

### 9.3.6 Proposed Chittering Economic Development Strategy 2015-2025\*

<b>Report date</b>	22 January 2015
<b>Applicant</b>	Shire of Chittering
<b>File ref</b>	08/02/0003
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<b>Supervised by</b>	Gary Tuffin, Chief Executive Officer Jean Sutherland, Executive Manager Corporate Services
<b>Voting requirements</b>	Simple Majority
<b>Documents tabled</b>	I1452890 – submission from C Medhurst I1452895 – submission from J Shervington I1452901 – submission from D Gascoine
<b>Attachments</b>	1. Chittering Economic Development Strategy “CEDS” 2015-2025 (final draft) 2. Appendices to CEDS 2015-2025

#### Background

Council’s consideration is requested to endorse the final draft of the Shire of Chittering Economic Development Strategy 2015-2025.

At the Ordinary Meeting held on 16 July 2014 Council made the following resolution:

*OFFICER RECOMMENDATION/COUNCIL RESOLUTION - 090714*

*Moved Cr Douglas / Seconded Cr Mackie*

*That Council:*

- 1. Endorse the Draft Shire of Chittering Economic Development Strategy 2014-2024.*
- 2. Advertise locally the Draft Shire of Chittering Economic Development Strategy 2014-24 for public submissions for period of 42 days.*

*THE SUBSTANTIVE MOTION WAS PUT AND DECLARED CARRIED 7/0*

The draft Shire of Chittering Economic Development Strategy 2014-2024 was reviewed and updated following the receipt of five submissions. The updated draft was presented to the Ordinary Meeting held on 15 October 2014, Council made the following resolution.

*COUNCIL RESOLUTION 121014*

*Moved by Cr Norton/ Seconded Cr Clarke*

*That the item be laid on the table.*

*MOTION WAS PUT AND DECLARED CARRIED 5/0*

The reason that the motion to endorse the Plan was not considered was to enable further Council workshops to be undertaken on the Plan.

#### Consultation

Further to the five submissions received, the previous consultation undertaken (with the Chittering Chamber of Commerce, local businesses, the local community, Shire Councillors and Shire Executive Staff), and additional advice from the Wheatbelt Development Commission, a Councillor workshop was held on 14 January 2015.

This final draft of the Shire of Chittering Economic Development Strategy 2015-2025 is as a result of this workshop.

### Statutory Environment

Nil

### Policy Implications

Should this Chittering Economic Development Strategy be endorsed by Council it is proposed that a Shire of Chittering Economic Development Policy be developed.

### Financial Implications

Should this Chittering Economic Development Strategy be endorsed by Council there are no direct financial implications, however, the proposed actions identified within the Strategy will attract expenditure, which should be considered 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 this 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 outcome that could be expected from a Strategy such as this is an increase in the value of the local economy.

#### 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

It should be noted that the ten strategies identified within the 2002 Strategy were listed as follows:

No	Strategy	
1	Local Government be committed to play a leadership role in managing economic growth and quality of life for the Community	<i>The Shire of Chittering is committed to the facilitation of local infrastructure works, business assistance programs and promotional campaigns which will benefit both the Shire and the region.</i>
2	Improve the communication links between the Shire and the Community	<i>In 2012 Council endorsed both a Community Engagement Plan and a Communication Plan in order to establish a standard communication / engagement process and ensure that inclusive consultation is undertaken at all times. The Plan's also ensure that the Community is kept informed.</i>
3	To ensure that the Chittering region has access to reticulated potable water supplies	<i>The Shire of Chittering continues to advocate for better water access within the Shire.</i>
4	To ensure the timely and appropriate provision of land to foster economic growth.	<i>This is being addressed through the Executive Manager Development Services' portfolio. The Shire is currently</i>

No	Strategy	
		<i>reviewing its Local Planning Strategy which provides for future land development for the next 10 to 15 years. This Strategy includes the Muchea Employment Node (MEN) Structure Plan; this has been identified as the most strategic site for industrial development. Council is currently dealing with the first scheme amendment for the MEN which will see the release of the first 41 industrial lots.</i>
5	To encourage existing business expansion and attract new business in sectors compatible with sustainable rural living.	<i>This Strategy aims to address this.</i>
6	To stimulate and encourage innovation and entrepreneurial development to improve rural production returns within the region.	<i>This Strategy aims to address this.</i>
7	To transform tourism in Chittering into a thriving and prominent local industry.	<i>This Strategy aims to address this.</i>
8	To facilitate the provision of improved services, including telecommunications, road infrastructure, power, health and education for the region.	<i>The Shire of Chittering is committed to the facilitation of the provision of improved services and as such continues to advocate when appropriate.</i>
9	To nurture a culture of continuous learning for all members of the Community.	<i>This Strategy aims to address this.</i>
10	Empower youth and foster leadership and enterprising attitudes, behaviours and skills to ensure youth become an integral group within the Community.	<i>This is being addressed through the Community Development Officer's portfolio, and has seen the development of a draft Youth Strategy 2014-2017.</i>

The new revised strategy focuses on five key areas:

- (1) Enabling Infrastructure
- (2) Business Support and Growth
- (3) Visitor Attraction
- (4) Economic Precincts
- (5) Regional Collaboration

The *Economic Development Strategy 2015-2025* will be reviewed in 2018.

### 9.3.6 OFFICER RECOMMENDATION

Moved Cr Douglas/ Seconded Cr Clarke

That Council endorse the Shire of Chittering *Economic Development Strategy 2015-2025*.

### 9.3.6 AMENDMENT

Moved Cr Hawes / Seconded Cr Mackie

That the document be reviewed annually.

THE AMENDMENT WAS PUT AND DECLARED CARRIED 7/0

### 9.3.6 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 SUBSTANTIVE MOTION WAS PUT AND DECLARED CARRIED 7/0

**Shire of Chittering  
Economic Development  
Strategy 2015-2025**



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**Document Control**

Version	Approved By – Name	Title / Resolution	Date
1.0			

Next Proposed Review Date: February 2016



## Contents

<b>Message from the President .....</b>	<b>2</b>
<b>Executive Summary .....</b>	<b>3</b>
<b>1.0 INTRODUCTION .....</b>	<b>4</b>
1.1 Background .....	5
1.1.1 Chittering Strategic Community Plan 2012-2022 .....	5
1.1.1 Chittering Economic Development Strategy – March 2002 .....	6
1.1.2 Central Coast Sub-Regional Economic Strategy .....	6
1.1.3 Central Midlands Sub-Regional Economic Strategy .....	7
1.1.4 Neighbouring Shire’s Economic Strategies .....	7
1.2 Project Purpose.....	8
1.2.1 Key Priorities .....	8
1.2.2 Vision Statement 2012.....	8
1.3 Shire of Chittering .....	9
1.4 Strategy Structure .....	10
1.5 Approach.....	10
<b>2.0 PROFILE OF CHITTERING .....</b>	<b>11</b>
2.1 Population.....	11
2.1.1 Population Growth .....	11
2.1.2 Population Forecast .....	11
2.1.3 Population as a Resource.....	12
2.2 Labour Force and Skills .....	12
2.2.1 Labour Force and Skills as a Resource .....	13
2.3 Local Business .....	13
2.4 Housing and Affordability .....	13
2.5 Community Services and Facilities.....	14
2.6 Comparative Advantage .....	14
2.7 Regional Collaboration.....	17
<b>3.0 AREAS OF ECONOMIC OPPORTUNITY .....</b>	<b>18</b>
<b>4.0 KEY STRATEGIC DIRECTIONS .....</b>	<b>19</b>
One – Enabling Infrastructure.....	20
Two – Business Support and Growth.....	21
Three – Visitor Attraction .....	22
Four – Key Economic Precincts .....	23
Five – Regional Collaboration .....	24
<b>5.0 REFERENCES AND APPENDICES .....</b>	<b>25</b>
5.1 Consultation.....	25
5.1.1 Council .....	25
5.1.2 Community .....	25
5.1.3 Existing Local Business Owners.....	25
5.2 Publications.....	25
5.3 Shire of Chittering Plans / Strategies .....	25
5.4 APPENDICES .....	26
5.4.1 Local Business Survey 2013 .....	26
5.4.2 Summary of Local Businesses in Chittering .....	26
5.4.3 Areas of Economic Opportunity.....	26
5.4.4 Aged Survey 2013 .....	26
5.4.5 Home Telecommunications Survey 2013 .....	26
5.4.6 Proposed Economic Development Policy .....	26
5.5 GLOSSARY .....	26

## Message from the President



I am extremely optimistic for the future of Chittering, we are on the cusp of great change and I'm pleased to present the Chittering Economic Development Strategy 2015 – 2025, that will assist us to take advantage of emerging opportunities to deliver a sustainable local economy.

The next ten years will bring enormous change to our region. This Strategy will guide Council's work over the next ten years to assist the facilitation of business growth and economic investment in Chittering. The Strategy recognises Council's ongoing commitment to supporting programs and events for businesses, as well as individuals looking to start a business.

The private sector remains the most significant contributor to economic development and its primary involvement in developing business, and hence the economy, is driven by the desire to accumulate wealth.

Chittering Council acknowledges, however, that it has a significant role and responsibility within the context of its wider sustainability objectives, to influence the private sector's motivation to accumulate wealth, which in turn, can generate sustainable local economic development, wealth and employment opportunities.

For Council, principally this involves setting the conditions for rewarding opportunities to be created and exploited through business retention, expansion and attraction. To this end, Council will influence economic development by providing:

- A whole-of-Council approach that is responsive and facilitative;
- Strong advocacy and leadership;
- Regular communications and developing partnerships that are innovative and collaborative;
- Information and research, and
- A range of enabling infrastructure to improve the amenity of the Shire.

This approach has been used to determine Council's economic development strategic directions and the specific actions that are outlined in this strategy.

We are grateful to members of the local business community for their ideas and feedback which has helped develop this Strategy. Lastly, I would like to thank Council and staff for their involvement in the development of this document.



Cr Robert Hawes  
Shire President

## Executive Summary

The purpose of this document is to provide a ten-year strategy 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 Strategy will focus on five key strategic areas:

1. Enabling Infrastructure
2. Business Support and Growth
3. Visitor Attraction
4. Economic Precincts
5. Regional Collaboration

The requirement for this Strategy was identified in the Shire of Chittering Community Strategic Plan 2012-2022, with a short-term timeframe of zero to five years.

This Strategy is linked to and draws upon the information available in the Central Coast Sub-Regional Economic Strategy (CCSRES) and Central Midlands Sub-Regional Economic Strategy (CMSRES). Both of these documents were prepared by the RPS Group (an international consultancy providing energy, mining, infrastructure, urban growth and natural resource management solutions) in collaboration with the Wheatbelt Development Commission. The CCSRES and CMSRES, along with the Wheatbelt Strategic Framework (2012), are part of the Wheatbelt Regional Investment Blueprint development process.

It is important for the Shire of Chittering to recognise the importance of such a Strategy as it has been identified as one of the fastest growing Shires in the Wheatbelt. As such, the Shire needs to be proactive in its approach to economic development.

A number of locational advantages and economic opportunities are identified through this Strategy. Few possible challenges have been raised; however, realistically these are likely to become apparent during the implementation process.

Key to Council's successful delivery of this approach will be a commitment to maintain a dedicated Economic Development Officer to coordinate the development, implementation, monitoring and evaluation of Council's economic development strategy.

As many of the strategic directions outlined in this Economic Development Strategy depend upon, or are assisted by, the successful implementation of other key corporate documents, it is essential that they are all aligned and suitably integrated. References to a number of other key strategies are therefore included in this document, including the Key Strategic Direction actions.

As is stated in the introduction *"Local Government's role in economic development is understood to be the provision of governance, along with promotion and facilitation at a local level"*. The undertaking of this role is reflected in the actions which are proposed as a result of this Strategy.

The final development of this Strategy has been a result of community consultation. The first draft was advertised for public comment on 15 August 2014, with submissions accepted to 26 September 2014. In addition to this, two Councillor workshops were conducted prior to seeking Council's final endorsement.

## 1.0 INTRODUCTION

Local Government's role in Economic Development is understood to be the provision of governance, along with promotion and facilitation at a local level – infrastructure works, business assistance programs or promotional campaigns focused on the whole Local Government Authority area or a Shire locality, subdivision, industrial area or retail centre.

### Economic Vision

This Strategy is aligned with Council's Strategic Community Plan 2012-2022, to support a vision that in 2025 Chittering will be a prosperous and unique economy that is characterised by;

**Diversity** – both in population and business profiles;

**Individuality** – in an environment where innovation, creativity and continuous improvement are encouraged and thrive;

**Connectedness** – through a strong sense of place and belonging, where there is a shared sense of worth and a relationship of reliance;

**Accessibility** – to opportunities, goods and services, and the physical environment;

**Sustainability** – in terms of business viability, business practices, systems and process, and the built environment; and

This will be achieved by capitalising on new and emerging opportunities that strengthen the local economy.

### Comparative Advantages

- High population growth
- Great Northern and Brand Highway (Northlink)
- Location, with excellent access to the CBD and other markets
- Chittering New Town
- Muchea Employment Node
- Affordable land both residential and industrial (comparative to Perth)
- Extensive, intensive horticulture industry
- Strong broadacre farming area (north)

### Challenges

- Lack of suitable supporting infrastructure (power, water and telecommunications)
- Lack of industrial/commercial land
- High population growth
- Lack of local employment options
- Low level of access to local health services
- Limited access to local educational and training facilities
- Limited public transport
- Climate change
- Skills shortage
- High level of commuting workforce to the CBD

## 1.1 Background

The Chittering Economic Development Strategy (CEDS) is being developed as identified in the Shire of Chittering Strategic Community Plan 2012 – 2022.

### **Key Area – Economic: Prosperity for the Future**

Outcome	Economic Growth
Strategy	Seek investment for local business growth
Key Priorities	Promote Chittering as a sound place to invest Employ an Economic Development Officer Develop an Economic Development Strategy

*Shire of Chittering Strategic Community Plan 2012-2022*

The timeframe for the development of this Strategy is “short term”, being zero to five years with the Chittering Business Community, Wheatbelt Development Commission, Regional Development Australia and Chittering Chamber of Commerce identified as Partners to the Strategy.

### 1.1.1 Chittering Strategic Community Plan 2012-2022

The following key priorities, relevant to this Plan, were identified in the Shire of Chittering Strategic Community Plan 2012-2022;

#### **Create and support festivals / encourage new markets *Chittering: a place to visit* Page 13**

- Create: the annual Taste of Chittering “all things Chittering in one place on one day” will continue to be organised and promoted by the Shire as an event that showcases Chittering and all it has to offer.
- Support: the Shire will continue to support the major events that are organised by local community organisations, for example, the Chittering Wildflower Festival and the Bindoon Agricultural Show.
- Encourage: the Shire assisted with the establishment of a Community Committee to organise the Chittering Farmers Market and has (unfortunately unsuccessfully) been liaising with a local resident to assist in the establishment of an independent market event in Lower Chittering. This assistance will continue on an ‘as needed’ basis.

#### **Promote our local environment with places to visit *Chittering: a place to visit* Page 14**

- This will be undertaken through the enactment of the Trails Network Master Plan.

#### **Promote Chittering as a sound place to invest to grow local businesses Page 17**

- Promote business attraction and retention through the preparation of a Chittering Investment Prospectus. The aim will be to highlight the strengths of our current economy to assist in attracting new business and industry to the area. There will be a focus on our identified locational advantages of Lifestyle, Location, Community and Climate. **NOTE:** we have to be prepared and have something to offer before this can be undertaken, ie Muchea Employment Node, Chittering New Town.

#### **Facilitate promotional opportunities to support local businesses Page 17**

- To be undertaken through the formal preparation and enactment of a Shop Local Marketing Plan. The campaign will aim to promote Chittering businesses to both the Community and visitors through the profiling of local businesses, a reward incentive system and the sharing of good news stories.

#### **Support local stalls and produce *Chittering: a place to visit* Page 17**

- The support of local stalls and produce will be undertaken through the Shop Local Marketing Plan and Business Start-up Kit / Support Program.

#### **Promote the Visitor Centre *Chittering: a place to visit* Page 17**

- To be undertaken through the preparation of a Tourism Action Plan.



- Continue to liaise with tour operators to encourage them to include Chittering on their itineraries.
- Continue to partner with established promotional and advocacy groups.

### 1.1.1 Chittering Economic Development Strategy – March 2002

The Chittering Economic Development Strategy – March 2002 (CEDS 2002) was adopted by Council on 20 June 2002. The 2002 Strategy was prepared by the Wheatbelt Development Commission on behalf of the Shire of Chittering upon the recommendation of a Regional Solutions Funding Application (that sought to employ an Economic Development Manager).

The conclusion of the CEDS 2002 referred to the Council as a “*facilitator*” and “*motivator*” of the identified stakeholders, being; local industry groups, private enterprise and the community in general. The main recommendation of the Strategy was the employment of a “*Manager of Strategic Development*” to undertake this role, as a representative of Council. The role of “*Economic Development Officer*” was created and filled in July 2012.

### 1.1.2 Central Coast Sub-Regional Economic Strategy

The Central Coast Sub-Regional Economic Strategy (CCSRES) was prepared by the RPS Group in collaboration with the Wheatbelt Development Commission. It was finalised for release on 1 February 2014.

The Central Coast Sub-Region comprises the Shires of Dandaragan and Gingin, however for the purposes of their analysis the region covered by this Strategy also includes the Shires of Chittering, Coorow and Moora. The purpose of the Strategy was to “*provide economic analysis and evidence based guidance to assist in investment and decision making*” and to establish “*a framework for the promotion and facilitation of economic and population growth across all towns in the sub-region*”.

