



Shire of Mt Marshall

Economic Development Guide

2018



Introduction

The Shire of Mt Marshall outlined the need for an Economic Development Strategy in the 2017/18 – 2022/21 Corporate Business Plan and the 2017/18 -2026/27 Strategic Community Plan. This guide is the first step towards establishing an Economic Development Strategy and allows Council to establish clear guidelines and strategies in the development and promotion of the local economy.

Local Government's role in Economic Development of the Shire includes infrastructure works, business assistance programs, local promotional campaigns and the awarding of Economic Development Grant funding to local groups and businesses, all in the aim of increasing economic activity and growth within the Shire.

The purpose of this Economic Development Guide is to provide a framework for Council initiatives, projects and activities that will contribute to the growth of the Shire of Mt Marshall's economy. The guide applies to Bencubbin and Beacon - the two major towns within the Shire of Mt Marshall, as well as the smaller localities of Gabbin, Welbungin, Cleary and Wialki.

The timeframe for this guide is "short term", being zero to five years.

This Economic Development Guide:

- Provides demographic information about Bencubbin, Beacon and the Shire as a whole.
- Provides economic statistics
- Outlines key economic strategies identified in the Corporate Business Plan and Strategic Community Plan.
- Identifies appropriate strategies, actions and projects that will assist in furthering economic development within the Shire.
- Detailed actions including responsible council / staff member, time frames and required resources.

