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Shire of Jerramungup
ECONOMIC GROWTH PROJECT PLAN
(2015 - 2020)

DOCUMENT CONTROL

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Core Business Australia Pty Ltd PO Box 797 BUSSELTON WA 6280 Office: +61 8 9754 1117 Mobile: +61 418 931 067 Email: bruce@corebusiness.net.au Web: corebusiness.net.au	Document: Shire of Jerramungup Economic Growth Project Plan Client: Shire of Jerramungup
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	Synopsis: The Shires Economic Growth Project Plan sets a navigation path for the organisation and community aimed at maximising potential to leverage off initiatives of other tiers of government. This plan is presented in two documents. The first (this document) provides a summary of the identified projects and is intended for publication and community review. The second is an accompanying report 'Economic Growth Project Plan Accompanying Report' which documents the assessment process for preparation of the plan as well as each proposed strategy and action in full detail.

CONSULTANTS DISTRIBUTION SCHEDULE

Version No.	Date	Distribution	Reference
Version 1	May 25 th 2015	Internal review (CORE)	278 Jerramungup Prosperity Plan (V1)
Version 2	June 2 nd 2015	CEO and Council for review and feedback	278 Jerramungup Prosperity Plan (V2)
Version 3	July 13 th 2015	CEO and Council for review and feedback	278 Jerramungup Prosperity Plan (V3)
Version 4	Sept 14 th 2015	Incorporating Amendments following CEO and Council feedback	278 Jerramungup Prosperity Plan Economic Opportunity (V4)
Version 5	Nov 1 st 2015	Incorporating Amendments following CEO and Council feedback	278 Jerramungup Prosperity Plan Economic Opportunity (V5)
Version 6	Dec 10 th 2015	Changed title & incorporating amendments following additional CEO and Council feedback	278 Jerramungup Economic Growth Project Plan (V1)

Version 7	Jan 11 th 2016	Alignment of Economic Growth Projects with Great Southern Regional Investment Blueprint	278 Jerramungup Economic Growth Project Plan (V2)
Version 8	Feb 25 th 2016	Incorporating further feedback from the Shire Planner	278 Jerramungup Economic Growth Project Plan (V3)
Version 9	March 8 th 2016	Minor changes	278 Jerramungup Economic Growth Project Plan (V4)

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ECONOMIC GROWTH PROJECT PLAN (2015- 2020)

SHIRE OF JERRAMUNGUP





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1.0 Introduction

This Economic Growth Project Plan identifies the Shire's key Economic development projects which are aimed to be delivered over the next 5 years. The plan presents two types of projects. The first (Shire Delivery Projects) are projects that the Shire intends to directly implement (subject to available resources). The second (Policy, Advocacy and Transitional Projects) are projects which the Shire may influence through planning; policy development; completion of one or more project components; funding; and/or advocacy but the ultimate project delivery and final responsibility will be that of another entity or agency.

The plan aligns projects to the State Government's strategic objectives (State Planning Strategy) and identifies an overview level road map identifying the process required to achieve identified projects.

The plan was developed following a two-tiered process of organisational and strategic review. The first stage involved review of the organisation capability and capacity; and the second a review and identification of opportunities and unique business prospects.

1.2 Background

The Shire of Jerramungup is located in the Great Southern region of Western Australia, about 180 kilometres northeast of Albany and about 440 kilometres southeast of the state capital, Perth.

The Shire covers an area of 6,507 square kilometres and has a population of approximately 1,055 and includes the towns of Jerramungup and Bremer Bay.

The Shire of Jerramungup is a strong agricultural region with high biodiversity values, strong tourism potential and various mining prospects.



Figure 1: Location: Shire of Jerramungup

The Shire boasts a pristine natural environment from the rugged inland expanses of the Fitzgerald River National Park to the stunning Bremer Bay coastline. The Shire is recognised internationally for its biodiversity and human interaction with the landscape.

The Shire faces some challenges moving forward, however, the Shire's potential is unlimited and unlocking the region's path to prosperity is of significant importance.



1.3 Plan Format

The Shires Economic Growth Project Plan is presented in two separate documents. The first (this document) is intended for publication and community review. The second is an accompanying report which documents the assessment process undertaken to develop the plan as well as full detail relating to the included strategies.

1.4 Economic Growth Strategies

After a thorough external analysis, and after considering the Shire of Jerramungup's position with reference to the State Government's Planning Framework, a number of Economic Growth Strategies have been identified. These are summarised as follows:



Photo 1: Views across productive agricultural land in the Shire



STATE PLANNING STRATEGY: STRATEGIC DIRECTION	Economic Growth Strategies
S1.0 ECONOMIC DEVELOPMENT	
S1.1 THE RESOURCES ECONOMY	S1.1.1 Attract and maximise the value to the community of exploration and mining opportunities
	S1.1.2 Implement policy to manage the impact of potential Bremer sub-basin petroleum prospecting
S1.2 EDUCATION, TRAINING AND KNOWLEDGE T	S1.2.1 Maximise the opportunity for and social and economic benefit of home based business in the Shire
	S1.2.2 Facilitate the development of a specialised Regional TAFE and University field studies centre for environmental studies
S1.3 TOURISM DEVELOPMENT	S1.3.1 Maximise the social and economic benefits of current tourism development opportunities and encourage and foster new opportunities
	S1.3.2 Ensure tourism infrastructure supply is sufficient to meet projected demand
S1.4 AGRICULTURE AND FOOD	S1.4.1 Attract and maximise the value to the community of biofuel industry opportunities
	S1.4.2 Maximise the economic value of foreign investment in agriculture and other sectors
S1.5 REMOTE SETTLEMENTS	S1.5.1 Develop a land management strategy
S1.6 LAND AVAILABILITY	S1.6.1 Increase the supply of industrial land
S2.0 PHYSICAL INFRASTRUCTURE	
S2.1 MOVEMENT	S2.1.1 Upgrade the South Coast Hwy, and Borden Bremer Road (From Albany to Jerramungup and Bremer) to reduce travel time, increase visitation & increase safety
	S2.1.2 Upgrade the Bremer Bay marina (Land based and marine)
	S2.1.3 Develop the Bremer Bay Airport
S2.2 WATER	S2.2.1 Ensure adequate water supply to support development of industrial land
S2.3 ENERGY	S2.3.1 Attract and maximise the value to the community of alternative energy opportunities
S2.4 WASTE	S2.4.1 Develop regional waste facility
S2.5 TELECOMMUNICATIONS	S2.5.1 Provide appropriate internet connectivity and speed in Bremer Bay
	S2.5.2 Provide appropriate internet connectivity and speed in Jerramungup
	S2.5.3 Provide excellent mobile coverage within the Shire
S3.0 SOCIAL INFRASTRUCTURE	
S3.1 PLACES AND SPACES	S3.1.1 Develop the Bremer Bay Town Square to become a focal point and district hub for community meeting, activity and visitor orientation
	S3.1.2 Maximise the community and economic value of the Bremer Bay Town Centre
S3.2 AFFORDABLE LIVING	S3.2.1 The Shire will have a range of residential/ housing options, including 'Affordable housing'
S3.3 HEALTH AND WELLBEING	S3.3.1 Ensure residents have access to the same standard of Health and Wellbeing Services they would receive in a regional City
S4.0 ENVIRONMENT	S4.0.1 Preserve the integrity and sustainability of the local environment
	S4.0.2 'Future proofing' our community in light of Climate Change
S5.0 SECURITY	S5.0.1 Risks are managed and the Shire achieves security relating to natural hazards/disaster management; defence and border protection; safety and crime prevention; and biosecurity

Table 1: Growth Strategy Overview



1.5 Economic Growth Projects (Shire Delivered)

The following projects have been identified that will be directly lead and delivered by the Shire.

