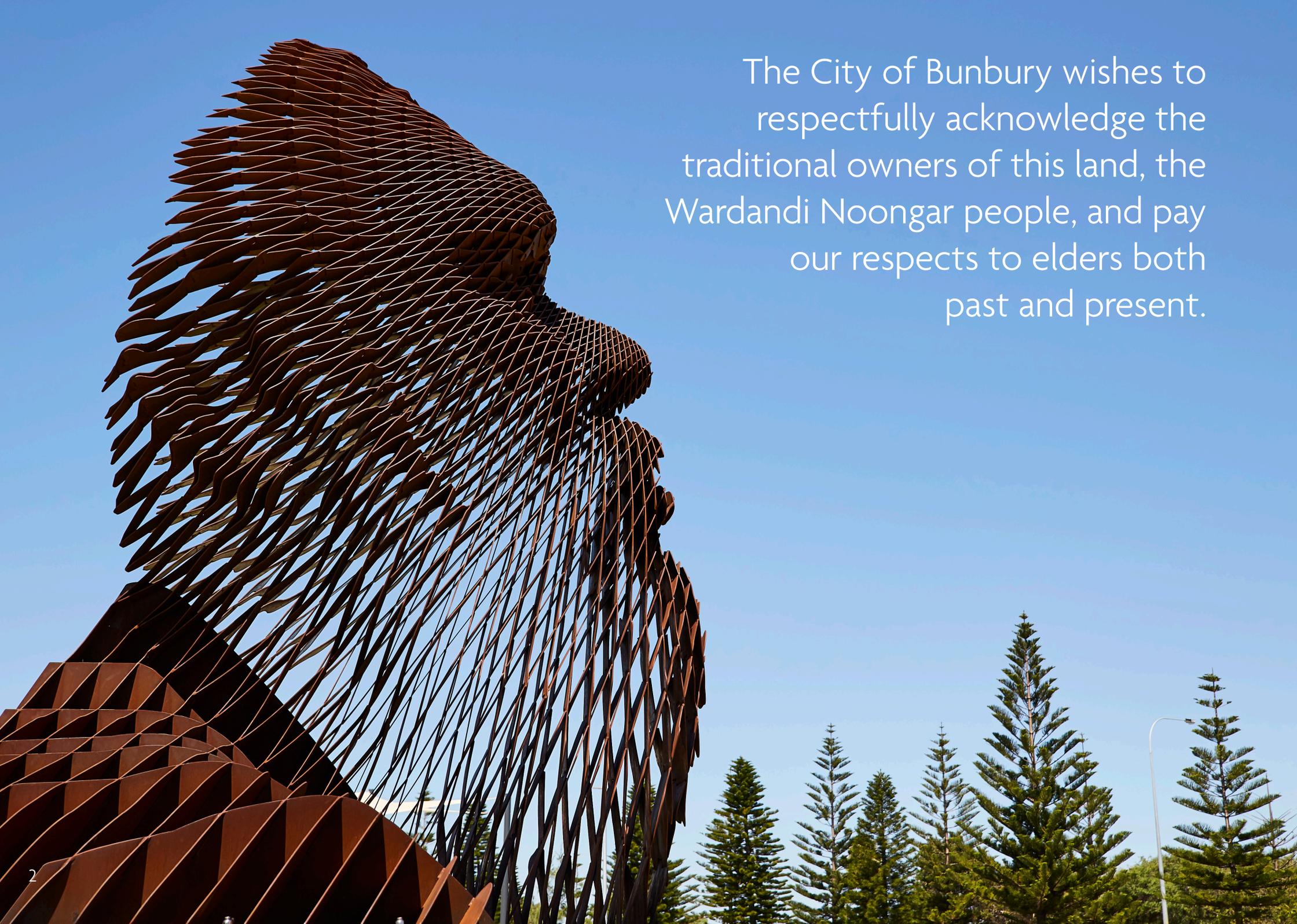


Economic Development Action Plan 2020 - 2023





The City of Bunbury wishes to respectfully acknowledge the traditional owners of this land, the Wardandi Noongar people, and pay our respects to elders both past and present.

Foreword

In June 2019 our community told us that economic development needs to be a priority of the City and that shaping new and existing industry and business activities, attracting investors and providing long term employment opportunities was important to the success of our city.

As Western Australia's Second City and the economic hub for the South West, Bunbury has the ability to play a key role in leveraging opportunities to grow economic development, employment and business confidence in the region.

We are in a dynamic, technological environment and as a City we need to be responsive to these advancements and support our business community accordingly.

In listening to our community, the Economic Development Action Plan has been designed to focus the City's attention with activities that capitalise on our comparative advantages as a city and set out a proactive framework in which to work.

The framework fosters collaboration with our stakeholders and advocacy within our community in order to drive necessary changes, pursue opportunities and work collectively towards positive development and growth for the region.

The Economic Development Action Plan aims to stimulate our economy, add to the vibrancy of our great city and steer Bunbury to achieve our goals and future aspirations.



Mal Osborne
Chief Executive Officer

COVID-19 Statement:

Whilst COVID-19 presented many disruptions to our operations and our community, it also provided some unique opportunities. A collective and collaborative approach by business, industry and Government resulted in Local Government boundaries coming down, red tape being slashed and political will all being channelled into the economic recovery and the health and well-being of our community.