Opportunity Network Matrix, Central Coast Sub-Region					
	Aquaculture, Horticulture & Food Process.	Renewable Energy	Retirement & Lifestyle	Mining & Construction	Tourism
Cervantes	●	●	⊙		●
Chittering	●		●	●	●
Dandaragan	●			●	
Gingin	●	⊙	●		●
Jurien Bay	●	⊙	●	⊙	●
Lancelin	⊙	⊙	⊙	●	●
Leeman	⊙	⊙	⊙		⊙
Moora	●	⊙	●	●	

● The town already has an above average competitive advantage in this sector  
 ⊙ The town has the potential to have an above average competitive advantage in this sector

With regards to Chittering’s above average competitive advantage in “Mining & Construction”, it should be noted that [due to restrictions within the Town Planning Scheme #6 (TPS#6) and Local Biodiversity Strategy (LBS)] this should be read as Mining Support & Construction, including transport and logistics. Currently, the Shire’s TPS#6 prohibits mining, that is mining cannot occur on pre-1899 Minerals to Owner land, as that is under the sole jurisdiction of the Shire, not the Mining Act.

The actions identified for Chittering in the CCSRES are as follows;

- Development of water infrastructure investment plans
- Establishment of a sustainable water supply
- Development of light industrial lots in Bindoon
- Continued support of the Muchea Employment Node

- Upgrade to Bindoon main street, creation of a ‘town centre’
- Construction of a bypass road to redirect Great Northern Highway heavy traffic
- Construction of a multi-purpose health facility in Bindoon
- Development of a local Tourism and Events Plan
- Planning of a Civic Precinct in Lower Chittering

### 1.1.3 Central Midlands Sub-Regional Economic Strategy

The Central Midlands Sub-Regional Economic Strategy (CMSRES) was prepared by the RPS Group in collaboration with the Wheatbelt Development Commission. It was finalised for release on 5 June 2014.

The Central Midlands Sub-Region comprises the Shires of Chittering, Dalwallinu, Moora, Victoria Plains and Wongan-Ballidu. The purpose of the CMSRES was to “provide economic analysis and evidence based guidance to assist in investment and decision making” and to establish “a framework for the promotion and facilitation of economic and population growth across all towns in the sub-region”.

Opportunity Network Matrix, Central Midlands Sub-Region					
	Agriculture, Horticulture & Livestock	Peri-Urban & Rural Living	Mining & Support Services	Health & Aged Care	Tourism
Chittering	●	●	⊙	●	●
Dalwallinu	●	⊙	●	●	⊙
Moora	●	●	●	●	●
Victoria Plains	●		⊙	⊙	●
WonganBallidu	●			⊙	⊙
● The town already has an above average competitive advantage in this sector					
⊙ The town has the potential to have an above average competitive advantage in this sector					

With regards to Chittering’s potential to have an above average competitive advantage in “Mining & Support Services”, it should be noted that [due to restrictions within the TPS#6 and LBS] this should be read as Mining & Support Services, including transport and logistics. Currently, the Shire’s TPS#6 prohibits mining, that is Mining cannot occur on pre-1899 Minerals to Owner land as that is under the sole jurisdiction of the Shire, not the Mining Act.

The actions identified in the CMSRES are as per those listed in the CCSRES;

- Development of water infrastructure investment plans
- Establishment of a sustainable water supply
- Development of light industrial lots in Bindoon
- Continued support of the Muchea Employment Node
- Upgrade to Bindoon main street, creation of a ‘town centre’
- Construction of a bypass road to redirect Great Northern Highway heavy haulage traffic
- Construction of a multi-purpose health facility in Bindoon
- Development of a local Tourism and Events Plan
- Planning of a Civic Precinct in Lower Chittering

### 1.1.4 Neighbouring Shire’s Economic Strategies

It is proposed that, once endorsed, this Strategy be shared with neighbouring Shire’s to ascertain whether there are any projects that might be linked or become regional. It is acknowledged that appropriate developments that are undertaken in Swan, Gingin, Dandragan and fellow Avon Regional Organisation of Councils (AROC – Dowerin, Goomalling, Northam, Toodyay and Victoria Plains) Shires could be supported and leveraged by the Shire of Chittering.

## 1.2 Project Purpose

*“Broadly defined, ‘economic development’ is a process by which human, natural, built, financial and institutional resources are brought together in more creative and efficient ways to support an area’s capacity to increase its level of income and capital (wealth) and to distribute that wealth (through local expenditure and employment) to the community.”*

*Lennon & O’Neil, 2003*

The purpose of the Chittering Economic Development Strategy (CEDS) is to provide a ten-year plan that includes broad objectives and strategies aimed at strengthening the region’s economic base, by creating partnerships between the community, business and industry, Council and Governments in order to promote and enhance growth and development within the Shire / region.

### 1.2.1 Key Priorities

The following key priorities (all short term) related to the CEDS were identified within the Shire of Chittering Strategic Community Plan 2012 – 2022 (*Hardcastle, 2012*).

- Key Priority: Create and support festivals / encourage new markets  
Outcome: listed as “Strengthened social connections”
- Key Priority: Promote Chittering as a sound place to invest  
Outcome: Economic growth
- Key Priority: Facilitate promotional activities  
Outcome: Support local businesses
- Key Priority: Support local stalls and produce  
Outcome: Chittering: a place to visit
- Key Priority: Visitor Centre promotion  
Outcome: Chittering: a place to visit

### 1.2.2 Vision Statement 2012

From the Shire of Chittering Strategic Community Plan 2012 – 2022.

#### **“A SUSTAINABLE FUTURE”**

*The Shire of Chittering will provide significant and thriving local areas to live and work*

### Our Legacy

In 2030, the Shire will have:

- Protected their local biodiversity and heritage, ensuring the local communities and visitors enjoy the clean rural nature of the lakes and bushland;
- Created lifestyle choices through the provision of recreation, local service provision and local shopping and leisure;
- Built local community hubs and activity centres to meet and recreate, which are community focused and inclusive, and
- Created a prosperous and thriving economy to ensure local needs are met and our local communities thrive.

This will support local access, infrastructure and opportunities for local employment, whilst creating a Shire ‘Centre’ with housing and service choices.

**1.3 Shire of Chittering**

The Shire of Chittering’s southern boundary is situated 55kms north of Perth’s CBD, with an area covering 1,200 square kilometres. With a unique landscape of large areas of untouched bushland, state forest, wetlands, and industrial and commercial estates, the Shire is an outstanding place to visit and live. The townsites within the Shire are Muchea, Bindoon and Wannamal, with major subdivisions including; Anderley Estate, Bindoon Country Club, Bindoon Heights, Bindoon Vista Retreat, Blue Plains Estate, Chittering Fields, Chittering Retreat, Chittering Rise, Chittering Springs, Hidden Valley, Lake Chittering Heights, Maryville Downs, Mooliabeenie, Old Winery Estate, Rocky Creek Rise, Rosa Park Estate, Wandena Estate and Woodlands Estate.

A diverse range of industries operate within the area including Tronox (mineral sands processing), fruit growing, agriculture, horticulture, tourism, viticulture and wineries, Bindoon Agricultural College, Buddha Mandala Monastery, nurseries, the WAMIA Livestock Centre and Bindoon Bakehaus & Café.



*Sourced from the Wheatbelt Development Commission website*

The area is serviced by two major freight routes – the Brand Highway and the Great Northern Highway. The proposed Muchea Employment Node will create opportunities for logistics management, storage and interchange facilities. The location will also present the opportunity to create an industrial precinct aimed at industries that are restricted in urban environments or that meet the regions current aims to promote and facilitate alternative energy (such as wind, solar and bio fuels). The recent commencement of the State Government’s \$1.1 billion “North link” project (*Perth to Darwin National Hwy - Tonkin to Muchea*) will further enhance the prospects of the Muchea Employment Node as a significant state industrial site.

## 1.4 Strategy Structure

This Strategy comprises the following key sections;

- Profile of the Chittering Economy
- Areas of Key Economic Opportunity
- Key Strategic Directions

## 1.5 Approach

To date the research for, and compilation of, this Strategy has been undertaken in-house by the Shire of Chittering. The final development of the plan has been a result of Council and community consultation. The first draft was advertised for public comment on 15 August 2014, with submissions accepted to 26 September 2014. In addition to this two Councillor workshops were conducted prior to seeking Council's final endorsement.





## 2.0 PROFILE OF CHITTERING

### 2.1 Population

According to the 2011 ABS Census the Shire of Chittering’s population on 9 August 2011 was 4,427, with a median age of 42. The percentage of younger (below 14 years old) and older age groups (50 to 74) is higher than both the State and National averages.

Age	Chittering (S)	WA	Australia
0-14	7.37%	6.57%	6.43%
50-74	6.42%	5.00%	5.18%

*Population and age distribution for the younger and older age groups  
Sourced from 2011 ABS census data*

Young adults represent a relatively low proportion of the total population, indicating a possible depopulation of younger age residents for employment and higher education purposes. Also, the age structure of the population of the Shire varies by location. Bindoon has a significantly higher proportion of the population aged 60 and above, whilst Muchea and Lower Chittering have a higher proportion of the population of a working age.

#### 2.1.1 Population Growth

The Central Coast Sub-Regional Economic Strategy identifies that the Shire of Chittering had the strongest growth for the Coastal-Midlands Sub-Region during the decade to 2011. The Chittering LGA grew at an average 4.4% per annum which was three times faster than the region as a whole.

Local Government	June 2001	June 2011	Difference
Chittering	2,936	4,509	1,573
Dalwallinu	1,882	1,303	-579
Dandaragan	2,940	3,277	337
Gingin	4,257	4,801	544
Moora	2,694	2,550	-144
Victoria Plains	970	926	-44
Wongan-Ballidu	1,593	1,467	-126
<b>TOTAL</b>	<b>17,272</b>	<b>18,833</b>	<b>1,561</b>

*Central Coast Sub-Region Population 2001-2011  
Sourced from 2011 ABS census data*

Population growth in this location over recent years could be attributed to the area’s close proximity to Perth, which makes it attractive for those who are struggling to meet the high cost of housing in Perth or for commuters, retirees and families who are seeking a semi-rural lifestyle.

#### 2.1.2 Population Forecast

The WA Tomorrow Population Estimates from the Western Australian Planning Commission (WAPC) February 2012, project that growth will accelerate, with the strongest growth to continue to be located in Chittering. The Central Coast Sub-Regional Economic Strategy feels that a range of factors were not taken into consideration, meaning that the aspirational figure (below) is more realistic.

Local Government	2011 (Actual)	2013 ABS estimate	2021 (WAPC) (Medium forecast)	2021 (Aspirational)
Chittering	4,427	4,996	7,200	9,500
Coorow	1,091	1,085	710	2,250
Dandaragan	3,277	3,325	4,000	5,000
Gingin	4,801	5,248	5,400	6,500
Moora	2,550	2,535	2,400	3,500

*Current, Projected and Aspirational Population – Central Coast LGA.  
Sourced from Central Coast Sub-Regional Economic Strategy*

The WAPC forecast population in the Shire to reach 8,500 (Medium) or 9,600 (High) persons by 2026, an increase of over 75 per cent. The majority of growth is projected in the Lower Chittering and Muchea town sites. These figures do not account for the effects of Chittering “New Town” and / or the Muchea Employment Node. The Shire is projected to have an aging population as the growth rate of the 40 to 60 and over 60’s are higher than for younger age groups.

Locality	Growth Share	2016	2021	2026
Bindoon	23%	1,405	1,704	2,003
Chittering	11%	668	811	954
Lwr Chittering	34%	2,064	2,506	2,948
Muchea	26%	1,390	1,728	2,066
Wannamal	6%	373	451	529
<b>TOTAL</b>	<b>100%</b>	<b>5,900</b>	<b>7,200</b>	<b>8,500</b>

*Chittering Population Forecast to 2026  
Sourced from Western Australian Planning Commission 2012*

### 2.1.3 Population as a Resource

According to the Framework for Regional Economic Development (FRED), population is one of the most important resources of a region. Growth in a region’s working age population can boost the labour force and expand the productive capacity of the economy. A local government can facilitate the development of sustainable communities and population growth through;

- responding to changing demographics by identifying required services, for example child or aged care, and undertaking the necessary service delivery planning;
- contributing to roads, energy, water, communications and housing;
- planning for land use and infrastructure to support future development whilst minimising environmental impact;
- supporting the creation of a livable community through the provision of community facilities and amenities;
- highlighting the benefits of living in the Shire through area promotion; and
- collaborating regionally to provide large multi-use facilities (sports / arts / cultural).

### 2.2 Labour Force and Skills

The Central Coast Sub-Regional Economic Strategy indicates that the sub-region has a relatively low unemployment rate (2.0% in 2011 compared with the state average of 4.1% according to the Department Education, Employment and Workplace Relations 2012 Small Area Labour Market Model). Combining this with the lifestyle amenity of the area, improvements to the transport network (Northlink Project – *Perth to Darwin National Hwy, Tonkin to Muchea*), and the introduction of new employment opportunities (MEN) should result in acceleration of population growth and migration.

Employment	Chittering (\$)		WA	Australia
Full-time	1,341	61.4%	60.7%	59.7%
Part-time	638	29.2%	28.1%	28.7%
Away from work	127	5.8%	6.4%	5.9%
Unemployed	77	3.5%	4.7%	5.6%

*People who reported being in the labour force during the week before Census night  
Sourced from 2011 ABS census data*

Occupation	Chittering (\$)		WA	Australia
Technician / Trade	402	19.1%	16.7%	14.2%
Manager	338	16.1%	12.2%	12.9%
Clerical / Administrative	299	14.2%	14.4%	14.7%
Labourer	257	12.2%	9.7%	9.4%
Professional	223	10.6%	19.9%	21.3%
Machinery Operator	216	10.3%	7.6%	6.6%
Community Worker	176	8.4%	9.4%	9.7%
Sales Worker	153	7.3%	8.6%	9.4%

*Occupation, employed people aged 15 years and over.  
Sourced from 2011 ABS census data*

Industry	Chittering (\$)		WA	Australia
Farming (Sheep, Beef, Cattle, Grain)	111	5.3	1.4	1.2
School Education	109	5.2	5.1	4.6
Metal Ore Mining	81	3.8	3.3	0.6
Road Freight Transport	71	3.4	1.8	1.7
Local Government	61	2.9	1.4	1.4

*Top five industries of employment, employed people aged 15 years and over  
Sourced from 2011 ABS census data*

The Chittering Economic Development Strategy 2002 supports the fact that the major source of employment in the Shire is primary industry, mainly agriculture. It also mentions (page 5) that “in a recent Shire survey there was a concern expressed that there are too few employment opportunities for residents and their children in the Shire, consequently many people are commuting long distances to work. Stimulating economic development will facilitate employment opportunities in the region”.

### 2.2.1 Labour Force and Skills as a Resource

According to the Framework for Regional Economic Development (FRED), developing an educated, skilled workforce assists with the resilience of a region. A local government can facilitate the development of ‘human capital’ through liaison with the Government bodies whose responsibility it is to;

- increase skills and qualifications;
- strengthen relationships between educational providers and industry, creating training pathways that match industry requirements;
- encourage the relocation of skilled migrants; and
- lift workforce participation, including re-skilling mature-age workers.

### 2.3 Local Business

The Shire of Chittering undertook a Local Business Survey in September 2013, at the commencement of the process of preparing this document. Please refer to Appendix 1 for the summary of this survey, along with a summary of local businesses in Chittering, Appendix 2.

### 2.4 Housing and Affordability

According to the 2011 ABS Census the Shire of Chittering had 1,506 occupied private dwellings on 9 August 2011, with a further 321 private dwellings that were unoccupied. The unoccupied rate is higher than both the State and National average; however this could be attributed to the tendency for ratepayers to have ‘weekender’ properties.

In 2006 Chittering’s median house price was \$380,000, increasing to \$505,000 in 2011 (33% growth). During the compilation of the Central Coast Sub-Regional Economic Strategy, RPS calculated that the

Median Multiple (the ratio of median house prices to median household income to measure affordability) for Chittering was well above the WA average of 6 making it “severely unaffordable”.

## 2.5 Community Services and Facilities

Community Services and Facilities are addressed in the Shire of Chittering’s following Plans;

- Aged Plan (*to be developed*)
- Community Development Plan 2015-2025
- Community Infrastructure Plan (*currently in draft form*)
- Sport and Recreation Plan 2012-2022
- Youth Plan (*currently in draft form*)



## 2.6 Comparative Advantage

According to the Framework for Regional Economic Development (FRED) the enhancement of comparative advantage and business competitiveness can be supported by Local Government through the facilitation and promotion of;

- a supportive economic environment, including through attracting investment;
- business information, including establishing locally-based business support / engagement services; and
- joint planning and procurement (also colocation) in order to reduce costs in provision and maintenance.

In addition to its proximity to Perth, Chittering’s comparative advantages include the proposed Muchea Employment Node, Northlink and Chittering ‘New Town’ projects.

