



## Council adopts Economic Development Strategy

### Economic development surges forward

**A bold new five year action plan is underway for economic development in the City of Wanneroo.**

The City's '*Strategic Economic Growth 2016-2021*' strategy was adopted by Council on 28 June 2016. The plan will consolidate support for local business, stimulate investment, drive economic growth and diversify our economic base.

With a population of 195,000 Mayor Tracey Roberts said it was crucial to create more local jobs for the rapidly increasing number of residents.

"Currently the City has 11,600 local businesses and 53,000 local jobs," she said.

"On average 1,600 new jobs are created within the City each year however with our growing population we need to be adding another 2,800 jobs annually, which is a huge challenge."

The strategy outlines five key economic development program areas:

1. Industry diversification
2. Employment locations
3. Investment attraction and advocacy
4. Business support and workforce development
5. Regional economic development.

"The City has an important role to play in economic development through our ability to influence and coordinate key elements that drive economic growth," Mayor Roberts said.

"The big three industries in Wanneroo are construction, manufacturing and retail, but in 20 years Wanneroo will be known for its success in agribusiness, clean technology and advanced manufacturing and engineering – it is so exciting to be part of this change."

The Neerabup Industrial Area is also highlighted as a key focus area, with the potential to provide 20,000 jobs. Other challenges outlined include the provision of critical transport infrastructure and retention of land for employment purposes.

"By working with key partners, such as adjoining local governments, State and Federal governments, the Wanneroo Business Association and local business community, we have the ability to put our region forward as an economic powerhouse and provide the necessary foundations for our rapidly expanding population."

[Click here](#) to download the Economic Development Strategy

