

## Status Report on City of Albany Economic Development Strategy 2013-2017

### OBJECTIVE 1 STRENGTHEN AND DIVERSIFY OUR ECONOMIC BASE

#### Regional Strategic Initiatives

**1.1 Provide input into the Great Southern Development Commissions Regional Economic Blueprint that reflects the City of Albany's regional economic priorities identified in this strategy.** Status: Complete

**1.2 Prioritise the construction of a 4/5 star hotel at the waterfront and the sale and development of the Esplanade Hotel Sites are the number 1 and 2 tourism infrastructure projects to be realised. Ensure these are incorporated in the Regional Blueprint.** Status: Open

Notes | Esplanade hotel site; City worked with State Govt to acquire land. City working with Landcorp on Middleton Beach Activity Centre Improvement Plan. Waterfront hotel site; City assisting facilitation of hotel developer with Landcorp.

**1.3 Invite Austrade, Trade Start and WA Department of Development to send representatives to full day Economic Development Futures Forum to identify opportunities and provide direction for Regional ED.** Status: Active

Notes | Albany Futures Forum event scheduled for **Friday 27 March 2015**. City partnering with ACCI, GSDC and RDA.

**1.4 Prepare a business case for the employment of a Great Southern Regional Trade Start Officer and identify funding partners.** Status: Closed

Notes | Investigated with GSDC however not considered feasible.

**1.5 Development of a sub regional tourism strategy for the Lower Great Southern that addresses the establishment of a Local Tourism Organisation to represent our unique sub region.** Status: Active

Notes | Working with GS tourism stakeholders to implement a GS Regional Marketing Plan under auspices of ASW. For implementation in 2015 calendar year. LTO establishment options being assessed by Council.

**1.6 Develop a sub regional brand and marketing strategy to promote products services and experiences from the Lower Great Southern in partnership with Denmark and Plantagenet Shires.** Status: Active

Notes | Working with LGAs of Denmark and Plantagenet to investigate cooperative opportunities. City working with local primary producers re local food economies project across 3 LGAs which includes food produce brand.

**1.7 Establish a Regional Education working group and prepare a feasibility study into the development of a Science and Technology Park and Regional University as the number one and two Regional Economic Priorities.** Status: Active

Notes | Feasibility Study working group established for Science and Technology Park (Innovations Park). Engaged consultants to identify potential for education institutions to be part of the Park. A second study seeks to identify areas where industries might expand and consider how the Park might facilitate their expansion. The City is also considering opportunities for expansion of the current UWA campus and for provision of additional student accommodation to facilitate growth of the Albany UWA.

## OBJECTIVE 2 TO FOSTER LINKS BETWEEN EDUCATION TRAINING AND EMPLOYMENT THAT SUPPORT OUR ECONOMIC GROWTH AND DEVELOPMENT.

