



Draft for Public Comment

ECONOMIC DEVELOPMENT
STRATEGY & ACTION PLAN

Strategic
Economic
Growth
2016-2021

CITY OF WANNEROO

Two Rocks

60km

50km

Yanchep

40km

Alkimos

Neerabup

30km

Clarkson

Wanneroo

20km

Wangara

10km

PERTH

PERTH



PUBLIC COMMENT PERIOD



**Get involved.
Have your say
until 20 May 2016.**

This draft Economic Development Strategy is out for public comment until close of business on the 20th May 2016 and we are very keen to get your feedback.

HOW YOU CAN BE INVOLVED?

- 1. Complete an online survey** – it will take approximately 5 minutes.
Go to www.surveymonkey.com/r/CoW-EDS.
- 2. Tell us your thoughts in writing:**
 - Online:** wanneroo.wa.gov.au/consultations/
 - Email:** economic@wanneroo.wa.gov.au
 - Post:** **Advocacy & Economic Development,
City of Wanneroo,
Locked Bag 1,
Wanneroo WA 6946**
- 3. Meet with a team member.**
Phone 9405 5889 to arrange a time.

CLOSING DATE: FRIDAY 20th MAY 2016

Enquiries: Nyssa Searles
Email: economic@wanneroo.wa.gov.au
Telephone: 9405 5889



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INTRODUCTION



Aerial view of the Wanneroo Town Centre

The Future

The City of Wanneroo (the City) is WA's largest growing local government area. This rapid growth will continue for another 50 years and presents both challenges and opportunities with respect to the creation of a suitable and adequate supply of jobs.

Aggressive **investment attraction** strategies are required in order to achieve the desired industrial and knowledge economy opportunities essential for the future.

Mission

With a mission to 'create a diverse range of job opportunities for residents by expanding the economic base and accessing new investment opportunities' the star performers of the past (construction, manufacturing, retail) will be joined by the **emerging sectors of clean technology, agribusiness and advanced manufacturing and engineering.**

Wanneroo's economic base of construction, manufacturing and retail has adequately provided the highest volume of jobs in Wanneroo over the past decade. The ability to match the skills of the local workers to areas of future demand relies on a City capable of creating opportunities in the areas of advanced manufacturing, renewable energy and agribusiness. The use of technology to improve products and processes will maximise global connectedness and competitiveness.

Competitive advantage based on better **telecommunications** and better **transport infrastructure** will enable an efficient movement of goods and services.

The Challenge

Every day eight new houses are built and 21 new residents move into the area. The population has doubled over the past 10 years to 195,000 people in 2016 and will reach 550,000 people by 2070 which is the similar to the Gold Coast population today. Economic management of this 'boom' in Wanneroo is an once-in-a-lifetime opportunity.



The population has doubled over the past 10 years to 195,000 people in 2016 and will reach 550,000 people by 2070

The 'big three' industries in Wanneroo are construction, manufacturing and retail. In 20 years, Wanneroo will be known for its success in agribusiness, renewable energy and advanced manufacturing and engineering.

The Opportunities

Economic growth will largely be generated in the urban centres of Yanchep, Two Rocks, Alkimos, Eglinton and the Neerabup Industrial Area (NIA). The diversity of **high value developable land** within the City presents an opportunity for creative partnerships and innovative investment. The timing, scale and scope of development will determine the health of the local economy. Critical connecting infrastructure will assist in the success of timed and appropriately scaled investments.

The Strategy

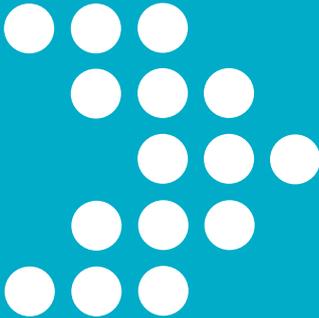
The *City's Economic Development Strategy 'Partnerships, Advocacy and Investment' 2016-2021* sets the direction for local economic development over the next five years.

The Strategy aims to solidify support for local business and enhance the City's focus on **transformational initiatives** to stimulate major investment (public and private), drive economic growth and diversify our economic base.

Transformational initiatives require certain key ingredients for success. A sharp focus on strategic partnerships and alliances will provide adequate and well-timed funding and project initiation. The delivery of supportive infrastructure will provide investment certainty for the private sector and catalyse business opportunities for Wanneroo and the greater region.

ECONOMIC SNAPSHOT

EMPLOYMENT GENERATION AND ECONOMIC ACTIVITY IN THE CITY CAN BE FOUND IN:



Six major activity centres

- **Two secondary centres:** Clarkson and Wanneroo
- **Four district centres:** Alexander Heights, Butler, Girrawheen and Kingsway
- **Over 30 smaller centres** (local and neighbourhood)



Two major industrial areas

- **Wangara** (including Landsdale)
- **Neerabup**



Specialised industry

- **Agribusiness**
- **Tourism**
- **Commercial fishing**



Home-based and mobile

THE CITY OF WANNEROO'S KEY ECONOMIC STRENGTHS AND OPPORTUNITIES INCLUDE:



LARGE & GROWING POPULATION BASE

Providing businesses with a direct customer base and local workforce



KEY STRATEGIC EMPLOYMENT LOCATIONS

Well located and connected with access to other metropolitan centres, and the State's north



VIBRANT EMPLOYMENT CENTRES

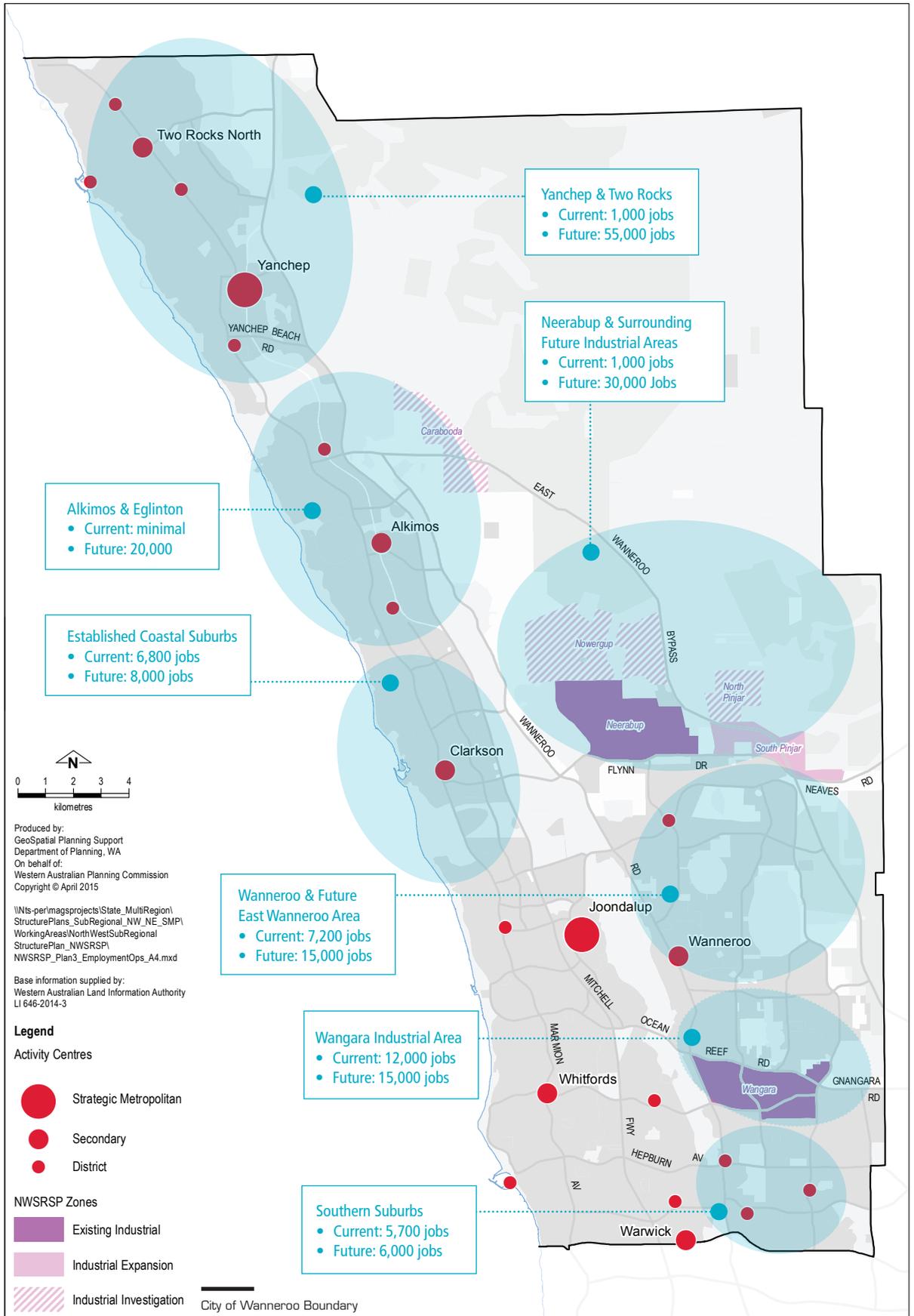
Providing an attractive base for existing and new businesses to locate/relocate and grow



AVAILABLE & AFFORDABLE LAND

Available and affordable high quality land for both business and residential growth.

City of Wanneroo's Indicative Jobs Growth



Our economy is heavily reliant on the construction, manufacturing and retail industries and predominantly serves the local population.

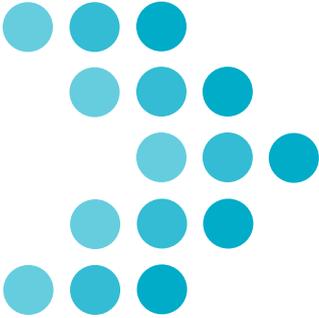


View of Mitchell Freeway extension from Burns Beach Road

ECONOMIC CHALLENGES

To date the City’s local economy has organically grown and developed, responding to market forces. Our economy is heavily reliant on the construction, manufacturing and retail industries and predominantly serves the local population. While we have seen an increase of 20,000 local jobs over the past 10 years¹; this growth in jobs has not kept up with the rapid population growth that has occurred, and is forecast to continue over the next 50 years. Our local economy needs to evolve from the provision of mostly population driven employment to a more diverse economic base that offers a diverse range of employment opportunities.

The following key challenges need to be addressed in order for the City’s local economy to grow and evolve into a thriving and diverse economy.



