aquaculture, mineral/petroleum resources, agriculture, construction, creative and retail industries;
- Facilitate engagement with Federal and State government representatives to advocate key industry sector opportunities and challenges;
- Review land use and the timing for land release and servicing strategies to support potential and emerging industries;
- Promote opportunities arising from the digital economy, particularly from delivery of the National Broadband Network; and,
- Develop key industry sector profiles and associated development strategies in partnership with relevant industry associations (*see also KFA 1: Investment Attraction and Marketing*)

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
4.1	Advocate for a co-ordinated Tourism Destination Development Strategy for the Margaret River Region identifying roles, responsibilities and priority projects of organisations with a tourism development function and opportunities emerging from the expansion of the Busselton-Margaret River Regional Airport					MRBTA	ASW CoB TWA SWDC/DRD BCCI/DYCCI DPaW	
4.2	Facilitate a major dedicated Farmers Market in Busselton and/or Dunsborough for local supply of fresh agricultural produce by local and regional growers					CoB	BCCI/DYCCI SWDC/DRD DAFWA	

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
4.3	Facilitate industry development at the Busselton-Margaret River Regional Airport including tourism, FIFO, air freight (such as specialist agricultural exports) and services to the aviation industry (<i>see also KFA1: Investment Attraction and Marketing</i>)					CoB	SWDC/DRD BCCI/DYCCI RDASW DSD	X
4.4	Advocate for Royalties for Regions Growth Planning under the second tranche of the Regional Centres Development Program (RCDP)					CoB	CBL SWDC/DRD BCCI/DYCCI	
4.5	Work with Tourism WA and MRBTA to expand the cruise ship visitation program to Busselton and ensure appropriate shore-based visitor support services are available to create memorable experiences for passengers					CoB TWA MRBTA	DPAW BCCI/DYCCI BJECA SWDC	X
4.6	Advocate relocation of a State Government department and collocation of existing agencies into a shared, contemporary building to enhance employment in the public administration sector					CoB	SWDC/DRD BCCI/DYCCI	
4.7	Implement viable routes between Busselton and the Eastern States of Australia and between Busselton and key South East Asian air hubs.					TWA	CoB SWDC MRBTA DoT ASW RDASW	X
4.8	Facilitate development of freight and logistics warehousing facilities at the Busselton-Margaret River Regional Airport					CoB	SWDC BCCI	X

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
4.9	Work with local, regional and state tourism authorities on promoting the City of Busselton as a national convention and conference venue					CoB	TWA BCCI/DYCCI PCB ASW	X
4.10	Facilitate the development and future promotion of four and five star hotels at the Busselton foreshore					CoB	SWDC TWA ASW MRBTA	X
4.11	Investigate the viability of an industry warehouse space for use by film and digital media in close proximity to the Busselton-Margaret River Regional Airport for use by film production and animation crews					CoB	SWDC RDASW	
4.12	Implementation of the Council's Tourism Accommodation Planning Strategy					CoB	DoP TWA	
4.13	Review tourism directional signage information bays and entry signage across the City of Busselton and Shire of Augusta Margaret River using consistent regional tourism branding					CoB	SWDC MRBTA SAMR MRoads MRWA	
4.14	Support delivery of the Margaret River Region Food and Wine Promotional Plan (2016), the Taste 2020 strategy for food and wine tourism in WA and the export focused 'WA <i>Worth Sharing</i> ' branding initiative for agribusiness export					MRBTA SWDC/DRD /DSD/TWA	CoB SAMR ASW DAFWA	

No	Proposed Initiatives	City of Busseton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
4.15	Ensure there is sufficient industrial land available across the district in accordance with the City's Local Planning Strategy					CoB	SWDC/DRD Landcorp DoP	
4.16	Support the Margaret River Wine Industry Association celebrate its 50 th Anniversary of wine production in 2017					MRWA	CoB MRBTA SAMR SWDC	
4.17	Engage with resource development companies and government agencies to explore issues and opportunities for gas extraction in the Busseton district					CoB	BCCI SWDC DoMP	
4.18	Advocate support programs for volunteers to facilitate the City's events calendar including the growing cruise ship visitation program to grow the tourism industry					COB	SWDC BJECA	

Key Focus Area 5: Strategic Infrastructure

Proposed Strategies

- Work with stakeholders to identify future strategic economic infrastructure that meets the needs of industry, business and the community;
- Advocate public and private investment in infrastructure (including public/private partnerships) to seize opportunities for development of our key industry sectors;
- Capitalise on regional advantages by advocating funding for establishment of health, education and entertainment infrastructure that encourages retention and attraction of residents; and,
- Review land use and building controls and timing for land release and servicing strategies

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
5.1	Advocate for funding for a Performing Arts Centre in Busselton with capability to host conferences and meetings and enhance the connection between the CBD and redeveloped foreshore					CoB	SWDC RDASW ASW PCB DCA	X
5.2	Advocate for the extension of reticulated gas supplies from Busselton to Dunsborough					SWDC RDA	CoB Utilities	
5.3	Complete the Busselton-Margaret River Regional Airport to enable interstate and international flights and develop an airside/landside commercial/industrial precinct and associated supporting infrastructure such as car hire, taxi services and shuttle buses					CoB	SWDC/DRD TWA BCCI/DYCC DoT Utilities	X

