

ECONOMIC DEVELOPMENT STRATEGY

2022 – 2032





Above: BREW Coffee Roasters, Wangara
Front cover image: Agrimate Fencing, Neerabup

Contents

Foreword4

Introduction.....7

Wanneroo.....8

 Economic snapshot.....10

 Key economic challenges.....13

 Strengths and opportunities14

Developing the strategy.....16

Strategy on a page.....18

Strategy in detail18

 Business engagement & support21

 Tourism industry support & development22

 Investment attraction & marketing24

 Leadership, innovation & sustainability25

 Planning for the future.....26

 Strategic economic advocacy28

Implementing the strategy.....30

Foreword

The City of Wanneroo is committed to **facilitating** the delivery of sustainable economic growth, **enhancing** social and environmental outcomes and **enabling** businesses to provide diverse, quality and rewarding local job opportunities.

As a Council, we recognise the importance of creating a positive and supportive environment for local business.

The City along with our diverse community has experienced considerable change to our economic environment including the ongoing impacts of COVID-19, prompting the development of a refreshed economic development strategy.



The City of Wanneroo Economic Development Strategy 2022 - 2032 outlines the City's bold intentions for local economic development over the next ten years.

Creating local jobs is a key focus in our strategy. With a population of nearly 220,000 people and more than 150,000 new residents forecast to call Wanneroo home within the next 20 years, it is crucial that the City continues to enable diverse opportunities for local job growth.

The strategy outlines six focus areas: **Business engagement and support; Investment attraction; Planning for the future; Leadership, Innovation and sustainability; Tourism industry support and development;** and **Strategic economic advocacy.**

Thank you to the members of our business community, stakeholders and key agencies who took part in the consultation process and contributed to the development of this strategy.

We understand the important role the City plays in supporting businesses to flourish, helping secure local employment opportunities so our community can choose to live, work and play locally, ultimately enhancing quality of life for our residents.



ACKNOWLEDGEMENT OF COUNTRY

The City of Wanneroo acknowledges the Traditional Custodians of the land we are working on, the Whadjuk people. We would like to pay respect to the Elders of the Noongar nation past, present and future, who have walked and cared for the land and we acknowledge and respect their continuing culture and the contributions made to the life of this City and this region.



Mindarie Marina,
Mindarie



Paul Conti, Paul Conti Wines,
Woodvale

Introduction

The City of Wanneroo’s Economic Development Strategy 2022 - 2032 is a key document setting the City’s intentions for the next 10 years in relation to supporting and enabling the local economy.

Since the release of the City of Wanneroo’s Economic Development Strategy: Strategic Economic Growth 2016 - 2021 in 2016, the City has experienced considerable changes to the local, regional, national and international economic environment including the impact of the COVID-19 pandemic. This along with the release of the City’s Strategic Community Plan (SCP) 2021-2031, which set new goals and priorities directly reflecting the needs and priorities of our diverse community, has prompted the requirement for this renewed Economic Development Strategy 2022 - 2032 (EDS).

A robust framework for strategy development was followed and included revision, analysis, internal and external strategic alignment and consultation.

The review utilised the results of the extensive stakeholder engagement undertaken to

develop the new SCP, which included residents, ratepayers, businesses, government and non-government agencies and City employees. The EDS consultation process included direct engagement and input from members of the City’s Business and Tourism Advisory Group and Council Members to guide the development of a draft EDS for public consultation.

After consulting with the community the City is proud to present an authentic, dynamic and forward thinking strategy that identifies six key focus areas that will ensure the City’s vision and economic purpose are achieved.

The EDS keeps business engagement and support at the forefront bolstered by investment attraction, planning for the future, leadership, tourism industry support and development and strategic economic advocacy.

THE CITY’S VISION

A welcoming community, connected through local opportunities

The SCP vision for the future of Wanneroo captures the essence of the passionate views of our community, who want to make Wanneroo a place that is welcoming to all people, and provide the necessary connections for those people to live, work and participate locally, ultimately to help build a wider sense of belonging in the area.

In an economic context, the vision translates to a continued focus on welcoming, supporting and enabling the business community to flourish, providing local employment opportunities so that our

community can choose to live, work and play locally ultimately enhancing quality of life for our residents.

Connections also form an important component to achieving local opportunities, both physical transport connections, hard and soft infrastructure connections for the City’s employment centres.

Our economic purpose, articulated below, describes the ‘why’ - why the City is committed to economic development and how that translates to benefitting our community.

OUR ECONOMIC PURPOSE

- To enable businesses to provide diverse and quality local job opportunities;
- Facilitate the delivery of sustainable economic growth; and
- Enhance social and environmental outcomes for intergenerational equity.