Key Economic Challenges in the City of Wanneroo

<p>JOBS</p>	<ul style="list-style-type: none"> • Number of local jobs • Diversity of local jobs - strategic versus population driven • Business creation, attraction, retention and expansion
<p>LAND</p>	<ul style="list-style-type: none"> • Retention of land for employment purposes • Optimising land within, and development of, employment centres
<p>INFRASTRUCTURE</p>	<ul style="list-style-type: none"> • Provision of major freight and passenger transport infrastructure • Strategic transport connections • Improved high-speed telecommunications infrastructure
<p>INVESTMENT</p>	<ul style="list-style-type: none"> • Public investment to enable the provision of strategic infrastructure • Public and private investment to develop employment centres • Private investment for business establishment and growth

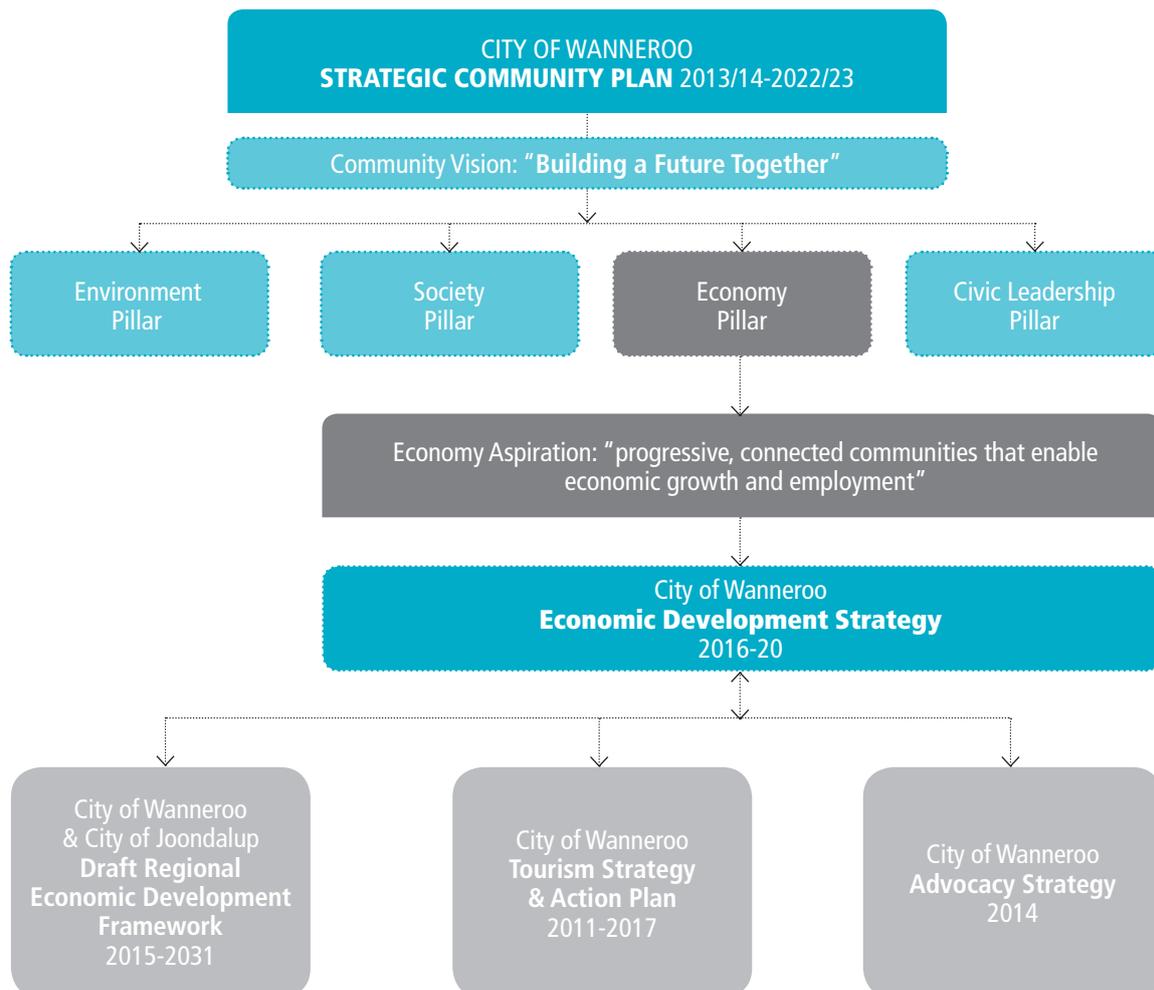
¹ City of Wanneroo, Economy Profile, id Consulting, NIEIR modelled data, 2016

ECONOMIC DIRECTION

The economic direction for the City was established in 2013 by our community and local businesses, and is outlined in the City's Strategic Community Plan (SCP), *'Building a Future Together'* 2013/14 – 2022/23. The City's Economic Development Strategy builds on the SCP economic direction by detailing five programs designed to achieve the community's economic aspiration.

In addition, extensive research and consultation has been undertaken as part of the development of the Economic Development Strategy to understand the economic context, challenges and opportunities facing the City of Wanneroo. A summary of the consultation outcomes is available in Appendix 1, with detailed research included in a background research paper.

Economic Development Strategy Strategic Alignment



ACHIEVING ECONOMIC SUCCESS

The City of Wanneroo has an important role to play in economic development through our ability to influence and coordinate key elements that will drive economic growth. Economic infrastructure is critical in order to attract investment; specifically, timely and adequate investment in hard infrastructure such as roads, rail, telecommunications facilities; investment in soft infrastructure including activities related to business support, education and training, advocacy and partnerships.

Without the City's involvement in economic development, our local economy will be market driven, meaning that the provision of local employment and business services will only serve the direct needs of the local people, such as retail, education and basic health provision. The provision of strategic and knowledge based jobs, such as advanced manufacturing, higher order professional services such as legal, finance, accounting and research and development through tertiary education access will not be investigated or matured.

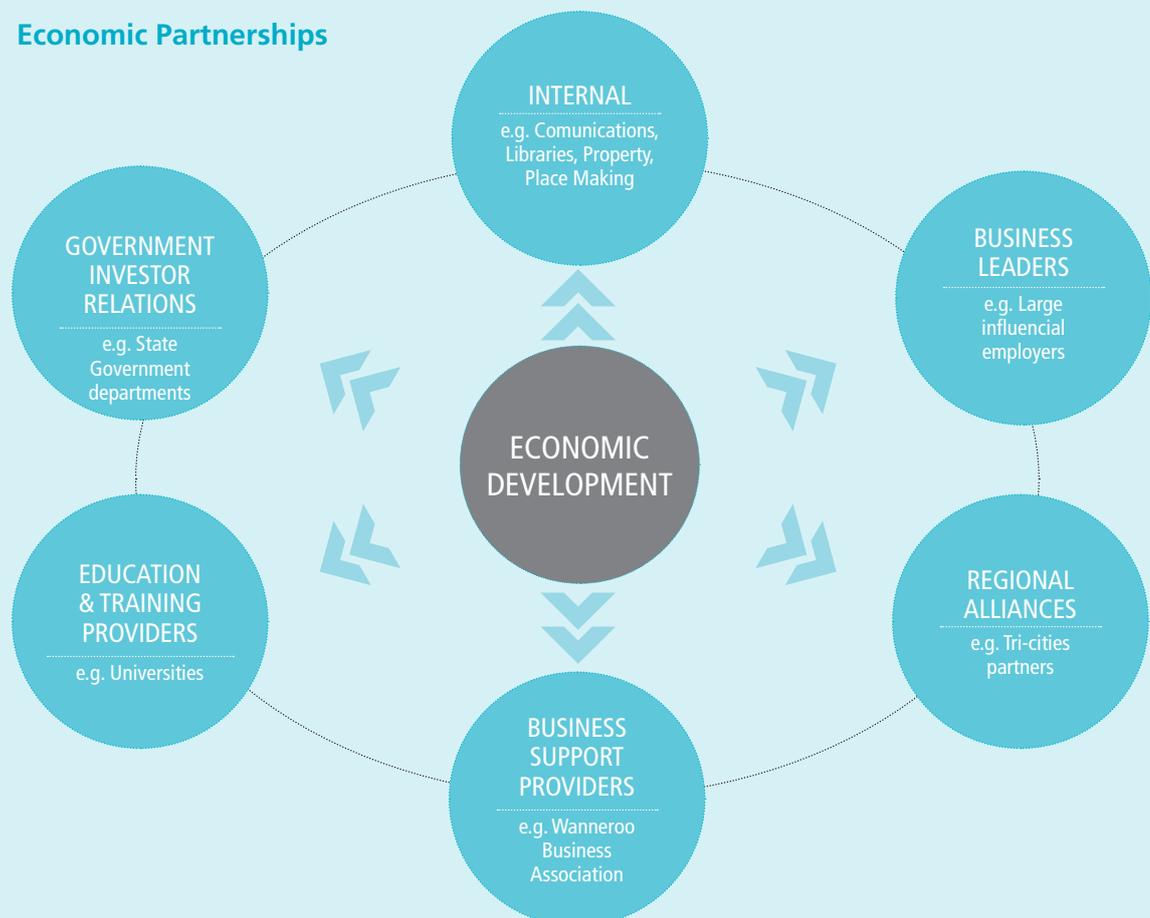
A diverse economic base increases opportunities for our residents to work locally, alleviates traffic congestion and other pressures, and helps support a balanced lifestyle of economic and social activity.

To achieve economic success the City must proactively develop and engage in partnerships, advocacy and investment; as well as ensure there is a supportive and efficient enabling environment.

Partnerships

Successful economic development cannot be done in isolation; it requires strategic partnerships and alliances working towards a common goal. This is particularly important to deliver soft economic infrastructure such as business support services and workforce development; however high level strategic partnerships are also required to strengthen the City's advocacy position, deliver hard economic infrastructure in a timely manner and attract major investors.

Economic Partnerships



Advocacy

Economic advocacy is focused on two different aspects:

Internal advocacy: to ensure all City staff understand the need and importance of economic development and their role in achieving economic success.

External advocacy: to ensure the major economic priorities for the City and region are known, understood and prioritised by decision makers – both public and private.

With regard to external advocacy, three out of four of the City's major advocacy priorities directly relate to economic development:

ROADS: Delivery of major regional roads transport infrastructure

RAIL: Expansion of the northern suburbs rail network

REGION: Collaborative planning for major regional economic growth, including agribusiness.

Investment

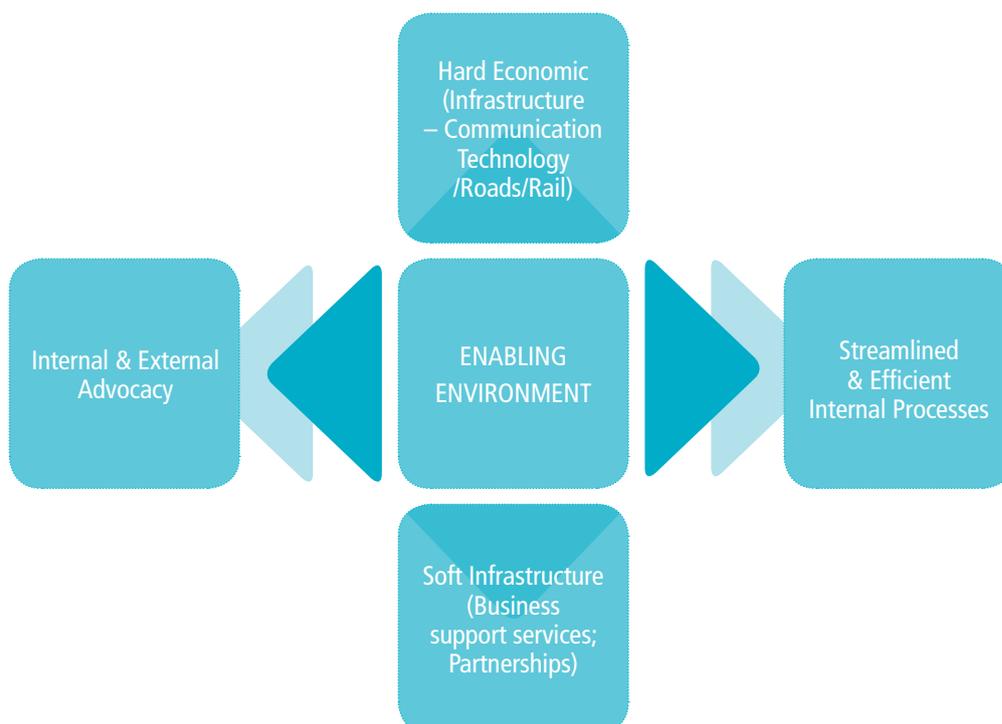
Attracting major public and private investment into the City is critical to achieving economic success.

The City can directly and indirectly influence where stakeholders choose to invest through:

- Strategic economic marketing to ensure investors know who we are, what we are offering and why they must invest here.
- Strong relationships and networks, especially with investor relations brokers, such as the Department for State Development.
- Supportive and efficient internal processes and procedures.

