Shire of Collie

Economic Development and Tourism Strategy

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OCTOBER 2026

Foreword

Collie is a place of resilience and hard work, a place of nature and adventure, and a place of beauty and creativity.

This Economic Development and Tourism Strategy aims to capture all sides of Collie to support investment, growth, and prosperity for our Region.

Our economy is in the midst of a major transition away from coal mining and power generation and this Strategy will support the Shire to make strategic decisions informed by engagement with our community and industry experts.



Cr Ian Miffling
Shire President

Acknowledgement of Country

The Shire of Collie acknowledges the Traditional Custodians of the land, the Wiilman and Kaniyang people of the Noongar Nation, and pays our respects to Elders, past and present. We thank them for the contributions they have made to life in the Shire of Collie and to this region.

Artwork: *Untitled*, Jade Dolman, 2020

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Introduction

The Shire is well positioned to leverage emerging opportunities in renewable energy, advanced manufacturing, and tourism, while continuing to support local workers and businesses.

Collie's economy is undergoing a WA Government-led transition away from coal mining and energy generation. As a major contributor to our economy, the impacts will be felt across the Region.

The WA Government's Just Transition program commits more than $700 million to support Collie's transition. It will play a central role in shaping Collie's economy and addressing many of the structural challenges associated with economic transition.

While this program will drive major transformation initiatives, it remains important for the Shire to maintain an up-to-date Economic Development and Tourism Strategy that aligns with, supports and complements the Just Transition agenda.

Informed by community and stakeholder engagement, research, and best practice findings, this Strategy establishes the principles, themes, and objectives that will guide economic development and tourism outcomes across the Shire of Collie.

Together with the associated Action Plan, this Strategy consolidates existing priorities and efforts and provides an overarching strategic direction for economic development, tourism, investment, and advocacy.

Vision

Collie – Nature at our doorstep, community at heart.

Shire of Collie Strategic Community Plan 2026–2036

This Strategy provides a clear framework for the actions the Shire can lead, influence, and support. It ensures local efforts contribute to broader transition objectives while advancing broader economic development, community, and visitor economy outcomes.



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Region Overview

The Shire of Collie is located in the South West Region of Western Australia, approximately 200 kilometres south of Perth.

The South West Region is the most populous and economically diverse region in WA, home to major towns including Augusta, Margaret River, Busselton, Donnybrook and Bunbury. The region is approximately 66% State Forest, National Parks or regional parks, 25% agricultural or rural land, and 8% industrial or urban development.

Collie is strategically located at the centre of the Capes, Warren Blackwood, Peel and Wheatbelt South regions, and connected North, South, East and West by major highways and arterial and freight routes.



The Shire of Collie

Collie was known as the 'engine room' of Western Australia, with its coal mines and power stations helping to power the State.

Since coal was first discovered in WA in Collie in 1883, mining, power generation and the complementary manufacturing industries have been the cornerstone of our economy and identity.

Our town is steeped in industrial history which has seen over 100 years of industrial transformation and advancement. Now in 2026, we are approaching a new era of opportunity working with the Australian and Western Australian Governments to transition our economy.

Combined with our industrial heritage, Collie is a place of nature and culture. Strong recent investment in art, tourism and adventure activities puts our vast Jarrah, Marri, and Blackbutt forests, abundant lakes, the Collie River system, mural trail and Art Gallery on display as a world-class Trail Town and destination for artistic exploration.

The Region's diverse mix of natural assets, industries, and community clubs and infrastructure such as the Motorplex, Racecourse and sports and recreation facilities provide a strong foundation for a resilient and adaptable economy.

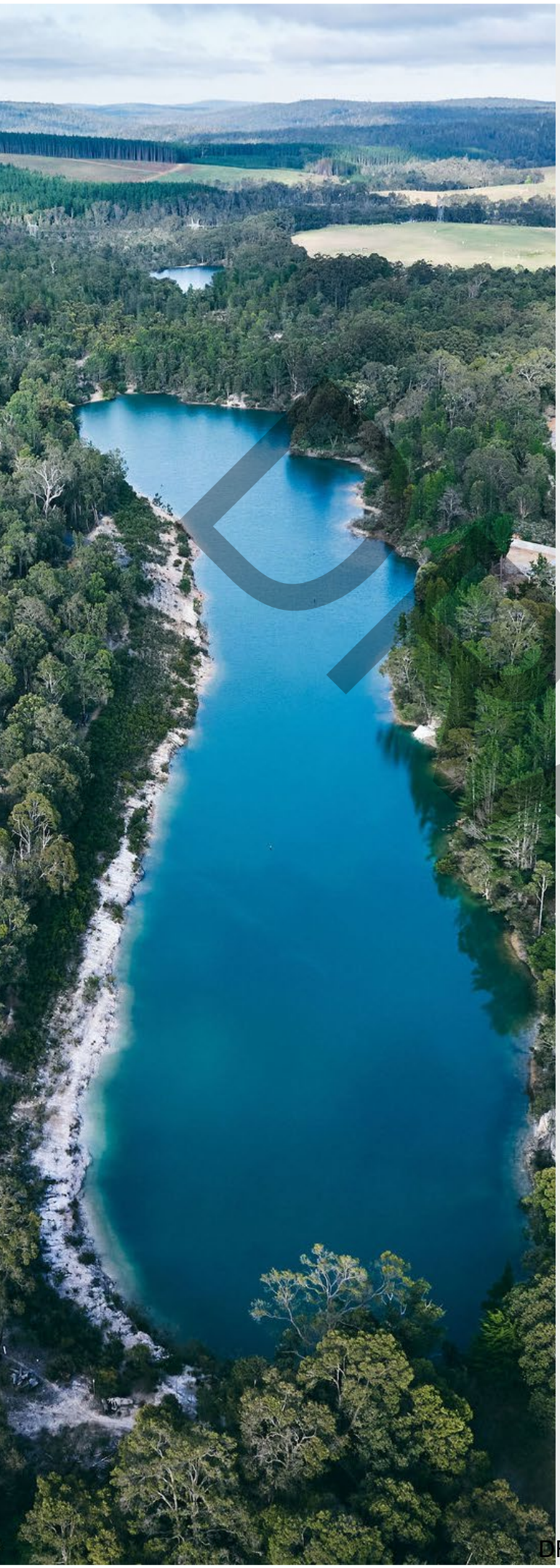
Regional connections

Collie is:

- 2 hours from Perth, or 2 hours 30 minutes from Perth Airport
- 45 minutes from Bunbury and Bunbury Airport
- 1 hour 15 minutes from Busselton and Busselton Margaret River Airport
- 1 hour 45 minutes from Margaret River

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A Just Transition

Collie is one of several communities navigating the economic and social impacts of Australia's shift away from coal and emissions-intensive industries towards net zero.

Across Australia, this change is reshaping established energy and industrial regions and increasing the focus on workforce transition, economic diversification, and new industry development. Existing industrial regions offer skilled workforces, suitable land, established supply chains, and infrastructure that can support new industries and investment.

Collie's established industrial and energy base provides a strong foundation for responding to these national directions. The Shire has an opportunity to align with the Federal transition agenda, attract investment and new industries, strengthen workforce pathways, and advocate for continued support as its economy diversifies.

At a State level, the Western Australia Government has announced its intention to declare the Collie State Development Area (SDA), recognising Collie's ongoing importance to Western Australia's economic and energy future. The proposed SDA will encompass the Coolangatta Industrial Estate, Shotts Strategic Industrial Area, and key infrastructure corridors, providing a framework to coordinate industrial development, infrastructure delivery, and investment attraction.

The proposed SDA has the potential to be a critical vehicle for Collie's next phase of economic development. By supporting the activation of investment-ready industrial land, coordinating enabling infrastructure, facilitate industrial clustering, and create the conditions for long-term employment and economic diversification.

This Strategy provides a local framework for building on transition investment and positioning Collie for its longer-term economic future. It supports workforce pathways, economic diversification, new industries and investment, while strengthening local businesses, the visitor economy, and community liveability.