Wanneroo

The City of Wanneroo is one of the fastest growing Local Government Areas (LGA) in Western Australia and will soon become the largest LGA by population.

This growth is set to continue and presents unique opportunities and considerable challenges for both private enterprise and the City.

The City of Wanneroo’s estimated resident population has grown from 84,323 in 2001 to 215,878 in 2021 and this is forecast to grow to 370,273 by 2041.

Source: ABS Census 2001 & 2021 and .id 2021.

Wanneroo’s diversity is unique in a metropolitan area with 32 kilometres of pristine coastline, natural environments including national, regional and state parks and reserves, bushland, industrial areas, established residential areas and green-field land to cater for the next 50 years of population growth. This diversity combined with the forecasted population growth presents incredible opportunities for private investors.

There is a strong economic base to build on and although the local economy is heavily reliant on construction, manufacturing and retail there is promising growth in the professional, technical and scientific services, health care and social assistance and the education and training sectors.

Wanneroo has a proud history of agricultural production and although this industry is facing significant challenges from climate change, agribusiness remains a key niche industry with the industry undergoing transformation and new opportunities presenting.

The tourism sector remains a significant niche industry for Wanneroo. A notable increase in market interest has been observed in tourism opportunities across the region from coastal attractions, accommodation, master-planning

for Yanchep National Park, agri-tourism and beverage manufacturing such as brewing, distilling and winemaking.

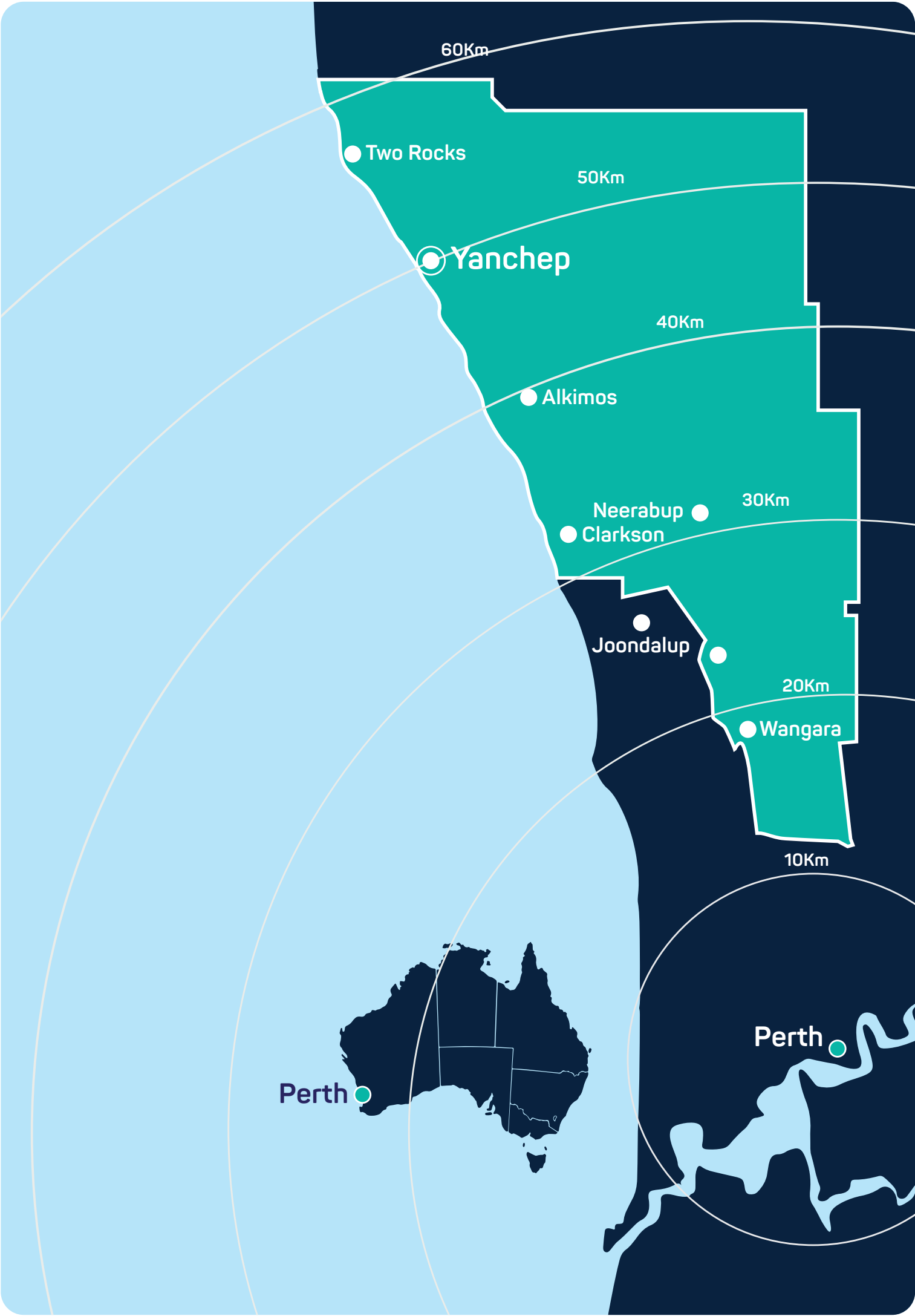
The City is a strong supporter of the local tourism industry through the development and promotion of our regional brand, Discover Wanneroo, which recognises the value and incredible potential this industry brings to the City. As the custodian of the largest portion of the Sunset Coast the City takes a lead role in the regional Sunset Coast collaboration.

