



**RCDP2 – Regional Centres
Greater Bunbury Growth Plan - Sector Committee Outcomes
DRAFT**

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PART ONE: SECTOR COMMITTEE PROCESS

1 SECTOR COMMITTEE PROCESS

1.1 BACKGROUND

1.1.1 Regional Centres Growth Plans

Calibre Consulting (Aust) Pty Ltd has been engaged by LandCorp to help deliver the Sector Analysis stage for Greater Bunbury as part of the Western Australian Regional Centres Development Plan Phase Two (RCDP2).

The RCDP2 provides a platform for the establishment of Growth Plan Partnerships and the development of Growth Plans for nominated regional centres across the State. It is being implemented by the State Government to provide the necessary economic and strategic planning to meet the objectives of the *State Planning Strategy 2050* and Regional Blueprints with respect to regional centres.

The program's vision is:

“Western Australia’s network of competitive, growing and resilient strategic regional centres will continue to grow and diversify with each one offering unique opportunities for the State, its regions and people to flourish.

Driven by their talented people, these centres will achieve growth by building on their competitive and collaborative advantages to realise global opportunities.

Strategic regional centres will be empowered, innovative and globally engaged, placing them in a strong position to lead and support long run regional growth with the support and enabling action of the Western Australian Government.”

The RCDP2 involves the establishment of a framework to support the long term growth of the regional centres and ‘SuperTowns’. Under this framework, RCDP2 is delivering a Regional Centres Development Policy, Growth Plan Toolkit, and Growth Plans for nine regional centres.

Greater Bunbury is one of four regional centres nominated for the first phase preparation of a Growth Plan, with the other regional centres being

Broome, Geraldton and Kalgoorlie. A further five regional centres (Albany, Busselton, Carnarvon, Kununurra and Mandurah) have been nominated in the second phase.

Regional Centre Growth Plans are ‘place-based’ socio-economic development strategies that address regional centres and their economic activity areas, and provide a vehicle for communities to set the direction for their future growth.

The aim of a Growth Plan is to strengthen a regional centre’s strategic positioning, attract business and investment, support the growth of competitive industries, and build a better place to live for existing and new residents.

The Growth Plans are designed to unlock growth potential in a 21st century global economy, and require commitment across the various sectors of the economy to both develop and implement the plans.

In addition, each regional centre will be able to develop a place brand and a marketing prospectus to support marketing of the opportunities to live, work and invest that are identified in the Growth Plans.

1.1.2 Program Stages

RCGP2 has multiple stages culminating in preparation of a Growth Plan for each of the regional centres, scheduled for October 2016. Early stages included a Regional Centres Cluster Analysis and a series of technical Background Papers.

A Futures Forum was held in Bunbury in March 2016. Day 2 of the forum included presentation of background papers and group discussion of ‘transformative’ ideas and potential initiatives. This paper focusses on the Sector Analysis stage of the Growth Plan formulation process, which will feed into a Multi Criteria Analysis, Scenario Planning and, ultimately, the Growth Plan.

1.1.3 Program Governance

LandCorp is assisting the State Government, in particular the Regional Development Council and the Department of Regional Development, in delivering RCDP2 in collaboration with the respective Regional Development Commissions and Local Governments.

Each region has established Growth Plan Partnerships prior to commencing growth planning. The partnerships are responsible for the development and implementation of the respective growth plans. These partnerships are led by the Regional Development Commissions and Local Governments, and include other stakeholders with a role in promoting the regional centres' economic prosperity.

In Greater Bunbury, the Growth Plan Partnership ('Partnerships in Prosperity') comprises:

- South West Development Commission
- City of Bunbury
- Shire of Harvey
- Shire of Dardanup
- Shire of Capel
- LandCorp

Senior representatives of the partnership comprise a Steering Committee, while project coordination and management is undertaken by a Project Control Group (PCG) comprising the lead consultant (Priority Management and Lockwood Advisory) in conjunction with LandCorp and the SWDC.

1.2 SECTOR ANALYSIS PHASE

The Sector Analysis phase comprises background papers, a futures forum, contributions from sector committees and analysis of 'growth drivers' ¹. This phase identifies a range of options for investment which can be combined and tested in varying configurations as part of the multi criteria analysis and scenario planning.

1.2.1 Background Papers

Technical inputs to the sector analysis have included the preparation of background papers on:

- Regional centres cluster analysis
- Demographic projections
- Global and regional economic futures
- Environmental qualities and capacity
- Services and social infrastructure

Together with other background information these are available on a 'drop box' hosted by the SWDC.

1.2.2 Futures Forum

Ideas identified during day two of the Futures Forum in March 2016 were captured for consideration in the process of identifying growth drivers and potential initiatives.

1.2.3 Sector Committees

The PCG identified six (6) Sector Committees to analyse the respective sectors, to identify potential initiatives and to undertake a preliminary assessment of these with a view to prioritising those which will provide the best return on investment and best position Greater Bunbury for the future.

