

Economic and Tourism Strategy: Action Plan 2017/18

Shire of Corrigin

Document Status

Version	Purpose of Document/Updates	Author	Date
Draft 1.0	First Draft for Working Group Review	RPS	09/06/17
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Purpose of Document

In early 2017, the Shire of Corrigin (the Shire) recognised that there was a need to undertake a detailed local analysis to determine what initiatives and actions are required to meet the goals and aspirations of residents and the business community. In particular, the Shire proposed the development of an *Economic and Tourism Development Strategy* to demonstrate ‘where the Shire and the private sector can drive and build economic development in the Shire for the next ten (10) year period, with specific emphasis on tourism.’

RPS Group was engaged to develop the *Economic and Tourism Strategy* for the Shire in collaboration with Shire councillors and staff, local residents and businesses. Detailed research was undertaken and has been particularly guided by the participants within the *Economic and Tourism Development Strategy Working Group* (the Working Group). The Working Group was formed to provide advice and feedback throughout the development of the strategy and associated action plan. The inclusion of the Working Group has ensured that recommended focus areas and priorities align with the needs and desires of the local business community and residents.

To support the implementation of the *Economic and Tourism Strategy*, an action plan was developed. The purpose of the action plan is to support the achievement of the strategy’s priorities and objectives. The action plan includes more specific and detailed projects and initiatives which will be undertaken by the Shire of Corrigin over the short term.

Table 1 Economic and Tourism Strategy Priorities and Objectives, 2017-2026

Strategic Priorities	Objectives	Priority
P1. Aged Care Services Attraction	P1.1. Attract Non-Government Home Care Providers	
	P1.2. Expand ‘Elderly Persons’ Accommodation Options	
	P1.3. Expand Health Services Provision	
P2. Tourism Branding and Promotion	P2.1. Improve Highway and Town Entry Signage	
	P2.2. Expand Online Promotion of Town and Businesses	
	P2.3. Expand Visitor Services	
	P2.4. Expand Legal Off-Road Trails and Tracks	
	P2.5. Establish Tourism Brand for Corrigin	
	P2.6. Improve Accommodation Options	A
	P2.7. Attract Charter and Recreation Flights	
	P2.8. Attract Tour Bus Services	
	P2.9. Expand Event Visitation	A
P3. Population and Business Attraction	P3.1. Develop Granite Rise	A
	P3.2. Attract Service Industry and Commercial Businesses	A
P4. Government and Regional Advocacy	P4.1. Improve Regional Stakeholder Collaboration	
	P4.2. Promote Corrigin Opportunities to Regional Stakeholders	
	P4.3. Explore and Apply for Relevant External Grant Opportunities	

Action Plan 2017/18

PI. Aged Care Services Attraction

P1.1. Attract Non-Government Home Care Providers			
Action/s	Priority	Financial Budgeting Implications	Progress
A1.1.1. Engage with home care providers that currently operate in the wider area.	A	No significant cost to Council	This is currently being pursued through correspondence sent to providers inviting them to establish in Corrigin
A1.1.3. Attract home care staff to reside in Corrigin.	C	No significant cost to Council	This is currently being pursued through correspondence sent to providers inviting them to establish in Corrigin
P1.2. Expand 'Elderly Persons' Accommodation Options			
Action/s	Priority	Financial Budgeting Implications	Progress
A1.2.1. Engage with Corrigin District Hospital and Wogerlin House to understand current need for aged care/dementia beds.	C	No significant cost to Council	The Shire has been in discussion with Corrigin District Hospital and there is current and anticipated future demand for aged care/dementia beds.
A1.2.2. Promote 'age friendly' services and facilities available in Corrigin and identify deficiencies.	A	No significant cost to Council	This has been undertaken through the Aged Care Plan
A1.2.3. Attract external investment in age-specific accommodation development/s.	B	Anticipated cost over 3 years of \$110k	Council is seeking to draw funding through Royalties for Regions for 4 new age-specific accommodations through the Wheatbelt South Aged Housing Alliance.

P2. Tourism Branding and Promotion

P2.1. Improve Highway and Town Centre Signage			
Action/s	Priority	Financial Budgeting Implications	Progress
A2.1.1. Fund unique interactive Corrigin signage	A	Estimated cost of \$50k	Council would need to commit \$50k in the 2017/18 Budget.
A2.1.2. Engage with local business owners to promote their business to passing traffic through signage such as through Rotary signage.	A	No significant cost to Council	Develop arrangements through Corrigin Rotary Club
A2.1.3 Explore other physical locations where signage can be improved.	B	No significant cost to Council	Should form part of a Signage Strategy for the Shire
P2.2. Expand Online Promotion of Town and Businesses			
Action/s	Priority	Financial Budgeting Implications	Progress
A2.2.1. Fund development of promotional media for circulation through Shire website, regional tourism bodies and social media.	C	Estimated cost of \$10k	Council already commits to Roe Tourism (\$5k per annum) and to achieve this action may require a further \$5k.
A2.2.2. Publish and encourage local made videos and media that promotes Corrigin.	A	Estimated cost of \$2k	Council would need to commit to \$2k as a means to encourage the preparation of local videos.
A2.2.3. Engage with businesses to promote expansion of online presence.	B	No significant cost to Council	Through Wheatbelt Business Network
A2.2.4 Engage with regional tourism bodies to explore option for dedicated 'Corrigin' pages which include detailed information of retail businesses, tourism maps and other relevant information.	C	Cost estimate would be required (probably \$10-\$15k)	Investigation to be undertaken (low priority)
Promote Corrigin as key stopover destination along Brookton Highway with numerous café, supermarket and dining options through online mediums.	C	Relates to funding of signage	Through Wheatbelt Business Network and Signage Strategy

