

# Alkimos Eglinton District Structure Plan. Appendix 7 Economic Employment Strategy.



ALKIMOS  
EGLINTON

December 2010  
Author of Report: Syme Marmion & Co.



# alkimos eglinton economic & employment strategy

Landcorp, Eglinton Estates Pty Ltd,  
WR Carpenter Land Holdings Pty Ltd &  
Alkimos Lot 101 JV

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**Syme Marmion & Co**

Level 1, 50 Ord Street, West Perth  
Western Australia - 6005

phone: (+61 8) 9485 1766  
fax: (+61 8) 9485 1866

email: [admin@smco.com.au](mailto:admin@smco.com.au)  
web: [www.smco.com.au](http://www.smco.com.au)  
abn: 13267625066

## Version Control

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## 1. Introduction

### 1.1 Purpose

The purpose of this document is to provide the appropriate framework and strategies to ensure that the development of Alkimos Eglinton provides the necessary economic elements to succeed.

### 1.2 Study Area

The study area comprises the suburbs of Alkimos and Eglinton located on the coast within the City of Wanneroo. The study also considers other developments in the influence area such as St Andrews and the Neerabup Industrial area.

### 1.3 Structure of Report

The report includes a comprehensive background analysis of the City of Wanneroo demographics and population projections and gives a regional context for development at Alkimos Eglinton. The report provides floor area estimates of land uses by type and the resulting number of jobs which are likely to be generated. Additional economic initiatives are outlined and the alignment of the Alkimos Eglinton Structure Plan with City of Wanneroo policies is summarised.

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## 2. Background

### 2.1 Current City of Wanneroo Economy

#### 2.1.1 Current Employment, Workforce Breakdown

The following table shows the number and proportion of population by age of the resident working population in the City of Wanneroo as recorded in the 2001 ABS Census.

Table 1: Resident Working Population

Resident Working Population by age City of Wanneroo 2001	Total Employed	Population	Participation Rate
Persons: 15-19 yrs	2,767	6,057	45.7%
Persons: 20-24 yrs	3,314	4,930	67.2%
Persons: 25-34 yrs	8,482	12,563	67.5%
Persons: 35-44 yrs	9,144	12,858	71.1%
Persons: 45-54 yrs	7,077	9,969	71.0%
Persons: 55-64 yrs	2,771	6,216	44.6%
Persons: 65 & over	350	6,114	5.7%
Persons: Total	33,905		100.0%

Source: ABS Census 2001

#### 2.1.2 Projected Employment, Workforce Breakdown

The following table shows the estimated 2021 Alkimos projected workers by age based on current worker to population ratios by age (participation rate).

Table 2: Additional Resident Working Population to 2021

Resident Labour Force Alkimos 2021	Alkimos Population 2021	Estimated Workers (based on 2001 participation rate)
Persons: 15-19 yrs	2,532	1,157
Persons: 20-24 yrs	2,768	1,861
Persons: 25-34 yrs	7,717	5,210
Persons: 35-44 yrs	5,457	3,881
Persons: 45-54 yrs	2,612	1,854
Persons: 55-64 yrs	1,343	599
Persons: 65 & over	1,900	109
<b>Total</b>		<b>14,670</b>

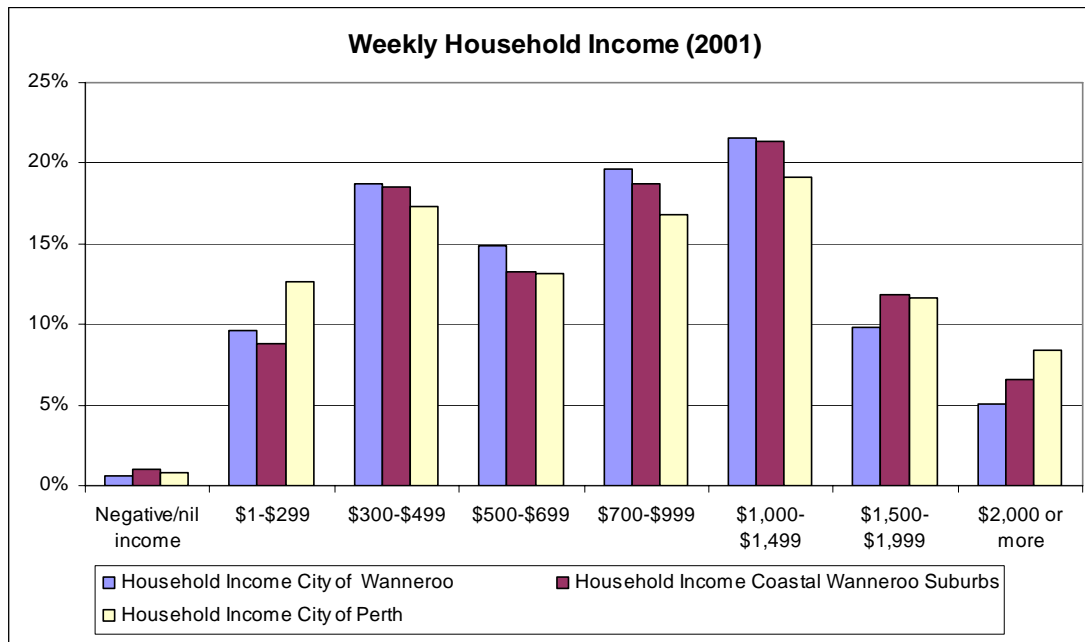
Therefore in order to achieve between 40% and 60% employment self sufficiency in 2021, the Alkimos-Eglinton development requires between 5,870 and 8,800 jobs on site.

#### 2.1.3 Household Income

The following graph compares weekly household income of households in the City of Wanneroo, the Perth metropolitan area and the coastal suburbs within the City of Wanneroo.

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Graph 1: Weekly Household Income



Source: ABS Census 2001

The graph shows that households in the coastal suburbs within the City of Wanneroo have a slightly higher proportion of households with weekly incomes of \$700 to \$1,499 per week and a slightly lower proportion of households with weekly incomes of \$1 to \$299 and \$2,000 or more per week.

It is likely that weekly household income levels in Alkimos-Eglinton will be broadly similar to some of the Perth Inner area suburbs due to the location adjacent to the major economic centre St Andrews. The area is likely to be an attractive option for higher income earners seeking to live close to their work address.

This provides not only the need, but also the opportunity for a wider spread of employment type than would the case with a narrower socio-economic spread in the residential population. The attraction of the development for higher income earners will make the establishment of higher-value economic activity more viable. This may be range from work-from-home activities at the higher end of the scale, to the establishment higher value services enterprises (for example, consulting firms) in the area. These may be spin-off activities from the economic activity at St Andrews.

## 2.2 Wanneroo Economic Policies

### 2.2.1 Smart Growth Strategy

The City of Wanneroo has developed a Strategic Plan with four goals, *environmental sustainability, healthy communities, economic development, corporate management and development*. The City has prepared a Smart Growth Strategy and related Smart Growth Policy, which gives effect to these four strategic goals through the following six smart growth principles:

- Lifestyle and housing choice  
Smart Growth encourages the provision of a variety of housing types and the enhancement of lifestyle options;
- Effective use of land and infrastructure  
Smart Growth supports the effective use and development of land and buildings for the benefit of the local area;
- Long term health of the environment  
Smart Growth promotes development that minimises environmental impact, together with practices that conserve and enhance natural areas;
- Identity, equity and inclusiveness  
Smart Growth is creating opportunities to enhance and develop the identity of our places and our people;



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- Long term economic health  
Smart growth supports opportunities that enhance industry growth and promote job creation within our region;
- People and government  
Smart growth encourages citizen and stakeholder participation in governance and development decisions.