The 6 Sector Committees were:

- Agriculture, Food and Water
- Local Business and Tourism
- Port Positioning and Transport
- Industry and Mining
- Lifestyle and Community
- Health and Education

The PCG appointed chair persons for each committee and engaged consultants (Calibre Consulting) to provide executive support to the chairs and committees.

A seventh committee made up of Senior Government Executive Officers was also convened to obtain input from a policy-maker, regulator and facilitator perspective. The lead consultants provided executive support to this committee.

1.3 GREATER BUNBURY SECTOR COMMITTEES

1.3.1 Sector Committee Process

Three (3) meetings/workshops were conducted for each of the Sector Committees (18 meetings in total) held throughout the region.

Meeting 1 was a project familiarisation session; Meeting 2 was effectively a brainstorming and discussion of themes, topics and ideas; and Meeting 3 consolidated the outputs from the previous meetings and identified opportunities and constraints and draft initiatives that could

¹ Economic activities with potential to make the greatest impact on the region's economic development and quality of life

potentially make the biggest difference in unlocking growth potential in the region.

1.3.2 Sector Committee Output

The principal output of the Sector Committees has been:

- identification of constraints and opportunities (and some suggestions for additional research to quantify these)
- identification of themes and draft initiatives that can potentially make the biggest difference in contributing to the prosperity of Greater Bunbury.

The themes and draft initiatives identified by the respective sector committees are included in Appendix A (refer to *Appendix A: Sector Committee Draft Initiatives*).

1.4 SECTOR COMMITTEE OUTCOMES WORKSHOP

1.4.1 Workshop Purpose

Whilst the sector committees have each been through a valuable process that yielded themes and draft initiatives, the PCG identified a need to consolidate the various outcomes and to workshop these to effectively 'test' and prioritise the initiatives across the sectors and to identify where economic analysis is needed to justify their inclusion in a Multi Criteria Analysis (the final part of Stage 4 of RCDP2) and in Stage 5 - Scenario Planning. On June 9, 2016 a workshop was convened at the Bunbury Chamber of Commerce and Industry attended by the PCG, the Steering Committee, sector committee chairs (or nominated representatives) and the executive officers.

The purpose of the workshop was:

- to present the results from the sector committees to the Steering Committee
- to identify 'growth drivers' and potential 'clusters'² which should proceed to more formal analysis.

It was agreed at the outset that the focus was on opportunities for the 'traded economy'³

1.4.2 Workshop Process

The lead consultant facilitated the workshop. In the first half of the workshop, the chairs and executive officers of the sector committees gave an overview of their respective committee outcomes, then presented selected key themes and draft initiatives.

In the second half, all attendees considered the themes and draft initiatives raised and agreed on those most likely to be growth drivers and contributors to potential clusters that warranted more formal analysis.

Outcomes from the workshop process are discussed in the following Part Two.

² Geographical group of related industries and associated institutions engaged in a particular economic activity

³ That part of the economy which generates wealth through trading of goods and services beyond the region

PART TWO: SECTOR COMMITTEE OUTCOMES

2 SECTOR COMMITTEE OUTCOMES

2.1 POTENTIAL GROWTH DRIVERS

10 potential Growth Drivers were identified through the sector committee process. These are listed as follows (not in any particular order):

- Regional Branding and Tourism
- Creative Industries, Arts and Culture
- Premium Agriculture and Food Production
- Sustainable Timber Production
- Maritime Services
- Industry and Mining
- Optimising the Port and Freight Transport
- Second City Policy
- Lifestyle Choice and Healthy City
- Education Delivery

Following is a summary description of the potential Growth Drivers based on material collated during the Sector Committee process.

2.1.1 Regional Branding and Tourism

- Regional branding is essential to capture and promote the unique identity and essence of Greater Bunbury.
- People visiting, living or working in Greater Bunbury value what is genuine about the region – a unique sense of place. Tourists seeking authentic experiences can include indigenous, agricultural and industrial tourism, and exploring natural and built attractions frequented by locals as well as visitors.
- Greater Bunbury and its future is imbedded in its natural, indigenous and non-indigenous cultural heritage, perhaps signified in “Six Seasons, Three Waters, One Place”.
- Although the foundations exist, more work is needed to document, acknowledge and honour cultural history.
- Tourists, especially visitors from overseas, are attracted to Greater Bunbury by:
 - the opportunity to interact with wild dolphins in Koombana Bay

