



# Economic and Tourism Strategy 2017-2026

**Shire of Corrigin**

ADOPTED BY COUNCIL ON 18 JULY 2017

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### Document Status

Version	Purpose of Document	Orig	Review	Review Date
Draft 1.0	First Draft for Working Group Review	RPS	WG	21/06/2017
Draft 2.0	Updated Draft for Endorsement	RPS	WG/Council	10/07/2017
Final	Adopted by Council	Shire	Council	18/07/2017

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### **Acknowledgments**

The development of the Corrigin Economic Development and Tourism Strategy would not have been possible without the local expertise and knowledge of working group members that volunteered their time to the development of the strategy. The Shire would like to acknowledge Brett Connolly, Denise Sturgis, John Reynolds, Michelle Hooper, Andrea Blake, Robin Campbell and Councillors Brian Praetz and Terry Pridham who provided insight and expertise that that greatly assisted the research for and development of the Strategy.

The Shire would also like to acknowledge the external expertise of Tim Connoley and Shirin Tafazzoli from RPS Group.

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## Preface

The Shire of Corrigin (the Shire) is centrally located in the Wheatbelt region, east of Perth. It has a rich agricultural history and today it is a significant contributor to broad-acre agricultural production, with more than 100 agricultural businesses producing approximately \$40 million of sales each year.

The Shire's largest town of Corrigin is located approximately 235 kilometres south-east of Perth along the Brookton Highway. As a central servicing centre for the wider region's 8,400 residents, a significant small business sector and quality health, education, recreation and social services and facilities have developed in this picturesque town.

With a range of cafes, supermarkets, accommodation and rest area options, Corrigin is also a popular stopover for visitors attracted to the rural lifestyle and amenity of the natural and built environments of the wider area, in particular the major tourism icon of Wave Rock which attracts over 140,000 visitors per year.

However, over the last several decades, much like many rural communities, the Shire has experienced population declines driven by structural and technology changes in the agricultural sector and a loss of young adults to Perth and larger towns and cities. Whilst Corrigin is better placed than many smaller communities due to its central location and role a servicing hub for the wider region, population declines present a range of challenges, in particular the sustainability to support community services and businesses.

The Shire of Corrigin recognises these challenges and the importance of a prosperous and secure future for the region. In early 2017, Shire staff and councillors and represents from the local business community, with the assistance of RPS Group, collaborated to produce the *Shire of Corrigin Economic and Tourism Strategy 2017-2026*.

The strategy is the first document of its kind for the Shire of Corrigin. It is a roadmap for future economic growth and prosperity and demonstrates where the Shire and the private sector can drive and build economic development in the region for the next ten years, with a specific emphasis on tourism development.

Importantly, this strategy is the outcome of analysis and local knowledge gained through local representatives that volunteered their time as a member of the *Economic and Tourism Strategy Working Group*. 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.

The strategy provides momentum for the continual transformation of the Shire towards a future that offers diversity of jobs and career opportunities, high standards of services and vibrant community life. The strategy is supported by four focus areas based on analysis of needs, local interests and comparative advantages that will deliver new opportunities.

As you read this document, we encourage you to embrace the big-picture thinking towards what could be possible for the Shire of tomorrow. Collective action will enable us to seize these new opportunities and achieve prosperous outcomes for the Shire and for the wider Wheatbelt region.

## Role of the Strategy

### What is Economic Development

Economic development is any effort or undertaking which aids in the growth of the economy. Measures of success are many and varied, which reflects the broad interpretation of 'economic development' activities. Nonetheless, these efforts are particularly important for regional Australia in the modern age, where there may be limited access to investment and support from both the public and private sector.

Typically, strategies for regional economic development aim to create and retain jobs and support and grow incomes. Achieving these aims is a fundamental requirement for social and community development. Economic development is more or less the basis for a region 'moving forward' and meeting the kinds of community aspirations (e.g. lifestyle, employment, education, health, security) so often referred to as 'must haves' in modern day Australia.

Economic development is particularly important in remote and rural locations. The numerous challenges faced by many communities in regional areas, as well as the general lack of enabling infrastructure limit the capacity for economies of scale, without significant support and facilitation by government.

Economic development in a regional context therefore must be a collaborative approach. It must build upon government's traditional role in facilitating local economies. All stakeholders must coordinate infrastructure development and service delivery and improve the regulatory, social and physical environment where public and private investment can be attracted and delivered with confidence. This strategy therefore seeks to unite and engage stakeholders behind a shared vision for the Shire of Corrigin.



**Harvesting in the Shire of Corrigin**

## Purpose of the Strategy

The *Shire of Corrigin Economic and Tourism Strategy 2017-2026* (the strategy) provides the direction for the Shire of Corrigin to become a vibrant regional service hub that attracts and retains skilled and professional workers, residents and visitors to work, live in and visit Corrigin. The strategy recognises and embraces the critical challenges facing the Shire to attract investment, create jobs and attract higher local visitation and spending whilst acknowledging and building upon its unique strengths.