Smart Growth Principle 5 “Long Term Economic Health” reinforces the need for new developments within the City of Wanneroo to encourage industry growth and support job creation in a sustainable way over the long term.

## 2.2.2 Economic Development Strategy

The City of Wanneroo’s primary economic goal is to decrease the amount of people having to travel out of the region to access suitable employment opportunities. This is intended to be achieved through the implementation of an Economic Development Strategy.

The Economic Development Strategy for the City of Wanneroo is designed to build upon the project initiatives already in place and being pursued by the City and introduce new initiatives in line with the Strategic Plan. According to the Economic development Strategy, the promotion of Wanneroo as an investment and employment destination can only occur if it is understood that all regional stakeholders can contribute to growing the economic base of the region through their actions.

The key actions of the City’s Economic Development Strategy are:

1. **Redressing the balance** so that Wanneroo has desirable centres of employment.
2. **Investing for the future** – increased collaboration with the State government and other key stakeholders is needed to map the strategic activities for the north west metropolitan economic region.
3. **Generating wealth through jobs** to create a new economic base, which integrates the community into the wider regional economy.
4. **Basic Infrastructure** has to be in place to allow businesses to prosper and grow.

## 2.2.3 Employment Policy

The City of Wanneroo’s Employment Policy is designed to establish a framework to encourage and retain local employment within the City of Wanneroo and ultimately the North West Corridor. The necessity for this policy has been driven by the fact that the City of Wanneroo suffers low employment self-containment within its boundaries, which has led to the many so-called ‘dormitory suburbs’.

The Policy contains a schedule of strategies at district, local and sub-division levels to indicate the type and scale of initiatives that are expected when planning development of various sizes.

The City’s Smart Growth Assessment Tool sets a target of 40% employment self sufficiency at the district structure plan level.

## 2.2.4 Tourism Strategy

The development of tourism within Wanneroo is addressed in the City of Wanneroo’s Tourism Strategy through six objectives:

1. Development of new and existing tourism products;
2. Provide a broader visitor experience;
3. Increase year round appeal;
4. Develop higher yield markets;
5. Establish tourism as a major industry of the region; and
6. Encourage industry participation in development of tourism.

The Tourism Strategy objectives attempt to give broad direction to the plan over all, allowing innovative actions to result.

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## 2.2.5 Centres Strategy

The City of Wanneroo's Centres Strategy seeks to promote future regional centres Alkimos and Yanchep in the longer term as significant regional nodes offering community focus by providing a mix of retail, office, leisure, entertainment, recreation and community facilities. The Centres Strategy recognises that Alkimos has been planned as an important regional commercial and employment centre since the North West Corridor Structure Plan (1992). Proposals for the development of Alkimos as a regional centre along 'mainstreet' principles are supported in the Centres Strategy.

## 2.2.6 Local Housing Strategy

The City of Wanneroo's Local Housing strategy is aimed at guiding future housing development in new residential areas; protecting existing residential areas from inappropriate development and ensuring adequate housing choice is available to meet the changing social and economic needs of the community.

The Local Housing Strategy is a key component of the City's Smart Growth Strategy - and together the two strategies indicate the commitment the City of Wanneroo has to planning for the future needs of the community as well as facilitating and supporting effective growth management.

Additional objectives of the Strategy are to ensure that an adequate supply of affordable housing is provided, particularly for first home buyers, and to promote appropriate forms of housing close to existing and proposed community facilities and services.

## 2.3 Alkimos Eglinton Context Analysis

### 2.3.1 Surrounding Land Use and Development

The table below shows the forecast population for Alkimos-Eglinton, St Andrews and other areas within the City of Wanneroo.

Table 3: Population Projections

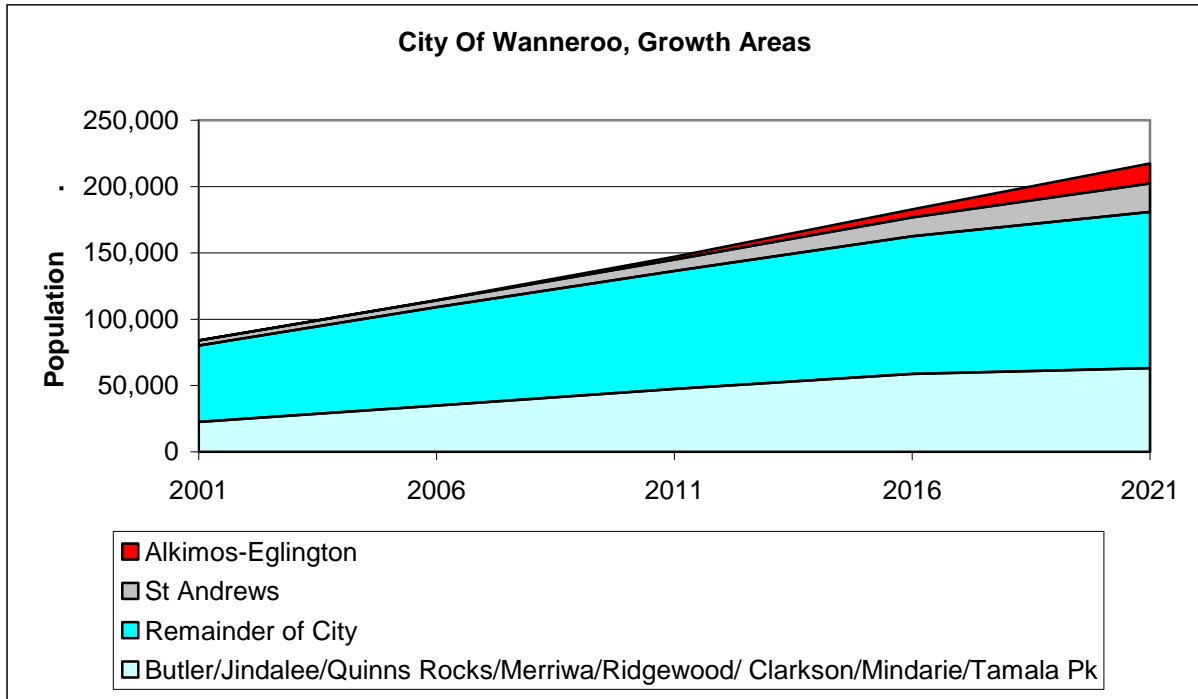
Population Projections (ID Forecast)	2,001	2,006	2,011	2,016	2,021
Alkimos-Eglinton	20	24	4,254	16,044	34,828
St Andrews	3,798	4,485	7,099	12,289	21,563
Butler/Jindalee/Quinns Rocks/Merriwa/Ridgewood/ Clarkson/Mindarie/Tamala Pk	22,662	35,777	49,602	60,591	64,611
City of Wanneroo North	26,480	40,286	60,955	88,924	121,002
Remainder of City	57,652	77,123	100,623	93,765	129,489
City of Wanneroo Total	84,132	117,409	161,578	182,689	250,491

Source: ID Forecast October 2006

The forecast population is illustrated in the following graph.