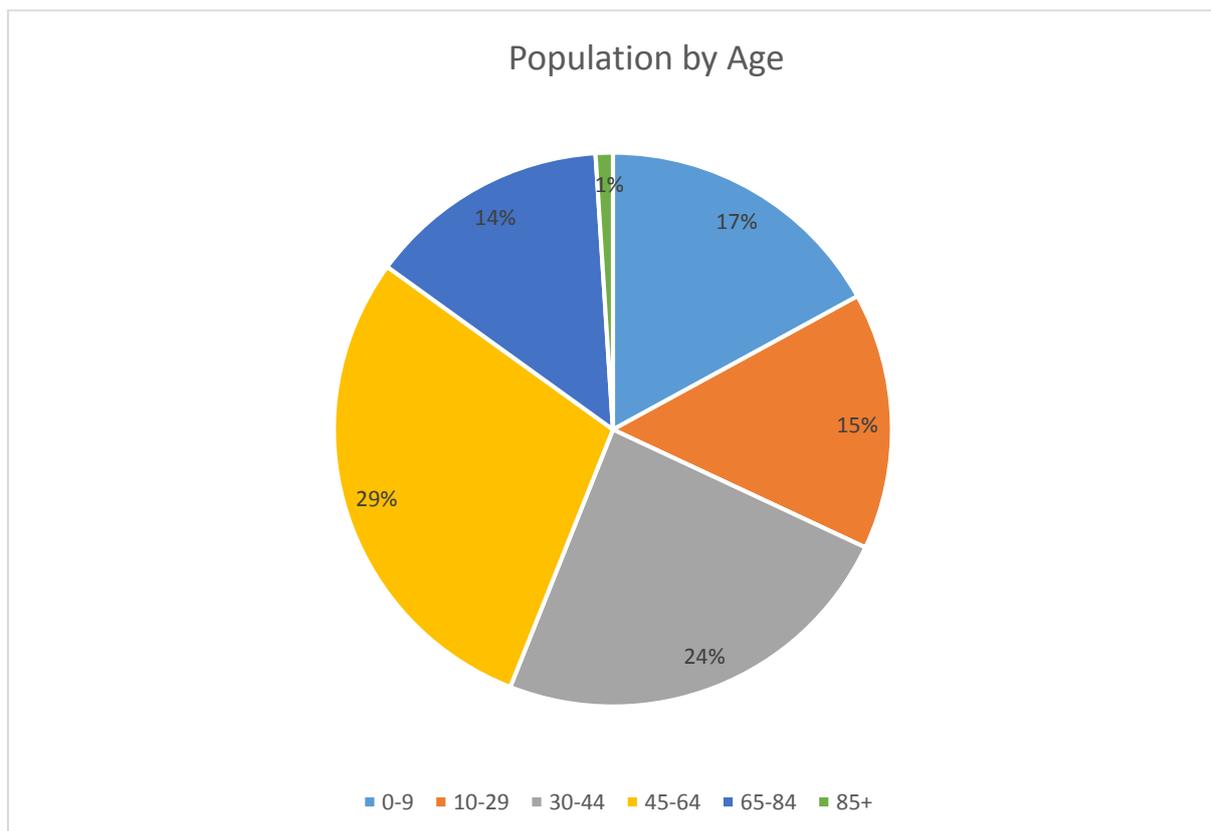
Profile of Mt Marshall

Population Figures

Population data from the 2016 census shows the Shire’s population has increased from 486 to 527 (6.25%). Of the 527 people 54.1% were male and 45.9% were female. Aboriginal and/or Torres Strait Islander people made up 1.0% of the population. The median age has risen from 35 to 42 in the last 10 years.

There are 142 families within the Shire with an average of 1.7 children per household. The medium weekly household income is \$1,227. As a comparison note, the weekly household income of a family in Joondalup is \$1,957 and \$1,664 in Mundaring.

Age	Bencubbin	Beacon	TOTAL	% of population
0-9	41	30	71	17%
10-29	33	20	53	13%
30-44	59	37	96	23%
45-64	65	52	117	29%
65-84	39	24	63	15%
85+	8	3	11	3%

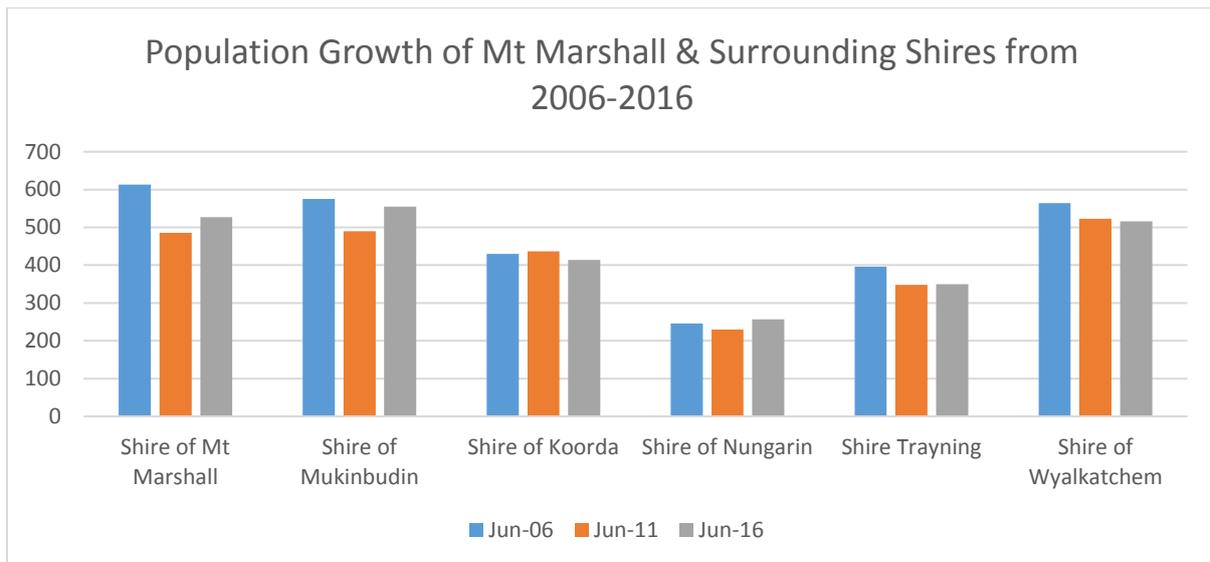


Population Growth / Decline within the Shire of Mt Marshall and surrounding areas

According to Australian Bureau of Statistics, The Shire of Mt Marshall saw a significant decrease in population in the ten years from 2006-2016. This was a strong trend amongst surrounding Shires, however, Mt Marshall had the highest fall in population.