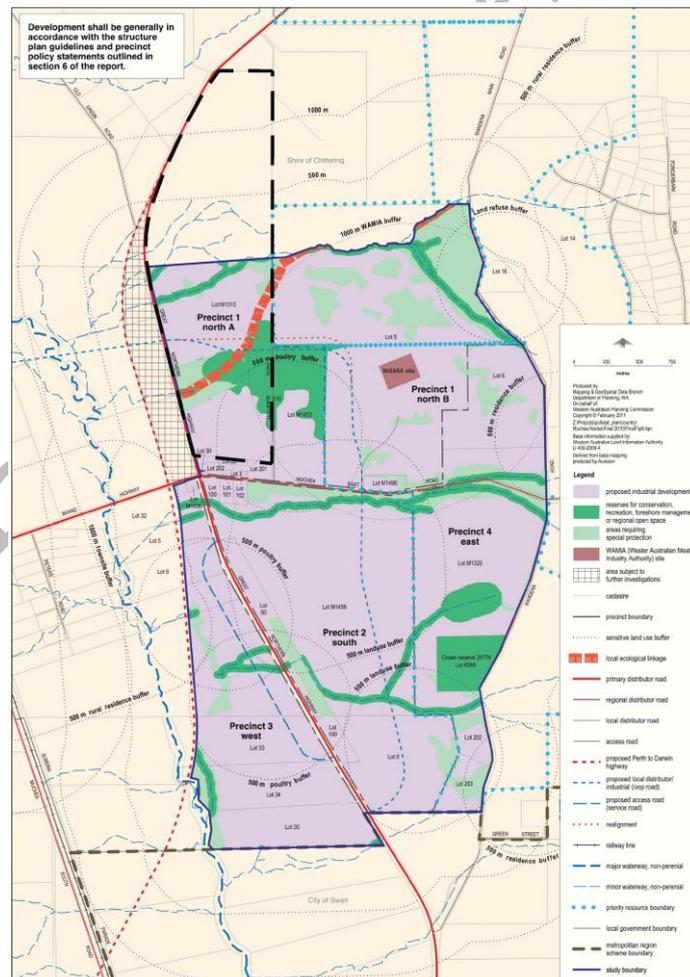
**2.6.1 Muchea Employment Node**

The Muchea Employment Node (MEN) is a proposed 1,100 hectare industrial estate which would be located at the intersection of Great Northern Highway and Brand Highway, Muchea. As such the Great Northern Highway should also be acknowledged as an economic driver for the Shire. This point is even further enhanced by the development of the Perth Darwin National Hwy (NorthLink).

It is proposed that the Node would be suitable for industries associated with transport, fabrication, warehousing, agriculture, food production, livestock and other general industry uses. This Node will address the “Mining Support Services and Construction” opportunity identified in both the Central Midlands and Central Coastal Sub-Regional Economic Strategies. It should be noted that there will be limitations related to the management of emissions, noise, dust and odour within the Node.

Council has received an application to rezone Precinct 1A of the Node for industrial development which allows a Local Structure Plan to be developed for the various types of industry in the area. The first 41 lots will vary in size from 1ha to 16ha. The developer has indicated that their first stage of development will be completed within the next 3 years and will involve an estimated investment of around \$75 million dollars when fully developed. However the completion timing will be dependent upon the required scheme amendments.

Once developed it has been estimated by WAPC, with reference to the Muchea Employment Node Structure Plan – August 2011, that the “*anticipated level of employment generated by users of the site during a 20 year time period will be in the order of 1,000 persons*”. It is also noted that there will be a need for a workforce to service the businesses contained within the Node.



Sourced from the Muchea Employment Node Structure Plan (2011)

## 2.6.2 'Northlink'

The construction of a new 37km highway link between the junction of Reid Highway / Tonkin Highway and Great Northern Highway / Brand Highway to Muchea will provide even greater access to Lower Chittering and Muchea by providing a direct link from the city to Chittering.

The proposed link terminates around the Brand Highway / Great Northern Highway intersection right in the heart of the proposed Muchea Employment Node.

Main Roads WA state that the objectives of NorthLink WA are to:

- Improve freight capacity, efficiency and productivity;
- Reduce urban congestion now and into the future;
- Improve road safety in line with the State's 'Towards Zero' policy;
- Maximise sustainability through economic, social and environmental responsibility; and
- Improve amenity for the community, tourists and road users.



NorthLink Project overview, Main Roads – July/August 2014

With this improved access to Muchea and Lower Chittering it is reasonable to expect a significant impact on these areas, through the following benefits being made possible;

- A cost advantage, through direct access from Perth to strategically located cheaper land (comparatively to the outer Perth light industrial areas);
- Muchea becomes a more attractive investment for commercial and industrial due to its strategic location at the intersection of Great Northern and Brand Highways;
- Both Muchea and Lower Chittering become an even more attractive investment for residential land due to the strategic location, offering the 'best of both worlds', country "tree change" lifestyle in commuting distance to Perth;
- A more suitable location (than the CBD) for industrial business, whilst still in fairly close proximity to the CBD and other markets;
- Construction materials required (extractive industry); and
- Creation of temporary employment/contracts during its construction.

### 2.6.3 Chittering New Town

The idea of a “New Town” in the Shire of Chittering was first raised by the State government in the early 1990s. The Government strategy states that the New Town would provide for around 10,000 people, with the creation of local jobs and development of the town to start in around 2021. The concept was incorporated into the Shire of Chittering’s Local Planning Strategy in 2004 which sets out the direction for growth over the next 20 years.

The development of the “New Town” would provide an exciting opportunity to plan for sustainable population and employment growth within the Shire of Chittering. The model for the “New Town” is based around:

- the up-front provision of managed key services and infrastructure - education, health and lifestyle facilities and services;
- the creation of a community based around self-responsibility, with a partnership formed between government, corporate enterprises and the community to provide infrastructure and services;
- development of the local economy and employment creation being a core business of the management of the town, with a focus on self-sufficiency, but also to include the export of goods and services; and
- the support and nurturing of a food bowl in the district and a market place to sell the produce.

The Shire of Chittering Corporate Business Plan 2013-2017 refers to New Town as an opportunity that will allow the Shire to provide housing choices to the future workforce in the nearby Mueha Employment Node and cater for spillover growth from Perth. The “New Town” has the potential to provide around 16,000 lots accommodating over 41,000 residents when fully developed without losing its rural ambience.

The WAPC has recently acknowledged the importance of this project, in that it will require this scale of development to make it economically viable for a developer to provide the normal level of required public infrastructure (public utilities) that many of the current developments in Chittering do not have.

### 2.7 Regional Collaboration

It will be important that open communication be maintained with the Regional stakeholders identified below to ensure the success of this strategy;

- Avon Regional Organisation of Councils (AROC)
- Avon Tourism (sub-regional tourism operation)
- Chittering Chamber of Commerce, and other Chambers
- Chittering Tourism Association
- Citrus Growers Group and other Horticulture / Viticulture Group/s
- Discover Golden Horizons (regional marketing collaboration)
- Education Department
- Farmers’ Federation
- Gingin, Dandaragan, Chittering Regional Alliance
- Landcare
- Regional Development Australia
- Regional Development Australia, Wheatbelt
- Tourism WA – Experience Perth (regional tourism operation)
- Wheatbelt Development Commission (WDC)
- Wheatbelt - Regional Development Australia (RDA)

## 3.0 AREAS OF ECONOMIC OPPORTUNITY

According to the Framework for Regional Economic Development (FRED), improving access to markets (international, national, regional) broadens trade, allows competitive industries to grow and can increase the availability of goods and services locally. Local Government can facilitate the development of market access through;

- supporting infrastructure development and investment partnerships;
- promoting identified key export sectors;
- regional branding;
- supporting local business networks; and
- hosting / supporting significant events.

In the Shire of Chittering opportunities exist in the following areas;

- Agriculture and Animal Husbandry
- Transport, Logistics and Mining Support
- Health and Aged Care
- Retail and Lifestyle
- Tourism

Refer to Appendix 3.



#### 4.0 KEY STRATEGIC DIRECTIONS

**Strategy One – Enabling Infrastructure** – focuses on providing a strong physical platform on which to build and support investment. The planning for, and provision of (where appropriate/feasible), infrastructure is essential to providing a conducive and attractive investment environment. Without an investment platform, such as this, it would be difficult for Local Government and private sector partners to work together cooperatively. The identification and facilitation of major economic and opportunities, creating safe and attractive places, managing the movement of people, goods and services and providing essential services are all key roles for Council in the investment facilitation and attraction process. Our vision is that communities will have a built environment and infrastructure that builds on our amenity and liveability providing local centres, housing and recreation choices, whilst ensuring that our assets are sustainable.

**Strategy Two – Business Support and Growth** – focuses on the actual investment, the businesses. It establishes the connections, provides the information and actively seeks to retain and expand existing businesses and attract new businesses. The heart of any business is the connection it has with other businesses and individuals that it can call upon to help meet its needs – such as trading locally and sourcing services and supplies. In order to maximise opportunities to retain and expand existing businesses, or attract new businesses, strong networks are essential. Networks provide an important means of gathering and disseminating information, formally or informally.

**Strategy Three – Visitor Attraction** – the level of tourism in an area depends on how attractive it is to non-residents and the cost of travelling to that region. Tourism can raise awareness about a place, increase investment in amenities which benefit both visitors and the community and provide opportunities for business development. The aspects of tourism which can be influenced are;

- Access – roads, public transport, tour operators;
- Accommodation – range of styles and qualities;
- Amenities – banks, eateries, parks, public toilets, shops and visitor information;
- Attractions / Activities – cultural, events, heritage and natural;
- Awareness – marketing and promotion; and
- Attitude – a welcoming community will add to a visitor’s experience.

**Strategy Four – Key Economic Precincts** – Chittering’s key economic precincts include;

- Bindoon
- Lower Chittering
- Muchea
- Home Business
- Agricultural, horticultural and floricultural Business

**Strategy Five – Regional Collaboration** – collaborative arrangements can take a variety of forms, from a simple exchange of letters between two neighbouring councils to more formal and complex structures such as incorporated associations or companies involving multi-purpose agreements between several participating councils. Similarly the activities involved can range from simple arrangements to share equipment to more complex projects such as regional planning, providing infrastructure or shared service delivery.

#### Timeframes

- 0-5 years – short term (by 2020)
- 5-10 years – medium term (by 2025)
- 10-15 years – long term (by 2030)

#### Funding Requirements

All actions that will require Council to consider an allocation of funds within the Budget or that will require external funding to be sourced are marked with an asterisk.

## One – Enabling Infrastructure

Actions	Responsible	Timeline	Outcome
<b>Future Lifestyle Choices</b>			
*Develop water infrastructure investment plans. <i>Reference CCSRES/CMSRES</i>	Chief Executive Officer	Short term	Establish a sustainable water supply.
Develop the Community Infrastructure Plan. *Implement the Community Infrastructure Plan. <i>Reference SCP</i>	Executive Manager Development Services	Short term	Identify community needs. Provide local and central activity areas supporting those needs.
*Construct a multi-purpose health facility in Bindoon. <i>Reference SCP</i>	Chief Executive Officer	Underway	Increase health services and levels. Increase attractiveness as a place to invest and live.
<b>Local Transport and Access Solutions</b>			
Facilitate sustainable transport solutions. <i>Reference SCP</i>	Executive Manager Technical Services	Ongoing	Provide suitable transport network to support the local economy.
*Undertake an impact assessment of Northlink on Muchea and Lower Chittering. <i>Reference CCSRES/CMSRES</i>	Chief Executive Officer	Short term	Ensure appropriate forward planning is undertaken to accommodate the identified impacts.
<b>Main Street Revitalisation – Hub Creation</b>			
*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.
<b>Telecommunications</b>			
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.
<b>Business Incubator</b>			
*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.
<b>Regional Community Sports and Recreational Facility</b>			
*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.

\* this action will be dependent on the allocation of Council monies and / or a successful submission for external funding.



## Two – Business Support and Growth

Actions	Responsible	Timeline	Outcome
<b>Facilitate promotional activities to support local businesses</b> <i>as per SCP</i>			
<b>Local Business Listing</b> – 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.
<b>Shop Local</b> –expand and formalise the existing ad hoc promotional campaign.	Economic Development Officer	Short term	Collective promotion of Chittering businesses.
<b>Signage</b> – 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.
* <b>Signage</b> – implement the Chittering Signage Plan.			
<b>Support local business networks</b> <i>as per FRED</i>			
<b>Business Networking</b> – continue membership/s with relevant business related organisations.	Economic Development Officer	Ongoing	Continue to offer opportunities and information to local businesses.
<b>Highlight the benefits of living in the Shire through area promotion</b> <i>as per FRED</i>			
<b>Joint Promotion</b> – 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.
<b>Shire Promotion</b> – continue to promote the Shire of Chittering through established mediums. Investigate new mediums and act accordingly.	All staff & Councillors	Ongoing	
<b>Promote Chittering as a sound place to invest for economic growth</b> <i>as per SCP</i>			
<b>Investment Prospectus</b> – 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.	Economic Development Officer	Medium term	A document that can be disseminated amongst potential investors and used as a networking tool.

\* this action will be dependent on the allocation of Council monies and / or a successful submission for external funding.



### Three – Visitor Attraction

Actions	Responsible	Timeline	Outcome
<b>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></b>			
* <b>Annual Festival</b> – 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.
<b>Area Promotion</b> – promotion of the local events / markets /stalls / produce through Shire communication channels.	Economic and Community Development Officer	Ongoing	Chittering: a place to visit.
* <b>Visitor Centre Support</b> – financial support of the Chittering Visitor Centre through the annual grant process.	Economic and Community Development Support Officer	Ongoing	Chittering: a place to visit.
<b>Development of a local Tourism and Events Plan <i>as per CCSRES/CMSRES</i></b>			
<b>Tourism Action Plan</b> – 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.
<b>Promote our local environment with places to visit, whilst protecting the environment <i>as per CSP</i></b>			
* <b>Chittering Trails Network Plan</b> – 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.

\* this action will be dependent on the allocation of Council monies and / or a successful submission for external funding.



## Four – Key Economic Precincts

Actions	Responsible	Timeline	Outcome
<b>Bindoon</b>			
<b>Construction of a Great Northern Highway heavy traffic bypass road <i>as per CCSRES/CMSRES</i></b>			
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.
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	
<b>Development of light industrial lots in Bindoon <i>as per CCSRES/CMSRES</i></b>			
Identify suitable land that is accessible, with environmental consideration.	Executive Manager Development Services	Short term	Availability of land for interested, potential investors.
Identify and liaise with stakeholders.	Economic Development Officer	Short term	Create a network to encourage investment.
<b>Lower Chittering</b>			
<b>Lower Chittering Commercial Area <i>as identified during the consultation process</i></b>			
Identify and liaise with potential stakeholders.	Economic Development Officer	06/18	A network for consultation during planning.
*Develop a concept plan, with a proposed budget including funding sources.	Executive Manager Development Services	06/19	A guide for consultation and planning.
<b>Muchea</b>			
<b>Continued support of the Muchea Employment Node <i>identified comparative advantage</i></b>			
Continue to liaise with and lobby the relevant government departments.	Chief Executive Officer	Ongoing	Ensure that the project continues to move forward.
	Economic Development Officer	Ongoing	Ensure that the community and local businesses are informed, including consultation.
Establish a Muchea Employment Node Developer Contribution (DCP) advisory group.	Executive Manager Development Services	Short term	Ensure the DCP remains fair and equitable.
<b>Northlink <i>identified comparative advantage</i></b>			
Continue to liaise with the relevant government departments.	Chief Executive Officer	Ongoing	Ensure that the community and local businesses are informed, including consultation.
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.
<b>Chittering New Town <i>identified comparative advantage</i></b>			
Continue to liaise with and lobby the relevant government departments.	Chief Executive Officer	Ongoing	Ensure that the project continues to move forward.
	Economic Development Officer	Ongoing	Ensure that the community / local businesses are informed, with consultation where appropriate.

\* this action will be dependent on the allocation of Council monies and / or a successful submission for external funding.

## Five – Regional Collaboration

Actions	Responsible	Timeline	Outcome
<b>Regional Alliance</b> – 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.
<b>Regional Cooperatives</b> – 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.
<b>Regional Groups</b> – 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.
<b>Regional Networking</b> – 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.
<b>Regional Organisations of Council</b> – continue involvement with Avon Regional Organisation of Councils.	Chief Executive Officer	Ongoing	Regional development of required services.

\* this action will be dependent on the allocation of Council monies and / or a successful submission for external funding.



## 5.0 REFERENCES AND APPENDICES

### 5.1 Consultation

#### 5.1.1 Council

- Initial Discussions – 2013
- Overview of template – 31 October 2013
- Report to Council – 16 July 2014
- Call for Submissions – August / September 2014

#### 5.1.2 Community

- *Shire of Chittering Strategic Community Plan 2012-2022*
- *Shire of Chittering Retiree Housing and Aged Services Survey 2013*
- *Shire of Chittering Home Telecommunications Survey 2013*
- Public call for submissions prior to presentation to Council, August / September 2014

#### 5.1.3 Existing Local Business Owners

- *Shire of Chittering Local Business Survey 2013*
- Public call for submissions prior to presentation to Council, August / September 2014
- *Information workshop to be organised upon endorsement of this Strategy*

### 5.2 Publications

The following publications are referenced in this Strategy.

