



# Town of Bassendean Economic Development Plan 2012-2017

## Executive Summary

Local Business Surveys and data from the ABS Census show Bassendean has a strong and vibrant economy. Analysis of employment in Bassendean indicates that there are approximately 5,161 jobs which if evaluated to a resident labour force of 6,830 equates to a very respectable Employment Self Sufficiency of 75.5%. Additionally, the business sentiment expressed by local proprietors surveyed as part of the research for this strategy was significantly positive with over 68% describing their current levels of business, as going very well or things were stable and over 80% were planning to expand in the next 5 years.

However the same survey of local businesses, revealed over 30% are struggling at present including a third of them feeling that they may not survive over the next 12 months. The Social Economic Index for Areas (SEIFA) provided by the ABS, which measures the socio-economic conditions of the population consistently places Bassendean amongst the lowest of 31 Local Government Areas in the Perth Metropolitan Region. In the 2006 Census Bassendean achieved 987 which was four from the bottom.

There is little doubt that there is a two speed or three-speed economy and our continuing local economic success cannot be taken for granted; it must be worked at. Some industry sectors are growing extremely well while others are contracting. Operations that are associated with Mining, Health and with Digital Technology have the most promising future, while those in Retail and Manufacturing are restructuring and many are down-sizing.

The significance of dedicated leadership and well-funded economic development programs has never been greater than in challenging economic times such as today. The Town of Bassendean believes that economic development initiatives implemented at the local level hold the key to strengthening and lifting the economy. This plan outlines the Town of Bassendean's approach for facilitating sustainable economic growth for the next five years as part of the Eastern Metropolitan Region in Perth. It supersedes the *Economic Development Plan (2005–2010)*.

Survey data and feedback from business CEO's provides the foundation of this plan. The Town conducted extensive research and analysed major policy and strategy documents from international, national, state and local sources. Key stakeholders were engaged through workshops and through the Economic Development Advisory Committee to guide the overall direction and to prioritise the actions and outcomes.



*Manufacturing underpins Bassendean's low unemployment levels.*

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The 24 strategies included in this Plan build on the recommendations and achievements of the last Economic Development (ED) Plan and coalesce under three general headings: Firstly, **Support, Engagement and Advocacy** for economic development is crucial. Economic development is the responsibility of the entire organisation and the demonstrated understanding and acknowledgement of the local economy is the core of commercial growth and empowerment. It is imperative that all departments within Council work collaboratively to help local business. Furthermore, efforts designed to help officers gain a better understanding of local business needs should serve as a key component of all local economic development programs. This is achieved by integrating the internal departments of Council around economic development principals.



Secondly, in this plan, like its predecessor *Economic Development Plan 2005–2010*, the redevelopment and rejuvenation of the Town Centre is a major focus for the next five-year period. The previous plan accurately identified the unviable design of commercial, civic and retail uses along Old Perth Road. In that plan it recommended a holistic approach to address the lack of investment in new commercial infrastructure which has occurred in other suburbs across metropolitan Perth. As a result, the *Town Centre Strategy* has been completed and now informs the *Local Planning Strategy*. While investment is currently underway primarily at the eastern end of Old Perth Road, revitalisation is urgently needed for the western end. The recently completed *Land Asset Assessment* (also an outcome of the last ED Plan) provides Council with the strategy to complete the recommendations of the ED Plan and create a Town Centre that Bassendean residents can be proud of.

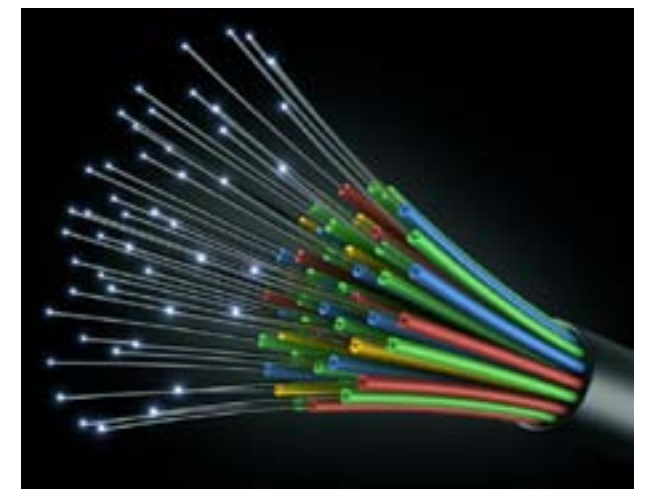
Coupled with redevelopment opportunities the rejuvenation of the Town relies on boosting community engagement in the process. An active and sustainable Town Centre is derived by 'place making' where the commercial activities, the cultural values and heritage values are balanced against the social needs of the Town. Activation of the Town centre is a challenge; nevertheless, like many other localities across Perth the Town has an obligation to the residents to be proactive and to fully support all initiatives to expedite the process.

Finally, the global trends in adopting a low carbon economy and digital interconnectedness are without question defining the 21st Century. Opportunities and the viability of all organisations are directly tied to the level that they embrace them. While the home-based business sector has been strongly reenergised by the digital revolution, the manufacturing sector (which is 46% of Bassendean output value and 32% of all jobs in Bassendean) is facing increasingly difficult challenges.

Emerging industry sectors of the 21st century are in the solar and renewable energy sector, Information Technology and Communication, Pharmaceuticals and Biotechnology. Bassendean, which has one of Points of Interconnect (POI) for the NBN (the physical location where retail service providers link their existing network to the emerging NBN network), has a strong digital capability and is unique amongst other LGA's in having no black spots on its broadband network. All surveyed businesses for this plan expressed a general satisfaction with their internet service. The NBN will be rolled out for Bassendean from December 2013 and this will facilitate access to funding for Digital Hubs, Digital Enterprises and Digital Local Government Programs from the Department of Broadband, Communications and Digital Economy.

With the nature of competition, technology and consumer choices continually changing, it is necessary for businesses to respond to these changes in a timely manner. To ensure Bassendean continues to provide high levels of employment for its residents and residents of the Eastern Region, the Town must respond and it must diversify the industrial base from being dominated by heavy industry and position itself to attract these emerging industries. These industries seek sustainable industrial estates with clean energy sources, with a strong digital capability and demonstrated awareness of business priorities, a global focus and interconnectedness.

As with any plan for future development, the risks of limited stakeholder buy-in, commitment and resourcing will often determine the degree of success of proposals in documents such as this. The delivery capability is often the result of, and not an input to, successful implementation. This plan proposes a mixture of 'quick wins' and longer term options, all of which will have the cumulative effect of raising the level of inward investment (public and private) in Bassendean.



*The global trends in adopting a low carbon economy and digital interconnectedness are without question defining the 21st Century.*

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## Part one – Introduction

The purpose of this Economic Development Plan is to create clarity on the role of Council in the local economy. This plan also provides a comprehensive data profile on Commercial activity across the Town allowing comparison within the region and across the state in key industrial sectors.

The major objectives of the plan are:

- To present a profile of businesses in the community and an understanding of the business community's view of the local economy.
- Identify specific concerns and problems of the local businesses and provide solutions to those problems.
- Acquaint business leaders with assistance available through various economic development programs.
- Improve the communications bridge between local government and the business community.

An overall objective of the plan is related to the process itself. By conducting the study, business executives have been provided an opportunity to have their opinions listened to and passed directly on to the Town representatives. It is a positive step for local government toward understanding the implications of its policies for this very important segment of the community. The underlying goal is to be responsive to business needs.

The following statement: "A vision for Bassendean in 2030" from the *Vision 2030 Community Plan* document guides this Economic Development Strategy:

*"The Town will be a highly accessible urban village offering a cohesive, vibrant and diverse community lifestyle and a thriving local business economy within a quality built and natural environment"*

The generic goal of local economic development is:

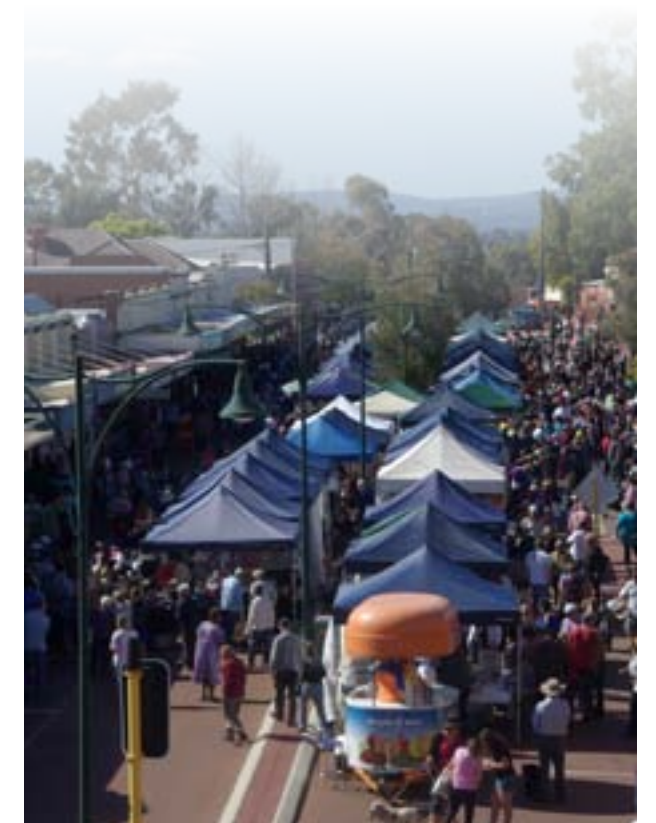
*"To create lasting and diverse employment and investment opportunities and accelerate local economic growth "*

This plan is set out in three parts: Part One summarises the research into relevant documents and strategies and an analyses of the local economy in the context of the regional and metropolitan economies. It examines a number of possible economic futures and the views of businesses. Part Two identifies strategies to enable the Council to attain its economic and employment goal as stated above. These strategies are grouped under nine key focus areas: Support, Engagement and Advocacy; Planning & Development; Town Centre rejuvenation & place making; Home-based business; Economic development marketing; Education, re-skilling & retention; Tourism; Low carbon economy; and Digital adaptation. Part three sets out the process for implementation and prioritises the strategies over the next five years. A number of the strategies are expanded out to reveal some of the actions and initiatives which can and should be considered when the strategy is commenced. A successful plan is not about how many objectives, strategies or actions that it identifies, but more about identifying who is going to do what and in what timeframe it

is going to be achieved. The implementation is about ensuring ownership within the Town and providing an incentive to see it happen. The actions recommended in this plan are presented on current information, current economic pressures and trends; however the plan must remain a 'living document' which responds to changing conditions. It is imperative that regular monitoring of the economic landscape is maintained. This includes analysis of the latest employment and business data from the ABS, but the obvious and probably the most effective way of keeping up to date on how well businesses are trading and learning of any issues which are becoming a problem is through talking to local businesses. This can partly be achieved through EDAC which is the primary business consultation forum for the Town of Bassendean but also membership of Swan Chamber, Central Eastern Business Association, Business Enterprise Centres and Small Business Associations and attending the business functions that they arrange.

To facilitate economic development, the Town will work collaboratively to achieve the goals set out in this plan. This includes sourcing grants from Federal agencies, Lotteries West and others, receiving specialised training assistance from the Small Business Development Corporation, Small Business Centres and Business Enterprise Centres. The Business schools at universities are available for carrying out research as part of their business degrees and apprenticeship schemes at TAFE colleges can alleviate skill shortages and manpower needs. Networking opportunities for home-based businesses and all SME's are the preserve of chambers of commerce and business associations. Investment and Export initiatives and business mentoring by AusIndustry and Enterprise Connect are highly effective in raising the competitiveness of small and large businesses.

The success of economic development is directly linked to planning and the frameworks that guide planning incorporating economic models into their evaluation processes. While Bassendean is on the cusp of significant growth and development with



major projects like development of 85 Old Perth Road, the redevelopment of Bassendean Oval, the redevelopment of Bassendean Shopping Village, all currently under consideration, it will be important to blend economic development strategies with supportive planning frameworks and community engagement.

The predicted population growth of Perth and planned residential densification of Bassendean, set out in the Department of Planning *Directions 2031 Spatial Framework* document should be viewed as a major impetus for local economic vitality. A higher population will enhance the viability of new businesses in this area and its appeal for investors. The increased densification mirrors a growing demand for houses and apartments within walking distance to shops, schools, restaurants and public transport plus pronounced interest in historic and cultural values. This trend strengthens the Place Making initiatives in the town centre and the success of the Old Perth Road Markets.

## Methodology

The completion of this strategy has resulted firstly, from research of key documents and strategies (a full list of the documents are listed in the Data Sources and References). Secondly, economic activity quantitative data of Bassendean is provided by Remplan. This data provides baseline data such as employment, output value and value-add and the strength of the local economy is presented with comparisons to the broader Eastern Metropolitan Region, Metropolitan Perth and Western Australia (The full review of the economic profile for Bassendean is included in Appendix A). Thirdly, a survey was undertaken with a sample of 57 local businesses. The survey asked a range of questions to highlight current business sentiment, matters of concern and opportunity, and suggestions for the future. (Participation of both surveys is provided in

Appendix B.) Finally, two workshops were hosted in mid 2011 to explore the Economic Development Plan. The first workshop with community representatives and stakeholders was attended by about 20 people representing a cross-section of local business owners, the Swan Chamber of Commerce, Central Eastern Business Association and representation from the Engineering and Manufacturing Industry Cooperative (EMICoL). The workshop focused on the future vision of Bassendean and what participants would like to see occur and who would take leadership over those actions. The second workshop brought together the members of the Town of Bassendean leadership team. This workshop covered the role of the Town of Bassendean in economic development and the opportunities for collaboration across business units.