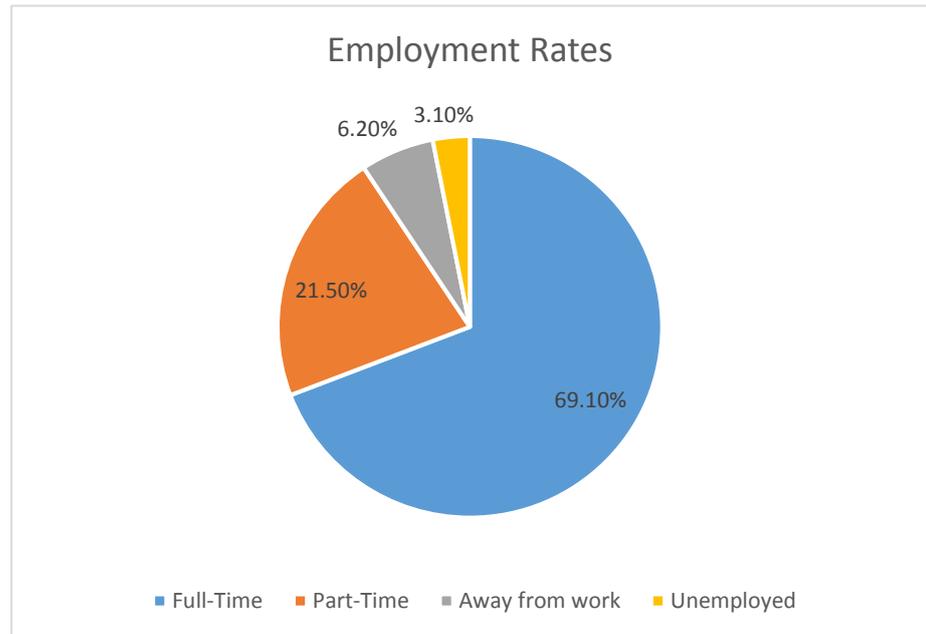
The 2016 Census statistics revealed a slight reversal in the long term trend of population decline, with an increase of 41 people from 2011-2016. This trend was common within the region, with all Shires except Koorda experiencing small scale growth over the past five years.

Town	June 2006	June 2011	June 2016	Difference 2006 - 2016
Shire of Mt Marshall	613	486	527	- 86
Shire of Mukinbudin	575	490	555	- 20
Shire of Koorda	430	437	414	- 16
Shire of Nungarin	246	230	257	+ 10
Shire of Trayning	396	348	350	- 46
Shire of Wyalkatchem	564	523	516	- 48



