

## Draft Economic Development and Tourism Strategy 2024-2034

### Purpose of engagement:

Community engagement is proposed to obtain community views on the Draft Economic Development and Tourism Strategy 2024-2034:

- To highlight the important role of the Economic Development and Tourism Strategy 2024-2034 and to create awareness, inform and gain important feedback from the community and stakeholders.
- To ensure the renewed strategy remains responsive to the community and stakeholder needs and vision for the Shire's economic growth.
- To receive community feedback on the Draft Economic Development and Tourism Strategy 2024-2034.

### Background:

The Shire of Serpentine Jarrahdale Economic Development and Tourism Strategy 2024-2034 sets the direction for how the Shire will work with government, local business, industry groups and the community to realise even greater opportunities over the next 10 years.

The Shire of Serpentine Jarrahdale is entering a new phase of opportunities. The Shire has an exciting future, with major growth supported through a range of infrastructure investments that maintain the Shire as a gateway to the Perth and Peel regions. As the population continues to grow rapidly, it is imperative that our local infrastructure, facilities and services develop to support and leverage the opportunities provided by such growth.

The strategy needs to be agile and responsive to the rapid changing needs of the Shire, and focus on leveraging the strengths that the Shire has created.

The strengths of available land for development, the connectivity into current and future economic markets and the need to continue managing growth, all point to the particular importance of certain directions being taken. These are specifically infrastructure provision; infrastructure timing; business incubation; education partnerships; and brand promotion.

### Summary of project/proposal:

The Economic Development and Tourism Strategy 2024-2034 provides the overall direction, strategies and action plan to achieve the Council Plan vision for a welcoming community where everyone feels at home. This feeling of home influences the objectives for building the economic and enterprise capacity of the district, which focusses on efforts of advocacy, infrastructure delivery, education partnerships and business incubation.

- 10-year Strategy and Action Plan to guide economic development and tourism activities.
- Identifies specific competitive advantages and growth opportunities.
- Provides strategies and detailed actions to deliver on the community's aspirations and goals for the future economic growth of the district.

## Contact Us

### Enquiries

Call: (08) 9526 1111

Fax: (08) 9525 5441

Email: [info@sjshire.wa.gov.au](mailto:info@sjshire.wa.gov.au)

### In Person

Shire of Serpentine Jarrahdale

6 Paterson Street, Mundijong WA 6123

Open Monday to Friday 8.30am-5pm (closed public holidays)



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



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**What do you want to achieve from the community engagement?**

<input checked="" type="checkbox"/> Gathering information <input type="checkbox"/> Obtaining local knowledge <input type="checkbox"/> Obtaining feedback on activity/proposal <input checked="" type="checkbox"/> Obtaining feedback on draft plan/document <input type="checkbox"/> Identifying need(s) <input type="checkbox"/> Exploring values and trade-offs	<input type="checkbox"/> Validating research/data <input type="checkbox"/> Seeking guidance/direction <input type="checkbox"/> Educating community members <input type="checkbox"/> Other .....
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**What is the relevant legislation to take into account?**

WALGA - Economic Development Framework

**Key messages to the community:**

**Target/stakeholder groups**

<input checked="" type="checkbox"/> General community/residents/ratepayers <input type="checkbox"/> Young people <input type="checkbox"/> Seniors <input type="checkbox"/> Community groups/sporting clubs <input type="checkbox"/> Faith/religious groups <input type="checkbox"/> Environmental/friends' groups <input type="checkbox"/> Resident/ratepayer groups <input type="checkbox"/> Parents' groups <input type="checkbox"/> Culturally and linguistically diverse people <input type="checkbox"/> People with disability <input type="checkbox"/> Aboriginal and Torres Strait Islander people	<input checked="" type="checkbox"/> Local businesses <input checked="" type="checkbox"/> Industry groups/peak bodies <input type="checkbox"/> Local schools/educational institutions <input type="checkbox"/> Media <input type="checkbox"/> Other local governments <input type="checkbox"/> State government(s) <input type="checkbox"/> Federal government <input type="checkbox"/> Parliamentarians/politicians <input type="checkbox"/> Shire Elected Members <input type="checkbox"/> Shire Executive <input type="checkbox"/> Shire staff
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**Specific stakeholders:**

- Peel Chamber of Commerce
- Peel Development Commission

**Areas/location are to be targeted as part of the engagement:**

<input type="checkbox"/> Issue specific – not location targeted <input checked="" type="checkbox"/> Whole of Shire <input type="checkbox"/> <Insert number> metres radius <input type="checkbox"/> Other ..... <input type="checkbox"/> Byford <input type="checkbox"/> Cardup <input type="checkbox"/> Darling Downs <input type="checkbox"/> Hopeland	<input type="checkbox"/> Jarrahdale <input type="checkbox"/> Karrakup <input type="checkbox"/> Keysbrook <input type="checkbox"/> Mardella <input type="checkbox"/> Mundijong <input type="checkbox"/> Oakford <input type="checkbox"/> Oldbury <input type="checkbox"/> Serpentine <input type="checkbox"/> Whitby
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### Expected/desired number of participants