STATE PLANNING STRATEGY: STRATEGIC DIRECTION	Economic Growth Projects (Shire Delivered)	Alignment with Great Southern Regional Blue-Print
S1.0 ECONOMIC DEVELOPMENT		
S1.3 TOURISM DEVELOPMENT	S1.3.1 Maximise the social and economic benefits of current tourism development opportunities and encourage and foster new opportunities - Form a Tourism committee to guide and implement projects (including business readiness) to maximise the economic value of current Bremer Bay opportunities including: - The Bremer Canyon - Fitzgerald River National Park - Fishing at Bremer Bay - Rabbit-Proof Fence Tours	Measures of Success.... Economic Growth and Diversification... Envisage by 2040 the Great Southern will have.... A strong resilient economy... Which is diversified.... Retaining the core strength of agriculture while building the contribution of other sectors in the regional economy.... The regions industry sectors will be more diversified since:• tourism as a percentage of regional turnover will have doubled to 20 per cent. (Page 101)
S2.0 PHYSICAL INFRASTRUCTURE		
S2.1 MOVEMENT	S2.1.3 Develop the Bremer Bay Airport Implement the Airport Masterplan	Measures of Success.... Essential Infrastructure and Services... Envisage by 2040 the Great Southern will have.... Safe and efficient transport links... (Page 102)
S2.4 WASTE	S2.4.1 Develop regional waste facility Finalise construction of the Ravensthorpe facility & finalise construction of local transfer stations	Measures of Success.... Community and Environment.... Maintaining the regions environmental values and minimising negative impacts of human activity (Page 104)
S3.0 SOCIAL INFRASTRUCTURE		
S3.1 PLACES AND SPACES	S3.1.1 Develop the Bremer Bay Town Square to become a focal point and district hub for community meeting, activity and visitor orientation Complete stages 2 & 3 of construction of the Bremer Bay Town Square S3.1.2 Maximise the community and economic value of the Bremer Bay Town Centre Prepare and implement a marketing plan for the Bremer bay Town Centre. Ensure this plan investigates potential implementation of incentives for business to locate and develop	Measures of Success.... Community and Environment.... Leading to a strong sense of wellbeing... Building strong and safe communities supported by appropriate services and infrastructure (Page 104) Measures of Success.... Economic Growth and Diversification... Envisage by 2040 the Great Southern will have.... A strong resilient economy... Which is diversified.... Retaining the core strength of agriculture while building the contribution of other sectors in the regional economy.... The regions industry sectors will be more diversified since:• tourism as a percentage of regional turnover will have doubled to 20 per cent. (Page 101)
S4.0 ENVIRONMENT	S4.0.2 'Future proofing' our community in light of Climate Change - Investigate the Shires potential role in 'Future proofing' the community in light of climate change from a 'Municipal Asset Management' and Shire Planning perspective; and present the results and recommendations to Council.	Measures of Success.... Community and Environment.... Leading to a strong sense of wellbeing... Building strong and safe communities supported by appropriate services and infrastructure (Page 104)

Table 2: Economic Growth Projects (Shire Delivered)



1.6 Economic Growth Projects (Policy, Advocacy and Transitional)

The following projects have been identified which the Shire may influence through planning; policy development; strategy development; completion of one or more project components; funding; and/or advocacy but the ultimate project delivery and final responsibility will be that of another entity or agency:

STATE PLANNING STRATEGY: STRATEGIC DIRECTION	Economic Growth Strategies (Policy, Advocacy & Transitional)	Alignment with and Contribution to the Following Great Southern Regional Blue-Print Measure of Success
S1.0 ECONOMIC DEVELOPMENT		
S1.1 THE RESOURCES ECONOMY	S1.1.1 Attract and maximise the value to the community of exploration and mining opportunities - Develop a plan/ strategy and suit of policies to: - Provide an attractive environment for external investment in Oil, Gas, Gold, Clay and Rare Earth - Ensure any workforce housing is linked strongly with existing communities within the Shire - Attract and maximise the value to the community of Investment in Wellstead and Cape Riche Infrastructure - Manage risks - Maximise the economic and social value of external investment and development Oil, Gas, Gold, Clay and	Measures of Success.... Economic Growth and Diversification... Envisage by 2040 the Great Southern will have.... A strong resilient economy... Which is diversified.... Retaining the core strength of agriculture while building the contribution of other sectors in the regional economy.... The regions industry sectors will be more diversified since:• mineral exports by volume will have exceeded 3.5 million tonnes per annum (Page 101)
	S1.1.2 Implement policy to manage the impact of potential Bremer sub-basin petroleum prospecting - Develop a plan/ strategy and suit of policies relating to Bremer Sub-Basin Petroleum exploration and mining to: - Manage risks, particularly to prevent negative impact to the Bremer Canyon wildlife zone; - If appropriate Maximise the economic and social value of external investment in Bremer Sub-Basin Petroleum exploration and mining	Measures of Success.... Economic Growth and Diversification... Envisage by 2040 the Great Southern will have.... A strong resilient economy... Which is diversified.... Retaining the core strength of agriculture while building the contribution of other sectors in the regional economy.... The regions industry sectors will be more diversified since:• mineral exports by volume will have exceeded 3.5 million tonnes per annum (Page 101)
S1.2 EDUCATION, TRAINING AND KNOWLEDGE TRANSFER	S1.2.1 Maximise the opportunity for and social and economic benefit of home based business in the Shire Undertake consultation and prepare policy, program and supporting initiatives to foster home based business in the Shire and maximise the social and economic benefit	Measures of Success....Knowledge and Innovation... Envisage by 2040 the Great Southern will have.... entrepreneurial activity.. continuing to support the role of small business... The region will have the highest levels of small business creation and operation in Western Australia... (Page 103)
	S1.2.2 Facilitate the development of a specialised Regional TAFE and University field studies centre for environmental studies Liaise with relevant external agencies and present a business case to facilitate the development of a specialised Regional TAFE sub centre for environmental studies	Measures of Success.... Knowledge and Innovation.... Envisage by 2040 the Great Southern will have....Excellent educational opportunities... That service the regions industries... The region's tertiary and research organisations will be recognised for excellence in marine, agricultural, natural resource management and health economics education and research.... The region's research base will be fully engaged with industry and community, as evidenced through the extent of innovation, collaborative research and development programs and outcomes.(Page 103)