- clean beaches and waterways, accessible valleys, diverse native forests
 - authentic experiences (including indigenous culture and boutique local food and beverage offerings where you can meet an Elder, the winemaker or chef)
 - the mosaic of accessible rural landscapes
 - warm climate
 - ‘quality light’ by day and regular star-filled sky by night
 - ample accommodation options
 - a safe place with friendly ‘locals’
- People considering moving to the region to live are attracted by many of the same things favoured by tourists, along with consideration of:
 - job opportunities
 - the range of education institutions
 - safe and inclusive communities
 - housing affordability and lifestyle choices
 - healthy arts scene
 - youth culture and creative minds
 - a reputation for ‘clean and green’ landscapes “on your doorstep”
 - “a great place to bring up a family”
 - access to quality health care
 - active ageing
 - People considering establishing or expanding business ventures here are attracted by the above too, along with consideration of:
 - available workforce
 - a trusted and established business environment
 - education and training facilities
 - quality telecommunications including NBN
 - integrated transport networks
 - confidence in growth of the regional economy
 - affordable land and business premises
 - synergies with other businesses
 - Suggested priority initiatives include:
 - Defining and promoting the regional brand - a clear statement of ‘what Greater Bunbury is’ and adopting a unifying name (such as ‘Bunbury-Geographe’) will help define the regional brand
 - Establish a tourism development fund to investigate growth areas

- and contribute to product development and promotion
- Complete the transformation of the Bunbury Waterfront

2.1.2 Creative Industries, Arts and Culture

- Building and nurturing a creative culture that is a platform for artistic and creative talent, showcases Greater Bunbury and the wider South West, and inspires locals and visitors alike.
- Create a ‘people’s place’ city square and cultural precinct in the heart of the region as the core focus to activate the CBD:
 - Appoint a place-maker ‘champion’ to promote and co-ordinate the precinct and activate the CBD
 - Develop an iconic building(s) featuring a purpose-built visual arts gallery and Noongar cultural centre incorporating Geographe arts, wine and food showcase (a ‘hub’ with ‘spokes’ reaching out to the region)
 - Provide an opportunity for partnerships and philanthropy to assist the cultural centre to operate as an independent entity
 - Create a precinct accessible to all
- Foster apps and digital media (‘traditional to virtual’) that entertain, inform and promote cultural diversity and understanding
- Create a calendar of regional events linked to the Noongar 6 seasons and match this with sensory cues like creative lighting of public spaces, integrated signage, water features, music and sounds, active parks and playgrounds
- Enhance and promote an art, wine and food trail (linked with indigenous and agricultural tourism)

2.1.3 Premium Agriculture and Food Production

- Export-Scale Production
 - Support growers with market intelligence and relationship-building to match market

- opportunities with regional capability to deliver
- Promote premium product and value-added processing to target markets suiting our regional comparative advantages
- Collaborate with the whole South West (leveraging regional branding and economies of scale)
- Improve the regional transport network, particularly efficient access to the Bunbury Port, metropolitan markets, regional agricultural processors and the Busselton-Margaret River Regional Airport
- Investigate aquaculture opportunities (benefiting from South Australian and Tasmanian experience)
- Promote and facilitate the transfer of skills from other sectors to agriculture (e.g. automation and robotics engineering from the mining sector to agriculture)

- Water for food
 - Harvey Water Wellington Dam desalination initiative – a “game changer”
 - Replacing non-essential use of potable water with ‘fit-for purpose’ water resources
 - Expanded irrigation districts including Myalup horticultural expansion
- Advocacy, promotion and governance
 - Create and support a peak industry Council as the regional voice for agriculture
 - Promote regional branding and awareness-raising
 - Educate and inform markets and consumers that our agriculture is:
 - ‘clean, green and authentic’
 - a ‘noble’ enterprise (vital to life)
 - sustainable
 - enriching of landscape and community
 - Apply case studies and DAFWA analysis to demonstrate and quantify ‘red tape’ and ‘green tape’ impediments to expanding and developing agriculture

- Mandate cross-agency requirements for streamlining the approvals process for agricultural ventures, especially horticulture
- Require an annual review of agency/ industry performance by a high-level body (e.g. Regional Development Council or Department of Premier and Cabinet) to audit 'red tape' and 'green tape' reduction
- In conjunction with the Commonwealth Government develop foreign investment models with the best outcomes for all parties (investors, local enterprise, region, State, both countries)
- Favour joint venture partnerships over full or majority foreign ownership
- Encourage capital investment in value-added technologies, processing and new systems – not just land and existing business

2.1.4 Sustainable Timber Production

- Reinforce timber precinct in Dardanup to value-add to existing products and identify suitable industries to co-locate
- Intermodal port/road/rail facility in Picton (or Bunbury Port) - would make some currently marginal exports viable (e.g. timber)
- Catchment management to also support timber industry through forest management, pine plantations

2.1.5 Maritime Services

- Development of a commercial marine industry and tourist hub in the Outer Harbour housing marine industry assets including boat lifting, storage, maintenance facilities, slipways and refuelling station complimented by food and beverage.
- Upgrade Berths 1 and 2 Outer Harbour to provide improved facilities for cruise ships