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Collie Economic and Tourism Profile



Population (2025)
9,561

Median Age (2024)
45.3
38 (Western Australia)

Output (2025)
$8.3 billion

Gross Regional Product (2025)
$2.4 billion
12.6% of the South West Region

Labour Force Participation Rate (2024)
56.4%

Unemployment Rate (2026)
7%
4.4% (Western Australia)

	COLLIE	SOUTH WEST	WESTERN AUSTRALIA
Population Compound Annual Growth Rate (2015–2025)	0.5%	1.7%	1.8%
Gross Regional Product Compound Annual Growth Rate (2020–2025)	4.1%	1.6%	3.2%
Aboriginal and/or Torres Strait Islander (2021)	4.2%	2.8%	3.4%
Largest Employment Sectors (2025)	Manufacturing (28.7%)	Health Care & Social Assistance (15.7%)	Health Care & Social Assistance (15.4%)
	Mining (14.3%)	Construction (11.0%)	Education & Training (9.1%)
	Electricity, Gas, Water & Waste Services (10.6%)	Retail Trade (10.8%)	Construction (9.0%)
	Construction (8.1%)	Accommodation & Food Services (9.4%)	Retail Trade (8.8%)
	Health Care & Social Assistance (7.4%)	Education & Training (8.8%)	Mining (8.7%)

Australian Bureau of Statistics (ABS), Data by Region, Shire of Collie and Western Australia, 2026
REMPLAN, RDA South West, Economy and Community Profiles, 2026

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Collie is increasingly recognised as a tourism destination, offering scenic walking and cycling trails, rivers and lookouts, camping experiences, and coal mining heritage attractions.

Collie's visitor economy is still emerging, having grown through recent investment in infrastructure, attractions and experiences as part of the Region's broader economic diversification. Building on this investment will require continued destination development, promotion and industry support to strengthen Collie's position as a visitor destination and support sustainable tourism growth.

Visitation follows a seasonal pattern, peaking in summer and declining in winter, with Wellington National Park attracting the majority of visitors.

	COLLIE	SOUTH WEST
Annual visitors (2026)	$1.8m ↑ **3.8%** (2025–2026)	$63.3m ↑ **4.0%** (2025–2026)
Visitor spend (2026)	$139.8m ↑ **5.2%** (2025–2026)	$6.1b ↑ **6.55%** (2025–2026)
Accommodation average occupancy (2026)	42.9% ↓ **5.8%** (2025–2026)	56.4% ↑ **8.2%** (2025–2026)
Accommodation average booking window (2026) (How far in advance guests typically book)	41.2 days ↓ **2.46 days** (2025–2026)	57.3 days ↑ **0.24 days** (2025–2026)

Largest source markets

Bunbury, Mandurah, Perth City, Stirling, Manjimup and the Augusta-Margaret River-Busselton area

Tourism investment

More than $40 million committed by the WA Government to tourism infrastructure and initiatives since 2019

Key Attractions



Premier Trail Town

More than 70 trails spanning over 170km of mountain biking, hiking, paddling, horse riding, and 4WD trails



Wellington National Park

- Over 300,000 visitors annually
- Home of the Mega Mural 'Reflections'
- WA's Biggest MTB Trail Network



Strong History

- Rail Heritage Precinct
- Coalfields Museum
- Underground Coal Mine Experience
- Historic Main Street and Buildings



Within the Shire

- Accredited Visitor Centre
- 35 accommodation providers (including short stay)
- 7 nature-based DBCA campgrounds with over 160 campsites
- 8 Water Areas: Wellington Dam, Harris River Dam, Stockton Lake, Lake Kepwari, Black Diamond Lake, Collie River, Minningup Pool
- 45 murals across the Collie Mural Trail
- A-Class Art Gallery
- WA's only Regional Motorplex

Tourism Awards
Bronze Top Tourism Town winner in 2023, 2024, and 2025

Localis FY2025 and FY2026 Visitation, Spend and Category Analysis reports

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Engagement Summary

This Strategy was informed by engagement with stakeholders and the community, leveraging a range of mechanisms to capture perspectives from across the Shire.

Engagement included both online and physical opportunities to contribute, including digital and paper surveys, one-on-one discussions, and facilitated in-person and digital workshops.

Engagement highlighted that the community's aspirations centre on a resilient and diversified economy, increased local employment, a stronger visitor economy, a vibrant and liveable town, and the protection of Collie's natural environment and heritage.

Who we engaged with

- Executives and Shire staff
- Key external stakeholders
- General community and youth
- Elected representatives

Mechanisms used

- Workshops
- Roundtables
- Interviews
- Meetings
- Surveys

Survey participants' vision for the future of Collie's economy

A resilient, innovative, and connected Collie where people, business, and nature thrive together.

A vibrant regional destination with a diverse economy.

Continued growth, more job opportunities.

Inclusive, community focused, vibrant, supportive of local businesses and facilities, youth employment opportunities, partnering with local industry.

Resilient, adaptive, diverse – worth it.

An innovative and technological powerhouse, both clean and green.



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Survey Responses

The Shire received survey input from close to 250 community members over the the engagement period. A snapshot of our community's priorities include:

LOCAL ECONOMY

What local economy outcomes should the Shire be looking to focus on?

43%	Supporting local businesses
39%	Reputation and brand
39%	Supporting job creation

BUSINESS SUPPORT

What activities would best support local businesses?

63%	Business-friendly processes
42%	Partnerships and collaboration
33%	Local skills and capability

SHIRE ADVOCACY

What activities can the Shire advocate for to best support economic participation for our people and community?

63%	Wellbeing and liveability
46%	Workforce skills and attraction
45%	Housing development

TOURISM & VIBRANCY

What activities would best support tourism and vibrancy?

50%	Events and activations
48%	Infrastructure and amenities
38%	Marketing and promotion

Note. Respondents were asked to select their top priorities. Percentages show the proportion of respondents who selected each option and exceeds 100% as multiple selections were allowed.

Key engagement findings

- Collie's natural environment is consistently identified by the community as one of the Region's greatest strengths, supporting liveability, recreation, tourism, and broader economic development opportunities.
- There is a need to improve the promotion and positioning of Collie to attract residents, visitors, and investment.
- Employment and economic diversification are key community concerns, with increasing job opportunities top of mind.
- Limited housing supply and skilled workforce constraints are impacting business growth, workforce attraction, and investment opportunities.
- Government roles and responsibilities are not consistently understood, with confusion regarding the respective roles of the Shire, State Government, and the Just Transition process.
- There is a need for clear and consistent communication from government, particularly regarding the Just Transition process.

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Strengths and Challenges

Collie's existing strengths provide a strong foundation for future economic and tourism development. At the same time, there are challenges that need to be addressed to support continued growth and diversification.

This Strategy builds on Collie's strengths while responding to these challenges through a coordinated range of actions and initiatives.

Strengths

Our established strengths will continue to play a key role in enabling economic development in the Region.

Natural Asset Base
Leveraging natural assets, visitor infrastructure, and distinctive experiences that strengthen destination appeal.

Adventure Tourism Reputation
Building a reputation as an adventure tourism destination, providing strong active and adventure tourism offerings, including biking and walking trails.

Mining and Manufacturing Base
Supporting strong mining and manufacturing industries.

Certificate-level Qualifications
Holding comparatively high levels of Certificate-level qualifications.

Government Backing
Securing government commitment and funding support.

Community and Lifestyle
Fostering strong community and lifestyle offerings.

Industrial Infrastructure
Benefiting from established energy and industrial infrastructure, providing a strong foundation for new industry and investment.

Challenges

Key challenges facing the Region include:

Population
Experiencing slower population growth and a higher median age compared to Western Australia.

Participation Rates
Experiencing lower participation rates compared to Western Australia, with elevated unemployment levels.

Income, Disadvantage and Skills
Addressing lower income levels while ensuring transition benefits and costs are shared fairly across different community groups.

Economic Concentration and Transition
Navigating significant economic change and supporting workers and the community affected by the transition.

Housing and Accommodation
Addressing housing and workforce accommodation pressures.

