

2021 MID WEST PRIORITIES



PROGRESS
M I D W E S T
Growing Greater Geraldton

Progress Midwest Priorities for the Mid West

Introduction

The Mid West region of Western Australia (population circa 54,000) is a diverse and highly adaptive region with resilient mining, tourism, agriculture and fishing industries, coupled with, retail, manufacturing, construction, logistics and population servicing sectors such as health, and education.

With strong infrastructure and linkages to the Asia Pacific region, our clean and green reputation for efficiency and productivity ensures our produce and resources are highly sought after.

Geraldton is the region's capital (population circa 31,982) and is centrally located between the State's capital Perth and the North West region. Its strategic positioning makes it well placed to alleviate the pressures experienced in the Perth and South West region and has the potential to become the service hub to grow the North West.

Shared Vision

Recognising that effective, regional investment and policy needs to be developed in a broader context, the key regional stakeholders in the Mid West have worked together to form Progress Midwest, the entity tasked with driving the Geraldton Jobs and Growth Plan 2019 - 2023. The plan is the shared vision for the growth of the Mid West region that will deliver economic prosperity, quality of life and liveability for the community of today and the future.

COVID-19

Launched just prior to the COVID-19 pandemic the Geraldton Jobs and Growth Plan 2019 - 2023 remains relevant. With a business environment that has changed substantially since the pandemic, now more than ever, regional economies are looking to State Government to provide investment that will help stimulate our local economies.

In this context, Progress Midwest has identified the following projects as the key State Election priorities for the region. We are calling on the State Government and the Opposition to commit to these priorities ahead of the 2021 State Election.

Note:

The estimated costs for each regional project priority is an estimate only and further detailed scoping of each initiative is required to confirm each project delivery cost.

Mayor Shane van Styn

Mayor City of
Greater Geraldton

Natasha Colliver

Chair Pollinators Inc.

Yvonne Messina

Chair Regional Development
Australia Midwest Gascoyne

Matthew Rutter

Chair Tourism Geraldton

Viki Fennell

President Mid West
Chamber of Commerce
and Industry

Bao Nguyen

Chair Midwest Horticulture
Growers Group

Steve Douglas

Chair Geraldton Universities
Centre

Mid West AT A GLANCE

Mid West Region generates \$11.272 billion output



HOUSING

Median Price March 2020

\$270,000 HOUSE
\$374,000 UNIT
\$110,000 LAND

WATER

Average Annual Rainfall:
328.4mm per year



UNEMPLOYMENT

As at 30 June 2019

8.4%

CONSTRUCTION

Output
\$1,16B
Export Value
\$83,49M



AGRICULTURE

Output
\$616M
Export Value
\$520M



GROSS REGIONAL PRODUCT



Greater Geraldton
\$3.09B
Midwest Region
\$5.5B



RESIDENT POPULATION

54,006
9.49%
ABORIGINAL

GERALDTON PORT

Total Trade THROUGHPUT **15,905M TONNES**



Ship visits
407



Total Trade EXPORTS
15,048M TONNES



Total Trade IMPORTS
857M TONNES

MINING

Output
\$3,63B
Export Value
\$3,29B



AIRPORT



2018/19
123,000
PASSENGERS

FISH/AQUACULTURE

Output
\$269M
Export Value
\$246M



VISITORS



International Domestic
98,720 1,277,820

TERTIARY EDUCATION



	Central Regional TAFE	Geraldton University Centre
Students enrolled	4,859	303
People employed	208	11 permanent ≤ 40 casual tutors per semester
Courses offered	198	13



PUBLIC HOSPITAL

16,591
Stays 2016/17

TOP FIVE ICONIC ATTRACTIONS



HMAS Sydney II Memorial
Houtman Abrolhos Islands
Hutt Lagoon Pink Lake
Kalbarri National Park, Skywalk and Gorges
Mid West Skies – AstroTourism
Wildflowers

Progress Midwest Priorities for the Mid West

Summary

Geraldton Hospital Full Redevelopment

ASK → \$120M

Houtman Abrolhos Islands Stage 2

ASK → \$14.5M [Stage 2]

Geraldton High Speed Vessel Jetties

ASK → \$3M

Redevelopment of the WA Museum Geraldton Site

ASK → \$16.5M

Geraldton CBD Headworks Infrastructure Fund

ASK → \$7.5M CBD Headworks Infrastructure Fund

ASK → \$32.5M Priority streetscape improvements

Mid West Innovation and Business Enterprise Hub

ASK → \$4M

Geraldton Water Access (Desalination) for Industry
(Horticulture) Growth

ASK → \$150M



PROJECT PRIORITY

Geraldton Hospital Full Redevelopment

Commitment to the full redevelopment of the Geraldton Hospital is still outstanding. In light of the COVID-19 pandemic, this investment is critical. It will significantly improve health outcomes, quality of life and liveability and enhance the region's capacity to attract and retain new residents.