Emerging industries generating significant attention include automation and robotics, driven by the State Government’s announcement of \$20m in funding to locate the Australian Automation and Robotics Precinct in the Neerabup Industrial Area (NIA).

Development of the NIA is gaining momentum with this industrial area emerging as a centre for innovation and cluster opportunities. Planning and advocacy efforts are underway to investigate the feasibility for a Neerabup Waste Innovation Precinct including the potential for complementary activities to promote transitioning towards a circular economy.

The City is located in close proximity to the Joondalup CBD, which offers complementary industries and infrastructure. The City works collaboratively with our neighbouring Local Government Areas; the Cities of Joondalup, Stirling and Swan and the Shires of Chittering and Gingin, on regionally significant projects, initiatives and activities to deliver larger scale outcomes only possible through regional collaboration.

The City spans across 685.1 square kilometres from Girrawheen in the south to Two Rocks in the north. Comprising of 36 suburbs in total the City is a key component of the the North-West Sub-Region of the Perth metropolitan area.



Economic snapshot

Diverse population

41%

Born overseas



20%

Speak a language other than English



Young and rapidly growing population

33

Median age



215,878

Estimated Resident Population 2021

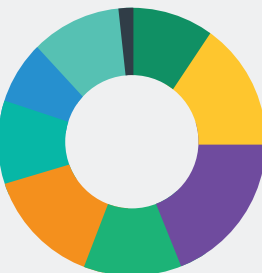


370,273

Population forecast 2041



Occupation of employment



- Managers 9.9%
- Professionals 15.3%
- Technicians & Trades 15.3%
- Community & Personal Service Workers 11.8%
- Clerical & Administrative 14.2%
- Sales 10.2%
- Machinery Operators & Drivers 7.1%
- Labourers 10.9%
- Other 1.7%

Level of Education

Level of education	The City	Australia
No qualifications	43%	40%
Trade qualifications	24%	19%
University qualifications	15%	22%
Studying (University or TAFE)	6%	7%

Activity Centres & Industrial

Current	Future
0 Strategic	+1
2 Secondary	+2
4 District	+5
30 Local	+17
1,730HA Industrial	+2,481HA

Vibrant Businesses

13,502	Total Businesses
98%	% Small or Micro
55,605	Local Jobs

Diverse Industry Base

GRP \$8.03 billion
Largest Employers
Construction
Manufacturing
Retail

Niche Industries

Tourism	Agribusiness

Growth Industries

Manufacturing
Professional, Technical & Scientific Services
Health Care and Social Assistance

Emerging Industries

Waste and Energy Innovation
Automation and Robotics

Source: Economy .id 2021



Safe Central, Wangara



'The ultimate resource in economic development is people. It is people, not capital or raw materials that develop an economy'

Peter Ducker,
Founder of Modern Management

Basil's Fine Foods,
Mindarie

Key economic challenges

Local job growth continues to lag behind population growth with the number and diversity of local job opportunities remaining the top economic challenge identified through the consultation process. COVID-19 has presented unforeseen and long-term challenges worldwide, these impacts are summarised on page 17.

