



LANDCORP

Midlands Centres

Growing our Community

An Economic Development and Implementation Strategy

(Executive Summary)



**ROYALTIES
FOR REGIONS**



Wheatbelt
Development
Commission

Executive Summary

‘Growing our Community’ – An Economic Development and Implementation Strategy for the Midlands Centres (the Plan) provides a vision and guiding principles to enable economic growth and enhance prosperity and well-being for the communities of the Shires of Dalwallinu, Moora and Wongan-Ballidu (*the Midlands Centres*). The Plan includes actions, projects and initiatives to promote and share the benefits of growth across the sub-region and accommodate a population of approximately 15,000 in the Midlands Centres by 2050. This Plan has been prepared by the Wheatbelt Development Commission and LandCorp in collaboration with stakeholders and the communities of the region.

Vision for the Midlands Centres:

“Economically and socially sound communities that enhance the Midlands Centres attractiveness to visitors, prospective residents and business partners to provide services and infrastructure to support a vibrant rural community.”



Guiding Principles

The Plan identifies six key areas to focus on to achieve the vision.

Economy

The Midland Centres will build on its diverse and thriving business, industry and service hubs where innovative opportunities are actively pursued and fostered through:

- Being proactive in attracting new business to the Midland Centres and encouraging existing businesses to grow.
- Improving the level and range of local employment opportunities.
- Attraction and retention of knowledge and investment, people and skills.
- Supportive business environments.
- Sustainable growth supported by innovative industry.

Communities

The Midland Centres will build on relaxed, family friendly communities with healthy lifestyles with a wealth of activities for all. This will be achieved by:

- Creating a healthy, active, safe and informed community.
- Encouraging community participation and involvement.
- Creating affordable and accessible services that meet community expectations.
- Founding a high quality of life for the people of Midlands Centres.
- Enjoying a diverse range of social, recreational and volunteer opportunities.
- Respecting diversity and being inclusive of all peoples.
- Celebrating the Midlands Centres rich cultural heritage.
- Building on the Midlands Centres emerging arts and cultural scene.
- Encouraging community driven attraction and delivery of social services.

Built Form and Housing

The built form and housing will capture the character and setting of the Midland Centres; connecting people and places and integrating sustainable infrastructure that meets the needs of the growing community and economy by:

- Creating active and vibrant spaces.
- Developing well connected and liveable communities.
- Encouraging design elements to celebrate communities.
- Supporting sustainable building and infrastructure design.

Infrastructure

Pursue the delivery of timely, sustainable, integrated and high quality, modern infrastructure to meet the social, economic and environmental needs that will create well connected, liveable communities with sustainable employment opportunities by:

- Enhancing the Midlands Centres appeal for lifestyle and business development.
- Encouraging energy efficiency and sustainability.
- Adopting a whole-of-government approach towards infrastructure provision to meet the current and future needs for growth.
- Providing quality regional infrastructure to facilitate appropriate population growth.
- Improving investment in regional infrastructure to ensure greater prosperity, productivity and growth of the communities.
- Supporting public-private partnerships and other arrangements to deliver efficient and timely infrastructure projects.
- Consolidating sport and recreation facilities.

Natural Environment

The environmental values and natural resources of the Midland Centres need to be protected for the benefit of current and future generations while providing appropriate development opportunities. This can be achieved by:

- Maintaining and enhancing the natural environment, addressing risk areas.
- Achieving environmentally sustainable and economically viable management of waste.
- The development of sustainable town sites, integrating natural elements and connection to the environment.
- Responsible access, use and enjoyment of the natural environment.
- Having a strong connection with the environment.

Governance

The Midlands Centres will embrace collaborative and proactive leadership delivering on the values and aspirations of the communities through:

- Effective resourcing and management of Local Government activities.
- Effectively using any established and formal collaborative bodies to provide efficient, cost effective regional solutions.
- Providing positive leadership within the Sub-Region.
- Becoming customer focused.
- Ensuring open and representative decision-making processes.
- Achieving community support for the Sub-Region's Strategic Plans and Growth Planning.
- Delivering a cross-organisational approach delivered through strategic partnerships.
- Focusing on delivering shared outcomes and;
- Monitoring triggers in the Plan.

Priority Projects and Initiatives

Several key projects and initiatives for the Midlands Centres have been identified for both Local and State Governments and will help to implement the Plan's vision. The Midlands Centres Reference Group, in conjunction with the Shires of Dalwallinu, Moora and Wongan-Ballidu, has identified 13 priority projects and initiatives for the Plan period 2015 to 2050. They are:

- *Midlands Centres Industry Development Infrastructure*
- *Midlands Centres Marketing Strategy*
- *Housing*
- *Dalwallinu Business Incubator Units*
- *Development of Mocardy Centre*
- *Moora and Adjacent Areas – Development of Ground Water Resources*
- *Midlands Centres Transport Strategy*
- *Aged Care*
- *Innovation Central Midlands Inc. (ICM)*
- *Midlands Centres Total Water Management*
- *Tourism*
- *Midlands Centres Airfield Development*
- *Digital Midlands Centres*

Refer to the Implementation Plan in Appendix 7.0 for more information on these priority projects and initiatives.

The priority projects are of significance to the Central Midlands Sub-Region, impacting in and across the Midlands Centres of Dalwallinu, Moora and Wongan Hills. These relate to the key economic drivers of the sub-region including agriculture, peri-urban and rural living, tourism, mining, manufacturing and health. These projects will enable population and economic growth; encouraging more people to choose to live and work in the Midlands Centres Communities.





Introduction

The Purpose of ‘Growing our Community’

The Midlands Centres comprises of the three Local Governments of Dalwallinu, Moora and Wongan-Ballidu. This area is home to approximately 5,176¹ people (2013 ERP of 5,341²). This Plan sets the vision and guiding principles for the development of the Midlands Centres until 2050. The Midlands Centres and the broader Central Midlands Sub-Region will experience the benefits that stem from growth achieved by successfully implementing the actions, projects and initiatives as outlined within this document.

The Central Midlands Sub-Region is well placed to accommodate growth, with regional wealth in natural amenities and attractions, existing infrastructure and functional, sustainable communities. Specifically, the Local Government Authorities (LGA's) of Dalwallinu, Moora and Wongan-Ballidu possess unique comparative strengths complementing one another, making these three Midlands Centres a logical grouping.

Implementing the strategies and projects in the Plan will attract investment and enable people to take advantage of the significant opportunities available throughout the Midlands Centres while acknowledging that each LGA possesses a unique set of demographics, business and infrastructure characteristics and plays a different role in the sub-region.

To best accommodate growth, the Midlands Centres must adopt a collaborative approach. Universal challenges such as housing shortages and infrastructure limitations can be best resolved collaboratively. This Plan will guide decisions on a wide range of issues such as transport, infrastructure planning, cultural heritage, land-use planning, environment and resource protection in the interest of creating a clear picture to support investment decision making and promoting economic prosperity.

The Plan provides a foundation to enable sustainable economic development and strengthens communities where people live, work and play. Natural environmental features and distinctive local character is identified and provides further opportunities for regional growth.

Future economic growth and dynamism of the Midlands Centres will be delivered through key growth themes of agriculture, horticulture and livestock, peri-urban and rural living, mining, manufacturing and support services, health and aged care and tourism. These areas will drive population growth, encouraging more people to choose to live and work in the Midlands Centres and the Central Midlands Sub-Region.

The Plan will ensure that the three centres support growth and innovation in a wide variety of businesses and industries. Sustained and improved business activity of all kinds and at all scales will contribute to a stronger regional economy and leadership for improving the way in which the towns will grow in the long term.

The Plan does not replace the existing planning framework but works with it to provide growth management direction to create attractive places designed to sustain happy, healthy and safe

¹ Australian Bureau of Statistics. 2011. Shire Of Wongan-Ballidu, Dalwallinu & Moora Basic Community Profile

² Australian Bureau of Statistics. 2013. Estimated Resident Population (ERP)

communities to meet people's needs and aspirations throughout their lives. This is important for attracting new businesses and skilled workers who will play a major role in the economic success and growth of the Sub-region.

By making the towns more desirable places to live and work in, the Plan will ensure that the Midlands Centres and the broader Central Midlands Sub-Region will be the focus for good quality community infrastructure and services to support future growth. It also provides the opportunity for improved communication to enable collaboration with stakeholders to work towards a shared vision and goals for the future.

Central Midlands Sub-Region

The Central Midlands Sub-Region is made up of five Shires: Chittering, Dalwallinu, Moora, Wongan-Ballidu and Victoria Plains. In this Plan, only three of the five LGAs, Dalwallinu, Wongan-Ballidu and Moora are examined due to their roles as regional centres and in terms of their economic development and implementation strategy for growth as 'one'. Therefore, the term 'Midlands Centres' will be used to reference these three local governments throughout the document (Figure 1). The remaining LGA's of the Central Midlands Sub-Region are not considered in the context of this Plan. Victoria Plains is a highly specialised centre and Chittering is identified within the Central Midlands Sub-Regional Economic Strategy as strongly aligned with the Central Coast Sub-Region and its social and economic drivers.

The Central Midlands Sub-Region is home to an Estimated Residential Population (ABS-ERP) of 10,755³ people across five LGAs and is renowned for its diverse economic structure and drivers and myriad communities and townships. Extending from the north of the Greater Perth Region to the Mid-West Region, the Sub-Region is playing an important role in helping to diversify and decentralise Western Australia's projected population growth.

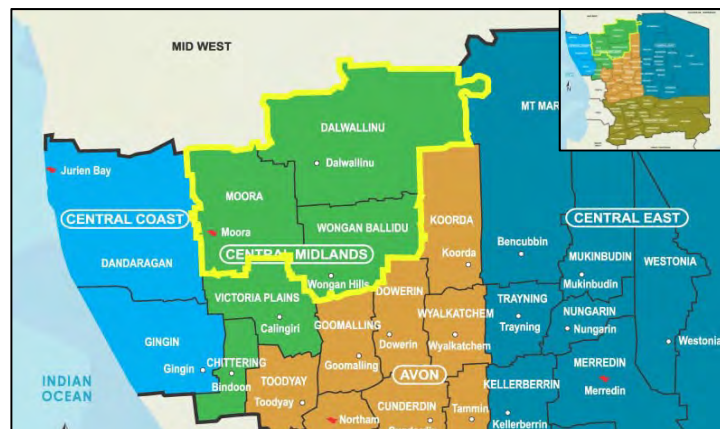


Figure 1: The Central Midlands (Green) & Midlands Centres (Yellow Border)

Midlands Centres

The Midlands Centres are a 2-3hr drive north of Perth and have a high standard of infrastructure including rail (grain freight), highway access (Great Northern Highway, Midlands Rd, Brand Highway and Northam-Pithara Rd), water supply and power. Social and economic infrastructure also includes a highly recognised district hospital, aged care services, recreation complexes, primary schools, district high schools, senior high school & residential college, Central Regional TAFE Campus, supermarkets, specialty shops, cafes, pubs and restaurants³.

³ RPS. 2014. Central Midlands Sub-Regional Economic Strategy

Demographics

Table 1 below illustrates the demographic profile of the Shires which comprise the Midlands Centres, the Central Midlands Sub-Region and Western Australia. Midlands Centres contains 49% (5,176) of the Central Midlands population (10,498). The gender balance is relatively neutral, with 51.4% being male and females 48.5%. The medium age varies by LGA (38-40), however is above the WA median (36) indicating an ageing population.

Table 1: Demographic Profile Of Dalwallinu (Shire)⁴, Moora (Shire)⁵, Wongan-Ballidu (Shire)⁶, Midlands Centres, Central Midlands Sub-Region⁷ & Western Australia⁸

	Shire of Dalwallinu	Shire of Moora	Shire of Wongan-Ballidu	Midlands Centres (Shire Total)	Total Central Midlands Sub-Region	Western Australia
People	1,266	2,476	1,434	5,176	10,498	2,239,170
Male	678	1,246	738	2,662	5,413	1,126,178
Female	588	1,230	696	2,514	5,085	1,126,178
Median Age	40	37	38	n/a	n/a	36
Families	332	660	376	1,368	2,863	585,311
Average Children Per Family	2.1	1.9	2.0	n/a	n/a	1.9
Private Dwellings	677	1,084	770	2,531	4,930	960,717
Average People Per Household	2.5	2.5	2.4	n/a	n/a	2.6
Median Weekly Household Income	\$1,171	\$1,180	\$1,172	n/a	n/a	\$1,415
Median Monthly Mortgage Repayments	\$953	\$919	\$975	n/a	n/a	\$1,950
Median Weekly Rent	\$110	\$125	\$114	n/a	n/a	\$300
Average Motor Vehicles Per Dwelling	2.2	2.2	1.9	n/a	n/a	1.9
Children Aged 0-14 Years (% Of Population)	19.6	22.2	23.9	22.0	22.0	19.7

Age Profile

Figure 2 shows a sizeable 0-14 age cohort representation in the Shires of Moora and Wongan-Ballidu in comparison to the overall population breakdown. The Dalwallinu 0-14 age cohort however is less pronounced and the number of those aged 0-14 is more homogenous with the overall age cohort representation. Dalwallinu's trend would indicate a level of stagnation in terms of population growth; however, the Australian Bureau of Statistics does not accurately capture 457 visa holders (migrant workers) which are in addition to the ABS 2011 Census. The Shire has estimated this cohort would equate to 15% of the Shires population⁹. Therefore the statistics don't represent current trends for Dalwallinu's population accurately. Overall, Moora has a very large youth population, a result of the centres advantages in the provision of regionally significant education services. In addition, there is a sizeable aged demographic present, likely a result of the Moora Hospital, ancillary medical services and aged care housing and services within the Shire.

⁴ Australian Bureau of Statistics. 2011. Quickstats Dalwallinu

⁵ Australian Bureau of Statistics. 2011. Quickstats Moora

⁶ Australian Bureau of Statistics. 2011. Quickstats Wongan Ballidu

⁷ RPS. 2014. Central Midlands Sub-Regional Economic Strategy

⁸ Australian Bureau of Statistics. 2011. Quickstats Western Australia

⁹ Shire Of Dalwallinu. 2015. Unpublished Statistics

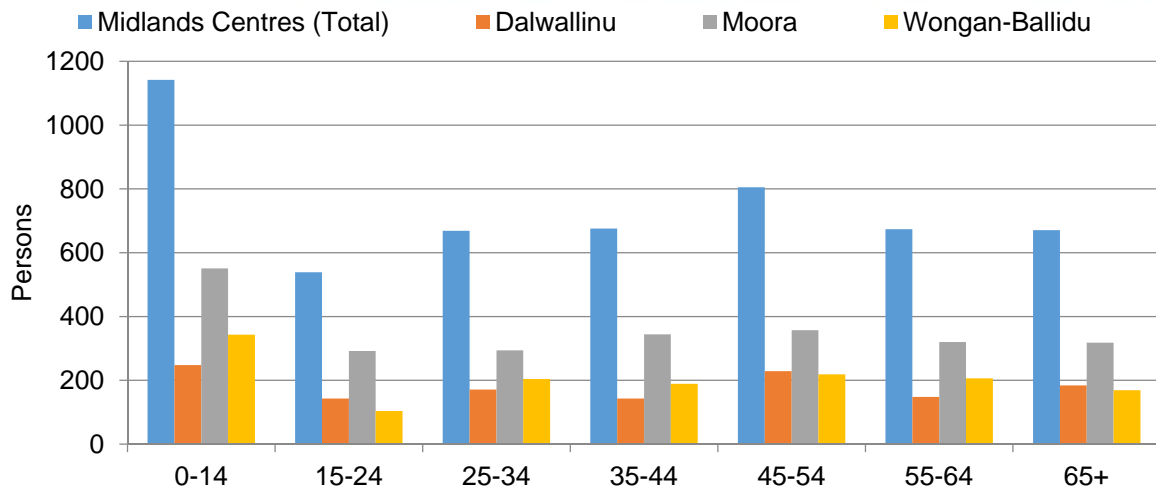


Figure 2: Population Breakdown By Age¹⁰

A relatively large proportion of those in the 25-44 age cohort represent the emergence of the family demographic within the Midlands Centres region, illustrated in reviewing Figure 2 & 3 together. The number of households with couples (no kids) and single persons indicates future capacity for population growth (discounting aged single persons & couples).

The younger persons within the 15-34 age cohort are likely to leave the Midlands Centres area due to economic and social factors, a common trend across Western Australia's regions. In many cases it is to pursue education or employment opportunities. However the 25-34 age cohort shows strong increase in numbers and it is therefore likely that inward migration is reducing the impact of outward migration of the young adult demographic.

The age cohort 35-65+ in Wongan-Ballidu is impacted by a strong economic and social driver operating in the Central Midlands Region. Wongan-Ballidu has a strong lifestyle, natural amenity and rural residential character in its communities. Trends indicate that lifestyle and retirement have been a strong population growth factor in the expansion of Wongan Hills, a result of this economic/social driver.

