



# WANNEROO

## **JOBS SUMMIT 2016**

### 100,000 NEW JOBS CHALLENGE

WHAT'S HAPPENED & WHERE TO FROM HERE

Monday 28<sup>th</sup> & Tuesday 29<sup>th</sup> November 2016  
MINDARIE MARINA | OVER 200 PARTICIPANTS



THANKS TO EVERYONE WHO ATTENDED AND PARTICIPATED



**EMERITUS PROFESSOR ROBERT CERVERO**

City and Regional Planning, University of California Berkeley.

**Wanneroo as an Economically Competitive City**

“It is important to have a very cognisant vision of how the City will look over the next 20 years and I think Wanneroo has done that. It has identified mixed use activity centres as locations where it can grow clean technology industries, advanced manufacturing plausibly, but a lot of knowledge based industries. If you want to bring in college educated workers with high skill sets, having high quality urban amenities, great walkable places and public transport connectivity is critically important. So I think having that vision and district structure plans that layout that vision is key to achieving that kind of economic outcome.”

**Importance of Innovation for Business Creativity**

“In today’s market place everyone is looking for a new creative idea, so incubating that through a nurturing environment, through co-work spaces, through high-tech infrastructure, through drawing venture capitalists, things like that really will allow innovation to thrive. The City’s commitment to that is a critically important part of the larger vision of clean technology, advanced manufacturing, agricultural businesses; some of the value-added jobs that are envisaged for this area.”



## JOB SUMMIT – KEY MESSAGES

### Challenge

- 100,000 new local jobs over 30 years (equivalent of 6 new Joondalup City Centres).

### Requires

- Strong vision.
- Outcome focus.
- Step change in thinking.
- Government & private sector to collaboratively drive change.

### Critical Drivers

- Diverse local jobs catering for rapidly growing population.
- Intelligent assembly of land to stimulate strategic opportunities.
- Technology changes and appropriately timed investment.

### Key Concepts from Jobs Summit

- Yanchep City Centre – Strategic Indian Ocean Gateway and Gateway to South-East Asia.
- “Chain of Pearls” – unique identity and characteristics of each centre, linked by common.

### Spatial Comparative Advantages & Opportunities Map

A first cut map representing strategic economic principles provides a first step towards a possible “Future Wanneroo” is shown over page.



# WANNEROO - COMPARATIVE ADVANTAGES FOR SMART ECONOMY

## Open Marine Environment

- Oceanic enterprise zone
- Aquaculture
- Renewable energy (wave/wind)
- Water desalination (submersible, floating)
- Eco-tourism
- Fast ferry transport connections

## Coastal Strip & Near-shore Coastal Zone

- Coastal residential living
- Ocean beaches & water based recreation
- Ocean foreshore park system
- Coastal tourism nodes
- Marinas and boat launch facilities