Visitation and Stewardship
Addressing decreasing visitation numbers between 2021 and 2025 and balancing development with sustainable stewardship.

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Insights and Opportunities

Drawing on engagement, research and Collie's identified strengths and challenges, ten key opportunities have emerged for the Region's future economic and tourism development.

These opportunities are addressed across the Strategic Themes and supporting actions, either directly or through broader strategic responses, with some spanning multiple themes.

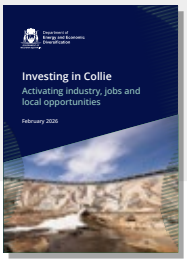
1. **Diversify the Economy**
   Prioritising economic diversification to build long-term resilience.
2. **Build the Workforce**
   Lifting participation, skills, and higher-level qualifications.
3. **Unlock Housing and Land**
   Supporting housing supply, worker accommodation, and land availability.
4. **Activate Place and Tourism**
   Growing visitation, vibrancy, and town centre activity.
5. **Grow Local Business**
   Supporting local business growth, attraction, and entrepreneurship.
6. **Invest in People and Pathways**
   Strengthening employment, training, and economic opportunities that reduce socio-economic disadvantage.
7. **Clarify the Shire's Role**
   Defining roles, advocacy priorities, and partnerships.
8. **Encourage New Residents**
   Building on positive internal and overseas migration.
9. **Plan for an Ageing Community**
   Responding to an older population while retaining and attracting youth.
10. **Build Trust Through Engagement**
    Strengthening communication, engagement, and reporting to build community awareness and confidence.

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Strategic Context

Collie's priorities are strongly connected to the State Government's broader economic, industry and tourism agenda. This alignment provides a strong platform for collaboration, investment and advocacy to support Collie's future growth.

The Strategy brings relevant national, state, regional and local priorities together into a clear direction for economic development and tourism across the Shire. The diagram highlights key State Government policies and their links to the seven Strategic Themes of this Economic Development and Tourism Strategy.



Investing in Collie: Activating industry, jobs and local opportunities (2026)

To accelerate Collie's industry transition, this investment prospectus positions the Collie strategic opportunity in four key sectors:

- Green manufacturing
- Minerals processing
- Industries requiring renewable energy
- Clean energy industries

STRATEGIC THEME LINK



Diversify WA 2024 Update

Diversify WA is the State's economic development framework. It identifies nine priority external-facing sectors for strategic development, as well as sector specific diversification opportunities including:

- Renewable hydrogen (produce and scale)
- Carbon capture, utilisation and storage (CCUS) technology (develop and commercialise)
- Critical minerals (advanced processing)
- Regional tourism destinations (develop and maintain)

STRATEGIC THEME LINK

Strategic Themes

Seven Strategic Themes provide the framework for the Strategy, aligning Collie's economic and tourism priorities with broader government priorities and opportunities.

1. Fostering Local Jobs, Business, and Industry

Supporting local employment and business growth while attracting industries aligned with Collie's evolving economy.

2. Building the Economy for our Community

Creating skills, employment, and participation pathways that enable the community to benefit from economic change.

3. Investing in Collie's Places and Spaces

Enabling Collie's places, facilities, and liveability to attract residents, businesses, visitors, and investment.

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Collie's Just Transition Plan 2026-2030

This Plan guides the strategic direction of significant investments to support Collie's transition.

The Plan's four focus areas are:

- Maximising opportunities for affected workers
- Creating industry jobs
- Creating a stronger future
- Preparing for closure

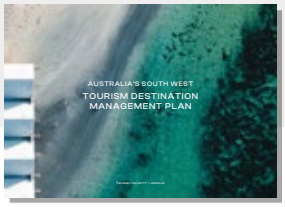
STRATEGIC THEME LINK



Collie Tourism Prospectus 2021

This Prospectus positions Collie as a growing regional hub with a diversifying local economy, with increasing investment in clean energy, mineral processing, manufacturing and agribusiness. It also outlines the growing importance of tourism for the region.

STRATEGIC THEME LINK



Australia's South West Destination Management Plan

This Plan outlines a vision for the broader region, outlining tourism goals, priorities, and initiatives. Key goals and priorities include:

- Rejuvenate existing, and develop new, tourism products and attractions
- Strengthen access to and within the region
- Strengthen industry capacity and capability to support sustainability of tourism across the region

STRATEGIC THEME LINK

4. Supporting the Just Transition

Supporting affected workers, businesses, and the community through a fair and coordinated transition.

5. Activating our Visitor Economy

Building on tourism investment to strengthen Collie's destination appeal, experiences, and visitor economy.

6. Encouraging Economic Diversification and Innovation

Growing new industries and encouraging innovation to build a more diverse and resilient economy.

7. Facilitating Housing, Investment, and Infrastructure

Enabling the housing, land, infrastructure, and investment required to support sustainable economic growth.

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Strategy on a Page



State Government Just Transition Plan for Collie

- Employment Maintained
- Business Growth
- Investment Growth
- Increased Quality of Life
- Increased Community Pride
- Population Retention and Growth
- New Housing

Shire of Collie Strategic Community Plan and Council's Strategy Documents

VISION

Collie – Nature at our doorstep, community at heart.

Economic Development and Tourism initiative implementation across the seven themes will contribute to achieving the above Vision and a Just Transition for Collie

STRATEGIC THEMES

1. **Fostering Local Jobs, Business, and Industry**
2. **Building the Economy for our Community**
3. **Investing in Collie's Places and Spaces**
4. **Supporting the Just Transition**
5. **Activating our Visitor Economy**
6. **Encouraging Economic Diversification and Innovation**
7. **Facilitating Housing, Investment, and Infrastructure**

KEY ENABLERS

- **Effective Governance**
- **Community Engagement**
- **Marketing and Branding**

PRINCIPLES

- Pride and Confidence in Collie
- Resilience
- For People and Community
- Valuing our Natural Assets
- Promoting and Advocating for Collie
- Collaboration and Communication

Strengths, Opportunities, Challenges and Constraints

ECONOMIC DEVELOPMENT AND TOURISM STRATEGY

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Key Stakeholders

Our economy is made up of a network of stakeholders, collaborators and partners each with their own role in driving economic and tourism outcomes in Collie.

We will work across the breadth of local, regional, state and national stakeholders to support the delivery of this Strategy.



Community

- Community groups
- Sporting and recreation clubs
- Volunteer organisations
- Cultural groups
- Environmental groups
- All other interested community members



Local Businesses

- Collie Chamber of Commerce
- Accommodation providers
- Hospitality providers
- Retail providers
- Professional services
- Business and industry representatives
- Employment and training providers



Local Industry

- Mining operations
- Manufacturing businesses
- Industrial and engineering services
- Energy providers
- Emerging industries
- Major employers



Tourism and Attractions

- Visitor attractions
- Tourism operators
- Tourism marketing organisations
- Visitor servicing providers
- Events and festivals
- Trail and outdoor recreation organisations
- Bunbury Geographe Tourism Partnership



Other Government Entities

- South West Development Commission
- Regional Development Australia South West
- Department of Biodiversity, Conservation and Attractions (DBCA)
- Tourism WA
- Collie Delivery Unit

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Principles

Our actions, activities and approach to economic development and tourism are guided by six principles.

They highlight what we value as a Shire and a community, and shape how we make decisions and implement the Strategy.

Pride and Confidence in Collie

We will take pride in our Region, building on our strengths, celebrating our identity, and embracing new opportunities. We will encourage confidence in Collie's future and support those who choose to live, work, visit, and invest here.

Resilience

We will support a strong and adaptable economy that can respond to change and create long-term opportunities. Through diversification, innovation, and investment, we will strengthen Collie's economy and support a thriving future.

For People and Community

We will focus on the liveability of our Region for current and future residents. We will seek to enhance wellbeing, inclusion, and participation while creating opportunities that benefit the community.

Valuing our Natural Assets

We will continue to place high value on the abundance of natural assets Collie holds. We will protect, celebrate, and responsibly activate assets to support liveability, strengthen tourism, and contribute to long-term success.