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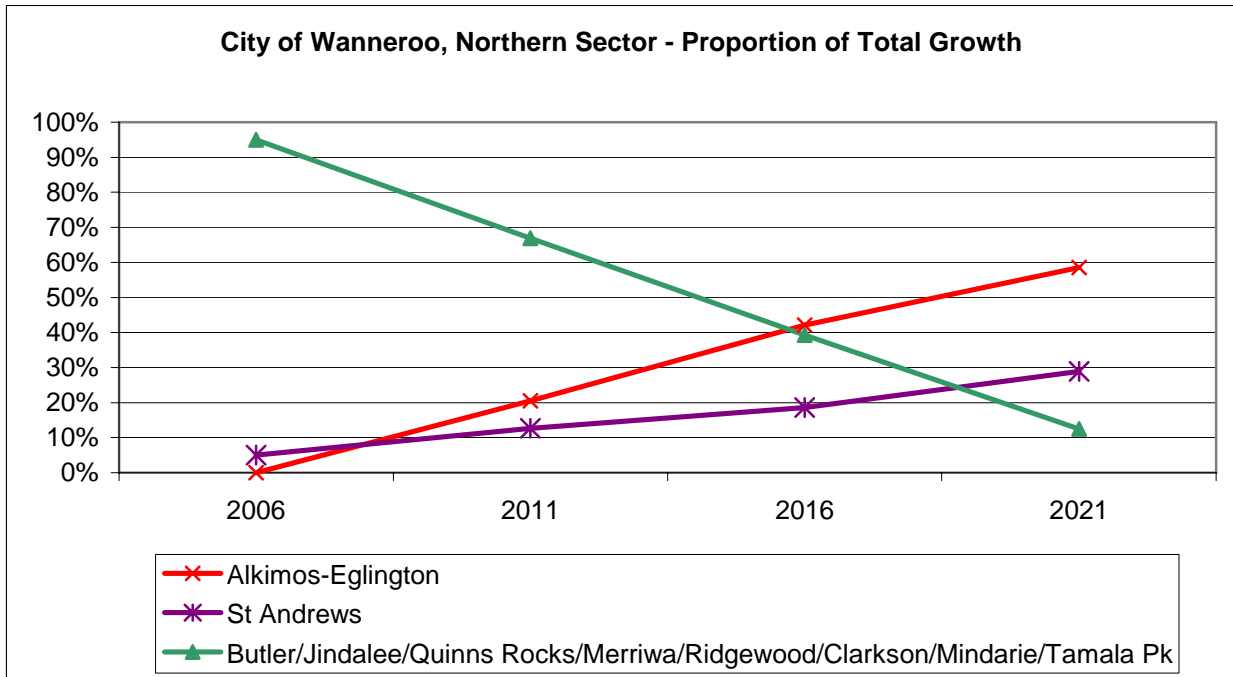
Graph 2: City of Wanneroo Forecast Growth



Source: ID Forecast October 2006

The contribution to City of Wanneroo population growth of Alkimos-Eglington and St Andrews is expected to increase whilst the contribution of other areas is expected to slow and level out. The projected proportion of City of Wanneroo growth expected from each area in the northern growth corridor is shown on the following graph.

Graph 3: City of Wanneroo Proportion of Growth by Area



Source: ID Forecast October 2006

Alkimos-Eglington and St Andrews are forecast to grow as new development areas to the south become fully developed. By 2021, Alkimos-Eglington is forecast to provide housing for 58% of the growth in the North West

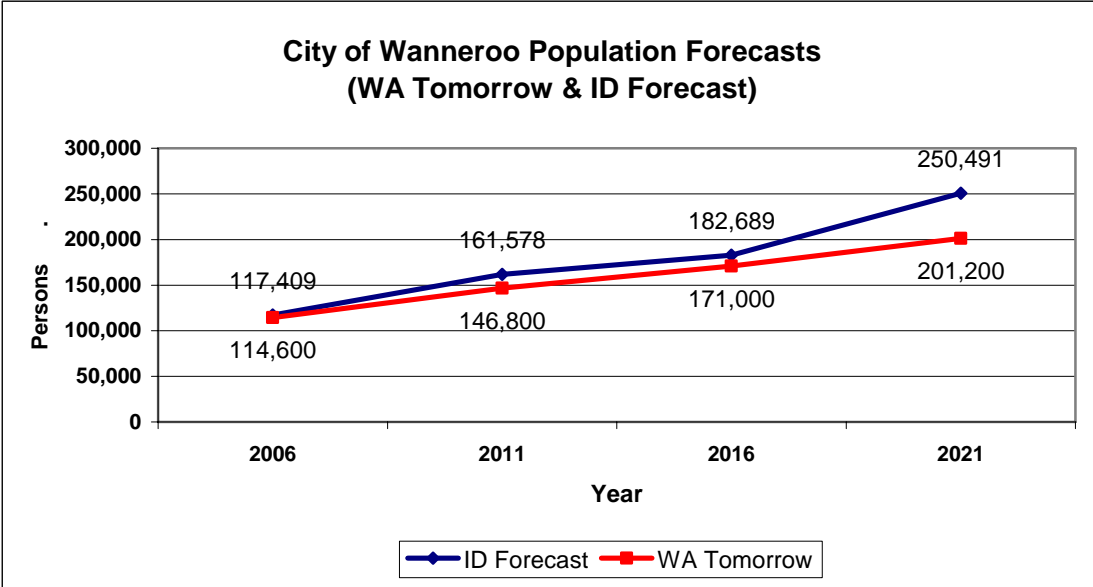
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sector of the City, with St Andrews expected to provide 29% of housing for this growth and the remaining North West suburbs are expected to provide 13%.

### 2.3.2 Growth Trends, Population & Housing

The graph below shows population projections for the City of Wanneroo using ID Forecast data and WA Tomorrow data.

Graph 4: City of Wanneroo Population Forecasts



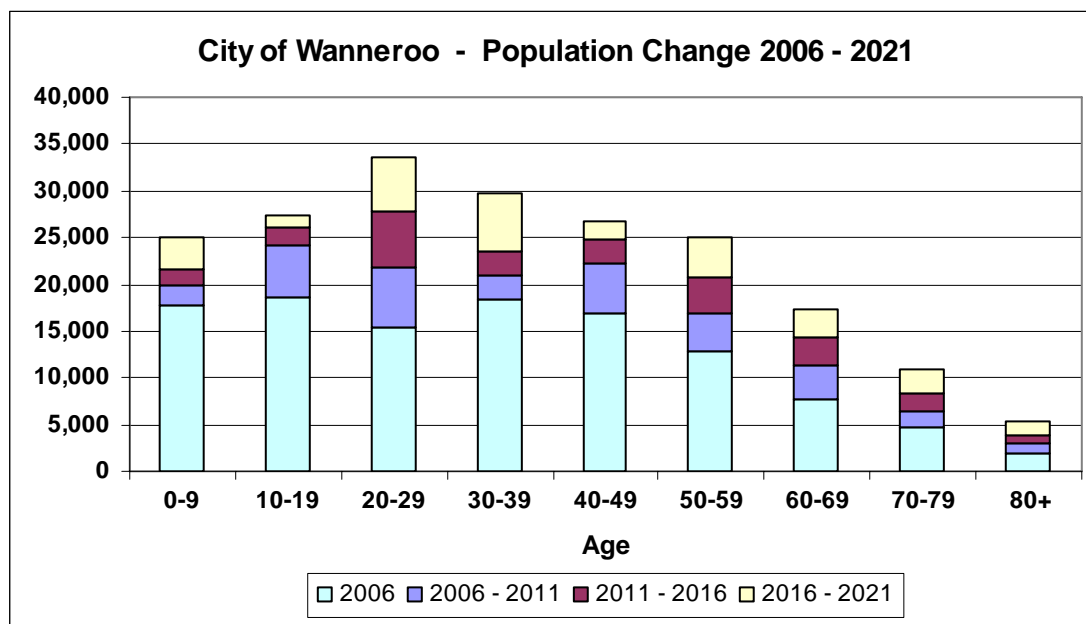
Source: ID Forecast (October 2006) and WA Tomorrow (WAPC, 2005)

The graph shows a substantial difference between the projected populations of each data source in 2021 of almost 25%. This result serves to illustrate the uncertainty of the level of population growth in the City of Wanneroo. In either analysis, the forecast growth in the City is substantial.

The following graph shows the population by age at 2006 and the forecast increase in population by age to 2021 based on WA Tomorrow data.