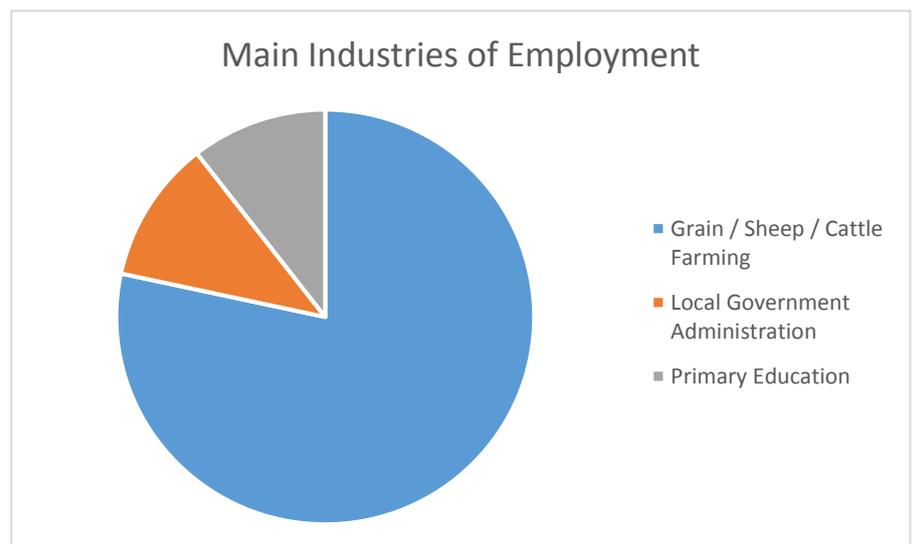
Workforce and Un-Employment Rates

According to the 2016 Census, 288 people aged 15 years and over reported being in the labour force. Of the 288 people, 69.1% worked fulltime, 21.5% worked part-time, 6.2% were away from work and 3.1% were unemployed.



Economic Sectors

The main economic sector within the Shire of Mt Marshall is Grain / Sheep Farming, followed by Local Government Administration and then Primary Education. These statistics indicate the importance of the Shire and Primary Schools as a major provider of employment within the Shire, other than farming. The positions available at the Shire and Primary school often provide complimentary income to farming households,



or provide a job for one half of a partnership involved within the farming industry. It is crucial to have jobs available outside of the farming industry to attract families and young people to the community.

Education

- Bencubbin Primary School as of February 2018 has 24 Children and employs 9 staff (full-time and part-time).
- Beacon Primary School as of February 2018 has 23 Children and employs 11 staff (full-time and part-time).

Daycare Service

The Little Bees daycare service was established in July 2015 and operates in Bencubbin on Monday, Tuesday and Wednesday each week. In October 2016 Little Bees extended its services to Beacon, operating there on Thursdays. The service is provided by the Shire of Mt Marshall under the guidance of Great Beginnings Family Daycare.

Little Bee's is a great asset to community members and allows mothers to return to work after having a baby, provides fulltime employment for a community member and is a great incentive for families considering a move to the Shire.

Corporate Business Plan

The following key priorities, relevant to this guide, were identified in the Shire of Mt Marshall Corporate Business Plan;

Actively support and develop local and new businesses

- Employ an Economic Development Officer
- Prepare an Economic Development Strategy
- Economic Development Fund Initiatives to the value of \$120,000
- Develop and support local and regional tourism

The development of local and regional tourism

- Promote the Shire as a place to live, work and visit
- Maintain website with up-to-date tourism information
- Review and maintain Land for Sale section of Websites
- Review current business information and directories
- Forge and link with 'Heartlands' Directory
- Investigate online accommodation booking system
- Complete water tank handover and promote it as a tourist attraction

Strategic Community Plan

The following key priorities, relevant to this guide were identified in the Shire of Mt Marshall Strategic Community Plan;

Actively support and develop local and new business

- Develop a local Economic Development Strategy.
- Maintain/review town planning strategies to make our Shire attractive for potential new business.
- Lobby for the technological infrastructure necessary to support commercial and business growth.
- Lobby for the provision of reliable electricity supply from government agencies with respect to both headworks charges and reliability.
- Support processes that will enhance local business access to professional services/advice.
- Support opportunities for all businesses.

- Encourage the consideration of renewable energy generation technologies.

The development of local and regional tourism

- Advocate, promote and market the Shire of Mt Marshall as a place to live, work and visit.
- Assist with the provision of relevant tourist information and marketing services.
- Support a coordinated approach for regional tourism promotion and management.
- Facilitate the development of local tourism activities associated with the Shire's diverse natural, social and built heritage.
- Develop partnerships to actively support visitor growth.
- Encourage eco-tourism.

An effective and efficient transportation network

- Plan for the provision and delivery of transport services and infrastructure in the Shire in close consultation with the State and Federal governments and the local community.
- Maintain an efficient, safe and good quality local road network.
- Advocate for improvement and provision of appropriate regional transport links, including rail, air and bus services.

A sense of place through public infrastructure and facilities

- Provide commercial and industrial land aligned to economic need and growth.

Strong representation on behalf of the Community

- Facilitate resource sharing and actively participate in partnerships on a regional basis.

