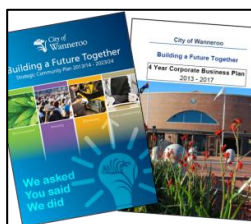




August 2013

Local Direction Set for Economic Development



1. Local Jobs
2. Growing Business
3. Easy to Get Around
4. Smart Communities

These are the four focus areas for economic development over the next 10 years.

Go to [page 2](#) to read the full article.

Wanneroo - Largest WA Local Government by 2020 & Other Facts



By 2020 the City of Wanneroo will be the largest local government in Western Australia, with a forecast population of 225,000 people!

Other Fast Facts include:

- 44,002 people work in the City of Wanneroo
- \$1.97 billion worth of buildings were approved in the last 3 years
- 21 people per day are forecast move into the City of Wanneroo between 2012-2031 (on average).

Go to [page 3](#) to read the full article.

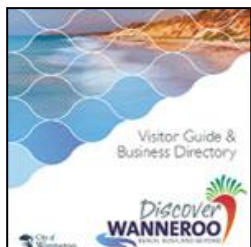
Focusing on Local Employment



74,000 additional local jobs are required in the North West Sub-Region (Cities of Wanneroo & Joondalup) over the next 20 years to cater for the growing local population.

Go to [page 5](#) to read the full article.

NEW Wanneroo Visitors Guide & Business Directory



A new 'Discover Wanneroo Visitor Guide & Business Directory' featuring local attractions and experiences is being produced by the City of Wanneroo.

Include your business in the directory for FREE!

Also now available – 'Discover' Wanneroo Maps

Go to [page 7](#) to read the full article.

Latest News & Events



Find out what's happening over the coming months:

- Sponsorship opportunities now available – City of Wanneroo 2013-14 Event Series
- New Board Elected - Wanneroo Business Association
- What's Happening for Businesses: August – November 2013

Go to [page 8](#) to read the full article.



Local Direction Set for Economic Development

On 25 June 2013 the City of Wanneroo Council adopted the new 10 year Strategic Community Plan: 'Building a Future Together' and the new 4 year 'Corporate Business Plan'. Together these documents establish community priorities, vision and aspirations and Council's direction and focus to achieve these.



What is the economic & business direction?

The community priorities identified for the 'economy' are:



Based on these priorities four areas of focus (objectives) have been set for the 'Economy':

Local Jobs	<p>What will this look like? You can choose to work locally and reduce the impact of travel time on you and your family.</p> <p>How will we get there?</p> <ul style="list-style-type: none"> • Increase local employment • Attract employers • Support home based work
Growing Business	<p>What will this look like? Our community is a preferred place for business to locate and grow.</p> <p>How will we get there?</p> <ul style="list-style-type: none"> • Identify, plan and protect land for business • Make it easier for businesses to operate and grow
Easy to Get Around	<p>What will this look like? The community is well connected and accessible with an integrated transport approach for all.</p> <p>How will we get there?</p> <ul style="list-style-type: none"> • Deliver major transport infrastructure • Develop local roads and paths • Improve public transport • Increase walking and cycling opportunities
Smart Communities	<p>What will this look like? Our community and businesses have access to the right information, education and technology they need to be successful.</p> <p>How will we get there?</p> <ul style="list-style-type: none"> • Provide better access to information and services • Encourage educational institutions and agencies to locate in the City • Promote early adoption of innovative technology by business and community

**Please note: detailed City of Wanneroo actions are documented in the Corporate Business Plan.*

One key Action in the Corporate Business Plan is for the City to develop a new Economic Development Plan. In the coming year this will be a major focus for the City's Business Development Team.

The Strategic Community Plan and Corporate Business Plan will be up on the City's website in late August.



Wanneroo - Largest WA Local Government by 2020!!

The City of Wanneroo has changed dramatically over the past 20 years, from a population of 45,000 people (1991) to 173,000 people (2013) making it **currently the second largest WA local government**, based on population, behind the City of Stirling (211,000 people, 2013).