It will employ an additional 92 ongoing FTEs, with a direct flow-on employment impact equivalent to 23 additional private sector FTEs.

This equates to regional value added of \$36M annually that would not exist without the investment. It would employ at least an additional 332 FTEs over a 12-month construction period, resulting in economic impact of around \$120M.

 Estimated \$36M per annum regional economic benefit.

 Construction Phase 332 new jobs > Ongoing 92 new jobs >

Direct flow-on employment impact equivalent to 23 additional private sector new jobs


 **\$120M**



PROJECT PRIORITY

Houtman Abrolhos Islands Stage 2

This investment complements the initial \$10M State Government commitment for the Wallabi Group of Islands by targeting tourism activation of the remaining archipelago. It will deliver over 100 new jobs. New public jetties, telecommunications, additional public moorings and anchorages will be installed in key locations driven by industry need. Processes will be streamlined with an integrated tourism licensing and booking systems. Visitor access will be improved with boardwalks, designated camping sites, world-class interpretation and potential commercial accommodation options. The investment will stimulate the tourism economy and realise this iconic attraction for Western Australia.

 Estimated \$10.1M per annum regional economic benefit.

 Approximately 130 new jobs


 **\$14.5M** [Stage 2]



PROJECT PRIORITY

Geraldton High Speed Vessel Jetties

Commitment for new jetty infrastructure to support growing tourism interest at the Abrolhos Islands, with the private sector already mobilising towards providing daytrips and diverse tourism activities at the Islands. Infrastructure would also support other commercial maritime tourism growth around Geraldton (i.e. dive / fishing charters, tours etc) as well as recreational uses. UDLA (landscape architects), MP Rogers (marine engineers) and Remplan (economists) are developing the business case for the two jetties. One jetty is proposed outside the Museum of Geraldton at the Batavia Coast Marina for vessels up to 25m to help activate the Museum and Marina precinct. The other is proposed on the east side of the Geraldton Esplanade for vessels larger than 25m.

 Estimated Construction Phase four new jobs > Seven indirect new jobs >

 \$3M



PROJECT PRIORITY

Redevelopment of the WA Museum Geraldton Site

Commitment to create Destination Mid West A New Cultural and Environmental Tourism Hub at the Museum of Geraldton site with new jetty infrastructure to create an internationally significant tourist attraction and an exciting and accessible gateway to the Mid West.

This project will create a contemporary visitor attraction, with an array of digitally innovative visitor experiences highlighting the region's unique and extraordinary stories.

The hub will be the cultural pulse of the region, and will enhance the region's overall destination appeal in its own right, whilst inspiring visitors to explore the region's attractions, landscapes and communities.

 Estimated to grow visitation to the Museum from 40,000 to 80,000/yr

 20 new jobs > 40 indirect new jobs >

 \$16.5M



PROJECT PRIORITY

Geraldton CBD Headworks Infrastructure Fund

The Geraldton City Centre Master Plan (2017) identified \$32.5M of priority streetscape improvements to drive CBD activation and future development in line with community values.

However, the earlier Greater Geraldton Infrastructure Assessment Report (2016) confirmed a range of major impediments to CBD investment and activation.

Ageing CBD infrastructure and services are the core of the problem, resulting in excessive headworks charges, and lack of water pressure to meet building and firefighting codes, and poor access and mobility for the public.

 Estimated \$853M – (CBD contributes 15% of the city's total economic output)

 **\$7.5M** CBD Headworks Infrastructure Fund

 **\$32.5M** Priority streetscape improvements



PROJECT PRIORITY

Mid West Innovation and Business Enterprise Hub

This initiative is between Mid West Chamber of Commerce and Industry and Pollinators Inc. to develop enterprise support infrastructure within a dedicated building to provide a one-stop shop for regional innovation, enterprise and commerce services in the Mid West. By providing increased exposure to growth training pathways, networking opportunities, business development and innovation support at all stages for local enterprises whilst also building a clear and identifiable regional innovation and enterprise brand for the Mid West.

 Estimated the two organisations support around 500 Mid West businesses

 **\$4M**




Geraldton Water Access (Desalination) for Industry (Horticulture) Growth

Geraldton is an important source of fresh vegetables for Western Australia.

Existing growers have aspirations for growth through expansion and new entrants look to our region for new development because of suitable soils, climate and small land holdings for further growth and expansion.

We need reliable water network providing cost effective water of consistent quality to realise this potential. An alternative source of water for horticultural and industrial use would also increase the sustainability of water sources for domestic consumption.

With declining recharge into local aquifers due to climate variability, it is likely that desalination is the best for this industry expansion.

 Estimated \$70 million per annum over the next 10-15 years

 300+ new jobs in the region

 **\$150M**



PROGRESS MIDWEST COORDINATING TEAM

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