## Economic Landscape

Ex A\$ > US\$ & Euro ('03 - 12)

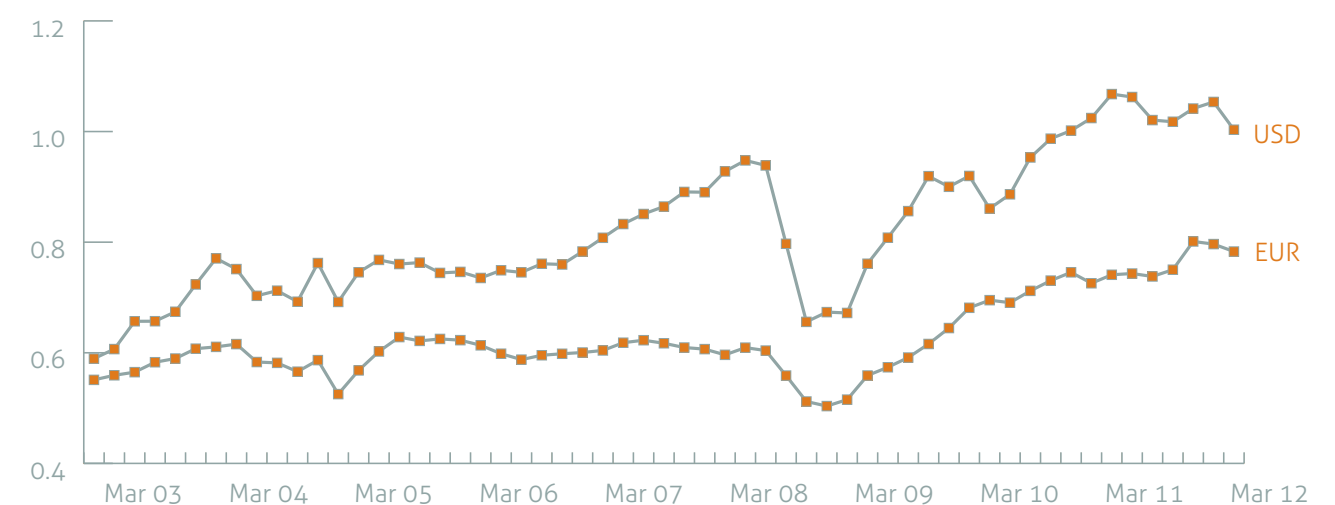


Figure 1: The strong Australian dollar has undermined the competitiveness of manufacturing, tourism and other major exporters.

This Economic Development Plan was written during a period of global economic uncertainty with escalating consumer debt levels and escalating sovereign debt of major economies across Europe. However due to the demand from the burgeoning economies of Asia for oil and gas and mineral resources, Australia has maintained a steady growth trajectory. The business survey undertaken as part of this study reveals that while the majority of businesses are confident about their business future, a third of local businesses are either suffering from a slow patch in sales or feel they may be in danger of having to "shut up shop". The broader state level view is that WA is likely to continue to experience a pattern of long-term growth and continued development.

Australia is not isolated from the global economy and the strong Australian economy has been reflected in a high dollar which has undermined the competitiveness of manufacturing, tourism and other major exporters. Low unemployment

levels have initiated a skills shortages through many industry sectors<sup>1</sup> and the increases in the costs of borrowing, the cost of fuel and energy has impacted on higher house prices. This, in turn has dampened consumer spending and compounded the challenges for the retail sector.

This whole scenario is being identified as a two speed economy. The industries associated with the mining sector are making significant profits and the industries that have no direct connection to the mining sector are showing limited growth or stagnation. Fuelling further uncertainties and challenges are the Minerals Resources Rent Tax, the implementation of the Carbon Tax<sup>2</sup> and the roll out of the National Broadband Network. These macro level factors are of significant influence at the local level.

1. Almost 50% of local businesses felt that skill shortages will affect their business (2011 survey).  
2. 38.2% of local businesses who responded to the 2011 survey felt that the carbon tax would have a negative effect on their business.





Gala Day in Bassendean Circa 1890.

Context of the Region

From its original farming and market gardening beginnings, the industrialisation of Bassendean began in the 1890s with the construction of the railway line to gold mining locations further east and supporting the railway workshops and brick making in Midland. Significant development occurred during the post-war years, largely from immigration and public housing construction. The population has been relatively stable since the early 1990s, and at the 2006 census it was recorded as 14,029 residents.

Within the 11 square kilometres, Bassendean today features a diverse range of light industry and commercial areas, and a variety of residential options and recreational parks including seven kilometres of river frontage. Although relatively

undeveloped, the Swan River is the Town’s most valuable natural resource. The riverside parks provide cycle and walking trails to suit all ages and interests. Other major features of the Town include the Rail Transport Museum and Steel Blue Oval (home of the Swan Districts Football Club). According to national real estate surveys<sup>3</sup> Bassendean is identified as ‘strategically affordable’ providing excellent location, amenities and social options. Consistent with this, and perhaps as a result of this, Bassendean is attracting an increasing number of artists and writers. The Old Perth Road Markets featuring arts and crafts people from the region further strengthens Bassendean as a cultural hub.

Bassendean is also only a short distance from Perth’s Valley of Taste, in the Swan Valley and Midland where the Railway Workshops are being redeveloped with the establishment of the Atelier by FORM, the Medical Super Clinic and the Midland Health Campus. The value of these capital and labour intensive projects is estimated at \$400 million.

Challenges for Bassendean include the many areas of the town centre recognised as ‘tired’ and in need of refurbishment, restricted access to Tonkin Industrial Estate across the railway with two at grade crossings and access to Old Perth Road constricted by the location of the railway station on the opposite side of the Guildford Road. Meanwhile areas such as the Steel Blue Oval are ripe for redevelopment and some iconic locations such as the Bassendean Hotel have recently been refurbished setting the stage for further investment.

3. RP Data Report on National Hotspots, 2009.

Economic Activity in Bassendean  
2004/5 – 2010/11

The value of industry output for Bassendean is estimated at \$2.8 billion. Manufacturing is the most significant industry sector contributing over \$1.3 billion (46%), with Transport and Storage the next largest at approximately \$412 million (14.7%) and

Construction at \$401 million (14.3%). It is clear the manufacturing industry is a vitally important industry for the region and whilst this sustains a healthy economy at the present time, the risks associated with a lack of diversity needs to be considered.

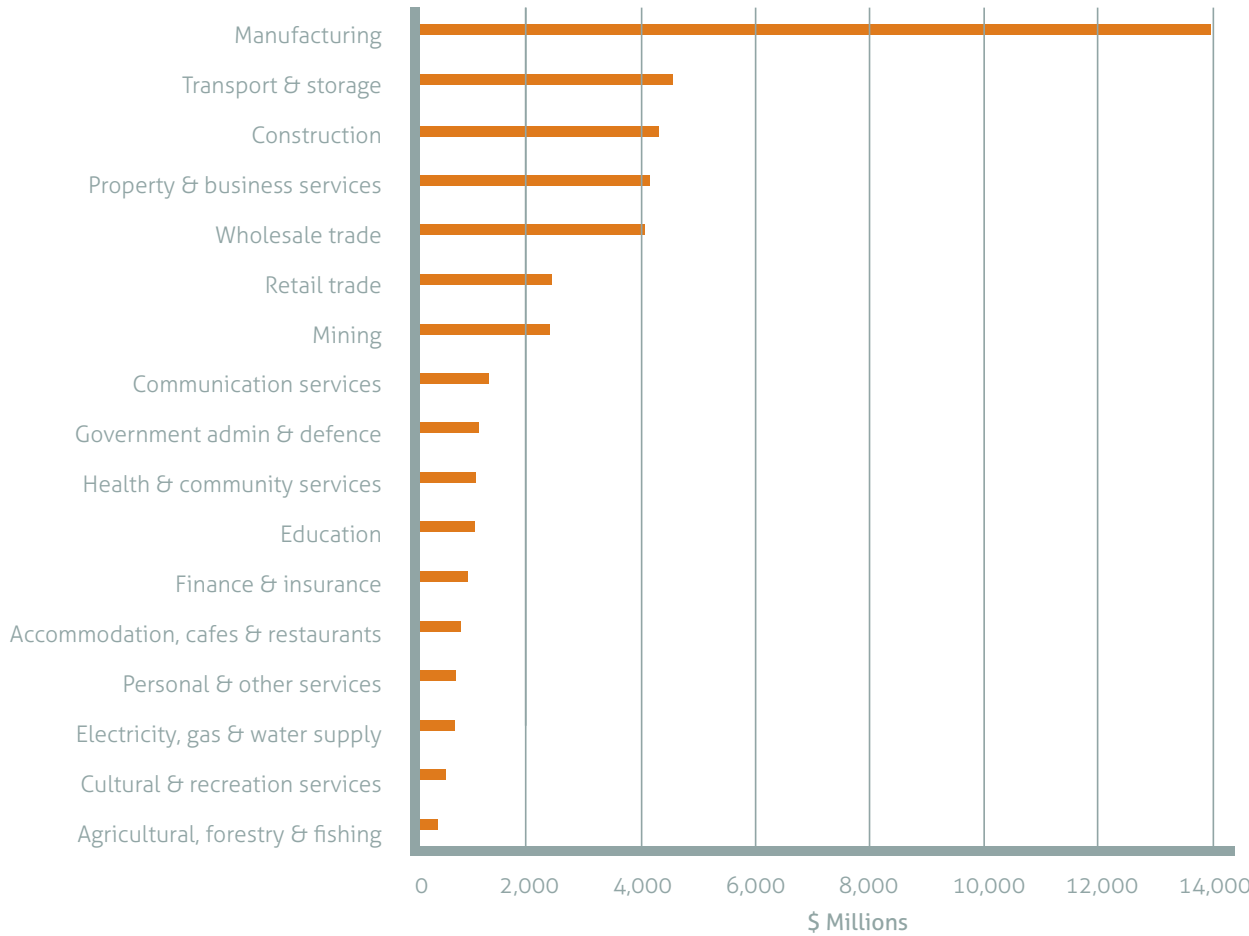


Figure 2: Output Value for Industry Sectors in Bassendean.

Employment

Total employment in Bassendean is estimated at 5,161 jobs of whom 1,640 (32%) are in manufacturing. Health Care and Social Assistance is the second largest sector providing 425 jobs (8.2%) and Wholesale Trade provide 414 jobs (8%). The 2006 Census indicates there is a working population (population over 15 years of age) of 6,830 in Bassendean (60.7% working full time and 27.9% part time)<sup>4</sup>. Significantly, 63.3% of the full timers

work within the Eastern Metropolitan Region which is a high level of self-containment<sup>5</sup>. Bassendean is a sustainable work destination matching the qualifications of the residents with jobs that suit them; it provides for the desire of local residents to find meaningful employment in the local region.

4. The remaining 11% is made up of unemployed, employed hours not stated and employed outside of Australia.  
5. Employment self-containment is the correlation between jobs created locally and filled by workers of that region.

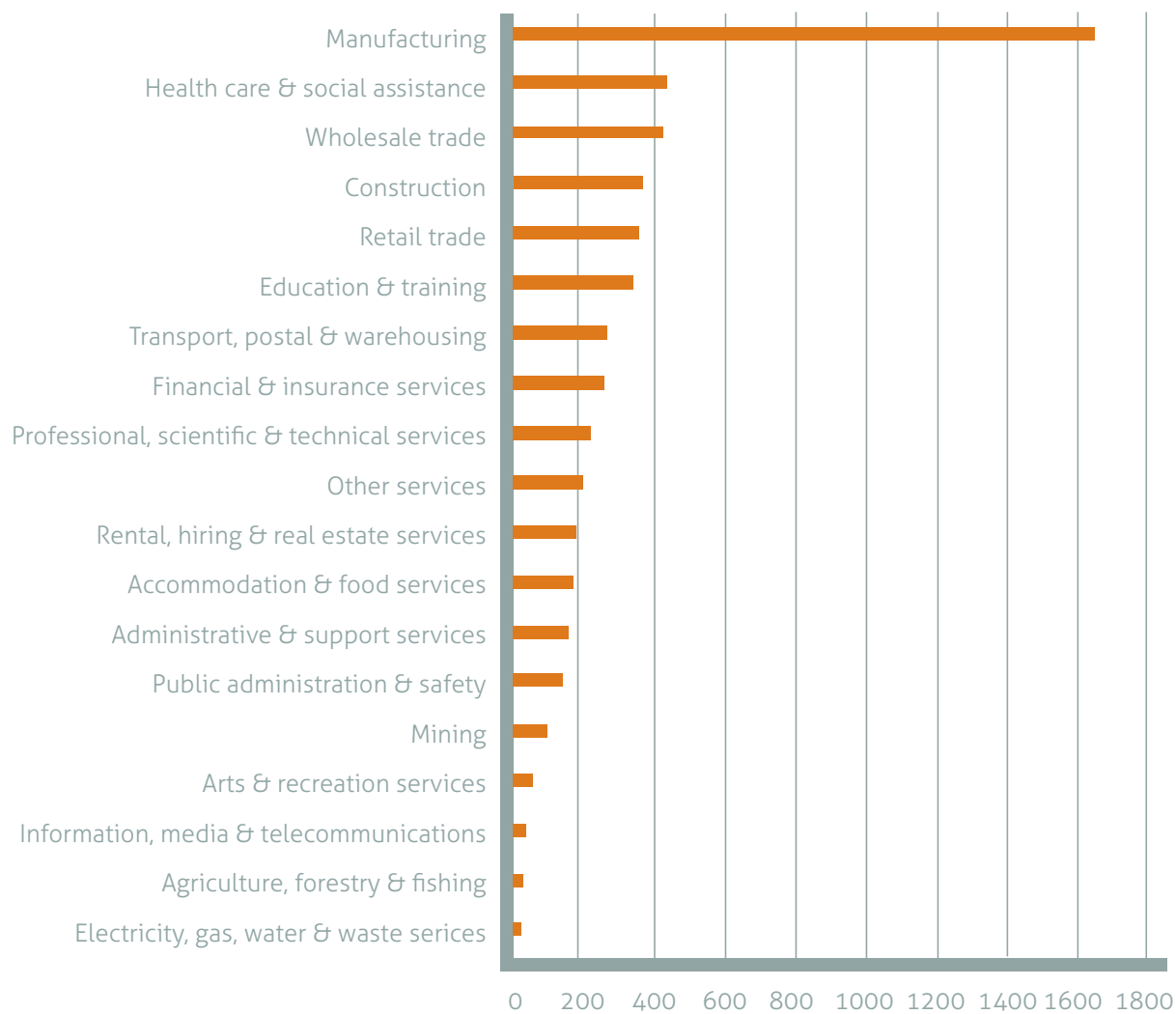


Table 1: Employment by Industry in Bassendean.