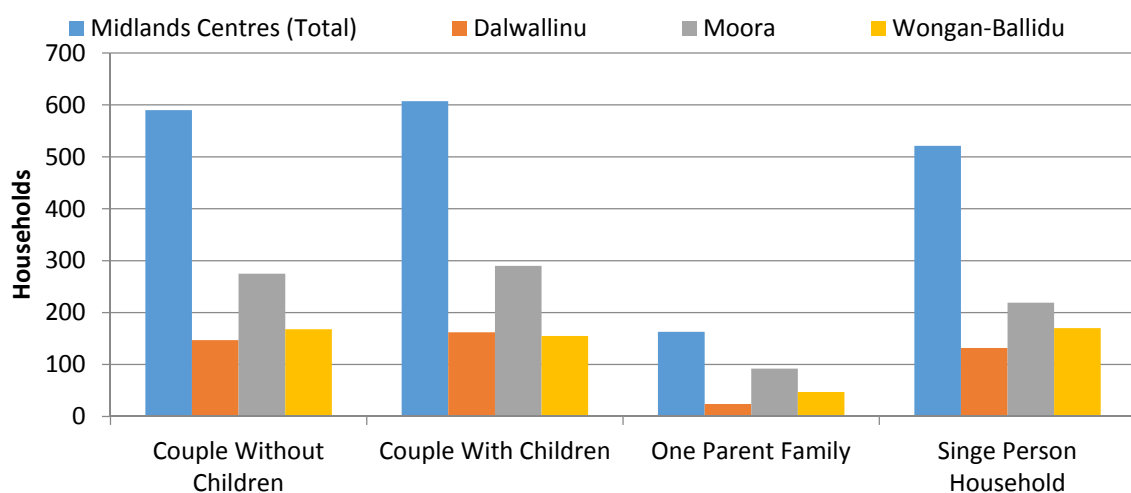


Figure 3: Household Composition By Family Status¹⁰

¹⁰ Australian Bureau of Statistics. 2011. Shire of Wongan-Ballidu, Moora & Dalwallinu Basic Community Profile

Growth Scenarios

Growth scenarios and population projections are an effective method of planning the priority actions, projects and initiatives required to implement the Plan's vision. Figure 4 outlines the growth scenarios for the Central Midlands Sub-Region, while Figure 5 examines the Midland Centres. Figure 6 provides an examination of the growth scenarios by local government. The projects utilise annual average growth rates in contrast with the 'business as usual' Band C projection from the Western Australian Planning Commission due to the economic drivers identified by RPS for the Central Midlands Sub-Region.

This Plan's population scenarios require the mid-line projection identified in Figure 6 to be achieved to meet the 2050 population target of approximately 15,000 people in the Midlands Centres. Each of the Local Governments must take a positive approach to increasing the population and actively work to achieve the required targets. All three Local Governments have experienced varying degrees of growth over the last decade and this requires consideration when planning for future growth.

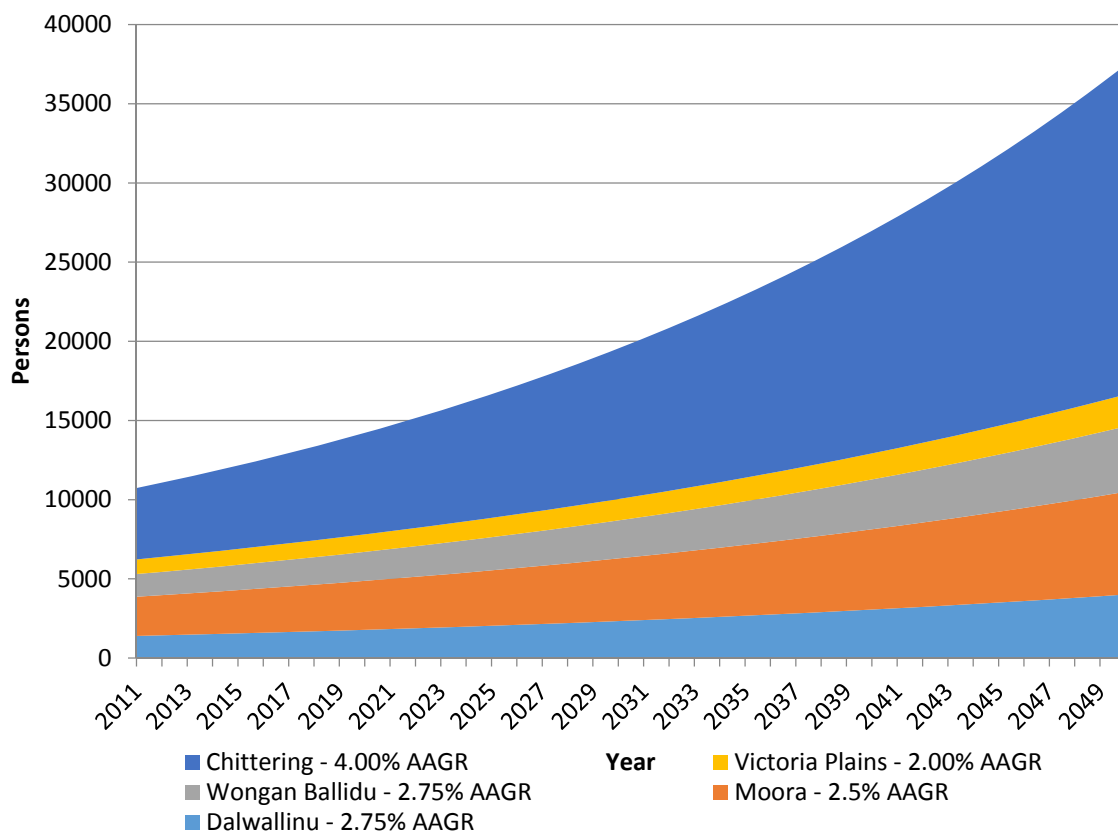


Figure 4: Central Midlands Population Projection (Source: WDC)

Central Midlands Sub-Region:

Figure 4 outlines the Central Midlands Sub-Region, incorporating the LGA's of Dalwallinu, Moora, Wongan-Ballidu with the LGA's of Victoria Plains and Chittering. Chittering is expected to see high growth due to its boundary abutting the Perth Metropolitan Region. Meanwhile, Victoria Plains is unlikely to grow as quickly, due to constrained centres (New Norcia) and the existing and well-defined regional centres of the Midlands Centres.

- The Shire of Chittering will grow at an AAGR of 4%. It is increasingly being included as part of the Central Coast Sub-Region and not the Central Midlands due to similarities in economic and population growth drivers.
- The Central Midlands (excluding the Shire of Chittering) will grow to 16,362 in 2050 from 6,246 as of 2011 (2.5% AAGR).
- The Shires of Dalwallinu and Wongan-Ballidu will grow at an AAGR of 2.75%. They will grow faster due to their industry and lifestyle drivers.
- The Shire of Victoria Plains will grow at a lower AAGR of 2%. This is a result of constraints (geography, constrained/specialised existing centres and economic drivers).
- The Shire of Moora will grow faster than the Shire of Victoria Plains at 2.5%, but slower than the Shires of Dalwallinu and Wongan-Ballidu (2.75% due to distance to major highway and traditional growth as a service centre).

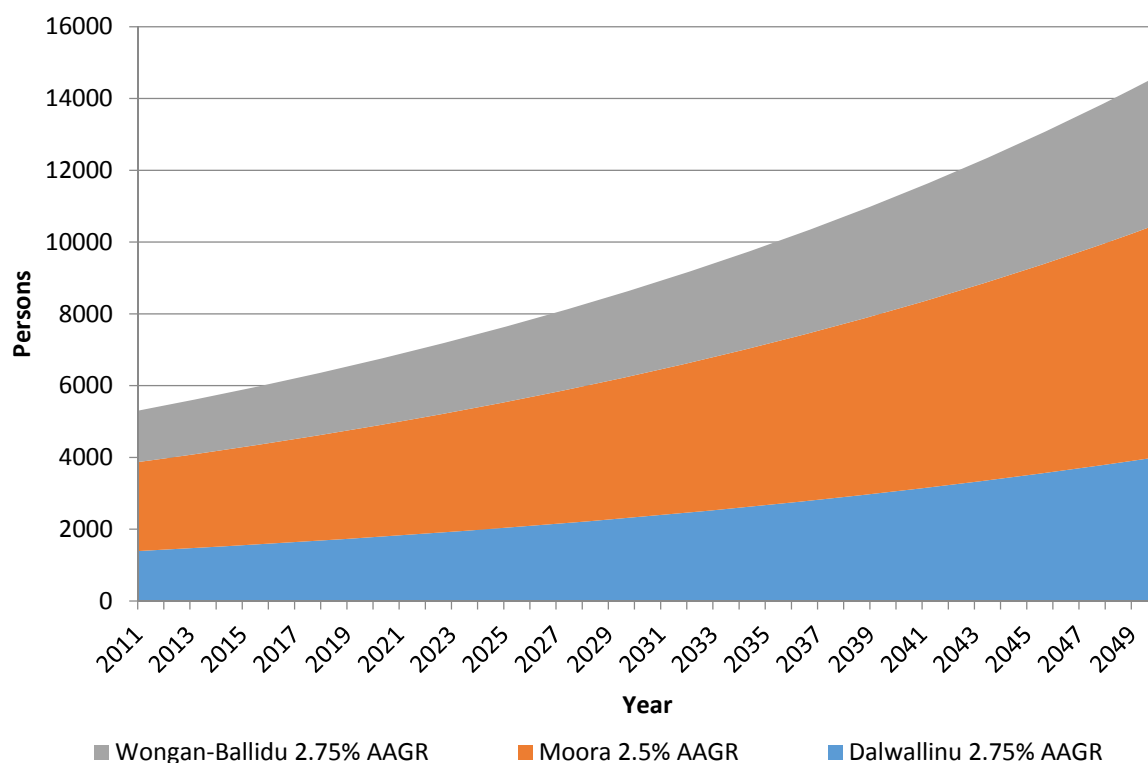


Figure 5: Midlands Centres Population Projection (Source: WDC)

Figure 5 shows the Midlands Centres population growth scenario as a result of the mid-line AAGR projections from the Shires of Dalwallinu, Moora and Wongan-Ballidu. These projections are a result of economic analysis conducted through the Wheatbelt Regional Investment Blueprint and through detailed research in the preparation of the Central Midlands Sub-Regional Economic Strategy.

Moora as an important service hub is expected to continue to experience population growth (AAGR 2.5%); however the current smaller population centres of Dalwallinu and Wongan-Ballidu are expected to experience stronger population growth (AAGR 2.75%). These two centres have a relatively smaller population as a starting base in comparison to Moora (Moora 41% share of the Midland Centres population in 2011 compared to Dalwallinu – 21% and Wongan Ballidu – 23%). They also have strong growth industries (Dalwallinu – manufacturing, heavy & light industry, Wongan-Ballidu – lifestyle and amenity led development and agricultural service growth)¹¹.

¹¹ RPS, 2014. Central Midlands Sub-Regional Economic Strategy

Midland Centres (Local Governments)

The projects utilise annual average growth rates in contrast with the 'business as usual' Band C projection from the Western Australian Planning Commission. Three population scenarios are included for each Local Government, low, medium and high annual average growth rate (AAGR) scenarios based on the sub-regional economic planning and analysis conducted on the sub-region.

Shire of Dalwallinu

- The population of the Shire of Dalwallinu decreased by 7.5% between 2006 and 2011¹².
- Visa workforce numbers have a major impact on Dalwallinu, with 457 visa immigration arrangements accounting for approximately 15% of the population which is not recorded in the Census. The Shire indicates that 10% population growth has occurred since 2011 to 2015. As of February 2015 there were 96 residents on 457 visas or dependent on 457 visa holders¹³.
- The WAPC population projections predict the population will decrease to around 1,190 people by 2026¹⁴.
- Projection - As of 2011, the population stands at 1,392 (including persons under 457 visa immigration arrangements)¹². A mid-line AAGR of 2.75% will result in a population of 2,395 in 2031 and 4,010 by 2050.

Shire of Moora

- The population of the Shire of Moora increased by 2.7% between 2006 and 2011¹⁵.
- The WAPC population projections predict the population will decrease to around 2,180 people by 2026¹⁴.
- Projection – As of 2011, the population stands at 2,476¹⁵. A mid-line AAGR of 2.5% will result in a population of 4,057 in 2031 and 6,486 by 2050.

Shire of Wongan-Ballidu

- The population of the Shire of Wongan-Ballidu increased by 3.5% between 2006 and 2011¹⁶.
- The WAPC population projections predict the population will decrease to around 1,460 people by 2026.
- Projection – As of 2011, the population stands at 1,434¹⁶. A mid-line AAGR of 2.75% will result in a population of 2,467 in 2031 and 4131 by 2050.

¹² Australian Bureau of Statistics. 2011. Quickstats Dalwallinu

¹³ Shire Of Dalwallinu. 2015. Unpublished Statistics

¹⁴ WAPC. 2012. WA Tomorrow Band C Population Projections

¹⁵ Australian Bureau of Statistics. 2011. Quickstats Moora

¹⁶ Australian Bureau of Statistics. 2011. Quickstats Wongan Ballidu

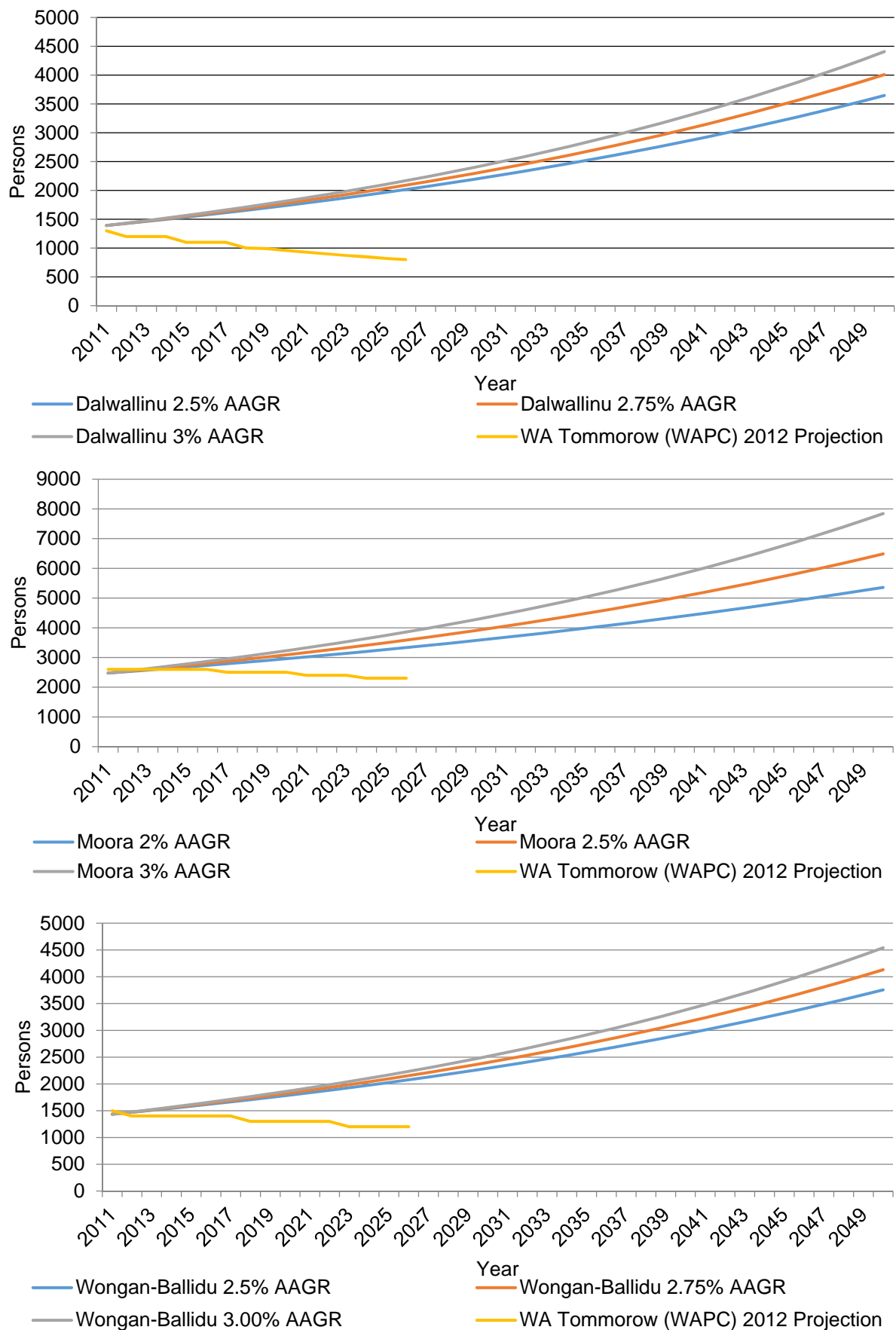


Figure 6: Shires Of Dalwallinu, Moora & Wongan-Ballidu Population Projections (AAGR ProjectionsSource: WDC, WA Tomorrow Band C Source: WAPC)

Education

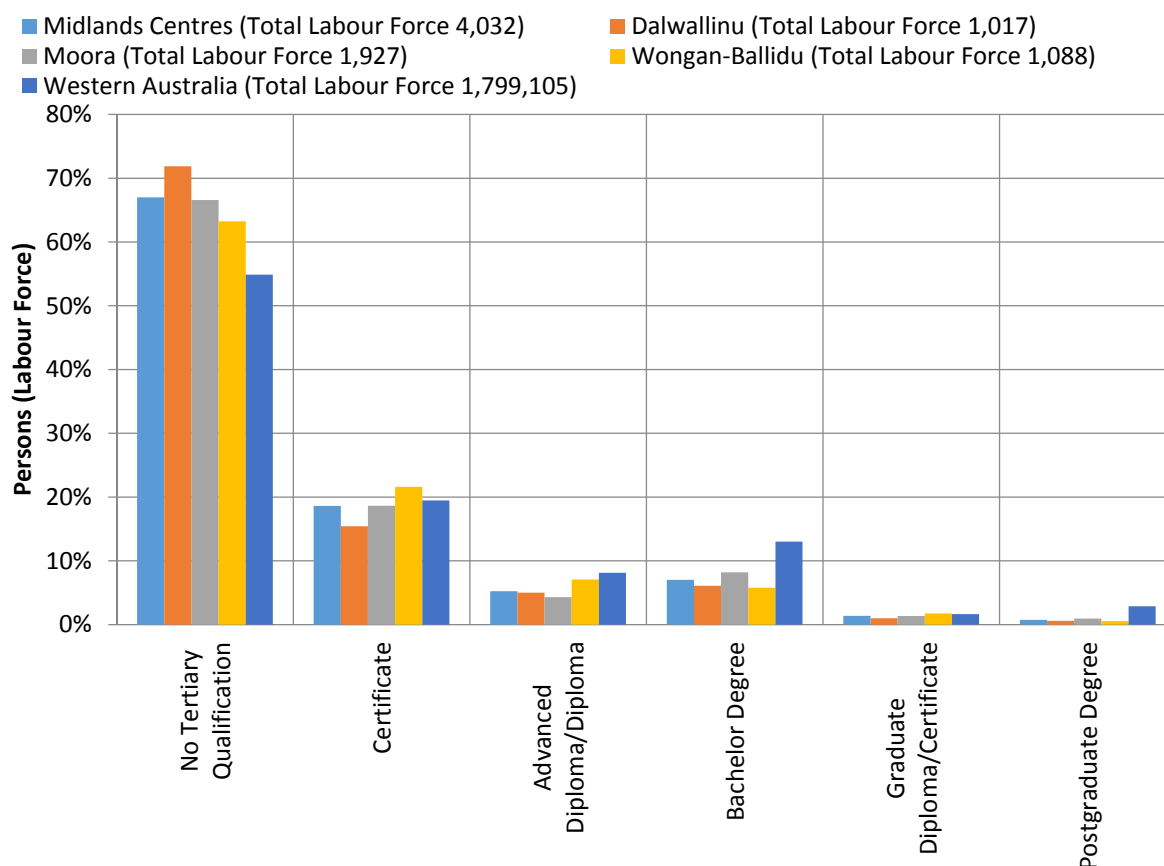


Figure 10: Levels of Education Qualification – Midlands Centres/Town Population vs Western Australia^{20 21}

As indicated in Figure 10, the Midlands Centres have a lower representation of persons in the labour force with education qualifications than the State overall. All LGA's have a higher proportion of those with no tertiary qualifications than the State, with Dalwallinu the highest at 72% of the population (WA 55%). It should be noted, as elsewhere in this document, that the 457 visa workers are not recorded within ABS statistics and this number is likely lower.