S1.3 TOURISM DEVELOPMENT	<p>S1.3.1 Maximise the social and economic benefits of current tourism development opportunities and encourage and foster new opportunities</p> <p>Develop a Tourism Strategy to maximise the social and economic benefits of current opportunities and encourage and foster new opportunities including:</p> <ul style="list-style-type: none"> - The Bremer Canyon - Fitzgerald River National Park - Fishing at Bremer Bay - Rabbit-Proof Fence Tours 	<p>Measures of Success.... Economic Growth and Diversification... Envisage by 2040 the Great Southern will have.... A strong resilient economy... Which is diversified.... Retaining the core strength of agriculture while building the contribution of other sectors in the regional economy.... The regions industry sectors will be more diversified since:•</p> <p>tourism as a percentage of regional turnover will have doubled to 20 per cent. (Page 101)</p>
	<p>S1.3.2 Ensure tourism infrastructure supply is sufficient to meet projected demand</p> <p>Review current inventory, conduct gap analysis and implement strategy/ plan to assist in meeting requirements this will include consideration of:</p> <ul style="list-style-type: none"> - Public Amenities - Accommodation provision - Effective marketing of the district - The Bremer Bay Sports Club Ecotourism Accommodation Project 	<p>Measures of Success.... Economic Growth and Diversification... Envisage by 2040 the Great Southern will have.... A strong resilient economy... Which is diversified.... Retaining the core strength of agriculture while building the contribution of other sectors in the regional economy.... The regions industry sectors will be more diversified since:•</p> <p>tourism as a percentage of regional turnover will have doubled to 20 per cent. (Page 101)</p>
S1.4 AGRICULTURE AND FOOD	<p>S1.4.1 Attract and maximise the value to the community of biofuel industry opportunities</p> <p>Prepare a brief strategy and suite of policies to:</p> <ul style="list-style-type: none"> - provide an attractive environment for development of Bio Fuel Industry opportunities - manage risks - maximise the economic and social value of Bio Fuel Industry opportunities 	<p>Measures of Success.... Economic growth and diversification.... Envisage by 2040 the Great Southern will have.... A strong resilient economy... Which is diversified.... Adding value to its primary production.... Innovation in Agriculture to meet the needs of new markets.(Page 101)</p>
	<p>S1.4.2 Maximise the economic value of foreign investment in agriculture and other sectors</p> <p>Prepare a brief strategy and suite of policies to:</p> <ul style="list-style-type: none"> - provide an attractive environment for foreign investment - manage risks - maximise the economic and social value of Foreign Investment in Jerramungup and Bremer Bay 	<p>Measures of Success.... Economic Growth and Diversification... Envisage by 2040 the Great Southern will have.... A strong resilient economy... Which is diversified.... Retaining the core strength of agriculture while building the contribution of other sectors in the regional economy.... The regions industry sectors will be more diversified since:• horticultural production will have doubled in value to more than \$50 million annually. (Page 101)</p>
S1.5 REMOTE SETTLEMENTS	<p>S1.5.1 Develop a land management strategy</p> <p>Develop a land Management Strategy including:</p> <ul style="list-style-type: none"> - A 'tidy up' of unallocated crown land and - A land audit 	<p>Measures of Success.... Community and Environment.... Maintaining the regions environmental values and minimising negative impacts of human activity (Page 104)</p>
S1.6 LAND AVAILABILITY	<p>S1.6.1 Increase the supply of industrial land</p> <p>Identify best site, rezone a portion of rural land to industrial Land in Bremer Bay and assist landowners and developers to navigate the approval process while meeting all requirements</p>	<p>Measures of Success.... Essential Infrastructure and Services... Envisage by 2040 the Great Southern will have.... access to quality industrial sites.... Ensuring planning and land availability continues for industrial zones across the region.... there will be sufficient serviced industrial land to attract increased industry activity across the region. (Page 102)</p>
	<p>Identify best site, convert industrial zoned UCL to reserve land, gain management and power to lease then assist landowners and developers to navigate the approval process while meeting all requirements</p>	



S2.0 PHYSICAL INFRASTRUCTURE		
S2.1 MOVEMENT	S2.1.1 Upgrade the South Coast Hwy, and Borden Bremer Road (From Albany to Jerramungup and Bremer) to reduce travel time, increase visitation & increase safety Present a case to Mainroads, Department of Transport and City of Albany to complete the upgrade: - Widening - Reseal - Reconstruction - Overtaking lanes	Measures of Success.... Essential Infrastructure and Services... Envisage by 2040 the Great Southern will have.... Safe and efficient transport links.... Continuing investment in road, rail and port infrastructure... (Page 102)
	S2.1.2 Upgrade the Bremer Bay marina (Land based and marine) Provide input as a key stakeholder on behalf of the community as the Department of Transport complete an upgrade to the Bremer Bay Marina (Land based and Marine)	Measures of Success.... Essential Infrastructure and Services... Envisage by 2040 the Great Southern will have.... Safe and efficient transport links.... Continuing investment in road, rail and port infrastructure... (Page 102)
S2.2 WATER	S2.2.1 Ensure adequate water supply to support development of industrial land Liaise with relevant external agencies and present a business case to secure water supply (Include review of opportunity to lobby for pipeline from Gnowangerup)	Measures of Success.... Essential Infrastructure and Services... Envisage by 2040 the Great Southern will have.... Secure water supplies across the region.... Developing a range of solutions to provide water for growth.... the region will have secure, sustainable water supplies sufficient for an expanded industrial sector and a resident population of up to 100,000...(Page 102)
S2.3 ENERGY	S2.3.1 Attract and maximise the value to the community of alternative energy opportunities Prepare a brief strategy and suite of policies to: - provide an attractive environment for development of Alternate Energy Opportunities - manage risks - maximise the economic and social value of Alternate Energy Opportunities	Measures of Success.... Essential Infrastructure and Services... Envisage by 2040 the Great Southern will have.... secure energy supplies across the region... encouraging the use of renewable energy... (Page 102)
S2.5 TELECOMMUNICATIONS	S2.5.1 Provide appropriate internet connectivity and speed in Bremer Bay Liaise with relevant external agencies and present a business case to secure appropriate internet connectivity and speed in Bremer Bay. Investigate utilising the CSIRO 'Nagara' technology as part of this.	Measures of Success.... Essential Infrastructure and Services... Envisage by 2040 the Great Southern will have.... High standard digital links... Raising engagement with digital technologies and developing the necessary infrastructure for a connected Great Southern Economy... (Page 102)
	S2.5.2 Provide appropriate internet connectivity and speed in Jerramungup Liaise with relevant external agencies and present a business case to secure water supply internet connectivity and speed in Jerramungup	
	S2.5.3 Provide excellent mobile coverage within the Shire Liaise with appropriate funding and other stakeholders to increase coverage by eliminating local blackspots in the Shire- focus on rural areas	



S3.0 SOCIAL INFRASTRUCTURE		
S3.1 PLACES AND SPACES	S3.1.2 Maximise the community and economic value of the Bremer Bay Town Centre - Foster and participate in a Tourism committee to guide and implement projects to maximise the economic value of current Bremer Bay opportunities	Measures of Success.... Economic Growth and Diversification... Envisage by 2040 the Great Southern will have.... A strong resilient economy... Which is diversified.... Retaining the core strength of agriculture while building the contribution of other sectors in the regional economy.... The regions industry sectors will be more diversified since:• tourism as a percentage of regional turnover will have doubled to 20 per cent. (Page 101)
S3.2 AFFORDABLE LIVING	S3.2.1 The Shire will have a range of residential/ housing options, including 'Affordable housing' Review relevant Shire policy and confirm the Shires support for the State Governments implementation of the "Affordable Housing Strategy 2010-2020: Opening Doors to Affordable Housing- Action Plan"	Measures of Success.... Community and Environment.... The region will offer a range of affordable public and private housing options that have the capacity to cater for a projected population of up to 100,000 (Page 104)
S3.3 HEALTH AND WELLBEING	S3.3.1 Ensure residents have access to the same standard of Health and Wellbeing Services they would receive in a regional City -Consult the community and identify desired standards and acceptable level of community financial contribution (through rates). May include a mix of local and patient transport - Identify the desired/ reasonable mix of service to be funded by the Shire and other agencies - Undertake a gap analysis - Prepare and present a case to relevant State and Federal Agencies to achieve the desired collaborative level of health and wellbeing service	Measures of Success.... Community and Environment.... A critical mass of residents.... Who are Healthy.... Continuing to develop the regions health facilities.... Access to health infrastructure and services will be comparable to that in the metropolitan area. the region will have comparable health outcomes to the metropolitan area. (Page 104)
S4.0 ENVIRONMENT	S4.0.1 Preserve the integrity and sustainability of the local environment - Liaise with the appropriate authority(s) to ensure appropriate measures are in place to protect the integrity of the Bremer Bay Canyon environment from issues such as: - Exploitation (too many boats accessing at one time) - Exploitation (Boats in close proximity to marine life - Pursue UNESCO listing of Fitzgerald Biosphere	Measures of Success.... Community and Environment.... Maintaining the regions environmental values and minimising negative impacts of human activity (Page 104)
S5.0 SECURITY	S5.0.1 Risks are managed and the Shire achieves security relating to natural hazards/disaster management; defence and border protection; safety and crime prevention; and biosecurity Liaison with State and Federal Agencies to provide input into an updated risk assessment for each potential Security threat that the Shire has awareness of; assist in providing information about security measures to Council and community; and Investigate, report and make recommendations to Council relating to addressing any implications to the Community and Shire	Measures of Success.... Community and Environment.... Leading to a strong sense of wellbeing.... The region's residents will feel safe and secure, with measures of both perceptions of safety and incidence of crime comparable with Western Australia as a whole... (Page 104)

Table 3: Economic Growth Projects (Policy, Advocacy & Transitional)



2.0 Strategy Detail

2.1 Economic Development

Growth rates in Western Australia have been significantly higher than most other states for a significant period of time on the back of the resources boom. However, recent reports suggest that the Western Australian economy has softened slightly with fading mining investment dragging Western Australia from second down to third in the state economic rankings, according to CommSec's January 2015 State and territory economic performance report.