- |  |                                     |
|--|-------------------------------------|
| <input checked="" type="checkbox"/> < 50 | <input type="checkbox"/> 201 – 500  |
| <input type="checkbox"/> 50 – 100        | <input type="checkbox"/> 501 -1,000 |
| <input type="checkbox"/> 101 – 200       | <input type="checkbox"/> >1,000     |

### Budget for engagement

Nil

### Planned start and end dates:

Eight (8) Weeks

Start: 22 November 2024

End: 18 January 2025

### Engagement methods

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Focus group    | <input checked="" type="checkbox"/> Interview                                |
| <input type="checkbox"/> Forums/workshop           | <input type="checkbox"/> Popup at venue or event                             |
| <input type="checkbox"/> Hardcopy questionnaire    | <input checked="" type="checkbox"/> Meeting                                  |
| <input type="checkbox"/> Online questionnaire      | <input type="checkbox"/> Working group                                       |
| <input type="checkbox"/> Interactive display board | <input type="checkbox"/> Feedback form                                       |
| <input type="checkbox"/> Public open house         | <input type="checkbox"/> Letter box  |
| <input type="checkbox"/> Door knocking             | <input checked="" type="checkbox"/> Other<br>Targeted Stakeholder Engagement |

### Description of above methods:

- Your Say SJ
- The engagement plan will include a focus on targeted engagement with ten businesses across the Shire segmented by size - small, medium, and large - and location in order to further understand and obtain feedback on the specific actions proposed.
- Engagement directly with Business SJ and the Peel CCI will also enable further feedback on the proposed strategy and actions.
- Various communication methods to ensure the community is aware of the consultation for the project and have adequate opportunity to provide feedback.

### Valid responses (if relevant)

The Shire will only accept:

- One response per person / household / rateable property.
- One formal response per organisation.
- The Shire will not accept anonymous responses.



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**Multiple/duplicate responses (if relevant)**

The Shire will only accept:

- One response per person / household / rateable property.
- One formal response per organization.

**Communication methods**

<p><b>Direct communication</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Email</li> <li><input type="checkbox"/> Letter</li> <li><input checked="" type="checkbox"/> Meeting/face-to-face</li> <li><input type="checkbox"/> Telephone call</li> </ul> <p><b>Print communication</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Brochure</li> <li><input type="checkbox"/> Flyer</li> <li><input type="checkbox"/> FAQs</li> <li><input type="checkbox"/> Scarp Voice (monthly newsletter in The Examiner newspaper)</li> <li><input type="checkbox"/> Media Release</li> <li><input type="checkbox"/> Newspaper advert</li> <li><input type="checkbox"/> Poster</li> <li><input type="checkbox"/> Public Notice</li> </ul>	<p><b>Online communication</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> SJ Matters (monthly Shire eNewsletter)</li> <li><input type="checkbox"/> Facebook post</li> <li><input type="checkbox"/> Facebook advertisement</li> <li><input type="checkbox"/> Google advertising</li> <li><input type="checkbox"/> Twitter post</li> <li><input type="checkbox"/> LinkedIn post</li> <li><input checked="" type="checkbox"/> Your Say SJ project page</li> <li><input type="checkbox"/> Website (homepage banner)</li> </ul>	<p><b>Electronic communication</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Television advertisement</li> <li><input type="checkbox"/> Radio advertisement (Heritage FM)</li> </ul> <p><b>Miscellaneous</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bus stop advertising</li> <li><input type="checkbox"/> On site meeting/listening post</li> <li><input type="checkbox"/> Shopping centre pop up</li> <li><input type="checkbox"/> Special event/launch</li> <li><input type="checkbox"/> Signage</li> <li><input type="checkbox"/> Other</li> <li>.....</li> </ul>
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**Draft Economic Development and Tourism Strategy 2024-2034 - Engagement Schedule**

#	Activity	Outcome / detailed description	Target stakeholder	Key dates	Notes	Responsibility	Output / record
<b>2. Engagement Plan Activities</b>							
2.1	Your Say SJ		All of Shire	November		Manager Economic Development, Communications	
2.2	Targeted Stakeholder Engagement		Specific small, medium, large	November – January 2025		Manager Economic Development	

**Evaluation and reporting of engagement outcomes**

The initial report will be presented Ordinary Council Meeting Monday, 18 November 2024 and will be uploaded to the project page on your Say SJ.