This Action Plan has been reviewed to consolidate existing and innovative activities with an economic development focus to ensure the Bunbury-Geographe region remains resilient in the time of global disruption.



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Introduction

Bunbury, Western Australia's Second City, is the heart of the Bunbury-Geographe region. It has a diverse economic base and is the service centre for the south west corner of Western Australia. Bunbury offers a high quality lifestyle in a stunning natural landscape.

In 2018, State Premier Mark McGowan announced that investment would continue Bunbury's transformation into a vibrant city and strengthen its status as WA's Second City. The State Government has supported this position with the creation of the Draft Bunbury Geographe Sub-regional Strategy.

It is important to acknowledge that economic development is not just about financial prosperity but also social well-being. A community's relative attractiveness as a "place to live" is integral to its attractiveness as a "place to invest". Together these two factors help build community sustainability and resilience.

In order to aid Bunbury to have a thriving business sector that benefits the local community, acknowledgement of its traditional economic base is an important component and one that requires continued support. Nonetheless, based on increased Bunbury-Geographe population growth and global technological advances, economic foundations and outlook have shifted in recent years. This plan identifies actions for Bunbury to diversify and strengthen its economic base with relevance and in response to those shifts.

The Economic Development Action Plan 2020 – 2023 outlines the goals for the Bunbury economy to achieve in the intermediate future.

Six focus areas have been identified each with their own objectives and key actions which will guide the City's economic development and growth. Many sectors complement each other allowing for leverage through partnership and collaboration.

Economic development growth within our city and region is multifaceted, interconnected and the responsibility of many, therefore shared accountability and partnerships will be central to our success.

The "Focus Areas" that will underpin economic benefits to Bunbury are:

1. Investment Attraction
2. Business Support
3. Transport and Logistics
4. Tourism
5. Innovation and Education
6. International Engagement



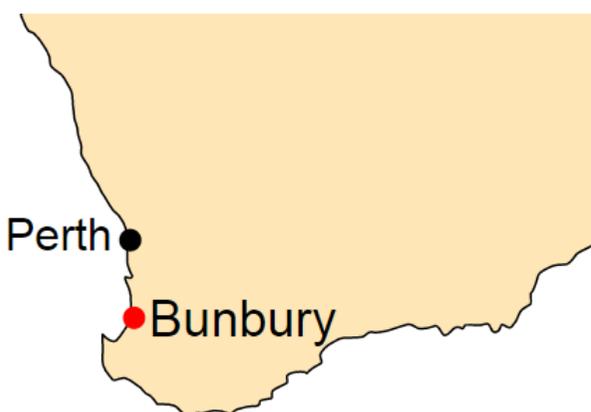
Overview

The city of Bunbury, centre of the Bunbury-Geographe region, has a range of comparative advantages including:

- City convenience without the cost
- Strategic location as the gateway of the South West
- Close proximity to Perth
- Significant land available for development
- Major port and transport infrastructure
- Housing choices and affordability
- A growing population
- A skilled workforce
- Higher education offerings including Edith Cowan University and South Regional TAFE
- Regional Health Campus and quality health support services
- Enviable lifestyle choices
- Service Centre of the South West, home to the majority of State Agencies
- Home to the ServiceWA project.

Bunbury is the economic hub of the South West region and is located 180km south of Perth, Western Australia.

This role as a major hub reinforces Bunbury's position as the State's Second City, supporting the South West population of 181,801¹.



With Bunbury's access to major transport and export infrastructure, including the Bunbury Port, rail networks, Forrest and South Western Highways and Busselton Margaret River Airport, higher education opportunities, health services and industry, Bunbury is well positioned to support one of Australia's fastest growing regions, with an increasing population calling the Bunbury-Geographe region home.

Bunbury's population is estimated at 31,683¹ and as a city it supports the Bunbury-Geographe wider population of 92,942¹. Bunbury-Geographe has seen substantial population growth, growing 13.05% in the last ten years to 2020.

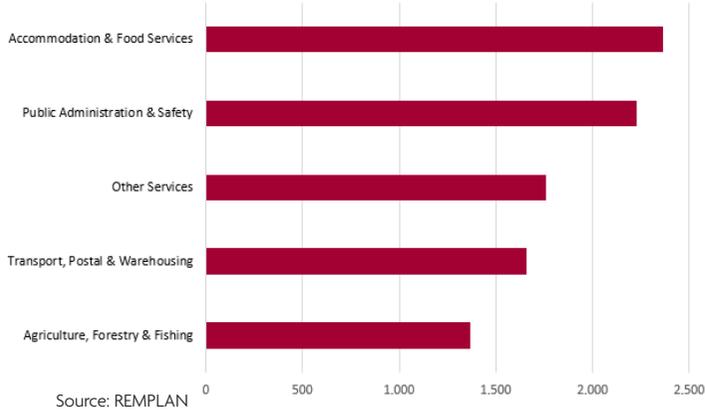
Bunbury has transitioned from an historically "Port City", to a city with a port. Its modern day port facilities play a considerable role in the region's economy exporting 17.1M tonnes in the 2020/2021 financial year².

As a cosmopolitan regional city, Bunbury offers a buoyant and diverse economy. Bunbury's location, access to nearby greenfield sites, business and industry parks, flexible planning approach, together with its competitively priced residential and commercial premises, provide a range of business and lifestyle choices.