To put this into perspective, Western Australia has undergone unprecedented growth based upon the mining boom that has had a positive impact on most economic indicators for a number of years. These recent results suggest a real softening in the Western Australian economy, which perhaps suggests a returning to normality.

To achieve sustained growth, Western Australia will need to improve its productivity, and maintain high rates of employment. The State's objective is to facilitate coordinated and sustainable economic development.

To enhance its global competitiveness and provide resilience to changing economic conditions, Western Australia will seize the opportunity to diversify its economy through innovation, research and development. This will be in addition to capitalising on the State's sustainable competitive advantages.

The abundance of renewable energy resources and natural assets will be increasingly valuable as global technologies enhance the sustainable use of these resources. The State Government has implemented significant reform of the project approvals process through a 'Lead Agency Framework', to provide a more efficient and coordinated process for development decisions.

Promoting the ongoing development of existing industries (such as mining, petroleum, tourism, agriculture, pastoralism and horticulture) alongside new emerging economies (such as health sciences, genetic mapping, animation and game development) will raise the State's productivity.

The State's strategic approach to economic development is comprised of the following elements:

- Land availability
- Infrastructure
- Global competitiveness
- Economic diversity
- Industrial ecology and economic clusters
- Innovation knowledge, research and development



2.2.1 Resources Development

Western Australia is one of the most resource-rich regions in the world. The past decade has seen high commodity prices and strong demand for Western Australia’s natural resources, driving industry investment to record levels.

Although the Shire of Jerramungup does not currently have a mining workforce, the region is rich in resources with a majority of the Shire being explored and drilled by various mining companies. At some stage in the foreseeable future, the Shire of Jerramungup will have an active mining industry and it is important that the Shire plans for these implications today so that opportunities can be capitalised upon into the future.

SHIRE PROSPECTIVITY STRATEGY	S1.1.1 Attract and maximise the value to the community of exploration and mining opportunities	S1.1.2 Implement policy to manage the impact of potential Bremer sub-basin petroleum prospecting
Project Summary	Develop a plan and/or strategy and designed to: <ul style="list-style-type: none"> - Provide an attractive environment for external investment in oil, gas, gold, clay and rare earth - Ensure any workforce housing is linked strongly with existing communities within the Shire - Attract and maximise the value to the community of the resources investment in Wellstead - Manage risks - Maximise the economic and social value of external investment and development oil, gas, gold, clay and rare earth 	Develop a plan or strategy and suite of policies relating to Bremer Sub-Basin Petroleum exploration and mining to: <ul style="list-style-type: none"> - Manage risks, particularly to prevent negative impact to the Bremer Canyon wildlife zone - If appropriate maximise the economic and social value of external investment in Bremer Sub-Basin Petroleum exploration and mining
Project Type	Policy, Advocacy & Transitional	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	Yes	Yes
Degree of Difficulty (1 least - 5 most difficult)	4	4
Priority (1 highest -5 lowest)	3	3
Cost	\$20,000	\$5,000
Expected Cost Type	Officer Time or Consultancy	Officer Time or Consultancy
Time commence (completion)	2017 (2017)	2017 (2017)
Roadmap	<ol style="list-style-type: none"> 1. Community consulted on topic 2. Draft document developed in consultation with resources industry and government stakeholders 3. Draft adopted by Council 4. Draft advertised for community consultation 	<ol style="list-style-type: none"> 1. Community consulted on topic 2. Draft document developed in consultation with resources industry and government stakeholders 3. Draft adopted by Council 4. Draft advertised for community consultation

Table 4: Resources Development



	5. Amendments made	5. Amendments made
	6. Final adopted by Council and implemented	6. Final adopted by Council and implemented



2.1.2 Education, Training and Knowledge Transfer

Stimulating knowledge and innovation within the State’s economy allows Western Australia to maintain its economic competitiveness and fully develop and diversify the workforce. Enabling creativity and knowledge is both vital to the social wellbeing of communities and at the same time critical to advancing the Western Australian economy.

In developing strategies in the area of education, training and knowledge transfer, we have considered the opportunities, needs and desires unique to the shires community. The actions developed in response to these needs and desires have been aligned to the State Government’s plans and strategies and are outlined below:

SHIRE PROSPECTIVITY STRATEGY	S1.2.1 Maximise the opportunity for and social and economic benefit of home based business in the Shire	S1.2.2 Facilitate the development of a specialised Regional TAFE and University field studies centre for environmental studies
Project Summary	Undertake consultation and prepare policy, program and supporting initiatives to foster home based business in the Shire and maximise the social and economic benefit	Liaise with relevant external agencies and present a business case to facilitate the development of a specialised Regional TAFE sub centre for environmental studies
Project Type	Policy, Advocacy & Transitional	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	No	No
Degree of Difficulty (1 least - 5 most difficult)	2	2
Priority (1 highest -5 lowest)	3	4
Cost	\$5,000	\$15,000
Expected Cost Type	Officer Time or Consultancy	Officer Time or Consultancy
Time commence (completion)	2016 (2017)	2017 (2018)
Roadmap	<ol style="list-style-type: none"> 1. Prepare background paper on home based business opportunities 2. Community consultation 3. Prepare draft policy that aligns with the Local Planning Scheme 4. Draft adopted by Council 5. Draft advertised for community consultation 6. Amendments made 7. Final adopted by Council and implemented 	<ol style="list-style-type: none"> 1. Prepare brief 2. Engage consultant or assign internal resources 3. Prepare business case in consultation with education provides 4. Identify potential sites 5. Secure tenure for facility 6. Seek funding 7. Market sites with assistance of GSDC and other stakeholders

Table 5: Education Training and Knowledge Transfer



2.1.3 Tourism Development

Tourism, supported by strong investment in, and development of, Western Australia’s cultural features and activities, helps to access and enhance a range of experiences unique to the State. Tourism contributes to the Western Australian economy through the attraction of people, business investment and new enterprises. Where potential exists, it enables a region to capitalise on its competitive advantage in terms of the unique experiences it affords.

Within the Shire of Jerramungup, there exists an amazing diversity of landscapes from the wide-open spaces of gently rolling farmland, to the remoteness and biodiversity values of the Fitzgerald River National Park to the magnificent rugged coastline and picturesque turquoise bays.