- 2011 Census QuickStats: Chittering (S) – Australian Bureau of Statistics
- *Central Coast Sub-Regional Economic Strategy – Wheatbelt Development Commission (WDC)*
- *Central Midlands Sub-Regional Economic Strategy – WDC*
- *Muchea Employment Node Structure Plan – WA Planning Commission, August 2011*
- *Framework for Regional Economic Development (FRED) – Regional Australia Standing Council*
- *Needs Study Demographics – Verso, on behalf of Avon Regional Organisation of Councils (AROC)*
- *Regional Economic Development Guide – Australian Government*
- *Western Australia Tomorrow, Forecast Profile 2006 to 2026 – Chittering (S) LGA*
- *Wheatbelt Digital Action Plan (released 2013) – Regional Development Australia (RDA) Wheatbelt*
- *Wheatbelt Regional Plan 2010-2015 (revised 2012) – RDA Wheatbelt*
- *Wheatbelt Workplace Development Plan 2013-2016*

### 5.3 Shire of Chittering Plans / Strategies

- *Aged Plan to be prepared*
- Chittering Trails Master Plan 2013 – 2023 (Shire of Chittering)
- Communication Plan 2012 (Shire of Chittering)
- Community Development Plan 2015-2025 (Shire of Chittering)
- Community Engagement Plan 2012 (Shire of Chittering)
- Community Infrastructure Plan *currently being prepared* (Shire of Chittering)
- Community Safety and Crime Prevention Plan 2012-2015 (Shire of Chittering)
- Corporate Business Plan 2013-2017
- Disability Access and Inclusion Plan 2012-2017 (Shire of Chittering)
- Economic Development Strategy 2002 (Shire of Chittering)
- Local Dual Use Bike Plan 2011 (Shire of Chittering)
- Sport and Recreation Plan 2012-2022 (Shire of Chittering)
- Strategic Community Plan 2012-2022 (Helen Hardcastle)
- Youth Plan *currently being prepared* (Wendy Lamont)

## 5.4 APPENDICES

### 5.4.1 Local Business Survey 2013

### 5.4.2 Summary of Local Businesses in Chittering

### 5.4.3 Areas of Economic Opportunity

### 5.4.4 Aged Survey 2013

### 5.4.5 Home Telecommunications Survey 2013

### 5.4.6 Proposed Economic Development Policy

## 5.5 GLOSSARY

- Central Coastal Sub-Regional Economic Strategy (CCSRES)
- Central Midlands Sub-Regional Economic Strategy (CMSRES)
- Chittering Community Strategic Plan (CSP)
- Chittering Economic Development Strategy – March 2002 (CEDS 2002)
- Chittering Economic Development Strategy (CEDS) *this document*
- Framework for Regional Economic Development (FRED)
- Local Biodiversity Strategy (LBS)
- Muchea Employment Node (MEN)
- Town Planning Scheme #6 (TPS#6)
- Western Australian Planning Commission (WAPC)

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# Shire of Chittering Local Business Survey 2013

## Results



**Shire of Chittering**

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## Table of Contents

Chittering Economic Development Strategy (CEDS)	2
Local Business Survey 2013	2
Expected Population Growth	2
Summary of Returns	2
Returning Businesses List	3
Industry Sector	4
Years in Business	4
Staffing Numbers	4
Where Business is Done	5
Expectations for Revenue Growth	5
Expectations for Staff Numbers	5
Reasons for Positive Change in the Future	6
Reasons for Negative Change in the Future	6
Why Chittering?	7
Locational Advantages	7
Locational Disadvantages	8
Actions to Support Advantages and Address Disadvantages	8
Level of Local Purchases	9
Level of Local Services Utilised	10
Work and Staff Sharing	10
Services Not Available Locally	10
Percentage of Customers who are Local	11
Peak Bodies / Associations	12
Availability of Professional Services	12
Availability of Training and Education Services	13
Availability of Shire Council Services	13
Availability of State / Federal Government Services	13
Availability of Employment Services	14
Access to Internet Services	14
Access to (other) Telecommunication Services	14
Other Comments	14
Where to from here?	16

## Chittering Economic Development Strategy (CEDS)

The Shire of Chittering Strategic Community Plan 2012-2022, under the heading ‘Economic: Prosperity for the Future’, identifies the development of an Economic Development Strategy as a short term key priority. The introduction and use of an endorsed Economic Development Strategy will support the required outcomes of “Economic Growth”, “Local Business Support” and making “Chittering, A Place To Visit”.

## Local Business Survey 2013

This Local Business Survey will feed into the CEDS and aimed to include **all** businesses within the Shire, be they “bricks and mortar” establishments, mobile or home-based businesses.

To encourage a high level of participation and to ensure all businesses within the Shire of Chittering were given the opportunity to respond contact details provided by the Australian Business Register were utilised. Unfortunately we are not able to ascertain whether a business registration represented a ‘trading business’ hence the lower than normally expected number of returns.

## Expected Population Growth

According to the West Australian Planning Commission’s “*Western Australia Tomorrow Population Report No. 7, 2006 to 2026*” (updated February 2012) Chittering is expected to have a population of between 7,400 and 9,600 by 2026 (4,427 as at 2011 Census) so it is timely that we gather this information in order to provide a current profile of our local economy and plan to assist with future planning.

## Summary of Returns

<b>Total Emailed / Mailed</b>	<b>1,478</b>	
Returned ( <i>plus 2 late</i> )	200	13.5%

<b>Total Returns</b>	<b>200</b>	
Trading Business ( <i>plus 2 late</i> )	76	38.0%
Not Trading Business	37	18.5%
Deceased	1	0.5%
Return to Sender (incorrect address)	86	43.0%

<b>Total Active</b>	<b>76</b>	
Chittering Chamber of Commerce Member ( <i>plus 2 late</i> )	13	17.1%
Chittering Chamber of Commerce Information Requested	30	39.5%
Added to Shire Contact List	62	81.6%
Requested to Receive Results ( <i>plus 2 late</i> )	63	82.9%

Apart from all of the information and ideas gathered by the survey it was wonderful to be able to pass on the names of 30 businesses who were interested in receiving information about the Chittering Chamber of Commerce.

The Shire has also expanded its (email) business contact list to 73 local organisations. The businesses on the list are contacted with funding, training and promotional opportunities along with requests for feedback concerning local issues.

### Returning Businesses List

Ace Electrical & Communication Pty Ltd	JF Rose & JW Rose
ADRA Bindoon Op Shop	Kilo Delta
AHB Manning	Kristel Eddy Bears
Angel NA & Yates LM	Kuyan Apiaries & West Coast Honey
Anspach Ag	Lancelin Automotive A Marine Engineering
Barni Norton Remedial Massage Therapist	Last Drop Water Carters
Bindoon Bakehaus & Cafe	Lisa Hurij Family Day Care
Bindoon Citrus	Liz Connell Realty
Bindoon Hill Gravel Supply Pty Ltd	M & M Bird
Bindoon's Windmill Farm	M & M Trovato
Brockman River Beef	Makatoko Pty Ltd
Bush & Company	Manchil IPM Services Pty Ltd
Carmel Ross Consulting	Marbling Brook Farm
Castlerock Building Contractors	Michmar Cabinets & French Polishing
CF Sauer & MR Sauer	Moondyne Country Conventions
Chittering Hills Bed & Breakfast	Mr Philip Surtees
Chittering Pest & Weed	Muchea Plumbing & Gas
Chittering Waste Management Services	Neil Boveniser
Consult Innovate Create	Nesci Estate Wines
Country Crafted Homes	Northern Valleys Directory
DA & B Poga Watchmaking & Jewellery	<i>Not Advised</i>
Dash Boilermaking Services	P&J Frankland
Dawnview Enterprises Pty Ltd	Patch Of Heaven Family Day Care
Dmach Contracting	Peter M Bird
Do Drop In Farm	Pipe Coding Technology Pty Ltd
DSY Engineering	RW Bodey
DVZ Stud	Ross Transport Solutions
Exact Accounts	RSM Bird Cameron
Fewsters Farm	Scenic Lodge
Finetone Cabinets	Seeds Australia Online
Future Security WA	Sparx Electrical Contractors Pty Ltd
Ghostly Pet Supplies	Styx Electrical Engineering
Greenacres Nursery	Treetops Guesthouse
HG Fletcher & MJ Fletcher	Treworder Two
It's Pawfect	Wandena Contracting Pty Ltd
J & RM Loudon	West Coast Honey
JA Leeds & JL Leeds	Whitely's Gardening & Mowing
Jeff Brown	Yayl Lodge

Muchea Tree Farm indicated that they would like to have been involved but were unable to access the survey whilst overseas.

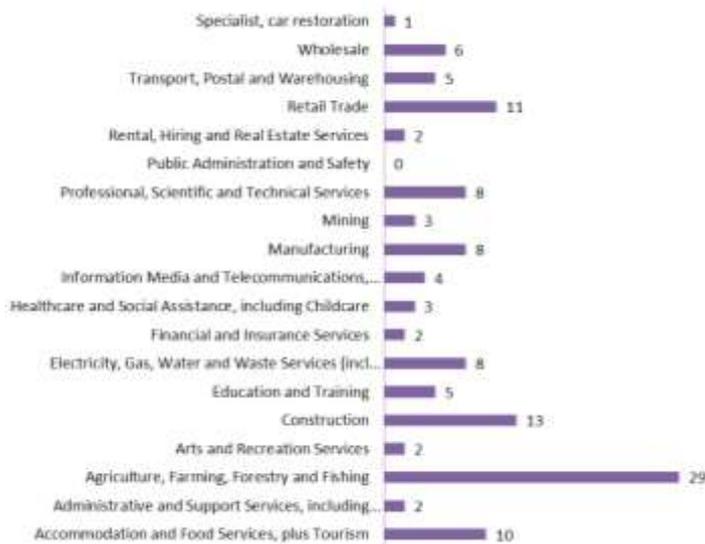
Northern Valleys News and Bindoon Estate returned late surveys, their figures aren't included in the calculations but comments have been added.

Actions will be undertaken to ensure that the non-returning 'CBD' businesses are included with the ongoing CEDS consultation. This group of businesses are the most visually obvious to the community / public thereby providing a great base for the commencement of future action.

Local major employers, such as Tronox and Western Hay, will also be contacted and asked to comment.

## Industry Sector

(as many as applicable to business selected)



Clearly the largest sector represented is "Agriculture".

"Construction", "Retail Trade" and "Accommodation / Food / Tourism" only individually represent half the number.

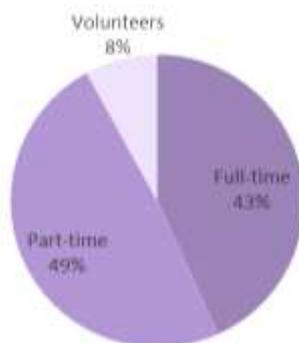
It is interesting to see the range of sectors covered throughout the Shire, only "Public Administration and Safety" is not mentioned, which is an area covered by the Local Government Authority.

## Years in Business

The information gathered indicates that the returning businesses have been operating from 3 months up to 92 years.

The returning businesses have been operating for an average of 17 years within the Shire of Chittering.

## Staffing Numbers

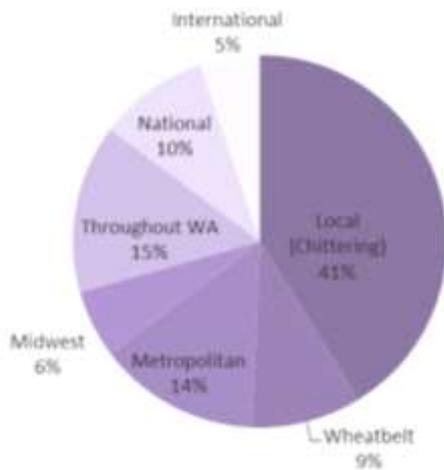


230 staff are employed in a full or part-time / casual capacity by the 76 returning businesses.

Note: some businesses appear to be run by the owner with no other employees, the owner's employment is not reflected in this figure.

The 20 staff at the ADRA Op Shop are there on a voluntary basis.

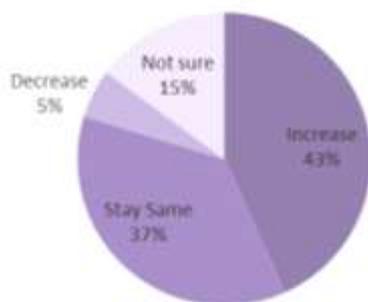
### Where Business is Done



Some businesses do their business in all of the areas indicated, whereas some focus on just one area – dependent of course on the goods and / or services they offer.

It would be interesting to ascertain how many businesses would like to expand their area. Could they work with other local businesses or be mentored by businesses who are already successfully trading in other areas?

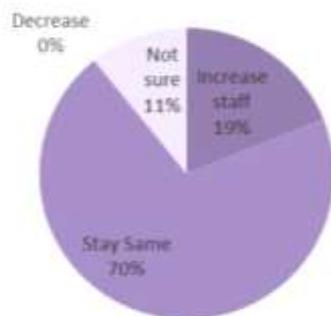
### Expectations for Revenue Growth



Returning businesses shared their future expectations, what was not ascertained was whether they were happy with their prediction. Some business owners may be happy to “stay same” and not want any assistance with growing their business.

It is encouraging to see that 43% expect revenue growth in the future.

### Expectations for Staff Numbers



Returning businesses shared their future expectations; again, what was not ascertained was whether they were happy with their prediction.

With these figures it is encouraging to see that no one predicts a decrease in staff numbers. However, it would be nice to be able to increase the ‘increase staff’ area.

## Reasons for Positive Change in the Future



Most returning businesses attribute the reasons for possible positive change to local market conditions (in their sector) and changes to their own business.

It would be necessary to check which factors are attributed to which sector to explore this further.

### Other

- Improved attitudes
- Local population growth (2)
- More visitors (4)
- Technology (2)
- Weaker Australian dollar

It is unfortunate that we can't ascertain how many of the other businesses would have selected these reasons had they been available at the time of the survey.

These reasons will be explored further as part of the Economic Development Strategy in the hope that they can be built upon and supported.

## Reasons for Negative Change in the Future



Most returning businesses attribute the reasons for possible negative change to government charges / taxes and compliance. Interestingly a high number feel that local market conditions (in their sector) could be a negative factor.

It would be necessary to check which factors are attributed to which sector to explore this further.

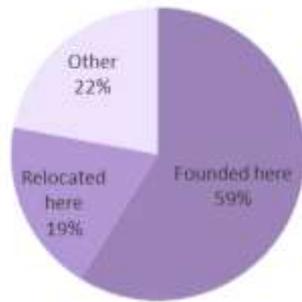
### Other

- Bad roads / ease of travel (2)
- Belt tightening
- Business is minor source of income
- Competitive pricing
- Lack of interest in Wiltshire Horn sheep
- Less spending in organisations
- Less visitors / lower population (2)
- Local potable water scheme
- Other health care professionals attitudes
- Other work commitments
- Overabundance of consultants
- Postal expenses
- Red tape and taxes
- Shire rates exceed farm income
- Small business can't compete with big business

It is unfortunate that we cannot ascertain how many of the other businesses would have selected these reasons had they been available at the time of the survey.

These reasons will be explored further as part of the CEDS in the hope that some may be able to be addressed.

## Why Chittering?

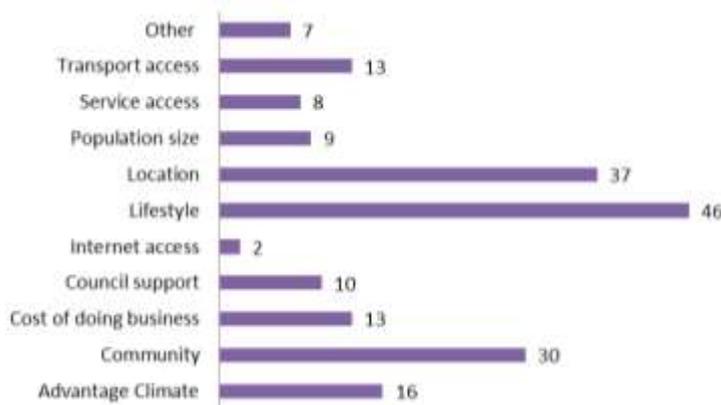


Most businesses that operate in Chittering were founded in Chittering – one could surmise due to both the locational advantages along with family / personal history.

### Other

- Decent customer base to work with
- Family history (2) / own land
- Had to be outside metro area
- Halfway between existing clients, travel reduced
- Lifestyle, smaller carbon footprint
- Live in – work outside
- Reside in Chittering
- Suitable for horse breeding
- Suitable home office (4)
- Work locally but with multiple offices

## Locational Advantages



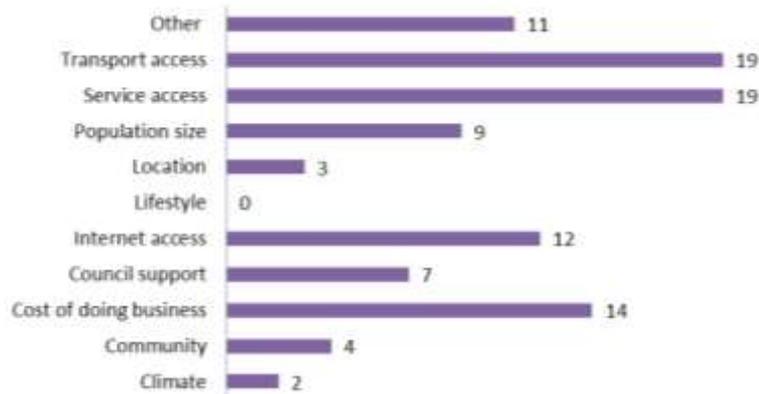
Lifestyle and location (close to metro yet country) are the main locational advantages of operating a business in Chittering, closely followed by the community.

The Shire will need to be mindful of the importance of “lifestyle” as the population grows.

### Other

- Grew up in area
- It’s where I live
- Proximity to clients
- Proximity to post office
- Soil quality
- Water availability
- Work from home

## Locational Disadvantages



Transport and service access rate highly as disadvantages of being located in Chittering, hopefully these can be addressed as future planning takes place. It can be surmised that the cost of doing business is directly linked to this.

### Other

- High traffic flow on Great Northern Highway
- Internet speeds are awful (2)
- Lack of Council support
- Lack of industrial land for purchase
- Mobile phone services could be better
- Most clients live out of the area
- People coming up from Perth
- Road quality
- Rubbish
- Unkempt gravel roads

## Actions to Support Advantages and Address Disadvantages

Respondents were asked for ideas that would support the identified advantages and address the perceived disadvantages.