- Facilitate marine development at the Koombana Bay Sailing Club, including:
 - progressive installation of floating pens to meet demand
 - installation of boat ramps, boat storage and increased parking
 - construction of new clubrooms with multi-use facilities including function/ conference capability and allowing for club co-location
 - Public promenade on extended rock groyne incorporating viewing, fishing and swimming platforms, disabled access and public jetty
- Compliment the Bunbury Waterfront project initiatives

2.1.6 Industry and Mining

- Advocacy and Promotion
 - Study business drivers to identify benefits of moving/establishing in Greater Bunbury
 - Identify target industries
 - What does Asia want? – potential to export via port
 - Incentives – provide reimbursement of certain start-up costs for target businesses relocating to region
- Governance
 - Establish an Industry Development Fund to provide incentives for industry establishment and growth
 - Identify and quantify 'red tape' and 'green tape' impediments to expanding and developing industry
 - Pre-approvals – set thresholds that would enable fast-track approval of candidate industries precinct-wide
- Water Security
 - Ensure future water supply for industry
 - Harvey Water Wellington Dam desalination initiative
- Industry Clusters
 - Investigate establishment of Agrifood precinct - preferably south of Bunbury to capitalise on produce from Manjimup region

2.1.7 Optimising the Port and Freight Transport

- Study economic drivers of existing and potential Port users
 - Identify 'real' investor opportunities and cost/benefit analysis
 - Undertake supply chain analysis to optimise the freight task
 - Consult with existing and prospective port users on aspirations for Port use
 - Maintain existing customers and opportunities for bulk commodities
 - Increase capability for bigger vessels
 - Leverage synergies with other Southern Ports (Albany and Esperance)
 - Optimise planning for container-based freight
 - Investigate strategic relocation of certain port uses to the port of Bunbury

- Optimise the use of available port land
 - Satisfy national and international obligations for port security
 - Plan for grade separation of road and rail port access
 - Address Estuary Drive traffic:
 - upgrade Old Coast Road and Forrest Highway adjacent to the Inner Harbour to separate Port and general traffic
 - Undertake a traffic study to determine whether to maintain or re-align Estuary Drive, create a single port access and modify public access to Turkey Point
 - undertake public education (reasons and benefits)
 - Timing:
 - Examine optimal timing for river and road diversions
 - ensure short and medium term actions are compatible with 'Ultimate' (long term) Port layout

- Enhance the image of the Port
 - Undertake community education and engagement (stakeholders and wider community) to foster community 'ownership' of, and advocacy for, the Port
 - Send a clear message to business: "we have a plan" and "we are open for business"
 - Establish a 'Port Development Alliance' e.g. extended Port Users Group/ Forum as a structured industry lobby including agencies and wider regional business

- Upgrade the regional rail freight network:
 - Facilitate longer trains (1000m capable) to improve efficiency
 - Study/ identify/ quantify short-medium term blockages and solutions
 - Remove bottlenecks
 - Dual line Brunswick-Port (Picton junction to Port as priority 1)
 - Grade separation where possible
 - Improve community amenity and safety

- Regional road priorities
 - Confirm demand for road traffic including heavy freight (updated modelling)
 - Extend/improve 36m road-train links to the Port (fill gaps in the existing network)
 - Improve 'up-country' (hinterland) facilities
 - Complete Bunbury Outer Ring Road

2.1.8 Second City Policy

- The dominant scale of the Perth and Peel metropolitan area means that even comparable proportional growth rates in Greater Bunbury will result in the State's 'Second City' becoming comparatively smaller with a declining share of the State's total population. *Incremental change will not breach the expanding gap.*

- An interventionist, proactive Second City Policy is required to make the necessary quantum decentralisation changes to facilitate Greater Bunbury becoming WA's

second major city with the necessary economies of scale and economic and social depth to be a genuine urban alternative.

- The Second City Policy should pro-actively divert portion of the Perth-Peel forecast population growth (*Perth-Peel @ 3.5 Million*) to Greater Bunbury
 - De-centralise 200,000+ people to help create “*Greater Bunbury @ 300,000*”
 - Provide a major impetus for development of Wanju
 - Share this decentralised growth with the region’s towns by providing infrastructure and lifestyle choice
 - Leverage cost-effective infrastructure and improved housing affordability
- Perth-Bunbury Passenger Rail
 - Accelerate planning for fast intercity passenger rail (Perth-Bunbury)
 - Value capture by identifying stations to service selected urban development areas (e.g. Preston Beach, Binningup East, Treendale East, Wanju) to assist economic modelling
 - Re-schedule the *Australind* train as a short term measure
- Attracting new businesses
 - Start-ups and I.T. software companies
 - NBN friendly
 - Fast rail Perth-Bunbury
 - Growing the creative industries
 - Expedite servicing of available and planned industrial land
- Seniors-friendly
 - Offering lifestyles of choice
 - Access to health, education and community services
 - Active-ageing and well being
 - Connected to community and all ages

