

9.3.4 Chittering Economic Development Strategy 2015-2025: Key Strategic Direction Update*

Report Date	16 March 2016
Applicant	Shire of Chittering
File ref	08/02/0003
Prepared by	Karen Dore, Economic Development / Communications Officer
Supervised by	Jean Sutherland, Executive Manager Corporate Services
Voting requirements	Simple Majority
Documents tabled	Nil
Attachments	1. Key Strategic Direction Update 2016

Executive Summary

Council's consideration is requested to endorse the attached Key Strategic Direction Update document.

Background

At the Ordinary Meeting held on 19 February 2015 Council made the following resolution;

COUNCIL RESOLUTION - 190215

Moved Cr Douglas / Seconded Cr Clarke

That Council endorse the Shire of Chittering Economic Development Strategy 2015-2025 and that the document be reviewed annually.

The Key Strategic Directions Update is the first annual review of the document.

Consultation

Shire of Chittering Executive Staff

Shire of Chittering Councillors

Statutory Environment

Nil

Policy Implications

Nil

Financial Implications

The endorsement of the Key Strategic Directions Update has no direct financial implications. The proposed actions identified within the Strategy do attract expenditure, which will be considered as necessary in forthcoming budgets.

Strategic Implications

With reference to page 17 of the Chittering Strategic Community Plan 2012-2022, under the heading "Economic: Prosperity for the Future", it is stated that to "develop a Local Economic Development Strategy" is a key short term priority.

Site Inspection

Not applicable

Triple Bottom Line Assessment

Economic implications

The purpose of the Strategy is to provide a ten-year plan that outlines broad actions aimed at creating partnerships between the community, business and industry, Council and Governments in order to promote and enhance growth and development within the Shire / region. The Key Strategic Directions Update is a measure of these broad actions.

Social implications

There are no known significant social implications associated with this proposal.

Environmental Implications

There are no known significant environmental implications associated with this proposal.

Comment

Should Council endorse the Key Strategic Directions Update, as presented, it is proposed that it form an addendum to the original Shire of Chittering Economic Development Strategy 2015-2025 document. The next review date will be set as February 2017.

9.3.4 OFFICER RECOMMENDATION / COUNCIL RESOLUTION 160316

Moved Cr Osborn / Seconded Cr Rossouw

That Council:

- 1. endorse the *Shire of Chittering Economic Development Strategy 2015-2025 – Key Strategic Directions Update 2016*;**
- 2. authorise the addition of the document to the original *Shire of Chittering Economic Development Strategy 2015-2025* in the form of an addendum; and**
- 3. request a further review be undertaken in February 2017.**

THE MOTION WAS PUT AND DECLARED CARRIED 7/0



**Shire of Chittering
Economic Development
Strategy 2015-2025
Key Strategic Direction
Update 2016**

Endorsed by Council: ***

One – Enabling Infrastructure

Actions	Responsible	Timeline	Outcome	Update 2016
Future Lifestyle Choices				
<p>*Develop water infrastructure investment plans. <i>Reference CCSRES/CMSRES</i></p>	<p>Chief Executive Officer</p>	<p>Short term</p>	<p>Establish a sustainable water supply.</p>	<p>Discussions have been held with both WDC & Water Corporation regarding water infrastructure. No major upgrades have been identified for Bindoon by Water Corp in the near future and they have no interest at the current time in establishing any further reticulated sites in Chittering. WDC are currently investigating a proposal with a private water trader for a supply to Muchea.</p>
<p>Develop the Community Infrastructure Plan. *Implement the Community Infrastructure Plan. <i>Reference SCP</i></p>	<p>Executive Manager Development Services</p>	<p>Short term</p>	<p>Identify community needs. Provide local and central activity areas supporting those needs.</p>	<p>The process is underway. Implementation cannot occur until the development process is complete.</p>
<p>*Construct a multi-purpose health facility in Bindoon. <i>Reference SCP</i></p>	<p>Chief Executive Officer</p>	<p>Underway</p>	<p>Increase health services and levels. Increase attractiveness as a place to invest and live.</p>	<p>Complete, November 2015.</p>
Local Transport and Access Solutions				
<p>Facilitate sustainable transport solutions. <i>Reference SCP</i></p>	<p>Executive Manager Technical Services</p>	<p>Ongoing</p>	<p>Provide suitable transport network to support the local economy.</p>	<p>Advocacy continues.</p>
<p>*Undertake an impact assessment of Northlink on Muchea and Lower Chittering. <i>Reference CCSRES/CMSRES</i></p>	<p>Chief Executive Officer</p>	<p>Short term</p>	<p>Ensure appropriate forward planning is undertaken to accommodate the identified impacts.</p>	<p>Discussions have been held with MRWA without success. MRWA have no real interest in the subject. If Council would like to proceed with this item they may wish to allocate funding for a study to be undertaken or look to lobby the Federal Government for assistance.</p>