The strategy aims to achieve growth in the Shire's economy through a collaborative approach to Corrigin's development. It is intended that strategy provides a road map for residents, community groups, businesses, service providers and importantly for these stakeholders to form partnerships. This collaborative approach ensures that any future economic development action and initiative aligns with the identified focus areas and priorities within this strategy.

## Developing the Strategy

The strategy is the outcome of extensive engagement and analytical understanding of the Shire. It incorporates the efforts, skills and knowledge of local government and local business representatives. Extensive research and consultation has also been undertaken in developing the direction and content of the strategy including evidence-based analysis of economic, business and socio-economic attributes, reviews of regional and global forces and their relevance to the Shire and analysis of local business community priorities. This research has been undertaken to understand:

- Where we are;
- Where we want to be (and why); and
- How we can get there.

**A supporting document *Economic and Tourism Strategy: Background Analysis* has been prepared by regional economic development professionals at RPS Group. This research paper analyses relevant economic and demographic trends in order to identify and interrogate areas of focus for this strategy. It is therefore the evidence base upon which the priorities in this strategy have been based.**

Central to this strategy is the establishment of four strategic priorities that are based on rigorous analysis of demographic, economic and social data and stakeholders and community engagement. The strategy provides clear priorities and associated objectives as a mechanism for coordinating effort and investment.

Furthermore, a key element of this strategy is implementation. A comprehensive set of practical actions and initiatives have been identified to drive successful economic, tourism and business outcomes in the Shire. An annual action plan will be developed and reviewed to ensure this strategy remains a living, flexible and responsive planning tool.

## About Corrigin

### History

Corrigin has a rich and storied history. Prior to the arrival of Europeans, the land was occupied by the Noongar Aboriginal people which have occupied the wider region for more than 30,000 years. Aboriginal culture has left an indelible mark on the region's communities.

The townsite of Corrigin was first gazetted in 1913 as Dondakin. The local name Corrigin was not accepted by railway authorities at first because of the likelihood of confusion with another siding called Korrijinn. Eventually, due to public protest, Korrijinn was changed to Bickey and Dondakin changed to Corrigin on 15 May 1914. Corrigin is named after Corrigin Well – a local Aboriginal name.

Before 1908, the only connection Corrigin had with the outside world was the railway track which ran to Southern Cross. Sheep were however run in the district as early as the 1860s with the leases for the Parker family extending down into the present Shire of Corrigin Shire area.

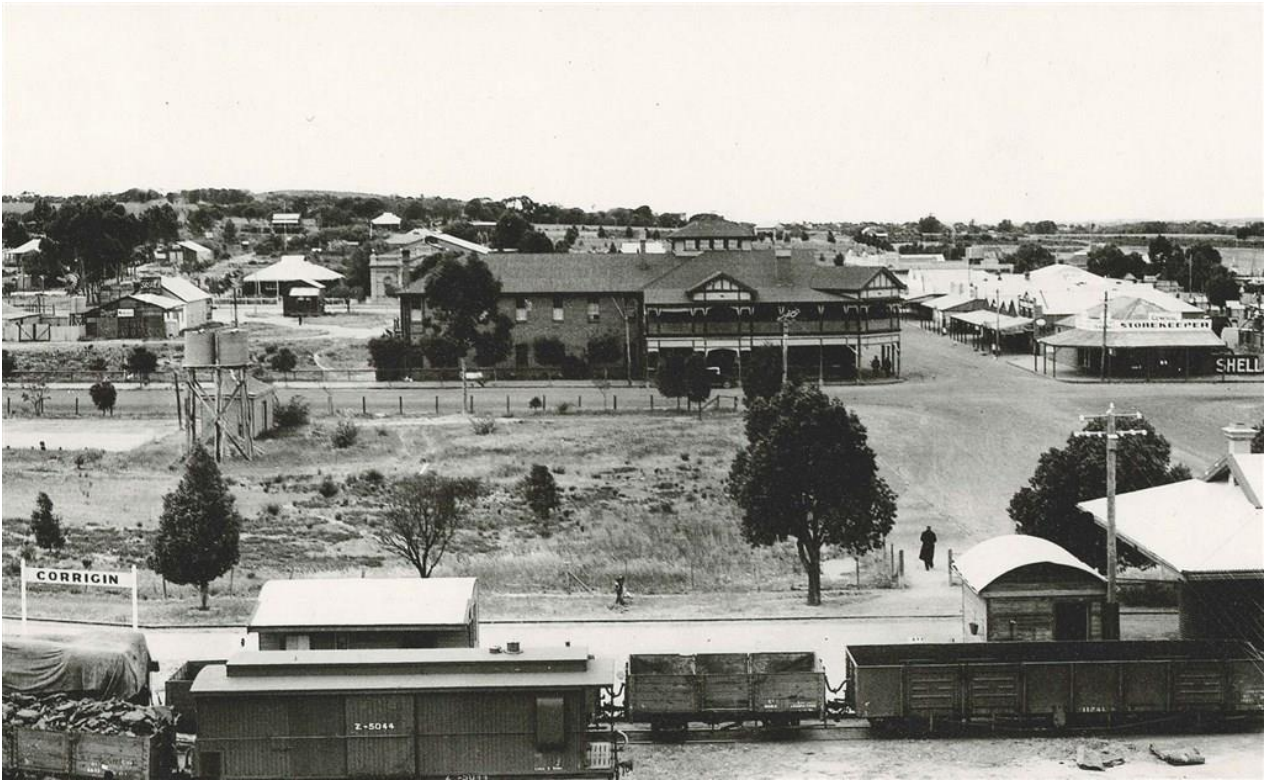
A boom in sandalwood prices in the early 1880s saw sandalwood cutters move in to cut out as much of the aromatic timber as they could find. However it wasn't until the early part of the twentieth century that significant numbers of people moved into the area to take up land and to settle permanently.