Promoting and Advocating for Collie

We will continue to promote and advocate for Collie. By championing local opportunities, priorities, and strengths, we will help attract investment, visitors, residents, and partnerships that support the Region's future.

Collaboration and Communication

We will collaborate with the community, businesses, and other governments to progress our economy. Through open communication, transparency, and aligned efforts, we will work towards shared goals and achieve stronger outcomes for Collie.

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1. Fostering Local Jobs, Business, and Industry



Local employment, industry, and business are the cornerstones of any economy, and this will be an ongoing focus for Collie. While the Just Transition process will coordinate a suite of major programs to generate new jobs and industry for Collie, the Shire of Collie remains committed to supporting and complementing this critical priority.

Key Objectives

- Support and retain local businesses and industries
- Attract new and diverse businesses and industries
- Facilitate employment opportunities for our community

Key Strategies

1.1	Advocating for the WA and Australian Governments to facilitate the establishment of new industries in Collie as a State Development Area (e.g. wind tower manufacturing) to strengthen local business capability, investment and job creation
1.2	Working with the WA and Australian Governments to advocate for increased incentives and streamlined approvals to retain and attract businesses, and jobs during the Just Transition
1.3	Continuing to engage with local businesses, industry, and the Chamber of Commerce to identify critical issues and opportunities for Collie, and prioritise initiatives and advocacy actions accordingly
1.4	Exploring opportunities to partner with industry and local stakeholders to strengthen local business capability, investment, job creation, and key worker attraction
1.5	Working with local businesses to promote and showcase the capabilities, innovations, and achievements of Collie's business sector

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2. Building the Economy for our Community

Collie's community - our people, our families, our workers, our business-owners – are the ultimate builders and beneficiaries of our economy. And through this Strategy, we aim to improve economic opportunities and outcomes for everyone in Collie Shire, empowering participation, expanding our skills and enhancing community wellbeing.

Key Objectives

- Increase community participation in Collie's economy (as workers, entrepreneurs, investors, students, advocates, etc)
- Support and advocate for improved economic outcomes for our community
- Reduce economic disadvantage and inequalities

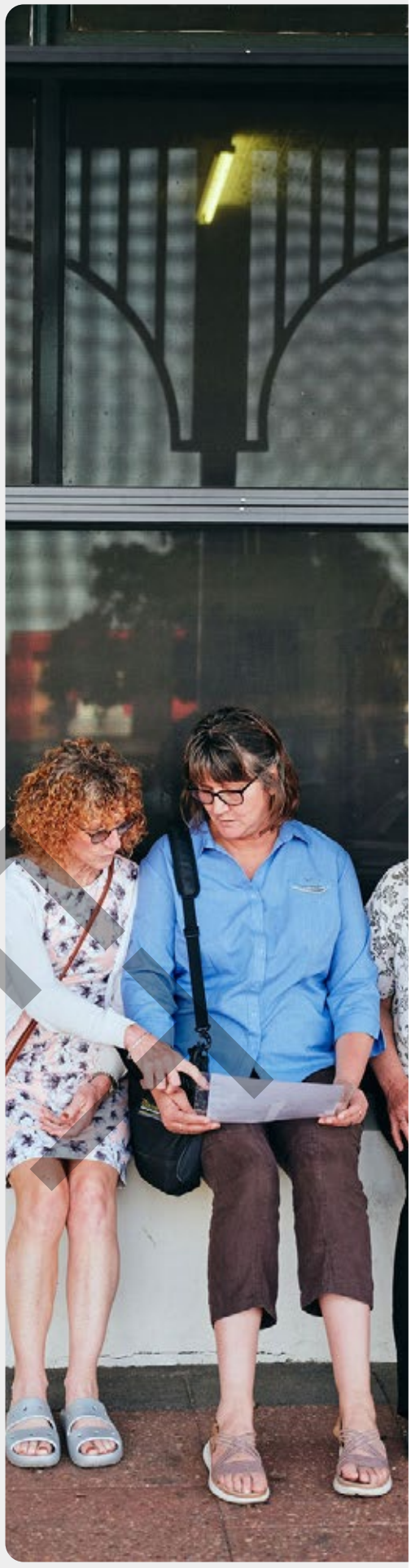
Key Strategies

2.1 Working with the Australian and WA Governments, and community and social service stakeholders to identify and address barriers to local economic participation, including high relative socio-economic disadvantage, unemployment, and under employment and prioritise opportunities for advocacy, support and intervention

2.2 Promoting existing local education and skills-development pathways to build local capabilities, and facilitate or advocate for new pathways and funding where gaps exist

2.3 Improving the collection and provision of tourism and economic development data to support Shire advocacy, planning, investment, decision-making and project delivery

2.4 Collaborating with the WA Government and industry to promote and position Collie as an attractive location for business investment and diverse employment pathways



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3. Investing in Collie's Places and Spaces

Collie Shire is already a great place to live, work, and visit, renowned for our people, towns, heritage, amenity, and natural assets. Retaining and building on these strengths will be a key pillar of this Strategy, enabled by ongoing investment in Collie Shire itself as an attractive and productive foundation of our economy.

Key Objectives

- Improve beautification of Collie's public places, town centre and infrastructure
- Preserve and enhance our natural and physical environment
- Position Collie as a destination for business, visitors, lifestyle, and investment

Key Strategies

3.1 Exploring opportunities to progress a masterplan of Collie townsite that supports tourism and economic development outcomes

3.2 Coordinating a program of activities and advocacy actions that identify and evaluate high-value activation, beautification, accessibility, tourism and liveability projects and infrastructure for community members of all ages

3.3 Attracting funding and community benefit partnerships to help create vibrant, attractive and active places that encourage visitation, investment and community connection, and highlight and promote our natural environment

3.4 Improving our understanding of Collie's retail and service sector to diversify our offering and support local investment



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4. Supporting the Just Transition

Collie has bright economic prospects ahead, but also an array of immediate challenges, which the Just Transition will be directly addressing. While the Just Transition is a separate process in its own right, this Strategy reaffirms the Shire of Collie's commitment to supporting a fair and effective economic transition for our community.

Key Objectives

- Facilitate timely, and effective outcomes from Just Transition investments
- Improve the monitoring and reporting of Just Transition activities and impacts
- Enhance community awareness of the Shire's role and actions to support Just Transition

Key Strategies

4.1 Continuing to represent the Shire and our community in the Just Transition committees and working groups, including participation in relevant local government-related programs and projects

4.2 Advocating for Collie's priorities, and sustainable and positive Just Transition outcomes through strategic engagement with government, industry and key stakeholders

4.3 Championing direct and regular Just Transition communications with the community including through Shire channels on its actions and role to support Just Transition

4.4 Monitoring key economic and tourism data to support advocacy and engagement on Just Transition achievements, milestones and outcomes for the Collie community



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5. Activating our Visitor Economy



The visitor economy is one of Collie's strongest levers for diversifying beyond coal: it brings new spending into town, supports local jobs and small business, and lifts liveability for residents.

Collie already has the foundations, from Trail Town status, remarkable lakes, Wellington National Park, industrial heritage and a growing events calendar. This pillar focuses on converting that offer into more visitors who stay longer, spend more and come back year-round, guided by better data and stronger partnerships.

Importantly, it recognises the direct relationships between product, experience and events development and business growth; advocacy for signature assets and investment attraction; and improved amenity and wayfinding to improve liveability for the Collie community.