JOBS

- Number and diversity of local jobs – strategic vs population driven
- Business creation, attraction, retention and expansion
- Local pockets of relatively high unemployment and low labour force participation – understanding the where, why and who
- Ageing population
- Matching skills required by employers to available workforce
- The impact of artificial intelligence, robotics and automation
- Future of work arriving early / fast changing work environment / challenges of re-skilling the workforce



LAND

- Retention of land for employment purposes including interim uses for land that may not be required for employment purposes for decades
- Optimising land within and development of employment centres
- Managing the transition of new and existing employment centres as the City grows
- Modernising the planning framework to ensure it is flexible and supportive of local business



INVESTMENT ATTRACTION

- Public investment to enable on-time provision of strategic infrastructure
- Public and private investment to develop employment centres
- Private investment for business establishment and growth
- Creating an enabling environment for investment - making it easy to invest, reducing red tape
- Forecasted rising interest rates



INFRASTRUCTURE

- Provision of major freight and passenger transport infrastructure
- Strategic transport connections
- Improved high-speed telecommunications infrastructure
- Keeping pace with new and emerging technologies
- Optimising the return on investment for key infrastructure projects such as the freeway and railway extension projects



SUSTAINABILITY

- Cost of energy and managing the transition to a carbon neutral economy
- Managing waste at all points along the supply chain, transitioning waste from being a liability to a valuable resource
- Managing the transition to a circular economy
- Sustainable procurement (including financial, social and environmental considerations)



Key economic strengths and opportunities

Whilst the Wanneroo region faces significant economic challenges, there are also unique strengths and opportunities.

The West Australian economy is heavily reliant on the mining sector. Comparatively, the Wanneroo economy is much less reliant on mining and mining support services resulting in a diverse economic base to build on.

With over 150,000 new residents forecast to call Wanneroo home in the next 20 years, there are significant opportunities for private investment to take advantage of this growing customer base and local skills base combined with over \$1 billion public investment delivering key economic infrastructure across the region.

LARGE & GROWING POPULATION BASE

The City is one of the fastest growing Local Government Areas in Western Australia. The population is expected to increase by over 150,000 residents by 2041 providing businesses with a rapidly expanding local customer base and workforce.

KEY STRATEGIC EMPLOYMENT LOCATIONS

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

- 1 Strategic Metropolitan Centre (Yanchep - emerging)
- 4 Secondary centres (2 existing - Wanneroo and Clarkson, 1 emerging - Alkimos and 1 future planned - Two Rocks)
- 9 District centres (4 existing - Alexander Heights, Girrawheen, Madeley and Neerabup and 5 emerging - Butler, Eglington and Yanchep C, F & K)
- 47 Neighbourhood and local centres (30 existing and 17 planned future centres)
- 2 Major industrial areas (Wangara/Landsdale and Neerabup) and more than 2,400 ha of future planned industrial land.

VIBRANT EMPLOYMENT CENTRES

Provide an attractive base for existing and new businesses to locate, relocate and grow.

New cluster opportunities are available at Neerabup Industrial Area co-located with the Australian Automation and Robotics Precinct and the future planned Neerabup Waste Innovation Precinct.

INVESTMENT READY

In the last 5 years, over \$1 billion has been secured in public investment to deliver key economic infrastructure across the region making now a better time than ever before to invest in Wanneroo.

Wanneroo offers diverse investment opportunities suitable for local, national and international investors.

SUPPORTIVE BUSINESS ENVIRONMENT

The City of Wanneroo is committed to providing a business friendly environment combined with strong local support networks and an enviable education presence Wanneroo is the perfect place to launch, locate or grow a business.

TOURISM OPPORTUNITIES

The City offers incredible tourism opportunities involving both natural and built assets; indigenous, lakes, geoparks, ship wrecks, national parks, coastline, State motorsport destination, eco-tourism, accommodation and agri-tourism.

AVAILABLE & AFFORDABLE LAND

Wanneroo has high quality and affordable land available for both business and residential growth.

Wanneroo is likely to have the most cost effective development opportunities of any metropolitan corridor in Western Australia.



Commercial, residential and coastal, Clarkson

Developing the strategy

STRATEGIC DIRECTION

The City's Strategic Community Plan 2021 -2031 (SCP) sets the vision and purpose for the City and directly reflects the needs and priorities of the community.

Figure 1 below illustrates the direct alignment of the EDS to the SCP Goals. Figure 1 also demonstrates how the Tourism and Advocacy Plans and the EDS Annual Action Plan relate to both strategies and will operationalise the actions required to achieve the community's economic aspirations.

DEVELOPMENT FRAMEWORK

This strategy was developed in line with the Western Australia Local Government Association's Economic Development Framework (WALGA framework).

The WALGA framework outlines four best practice principles; regional collaboration, functional integration, strategic alignment and competitive advantage (current and emerging) and identifies the role of large metropolitan local governments as enablers.