The Road Board was established in 1913 when the Kunjin Road Board was gazetted. The first Kunjin Road Board members held their meetings in a small timber and iron building with their first ever purchase being a billy, tea and sugar. After only three meetings it was decided to shift the meeting venue to the new townsite of Corrigin as Kunjin was no longer under consideration as the major rail junction. The building was moved from Kunjin to Corrigin and served as the meeting place until 1923, when the new Road Board Office was constructed.



**The Corrigin Pioneer Museum Showcases the Town's Rich History**

As years went by the growth of the district became assured due to opportunities abound for agricultural development. In 1932, the Wheat Pool of Western Australia announced that the town would have two grain elevators. By 1937 the town boasted a hall, a large state hotel, commercial buildings, bowling green, tennis courts, a golf course and showground.



**Corrigin circa 1937**

Corrigin was widely known as 'A Town of Windmills' due to the abundant supply of ground water. Almost every home had a windmill until 1960 when the town was supplied with scheme water.

More recently, Corrigin has become better known for its 'Dog Cemetery'. With over 200 loved ones now buried, the cemetery is unique to Corrigin. This reputation was compounded in 2002 when the town assembled a total of 1,527 utility vehicles with a dog on the back tray and established a "Dog in a Ute" world record.

The future of the Shire's economic development will continue to draw on the region's rich agricultural history.



## A Centrally Located Regional Hub

The Shire of Corrigin is located within the Wheatbelt South sub-region in Western Australia. The Wheatbelt South sub-region is home to approximately 18,200 residents, with the population spread across more than 20 towns and rural properties.

The Shire encompasses an area of 3,095 square kilometres and is predominantly a broad-acre agricultural area. It contains the townsites of Bilbarin, Bullaring, Bulyee and Corrigin.

The administrative centre of the Shire and largest townsite is Corrigin, which is located approximately two hours by car along the Brookton Highway from metropolitan Perth. Brookton Highway provides access to Wave Rock – the Wheatbelt’s major tourism attraction – and Esperance. The route is also heavily used by industry and residents in the wider region.

The town is easily accessible from townsites within the wider area, including Narembeen, Bruce Rock, Kulin and Kondinin. As such, the town services a much larger catchment than its resident population would generally support.



Corrigin’s Central Location

Corrigin’s central location has supported the establishment of agri-businesses and population services not available in smaller communities throughout the region.

- **Corrigin District High School** offers pre-primary, primary and secondary education up to year 10, with year 11 and 12 options available through distance learning.
- **Corrigin Community Resource Centre** was established in 1998 and offers high tech facilities, meeting rooms for hire, community education & training, and government information and referral services.

- The multipurpose **Corrigin District Hospital** has permanent care facilities and emergency health services.
- The townsite is also home to a **medical centre, pharmacy, dental surgery, chiropractor, counselling services and visiting physiotherapy services** whilst the Corrigin aerodrome accommodates **the Royal Flying Doctor Service**.
- The **Corrigin Recreation Precinct** has recently been transformed to a multi-purpose sport and community facility with 6 hectares of fully reticulated grassed area, including football oval (with WAFL standard lighting), separate hockey fields, netball and basketball courts, swimming pool and an indoor recreation facility.
- Mobile internet services in the townsite are available and ADSL broadband internet connection is available with Westnet as the main internet service provider, with **NBN planned to be available from 2018**.
- **TransWA** connects Perth metropolitan to Esperance and passes through York, Quairading, Kondinin, Kulin, Corrigin and Ravensthorpe.
- Unlike many neighbouring towns, Corrigin is home to **multiple supermarkets and cafes, a butcher, the Corrigin Hotel, Corrigin Roadhouse, Windmill Motel, a NAB branch and Bankwest branch, newsagency and caravan park**, amongst other business services.