Key Objectives

- Grow visitor value: Increase visitation, length of stay and spend per visitor
- Build a distinctive destination brand: Lift awareness of Collie as an adventure, nature and heritage destination
- Diversify and strengthen the visitor economy: Events and year-round reasons to visit
- Protect and leverage signature assets: Retain Trail Town status and secure investment in priority assets

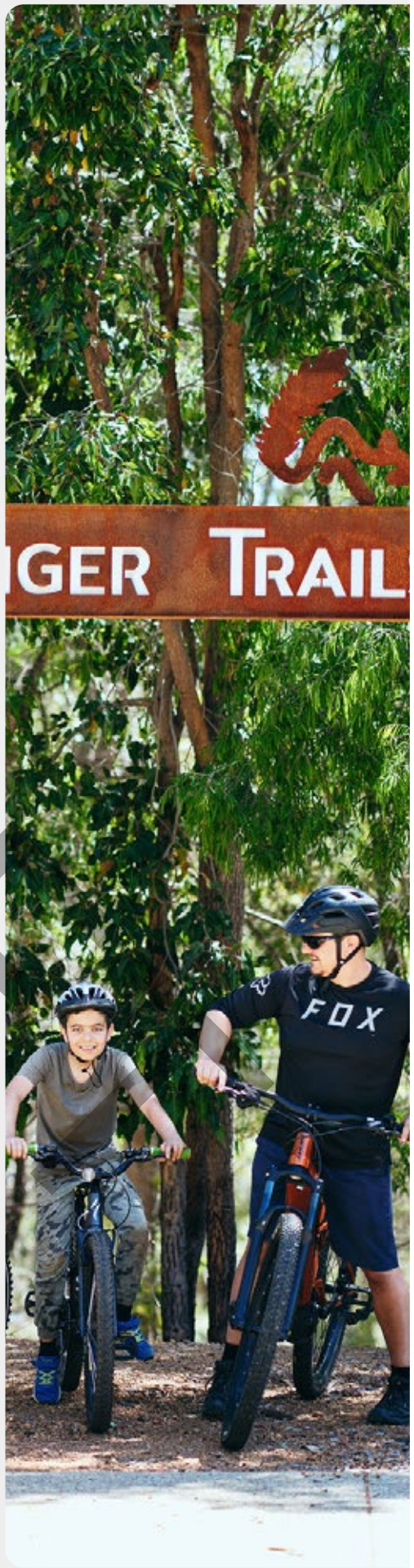
Key Strategies

5.1	Collaborating with Government and industry stakeholders to enhance promotion of Collie and optimise destination marketing initiatives for priority markets and events
5.2	Enhancing how visitors find, navigate and experience Collie through digital and physical mechanisms to strengthen destination awareness and visitor experience.
5.3	Identifying and investigating high-value additions to Collie's visitor attractions, in collaboration with stakeholders to prioritise and advocate for and support funding and investment opportunities
5.4	Strengthening local, regional and state-wide partnerships and networks to connect industry needs with destination development, branding, capability building and regional tourism opportunities

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6. Encouraging Economic Diversification and Innovation



Change and dynamism are intrinsic economic qualities, bringing both opportunity and risk. Collie will continue to face local and global economic transformations and disruptions; encouraging economic diversification and innovation will help Collie build a stronger and more resilient economy.

Key Objectives

- Support the diversification of Collie's business and industry base
- Improve technology adoption and innovation activity
- Enable emerging industries and economic opportunities to establish and grow

Key Strategies

6.1	Working with local partners to identify key barriers and enablers of economic diversification in Collie, and prioritise ongoing action and advocacy
6.2	Promoting initiatives that seek to facilitate local participation in business innovation, incubation, and acceleration programs
6.3	Connecting Collie's young people with the industries, skills and technologies shaping its future economy
6.4	Positioning Collie as an ideal location for innovative research, government programs, economic activity, and large-scale projects
6.5	Leveraging Collie's arts and cultural strengths to grow creative enterprise, strengthen the visitor economy and enhance Collie's identity

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7. Facilitating Housing, Investment, and Infrastructure



To build Collie's future economy, we need to continue attracting key economic inputs and enablers – population, housing, capital, and infrastructure. This Strategy aims to facilitate an ongoing flow of investment into Collie's economy, providing sure foundations for future growth and prosperity.

Key Objectives

- Increase our population over time
- Enhance land and housing options for current and future residents
- Increase investment in Collie and major infrastructure (both private and public)

Key Strategies

7.1 Promoting Collie as a great place to live – for lifestyle, for local and/or remote work, for recreation, for business, for family, for location, and for economic connections

7.2 Reviewing and maintaining the Shire's planning framework to create and enable an environment for resident, commercial and industrial land and development

7.3 Supporting strategic infrastructure planning, investment and funding that enables Collie's economic growth and development including through transport connections

7.4 Understanding, prioritising, and advocating for key activities, investments and funding pathways to improve Collie's housing supply supported by enabling infrastructure

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Implementation Overview

This Economic Development and Tourism Strategy sets out the long-term vision and strategic direction for Collie. The Shire is committed to supporting community wellbeing by strengthening Collie's economy.

To deliver this Strategy, the Shire will take on several roles, including those of a provider, collaborator, advocator, leader, and supporter of the community.

The Shire's functions

- **Provider**
  The Shire is responsible for the delivery of the initiative.
- **Collaborator**
  The Shire works with the identified stakeholders to deliver shared initiatives and outcomes. The Shire may co-deliver or partner with one or more stakeholders.
- **Advocate**
  The Council and Shire represent community interests and lobby for investment, services, infrastructure or support.
- **Leader**
  The Council and Shire provide strategic direction and leadership to guide the initiatives that shape the Region's future.
- **Supporter**
  The Shire seeks to enable and contribute to the initiative, however, it is not the lead agency or provider of the initiative.

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Monitoring Progress

THEME	KEY OBJECTIVES	PERFORMANCE INDICATOR
1. Fostering Local Jobs, Business, and Industry	• Support and retain local businesses and industries • Attract new and diverse businesses and industries • Facilitate employment opportunities for our community	• Number of local businesses • Local employment and unemployment
2. Building the Economy for our Community	• Increase community participation in Collie's economy (as workers, entrepreneurs, investors, students, advocates, etc) • Support and advocate for improved economic outcomes for our community • Reduce economic disadvantage and inequalities	• Labour force participation • Relative socio-economic disadvantage
3. Investing in Collie Places and Spaces	• Improve beautification of Collie's public places, town centre and infrastructure • Preserve and enhance our natural and physical environment • Position Collie as a destination for business, visitors, lifestyle, and investment	• Delivery of priority places, amenity, and environmental improvements
4. Supporting the Just Transition	• Facilitate timely, and effective outcomes from Just Transition investments • Improve the monitoring and reporting of the Just Transition activities and impacts • Enhance community awareness of the Shire's role and actions to support Just Transition	• Delivery of Just Transition initiatives and investment • Community awareness of the Shire's role in the Just Transition
5. Activating our Visitor Economy	• Grow visitor value: Increase visitation, length of stay and spend per visitor • Build a distinctive destination brand: Lift awareness of Collie as an adventure, nature and heritage destination • Diversify and strengthen the visitor economy: Events and year-round reasons to visit • Protect and leverage signature assets: Retain Trail Town status and secure investment in priority assets	• Visitor numbers; overnight share; average nights and spend per trip • Website and social reach and engagement against industry benchmarks • Number of bookable products and ATDW listings; events held; off-peak visitation • Trail Town status retained; external funding secured for priority assets
6. Encouraging Economic Diversification and Innovation	• Support the diversification of Collie's business and industry base • Improve technology adoption and innovation activity • Enable emerging industries and economic opportunities to establish and grow	• Employment by industry • New industries and innovation activity
7. Facilitating Housing, Investment, and Infrastructure	• Increase our population over time • Enhance land and housing options for current and future residents • Increase investment in Collie and major infrastructure (both private and public)	• Population growth • Housing and land supply • Major investment and infrastructure

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Darwin
NORTHERN TERRITORY
QUEENSLAND
WESTERN AUSTRALIA
Brisbane
SOUTH AUSTRALIA
NEW SOUTH WALES
Perth
Collie
Adelaide
Sydney
Canberra
VICTORIA
Melbourne
TASMANIA
Hobart
SOUTH WEST WESTERN AUSTRALIA
Perth
Bunbury
Collie
Margaret River
Albany
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Shire of Collie

Explore. Discover. Connect.