Wongan-Ballidu has a high number of people in the labour force with certificates and is comparable to Western Australia overall in those persons holding diplomas and advanced diplomas. Moora and its role as a centre for health, government and education services is clearly identified in the level of persons holding bachelor degrees, related to these occupations and employment eligibility.

Employment

According to the Department of Employment Small Area Labour unemployment rates as of March 2015 were:

- Shire of Dalwallinu 3.0%²²;

²⁰ Australian Bureau of Statistics. 2011. Shire of Wongan-Ballidu, Moora & Dalwallinu Basic Community Profile

²¹ Australian Bureau of Statistics, 2011. Western Australia Basic Community Profile

- Shire of Moora 3.0%²²; and
- Shire of Wongan-Ballidu 3.2%²².

Unemployment rates in each Shire peaked in mid-2014, but have since fallen reflecting restructure of the labour force. In general, the labour force size in all Shires has fallen indicated in Figure 11, reflecting the decline in population in the LGA's and the ageing of the population and the outward migration of youth from the Midlands Centres.

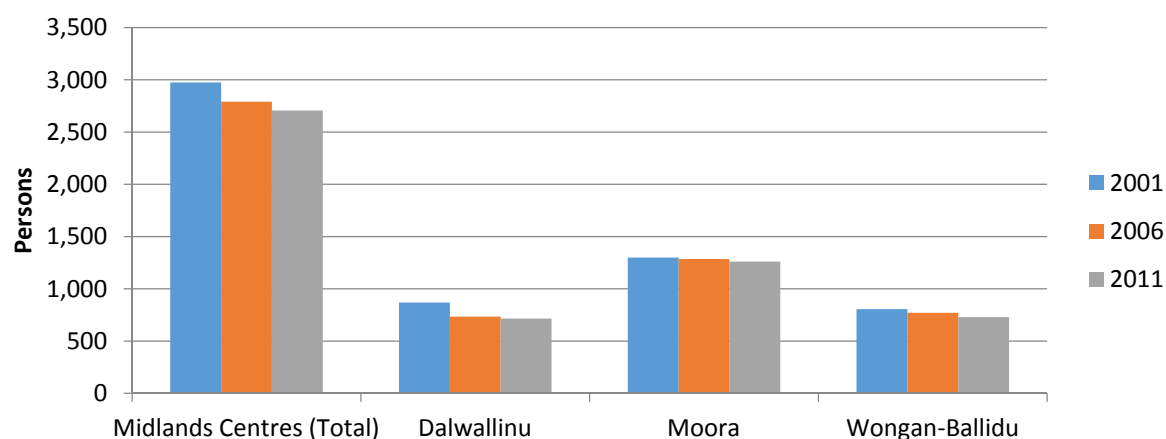


Figure 11: Size of Total Labour Force By Census Years (Labour Force Size In Persons)²³

Employment Industries

Currently the major employment industry for each LGA of the Midland Centres is farming. The top four industries for each LGA are as follows²⁴:

Shire of Dalwallinu:

- Agriculture – Livestock and cropping;
- Education and training;
- Manufacturing; and
- Local Government.

Shire of Moora:

- Agriculture – Livestock and cropping;
- Education and training;
- Local Government; and
- Transport.

Shire of Wongan-Ballidu:

- Agriculture – Livestock and cropping;
- Education and Training;
- Whole sale supply; and
- Retail.

²² Department of Employment. 2015. Small Area Labour Markets – March Quarter 2015

²³ Australian Bureau of Statistics, 2011. Shire of Wongan-Ballidu, Dalwallinu & Moor Time Series Profile

²⁴ RPS, 2014. Central Midlands Sub-Regional Economic Strategy

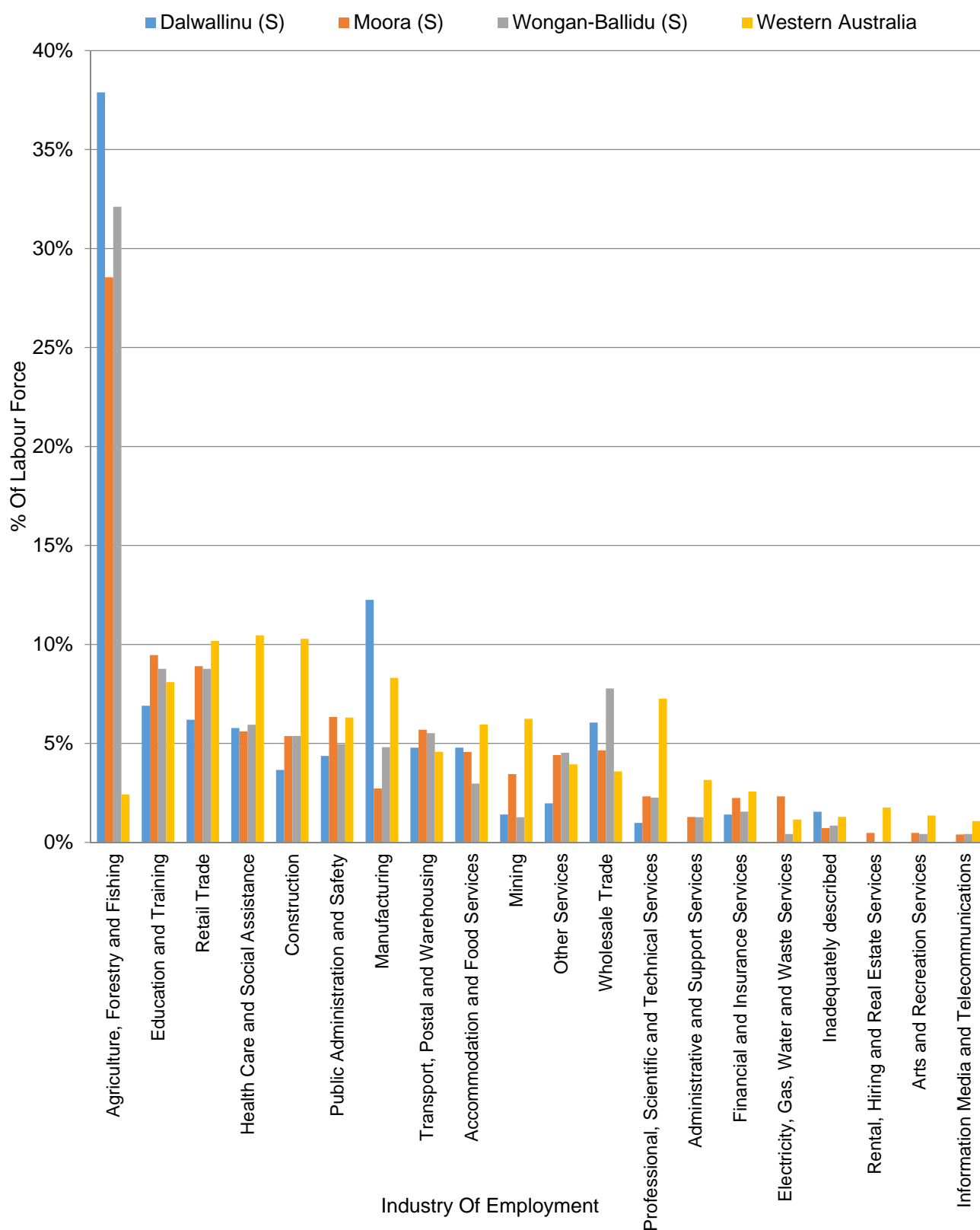


Figure 9: Employment By Industry - Shires of Wongan-Ballidu, Moora, Dalwallinu vs Western Australia^{22 23}

²² Australian Bureau of Statistics, 2011. Shire of Wongan-Ballidu, Moora & Dalwallinu Basic Community Profile

²³ Australian Bureau of Statistics, 2011. Western Australia Basic Community Profile

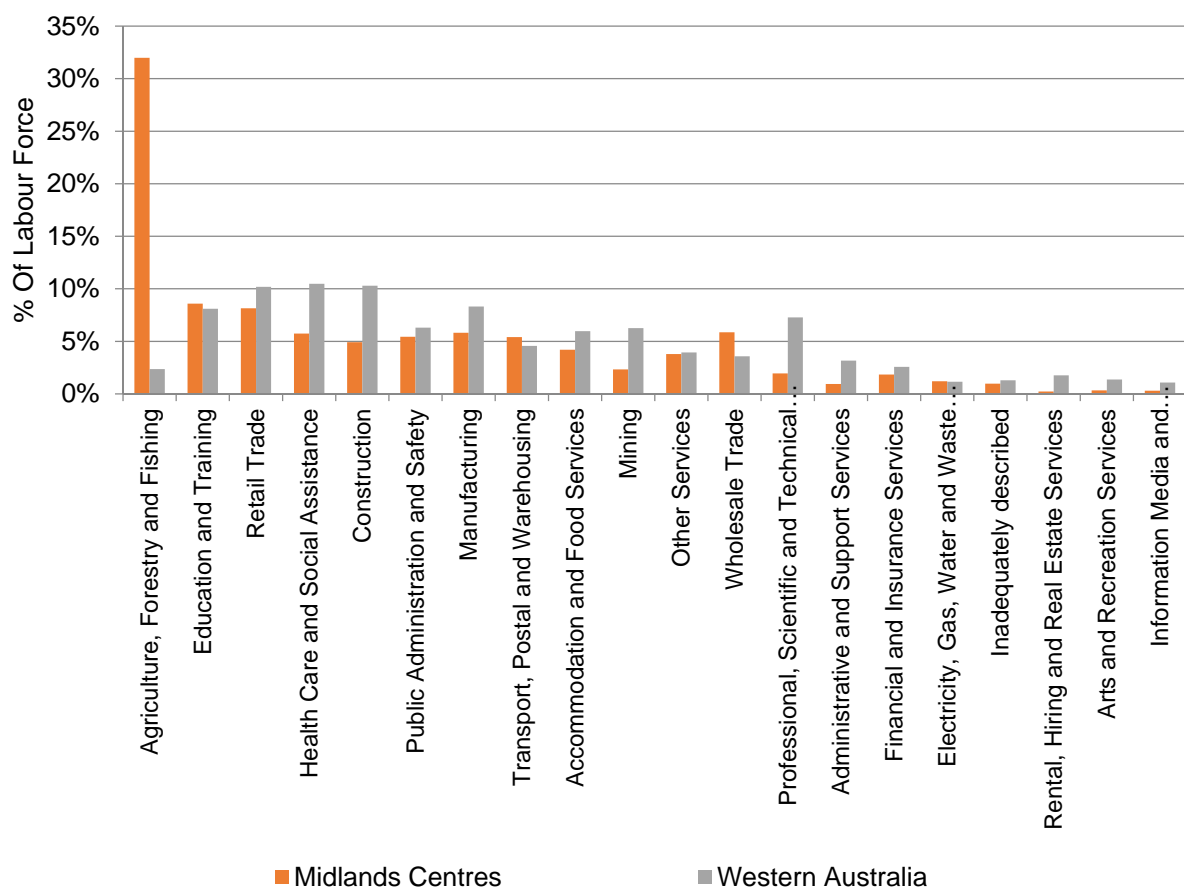


Figure 10: Employment by Industry - Midlands Centres vs Western Australia^{24 25}

As outlined in the Central Midlands Sub-Regional Economic Strategy, it is anticipated that growth in Midlands Centres will be supported by expansion in the industries supporting the following employment market segments;

- Livestock and cropping;
- Manufacturing, Transport & Logistics;
- Mining; and
- Construction.

Agriculture is a well-established industry sector in the Midlands Centres however Manufacturing, Transport and Logistics has recently taken advantage of the regions access to important transport links. This includes the Great Northern Highway where road train infrastructure and ancillary transport industry services have been developed. This positioning has allowed the Midlands Centres to develop their potential in the mining services and construction as employment sectors given the proximity the Mid-West mining industry and road access to the Pilbara²⁶.

Education is also a key employer, related to the high level of youth in the region as identified in Figure 2. It is expected that with the ageing of the population profile will result in the growth of the healthcare sector in the region.

²⁴ Australian Bureau of Statistics, 2011. Shire of Wongan-Ballidu, Moora & Dalwallinu Basic Community Profile

²⁵ Australian Bureau of Statistics, 2011. Western Australia Basic Community Profile

²⁶ RPS, 2014. Central Midlands Sub-Regional Economic Strategy

Property Market

The property market for the Midlands Centres has varied since 2005. Each town contains a mixture of land uses (residential, commercial, retail and industrial) with Wongan Hills also offering rural life style lots. The current housing stock is predominantly comprised of detached housing.

The Central Midlands Sub-Regional Economic Strategy (2014) identified that the Central Midlands Sub-Region and the broader Western Australian housing market have experienced volatile conditions over the past five years. This reflects the impact that the global financial crisis and subsequent depressed level of consumer confidence on housing market activities. Despite this, the Central Midlands property market experienced price growth over this period with median house prices increasing from \$100,000 in 2006 to \$195,000 in 2013²⁷. This statement is true of the Midlands Centres (which forms a part of Central Midlands Sub-Region) as similar price increases were experienced. In comparison, the Perth Metropolitan Region median house prices for the same period have increased from \$400,000 to just under \$500,000²⁷.

Median house prices in the Perth Metropolitan Region are six times greater than that of the average household income (\$79,300 as at 2012)²⁸. In comparison, the Midlands Centres median house price is only 2 to 2.5 times the average household income. Maintaining affordable and quality housing options are critical to developing and sustaining the region's economic and population growth.

Collectively, property sales are small with the majority occurring in Wongan Hills. The type of properties on the market range from pre-World War II fibro cement (3 bedroom x 1 bathroom) cottages to modern brick and tile (4 bedroom x 2 bathroom) standard homes with the majority of properties on quarter acre (1,012m²) lots²⁹. Examples of the current housing stock are provided on page 34.

Properties are also likely to spend an extended period on the market (average 134-299 days depending on price). The limited variety and quality of housing options has anecdotally impacted sales. Property rentals are limited in all towns. As at June 2015, the only rental properties listed as available were in Moora, and priced at approximately \$215/ week³⁰.


One of the challenges for the Midlands Centres is the limited variety and quality of housing stock to meet the needs of current and prospective residents as well as the availability of serviced commercial land to support the expansion (and attraction) of existing and new industries and businesses.

²⁷ RPS, 2014. Central Midlands Sub-Regional Economic Strategy

²⁸ Australian Bureau of Statistics. 2013. Average weekly earnings

²⁹ Landgate, 2015. Established Residential Property Sales (to 3,000sqm) 2004-2014

³⁰ Real Estate Institute of WVA. 2015. Retrieved from www.reiwa.com.au/rent



The following are key statistics on the property market for the Midlands Centres key centres over the last decade (2005 to 2015)³¹:

Dalwallinu

- In the June 2015 quarter, no residential properties were listed as being available for rent.
- Over the last decade, on average, 15 established houses were sold per year.
- House prices fluctuated year on year due to low numbers of sales, but averaged 14% growth per year. The median price of houses sold in 2014 was \$150,000.
- As at August 2015, there were two houses listed for sale, which had spent an average of 134 days on the market.
- Over the last decade, on average, four vacant residential lots were sold per year, with the last sale occurring in 2014.
- As at August 2015, there were two vacant residential lots listed for sale, which had spent 105 days on the market.
- In the last decade, a total of 13 vacant industrial lots have been sold. The average lot size was 5,018m².