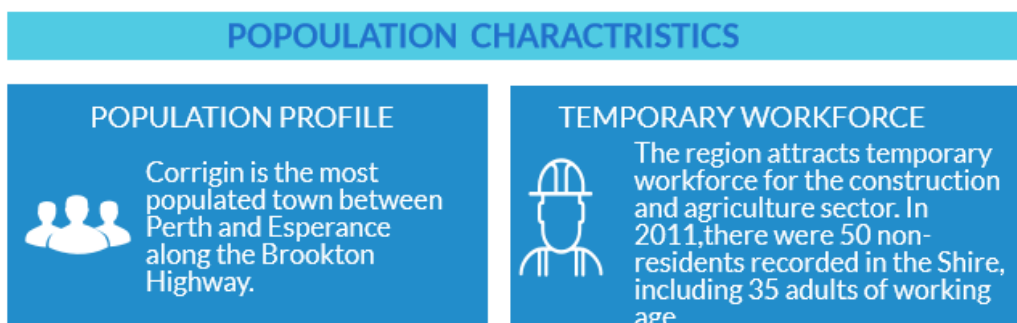
## A Vibrant and Inclusive Community

**Corrigin is the most populated town between Perth and Esperance along the Brookton Highway. This reinforces Corrigin's role as a major servicing centre for the wider region's 8,500 residents as well as the large traffic and visitor levels which drive past Corrigin.**

Over 1,000 proud and friendly locals are keen to welcome all visitors and prospective residents to Corrigin and hope that you will enjoy our town as much as we do.

The Shire has experienced stable population levels over the past five years. This is a reflection of improved technology and connectivity, recent investment in the region's infrastructure and population ageing, amongst other trends.

The Shire is home to a relatively older population that is attracted to the rural lifestyle, community inclusiveness, availability of age-appropriate services and affordability.



Population Characteristics

Looking forward, the State Government has projected the Shire's residential population for the next decade will remain broadly unchanged, albeit declining moderately. However, neighbouring areas are expected to experience much sharper population declines in the coming decade. In particular, the smaller and more easterly local governments are expected to experience population declines in the order of 20% to 30% over the 2011 to 2026 period. This presents an opportunity for Corrigin to develop into a wider servicing centre for these communities as they face challenges in maintaining services and businesses in the face of sharp population declines.



**2013 Australia Day Breakfast, Corrigin**

Nonetheless, the retention of young adults remains a key challenge. The number of residents aged between 15 and 44 years of age declined by 40.0% between 2005 and 2015 (equivalent to 174 residents). Residents are considered to leave for many reasons, including employment, social/recreation interests and education options, amongst others. As such, Corrigin attracts a large temporary workforce which was estimated at 50 persons in 2011. The realisation of employment opportunities in new and emerging industries is expected to help reverse this drain of young adults and families from the region.

### **Available, Affordable Homes**

Corrigin has a significant supply of serviced residential lots. Several years ago, the Shire developed a new land subdivision within Corrigin which includes 31 vacant residential lots with underground power, street lighting, road infrastructure, deep sewage and access to Water Corporation scheme water.

Moreover, homes in Corrigin are approximately a quarter of the price of homes in metropolitan Perth.

## A Growing Economy

The Shire has a significant and growing presence of 200 small businesses attracted to Corrigin's central location and business friendly environment. The number of employing businesses has been growing in recent years

**Business levels increased by eight over the 2012 to 2015 period, including three businesses with more than five staff.**

Significantly, Corrigin is home to a range of agricultural service businesses such as dealerships and contractor services which have increased their presence in the town over the past five years (benefiting from the town's CBH facility). There is scope for the Shire to expand these services as it becomes increasingly unviable for these services to be duplicated in smaller neighbouring towns.



**CBH Grain Elevator at Corrigin**

Agri-businesses support numerous large-scale broad-acre farming activities across the Shire's 242,000 hectares of farm land as well as farms across the broader region. Directly, more than a third of the Shire's estimated 514 jobs in 2011 were within the agriculture sector. Meanwhile, logistics, wholesale trading and manufacturing accounted for a further 15.2% of jobs. Other major sectors include health services (9.1% of jobs), education and training (6.0%) and public administration (8.0%).