## Spearwood Dunes Urban Landscape Setting

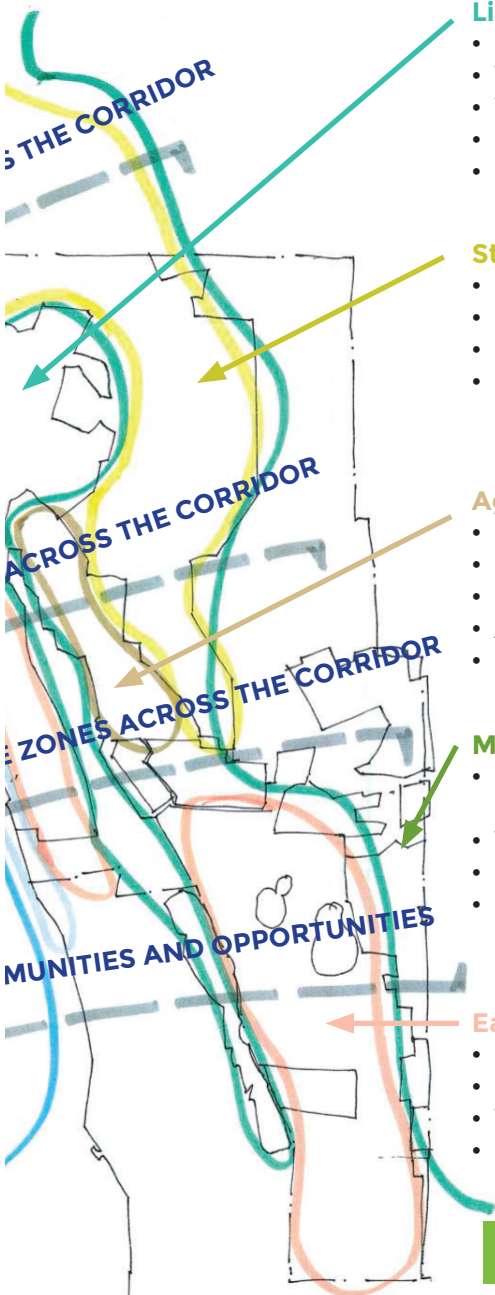
- Varied topography – a sense of place
- Distinctive coastal vegetation and open space
- Scenic landscape settings
- Desirable residential living with ocean glimpses
- Cooling summer sea-breeze
- Recreation and sporting facilities
- High standard of community services/facilities
- Good commercial and retail centres

**“Wanneroo has a unique range of natural resources and physical characteristics quite unlike any other metropolitan local government area – possibly in Australia: these are outstanding assets for the future”**

~Anonymous participant at Wanneroo Jobs Summit



## COMMUNITY ENTERPRISE & LIVEABILITY



### Linear Lakes, National Parks and ROS Zone

- Distinctive topography and landscape zone
- Wetlands and major metropolitan park system
- Yanchep National Park – jewel of the north
- High biodiversity values – unique ecologies
- Special rural living, lifestyle and activities

### Strategic Land Bank

- Former pine plantations State Forest
- Large potential land bank
- Undesignated future use
- Unique opportunity for major strategic infrastructure (e.g. airport)

### Agriculture Horticulture Industry zone

- Good soils
- Market garden produce to urban markets
- Rural landscape and activities
- Agribusiness & agri-tourism potential
- Strategic 'food security' precinct

### Major Conservation Estate

- Unique vegetation ecosystem of international significance
- Vast area of intact habitat
- Unique visual landscape qualities
- Potential for specialised eco-tourism, research and indigenous cultural tourism

### East Wanneroo to Koondoola

- 'Established' Wanneroo
- Social mix and urban change
- Wangara industrial zone
- Proximity to rest of Perth region