The Bunbury-Geographe Gross Regional Product is approximately \$7.17B³ and is home to over 19,000 ABN registered businesses⁴, with the region providing 37,521 jobs⁵. Over 50% or 21,740 of these jobs are offered in the top five employment sectors being Health Care & Social Assistance, Retail Trade, Construction, Manufacturing and Education and Training, with the balance of employment dispersed across 14 other sectors.



Bunbury Geographe - Top 5 Employment Sectors



Total output for Bunbury-Geographe is estimated at \$16.23B with Manufacturing, Construction, Rental, Hire & Real Estate Services, Mining, Health Care & Social Assistance, Retail Trade, Public Administration & Safety, Agriculture, Transport, Postal and Warehousing and Education & Training, and as the predominant sectors contributing to \$13.13B of output. The remaining \$3.1B value of output is distributed across a further 9 industry sectors⁷.

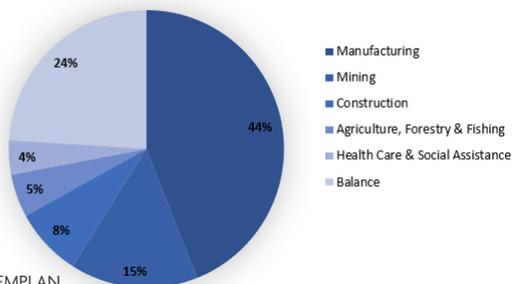
Bunbury is rich in its art, culture and heritage. Home to Bunbury Regional Art Gallery the largest 'A' class regional gallery in Western Australia, Bunbury is also the region's cultural and entertainment hub hosting the award winning Bunbury Regional Entertainment Centre. Complimenting the cultural and entertainment offerings are the many award winning and exceptional restaurants, cafes and small bars.

Regional exports from Bunbury-Geographe are estimated at \$7.26B with Manufacturing representing 44%, Mining 15%, Construction 8%, Agriculture, Forestry & Fishing 5% and Health Care & Social Assistance 4%. The remaining 24% of export value is distributed amongst 14 other industries⁶.

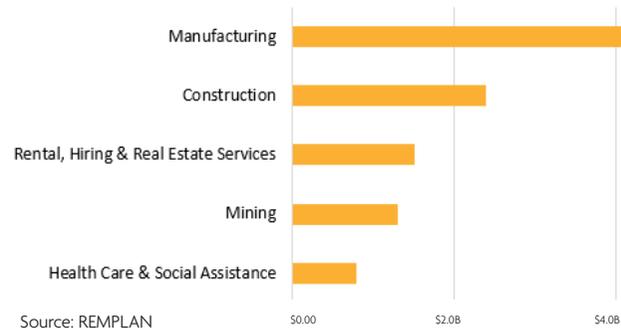
Bunbury boasts several natural and tourist attractions, and is coupled with a Mediterranean climate, making it an ideal holiday destination.

Bunbury is a beautiful place to live, work and visit and has something for everyone. The quality of life is one of its biggest attractions offering residents a variety of amenities, schools, shops, beaches and nightlife, all within easy reach. It has everything a family needs including a University and a Regional TAFE, public and private schools, the Regional Health Campus and a range of high-quality health services, not to mention an extensive and diverse events calendar.

Regional Exports by Industry



Output by Industry





Drivers and Informers

It was important, that when developing this Action Plan, previous work was recognised and considered to inform any objectives and action areas. This was to ensure that we deliver on those priority areas that are important to the community.

Diversify WA

Diversify WA is Western Australia's Economic Development framework. Developed in July 2019, it provides a blueprint for collaboration between government, industry and the community, to unlock the State's economic potential.

WA Recovery Plan

The WA Recovery Plan is the recovery vision for Western Australia to get back on the road to becoming a thriving and innovative community in which to live, work, visit and do business. This Plan describes key priority areas of work and seeks to deliver jobs and training opportunities in key sectors.

South West Regional Blueprint

The South West Regional Blueprint produced by the South West Development Commission in 2014 sets out a jointly agreed pathway between the South West Development Commission and Regional Development Australia South West. The South West Regional Blueprint identified that infrastructure, industry and business were the essentials that made the greatest difference to the needs of people in the place they live and their overall sense of community and leadership.

Bunbury-Geographe Regional Growth Plan

The Bunbury-Geographe Regional Growth Plan identified the vision "By 2050 Bunbury-Geographe will be a diversified, creative, vibrant and connected region, internationally recognised for its quality of life and environmental sustainability; a good place to do business". The Bunbury-Geographe Regional Growth Plan outlines a strategic framework that includes enablers, growth drivers and values, all contributing to achieving its vision.

Draft Bunbury-Geographe Sub-regional Strategy

The draft Bunbury-Geographe Sub-regional Strategy provides planning guidance for six local government areas in a coordinated, contemporary and considered approach to future growth and development. This Strategy seeks to help Bunbury-Geographe reach its full potential in the years ahead as the sub region grows towards a population of 200,000 and beyond.



Drivers and Informers

City of Bunbury Strategic Community Plan 2018-2028

The City of Bunbury's involvement in economic development is outlined in the Strategic Community Plan – 2018-2028 which identified the following key priority areas:

- **Our community and culture:** A safe, healthy and cohesive community, with a rich cultural life, and supportive social environment.
- **Our economy:** A thriving and dynamic economy, that plays to its strengths, and confidently presents to the world.
- **Our places and spaces:** A natural and built environment that reflects Bunbury's core values.
- **Our City:** Civic leadership, partnerships and sound governance in delivering with and for the community.