- Advertising and marketing of local businesses, promotion of the locality, with easier access to local advertising (3). Business development in area to be encouraged.
- Agriculture and reserves to be preserved.
- Amenities (and supplies) to be improved (2).
- Attractions for guests to visit.
- Bus run to Perth (2).
- Business networking beyond just Chittering and extended to Northern Valleys Region (2).
- Clean unsightly properties.
- Communication.
- Community interaction to build stronger businesses and promotion of the type of lifestyle that can be found. Community support of local businesses to be encouraged (4).
- Council recognition of therapists as being health professionals with a contribution to healthy community ie subsidised rent / room use.
- Council support of business as builders of community through employment. Don't restrict with red/ green tape. Especially trucking businesses (2).
- Council support through preference to support Shire of Chittering based businesses as first call (maybe add this as a point value to a competitive tender).
- Couriers, better support for area (3).
- Electricity, increased availability and reliability, including three-phase in Lower Chittering (5).
- Home / small business trade fair supported by Council.
- Internet access needs to be better (4).
- Land rate reduction.
- Light industrial area development to prevent 'backyard' businesses coming and going (2).

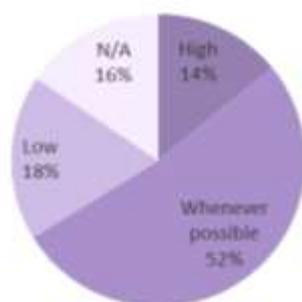
- Local business to work together as sometimes the cost / quality of service is not satisfactory.
- Local business, support by Shire and community.
- Local Government amalgamation.
- Medical and related services to be improved.
- Mining projects should be supported in Chittering.
- Mobile phone reception to be better (3).
- Muchea exchange to be sorted out.
- Neerabup Industrial Area to be activated in partnership with City of Wanneroo.
- Perth-Darwin Highway / Bindoon bypass to divert heavy haulage traffic (2).
- Population growth (3), but to note is a downside for rural lifestyle.
- Population, reduce size.
- Post boxes, closer to Lower Chittering.
- Postal delivery to more areas (2).
- Potable water scheme not to be allowed.
- Road improvements, sealing and drainage, maintenance (2).
- Road tax / registration reduced for local use trucks and equipment (currently the same tax/regio rates as long haul).
- Shire to be better and more supportive.
- Telecommunication, improved internet, email and broadband (optic fibre) access, Shire to continue to lobby (4).
- Tourism and awareness to be increased.
- Transport (public) better access / more for youth to get to work or go out (3).
- Transport improvement to lessen additional delivery / service charges due to location which puts prices up and causes delays.

### Other Comments

- The Shire is addressing these issues by the employment of the Economic Development Officer.
- I would move to a larger population if I wanted to do more business in this field.
- For the Shire to address these issues.

This proposed actions will be considered as part of the CEDS process.

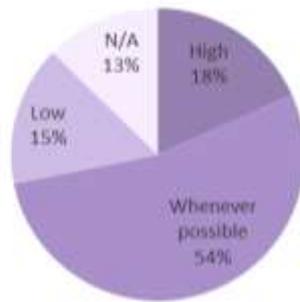
## Level of Local Purchases



It is encouraging to see that over half of businesses “shop local” whenever possible.

It would be interesting to quantify how much local shopping is done and work on strategies to increase this through a “Shop Local” program.

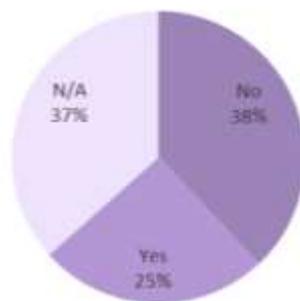
## Level of Local Services Utilised



Again, it is encouraging to see that over half of businesses “utilise local” whenever possible.

It would be interesting to quantify how much local service utilisation is actually undertaken and to include improvement / encouraged through a “Shop Local” program.

## Work and Staff Sharing



With regards to those businesses who don’t share work and / or staff with other local businesses it may be the case (not identified in the survey) that they don’t really have that option locally.

It would be interesting to quantify how much work / staff sharing could be utilised and assist with coordination / promotion if it proved to be positive.

## Services Not Available Locally

*As advised by survey respondents*

- Abattoir
- Accountant
- Accreditation training
- Building materials
- Cabinet makers
- Commercial standard laundry
- Commonwealth Bank
- Computer technicians who will travel to site locations for work
- Courier depot for Toll Ipec and Courier Australia
- Courier service / post and parcel delivery
- Electrical wholesale (2)
- Equipment Parts and fabrication materials
- Farm supplies (3)
- Feed supply manufacturers
- Fibre Optic communications
- Fuel / oils (2)
- Greengrocer, large, with quality produce at a fair price
- Hardware, quality / quantity, store (2)
- Hydraulics
- Log book service workshop
- Mechanical and related business, included heavy machinery
- Newspapers
- Office equipment
- Office premises
- Office supplies (delivery through local contracted business)
- Paint refinish supplies (automotive)
- Printing (3)
- Rural supplies / parts
- Specialised agricultural services

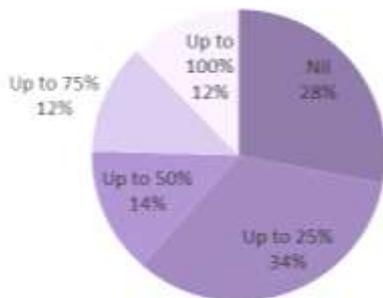
- Specialised mechanical repairs
- Stationary, including specialised (2)
- Steel supplier (2)
- Stock
- Supermarket (large) with a wide variety of choice (2)
- Tool Shop
- Truck machinery parts (2)
- Tyres and fitter (2)
- Uniform manufacturer
- Vet
- Wine making / packaging
- Wholesale organic seed supply
- Wholesale supplies ie; office etc

Noted that some goods and services are available locally but are not always of comparable price and / or quality.

This list will be addressed as part of the CEDS, it is possible that some of the aforementioned 'missing' services are in fact locally available. With sufficient demand it may be possible to lobby for businesses to commence operation in the area (even if on a mobile or casual basis to begin).

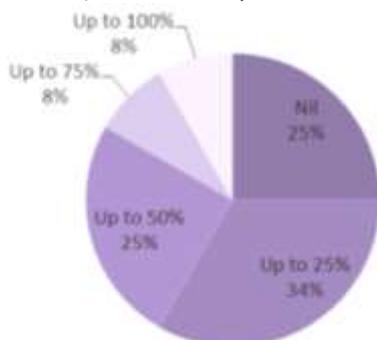
### Percentage of Customers who are Local

This graph indicates businesses who are satisfied with level of local custom they receive (being nil or up to 25%, 50% or 100%).



It can be surmised that the 28% of businesses who have nil local custom do not offer goods and services that are appropriate for the local market.

This graph indicates businesses who feel that level of local custom they receive (being nil or up to 25%, 50% or 100%) could be improved.



The CEDS will identify those businesses who want to actively improve their local market and assist them with this.

This area could form a measurable KPI for the CEDS.

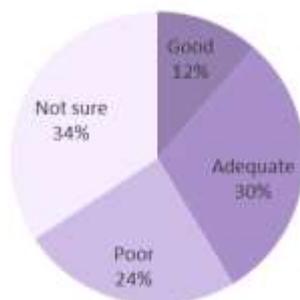
## Peak Bodies / Associations

This list represents the Peak Bodies and Associations that respondents are members of.

- Australian Institute of Company Directors
- Australian Institute of Management
- Australasian Biological Control Association
- Australasian Fodder Industry
- Australian Association Massage Therapists
- Australian Certified Organic MSB
- Australian Sandalwood Network
- Australian Wine and Brandy Corporation
- Biodynamic Research Institute of Australia
- Chamber of Commerce
- Chittering Chamber of Commerce
- Chittering Tourist Association (3)
- Citrus Australia
- Citrus Improvement Group
- Certified Practising Accountants Australia (2)
- Experience Perth
- Fruit West (2)
- Gingin Coast-to-Country
- Heartlands WA
- Housing Industry Association
- Institute of Chartered Accountants
- Master Builders' Association
- Master Electricians Australia
- National Electrical and Communications Association
- Petroleum Club of Western Australia
- Pet Industry Association Australia
- Real Estate Institute of WA
- Tourism Council of Australia (2)
- Tourism WA (2)
- WA Farmers Federation (2)
- WA Bloodhorse Breeders Association
- Wiltshire Horn Stud Breeders Association

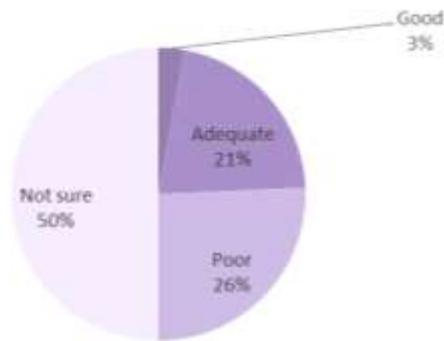
It would be interesting to ascertain from respondents what services they receive from their respective peak bodies / associations so that this information could be shared with other businesses and / or replicated (where possible / suitable) by local organisations for the benefit of local businesses.

## Availability of Professional Services



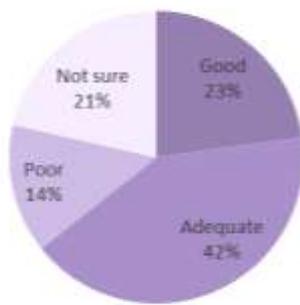
To further build on these results it would be necessary to ascertain exactly what professional services are required, along with the amount of demand, so that investigation can be undertaken into attracting them to the area.

### Availability of Training and Education Services



With such a high level of respondents being unsure of the availability of training and education services in the local area it may be prudent to investigate what is available in order to share this information with the business community.

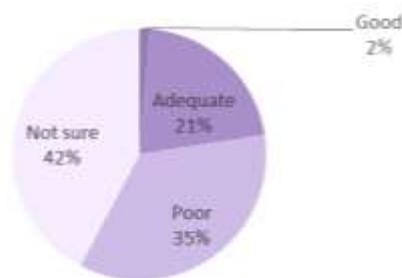
### Availability of Shire Council Services



It is encouraging to view these statistics and feel that Council is providing, predominantly, adequate to good services.

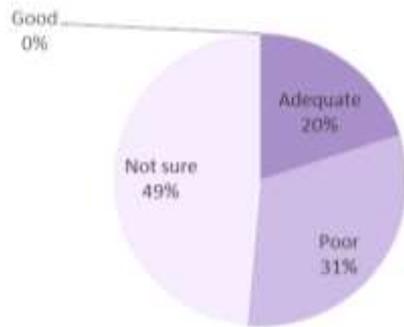
A CEDS KPI could be to reduce the number of people who feel that the services provided are “poor”.

### Availability of State / Federal Government Services



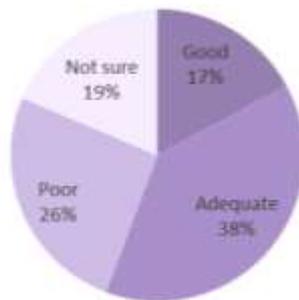
There are limited State and Federal Government services personally available in Chittering and therefore it may be prudent to assist businesses with familiarising themselves with other ways to access these services.

### Availability of Employment Services



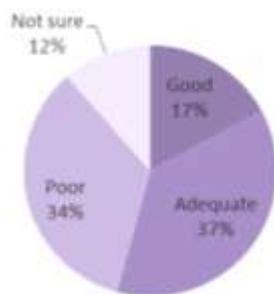
With such a high level of respondents being unsure of the availability of employment services in the local area, or feeling that they are poor, it may be prudent to investigate what is available in order to share this information with the business community.

### Access to Internet Services



The Shire of Chittering is currently addressing internet, and other telecommunication, services through liaison with the Wheatbelt Development Commission.

### Access to (other) Telecommunication Services



The Shire of Chittering is currently addressing telecommunication, services within the Shire through liaison with the Wheatbelt Development Commission.

### Other Comments

- Bypass – Bindoon will suffer a decline, similar to Dongara, when the Perth-Darwin Highway goes through.
- Community – Generally speaking we love living and working here, and have absolutely minimal impact on the area (not many neighbours realise we work from our home premises), but find our local customers are very loyal.
- Home Office – We operate through on site workshops within the northern metro and Perth CBD (shopping centres) our home/office is purely for business registration purposes

although we do spend considerable time working out of that office churning through the considerable amount of bookwork, doing internet searches for materials and contacting customers for quotations (via phone/email).

- Industrial Area – I prefer to work in heavy industrial areas that provide for larger income, Chittering does not offer this opportunity.
- Landfill and Recycling Centre – Business is only part-time but the restriction of opening times of the local tip reduces that again. 10 to 3 on weekends is not adequate for me to do a full days gardening with tip run at the end of the day as it is already shut!
- Landfill and Recycling Centre – Re-evaluate trading times and days for waste management as your business is a non for profit organisation serving the community.
- Location – I have a small home business so not only did I require to be based outside the metro area, I picked an area that had charm and beauty as I also needed to live on site, Chittering gives me all I need.
- Professional Services – Difficult to find log book approved (mechanic) service for vehicles.
- Professional Services – Everything is available, it just might not be in town or face to face.
- Professional Services – High level professional services are only needed in limited quantities in small rural locations, so most customers need to be located elsewhere, especially metropolitan and other larger centres.
- Professional Services – I bring my own computer tech from Maddington because he responds within 24 hours and I cannot get anyone to even respond in the area. I use drafting and engineering services from the city because there are none to the standard we require in the shire area. My accountant is also in the City because I get a broader overview and they are sharp and up to date. I also find that the inevitable "grapevine" works on overload in the community and I have a concern about the issues of confidentiality.
- Professional Services – The support that we require we access from areas outside of Chittering as we have had relationships with these providers prior to moving to Chittering.
- Professional Services – Until now did not have a need for professional services.
- Professional Services – Very limited support and assistance resources available.
- Rates – Differential rating promised ten years ago, still waiting.
- Rates – Land rates need to be reduced.
- Rates – Shire rates exceed income from land breeding.
- Rates – Valuer general staff are dunces, they confuse lifestyle with farming.
- Shire Corporate Services – I have an issue about the way in which work is allocated through the Shire on projects that are undertaken by the Shire. There is lack of transparency in the process and I suspect those that have been in the area for many years know their way through the quagmire.
- Shire Development Services – Government restrictions, such as no land clearing and water allocation being denied means unable to plan for expansion to become economic.
- Shire Development Services – More support required via help with dealing with State government agencies and red tape.
- Shire Development Services – Much rural land is not utilised.
- Shire Development Services – Some areas are difficult to locate within the Shire.
- Shire Technical Services – Sealing gravel roads.
- Shop Local – I purchase business supplies and specialised services predominantly from the Midland area, however I would not expect Chittering to provide the same given the smaller population and the agriculture / tourism focus.
- Shop Local – Since taking over the business almost 3 years ago we have always attempted to use local tradespeople, businesses and food purchases for the businesses. However, in many cases tradesmen didn't bother turning up at all, and of some who did the work was

not up to standard. Having said that, there are a couple of businesses in the area who we feel are exceptional and we continue to use them.

- Shop Local – We would very much like to do our food shopping for the business in this area, but instead choose Midland for a better selection of products at a fair price.
- Small Business Assistance – Closest BEC access is Lancelin. A part-time office in Bindoon may encourage / assist locals to start up new enterprises with great support.
- Small Business Assistance – My view is that real business hands on skills are required in the practical areas of setting budgets, bookkeeping practices and programs, forecasting etc. This however needs to be confidential as it is a small area and there is much gossip.
- Small Business Assistance – Quality of advisors has been low...
- Telecommunication – Internet/telephone services need to be improved.
- Telecommunication – Mobile access and internet access need to improve.
- Telecommunication – Mobile reception is poor.
- Telecommunication – Would like to be able to provide Cloud Computing services from this area but insufficient power and communications so I pay for space in data centres around the world.
- Viability – Most businesses are struggling, most owners are looking for a way out, subsistence farming.
- Viability – Orchards are being abandoned as not economic.
- Visual Amenity – Having Shire action on removing the junk yard on Kay Road would be grateful.

This list will be considered as part of the CEDS process.

### Where to from here?

The results from this Local Business Survey will be considered during the compilation of the Chittering Economic Development Strategy. Where possible, and appropriate, this survey will be referred to in the Strategy.



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[www.chittering.wa.gov.au](http://www.chittering.wa.gov.au)

Office hours: Monday to Friday  
8:30am - 4:30pm

### Local Business in Chittering

A summary of the Shire of Chittering Local Business Survey, undertaken in September 2013, is as follows;

#### Top 5 Industries of Employment within Chittering

- 24% Agriculture (farming, forestry and fishing)
- 11% Construction
- 9% Retail
- 8% Accommodation, Food Services, Tourism
- 7% Professional, Scientific and Technical Services
- 7% Manufacturing
- 7% Electricity, Gas, Water and Waste Services

#### Years in Business

- At the time of the survey the 76 respondent businesses had been operating from 3 months up to 92 years, with the average being 17 years.

#### Staffing Numbers

- 230 staff are employed in a full or part-time capacity by the 76 returning businesses.

#### Where is Business Done?

- 41% Locally
- 15% Throughout WA
- 14% Metropolitan Area
- 10% Nationally
- 9% Wheatbelt (south / east)
- 6% Midwest (north / west)
- 5% Internationally

#### Expectations for Revenue Growth

- 43% Increase
- 37% Stay Same
- 15% Not Sure
- 5% Decrease

#### Expectations for Staff Numbers

- 70% Stay Same
- 19% Increase
- 11% Note Sure
- 0% Decrease

#### Reasons for Positive Change

- Most returning businesses attribute the reasons for possible positive change to local market conditions in their sector and changes to their own business.

#### Reasons for Negative Change

- Most returning businesses attribute the reasons for possible negative change to government charges (including taxes and compliance). Interestingly, a high number of returning businesses also felt that local market conditions in their sector could cause a negative change.