Moora

- In the June 2015 quarter, there were four residential properties listed as being available for rent at a cost of \$215 per week.
- Over the last decade, on average, 34 established houses were sold per year.
- House prices fluctuated year on year due to low numbers of sales, but averaged 14% growth per year. The median price of houses sold in 2014 was \$190,000.
- As at August 2015, there were 28 houses listed for sale, which had spent an average of 234 days on the market.
- Over the last decade, on average, seven vacant residential lots were sold per year.
- As at August 2015, there were four vacant residential lots listed for sale, which had spent an average of 312 days on the market.
- In the last decade, a total of 38 vacant industrial lots have been sold, of which 11 were purchased by the Shire of Moora. Just over half of all lots sold were smaller than 5,000m².

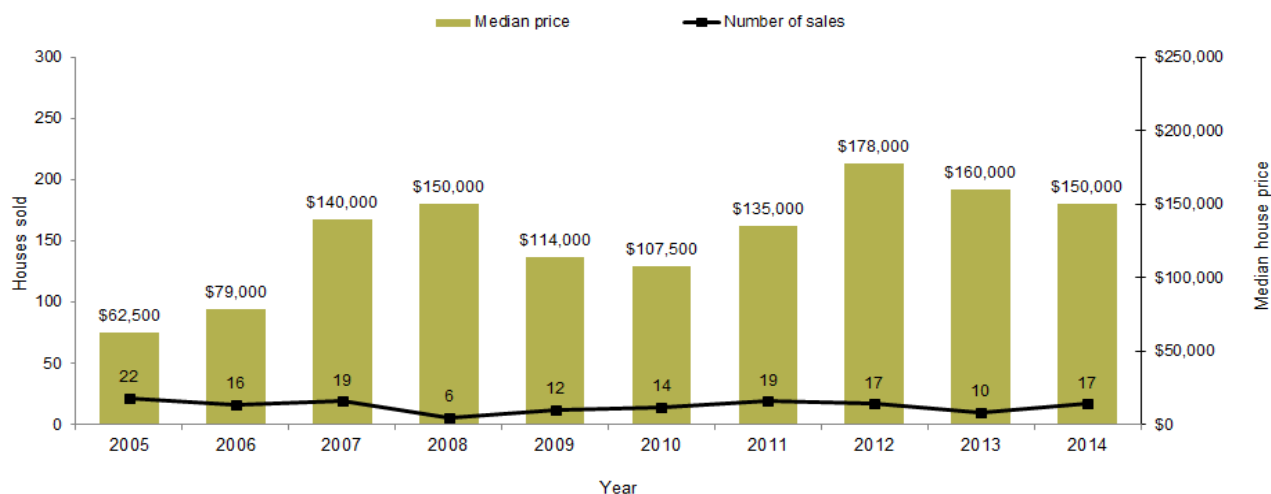
Wongan Hills

- In the June 2015 quarter, no residential properties were listed as being available for rent.
- Over the last decade, on average, 19 established houses were sold per year.
- House prices fluctuated year on year due to low numbers of sales, but averaged 8% growth per year. The median price of houses sold in 2014 was \$125,000.
- As at August 2015, there were 24 houses listed for sale, which had spent an average of 299 days on the market.
- Over the last decade, on average, four vacant residential lots were sold per year.
- As at August 2015, there were three vacant residential lots listed for sale, which had spent an average of 730 days on the market.
- In the last decade, a total of nine vacant industrial lots have been sold. The average lot size was 6,419m².

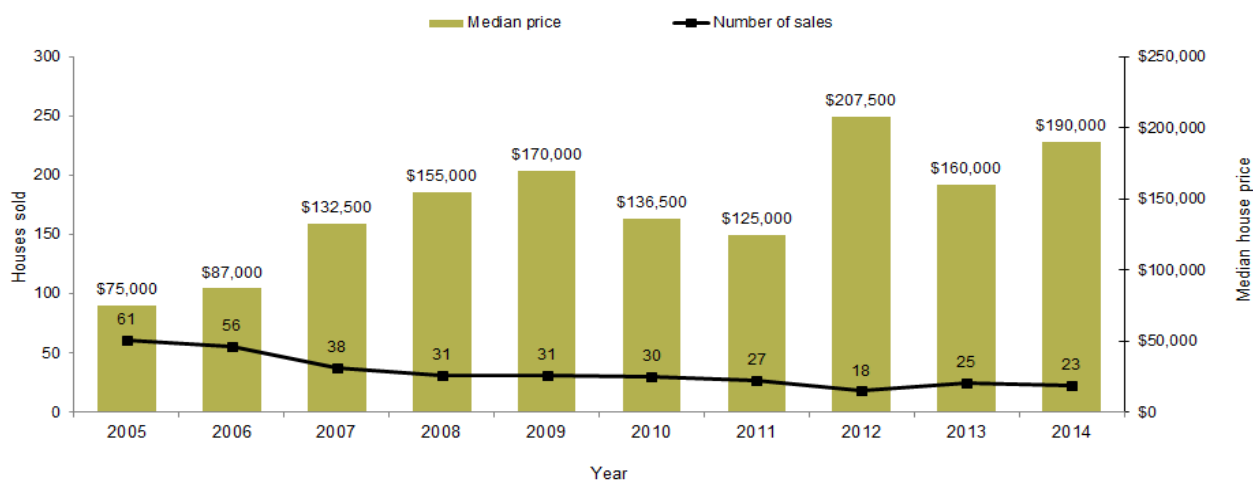
³¹ Real Estate Institute of WA. 2015. The WA Market Suburb Profile. Retrieved from www.reiwa.com.au

Established House Sales

Dalwallinu



Moora



Wongan Hills

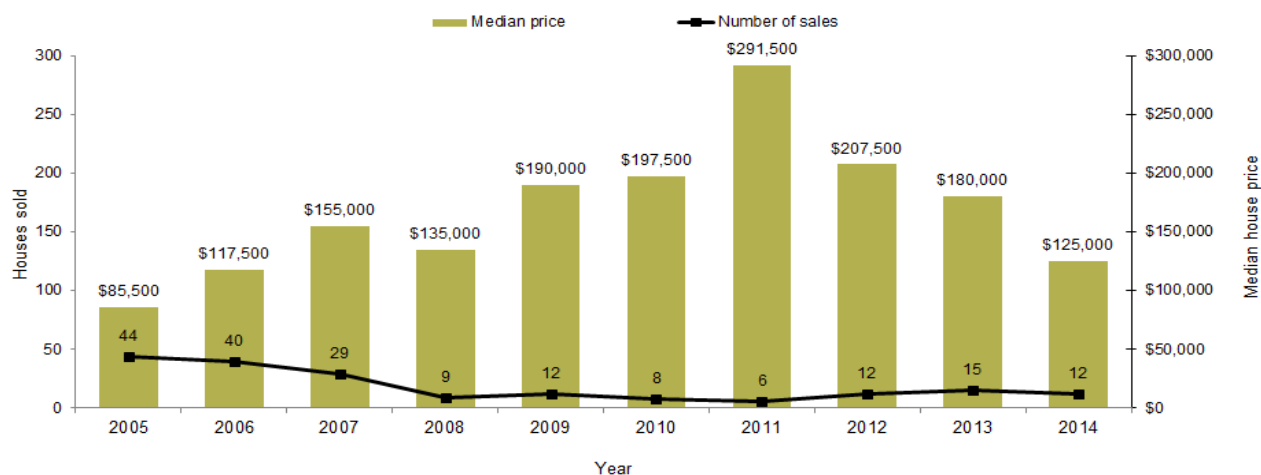


Figure 11: Established House Sales - Town Level (Source: Landgate)

Properties on the Market

As of September 2015, the buyers' market was relatively stable in the Midlands Centres with 35 houses listed for sale in the towns of Dalwallinu (6), Moora (17) and Wongan Hills (12)³². There was little vacant land on the market with only two currently listed for sale in each town³². However this would appear to be enough to satisfy the current market requirements. The availability of commercial land (both in the built form and vacant land) in each town was extremely limited with all towns appearing to require additional stock to satisfy current and future demand³². The price range, median and averages for each town are shown below in Table 2.

Table 2: Properties On The Market (Source: RP Data On The Market Report)

Dalwallinu	Lowest listing price	Highest listing price	Median	Average
Commercial	Nil	Nil	N/A	N/A
House	\$150,000	\$575,000	\$227,500	\$305,000
Land	\$55,000	\$100,000	\$77,500	\$77,500
Moora	Lowest listing price	Highest listing price	Median	Average
Commercial	Nil	Nil	N/A	N/A
House	\$90,000	\$565,000	\$222,500	\$257,500
Land	\$22,000	\$98,000	\$30,000	\$38,707
Wongan Hills	Lowest listing price	Highest listing price	Median	Average
Commercial	\$549,000	\$549,000	\$549,000	\$549,000
House	\$109,950	\$670,000	\$235,000	\$275,270
Land	\$55,000	\$105,000	\$80,000	\$80,000

³² RP Data, 2015. On The Market Report

Examples of Housing in the Midlands Centres

Dalwallinu



1950's



1970's



2000's

Moora



1920's



1970's



2000's

Wongan Hills



1930's



1960's



2000's

Global Drivers

Agriculture

The global market is projected to experience an increased demand for food, particularly from developing countries where growing populations, higher incomes and urbanisation are driving greater per capita food consumption. Per capita consumption is projected to expand most rapidly in Eastern Europe and Central Asia, followed by Latin America and other Asian countries³³.

Australia's competitive advantage in both broadacre agricultural production and horticulture production positions the Central Midlands Sub-Region, and more specifically, the Midlands Centres to reap the reward of structural uplifts in global agriculture commodity prices³³.



Ageing Population

Over the next few decades, it is expected that the ageing of Australia's population will see the share of residents aged 65+ increase from around 13% in 2010 to 20% by 2040³⁴. This will present Australia with several economic opportunities in health care and social services. In 2011, people aged 65 and over accounted for 12.9% for the Central Midlands³⁵. This is above the average of 12.5% in Perth and 12.3% across Western Australia, highlighting the older population profile of the Sub-Region.

The local impacts of this global trend are already starting to reveal themselves with employment in the health care and social assistance recently overtaking retail as the largest employment sector in the WA economy.

Rural Living

Western Australia has had the highest population growth rate of all major States since 2006, averaging 2.8% per annum³⁶. Associated with this, regional Western Australia has also been experiencing population growth over the last decade to accommodate the State's increasing population.

The proximity to Perth and regionally significant cultural and environmental assets has led to the growth of regional cities and towns over the past decade. The further growth in amenities and services as well as opportunities in the region will provide a range of lifestyles and investment opportunities.

³³ RPS, 2014. Central Midlands Sub-Regional Economic Strategy

³⁴ Treasurer – Commonwealth of Australia. 2010. Australia To 2050: Future Challenges

³⁵ Australian Bureau of Statistics. 2011. Shire of Wongan-Ballidu, Moora & Dalwallinu Basic Community Profile

³⁶ Australian Bureau of Statistics. 2013. Estimated Residential Population

Key Economic Opportunities

The Central Midlands Sub-Region and that of the Midlands Centres have a distinct competitive advantage in a number of themes:

Agriculture, Horticulture & Livestock

The region is a key agricultural production area in Western Australia. Environmental circumstances (rainfall, soil type and climate variability), proximity to markets and strategic resources (water, power, labour availability) have afforded the sub-region with major agricultural production capability and industry diversity³⁷. Based on unique environmental and location based characteristics, the region is well placed to undertake further development in broadacre agriculture, horticulture and animal husbandry.

Broadacre agriculture, horticulture and animal husbandry and associated storage and processing activity is likely to experience increased growth resulting from global markets (economic development) and increased demand for food (population growth, income growth). Providing for and taking up opportunities to value add through food processing to satisfy the global market would position both the Central Midlands Sub-Region and Midlands Centres well for further growth.

Additionally, opportunities exist to leverage research and development investments including crop diversification (variety & breeds), identification and implementation of improved farm management practises and the development of integrated distribution and export networks which will further enhance the sub-regions competitive advantages.

Peri-Urban and Rural Living

The LGA's adjacent to Perth, particularly those in proximity to Perth's Northern Growth Corridor, have experienced significant population growth in the past decade, a reflection of the pursuit for rural and peri-urban living opportunities. Regionally significant environmental and cultural influences within the sub-region have provided strong lifestyle led population growth³⁷.

In addition, available employment opportunities, available services (health and education) and infrastructure access (power, water and transport) support other economic opportunities in the region which enables further development of this driver through population attraction. The advantages of regional living (including affordable homes, clean air, lack of traffic and lower crime rates) present an ideal case to retain and attract new residents.

Mining Services, Manufacturing and Supply Chains

The Midlands Centres act as a central node between key economic infrastructure and significant mineral resources. Midlands Centres are strategically located between the Perth Metropolitan Region, the State's major mineral resource precincts (Pilbara, Mid-West, Goldfields & Wheatbelt) and are located on key intra and interstate transport infrastructure³⁷. The union of these economic conditions has provided the Midlands Centres with the opportunity to develop as major mining and supply chain service bases. As this economic driver experiences further growth, opportunities exist by ensuring the timely delivery of development-ready industrial land and ancillary infrastructure.

³⁷ RPS, 2014. Central Midlands Sub-Regional Economic Strategy

Health and Aged Care

There are clear economic opportunities in the development of the health and aged care sector in the region. Health is the second largest employment sector in WA generating tertiary qualified and knowledge intensive opportunities in health care and social service delivery. There is a strong correlation between ageing and health services demand³⁷. Over the next decade, the growth of the sub-region will support increased health care provision and a demand for more diverse health care services and retirement housing.

The high proportion of youth and young families identified within the demographics section of this document identifies there is, and will continue to be, a strong demand for youth and family health services, hospitals and ancillary health services. In addition, the region's ageing population also provides demand for healthcare services and hospitals services, as well as aged care services and ancillary service provision. To support the broad



requirements of servicing the population in regards to healthcare, the expansion of health and aged care facilities, health services and education and training for the healthcare sector should be explored. The region's population profile provides distinct opportunities for the expansion of the health and aged care sector, providing for increased economic development and a key driver for the Midlands Centres and the Central Midlands Sub-Region.

Tourism

The unique landscape and significant environmental and cultural features of the Central Midlands Sub-Region provide significant potential for the development of the tourism sector. Expenditure associated with visiting tourists provides economic benefits to local communities by leveraging on existing infrastructure and amenity. This expenditure also subsidises the development of higher quality retail, accommodation and public infrastructure, in which expenditure derived from local rates or turnover from the local service base would not be able to support otherwise. From 2008-2012, an average of 268,288 tourists/short term visitors were attracted to the Central Midlands Sub-Region³⁸. This equates to an average of 25 visitors per resident, three times higher than the State average at 8 visitors per resident³⁸.

Tourism in the sub-region is characterised predominantly by day trip visitors and efforts should be made to maximise the Midlands Centres marketing and regional exposure to encourage overnight and multi-day visitation to increase the economic value of tourism.

³⁸ Tourism Research Australia, 2013. Online Datasets NVS & IVS

Midlands Centres Strategic Assets

The Midlands Centres has a range of strategic assets, including transport corridors, agriculture, natural resources, educational facilities and health services. Many of these strategic assets provide the Midlands Centres with significant opportunities and drivers for future growth (Figure 12).

Rail Transport Corridors	National Parks & Biodiversity Hotspots
Inter/Intra Regional Road Transport Corridors (Great Northern Highway, Northam Pithara Road)	Wastewater Infrastructure
National, State & Local Activities	Energy Supply Infrastructure
Speedway Infrastructure & Ancillary Activities	Water Supply Infrastructure
Health Services	Waste Disposal Sites
Education & Training Facilities	Industrial Infrastructure
State Government Offices	Commercial Enterprises
Tourism Infrastructure	Cooperative Business Alliance
Natural Resources & Raw Materials	Airports
Agricultural Land	Recreation Complex & Recreation Spaces
Significant Groundwater Resource	Niche Social Services
Equestrian Infrastructure & Ancillary Activities	Parks, Trails & Tourism Sites

Figure 12: Strategic Assets of the Midlands Centres

Challenges and Strategies for Growth

The Midlands Centres will face a variety of challenges as the area grows, including uncertainty in the global financial market and the unknown requirements of natural resources from abroad. This Plan considers how to meet these challenges and optimise strategies to assist in delivering growth, prosperity and community well-being for the region. The growth of the Midlands Centres will place significant pressure on transport networks, education, health, community, services and tourism infrastructure while also increasing pressure on the natural environment.

These challenges require a consolidated approach by each Local Government with support from State Government. In line with the Guiding Principles, Table 3 highlights some of the challenges and strategies for growth.

