

SECTOR COMMITTEE INITIATIVES (CONSOLIDATED)

Branding and Tourism

1. Define and promote the regional brand - a clear statement of 'what Greater Bunbury is' and adopting a unique name (such as 'Bunbury Geographe')
2. 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 access indigenous, agricultural and industrial tourism, and exploring natural and built attractions frequented by locals as well as visitors.
- 3) 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, and a safe place with friendly 'locals'.
- 4) Establish a tourism development fund to investigate growth areas in tourism and contribute to product development and promotion
- 5) Although the foundations exist, more work is needed to document, acknowledge and honour cultural history.
- 6) 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"
- 7) Complete the transformation of the Bunbury Waterfront.

Creative Industries, Arts and Culture

- 8) 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
- 9) Create a 'people's place' city square and cultural precinct in the heart of the region as the core focus to activate the CBD; including 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)
- 10) 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
- 11) Enhance and promote an art, wine and food trail (linked with indigenous and agricultural tourism)
- 12) Foster apps and digital media ('traditional to virtual') that entertain, inform and promote cultural diversity and understanding
- 13) Appoint a place-maker 'champion' to promote and co-ordinate the 'people's place' cultural precinct and activate the CBD
- 14) Provide an opportunity for partnerships and philanthropy to assist the cultural hub to operate as an independent entity

Premium Agriculture and Food Production

15) Create and support a peak industry Council as the regional voice for agriculture; including promoting regional branding and awareness-raising; educating and informing markets and consumers that the regions' agriculture is 'clean, green and authentic', a 'noble' enterprise, sustainable and enriching of landscape and community

16) Promote premium product and value-added processing to target markets suiting our regional comparative advantages, including collaborating with the whole South West (leveraging regional branding and economies of scale)

17) Support growers with market intelligence and relationship-building to match market opportunities with regional capability to deliver

18) Investigate establishment of Agribusiness precinct - preferably south-east of Bunbury - to capitalise on regional produce including vegetables and fruit produce from the Manjimup region

19) Investigate aquaculture opportunities (benefiting from South Australian and Tasmanian experience)

20) Improve the regional transport network, particularly efficient access to the Bunbury Port, metropolitan markets, regional agricultural processors and the Busselton-Margaret

21) 'Water for Food' - Collie Water (Wellington Dam) desalination initiative – a “game changer”; replacing non-essential use of potable water with ‘fit-for purpose’ water resources; and expanded irrigation districts including Myalup horticultural expansion

22) Reduce 'red tape' and 'green tape' impediments to expanding and developing agriculture; including mandatory requirements for agencies to streamline the approvals process for agricultural ventures; and an annual audit of performance by a high-level body

23) 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

Sustainable Timber Production

24) Reinforce timber precinct in Dardanup to value-add to existing products and identify suitable industries to co-locate.

25) Intermodal transport terminal facility in Picton (or Bunbury Port) - would make some currently marginal exports viable (e.g. timber)

26) Catchment management (including Wellington Dam catchment) to also support timber industry through plantation forestry management

Marine Industry

27) 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.

28) Upgrade Berths 1 and 2 Outer Harbour to provide improved facilities for cruise ships

29) Facilitate marine development at the Koombana Bay Sailing Club to complement the Bunbury Waterfront project

Industry and Mining

30) Study business drivers to identify benefits to business of moving/establishing in Greater Bunbury and establish an Industry Development Fund to provide incentives for industry establishment and growth

31) Identify and quantify 'red tape' and 'green tape' impediments to expanding and developing industry, including pre-approvals – set thresholds that would enable fast-track approval of candidate industries

32) Ensure future water supply for industry including the Collie Water (Wellington Dam) desalination initiative

33) Provide incentives/reimbursement of certain start-up costs for target businesses relocating to the region

34) Expedite servicing of available and planned industrial land

Port and Freight Transport

34) Study the economic drivers, freight task and supply chains of existing and potential port customers, including leveraging synergies with other Southern Ports Authority (Albany and Esperance)

35) Increase capability for bigger vessels

36) Optimise the use of available port land including optimal timing for Preston River and road diversions; ensuring short and medium term actions are compatible with the 'Ultimate' long term port layout; and addressing grade separation and traffic management for efficient port access.

37) Enhance the image of the port through community education and engagement; sending a clear message to business "we have a plan and we are open for business"; and establishing a Port Development Alliance as a structure industry lobby

38) Upgrade the regional rail freight network to facilitate longer trains (1000m capable); improve safety and amenity and remove bottlenecks by grade separation where possible and constructing a dual line Brunswick-Port (Picton Junction to Port as Priority 1)

39) Complete Bunbury Outer Ring Road and extend/improve 36m road train links to the port

40) Update modelling to confirm demand for road traffic (including heavy freight) and improve 'up-country' (hinterland) facilities

Lifestyle and Community

41) Encourage and facilitate housing variety, character and innovation, including increasing the range of housing offer including more inner city living and seniors/retirement living incentives for age-appropriate housing

42) Interventionist 'Second City' decentralisation policy to divert portion (200,000) of the Perth-Peel forecast population growth (3.5 million) to help create 'Greater Bunbury @ 300,000' providing a major impetus for development of Wanju and sharing the growth with the region's towns

43) Accelerate planning for fast intercity passenger rail (Perth-Bunbury) including value-capture by

identifying stations to service selected urban development areas (e.g. Preston Beach, Binningup East, Treendale East, Wanju). Re-schedule the Australind train as a short term measure

44) Implement the Greater Bunbury Bicycle Master Plan including connected regional bicycle network, bicycle hubs, cater for commuter and recreational cyclists, and leverage inter-regional Munda Biddi linkage

45) Foster a 'loveable' and 'livable' city that promotes access for all, inclusiveness and a sense of belonging

46) Prioritise 'green premium' through 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 and promote the responsibility of developers to pro-actively contribute to 'green' development

47) 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, and active ageing

48) Create Australia's Healthiest City through prioritising 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; and a model for inter-generational and active ageing.

Education

49) University education delivery that addresses the challenges and opportunities in on-line and on-campus education such as offering more on-line learning together with engaging with the Bunbury CBD and Wanju new town.

50) Re-design higher education 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, and 'real' Australian experience)

51) Foster education of local culture including Noongar language and history and re-discovering Bunbury's maritime history

52) 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

53) 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

54) Expand the WA College of Agriculture, Harvey

Technology

55) Attracting new businesses including start-ups and IT software companies by being NBF friendly and growing the creative industries