Key external documents were reviewed as part of strategy development to ensure both internal and external alignment and included:

- Western Australia's Economic Development Strategy, Diversify WA;
- The Industrial Land Steering Committee 10 year Industrial Land Strategy;
- Relevant structure plans (East Wanneroo, Yanchep-Two Rocks & Alkimos-Eglinton); and
- Strategic partner documents such as neighbouring LGA's and State agencies.

WHAT'S CHANGED?

The 5 year period since the City released Strategic Economic Growth 2016 - 2021 has seen incredible change, innovation and development in the economic environment and it was essential to review and adjust the strategy accordingly.

Key changes significant to Wanneroo include:

- Over \$1 billion secured through strategic advocacy efforts for major infrastructure;
- Delivery of freeway, railway and stations;
- Intensification of Wangara Industrial Area and development of Neerabup Industrial Area;

- Release of the East Wanneroo Structure Plan and the Gnangara Groundwater Allocation Plan;
- Increased focus on climate change, sustainability, regenerative practices and the circular economy;
- Housing shortage and residential building/ renovation boom;
- WA skills shortages;
- Small Business Friendly Approvals Program and the implementation of it's action plan; and
- Announcement of \$20m funding for the Australian Automation and Robotics Precinct to be located in Neerabup.

COVID-19

COVID-19 continues to impact our local communities, local businesses and as a City, how we operate and deliver services as an organisation.

Significant impacts include business and consumer confidence, border and travel restrictions, isolation (both physical and mental), new and ever evolving requirements and mandates, new virus variants, interruptions to supply chains, skills and labour shortages, remote working and learning, online consumption of goods and services, mass digitisation, accelerated change, innovation and transformation across all industries and a nation-wide vaccination program.

The rise of remote working, remote learning and many traditional in-person services moving online has removed barriers to participation for many, especially outer-metro residents.

The pandemic has provided a learning opportunity with businesses adapting quickly, building in flexibility whilst keeping safety of the community and employees at the forefront of decision making.

It is likely that COVID-19 will have ongoing impacts on individuals, communities and businesses and the City will continue to offer leadership and support.

CONSULTATION

Consultation was an essential component of revising the strategy. This review has been timed to follow on from the release of the City's Strategic Community Plan 2021-2031 to enable utilisation of the results of extensive consultation already undertaken and to ensure the new economic development approach is highly aligned with the SCP. Consultation directly related to the strategy review includes:

- SCP public consultation undertaken in 2020-21 involving surveys, workshops and focus groups with residents, businesses, City employees, departments, organisations and agencies;
- Internal workshops held with City staff to review and update the Strategy;
- Two workshops with the City's Business and Tourism Advisory Group initially to seek input and secondly to seek support for the revised draft for Council consideration to undertake public consultation;
- A workshop with Council Members to finalise the draft for public consultation; and
- A 28 day public consultation running 13 April to 11 May 2022 with input and feedback invited from all stakeholders.
- The consultation period received 27 submissions, survey responses and direct feedback which was collated, reviewed and considered in order to finalise the Strategy for Council consideration.
- The EDS strategy was presented to Council on 9 August 2022 for consideration and approval.



Figure 1: Strategic alignment

Strategy on a page

ECONOMIC PURPOSE

- Enable businesses to provide diverse and quality local job opportunities;
- Facilitate the delivery of sustainable economic growth; and
- Enhance social and environmental outcomes for intergenerational equity.

Key challenges:

- Number and diversity of jobs
- Retention and optimisation of employment land
- Provision of key economic infrastructure
- Attraction of public and private investment
- Climate change and sustainability

Strengths and opportunities:

- Large and growing population
- Key strategic employment locations
- Vibrant employment centres with new cluster opportunities
- Available and affordable land
- Ready for investment
- Supportive business environment
- Significant Tourism opportunities



BUSINESS ENGAGEMENT & SUPPORT

Support business through authentic engagement, process improvement, local business services, training and networking



LEADERSHIP, INNOVATION & SUSTAINABILITY

Lead the way by embracing innovation, the circular economy, sustainable local procurement and regional collaboration



TOURISM INDUSTRY SUPPORT & DEVELOPMENT

Support the development of this key niche industry through regional collaboration, partnerships, marketing, product development, branding and leadership



PLANNING FOR THE FUTURE

Plan for growth and investment using a flexible approach to City planning, balance sensitive land uses with economic outcomes and optimising the activation of employment locations



INVESTMENT ATTRACTION & MARKETING

Optimise opportunities for private investment in Wanneroo through collaboration, a strong digital presence and strategic marketing



STRATEGIC ECONOMIC ADVOCACY

Attract government and non-government investment for key infrastructure, gaps to service provision, policy and legislation through strategic economic advocacy