Table 3: Summary of Challenges & Opportunities For Growth

Economy	
Challenges	Strategies
<ul style="list-style-type: none"> Skills and labour shortage and low unemployment rates providing difficulties in filling vacancies due to lack of suitable applicants and retaining labour force. 	<ul style="list-style-type: none"> Improve training facilities, and ensure equitable access to online training opportunities (with an emphasis on reliable technology). Development of education and training hubs. Promote the Midlands Centres and employment opportunities. Focus on the growth of the Aged Care industry. Collaborate with business and industry to enable business retention and expansion.
<ul style="list-style-type: none"> Attraction and retention of new residents. Immediate attraction of additional workers to boost short-term growth. 	<ul style="list-style-type: none"> Promote quality of life with a focus on community. Repopulations Program expansion. Creating communities conducive to appropriate transient worker contribution to the local economy. Offer amenity and access to essential services (e.g. health, education). Identification of new residential land. Promote private investment in Midlands Centres. Improve availability of quality and affordable housing and accommodation.
<ul style="list-style-type: none"> Increased freight costs. 	<ul style="list-style-type: none"> Promote the use of locally produced goods and services. Build on strategic transport linkages to leverage increased transport and logistics business and activity.
<ul style="list-style-type: none"> Reduction in tourism and limitations to tourism development. 	<ul style="list-style-type: none"> Plan and promote local recreation and tourism through tourism planning. Identify opportunities for niche markets such as business diversification or eco-tourism. Plan for increased accommodation (overnight and short-stay). Identification and development of tourism initiatives. Coordinated tourist information Partner with established tourism markets.
<ul style="list-style-type: none"> Environmental impact on agriculture combined with finance/ support services access impact for the industry. 	<ul style="list-style-type: none"> Support and contribute to research and innovation. Foster community understanding of agricultural practices. Diversification and ongoing development of agricultural industry. Providing support to groups which support the agriculture industry.
<ul style="list-style-type: none"> Impacts of financial downturns on local, state, national and abroad economy. 	<ul style="list-style-type: none"> Diversify the economy. Enable research and development. Support education and training. Attract private investment. Promote area to external private investors. Facilitate introduction and assistance with growth planning.
<ul style="list-style-type: none"> Investment attraction for small business and retail and impact of online retail trade. 	<ul style="list-style-type: none"> Small and medium enterprise development. Infill development within the town centre. Introduction of video conferencing facilities. Improved retail industry – attracting of new business and shift to hybrid online/store sales. High density living within the town centres. Development of industry prospectus' highlighting comparative advantages for industry.

Communities

Challenges

- Retention of existing population with an emphasis on the 15-34 age group.

Strategies

- Improve education possibilities and links to local industry.
- Develop strategies to attract younger generations back to the Sub-Region after travel, university, training or when starting a family.
- Promote quality of life with a focus on community, lifestyle, amenity and services.
- Continued improvement to education and training facilities.
- Continued assessment of education courses offered.

- Access to health services.

- Further improve health services through capital investment and implementing more appropriate service delivery models.
- Attract and retain health professionals.
- Improve mental health and well-being services.
- Promote the training of medical, nursing and allied health professionals to become a rural centre of choice.
- Continued improvement to health service facilities.

- Social inclusion – share the benefits of growth with everyone.

- Focus on projects, facilities and services in areas such as health, education and environment that cater for all.
- Encourage community engagement.

- Limited programs targeting needs of Aboriginal population and cultural needs.

- Plan for the needs of a growing Aboriginal population and the associated cultural and societal diversity.
- Identify the location of Aboriginal sites in the Sub-Regional and ensure their consideration and protection.
- Increased focus on cultural diversity, including showcasing our Aboriginal heritage, and demonstrating sustainable programs for the future.

- Reducing social disadvantage.

- Monitor changes in demand for community services and infrastructure across the Sub-Region.
- Improved quality and affordable social housing for disadvantaged individuals and families.

- Aging population.

- Expansion of quality and affordable housing for older persons.
- Planning and provision for an aging population and an increase in demand for community health services.

- Maintaining social and community wellbeing.

- Encourage regional sport and alternative wellbeing solutions (swipe access to indoor gyms, and provision of outdoor gyms etc).
- Engage visa and transient workers.
- Attraction of non-government organisation (NGO) social services across Midland Centres.

Built Form and Housing

Challenges

- Lack of quality housing stock.
- Providing sufficient and affordable housing options and a variety of choice.

Strategies

- Identification of new residential land.
- Encourage mixed use and higher density living.
- Promote private investment in the Midlands Centres to improve current housing stock.
- Provide suitably zoned land for future development.
- Significant improvement and distribution of public housing stock.
- The undertaking of development projects through the formal Midlands Centres collaborative body (ICM).

- Low vacancy rates for rentals and lack of rental accommodation.

- Facilitate availability of overnight and short-term accommodation for visitors and professionals.

- Development constraints (headwork costs, flood prone areas, infrastructure development).

- Look for alternative development opportunities such as increased infill, mixed use and higher density living around town centres.
- 'Lazy Land' stocktake.

Built Form and Housing (continued)

Challenges	Strategies
<ul style="list-style-type: none"> Land release for growth (Native Title). 	<ul style="list-style-type: none"> Plan for the resolution of Native Title claims to allow for the release of developable land. Relationship building with regional Aboriginal stakeholder groups with regard to future development.
<ul style="list-style-type: none"> Housing design and cost of housing. 	<ul style="list-style-type: none"> Diversity in cost effective housing design across Midlands Centres. Alternative Energy projects. University designated housing. Cluster housing development (aged care).

Infrastructure

Challenges	Strategies
<ul style="list-style-type: none"> Waste management. 	<ul style="list-style-type: none"> Enable waste elimination, recycling and reuse opportunities. An improved regional waste management facility Relocation of waste management infrastructure. Implementation of regional waste plan.
<ul style="list-style-type: none"> Out-dated and aged community infrastructure. 	<ul style="list-style-type: none"> Investigate opportunities for co-location and shared facilities and services. Explore and support alternative approaches to aged care (from healthy ageing to residential aged care). Infrastructure capacity audit.
<ul style="list-style-type: none"> Reducing the dependence on cars. 	<ul style="list-style-type: none"> Develop alternate and sustainable transport options such as cycling, walking and shared options created through improved infrastructure. Improve public transport. Facilitate high density living closer to town centres. Improve footpath safety and walkability.
<ul style="list-style-type: none"> Reliability of telecommunications. 	<ul style="list-style-type: none"> Seek opportunities to test new technologies. Advocate for increased and improved services. Facilitate links between agencies to ensure maintenance of reliable telecommunications services.
<ul style="list-style-type: none"> Population growth outstrips infrastructure and service provision. 	<ul style="list-style-type: none"> Ensure good planning and monitoring of population requirements. Secure and develop infrastructure prior to new development. Facilitate good communication between Local Government and service providers. Enable effective project management to deliver new services on time. Coordinated regional approach to infrastructure planning and growth. Lack of alternative energy supply when cost and capacity and current constraints to energy provision and headworks projects.
<ul style="list-style-type: none"> Maintaining effective priority transport routes. 	<ul style="list-style-type: none"> Maintenance of local road networks. Ongoing major transport corridor improvements to facilitate greater movement and provide State solutions. Airport development and upgrade and improvements to airports.
<ul style="list-style-type: none"> Ensuring adequate water infrastructure. 	<ul style="list-style-type: none"> Availability of ground water resources and providing their sustainable use. Conserving and efficient use of existing water resources, including wastewater reuse.
<ul style="list-style-type: none"> Energy supply infrastructure costly and inefficient. 	<ul style="list-style-type: none"> Support the development of strategic network infrastructure upgrades to power supply and/or capacity. Promote renewable energy supply and projects.

Natural Environment

Challenges

- Climate change risks.

Strategies

- Opportunity to undertake risk assessments and planning.
- Greening of the built environment.
- Protection and maintenance of native vegetation and wildlife habitats.
- Improved water management.
- Balancing land use, agriculture and development with environmental values

- Accommodating population growth without damaging the local environment.

- Develop sustainable spatial growth options and planning.
- Increase community education and awareness of the environmental assets.
- Encourage sustainable developments.
- Improve management of recreational behaviour.
- Protection of the natural heritage.

- Natural resource protection

- Identify location and extent of natural resources and raw materials and ensure their protection.
- Combat rising groundwater, salinity and clearing of native vegetation.
- Protect native vegetation.
- Identify and catalogue contaminated land.
- Define the location and extent of buffer areas for existing industry, infrastructure and special uses.

Governance

Challenges

- Managing land-use conflicts.

Strategies

- Develop and implement clear planning regulations by protecting areas of community and environmental importance.

- Managing the expectations of the communities.

- Be honest and transparent.
- Foster community engagement.
- Participation in daily decision-making.
- Deliver and implement projects.

- Poor perception of the Wheatbelt.

- Foster and maintain a positive outlook in the whole community.
- Promote this Plan.

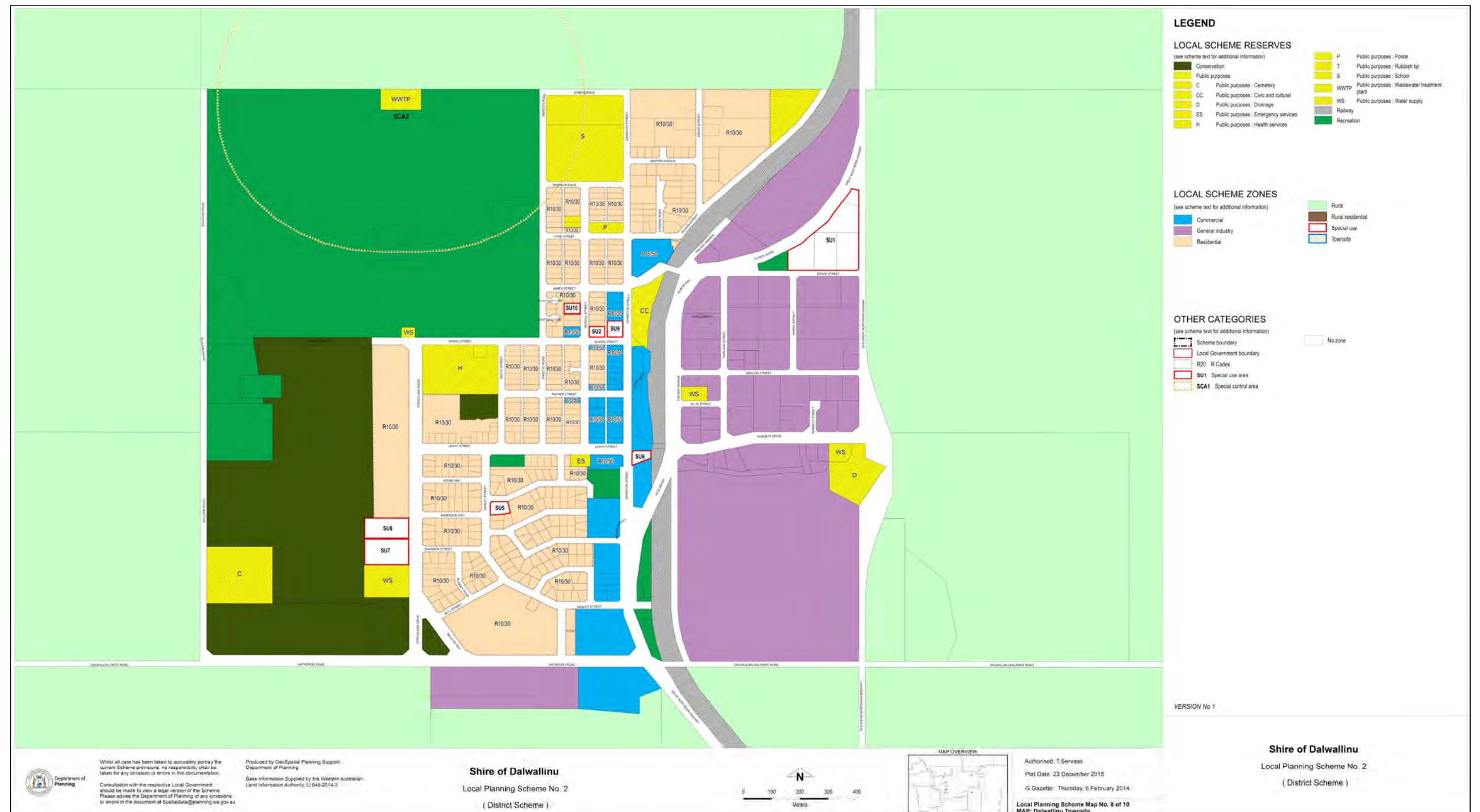
- Ensuring strong regional leadership in the growth of Midlands Centres.

- Strong focus on continued Local Government communication and cooperation.
- Increased collaboration between Local Governments and State agencies.

Appendices

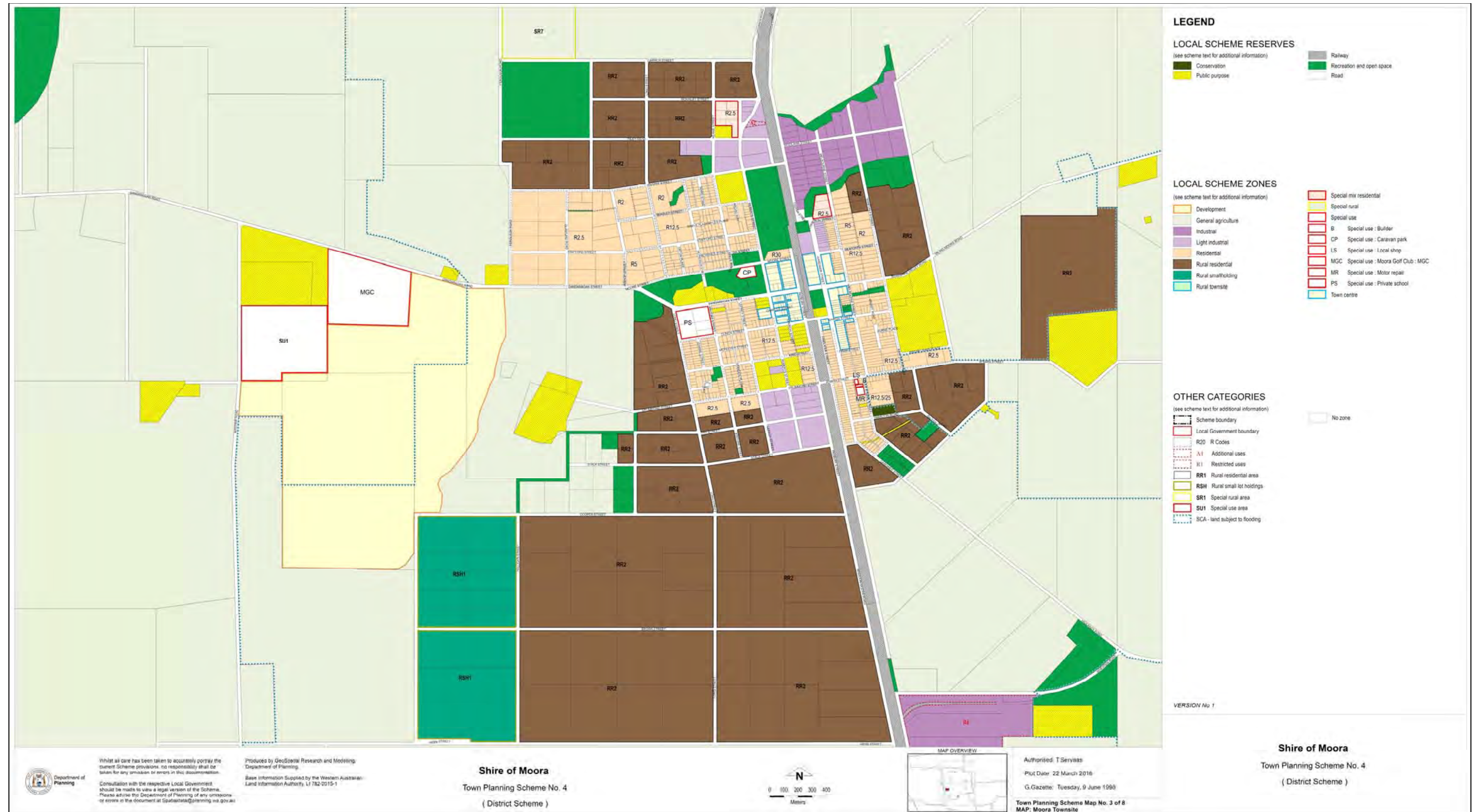
1.0 Shire of Dalwallinu Local Planning Scheme Map

NOTE: NOT TO SCALE, PLEASE USE ORIGINAL FOR PLANNING PURPOSES



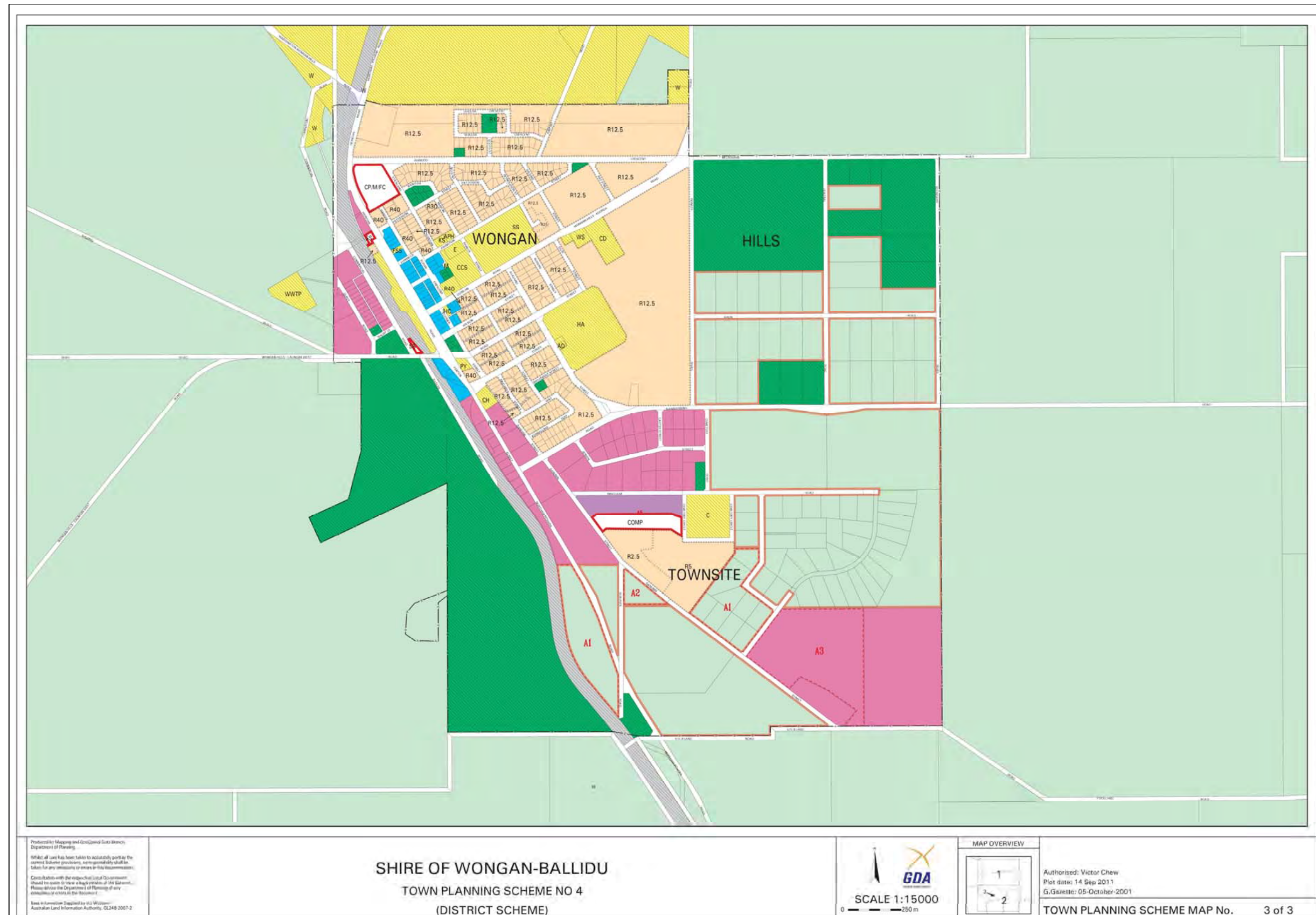
2.0 Shire of Moora Local Planning Scheme Map

