

2024-25 CoB Strategic Advocacy Priorities	Outcome / Objective (ask)	Sub-topics	CoB CEO KPI's	Vision 2040 (mapping the priorities, years 1-5)	SWALGA Regional Priorities	State Government Priorities
<b>Advocate for increased investment in infrastructure, services and land releases to improve housing options in Bunbury</b>	State and Federal government to commit direct investment into housing options within the City of Bunbury, including where State government funded projects impact on housing availability in Bunbury.	Deconstraining, key worker accommodation, more affordable housing, diversity of housing options, ageing population, jog track, stables precinct, old depot site, industry investment.	KPI 5: Advocacy Outcomes  KPI 6: Prosperity - Land Development Review and Reporting	Housing Strategy & Land Development Plan <i>(Depot, Back Beach, Glen Iris, Punchbowl)</i>  Urban Renewal  10,000 more dwellings by 2040  50% increase in population  Identify parcels of land for development	Key Pillar: Community Infrastructure  Theme 1: Land, Housing, Accommodation Deconstraining  LG Key Priority noted for CoB: Support for regional infrastructure	Housing <i>(Minister for Regional Development - Vision 2040)</i>  Attractiveness of suburbs <i>(Minister for Regional Development - Vision 2040)</i>  Land activation <i>(Minister for Regional Development - Vision 2040)</i>  Infrastructure WA: Strategic Objectives for 2042 - Support population growth and change  Improving liveability <i>(Minister for Regional Development - Vision 2040)</i>  Diversify WA Economic Development Framework - Key infrastructure and project ready land
<b>Advocate for sustainability, climate change initiatives and a South West regional waste management solution</b>	The City to be a leader in sustainability, achieve corporate net zero emissions and acquire funding for the BHRC Waste Management Facility as a key regional waste solution for the South West.	Water reuse project, CHRMAP, CoB Sustainability Strategy.	KPI 4: Bunbury, Harvey Regional Council (BHRC) Stanley Road Site Initiative  KPI 5: Advocacy Outcomes	BHRC (priority)  Water treatment project  Net zero target  CHRMAP	Key Pillar: Climate and Environment  Theme 2: Regional Waste  Theme 3: Climate Change Adaptation	Regional approach to waste <i>(Minister for Regional Development - Vision 2040)</i>  WALGA submission for 2024/25 State Budget - Waste initiatives focusing on waste avoidance and maximising resource recovery, \$80M p/a  Infrastructure WA: Strategic Objectives for 2042 - Enable environmental sustainability and resilience and address climate change  RDA WA Vision 2042 - A sustainable, low-waste circular economy that values waste, produces less waste, and reuses and recycles more; well-managed waste infrastructure  SWDC Key Priority - Developing market opportunities for waste management and value-add products and services, including waste-to-energy initiatives
<b>Advocate for funding for a Bunbury destination marketing campaign to leverage from the investment being made in the BORR</b>	State government commitment of capital to fund tourism and signage infrastructure with the goal of building awareness of Bunbury as a preferred visitation destination for those using the completed Bunbury Outer Ring Road.	BGTP, Tourism Working Group	KPI 5: Advocacy Outcomes  KPI 7: Prosperity - Integrated Economic Development	Vision: Chosen - by residents, visitors and investors  Visitation and weekend destination  Finding the one big thing that makes CoB attractive		Opportunities from BORR <i>(Minister for Regional Development - Vision 2040)</i>  SWDC Key Priority - Developing iconic tourism attractions and experiences  Thrive 2030: National Strategy - \$100B regional tourism spend by 2030
<b>Advocate for initiatives to revitalise Bunbury to attract investment and economic growth</b>	Enhance the liveability of the City and ensure Bunbury remains a premier regional city for living, working and investing.	Ocean Pool, Back Beach Precinct, CBD Revitalisation, Bicentennial Square Redevelopment, liveability, wellbeing.	KPI 3: Revitalisation of Bunbury - Stage 1  KPI 5 : Advocacy Outcomes  KPI 7: Prosperity - Integrated Economic Development	\$10B+ investment in the region  Ocean Pool (priority)  CBD Revitalisation (CBD Train, Back Beach, Youth Precinct, Pedestrian Friendly, Inner City Living, Events, Existing Attraction Renewal, Smart Cities Initiatives, Small Business Assistance)  New 5 star hotel(s)  Economic Development Strategy  Natural assets	LG Key Priorities noted for CoB: Ocean Pool and Back Beach Project	SWDC Key Priority - Developing iconic tourism attractions and experiences  Economic diversification <i>(Minister for Regional Development - Vision 2040)</i>  Prosperous economy <i>(Minister for Regional Development - Vision 2040)</i>  Improving liveability <i>(Minister for Regional Development - Vision 2040)</i>  Infrastructure WA: Strategic Objectives for 2042 - Support a strong, resilient and diversified economy; maximise wellbeing, liveability and cultural strategic opportunities for our community  RDA WA Vision 2042 - Regional economies that are diversifying and growing  Thrive 2030: National Strategy - \$100B regional tourism spend by 2030
<b>Advocate for a Tourism Precinct that creates a gateway entry into Bunbury</b>	Invigorating Bunbury tourism by providing opportunities for visitors to experience our leading tourist assets in one location.	Major tourism assets in one location, create synergies, relocation of Wildlife Park, DDC, Gallery, Cultural Centre.	KPI 3: Revitalisation of Bunbury - Stage 1  KPI 5: Advocacy Outcomes  KPI 7: Prosperity - Integrated Economic Development	World Class Art Gallery <i>(noted as a priority for years 6-10)</i>	LG Key Priority noted for CoB: Gallery	Diversify WA Economic Development Framework - Develop and maintain regional tourism destinations  Improving liveability <i>(Minister for Regional Development - Vision 2040)</i>  SWDC Key Priorities: Developing iconic tourism attractions and experiences  Thrive 2030: National Strategy - \$100B regional tourism spend by 2030