Our population growth is forecast to continue over the next 60 years, reaching over 500,000 people when fully built out.

Over the next 20 years (to 2031):

- 140,000 residents will move into the area
 - Average of **20 people per day**
- 49,000 residential dwellings will be built
 - Average of **8 dwellings per day**

By 2020 the City of Wanneroo will be the **largest local government area in Western Australia** with a population of approximately 225,000 people, overtaking the City of Stirling (*Source: WA Tomorrow, 2012, band C*).

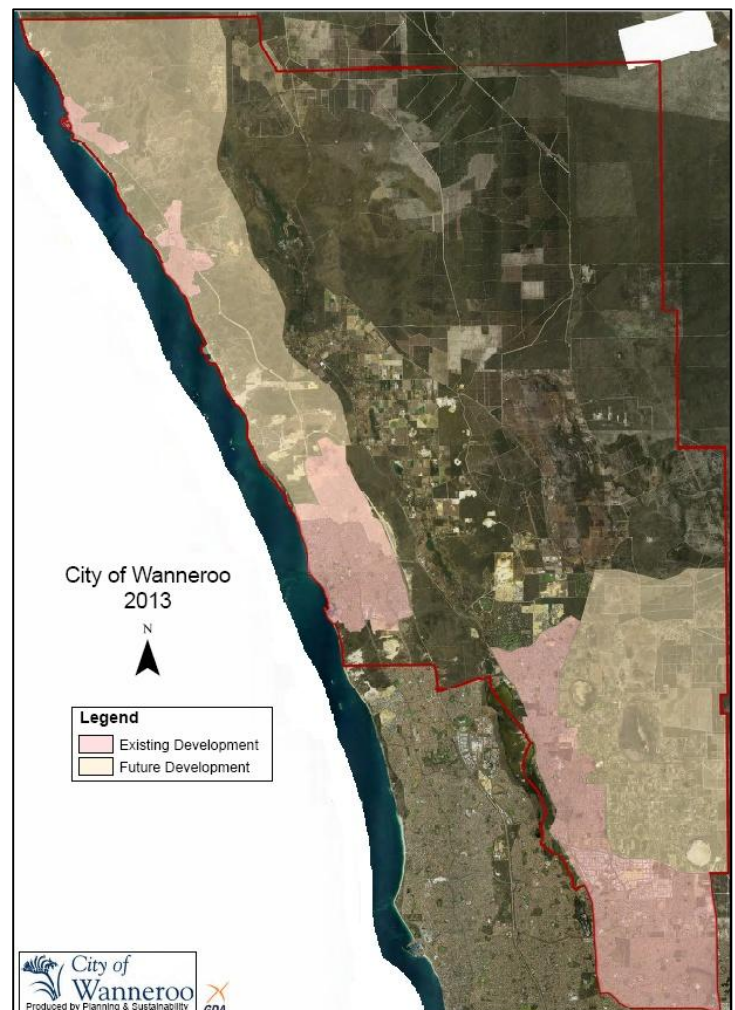
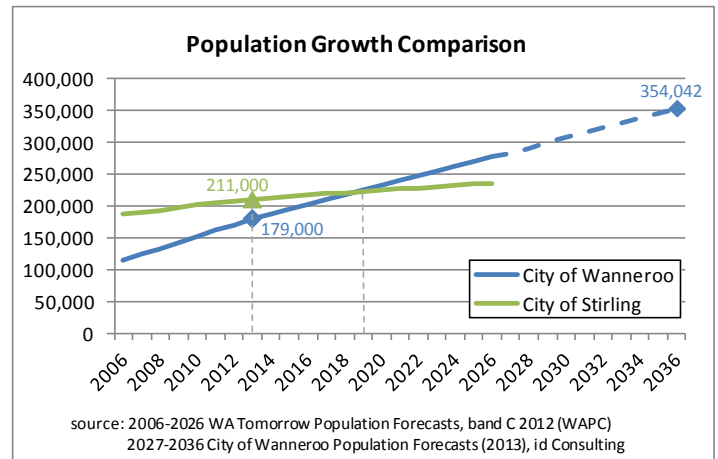
What does this mean for businesses?