SHIRE PROSPECTIVITY STRATEGY	S1.3.1 Maximise the social and economic benefits of current tourism development opportunities and encourage and foster new opportunities	S1.3.2 Ensure tourism infrastructure supply is sufficient to meet projected demand	
Project Summary	Develop a Tourism Strategy to maximise the social and economic benefits of current opportunities and encourage and foster new opportunities including: <ul style="list-style-type: none"> - The Bremer Canyon - Fitzgerald River National Park - Fishing at Bremer Bay - Rabbit-Proof Fence Tours 	Form a Tourism committee to guide and implement projects (including business readiness) to maximise the economic value of current Bremer Bay opportunities including: <ul style="list-style-type: none"> - The Bremer Canyon - Fitzgerald River National Park - Fishing at Bremer Bay and Ocean Grown Abalone - Rabbit-Proof Fence Tours 	Review current inventory, conduct gap analysis and implement strategy/ plan to assist in meeting requirements. This will include consideration of: <ul style="list-style-type: none"> - Public Amenities - Accommodation provision - Effective marketing of the district - The Bremer Bay Sports Club Ecotourism Accommodation Project
Project Type	Policy, Advocacy & Transitional	Shire Delivered	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	Yes	Yes	Yes
Degree of Difficulty (1 least - 5 most difficult)	2	2	2
Priority (1 highest -5 lowest)	1	2	2
Cost	\$40,000	\$5,000	\$10,000
Expected Cost Type	Officer Time or Consultancy	Officer Time	Officer Time or Consultancy
Time commence (completion)	2015 (2016)	2015 (2016)	2015 (2016)
Roadmap	<ol style="list-style-type: none"> 1. Develop brief 2. Appoint consultant or assign internal resources 3. Community consultation 	<ol style="list-style-type: none"> 1. Develop brief 2. Appoint consultant or assign resources internally 3. Prepare gap analysis 	<ol style="list-style-type: none"> 1. Develop brief 2. Appoint consultant or assign resources internally 3. Prepare gap analysis



	<ol style="list-style-type: none"> 4. Develop draft 5. Public advertising 6. Amend draft 7. Final adopted by Council and implemented 	<ol style="list-style-type: none"> 4. Recommendations to Council for consideration 	<ol style="list-style-type: none"> 4. Recommendations to Council for consideration
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Table 6: Tourism development



2.2.4 Agriculture and Food

The importance of food sources is growing throughout the world, as demand begins to outstrip supply and opportunities emerge to supply domestic and foreign markets. In Western Australia, food production capacity is important, not just for the local market, but also for a range of export markets, with the State exporting 80% of its agricultural production.

The State’s objective is to enable food supply chains to meet the projected demands of its domestic and global food and fisheries market. To provide fresh food throughout the State and to remain globally competitive in food production, the State’s agricultural production systems need to diversify, maintain high standards and become more sustainable.

Western Australia has climatic zones and landscapes that provide for a range of agricultural, pastoral and horticultural food processing industries. The State produces and exports high-quality grains, wool, meat, live animals and fish. Western Australia also has a freight advantage due to its proximity to Asian markets.

Regional economies rely heavily on agriculture, fishing and forestry with significant flow-on benefits to food manufacturing and processing, industry, tourism and hospitality.

The State’s strategic approach to the planning for agriculture and food is comprised of the following five elements:

- Security
- Prime agricultural land
- Global competitiveness
- Infrastructure
- Fisheries

The Shire of Jerramungup is heavily reliant on agriculture with 48% of local residents employed in the sheep, beef cattle and grain farming industries. The entire local economy relies on consistent rainfall and the continued prosperity of the agricultural sector.

The Prosperity Plan seeks to align the Shire’s objectives with the State’s Strategic approach to the planning for agriculture. In developing strategies in the area of agriculture, we have considered the opportunities, needs and desires unique to our community. The actions developed in response to these needs and desires are outlined below.

SHIRE PROSPECTIVITY STRATEGY	S1.4.1 Attract and maximise the value to the community of biofuel industry opportunities	S1.4.2 Maximise the economic value of foreign investment in agriculture and other sectors
Project	Prepare a brief strategy and suite of policies to: <ul style="list-style-type: none"> - provide an attractive environment for development of Bio 	Prepare a brief strategy and suite of policies to: <ul style="list-style-type: none"> - provide an attractive environment for foreign investment - manage risks - maximise the economic and social value of Foreign



	Fuel Industry opportunities - manage risks - maximise the economic and social value of Bio Fuel Industry opportunities	Investment in Jerramungup and Bremer Bay
Project Type	Policy, Advocacy & Transitional	Shire Delivered
Capital Evaluation Ready (Y/N)	Yes	No
Degree of Difficulty (1 least - 5 most difficult)	4	4
Priority (1 highest -5 lowest)	4	3
Cost	\$10,000	\$20,000
Expected Cost Type	Officer Time or Consultancy	Officer Time or Consultancy
Time commence (completion)	2018 (2019)	2017 (2017)
Roadmap	<ol style="list-style-type: none"> 1. Prepare a brief 2. Seek external assistance to develop proposal or develop in house 3. Identify appropriate sites 	<ol style="list-style-type: none"> 1. Explore implications of foreign investment 2. Identify current and future foreign investors 3. Meet regularly 4. Improve relations 5. Seek to develop collaborative relationships.

Table 7: Agriculture and Food



2.1.5 Remote Settlements

A 'remote settlement' can include informal towns, remote roadhouses, Aboriginal communities, workers' camps, tourist camps and remote aerodromes. For the purpose of this document, remote settlements are those that are distant geographically from major towns.

The State's strategic approach to planning for remote settlements is comprised of the following six elements:

- Land tenure;
- Native title;
- Housing and essential services;
- Social services and accessibility;
- Structure planning; and
- Fly-in / Fly-out (FIFO) Workforce.

SHIRE PROSPECTIVITY STRATEGY	S1.5.1 Develop a land management strategy
Project	Develop a land Management Strategy including: <ul style="list-style-type: none"> - A 'tidy up' of unallocated crown land and - A land audit
Project Type	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	Yes
Degree of Difficulty (1 least - 5 most difficult)	2
Priority (1 highest -5 lowest)	2
Cost	\$10,000
Expected Cost Type	Officer Time or Consultancy
Time commence (completion)	2016 (2017)
Roadmap	<ol style="list-style-type: none"> 1. Undertake mapping exercise to identify all land tenure 2. Identify unallocated or unmanaged reserves 3. Undertake consultation with State Government to resolve unmanaged tenure issues 4. Negotiate management and tenure responsibilities 5. Assign Shire management where applicable

Table 8: Remote Settlements



2.1.6 Land Availability

As the State’s population continues to grow, so does the demand for land for residential, industrial, educational, social, recreational and environmental purposes. A long-term integrated approach to land availability, use and development is fundamental to economic growth, including the zoning of sites and corridors to support the development of infrastructure.

The State’s objective is to ensure the sustainable supply, use and development of land. A variety of land tenures supported by infrastructure services will ensure that affordable land is ready for development and available to the market.

For a number of years, the Shire of Jerramungup has had a shortage of appropriately zoned land to facilitate industrial uses in Bremer Bay. Additionally, the town of Jerramungup has appropriately zoned industrial land that is un-serviced and comprises variable land tenures.

SHIRE PROSPECTIVITY STRATEGY	S1.6.1 Increase the supply of industrial land	
Project	Identify best site, rezone a portion of rural land to industrial Land in Bremer Bay and Jerramungup and assist landowners and developers to navigate the approval process while meeting all requirements	Identify best site, convert industrial zoned UCL to reserve land, gain management and power to lease then assist landowners and developers to navigate the approval process while meeting all requirements
Project Type	Policy, Advocacy & Transitional	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	Yes	Yes
Degree of Difficulty (1 least - 5 most difficult)	3	3
Priority (1 highest -5 lowest)	3	2
Cost	\$30,000	\$5,000
Expected Cost Type	Officer Time or Consultancy	Officer Time or Consultancy
Time commence (completion)	2016 (2019)	2015 (2018)
Roadmap	<ol style="list-style-type: none"> 1. Ensure Local Planning Strategy has identified need for industrial land 2. Commence negotiations with landholders 3. Complete land capability assessment 4. Commence rezoning 5. WAPC approval 6. Prepare applications under Regional Development Assistance Program 7. Engage LandCorp 8. Commence subdivision 9. Development 10. Sales and marketing 	<ol style="list-style-type: none"> 1. Identify land already zoned industrial 2. Investigate tenure 3. Apply to State Government to transfer land to the Shire’s control and management 4. Establish formal lease agreements 5. Dispose under requirements of Local Government Act 1995

Table 9: Land Availability



2.2 Physical Infrastructure

Physical infrastructure has a direct influence on the planning and coordination of movement, biodiversity, water and wastewater, energy, waste and telecommunications. Physical infrastructure with appropriate capacity is essential for the development of the State and the achievement of sustained growth.

Improving physical infrastructure will provide benefits to public health, liveability, economic development and connectivity across the State. It will drive efficiency, synergies, raise productivity and enhance global competitiveness. The State's objective is to coordinate physical infrastructure with development for community betterment.