#### Why Chittering?

- 59% Founded Here
- 22% Other
  - *Good customer base*
  - *Family history / own land*
  - *Outside metro area, but close for travel*

- *Halfway between existing clients*
- *Lifestyle*
- *Live here – work elsewhere*
- *Suitable land for business (horse breeding)*
- *Suitable home office*
- 19% Relocated Here

### **Locational Advantages**

- Climate
- Community
- Lifestyle
- Location

### **Locational Disadvantages**

- Access
- Cost of Doing Business
- Internet
- Service
- Transport

### **2.3.12 Level of Local Purchases**

- 52% Whenever Possible
- 18% Low
- 16% Not Applicable
- 14% High

### **2.3.13 Level of Local Services Utilised**

- 54% Whenever Possible
- 18% High
- 15% Low
- 13% Not Applicable

### **2.3.14 Work and Staff Sharing**

- 38% No
- 37% Not Applicable
- 25% Yes

### **2.3.15 Services not Available Locally**

This comprehensive list will be further researched to produce a list of service providers that can be approached with regards to service provision in the area.

### **2.3.16 Percentage of Customers who are Local**

- 34% up to 25%
- 28% nil
- 14% up to 50%
- 12% up to 100%

75% of respondents felt that they would like to improve their level of local custom.

### 2.3.17 Availability of Services

- Professional
  - **42% = good / adequate**
  - 24% = poor
- Shire Council
  - **65% = good / adequate**
  - 14% = poor
- Employment
  - 20% = good / adequate
  - **31% = poor**
- Training and Education
  - 24% = good / adequate
  - **26% = poor**
- State / Federal Government
  - 23% = good / adequate
  - **35% = poor**
- Internet
  - **55% = good / adequate**
  - 26% = poor
- Telecommunications
  - **54% = good / adequate**
  - 34% = poor

## Areas of Economic Opportunity

### Contents

Agriculture and Animal Husbandry .....	1
Transport, Logistics and Mining Support .....	2
Health and Aged Care .....	3
Retail and Lifestyle .....	4
Tourism .....	5

### Agriculture and Animal Husbandry

#### *Existing Businesses*

The following businesses listed themselves as “Agriculture” in the Local Business Survey 2013;

- AHB Manning
- Anspach Ag
- Bindoon Citrus
- Bindoon Hill Gravel Supply Pty Ltd
- Brockman River Beef
- Bush & Company
- CF Sauer & MR Sauer
- Dash Boilermaking Services
- Do Drop In Farm
- Dvz Stud
- Fewsters Farm
- Greenacres Nursery
- HG Fletcher & MJ Fletcher
- J & RM Loudon
- JA Leeds & JL Leeds
- JF Rose & JW Rose
- Kuyan Apiaries & West Coast Honey
- M & M Bird
- M & M Trovato
- Manchil IPM Services Pty Ltd
- Marbling Brook Farm
- Mr Philip Surtees
- Nesci Estate Wines
- Peter M Bird
- R W Bodey
- Scenic Lodge Horse Stud
- Treworder Two
- Wandena Contracting Pty Ltd

Other businesses to note would be;

- Blueberry Bliss
- Muchea Gold
- Muchea Tree Farm
- Western Hay

#### *Business Opportunities*

The following services were listed as ‘not available locally’ in the Local Business Survey 2013;

- Farm supplies
- Feed supply manufacturer
- Hardware supplies (bulk)
- Rural supplies / parts
- Specialised agricultural services

#### *Possible Challenges*

No significant challenges were identified through the survey process. However, it is reasonable to state that water security (quality and quantity) will prove to be a major challenge into the future.

### Transport, Logistics and Mining Support

#### *Existing Businesses*

The following businesses listed themselves as “Construction”, “Manufacturing”, “Mining” and / or “Transport, Postal and Warehousing” in the Local Business Survey 2013;

- Ace Electrical & Communication Pty Ltd
- Angel NA & Yates LM
- Anspach Ag
- Bindoon Hill Gravel Supply Pty Ltd
- Castlerock Building Contractors
- Country Crafted Homes
- Dash Boilermaking Services
- Dmach Contracting
- Dsy Engineering
- Finetone Cabinets
- Ghostly Pet Supplies
- JA Leeds & JL Leeds
- Lancelin Automotive & Marine Engineering
- Last Drop Water Carters
- Michmar Cabinets And French Polishing
- Muchea Plumbing & Gas
- P&J Frankland
- Pipe Coding Technology Pty Ltd
- Ross Transport Solutions
- Sparx Electrical Contractors Pty Ltd
- Styx Electrical Engineering
- Wandena Contracting Pty Ltd

Other businesses to note would be;

- Tronox
- Country Crafted Homes

#### *Business Opportunities*

The following services were listed as ‘not available locally’ in the Local Business Survey 2013;

- Courier depot / service
- Electrical wholesale
- Equipment, parts and fabrication
- Fuel and oils (bulk)
- Mechanical and related business, including heavy machinery and hydraulics
- Paint refinish supplies (automotive)

#### *Possible Challenges*

The Shire of Chittering Corporate Business Plan 2013-2017 identifies limited broadband and lack of infrastructure as challenges to be addressed. The survey identified that Government support is required for essential infrastructure and services, including, public transport.

### Health and Aged Care

#### *Existing Businesses*

The following businesses listed themselves as “Healthcare and Social Assistance”, in the Local Business Survey 2013;

- Barni Norton Remedial Massage Therapist
- Lisa Hurij Family Day Care
- ADRA Bindoon Op Shop

Other businesses / services to note would be;

- Child Health Care Centre
- Chiropractor
- Dental Surgery
- Dietician
- Medical Centre
- Occupational Therapist
- Pharmacy
- Physiotherapist
- Regional Home Care Services
- Silver Chain
- Speech Pathologist

#### *Business Opportunities*

There were no health and aged care services listed as ‘not available locally’ in the Local Business Survey 2013.

However, the Shire of Chittering Retiree Housing and Aged Services Survey 2013 (239 respondents, with 81% of respondents aged 55 or over) identified the following needs;

- Seven day a week medical service
- Shopping service / food delivery
- Transport service (in lieu of no public transport)
- Catering
- Cleaning
- Gym and / or pool
- Recreational pastimes
- Handyman
- Security

At the August 2014 Ordinary Meeting of Council it was resolved that the offer from Retirees WA to purchase a portion of Lot 62 Great Northern Highway, for the purpose of constructing Independent Living Units, would be accepted. The private development of up to 80 units, along with the future possibility of an Aged Care facility, will provide both employment and small service business opportunities.

#### *Possible Challenges*

No significant challenges were identified through the survey process.

### Retail and Lifestyle

#### Existing Businesses

The following businesses listed themselves as “Arts and Recreation Services”, “Education”, “Electricity, Gas, Water and Waste Services”, “Information Media and Telecommunications”, “Rental, Hiring and Real Estate Services” and / or “Retail” in the Local Business Survey 2013;

- Ace Electrical & Communication Pty Ltd
- ADRA Bindoon Op Shop
- Bindoon Bakehaus & Café
- Bindoon’s Windmill Farm
- Chittering Pest & Weed
- Chittering Waste Management Services
- Consult Innovate Create
- Dawnview Enterprises Pty Ltd
- Future Security WA
- Greenacres Nursery
- J & RM Loudon
- Kristel Eddy Bears
- Kuyan Apiaries & West Coast Honey
- Last Drop Water Carters
- Liz Connell Realty
- M & M Trovato
- Marbling Brook Farm
- Moondyne Country Conventions
- Muchea Plumbing & Gas
- Northern Valleys Directory
- Patch Of Heaven Family Day Care
- Seeds Australia Online
- Sparx Electrical Contractors Pty Ltd
- Styx Electrical Engineering
- West Coast Honey
- Whitely's Gardening And Mowing

Other businesses to note would be;

- Ace Electrical
- Bendigo Bank
- Bindoon Hardware
- Bindoon Pharmacy
- Bindoon Roadhouse
- Bindoon Tractors
- Carmel Ross Consulting
- Chittering Roadhouse
- Control Fire Systems
- Exact Accounts
- IGA Bindoon
- Lakestar Upholstery
- Love Ya Locks
- Muchea Roadhouse
- Nesci Estate Wines
- Neve Construction & Trail Design
- Noel Russell Plumbing & Gas

#### Business Opportunities

The following services were listed as ‘not available locally’ in the Local Business Survey 2013;

- Accreditation training
- Building materials
- Cabinet maker
- Commercial standard laundry
- Computer technician (mobile)
- Fibre optic communications
- Greengrocer, with quality and quantity
- Log book service workshop
- Office equipment / premises / supplies
- Printing

#### Possible Challenges

No significant challenges were identified through the survey process.

### Tourism

#### *Existing Businesses*

The following businesses listed themselves as “Accommodation and Food Services, including Tourism” in the Local Business Survey 2013;

- ADRA Bindoon Op Shop
- Bindoon Bakehaus & Cafe
- Bindoon’s Windmill Farm
- Chittering Hills Bed & Breakfast
- Kilo Delta
- Kuyan Apiaries & West Coast Honey
- Last Drop Water Carters
- Moondyne Country Conventions
- Patch Of Heaven Family Day Care
- Treetops Guesthouse
- Yayl Lodge

Other businesses to note would be;

- Apricot Acres Farm
- Bindoon Arts & Crafts
- Bindoon Catholic Agricultural College
- Bindoon Chitterbug Gallery
- Bindoon Estate
- Bindoon Heritage Museum
- Blue Cow (mobile café)
- Briery Estate Winery
- Burroloo Well Farmstay
- Chittering Visitor Centre
- Christos Estate Winery
- Enderslie House Bed and Breakfast
- Fewsters Farm Honey
- Franklin Foodies (food truck)
- Ginniby Rise Olives
- Glenowen Wines
- Golden Grove Orchard
- Good Oil Farm
- Green Valley Fruits
- Kyotmunga Estate Winery
- Morgan Leah (alpaca products)
- Muchea Gold
- Muchea Tree Farm
- Nirranda Farmstay
- Orchard Glory Resort
- Peace Be Still
- Phil’s Soft Serve (ice cream van)
- Sarah Kay Artist
- Scottalian Hotel
- Stringybark Winery and Restaurant
- Western Range Winery
- White Dog Farm Winery & Adult Accommodation
- Wootra Farm Bed and Breakfast
- Yirra Katta Homestead

Along with;

- General stores
- Real estate agents
- Roadhouses
- Roadside stallholders

#### *Business Opportunities*

There were no tourism services listed as ‘not available locally’ in the Local Business Survey 2013. However business opportunities to target could include;

- Brockman Centre, this area could be built into an active and vibrant ‘hub’.
- Eateries, we only have one restaurant, one pub, one café and two roadhouses, plus two mobile food vans... there’s a wide opening for something different that would attract people to travel to the area as well as service the local community.
- Markets, either building upon the existing community Farmers Market or a new market with something ‘different’ to attract visitors to the area.

- New Experiences, Northam has ballooning, York and Jurien have skydiving... what could we have?
- Tour Sidelines, encourage tour buses to call by as a part of other tours.
- Unique Accommodation, there is a wide range of accommodation available but something unique could fit in well to the mix.
- Unusual Attractions, we have amazing views so could benefit from a fantastic lookout.

### *Possible Challenges*

- Lack of suitable venues for events, especially for attracting established organisers.
- Proximity to Perth and other Shire's, with their own natural and established attractions.
- Lack of parking at existing attractions (ie individual sculptures) and venues.
- Fact that attractions such as the Museum, Arts and Crafts are run by volunteers, therefore they are understandably not open full-time.
- Poor streetscape through Bindoon townsite.
- Perceived lack of motivation of current tourism operators, need to get everyone working together for the benefit of the Shire, the region and themselves.

### *Tourism for Economic Development*

*WA needs to find alternative ways to fuel the economy other than mineral wealth, sociology and tourism. Tourism can't save Western Australia [coming out of the mining boom]. While it can be part of the solution, it is not the solution.*

*If done properly tourism can pull communities together, but for WA or Perth in particular to position itself for international tourists – it's got to be something really special. A tourist theme park might encourage people to stay in the state longer, but it needs to be something really iconic. We don't know what global warming or the price of carbon will do to tourism in future. Preserving the natural environment, in many ways is our ace.*

*Murdoch University Associate, Professor Jim Macbeth*

Tourism can raise the awareness about a place, increase investment in amenities which benefit both visitors and the community, provide opportunities for business and economic development.

The aspects of tourism which can be influenced are;

- Access - the roads, public transport modes and tour operators coming into the area.
- Accommodation - there needs to be a range of qualities / styles in order to cater for most tastes / budgets along with enough 'beds' to cater for requirements.
- Amenities - these tend to be most noticeable when absent;
  - *ATM/s;*
  - *Bank/s;*
  - *Eateries;*
  - *Parks;*
  - *Public toilets;*
  - *Shops; and*
  - *Visitor information.*

## **Item 9.3.6 - Attachment 2**

- Attractions and Activities - these can be listed under the headings of cultural, events, heritage and natural.
- Awareness - potential visitors need to be aware that the destination exists and what there is on offer. The local residents need to be aware of the importance of tourism to their community.
- Attitude - visitors need to share positive stories once they have been to the destination, a welcoming local community will add to a visitor's experience.

# Shire of Chittering Retiree Housing and Aged Services Survey 2013

## Results



**Shire of Chittering**

6177 Great Northern Highway (PO Box 70)

BINDOON WA 6502

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## **Table of Contents**

Chittering Community Strategic Plan	2
Retiree Housing and Aged Services Survey 2013	2
Expected Population Growth	2
Summary of Returns	2
What age group are you in?	3
Do you currently reside in Chittering, if so for how long?	3
Which townsite do you live closest to?	3
How long have you lived at your current residence?	4
How many people aged 55+ live with you?	4
Would you remain in / relocate to Chittering?	4
Would you consider downsizing?	5
What is your downsized preference?	5
What would your minimum requirements for an "ILU" be?	6
When are you looking at moving?	7
What services do you currently utilise?	7
Comments, including services required.	7
Where to from here?	9

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### Chittering Community Strategic Plan

The Shire of Chittering Strategic Community Plan 2012-2022, under the heading 'Built Environment: Infrastructure for Future Lifestyle Choices', identifies one required outcome as being "Housing Choice". "Aged" is included within this focus.

### Retiree Housing and Aged Services Survey 2013

Council sought input from all ratepayers and residents, as well as the community of neighbouring Shires, on their future accommodation and service needs.

As well as mailing all ratepayers (2,352) within the Shire the survey was advertised through Chatter@Chittering, on the Shire noticeboards, through Shire email lists / email newsletter and on the Shire website. The survey could be completed electronically through SurveyMonkey or in hard copy format.

The survey opened on 21 October 2013 and closed on 8 November 2013, with submissions actually being accepted up until 15 November 2013.

The results of the survey will assist Council with future planning for Retiree Accommodation and Aged Care Services within the Shire.

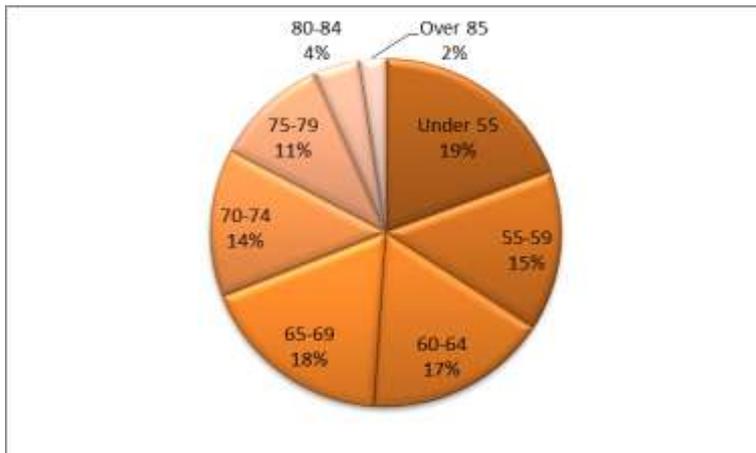
### Expected Population Growth

According to the West Australian Planning Commission's "Western Australia Tomorrow Population Report No. 7, 2006 to 2026" (updated February 2012) Chittering is expected to have a population of between 7,400 and 9,600 by 2026 (4,427 as at 2011 Census). At that date 27.1% of our population was aged 55 and over, with the median aged being 42.

### Summary of Returns

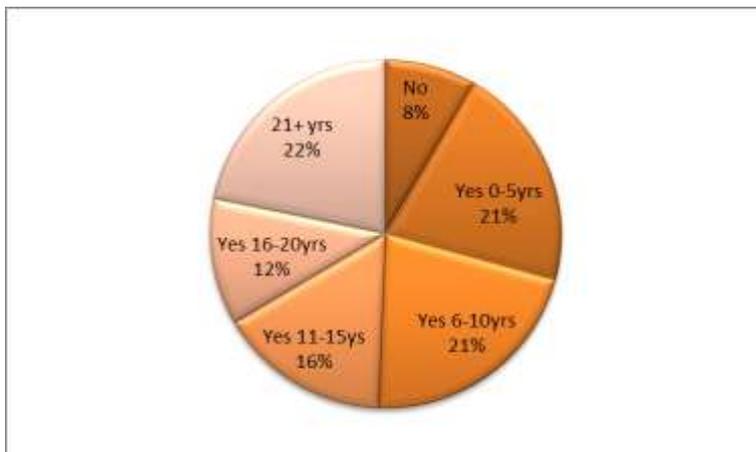
<b>Total Mailed (<i>plus advertising</i>)</b>	<b>2,352</b>	
Returned	239	10.2%
Requested to Receive Results	75	31.4%
<i>Plus two late, requesting to receive results</i>		

### What age group are you in?



The majority of the 239 respondents were aged 55 or over (81%).