**Incomes have increased year-on-year to in excess of \$58 million as of 2014/15 (up from \$24 million in 2010/11), with an increasing numbers of income earners reported (up 11.8%) and increasing median incomes (to levels 19% above the Wheatbelt median).**



**Corrigin main street and industrial area offer opportunities for businesses to expand and re-locate to Corrigin.**

## A Visitor Economy

The rural lifestyle and amenity of the natural and built environments of the region provides significant potential for the Shire's businesses. The expenditure associated with visitors provides local benefits by subsidising a higher quality of retail, accommodation and public infrastructure which local residential expenditure alone would not be able to support. It also supports local business revenues and new business development opportunities.

**Visitation across the wider Corrigin region contributes approximately \$60 million per annum to local businesses and has increased 71% over the past decade.**

Overall, Corrigin has a diversity of attractions for stopover visitors. It attracts visitors due to its central location along Brookton Highway and its seasonal wildflowers, shopping options, regional businesses and historic attractions, amongst others.

Established in 1974, the Dog Cemetery is perhaps the most recognisable attraction in the Shire. This unique cemetery is located approximately 1km from the townsite and regularly attracts stopover visitors.

Corrigin is home to the Pioneer Museum which has a large collection of tools and restored farm machinery, including tractors in working order. There is a blacksmiths shop, one room school, shearing shed, old district photographs, clothing and other pioneer memorabilia. A Pioneer Memorial Wall at the entrance to the Museum commemorates early settlers.

A scenic lookout has been developed in the townsite. The RSL Lookout and Scenic Lookout Drive provide opportunities for viewing the townsite, salmon gums, wheatfields and bush reserves.



**A Tribute to Man's Best Friend**

Like most rural areas, Corrigin experiences some beautiful sights during the wildflower season, which is usually in September / October every year. The Corrigin Wildflower Drive starts opposite the Dog Cemetery, 5km west on the Brookton Highway and takes you on a well maintained gravel track to the Scenic Lookout, which overlooks the townsite and wheatbins.

Located 20kms from town, Gorge Rock is a natural rock pool which was once the local swimming hole (before the Olympic pool was constructed in town). A walk to the top offers spectacular panoramic views of the Corrigin countryside and the area provides a good rest stop for travellers with parking and picnic facilities.



**Filming at Gorge Rock**

Corrigin is also home to an adventure playground and picnic and ablution facilities for stopover visitors. The Roadhouse is also a popular stopover for passing traffic.

Corrigin's local attractions are complemented by a range of facilities in the town, including the Corrigin Windmill Motel and Corrigin Caravan Park, café and dining options, pharmacy, two supermarkets and newsagency.

**According to Tourism Research Australia, overnight visitation in regional Western Australia is expected to increase by 46.0% between 2014/15 and 2024/25.**

Self-drive tourists are the most significant market segment, with a large portion of these including caravanning and camping visitors which is a fast growing segment across Australia. With significant passing traffic volumes at approximately 330,000 per annum and forecast growth in regional tourism, there are significant opportunities for the Corrigin economy.

## Responding to Regional Influences

### Regional Influences

A future, prosperous Shire of Corrigin will be one that anticipates and reacts to global and regional influences, exploiting emerging trends to its advantage. This involves business and government collaborating to systematically identify and act on emerging trends, test risks and aggressively pursue opportunities.



### The Digital Age

Technology has played a central role in the globalisation of markets by increasing the reach and speed of communication and reducing costs. It has in turn facilitated the flow of goods, capital, people and information across borders, with profound implications for life and business. Central to this is expanded telecommunications capacity and new communication mediums which are providing new economic, social and community benefits and opportunities to regional areas, including:

- More reliable base telecommunications;
- Online retail and shopping;
- Virtual education;
- Online entertainment, music and movies;
- Tele-health;
- Telecommuting and virtual work opportunities; and
- E-commerce and web-based business activity.

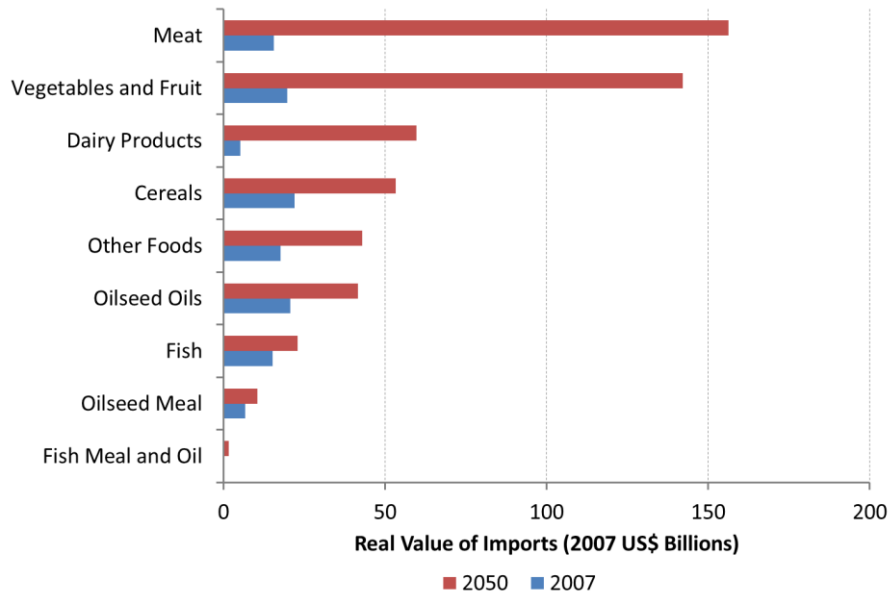
Previous studies have shown that the economic and social benefits of improved digital telecommunications infrastructure can be significant, flowing through to health and wellbeing, education outcomes, business development and improved productivity.