Emineo Engineering, Wangara



Co-working at the Allied Health Precinct,
Wanneroo

BUSINESS ENGAGEMENT & SUPPORT

Support business through authentic engagement, process improvement, local business services, training and networking



Outcome areas:

- A high level of support services is provided to local businesses
- The City has strong strategic partnerships
- Local businesses have access to relevant and purposeful local training, events, workshops and networking
- The local business community is well informed and engaged
- The local Wanneroo economy is strong and diverse
- Niche (tourism and agribusiness), growth and emerging (waste/energy innovation and automation & robotics) industries receive tailored, needs based support

Highlight project:

Small Business Friendly Approvals – Phase 2

Project description:

Improving the approvals process experience for small business by simplifying and streamlining the user experience for all users. The project delivers actions under four reform areas:

- Information is clear and accessible for customers and employees
- Approvals for customers are simplified, streamlined and where possible granted automatically online
- Streamlined processes and systems connect teams across the City and connect teams to customers
- The City fosters a business friendly culture and welcoming environment for customers

Timeline:

Project commenced in 2021 with phase 1 completed in mid-2022. Phase 2 is projected to be completed in 2024 when all actions have been incorporated across the City into 'business as usual'.

Key partners/stakeholders:

- Small Business Development Corporation and State Government departments
- Wanneroo Business Association, business service providers, education providers
- Business and Tourism Advisory Group
- Local business community

TOURISM INDUSTRY SUPPORT & DEVELOPMENT



Support the development of this key niche industry through regional collaboration, partnerships, marketing, product development, branding and leadership

Outcome areas:

- Wanneroo is known as a tourism destination, with key and iconic tourism assets recognised as being linked to the Discover Wanneroo brand
- More mature, expanded and diverse tourism product offering across the Wanneroo region
- Strong regional relationships established and active participation in promotion of the broader tourism precinct
- Wanneroo has a vibrant events calendar
- The City is known as a leader in the Perth Metropolitan tourism industry network

Highlight project:

Expanding Accommodation Offerings

Project description:

Undertake a review of opportunities to expand short term/ visitor accommodation offerings across the City.

Update the planning framework to enable these opportunities and actively promote these opportunities to the market.

Timeline:

2022 - 2023	Review
2022 - 2024	Implement review recommendations
Ongoing	Promote opportunities for investment in accommodation through strategic marketing

Key partners/stakeholders:

- Industry stakeholders including local tourism operators and accommodation providers
- Relevant State Government departments, industry associations and organisations.



Sistas,
Mindarie

INVESTMENT ATTRACTION & MARKETING

Optimise opportunities for private investment in Wanneroo through collaboration, a strong digital presence and strategic marketing



Outcome areas:

- Information is communicated clearly through a range of channels
- Wanneroo is known as the place to invest with a strong brand and reputation
- The strengths and opportunities of Wanneroo industries are well known
- The City has a strong network of business stakeholders and public agencies
- Existing and potential investors are engaged and receive excellent customer service
- Key networks actively seek out Wanneroo as a partner for opportunities and regional collaborations
- Stakeholders are well informed and engaged

Highlight project:

Business Wanneroo

Project description:

Launch of key economic development assets including the Business Wanneroo brand, Business Wanneroo website, development of an active and engaging digital presence, social media channels and strategic marketing through print and digital media.

Timeline:

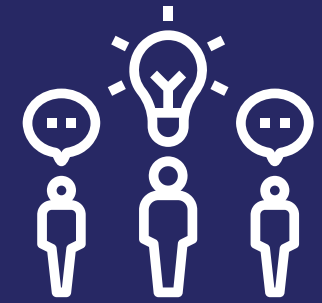
Project commenced in 2020 and is projected to be a significant and ongoing key project area for the City's economic development for the foreseeable future.

Key partners/stakeholders:

- Local and regional business community
- Wanneroo Business Association and local business service providers
- Business and Tourism Advisory Group
- Potential investors
- Key government departments, organisations and associations

LEADERSHIP, INNOVATION & SUSTAINABILITY

Lead the way by embracing innovation, the circular economy, sustainable local procurement and regional collaboration



Outcome areas:

- Delivery of larger scale outcomes through regional collaboration
- Feasibility completed for a Neerabup Waste Innovation Precinct
- The City leads the way for local businesses to transition to the circular economy and sustainable procurement
- City increases local procurement spend to 10% of total spend
- City improves efficiency and costs to deliver services to the community by utilising smart cities technology with enhanced environmental and social outcomes
- Support and invest in targeted research
- Organisation embraces innovation and encourages local businesses to follow

Highlight project:

Neerabup Waste Innovation Precinct

Project description:

Undertake a feasibility study for the development of a Neerabup Waste Innovation Precinct.