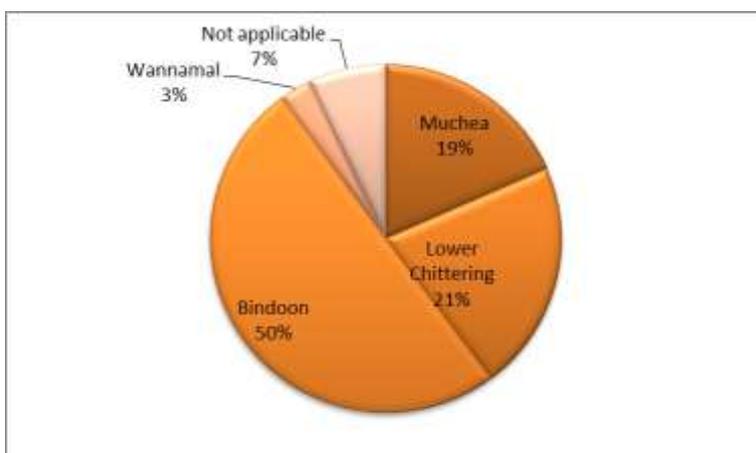
### Do you currently reside in Chittering, if so for how long?



Most respondents (92%) currently reside in Chittering.

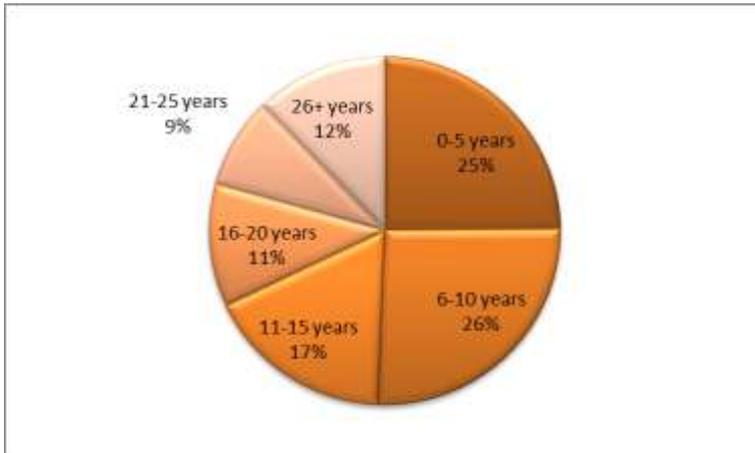
Half of the 239 respondents have been living in Chittering for over 10 years.

### Which townsite do you live closest to?



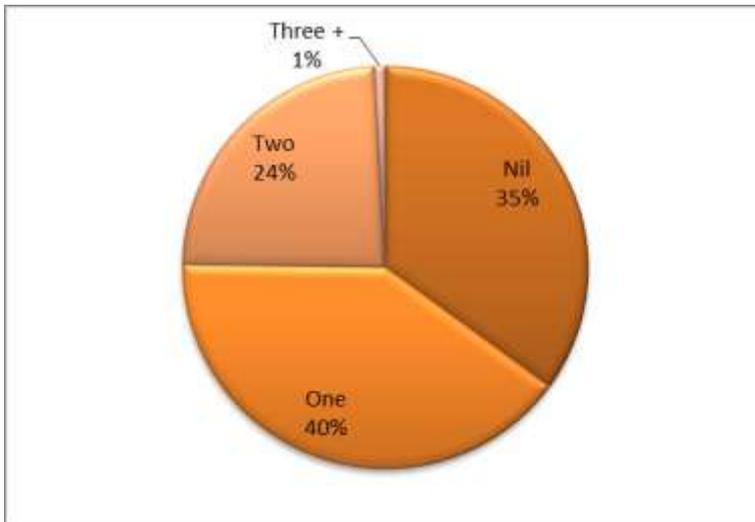
Half of the respondents live closest to the Bindoon townsite, with a further 40% being in the southern half of the Shire (Lower Chittering / Muchea).

How long have you lived at your current residence?



Loosely speaking half of respondents have lived at their current residence for up to 10 years, with the other half being over 10 years.

How many people aged 55+ live with you?



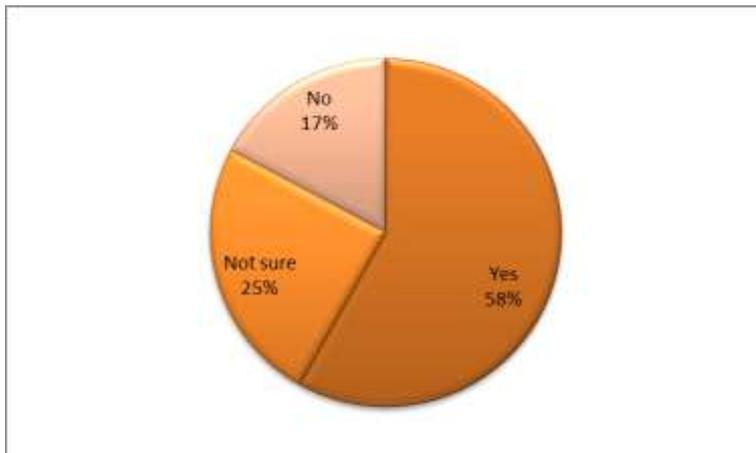
65% of respondents currently live with other people aged 55 and over.

Would you remain in / relocate to Chittering?



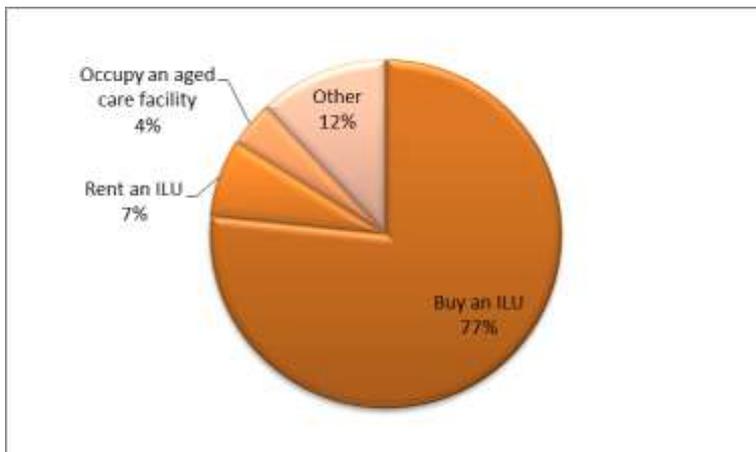
It's pleasing to see that only 2% of respondents felt that they would not remain in / relocate to Chittering when considering their retirement accommodation.

## Would you consider downsizing?



Over half of the respondents would consider downsizing from their current place of residence.

## What is your 'downsized' preference?



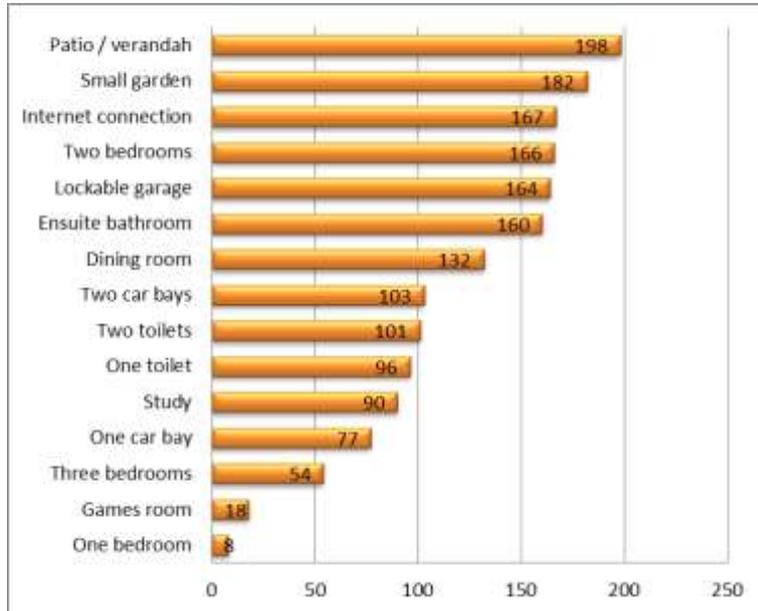
Over three-quarters of the respondents would prefer to purchase an 'Independent Living Unit'.

*Note: it is probable that the majority of respondents are currently ratepayers / landowners.*

### Other

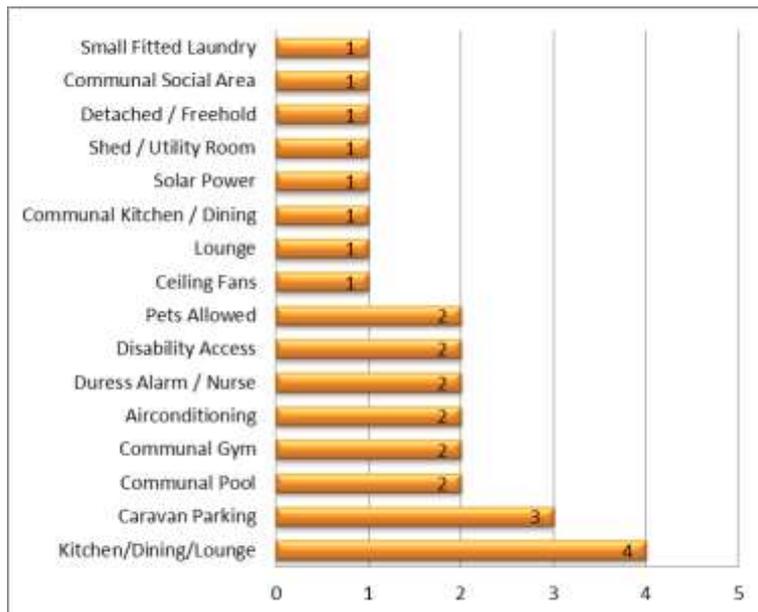
- Arrangements made in Perth
- Buy OR rent depending on circumstances / conditions
- Depends on rental / purchase conditions
- Depends on what is available (2)
- ILU / granny flat at current property (4)
- ILU and / or occupy an aged care facility as need arises (5)
- Not sure (2)
- Rural based commune for aged, land grants, aged work in return for reduced fees
- Smaller house and land (2)
- Stay in family home

What would your minimum requirements for an “Independent Living Unit” be?



It would appear that the ‘ideal’ independent living unit would offer;

- Small garden with patio / verandah
- Internet connection
- Two bedrooms
- Lockable garage / two car bays
- Ensuite bathroom
- Two toilets (or one toilet separate to bathroom)
- Dining room and / or study

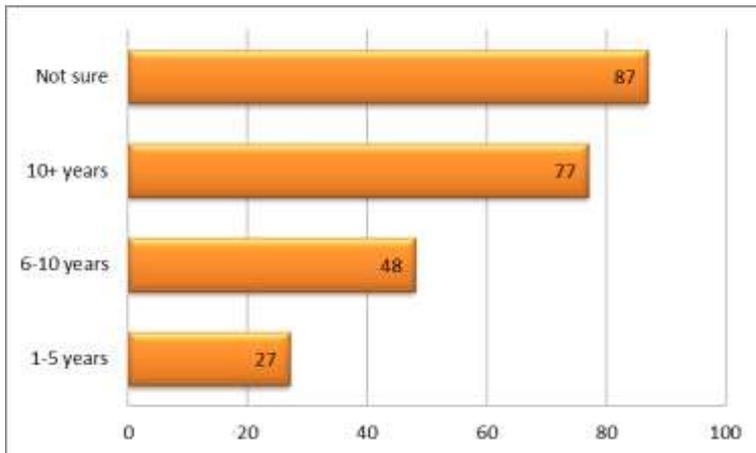


It is possible that these items would have been more popular had they been listed for contemplation by all respondents.

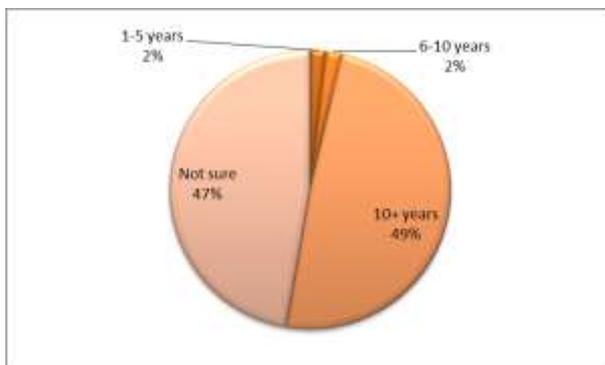
Other Comments

- Flexibility to allow for different needs, ie age, health, family configuration - noting that these needs may change over the time in the ILU.
- Common swimming pool, gymnasium, games room, BBQ area for the family when they visit, children’s play area making it conducive for them to visit, music room, common theatre room.
- Security.

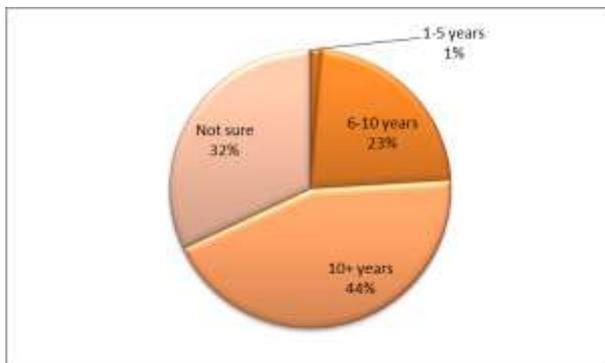
**When are you looking at moving?**



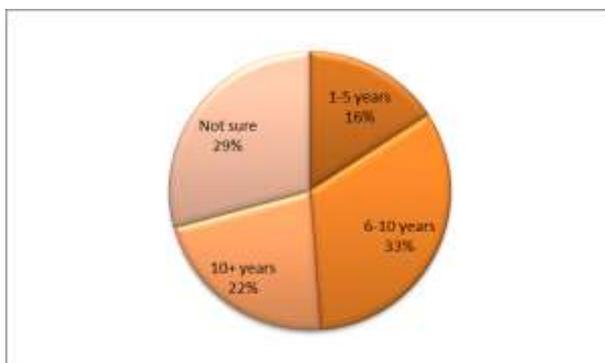
Even though the replies indicate that the majority of respondents aren't looking at moving to retirement housing for at least 6 years it is quite likely that should an attractive option be available this could change.



Under 55's – understandably the majority of this age group have either not considered when they might want to move to retirement style housing or are planning for over 10 years.

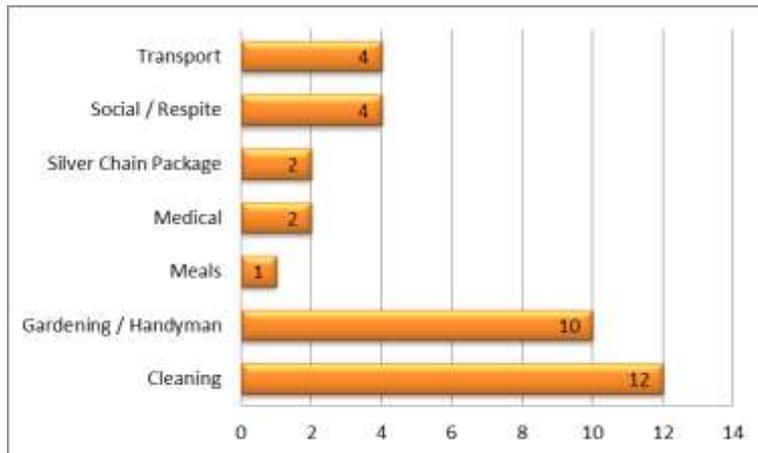


55 to 64 years – these figures show a trend towards the consideration of moving, with a quarter looking at doing so when they are aged 61 to 75.



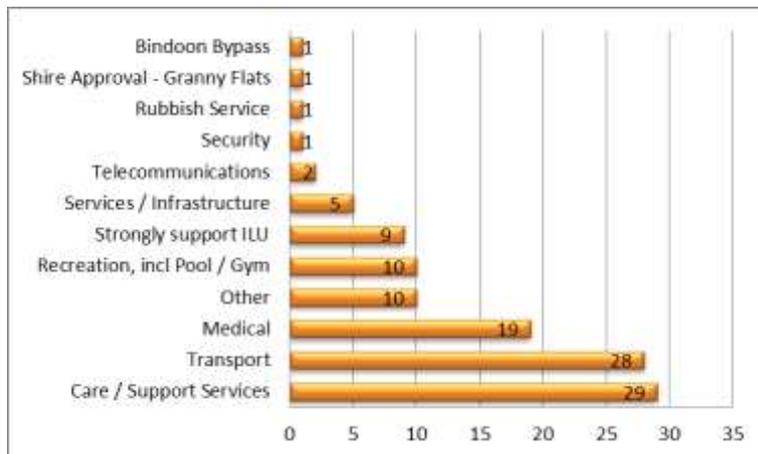
65 to 69 years – a larger percentage of this age group are considering moving in the next 1 to 5 years.

### What services do you currently utilise?



A wide range of assistance services are currently utilised by local residents.

### Comments, including services required.



This table indicates the items raised in the comments entered at the end of the survey.

Clearly there is a lot of interest around care and support services (cleaning, meals, gardening, handyman, social, respite), transport (public) and medical services.

- 7 day a week medical service.
- A return reply paid envelope would have been nice to return this. *Note, free reply paid address given.*
- A shopping service once unable to drive.
- Access to a full range of medical care.
- Access to podiatry services disability trained staff.
- Access to public transport.
- Aged care, ILU is required in Chittering.
- All services at number 11.
- Better health care locally.
- Better medical service.
- Better mobile phone and computer reception.
- Better public transport.
- Bindoon Bypass, Great Northern Hwy and trucks travel too fast through town.
- Bus service to Midland 1-2 week.
- Bus service to Midland.
- Bus Service.
- Catering / food, cooking meals.
- Cleaning and cooking.