Residential Building Activity

Residential building approval statistics are used in both the public and private sectors as a leading indicator of the general level of economic activity, employment and investment. The number of building approvals is driven by activity in the construction industry and fluctuates from year to year. These fluctuations are the result of the short-term nature of many construction projects, and the cyclical nature of the industry. Building activity depends on many factors – interest rates, availability of mortgage funds, government spending, and business investment.

During the period between 2004/5 to 2010/11 total building activity in Bassendean has climbed from

\$23.8m to \$45.2m which equates to a respectable 18% growth year on year. However, these figures hide what has been a steady decline in investment in the Retail/Industrial/Commercial sector. Since 2007/8 the Retail/Industrial/Commercial sector, which is dominated by Industrial stock located in Tonkin Estate has been trending downward to the point where in 2010/11 this sector represented just 6% of total development approvals down from 52% in 2004/5. In dollar terms residential developments represented 78% of total value and Retail/Industrial/Commercial 22%.

In contrast, residential development activity has grown every year during this period. This is despite slow market growth and a sluggish recovery from the recent Global Financial Crisis.

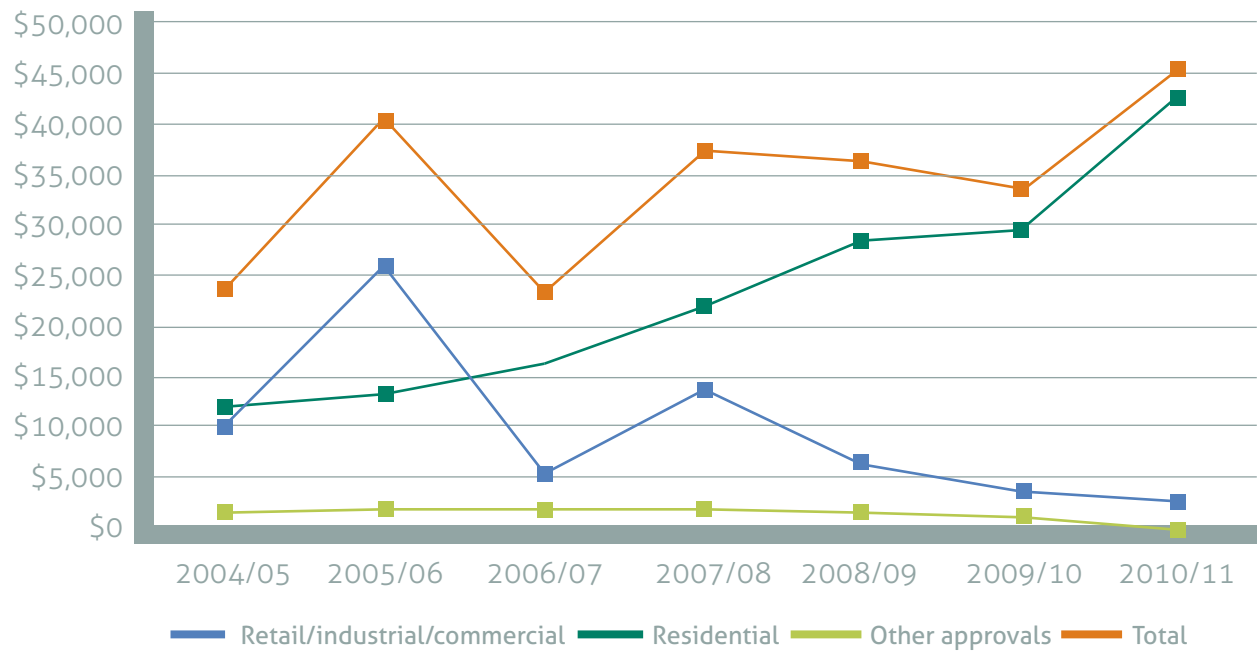


Figure 3: Building Activity in \$'s for Bassendean for three main sectors.



Addressing the decline in investment since 2007

The steep decline in Retail/Industrial and Commercial development applications is cause for concern. Research reveals three key issues to explain the situation and provide the way forward.

Firstly, the decline is significantly related to the subdued economic activity. From a national perspective, there has been a down turn in overall investment or capital expenditure for at least the last four to five years. However, according to ABS figures, investment in manufacturing – Buildings and Structures and Equipment, Plant and Machinery Capital Expenditure is declining and over the last seven years is achieving around 1.6% per annum on a national scale when overall Capital Expenditure is achieving figures over 20% per annum. Levels this

low will result in a decline in investment statistics as other sectors take up the difference. The graph below illustrates the Capital Expenditure (actual and expected) for industry in Western Australia separating Manufacturing, Mining and Other. Clearly, manufacturing is running a distant third with mining investment towering over all other investment. As manufacturing dominates the Industrial/Commercial stock available in Bassendean, this decline in capital expenditure is particularly detrimental to the building activity figures being reported.

Secondly, access to Tonkin Estate is not ideal. It is restricted by two railway level crossings and one intersection to Tonkin Hwy at Collier Road. As Hazelmere Industrial Estate has opened up in recent years a number of industries have relocated there, citing the railway access amongst other things as a significant contributing factor for moving.

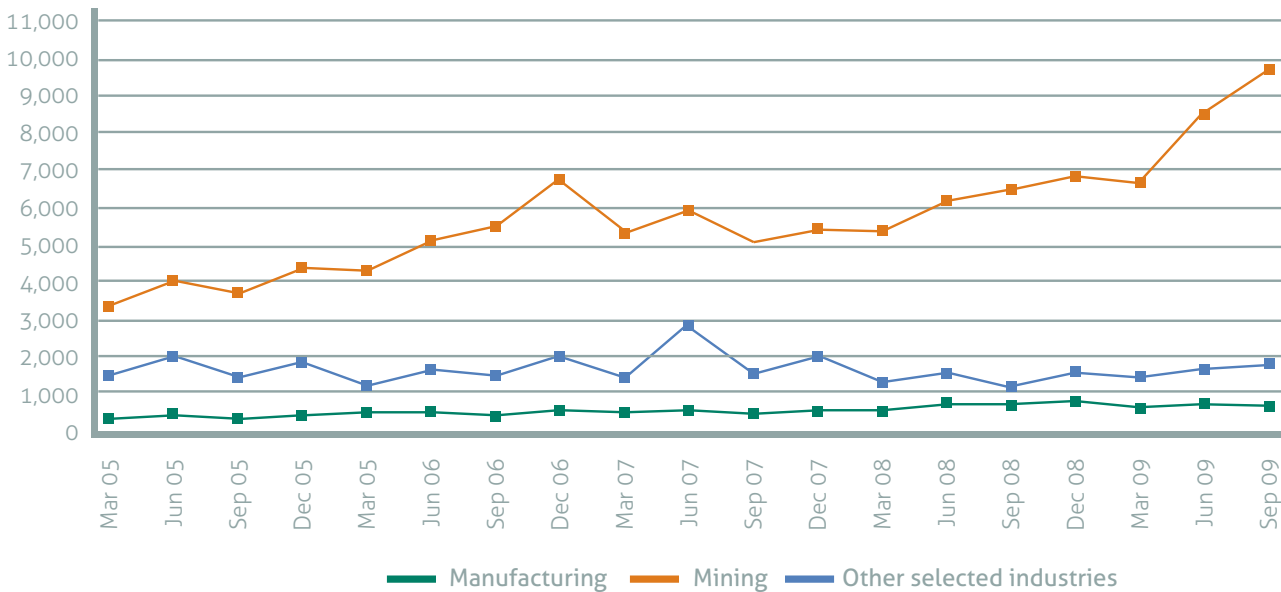


Figure 4: Capital Expenditure isolating Manufacturing from Mining and Other Industries, ABS 2009.

Thirdly, in contrast to the northern part of the Tonkin Estate the southern section adjacent to Railway Parade features large scale aging infrastructure facilities. These premises are not only in poor condition, but are unsuitable for the emerging industries of the 21st Century in Biotechnology, solar and renewable energy, and pharmaceuticals. Significant investment is required by landowners to revamp the premises and pitch them to these sectors. These issues are not unique to Bassendean, with other industrial locations showing similar blighted areas, but while there are alternative Industrial precincts available (Neerabup in the Northern suburbs and Hazelmere are just two examples) the situation will continue to worsen unless the Town takes steps to address the issue.

Detailed research is required to get a clear picture of what influences investors’ decisions and choices. Are there incentives or are there specific impediments in Bassendean encouraging them to relocate? Visiting competing industrial precincts and identify the strengths and appeal of these regions would help to develop the plans and strategies for Bassendean. In terms of identifying propulsive sectors, REMPLAN identifies the wholesale trade sector as having most opportunity based upon backward linkages, exports, employment and value-added. (Note: more comprehensive economic profiling information is provided in Appendix A).

A list of additional opportunities to address the declining investment trend are identified in further chapters of this document, these include Guidelines for industrial development, p. 29, Ashfield Precinct Plan and engagement with Bayswater and the release of the CSBP Site, p. 26, Low carbon economy, p. 49, and Digital adaptation, p.50, as well as Economic development marketing, p. 44, which recommends the necessity to re-pitch the attributes of the Town in an Investment program to align the town to the new types of businesses that are investing in commercial premises.

Finally, the dominance of mining in the current economy is an obvious opportunity for industry in Western Australia and Bassendean in particular. The Department of Commerce is focused on boosting the engagement of local industry in the resources sector to increase the profits from this sector coming into the local economy. The Town of Bassendean should explore all avenues to build the capacity of local industry and alignment to the needs and demands of the mining and resource sectors.



## Community and business views



Key to the development of this plan is having a clear understanding of the views and priorities of the business community. In 2009, and again in 2011, business surveys were carried out and the key outcomes are presented here.

The Commercial Activity Audit (Economic Development Survey) in 2009 was a face-to-face survey and was completed by 254 businesses. 170 were located in the Tonkin Industrial Area and 68 from the Old Perth Road area and Colstoun Road and Walter Road.

It looked at a set of key result areas:

- Size of business.
- Business growth (future versus constraints).
- Networking opportunities – business-to-business support.
- Types of business support(s) offered to local small business.
- What's great about Bassendean.
- What is happening/should happen (2009 environment).

Some of the key qualitative (positive) comments from businesses to the 2009 question “What’s great about Bassendean” were:

- Proximity to transport corridors (37%).
- Proximity to customer base (30%).
- Proximity to airport (14%).
- Proximity to CBD (11%).
- People (27%).
- Community Spirit/ History/Rolf Harris (46%).
- River (17%).
- Co-location with associated industries (8%).

Again in the On-line Survey carried out in 2011 we wanted to know what local businesses thought of Bassendean by asking:

- In four words or less please summarise what Bassendean means to you.
- In four words or less define what you feel Bassendean should aim to be in the future.

Their descriptions have been collated and are presented in the following Word Clouds, which magnify the words that appear frequently.



Figure 5: Business community response to the question: "please summarise what the place of Bassendean means to you."

This Word Cloud which includes all positive and negative views mentioned, is broadly consistent with the result from the 2009 survey. 'Convenient' was the word chosen by most people, followed closely by Community, Location and Home, Supportive and Friendly. Given the distance from Bassendean to Perth CBD is only 10km, and the proximity to transport corridors, customers and the airport it is no surprise business is content. 56% of businesses in the 2009 survey had been located in Bassendean between 1-10 years and 27% of new business owners stated one of their main motives for moving to Bassendean was being 'closer to home'.

Through further discussion, particularly at the Workshop and open-ended questions these single words can be interpreted into more meaningful and relevant phrases:

- Convenience - central location-based - work/life combination(s).
- Sense of home and friendliness.

- A place of creativity.
- Community 'feel' of trust, knowing the people you are dealing with and good historical links, events and markets.
- Country feel – 'old village' and great for a bike ride.
- Stable place to grow and sustain a business.
- The historic nature and the former iconic resident, Rolf Harris.
- Diversity of land use (mix of retail, industrial and residential).

This helps to identify the common views of respondents and interpreted to understand the theme or signature of Bassendean. This signature helps to define the uniqueness of the region that can be used to support further economic development strategies; it provides a baseline that can 'strike a chord' with residents. When planning change, the impact on these key themes will need to be considered and managed.





Figure 6: Business community response to the question: "define what you feel Bassendean should aim to be in the future."

Whilst the major themes can be considered positive (or at least neutral), there were also a number of negative comments that were made, including:

- Staid and in a time warp.
- 'Haves' and 'Have nots'.
- Boring.
- Need new initiatives.

These negative features reflect opportunities for improvement that can be tested against future initiatives for Bassendean to ensure that they are not ignored.