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
5.4	Long range planning of a rail corridor linking Busselton-Margaret River Regional Airport to Bunbury Port, Busselton CBD and the state freight rail network					SWDC/DRD	CoB SPA DoT DoP RDASW/DIRD	
5.5	Advocate for the State Government to commence detailed studies into a future fast train service between Bunbury/Busselton and Perth					SWDC/DRD	CoB BCCI/DYCCI DoT RDASW	X
5.6	Investigate future opportunities for potential new aged and health care services for the forecast ageing of the region's population and ensure land is zoned sufficiently					CoB	SWDC/DRD RDASW DoP	
5.7	Advocate further planning for main road improvements including: <ul style="list-style-type: none"> • Busselton Outer Bypass to improve traffic flows to Margaret River • improve passing lanes on the Vasse Highway to Nannup • upgrade Busselton-Bunbury highway to four lanes • construct Vasse –Dunsborough link 					MRoads	SWDC/DRD CoB SAMR RDASW	X
5.8	Advocate for existing septic sewer systems in urban areas to be replaced with reticulated sewer systems					Utilities	SWDC/DRD RDA CoB	X
5.9	Advocate a second transmission line from Busselton to Margaret River sub-station					Utilities	SWDC/DRD RDASW	X

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
	from 66kV to 132kV and network upgrade to 132kV line from Picton to Busselton							
5.10	Facilitate Busselton and Dunsborough as central nodes for high capacity high speed broadband with Wi-Fi access in the major tourism nodes					BCCI/DYCCI	CoB SWDC RDASW	X
5.11	Develop Rendezvous Road Sporting Complex as a strategic regional sport and recreation precinct					CoB	SWDC DSR	X
5.12	Investigate opportunities for renewable energy supplies, particularly wind, wave and geo-thermal					SWDC	CoB	
5.13	Advocate continued expansion of the Bunbury Port to support export of commodities produced in the Busselton region					SPA	MfV MfF SWDC RDASW DoT	X
5.14	Develop an annual advocacy/lobbying program visiting State and Federal politicians to influence positive infrastructure outcomes for Busselton					CoB	BCCI/DYCCI SWDC RDA MfV MfF MfSW MRBTA	

No	Proposed Initiatives	City of Busseton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
5.15	Investigate the feasibility of attracting a motorsport complex and other associated sports adjacent to the Busseton Margaret River Regional Airport					CoB	SWDC DSR	
5.16	Partner Local Governments in the development of a new Regional Waste Facility					CoB SAMR	SWDC	
5.17	Ensure the Busseton district has long-term water security for agriculture, industry and domestic purposes					Utilities	SWDC	X
5.18	Complete the City of Busseton Strategic Land Review to identify City-controlled and/or owned land assets to facilitate economic development opportunities					CoB	SWDC/DRD DoL DoP SWALSC	
5.19	Investigate new common user infrastructure requirements such as cattle saleyards and potential for location within the City of Busseton					SWDC	CoB DAFWA WD	X

Key Focus Area 6: Place Making and Activation

Proposed Strategies

- Engage with stakeholders to inspire activities and events which recognise the qualities and uniqueness of towns and specific places;
- Partner with business owners and managers to focus positive activity onto streets and public spaces;
- Investigate alternative governance models for town centres and other retail shopping precincts;
- Encourage events and cultural activities that help activate/enliven local towns and tourist precincts;
- Encourage property owners to improve their facades and partner the City to activate laneways adjoining their properties;
- Review existing governance of public space and abutting business to identify creative opportunities;
- Prepare and implement physical and cultural improvements to key tourist and business precincts; and,
- Develop town centre place strategies for each of the current towns which address business and resident needs

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
6.1	Actively promote the City's Business Façade Incentive Program					CoB	BCCI/DYCCI	
6.2	Investigate interest from property owners and merchants in supporting a Business Improvement District (BID) or 'Place Management' concept for the Busselton and Dunsborough CBD's to enhance amenity improvements, incentive programs, marketing, events, leadership and store-front merchandise presentation					BCCI/DYCCI	CoB SWDC/DRD	
6.3	Develop a public art strategy for the Busselton and Dunsborough CBD's including wall murals and laneway activation					CoB	BCCI/DYCCI SWALSC	

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
6.4	Complete the Busselton Foreshore redevelopment project in accordance with the 2016 master plan, including commercial development opportunities on a seasonal and long term leasehold basis					CoB	SWDC RDASW BCCI/DYCCI DoL	X
6.5	Complete the Dunsborough CBD enhancement program in accordance with the master plan and assess opportunities for activation of public areas					CoB	DYCCI	
6.6	Facilitate the development of a privately built and operated commercial café/kiosk development on the Dunsborough foreshore					CoB	DoL DYCCI	
6.7	Work with the Busselton and Dunsborough Chambers of Commerce to facilitate more public art, upgraded street banners, street and business Xmas decorations, business facades and shop window treatments to enhance the CBD					CoB	BCCI/DYCCI BSW	
6.8	Review opportunities for CBD and tourist precinct enhancements across the district using the principles of 'place-making' by engaging with business and community focus groups					CoB	BCCI/DYCCI	
6.9	Work with Residential Estate developers to create high amenity public areas for residents to recreate					CoB	PD	
6.10	Continually renew and revitalize the Busselton Jetty experience as a sought-after and contemporary visitor destination					BJECA CoB	MRBTA TWA SWDC	

No	Proposed Initiatives	City of Busselton Corporate Business Plan				Proposed Lead	Proposed Supporting	SW Investment Blueprint
		2016-17	2017-18	2018-19	2019-20			
6.11	Partner with Chambers of Commerce to investigate the merits of establishing free wifi in highly visited tourist areas					BCCI/DYCCI	CoB SWDC	x
6.12	Prepare an activation strategy for the Busselton Cultural Precinct linking the CBD with Busselton foreshore redevelopment					CoB	BCCI	