- Cleaning in the future.
- Cleaning.
- Close at hand medical services with easy access to doctor / nurses.
- Communal Shire pool and gym would be great to keep people active within a village.
- Community bus service, 1 day a week, from Maryville Downs to Midland – Joondalup.
- Community care service.
- Courtesy bus for shopping, club, etc.
- Dance, yoga, bee keeping ect. (*recreational pastimes*)
- Dedicated paths, ie service lane to shops to keep away from heavy traffic, road stencilled symbolic signage for aged.
- Doctors and ambulances, clubs, associations, bus hire.
- Easy access to shops.
- Financial.
- Food delivery - Coles / Woolies.
- Group transport to events, etc.
- Handy man, someone on call in an emergency.
- Have medical/health services within reasonable distance.
- Help to maintain the yard if we were to stay in our current home.
- Hope this goes ahead, country retirees don't want to live in suburbia.
- House cleaning, shopping.
- I think it is important to try and retain our local seniors within our own area, rather than them having to leave their familiar surroundings and move to metropolitan area as so many before have had to do. Provision of a second doctor to ensure elderly are accommodated.
- If / when retiring would like outings / trips when possible.
- If and when the situation arises - housecleaning assistance/general maintenance.
- ILU's are a great idea and will enable more residents to stay in their preferred place of residence. A regular bus service would be beneficial to a lot of seniors /aged.
- Improved transport available for shopping expeditions.
- Improved transport to the City.
- Lack of services in Muchea. Medical. Library etc.
- Mains water service and public transport.
- Massage therapy mobility equipment.
- Meals on wheels.
- Meals, gardening, transport, cleaning, social, medical.
- Medical centre close by, shopping facilities.
- More recreational facilities eg swimming pool, outings for seniors.
- Possibility of a hostel for more supported accommodation, eg meals provided.
- Postal, rubbish, opportunity to have input, information re government regulations.
- Proximity to shops, doctors etc.
- Pruning, gardening, tree trimming.
- Public transport service.
- Public transport Services to Bullsbrook, Midland, Joondalup and Ellenbrook.
- Public transport, health services.
- Public transport, more.
- Public transport, Shire to sponsor / support Doctor.
- Public transport.
- Public transport.
- Retirees want outdoor exercise equipment, as we all know exercise promotes good health.
- Retirement housing is needed as soon as possible.

- Security would be important. Need a health / medical centre. Residence should be fully detached, a small compact type home within a secured area. Not an aged home type building. A place you could safely leave to travel. Chance to socialise if you wished to.
- Shire approval.
- Silver Chain.
- Social gatherings to help maintain gardens / property.
- St John Ambulance.
- Suitably trained/qualified people to deliver services in all areas of home care if needed.
- Support services.
- The Chittering Shire council has already the opportunity to have retirement homes in Bindoon but has so far ignored the issue.
- They are a valued part of the community who should be cared for with the highest standards and provided with a variety of activities. Will be seeking accommodation for my Dad within the next 3 to 5 years.
- Transport "bus" ect.
- Transport especially for appointment in city. Public transport to link with trains, buses and airport.
- Transport if unable to drive.
- Transport to appointments (metro). More doctors.
- Transport to the city for medical appointments, etc. Affordable high speed internet access (fibre-to-the-home NBN).
- Transport.
- Visiting Nurse.
- Weekly transport to Midland for persons unable to drive.
- When I was sick I could have done with meals.

### Where to from here?

The results from this Retiree Housing and Aged Services Survey will be provided to Council for their consideration with regards to future planning for retiree housing and aged services.



6177 Great Northern Highway  
PO Box 70 Bindoon WA 6502  
T: 08 9576 4600 F: 08 9576 1250  
E: [chitter@chittering.wa.gov.au](mailto:chitter@chittering.wa.gov.au)  
[www.chittering.wa.gov.au](http://www.chittering.wa.gov.au)

Office hours: Monday to Friday  
8:30am - 4:30pm



## Home Telecommunications Survey

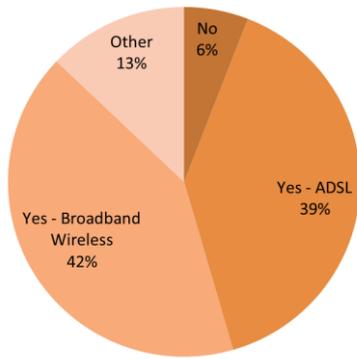
### Summary of Results – September 2013

There are 1,490 developed properties in the Shire of Chittering.  
103 submissions were received during the survey period.  
The results therefore represent approximately 7% of households.

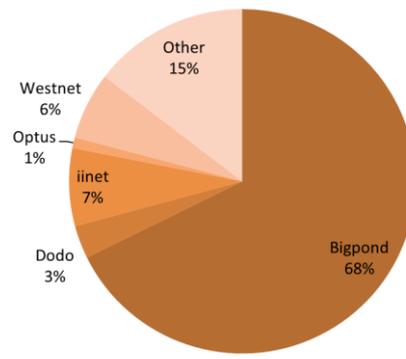
*This summary was prepared by;*  
Karen Dore  
Economic Development Officer  
Shire of Chittering  
6177 Great Northern Highway  
BINDOON WA 6502  
08 9576 4600  
[chatter@chittering.wa.gov.au](mailto:chatter@chittering.wa.gov.au)

## Item 9.3.6 - Attachment 2

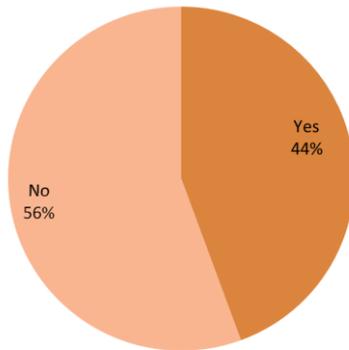
Do you have internet access at your home?



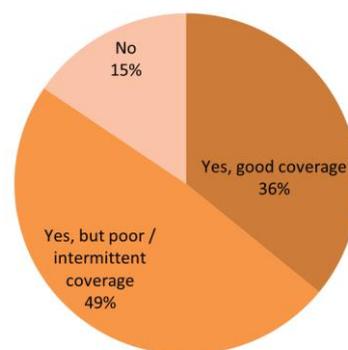
Who is your internet provider?



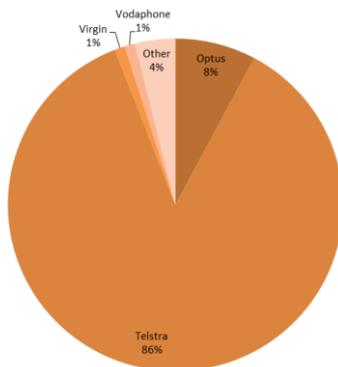
Are you satisfied with your internet access?



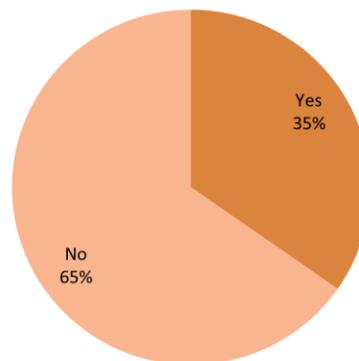
Do you have mobile coverage at your home?



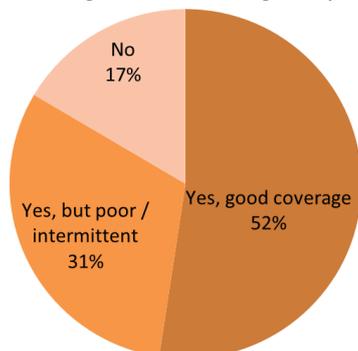
Which mobile provider are you with?



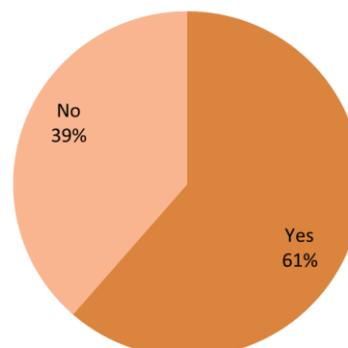
Are you satisfied with your mobile access?



Do you have digital TV coverage at your home?



Are you satisfied with your digital TV coverage?



## Economic Development Policy

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**Policy Owner:** Corporate Services  
**Person Responsible:** Executive Manager Corporate Services  
Economic Development Officer  
**Date of Approval:** \*\*\*  
**File Reference:** 08/02/0003

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**Objective** To create a consistent approach towards the provision of governance, promotion and facilitation for local infrastructure works, business assistance programs and promotional campaigns related to economic development.

**Policy** The Shire of Chittering is committed to supporting new and existing business within the Shire and promoting Chittering as a great place to visit, live and work.

**Profile of Chittering**

Council will conduct a bi-annual review and update of the Shire of Chittering's Profile. The Profile outlines the statistics of the population and demographics. The Profile can be used to assess and promote the Shire along with the opportunities that exist.

**Areas of Economic Opportunity**

Are recognised under the following areas;

- Agriculture
- Transport, Logistics and Mining
- Health and Aged Care
- Retail and Lifestyle
- Tourism – *Chittering: a place to visit*

Reviewed	Next Review	Record No

**Kalfax Holdings Pty Ltd**

PO Box 268  
BINDOON WA 6502  
ccpmlaw@iinet.net.au

24 September 2014

CEO and Economic Development Officer  
chatter@chittering.com.au

Dear Gary and Karen

**Chittering Economic Development Strategy 2014-2024**

Thank you for the opportunity to comment on the CEDS.

My comments are set out below - where possible I have referred to specific paragraphs in the CEDS but some comments are more general.

1. Section 1.1.3 refers to the Central Midlands Sub-regional Strategy and includes extracts from it. I have always found it odd that Chittering is included in this subregion as our Shire, being semi-rural, has far more in common with the Central Coast and Avon sub-regions. Confusingly the Strategy refers to Chittering's "competitive advantage" from the potential for mining and mining support services. The CEDS needs to be carefully worded so that it is not perceived to invite miners to establish mining projects which are inconsistent with:
  - 1.1. Our TPS that does not permit mining
  - 1.2. The Biodiversity Strategy, recently incorporated into the Planning Strategy
  - 1.3. Numerous sections of the CEDS that emphasise a sustainable economic future in tourism, agriculture, horticulture and related processing - that is incompatible with mining
  - 1.4. Important quoted sources in the CEDS such as Section 3.5.4 Prof Jim Macbeth " Preserving the natural environment is, in many ways our ace."
  - 1.5. The issue of water security.

In my view the CEDS needs to deal with the mining issue pro-actively and with greater clarity. There are only 2 types of mining that have been seriously considered in Chittering to date - that is, mineral sands mining/processing and bauxite mining/processing. Mineral sands mining/processing has occurred in Chittering since the 1990s. It comprises small scale, high value, low impact mining and Tronox has been found to be a net benefit to the community. Bauxite mining/processing, if it occurred, would be bulk scale, high impact, low margin/value with maximum potential for

negative environmental, social and economic impacts on other existing economic activities such as eco-tourism/agri tourism, agriculture and horticulture through land degradation, large scale water usage and high volumes of industrial trucks on our road system. It would require amendment of TPS6 to the significant detriment of hundreds of ratepayers. As such this issue should not be left vague or ambiguous in the CEDS. My suggestion is that the CEDS specifically acknowledges these fundamental issues and states that any mining established in the Shire would need to be small scale, low impact such as mineral sands, and that bulk commodity mining such as bauxite extraction and processing is considered to be inconsistent with existing and proposed planning, economic, environmental and social policies and values in the Shire. It is very important that the Shire gives a consistent message on this issue for the next 10 years.

I also want to point out that mining projects like the Kagara Iron magnetite iron project established in the past few years in the Central Midlands Sub-region has already proved to be economically unsustainable and is in deep trouble. Large scale mining projects are extremely intrusive and "region-changing" but they are subject to the whims of international markets and mineral price fluctuations resulting in mothballing or closure of mines without environmental remediation, with jobs lost and employees stranded in areas without alternative employment. (Similar happened at Ravensthorpe and has happened at Boddington from time to time causing massive upheaval and economic loss to individuals and the communities concerned). Chittering does not need, or want, to lose control of its economic future in this way.

2. Section 3.1.3 - no challenges to agriculture are listed. It is clear from data and anecdotal evidence that water security, both in terms of quantity and quality, is a major challenge to our agriculture future. This should be noted in the CEDS.

3. Section 5.7 - it is not clear to me how the creation of Chittering New Town is consistent or compatible with the enhancement of Bindoon as the main centre in Chittering. The "new town" would cause further dissipation of the commercial centre of our Shire away from Bindoon. I believe this aim should be heavily qualified to reflect reality.

4. Section 4.2.6 - signage. I totally support this - there should be more consistent signage about tourist venues throughout Chittering - currently signage seems to be very focused on the Chittering Valley when there are so many beautiful trails, B&Bs etc. in other parts of the Shire that don't get exposure. Better signage is a step towards capturing more of the passing tourist market, grey nomads and weekenders. Also, there needs to be a media campaign to bring the unique beauty of Chittering to the Perth population to generate a "quick weekender" market (rather than the 3 hour flog down south - now so crowded and formulaic). "getting away from the crowds and back to nature" could be the message.

5. Tourism - so much untapped potential. Maybe the CEDS should consider providing tourism "training" to encourage more rural B&Bs and self-catering experiences? Another really popular weekend/day activity is visiting unique and unusual gardens - that could be another tourism activity that could be encouraged and promoted. I love the idea of a Lookout Tower(s) on the walk trails - Bindoon Hill and the trails near Bindoon are stunning locations for that sort of novelty (think Gloucester Tree but much less scary!). We also need more restaurants/cafes even if they are seasonal. It is a great shame that Bite did not survive and this is a great resource currently being wasted.

Yours sincerely,

Clair Medhurst

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**From:** Karen Dore  
**Sent:** Thursday, 25 September 2014 5:24 PM  
**To:** Chatter  
**Subject:** I1452895 - FW: Feedback Corp Business Plan

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Please register as incoming to 08/02/0003.

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**From:** Jackie Shervington [REDACTED]  
**Sent:** Thursday, 25 September 2014 3:34 PM  
**To:** Gary Tuffin  
**Subject:** Feedback Corp Business Plan

Hi Gary

I have finally had a chance to have a good read of the recently published plan. Well done very thorough and great to have a plan. I do have some macro observations, which I think could be addressed.

My fear is the plan maybe too narrow at the moment, as we haven't acknowledged some of the peripheral issues that surround us.

### FEEDBACK - Chittering Corporate Business Plan

1. Economic Drivers – page 8. The document refers to two key economic growth drivers; Muchea Employment Node & Chittering New town. Both called as main economic drivers but no real embellishment of what they are. A word search confirms page 8&9 and mention of change scheme pg. 20. I understand the difficulty of further explanation - as both initiatives are somewhat out of the shire's control. I would suggest caution when referring to them as two key economic drivers without more substantiation.

1.a) New Town – From my research on the New Town concept, I am concerned, Aspen, the creators of this grand vision did nothing more than a brilliant sales job to leverage the promise of a new highway. (Refer 2009 brochure by Aspen Group). I stand to be corrected and would welcome more new information on the project but I am unconvinced by my experience that this is the future. On the ground I see the growth of residential being in the “pretty” semi rural spaces such as Chittering Retreat, Maryville. Not on the sandy plains west of GNH.

2. Great Northern Highway – I believe this must be acknowledged as the major economic driver in the next 5 years and be called out in the document. Shire plans should understand the potential impacts as well as exploring ways to leverage.

3. Leverage - Bullsbrook

I would expect to see more acknowledgement of economic growth through leverage of other areas. Bullsbrook is predicted to transform in the next 5 years. There is no mention of Bullsbrook in the document. I understand there have been some actions to achieve just this with greater cross sharing with City of Swan, Bullsbrook representative and BRAA. Perhaps the plan should acknowledge at a macro/strategic level to ensure the right plans are put in place to maximize our economic benefits.

4. Collaboration – within the region.

I believe our Corporate Business Plan should acknowledge our neighbours and the need to collaborate to maximize efficiencies. There is no mention of Gingin or Bullsbrook throughout the document.

Against a background that threatens shire amalgamation we should be doing our utmost to show we actively seek collaboration with neighbours to find efficiencies and greater outcomes. I believe those entities who are actively promoting the Northern Valleys are doing just that – encouraging collaboration. I would love to see acknowledgement of such initiative, albeit still a fledging regional brand, it is helping to achieve a greater awareness and collaboration across shires.

I hope this feedback is helpful.

Jackie Shervington  
Co Producer

██████████  
████████████████████  
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PO Box 206

Bindoon WA 6502



**From:** Derek Gascoine [REDACTED]  
**Sent:** Friday, 26 September 2014 8:00 AM  
**To:** Gary Tuffin; Chatter  
**Cc:** Clair Medhurst; Barni Norton  
**Subject:** I1452901 - Economic Development Strategy 2014-2024

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Dear Gary,

I have read Clair's letter of 24.9.2014 re the above and endorse her comments. I would independently endorse the proposition that the references on pages 5 and 6 that Chattering has a 'competitive advantage' in the industry of mining, as shown in the two tables, requires a qualifying comment underlining the prohibitions in the TPA and explaining that any such industry could only be mining support of an activity conducted outside the shire.

This is very important and especially so in the light of the confused messages coming from the Mines Minister and your significant upcoming meeting with Dr. Roberts in October.

Kind regards

Derek Gascoine.