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Graph 5: City of Wanneroo Population Change by Age



Source: WA Tomorrow (WAPC, 2005)

The table below shows actual population by age at 2006 and the additional population by age from 2006 to 2021.

Table 4: City of Wanneroo Population Change by Age

Age	2006	Change 2006-2021	
0-9	17,800	7200	40%
10-19	18,600	8800	47%
20-29	15,500	18000	116%
30-39	18,400	11400	62%
40-49	17,000	9700	57%
50-59	12,800	12200	95%
60-69	7,800	9600	123%
70-79	4,700	6300	134%
80+	1,950	3350	172%
<b>Total</b>	<b>114,550</b>	<b>86,550</b>	<b>76%</b>

The table shows that the population of 20-29 year olds is expected to more than double between 2006 and 2021. The table also shows that the population of persons aged 60+ is expected to more than double over the next 15 years.

Table 5 below shows how the population increase is expected to influence the household size and structure in the City of Wanneroo based on WA Tomorrow City of Wanneroo population projections.

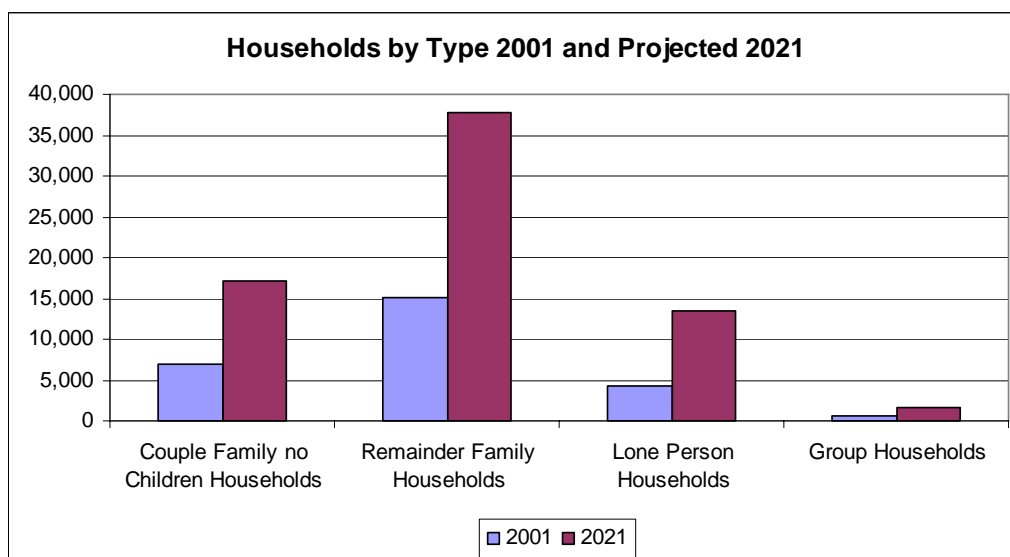
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Table 5: Projected Household Structure

City of Wanneroo Household Structure 2001 and 2021	2001	Proportion	2021	Proportion	Change 2001 to 2021	Proportion
Couple Family no Ch HHs	6,844	25.6%	17,134	24.4%	10,290	23.7%
Remainder Family HHs	15,081	56.5%	37,801	53.9%	22,720	52.4%
Lone person households	4,208	15.8%	13,526	19.3%	9,318	21.5%
Group households	582	2.2%	1,651	2.4%	1,069	2.5%
<b>Total</b>	<b>26,715</b>	<b>100.0%</b>	<b>70,113</b>	<b>100.0%</b>	<b>43,398</b>	<b>100.0%</b>
Average HH Size	2.87		2.79		2.74	

The table shows that Lone Person households will make up approximately 21% of households and Couple Families with no children will make up almost 24% of the households. This is illustrated in the graph below.

Graph 6: City of Wanneroo Household Type Projection



As a result of these shifts in household structure, the average size of new households is expected to be approximately 2.74 persons per household. This will result in an overall average household size of 2.79 persons per household for the City of Wanneroo by 2021.

The following table shows residential building approvals data for the City of Wanneroo from 2001 to 2005.

Table 6: City of Wanneroo Building Approvals

ABS Building Approvals data	City of Wanneroo new dwellings approved
2001_2002	2,330
2002_2003	2,714
2003_2004	3,006
2004_2005	3,229
<b>TOTAL</b>	<b>11,279</b>
Average per annum	2,820

Source: ABS Building Approvals Data

Based on the forecast average household size of 2.74 persons per new household, these additional dwellings equate to an additional 30,900 persons in the City of Wanneroo between 2001 and 2005, or approximately 7,700 per annum. ABS estimated residential population in 2005 was 107,317 persons or an

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increase of approximately 27,300 since 2001 Census (an average of 6,827 per annum). This suggests that recent new development in the City may have an average household size of approximately 2.42 persons **per dwelling**.

If the growth rate remains between 6,800 and 7,700 per annum from 2005 to 2021, this would add between 109,000 and 123,000 persons to the City's population for a total population in 2021 of **216,000** to **230,000** persons. This compares with ID Forecast projections of 250,000 persons in 2021.

ABS 2005/2006 building approvals data (6 months to December) show 1,702 approvals, indicating that a possible additional 3,400 dwellings may be approved in the 2005/2006 year. This equates to housing for approximately 8,200 persons (at 2.42 persons per dwelling). This indicates that the higher scenario figure of 230,000 persons in 2021 is possible, although still below the ID Forecast projections.

The urban form contemplated for Alkimos, coupled with overall long term changes in demography is likely to support a long term household size of approximately the Perth Metropolitan area average. This is currently approximately 2.4 persons per dwelling and trending lower. Therefore, for planning purposes, the long term household size for Alkimos Eglinton is expected to be approximately 2.4 to 2.5 persons per dwelling.

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## 3. Alkimos Eglinton Economy

One of the critical variables in economic development is the identification of appropriate employment accommodation.

### 3.1 Job Requirement to Meet City Targets at Full Development

The City of Wanneroo has set a target employment self sufficiency of 40% for District Structure Plans. The job self-sufficiency ratio is determined by the following formula:

*Jobs available in the Area ÷ Workers Living Within Area*

This measure indicates the raw local employment opportunities potentially available to the local workforce. The current ratio of workers per dwelling in the City of Wanneroo is 1.16. Therefore, the estimated number of workers residing in the Alkimos Eglinton structure plan area at full development (in approximately 30 years) based on 23,884 dwellings at a ratio of 1.16 workers per dwelling is approximately 27,700. To achieve an employment self sufficiency of 40%, the Alkimos Eglinton Structure Plan will need to provide for 11,080 jobs within the structure plan area.

### 3.2 Job Capacity of Alkimos Eglinton at Full Development

#### 3.2.1 Retail

The Western Australian Planning Commission's (WAPC) *Metropolitan Centres Policy Statement for the Perth Metropolitan Region (2000)* (SPP9) sets out a hierarchy of centres within the metropolitan area, as a guide to the potential function of a centre. This policy is made under Section 5AA of the Town Planning and Development Act 1928 and as such it has a statutory basis.

The Alkimos centre is classified as a Regional Centre in SPP 9. There are 13 Regional Centres identified in SPP 9 which should be promoted as multi-purpose centres, providing a predominantly retail function, a mix of offices, community and entertainment facilities. SPP 9 recognises Eglinton as a centre and suggests that the City of Wanneroo should determine the requirements for this centre.

An indication of the extent of the retail floorspace requirement for each centre type derived from SPP9 is shown in Table 7.