## Global Food Demand

The world's population is expected to increase by more than 25% to 9.1 billion by 2050. At the same time, the world will have to produce more food and fibre with a smaller rural workforce and less arable land, adopt more sustainable methods to adapt to climate change, and adapt to changing food preferences.

The UN Food and Agriculture Organisation predicts that feeding a world population of 9.1 billion in 2050 would require raising overall food production by 60% between 2007 and 2050. Meanwhile, the world's population with a preference for foreign food is estimated to grow from 158 million in 2009 to 970 million in 2030, with much of this growth from Asia.



Projected Agriculture Consumption by Product

## Urbanisation

Australia has changed from the majority of residents living in rural areas, to the majority of residents living in capital cities over the past hundred years, mirroring global trends. In Australia, the outmigration of young people from regional areas is detrimental to regional development, and is a trend that has been developing over a long period of time. Persistent unemployment, particularly for youth, is a major factor contributing to outmigration of youth in small regional towns, encouraging them to move to regional and capital cities, which have a higher diversity of industry and can provide improved social services more effectively than small towns.

## Population Ageing

The population of Australia is ageing. Approximately 3 million people in Australia were aged 65 years and over in 2011 representing over one in eight Australians. Looking forward, the number of people aged 65 years and over is projected to increase by 83.6% over the next two decades with an annual average growth rate of 3.1%. By 2050, the number of people aged 65 and over is expected to reach one in five people, presenting one of the greatest challenges for policy makers, industry and the community.

Traditionally seen as a burden on services such as health, an ageing population can however provide business opportunities and economic growth to regional areas. Industries can develop around health and aged care services as well as broader lifestyle services for elderly residents.

## Local Assessment

Each of the major trends detailed above will influence and shape the future of the Shire of Corrigin. The Shire's capacity to position itself to benefit from these trends are influenced by a broad range of local advantages that need to be enhanced and challenges and limitations that need to be overcome. The ability of the Shire and other stakeholders to take advantage of these opportunities will likely be a significant factor in whether the area can be successful economically in the future.

### Understanding the Impact of Regional Influences

Driver	Relevance to the Shire	Challenges	Advantages
<b>Digital Age</b>	<b>High</b>	<ul style="list-style-type: none"> <li>Poor access to broadband network (NBN is proposed for future construction).</li> <li>Shortage of skilled labour force.</li> <li>Limited presence of ICT and technology related businesses.</li> <li>Limited online presence of local businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Central location of Corrigin and access to essential community services in health and education can be expanded through other rural and remote towns in the region.</li> <li>Current usage of technology in key sectors such as broad-acre agriculture.</li> </ul>
<b>Global Food Market</b>	<b>High</b>	<ul style="list-style-type: none"> <li>Limited diversity in agriculture production.</li> <li>Limited light serviced industrial land to attract new business.</li> <li>Limited access to required labour pool.</li> <li>Rainfall and soil characteristics.</li> </ul>	<ul style="list-style-type: none"> <li>Established agriculture industry.</li> <li>Relatively affordable land.</li> <li>Presence of agriculture services and businesses in Corrigin.</li> </ul>
<b>Ageing Population</b>	<b>High</b>	<ul style="list-style-type: none"> <li>Shortage of skilled workforce.</li> <li>Limited non-government age care service providers and home care services.</li> </ul>	<ul style="list-style-type: none"> <li>Corrigin as a destination of choice for retiree due to access to essential health and community services.</li> <li>Recent investment in community facilities.</li> <li>Availability of serviced residential land that can be leveraged for workers housing to attract skilled workforce and the construction of age appropriate housing.</li> <li>Proposed investment in independent living unit accommodation.</li> </ul>
<b>Urbanisation</b>	<b>Medium</b>	<ul style="list-style-type: none"> <li>Limited housing options and diversity to attract and retain population.</li> <li>Limited education and employment opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Recreation services and sporting clubs and competitions.</li> <li>Population services.</li> <li>Affordability.</li> </ul>

Overall, core areas of opportunity and disruption have been identified for Corrigin and the wider region.