Whilst the above signature reflects what Bassendean is today it is not necessarily what it aims to be in the future. The same respondents were asked what Bassendean should aim for in the future and the responses were much broader with less obvious common themes or views.

Safety is the only clear theme, but further consideration to community feedback and workshop discussion revealed the following broader themes:

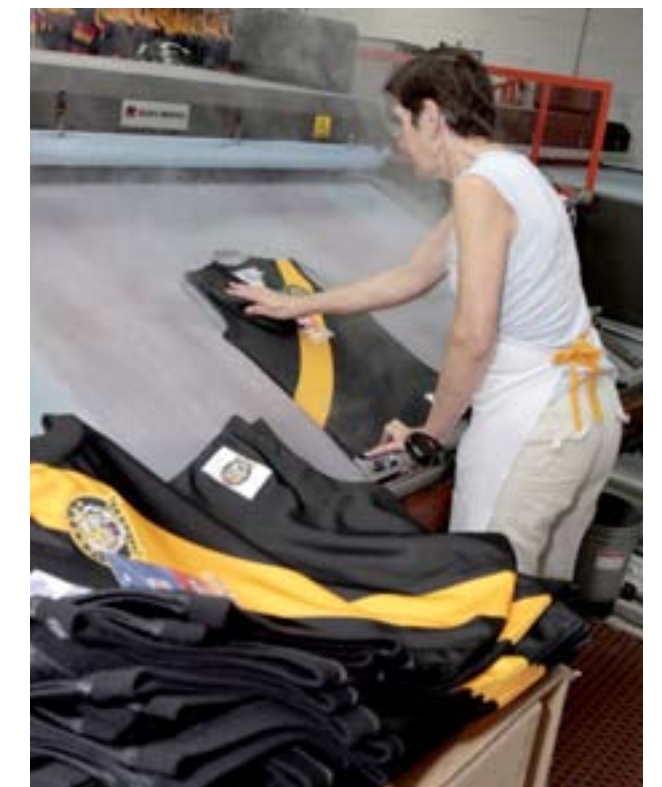
- Resolving boundaries (i.e. between the River, Guildford Road, the rail line, the town centre and other activity centres).
- Leverage assets (e.g. river and transport links).
- Create iconic landmarks.
- Celebrate innovative industry.
- Improve signage.
- Promote businesses in Bassendean.
- Increase safety.
- Rejuvenate streetscape.
- Requirements for simpler regulations.
- Improve rail crossing. Improve turning into Old Perth Road from Guildford Road. Tonkin/Collier Overpass. Improve access from Railway Parade to Collier Road southbound at rail crossing.
- A need to better promote local businesses was identified with the suggestion of implementing buy-local schemes.
- The Old Perth Road markets were seen as a positive by many people.
- Need to create tourism opportunities and build on the strengths of the region.
- Need to engage to support investment/return cycle.
- Resolving the division caused by the Guildford Road and rail line. Currently this division is preventing full benefits and assets of the Town being utilised.

One other theme that was referenced by several people related to the amalgamation of local government areas. At the time of writing, this was a key policy under consideration by the State Government.

Certainly the community feels that Bassendean is heading in the right direction with around 94% of businesses feeling that Bassendean has either changed for the better or stayed the same over the last 5 years<sup>6</sup>.

As witnessed in the 2011 business interviews, community spirit and strong sentiment for the history of the region are highly valued by businesses.

One example of the combination of commercial opportunities and a celebration of eastern region heritage is the *Rail Heritage Facility Development Strategy: Workshop expansion and Dual Gauge Storage Facilities*, Bassendean Museum, May 2008. The 'Water tank Supersite' advertising and museum awareness opportunity included an expanded storage (covered area) and expanded workshops.



6. 45.1% of respondents in the 2011 Business Survey felt that Bassendean has changed for the better over the last 5 years, with a further 49% feeling it is about the same.

Look to the future, not to the past

The latest business survey in 2011 showed that 47% of respondents either agreed or strongly agreed with the statement:

*"I think Bassendean is great so apart from cosmetic changes, I'd like to preserve Bassendean pretty much the way it is".*

However, three quarters of people agreed with the statement they would like to see Bassendean:

*"become a new vibrant, thriving economy and believed the benefits would outweigh the challenges" (76%).*

It is often the case that a minority few pursue an agenda that does not align to the greater good of the region. Given the desired future model for Bassendean is one of growth, the Town will need to adopt strong leadership to overcome the reticence to change displayed by a section of the community. It is important that the community understands the need for progress and development and the Town supports actions to increase the community's engagement with a preferred future of economic development and growth.

Uncover opportunities

Building upon the existing distinctiveness of the region, there is also the opportunity to support economic development by creating or uncovering new points of difference. From a business perspective some of the location based themes provide a point of difference. The creative aspects of the responses highlight areas of opportunity. In the workshops, the diversity of land use was also noted.

Other suggestions from the community included:

- Overcome the "divided in two" and encourage people to realise the amenity of the river.
- Change perceptions from outside that Bassendean is not considered to be a serious business area by showcasing examples.
- Build the profile of the region.
- Showcase the hidden character – like the dolphins on the river.
- Highlight hidden facilities that are under utilised.
- Advertise on TV to promote business.
- Overcome natural boundaries.
- Explore innovative architecture to help resolve problematic areas like Ashfield Flats (for flooding).
- Explore innovative activity that is under the radar (e.g. games designers in home-based businesses).
- Consider the publicity that Bruce Rock got regarding giving away free blocks – use a community land trust model
- Eden Hill – parking lines in car park; better lighting in shopping precinct.
- Ashfield – signage on Guildford Road to attract passing traffic.
- Old Perth Road – review parking; tired building facades and street treatments; footpaths (customers getting knocked over).

Added to this list are opportunities associated with planned land developments at Ashfield and the Bassendean Oval which can help to create new opportunities to build distinctiveness for the region. Also, home-based businesses across the entire area will continue to operate and through supportive planning regimes will generate employment for a large proportion of the working population.

The following table illustrates Economic Development precincts aligned to the opportunities and potential outcomes. This should be used to facilitate greater understanding of the integration of Economic Development in planning and zoning.

Economic Development Precincts	Opportunities & outcomes
Tonkin Industrial Area	Strong industrial and high-density employment and export orientation heartland of Bassendean.
Old Perth Road	Support for creative industries and local small business creative's (iconic and vibrant place making).
Steel Blue Oval	Tourist and higher density redevelopment options.
River Precinct	Tourist and 'iconic' status – future.
Ashfield	Increased employment density & critical connection point (strategic).

Table 2: Economic Development Precincts - Opportunities & outcomes.

In addition to these precincts, Eden Hill shopping centre has great potential for investment through the agglomeration of property and revision to current strategic plans.

Engage with businesses

Of the people who responded to the question in the 2011 business survey: "Have you participated in any previous Economic Development initiatives by the Town of Bassendean?" approximately 78% of respondents stated they hadn't. This highlights an opportunity and the best way to get the attention and engagement of business is by addressing issues which are impacting on their performance and profitability. The critical issues highlighted for business included:

- Resolving staff recruitment and retention challenges.
- Sourcing new customers for local businesses .
- Skills and knowledge of the workforce.





# Review of Economic Development Plan 2005–2010

This Economic Development Plan is built upon the achievements of the Economic Development Plan 2005 – 2010.

This plan continues the overall direction set in the 2005 – 2010 plan. With the exception of three which, due to changes to political or commercial priorities, are no longer valid, all the actions from that plan are incorporated into this strategy. The table below offers detailed analysis of the 2005 – 2010 recommendations.

Recommendation	Comments	Status
<b>1. Signage and car parking</b>		
1.1 Install signage on Guildford Road to the east and west of the Bassendean Town Centre and on West Road to the north of Guildford Road.	Achieved	
1.2 Revise the parking policy to address the actual and the perception that car parking in the Bassendean Town Centre is constrained.	Achieved	Rangers are actively enforcing parking requirements on shop owners to free up space in front of Old Perth Road businesses.
<b>2. Event marketing</b>		
2.1 Monies to be set aside to market events to the wider Perth Metropolitan Area.	<i>Achieved and continue in ED Plan 2012 – 16</i>	Community Development carries out a number of events and engages in Economic Development for commercial support and engagement.
2.2 Implement a data collection process to capture event attendee address information to aid future marketing and an assessment of each event's inbound cash generation capacity/return on investment.	<i>Partially achieved and continue in ED Plan 2012 – 16</i>	Community Development appoint professional marketing agency to assist in event production.
<b>3. Marketing the Old Perth Road Town Centre</b>		
3.1 Consider imposing a compulsory rate linked improvement and marketing levy on businesses operating in the town centre.	Delete	Not adopted. Alternative programs have been implemented.
<b>4. Home-based business policy</b>		
4.1 Institute a free home-business registration process.	<i>Partially achieved and continue in ED Plan 2012 – 16</i>	This is available to small HBB, but has not been provided for all. Further work to be done.
4.2 Develop a home-business welcome pack and support programme.	<i>Not implemented, to pursue in ED Plan 2012 – 16</i>	This is a good idea and once a reliable contact address can be achieved this should be developed.
4.3 Embark on a systematic home-business identification initiative.	<i>Not implemented, to pursue in ED Plan 2012 – 16</i>	This should be adopted.

Recommendation	Comments	Status
<b>5. Employ Local Strategy</b>		
Convene a meeting of Job Network providers, local employers, the North East Chamber of Commerce, and representatives from the State Department of Employment and Training to devise strategies and actions required to connect Bassendean residents seeking work, with Bassendean firms requiring employees.	<i>Achieved and to continue in ED Plan 2012 – 16</i>	Alternative strategies adopted and further work to be done through the Business web site which has the potential to develop this service for local employers.
<b>6. Bassendean Business Association/Chamber of Commerce</b>		
In conjunction with the North East Metropolitan Chamber of Commerce, initiate a monthly business evening event for local firms addressed by a high-profile speaker.	<i>Achieved and to continue in ED Plan 2012 – 16</i>	Business events have been held irregularly in partnership with CEBA, and Swan Chamber of Commerce and will continue.
<b>7. Swan Districts Football Club</b>		
Initiate negotiations with the SDFC and Old Perth Road retailers to develop a menu of offerings that will encourage football patrons to frequent establishments in Bassendean on game days.	<i>Not achieved, to pursue in ED Plan 2012 – 16</i>	Attempted but little mutual support. Further work to be done.
<b>8. Tourism</b>		
Commence negotiations with relevant authorities aimed at securing agreement to establish an appropriate low impact high-quality tearoom-style tourism-oriented dining and conference facility at Sandy Beach.	<i>Achieved and to continue in ED Plan 2012 – 16</i>	A licence to a mobile coffee vendor has been signed.
<b>9. Old Perth Road/Guildford Road Town Centre Precinct</b>		
9.1 Actively support and pursue the preparation of a holistic revitalisation development plan for the Town Centre.	Achieved	<i>Town Centre Area Strategy</i> completed.
9.2 Engage a licensed valuer to confirm the residential and/or commercial uses market value of the BIC land and other council property in the proposed development area.	<i>Achieved and to continue in ED Plan 2012 – 16</i>	<i>Idle Land Assets Strategy</i> completed. Implementation still to commence.
9.3 Announce a public preliminary design competition for the development area.	Delete	Not attempted, lack of political support.
<b>10. Changing perceptions</b>		
Appoint a professional marketing firm to devise a publicity strategy for the town centre to support the Town Centre revitalisation development planning process.	<i>Partially achieved and continue in ED Plan 2012 – 16</i>	Publicity Agency does assist in the promotion of specific events. Further work to be done.
<b>11. Redevelopment areas</b>		
Pursue the development of the sites identified in the master plan.	<i>Achieved and continue in ED Plan 2012 – 16</i>	Redevelopment of 85 Old Perth Road is occurring.
<b>12. Enabling strategies</b>		
Establish an economic development steering committee pursuant to the Western Australian Local Government Act.	<i>Achieved and continue in ED Plan 2012 – 16</i>	EDAC established.
<b>13. Resource allocation</b>		
Allocate budget expenditure of \$45,000 per year or \$100,000 per year dependant on the projects selected for implementation, less identified savings of \$11,500 per year, to secure the economic development outcomes sought.	<i>Achieved and continue in ED Plan 2012 – 16</i>	

Table 3: Table of recommendations ED Strategy (2005–2010) and their current status.

# Regional & State Strategies and Major Projects

## Regional Economic Development Strategy 2010–2015, EMRC

The strategic direction set for the Eastern Region in Economic Development is mapped out in the *Regional Economic Development Strategy 2010–2015 (REDS)* of the EMRC. As a significant stakeholder in the region the economic direction adopted by the Town must align to that being pursued by the EMRC.

The *REDS* is the first Economic Development Strategy drawn up by the EMRC. It is positioned “to compliment and support (the individual Council ED Strategies) by outlining a regional framework for the delivery of economic outcomes across the whole of Perth’s Eastern Region.”

This strategy adopts seven focus areas:

- **Local Jobs for Local people** – Employment self containment.
- **Buy Local, Supply Local** – Supply chain.
- **Think Smart, Work Smart** – Higher value employment.
- **Joining the Dots** – maximise efficiencies and productivity.
- **Work Hard, Play Hard** – residential appeal of the region.
- **Natural Growth** – environment sustainability.
- **Responsible Leadership** – collaboration and knowledge.

The strategy emphasises the importance for individual Councils to acknowledge the strengths of the region as a whole. In the globalised economy the boundaries of Local Government are insignificant and the focus should be to “create combinations of land, infrastructure, workforce, services and existing industry strengths to align to the needs of targeted industries”. Equally, it endorses the unique points of difference and opportunities the Eastern Region has over competing regions to attract a diverse range of industries.