By locating in the City of Wanneroo your business has access to:
Customers and Employees!!

The City of Wanneroo is increasingly being chosen as a place to live by many people, including skilled and professional people. This means that the local labour force is also increasing relative to the population and this large base of workers will be attractive to prospective employers wishing to locate in the Perth Metropolitan area. With a relatively tight labour market, employers who locate closer to where the labour force lives will be at a competitive advantage over other areas where the workforce need to travel for long periods of time to get to work.

With the increasing congestion on our roads, the labour force is expected to increasingly choose to work closer to home. The strategic employment areas of Wangara and Neerabup provide significant investment opportunities for business in the region.

The City will continue to work with State agencies and developers to deliver local employment.



Fast Facts – Did you know...

Here are some key facts for the North West Sub Region.

Click on the links for more detailed information (this will take you to the ID website)

	City of Wanneroo (2012)	City of Joondalup (2012)
Headline Gross Regional Product	\$5,104 million	\$4,658 million
Local GRP (industry)	\$5,054.7 million	\$4,960.5 million
Local GRP (residents)	\$8,850.5 million	\$10,495.9 million
Household disposable income	\$6,816.5 million	\$8,134.7 million
Employment	44,002 people work in the area	47,021 people work in the area
Businesses (2009)	10,117 registered businesses	12,911 registered businesses
Industry – largest by:		
• employment	Construction (8,631)	Retail Trade (9,533)
• value added	Construction (\$1,360 million)	Construction (\$852 million)
• output	Construction (\$4,065 million)	Construction (\$2,494 million)
Population		
Current Population	166,000 people	162,000 people
Future Population (2031)	315,000 people	170,000 people
Growth (2012-2031)		
• per year (average)	7,800 people	455 people
• per day (average)	21 people	1.3 people
Dwellings		
Current Dwellings	59,000 dwellings	60,000 dwellings
Future Dwellings (2031)	113,000 dwellings	66,000 dwellings
Growth (2012-2031)		
• per year (average)	2,800 dwellings	360 dwellings
• per day (average)	8 dwellings	1 dwelling
Value of Building Approvals (2009/10 – 2011/12 3-year total)		
• residential approvals	\$1.92 billion	\$0.73 billion
• non-residential approvals	\$431 million	\$564 million
• total value of approvals	\$1.97 billion	\$1.16 billion
Tourism Visitors* (years ending 2009/10/11)		
• domestic (overnight)/year	61,700 people (average stay 2.9 nights)	85,300 people (average stay unavailable)
• international (overnight)/year	20,800 people (average stay 26.7 nights)	34,900 people (average stay 24.6 nights)
• day trippers/year	67,900 people	Not available

Source: City of Wanneroo, Population Forecasts and Economy Profile tools, ID Consulting;
National Institute of Economic and Industry Research (NIEIR) modelling

* Tourism WA, Visitor Fact Sheets (2009/10/11)



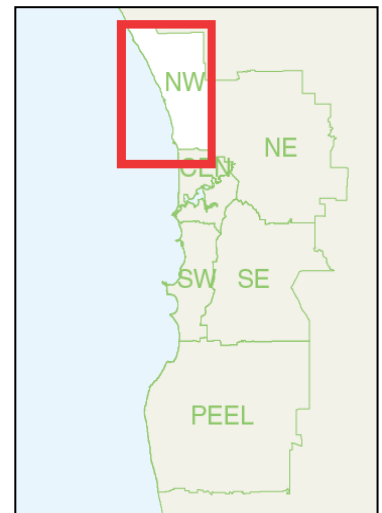
Focusing on Local Employment

+74,000 Local Jobs Required in Next 20 Years

- The North West Sub Region – Joondalup and Wanneroo

The Cities of Wanneroo and Joondalup form the North West Sub Region of Perth and at June 30, 2011 were estimated to have a combined population of 322,115 persons. At June 30, 2012, the population was estimated to be 333,421 (ABS Estimated Resident Population cat. no. 3218.0).