2.1.9 Lifestyle Choice and Healthy City

- Foster a ‘loveable’ and ‘liveable’ city where the community has a heart
 - Promote inclusiveness and a sense of belonging

- Nurture communities that are respectful, peaceful and safe
- Prioritise ‘green premium’
 - Tree planting of verges
 - Roof-top gardens and green walls
 - Linking themed green spaces (showcasing and introducing regional biodiversity hot spots)
 - Community gardens
 - Partner with ‘Grow Your Own’
 - Pop-up gardens on development sites
 - Promote the responsibility of developers to pro-actively contribute to ‘green’ development
- Implement the Greater Bunbury Bicycle Master Plan
 - connected regional bicycle network
 - bicycle hubs
 - cater for commuter and recreational cyclists
 - leverage inter-regional Munda Biddi linkage
- Encourage and facilitate housing variety, character and innovation
 - Increase the range of housing offer including more inner city living
 - Allow skillion roofs; different building shapes, colours, materials
 - Encourage frontages and front verandas decks that engage people with the street
 - Allow rear lane access (garages at rear not dominating street frontage)
 - Seniors/ retirement living - incentives for age-appropriate housing
 - Re-purpose shipping containers into an urban village
- Australia’s Healthiest City
 - Prioritise physical and mental health of everybody in the region
 - Support through research, education and health professionals
 - A cycling and walk friendly region
 - Accessible active recreation areas and facilities

- A model for inter-generational and active ageing

2.1.10 Education Delivery

- Re-design higher education delivery
 - Review course delivery to consider comparative advantages such as:
 - the South West being a global biodiversity hotspot
 - active ageing
 - coastal science
 - rural and remote health
 - international students (same time zone as most of Asia; value proposition of cheaper accommodation, 'real' Australian experience)
 - Address the challenges and opportunities in on-line and on-campus education
 - Encourage relevant Registered Training Organisations (RTOs) to deliver expanded agricultural education (certificates through to Bachelor of Agriculture Business Management) including CY O'Connor Institute, Charles Sturt University and Southern Region TAFE who each deliver courses through Muresk College
 - Expand the model used by Southern Region TAFE (SWIT) and Western Dairy that provides agricultural skills training for the dairy industry and extend it to other producers including horticulture
 - Expand the WA College of Agriculture Harvey
- Foster education of local culture
 - Noongar language and history
 - Re-discover Bunbury's maritime heritage

2.2 NEXT STEPS

In the next step it is intended that an objective analysis of the Growth Drivers and potential initiatives identified through the preceding steps in the Sector Analysis process be undertaken. This will include interviews with key businesses and stakeholders, documenting opportunities and constraints to regional growth, and quantifying these through an economic assessment that leads into the relative merits of investments to be analysed.

This will be done through the application of a multi-criteria assessment (MCA) tool tailored to the region. The MCA will be used to objectively evaluate the merits of various investment initiatives and for these to be 'tested' through Scenario Planning that compares them under a range of feasible future circumstances.

Appendix A SECTOR COMMITTEE DRAFT INITIATIVES

Agriculture, Food & Water Sector Committee

Draft Initiatives

RCDP2 Growth Plan – Greater Bunbury

Attendees:

Danny Harris (Chair)
Larry Guise (Executive Officer)
Tilwin Westrup
Paul Sheedy
Steve Dilley

Kevin Warburton
Neil Guise
Pennie Patane
Patrick Warrand

Introduction

Following is a summary of the workshop outcomes from all three meetings.

Meetings one and two focused on the themes, topics and ideas which attendees felt important when looking at driving economic growth in their sector. Meeting three looked at consolidating ideas from previous meetings and formulating initiatives that could potentially make the biggest difference in un-locking growth potential in the region.

In the next phase of the Growth Plan process, it is intended that the outcomes of each sector committee be further developed and refined into priority initiatives across the sectors.

Advocacy and Promotion

- Create and support a peak industry Council
- Promote regional branding and awareness-raising
- Educate and inform markets and consumers that our agriculture is:
 - 'clean, green and authentic'
 - a 'noble' enterprise (vital to life)
 - sustainable
 - enriching of landscape and community

Export-Scale Production

- Support growers with market intelligence and relationship building to match market opportunities with regional capability to deliver
- Promote premium product and value-added processing to target markets suiting our regional comparative advantages
- Collaborate with the whole South West
- Improve the regional transport network, particularly efficient access to the Bunbury Port, metropolitan markets, regional agricultural processors and the Busselton-Margaret River Regional Airport
- Investigate aquaculture opportunities (and learn from South Australian & Tasmanian experience)