Table 7: WAPC SPP9 Floorspace Guidelines

Guidelines on Shopping Floorspace Provision	
Centre Type	Per Capita m <sup>2</sup> nla
Perth Central Area	0.20
Regional Centres	0.61
District Centres	0.40
Neighbourhood & Local Centres	0.53
<b>Total</b>	<b>1.74</b>

SPP9 states that these guidelines were developed from overall population figures and total shopping floorspace and take no account of variations to productivity, profitability, accessibility, spending capacity and population characteristics of individual centres. Factors like types and mix of stores, shop hours and design of centres have also not been taken into account.

SPP 9 states that these guidelines are intended as a guide only to give a broad indication of the distribution of shopping floorspace in the hierarchy of centres, and that the standards will need to be refined and reassessed when preparing Local Planning Strategies and assessing development approvals.

These guidelines have been (and still are) the basis of determining future retail floor area requirements for almost all Local Commercial Strategies that have been produced for local governments within the metropolitan region in recent times. Therefore, the Alkimos Eglinton Structure Plan considers the above ratios for determining the retail floor area for centres within the plan.

The shopping floorspace provision guidelines recommend a floorspace ratio based on population. Therefore an estimate of the population within the structure plan area is necessary. As outlined in section 2.3.2 of this report, the long term ratio of persons per dwelling is between 2.4 and 2.5. Assuming the lower figure of 2.4



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persons per dwelling, the estimated population will be 57,320 persons. Based on this population, the following Shop Retail floorspace can be justified at centres within the Alkimos Eglinton Structure Plan:

**Table 8: Estimated Shop Retail Centres Floorspace based on WAPC Guidelines**

Centre Type	Ratio Per Capita	Floor Area (m <sup>2</sup> )
Regional (Alkimos)	0.61	34,965
District (Eglinton)	0.4	22,928
Neighbourhood (Other Nodes)	0.53	30,380
<b>Total Retail - Centres</b>		<b>88,273</b>

*Note: Figures based on local population only – regional floorspace likely to be 50,000m<sup>2</sup>*

The above figures assume that all shopping provides only for the population within the Alkimos/Eglinton District Structure Plan area and do not allow for additional demand from adjacent developments.

## 3.2.2 All Land Uses – Total Activity Floorspace

The likely mix of land uses in the various centres within the District Structure Plan area is shown in the following sections.

- Alkimos Regional Centre – Modelling for the Alkimos Regional Centre uses the proportions in the Midland Centre as a base. The proportion of Shop Retail is adjusted down and the proportion of Other Retail is adjusted up to reflect the 65,000m<sup>2</sup> of total retail (shop retail plus other retail) in the Alkimos Regional centre as anticipated in the IBECON Retail Assessment.

**Table 9: Alkimos Regional Centre Proportion of Floorspace by PLUC**

CENTRE Type	Primary/ Rural	Manufac/ Process/ Fabrication	Storage/ Distrib	Service Industry	Shop/ Retail	Other Retail	Office/ Business	Health/ Welfare/ Community Services	Entertain/ Recreation/ Culture	Residential (Short Stay Accomm)	Utilities/ Comm
<b>Midland Regional Centre (2001)</b>	0.0%	1.0%	1.9%	3.5%	39.0%	8.3%	33.6%	5.6%	5.3%	1.1%	0.7%
<b>Alkimos Regional Centre (Indicative)</b>	0.0%	0.9%	1.7%	3.2%	35.2%	10.6%	32.5%	9.6%	4.8%	0.9%	0.6%

- Eglinton District Centre – Modelling for the Eglinton Centre uses average proportions for all District level centres in the Perth metropolitan region and allows for total retail (shop retail plus other retail) of 20,000m<sup>2</sup>.

**Table 10: Eglinton District Centre Proportion of Floorspace by PLUC**

CENTRE Type	Primary/ Rural	Manufac/ Process/ Fabrication	Storage/ Distrib	Service Industry	Shop/ Retail	Other Retail	Office/ Business	Health/ Welfare/ Community Services	Entertain/ Recreation/ Culture	Residential (Short Stay Accomm)	Utilities/ Comm
<b>Perth Metro District Centres Average (2001)</b>	0.0%	0.8%	3.9%	4.4%	45.1%	7.3%	19.4%	3.7%	10.5%	4.0%	0.9%
<b>Eglinton Regional Centre (Indicative)</b>	0.0%	0.8%	3.9%	4.4%	45.1%	7.3%	19.4%	3.7%	10.5%	4.0%	0.9%

- Other Centres – Uses proportions in typical neighbourhood and local centres within the City of Stirling. Approximately 15,000m<sup>2</sup> of floorspace is allocated to Neighbourhood centres (as per IBECON report) with an additional allowance of 6,000m<sup>2</sup> for local centres anticipated within the structure plan area. The IBECON report recommends between 5-10,000m<sup>2</sup> to cater for these additional local centres.

**Table 11: Other Centres Proportion of Floorspace by PLUC**

CENTRE	Primary/ Rural	Manufact/ Process/ Fabrication	Storage/ Distrib	Service Industry	Shop/ Retail	Other Retail	Office/ Business	Health/ Welfare/ Community Services	Entertain/ Recreation/ Culture	Residential (Short Stay Accomm)	Utilities/ Comm
ADAIR PDE	0.0%	4.2%	0.0%	2.8%	57.0%	8.4%	7.3%	0.0%	20.2%	0.0%	0.0%
NOLLAMARA	0.0%	5.1%	21.3%	10.9%	9.5%	14.0%	31.5%	7.7%	0.0%	0.0%	0.0%
THIRD AVENUE	0.0%	0.0%	27.7%	0.0%	23.9%	0.0%	20.4%	0.0%	28.0%	0.0%	0.0%
WOODLANDS VILLAGE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
NORTH BEACH ROAD	0.0%	0.0%	0.0%	0.0%	0.0%	32.9%	49.8%	17.3%	0.0%	0.0%	0.0%
THE DOWNS	0.0%	0.3%	2.1%	5.5%	42.0%	1.5%	20.8%	4.1%	10.8%	0.0%	12.8%
GLENDALOUGH	0.0%	5.9%	30.1%	11.6%	18.0%	7.8%	19.0%	0.8%	4.1%	0.0%	2.5%
STIRLING VILLAGE	0.0%	0.1%	0.2%	0.4%	88.1%	0.4%	5.7%	0.6%	4.1%	0.0%	0.4%
WESTMINSTER PLAZA	0.0%	0.0%	4.3%	9.5%	65.1%	2.7%	13.3%	0.3%	4.2%	0.0%	0.6%
FLYNN STREET	0.0%	0.0%	4.2%	3.1%	81.5%	1.1%	8.5%	1.1%	0.1%	0.0%	0.4%
<b>Total (Indicative Alkimos/Eglington)</b>	<b>0.0%</b>	<b>1.0%</b>	<b>0.9%</b>	<b>8.7%</b>	<b>65.8%</b>	<b>3.1%</b>	<b>12.3%</b>	<b>0.4%</b>	<b>7.0%</b>	<b>0.9%</b>	<b>0.0%</b>

- Service Commercial – The ultimate capacity of the Service Commercial areas is more difficult to predict due to uncertainty regarding precisely how they will ultimately develop. For the purposes of this report, 3 possible scenarios are used. The scenarios rely on 2001 data for the industrial areas of Osborne Park, Myaree and Joondalup. These case examples are expected to provide an indicative range of the likely intensity of the service commercial areas assuming a net area of 124.8 hectares. Note that all scenarios have been adjusted to ensure that the Shop Retail and Other Retail floorspace are not oversupplied. Also note that the IBECON retail analysis did not assess retail requirements for the service commercial areas.