The major elements of physical infrastructure required to sustain the State's growth include roads, railways, water pipelines, desalination plants and dams, electricity generation plants and transmission lines, gas facilities and pipelines, telecommunications, sewerage, airports and sea ports.

It will be a challenge to quantify the total new investment required over the next 40 years in the areas of power generation and transmission, potable and industrial water supply, waste management, public transport, major highways, railways, regional roads, airports and ports to support the State's sustained growth.

There is a need for policy to unite, support and review the parameters for physical infrastructure planning coordination and investment. There is also the need to develop agreed mechanisms and funding sources to aid strategic land acquisition for future physical infrastructure. The identification, securing and management of key infrastructure sites and multi-user corridors are of particular importance.



2.2.1 Movement

Optimum growth is dependent upon the availability of high-quality movement networks in order to enable the efficient and cost-effective movement of people, goods and services over long distances. Efficient movement can enhance the State’s productivity, while congestion impacts on economic competitiveness and quality of life. The Shire of Jerramungup is a relatively remote local government and is therefore very reliant on good quality transport networks that facilitate the efficient movement of people, freight and economic commodities.

SHIRE PROSPECTIVITY STRATEGY	S2.1.1 Upgrade the South Coast Hwy, and Borden Bremer Road (From Albany to Jerramungup and Bremer) to reduce travel time, increase visitation & increase safety	S2.1.2 Upgrade the Bremer Bay marina (Land based and marine)	S2.1.3 Develop the Bremer Bay Airport
Project	Present a case to Mainroads, the Department of Transport and City of Albany to complete the upgrade: <ul style="list-style-type: none"> - Widening - Reseal - Reconstruction - Overtaking lanes 	Provide input as a key stakeholder on behalf of the community as the Department of Transport complete an upgrade to the Bremer Bay Marina (Land based and Marine)	Implement the Airport Masterplan
Project Type	Policy, Advocacy & Transitional	Policy, Advocacy & Transitional	Shire Delivered
Capital Evaluation Ready (Y/N)	Yes	Yes	Yes
Degree of Difficulty (1 least - 5 most difficult)	2	1	2
Priority (1 highest -5 lowest)	1	2	2
Cost	\$5,000	\$2,000	\$ TBA
Expected Cost Type	Officer Time or Consultancy	Officer Time	Officer Time or Consultancy
Time commence (completion)	2015 (2016)	2016 (2017)	2015 (TBA)
Roadmap	<ol style="list-style-type: none"> 1. Prepare brief 2. Engage transport engineer or assign resources internally 3. Prepare report on road condition 4. Meet with Main Roads WA 5. Meet with Minister 6. Continue lobbying 	<ol style="list-style-type: none"> 1. Engage with DoT to confirm terms of reference of Shire involvement 2. Provide input as a key stakeholder on behalf of the community 	<ol style="list-style-type: none"> 1. Prepare costings and prioritised implementation plan 2. Engage consultant or assign resources internally 3. Seek funding 4. Implement master plan

Table 10: Movement



2.2.2 Water

Water is a fundamental enabler of economic growth and state prosperity. Securing water sources of the appropriate quality is critical to Western Australia’s quality of life. Water is also essential to the ecological and cultural landscapes of the State. Achieving a balance between the needs of the community, the economy and the environment is of prime importance.

There is increasing competition for water resources between sectors, including agriculture, mining, and residential development, and also for ecological processes to ensure functioning and resilient ecosystems. The State’s objective is to support Western Australia’s growth and development by managing the availability and quality of water sustainably.

As a remote and reasonably dry location, the local community has a profound appreciation of this finite resource. The community of Jerramungup is dependent on an isolated rain catchment system for its potable water supply, whilst Bremer Bay has a series of bores that penetrate a priority one ground water system.

SHIRE PROSPECTIVITY STRATEGY	S2.2.1 Ensure adequate water supply to support development of industrial land
Project	Liaise with relevant external agencies and present a business case to secure water supply
Project Type	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	No
Degree of Difficulty (1 least - 5 most difficult)	2
Priority (1 highest -5 lowest)	2
Cost	\$10,000
Expected Cost Type	Officer Time or Consultancy
Time commence (completion)	2015
Roadmap	<ol style="list-style-type: none"> 1. Review Water Strategy for Great Southern Region (Include review of option to lobby for piped water supply from Gnowangerup) 2. Align review and water security objectives with existing Great Southern Strategy 3. Prepare brief 4. Engage consultant 5. Prepare business case 6. Adopt business case 7. Seek funding to implement findings of business case

Table 11: Water – Prospectively Strategy



2.2.3 Energy

Enhanced infrastructure planning and coordination will lead the State into an era of increased energy security. More energy will be sourced from a diverse mix of affordable, low carbon sources. The State’s buildings, businesses and industries will be more energy-efficient. The State’s objective is to enable secure, reliable, competitive and clean energy that meets the State’s growing demand. Increasing population and economic growth is resulting in a greater demand on energy, as well as the need to upgrade and provide new infrastructure. Energy consumption for Western Australia has grown at an average of 5% per annum since 2006-07, whilst electricity consumption has increased at around 7% per annum.

Demand for energy is expected to continue to grow due to ongoing industrial development, especially in the mining and mineral processing sectors. Traditionally the State’s energy supply has been dominated by fossil fuels. With global and domestic pressures likely to cause further increases in the cost of fossil fuels, it is in Western Australia’s long-term interest to develop a diverse energy supply mix, including the use of renewable fuel sources. Renewable energy initiatives help to mitigate the risks from climate change, lessen fossil fuel use and reduce greenhouse gas emissions.

The Shire of Jerramungup has previously investigated establishing a biomass power system that utilised plantation and farming organic matter to power a small power plant. Various inhibitors stifled the project including the reliability of the existing power network, switching costs and required base load power.

SHIRE PROSPECTIVITY STRATEGY	S2.3.1 Attract and maximise the value to the community of alternative energy opportunities
Project	Prepare a brief strategy and suite of policies to: <ul style="list-style-type: none"> - provide an attractive environment for development of Alternate Energy Opportunities - manage risks - maximise the economic and social value of Alternate Energy Opportunities
Project Type	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	No
Degree of Difficulty (1 least - 5 most difficult)	3
Priority (1 highest -5 lowest)	3
Cost	\$10,000
Expected Coast Type	Officer Time or Consultancy
Time commence (completion)	2017 (2018)
Roadmap	<ol style="list-style-type: none"> 1. Prepare review of existing power infrastructure 2. Identify alternative energy sources that match existing infrastructure 3. Secure land in close proximity to infrastructure and base power loads 4. Seek expressions of interest from power suppliers 5. Appoint preferred supplier 6. Provide support to supplier

Table 12: Energy – Prospectively Strategy



2.2.4 Waste

The quantity of waste generated in Western Australia is steadily growing, a trend that is likely to continue unless action is taken to reduce generation rates. Economic and population growth are drivers behind the increasing quantity of waste to be processed over the next 40 years. There is a diversity of waste treatment facilities and capabilities across the State. To reverse the trend of steadily growing rates of waste generation in Western Australia, action will be taken to reduce waste to landfill, and increase resource recovery and waste avoidance. Improving the State’s “waste” performance is central to bequeathing a clean, healthy environment to future generations. The State’s objective is to ensure Western Australia’s waste streams are managed as a resource. Waste will be reduced and recycling increased through improved strategic planning, regulatory measures, economic incentives, and community education and engagement. A network of strategically located waste management facilities and infrastructure will assist in increasing recycling and stimulate further innovation in reprocessing.

Objective 1 of the Waste Strategy is directly related to the need to identify sites for waste treatment facilities with sufficient buffers in order to ensure sites are available and avoid land-use conflicts. To achieve this objective, waste management facilities must be sited, designed and operated to meet environmental criteria and prevent pollution. Land identified for waste management should be developed and used in such a way that the activities of users do not impose an unacceptable risk to other persons, property or the environment.

