



DEVELOPMENT & INVESTMENT INCENTIVE COUNCIL POLICY

POLICY STATEMENT

Bunbury, recognised as Western Australia's Second City, is the service centre of the South West Region of Western Australia. It has a diverse economic base and is the heart of the Bunbury-Geopraphe Sub-region.

The Bunbury-Geopraphe Sub-region's increasing population is driving demand for more services, which in turn, is presenting investment and development opportunities in Bunbury.

The City of Bunbury (the City) has a significant role in supporting existing, and attracting new, development and investment into Bunbury to stimulate sustainable growth, diversify our economy and add value to Bunbury and the Sub-region. Being actively involved in the process of attracting development and investment is central to the future growth and success of Bunbury and the Sub-region.

This Development and Investment Incentive Council Policy will be aligned to the overall economic vision for the City, as outlined in the Economic Development Action Plan (EDAP) and Strategic Community Plan and, in conjunction with the Development and Investment Incentive Management Policy), will provide the City with guidelines to improve the economic competitiveness of the City to attract, secure and grow local and international investment.

The Policy demonstrates the City's determination to attract and stimulate genuine development and investment and, subject to meeting eligibility and qualifying criteria, offers a number of both financial and non-financial incentives available to investors and developers looking to invest, or re-invest, in Bunbury.

In addition, the Policy acknowledges the:

- i. importance of recognising and improving existing local business and investment conditions;
- ii. importance of maintaining and improving future business potential within specific areas;
- iii. need to match incentives to favourable local economic conditions; and,
- iv. requirement to compliment this policy with a development and investment incentive promotion strategy;

in order to preserve, grow and attract development and investment in the City of Bunbury.

The policy is aligned to the City's key economic 'Priority' as stated in the Strategic Community Plan - *"A thriving and dynamic economy, that plays to its strengths, and confidently presents to the world"*.

The overarching aims of the Policy are to:

- i. provide clear guidance in relation to eligibility and procedure(s); and
- ii. improving the competitiveness of the City in attracting, securing and growing local and international investment within Bunbury and the Sub-region.

POLICY SCOPE

Eligibility and Qualifying Criteria

The policy applies to any applicant who is able to satisfy all of the following eligibility criteria:

- Applicants must have a registered ABN or ACN;
- Investment/Development must be located within the City of Bunbury;
- A minimum of \$1,200,000 capital investment; and,
- The investment/development is viable in the absence of any incentives.

Any applicant must also demonstrate how their investment or development meets all of the following qualifying criteria:

- Support the delivery of new permanent and ongoing employment opportunities in Bunbury and/or the Sub-region.
- Enhance the lifestyle and liveability of Bunbury and contribute towards community development.
- Not cause significant detriment to existing businesses in Bunbury.
- Aligns with the City's strategic direction, strategies and policies.
- Aligns with the City's current Economic Development Action Plan.
- Does not negatively impact on the surrounding amenity or environment.
- Where possible, provides for local procurement supporting the WA Buy Local Policy; or
- May be considered to be 'Catalytic Investment or Development'.

This policy does not apply to:

- Government departments or agencies;
- Government owned corporations; or,
- Regional development organisations.

POLICY DETAILS

Purpose and Intent of Management Policy

The City may, subject to applicant demonstrating compliance with the eligibility and qualifying criteria, provide a number of incentives to investors and developers. The intent of providing these incentives is to:

- Promote and encourage employment generating business activity in Bunbury.
- Value-add through enhanced service delivery or supply chains.
- Activate the Bunbury Central Business District.
- Increase direct or indirect commercial activity in Bunbury.
- Create and develop high quality public spaces that promote economic and social activity.
- Encourage and support the establishment of new and emerging industries in Bunbury.
- Attract and retain a skilled workforce.
- Increase the number of tourists that visit Bunbury.
- Provide greater housing and lifestyle choice.

Incentives will be available in accordance with the City's Development and Investment Incentives Management Policy and enquiries may be made by contacting the City's Economic Development Team on (08) 9792 7000 or records@bunbury.wa.gov.au.

The City will consider incentivising development on a case-by-case basis and eligible applicants may seek to explore their options directly with the City.

DEFINITIONS

‘Catalytic Investment or Development’ means investment or development into the City that:

1. Creates new long-term jobs that extend beyond the construction period;
2. Creates direct value-add through construction and operations;
3. Catalyses additional investment;
4. Catalyses growth in a key strategic industry or sector; and,
5. Supports growth of other industries/sectors.

COMPLIANCE REQUIREMENTS

LEGISLATION

- *Local Government Act 1995*
- *Land Administration Act 1997*

ORGANISATIONAL

- City of Bunbury Economic Development Action Plan
- City of Bunbury Commercial Leases Council Policy
- City of Bunbury Land Rationalisation and Acquisitions Policy

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