The role of the EMRC in driving Economic Development is:

- **Research, Measure and Review** and collating data to support regional economic decision making.
- **Advocate, Educate and Align** thinking on regional issues between business and Councils in regard to skills shortages and infrastructure and regulatory reform.
- **Project and Program Management** through Councils and other regional stakeholders and strong leadership and collaboration.
- **Attraction and Promotion** of opportunities to existing workforce, residents and new industry.
- **Funding Support** will include developing funding partnerships sourcing government funding and private sector investment.
- **Governance** is essentially the collaboration with member councils and delivery of agreed objectives.

## Directions 2031 and Beyond, Dept of Planning, 2009

*Directions 2031 and Beyond* provides a residential, infrastructural and economic spatial framework for Perth and Peel metropolitan area to accommodate the growing population. The framework incorporates the implementation of the Activity Centres Policy, and a Public Transport Vision. Most significant of this framework for Bassendean is the recognition of the need for infill development. While in the past the majority of new residential development has occurred on the outskirts of Perth, this framework sets down a target to have 47% of projected new dwellings located in infill residential developments. For Bassendean, this means a potential increase of 48% on current dwellings.

Implementation of the plan is set out in two sub-regional strategies: *Outer Metropolitan Perth* and *Central Metropolitan Perth*. Bassendean LGA falls within the Central Metropolitan Perth. This sub-region is anticipated to grow from a population of 705,000 in 2008 to 910,000 by 2031. This growth is underpinned by an increase in the number of dwellings in the region from 319,000 to 440,000, an increase of 121,000 or 38%. The draft housing targets for Bassendean LGA is for an additional 3,000 dwellings. As illustrated in the table below, the residential growth in Bassendean is the third

highest of the nineteen (19) local authorities in Central Metropolitan Perth Area (excluding Perth). The majority of this residential growth will be in Ashfield, with an estimated expansion of 2300 dwellings with the remainder being through some smaller-scale infill development. The Ashfield Precinct Plan (2010) considers this area in greater detail.

One of the key objectives of *Directions 2031* is to improve the relationship between where people live and where they work, to reduce commuting time and cost, and the associated impact on transport systems and the environment. This connected city scenario is expected to deliver improved levels of employment self-sufficiency across the outer sub-regional areas. The structural changes necessary to support employment growth and the equitable distribution of jobs are facilitated through a hierarchy of Activity centres, a robust public transport network and green network.

The strategy identifies both Ashfield and Bassendean as District Centres. District Centres are predominantly retail-focused with a limited mix of other uses. They generally serve the main weekly household shopping, service and community needs. Bassendean has been included due to its existing function, with Ashfield included as an emerging centre.

Local Authority	Existing Dwellings (2008)	Additional Dwellings	% Increase
Perth	8691	12600	144.98
Victoria Park	15311	11200	73.15
Claremont	4423	2200	49.74
Bassendean	6180	3000	48.54
Nedlands	8260	3500	42.37

Table 4: Projected residential growth for top five Local Government Areas, Directions 2031.



### *Ashfield Precinct Plan, Dept of Planning, 2010*

The Ashfield Precinct Plan has been developed as a strategic vision and urban design document to guide future development within the precinct. It is part of the Maylands-Guildford Activity Corridor project initiated in 2007 by the Department of Planning and Landcorp. The objective is to establish Ashfield as an employment-focused high density strategic centre. The key attributes of Ashfield identified to place Ashfield as a future strategic centre were:

- Location: Central position between Perth and Midland, adjacent to regional highway linking Morley and Perth Airport.
- Availability of land: there are large areas of relatively under-utilised land.
- Access to industrial land.

The railway station is central to the planning of this Transit Oriented Development (TOD). In addition to high density housing it promotes an education type precinct, redevelopment of industrial land for higher order and higher activity and an eco-industrial village. The plan integrates residential and mixed uses and envisages new commercial and office development on available industrial land, upgrading of the Colstoun Road Village, changes to the Guildford Road/Colstoun Road intersection to make it safer and in the longer term the realignment of Guildford Road to take industrial and regional traffic away from residential areas, and Ashfield train station relocated to encourage more people to use the train. Both the *Central Metropolitan Perth sub-regional strategy* and the *Ashfield Precinct Plan* focus on local shop retail demand service commercial offerings and promote assistance to start-up home-based businesses.

Given the growth nodes within the Perth Metropolitan Area and how they connect over time, Bassendean LGA is considered an area that should focus on economic development initiatives near high frequency public transport, retail and employment centres, educational and community facilities.

The Town of Bassendean will need to work as a 'selling agent' when it deals with State Government agencies to aggressively promote the benefits of possible joint ventures with the *Ashfield Precinct Plan*. The Town of Bassendean should participate in discussions with Bayswater and Wesfarmers to ensure CSBP site is developed in a manner complementary to the Bassendean component of the *Ashfield Precinct Plan*.

The population of Bassendean which has been stable for approximately 20 years is targeted for significant growth in the next 20 years. The lack of growth is the result of a combination of customers preferring green field (rather than infill locations), competitive pricing, making it uncommercial to develop here and to some degree negative planning regulations. The emerging population behaviour indicates a distinct change in attitudes of people to inner city living which is growing in popularity and becoming a trend of 21st century living. In a survey for the Ashfield Precinct Plan respondents stated affordability, proximity to public transport and proximity to shops and services were key to their decision on where to buy their property. The new Park Estate housing development adjacent to Bassendean railway station is a perfect example of high density townhouses, which is close to all amenities and services.

### *Public transport for Perth 2031, Dept of Transport, 2011*

Bassendean is the busiest train station on the Midland line and as shown on the Department of Transport's future plan *Public Transport for Perth 2031*, its importance will increase in the future as a key public transport connection. The plan proposes the preferred type of service linking into, and between, strategic centres including linking Morley to both the domestic and international airports. Given the increasing importance of, and growth on, the Midland line, and the demand for parking in proximity to rail to cope with increasing passenger numbers, a balance will need to be struck to reconcile the car parking requirements and the opportunity cost of economic development activities in and around the rail stations.

Opportunities for Transit Oriented Development (TOD) principles to be integrated into future land development planning including an emphasis on opportunities to stimulate commercial activity and employment will also emerge. Dialogue with key State Government personnel and decision makers will be key to providing Bassendean the right mix of train station centric activity. Economic Development at a local level can play a critical and influential role if called upon by council.

### *Rapid Bus Networks*

A significant increase in investment in bus transit is proposed in this strategy, including development of bus priority infrastructure, transit interchanges and park and ride facilities, additional buses and maintenance facilities and other capital expenditure items include. According to the *Rapid Transit Infrastructure Ultimate Network for City of 3.5M* Rapid Bus Networks will be utilised to provide the public transport for Ellenbrook and associated suburbs and these networks will link to the Midland line at Bassendean. Bassendean will effectively become the "Centre of the Eastern Corridor Universe".

A coordinated approach from the Town of Bassendean will see greater emphasis placed on the superior value of commercial development and investment opportunities for the Eastern Corridor. One of the key drivers for the Public Transport Authority (PTA) to assist new settlement patterns of commercial and residential development is the ability to locate jobs near to the enabling infrastructure. Therefore, Bassendean needs to align its strategic intent and economic development strategies to jobs-led development. If this can be done, there is a strong possibility of significant support from the State Government and other agencies with an influence over planning decisions.

### *Bicycle Networks*

Where safe bicycle corridors are provided, the catchment area for train stations is extended to a 3km radius. This has the result of extending the catchment area from approximately 0.8km<sup>2</sup> to 28.3km<sup>2</sup>. It is therefore important for the next Perth bicycle network plan to include a focus on Transit Oriented Development and activity centres. The Eastern Metropolitan Regional Council is currently developing a *Regional Cycle Master Plan*.





Figure 7: Rapid Transit Infrastructure for Perth in 2031, Image taken from Department of Transport Public Transport for Perth in 2031 – draft.

# Global Conditions

Framing the State Policies and economic projections are the global issues of Climate Change and the Digital Economy. These are both disruptive to the local economy and opportunities for the local economy, and it is the aim of the Town of Bassendean to minimise the first and maximise the second.

## Climate Change - from global to local

The change in our climate is now delivering hard economic and commercial imperatives. It impacts on infrastructure, land-use planning, environmental health, fire emergency services, parks and reserve management as well as economic viability of local industries, climbing energy costs and climbing waste disposal costs.

In a recent report from the Gratton Institute<sup>7</sup> it is argued that discussion on Global Warming issues, traditionally seen as the concern of big industry, is everyone’s issue and we ignore it at our peril. It is no longer a specialist subject but something we all need to engage with. It further suggests, the Carbon Tax is a boom to competitiveness and has potential to be a great natural edge over other economies. The objectives of the Carbon Tax are that it will generate new jobs and whole new industrial sectors. To prepare for these changes the general workforce will face major readjustment and re-training and specialisation will be required. This will also facilitate a change in the industry mix to better match the altered climatic, economic and planning and regulatory conditions.

However, where Western Australia is doing very well from exporting iron ore at high prices complacency is a common attribute. We can’t afford to wait until the problem is upon us and it’s important that innovation is encouraged and nurtured or someone else will simply overtake us. A carbon price will find ancillary benefits in terms of resource efficiency and resilience to resource conflicts. This amounts to finding resource alternatives and making the most of what we have. This is what many other nations, including China, are doing.

## Guidelines for industrial development

In research for the development of this plan the consideration of the future of Industrial development was framed within a recently published document: *Guidelines for Industrial Development*. The Perth Region NRM, in collaboration with State Government and Cities of Kwinana and Gosnells produced a framework to encourage the integrated development of industrial estates and published the *Guidelines for Industrial Development*<sup>8</sup>. This publication has been designed to facilitate the development of industrial estates evolving in the new Low Carbon Economy.

Industrial and commercial development, together with its supporting infrastructure, needs to be designed to be resilient and adaptable, now and into the future. Resilience, adaptability and environmentally, economically and socially responsive outcomes can be achieved through the creation of industrial developments which add value to businesses and communities by optimising the use of energy, materials and community resources.

7. No easy choices: which way to Australia's energy future?, Gratton Institute, Feb 2012.  
8. Guidelines for Industrial Development, Perth Region NRM, May 2010.





Figure 8 Paperlinx Warehouse, Tonkin Estate.

The concept of industrial ecology is able to be applied in industrial areas by minimising the use and maximising the reuse of resources. The concept of industrial ecology is based on the recognition that no waste is produced in natural systems, as waste from one organism is utilised by the next in an unending chain. Industrial areas which have been specifically planned, designed and constructed to achieve environmental, social and economic goals are more likely to be able to optimise the transfer and use of waste and materials.

Although there are often perceived constraints to the development of industrial areas which achieve environmental, social and economic goals, such as increased up-front costs and extended time-frames for planning and development, there are many recognised benefits. These include long term operational benefits which can be demonstrated via shortened pay-back periods.

The document is structured to provide a practical step-by-step approach for the implementation of sustainability principles into the planning, design and construction phases of new industrial estates, as well as ongoing business operations. It is adaptable to fit Western Australia's planning framework and will complement the State Government's *Industrial Land Strategy*, Nov 2009.

#### Local Climate Change Adaption Action Plan (LCCAAP)

Across the Eastern Metropolitan Region there are over 110,000 small to medium industrial enterprises (SME's) and these are mostly unregulated. Initial evidence from audits and water quality monitoring indicates that there is a pollutant threat to the ground and surface water from inappropriate practices. Problems from air emissions in this sector are currently unknown. Businesses will soon realise that measures such as Carbon Taxes and revised, more accurate pricing on water are not only invaluable but also inevitable. Local Government should lead people to understand that Audits, Reducing Waste, and Recycling are the real implications of climate change. Adaptation is essential and effective adaptation requires recognising and taking advantage of the opportunities that new markets and new skills may present.

Adaptation is about taking action to avoid, manage or reduce the consequences that will be brought about from climate change and extreme weather events. The LCCAAP, developed with the EMRC is the Town's guiding adaption document, the implementation of which will enable the Town to adapt to climate change and provide leadership to business and the community.

#### Digital Economy

A Digital Economy refers to an economy that is based on digital technologies. The Digital Economy is also sometimes called the Internet Economy, the New Economy, or Web Economy. It has emerged from the Information Economy and Knowledge Economy and prior to this the Industrial Economy. In this new weightless, virtual and instantaneous economy, digital networking and communication infrastructures provide a global framework over which people and organisations devise strategies, interact, communicate, collaborate and search for information.

The digital economy is the global network of economic and social activities that are enabled over three platforms: the internet, mobile devices

and sensor networks. The internet is transforming the world as we know it by fundamentally changing the way we socialise, think, learn, consume, transact and work. Progressively more commercial, health, educational, cultural, entertainment and social activities occur online. New devices are being launched constantly and bandwidth is growing dramatically. Some examples of digitisable products are databases, news and information, books and magazines which are delivered over the digital infrastructure any time, anywhere in the world. The demand for increased speeds and increased capacity to move large volumes of data in an instant is growing exponentially. In the figure below are examples of changes in our lifestyles and work habits apparent in our everyday lives.

#### Digital Professionals – The digital worker at ease in their home, achieving fulfilling work-life balance through digital technologies connected to their workplace.

*Creative Digitals – the digital technology encourages the creative and artistic community to experiment and participate with little risk or capital outlay.*

Digital Democracy – Communication between Council, Elected Members and Voters. Providing residents with capacity to directly engage with elected members and access On-line Council Services, Consultation processes and online voting.

Digital Citizens – Where the community as a whole is touched by technology embracing the digital world from social networking and entertainment to education, shopping and health services.