**Approval**

Manager <Economic Development>	Date
Director <Directorate Name> (if applicable)	Date



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## **PART 2**

Please complete the following template for an Engagement Project page to be created on our Engagement Platform – Your Say SJ.

If you need any assistance or have any questions when completing this template, please contact a member of the Communications Team.

<p><b>Title of engagement project</b></p> <p><i>The title should describe the project you are seeking community/stakeholder feedback on.</i></p> <p><i>Try and keep the title as short as possible as this will be used for all communication and promotion.</i></p>	<p>Economic Development and Tourism Strategy 2024 – 2034</p>
<p><b>Reference number</b></p> <p><i>Please provide the reference number associated with this project – either a Content Manager container number or equivalent.</i></p>	<p>SSJ2201-2</p>
<p><b>Engagement dates</b></p> <p><i>Start and end date of engagement</i></p>	<p>As above</p>
<p><b>Description of engagement project</b></p> <p><i>This should be between 3 and 6 sentences.</i></p> <p><i>Make sure it is in user-friendly language that community can understand.</i></p> <p><i>The description should be a high level summary of the project and make it clear on what the Shire is seeking feedback on, and what you are seeking from</i></p>	<p>This Economic Development and Tourism Strategy 2024-2034 outlines the priorities that facilitate the economic growth of the Shire. This Strategy outlines how the Shire can ensure that growth is planned and sustainable and that long-term economic resilience is achieved.</p> <p>The 10-year Strategy is a fundamental component for the Shire to foster sustainable growth, enhance quality of life and drive economic vitality. It is an important tool in shaping how the Shire can influence the growth of the local economy from both direct and indirect actions which precipitate interventions that affect the business environment.</p>



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<p><i>the people who have visited the project page.</i></p> <p><i>Use the FAQs section for more detailed information/content</i></p>	
<p><b>FAQs</b></p> <p><i>Ideally you should have a few FAQs for a project page.</i></p> <p><i>Some example questions are below as a guide that you may wish to use, in addition to specific FAQs to your project:</i></p> <p><i>Why is the Shire engaging on the project?</i></p> <p><i>How will my feedback be used?</i></p> <p><i>Who will make a final decision on this project/initiative?</i></p>	<p>Why have an Economic Development and Tourism Strategy?</p> <p>What is the key focus for the next ten years?</p> <p>Why is there a key focus upon infrastructure provision, timing and delivery?</p> <p>What are the emerging tourism opportunities being targeted?</p> <p>What kind of partnerships and advocacy will be targeted?</p>
<p><b>Making a submission</b></p> <p><i>This is where you list how people can make a submission.</i></p> <p><i>An example of this is provided on the RHS for you to edit, or use your own text.</i></p>	<p>Submissions on the Economic Development and Tourism Strategy may be lodged by one of the following ways:</p> <ul style="list-style-type: none"> <li>• Email your feedback to <a href="mailto:info@sjshire.wa.gov.au">info@sjshire.wa.gov.au</a> stating the following reference number:</li> <li>• A written submission, submitted by mail or in person to 6 Paterson Street, Mundijong, including the reference number: SJ2201-02</li> </ul> <p>Submissions close: cob 17 January 2025</p>
<p><b>Who's listening?</b></p> <p><i>This is to let the community know who is leading the project. It can be a specific staff member or a Team/Department.</i></p>	<p>Full name/Team name: <b>Marcel Bridge / Development Services</b></p> <p>Role: Manager Economic Development</p> <p>Phone: 9526 1111</p> <p>Email: <a href="mailto:info@sjshire.wa.gov.au">info@sjshire.wa.gov.au</a></p>
<p><b>Document library</b></p> <p><i>List Document titles and their Content Manager numbers which are</i></p>	



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*associated with this engagement project.*

*Include all relevant documents that will assist the community in learning about your project and making an informed submission/response.*

### **Timeline**

*This is to provide the community with a timeline for the engagement, and where the project is at in the engagement lifecycle.*

*An example of this is provided on the RHS for you to edit, or use your headings/text as required.*

*The relevant heading will be "ticked" depending what stage your project is at.*

### **Consultation open**

Consultation for this project commenced on 22 November 2024 and closes at 5pm on 17 January 2025.

### **Under Review**

Contributions to this consultation are closed for evaluation and review. The project team will report back on key outcomes.

### **Final report**

The final outcomes of the consultation are documented here. This may include a summary of all contributions collected as well as recommendations for future action.

### **Photo**

*We will require a photo for your project page. Please send this through with your submission as a JPEG attached to an email.*

*If you need a stock image, please provide a description of the type of image you would like used.*

**REMINDER:** Make sure each section is completed and your relevant line manager has reviewed and approved the content before submitting to [communications@sjshire.wa.gov.au](mailto:communications@sjshire.wa.gov.au)