Enabling Environment

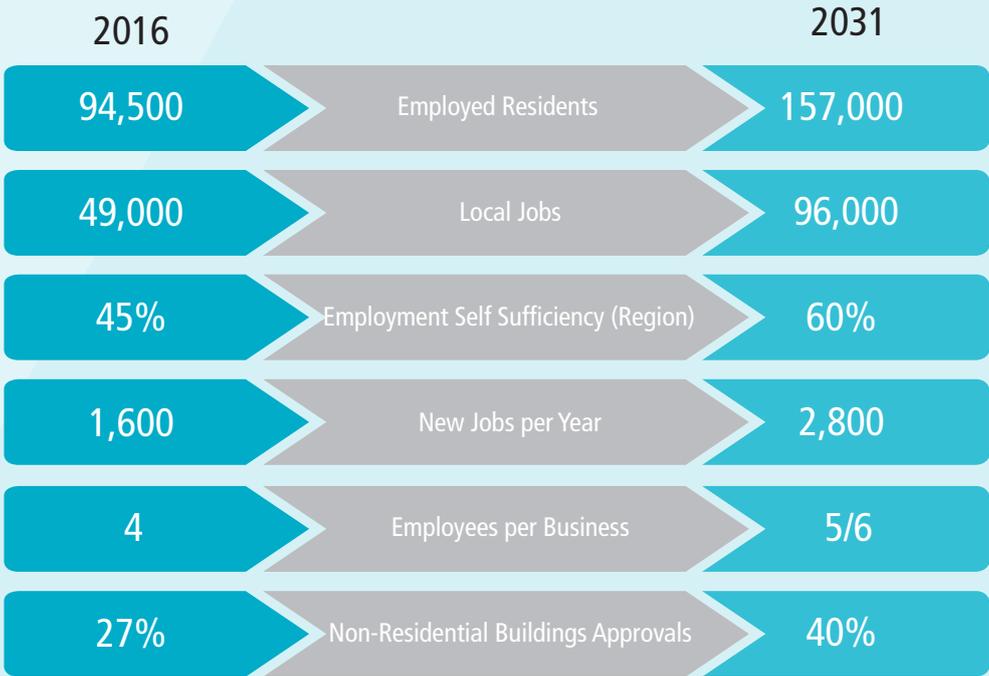
For strategic economic growth and diversity to occur within the City of Wanneroo, it is critical that there is a strong enabling environment which supports business establishment, growth and investment. Four components of the local enabling environment have been identified, which require continual focus and attention to ensure they're operating efficiently and seamlessly: internal and external advocacy, internal processes, hard infrastructure and soft infrastructure provision.



ECONOMIC TARGETS & OUTCOMES

Economic Targets

To support our growing population and achieve our economic objectives, the City is working towards achieving the following targets:



Desired Outcomes

The City's SCP identifies the following four desired economic outcomes. In addition, the City is also focused on strategic economic diversification in the areas of advanced manufacturing and engineering, clean technology and agribusiness.

- 

Our residents can choose to **WORK LOCALLY** and reduce the impact of travel time on family life.
- 

Our community is a **PREFERRED PLACE FOR BUSINESS** to locate and grow.
- 

Our community is **WELL CONNECTED AND ACCESSIBLE** with an integrated transport approach for all.
- 

Our community and businesses have access to the right **INFORMATION, EDUCATION AND TECHNOLOGY** they need to be successful.

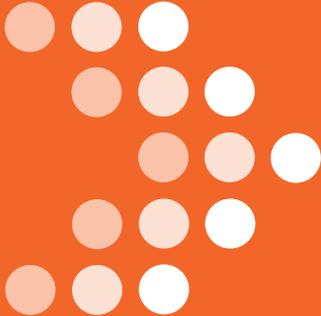


Enterprise House, Wanneroo

DELIVERING THE STRATEGY

The City has identified five economic delivery programs that will be implemented between 2016 and 2021.

These programs have been identified based on economic priorities established in the City's Strategic Community Plan and input received from local residents, the business community, stakeholders, City staff and Elected Members (refer to Appendix 1).



Economic Development Programs

- PROGRAM 1:**
Industry Diversification
Supporting the growth and development of existing industries as well as diversifying our industry base
- PROGRAM 2:**
Employment Locations
Employment land reservation, acquisition and development to intensify employment centres within the City
- PROGRAM 3:**
Investment Attraction & Advocacy
Promotion, marketing and advocacy to attract strategic investment and deliver critical economic infrastructure
- PROGRAM 4:**
Business Support & Workforce Development
Local services, facilities, education and training opportunities to assist business establishment, growth and workforce development
- PROGRAM 5:**
Regional Economic Development
Developing and strengthening regional partnerships to collaboratively increase and maximise the region's economic competitiveness.

PROGRAM 1: INDUSTRY DIVERSIFICATION

We want to support the growth and development of existing industries, as well as diversify our industry base to ensure economic resilience.

The City of Wanneroo has a solid industry base which has seen strong growth over the past decade. However the City's economy is still heavily reliant on construction, manufacturing and retail, which are our three most dominant industries. This program will ensure the City supports and takes advantage of opportunities to strengthen, grow and diversify our local industries with a particular focus on advanced manufacturing and engineering, clean technology and agribusiness.

What will this mean for the City?

- Mechanisms are in place to review and monitor industry trends
- Ability to maximise future industry growth opportunities
- Continued growth and development of our tourism industry
- Ability to identify and support specialist industry precincts
- Ability to influence and develop robust and resilient industries

What is the City's current position?



CONSTRUCTION IS OUR LARGEST INDUSTRY

10,300 jobs and \$1.8 billion value added



RETAIL IS OUR 3RD LARGEST INDUSTRY

6,000 jobs & \$403 million value added



MANUFACTURING IS OUR 2ND LARGEST INDUSTRY

6,300 jobs & \$625 million value added

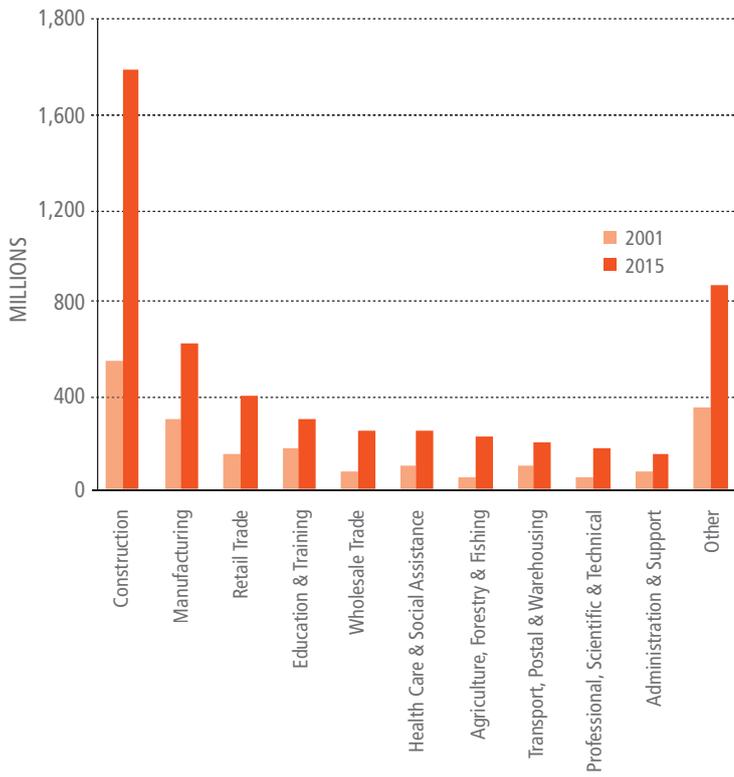


54% LOCAL PRODUCTIVITY COMES FROM 3 MAIN INDUSTRIES

*City of Wanneroo Economic Profile,
id Consulting, NIEIR modelling 2014/15*

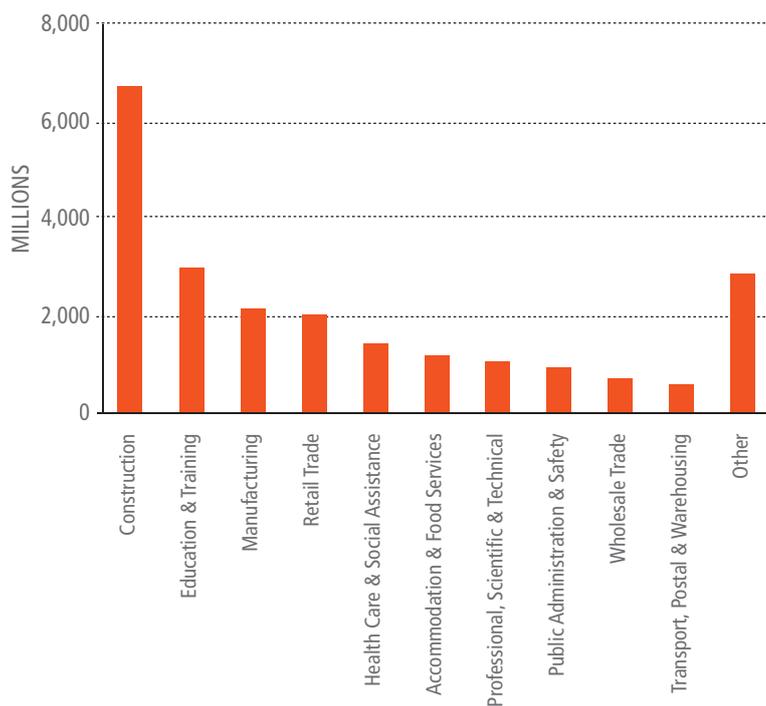
TOP 10 INDUSTRIES BY VALUE ADDED TO THE LOCAL ECONOMY

Source: City of Wanneroo, Economic Profile, ID Consulting, NIEIR modelling 2014-2015



JOBS BY GROWTH INDUSTRY 2001-2014

Source: City of Wanneroo, Economic Profile, ID Consulting, NIEIR modelling 2015



PROGRAM 1: INDUSTRY DIVERSIFICATION

	Responsibility	Start Year
1.1 Clean Technology		
The City of Wanneroo has an opportunity to become a local government leader in clean technology by establishing partnerships to trial new grid and off-the-grid technologies such as solar and waste to energy.		
a) Actively work with industry to explore waste to energy opportunities.	Manager Advocacy & Economic Development	2017/18
b) Increase awareness of business benefits of clean technology.	Manager Advocacy & Economic Development	2018/19
1.2 Agribusiness & Aquaculture		
There are strategic opportunities for the City to identify, protect and support high-value (intensive) production precincts for agriculture and aquaculture in the City of Wanneroo.		
a) Develop a concept plan for Agri-precincts in the City of Wanneroo, in line with the Draft State Planning Policy 2.5 – Rural Planning Policy.	Manager Advocacy & Economic Development	2016/17
b) Investigate the development of agri-precincts (including viable agricultural land and suitable crop types) in the City of Wanneroo and the allocation of additional water resources for agricultural purposes.	Manager Advocacy & Economic Development	2016/17
c) Develop a business case for an Open Ocean Aquaculture Trial off Two Rocks Marina, in conjunction with Department of Fisheries.	Manager Advocacy & Economic Development	2017/18
d) Explore linkages between tourism and agribusiness in the City of Wanneroo.	Manager Advocacy & Economic Development	2018/19
1.3 Advanced Manufacturing & Engineering		
The City of Wanneroo has an opportunity to become a centre of manufacturing and engineering excellence and innovation through building on the existing automotive and construction services to attract synergistic technical small businesses.		
a) Develop a market intelligence report on advanced manufacturing and engineering opportunities and trial projects in the City of Wanneroo.	Manager Advocacy & Economic Development	2016/17
1.4 Tourism		
The City's coastline, agricultural and rural areas provide an opportunity to develop strategic tourism precincts.		
a) Undertake a tourism land use review, including the potential for agricultural tourism precincts, coastal nodes and iconic tourism attractions.	Manager Advocacy & Economic Development	2016/17
b) Build partnerships with key tourism businesses and organisations operating in the City, to maximise strategic tourism opportunities.	Manager Advocacy & Economic Development	2017/18
c) Undertake market research to consider potential tourism park opportunities for the Quinns Beach Caravan Park redevelopment.	Manager Property	2016/17
d) Improve tourism and destination signage (directional signage, entry signage and existing branded tourism signage) throughout the City, including: <ul style="list-style-type: none"> Establish entry statement signage for the City (with Assets) Investigate the Sunset Coast Tourist Trail signage. 	Manager Advocacy & Economic Development	2016/17



V8 Super Cars at Barbagallo Raceway

FOCUS Advanced Manufacturing & Engineering

As Wangara Industrial Area continues to mature and Neerabup Industrial Area develops, the expansion of Barbagallo Raceway presents an opportunity build upon the existing automotive and construction services to attract synergistic technical businesses to Wanneroo. With the aim to become a centre of manufacturing and engineering excellence and innovation. (Further details in Appendix 2)



Solar Power Station

FOCUS Clean Technology

Renewable energy provided 13% of Australia's electricity in 2014, and one of the constant performers is residential solar, with many Wanneroo-based companies participating in this market. The City has a great opportunity to take a leadership role in advocating for further development in the industry as it has some of the largest remaining Greenfield sites in the Perth metropolitan area. In addition the aggregation of residential and commercial sites within emerging activity centres offers an opportunity to trial new grid and off-the-grid technologies. (Further details in Appendix 2)



Benara Nurseries, Carabooda

FOCUS Agribusiness

The City of Wanneroo has long been known as a hub for high quality agricultural produce with a history dating back to 1844 when the first farm was established. The strategic opportunity for Wanneroo is to continue along the path of being recognised as the 'preferred Asian region supplier of premium quality produce'. With over 2,500 hectares of high producing rural resource and general rural land in Carabooda and Nowergup, links to new research partners and industry innovations will further consolidate the importance of Wanneroo's agriculturally productive land and value to WA. (Further details in Appendix 2)

PROGRAM 2: EMPLOYMENT LOCATIONS

We want to ensure there is sufficient, good quality, well maintained and identifiable employment areas in the City, now and into the future.