Combined population growth in the Cities of Wanneroo and Joondalup during the period between 2006 and 2011 was around 48,000 people, including 24,260 employed people. This is very significant growth for a five year period (an average annual growth of 4,850 employed people) and the Business Development Team at the City of Wanneroo has been investigating whether this growth in resident workers is being matched by growth in local jobs.

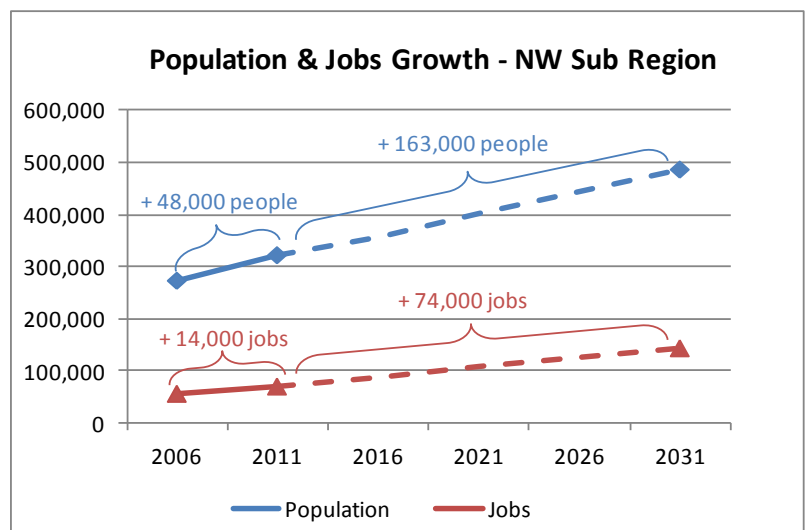


- Employment growth in City of Joondalup

According to the ABS Census, the number of jobs in the City of Joondalup grew from 32,782 in 2006 to 38,577 in 2011, or an increase of about 5,800 jobs.

- Employment Growth in City of Wanneroo

According to ABS Census data, employment located in the City of Wanneroo grew from 23,521 in 2006 to 31,826 in 2011, or growth of 8,305 jobs. The combined jobs growth for Wanneroo and Joondalup of 14,105 is a significant achievement for a five year period indicating an annual average increase of about 2,800 jobs for the sub-region.



- Combined Sub Regional Growth

This means that although the region averages an additional 2,800 local jobs each year, an additional 4,850 employed people will move to the area during the same time. We still need to generate more jobs to provide more job opportunities for local residents.

Employment in Wangara almost as high as Joondalup City Centre

- Employment in Joondalup Centre (2011)

According to ABS Census data, 14,872 persons were employed within the Joondalup Centre at 2011. This includes all employment within the area shown below. Overall, 38.5% of the jobs in the City of Joondalup are located in the Joondalup Centre and surrounds area.

- Employment in Wangara (2011)

There is a total of 13,635 jobs in Wangara and surrounds area (includes Madeley, Darch, Landsdale and Wangara). This represents 42% of all employment located within the City of Wanneroo.

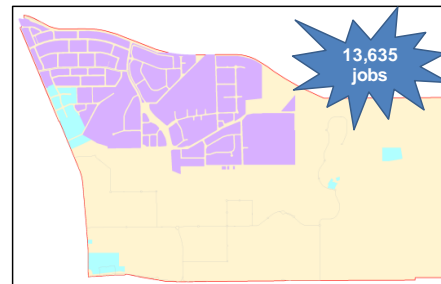
- Future Capacity

There is still capacity for both the Joondalup City Centre and Wangara Centre to house more employment. Maximising employment in these centres over the next five to ten years will be crucial to providing more job opportunities for local residents.