Reconciliation Action Plan, Reflect

The "Reflect" RAP is a collaborative approach to creating meaningful relationships, enhanced respect and sustainable opportunities for the local Aboriginal and Torres Strait Islander community.

Bunbury Promotional Strategy

Whilst Bunbury itself may evolve over time, the brand positioning remains constant. For residents, visitors and investors to truly connect and become advocates of Bunbury, people need to experience the real Bunbury.

The Bunbury Promotional Strategy is a blueprint for the City's annual marketing plans. The target audiences identified in the Strategy ensures all communications are customer centric whilst the Bunbury proposition, campaign principles and content framework will guide all future marketing plans.

Bunbury City Centre Outcomes Report (March 2019)

The outcomes report developed by the City of Bunbury, reflects the feedback received in the CBD Planning Forum (July 2018) and the City Centre Scoping Workshop (December 2018). These workshops were used to seek professional stakeholder, general community and expert feedback on topics such as Bunbury CBD revitalisation and activation, identifying specific challenges facing the CBD and to review available information.

Local Housing Strategy

The City of Bunbury Local Housing Strategy is a step towards a 15 to 20 year plan to guide future housing in Bunbury over this period. The Strategy will influence residential development including:

- The current planning policy and context;
- Current and projected population - scale and composition;
- Current supply and demand for housing - including affordable housing;
- Recent history of dwelling production, approvals and uptake;
- Planned future growth; and
- Development challenges for new housing in Bunbury.

Community Consultation

Informing consultation includes:

- The Community and Youth Survey and Strategic Community Plan 2018 – 2028 - May - December 2017;
- CBD Planning Forum - July 2018;
- City Centre Scoping Workshop - December 2018;
- CBD Business Owners Interviews - February - April 2019; and
- MARKYT Community Score Card - July 2021.



Partnerships and Collaboration

A key to success

The City of Bunbury is establishing a focus on economic development and growth for the City. In order to achieve success through its actions, programs and projects it endorses and supports, collaboration with key strategic partners is essential.

The City of Bunbury works with a number of key strategic partners to contribute to Bunbury's economic prosperity and deliver outcomes.



Partnerships and Collaboration

Partners and collaborators

Australian Federal Government	Property Council of Australia
Australia's South West	Regional Development Australia South West
Bunbury Development Committee	Sister Cities Australia Inc
Bunbury-Geographe Chamber of Commerce & Industry	Small Business Development Corporation
Bunbury-Geographe Group of Councils	South Regional TAFE
Bunbury-Geographe Economic Alliance	South West Aboriginal Land and Sea Council
Bunbury-Geographe education providers	South West Aboriginal Medical Service
Bunbury-Geographe Tourism Partnership	South West Development Commission
City of Jiaxing, China	Southern Ports
City of Nha Trang, Vietnam	The Australian Japan Society of WA
City of Setagaya, Japan	Tourism Western Australia
Development WA	West Australian State Government
Economic Development Australia Pty Ltd	Western Australian Local Government Association
Edith Cowan University	Western Australian Vietnam Business Council

Infrastructure agencies and providers

- ATCO Gas
- Aqwest
- Department of Planning, Lands and Heritage
- Department of Transport
- Main Roads Western Australia
- Optus
- Public Transport Authority
- Telstra
- Water Corporation
- Western Power

City of Bunbury's Role

Other than the role that the City of Bunbury performs in delivering the Action Plan, the City continues to commit to economic development through the following:

1. **Provider:** Delivering necessary services that enhance and benefit the businesses and residents of the City of Bunbury in order to grow future prosperity.
2. **Advocator:** Being a strong advocate for Bunbury, ensuring stakeholders are aware of the Action Plan and associated deliverables.
3. **Facilitator:** Providing leadership and direction in attracting new business and assisting existing business.
4. **Planner:** Developing aspirational, commercial and sustainable strategies that underpin the economic development of Bunbury.
5. **Regulator:** Providing a transparent, certain and efficient regulatory framework that actively attracts investment and supports economic growth.
6. **Investor:** Providing infrastructure and amenities in order to enhance and support development.







Focus Area One: Investment Attraction

Over \$2.1 billion has recently been invested and committed by State and Federal Government into infrastructure for the City of Bunbury and the Bunbury-Geographe region. Project investment includes:

Project Title	Project Investment	Project Title	Project Investment
Bunbury Outer Ring Road (BORR)	\$852M	Mental Health Facility	\$12.6M
Water for Growth Myalup	\$396M	Bunbury social housing upgrades	\$11M
Bunbury Hospital redevelopment	\$200M	Establishment Preston River to Ocean Regional Park	\$10M
Road safety upgrades	\$135M	Kemerton and Shotts Parks	\$10.5M
Upgrade Australind rail service	\$32M	Establish rail to Kemerton	\$10M
Transforming Bunbury's Waterfront Stage 2	\$31.9M	Port Upgrade to Berth 8	\$8.9M
New works for Bunbury-Geographe schools	\$28.4M	South West Sports Centre indoor basketball courts	\$8M
Transforming Bunbury's Waterfront Stage 1	\$28M	Hands Oval redevelopment	\$4.4M

Bunbury is a major population centre and serves not only as the heart of the South West region, but also as the State's Second City.