**Table 12: Service Commercial Areas Scenarios for Proportion of Floorspace by PLUC**

Service Commercial Scenarios	Primary/Rural	Manufact/Process/Fabrication	Storage/Distrib	Service Industry	Shop/Retail (adjusted)	Other Retail (adjusted)	Office/Business	Health/Welfare/Community Services	Entertain/Recreation/Culture	Residential (Short Stay Accom)	Utilities/Comm	Alkimos/Eglinton Modelled Floor Area Total (NLA)
<b>Scenario 1</b> - Osborne Park adjusted (2001)	0.0%	18.7%	25.9%	20.4%	3.0%	8.8%	19.9%	1.3%	1.1%	0.0%	0.7%	<b>570,758</b>
<b>Scenario 2</b> - Myaree (2001)	0.2%	22.3%	12.7%	27.3%	4.5%	13.0%	13.3%	1.7%	2.4%	0.0%	2.6%	<b>387,563</b>
<b>Scenario 3</b> - Joondalup (2001)	0.0%	14.3%	12.9%	17.0%	5.8%	16.7%	9.7%	2.4%	20.4%	0.0%	0.9%	<b>302,177</b>

The table shows that the service commercial area will have between 302,000 and 570,000m<sup>2</sup> of floorspace when fully developed. It is one of the few large scale service commercial areas in this part of the North-West corridor and there is continuing high demand for industrial and semi-industrial (service commercial) land of all types in the corridor. Therefore the Alkimos service commercial zone is likely to develop to at least a moderately high density. For that reason, Scenario 2 is taken to provide a good indication of the ultimate development density, indicating approximately 390,000m<sup>2</sup> of floorspace.

**Table 13: Indicative Alkimos/Eglinton Floorspace Proportion by Centre Type**

CENTRE Type	Primary/Rural	Manufact/Process/Fabrication	Storage/Distrib	Service Industry	Shop/Retail	Other Retail	Office/Business	Health/Welfare/Community Services	Entertain/Recreation/Culture	Residential (Short Stay Accom)	Utilities/Comm
<b>Regional</b>	0.0%	0.9%	1.7%	3.2%	35.2%	10.6%	32.5%	9.6%	4.8%	0.9%	0.6%
<b>District</b>	0.0%	0.8%	3.9%	4.4%	45.1%	7.3%	19.4%	3.7%	10.5%	4.0%	0.9%
<b>Local/Neighbourhood Service/Comm/Indust</b> (Myaree Scenario 2)	0.2%	22.3%	12.7%	27.3%	4.5%	13.0%	13.3%	1.7%	2.4%	0.0%	2.6%

The application of this breakdown to calculate ultimate floorspace at Alkimos Eglinton is shown in Table 14.

Table 14 below shows the likely level of floorspace that can reasonably be expected at full development within the Alkimos Eglinton Structure Plan area using Scenario 2 (Myaree 2001) for the service commercial areas.

Table 14: Alkimos Eglinton Floor Areas by Centre, and Total Jobs Capacity by Land Use Type based on Scenario 2 for Service Commercial

CENTRE/ACTIVITY	Primary/ Rural	Manufact/ Process/ Fabrication	Storage/ Distrib	Service Industry	Shop/ Retail	Other Retail	Office/ Business	Health/ Welfare/ Community Services	Entertain/ Recreation/ Culture	Residential (Short Stay Accomm)	Utilities/ Comm	Total (NLA)
Alkimos Regional Centre	0	1,343	2,384	4,500	50,000	15,000	46,121	13,609	6,830	1,346	884	142,017
Eglinton District Centre	0	316	1,474	1,673	17,220	2,780	7,399	1,421	3,991	1,530	359	38,163
Service/Comm/Indust South	373	33,335	18,994	40,759	6,734	19,378	19,792	2,559	3,588	0	3,854	149,367
Service/Comm/Indust North	595	53,160	30,289	64,999	10,739	30,903	31,563	4,081	5,721	0	6,146	238,196
Education Other Neighbourhood Centres (includes coastal nodes)	0	310	272	2,768	21,000	991	3,939	113	2,244	303	0	31,939
<b>TOTAL m<sup>2</sup> (NLA)</b>	<b>968</b>	<b>88,464</b>	<b>53,413</b>	<b>114,699</b>	<b>105,694</b>	<b>69,052</b>	<b>108,813</b>	<b>49,283</b>	<b>22,375</b>	<b>3,179</b>	<b>11,242</b>	<b>627,181</b>
<b>Jobs (Excluding Home Based)</b>	<b>11</b>	<b>1,040</b>	<b>288</b>	<b>1,731</b>	<b>4,005</b>	<b>1,356</b>	<b>4,050</b>	<b>1,165</b>	<b>391</b>	<b>43</b>	<b>57</b>	<b>14,137</b>
<b>Home Based (4%)</b>												<b>955</b>
<b>Total Jobs (Incl Home Based)</b>												<b>15,092</b>

Table 15 below summarises the total floorspace and employment for each of the 3 scenarios.

**Table 15: Floorspace and Employment Scenarios Summary**

Scenarios – Floorspace and Jobs (excluding Home Based)	Primary/Rural	Manufact/Process/Fabrication	Storage/Distrib	Service Industry	Shop/Retail	Other Retail	Office/Business	Health/Welfare/Community Services	Entertain/Recreation/Culture	Residential (Short Stay Accom)	Utilities/Comm	Total (NLA)
<b>Scenario 1 - TOTAL m<sup>2</sup> (NLA)</b>	145	108,904	152,158	125,607	105,567	69,009	170,929	50,337	19,106	3,179	5,436	<b>810,376</b>
<b>Scenario 1 - Jobs (Excl Home based)</b>	6	1,432	948	1,727	3,904	819	6,502	1,115	325	43	108	<b>16,929</b>
<b>Scenario 1 - Jobs (Incl Home based)</b>												<b>17,884</b>
<b>Scenario 2 - TOTAL m<sup>2</sup> (NLA)</b>	968	88,464	53,413	114,699	105,694	69,052	108,813	49,283	22,375	3,179	11,242	<b>627,181</b>
<b>Scenario 2 - Jobs (Excl Home based)</b>	11	1,040	288	1,731	4,005	1,356	4,050	1,165	391	43	57	<b>14,137</b>
<b>Scenario 2 - Jobs (Incl Home based)</b>												<b>15,092</b>
<b>Scenario 3 - TOTAL m<sup>2</sup> (NLA)</b>	0	45,202	43,045	60,288	105,705	69,084	86,857	49,761	74,576	3,179	4,097	<b>541,795</b>
<b>Scenario 3 - Jobs (Excl Home based)</b>	0	817	268	927	3,996	781	3,503	1,007	937	43	264	<b>12,543</b>
<b>Scenario 3 - Jobs (Incl Home based)</b>												<b>13,498</b>

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Note that the floorspace figures are based on the likely level of total retail floorspace (Shop Retail and Other Retail combined) and the current (2001) proportion of floorspace by land use in each centre type as shown in Tables 12 and 13. Table 14 shows a total of 105,694m<sup>2</sup> of Shop Retail, with 88,220m<sup>2</sup> located in commercial areas and the remainder in the service/commercial areas. This is consistent with the total floorspace for commercial areas justified using WAPC guidelines as shown in Table 8.

The resulting Shop Retail ratios (note: does not include Other Retail category) by centre type are shown below.

**Table 16: Indicative Shop Retail Floorspace ratios per Capita by Centre Type**

Centre Type	Floor Area	Ratio
Regional (Alkimos)	50,000	0.87
District (Eglington)	17,220	0.30
Neighbourhood/Local	21,000	0.37
<b>Total</b>	<b>88,220</b>	<b>1.54</b>

For a detailed retail floorspace breakdown in centres, refer to the Alkimos/Eglington Retail Demand Assessment (IBECON, August 2006).

The table below shows a comparison of the indicative employment at the Alkimos Regional Centre with existing commercial centres and their relative employment level.