P2.3. Expand Visitor Services			
Action/s	Priority	Financial Budgeting Implications	Progress
A2.3.1 Explore viability of sharing and/or expanding CRC resources to deliver visitor information and booking services.	C	No significant cost to Council to 'explore' but possible cost to establish	Investigation to be undertaken
A2.3.2 Explore funding opportunities for development of visitor information service centre.	B	No significant cost to Council to 'explore'	Investigation to be undertaken (low priority)
P2.4. Expand Legal Off-Road Trails and Tracks			
Action/s	Priority	Financial Budgeting Implications	Progress
A2.4.1. Liaise with DPaW to establish off-road trails.	B	No significant cost to Council to 'liaise'	Relies on the availability of additional accommodation
A2.4.2. Promote off-road trails (e.g. see TrailsWA).	B	No significant cost to Council to 'liaise'	Relies on the availability of additional accommodation
P2.5. Establish Tourism Brand for Corrigin			
Action/s	Priority	Financial Budgeting Implications	Progress
A2.5.1. Develop consistent tourism brand and associated materials (logo, slogan, number plates, shirts etc.) and distribute through local businesses, residents, regional bodies and online.	C	Estimated cost of \$50k	Council would need to commit around \$50k.
P2.6. Improve Accommodation Options			
Action/s	Priority	Financial Budgeting Implications	Progress
A2.6.1. Explore the viability of re-locating the caravan park.	A	Initial cost for Business Plan/Location is \$30k	Would need to be part of LTFFP/2017/18 Budget. Estimates of redevelopment or new site development costs would be then determined and factored in the LTFFP
A2.6.2. Seek and promote accreditation from Campervan and Motorhome Club of Australia and Caravan Industry Association of Australia.	B	To be determined	Would form part of either redeveloping or relocating the caravan park

A2.6.3. Identify sites for potential expansion of hostel/motel accommodation development and rural camping, including surplus government land.	C	This would require extensive Shire resources – 0.5FTE of \$50,000	This could not be pursued without additional staff. To be associated with Caravan park redevelopment.
P2.7. Attract Charter and Recreation Flights			
Action/s	Priority	Financial Budgeting Implications	Progress
A2.7.1. Engage with charter flight operators to promote Corrigin as a stopover location.	C	This would require extensive Shire resources – 0.5FTE of \$50,000	Relies on the availability of additional accommodation and private sector. This could not be pursued by the Shire without additional staff
A2.7.2. Engage with aviation businesses to promote Corrigin aerodrome as an alternative location for aviation events.	C	This would require extensive Shire resources – 0.5FTE of \$50,000	Relies on the availability of additional accommodation and private sector. This could not be pursued by the Shire without additional staff
P2.8. Attract Tour Bus Services			
Action/s	Priority	Financial Budgeting Implications	Progress
A2.8.1. Engage with tour bus organisations heading to Wave Rock to promote Corrigin as 'break' location and/or additional stop. Facilitate partnerships between local businesses and tour operators.	B	This would require extensive Shire resources – 0.5FTE of \$50,000	Discuss with Wheatbelt Business Network and members Relies on accommodation
A2.8.2. Provide promotional materials to Perth visitor locations (e.g. airport, tour organisers, hostels).	C	This would require extensive Shire resources – 0.5FTE of \$50,000	This could not be pursued without additional staff
P2.9. Expand Event Visitation			
Action/s	Priority	Financial Budgeting Implications	Progress
A2.9.1. Identify potential events to attract and approach organisers and provision of a facility manager funded by Shire.	C	This would require extensive Shire resources – 0.5FTE of \$50,000	This could not be pursued without additional staff
A2.9.2. Develop a calendar of events for online distribution.	A	No significant cost to Council	This is currently being undertaken through ROE Tourism

A2.9.3. Fund event promotion grants to attract event visitors.	C	This would require extensive Shire resources – 0.5FTE of \$50,000	Relies on accommodation This could not be pursued without additional staff
A2.9.4. In collaboration with neighbouring local government authorities, support establishment of regional event that rotates through Corrigin.	C	This would require extensive Shire resources – 0.5FTE of \$50,000	Relies on accommodation This could not be pursued without additional staff

