

# Our Plan

to develop the

# Hotham Williams

Regional Economy

Skills &  
Workforce  
Development

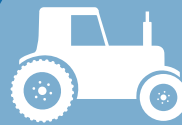
Agriculture &  
Food Industry  
Growth

Transport  
Logistics &  
Manufacturing

Tourism  
Development

Population  
Services

Small Business  
Development



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## Our Region

The Hotham Williams region is located approximately 200km from the Perth CBD. Characterised by a mix of peri-urban, agricultural and mining communities, the region is home to almost 3,900 people spread across over 6,100 square kilometres and numerous townships.

The Shire of Boddington is home to the largest number of people in the region, with over 2,500 residents.

The region is strategically located on the Albany Highway, providing strong road accessibility north to Perth and to southern and south western parts of the State.





## A Message from the Hotham Williams Economic Development Alliance

The Hotham Williams Economic Development Alliance (HWEDA) is an incorporated association, established as part of the Boddington SuperTown Economic Development Strategy. The Alliance is comprised of elected members of the Shires of Boddington, Wandering and Williams as well as representatives of the business sector within each of these Local Government areas.

The primary role of the HWEDA is to act as a strategic enabler of economic development for the region. To achieve this the Alliance will facilitate a co-ordinated and integrated approach to economic development through the formation of strategic partnerships and the delivery of clear, focused actions and outcomes.

HWEDA believes that the economic development of our region must be a priority. A strong and prosperous economy will deliver more jobs for our local workers, increase household incomes, help us to achieve our population growth targets and provide the impetus for increased investment in essential services and infrastructure.

Our ability to grow and develop the Hotham Williams economy will depend on our capacity to capitalise on the regions unique attributes and characteristics to leverage emerging economic opportunities.

## Our Vision for the Hotham Williams Region

*"The Hotham Williams region is dynamic, prosperous and sustainable. The region leverages its foundation in agriculture and mining to attract new residents, industries and businesses.*

*The regional economy is diversified and globally competitive, supported by an entrepreneurial culture that welcomes investment and supports the creation of skilled and high income employment opportunities"*





## The Hotham Williams Regional Economy

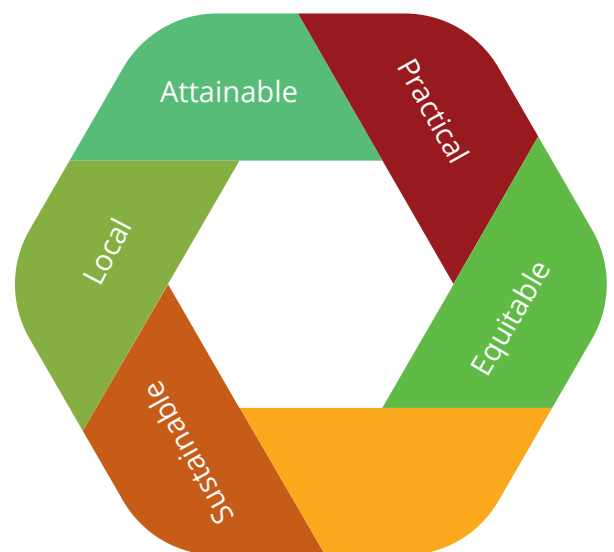
The economy of the Hotham Williams region is founded primarily on agricultural and mining activity. Mining features most prominently in the Boddington economy with the presence of both gold and bauxite mining. Agriculture is the primary industry in Wandering and Williams, where a mix of crops and livestock are produced for domestic and international markets.

The Hotham Williams regional economy is at a distinct advantage, compared to many regions around the country, in that it has exposure to two separate foundational industries – agriculture and mining. This provides the region with greater levels of economic stability and sustainability in the long-term, however the global exposure of both of these sectors means that the regional economy also has a high risk profile.

Outside of mining and agriculture there are no other major industry sectors in the Hotham Williams region. This coupled with below State and National averages of small business creation and entrepreneurship has resulted in a region with low economic diversification. The low skills profile of Hotham Williams' workers creates additional challenges for the region as a skilled and available workforce is essential to enable growth in existing businesses and the establishment of new industry.

Increasing the diversification and dynamism of the regional economy and enhancing the skills base of its residents is absolutely essential for the long-term prosperity of the Hotham Williams region.

## Our guiding principles for economic development



## The Opportunity

The Hotham Williams region has some distinct advantages which can be leveraged to support the growth and development of its economy:

- 1) Proximity and connectedness to Perth
- 2) Strategic location along the Albany Highway
- 3) Strong access to major road and port infrastructure
- 4) Established mining and agricultural industry



## AGRICULTURE & FOOD INDUSTRY GROWTH & DIVERSIFICATION



The Food and Agriculture Organisation forecasts that food production needs will increase by 70% by the year 2050 to meet global demand. In addition to population pressures creating higher demand for food, rising incomes in many developing countries has seen a trend toward greater demand for quality and out of season food products.

Building on Agriculture as a foundational industry is a key development opportunity for the Hotham Williams economy. Profiling the region as an existing source of quality food products and as a future growth and expansion area will secure the future of this region as an important contributor to agriculture and food production in WA.