Current efforts are focused on increasing the extent of recycling, with the target being to reduce the amount of waste going to landfill. Progress is being made in the recycling of green waste into mulch and compost, as well as the recycling of construction and demolition waste for reuse in the construction industry.

The Shire of Jerramungup has been very active in the area of waste management. The Shire is the lead organisation for a significant waste management project aimed at providing a regional waste management solution for 5 participating Shires.

SHIRE PROSPECTIVITY STRATEGY	S2.4.1 Develop regional waste facility
Project	<ul style="list-style-type: none"> - Finalise Construction of the Ravensthorpe Facility - Finalise construction of local transfer stations
Project Type	Shire Delivered
Capital Evaluation Ready (Y/N)	Yes
Degree of Difficulty (1 least - 5 most difficult)	2
Priority (1 highest -5 lowest)	1
Cost	\$2,000,000
Expected Cost Type	Officer Time & Capital Cost
Time commence (completion)	2015 (2018)
Roadmap	1. Implement waste management strategy

Table 13: Waste



2.2.5 Telecommunications

High-speed telecommunications are essential for business and modern living. Western Australia faces the challenge of finding new ways to participate in global production systems and markets from its geographically remote location.

The Shire of Jerramungup has a fair/poor level of telecommunications coverage, with a number of rural businesses unable to access mobile networks from their workplaces. The Shire was fortunate to receive 3 new towers in Boxwood Hill, Gairdner and Fitzgerald. These towers, funded under the Royalties for Regions Program, significantly improved the mobile coverage along the South Coast Highway. Moving forward, the Shire will need greater coverage in other remote areas and improved levels of speed and reliability from the various Internet providers.

SHIRE PROSPECTIVITY STRATEGY	S2.5.1 Provide appropriate internet connectivity and speed in Bremer Bay	S2.5.2 Provide appropriate internet connectivity and speed in Jerramungup	S2.5.3 Provide excellent mobile coverage within the Shire
Project	Liaise with relevant external agencies and present a business case to secure appropriate internet connectivity and speed in Bremer Bay. Investigate utilising the CSIRO 'Nagara' technology as part of this.	Liaise with relevant external agencies and present a business case to secure improve internet connectivity and speed in Jerramungup	Liaise with appropriate funding and other stakeholders to increase coverage by eliminating local blackspots in the Shire- focus on rural areas
Project Type	Policy, Advocacy & Transitional	Policy, Advocacy & Transitional	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	Yes	Yes	Yes
Degree of Difficulty (1 least - 5 most difficult)	2	3	2
Priority (1 highest -5 lowest)	1	2	2
Cost	\$5,000	\$5,000	\$5,000
Expected Cost Type	Officer Time or Consultancy	Officer Time or Consultancy	Officer Time or Consultancy
Time commence (completion)	2015 (2016)	2016 (2017)	2015 (2016)
Roadmap	<ol style="list-style-type: none"> 1. Prepare brief 2. Appoint consultant or allocate internal resources 3. Prepare business case 4. Adopt business case 5. Lobby Government 6. Implement recommendations of business case 	<ol style="list-style-type: none"> 1. Prepare brief 2. Appoint consultant or allocate internal resources 3. Prepare business case 4. Adopt business case 5. Lobby Government 6. Implement recommendations of business case 	<ol style="list-style-type: none"> 1. Identify blackspots 2. Prepare funding submission to Federal Government 3. Seek inclusion in next round of Federal funding

Table 14: Telecommunications



2.3 Social Infrastructure

Social infrastructure improves liveability, encourages social inclusion, diversifies the economy by building social capital and is an essential ingredient for creating sustainable communities. The State's objective is to enable livable, inclusive and diverse communities.

Social infrastructure is the interdependent mix of facilities, places, spaces, programs, projects, services and networks that maintain and improve the standard of living and quality of life in a community.

Social infrastructure has both 'hard' and 'soft' elements. 'Hard' elements include health facilities and centers, education facilities, nursing homes, recreation grounds, police stations, prisons, fire and emergency service buildings, art and cultural facilities and other government buildings.

Ensuring good quality design outcomes within these elements is important for maximising their potential benefits to the community and value for money outcomes.

'Soft' elements may include programs, resources and services, as well as public art and cultural events, that complement these 'hard' elements and contribute to the formation of a community. 'Hard' elements do not work successfully unless the 'soft' elements accompany them.

Public and private investment in social infrastructure is essential. In some regions, major resource development and the need for a greatly expanded skilled workforce is creating stress on and shortages of social infrastructure. In order to attract and retain families and individuals, a range of quality services and facilities are vital.

Key outcomes of social infrastructure planning include health and wellbeing, spaces and places, knowledge, affordable living and coordination. Social infrastructure can help build the social capital and fabric of a community by enabling active living, learning opportunities, social interactions and supporting programs that help people innovate, express themselves and adapt to major life events. It is social capital that makes a community livable, inclusive, competitive and diverse.



2.3.1 Places and Spaces

Spaces and places are the physical environment where people live, work and socialise that includes neighbourhoods, public buildings, streets, schools, hospitals, plazas, movement corridors (including roads, footpaths and bicycle ways), workplaces and parks. Spaces and places can have a profound effect on the quality of people’s lives and reflect a community’s need, purpose and identity.

The Shire of Jerramungup has a good appreciation for the planning of public spaces and has significantly progressed the planning and development of a town center in Bremer Bay. This planned community space provides a good mix of commercial and recreational facilities aimed at providing inclusive and accessible new spaces.

SHIRE PROSPECTIVITY STRATEGY	S3.1.1 Develop the Bremer Bay Town Square to become a focal point and district hub for community meeting, activity and visitor orientation	S3.1.2 Maximise the community and economic value of the Bremer Bay Town Centre	
Project	Complete stages 2 & 3 of construction of the Bremer Bay Town Square	- Foster and participate in a Tourism committee to guide and implement projects to maximise the economic value of current Bremer bay opportunities	- Prepare and implement a marketing plan for the Bremer bay Town Centre; Ensure this plan investigates potential implementation of incentives for business to locate and develop
Project Type	Shire Delivered	Policy, Advocacy & Transitional	Shire Delivered
Capital Evaluation Ready (Y/N)	Yes	Yes	Yes
Degree of Difficulty (1 least - 5 most difficult)	1	2	2
Priority (1 highest -5 lowest)	2	2	1
Cost	\$ TBA	\$5,000	\$15,000
Expected Cost Type	Officer Time & Capital Cost	Officer Time or Consultancy	Officer Time & Marketing Costs
Time commence (completion)	2016 (2018)	2015 (ongoing)	2015 (2016)
Roadmap	<ol style="list-style-type: none"> 1. Achieve funding 2. Detailed design 3. Tender 4. Appoint contractor 5. Commence construction 	<ol style="list-style-type: none"> 1. Develop terms of reference 2. Appoint Councillors/staff to participate in committee 3. Determine if structure will be Committee of Council or operate independently 	<ol style="list-style-type: none"> 1. Prepare brief 2. Appoint consultant or allocate internal resources 3. Prepare Marketing Plan 4. Appoint agent 5. Implement plan

Table 13: Places and Spaces



2.3.2 Affordable Living

Affordable living is an important contributor to social wellbeing and economic growth. The affordability of living takes into consideration not only the cost of housing but also the financial cost of living (price of food and transport costs associated with travelling to work, education, shopping and community facilities), and basic household running costs of utilities (such as water and energy).

The State’s communities will continue to provide diverse housing opportunities suited to different income levels, lifestyle choices and household types. The State’s objective is the provision of Affordable living through housing diversity and compact settlements.

Compact settlement structures will be mixed use and transit-orientated, providing access to employment, services and amenities. Development will be designed in a way to use natural resources efficiently and sustainably. Design excellence will be particularly crucial for such developments.