### **High Quality Food Production**

Demand for agricultural produce is a key outcome of increased urbanisation as more food is demanded by a growing population of net food buyers. Additionally, agriculture production is challenged by large scale conversion of farm land to urban centres and increased water usage, placing an increased strain on food production capabilities. Corrigin's existing comparative advantages in agriculture position it well to meet the needs of this growing cohort. The region however needs to attract alternative and more diverse agriculture production, including livestock.

### **International Tourism**

The rise of China and India as global powerhouses is leading to a shift in wealth from the west to the east. A wealthier Asian middle class will have the ability to travel further and stay for longer in a vast array of destinations. The Wheatbelt region already possesses an incomparable breadth of natural, environmental and tourism assets across an environmentally diverse region. The region will need to better take advantage of increased visitation to Perth over coming decades.

### **Population Retention and Attraction**

The challenge for regional communities like Corrigin is to continue to create liveable spaces and communities through the provision of affordable and diverse housing, high quality public amenity and community infrastructure, easy access to quality health and education services and appropriate retail, entertainment and recreation choice to reverse the population loss to bigger towns and cities. Improvements in community services and amenity needs to be matched by the creation of employment opportunities across a diverse range of industries.

A core opportunity area for population attraction is 'Corrigin as affordable retirement destination'. This will require:

- Positioning itself as a destination of choice for retirees seeking affordable housing and an aged friendly lifestyle;
- Developing an aged care industry through the creation and development of high quality aged housing, transport infrastructure and aged care services;
- Supporting the local tourism industry by developing niche-market aged friendly tourism initiatives; and
- Engaging the elderly in the community to take on leadership positions and support community projects and initiatives.

## Leveraging Assets and Advantages

Fundamental to the development of Shire is harnessing the capacity of the area's physical, social, economic and environmental strengths. The challenge is to successfully link and leverage these assets and competitive advantages, ensuring benefits are realised and returns to the community and business are maximised.

The following principle advantages and positive trends have been identified.

**LEVERAGING ASSETS & ADVANTAGES**

<div style="text-align: center;"><p><b>LOCAL AMENITIES</b></p><p>Corrigin is well serviced by a range of cafes, supermarkets, health services and sporting and recreational facilities.</p></div>	<div style="text-align: center;"><p><b>CENTRAL LOCATION</b></p><p>Corrigin is located approximately two hours by car along the Brookton Highway from Metropolitan Perth. The town is also easily accessible from Narembeen, Bruce Rock, Kulin and Kondinin.</p></div>
<div style="text-align: center;"><p><b>PROXIMITY TO TOURISM ATTRACTIONS</b></p><p>Local attractions complement Corrigin's proximity to the internationally recognised Wave Rock. Visitation has increased in excess of 50% over the past decade.</p></div>	<div style="text-align: center;"><p><b>AFFORDABLE RESIDENTIAL LAND</b></p><p>The Granite Rise subdivision offers affordable and available lots with underground power, street lighting, road infrastructure, deep sewage and scheme water.</p></div>
<div style="text-align: center;"><p><b>GROWING BUSINESS COMMUNITY</b></p><p>Corrigin has a significant and growing presence of 200 small businesses attracted to Corrigin's central location and business friendly environment.</p></div>	<div style="text-align: center;"><p><b>SUPPORTIVE LOCAL COUNCIL</b></p><p>The local Council endeavours to provide a supportive and business friendly environment to attract investment and new businesses to the town.</p></div>
<div style="text-align: center;"><p><b>GROWING YOUTH &amp; YOUNG ADULT COMMUNITY</b></p><p>Corrigin has experienced increased retention and attraction of youth and young adults over the past five years.</p></div>	<div style="text-align: center;"><p><b>AGRI-BUSINESS HUB</b></p><p>Corrigin has increasingly attracted agriculture service businesses and dealerships given its central location within the Wheatbelt South sub-region.</p></div>

### Local Advantages and Assets

## Strategic Priorities

Shifting the Shire of Corrigin's economy from "business as usual" towards a more preferred future requires the pursuit of a range of initiatives that create new jobs within established industries and within emerging (and new) industries, as well as the continued development of enabling infrastructure and services to support sustainable economic and social development and population growth.

This has required the identification of priority areas of focus. These 'strategic priorities' are considered important to support the development of the Shire of Corrigin and wider region. The strategic priorities should act as a lens through which investment opportunities can be identified and assessed. They allow for projects and initiatives to be assessed not only in terms of their relevance to the Shire's future growth, but in their contribution to addressing critical issues and priorities for the region's industries, businesses, communities and households. This ensures that scarce resources are allocated in the most efficient way.