The Bunbury-Geographe region's growth in population is driving a demand for services, providing business and investment opportunities. Attracting investment to grow the City's offering requires the City to be responsive and proactive.

The City approved 360 applications for development approval during the 2020-2021 financial year. This is a significant increase on the 259 development approvals determined in the previous financial year. The total value of works determined for the 2020-2021 exceeded \$128M, showing continued confidence from investors in Bunbury. The City's processing times currently average around 13 working days.

The City will actively seek to ensure there is support and encouragement to invest and develop within Bunbury, making doing business a pleasure. The City of Bunbury is a city investors want to connect with. Our economy and opportunities for both our investors and our community value add to the lifestyle Bunbury offers.

We will actively pursue a Regional Deal for the Bunbury Geopraphe region that recognises Bunbury as the service centre for the Bunbury Geopraphe region and advances economic initiatives, infrastructure priorities and further opportunities for our community.

We will actively advocate to Federal and State Government and relative agencies in order to ensure investment is driven, employment opportunities continue to grow and a safe, sustainable, healthy and cohesive environment is offered to our community.

We will promote Bunbury's attractive lifestyle, balance and progression as a creative and innovative hub in order to encourage more people to call Bunbury their home, further generating the opportunity for investment and development within our community.



“Perkins recognises the strength and support of the Bunbury Community and the opportunities and resources that it can provide; that is why we have chosen to continue to do business here for over 50 years.”

Dan Perkins- Managing Director, Perkins Builders

Working together, we can meet a shared goal of success for all.

We will identify and work with ambassadors for Bunbury in order to showcase Bunbury's strengths as Western Australia's Second City and drive further success by promoting Bunbury's idyllic lifestyle, balance and vibrancy.

We will develop an Investment Incentive Policy that supports a flourishing business community and inspires investors and developers to capitalise off Bunbury's profile, providing more opportunities for employment and an enhanced way of life for our community.

We will create a cohesive CBD by delivering actions included within the Bunbury City Centre Action Plan to maintain the primacy of our CBD and generate connections within an attractive city centre.

We will support organisations that seek to deliver positive outcomes for our CBD and inspire our community to explore innovative ventures, strengthen community involvement and deepen relationships between the City and community.

We will prepare an investment prospectus in order to showcase Bunbury's competitive business environment, idyllic lifestyle, sense of vibrancy and progressiveness.

We will maintain a centrally located source for economic data in order to provide the opportunity for investors and existing business owners to respond to changing trends in the Bunbury economy.



Focus Area Two: Business Support

Support to our local business community is crucial to the vibrancy and the transformation of our City, not only as a place to do business but to live and visit.

With over 8,475 businesses registered in Bunbury, Bunbury is brimming with bright thinkers, makers and doers. Together with the Bunbury Geographe region, there are over 19,261 businesses registered with an ABN, contributing to the economic success of the region.

In Bunbury, small businesses (businesses that employ less than 19 people) make up 95.9% of our total business landscape. Those small business owners, operators and staff make up the fabric of our community. It is vital that we support our small business community and create an environment where they are able to thrive and contribute towards our economy, and grow employment opportunities and business confidence in the region.

The City plays a crucial role in fostering and creating the right environment for businesses to start, develop and grow. Through effective business partnerships and initiatives, we are stripping away barriers and constraints, simplifying interactions for businesses, and seeking out improvements and innovations to increase the prosperity and wellbeing of our business community.

Additionally, with the assistance of partners, we will continue to educate and support local business to ensure they remain a resilient and agile community, and remain responsive to change and disruption.

Supporting our businesses is a ladder of opportunity and an investment into our future.

We will make ourselves available to our business community by hosting a series of events where our community can meet the City's Executive and the staff behind the City's approval processes, ask questions and provide feedback on our processes and create connections with other businesses.

We will warmly welcome new businesses to Bunbury by providing 'welcome packs' available for consumption across digital platforms, that are full of localised knowledge and information about services that are available to them, as well as extend personal connection to the City to assist them through our processes.

We will reduce red tape, making doing business with the City a pleasure by ensuring our processes are simple, easy to understand, are well communicated, timely and responsive.

We will develop a Business Precinct Plan in order to generate development and growth within our city and create opportunities for new and existing business.

We will develop a Business Incentive Policy that encourages and entices investment and development in our city and that increases business and employment opportunities through a consistent and transparent approach.

We will provide grants for small business that are reflective of the current needs of our business community, provides Bunbury businesses with the opportunity to grow new concepts and encourages businesses to embrace change and adapt to the changing world around them.

We will engage with our local Aboriginal and Torres Strait Islander community in order to identify economic development and employment opportunities.

We will work with partners to establish a program of business support initiatives, training and programs that foster connections between businesses and build capacity, confidence and resilience in our business community.

We will track and report spend into and out of the Bunbury locality in order to identify trends in our visitor and resident spending, educate our business operators and influence changes in the market to reduce escape expenditure.

"New business ideas and ventures should be encouraged and afforded the opportunity to test those ideas in real time in a commercial environment. With the cooperation of a number of Bunbury property owners, we have stripped back the costs and red tape to make it easy and quick to set up and have a go. Along with those clients, we have invested our time and expertise into the business incubator project and will offer support and encouragement to assist new businesses on a pathway to success."