NOTE: NOT TO SCALE, PLEASE USE ORIGINAL FOR PLANNING PURPOSES

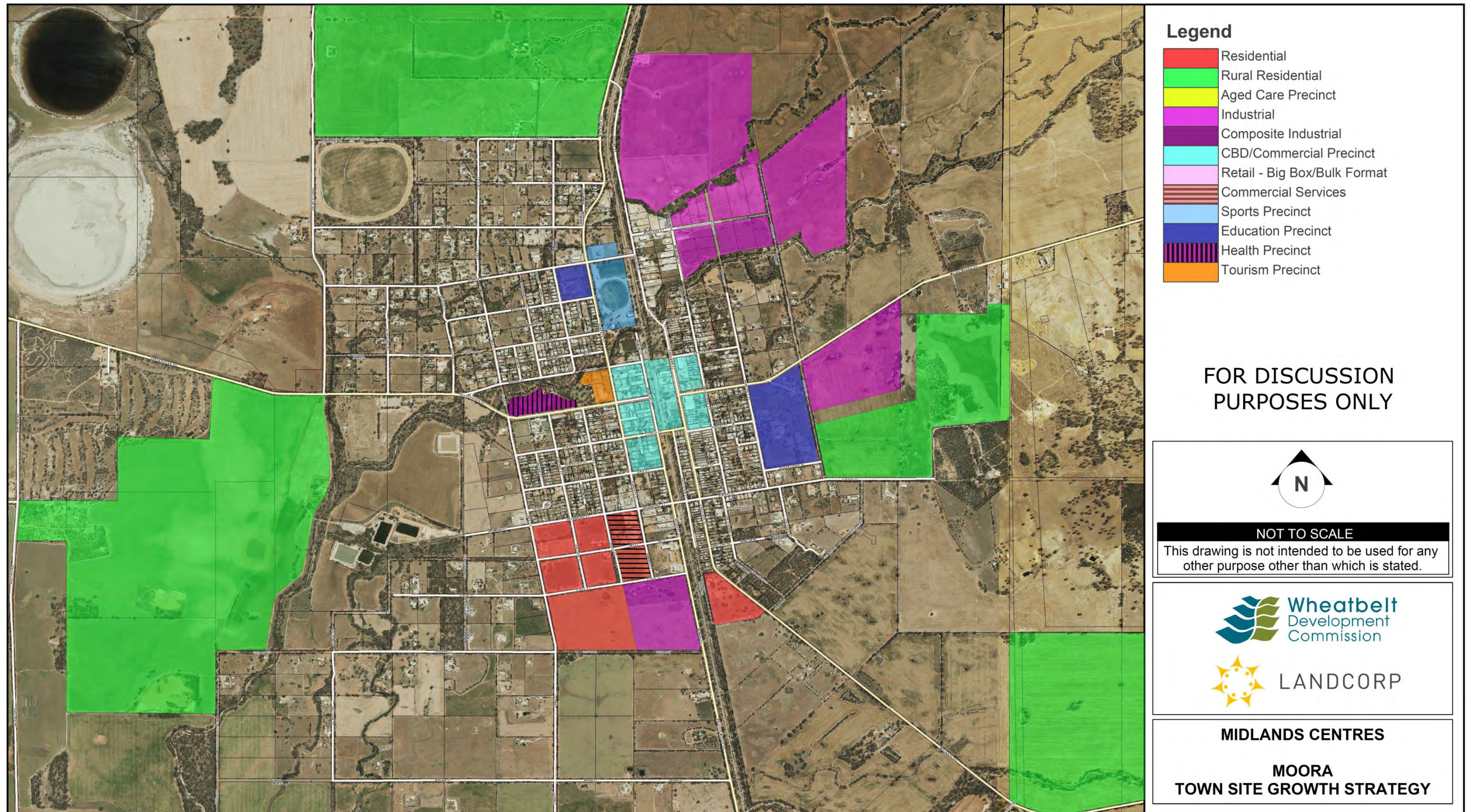


3.0 Shire of Wongan-Ballidu: Wongan Hills Local Planning Scheme Map

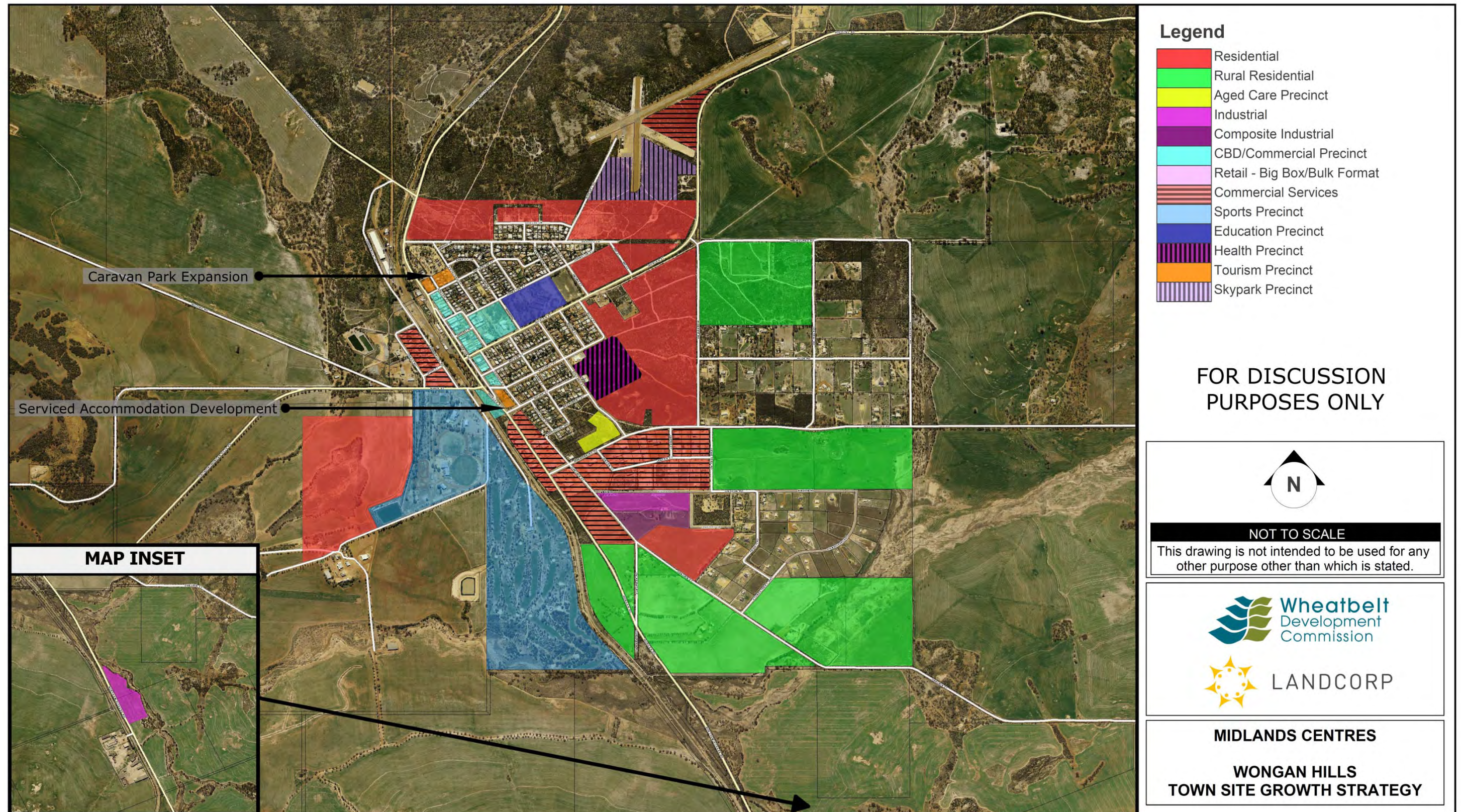
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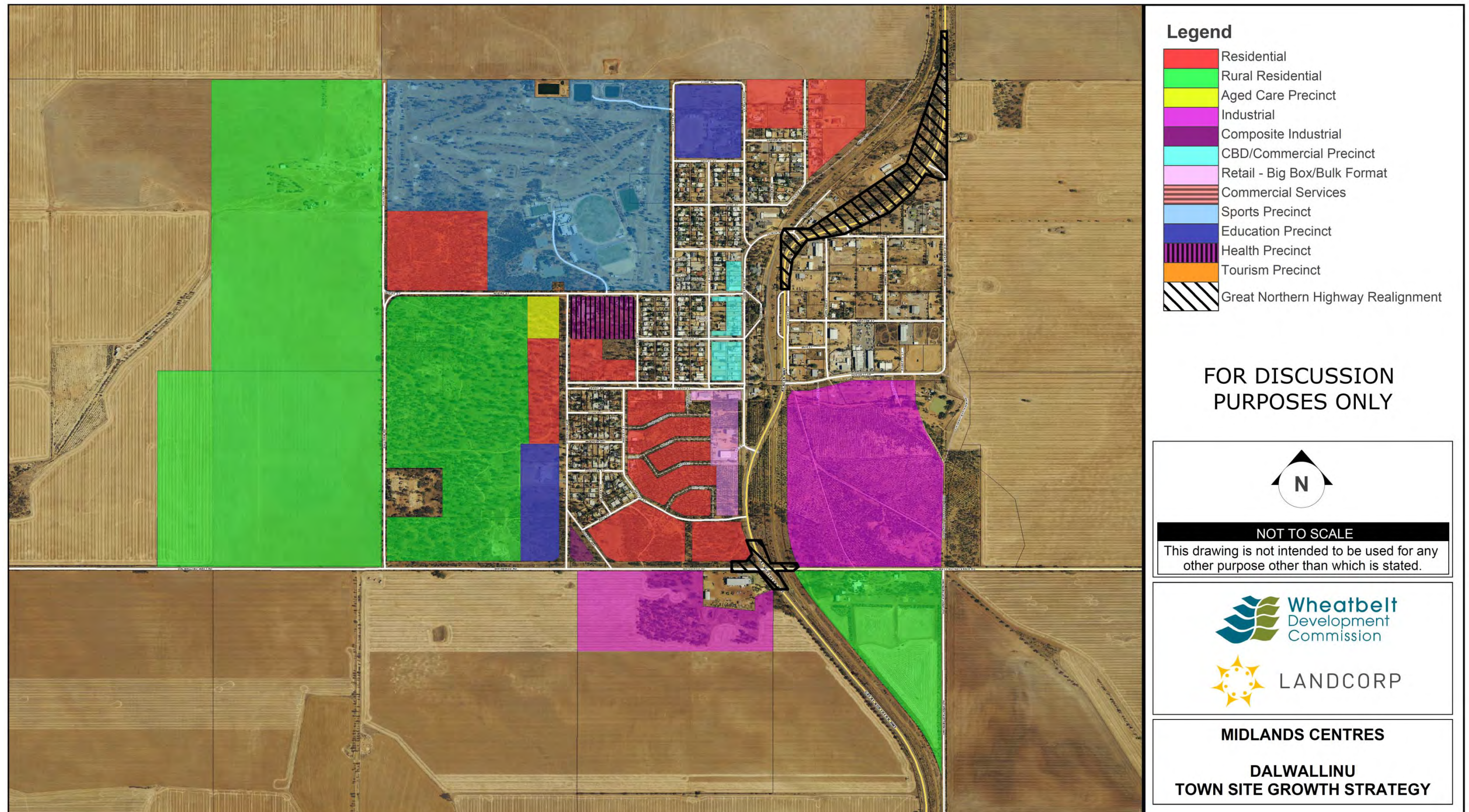
4.0 Moora Precinct Plan



5.0 Wongan Hills Precinct Plan



6.0 Dalwallinu Precinct Plan



7.0 Projects & Initiatives Implementation Plan

Delivery & Thresholds			
Action/Activity/Project	Threshold Indicator	Delivery Method	
		Lead Agency & Partners	Funding Source
MIDLANDS CENTRES SUB-REGION INDUSTRY DEVELOPMENT INFRASTRUCTURE			
<p><u>Sub-Regional Growth Capacity Audit and Upgrade</u></p> <p>Scale: Sub-Region</p> <p>Description: Investigate and complete upgrades necessary for expansion of light and medium industry, residential lots and potential horticultural opportunities across the Midlands Centres. This project requires collaboration to best utilise resources and identify key comparative advantages. Initially, the investigation will likely be based on utilities and infrastructure needs.</p> <p>Scope: The investigation will identify strengths and limitations in infrastructure and services allowing relative advantage and disadvantage to be promoted and addressed. The necessary upgrades to infrastructure and services would then be staged based on priorities including demand, availability of funding and land tenure processes.</p> <p>Outcome: Facilitation of private investment leading to increased private investment in the Sub-Region and development of relevant industries in the towns of Dalwallinu, Moora and Wongan Hills. Resulting in job creation, improved service provision and increased population.</p>	<ul style="list-style-type: none">▪ Short: Funding available for capacity audit▪ Medium: Funding for priority infrastructure identified from the audit.▪ Long: Market and attract investment. Increased investment from private stakeholders.	<ul style="list-style-type: none">▪ Lead: Shires of Dalwallinu, Moora and Wongan Hills, WDC▪ Partners: Western Power, Water Corporation, LandCorp	(Potential funding through Royalties for Regions)
<p><u>Dalwallinu – Develop Additional Industrial Land</u></p> <p>Scale: Dalwallinu Townsite</p> <p>Description: Investigation and development of light - medium industrial land in Dalwallinu town site to meet private sector demand.</p> <p>Scope: Land tenure requirements to be identified and completed and, land acquisition included in the project budget. Development of land in collaboration with LandCorp.</p> <p>Outcome: Development of light to medium industrial serviced lots to meet current and future demand of industry in the town site.</p>	<ul style="list-style-type: none">▪ Short: Acquisition of land, development of outline development plan for site and scheme amendment where appropriate.▪ Medium: Less than two vacant lots remaining and/or 90% stock utilised in light industrial area triggers headwork’s development and creation of a marketable release of lots.▪ Long: Less than two vacant lots remaining from previous land release triggers the next stage	<ul style="list-style-type: none">▪ Lead: Shire of Dalwallinu, LandCorp▪ Partners: Landowners (if applicable), private sector, Department of Lands	TBC
<p><u>Moora – Southern Industrial Precinct</u></p> <p>Scale: Moora Townsite</p> <p>Description: Develop and release light industrial lots outside of the Moora floodplain to meet future private sector demand.</p> <p>Scope: Development prerequisites include acquisition from a private land owner, land re-zoning and planning completion.</p> <p>Outcome: The development of five to 10 serviced light industrial lots outside the Moora floodplain.</p>	<ul style="list-style-type: none">▪ Short: Acquisition of land, development of outline development plan for site and scheme amendment where appropriate.▪ Medium: Less than two vacant lots remaining and/or 90% stock utilised in light industrial area triggers headwork’s development and creation of a marketable release of lots.▪ Long: Less than two vacant lots remaining from previous land release triggers the next stage	<ul style="list-style-type: none">▪ Lead: Shire of Moora▪ Partners: LandCorp, private landowners, Department of Lands	TBC
<p><u>Wongan Hills – Develop and Release Land for Commercial and Industrial Purposes</u></p> <p>Scale: Wongan Hills Townsite</p> <p>Description: Develop and release commercial and light industrial lots in the Wongan Hills town site to meet future public and private sector demand.</p> <p>Scope: Identification of land with appropriate tenure and acquisition requirements. Development of commercial land closer the town centre may require relocation of existing light industry.</p> <p>Outcome: The development of serviced and suitably positioned light industrial and commercial lots available to the public and private sector.</p>	<ul style="list-style-type: none">▪ Short: Acquisition of land, development of outline development plan for site and scheme amendment where appropriate.▪ Medium: Less than two vacant lots remaining and/or 90% stock utilised in light industrial area triggers headwork’s development and creation of a marketable release of lots.▪ Long: Less than two vacant lots remaining from previous land release the next stage	<ul style="list-style-type: none">▪ Lead: Shire of Wongan-Ballidu▪ Partners: LandCorp, Private sector, private landowners, Department of Lands and existing businesses	TBC