Prioritising core areas of focus has required consideration of:

- **Member and stakeholder roles** historically and currently related to the area of focus;
- **Emerging strengths and opportunities** and their potential to be leveraged;
- **Barriers** to progressing with actions and projects that endeavour to take advantage of identified opportunities; and
- **Regional value** of pursuing actions identified with the area of focus.

Four core strategic priorities have been identified and associated objectives. The associated objectives describe the key aims that need to be delivered to achieve the desired vision for the Shire.

### Strategic Priority One: Aged Care Services Attraction

**Vision: Corrigin is a central location for health services and the region's ageing population**

One of the most significant demographic trends expected to drive demand for services and amenities in Corrigin and broader area is the ageing of the population. This presents a number of economic development opportunities in health care and broader population services.

Corrigin has the potential to build on existing assets and advantages (e.g. amenities, health services and affordable land availability) and expand on opportunities to attract aged care services to accommodate ageing residents from across the region and state.

#### Key Objectives

- **P1.1. Attract Non-Government Home Care Providers**
- **P1.2. Expand 'Elderly Persons' Accommodation Options**
- **P1.3. Expand Health Services Provision**

## Strategic Priority Two: Tourism Branding and Promotion

**Vision: Corrigin is the main servicing centre for passing traffic on the Brookton Highway and is considered a tourism destination**

The Shire is home to a number of natural assets and attractions and is in proximity to an internationally well-known attraction (Wave Rock). The town has numerous underutilised assets for recreation and leisure visitation (e.g. aerodrome and speedway). These attractions are complemented by growing retail and hospitality services and a recent recreational facility upgrade in the town.

Historically, Corrigin has hosted a number of successful events that attracted people from all over Australia and regional towns in proximity to Corrigin. The town is well positioned in terms of accommodation, hospitality and retail services to be able to attract more visitation and passing traffic through the town.

Successful delivery of this objective will entail development of a broad marketing and advocacy approach which focusses on establishing a brand for the Shire and associated promotions activities and facilities.

### Key Objectives

- **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**
- **P2.7. Attract Charter and Recreation Flights**
- **P2.8. Attract Tour Bus Services**
- **P2.9. Expand Event Visitation**

## Strategic Priority Three: Population & Business Attraction

**Vision: Corrigin attracts downsizers, lifestyle residents and workers employed across the region**

An increase in the Shire of Corrigin's population and business community will have a direct positive contribution to the viability and sustainability of local services and business. This will require attraction of new residents and retention of the current population in the town, especially young adults and families.

Corrigin possesses a diverse range of community infrastructure including health, education and recreational amenities. Additionally, the Shire has the potential to build on the availability of serviced residential land to attract workers and their families, retirees looking for downsizing and persons looking for a change in lifestyle in a more affordable location.

### Key Objectives

- **P3.1. Develop Granite Rise**
- **P3.2. Attract Service Industry and Commercial Businesses**

## Strategic Priority Four: Government and Regional Advocacy

**Vision: Corrigin attracts a greater proportion of government investment and attention**

The future growth of the Shire's economy will require commitment from a range of stakeholders and coordinated regional approaches which recognise Corrigin's role in the wider region.

### Key Objectives

- **P4.1. Improve Regional Stakeholder Collaboration**
- **P4.2. Promote Corrigin Opportunities to Regional Stakeholders**
- **P4.3. Explore and Apply for Relevant External Grant Opportunities**



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## Implementation Framework

### Implementation Overview

The strategy provides direction for the Shire of Corrigin and its implementation will therefore be the responsibility of Shire. Nonetheless, stakeholders should use this strategy to guide their own decision making.

The implementation of the strategy will utilise the following basic framework.

- **Alignment and Coordination** – an important component of the strategy's implementation will be aligning stakeholders towards common objectives.
- **Advocacy and Promotion** – the strategy should guide required investment and policy settings to contribute to the achievement of aims.
- **Investment/Resource Prioritisation** – a key element of the implementation of the strategy will be prioritisation of investments and resourcing which will be outlined within the *Economic and Tourism Strategy Action Plan*.
- **Monitoring and Reviewing Outcomes and Actions** – a comprehensive review of actions will be undertaken annually by the Shire with support of the *Economic and Tourism Strategy Working Group*.

### Role of Action Plan

To support the implementation of the *Economic and Tourism Strategy*, an action plan has been 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.

The action plan is developed with the recognition that it is a working document evaluated and amended periodically to reflect the dynamic nature of Corrigin and its economic and business environment.

The action plan provides:

- A summary description of each action and initiative with associated tasks relevant to the focus areas;
- Ranking of each initiative and action based on high, low and medium importance to the business community;
- Required Shire of Corrigin resources; and
- Progress to date.



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