87 Throssell Street
Collie WA 6225

t: 9734 9000
e: colshire@collie.wa.gov.au

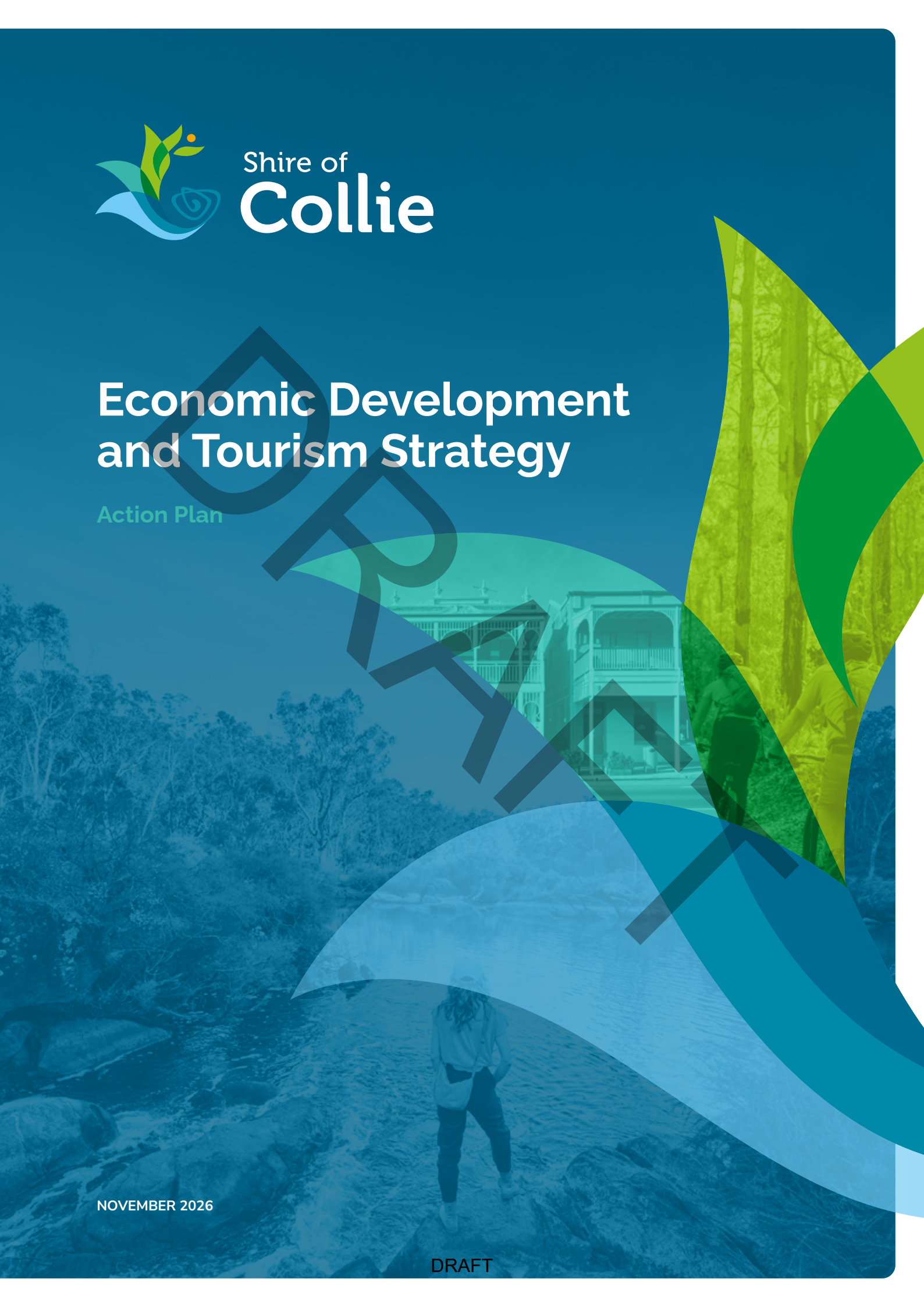
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Shire of Collie

Economic Development and Tourism Strategy

Action Plan



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NOVEMBER 2026

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Economic Development & Tourism Strategy Action Plan

The Shire of Collie have endorsed the delivery of the Shire's first Economic Development and Tourism Strategy to direct and guide activity that the Shire can provide, lead, support, advocate for, or collaborate on that will enhance economic development and tourism outcomes.

This Action Plan translates the Strategy into a clear program for implementation. It provides the Shire with a clear course of action immediately and over the next 5-years.

Themes

The Action Plan is structured around the Strategy's seven themes:

1. Fostering Local Jobs, Business, and Industry
2. Building the Economy for our Community
3. Investing in Collie Places and Spaces
4. Supporting the Just Transition
5. Supporting our Visitor Economy
6. Encouraging Economic Diversification and Innovation
7. Facilitating Housing, Investment, and Infrastructure

The actions are aligned to the key strategies within the Economic Development and Tourism Strategy, with action status, budget, timeline, and the Shire's role outlined to support coordinated delivery and ongoing monitoring.

The Shire's Role

The Shire is one of stakeholders playing a role in Collie's economy. In delivering on this Strategy and Action Plan, the Shire may take any of the following roles:

- **Provider**
  The Shire if responsible for the delivery of the initiative.
- **Collaborator**
  The Shire works with the identified stakeholders to deliver shared initiatives and outcomes. The Shire may co-deliver or partner with one or more stakeholders.
- **Advocator**
  The Council and Shire represent community interests and lobby for investment, services, infrastructure, or support.
- **Leader**
  The Council and Shire provide strategic direction and leadership to guide the initiatives that shape the Region's future.
- **Supporter**
  The Shire seeks to enable and contribute to the initiative; however, it is not the lead agency or provider of the initiative.

Funded and Not Funded Actions

Our Action Plan includes both funded and unfunded actions. It aims to communicate to our community and stakeholders the work we will be undertaking as a matter of priority, and the activities we are working to prioritise through various funding models. Each theme in this Action Plan therefore includes:

- **Priority Actions:** Funded – the actions that are already funded and we will be working to deliver in line with our role
- **Indicative Future Actions:** Currently Unfunded and Subject to Further Investigation and Identification of Resourcing – Delivery of these actions, in line with our role, will be subject to available Shire resources, partnership funding, government or industry investment, and other funding opportunities

Actions identified as S32 Funded have confirmed funding through the South32 Social Investment Agreement to support their delivery during the Action Plan period.

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Enabling Economic Development and Tourism Actions

These enabling actions provide the foundations for implementation across the Strategy, helping Collie respond to new opportunities, attract support and investment, and maintain momentum towards a stronger and more diverse economy.

ACTION	DESCRIPTION	STATUS	BUDGET	TIMELINE	SHIRE'S ROLE
Funding for Economic Development and Tourism Initiatives	Negotiate a new partnership agreement with South32/Alcoa for Economic Development and Tourism initiatives beyond 30 June 2028.	Active	S32 Funded	Immediate	Provider
Economic Development & Tourism Strategy Implementation	Deliver the Economic Development & Tourism Strategy and action plan.	Active	S32 Funded	Immediate	Provider
Council Tourism & Economic Development (TED) Committee	Provide support for the TED Committee meetings, agendas and minutes.	Active	Within existing resources	Quarterly	Provider
Strategic Stakeholder Collaboration	Maintain relationships with key government, industry, and regional partners.	Active	Within existing resources	Ongoing	Collaborator
Annual EDTS Review & Reporting	Bi-annual reporting to Council through the TED Committee with an annual review of the EDTS Action Plan to ensure actions remain relevant, achievable and are funded.	Active	Within existing resources	Annual	Provider
EDTS Communications	Promote approved and funded initiatives.	Active	Within existing resources	Ongoing	Provider
Collie Place Marketing & Positioning Plan	Investigate options to market economic development and tourism initiatives that are within the Shire's capacity to fund or contribute too.	Proposed	Not Funded	2-5 Years	Provider
Grant Funding & Business Case Development	Monitor funding opportunities for EDTS priorities and projects, and where resourcing permits, develop recommendations.	Proposed	Not Funded	2-5 Years	Provider

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Indicative Future Actions: Currently unfunded and subject to further investigation and identification of resourcing

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1. Fostering Local Jobs, Business, and Industry

Local employment, industry, and business are the cornerstones of any economy, and this will be an ongoing focus for Collie. While the Just Transition process will coordinate a suite of major programs to generate new jobs and industry for Collie, the Shire of Collie remains committed to supporting and complementing this critical priority.