Mike Jenkins- Principal, Commercial Realty





Focus Area Three: Transport and Logistics

In recent decades, the role of local government in transport planning has broadened from roads and parking to a much wider world of transport, with a strong emphasis on integrated transport systems, a transition towards connected communities and the movement of people and freight in such a way that supports liveability and economic development.

Transport infrastructure in the Bunbury-Geographe region is operating at capacity. Population growth and major project developments now place significant demands on transport infrastructure. To meet the growing needs of Bunbury and the South West, new models of integrated transport are now required.

Through the evaluation and implementation of new transport technologies, the opportunity to develop and integrate Perth with the Bunbury-Geographe region can be realised, improving access to employment, education and services as well as more affordable housing and lifestyle amenity.

The Federal and State Government have committed \$852M for the Bunbury Outer Ring Road that will link four major highways and will provide access to

central Bunbury and the Bunbury Port.

Future growth in the region will be supported by a fully developed and efficient Bunbury Port, which currently holds substantial land for development and growth. Additionally, the Bunbury-Geographe region has 2,350 hectares of strategically well placed industrial land available for development at the Kemerton and Preston industrial parks.

The South West of Western Australia has a significant rail network for the transport of freight and passengers to, from, and within the region. The rail network centres on Bunbury at the Picton interchange. A number of upgrades of lines and the creation of new spur lines into the industrial parks are required to unlock the potential of safe, reliable transport of product for distribution and export.

The recently upgraded Busselton-Margaret River Regional Airport is the major airport for freight and commercial flights in the South West and is located approximately a forty minute drive from Bunbury City Centre.

Attention to our transport needs and infrastructure will future-proof and strengthen Bunbury's position.

We will work with the State to support and market initiatives to promote Bunbury to those using the Bunbury Outer Ring Road in order to maintain Bunbury's primacy, and influence the local tourism, business and economic opportunities for Bunbury.

We will support the Bunbury Port expansion and associated investment opportunities in order to drive employment opportunities, infrastructure and investment into the Bunbury-Geographe region.

We will support the Busselton-Margaret River Regional Airport objectives for freight and passenger services in order to influence and encourage business prospects and increase visitation and spend within the Bunbury-Geographe region.

We will advocate for efficient freight and passenger transport technologies in order to enhance regional connectivity, accessibility and business and lifestyle options for our community to encourage investment and visitation.

We will advocate for the use of trackless trams in order to efficiently move people whilst ensuring an attractive, healthy and liveable setting for residents, workers and visitors, without compromising Bunbury's urban amenity and environment.

“As the custodian of Bunbury Port, Southern Ports is very much open for business. Future planned investment provides greater efficiency around access and operations of the port and ultimately this will deliver more capacity for trade growth for the benefit of the region.”

Steve Lewis- Chief Executive Officer, Southern Ports





Focus Area Four: Tourism

The south west region is seeing a significant increase in visitation, with Bunbury receiving over 417,000 annual visitors, based on the latest information released in September 2020. These visitors spent an average of 1,323,000 nights in Bunbury experiencing exciting attractions and events to enjoy as well as unique experiences in arts, culture, heritage, dining and natural attractions.

Bunbury has transitioned from a “Port City”, to a city with a port. Bunbury is positioning itself as an enviable place to live, where artists, and entrepreneurs come to thrive in a well-supported community. Tourism’s estimated total output for Bunbury-Geographe is valued at \$373.23M, with Bunbury predominate in 73% of the total value. Bunbury-Geographe directly employs 1,809 people in the tourism sector, with over 71% of these positions provided by Bunbury businesses.

Over 87% of Bunbury’s visitors come from intrastate, as opposed to interstate and international, and consistently inject money into Bunbury’s economy. The average trip spend value for each domestic visitor is \$492, whilst the overnight visitor value per night for domestic visitors is \$156 with an average stay of three nights. The average trip spend value for international visitors is \$788, with the overnight spend \$73 and an average stay of 11 nights.

Bunbury, whilst providing its own tourist attractions, requires a holistic approach to branding and marketing to ensure visitors have an experience that is synonymous with Bunbury Geographe. In an effort to collaboratively grow the profile of the Bunbury-Geographe region, the Bunbury Geographe Tourism Partnership was formed. This partnership brings together seven local government areas and demonstrates a clear and ongoing commitment to tourism excellence within the Bunbury Geographe region.

As a result of the above adaption to Bunbury’s tourism implementation model, the City has seen improvements to the services and offerings within the region.

The City directly invests in tourism and is responsible for the management and funding of major regional tourism infrastructure and experiences including: Bunbury Visitor Centre, Bunbury Wildlife Park, Bunbury Museum and Heritage Centre, Bunbury Regional Art Gallery and the Bunbury Regional Entertainment Centre. Our aim is to ensure these services form part of a broad range of quality offerings in Bunbury.

Utilising these foundations, Bunbury will continue to focus on raising its profile as a destination for tourism and visitation.

Tourism can connect businesses and together, create synergies.

We will work to raise Bunbury's profile as a destination in order to drive visitation and spend into Bunbury, establish pride in our city amongst the community, improve perceptions of Bunbury from the domestic visitor market and attract investment and development.