#### DIGITAL WARRIORS

The transient, car-centric mobile remote worker. Who gravitates to broadband hotspot precincts in retail strips and civic centres.

Digital Entrepreneurs – Professional home based business operators utilising broadband from home to sell to both the global and local marketplace or manage sophisticated global businesses where research and innovation originate.

Digital Students – Studying from within traditional school models at primary, secondary and tertiary levels (including trade training) utilising e-learning and entrepreneur programs.

Figure 9: Examples of adopted work and personal habits in the Digital Society.

Key technologies – mobility, cloud computing, business intelligence and social media are transforming businesses and sparking a new wave of wealth creation. According to latest research<sup>9</sup> the downturn in the world economy has hastened their adoption, particularly in the emerging world. Current economic conditions are fostering investment in technology as markets ramp up their demand to fuel growth, and advanced markets seek new ways to cut costs and drive innovation. This becomes a virtual circle as digital technologies drive consumer income and demand, education and training, and efficient use of capital and resources – leading to increased economic growth.

9. *The New Digital Economy*, Oxford Economics for PwC, June 2011.

## #AU20: National Digital Economy Strategy



In May 2011, the Federal Government launched the *National Digital Economy Strategy*. The strategy sets the target for Australia becoming a leading digital economy by 2020. The eight 'Digital Economy Goals' focus on the areas of:

- Online participation by Australian households.
- Online engagement by Australian businesses and not-for-profit organisations.
- Smart management of our environment and infrastructure.
- Improved health and aged care.
- Expanded online education.
- Increased teleworking.
- Improved online government service delivery and engagement.
- Greater digital engagement in regional Australia.

## National broadband network

The rollout of optical fibre through the National Broadband Network (NBN) will bring fibre connectivity to approximately 95% of households across the country and 100% of households in Bassendean. Optical Fibre provides high speed delivery and vastly increased bandwidth, allowing far greater volumes of data to be accessed simultaneously. The Australian Government sees the provision of high speed broadband as an enabler to increase engagement with the global digital economy and that the future productivity, competitiveness, social and economic wellbeing of our community will be determined to a large degree by how well we can leverage global knowledge networks to collaborate, innovate, develop and market our resources, products and services.

There are three key elements to realising the Digital Economy's full benefits and becoming a fully subscribed member of the 21st Century digital era:

- **Connectivity:** affordable broadband, any time any place.
- **Capability:** having a skilled workforce and empowered businesses and communities. Learning, living and working online.
- **Content:** valuable information and applications, creating reasons to be connected.

The NBN provides the connectivity and it has been labelled as the infrastructure of innovation. The innovation part of it comes from the capability and the content and it is people not pipes that will transform our economy.

## Digital divide, digital Inclusion and digital literacy

As the various activities in everyday life become digitised in one form or other, there is a growing realisation that we are living through a new social revolution in the same terms as the industrial revolution which occurred two centuries ago. Like its predecessor which started in the commercial and business sector and grew to transform all of society, so our Digital Revolution extends well beyond commerce and the economy and controls every aspect of life.

An unexpected effect of this change is the creation of new divisions within society. Where previously there was the division between the rich and the poor, a dichotomy is now emerging where part of society is growing and evolving with the Digital technology and part of society is not and is becoming 'invisible' to services, assistance, education, health etc. This has been described as a Digital Divide. The digital divide is a limitation on the future growth and it must be addressed as a priority. As a society, we need to build a confident, digitally skilled population that will embrace the digital technologies that are available now, we need to have a minimum level of digital literacy. The more confident and capable we are with digital technologies the more likely we are to consume and create content and access services that require high speed broadband<sup>10</sup>.

Maximising the benefit of the digital economy requires action by all levels of governments, industry and the community as a whole<sup>11</sup>. The internet and the Digital Economy has the potential to deliver socially inclusive wealth generation, productivity gains and improved service delivery models, resulting in a more robust future proofed community, fully engaged in local, national and international economies.

10. *Digital Economy & Technology*, South Australia Department of Education, Employment, Science & Technology (DFEEST).

11. *#AU20: National Digital Economy Strategy*, DBCDE, May 2011.



# Part two - Economic development key focus areas

Nine key focus areas have been identified for the Town of Bassendean to focus on over the next five years. These are a consolidation of the recommendations of the 2005 – 2010 Economic Development Plan, feedback direct from the community plus areas identified through research as being strategically important.



Figure 10: Nine Key Focus Areas of the ED Plan.

## 1. Support, engagement & advocacy

When businesses were asked in the Business survey, why they source materials for their business from outside the area<sup>12</sup>, 30% stated it was because local businesses couldn't meet their needs. Approximately half of all respondents cited a combination of "don't know anyone locally", "can't meet my needs", "cheaper elsewhere" and "already have established relationships elsewhere". Only 23.4% of local businesses engaged and networked often with other local businesses, with 47% engaging occasionally and 23.4% rarely. An American study, called *The Job Generation Process*<sup>13</sup> revealed that 60 to 80 percent of all new jobs are generated from the expansion of existing businesses, and the creation of new small businesses. Therefore, the retention and prosperity of existing businesses is central to the economic stability and growth of any community. The demonstrated understanding and acknowledgement of the local economy is the core of Commercial growth and empowerment. Nurturing start up businesses and celebrating our established businesses sends a clear and unambiguous message that industry is identified for its considerable benefits for the community.

A key recommendation of the *Economic Development Plan (2005–2010)* was to establish engagement of the community into ED strategies and EDAC was the outcome of this and set up in 2008. The committee has a balanced public/private membership with a cross section of the business community in Bassendean and some regional stakeholders. It provides a link between the business sector and the Council and seeks to offer solutions to issues impacting the local business community. With significant projects underway and proposed in neighbouring areas such as the Midland Health Campus, EDAC is the potential forum for Bassendean to leverage the economic and employment opportunities for residents and businesses in Bassendean. It is also the forum to invite organisations or individuals to present on matters of an economic interest or commercial nature.

However, while this has been successful, focus is now needed on integrating the internal departments around economic development principals. The requirements of the business sector cross the range of services provided by the Town. The hallmark of successful economic development in Local Government is a unified sense of purpose where related programs have common objectives and goals. A critical aspect of these programs must be to ensure initiatives of separate business units are not done in isolation with no common strategy or linkages. The responsibilities of economic development should fall to the entire organisation.



12. Results calculated from the 2011 Business Survey.  
13. *The Job Generation Process*, David Birch; Massachusetts Institute of Technology (M.I.T.) Program on Neighbourhood and Regional Change, 1979.

As discussed in *Section 5 Economic development marketing*, all sections of the Town are engaged and regularly servicing the business sector. For example, Development Services receives applications for extensions or new buildings, Asset Services/Rangers Services receives information about disputes from disgruntled tenants or boundary issues, Rates receive information of new businesses setting up in the Town. Regular monthly meetings should be convened bringing together all of these departments so that issues are dealt with more efficiently and the Town can evolve from decisions that are solely regulatory driven and address issues in a more positive way and adopt an approach towards our commercial ratepayers that overtly supports business retention and expansion in the area. A group of this type will allow cross-discussion, where all perspectives have input and are equally valued. This is not advocating that the Town shirk its role or responsibilities in enforcing regulations, rather that the same decisions are presented in an objective fashion, that explains the reasons and where possible offers alternatives which will achieve the desired outcomes for the applicant. A group like this can ensure the economic and investment impact of developments is fully utilised and the best publicity generated.

Advocacy is the third element of strengthening the effectiveness of business attraction and economic development for Bassendean. Advocacy is having a voice on matters that will affect our local area and an attempt to influence change. Once there is integration internally regarding Economic Development issues, the Town can greatly improve its ability to advocate on behalf of the businesses in our area. An early awareness of proposed legislative or policy changes that impact upon local industry coupled with appreciation of business priorities can rapidly mobilise an effective and targeted response to opportunities and issues as they arise.

The importance placed on this advocacy role is reflected in the EMRC's Strategic Plan which identifies undertaking lobbying and advocacy

activities on issues of priority to all member Councils of Perth's Eastern Region as an important strategy of good governance.

For the most part, this advocacy role has been undertaken on a case by case or project by project basis with differing degrees of formal planning; most often occurring on an ad-hoc basis. In order to facilitate a more comprehensive and targeted regional advocacy program the EMRC Council at its meeting in April 2009, endorsed the development of a Regional Advocacy Strategy.

Advocacy is not the same as general education or awareness raising. Rather, advocacy aims to directly influence key decision makers for the purpose of a specific outcome. Some key issues as revealed through research for this ED Plan the Town can consider for advocacy are:

- Discuss opportunities for changing the railway sensors at Collier Road with the Public Transport Authority.
- Review access to Old Perth Road from Guildford Road.
- Liaise with appropriate stakeholders such as the Public Transit Authority to request Bassendean TODs to be included as economic pillar of Perth's Eastern Region.
- Review Cycle Master plan with the EMRC to ensure Perth Bicycle Network plan focus on TOD and Activity Centres.

*STRATEGY: Build up the understanding and reinforce the importance of Economic Development principals for Business Units across the organisation.*

*STRATEGY: Encourage local operators to get involved and participate in Council-led Economic Development projects.*

*STRATEGY: Coordinate with local business associations and chambers to boost networking and buy local campaigns.*

## 2. Planning & development

The community consultation revealed a desire for new and innovative business development including tourism. Several suggestions were made to encourage new development including: change policies and zonings to encourage development activities on the foreshore; encourage mixed high density housing; incentivise business to move into town centre; communicate with land owners (e.g. that land zoning has changed) .

The *Strategic Streetscape* policies including *Outdoor Eating in Public Places* and the *Public Art Policy* (adopted by the Town in 2009) are essential elements which encourage Town Centre activity and boost the attractiveness of the public realm.

### Supportive planning frameworks

It is important for the Town to ensure that its planning frameworks align to the vision of growth for the region together with alignment to State Government strategies such as *Directions 2031* and the *Public Transport Plan for Perth*. With manufacturing declining, it is important for the Town to make sure that industrial/commercial use near train stations encourages higher employment density per hectare, with lower density per hectare further away. This element has been recognised within the Ashfield Precinct Plan which proposes more intensive employment-generating activities in close proximity to the train station. The Bassendean Industrial Area is more than 600m from the Bassendean Train Station.

The revised *Local Planning Scheme* aims to increase residential densities within 400 metres of Ashfield, Bassendean and Success Hill train stations. With Inner City coding on Old Perth Road it is intended to allow mixed use developments linking the current Town Centre to the river. Alignment of local town

planning to the *Future Public Transport Plan for Perth* and *Directions 2031* and with Bassendean identified as a key node in Perth's future public transport plan, a number of opportunities still exist to leverage this for economic development.

To fund economic development initiatives it may be appropriate to consider liquidating or capitalising upon some of the under-utilised land assets of the Town. The funding generated from this could then support further commercial opportunities for the Town. The recently completed *Land Asset Assessment* supports this opportunity. The *Land Asset Assessment* identifies land swaps to create more useable land for potential development or sale.



Figure 11: Artist Impression of proposed development on 85 Old Perth Road.



### Major projects & infrastructure opportunities

With the *Town Centre Plan* and *Ashfield Precinct Plan*, there are several opportunities that will support economic development outcomes at a broader level. These include:

- Ashfield train station relocation.
- Guildford Road realignment.
- Pearson Street rail crossing.
- Colstoun Road/Guildford Road intersection.
- Public transport.
- Local connections to Bassendean.
- Pedestrian and cycle access.
- Government land development of Ashfield Reserve South East and Colstoun Road Village East.
- Private land development of Colstoun Road Village West, CSBP Site and Railway Parade, Guildford Road, Pearson Street and Bayswater industrial Area.
- Urban design principles such as crime prevention through environmental design, community safety, built form and streetscapes.
- Entry statements and public art.
- It is widely agreed (by council and business owners) that more discussion needs to be undertaken in areas such as the Swan River frontage to preserve the character of the area.
- The redevelopment of Bassendean Shopping Village offers a once-in-a-lifetime chance to both raise the profile of the Town and to have a landmark development that embraces the principals of town centre rejuvenation and developments that maximises the spirit of the *Town Centre Area Strategy*. This will only be achieved if there is a will at the highest level of the organisation to see that it occurs.
- The redevelopment of Bassendean Oval also has a huge potential for the Town to raise the profile as a destination for new residents

and small businesses. The emphasis from the Town should be on injecting key economic development principles into design proposals including encouraging home based businesses with versatile layout and access and many common areas to allow communal discussion and innovation.

- Relocation of the railway crossing sensors at the Collier Road crossing to allow for better traffic flow.
- Undertake further analysis and research of Old Perth Road and Guildford Road intersection to identify improved opportunities for access.
- Land use and transport integration suggest a focus on housing supply “in the walkable catchment of train stations”. If safe bicycle corridors are provided, the catchment area of train stations can be extended to a 3 km radius, extending the catchment area from 0.8 km<sup>2</sup> to 28.3 km<sup>2</sup>. The next Perth Bicycle Network plan must include a focus on TOD and Activity Centres.
- Improvements to the Old Perth Road area. There was significant feedback relating to the need to make cosmetic improvements to the Old Perth Road area. Suggestions ranged from improved street lighting to improvement schemes.
- Safety and security: suggestions included graffiti control, increased street lighting and more security patrols.
- Improve signage to boost awareness of business activity in Bassendean especially on Guildford Road.
- Expedite Tonkin Highway /Collier Road Overpass.
- Improve access from Railway Parade to Collier Road southbound at rail crossing.

*STRATEGY: Identify land assets to catalyse economic development activities and investigate key locations across the Town that hinder development.*

### 3. Town centre rejuvenation & placemaking

The *Bassendean Town Centre Strategy and Guidelines* document, completed in 2008 articulates the vision for the Town. It sets out clearly the expectations and requirements for all future development.