The City of Wanneroo has almost 100 existing, developing or proposed employment locations, ranging from local centres through to strategic commercial and industrial hubs. This includes the major centres of Yanchep, Alkimos, Clarkson and Wanneroo plus Wangara and Neerabup Industrial Areas. The City needs to optimise the potential of each employment location to ensure there is an adequate provision and range of local jobs to cater for our existing and future requirements. This program will ensure adequate land is reserved, developed and maintained for employment purposes to meet the needs of our growing population and industries.

What will this mean for the City?

- There is certainty on the amount and type of employment land required
- Mechanisms are in place to protect and retain employment land
- Future employment areas and land for specialist precincts are identified
- A holistic approach to planning for strategic employment land is in place
- The City is in the position to acquire strategic employment land parcels
- Major employment areas are well branded, identifiable and buzzing with activity

What is the City's current position?



1,730HA
INDUSTRIAL LAND
(17% OF PERTH'S
INDUSTRIAL LAND)



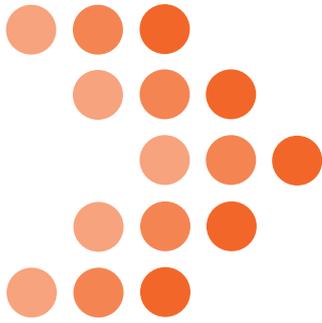
x7
**ICONIC TOURISM LOCATIONS
AND ATTRACTIONS**



x6
MAJOR ACTIVITY CENTRES
x30
SMALLER ACTIVITY CENTRES

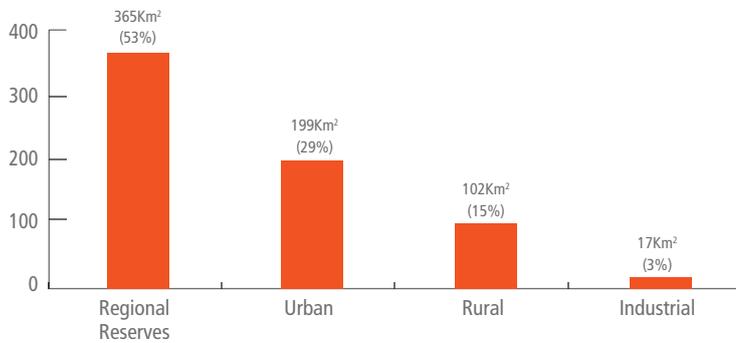


2,481HA
**POTENTIAL FUTURE INDUSTRIAL
LAND IS UNDER INVESTIGATION**



This program will ensure adequate land is reserved, developed and maintained for employment purposes to meet the needs of growing our population and industries.

LAND AREA BY TYPE IN THE CITY OF WANNEROO



JOBS BY MAJOR EMPLOYMENT CENTRES



Source: City of Wanneroo, Economic Profile, ID Consulting, ABS Census 2011

PROGRAM 2: EMPLOYMENT LOCATIONS	Responsibility	Start Year
2.1 City Wide Requirements		
a) Prepare an Employment Land Needs and Capacity Assessment to: <ul style="list-style-type: none"> Determine what amount and type of land is required to meet employment self-sufficiency targets and investigate ways to protect it Investigate and identify potential future employment areas and specialist precincts, including future industrial land, aviation land, tourism precincts, agricultural precincts, specialist industry precincts and highway/buffer precincts Investigate ways to protect employment land, including using interim land uses, allowing for suitable adjacent uses and appropriate buffers 	Manager Advocacy & Economic Development	2016/17
b) Review Local Planning Policy 3.6 - Employment Policy to have a focus on retention of employment land to meet the City's employment self-sufficiency target.	Manager City Growth	2017/18
c) Investigate opportunities and requirements for the City to identify, acquire and optimise the use of strategic employment land parcels.	Manager City Growth	2018/19
2.2 Industrial Areas		
The City of Wanneroo has the vast majority of industrial land located in Perth's North-West Sub-Region. This industrial land is critically important for the region to provide substantial and diverse local employment opportunities. The planning, development, redevelopment and activation of these areas is vital if the City, and region, is going to achieve the 60% employment self-sufficiency target.		
a) Conduct a review of land use permissibility in industrial zones to facilitate economic development.	Manager City Growth	2017/18
2.2.1. Neerabup Industrial Area		
b) Develop a Project Management Plan for Neerabup.	Project Manager Neerabup	2016/17
c) Develop an integrated economic plan for Neerabup Industrial Area to set a vision and drive economic opportunities for the entire area.	Manager ED & Advocacy	2016/17
d) Develop an Inward Investment Strategy for Neerabup.	Project Manager Neerabup	2016/17
e) Implementation of the Neerabup Project Plan.	Project Manager Neerabup	2017/18
f) Investigate the feasibility of an industrial incubator and innovation centre in Neerabup Industrial Area.	Manager ED & Advocacy	2017/18
g) Investigate the feasibility of early delivery of the eastern extension to Flynn Drive from Old Yanchep Road through to Neaves Road.	Manager ED & Advocacy	2018/19
h) Review the market positioning of Wangara Industrial Area as an investment attraction destination and investigate future redevelopment opportunities.	Manager ED & Advocacy	2018/19
i) Investigate future strategic economic opportunities for the City's Wangara Recycling Centre land.	Manager ED & Advocacy	2018/19
2.2.2 Wangara Industrial Area		
a) Review the market positioning of Wangara Industrial Area as an investment attraction destination and investigate future redevelopment opportunities.	Manager ED & Advocacy	2018/19
b) Investigate future strategic economic opportunities for the City's Wangara Recycling Centre land.	Manager ED & Advocacy	2017/18

PROGRAM 2: EMPLOYMENT LOCATIONS

Responsibility

Start Year

2.3 Commercial Centres & Coastal Nodes

With the rapid population growth along the coastal strip, the City of Wanneroo will explore opportunities to maximise the economic potential of major growth centres and coastal nodes in the City.

a) Review the economic development components of the Alkimos/Eglinton and Yanchep/Two Rocks District Structure Plans to ensure accurate reflection of the activity centres hierarchy and requirements to achieve the 60% employment self-sufficiency target.	Manager City Growth	2016/17
b) Investigate the removal or amendment of the mixed use zone in the City's District Planning Scheme 2 to improve the allowable mix of business uses compared to residential uses.	Manager City Growth	2018/19
c) Work in partnership with State Government and developers to investigate the need for designated tourism precincts and asset uplift in key coastal nodes.	Manager ED & Advocacy	2018/19
d) Investigate mechanisms and opportunities to revitalise existing centres within the City of Wanneroo, using Koondoola Neighbourhood Centre as a case study.	Manager ED & Advocacy	2018/19



FOCUS
Neerabup Industrial Area

The emerging Neerabup Industrial Area (NIA) is projected to employ in excess of 20,000 people at full capacity and will contribute significantly towards achieving State targets for local employment. The estate is 1,005ha which is almost 1½ times the size of Wangara Industrial Area.

The City of Wanneroo owns 160 hectares of land in NIA and Council, at its meeting on 18 August 2015, agreed to proceed with developing the City's landholdings with a focus on strategic employment opportunities. This is critical given the large and rapidly growing population in our region (Cities of Wanneroo and Joondalup), which is currently 360,000 people, with projections estimating 530,000 people by 2036 and an ultimate population of approximately 750,000 people (~ 2070).

PROGRAM 3: INVESTMENT ATTRACTION & ADVOCACY

We want to create a strong and recognised economic position, supported by the timely provision of infrastructure through advocacy and investment.

The City of Wanneroo's economic position and reputation is dependent on our success in and ability to attract investment, business and trade. In addition, transport and telecommunications infrastructure efficiencies have a positive impact on our economic competitiveness and increase our capacity to attract businesses, investment and workers. This program will enable the City to develop our strategic economic position and focus on establishing the City as a major economic anchor.

What is the City's current position?



53,000 JOBS
11,600 BUSINESSES
3.5% WA's jobs



\$6.53 BILLION GRP
2.4% of WA's GSP

What will this mean for the City?

- Renowned economic brand and reputation
- Consistent and coordinated economic marketing and promotion
- Strategic economic sponsorship
- Ability to attract major and catalytic businesses
- Ability to attract national and international investment
- Coordinated and proactive advocacy campaign
- Ability to target emerging strategic industries
- Effective planning and delivery of hard economic infrastructure



1,584 KM
ROADS (2015)



11.4 KM
PASSENGER RAIL
(13.6km expansion required)

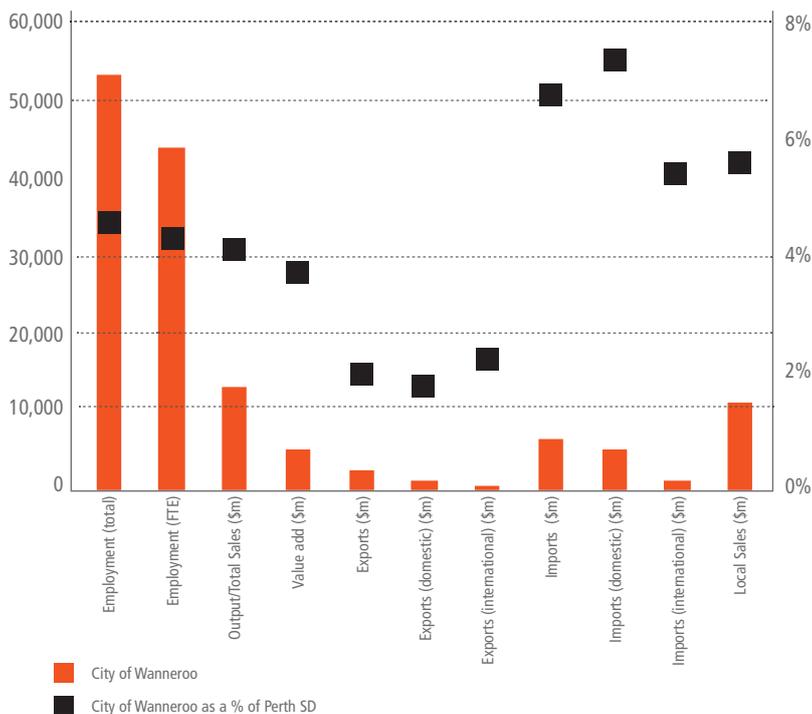


\$900 MILLION
NON-RESIDENTIAL BUILDING
APPROVALS (2010 - 2015)