Delivery & Thresholds			
Action/Activity/Project	Threshold Indicator	Delivery Method	
		Lead Agency & Partners	Funding Source
MIDLANDS CENTRES SUB-REGION MARKETING STRATEGY – LIVING AND WORKING IN THE MIDLANDS CENTRES SUB-REGION			
<p><u>Dalwallinu – Regional Repopulation Pilot Project</u></p> <p>Scale: Shire of Dalwallinu (Sub-Regional Expansion Potential)</p> <p>Description: Address labour shortages in the Shire of Dalwallinu by attracting 457 visa workers. Support workers to relocate their families, attain Australian citizenship and become permanent community members.</p> <p>Scope: Increased potential for farm labour to be a recognised skill under 457 visa category to address farm labour shortages.</p> <p>Outcome: Improved labour available for businesses to expand to increase the Midland Centres population. To date 96 residents on 457 visas, including dependents, have relocated to Dalwallinu town site to work in various industries.</p>	<ul style="list-style-type: none">▪ Short: Continue current activities including education programs to facilitate population growth.▪ Medium: Private sector is consulted on the development of certifications and training programs. Example: Identification of 'Farm Labour' as a federally recognised skill. New light industries including transport related industry.▪ Long: Skilled worker cohort reaches 15-30% of the Shire's population, plan for the development of appropriate services to meet demand.	<ul style="list-style-type: none">▪ Lead: Shire of Dalwallinu▪ Partners: Department of Immigration and Border Protection	Ongoing funding provided by the Shire of Dalwallinu.
<p><u>Wongan-Ballidu – Skilled and Professional Worker Attraction Program</u></p> <p>Scale: Shire of Wongan-Ballidu</p> <p>Description: Address skilled and general labour shortages by adopting a marketing program to attract workers to the Shire of Wongan-Ballidu to complement increased housing and accommodation options.</p> <p>Scope: Partner with Heartlands WA, particularly to complete a '<i>labour force attraction strategy</i>', to attract specific workers to the Shire of Wongan-Ballidu. Housing shortages that contribute to labour shortages will be addressed by increased housing options through the Innovation Central Midlands Inc. housing development initiative and other projects outlined in this document.</p> <p>Outcome: Increased diversity of skilled and general labour options for local businesses, including farmers, and improved retention of workers in the Shire of Wongan-Ballidu and surrounds.</p>	<ul style="list-style-type: none">▪ Short: Completion of <i>labour force attraction strategy</i> by Heartlands WA and launch of marketing program.▪ Medium: Housing development.▪ Long: Continue to improve community amenity to attract labour force.	<ul style="list-style-type: none">▪ Lead: Shire of Wongan-Ballidu▪ Partners: Heartlands WA	TBC
HOUSING			
<p><u>Innovation Central Midlands Inc. Housing Development</u></p> <p>Scale: Sub-Region</p> <p>Description: Development and consolidation of an incorporated association to act as a regional economic development agency for the Midlands Centres Sub-Region. Membership will be split between representatives from the Shires of Dalwallinu, Moora and Wongan-Ballidu.</p> <p>Scope: Facilitation of initiatives to address housing shortages experienced in the Sub-Region. Potential/ ability to develop light industrial land and broaden the scope to investigate other projects.</p> <p>Outcome: Housing development to address significant accommodation and rental shortages currently experienced in the Shires of Dalwallinu, Moora and Wongan-Ballidu.</p>	<ul style="list-style-type: none">▪ Short: Completion of aged care needs analysis and audit. Completion of Country Local Government Fund Housing project.▪ Medium: Investigation into housing design and cost tailored to regional needs. Prioritisation of strategic housing developments, funding identification and interest from suitable private stakeholders.▪ Long: Funding sought and secured. Investigate development of sustainable funding model.	<ul style="list-style-type: none">▪ Lead: Innovation Central Midlands Inc.▪ Partners: WDC, Housing Authority	Initial funding provided by the Shires of Dalwallinu, Moora and Wongan-Ballidu (Potential for funding through Royalties for Regions)
<p><u>Dalwallinu – Bell Street Residential Sub-Division</u></p> <p>Scale: Dalwallinu Townsite</p> <p>Description: Develop and release residential land in Dalwallinu town site. Residential releases on Leahy Street have two remaining lots as of 5 May 2016.</p> <p>Scope: Land acquisition, tenure, zoning and planning completion.</p> <p>Outcome: Residential lots available for private purchase and housing development. Enables the Shire of Dalwallinu to build housing to address current acute accommodation shortage.</p>	<ul style="list-style-type: none">▪ Short: Stage 2 Leahy Street Sub-division reaches sold out.▪ Medium: Acquisition of land, development of outline, site plan and scheme amendment where appropriate. LandCorp completes development.▪ Long: Headwork’s development and creation of a marketable release of lots.	<ul style="list-style-type: none">▪ Lead: Shire of Dalwallinu▪ Partners: LandCorp, Department of Lands, Housing Authority	TBC
<p><u>Dalwallinu – Build Additional Accommodation</u></p> <p>Scale: Dalwallinu Townsite</p> <p>Description: Develop accommodation catering for a range of occupants including workers and their families, professionals and Local Government staff to address current acute housing/ accommodation shortage.</p> <p>Scope: Build appropriate housing (not including the land development process). A prerequisite for this project is the development of residential land.</p> <p>Outcome: Availability of appropriate accommodation for a diverse workforce and population in the Dalwallinu town site, removing a significant barrier to the attraction and retention of new and existing residents.</p>	<ul style="list-style-type: none">▪ Short: Identify a range of needs.▪ Medium: Identify appropriate land solutions, including zoning requirements. Acquisition of land, development of outline, site plan and scheme amendment where appropriate. Remove constraints.▪ Long: Attract investment in housing.	<ul style="list-style-type: none">▪ Lead: Shire of Dalwallinu▪ Partners: Innovation Central Midlands Inc. and Housing Authority	TBC

Delivery & Thresholds			
Action/Activity/Project	Threshold Indicator	Delivery Method	
		Lead Agency & Partners	Funding Source
HOUSING (CONTINUED)			
<p><u>Moora – Westend Sub-Division</u> Scale: Moora Townsite Description: Develop rural-residential lots to the west of the Moora town site outside of the floodplain. Scope: Land tenure and re-zoning requirements will need to be undertaken and private partnership opportunities considered (previous analysis completed in 2008 will need to be revised). Outcome: Availability of larger rural -residential lots outside the Moora floodplain to cater for anticipated increase in demand for rural living.</p>	<ul style="list-style-type: none">▪ Short: Acquisition of land, development of outline development plan for site and scheme amendment where appropriate.▪ Medium: Continued housing and rental shortage, combined with town infill and increased capability of ICM to create a sustainable regional housing development unit will trigger headwork’s development and creation of a marketable release of lots.▪ Long: Attraction of private investors/developers.	<ul style="list-style-type: none">▪ Lead: Shire of Moora▪ Partners: Innovation Central Midlands Inc., LandCorp, private sector	TBC
<p><u>Moora – Professional Suite Accommodation</u> Scale: Moora Townsite Description: Develop accommodation catering for a range of occupants including workers and their families, professionals, Local Government staff and nurses to address current acute housing/ accommodation shortage. Scope: Build appropriate housing (not including the land development process). A prerequisite for this project is the development of residential land. Outcome: Availability of appropriate accommodation for a diverse workforce and population in the Moora town site, removing a significant barrier to the attraction and retention of new and existing residents.</p>	<ul style="list-style-type: none">▪ Short: Identify a range of needs.▪ Medium: Identify appropriate land solutions, including zoning requirements. Acquisition of land, development of outline, site plan and scheme amendment where appropriate. Remove constraints.▪ Long: Attract investment in housing	<ul style="list-style-type: none">▪ Lead: Shire of Moora▪ Partners: Innovation Central Midlands Inc., WA Country Health Service, Housing Authority	TBC
<p><u>Moora – Development of Nursing Accommodation</u> Scale: Moora Townsite Description: A lack of available housing for nursing staff is putting pressure on the provision of health services and has potential to jeopardise the standard of care provided by Moora Hospital. This project will address short term demand. Scope: Building a small unit complex on vacant residential land owned by the Shire of Moora to house at least three nursing staff. Outcome: Suitable accommodation for at least three nurses in Moora.</p>	<ul style="list-style-type: none">▪ Short: Agreement between WA Country Health Service (WACHS) and Shire of Moora. Sale of the current WACHS/Shire house is likely to create a crisis point.▪ Medium: Funding sourced.	<ul style="list-style-type: none">▪ Lead: Shire of Moora▪ Partners: WA Country Health Service, Housing Authority	TBC
<p><u>Wongan Hills - Investigate and Release Suitable Land for Housing</u> Scale: Wongan Hills Townsite Description: Investigate, acquire, develop and release residential land in the Wongan Hills town site to address acute housing and accommodation shortages in the short – medium term. Scope: Development and release of residential land including completion of appropriate processes i.e. land acquisition, re-zoning and land tenure. Outcome: Developed land to facilitate the construction of housing in Wongan Hills.</p>	<ul style="list-style-type: none">▪ Short: Housing and rental shortage. Completion of capacity audit.▪ Medium: Acquisition of land, development of outline, site plan and scheme amendment where appropriate. Funding for development secured and/or LandCorp completes development.▪ Long: Headwork’s development and creation of a marketable release of lots. Plan medium density housing for long term multiple use to assist in residential land requirements.	<ul style="list-style-type: none">▪ Lead: Shire of Wongan Hills▪ Partners: LandCorp, Wongan-Ballidu Development Group, Department of Lands	TBC
<p><u>Dalwallinu Business Incubator Units</u> Scale: Dalwallinu Townsite Description: Develop medium sized workshops/sheds to create a location for start-up businesses to run their operations on a short to medium term basis. This provides the opportunities for small businesses to set up businesses without investing significant capital into infrastructure which may burden and prevent the establishment of new businesses in the town and broader Sub-Region. Scope: Acquisition of suitable land, zoning (if required), and the planning and construction of the ‘incubator units’. Outcome: A suitable location for new start-up businesses and entrepreneurs to facilitate growth and initial business establishment. This will increase the number of businesses starting up in the town and help to improve local innovation and skills development.</p>	<ul style="list-style-type: none">▪ Short: Identification and acquisition of suitable land, development of outline, site plan and scheme amendment where appropriate.▪ Medium: Funding available. Continued industrial land shortage, combined with continued demand for land in Dalwallinu on the Great Northern Highway will trigger headwork’s development and creation of a marketable release of lots.▪ Long: Attraction of new industry, and private investors/developers.	<ul style="list-style-type: none">▪ Lead: Shire of Dalwallinu▪ Partners: Prospective businesses, LandCorp	Shire of Dalwallinu (Potential funding from Royalties for Regions)

Delivery & Thresholds			
Action/Activity/Project	Threshold Indicator	Delivery Method	
		Lead Agency & Partners	Funding Source
HOUSING (CONTINUED)			
<u>Wongan Hills – Development of Mocardy Centre</u> Scale: Wongan Hills Townsite and surrounding area Description: To build and equip a permanent community base as a NGO social services hub providing for those beyond the reach of mainstream social services. A physical meeting place for community driven initiatives and activities. Scope: Construction, fit out and landscaping of the building. Outcome: Increased community involvement in an increasing amount of community driven and administered programs to address social issues in Wongan Hills and surrounding communities.	<ul style="list-style-type: none">▪ Short: Project is proceeding. Turning of the sod on 9th March 2016.	<ul style="list-style-type: none">▪ Lead: Perth Diocesan Trustees▪ Partners: Mocardy Group, Shire of Wongan-Ballidu, local businesses and community	Project fully funded, partially through Wheatbelt Regional Grants Scheme, Lotterywest and Wongan Hills Anglican Diocese
<u>Moora and Adjacent Areas – Development of Ground Water Resources</u> Scale: Shire of Moora Description: Conduct water assessments, partnering with the Department of Water, to test water quality, quantity and licence allocation in the Shire of Moora. Scope: Use of current existing information, undertaking drilling and further research required to create a definitive analysis of the water resources and availability in the Shire of Moora. Outcome: Identify the potential for expansion of existing industry and development of new industry that relies on ground water resources. This may include the development of a marketing prospectus.	<ul style="list-style-type: none">▪ Short: Completion of Department of Water’s Water for Food (WFF) Project. Gaps and priorities identified. Funding identified for the preparation of Moora and surrounds study.▪ Medium: Wider study prepared for agriculture and industry to identify aquifer/groundwater reserve size in prioritised locations for environmentally and economically acceptable abstraction rates for industry in Moora and to the West of Moora.	<ul style="list-style-type: none">▪ Lead : Water Corporation & Department of Water▪ Partners: Department of Agriculture and Food WA	Department of Agriculture and Food WA – Water for Food Project
DALWALLINU, MOORA AND WONGAN TRANSPORT STRATEGY			
<u>Upgrade of Ballidu-Pithara Road</u> Scale: Sub-Region Description: The Ballidu-Pithara Road is a significant haulage route shortfall in the Sub-Region. An upgrade would create opportunities for the transportation of heavy haulage through an alternative route, alleviating the need to double back by travelling through Midland when transporting goods around the State. Scope: Investigating potential funding sources to complete the required road upgrade in line with completed planning and costings. Outcome: A safer section of road accommodating heavier loads; connection of Great Eastern and Great Northern Highways; congestion reduction in suburban Perth, and supporting industry to gain greater profitability through travel time efficiencies. Opportunities will be created for businesses to access new markets and increase business feasibility.	<ul style="list-style-type: none">▪ Short: Availability of funding for already completed planning and costings. Current status: funding application submitted to Growing the South Fund by Main Roads, endorsed by WDC Board.▪ Medium: Funding secured. Increased pressure from all stakeholders to complete the build.	<ul style="list-style-type: none">▪ Lead: Department of Transport▪ Partners: Main Roads WA, WDC▪ Support letters provided from Shires of Dalwallinu, Moora and Wongan-Ballidu	Main Roads, Department of Transport, Royalties for Regions. Current request to Royalties for Regions is \$19m, with \$9m being contributed by Main Roads.
<u>Dalwallinu – Maximise Transport Investment in Dalwallinu and Wubin</u> Scale: Dalwallinu & Wubin Townsite Description: Seek investment from transport companies to capitalise on Dalwallinu and Wubin’s strategic location on the Great Northern Highway which has already warranted significant private investment. Scope: Identification of opportunities and constraints facing the transport industry and further investigation into the transport industry in Dalwallinu and Wubin. Outcome: A comprehensive understanding of the transport industry to better inform current and prospective stakeholders. Private investment.	<ul style="list-style-type: none">▪ Short: Assessment of transport industry’s long term plans including identification of needs with regards to opportunities and constraints.▪ Medium: Priority projects identified▪ Long: Appropriate private investment.	<ul style="list-style-type: none">▪ Lead: Shire of Dalwallinu▪ Partners: WDC, Main Roads WA, Department of Transport, Private stakeholders	TBC
<u>Moora – Plan for Re-route of Heavy Vehicles Through Town</u> Scale: Moora Townsite Description: Establish an alternative route through or around the Moora town site to reduce significant heavy traffic (particularly during harvest) travelling through the busy pedestrian health precinct of Moora which is the location of the Moora Frail Aged Lodge, Moora District Hospital, Moora Health Campus and St Joseph’s Primary School. Scope: Planning for an alternative route including completion of road upgrades, kerbing and installation of signage. Outcome: A safer and client friendly health precinct and primary school. Reduction of congestion caused by heavy vehicle movement during harvest will also be achieved.	<ul style="list-style-type: none">▪ Short: Complete planning, including route identification, potential road upgrades, kerbing and signage installation.▪ Medium: Planning findings utilised in consultation with Department of Transport, Main Roads WA and relevant private stakeholders to determine a priority works program.	<ul style="list-style-type: none">▪ Lead: Shire of Moora▪ Partners: Main Roads WA, Road Safety Council	TBC
<u>Great Northern Highway Upgrades</u> Scale: Statewide Description: Upgrade and improvement of Great Northern Highway including widening, additional overtaking lanes, rest stops and improved intersections. The Great Northern Highway is a major national highway servicing Local, State and National interests. It is the major haulage route between mining operations in WA’s north. It is also used extensively by local residents. Scope: Consultation with the transport industry and Great Northern Highway users to continue to be undertaken. Outcome: A safer Highway more suited for heavy haulage traffic and wide loads to better reflect its role as a major national highway.	<ul style="list-style-type: none">▪ Short: Works currently being undertaken. New Norcia bypass is intended to commence in Mid-2016.▪ Medium: Further funding has been allocated and further works intended to be completed over the medium term.	<ul style="list-style-type: none">▪ Lead: Main Roads WA▪ Partners: Department of Transport, private stakeholders, communities and landowners	Australian Federal Government with State Government contributions.