## POPULATION SERVICES DELIVERY



The population of the Hotham Williams region lacks a critical mass to support viable health, retail, education and other service sector offerings. The ability to provide core services is of particular importance in economic development as it acts as an attractor or detractor of new residents and workers to a region.

The “population trap” is not a challenge unique to this region but it is one that requires an innovative local response. The strategic use of technology within coordinated service delivery models will assist to improve population service delivery until such time the population size reaches the necessary critical mass to support more traditional solutions.

Flagship Project

### Continued Promotion of Regional Agricultural Brand

Additional actions...

1. Promote and Encourage Viticulture & Agricultural Diversification
2. Sustainable Supply Chains
3. Boutique and Cottage Food Industry Development
4. Horticulture Sector Development Strategies
5. Establish Regional Food Council
6. Agriculture and Food Production Investment Prospectus and Targeted Outreach Program
7. Agriculture Growth Strategy

Flagship Project

### Economic Development Resources Assessment

Additional actions...

1. Boddington Retirement Village Development
2. Boddington Leisure and Recreation Centre
3. CRC Digital Hubs
4. Local Health Service Support and Expansion
5. Key Worker and Short Term Accommodation
6. Wandering Aged Housing
7. Water supply to Quindanning



## SMALL BUSINESS DEVELOPMENT & ENTREPRENEURSHIP



Small business development in Hotham Williams is mediocre, with rates of business creation and operation well below State and National averages.

Supporting the establishment and nurturing the growth of small businesses is key to realising the potential of Hotham Williams' strategic economic assets and comparative advantages. Small businesses as major employment generators will also improve access to quality jobs for Hotham Williams' workers.

Collaboration, innovation, technology adoption, growth acceleration and project supply integration are integral to promoting small business development in the region.

Flagship Project

### Website and Online business capability register

Additional actions...

1. Small business accelerator program
2. Establish a Regional Chamber of Commerce
3. NBN rollout and uptake strategy
4. Regional Telecommunications Project
5. State of Hotham-Williams Region report
6. Local procurement policy
7. Small Business awards



## SKILLS & WORKFORCE DEVELOPMENT



The availability of a highly skilled and educated workforce enables businesses and organisations to respond to changing environments, address challenges and pursue commercial opportunities. Conversely, a lack of access to appropriate human capital can constrain the growth of local enterprises and discourage new business creation.

The current skills profile of Hotham Williams' workers is low, with below average school completion and tertiary qualifications. Enhancing the skills base of the region is therefore essential. Focus needs to be on growing the skills and capacity of the local workforce as well as attracting new workers to the region.

Flagship Project

### Workforce Attraction Marketing

Additional actions...

1. Regional childcare management analysis
2. Local industry training and apprenticeship opportunities
3. Regional Virtual training delivery models



## TOURISM SECTOR DEVELOPMENT



Tourism is an important contributor to the Shire of Williams economy but is not a significant value adding sector to the Hotham Williams economy overall. Tourism can however, provide a valued source of non-local expenditure to the region. The demand for services and infrastructure resulting from tourism activity can also assist in improving the quality and capacity of local infrastructure assets by providing the critical mass of people required to justify investment.

Tourism industry growth can be achieved through ongoing product and experience development and investment in infrastructure and facilities that leverage natural, cultural and heritage assets.

Aligning experience development with tourism growth markets will provide the conditions for solid increases in visitor numbers.

Flagship Project

### Self Drive Tourism Trails Development

Additional actions...

1. District wide tourism strategy
2. Redevelopment of Williams Lions Park
3. Develop Wandering Mission and other heritage assets
4. Tourism Development Investment Prospectus
5. Boddington Visitor Centre Development
6. QR Code App and HWpedia
7. Events Calendar
8. Agri-Tourism and Farm Stays
9. Grey Nomad Market



## TRANSPORT, LOGISTICS & MANUFACTURING PROMOTION



Transport, logistics and manufacturing sectors are underrepresented in the Hotham Williams regional economy, despite the presence of major mining and agricultural activity and the strategic position of the region relative to port and arterial road infrastructure.

Establishing the Hotham Williams region as a major transport and logistics hub and integrating businesses in to the existing mining and agriculture sectors is critical to driving the growth and diversification of the Hotham Williams economy and the generation of new job opportunities for the local workforce.

Flagship Project

### Economic Development Opportunity Reserve Fund

Additional actions...

1. Promote and facilitate the release of new industrial and commercial land
2. Industrial and Commercial Land Investment Prospectus
3. Investigate the feasibility of a regional waste facility
4. Headworks and Infrastructure Improvements
5. Albany Highway Upgrade and Maintenance
6. Commercial precinct development adjacent to Fuel Facility in Wandering

**For further information on this initiative please contact**

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The full version of the Hotham Williams  
Economic Development Implementation Strategy  
is available to download  
from the following websites:

[www.williams.wa.gov.au](http://www.williams.wa.gov.au)

[www.wandering.wa.gov.au](http://www.wandering.wa.gov.au)

[www.boddington.wa.gov.au](http://www.boddington.wa.gov.au)