Investigate and promote opportunities for cluster development and public / private partnerships.

Timeline:

2022 - 2023	Feasibility
TBC	Promotion

Key partners/stakeholders:

- Relevant State Government departments, Education providers
- Regional waste industry and related services
- Potential users of waste as a resource

PLANNING FOR THE FUTURE

Plan for growth and investment using a flexible approach to city planning, balance sensitive land uses with economic outcomes and optimising the activation of employment locations



Outcome areas:

- Employment land is retained and activated across the City
- The City has a new fit for purpose Local Planning Strategy and Local Planning Scheme No. 3
- Increased employment yield and enabled development in Wangara Industrial Area
- Neerabup Industrial Area is enabled, established and supporting 20,000+ jobs at full build out
- The Australian Automation and Robotics Precinct is enabled, established and well utilised in Neerabup Industrial Area
- Planning framework updated to enable and encourage agri-tourism in North Wanneroo

Highlight project:

Agri-Tourism Precinct

Project description:

Undertake a review of agri-tourism related land use permissibility in North Wanneroo including the need for other planning controls to guide development. Update the planning framework to enable and encourage agri-tourism and communicate opportunities as a component of the Investment Attraction project.

Timeline:

2022 - 2023	Review
2022 - 2024	Implement review recommendations
Ongoing	Highlight opportunities for agri-tourism investment through strategic marketing

Key partners/stakeholders:

- Industry stakeholders including North Wanneroo agri-businesses and local tourism operators
- Relevant State Government departments



Australian Automation and Robotics Precinct,
Neerabup Industrial Area
Image courtesy of Development WA

STRATEGIC ECONOMIC ADVOCACY

Attract government and non-government investment for key infrastructure, gaps to service provision, policy and legislation through strategic economic advocacy



Outcome areas:

- Wanneroo has exceptional liveability
- Wanneroo is sustainable, meeting the needs of our community today without compromising the needs of our future communities
- Wanneroo is a major contributor to regional productivity with a strong economy providing a diverse range of local job opportunities

Highlight project:

Let's Pool Together!

Project description:

Advocate for the additional funding required to deliver the Alkimos Aquatic & Recreation Centre to full specification determined through community consultation.

Specific advocacy campaigns will be developed as required in line with funding opportunities starting with the 'Let's Pool Together' Campaign for the 2022 Federal Election.

Timeline:

2022 - 2023	Federal Election Advocacy Campaign - Let's Pool Together
TBC	Future campaigns until all required funding has been secured

Key partners/stakeholders:

- The Wanneroo community and future users of the facility
- Sporting clubs, associations, public and private service providers that may use the facility
- Associations and government departments
- Educational facilities



Let's Pool Together Advocacy Campaign,
Alkimos Aquatic Recreation Centre

Implementing the strategy

ANNUAL ACTION PLAN

The City is required to have a Corporate Business Plan with detailed actions and projects for 1 year and forecast actions and projects for 4 years. The EDS Action Plan will be updated annually as part of the normal Corporate Business Plan and annual budget development processes.

This approach will allow the City to monitor, review and adjust activities as required. The COVID-19 pandemic has illustrated the importance of building flexibility into the delivery of services. The vision, purpose and strategies remain the same and the actions to achieve these are flexible enough to respond to changing economic conditions.

The Economic Development Strategy 2022-2032 is a 10 year strategy aligning to the SCP timelines and will be reviewed and updated after 5 years (2027).

Highlight projects have been included for each focus area to illustrate how actions and projects

align to and will contribute to the achievement of outcome areas. These projects will be included in the EDS Action Plan and some are already underway.

ENABLING AND FACILITATING

WALGA's Economic Development Framework describes the role of large Metropolitan Local Government Areas (LGA) such as the City of Wanneroo as enablers and facilitators. The City is a strong supporter of local and regional economic development and is committed long term to fostering a business friendly environment and removing barriers to growth.

Figure 2 below illustrates how the City intends to create a strong, enabling environment to support business establishment, growth and encourage new investment. An example of this commitment is the City's ongoing partnership with the Small Business Development Corporation to reform the business approvals user experience for customers.