Key Strategic Directions

Actions	Background Information	Specific Actions	Responsible	Timeline
Prepare an Economic Development Strategy (EDS)	This guide is the first step in the development of an EDS. An EDS will be developed within the next 5 years once financial provisions have been made to employ a consultancy company.	Develop an Economic Development Guide (EDG) followed by an Economic Development Strategy.	EDO	EDG Complete EDS by June 2020
Economic Development Fund Grant	The 2017/18 budget allocated \$120,000 in funds to this grant initiative. This fund aims to	Promote and advertise the next round of funding which will be in March 2018.	EDO	March 2018

	provide businesses and community groups an opportunity to receive financial assistance for projects that will be of benefit to the Mt Marshall Community and economy.	Review funding approval and acquittal processes and make appropriate amendments / improvements.	EDO / CEO / FAM & Council	March – June 2018
Promote the Shire as a place to live, work and visit.	The Shire of Mt Marshall is a safe and quiet place to live, with small but prosperous communities. Bencubbin is just three hours from Perth and both towns have a wide range of services available. Housing is limited but very affordable as is residential land.	EDO to build relationship with NEWROC, Heartlands and Wheatbelt Way.	EDO	Underway & Ongoing
		Ensure tourist information is up-to-date on website and Facebook page. Promote Mt Marshall on social media as a place to visit – Facebook and Instagram.	EDO	February 2018 – onwards
		Liaise with NEWtravel to encourage motorcycle, photography and other clubs to visit the area.	EDO	March 2018
		Liaise with NEWtravel to correct, develop and expand information specific to the Shire of Mt Marshall on the Wheatbelt Way App and Website on annual basis.		
		Ensure the Shire Office, Resource Centre's and surrounding towns stock the Mt Marshall Tourist Brochure.	EDO	Underway and Ongoing.
		Advertise vacant land online; <ul style="list-style-type: none"> - Website - Heartlands - NEWROC - Gumtree - Facebook Marketplace - Realestate.com.au 	EDO	Underway and ongoing.
		Investigate online accommodation booking system.	EDO	February / March 2018
		Complete water tank handover and promote as tourist destination when complete.	CEO / EDO	August 2018

		Investigate 'Workers Camp' style accommodation in Beacon.	CEO	Research phase underway. Completion approx. October 2018.
Forge Relationships with Local Businesses – including small, home based businesses	The Shire of Mt Marshall hasn't employed an Economic Development Officer since late 2014. There has been no thorough liaising between local businesses and the Shire since this time. It is imperative for the EDO to build communication channels and relationships with the local businesses quickly.	Set-up a 'Business After Hours' at least twice yearly. Liaise with WBN.	EDO	February / March 2018 September 2018
		Conduct a 'Business Brain Storm' or survey at the first meeting to get a sense of what the local businesses within the Shire need and want, and to get some ideas to boost the local economy.	EDO	First BAH in March 2018
	Starting an online business is becoming increasingly easier with the use of the internet, social media and the likes. Opportunities to start an online business are endless if people have the motivation, skills and resources in place.	Look at holding a 'women in business' conference (or the likes) to encourage women within the Shire and surrounding towns to start their own small businesses or to provide them with the skills to grow or develop a current small business.	EDO / CDO	Begin research February 2018 with aim to hold conference June 2018
	The Bencubbin and Beacon Community Resource Centre's will be holding various training sessions in 2018 all aimed at giving local business the opportunities to learn new skills.	Assist the Community Resource Centres in promoting any business focused initiatives, training, information etc. EDO to attend all sessions.	EDO	TBA
		Become a member of WBN / Heartlands and begin an E-Newsletter to small businesses in the Shire with relevant and interesting information.	EDO	Membership complete First newsletter to be sent late Feb 2018