City of Wanneroo, 2016, Economic Profile, id Consulting, NIEIR modelling

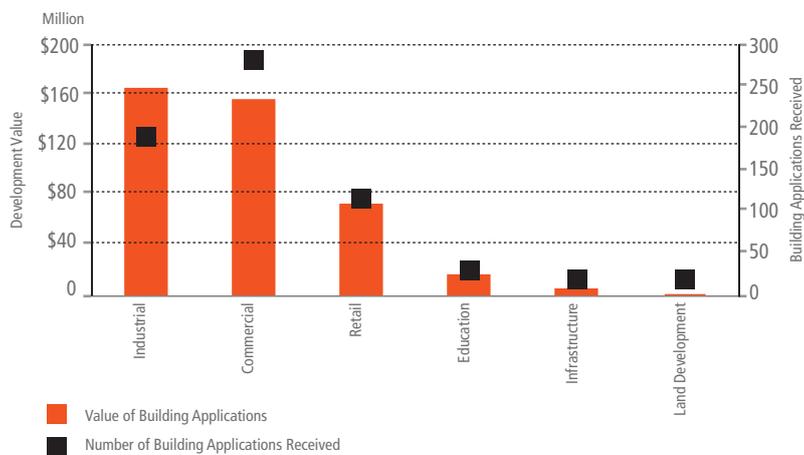
Australian Bureau of Statistics, 2015, Building Approvals Australia, Catalogue 8731.0

ECONOMIC MEASURES FOR ALL INDUSTRIES IN THE CITY OF WANNEROO 2014/15



Source: City of Wanneroo, 2016, Economic Profile, id Consulting, NIEIR modelling

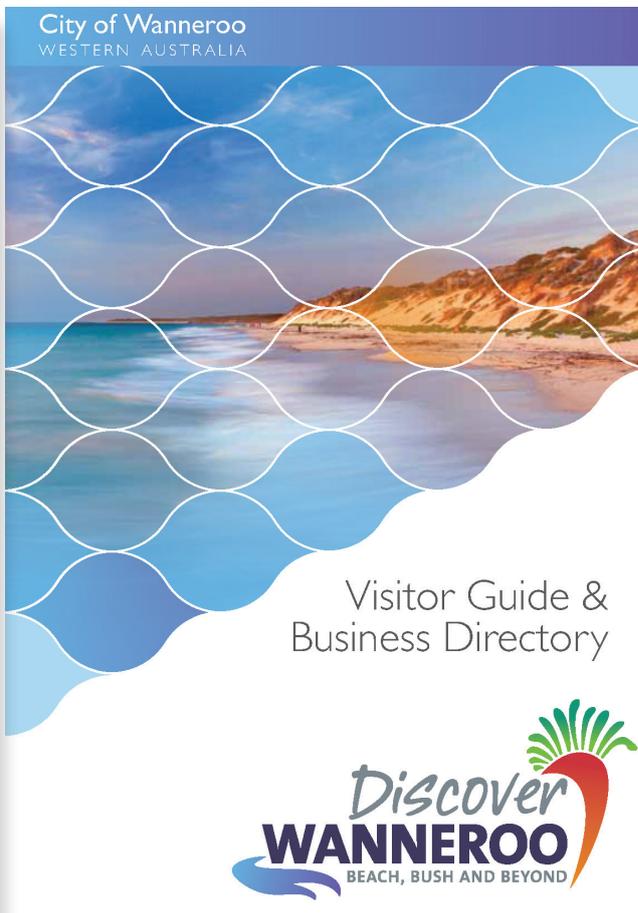
NON-RESIDENTIAL BUILDING APPLICATIONS APPROVED (JULY 2011-MARCH 2014)



Source: City of Wanneroo, Approvals Records, 2014

PROGRAM 3: INVESTMENT ATTRACTION & ADVOCACY

	Responsibility	Start Year
3.1 Strategic economic marketing		
a) Develop a strategic economic marketing program for the City of Wanneroo, including the promotion of key employment locations and specialist industry precincts.	Manager ED & Advocacy	2018/19
b) Investigate the potential for a City of Wanneroo strategic economic sponsorship program.	Manager ED & Advocacy	2019/20
c) Showcase best practice, innovation and technology in local industries and business through case studies, networking events, business forums and other similar initiatives.	Manager ED & Advocacy	2018/19
d) Investigate the development of iconic business attractions and events.	Manager ED & Advocacy	2018/19
e) Improve and enhance tourism marketing and promotional activities to maximise visitation to the City through: <ul style="list-style-type: none"> • Production of a City of Wanneroo Visitor Guide • Investigate feasibility of developing a visitor website for the City • Continue to build a local image library (including activities such as Photography Competition) • Investigate potential visitor tour itineraries within the City of Wanneroo, such as food tourism. 	Manager ED & Advocacy	2016/17
3.2 Investment attraction		
a) Identify and partner with key stakeholders including government, industry and developers to attract economic investment.	Manager ED & Advocacy	2016/17
b) Develop a local investment attraction package.	Manager ED & Advocacy	2017/18
c) Investigate mechanisms and opportunities to attract and encourage employers, entrepreneurs and businesses to establish in the City of Wanneroo.	Manager ED & Advocacy	2016/17
d) Identify and target strategic, knowledge intensive and catalytic businesses to establish in the City of Wanneroo.	Manager ED & Advocacy	2018/19
3.3 Strategic economic advocacy		
a) Manage and coordinate the City's advocacy campaign.	Manager ED & Advocacy	2016/17
b) Strengthen the Tri-cities Alliance between the Cities of Wanneroo, Joondalup and Stirling to promote economic development and job creation in the region through an integrated approach to infrastructure, tourism, employment, transport and innovation challenges.	Manager ED & Advocacy	2016/17
c) Establish a Business Leaders Forum the enable the City to partner with major strategic businesses in the City to jointly advocate for the regional economic priorities.	Manager ED & Advocacy	2016/17



TOURISM INVESTMENT & VISITOR ATTRACTION

The City undertakes a number of activities each year to promote the destination, support local tourism business and attract new ventures to the area. The Visitor Guide is an example of a project that focuses on local attractions and includes a free business directory with information on local accommodation, restaurants, activities and produce. This publication is available across a number of Visitor Centres, all of the City libraries, as well as online. The City continues to review and select other appropriate media outlets, activities and events to raise awareness of the area as a day trip destination.

PROGRAM 4: BUSINESS SUPPORT & WORKFORCE DEVELOPMENT

We want to support our local businesses and workforce through the provision of services, facilities, education and training to assist their growth and development.

Local businesses are a critical component of, and major contributor to, the strength of the local economy. They provide employment opportunities, service our growing residential population, build our economy and help to create strong communities by sustaining vibrant city centres and thriving industrial areas. This program will ensure our local businesses and workforce have access to local services, facilities, education and training opportunities to assist their growth and development.

What will this mean for the City?

- Local business support services
- Local business events and networking
- Targeted business training opportunities
- Access to a range of facilities that support local business development
- Partnerships to identify and address business related issues and opportunities
- Collaborative approach to delivering targeted education and training programs
- Skills within our local labour force meet local business requirements

What is the City's current position?



39%
OF OUR RESIDENTS ARE
EMPLOYED LOCALLY



4.6
EMPLOYEES PER BUSINESS



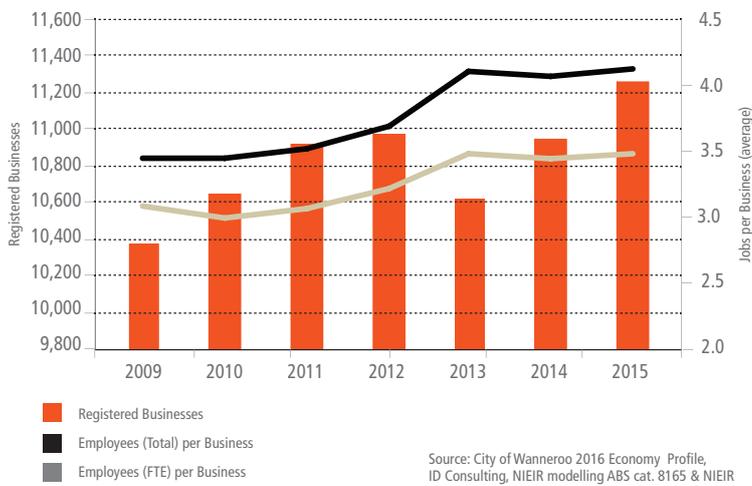
55%
OF OUR WORKFORCE ARE
LOCAL RESIDENTS



207
NEW BUSINESSES PER YEAR
(2009-2015 average)

*Australian Bureau of Statistics, 2011, Census of Population and Housing
City of Wanneroo, 2016, Economic Profile, id Consulting, NIEIR modelling*

REGISTERED BUSINESSES COMPARED TO EMPLOYEES



JOBS (FTE) IN THE CITY OF WANNEROO



PROGRAM 4: BUSINESS SUPPORT & WORKFORCE DEVELOPMENT

	Responsibility	Start Year
4.1 Local business services, training and facilities		
There is a vast range of local business support services available in the City of Wanneroo. Rather than duplicate these services, the City's focus will be on supporting and promoting those organisations, rather than provision of services.		
a) Support stakeholders in the delivery of services, events, training and other opportunities available to local businesses through promotion of their services and participation in project based initiatives. Existing partnerships (formal and informal) include: <ul style="list-style-type: none"> • Wanneroo Business Association • Business Station • West Coast Institute • Edith Cowan University. 	Manager ED & Advocacy	2016/17
b) Investigate and implement opportunities to increase the use of City of Wanneroo facilities to provide local business services and training throughout all wards. This includes, but is not limited to: <ul style="list-style-type: none"> • Enterprise House, Wanneroo – business co-working space • Libraries • Community Centres. 	Manager ED & Advocacy	2016/17
c) Collaborate with key stakeholders to provide and promote education and training opportunities that match local career paths.	Manager ED & Advocacy	2018/19
4.2 Business engagement		
a) Review and implement a regular communications program with local businesses and stakeholders, including, but not limited to: <ul style="list-style-type: none"> • Business & Tourism e-Newsletter • Mobile app for business to business communication • Review and update of 'business' section of the City of Wanneroo website. 	Manager ED & Advocacy	2016/17
b) Facilitate, participate in and develop partnerships to identify and address business related issues and opportunities, including but not limited to security and signage. For example: <ul style="list-style-type: none"> • Wangara CCTV Working Group (facilitated by the Wanneroo Business Association) • Meridian Park Security Working Group. 	Manager ED & Advocacy	2016/17
c) Develop and roll out a new business welcome pack (potentially electronic), in conjunction with the Wanneroo Business Association.	Manager ED & Advocacy	2017/18

PROGRAM 4: BUSINESS SUPPORT & WORKFORCE DEVELOPMENT

4.3 Internal Process Improvements

a) Review regulatory development requirements, and internal processes associated with these, to provide for greater responsiveness to business needs, including the potential for fast-track strategic approvals and pre-approvals.	Manager Approvals	2016/17
b) As part of the review of signage policies include a review of tourism and related signage to clarify requirements and procedures.	Manager Approvals	2016/17
c) Review the City of Wanneroo's external events approvals process to increase the focus on economic and tourism outcomes for the community.	Manager Communications, Marketing & Events	2018/19





Wanneroo Business Awards

Wanneroo Business Awards

MAJOR PARTNERSHIP
Official Sponsor of the Wanneroo Business Association

As of 26 August 2015 the City of Wanneroo is the 'Official Sponsor' of the Wanneroo Business Association. This is a three year agreement to cement the strong and ongoing partnership between both organisations in supporting local businesses and facilitate great business growth opportunities within and around the Wanneroo region. This is a significant milestone for both organisations, transitioning from a dependent funding relationship to an independent, mutually-beneficial partnership.



PROGRAM 5: REGIONAL ECONOMIC DEVELOPMENT

We want to continually collaborate with the City of Joondalup and other key stakeholders to maximise the region's economic competitiveness.

Our region is increasingly competing with other areas in Perth, Western Australia, interstate and internationally for economic investment and jobs growth. It is important that we maximise our regional competitiveness, enhance our business environment and provide more opportunities for people to work close to home. This program focuses on developing and strengthening regional partnerships to collaboratively increase and maximise the region's economic competitiveness.

What will this mean for the City?

- Shared framework for regional economic development
- Shared resources to achieve regional economic outcomes
- Agreed regional economic priorities
- Ongoing collaboration, partnerships and support amongst key stakeholders
- Joint advocacy for regional economic infrastructure
- Strong regional economic competitiveness

What is the Region's current position?