We will actively seek to attract a 4+ star hotel to Bunbury in order to grow both business and leisure tourism opportunities in the Bunbury-Geographe region, increase visitor nights stayed in Bunbury, create new employment opportunities and add to the diversity of accommodation options in Bunbury.

We will be ready to bid on major high level sporting events by collaborating with established venue and facility owners and suppliers to assess the existing offerings in Bunbury, identify the gaps and understand where there may be opportunities to value add to the industry.

We will support innovative and iconic events and high level sporting events in Bunbury in order to drive visitation and spend into Bunbury, give Bunbury an edge when it comes to quality events and provide our community with a vibrant lifestyle.

We will ensure that City managed tourism infrastructure and experiences are well supported and promoted in order to boost community and visitor pride in Bunbury, lead the standards by way of example, and increase tourism and business opportunities and employment.

We will support the region's premier Visitor Centre in order to increase visitation and extend the length of stay to Bunbury and the Bunbury-Geographe region and create awareness of the high quality tourist offerings in the region.



“Building on our competitive advantage of being one of the best places in the world to interact with wild dolphins, our new facilities embrace our waterways and speak to our local lifestyle. The city has a rich cultural attraction through the Bunbury Regional Entertainment Centre and the Bunbury Regional Art Gallery, street art and Museum as well as having a vibrant and world class hospitality industry. Our hinterland produces high quality wines and agricultural produce while delivering a wide range of nature based experiences making the region a tourism destination with all that a visitor to the State could want.”

David Kerr- Chief Executive Officer Dolphin Discovery Centre



Focus Area Five: Innovation and Education

We stand on the brink of a new technological revolution. Australia is being transformed by a vastly changing digital landscape that is redefining economies, how we live and work, as well as the social fabric of our communities. Regions with the technological infrastructure to support transformation are forging ahead at the expense of traditional practice economies.

As a consequence of changes and advancements in technology, innovation and artificial intelligence, Bunbury is transforming. At the core of this revolution is the need for the City, business and community to digitalise to participate fully in the modern economy.

The City of Bunbury has defined a bold agenda to ensure the region is competitive in a global innovation race by scaling up high-growth industries and advanced manufacturing; commercialising more high-value products and services; fostering great talent; and daring to tackle global challenges. Bunbury will be known as a place for innovators to come to try new things, take risks and be fully supported.

The rapid advance in technology is changing the region's employment landscape. Providing education and training locally will enable the region to be responsive, maintain a skilled workforce and ensure the region remains competitive.

Developing and promoting opportunities for international students, establishing alternative higher education options and seeking education providers to tailor and deliver courses that meet student demand and local industry and business, will be crucial in ensuring Bunbury remains competitive in the global innovation race.

The regional export value of Education and Training generated within Bunbury-Geographe is \$128.99M with 54% directly apportioned to Bunbury. The output value generated for the Bunbury Geographe region is estimated at \$568.45M for Bunbury-Geographe with 52% of this value generated within Bunbury. The Education and Training industry directly employs an estimated 3,666 people in Bunbury-Geographe with 50% directly apportioned to Bunbury.

A city that is digitally connected, values education and backs innovative and forward thinking initiatives will generate a skilled workforce, new business and employment opportunities, attract people and create a sense of excitement and pride with an engaged community.

Innovation is change that unlocks new value.

We will be known as an innovative and progressive Local Government by working with businesses, developers and industry to allow for testing and piloting of new projects here in Bunbury and ensuring that we are flexible and adaptable in our approach.

We will collaborate with our partners to create new opportunities through automation and digital technologies in order to support Bunbury as Western Australia's Second City and first Digital City of Western Australia.

We will work in partnership with our community and business sectors in order to establish digital confidence that allows them to transform and be responsive in the digital economy.

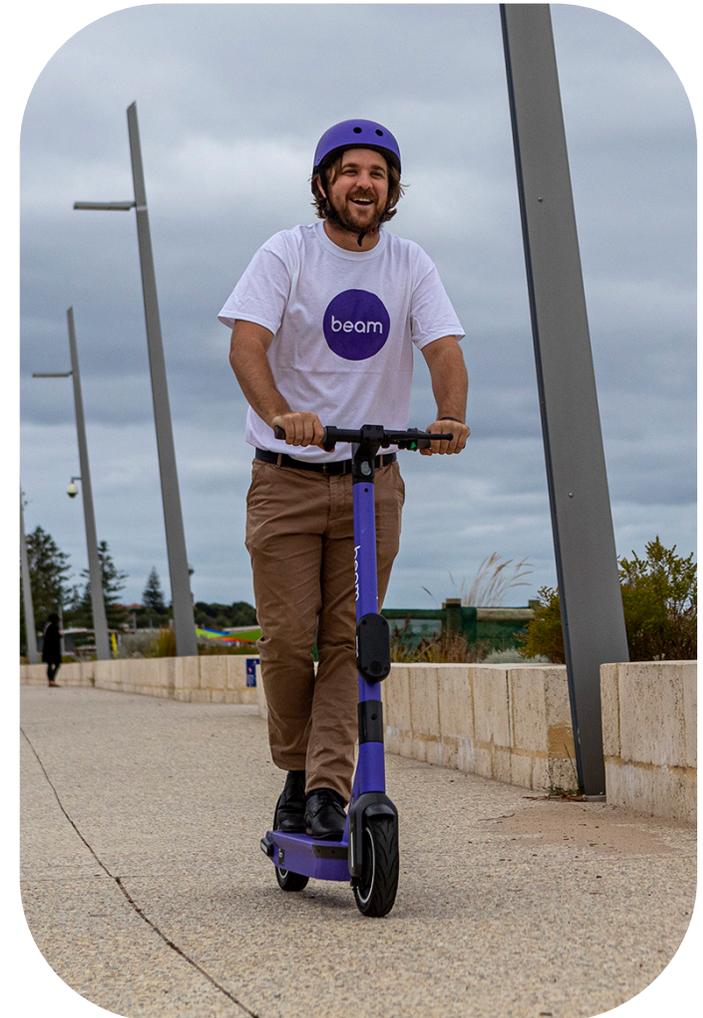
We will advocate for a digital innovation district that stimulates business investment in research and development, creates prosperity through innovation and offers contemporary shared spaces between researchers, professionals, secondary, vocational and tertiary students and our community.