Governance

- Apply case studies and DAFWA analysis to demonstrate and quantify 'red tape' and 'green tape' impediments to expanding and developing agriculture
- Mandate cross-agency requirements for streamlining the approvals process for agricultural ventures, especially horticulture
- Annual review of agency/ industry performance by a high-level body (e.g. Regional Development Council or Department of Premier and Cabinet) to audit 'red tape' and 'green tape' reduction

Water Security

- Harvey Water Wellington Dam desalination initiative – a “game changer”
 - Replacing non-essential use of potable water with 'fit-for purpose' water resources
 - Expanded irrigation districts
 - Myalup expansion (horticulture)

Education and Training

- Facilitate the transfer of skills from other sectors to agriculture (e.g. automation and robotics engineering from the mining sector to agriculture)
- Expand WA College of Agriculture Harvey
- Encourage relevant Registered Training Organisations (RTOs) to deliver expanded agriculture education including horticulture (certificates through to Bachelor of Agriculture Business Management) including CY O'Connor Institute, Charles Sturt University and Southern Region TAFE (SWIT) who each deliver courses through Muresk
- Support Southern Region TAFE and Western Dairy providing agricultural skills training

Foreign Investment

- Develop foreign investment models with the best outcomes for all parties (investors, local enterprise, region, State, Nation)
- Favour JV's/ partnerships over full or majority foreign ownership
- Encourage capital investment in value-added technologies, processing and new systems – not just land and existing business

Health & Education Sector Committee

Draft Initiatives

RCDP2 Growth Plan – Greater Bunbury

Attendees:

Lyn Farrell (Chair)
Gary Barbour (Executive Officer)
Dr Naru Pal
Richard Oades
Pieter Van Aalen

Mark Grime
Di Clayton
Kieran Merritt
Nicky Smith

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Meetings one and two focused on the themes, topics and ideas which attendees felt important when looking at driving economic growth in their sector. Meeting three looked at consolidating ideas from previous meetings and formulating initiatives that could potentially make the biggest difference in un-locking growth potential in the region.

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Most Accessible Regional City in Australia

- Require Overriding body
- Cycle ways
- Every aspect of city gets considered as healthy city

Healthy City/ Region

- Healthy environment for all ages, integration
- Common hubs of services
- Establish overriding structure/ body to enshrine into region
- Design – redesign of communities
- Supportive environment, integration, common hubs of services
- Multi-generational communities

“Community” Concept

- no more large shopping centres
- new development to have ‘village’ feel

Care in the Community

- Aging at home
- Care in the home
- Respite care
- Supportive care rather than medical care
- Retiree matched volunteering
- Healing hub, not at campus universities

Connectivity – IT

- Key for education
- Key for business

Australian Institute of Managers

- A lot of managers down here but no support
- Industry leaders network in Bunbury

Promote International Students

- Attract international students, improve course offerings, remote?
- Learning communities
 - Increased education across the board
 - More integrated across the community

Industry and Mining Sector Committee

Draft Initiatives

RCDP2 Growth Plan – Greater Bunbury

Attendees:

Ian Telfer (Chair)
Gary Barbour (Executive Officer)
Brad Barr
Matthew Granger
Patrick Warrand
Andrew Macnish

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Advocacy and Promotion

- Study business drivers to identify benefits of moving/establishing in Greater Bunbury
- Identify target industries
- What does Asia want – potential to export via port
- Incentives – start-up cost reimbursement

Governance

- Establish Industry Development Fund to provide incentives for industry establishment
- Identify and quantify 'red tape' and 'green tape' impediments to expanding and developing industry
- Pre-approvals – set thresholds that would get fast approval. Precinct wide.

Water Security

- Ensure future water supply for industry
- Harvey Water Wellington Dam desalination initiative
- Catchment management to also support timber industry through forest management, pine plantations

Industry Clusters

- Investigate establishment of Agrifood precinct. Preferably south of Bunbury to capitalise on produce from Manjimup region.
- Reinforce Timbre precinct in Dardanup to value add to existing products. Identify suitable industries to co-locate.
- Intermodal train facility in Picton – would make some currently marginal exports in timber viable.

Lifestyle and Community Sector Committee

Draft Initiatives

RCDP2 Growth Plan – Greater Bunbury

Attendees:

Andrew Frazer (Chair)
Leslie Jackes
David Marshall
Asher Vukelic
Julian Bowron
Katie Jabbs

Larry Guise (Executive Officer)
Alan Cross
Carol McDowall
Amanda Yip
Jo O’Dea

Apologies (Meeting 3): Troy Bennell

Introduction

Following is a summary of the workshop outcomes from all three meetings.

Meetings one and two focused on the themes, topics and ideas which attendees felt important when looking at driving economic growth in their sector. Meeting three looked at consolidating ideas from previous meetings and formulating initiatives that could potentially make the biggest difference in un-locking growth potential in the region.