DRAFT
REGIONAL ECONOMIC
DEVELOPMENT FRAMEWORK
2015-2031



192,000
EMPLOYED RESIDENTS



106,000
JOB
24,000
BUSINESSES



\$12.38 BILLION
GROSS REGIONAL PRODUCT

City of Wanneroo, 2016, Economic Profile, id Consulting, NIEIR modelling



TOP 5 INDUSTRIES VALUE-ADDED

1	CONSTRUCTION \$1,621M (17%)
2	RETAIL \$1,148M (12%)
3	HEALTH CARE & SOCIAL ASSISTANCE \$1,009M (10%)
4	EDUCATION & TRAINING \$964M (10%)
5	MANUFACTURING \$909M (9%)



Data: City of Wanneroo, 2016, Economic Profile, id Consulting, NIEIR modelling

TOP 5 INDUSTRIES BUSINESS NUMBERS

1	CONSTRUCTION 7,710 BUSINESSES (31%)
2	PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES 2,947 BUSINESSES (12%)
3	RENTAL, HIRING & REAL ESTATE 1,961 BUSINESSES (8%)
4	FINANCIAL & INSURANCE 1,767 BUSINESSES (7%)
5	TRANSPORT, POSTAL & WAREHOUSING 1,556 BUSINESSES (6%)



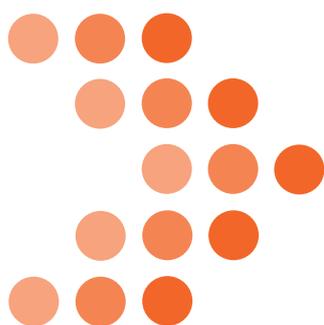
Data: Australian Bureau of Statistics, 2015, Count of Australian Business Numbers, Catalogue 8165

TOP 5 INDUSTRIES EMPLOYEE (FTE NUMBERS)

1	CONSTRUCTION 14,472 EMPLOYEES (17%)
2	EDUCATION & TRAINING 12,242 EMPLOYEES (15%)
3	RETAIL 12,152 EMPLOYEES (15%)
4	HEALTH CARE/SOCIAL ASSISTANCE 8,179 EMPLOYEES (10%)
5	MANUFACTURING 4,788 EMPLOYEES (6%)



Data: City of Wanneroo, 2016, Economic Profile, id Consulting, NIEIR modelling



Our region is increasingly competing with other areas in Perth, WA, interstate and internationally for economic investment and jobs growth.

PROGRAM 5: REGIONAL ECONOMIC DEVELOPMENT		
	Responsibility	Start Year
5.1 Strengthening regional partnerships		
a) Further develop partnerships to deliver regional and local economic projects.	Manager ED & Advocacy	2018/19
b) Work with Tri-Cities Alliance and other strategic partners to advocate for priority projects within the City of Wanneroo and broader region, as part of the City's advocacy campaigns.	Manager ED & Advocacy	2016/17
c) Finalise and begin implementation of the Regional Economic Development Framework.	Manager ED & Advocacy	2017/18
5.2 Strengthening regional tourism		
a) Develop and distribute regional destination marketing, in conjunction with City of Joondalup, City of Stirling and Experience Perth.	Manager ED & Advocacy	2016/17
b) Investigate opportunities to work with Experience Perth on promotion of the region to intrastate, interstate and international visitors.	Manager ED & Advocacy	2017/18

TRI-CITIES ALLIANCE

The Tri-Cities Alliance is an agreement between the Cities of Wanneroo, Stirling and Joondalup, which aims to promote economic development and job creation in the region through an integrated approach to infrastructure, tourism, employment, transport and innovation challenges. The northern growth corridor, taking in the Cities of Joondalup, Stirling and Wanneroo, accounts for 29% of Perth's entire population.



Canberra Tri-Cities Advocacy Campaign Visit, 2015



Community Cabinet Meeting, City of Wanneroo, 2015

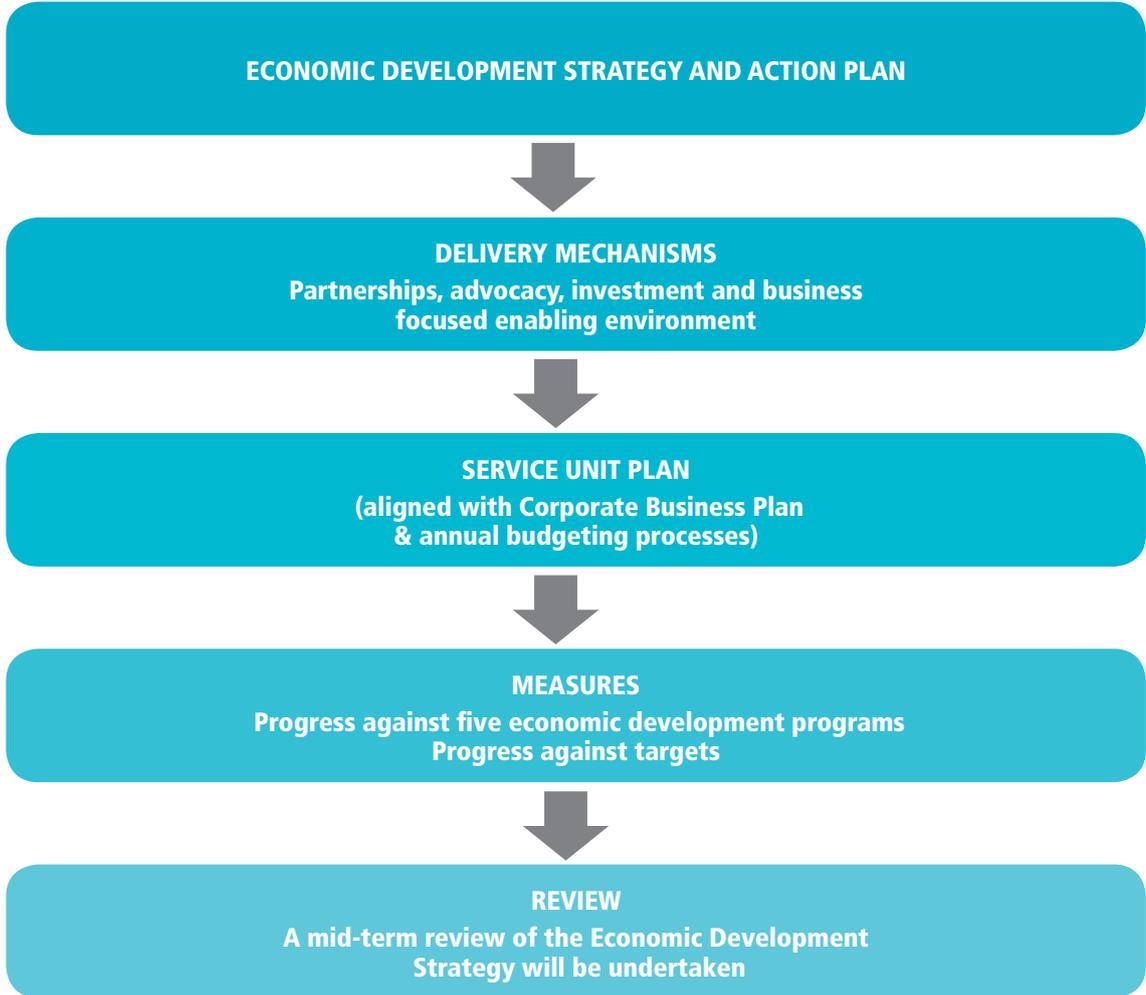
IMPLEMENTING THE STRATEGY

The City's Economic Development Strategy and Action Plan '2016-2021' will be implemented in partnership with State and Federal Government, business, industry and supporting partners across the City.

The Strategy will be underpinned by an annual Service Unit Plan which will be reviewed and updated to align with the City's corporate business planning and budgeting process.

The Strategy will have significant impact on the growth and development of the City. The City's Advocacy and Economic Development Team will have primary ownership of this Strategy; however expertise and resources from other service units within the City will be drawn upon to complete actions on an ongoing basis. The City's business community will be engaged at a partnership level to ensure effective collaboration for the Strategy's development and commitment to the delivery of the strategic agenda going forward.

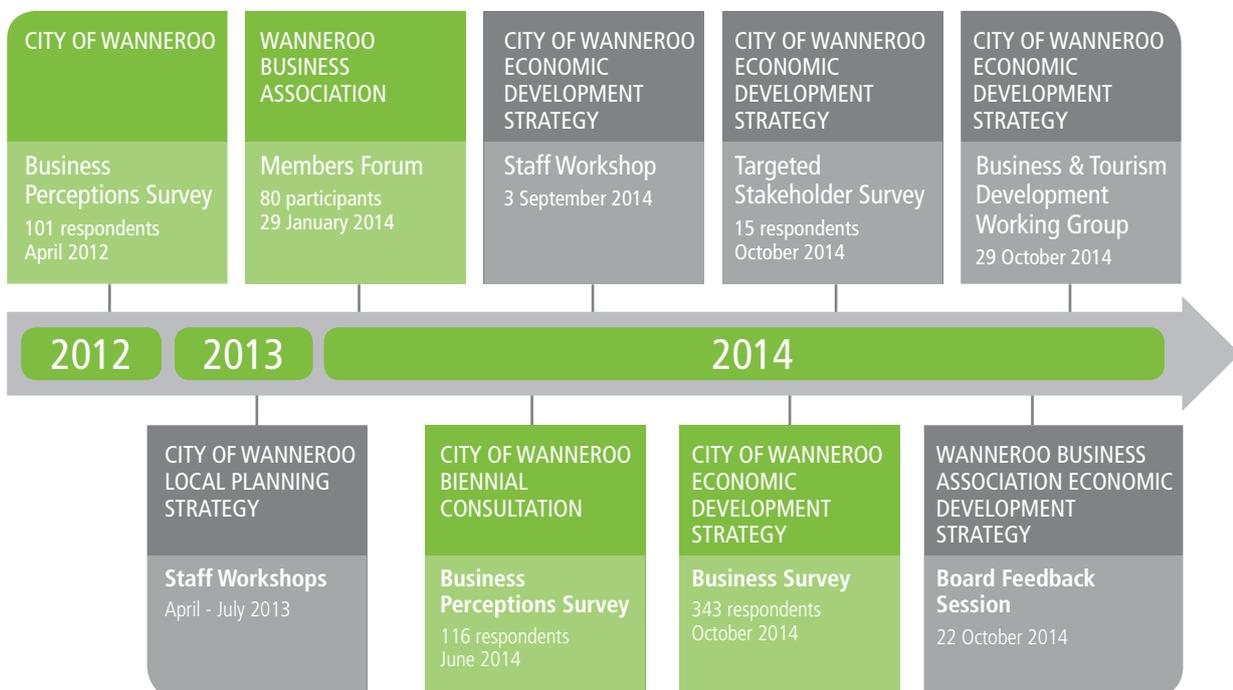
To inform the City's Economic Development Strategy, input has been gathered from:



APPENDIX 1 BUSINESS & STAKEHOLDER PERSPECTIVES

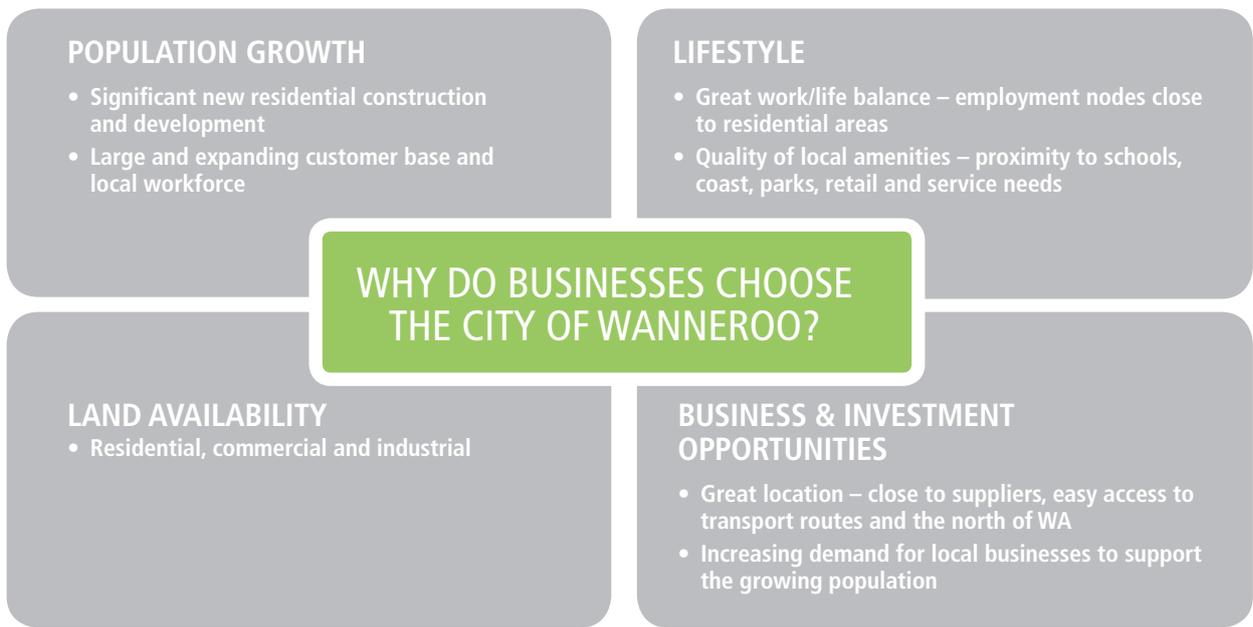
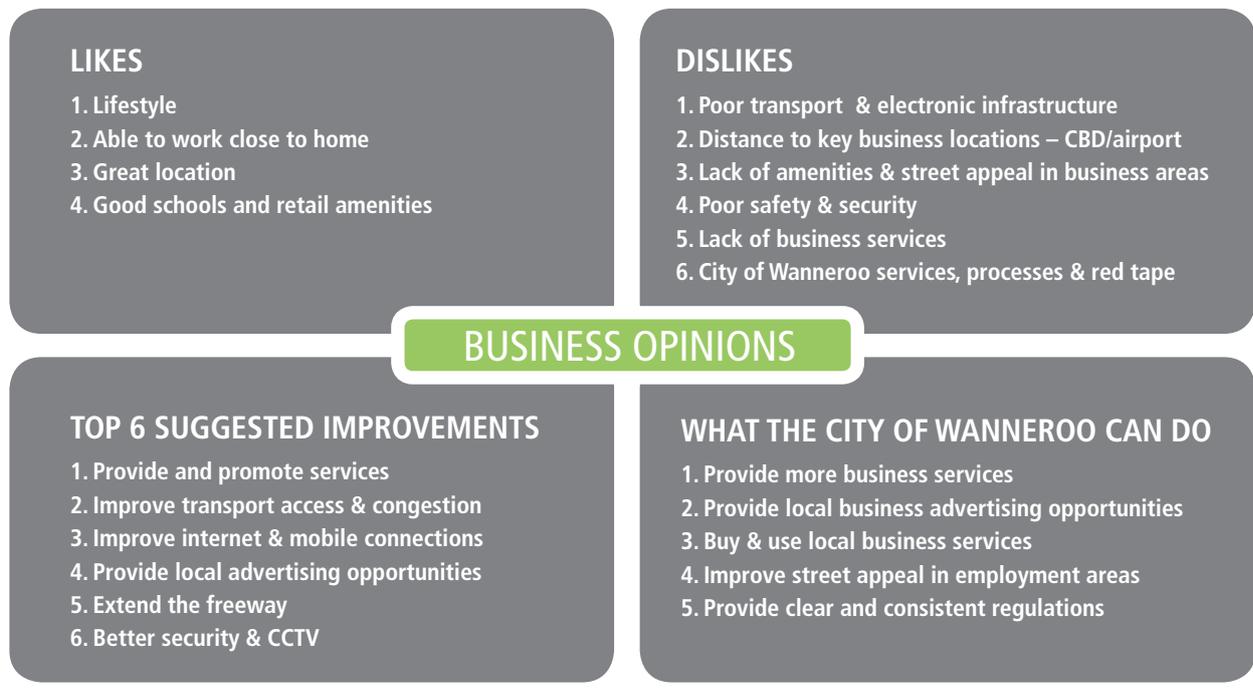
- Local businesses
- Key stakeholders, including government, education institutions, developers and business service providers
- Internal staff
- Business and Tourism Development Working Group Members, including nominated elected members, executive staff and business representatives.

The information below is a summarised version of the input received.





Summary of Business Input



Summary of Stakeholder Input



Summary of Business and Tourism Development Working Group Input



Summary of Staff Input

TOP TWO CHALLENGES		TOP TWO OPPORTUNITIES
<ul style="list-style-type: none"> • Change people's mind-sets • Improve transport options 	ECONOMIC INFRASTRUCTURE	<ul style="list-style-type: none"> • Integrate land use with transport • Advocate for major transport infrastructure
<ul style="list-style-type: none"> • Attract major/iconic employers • Identify incentives to attract business 	ATTRACTING & RETAINING BUSINESS	<ul style="list-style-type: none"> • Partnerships to attract strategic industries • Develop an investment strategy/policy
<ul style="list-style-type: none"> • Create an economic identity • Conduct strategic marketing & branding 	ECONOMIC DEVELOPMENT IDENTITY	<ul style="list-style-type: none"> • Develop a Strategic Marketing Plan • Develop an economic brand
<ul style="list-style-type: none"> • Create attractive, well-connected centres • Optimise the potential of industrial areas 	INDUSTRIES & EMPLOYMENT LOCATIONS	<ul style="list-style-type: none"> • Invest in land to create job opportunities • Identify & promote tourism precincts
<ul style="list-style-type: none"> • Promote the region to attract businesses • Ensure continual collaboration 	REGIONAL COLLABORATION	<ul style="list-style-type: none"> • Form a regional business council/body • Create a regional business website
<ul style="list-style-type: none"> • Advocate for technology infrastructure • Create centres of excellence 	SMART & LIVEABLE COMMUNITIES	<ul style="list-style-type: none"> • Advocate for NBN to business locations • Plan for expanded learning facilities
<ul style="list-style-type: none"> • Reduce/minimise red tape • Make it easier to do business in Wanneroo 	INTERNAL MECHANISMS	<ul style="list-style-type: none"> • Create a business approvals team • Co-locate services with other agencies
<ul style="list-style-type: none"> • Influence State Government vision & direction • Identify & manage external influences 	EXTERNAL INFLUENCES	<ul style="list-style-type: none"> • Advocate priorities to State Government • Establish a research & statistics team

APPENDIX 2 STRATEGIC FOCUS AREAS



Carabooda Hydroponics Facility



Advanced Manufacturing and Engineering



Clean Technology

It is extremely rare for a local government authority to have such a diverse mix of green-field, brown-field and infill opportunities within a metropolitan area. The requirement to re-imagine and activate areas in need of redevelopment coupled with the need to forecast future economic activities presents a unique and exciting challenge.

A number of supporting activities have occurred recently that further support and strengthen the case for an integrated approach to appropriately scaled and timed economic infrastructure in the north-west region of Perth.

FOCUS NEERABUP



Business located in Meridian Park, Neerabup



Aerial view of existing Neerabup Industrial Area

Neerabup Industrial Area (NIA) is the largest single industrial complex in the Perth Northern Metropolitan Region and the second largest (to Kwinana) in the Perth Metropolitan Area. It provides a rare Perth metropolitan opportunity to act as an investment destination for large multinational companies looking to secure and build their portfolio in the medium and long run with a strong and reliable sustainable local supply chain.

Located off Flynn Drive north of Wanneroo, 35km from the Perth CBD and 8km from the Joondalup City Centre, NIA includes 1,005ha of land and has the potential for up to 20,000 jobs. The City of Wanneroo and LandCorp own more than half of the remaining developable land, establishing a strong local and state government commitment to investment in Neerabup.

In late 2015, the City of Wanneroo Council agreed to take a strategic development approach to the City's landholdings in NIA to ensure local employment outcomes are maximised and the economic potential of NIA is achieved.

The AEC Group (2015) has recently prepared a draft "Integrated Investment Plan for Perth and Peel 2015-2051" with coordination through Regional Development Australia, Perth (RDA) and Economic

Development Australia, WA branch (EDAWA). One of the priority areas identified in the draft is the need for servicing connected industrial land in the Perth metropolitan area and unlocking benefits for freight movement and potential growth in the agribusiness sector.

For NIA to thrive, east-west transport connectivity is critical. The current Mitchell Freeway extension and connection into NIA along Neerabup Road, once completed in late 2017, will greatly enhance transport accessibility into the area. Eastern links to the Wheatbelt are also required and will be improved as work on Neaves Road commences and becomes a primary distributor.

To support this approach, the recently formed Tri-Cities Alliance (June 2015) between the Cities of Wanneroo, Joondalup and Stirling have jointly stated:

"Appropriate access to industrial areas and activity centres is of critical importance as is the timing of key economic infrastructure."

The Tri-Cities Alliance focuses on addressing issues from a regional perspective and working together to promote economic development and local job creation. All of this is underpinned by the provision of appropriate investment opportunities in the NIA and



a greater targeting of expanding local businesses and international businesses requiring centrally located, appropriately zoned and accessible land.

The National Growth Areas Alliance (NGAA) is another consortium of growth councils across Australia who lobby for appropriate opportunities for their regions with respect to economic, community and social infrastructure needs. The City of Wanneroo is one of the members of this group under the banner of greater jobs and services. The NGAA's plan to assist in addressing its priorities for skills and jobs and the provision of community and other facilities includes a skills and employment package and an infrastructure program. The 'New Deal for Urban Australia' outlined in the alliance argues for a new urban infrastructure fund used to leverage and unlock private investment.

The draft City of Wanneroo and City of Joondalup 'Regional Economic Development Framework 2015-2031' is a collaborative document that shares a common vision for the economic future of the region. The two local government authorities have

jurisdiction over Perth's North-West Sub-Region and the framework is a long-term commitment to driving the economic development and jobs growth for the region. The NIA is identified as the major future employment centre for Wanneroo and Joondalup and one of the eight regional economic outcome areas is 'Infrastructure Improvements' which support green economy, technology and innovation and workforce and skills development opportunities for the North-West Sub-Region.

“Appropriate access to industrial areas and activity centres is of critical importance as is the timing of key economic infrastructure.”

FOCUS ADVANCED MANUFACTURING & ENGINEERING



Wangara Industrial Area has well established manufacturing and engineering businesses, many of which provide support for the mining industry and automotive-related services, including design, diagnostics, repairs, maintenance and performance engineering.

In addition the Barbagallo Raceway, managed by the WA Sporting Car Club, has been a tenant in Neerabup since 1969 and holds the annual V8 Supercar Championship which attracts between 40,000 and 50,000 people to that single event. In partnership with strategic public and private partners, the WA Sporting Car Club has expansion plans for Barbagallo Raceway which include an extended raceway and an interactive automotive museum which will target greater inbound tourism from the Asia-Pacific region.

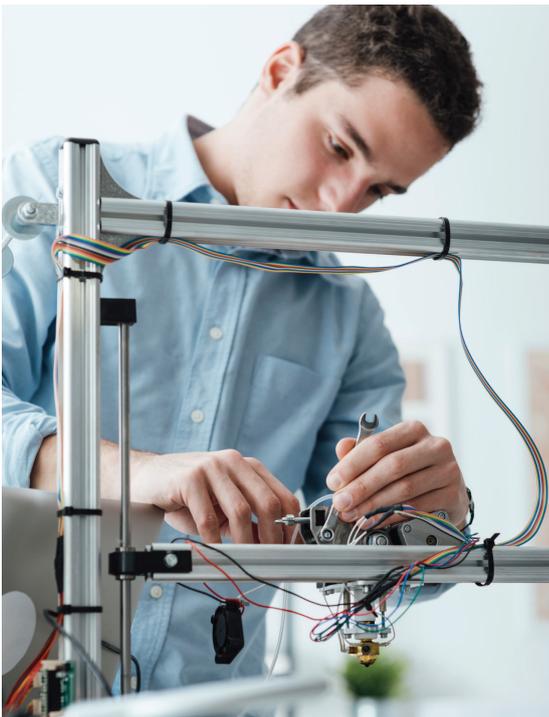
The opportunity to attract synergistic technical small businesses to Wanneroo is significant and will further consolidate Wanneroo as a centre of manufacturing and engineering excellence and innovation.