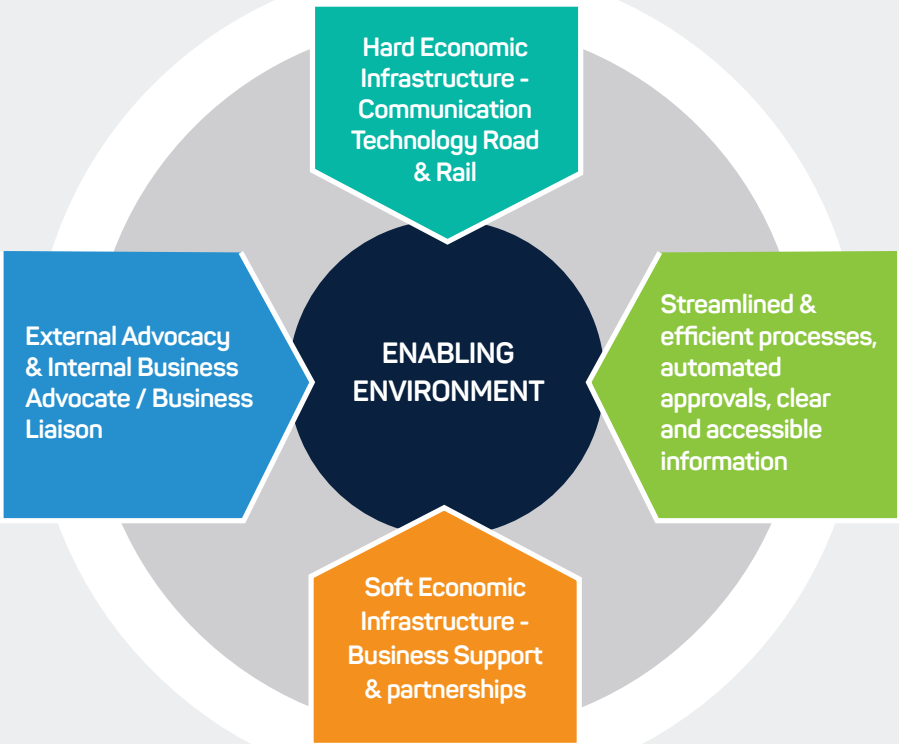


Figure 2: Enabling environment

PARTNERSHIPS AND COLLABORATION

The City recognises that successful economic development cannot be undertaken in isolation. Strong strategic partnerships, alliances and collaborative projects that work towards a common goal are essential.

The City has an extensive network of collaborative partners and actively seeks to engage with different levels of Government, local businesses, associations, service providers, our neighbouring LGAs; the Cities of Joondalup, Swan and Stirling and the Shires of Chittering and Gingin, regional groups and organisations curating and maintaining these essential relationships.

This approach allows for communities to work together sharing knowledge and resources in order to leverage and achieve larger scale outcomes that would not be possible individually.

As one of the largest and fastest growing LGAs in Western Australia the City strives to be a leader, encouraging regional collaboration rather than competing against neighbouring areas.

MONITORING ECONOMIC HEALTH

Regional economies are complex eco-systems and LGAs have limited ability to directly measure the effect of individual initiatives and projects on the local economy.

Monitoring key indicators is an effective way to track the relative health of the economy and respond accordingly by adjusting projects, programs and initiatives as required. Figure 3 below summarises a range of key indicators relevant to the City of Wanneroo economy including targets that reflect healthy economic growth.

The COVID-19 pandemic demonstrated the importance of being flexible and adaptable to the economic environment. In many ways the pandemic enabled the City to challenge some traditionally slow and arduous processes to shorten timeframes and enhance the efficiency of program delivery.

An example is the City's Economic Recovery Plan and Fund that delivered free targeted assistance and advice to local businesses when they needed it most. Assistance and advice was directly informed by the needs of the local business community. The revised EDS has ensured that this flexible approach to developing and delivering services and projects in response to the needs of the business community is ongoing.

Measure	2016	2021 Current	2031 Target
Employed residents	97,000	▶ 112,127	▶ 143,000
Local jobs	44,000	▶ 53,000 (est.)	▶ 74,700
Regional Employment Self-Sufficiency*	49.4%	▶ 53% (est.)	▶ 60%
Employees per business	4	▶ 3.5	▶ 4.5
New jobs per year	1,600	▶ 1,900	▶ 2,300
Non-residential building approval	\$211m	▶ \$126m	▶ \$200m

*Regional Employment Self-Sufficiency is for Cities of Wanneroo and Joondalup combined. To achieve 60% regionally by 2031, it is estimated the City of Wanneroo will require 74,700 jobs in total.

Figure 3: Monitoring Economic Health



City of Wanneroo
23 Dundobar Road, Wanneroo, WA 6065
Locked Bag 1, Wanneroo, WA 6946
T (08) 9405 5000
After Hours 1300 13 83 93
E enquiries@wanneroo.wa.gov.au
wanneroo.wa.gov.au