In the next phase of the Growth Plan process, it is intended that the outcomes of each sector committee be further developed and refined into priority initiatives across the sectors.

Branding

- “Geographe” favoured over “Greater Bunbury”
- Opportunity to acknowledge and celebrate indigenous culture (e.g. partner with indigenous name)
- “Six seasons, Three waters, One place”

Transport & Accessibility

- Develop a cycle-friendly region
- Implement the Greater Bunbury Bicycle Master Plan
 - Connected regional bicycle network
 - Bicycle hubs
 - Cater for commuter and recreational cyclists
 - Leverage Munda Biddi linkage
- Tourism sector – promote authentic regional experiences
- Foster innovative solutions to access – all ages and abilities

Regional Arts Focus

- Arts focus showcasing the South West
- Calendar of regional events (linked to 6 seasons)
- Art, wine and food trail (link with agricultural tourism)
- Partner with 'Grow Your Own'

Cultural Precinct/ Hub

- Create a "People's Place" square and cultural precinct in the heart of the region as the core focus to activate the CBD - accessible to all
- Iconic building(s) featuring a purpose-built visual arts gallery and Noongar cultural centre
- Geographe arts, wine and food showcase ('sling-shot'/conduit to the region)
- Opportunity for partnerships and philanthropy as an independent entity
- Apps and digital media ('traditional to virtual') that entertain, inform and promote cultural diversity and understanding
- Appoint a place-maker 'champion' to promote and co-ordinate the precinct and activate the CBD

Greening the Region

- Prioritising 'Green Premium'
 - Tree planting of verges
 - Roof-top gardens and green walls
 - Linking themed green spaces (showcasing and providing 'sling-shot' introductions to regional biodiversity hot spots)
 - Community gardens
 - Pop-up gardens on development sites
 - Promote the responsibility of developers to pro-actively contribute to 'green' development
- Waterfront upgrade
 - Accessible and safe
 - Entry statement/parkway
 - Active and fun
 - Re-connecting the CBD to the inlet and bay

De-centralisation: Growing the Region's Population

- Divert portion of the Perth-Peel forecast population growth (Perth-Peel @ 3.5 Million) to Greater Bunbury
 - De-centralise 200,000+ people to help create "Greater Bunbury @ 300,000"
 - Major impetus for Wanju
 - Genuine urban alternative to Perth

- Cost-effective infrastructure and improved housing affordability
- The region's towns to share in this growth by providing lifestyle choice
- Attracting new businesses
 - Start-ups and I.T. software companies
 - NBN friendly
 - Fast rail Perth-Bunbury
 - Growing the creative industries
- Seniors-friendly
 - Offering lifestyles of choice
 - Access to health, education and community services
 - Active-ageing and well being
 - Connected to community and all ages

History/ Acknowledgement

- Document, acknowledge and honour cultural history
- Foster education of local culture
- Promote inclusiveness and a sense of belonging
- Foster communities that are respectful, peaceful and safe

Housing Choice, Design and Affordability

- Encourage and facilitate variety, character and innovation
 - Skillion roofs; different building shapes, colours, materials
 - Encourage frontages that engage people with the street
 - Encourage front verandas/ decks
 - Allow rear lane access (garages at rear not dominating street frontage)
- Seniors/ Retirement Living
 - Incentives for age-appropriate housing
- Increase the range of housing offer including more inner city living
- Re-purpose shipping containers into an urban village

Port Positioning & Transport Sector Committee

Draft Initiatives

RCDP2 Growth Plan – Greater Bunbury

Attendees:

Nicolas Fertin (Chair)
Darren Lambourn
Geoff Brook
Alan Douglas
Peter Bromley
Brod Meredith
Pat Scallan

Larry Guise (Executive Officer)
Brian Rettinger
Jocelyn Zimmerman
Ashley Clements
Matthew Whyte
Glen Gibson

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Optimising Port Use

- Consult with existing and prospective port users on aspirations for Port use
- Study economic drivers of Port users and potential
- Optimise planning for container-based freight
- Undertake supply chain analysis
- Optimise the use of available port land (inc. timing of river and road diversions)
- Timing – ensure short and medium term actions are compatible with 'Ultimate' (long term) Port layout
- Include capability for bigger vessels

Pre-conditions

- Maintain existing customers and opportunities for bulk commodities
- Grade separation of road and rail Port access
- Port security

Port Image

- Community education and engagement (stakeholders and wider community)
- Message to business:
 - “we have a plan”
 - “we are open for business”

Expected Outcomes

- Community ‘ownership’/ advocacy
- Positive view of Port’s role as a key economic and social driver
- Greater understanding of Port planning and development

Freight Rail Upgrades

- Facilitate longer trains (1000m capable)
 - remove bottlenecks
 - dual line Brunswick-Port (Picton junction to Port as priority 1)
 - grade separation where possible
 - study/ identify/ quantify short-medium term blockages & solutions