The City is interested in assisting in this focus area in the following ways:

- Connect groups looking for collaboration opportunities with a view to expanding networks and commercialisation
- Linking research and development opportunities created by universities and private companies to partners and markets
- Improving product and service offerings to engage with international partners and markets and strengthen global supply chains
- Creating local employment opportunities through training and workforce development partnerships



Barbagallo Raceway has expansion plans... an extended raceway and an interactive automotive museum, will target inbound tourism from the Asia-Pacific region.



Linkages to activities and initiatives such as the Advanced Manufacturing Growth Centre will allow Wanneroo to compete locally and internationally as it begins to align with national aspirations of increasing connections and hubs, commercialisation opportunities and job pathways.

As some of the older parts of Wangara are being readied for redevelopment, opportunities exist for small lot businesses expanding from a small cohort of workers with the potential to locate closer to their supply chain of service businesses. Whether retention or expansion is their priority, the City will work with these operators to increase their exposure to networks and contract opportunities.

FOCUS CLEAN TECHNOLOGY



Example of a Solar Energy Farm



Example of a Waste to Energy Power Station



Example of an Alternative Energy Chemical Plant

The consistent and cost effective supply of clean energy will have a greater role in urban and industrial development over the next five years. The City of Wanneroo is one of the best placed local governments to capitalise on this significant catalytic opportunity with respect to innovative public and private partnerships, financing arrangements, off-take supply negotiations and scaleable ventures.

Despite a lack of clear short term policies such as renewable energy targets, there is a growing opportunity to consider alternative sources of energy within urban and industrial settings. As consumer engagement increases and awareness about the benefits become more common and digestible, deployment will become easier as the economics of many of the options becomes increasingly more viable.

Renewable energy provided 13% of Australia's electricity in 2014, and one of the constant performers has been residential solar, with many Wanneroo-based companies participating in this market. The City has a great opportunity to take a leadership role in advocating for further development of the industry, as it has some of the largest remaining Greenfield sites in the Perth metropolitan area. The aggregation of residential and commercial sites within emerging activity centres offers an opportunity to trial new grid and off-the-grid technologies.

The City is keen to explore opportunities with companies and consortia looking to trial technologies in two categories:

- Proven green – solar (large scale and residential), wind, waste-to-energy
- Emerging green – storage, marine applications, bioenergy, energy management systems (EMS), wave energy

Opportunities will exist to create an awareness and an understanding of commercial, economic, societal and market issues relating to trial and deployment of proven and emerging technologies over the next five years. It is the role of the Advocacy and Economic Development Team at the City to meaningfully engage with the sector and to consider partnership and promotional options to progress its ongoing development. Work should be carried out independent of renewable energy targets with a focus on creating greater public and commercial awareness when deployment occurs.

Wanneroo's appetite for solar placed it as number eight on the Top Ten Solar Postcodes in Australia according to the 2014 Clean Energy Australia Report. The 6065 postcode had 5802 installations with a capacity of 15,392kW.

Research into suitable triggers and levers of government will occur in conjunction with the due diligence of partnership arrangements to trial and

demonstrate the city-wide application of solar.

The City of Wanneroo is looking to become the first Perth metropolitan Council to develop major clean energy project(s). Investigations are underway for solar, wind and waste-to-energy projects.

TOP 10 SOLAR POSTCODES IN AUSTRALIA				
STATE	POSTCODE	SUBURBS	NO. OF INSTALLATIONS (projected)	CAPACITY (KW)
QLD	4670	Bundaberg	9309	27,805
WA	6210	Mandurah	8378	17,884
QLD	4655	Hervey Bay	7971	22,032
QLD	4551	Caloundra	7500	18,868
QLD	4350	Toowoomba	6894	20,295
QLD	4305	Ipswich	6018	16,129
QLD	4211	Nerang & Lamington National Park	5879	17,525
WA	6065	WANNEROO	5802	15,392
QLD	4207	Beenleigh	5447	15,370
QLD	4570	Gympie	5415	16,166

Source: Clean Energy Council, Clean Energy Australia Report 2014

TOP SOLAR POSTCODES IN WA				
STATE	POSTCODE	SUBURBS	TOTAL SYSTEMS INSTALLED	CAPACITY (KW)
WA	6210	Mandurah	8,378	17,884
WA	6065	WANNEROO	5,802	15,392
WA	6155	Canning Vale	5,372	12,998
WA	6164	Success, Jandakot	4,768	11,941
WA	6530	Geraldton	4,577	12,945
WA	6112	Armadale	4,345	10,703
WA	6163	Spearwood, Bibra Lake	3,932	9,425
WA	6169	Safety Bay, Warnbro	3,799	8,541
WA	6027	Joondalup	3,500	8,748
WA	6110	Gosnells, Huntingdale	3,455	7,959

Source: Clean Energy Council, Clean Energy Australia Report 2014

FOCUS AGRI-BUSINESS



The City of Wanneroo has long been known as a hub for high quality agricultural produce with a history dating back to 1844 when the first farm was established. Western Australia's agri-food products are valued at \$20B at the retail and export levels. The small population in Australia and relatively large regional Asian population base ensures that Australia is one of the largest exporters of agricultural produce in the world at 60% of production.

The strategic opportunity for Wanneroo is to continue along the path of being recognised as the 'preferred supplier of premium quality produce to the Asian region'. With over 3,000 hectares of high producing rural resource and general rural land in Carabooda and Mariginiup; links to new research and industry innovations will further consolidate the importance of Wanneroo agri-food land and value to the State. The opportunity to capture Asia's high value, premium export markets remains high, however links to the Department of Agriculture and Food WA and key agencies will remain critical to achieve this.

Wanneroo agri-food businesses have been operating successfully for many years in the volatile export commodity market, and it is no accident that they have adapted to demand fluctuations with consistent attention to quality. Urban encroachment is a threat to this industry, as horticultural land is converted to urban uses.

Building industry capacity through processing, distribution and logistics opportunities on a larger scale will further assist global competitiveness. The potential for locating an agri-food processing operation in Neerabup where large lot size, proximity to source origination and suitable separation distances from urban development remains. Investigation into closed-loop agricultural systems such as glasshouse and hydroponic closed-loop, intensive horticultural systems have the advantage of location close to markets and infrastructure.

In a 2015 Curtin University (draft) briefing paper "Toward's Agri-Precincts in Peri-Urban Perth", Wanneroo was identified as one of the two critical areas of food cultivation for Perth, given the value-added impact of the produce grown and exported.

WA strawberries grown in East Wanneroo and Carabooda, provide for the majority of local needs as well as about 80% of total strawberry exports.



Seedling Nursery Carabooda

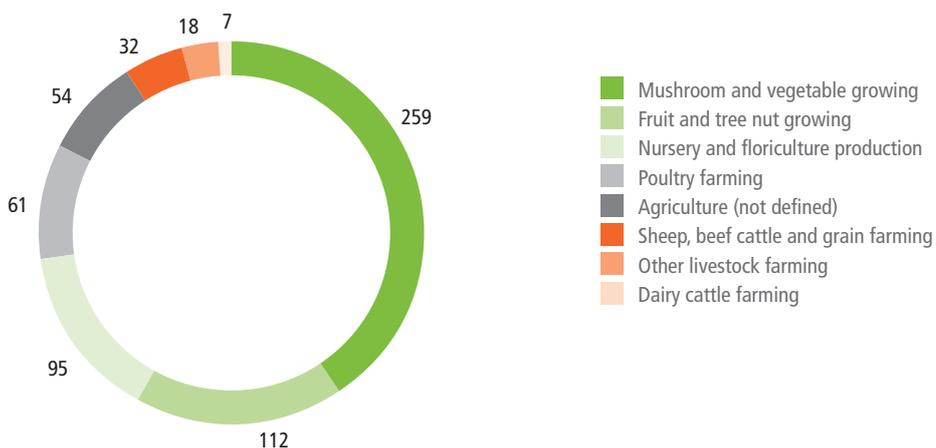


Opportunities include food services and processing. The Wanneroo agri-food industry and its associated service sectors represent a competitive advantage upon which a formidable export hub can grow. The abundance of farmgate local produce also offers opportunities for subsidiary food tourism.

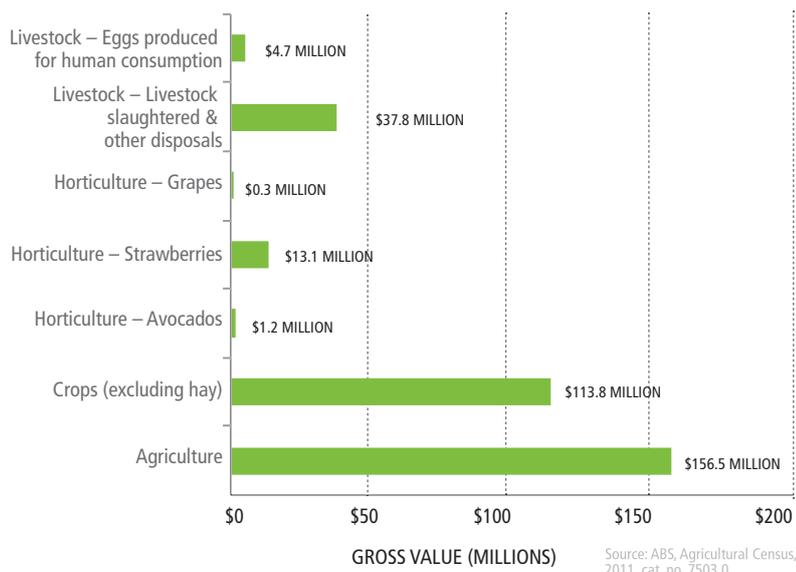
WA strawberries are grown on about 170 hectares, mostly in East Wanneroo and Carabooda, and provide

for the majority of local needs as well as about 80% of total strawberry exports. The opportunity to build on Department of Agriculture and Food industry-funded strawberry projects to produce new varieties and to work with Vietnamese growers to increase their understanding and practice in irrigation and nutrient management.

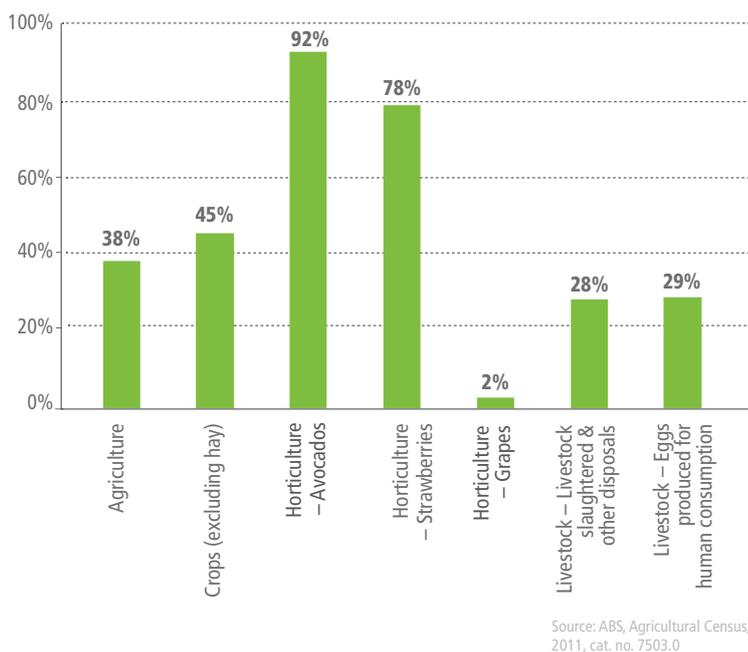
NUMBER OF PEOPLE EMPLOYED IN THE CITY OF WANNEROO AGRICULTURAL SECTOR



VALUE OF AGRICULTURAL COMMODITIES PRODUCED IN THE CITY OF WANNEROO 2010-2011



GROSS VALUE OF AGRICULTURAL COMMODITIES PRODUCED IN CITY OF WANNEROO AS % OF PERTH REGION 2010-2011







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