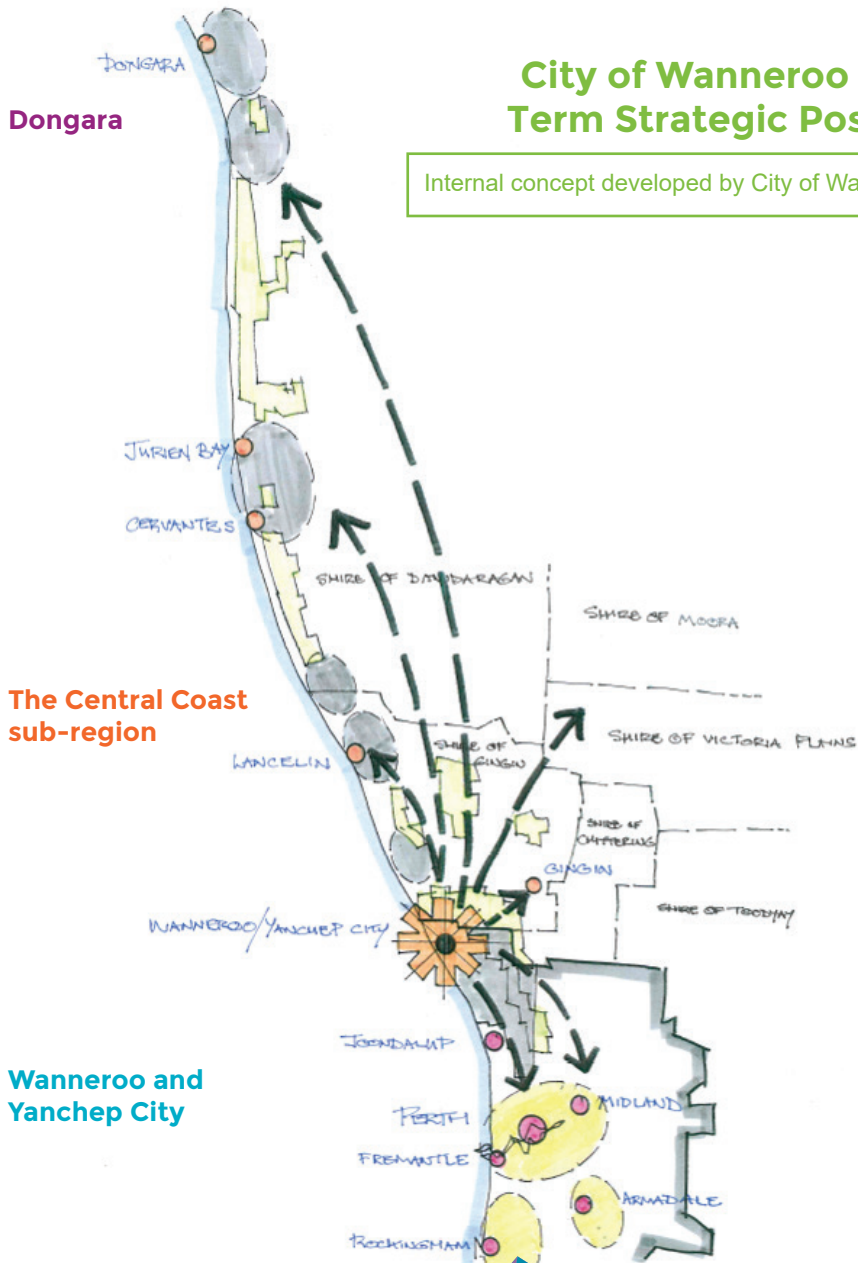
Internal concept developed by City of Wanneroo



# A COMPARATIVE ADVANTAGE?

## City of Wanneroo Long Term Strategic Position

Internal concept developed by City of Wanneroo



## SINCE THE JOBS SUMMIT...

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### **'Grow Your City' Hackathon - 6 April 2017**

As part of National Youth Week teams of students from six City of Wanneroo high schools were asked to consider how they would 'grow their city' and tackle our 100,000 new jobs challenge. Through a series of challenges each team developed and pitched their creative idea. The winning team, from Butler College and Peter Moyes Anglican Community School pitched the idea of large 3D interactive art on walls, that people could 'step into', take photos of themselves 'in' and track locations using a phone app and map.

### **Connect Series & Smart Cities Master Class - June to December 2017**

Built around the 100,000 new jobs challenge, the City of Wanneroo 'Connect' Series is a multi-event program designed to equip business and community with insights such as connecting to global markets (Global Connect: Where to Grow?) and as well as sourcing capital and finance (Investor Connect: Where is the Money?) to fund this growth.

### **Local Planning Strategy - Bold Approach**

The City is preparing a relatively brief initial Local Planning Strategy (LPS) that will address more immediate and short-term planning issues and ensure the progress on the preparation of a Local Planning Scheme No.3, while concurrently continuing to work on a more complex and far reaching LPS that deals with 'high end' and long term strategic planning concepts that, by their very nature, will have transformative implications for the city of Wanneroo.

### **Ongoing...**

The City of Wanneroo has a strong strategic economic focus and is interested in supporting bold new initiatives to tackle the 100,000 local jobs challenge.

In 2018 the City will host a Jobs Summit Part II focused on water, agribusiness and new technology.

We are keen to hear from and work with you! Please contact:  
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