### City Strategic Initiatives to become a Learning City

<b>1.8 Assist the Department of Sport and Recreation to establish the Outdoor Centre of Excellence in Albany</b> <b>Status: Active</b>	
Notes	DSR working group has finalised GS Centre Outdoor Recreational Excellence (CORE) business and financial plan. Likely implementation in 2015/16.
<b>1.9 Partner with the Princess Royal Sailing Club and Department of Sport and Recreation to establish links with Singapore with a view to establishing a sailing Centre of Excellence</b> <b>Status: Open</b>	
Notes	City partnered with DSR and PRSC to host High Performance Manager for Singapore Sailing. No direct outcomes to date however opportunity still exists to investigate in particular Singapore School sailing program and focus upon Camp Quarunup.
<b>1.10 Investigate aviation training opportunities that could be provided by the Albany Regional Airport.</b> <b>Status: Open</b>	
Notes	City explored opportunities for permanent training facility with China Southern West Australian Flying College (CSWAFC). Albany would be considered if CSWAFC decide to expand and establish a third WA location.
<b>1.11 Provide funding and input to Regional Development Australia Great Southern in the development of a regional Digital Action Plan.</b> <b>Status: Active</b>	
Notes	Project management with RDA. RDA currently reviewing project TOR and plan to appoint consultant in short term. City remains a funding partner and project stakeholder.
<b>1.12 Assist the Great Southern Employment Development Committee in presenting the Inaugural Education Futures Conference in 2013.</b> <b>Status: Complete</b>	
<b>Central Business District (CBD) Revitalisation</b>	
<b>1.13 Develop a City Centre Precinct Plan and business case that drives City centre revitalisation and investment from the public and private sectors.</b> <b>Status: Active</b>	
Notes	Upgrades to Bells, Town Square and Stirling Tce completed. Currently preparing City Centre precinct plan including parking and townscaping.
<b>1.14 Partner with the Albany Chamber of Commerce and Industry and Small Business Association to develop a retail trading strategy that leads to increased vibrancy particularly in light of the looming international and national visitor focus from major events commencing November 2014.</b> <b>Status: Open</b>	
<b>1.15 Investigate a differential rating strategy for the City centre precinct that encourages greater occupancy of retail space.</b> <b>Status: Open</b>	
<b>1.16 Jointly fund the Waterfront Precinct Master Plan Feasibility study to determine solutions to the connectedness and vibrancy of the Waterfront to the City centre.</b> <b>Status: Active</b>	
Notes	Stage1 Pre- Master Plan Brief report completed. Land area currently being divested by City to WAM. Next step is preparation of Conservation Plan and then Master Plan.
<b>1.17 The City Business District working group to develop a priority list of projects that can be implemented to assist in the delivery of Anzac Events in 2014 and beyond and increases place activation and community use of the City centre centered around the Library and Town Hall.</b> <b>Status: Complete</b>	
<b>1.18 Establish and promote a Free Wi-Fi Zone in the City centre focused around the Albany Regional Library grounds and surrounds.</b> <b>Status: Complete</b>	

## OBJECTIVE 3 DEVELOP AND PROMOTE ALBANY AS A SOUGHT AFTER VISITOR DESTINATION

### Tourism Infrastructure

**1.19 Complete the Albany Regional Airport terminal and runway upgrades prior to 30 June 2014.** Status: Complete

**1.20 Complete the Trails and Cycle Strategies and commence the development of infrastructure to a level that the City becomes a nationally and internationally recognized Cycle City and Trails destination capable of hosting events and attracting visitors.** Status: Active

Notes	Trails strategy in final draft. Cycle strategy completed and entering implementation.
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**1.21 Develop an iconic Heritage and Tourism precinct at Mt Adelaide and Mt Clarence (Albany Heritage Park) and develop and market the visitor experience to an international standard.** Status: Complete

### Tourism Planning and Partnerships

**1.22 Develop a City of Albany Tourism Strategy and work in partnership on specific tourism related marketing initiatives with Denmark and Plantagenet Shires to increase visitors to the Lower Great Southern.** Status: Active

Notes	City's Destination Development Business Plan being implemented. Discussions between 3 LGAs are ongoing.
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### Tourism Events

**1.23 Identify and secure events to Albany that has the ability to generate significant economic impact and align with our community strategic plan and build on our natural advantages and our Brand.** Status: Active

Notes	Major event attraction has been a major fillip for the local economy. Completed hosting of Clipper 2013, Anzac Albany, National Cross Country Championships, RES program. Secured future events CMCA, Clipper 2015, 3x3 Basketball, Gymnastics Championships.
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**1.24 Take the lead role in the development and delivery of Anzac Centenary Events that maximize the City of Albany's economic outcomes whilst reducing reputational risk from poor visitor experiences. Where possible events and event supporting infrastructure are to leave a legacy.** Status: Complete

**1.25 Develop a new Community Funding and Event Sponsorship Program that encourages community based and significant events to deliver events within the City of Albany.** Status: Complete

### Tourism Coastal Assets

**1.26 Develop our coastal camping reserves to a standard that attracts recreational camping visitations whilst protecting the natural environment and market these assets as part of the City of Albany's existing holiday planner and visitor website.** Status: Active

Notes	Camping Grounds working group. Camp host trial program implemented. Increased marketing targeting this visitor type.
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