Planning for affordable living must account for changes in the population and the particular circumstances of regional settlements. Housing and social service provision must also therefore be responsive to changing needs in the community, particularly for people with disability, seniors, new migrants and Aboriginal residents. Of particular importance is:

- The mix, type, density and location of available and planned housing;
- The efficiency of the built form, such as the consumption rates of utilities, especially energy and water;
- Neighbourhood design, such as lot layout, orientation, density and transit-orientated development options; and
- Proximity to employment opportunities, essential facilities and services, cultural and social activities

The Shire does not currently have a strategy in this area. The Shire may develop this section if required in future revisions of the Prosperity Plan.

SHIRE PROSPECTIVITY STRATEGY	S3.2.1 The Shire will have a range of residential/ housing options, including 'Affordable housing'
Project	Review relevant Shire policy and confirm the Shires support for the State Governments implementation of the "Affordable Housing Strategy 2010-2020: Opening Doors to Affordable Housing- Action Plan"
Project Type	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	No
Degree of Difficulty (1 least - 5 most difficult)	2
Priority (1 highest -5 lowest)	3
Cost	\$2,000
Expected Cost type	Officer Time or Consultancy
Time commence (completion)	2016 (2018)
Roadmap	1. Prepare brief/ project definition



	<ol style="list-style-type: none">2. Appoint consultant or allocate internal resources3. Undertake internal and external consultation and identify level of support4. Liaison and communication with government5. Document and communicate agreements/ outcomes
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Table 15: Affordable Living



2.3.4 Health and Wellbeing

The health and wellbeing of Western Australians is essential for the vitality of its communities and for a strong and resilient economy. Health and wellbeing result from active living, the provision of material needs, good community services, a strong local economy, interaction with the natural environment and a safe built environment. The State’s objective is to encourage active lifestyles, community interaction and betterment.

Active lifestyles involve activities such as travel, learning, walking, cycling, personal relationships, science, sports, arts and culture. Wellbeing is known to reduce depression, anxiety and the prevalence of obesity, depending upon the proximity and range of amenities and services available. Access to affordable and nutritious food choices and opportunities for physical exercise nearby is important to help maintain good health and prevent chronic disease.

The social and economic costs of not planning for health and wellbeing can be significant and can manifest in higher rates of obesity, poor physical and mental health, social isolation and increased crime. An ageing population exhibits increasing demand for healthy recreation and experiences, presenting opportunities for emergent lifestyle services and facilities.

SHIRE PROSPECTIVITY STRATEGY	S3.3.1 Ensure residents have access to the same standard of Health and Wellbeing Services they would receive in a regional City
Project	<ul style="list-style-type: none"> - Consult the community and identify desired standards and acceptable level of community financial contribution (through rates). May include a mix of local and patient transport - Identify the desired/ reasonable mix of service to be funded by the Shire and other agencies - Undertake a gap analysis - Prepare and present a case to relevant State and Federal Agencies to achieve the desired collaborative level of health and wellbeing service
Project Type	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	No
Degree of Difficulty (1 least - 5 most difficult)	3
Priority (1 highest -5 lowest)	1
Cost	\$25,000
Expected Cost Type	Officer Time or Consultancy
Time commence (completion)	2015 (2017)
Roadmap	<ol style="list-style-type: none"> 1. Community consultation 2. Identify community requirements 3. Prepare business case 4. Liaise with State Government 5. Seek funding and partnership opportunities to fill service delivery gap

Table 16: Health and Wellbeing



2.3.5 Environment

Western Australia’s spectacular landscapes cover one-third of Australia’s land mass and comprise 10 climate zones from the wet tropical North, through inland deserts to a temperate South West, incorporating a global biodiversity hotspot and diverse marine and coastal environments. It is important that the natural environment is appreciated both for its contributions to ecosystem services and for its intrinsic value. The conservation of nature and areas of wilderness, as well as its use for outdoor recreation and ecotourism, is of great value.

The State’s objective is to conserve biodiversity, achieve resilient ecosystems, protect significant landscapes and manage the State’s natural resources in a sustainable manner. Natural resources are usable materials in the environment, such as water, minerals, fertile land and plants. Biological resources, more specifically, are living organisms and ecosystems such as fish stocks, forests and wildlife.

The Shire of Jerramungup has a number of pristine and unique ecosystems including the Bremer Canyon and Fitzgerald Biosphere. The continued protection, enhancement and promotion of these systems will ensure the continued prosperity of these systems for the enjoyment of future generations.

SHIRE PROSPECTIVITY STRATEGY	S4.0.1 Preserve the integrity and sustainability of the local environment	S4.0.2 Future Proofing our community in light of Climate Change
Project	<ul style="list-style-type: none"> - Liaise with the appropriate authority(s) to ensure appropriate measures are in place to protect the integrity of the Bremer bay canyon environment from issues such as: <ul style="list-style-type: none"> - Exploitation (too many boats accessing at one time) - Exploitation (Boats in close proximity to marine life) 	<ul style="list-style-type: none"> - Pursue UNESCO listing of Fitzgerald Biosphere
Project Type	Policy, Advocacy & Transitional	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	Yes	Yes
Degree of Difficulty (1 least - 5 most difficult)	2	2
Priority (1 highest -5 lowest)	1	1
Cost	\$2,000	\$2,000
Expected Cost Type	Officer Time or Consultancy	Officer Time or Consultancy
Time commence (completion)	2015 (2015)	2015 (2015)



<p>Roadmap</p>	<ol style="list-style-type: none"> 1. Identify appropriate agencies and rules and regulations 2. Seek active enforcement of regulations and laws from responsible agencies 	<ol style="list-style-type: none"> 1. Continue to participate in Biosphere Implementation Group 2. Take coordination role if process continues to be drawn out. 	<ol style="list-style-type: none"> 1. Conduct investigation and prepare report 2. Present results and recommendations to Council
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Table 17: Environment



2.3.6 Security

Security is vital for the sustainable use and development of land throughout the State. Security efforts in Western Australia have the aim of managing risks while building capacity to adapt to changing global and domestic circumstances. The State’s objective is to secure strategic economic, ecological and social assets

The sustained growth and prosperity of the State and its regions, and the physical safety of its citizens, relies on its resilience, its capacity to withstand or limit damage and recover quickly from disturbance. Planning for security seeks to ensure that all people and essential economic and ecological assets are protected from threats. Risk management is needed to prepare safeguards and contingencies against a variety of present and emerging threats.

The State’s strategic approach to planning for security is comprised of the following elements:

- Defence land
- Defence infrastructure
- Auxiliary industries
- Border and biosecurity
- Natural hazards
- Climate change
- Natural resource depletion and global trade

Biosecurity

Biosecurity is the protection of people, animals and the environment from infectious disease, pests and other biological threats. It is achieved through systems that aim to prevent disease introduction or spread, or mitigate an outbreak if it occurs, and are reliant on national and international policies and plans for dealing with a disease event.

SHIRE PROSPECTIVITY STRATEGY	S5.0.1 Risks are managed and the Shire achieves security relating to natural hazards/disaster management; defence and border protection; safety and crime prevention; and biosecurity
Project	Liaison with State and Federal Agencies to provide input into an updated risk assessment for each potential Security threat that the Shire has awareness of; assist in providing information about security measures to Council and community; and Investigate, report and make recommendations to Council relating to addressing any implications to the Community and Shire.
Project Type	Policy, Advocacy & Transitional
Capital Evaluation Ready (Y/N)	No
Degree of Difficulty (1 least - 5 most difficult)	3
Priority (1 highest -5 lowest)	3
Cost	\$ 8,000
Expected Cost Type	Officer Time or Consultancy



Time commence (completion)	2016 (2018)
Roadmap	<ol style="list-style-type: none"> 1. Identify appropriate agencies 2. Liaise with appropriate agencies to provide input into risk assessment 3. Seek information about security measures to be implemented by appropriate agencies 4. Communicate relevant information to Council and community

Table 18: Security



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