ACTION		DESCRIPTION	STATUS	BUDGET	TIMELINE	SHIRE'S ROLE
1.1	**Local Procurement and Supply Chain Development**	Collaborate with industry, government, and the CCCI to increase local business participation in procurement opportunities through supplier development, tender readiness, pre-qualification support, and procurement forums.	Planned	S32 Funded	0-2 Years	Collaborator
1.2	**Transition Incentive Advocacy**	Advocate to State and Federal Governments to further investment and incentives that support economic diversification during the transition.	Active	Within existing resources	0-2 Years	Advocator
1.3	**SmartyGrants Application and Acquittal Workshops**	Partner with South32 to assess and implement SmartyGrants to streamline grant administration, improve governance, and support applicant success and acquittal processes.	Active	S32 Funded	0-2 Years	Provider
1.4	**Home-Based Business and Digital Growth Support**	Investigate options to provide tailored resources, training and digital economy programs to help home-based and micro-businesses establish, grow, and improve their online capability.	Proposed	S32 Funded *(not confirmed)*	0-2 Years	Collaborator
1.1	State Development Area (SDA) Advocacy and Direction	Engage with the WA Government to expedite and communicate Collie's priorities for the SDA declaration.	Proposed	Not Funded	0-2 Years	Advocator
1.1	State Development Area (SDA) Advocacy and Direction	Request that the WA Government develop an SDA Positioning Paper which unpacks the precedent, benefits, risks, and opportunities of an SDA in Collie .	Proposed	Not Funded	0-2 Years	Leader
1.3	Business Support Enhancement	Research and identify in partnership with the CCCI business support programs that respond to local industry needs.	Proposed	Not Funded	2-5 Years	Supporter
1.4	Education-to-Employment Pathways	Advocate the promotion and enhance connections between education, training, and employment opportunities, addressing gaps that support local workforce needs.	Proposed	Not Funded	2-5 Years	Advocator
1.5	Business Showcase and Networking	Explore options to facilitate opportunities for local businesses, entrepreneurs and home-based operators to promote their products and services, build networks and access new markets.	Proposed	Not Funded	2-5 Years	Collaborator

Indicative Future Actions: Currently unfunded and subject to further investigation and identification of resourcing

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2. Building the Economy for our Community

Collie's community - our people, our families, our workers, our business-owners – are the ultimate builders and beneficiaries of our economy. And through this Strategy, we aim to improve economic opportunities and outcomes for everyone in Collie Shire, empowering participation, expanding our skills and enhancing community wellbeing.

ACTION		DESCRIPTION	STATUS	BUDGET	TIMELINE	SHIRE'S ROLE
2.1	Economic Participation and Inclusion Support	Through the Shire's Public Health Plan, collaborate to improve community participation, health and wellbeing outcomes.	Active	Within existing resources	0-2 Years	Collaborator
2.1	Advocate for Equitable Transition Outcomes	Advocate through the Just Transition process for initiatives, programs and investment that address socio-economic disadvantage and improve community wellbeing.	Active	Within existing resources	0-2 Years	Advocator
2.2	Knowledge Economy Working Group	Investigate interest in establishing a working group to strengthen connections between education, industry, government, and training providers and identify opportunities to grow local skills and knowledge-based industries.	Proposed	Not Funded	2-5 Years	Supporter
2.2	Expand Tertiary Education Pathways	Explore opportunities to increase access to tertiary education, higher learning, and professional development pathways within Collie through the Knowledge Economy Working Group (if established).	Proposed	Not Funded	2-5 Years	Supporter
2.3	Data Set – Economic Performance	Develop and maintain a core set of economic data and bi-annually report on trends as they relate to EDTS.	Proposed	Not Funded	2-5 Years	Provider
2.4	Activate Local Co-Working Spaces	Collaborate in promoting and increasing awareness of existing co-working spaces.	Proposed	Not Funded	2-5 Years	Collaborator
2.4	Business Attraction and Investment Promotion	Develop investment prospectus that position Collie as an attractive location for business establishment, expansion, and investment. Actively promote opportunities through industry events, investment forums, and stakeholder engagement.	Proposed	Not Funded	2-5 Years	Provider

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Indicative Future Actions: Currently unfunded and subject to further investigation and identification of resourcing

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3. Investing in Collie's Places and Spaces

Collie Shire is already a great place to live, work, and visit, renowned for our people, towns, heritage, amenity, and natural assets. Retaining and building on these strengths will be a key pillar of this Strategy, enabled by ongoing investment in Collie Shire itself as an attractive and productive foundation of our economy.

ACTION	DESCRIPTION	STATUS	BUDGET	TIMELINE	SHIRE'S ROLE
3.2 CBD Pop-Up Shop Program	Activate vacant shopfronts through temporary retail, business incubator and community uses to encourage entrepreneurship and increase CBD vibrancy.	Active	S32 Funded	Immediate	Partner
3.1 Town Centre Strategy and Master Planning	Seek funding to undertake master planning to support a holistic approach and create an enabling environment for growth and investment in Collie including the Central Business District.	Proposed	Not Funded	2-5 Years	Leader
3.2 CBD Streetscape Enhancement Program	Explore funding opportunities to support infrastructure projects to improve the attractiveness and accessibility of the CBD.	Proposed	Not Funded	2-5 Years	Provider
3.2 Shopfront Improvement Program	Develop and deliver a program to encourage investment in building presentation through financial incentives, façade upgrades, alfresco activation, and property beautification initiatives.	Proposed	Not Funded	2-5 Years	Provider
3.2 Vacant Shopfront Revitalisation	Develop and deliver a program aimed at enhancing the appearance of vacant premises through creative window treatments, artwork, promotional displays, and activation initiatives.	Proposed	Not Funded	2-5 Years	Provider
3.2 Improve Public Infrastructure and Open Spaces	Implement the Shire's Public Health Plan and Public Open Space & Recreation Plan to improve long term wellbeing, health and daily happiness of community residents.	Proposed	Not Funded	2-5 Years	Provider
3.2 CBD and Shire Activation Program	Develop and coordinate a year-round program of events, activities and initiatives that increase visitation, support local businesses, and activate community spaces.	Proposed	Not Funded	2-5 Years	Provider
3.3 Funding and Community Benefit Partnerships	Pursue and establish investment partnerships to support economic development, placemaking, tourism and liveability projects across the Shire.	Proposed	Not Funded	2-5 Years	Provider
3.4 Data Set – Retail and Service Sector	Develop and maintain a core set of retail and service sector data and bi-annually report as they relate to EDTS.	Proposed	Not Funded	2-5 Years	Collaborator

Indicative Future Actions: Currently unfunded and subject to further investigation and identification of resourcing

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4. Supporting the Just Transition

Collie has bright economic prospects ahead, but also an array of immediate challenges, which the Just Transition will be directly addressing. While the Just Transition is a separate process in its own right, this Strategy reaffirms the Shire of Collie's commitment to supporting a fair and effective economic transition for our community.

ACTION	DESCRIPTION	STATUS	BUDGET	TIMELINE	SHIRE'S ROLE
4.1 Collie Just Transition Working Group	Continue to support and participate in the Collie Just Transition Working Group, responding to priorities and opportunities identified through stakeholder collaboration.	Active	Within existing resources	0-2 Years	Leader
4.2 Local Transition Support Projects	Identify and collaborate on small-scale projects and initiatives that assist the community and businesses to adapt to and benefit from the Just Transition.	Active	Within existing resources	0-2 Years	Collaborator
4.3 Community Engagement Program	Coordinate ongoing Shire communications to increase awareness of the Shire's role and participation in Just Transition initiatives and opportunities.	Active	Within existing resources	0-2 Years	Providers
4.4 Just Transition Monitoring and Advocacy	Advocate for transparent monitoring and reporting of Just Transition outcomes using key economic indicators and agreed measures.	Active	Within existing resources	0-2 Years	Advocator

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Indicative Future Actions: Currently unfunded and subject to further investigation and identification of resourcing

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5. Activating our Visitor Economy

The visitor economy is one of Collie's strongest levers for diversifying beyond coal: it brings new spending into town, supports local jobs and small business, and lifts liveability for residents. Collie already has the foundations, from Trail Town status, remarkable lakes, Wellington National Park, industrial heritage, and a growing events calendar. This theme focuses on converting that offer into more visitors who stay longer, spend more, and come back year-round, guided by better data and stronger partnerships.