P3. Population and Business Attraction

P3.1. Develop Granite Rise			
Action/s	Priority	Financial Budgeting Implications	Progress
A3.1.1. Re-value lots to clarify 'market rate' and promote the 're-value' and possible re-coding.	A	Sworn Valuation of around \$15k	Would need to form part of /2017/18 Budget considerations
A3.1.2. Implement sales and marketing campaign aimed at residents in Perth and regional Western Australia (e.g. 'move to Corrigin' campaign). Consider identifying five-seven lots to be discounted with the caveat that construction is undertaken within a two-year timeframe.	C	Unknown cost	
A3.1.3. Engage with builders and tradesmen to identify and promote cost of home and land package at Granite Rise.	C	No significant cost to Council to 'engage'.	A building company has already expressed an interest to promote 2 'house and land packages' at Granite Rise.
A3.1.4. Promote availability of Granite Rise for government workers housing.	A	No significant cost to Council to 'promote'.	Correspondence to be sent to GROW to advise of further lots available
A3.1.5. Explore desire from incorporated organisations for 'auctioning' a lot within Granite Rise that would enable wide promotion of the Corrigin and of Granite Rise.	A	Cost would depend on the gross value of the lot (reserve price recommended)	Council would need to support the concept (subject to compliance with LG Act). There must be a significant economic and tourism benefit in terms of 'promotion' of Corrigin.
A3.1.6. Investigate incentive options to encourage purchasers.	C	No significant cost to Council to investigate but potential additional costs of \$20k per lot if fencing and landscaping pursued.	Council would need to support the concept (subject to compliance with LG Act)

P3.2. Attract Private Sector Businesses			
Action/s	Priority	Financial Budgeting Implications	Progress
A3.2.1. Explore options to expand provision of zoned industrial and commercial land as required.	B	The cost to Council could be in the vicinity of \$80k	Council will need to address as part of an overall Planning Scheme Review.
A3.2.2. Promote business investment opportunities and benefits of Corrigin as a business location through online mediums and regional bodies (e.g. WBN). Engage with local businesses for showcasing 'why invest in Corrigin'.	B	No significant cost to Council	Currently being pursued by WBN
A3.2.3. Engage with real estate professionals to understand the reasons for the lack of rental accommodation.	C	No significant cost to Council	Discussion to take place.
A3.2.4. Facilitate business networking and support services through regional bodies.	C	No significant cost to Council	Encourage WBN through Business After Hours
A3.2.5. Facilitate crematorium business proposal.	A	No significant cost to Council provided no change to reserve status is required.	Assumes that this simply supports the concept of a crematorium. Should land costs be anticipated, this would be a matter of a Business Case being referred to Council

P4. Government and Regional Advocacy

P4.2. Promote Corrigin Opportunities to Regional Stakeholders			
Action/s	Priority	Financial Budgeting Implications	Progress
A4.2.1. Fund dedicated resource through Shire or CRC to promote Corrigin and facilitate development.	C	If staffing required, it could be an a 0.5 FTE (\$50k)	Relies upon additional staffing or volunteer base

A4.2.2. Identify and facilitate 'study tours' for government decision makers and regional stakeholders to showcase Corrigin, its local businesses and attraction and its future opportunities.	C	If staffing required, it could be an a 0.5 FTE (\$50k)	Relies on accommodation. Relies upon additional staffing or volunteer base
A4.2.3. Investigate the opportunity to make the federal government aware of Corrigin as potential location for migrant families.	C	No significant cost to Council	Potential to write to Federal government agencies.
P4.3. Explore and Apply for Relevant External Grant Opportunities			
Action/s	Priority	Financial Budgeting Implications	Progress
A4.3.1. Monitor and assess new grant opportunities.	A	No significant cost to Council unless the grant requires exceptional input (i.e. requires a consultant)	This currently occurs

Review of Document

The action plan is importantly designed to be a living document that will be monitored and updated on a regular basis to ensure its currency and effectiveness. The responsibility to oversee the implementation of priority actions and facilitate positive outcomes will be the Shire of Corrigin.

This action plan should undertake a progress review on a quarterly basis. A progress review involves detailing projects and tasks that have been undertaken by the Shire or relevant stakeholders to progress short term actions.

A comprehensive update should be undertaken annually with input from the Working Group as required. A comprehensive update includes a review of current actions and whether they have been undertaken, what further steps are required and what has been achieved. This update will include the identification of new actions to guide resourcing decisions for the following financial year period.

An example of progress review inputs has been included below.

P1.1 Attract Non-Government Home Care Providers			
Action/s	Priority	Financial Budgeting Implications	Progress
A1.1.1. Engage with home care providers that currently operate in the wider area.	High	Nil	CEO contacted Silverchain (July 25, 2017). Silverchain is recruiting for a Corrigin-based resource.