We will collaborate with existing education providers to explore new and alternative streams of education in order to attract students both nationally and internationally to Bunbury and provide our community with a broad range of quality education options that contribute to an enviable lifestyle.

We will work in partnership with existing education providers to purposefully drive international student numbers into Bunbury in order to elevate Bunbury's position on an international scale as a destination for high quality education and lifestyle, increase student numbers in Bunbury and add to the culture and diversity within our community.

We will collaborate with education providers to establish courses that align with future industries and skills needs in the region in order to provide diversity in education offerings, future proof Bunbury and our workforce, create job opportunities and grow an adaptable and forward thinking city.

We will support the establishment of an advanced manufacturing and technology hub in Bunbury in order to harness innovation and drive the region's competitive advantage in an increasingly globalised environment.



Bunbury Mayor Jaysen de San Miguel using one of the Beam e-scooters in Bunbury, the first city in Western Australia to utilise the scooters.



Focus Area Six: International Engagement

The City recognises through connectivity and the global economy there are opportunities and partnerships to be explored, especially in the areas of investment, trade, education and tourism. The City is open to consider appropriate opportunities with potential partners from around the globe.

Working with our partners, we will ensure that all international markets are welcomed and supported in their endeavours to trade, invest and educate here in Bunbury.

The City of Bunbury has developed strong ties with Setagaya, Japan over 30 years and Jiaying, China over 20 years through Sister City Relations. In the last 5 years, Bunbury has entered into a Friendship Agreement with Nha Trang, Vietnam.

The City aims to develop greater economic ties and benefits for Bunbury with all relationships while continuing our focus on exchanges. Four key areas the City will focus on are Culture, Tourism, Trade and Education.

The City seeks to establish greater trade and education opportunities with all, working in an advocacy and facilitator role and collaborating with key partners.

Together with partners, the City will assist businesses to become Asia ready, establish cultural awareness and understanding; and then seek to open up tourism and international market opportunities through relationship building and international business delegations.

Bunbury will revitalise and reinvigorate its existing relationships with Setagaya, Jiaying and Nha Trang in line with its economic objectives, understanding that international engagement is fundamental in order to support some of the objectives and actions related to Investment Attraction, Education and Tourism.

The City acknowledges that it is important to build on these longstanding relationships; however, we must also remain aware of and be responsive to all international opportunities.

We will actively collaborate with partners in order to ensure Bunbury is responsive and open to opportunities with all international markets.

We will showcase the value of our international relationships to our local community by establishing working groups who will actively advocate for, participate in and deliver international engagement programs.

We will collaborate with partners to establish visitor packages and promotional materials in order to encourage business and leisure visitation directly from Setagaya and Jiaxing communities.

We will work with our partners in Setagaya, Japan in order to continue our exchanges in education, culture and sport, and expand our exchanges in trade and attracting Japanese students to Bunbury.

We will continue working with our partners in Jiaxing, China in order to continue our exchanges in culture, education and trade.

We will work closely with our partners in Nha Trang, Vietnam in order to explore opportunities in trade, education and business and identify how to grow these opportunities.

We will actively educate our community on the importance of sister city relationships in order to create meaningful connections and cultivate a sense of belonging within our diverse community.

You cannot buy engagement, you have to build engagement.



International Friendship Garden, Bunbury



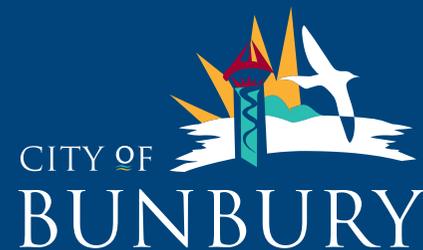
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- 13 Latest [REMPPLAN](#) data incorporating Australian Bureau of Statistics' (ABS) June 2020 Gross State Product, 2018 / 2019 National Input Output Tables and 2016 Census Place of Work Employment Data.
- 14 Latest [REMPPLAN](#) data incorporating Australian Bureau of Statistics' (ABS) 2016 Census Place of Work Employment Data, 2018 / 2019 National Input Output Tables and June 2020 Gross State Product.



The Economic Development Action Plan is a living document which will be reviewed bi-annually, with future versions updated annually, ensuring relevance and agility in a changing economy.

The Bunbury-Geographe region refers to the City of Bunbury and the Shires of Capel, Dardanup and Harvey, as represented in the Bunbury Geographe Regional Growth Plan.



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