ACTION	DESCRIPTION	STATUS	BUDGET	TIMELINE	SHIRE'S ROLE
5.1 Visitor and Tourism Support	Seek to establish service level agreements with organisations receiving tourism relating funding from the Shire.	Active	Within existing resources	0-2 Years	Provider
5.2 Wellington National Park Signage	Install additional signage at key locations within Wellington National Park to promote Collie's attractions, improve visitor awareness, and encourage greater visitation to the Shire.	Active	S32 Funded	Immediate	Provider
5.2 Events Venue Guide	Develop and publish a guide to venues and public spaces available for events across the Shire, making it easier for organisers to plan and deliver events in Collie and helping attract and retain a diverse event calendar.	Planned	S32 Funded	0-2 Years	Provider
5.1 Film Friendly Certification	Apply for Film Friendly Western Australia certification so that Collie is seen as a production-ready destination to attract film and television productions, generating economic, tourism, and community benefits for the region.	Proposed	Not Funded	2-5 Years	Provider
5.1 Combined Collie Markets and Events	Investigate local interest in the development of a combined local market and/or coordinated large events to enhance community and place activation.	Proposed	Not Funded	2-5 Years	Supporter
5.1 Destination Marketing Plan and Digital Promotion	Investigate options and costs to implement a marketing plan with a digital-first approach to increase destination awareness, drive visitation and strengthen the Collie tourism brand.	Proposed	Not Funded	2-5 Years	Supporter
5.1 AI-Ready Tourism Marketing Framework	Evaluate impacts of AI-enabled tourism marketing and visitor engagement technologies and provide a report with recommendations to Council through the TED Committee.	Proposed	Not Funded	2-5 Years	Supporter
5.2 Visitor Information, Servicing and Wayfinding Review	Evaluate the need for an updated review on options to improve visitor information, servicing and wayfinding through digital platforms, directional signage and targeted tourism signage at key locations.	Proposed	Not Funded	2-5 Years	Provider
5.3 Data Set – Visitor Economy	Develop and maintain a core set of tourism data and bi-annually report on trends as they relate to EDTS.	Proposed	Not Funded	2-5 Years	Provider
5.3 Tourism Asset Development and Advocacy	Advocate for and support investment in, development of, and maintenance of key tourism assets and infrastructure. This could include the existing trails, Black Diamond Lake, the Roundhouse precinct, the proposed Visitor Centre and Museum co-location project and an Industrial Heritage Trail.	Proposed	Not Funded	2-5 Years	Advocator

Indicative Future Actions: Currently unfunded and subject to further investigation and identification of resourcing

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ACTION	DESCRIPTION	STATUS	BUDGET	TIMELINE	SHIRE'S ROLE
5.4 Industry Digital Readiness	Work with local tourism and hospitality operators to keep Google Business Profiles, ATDW listings current and websites are AI-ready, so Collie product is discoverable through Tourism WA and third-party channels.	Proposed	Not Funded	2-5 Years	Collaborator
5.4 Tourism Industry and Regional Partnerships	Continue to support and strengthen partnerships with tourism organisations, industry groups, and neighbouring local governments to maximise collaborative marketing, advocacy, and destination development opportunities.	Proposed	Not Funded	2-5 Years	Collaborator
5.4 Industry Engagement	Work with the CCCI and Visitor Centre to share insights and opportunities through various formats and regular networking opportunities.	Proposed	Not Funded	2-5 Years	Provider

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Indicative Future Actions: Currently unfunded and subject to further investigation and identification of resourcing

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6. Encouraging Economic Diversification and Innovation

Change and dynamism are intrinsic economic qualities, bringing both opportunity and risk. Collie will continue to face local and global economic transformations and disruptions; encouraging economic diversification and innovation will help Collie build a stronger and more resilient economy.

ACTION	DESCRIPTION	STATUS	BUDGET	TIMELINE	SHIRE'S ROLE
6.2 **Business Incubation and Entrepreneurship**	Explore options to support business start-ups, innovation and entrepreneurship through mentoring, networking, education programs, and business development initiatives delivered with local partners.	Proposed	S32 Funded *(not confirmed)*	0-2 Years	Collaborator
6.1 Innovation and Diversification Advocacy	Work with the Chamber of Commerce and key stakeholders to identify barriers and opportunities for innovation and economic diversification and advocate for priority actions and policy improvements.	Proposed	Not Funded	2-5 Years	Collaborator and Advocator
6.2 Business Innovation and Capability Development	Advocate and co-promote (where relevant) innovation support programs and deliver practical initiatives that help local businesses adopt new technologies, improve capability, and pursue growth opportunities.	Proposed	Not Funded	2-5 Years	Advocator
6.3 Young Entrepreneurs Program	Scope and support interest in a pilot program that supports young people to develop business ideas, entrepreneurial skills, and pathways to local enterprise creation.	Proposed	Not Funded	2-5 Years	Collaborator
6.4 Research, Education and Knowledge Partnerships	Through the Knowledge Economy Working Group (if established), seek to ascertain interest from universities, research institutions, and regional stakeholders to host an increased number of student placements, field trips, research projects, and knowledge-sharing in Collie.	Proposed	Not Funded	2-5 Years	Supporter
6.4 Innovation and Investment Positioning	Develop targeted marketing materials and campaigns that position Collie as a location for innovative investment, research, training, government programs, and emerging industries.	Proposed	Not Funded	2-5 Years	Provider
6.5 Collie Creative Network	Explore the breadth and depth of Collie's creative industries to identify growth opportunities.	Proposed	Not Funded	2-5 Years	Collaborator

Indicative Future Actions: Currently unfunded and subject to further investigation and identification of resourcing

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7. Facilitating Housing, Investment, and Infrastructure

To build Collie's future economy, we need to continue attracting key economic inputs and enablers – population, housing, capital, and infrastructure. This Strategy aims to facilitate an ongoing flow of investment into Collie's economy, providing sure foundations for future growth and prosperity.

ACTION	DESCRIPTION	STATUS	BUDGET	TIMELINE	SHIRE'S ROLE
7.1 Youth & Family Attraction Initiatives	Identify and consider support for projects, programs and partnerships that attract and retain young people and families in Collie.	Proposed	Not Funded	2-5 Years	Collaborator
7.1 Investment Prospectus	Develop an investment prospectus that positions Collie as an attractive location for business establishment, expansion and investment. Actively promote opportunities through industry events, investment forums and stakeholder engagement.	Proposed	Not Funded	2-5 Years	Provider
7.2 Land Use, Spatial Planning & Development Readiness	Review and update land use, spatial and land-release plans to facilitate investment, development opportunities.	Proposed	Not Funded	2-5 Years	Leader
7.3 Data Set – Investment Gap & Opportunity Identification	Develop and maintain a core set of economic data and report bi-annually on the gaps and opportunities as they relate to EDTS.	Proposed	Not Funded	2-5 Years	Leader
7.3 Strategic Infrastructure Planning	Identify and prioritise long-term infrastructure needs that support economic growth, liveability and investment attraction. Develop a major projects advocacy document to support this initiative.	Proposed	Not Funded	2-5 Years	Leader
7.4 Housing and Land Supply	Advocate for and work with State Government to address housing and land supply to support diversification and the Just Transition.	Proposed	Not Funded	2-5 Years	Leader

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Indicative Future Actions: Currently unfunded and subject to further investigation and identification of resourcing

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87 Throssell Street
Collie WA 6225

t: 9734 9000
e: colshire@collie.wa.gov.au
collie.wa.gov.au

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