Expected Outcomes

- Fewer and more efficient trains
- Longer public delays at at-grade crossings
- Improved community amenity and safety

Regional Road Priorities

- Confirm demand for road traffic including heavy freight (updated modelling)
- Extend/improve 36m road-train links
 - to Port (fill gaps in the existing network)
 - ‘up-country’ (hinterland) facilities
- Complete Bunbury Outer Ring Road

Inner Harbour Road Priorities

- Address Estuary Drive traffic:
 - upgrade Old Coast Road and Forrest Highway adjacent to the Inner Harbour to separate Port and general traffic
 - Undertake a traffic study to determine whether to maintain or re-align Estuary Drive, create a single port access and modify public access to Turkey Point
 - undertake public education (reasons and benefits)

Funding and Timing

- Identify ‘real’ investor opportunities and cost/benefit analysis

Governance

- Establish a ‘Port Development Alliance’ e.g. extended Port Users Group/ Forum as structured industry lobby including agencies and wider regional business

Senior Government Executive Sector Committee

Draft Initiatives

RCDP2 Growth Plan – Greater Bunbury

Rated, Prioritised Initiatives

1. Develop and Pursue a Clean/Green Agenda
 - activate space
 - Have green events
 - Create bike paths and alternative travel options
 - Develop a policy
 - Promote our point of difference
 - Include Parks and Recreation department
2. Develop a Process for Coordinated Local Planning Policy Development
 - Develop our own policies together
 - Don't impose metropolitan solutions on us
 - Coordination between local governments
 - Include Donnybrook?
3. Investigate and Provide for Alternative Housing Options
 - Joint project
 - Develop a future housing strategy
 - Develop all precincts not just CBD
 - Implementation plan
 - Quality infill – review best practice international solutions
3. Develop and Pursue a “Smart City” Strategy for Greater Bunbury
 - Analysis of what is required
 - What do we need and how do we implement it?
 - Automatic monitoring
 - Internet of Things
 - Incorporate solar
3. Investigate a scheme for pro-rata, equitable Service Infrastructure Contributions
 - Pro-rata contributions towards water, power, sewer and major road upgrading
 - Costs aren't dumped on one developer
4. Investigate a Public Transport Strategy Appropriate for Greater Bunbury
 - Connect regional areas to the CBD
 - Coordination between centres
 - Park and ride schemes
 - Technological changes

Other initiatives

New Approach to Development, Planning and Implementation

- Project teams
- Understanding the economics behind the planning strategies to ensure they are viable
- Project partnerships
- Collaboration between local governments and developers
- Find a new way of sharing knowledge and information

Expand the University and Promote Education

- Become a research hub and leader in particular fields
 - o Dolphins
 - o Rural agriculture
 - o Mining
 - o Maritime and port training
- Student village in the CBD

Develop a Productive Landscapes Policy

- Activate special rural zones
- Infill unproductive special rural areas
- Quality over quantity
- Interesting, productive landuses
- Protect green spaces between towns and villages

Tourism

- Make our point of difference visible
- Identify our assets
- Branding and website joining all local governments

Prepare a Regional Natural Asset Register to Assist Regional Marketing

- Identify our assets
- How do we promote and maintain each asset?

Plan for Economic Diversity

- Ensure job strength and diversity
- Affordable land for multiple uses
- Consider aquiculture

Prepare a Port Development Plan and Implementation Strategy

- Include small business opportunities

Small Business and Tourism Sector Committee

Draft Initiatives

RCDP2 Growth Plan – Greater Bunbury

Attendees:

David Kerr (Chair)
Gary Barbour (Executive Officer)
Isabel Gee
Barry Green
Simon Holthouse
Tiffany Goodall
Wayne Hammond

Introduction

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TOURISM

Develop Regional Brand – Tourism

- Discover Bunbury – Geographe
- Central control point/ organisation
- Indigenous tourism, linkages, agriculture
- Telling story – discovery, indigenous

Completion of Transforming Bunbury Waterfront

- Completion of project critical to redefining Bunbury identity and providing a reason for tourist visits, with flow on to hinterland

Fast Rail to Perth and Better Public Transport Linkages to Hinterland

- Staged
- Link to CBD
- Better schedule for Australind
- Value capture – identify suitable development areas on rail line (Preston Beach, Binningup, Wanju) to assist funding

Establish Tourism Development Fund

- Investigation of growth areas
- Product development
- Business establishment
- Ensuring business has seat at table in government model

SMALL BUSINESS

Consistent Planning Framework Across Region

- Establish consistent approach and common rules to give business certainty
- Streamlined approvals to encourage start ups and business relocations from other areas

Identify and Attract Small Business to Reinforce Clusters

- Agrifood
- Port
- Marine

Investigate IT Hub Locations Requiring More Advanced Connectivity to Facilitate Industry Development