**Table 17: Indicative Alkimos Regional Centre Employment – Comparison with Other Regional Centres**

Regional Centre Employment Comparison - Jobs	Shop/Retail	Other Retail	Office/Business	Other Uses	Total Centre Employment
Alkimos RC Indicative	2,083	250	2,096	799	<b>5,229</b>
Joondalup	1,559	38	1,493	1,974	<b>5,064</b>
Midland	2,060	131	2,551	798	<b>5,540</b>
Morley	2,767	561	855	1,678	<b>5,861</b>
Subiaco	2,047	75	2,849	825	<b>5,796</b>

Source: WAPC Land Use and Employment Survey 2001/2002

The table shows that the employment level anticipated at the Alkimos Regional Centre is comparable with existing Regional Centres in the Perth Metropolitan area.

In addition to the standard Planning Land Uses, home based business has been accounted for in Table 14 at 1 job per dwelling in 4% of all dwellings or approximately 955 jobs. Education has also been treated separately and added into Table 14 using the following school provision and floor areas.

**Table 18: Schools Provision and Floorspace**

School Type	Number	Floor area per School	Total Floor
Primary Schools	7	1,700	11,900
High Schools	2	4,800	9,600
Private	2	3,000	6,000
<b>Total Education Floorspace (m<sup>2</sup>)</b>			<b>27,500</b>

A separate multiplier for the education floor areas of 1 job per 71 m<sup>2</sup> has been used based on ABS jobs data and City of Sydney floor area data for the whole of the City of Sydney. NSW data has been used for education because the Western Australian Planning Commission land use codes do not match specifically with the ABS occupation type data. Other multipliers used in Table 14 are derived from WAPC Land Use Survey (2001/02) employment and floorspace data.

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In summary, the Alkimos Eglinton Structure Plan allows for a range of between **542,000 m<sup>2</sup>** and **810,000 m<sup>2</sup>** of floorspace in centres and activity areas which includes approximately 27,500m<sup>2</sup> for schools. This level of floorspace provision with the addition of 955 home based jobs will provide between approximately **13,498** and **17,884** jobs within the Alkimos Eglinton Structure Plan area.

### 3.2.3 Self-Sufficiency

Based on the above figures of 27,700 workers living within the Structure Plan area (assuming 1.16 workers per dwelling and jobs provision on site of between 13,498 and 17,884), the estimated job self-sufficiency ratio for the Alkimos Eglinton project is between 49% and 65% at full development. With additional strategies for economic development within the Structure Plan area, it is likely that the final self sufficiency ratio at full development will be somewhat higher than this base figure. Applying a higher ratio of home-based business, for example 10% as included as standard in the City's Smart Growth Assessment Tool would bring the home-based employment up to 2,300 persons and the resulting Alkimos employment self-sufficiency could then be up to 70%.

Alkimos and St Andrews are two neighbouring major developments planned for the North West corridor. It is only economically viable for one of these developments to become a major economic and employment centre and currently St Andrews is planned to perform this role. Therefore, in terms of contribution toward an overall employment self-sufficiency target for the North West Corridor, activity in the Alkimos development is limited due to the scale of the proposed adjacent St Andrews development which will provide up to 55,000 jobs with a local workforce of around 72,000, or a self sufficiency of 76%. When the Alkimos and St Andrews worker and job figures are combined, the total workforce will be approximately 99,700 and the total jobs up to approximately 73,034. This will result in an overall self-sufficiency of up to 73.1% for the combined development of Alkimos and St Andrews. This is well in excess of the 60% target for the North West Corridor as determined by the North West Corridor Structure Plan.

### 3.3 Alkimos Eglinton Economic Programs

Sections 3.1 and 3.2 of this report demonstrate that Alkimos Eglinton will have ample, appropriately zoned land and therefore capacity to facilitate high levels of employment self-sufficiency. The Alkimos Eglinton proponents recognise that the responsibility to facilitate employment goes beyond the provision of appropriately zoned land. In response to this one of the landowners, LandCorp, has recently employed an Economic Development Manager to work specifically on the business and employment generation aspects of the development

The following strategies and initiatives will therefore be undertaken to ensure that Alkimos Eglinton develops business locations delivering a full compliment of services and experiences and high levels of employment self-sufficiency.

#### 3.3.1 Economic Development and Employment Strategy

As a priority, during the first Alkimos LSP phase the developers will be developing an Economic Development and Employment Generation Plan for their landholdings that clearly:

- Articulates the business and employment vision for each of the their activity centres and the development as a whole;
- Formulates the relationship between the Alkimos Eglinton activity centres and other activity centres within the North West Corridor, aiming to complement these centres where possible and create distinctive points of difference for Alkimos Eglinton;
- Identifies strategies for progressing the vision;
- Sets the work plan for business attraction and employment creation components of the development;
- Links community wellbeing and community outcomes with economic development outcomes; and
- Sets performance measures and targets for each activity centre and the development as a whole that recognise and respond to the various stages of growth and graduation that each centre will experience from initiation through to full maturity.

Through the District Structure Plan, the landowners, have accommodated the spatial requirements for ongoing employment and economic development through the provision of the service / commercial land use.



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## 3.3.2 Place Specific Economic Development Plans

To complement the overall vision and whole-of-development Economic Development and Employment Strategy, each landowner will prepare specific economic development plans for their activity nodes during the local structure planning phase. These plans will:

- Articulate the relationship between activity centres and set the scope for the primary focus and function of each centre;
- Set the principles to inform what will be delivered on the ground and guide design work;
- Set targets for business and service attraction for each node;
- Suggest mechanisms for building local employment initiatives into the early stages of development; and
- Clarify how home-based business will be attracted and encouraged to locate in each activity node and across the development in its entirety.

## 3.3.3 Business Attraction, Retention and Growth

The developers will develop a range of focused economic development strategies and plans to guide the delivery of business services and local employment into the centres, a range of tactical activities at the appropriate time will also be undertaken to deliver a good range of services early in the development. These initiatives which will be relevant specifically relevant to LandCorp's landholdings and in specific locations likely to be relevant to the other landowners, should include:

- Business attraction prospectuses and packages;
- A range of incubation practices;
- Early lease-hold opportunities to encourage businesses into the development without locking them into locations which may not be appropriate as the centres grow and develop,
- Early provision of a range of educational and health services, using flexible facility provision and delivery models;
- Business support via business enterprise officer / business outreach type initiatives and through the linking of businesses to City of Wanneroo and State Government programs and initiatives; and
- Development of incentives and attractors to encourage retail and other businesses into the centres early on in their development phase.

## 3.3.4 Local Employment Facilitation

With Alkimos Eglinton setting relatively high employment self-sufficiency targets, it will be important that these targets are supported with robust programs and initiatives. The developers will therefore work with employment facilitation agencies; education and training providers and the City of Wanneroo inter alia, to encourage local employment practices.

Initiatives (of which some are relevant to specific landowners and others are shared with all landowners) should include:

- Creation of good transport links and public transport options between Alkimos and Neerabup to maximise access to industrial jobs for Alkimos residents;
- Local employment quotas and priority requirements for contractors and builders working within Alkimos Eglinton;
- A range of initiatives to have local residents 'job-ready' and able to access local jobs once created;
- Strong links between educational providers and local/regional businesses to encourage progression from education programs into local jobs, traineeships and apprenticeships; and
- Strong emphasis on supporting home-based businesses to locate within the development.

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## 3.3.5 Tourism

With a designated 'regional beach', a planned marina and a plethora of natural attractions, tourism will be an important element of the business mix for Alkimos Eglinton. It is recognised that tourism alone won't supply all of the employment needs of the residents and is only part of the business mix that is required to support Alkimos Eglinton.