Delivery & Thresholds			
Action/Activity/Project	Threshold Indicator	Delivery Method	
		Lead Agency & Partners	Funding Source
AGED CARE			
<p><u>Wongan-Hills Aged Care Facilities</u> Scale: Wongan Hills Townsite & Surrounds Description: Develop additional aged care accommodation to cater for people across a range of different care levels and attract then deliver the necessary services. Scope: Undertake planning and detailed needs analysis prior to structural planning and land tenure requirements. Outcome: Suitable aged accommodation and services in Wongan Hills and surrounding communities to cater for growing demand.</p>	<ul style="list-style-type: none">▪ Short: Aged friendly community plans and accommodation needs identified. Completion of aged care needs analysis and audit as part of the Midlands Centres Aged Care Accommodation Project (MCACA). To include a comprehensive review of population projections, the availability and condition of current housing stock, waiting lists for current aged housing and community input. Investigation into housing design, cost and exploration. Funding Identified.▪ Medium: Cost Benefit Analysis, analysis of selected sites, and business plan completion. Funding secured. Identification and acquisition of suitable land, development of outline, site plan and scheme amendment where appropriate. Prioritisation of strategic housing developments across Midlands Centres.▪ Long: Funding sought and secured for next project. Possible inclusion of ICM helping to identify a sustainable business model.	<ul style="list-style-type: none">▪ Lead: Shire of Wongan-Ballidu▪ Partners: WA Country Health Service. Possibly ICM.	TBC
<p><u>Midlands Centres Sub-Region Aged Friendly Communities</u> Scale: Sub-Region Description: Undertake audits across towns throughout the Midlands Centres Sub-Region to assess to level of accessibility for the aged and upgrade where suitable. This includes footpaths, access to buildings/services. Scope: Assessment of each of the communities existing town infrastructure and identification of priority upgrades. Outcome: Upgrades to town infrastructure to better facilitate the movement of the aged and disabled.</p>	<ul style="list-style-type: none">▪ Short: CAFC Audits completed. Prioritisation of projects for CAFC grant funding.▪ Medium: Utilise Audit data to inform development of Age Friendly Community Plan.▪ Long: Endorse and implement AFC Plan. Attract funding for priorities.	<ul style="list-style-type: none">▪ Lead: WDC▪ Partners: Shires of Dalwallinu, Moora and Wongan-Ballidu	Initial funding has been provided through the Creating Aged Friendly Communities Fund. Dalwallinu - \$55,000 Moora - \$44,077.50 Wongan-Ballidu - \$40,000
<p><u>Moora Hydrotherapy Pool</u> Scale: Moora Townsite & Surrounds Description: Build a hydrotherapy pool to complement the aged care and health precinct. Provision of hydrotherapy services for aged health, sports injuries and rehabilitation. The completion of the Moora Frail Aged Lodge occurred under budget and remaining funds may be available for use. Scope: Construction of a pool in the existing health and aged care precinct. Disabled access requirements to be incorporated into design. Training for new and existing staff to operate the pool and activities requires investigation. The potential to investigate planning for expansion of existing health services for the precinct may also be possible. Outcome: Provide a regional hydrotherapy service, currently only accessible in Perth or Geraldton. Long distance travel and pressure on metropolitan health services would be decreased, by providing a service which would complement the range of health care offered in Moora.</p>	<ul style="list-style-type: none">▪ Short: Finalise site identification.▪ Medium: Identify additional funding to couple with current funding. Construction.▪ Long term: Market facility along with other aged friendly developments.	<ul style="list-style-type: none">▪ Lead: Shire of Moora▪ Partners: WA Country Health Service	Utilise remaining funds from Moora Frail Aged Project, TBC.
<p><u>Midlands Centres Aged Care Accommodation (MCACA)</u> Scale: Sub-Region Description: Create a consistent framework across the Midlands Centres Sub-Region for the provision of accommodation for the aged including appropriate service delivery. Scope: Development of guidelines for demand based and staged aged care accommodation including the physical layout of accommodation (door way widths, handrails in bathroom etc.). Attract funding. Investigation of service delivery should also be explored focusing on cost efficiencies to attract appropriate service providers. Outcome: The development of appropriate aged care accommodation, and service delivery across the Midlands Centres Sub-Region.</p>	<ul style="list-style-type: none">▪ Short: Completion of Aged Care needs analysis and audit as part of the Midlands Centres Aged Housing Development Project (MCAHD). A comprehensive review of population projections, the availability and condition of current housing stock, waiting lists for current aged housing and community input undertaken. Investigation into housing design and cost. Funding application made.▪ Medium: Funding secured. Identification and acquisition of suitable land, development of outline, site development plan and scheme amendment where appropriate. Prioritisation of strategic housing developments across Midlands Centres.▪ Long: Funding sought and secured for next Midlands Centres project to continue to build a sustainable ICM business model.	<ul style="list-style-type: none">▪ Lead: Shires of Dalwallinu, Moora and Wongan-Ballidu▪ Partners: WA Country Health Service, WDC	RfR Funding application for \$10.38m to Southern Investment Initiative (SII). This is for an approximated 26 units over a 3-4 year period to be built in Dalwallinu, Moora and Wongan Hills.

Delivery & Thresholds			
Action/Activity/Project	Threshold Indicator	Delivery Method	
		Lead Agency & Partners	Funding Source
AGED CARE (CONTINUED)			
<p><u>Innovation Central Midlands Inc. (ICM)</u> Scale: Sub-Region Description: Creation of an incorporated body with equal membership from the Shires of Dalwallinu, Moora and Wongan-Ballidu used to build housing in the Sub-Region. It may be a possible vehicle to drive and facilitate aged care housing development, and other projects as such the formation of any additional mechanisms required to reach desired outcomes is a ‘work in progress’. Scope: The construction of housing and the re-investment of profits into more housing. Residential lots need to be available and industrial land projects may be considered in the future. Outcome: Appropriate housing availability across the Midlands Centres Sub-Region resulting in a reduced reliance on Government funding for housing. The formation of any additional mechanisms/subsidiaries under or alongside the not-for-profit incorporated body for the purpose of acting as a regional economic development agency for the Central Midlands.</p>	<ul style="list-style-type: none">▪ Short: ICM has been formed and a trial CEO employed, and commencement funding contributed by LGA’s in Midlands Centres.▪ Medium: Investigation into housing design and cost. Funding identified or sustainable funding model developed. Completion of Aged Care needs analysis and audit - MCAHD Project. Prioritisation of strategic housing developments across Midlands Centres.▪ Identification and acquisition of suitable land, development of outline, site development plan and scheme amendment where appropriate.▪ Long: Building commenced and completed. Funding sought and secured for next project/s. Attraction of private investors.	<ul style="list-style-type: none">▪ Lead: Innovation Central Midlands Inc▪ Partners: WDC, Shires of Dalwallinu, Moora and Wongan-Ballidu	Country Local Government Fund, TBC
TOTAL WATER MANAGEMENT			
<p><u>Wongan Hills Mocardy Dam Development</u> Scale: Wongan Hills Townsite Description: Connection of the Mocardy Dam to the existing town reticulation system. Scope: Supply and installation of the pipes to connect the dam to the reticulation system and associated earthworks and road works. Outcome: Reduced water costs for the Shire of Wongan-Ballidu due to reduced reliance on the purchase of scheme water through the use of a resource that currently is underutilised.</p>	<ul style="list-style-type: none">▪ Short: UWA preliminary project investigation in partnership with WDC and Wongan-Ballidu shire has occurred. Strategy for the future needs developed.▪ Medium: Wastewater demands near current supply triggering acquisition of land, planning, design and approvals process. Funding sought.	<ul style="list-style-type: none">▪ Lead: Shire of Wongan-Ballidu▪ Partners: Water Corporation, WDC	TBC
<p><u>Wongan Hills - Total Water Management Plan</u> Scale: Wongan Hills Townsite Description: Initiate investigations into future waste water needs and develop a strategy to address land tenure, zoning changes and identify suitable land. Scope: Feasibility studies, site selection processes, business case development and funding applications. Outcome: A plan for future water management in the Wongan Hills town site that will cater for future growth and opportunities to improve efficiency.</p>	<ul style="list-style-type: none">▪ Short: Development of future needs strategy. Funding identified to explore options.▪ Medium: Funding secured. Appropriate site selected. Acquisition of land, planning, design and approvals process commenced.	<ul style="list-style-type: none">▪ Lead: Shire of Wongan-Ballidu▪ Partners: Water Corporation, Wheatbelt NRM	TBC
<p><u>Dalwallinu - Total Water Management Plan</u> Scale: Dalwallinu Townsite Description: Monitor and review existing infrastructure and future requirements to cater for future growth in the town. Focus includes Dalwallinu Drainage Improvement, Dalwallinu Sewerage Scheme Upgrades and Dalwallinu Water Catchment Dam. Scope: Feasibility studies, site selection processes, business case development and funding applications. Outcome: A plan for future water management in the Dalwallinu town site that will cater for future growth and opportunities to improve efficiency.</p>	<ul style="list-style-type: none">▪ Short: Projects prioritised. Determine if funding is required to investigate options. Funding identified.▪ Medium: Funding secured. Appropriate projects and sites selected. Acquisition of land, planning, design and approvals process commenced.	<ul style="list-style-type: none">▪ Lead: Shire of Dalwallinu▪ Partners: Water Corporation	TBC
<p><u>Moora - Total Water Management</u> Scale: Moora Townsite Description: Monitor and review existing infrastructure and requirements to cater for future growth in the town. Focus includes Moora Sewerage Pond Upgrade and Moora Sewerage System Extensions/Maintenance and Upgrades. Scope: Feasibility studies, site selection processes, business case development and funding applications Outcome: A plan for future water management in the Moora town site that will cater for future growth and opportunities to improve efficiency.</p>	<ul style="list-style-type: none">▪ Short: Projects prioritised. Determine if funding is required to investigate options. Funding identified.▪ Medium: Funding secured. Appropriate projects and sites selected. Acquisition of land, planning, design and approvals process commenced.	<ul style="list-style-type: none">▪ Lead: Shire of Moora▪ Partners: Water Corporation	TBC

Delivery & Thresholds			
Action/Activity/Project	Threshold Indicator	Delivery Method	
		Lead Agency & Partners	Funding Source
TOURISM			
<u>Moora – Caravan Park Upgrade</u> Scale: Moora Townsite Description: Investigation into the expansion of the caravan park to accommodate current demand and expected growth. Moora Caravan Park is consistently at capacity, and upgrades should occur as the park grows. Scope: The planning for caravan park expansion, including necessary upgrades. Outcome: More on-site accommodation, caravan and RV space to facilitate demand driven growth.	<ul style="list-style-type: none">▪ Short: Plan complete.▪ Medium: Identify and secure funding.▪ Long: A sustainable model for ongoing delivery of tourist/community amenity.	<ul style="list-style-type: none">▪ Lead: Shire of Moora▪ Partners: Tourism Groups, Department of Sport and Recreation	TBC
<u>Wongan Hills Trail Development</u> Scale: Wongan Hills Townsite Description: Upgrades to paths and increased signage for the tourism trails around the town site. Scope: Earthworks to paths, installation of signage. Outcome: Increased activities for tourists, resulting in more time and money spent in Wongan Hills.	<ul style="list-style-type: none">▪ Short: Complete plan.▪ Medium: Identify and secure funding available.	<ul style="list-style-type: none">▪ Lead: Shire of Wongan-Ballidu▪ Partners: Tourism Groups, Department of Sport and Recreation	TBC
<u>Tourism Marketing for the Midlands Centres Sub-Region</u> Scale: Sub-Region Description: A combined approach to tourism in the Midlands Centres Sub-Region utilising organisations such as Heartlands WA, Golden Horizons and Moore Catchment Council. Scope: Marketing strategy, advertising campaigns and liaison with caravan/RV clubs. Outcome: More awareness of the Midlands Centres Sub-Region throughout target markets, particularly those based in Perth and the ‘grey nomad’ group.	<ul style="list-style-type: none">▪ Short: Key stakeholders identified. Projects developed and prioritised.▪ Medium: Funding identified.▪ Long: Funding secured. Relationships built and maintained.	<ul style="list-style-type: none">▪ Lead: Shires of Dalwallinu, Moora and Wongan-Ballidu▪ Partners: Tourism Groups, Heartlands WA, Golden Horizons and Moore Catchment Council	TBC
<u>Moora Tourism Trails</u> Scale: Shire of Moora Description: Produce and design 10,000 eco-trail booklets that detail walk trails, identify flora and fauna and provide aboriginal heritage information around the Moora area. Booklets will be available in Local Government offices, tourism outlets etc. This project will also create the trigger for the upgrade of the Jingamia Cave walk trail and signage. Scope: Design, print, launch and distribute booklets, with the opportunity to also upgrade the Jingamia Cave walk trail and signage. Outcome: Detailed tourist information in the absence of a tourism office including walk trails, natural attractions and increased marketing of the flora and fauna of the Shire of Moora. The intention is to encourage prolonged tourism stays in Moora.	<ul style="list-style-type: none">▪ Short: Project has commenced.▪ Medium: Stage 2 investigated and funds applied for and secured.	<ul style="list-style-type: none">▪ Lead: Moore Catchment Council▪ Partners: Shire of Moora, Department of Sport and Recreation, Department of Parks and Wildlife, Yued Group, WDC.	Stage 1 Funded (14/15 RfR CCF Contribution) Stage 2 Pending
MIDLANDS CENTRES AIRFIELD DEVELOPMENT			
<u>Moora Airfield Development</u> Scale: Moora Townsite Description: Upgrade the Moora airstrip including the extension and sealing of runway, new markers, a wind indicator and solar lighting. The addition of commercial/recreational hangars and a shuttle vehicle to be used for moving between the airstrip and town also to be considered. Scope: Revision of current planning and costings required, funding identification and commencement of upgrades. Outcome: An upgraded airstrip to improve safety for essential services such has the Royal Flying Doctor Service and also facilitate increased recreational use.	<ul style="list-style-type: none">▪ Short: Demand identified.▪ Medium: Business case completed.▪ Long: Funding available.	<ul style="list-style-type: none">▪ Lead: Shire of Moora▪ Partners: Civil Aviation Safety Authority, Royal Flying Doctor Service	TBC
<u>Wongan Hills - Development of Area around Airstrip for ‘Skypark’</u> Scale: Wongan Hills Townsite Description: Development of residential land around the Wongan Hills airstrip to attract recreational users to the town. Scope: Investigate and develop residential land adjacent to Wongan Hills airstrip and undertake a marketing campaign to attract recreation pilots to the town. Outcome: Facilitate growth of recreational aviation industry catering for Jandakot Airport congestion. Increased growth and tourism in Wongan Hills.	<ul style="list-style-type: none">▪ Short: Ensure appropriate planning is developed and demand for development is identified.▪ Medium/Long: Monitor aviation developments (Merredin, Narrogin, Jurien, Cunderdin, Northam and Wyalkatchem) to determine Wongan-Ballidu’s potential for development. Collaborate marketing and conduct development.	<ul style="list-style-type: none">▪ Lead: Shire of Wongan-Ballidu	TBC

Delivery & Thresholds			
Action/Activity/Project	Threshold Indicator	Delivery Method	
		Lead Agency & Partners	Funding Source
DIGITAL MIDLANDS CENTRES			
<u>Dalwallinu – Improved Mobile Phone Coverage, Digital Television and NBN</u> Scale: Shire of Dalwallinu Description: Address current shortfalls in mobile phone coverage, local digital television coverage and NBN service intended throughout the Shire of Dalwallinu. Lobby appropriate stakeholders and decision makers for improved NBN service (than what is proposed which is likely to be inferior to the current ADSL2+ service) and for mobile coverage for Goodlands and Wubin. Scope: Stakeholder engagement at Local, State and Federal Government levels and promotion of the uptake of digital technology for local businesses Outcome: Improved technology, improved availability, increased uptake of digital technology and improved competitiveness of local businesses. To continue to cater for visiting interstate, international and metropolitan counterparts who rely on continued connectivity.	<ul style="list-style-type: none">▪ Short: Priorities clarified and mobile coverage needs submitted Mobile Black Spot Program round 2 (MBSP2). Monitor NBN rollout and engage a wide audience, (including NBN) in an improved solution for Dalwallinu.▪ Medium: Funding announced. Completion of Mobile Blackspot Program round 1 and Regional Telecommunications Project. Monitor Federal and State announcements to ensure gaps are identified, recorded and developed into needs case studies for future planning.	<ul style="list-style-type: none">▪ Lead: Shire of Dalwallinu▪ Partners: WDC, Department of Commerce, NBN Co,	TBC
<u>Wongan Hills - Expand the Use of Digital Technology</u> Scale: Shire of Wongan-Ballidu Description: Promote the advantages of digital technology for local businesses, community groups and lobby for improved availability of digital technology across the shire including sites in Cadoux and Kondut. Monitor the NBN rollout to ensure that FTTN and wireless NBN solutions are delivered to maximum footprint. Scope: Marketing and campaigning of benefits of digital technology for local businesses and lobbying to improve availability of digital technology across the Shire of Wongan-Ballidu Outcome: More competitive local businesses, improved technology and increased commerce and business opportunities across the Shire. To continue to cater for visiting interstate, international and metropolitan counterparts who rely on continued connectivity.	<ul style="list-style-type: none">▪ Short: Identify opportunities for better utilisation of existing technologies. Identify gaps and guide solutions via consultation with NBN Co and Department of Commerce during the planning and construction phase. Mobile coverage needs submitted into a potential Mobile Black Spot Program round 2. Monitor NBN rollout to ensure maximum FTTN and wireless footprint.▪ Medium: Strategies for community participation. Additional funding sought for value adding processes.	<ul style="list-style-type: none">▪ Lead: Shire of Wongan-Ballidu▪ Partners: Department of Commerce	TBC

Projects and Initiatives founded as at 5 May 2016. These Projects and Initiatives for Midlands Centres have been identified from Local, State and Federal Governments, private enterprise and Non-Government-Organisations during the consultation and research phase for this Plan. It is of the view that the Projects and Initiatives will guide the development of the Midland Centres and the broader Central Midlands Sub-Region. A prioritisation process was undertaken that identifies the priority projects which will have the most impact on economic and population growth at this point of time. It is of the view that this list is not exhaustive and will evolve as Projects and Initiatives are completed, new Projects and Initiatives identified or changed completely. The list will form part of the Implementation and Monitoring process of which will be reviewed to ensure project information is current and accurately reflects the investment required to meet the infrastructure and service needs of a growing population and economy. The Wheatbelt Development Commission as part of the Implementation and Monitoring of this Plan will be updating this project list on a regular basis.