Main Street Revitalisation – Hub Creation				
*Implement the Binda Place Improvement Plan. <i>Reference SCP</i>	Executive Manager Technical Services	Underway	Encourage new development and investment. Increase attractiveness as a place to invest and live.	Stage 1 of the project to be complete by 30 June 2016.
Telecommunications				
Continue to advocate for improved broadband and telecommunication services. <i>Reference SCP</i>	Chief Executive Officer	Ongoing	Maximise the utilisation of NBN infrastructure. Provide business operators with a competitive advantage.	NBN have recently announced three NBN towers for the Shire of Chittering.
Business Incubator				
*Undertake a Feasibility Study, to consider a collocated business and community resource centre. <i>Reference FRED, facilitate a supportive economic environment</i>	Chief Executive Officer	Medium term	Central area for office support, meeting space and general, business development services, along with information and networking.	Currently calling for EOI for use of 'old' medical building, this may identify the requirement for a collocated centre.
Regional Community Sports and Recreational Facility				
*Undertake a Feasibility Study, to consider the most appropriate location and the facilities required. <i>Reference CCSRES/CMSRES</i>	Chief Executive Officer	Medium term	Provide appropriate facilities to retain and attract new residents to support local businesses.	Underway.

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Two – Business Support and Growth

Actions	Responsible	Timeline	Outcome	
Facilitate promotional activities to support local businesses as per SCP				
Local Business Listing – create and maintain, including the identification of local home businesses.	Economic Development Officer	Short term	Enable the measurement of the number of local businesses and ease of contact with them.	Ready to launch with 103 businesses, once a couple of technical hitches are sorted. Services and community groups to be added.
Shop Local –expand and formalise the existing ad hoc promotional campaign.	Economic Development Officer	Short term	Collective promotion of Chittering businesses.	To be commenced as the launch for the Chittering Business List.
Signage – undertake an audit and create a plan for the removal / replacement / updating of signage throughout the Shire.	Economic Development Officer	Short term	Clear, concise, up-to-date signage to raise the visual profile of Chittering.	Project to commence in March 2016.
*Signage – implement the Chittering Signage Plan.				This will be undertaken following the completion of the Audit and creation of the Plan.
Support local business networks as per FRED				
Business Networking – continue membership/s with relevant business related organisations.	Economic Development Officer	Ongoing	Continue to offer opportunities and information to local businesses.	Membership and interaction continue with Heartlands, Wheatbelt Business Network and the Chittering Chamber of Commerce.
Highlight the benefits of living in the Shire through area promotion as per FRED				
Joint Promotion – encourage existing local businesses to utilise established mediums, including linking with each other, to promote Chittering as a whole.	Economic Development Officer	Ongoing	Ensure that we share the opportunities and benefits that exist within the Shire for employment, infrastructure, community, lifestyle, business development, social services and tourism.	Ongoing, with one example being “BindaFest” and another being support of the Chittering Chamber of Commerce.
Shire Promotion – continue to promote the Shire of Chittering through established mediums. Investigate new mediums and act accordingly.	All staff & Councillors	Ongoing		Continuing, previous successes are being built upon and well received.



Promote Chittering as a sound place to invest for economic growth <i>as per SCP</i>				
<p>Investment Prospectus – research the content required for a document that promotes the advantages of living, working and producing locally within the Shire of Chittering. *Create a Chittering Investment Prospectus should it be found feasible.</p>	<p>Economic Development Officer</p>	<p>Medium term</p>	<p>A document that can be disseminated amongst potential investors and used as a networking tool.</p>	<p>No action to date. Awaiting availability of commercial land, further movement on the Muchea Employment Node, an attractive Bindoon CBD and the updated TPS.</p>

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Three – Visitor Attraction

Actions	Responsible	Timeline	Outcome	
Create and support festivals / encourage new markets / support local stalls and produce / Visitor Centre promotion <i>as per SCP</i> and Hosting and supporting significant events <i>as per FRED</i>				
*Annual Festival – continued coordination and support, of Taste of Chittering.	Economic Development Officer	Ongoing	Annual event which offers local businesses the opportunity to showcase their produce and / or share their branding.	The 2015 event attracted over 5,000 visitors and stallholder bookings for the 2016 event will be released in March.
Area Promotion – promotion of the local events / markets /stalls / produce through Shire communication channels.	Economic and Community Development Officer	Ongoing	Chittering: a place to visit.	Continuing through Shire promotion channels and through promotional partnerships.
*Visitor Centre Support – financial support of the Chittering Visitor Centre through the annual grant process.	Economic and Community Development Support Officer	Ongoing	Chittering: a place to visit.	This continues through the annual grant process.
Development of a local Tourism and Events Plan <i>as per CCSRES/CMSRES</i>				
Tourism Action Plan – utilise the research undertaken by Murdoch University students (November 2014), to develop a Shire of Chittering Shire Tourism Action Plan.	Economic Development Officer	Short term	Document and a plan of action for the continued growth of tourism within Chittering.	This will be undertaken following the completion of the Chittering Visitor Centre Strategic Plan (currently underway).
Promote our local environment with places to visit, whilst protecting the environment <i>as per CSP</i>				
*Chittering Trails Network Plan – continue to enact the identified projects in this Plan, along with ongoing reviews as applicable.	Economic Development Officer	Ongoing	Creation and maintenance of trails to be utilised as visitor attractions.	Projects from the Plan continue to be actioned, currently the preparation of a Mountain Bike Trail Plan is underway (report to Council in March).