	<p>The Small Business Friendly Local Governments initiative aims to recognise government authorities in Western Australia that are committed to actively supporting small businesses in their local area.</p> <p>Participating local governments will provide the Small Business Development Corporation with updates on how they are meeting these commitments.</p>	<p>Sign up to the Small Business Friendly Local Governments Charter to show we are committed to work with, and support, small business by:</p> <ul style="list-style-type: none"> • offering enhanced customer service • reducing red tape • making on-time payments • having a process in place to handle disputes • introducing other activities to improve the operating environment for small businesses in their area 	EDO	Join in February 2018. Establish and promote May 2018
Promote local Businesses	Assist local businesses with the promotion of their business and the services that they offer to the community.	Add a business directory to the Shire of Mt Marshall Website.	EDO / EA	April 2018
		Run a 'Business in Focus' Campaign – use our website, social media and local newspapers to advertise one local business per week. Offer some interesting information about the owner, staff and what services they offer. Try to coincide with any specials they might have running.	EDO	March 2018 and ongoing until March 2019 or until all willing businesses have been showcased
		Buy Local / Shop Local Campaign – develop an interesting campaign to encourage local people to buy local.	EDO	Investigate options in March 2018
		Encourage small businesses to liaise with one another in developing relationships and business deals.	EDO	Ongoing – will begin at first BAH
		Signage – undertake an audit on tourism signage in the area. Encourage local businesses to improve their signage at entrances to town.	EDO	March 2018 – must be complete before tourist season

Provide Commercial and Industrial Land aligned to economic need and growth	The need for industrial land in Beacon has been identified. LandCorp has recently advised that they cannot assist with the development.	Shire of Mt Marshall to investigate the option of developing industrial land in Beacon. Information that may assist the Shire with this has been requested from LandCorp. Council to decide if this is a viable pursuit.	EDO / CEO	Underway and ongoing
		Re-advertise Bencubbin Industrial lots online – website, Gumtree, Heartlands etc.		
Investigate potential new sectors / jobs.	As technology expands, so do the opportunities for alternative sectors to be developed in rural areas.	Investigate Smart Shade Houses / Aquaculture and how to use the greenhouse in Bencubbin.	EDO/CDO	April 2018 and ongoing
		Engage with Australian Apprenticeship Pathways and provide local businesses with information about employing apprentices / trainees.		
Promote the Bencubbin complex upgrades as a venue for hire for conferences, meetings etc.	The Bencubbin Community Resource Centre currently manage bookings for the Complex and will continue to do so with the new upgraded building. The upgrades will provide an excellent, modern venue to hold meetings, functions etc.	Advertise the venue on the Shire website and direct bookings to the Bencubbin Community Resource Centre.	EDO	Complex expected to be complete by June 2018. Promotion to begin shortly after.
		Encourage the Bencubbin Community Resource Centre to promote the building as a venue for hire on their website.		
Town Beautification	Both Bencubbin & Beacon are maintained to a high standard, though Beacon is lacking curbing which would significantly improve the aesthetics of the streetscape. Item 12.5.6 from February 2017 Minutes highlights the equity imbalance and should be referred to. Close community consultation should take place before pursuing any high cost town beautification works.	Investigate street curbing in Beacon. Investigate the installation of an Art Trail / Public Art, Swings and grassed playgrounds in both towns.	EDO	August 2018
Affordable housing	In order to attract people to the communities, there needs to be affordable housing available.	Promote and encourage the construction of more family sized homes in the towns of Bencubbin & Beacon.	EDO / CDO	April 2018 and ongoing

<p>Bendigo Bank Agency</p>	<p>There is currently no bank agency in Bencubbin. Some basic banking services are offered by the Post Office.</p> <p>Bendigo Bank reinvest money spent at agencies back into the communities.</p>	<p>Investigate community demand for Bendigo Bank Agency in Bencubbin. If a need is identified, liaise with Bendigo Bank in Mukinbudin to establish what the requirements of opening an agency (security etc.) are. Write to the Bencubbin Community Resource Centre President presenting this information and encourage them to open a Bendigo Bank Agency. If this is not a viable option, investigate the option of opening a branch at the Shire Office. Also re-brand ATM machine once agency is running.</p>	<p>EDO</p>	<p>February 2018 and ongoing</p>
----------------------------	--	---	------------	----------------------------------