**Joondalup Centre
& Surrounds**



Wangara Industrial Area & Surrounds





Tourism News

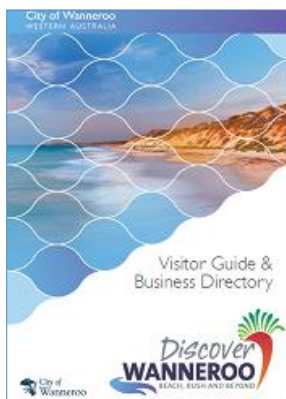
Did You Know:

- **150,000 people** visit the City of Wanneroo each year (on average):
 - 61,700 domestic overnight visitors (average stay 2.9 nights)
 - 20,800 international overnight visitors (average stay 26.7 nights)
 - 67,900 day trippers

Source: Tourism WA, Visitor Fact Sheets, years ending 2009/10/11, [online](#)

NEW - Visitor Guide & Business Directory

A new 'Discover Wanneroo Visitor Guide & Business Directory' featuring local attractions and experiences is being produced. It will be an A5 quality publication consisting of visitor information, maps and 'free' business listings for local tourism operators.



The City of Wanneroo has funded the development of this guide, as part of our Tourism Strategy to support local tourism businesses and provide destination marketing for the area.

Submit Your Business Details for a FREE Listing

To be a part of the tourism business directory and benefit from this free promotional opportunity please provide your business details here:

www.wanneroo.wa.gov.au/Lifestyle/Tourism/Destination_Guide

- *Deadline is August 9th 2013.*

Now Available - 'Discover' Map



The 'Discover' Wanneroo map has been refreshed with a new look and updated business details. The new map replaces the old icards program and will be provided as a standalone promotional brochure promoting tourism attractions and businesses in the area. The icard stands will be phased out and new map stands delivered to all participating businesses.

Maps are available for download from the [City's website](#), or contact us to be sent the convenient foldaway map(s).

For more information on any of the above please email economic@wanneroo.wa.gov.au or call on 9405 5000.



Latest News & Events

Promote your Business by sponsoring a Local Community Event

Do you want to *increase your brand awareness locally*?

By sponsoring the **City of Wanneroo's 2013-14 Event Series** you can potentially access over 20,000 event attendees and your business will also be included in event promotional opportunities directly targeting City of Wanneroo residents.

Sponsorship packages can be tailored to your organisations.









We're not only looking for financial commitment but also initiatives that can activate spaces in our events as well as value add to the event experience itself.

For further details contact the City's Events Officer on 9405 5000 or email events@wanneroo.wa.gov.au.



New Board Elected - Wanneroo Business Association

At the Wanneroo Business Association's AGM at the Business Breakfast on Wednesday 17th July 2013 a new board of the WBA was elected:

			
President Stuart Redmond	Vice President Martyn Glover	Immediate Past President John Denton	Treasurer Dinesh Aggarwal
			
Board Member Teresa Livingston	Board Member Todd Sainsbury	Board Member Vesna Sampson	Executive Officer Bev Letton

WBA Board Members work tirelessly throughout the year to support and represent local businesses on matters affecting the City of Wanneroo business community to local, state and federal agencies. Further to this they have a wealth of business knowledge they're willing to share to assist local businesses grow and prosper.

For further information go to:

<https://wanneroobusinessassociation.worldsecursystems.com/AboutUs.htm>

What's Happening for Businesses: August – November 2013

August

14 Aug Business Futures Seminar: Managing risks in your business

\$10

Wednesday 14th August 2013

4.00pm – 6.00pm

Enterprise House, 935 Wanneroo Road, Wanneroo

Cost \$10 - Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



21 Aug WBA Breakfast: The WA Economy: Where are we going now? Speaker: Bankwest Chief Economist, Alan Langford

\$45

Wednesday 21st August 2013

7.00am registration 7.30am – 9.00am

Bridgeleigh, 198 Mary Street, Wanneroo

Cost \$45 - Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



22 Aug Business Start Up - Clarkson

FREE

Thursday 22nd August 2013

9.30am – 11.30am

Clarkson Library, 27 Ocean Keys Boulevard, Clarkson

FREE - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



27 Aug Marketing Workshop

\$40

Tuesday 27th August 2013

9.30am – 12 noon

Unit 4 / 189 Lakeside Drive, Joondalup

Cost \$40 (or \$60 for 2 people) - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