Attention will therefore be given to developing tourism products and experiences:

- Creating points of difference that can be built upon and enhanced by non-tourism businesses to create a sense of identity and authenticity for the centre;
- Able to be sliced into and incorporated into centres that offer a range of services and experiences;
- Able to generate a range of employment opportunities (not just low-end hospitality jobs);
- Complementing the overall vision and sense of identity for the development;
- Creating year-round activity; and
- Providing an identity and experience that can enhance the entire region and be used as a business and residential attractor for the region.

Both Tourism WA and the City of Wanneroo's tourism strategies and guiding documents will be adhered to.

## 3.4 Regional Initiatives and External Opportunities

It is recognised that Alkimos Eglinton sits within the rapidly expanding North West Corridor of Perth and must consider this context in all its planning. Importantly, Alkimos Eglinton aims to develop strategies and a focus that will complement the centres of Neerabup and St Andrews and will be identifying unique points of difference and competitive advantages to differentiate its activity nodes.

In addition to having its own internally focused employment and business development plans and programs, Alkimos Eglinton will also participate in and contribute to a range of regional initiatives coordinated via the City of Wanneroo or the North West Corridor Economic Development Strategy implementation team.

### 3.4.1 Neerabup Industrial Area (Meridian Park)

With no industrial zones of its own, Neerabup fulfils an important function for Alkimos Eglinton as a local source of industrial employment. Neerabup is expected to create approximately 20,000 jobs over time and is the largest industrial area in the North West Corridor of Perth.

As both Alkimos Eglinton and Neerabup have a common major landowner (LandCorp) strategies are currently being developed to link the two developments and ensure that the relationship between the two developments can be optimised.

Initiatives stemming from these strategies are likely to include:

- Creation of rapid public transport services between Alkimos Eglinton and Neerabup to facilitate access to industrial jobs within Neerabup;
- Focus on linking Alkimos Eglinton residents with specific employment opportunities in Neerabup (via web sites, employment agencies, VET placements etc);
- Graduation opportunities for Neerabup businesses to relocate into either the serviced commercial or regional centre in Alkimos Eglinton, should the nature and focus of their business change; and
- Encouraging Neerabup business owners and employees to live in Alkimos Eglinton.

### 3.4.2 St Andrews

At full development, St Andrews, to the north of Alkimos Eglinton will house 150,000 residents and create 55,000 jobs. St Andrews has been identified as the major employment anchor for the North West Corridor north of Joondalup. Given this intensity, there is some opportunity for St Andrews to provide employment for some Alkimos Eglinton residents.

It will be similarly important for St Andrews and Alkimos Eglinton to develop in a complementary manner, with Alkimos Eglinton developing specialisations that will enhance industry clusters at St Andrews. The developers of Alkimos Eglinton will be attempting to work with the St Andrews project proponents wherever

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possible to instil this complementary focus and will also be relying on initiatives such as the North West Corridor Economic Development Strategy and bodies such as the City of Wanneroo, the Department of Industry and Resources and the Department of Planning and Infrastructure to nurture such complementary development.

## 3.5 Key Outcomes

### 3.5.1 Alignment with City of Wanneroo Economic Strategy

The City of Wanneroo's Economic Strategy outlines four main actions. A summary of how the Alkimos Eglinton Structure Plan is consistent with these actions is shown below.

#### ***Key Action 1 – Redressing the balance so that Wanneroo has desirable centres of employment.***

The Alkimos Eglinton Structure Plan supports this action through the creation of centres of a scale aligned with state policy (SPP 9) and considers surrounding areas. The employment centres will allow Alkimos Eglinton to attain an employment self-sufficiency ratio within the structure plan area of up to 70%. This exceeds the City of Wanneroo Smart Growth target of 40%. This outcome will assist in working against the “dormitory suburb” label that many other suburbs in Wanneroo currently have.

#### ***Key Action 2 – Investing for the future – increased collaboration with the State government and other key stakeholders is needed to map the strategic activities for the north west metropolitan economic region.***

Alkimos Eglinton is a major project within the City of Wanneroo which has been in planning for some time and is referred to in the City's Economic Strategy documentation. The Alkimos and Eglinton centres are both recognised in the Western Australian Planning Commission's Metropolitan Centres Policy Statement for the Perth Metropolitan Region (2000).

#### ***Key Action 3 – Generating wealth through jobs to create a new economic base, which integrates the community into the wider regional economy.***

The Alkimos Eglinton project is expected to complement other regional scale projects, such as the Neerabup Industrial area and the St Andrews project, through provision of a range regional and district oriented activities.

#### ***Key Action 4 – Basic Infrastructure has to be in place to allow businesses to prosper and grow.***

The Alkimos Eglinton Structure Plan ensures that the appropriate level of infrastructure is in place in a timely manner to support the economic and community objectives of the plan. This includes provision of broadband infrastructure.

### 3.5.2 Alignment with City of Wanneroo Employment Policy and Strategy

The City of Wanneroo Employment Policy includes several local employment strategy components which the Alkimos Eglinton Structure Plan supports. These are summarised below.

- **Broadband Infrastructure**  
A contribution to optical fibre roll-out from the termination point will be integral to the plan in order to attract business and residents to the area. The major cost items involved would be the cost of trenching and fibre cable. Telecommunications infrastructure throughout Alkimos Eglinton will be broadband standard fibre, reticulated from the main fibre backbone.
- **Employment Supportive Designs**  
The structure plan supports universal design of buildings to encourage flexible mixed use, and houses that are able to be converted to commercial use. The location of rail stations at Alkimos and Eglinton centres will facilitate the Transit Oriented Design principles in the design of buildings within the walkable station catchments.
- **Employment Supporting Land Uses**  
The land use analysis in section 0 shows a wide range of employment types designed to maximise employment generation.
- **Adhere to the principles of the City's Smart Growth Strategy**

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The Structure Plan has achieved a good overall score in the Smart Growth Assessment Tool and in particular the Economic matrix section.

- **Business Attraction**  
A targeted marketing program to attract business into the area will utilise the Business Outreach Officer to assist with facilitating relocation of businesses if necessary. Incentives such as subsidised rental periods, the business incubator and support for home based businesses are also be included.
- **Training Development**  
The plan allows for training providers to meet the requirements of the anticipated industry clusters. This will be achieved through partnerships where appropriate to support the local economy with the required supply of skilled workers.
- **Local Job Network**  
The local job network will be supported by the Business Outreach officer and the Community Development Workers. This team will be responsible for identifying projects worthy of employment sponsorship programmes in the early stages of development.
- **Electronic Commerce Initiatives**  
The broadband provision will be a key “attractor” of businesses into the area. The structure plan will encourage the use of electronic commerce through provision of this infrastructure.
- **Regional Employment plan**  
The Alkimos Eglinton Structure Plan is a significant contributor to regional employment and will assist with sponsorship of the Regional Employment Plan where necessary.
- **Direct Funding**  
The opportunity exists for partnerships with groups to assist in delivering some of the existing economic initiatives in the City of Wanneroo.
- **Local Business Awards**  
Sponsorship of Wanneroo local small business awards will assist and encourage small business in the Alkimos Eglinton area.
- **Introduce Learning Centres**  
The developers will collaborate with service providers to ensure that all residents have access to basic services on arrival. This may include implementation of temporary arrangements (such as “schools in houses”).
- **Contribution Toward Hosting International Delegations**  
The plan will support initiatives to attract international investment into the region and particularly within the Alkimos Eglinton area.
- **Sponsorship of Wanneroo Business expo**  
The developer will sponsor and participate in the implementation of a Wanneroo Business expo.
- **Tourism Centres**  
The Alkimos Eglinton Structure Plan includes unique opportunities to capture tourism expenditure with its coastal location. The plan contains three coastal villages, one of which has a marina. These centres will be tourism icons within the plan.

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## 4. Alkimos Eglinton Structure Plan