It is evident that progress to implement these guidelines is still underway and is likely to be an on-going process taking significant effort. However, the previous Economic Development Strategy highlighted the need to revitalise the Town Centre stating that it is “dated and urgently in need of revitalisation”. Whilst the hotel has subsequently been refurbished, the remainder of the Town Centre area is still in need of improvement.

The sight of vacant shops on a main street has a significant effect on the image of an area. Old Perth Road has had various shops fall vacant at regular intervals. A vacant site indicates a lack of interest by businesses in a precinct and speaks loudly of

poor economic returns for financial and physical effort invested. The condition of these premises and alternative locations has reduced the appeal and marketability of these sites. Consultation with private landowners on Old Perth Road indicates a reluctance to develop or improve land due to the lack of a viable business case (net yield) at the current time. The state of the town centre area was something raised by many respondents as an immediate issue and therefore any schemes and initiatives that could be implemented in the short-term to help redecorate and clear up this area would be a visible and well received opportunity.

Activation of the Town Centre is a challenge and takes a long time to bear results. Nevertheless, the Town has an obligation to the residents to be proactive and to support initiatives to expedite the process. Localities across Perth have and are doing this, including Midland, Maylands, Mount Hawthorn, Claremont and the City of Perth.

Figure 12: Opening Day of the Old Perth Road Markets, 2010.



### Third places & triangulation

Beyond investment and beautification it is essential to recognise the motivations which drive people and society in general to visit and use town centres and their role in its activation. This is the approach adopted by Mainstreet consultants and is built on the premise that coming to Town is an experience rather than just shopping. Two concepts are considered, the first concept, "Triangulation" focuses on what does a town centre need to offer to attract people to it and the second, "Third Places" focuses on why people go to town centres.

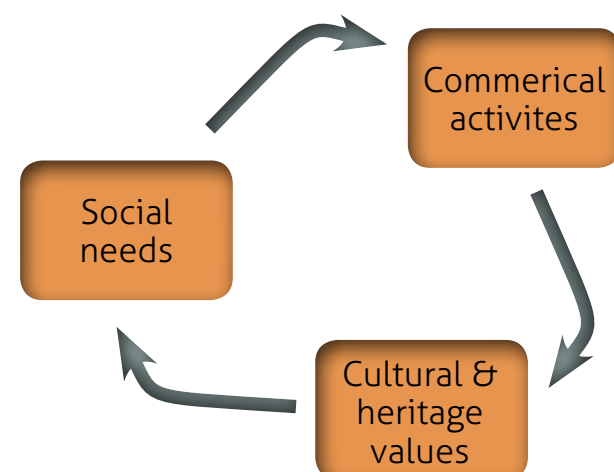


Figure 13: The triangulation in Mainstreet Re-activation.

The concept of **Triangulation** proposes that activation of a town centre is derived from the integration of three key elements: Commercial, Cultural and Social. The community engagement in the town centre is derived through a balance between the working or commercial activities, the Cultural and heritage values of the town and the Social needs of the community. Through this theory, architectural beauty and historical links, shops and offices and park benches, lighting, planters and street art are all equally valued as economic drivers.

The **Third Place** is a term that refers to social surroundings separate from the two usual social environments of home and the workplace.<sup>14</sup> Pubs, cafes, markets, coffee shops, community centres, are all "Third Places" and are central to local community vitality. **Third places** are easy to access and accommodating, they're neutral ground, they're "levellers" where rank and status don't matter and conversation is a main activity. They have a low profile instead of being showy. They are a means for people to gather easily, inexpensively, regularly, and pleasurably that do not necessitate getting into a car and driving.

The Old Perth Road Markets has proven itself as a popular event for local produce and crafts. The flow-on effects to local businesses is also positive through direct trade as well as through general awareness of Bassendean. It will be important to review the Markets to identify further opportunities for growth and promotion both directly with market traders as well as with the broader business community. There may be opportunities to leverage the Markets for additional value-add opportunities that support economic development.<sup>15</sup>

Where one dominates the others the place will not grow and develop to its full potential. For example, the Perth CBD could be viewed as having excess of Commercial Activity and lacking in Social or Cultural. This is obviously being actively addressed through their very successful *Laneway Activation Strategy* and encouragement for small bars and street activities and entertainment.



14. *The Great Food Place*, Ray Oldenburg, 1989.

15. The Markets were mentioned explicitly by respondents to the business survey as a good example of what can be achieved in Bassendean for economic development, Survey 2011.

### A shared vision

A shared vision between stakeholders and Council is essential to establish from the outset. Potentially a staged approach will create community engagement and build further momentum for change. If the Town of Bassendean adopts a staged approach it is less of a financial strain and changes can be incorporated as necessary from the reactions of residents.

This would help to promote Bassendean as a proactive economic hub of landowner/government collaborative effort to commercial investors seeking potential locations across Perth.

- Innovation Workshops: the Town should explore the challenges and opportunities with land owners and tenants to identify the options to expedite activity. Enlisting additional disciplines and experts including design, engineering and operations staff can raise the effectiveness of a workshop and turn complex challenges into integrative design solutions. The goal is not just to solve the problem, but to help shift the underlying strategy and culture, creating a sense of excitement about diverse possibilities so the change is durable and creates some competitive pressure.
- Consideration should be given to incentivising improvements or a community activity where the Town could support with some of the costs to improve business fascias along the Old Perth Road, matched by business contributions, sponsorship and community participation. Careful consideration will be needed to ensure that any improvements are not perceived or acted upon as an opportunity for property landlords to increase rents.
- Reinvesting income from the Markets into Town Activation programs should be explored. The Markets programme is committed to delivering Community projects and could underwrite a specific project like: shop window activation, wine barrel planters, street numbering, street art

or monument, child-friendly activities with the possibility of a climbing wall.

- Public/private enterprise incentives for landowners to encourage collaboration: similar to a business incubator the landowner may be encouraged to accept short term leases from artists or crafts people and waive the normal rent in return for maintaining the shop and presenting it in a positive light and attracting a long-term lease.
- Greater residential occupation to drive town activity and incorporate schools into the life of the Town.
- Cultural events are the linchpin for the Town of Bassendean to maintain its support for the reactivation for the Town Centre. A managed program of events to pull a crowd in the Town Centre reasserts the place as the civic centre and the traditional heart of the town. In the future, refurbishment of the shopping centre and developments on the Old Squash Court site and Bassendean Oval will become increasingly attractive locations for staging events. However these locations will reflect modern commercial aspects and little of the heritage and culture which defines Bassendean and separates it from other places. The Town must continue to identify the area around the Civic building as the original heart to ensure the character of Bassendean is not lost.

**STRATEGY:** Convene a Town Centre 'problem solving charrette'.

**STRATEGY:** Engage with redevelopment plans for the shopping centre and development of 85 Old Perth Road.

**STRATEGY:** Review the strategic and operations elements of the Old Perth Road Markets as a way of showcasing and promoting local produce and services.



Home-based business

Home-based businesses are not just a sideline or secondary source of income. According to ABS Census, 85% of business owners and 64% of households stated it as the primary source of income. Additionally it is estimated 10% of households have a home-based business which translates to a potential of over 900 businesses operating in Bassendean.

Bassendean-based non-employing businesses

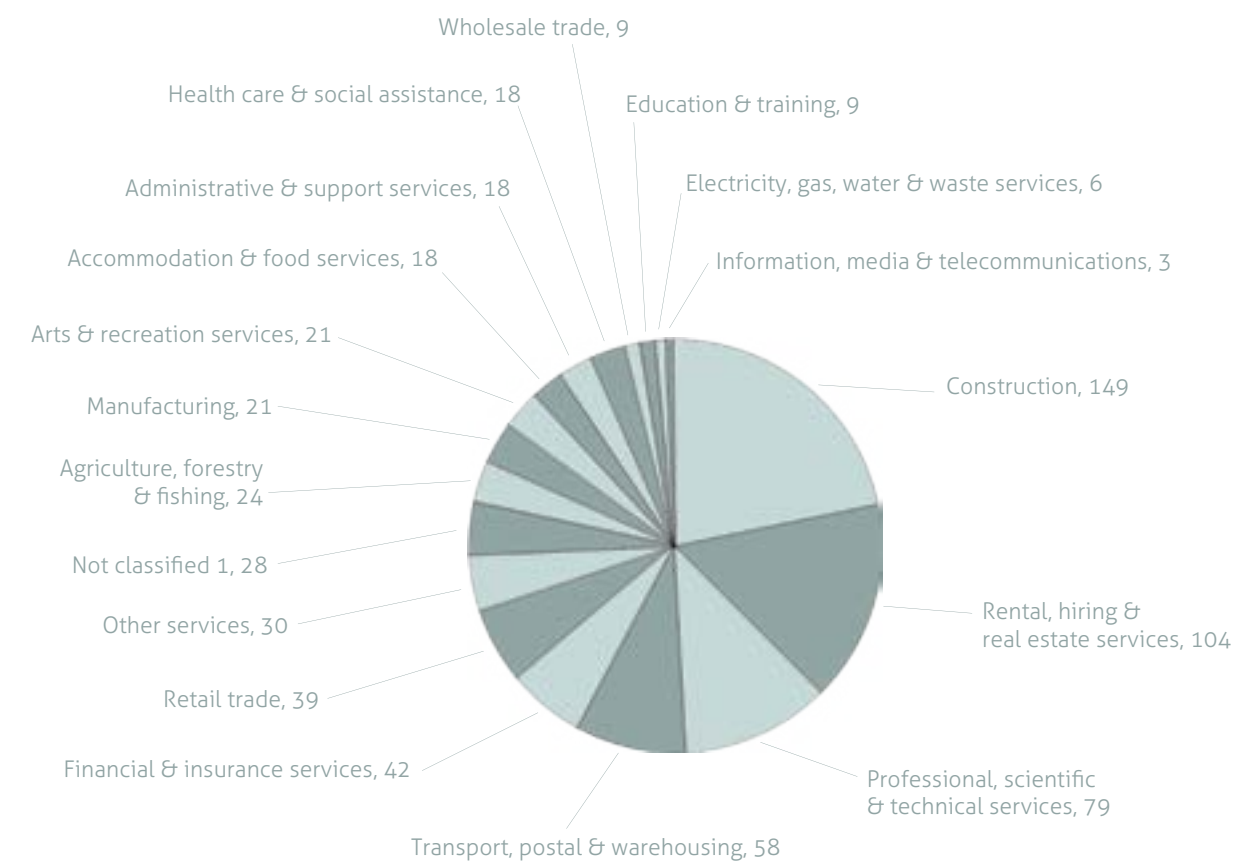


Figure 14: Counts of Australian Businesses (inc. entries & exits, Jun 07 - Jun 09), ABS 2011.

Based on Australia-wide facts<sup>16</sup>:

- 33% employ between 2–4 staff.
- 67% of all small businesses and 58% of all businesses in Australia are home-based.
- 8–12% of households in Australia have home-based businesses.
- Home-based businesses are growing at an estimated annual growth rate of 16% compared to 11% for small businesses in general.

A relatively high proportion of home business owners have a qualification: 21% have a degree, 38% a diploma and 41% have secondary education only.

Home-based businesses are divided into two categories: those operating at home, e.g. an architect, or accountant, etc., and those operating out of the home, e.g. a tradesperson such as a plumber or electrician working mainly at the customer’s premises. The chart above illustrates the ABS results of registered non-employing business based within Bassendean the majority of which are home-based. There are 676 individual businesses in 18 industries represented, including 28 listed as non-classified. The largest sector is the Construction Industry – plumbers, electricians, brick layers, roofers, patios etc making up 22% of all businesses.

The next largest sector at 16% is Rental, Hiring and Real Estate businesses. Professional, Scientific and Technical Services at 79 individual businesses equates to 12% of all non employing businesses.

The home-based business sector is a significant contributor to the economic vitality of the Town of Bassendean. Home-based businesses are most likely to employ staff locally and this generates a significant income within the Town as people are known to spend money where they live and work.



In line with population growth and increasing housing densities, and the State Government’s *Transport Oriented Development (TOD) Policy* and changes to the *Town Planning Scheme* that permit higher densities, the number of home based businesses has the capacity to grow rapidly in Bassendean in the years to 2030. This trend has been reinforced by TPS No.10 which allows more flexibility for home-based businesses in terms of space allowances and number of employees.

In view of the economic and social importance of home based businesses it is recommended that the Town of Bassendean adopt strategies designed to attract and retain home-based businesses. The recommendations provided in the 2005–2010 ED Plan are worth retaining and pursuing.

*STRATEGY: Develop conspicuous policy to encourage and support working from home.*

16. ABS Census Data 2001, 2006.

### Economic development marketing

The success and effectiveness of our Economic Development programs are fundamentally dependent on people's perception of the Town as a place to do business. A town with the best investment attraction scheme and a poor public perception will suffer far more than a town with a good public perception and only a mediocre investment attraction scheme.

The perception of Bassendean expressed by business leaders through the surveys for this plan show an appetite for development and growth. There were suggestions that the Town consider more initiatives to promote Bassendean and its attractions more widely, for example:

- A number of innovative activities are under the radar (e.g. games designers in home based businesses).
- Consider the publicity that Bruce Rock received regarding its initiative to give away free blocks of land – potentially Bassendean could use a community land trust model.

Public perception is an awareness which must be sensitively managed to strengthen the image of the Town to build identity, protect the reputation and clearly articulate the points of difference and strengths.