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Four – Key Economic Precincts

Actions	Responsible	Timeline	Outcome	
Bindoon				
Construction of a Great Northern Highway heavy traffic bypass road <i>as per CCSRES/CMSRES</i>				
Facilitate the formation of a network of affected local businesses.	Economic Development Officer	Short term	Chittering needs to be on the 'front foot' and have a plan in place to offset any negative social / economic impact.	Complete. The Bindoon 'Bypass' (Deviation for Heavy Haulage Vehicles) Reference Group has been formed and meets bi-monthly.
Collate research undertaken in other locations to assist with the development of a future Plan. Contemplate actions should the Bypass not be constructed.	Economic Development Officer	Short term		Strategy preparation is underway, to be presented to Council once a draft has been finalised.
Development of light industrial lots in Bindoon <i>as per CCSRES/CMSRES</i>				
Identify suitable land; accessible, with environmental consideration.	Executive Manager Dev Services	Short term	Availability of land for interested, potential investors.	Underway. Council resolved that the Crest Hill site was appropriate at their December 2016 Ordinary Council Meeting. A Scheme Amendment report will be put to Council to rezone the site to Light Industry.
Identify and liaise with stakeholders.	Economic Development Officer	Short term	Create a network to encourage investment.	To be undertaken once the land is available.
Lower Chittering				
Lower Chittering Commercial Area <i>as identified during the consultation process</i>				
Identify and liaise with potential stakeholders.	Economic Development Officer	06/18	A network for consultation during planning.	To be undertaken once concept planning commences.
*Develop a concept plan, with a proposed budget including funding.	Executive Manager Dev Services	06/19	A guide for consultation and planning.	Project noted for 2019.

Muchea				
Continued support of the Muchea Employment Node <i>identified comparative advantage</i>				
Continue to liaise with and lobby the relevant government departments.	Chief Executive Officer	Ongoing	Ensure that the project continues to move forward.	A meeting has been arranged with Landcorp and other major stakeholders to develop a final vision for the development.
	Economic Development Officer	Ongoing	Ensure that the community and local businesses are informed, including consultation.	Information is shared as, and when, directed by Chief Executive Officer.
Establish a Muchea Employment Node Developer Contribution (DCP) advisory group.	Executive Manager Development Services	Short term	Ensure the DCP remains fair and equitable.	Currently no update.
Northlink <i>identified comparative advantage</i>				
Continue to liaise with the relevant government departments.	Chief Executive Officer	Ongoing	Ensure that the community and local businesses are informed, including consultation.	The Shire President and Chief Executive Officer sit on the project steering committee.
Investigate the opportunities and issues relating to the Northlink project with regard to Muchea and Lower Chittering.	Chief Executive Officer	Short term	Ensure that Council / community are informed, with a strategy for lessening perceived negative impacts created if required.	Information is shared as, and when, directed by Chief Executive Officer.
Chittering New Town <i>identified comparative advantage</i>				
Continue to liaise with and lobby the relevant government departments.	Chief Executive Officer	Ongoing	Ensure that the project continues to move forward.	There will be a 'New Town' in the Local Planning Strategy, with the location based on an attempt to consolidate and support intensification of services and development around existing established areas of development – it will be identified as a priority development area.
	Economic Development Officer	Ongoing	Ensure that the community / local businesses are informed, consult where appropriate.	Information is shared through our normal channels, as and when advised by Chief Executive Officer.

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Five – Regional Collaboration

Actions	Responsible	Timeline	Outcome	
Regional Alliance – strengthen and grow the newly formed Regional Alliance (Gingin, Dandaragan and Chittering).	Chief Executive Officer	Ongoing	Regional development of industry, health and aged care services.	The Northern Growth Alliance are seeking funding from the State Government to undertake growth planning.
Regional Cooperatives – encourage and support the formation, and growth, of regional cooperatives.	Economic Development Officer	Ongoing	A focused organisation, owned/run jointly by members, which will value add to existing products / businesses.	Assisting where opportunity arises, for example, Northern Valleys Agribusiness and liaison with local citrus producers.
Regional Groups – encourage and support the formation, and growth, of industry focused local and regional business groups. Continue membership of local and regional groups including Chittering Tourism Association, Chittering Chamber of Commerce, Avon Tourism, Heartlands WA and Wheatbelt Business Network.	Economic Development Officer	Ongoing	A focused point of reference for Council. An industry based network for skill-sharing and advocacy.	Continue to support and interact with all organisations listed.
Regional Networking – continue membership/s with relevant regional groups, including, including Avon Tourism, Heartlands WA and Wheatbelt Business Network.	Economic Development Officer	Ongoing	Continue to promote Chittering through regional channels.	Continue to interact with all organisations listed, along with neighbouring Shires.
Regional Organisations of Council – continue involvement with Avon Regional Organisation of Councils.	Chief Executive Officer	Ongoing	Regional development of required services.	A current project is the Aged Care Strategy, plus ongoing discussion on other possible regional initiatives.

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Item 9.3.4 - Attachment 1



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