September

3 Sep Basic Bookkeeping with Excel

\$35

Tuesday 3rd September 2013

9.30am – 11.30am

Unit 4 / 189 Lakeside Drive, Joondalup

Cost \$35 - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



4 Sep **Business Start Up - Yanchep**

FREE

Wednesday 4th September 2013

9.30am – 11.30am

Capricorn House, 73 Lindsay Beach Blvd, Yanchep

FREE - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



11 Sep **Business Futures Seminar** **Fraud and why small businesses are sitting ducks**

\$10

Wednesday 11th September 2013

4.00pm – 6.00pm

Enterprise House, 935 Wanneroo Road, Wanneroo

Cost \$10 - Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



13 Sep **WBA Corporate Golf Day**

Cost
TBA

Friday 13th September 2013

Wanneroo Golf Club

Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



18 Sep **Business Breakfast: Mayor Tracy Roberts**

\$45

Wednesday 18th September 2013

7.00am registration 7.30am – 9.00am

Venue TBA

Cost \$45 - Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



19 Sep **Succeeding Online**

\$40

Thursday 19th September 2013

9.30am – 12 noon

Enterprise House, 935 Wanneroo Road, Wanneroo

Cost \$40 (or \$60 for 2 people) - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



25 Sep **Word Press for Business**

\$220

Wednesday 25th September 2013

9.30am – 5.00pm

Capricorn House, 73 Lindsay Beach Blvd, Yanchep

Cost \$220 - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



October

8 Oct Basic Bookkeeping with Excel

\$35

Tuesday 8th October 2013

9.30am – 11.30am

Clarkson Library, 27 Ocean Keys Boulevard, Clarkson

Cost \$35 - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



9 Oct Business Futures Seminar What is a Business Model?

\$10

Wednesday 9th October 2013

4.00pm – 6.00pm

Enterprise House, 935 Wanneroo Road, Wanneroo

Cost \$10 - Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



16 Oct WBA Business Breakfast

\$45

Wednesday 16th October 2013

7.00am registration 7.30am – 9.00am

Venue TBA

Cost \$45 - Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



22 Oct Business Start Up - Wanneroo

FREE

Tuesday 22nd October 2013

9.30am – 11.30am

Enterprise House, 935 Wanneroo Road, Wanneroo

FREE - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



23 Oct Word Press for Business

\$220

Wednesday 23rd October 2013

9:30am – 5.00pm

Clarkson Library, 27 Ocean Keys Boulevard, Clarkson

Cost \$220 - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



November

1 Nov WBA – Annual Business Awards, Gala Presentation Dinner

Cost
TBA

Friday 1st November 2012

6.30pm till late

Bridgeleigh Function Centre, 198 Mary Street, Wanneroo

Cost TBA: Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



7 Nov Basic Bookkeeping with Excel

\$35

Thursday 7th November 2013

9.30am – 11.30am

Clarkson Library, 27 Ocean Keys Boulevard, Clarkson

\$35 - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



13 Nov Business Futures Seminar People – Best Asset or Worst Nightmare, How to get this Right

\$10

Wednesday 13th November 2013

4.00pm – 6.00pm

Enterprise House, 935 Wanneroo Road, Wanneroo

\$10 - Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



19 Nov Succeeding Online

\$40

Tuesday 19th November 2013

9.30am – 12 noon

Enterprise House, 935 Wanneroo Road, Wanneroo

\$40 (or \$60 for 2 people) - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



20 Nov WBA Business Breakfast: Hon Troy Buswell, MLA, Treasurer, Minister for Transport; Fisheries

\$45

Wednesday 20th November 2013

7.00am registration 7.30am – 9.00am

Bridgeleigh, 198 Mary Street, Wanneroo

Cost \$45 - Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



21 Nov Business Start Up - Yanchep

FREE

Thursday 21st November 2013

9.30am – 11.30am

Capricorn House, 73 Lindsay Beach Blvd, Yanchep

FREE - Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au

