



BUSINESS AND GOVERNMENT STAKEHOLDER Strategic Community Plan Workshop Results

16 November 2011

The facilitator outlined the probable future as described in planning studies and from key statistics. The preferable future was described as the future outlined in the community workshops. The POSSIBLE future was then brainstormed by the four mixed groups. The results of those four brainstorms are summarised below, as well as a summary of the 2030 picture of the future generated.

2030 PICTURE OF THE FUTURE SUMMARY

- Regional brand
- Lifestyle Shire, amenity led migration, reverse commuting, mobile community
- Horticulture - 4 times current, smart water use industry, salad bowl
- Diversification of industry eg dairy
- Just in time value adding and downstream processing
- Value add natural amenity
- Ecotourism and recreation - 500,000 visitors, 20% o/n, 4 hotels, 2 resorts
- Marina and retail
- NP x 4
- 20 Acre blocks light industrial
- IT infrastructure
- Industry attraction - land set aside inland
- Lifestyle villages
- Eco-infrastructure, 4 x wind farms, solar and geothermal, nuclear
- Health services, 6 doctors, hospital with o/n beds
- Airport - FIFO
- Aged industry - used to drive employment, lifestyle and growth
- Aquaculture - supply wild stock, fish farming, research
- Training and Education - industry in own right, specialisation, TAFE and trade

GROUP 1 BRAINSTORM DETAIL

Vision 2030: 15,000 people

Education

- Senior High School
- Secondary primary school
- TAFE extension - trades, adult education

Health

- Step to hospital

- 6 doctors
- Allied health care

Retirement

- Lifestyle
- High dependent care
- Retirement homes
- HACC
- Lifestyle villages

Agriculture / primary industry

- Salad bowl
- Smart water use industries
- Dairying
- Perennial horticulture x 4
- Downstream processing
- Sustainable fish farming

Tourism

- Motels x 4
- Hotel resort complex - 2 complete
- Marina expansion and retail
- National park structure x 4

Eco-infrastructure

- 4 + windfarms
- Geothermal
- Solar
- (nuclear)

Mining

- Gas
- Potash
- Mineral sands
- Aluminium
- Service industry
- DIDO

Footloose

- 20 acre blocks
- Light industrial
- NBN based enterprise

Others

- Airport - all weather, all day
- Commuter planes

GROUP 2 BRAINSTORM DETAIL

Jurien 2030

- Lifestyle place
- Education to drive population diversity, including specialisation
- Education as an industry - connected to industry (ag diversification, aquaculture, aged)
- Aquaculture - pre supply of wild stock

- Use aged and aged industry to drive growth
- People servicing industry
- Strong health services - hospital, allied health services
- Not everyone that lives here works here - FIFO, retirees, IT
- Transport (people) - Perth, Geraldton
- Lifestyle services
- IT infrastructure
- Natural will still be here - value add services
- Reverse commute - flexibility
- Use labour force to attract industry

Shire

- Agricultural diversification
- Use Brand Highway and inland for large industry - gas, water and 330KVA power line

GROUP 3 BRAINSTORM DETAIL

Diversify industry - agriculture, aquaculture, mining

Agriculture

- Land and water matched
- Broadacre
- Processes in place to allow intensive agric to support highest and best use of land and water resources
- Just in time value adding and support processing
- Alternative power that is robust enough to sustain agric

Role of Shire

- Advocacy
- Housing
- Leadership
- Support the development of a regional brand
- Transport - air freight and railroads to ensure access to market, and a sustainable well managed road system

Tourism

- 500,000 visitors per annum, 20% o/n
- New accommodation required
- Activity based features
- Ecotourism

Shire

- Planning in conjunction with DEC
- Promote tourism
- Improve access to facilities

GROUP 4 BRAINSTORM DETAIL

Land development and construction

- Advantage on coast - availability
- Infrastructure: power, water, roads, sewerage (residential, commercial, industrial)
- Strategic Planning - not ad hoc
- Land release inland (address tenure issues)

- Amenity migration (sea change and tree change) - service expectations
- Employment options (local and FIFO / DIDO)
- Branding - sustainability? Access to govt grants/subsidies

Eco-infrastructure

- Government infrastructure capacity - improvement of recurrent funding
- National / international capital (and philanthropic funding)
- Research / development - centre for excellence potential
- Links to education and training

Education training and health

- Departmental forecasting and futures planning
- Independent schools
- Education precinct and smooth links between models (primary, secondary, TAFE, high ed)
- Industry growth areas (eg Specialist ag, alternative energy, biodiversity), cross sector
- Service model suiting Wheatbelt context (overnight stay, staffing, specialist services access)
- Links with sub-regional communities
- Links to eco-infrastructure

Service over infrastructure

Retirement and aged care

- Retaining population and their families
- Expanding private partnerships
- Address funding/service models
- Comparative advantage

Aquaculture

- Research development and feasibility studies
- Long term capital
- Strong branding niche industries
- Unique products - target markets

Tourism and recreation

- Lifting environmental profile / promoting uniqueness
- Adventure tourism (pushed out of metro areas)
- Key infrastructure needed (eg DEC tourism role, and other agencies eg Tourism WA, regional development)
- Diversity of accommodation and hospitality options (eg RV, 4/5 star)
- Quality of product (eg opening hours, service, marketing)
- Cooperation instead of competition (ventures and towns) - comparative advantage!

Knowledge based industries

- Telecommunications (quality infrastructure, access)
- Base services and population services (health, education, safety, clean environment)
- Lifestyle
- Amenity led migration - availability of land
- Attraction of professionals (eg law, accounting, surveying...)

Intensification of agriculture

- Integration with clean energy

- Research and development
- Market clean and green product (branding) - cooperation / coordination
- Horticulture (knowledge based and access to specialist skills)
- Licensing and policy barriers