The image of the Town is defined by the types of businesses that are established here and how well the parks and recreational areas are maintained, the housing mix, the community facilities, the natural environment, demographics including work force assessment and its location and access to transport routes. The image of the Town is also influenced by the Council's everyday activities, from how

well people can find their way around with good signage, to how quickly the phone is answered and promptness in addressing queries and requests for information.

In marketing terms, this is called the Value Proposition, and of the Local Government municipalities in Perth, Bassendean has a strong Value Proposition. Bassendean has a dynamic economy with high value manufacturing and an influential collection of progressive medium and large businesses. It is close to the Perth CBD and the airport and it has major transport routes and good public transport systems; it also has a diverse housing stock and is bounded by the Swan River with the extensive river frontage parks and walks.

The Value Proposition of the Town is diverse and complex, but economic development marketing does not require substantial publicity and advertising strategies. It requires targeting where our customers currently are and presenting the message that we are open and that we welcome business.

This plan identifies three key areas to have the greatest influence on decision makers and investors. Firstly, engaging with the businesses when they utilise the facilities and services of the Town, secondly, maximise our image to the 1,000's of potential investors going through the Town every day driving down Guildford road, and thirdly utilising on line resources to publicise our message. Critical to all of this is that the Town is coordinated and delivers a cohesive message.

Engaging with businesses when they utilise the services and facilities of the Town is covered in depth in Section 1 Support, engagement and advocacy.



### Sign language

Guildford Road is a major artery for commuters and residents in the Eastern Region. However research carried out for this plan indicated a significant proportion of visitors could not clearly identify where and when they were in Bassendean when travelling on Guildford Road. There was an insufficient display or signage to alert them to this. While the *Street Name and Directional Signs Policy* (adopted by the Council 2009) dictates the style and types of signs which are permitted on road reserves (and it is generally adequate across the Town) it is the iconic signs and public art which define the character of the Town.

The *Town Centre Area Strategy* expresses the importance of public art and signage as follows: "Good signage and public art contributes positively to the character and ambience of the town centre and reflect the image and memories of Bassendean. Both signage and art add vibrancy and interest to a place"<sup>17</sup>. Public art and iconic signs are managed through the *Public Art Policy* (adopted by Council 2009). Based on a *Public Art Master Plan* (2009) there are recommendations for Interpretive Art, Heritage Entry statements and Environmental Art statements positioned across the Town. Regarding signs, in particular, there is a need to clearly identify the Town Centre along Guildford Road. "Give Guildford Road motorists the feeling of driving through a special place – give Bassendean an address – draw attention to the place that is being passed through. The use of totems at the intersections of the town's street grid and Guildford Road will emphasise that Guildford Road passes through not past the town and that the town is a place to visit and not just by pass"<sup>18</sup>. Although iconic signs are expensive initially, generally, signs have a life span in excess of five years making the overall cost relatively minor.

Suggestions have also been made to consider iconic signage on the railway. In addition, it was suggested that improved signage at the station to welcome visitors may also help encourage people to visit the town. Signage for the Markets is recommended. Permanent banners should be placed on Old Perth Road identifying where the markets are held.

The opportunities to promote the area should focus on the significant flow of traffic along Guildford Road, and then gradually increase the marketing through the town's events and then consider initiatives to retain this captured audience within the area. Also, it would seem appropriate to integrate with regional marketing initiatives and opportunities such as those provided by tourism organisations.

17. Bassendean Town Centre Area Strategy, Hames Sharley, 2008.  
18. Bassendean Town Centre Area Strategy, Hames Sharley, 2008





### Bassendean Means Business and recognising creativity & success

The objective of establishing the website [www.bassendeanmeansbusiness.com.au](http://www.bassendeanmeansbusiness.com.au) was to create a portal that is independent from the Town's website and adopt a commercial perspective in so far as possible within the Local Government legislation. In concurring with findings presented at the International Economic Development Conference in September 2011, where 500 Investment Managers and Business Development Directors<sup>19</sup> indicated the features most important to the usefulness of an economic development website were workforce statistics, database of available buildings/sites, comparison to competing locations and list of leading local employers. This website offers the opportunity for both the town to promote the commercial/business activities and also for local operators to promote themselves. The Bassendean Means Business website has proved to be a good communications channel and aggregation point for local economic development information and initiatives. To ensure the initial objectives of creating a local web aggregation point meets or exceeds the value to local businesses, the content and operation of the website should be reviewed.

The flexibility offered by web based media means updating and presenting dynamic video can be done easily. It was noted for example, that there are a significant number of businesses operating in creative and innovative industries within the Town. It would be beneficial to showcase and reward examples of creativity and innovation. With the Digital Economy providing an area of opportunity, it may be appropriate to focus upon this sector. The individuals can be presented as case studies and highlight the integral role of creative workers within the Town and the value that their work contributes to the local community.

*STRATEGY: Adopt a welcoming stance and attitude to business.*

*STRATEGY: Showcase local business capabilities.*

*STRATEGY: Support development of street signage and iconic signage/art feature to create a sense of place and identity that creates interest, discussion and intrigue.*



19. Winning strategies in Economic Development Marketing, Development Councillors International, Sep 2011.

### Education, reskilling & retention

Education and training is increasingly in demand in the rapidly evolving commercial world. In the past, the dominant driver for change was the initial globalisation of industry where tariff barriers were removed and manufacturing moved off-shore to locations with lower labour costs and demand was placed at becoming more innovative to compete and retain market position. Since the GFC, the Digital Economy has rebounded more strongly and has caused a seismic shift reshaping the global business landscape. Commercial survival and growth are now inextricably linked to technology.

For the full spectrum of the work force from blue collar workers through to senior executives the changes in the workplace brings pressure to update and increase knowledge, to be innovative, efficient and digitally savvy. Businesses in all industry sectors are scrambling to adjust and manage this transformation. While technology is the instigator of change, it is people who will transform the economy. Restructuring with significant job losses has occurred not only in manufacturing but in retail, community services, media, banking and education. We need to have a minimum level of digital literacy and the more confident and capable we are with digital technologies the more likely we are to consume and create content and blossom in this new economy.

The industries emerging are Biotechnology, Information, Communication and Entertainment. While statistics indicate that more jobs are being created by the Digital Economy than are being lost, the jobs are not necessarily in the location where the jobs are lost and the skills of those that have lost their jobs are not transferable to the jobs being created. For this reason alone, it is essential to engage in retraining and re-skilling the workforce.



Future workforce skills development opportunities require a 'gap analysis' and identifying where the staffing shortages will emerge. In Bassendean the current employment opportunities are overly represented by manufacturing with low representation in the emerging industries. It is clear that as industry in this area adapts and changes for the Digital Economy, re-skilling and training will be needed to keep the jobs here. Consideration must be given to local high schools and running a business awareness program should highlight the depth and diversity of local opportunities with the help of key employers, supportive government agencies and local facilitators.

The roll-out of NBN in Bassendean will commence in December 2013 and the Department of Broadband, Communications and Digital Economy provides funding to educate businesses and the community on the new digital tools which can create whole new ways of generating an income and creating wealth. More detail in this area is covered in Section 9 Digital Adaptation.

*STRATEGY: Seek funding through DBCDE for Digital Enterprise Hubs when released.*

*STRATEGY: Design and run a business awareness program in local schools.*





## Tourism

Bassendean is an inner city suburb and is not a tourism destination, however, the Town has some excellent natural and historic assets that are distinctive and iconic. Opportunities suggested during community consultation to improve tourism for the Town included:

- Investigate opportunities for more short term accommodation (only one B&B at present).
- Leverage proximity to airport for travellers.
- Make Bassendean an inbound tourism destination “1st port of call”, day tours, bird park, butterfly park.
- Promote to coach tour companies.
- Investigate a floating restaurant on the river.
- Be more proactive to the railway museum and others, rather than reactive and bureaucratic.
- Advertise and promote the Town with a marketing campaign.
- Increase and expand the Old Perth Road Markets.
- Improve bicycle tracks/ways and signage.
- Improve boating ramp access.

While it was suggested that these could be leveraged and further developed to create more tourism product to encourage visitors, the Council has in place existing policies that staff are progressively implementing. The Town recognises that streetscapes are highly valued by residents and

providing information about proposed works is a important communication process. The Public Art Master Plan (2008) proposes Environmental Art and Interpretive Art along the River foreshore which will when constructed will attract visitors and encourage them to stay longer.

Integrating natural and physical economic assets could help to create a holistic vision for the Town Centre area that can be used to communicate and inspire landowners, local residents and new investors. This would lead to a shared vision that would support with community change. The Railway Museum is unique in Perth and Western Australia. It should explore behaviour amongst outdoor recreationists and look at how international approaches have been translated into the Railway experience. They should plan to make the attraction “go viral” via words, cartoons, images, social media and collateral, to inject some creativity into the interpretive attraction. Here is a special opportunity to kick-start and energise the organisation with creative and innovative thinking. It will be working with a blend of storytelling, creative thinking and value-adding to the visitors’ learning experience.

*STRATEGY: Encourage street art and beautification programs on Old Perth Road to promote Bassendean as a prime investment destination.*

*STRATEGY: Support the Railway Museum in developing their visitor profile.*

## Low carbon economy

In Part One of this plan (Global Conditions - p. 29) an argument is put to address the issue of Climate Change, the best approach is taking it from a global perspective to a local perspective. It is no longer just the concern of large industries or of the large industrial countries of Asia and Europe. Climate Change is everybody’s business, it is a fact of life and affecting all businesses. Proprietors and managers must integrate it into plans for their future, focus on the possibilities and develop strategies to turn it to their advantage.

The growing role of Local Government in fostering economic development provides it with the mandate to support adaptation and innovation by existing industries. In September 2011, Council endorsed the *Local Climate Change Adaptation Action Plan* and an internal steering group has been established to oversee and implement the Plan. A central factor in sustainable change is **local leadership** and its continuous development and renewal<sup>20</sup> and this plan is a very clear statement of the leadership position the Town has in actively initiating actions to prepare and reduce the effects from Climate Change.

Increased resource costs will impact on many aspects of the Town’s operations and services, including energy costs, water costs, road and building construction and waste management. Not to mention, the costs of adapting to climate change and the participation in a carbon trading system. Similarly, the Town’s residents will also be facing the increased costs of energy, water, fuel, food and services. It is important that the Town minimises any additional costs that it may have to pass on<sup>21</sup>. The introduction of a Carbon Tax (which is designed to tax polluters and encourage the adoption of clean industrial practices) will initiate many programs with the specific objective of reducing the carbon emissions and enhancing our competitiveness.

20. *Community and Economic Development*, Peter Kenyon, [www.bankofideas.com.au](http://www.bankofideas.com.au).

21. *Local Climate Change Adaptation Action Plan*, EMRC & ToB, 2011.

The Town has a competitive advantage with the mix of residential, commercial and industrial areas to attract new industries offering solutions to climate change. Industries such as health, education, clean tech companies with a focus on clean power, clean transport, energy efficiency like waste-to-energy, waste recovery or water recovery. These industries require low levels of imports and carbon/energy will be the least impacted by the Carbon Trading System and will yield opportunities.

Finally it is recommended in all publicity for industry programmes designed for adaptation and innovation and the sustainability of the local economy, the objective is focused on creating a Low Carbon Economy as opposed to reacting to Climate Change. The term Climate Change has a connotation of cataclysms beyond the control of any single individual and demanding drastic changes with impending severe economic suffering. Conversely a Low Carbon Economy has a subtext of new directions, opportunities and possibilities. It is the positive perspective over the same changes which are part of adapting to Climate Change. In perceiving the issue from this angle, operators do not believe they are taking tough decisions but rather taking strategic decisions, which have direct relevance to their own future and objectives. The operator can focus on what they can gain from it and decide how he wants to take advantage of it rather than being told that they have to. In this way we take Climate Change from global to local and frame the issues in local terms. The community sees it in terms that are familiar to them.

*STRATEGY: Source funding to support adaptation and innovation by existing industries.*

*STRATEGY: Attract new industries offering solutions to Climate Change.*

*STRATEGY: Encourage ‘Employ Local’ policies for local businesses.*



## Digital Adaptation

The broadband service in Bassendean has no black spots, confirming good coverage and good reliability, two significant issues that restrain many other local government areas. However, the uptake of internet is not particularly high in Bassendean.

The 2011 Survey of local businesses revealed that 23.4% of businesses did not have a website, although 98% used email for work purposes. When compared to the 2009 survey where 41% of respondents did not have a website and 18% of businesses did not have an email, it shows that businesses are embracing technology, albeit some caution is needed as the recent survey was undertaken online. Council suspects that many of our SME's simply do not know how to use the internet technology for their own personal advantage or find the current costs prohibitive.

There are many ways that the Town can support and enhance the capability of the local community to embrace the e-phenomenon and position the Town as an active participant in the Digital Economy. Following are five streams to consider: Leadership, Awareness and skilling, Incentives, Publicity and digital heroes, and Digital assets. For all of these actions, the Town must ensure maximum collaboration with both industry and local business centres and focus on market-driven solutions, as they are more likely to prove efficient and effective.

### Lead by example

- A correlation with enhanced digital engagement is accessibility and responsiveness. For the Town to gain a reputation of embracing and nurturing the digital phenomenon, it will need to demonstrate this in its actions. More specifically, the actions allowing immediate and effective communication while respecting it's legal obligations. Integral to enhancing the 'Digital' image of the Town is raising the accessibility of the Town, the staff and the services offered. On immediate reaction this might appear to be contradictory or contrary

to the procedures and system of Local Government. It can be achieved when the motivation and benefits are made clear and shared across the organisation. Library services are already at the forefront of digitising their services, but other departments can greatly advance their capacity in this area.

- Integrating online utilities and services is the 'fast track' way to do business across different environments. This is evolving in State Governments across the country through such portals as GovDex.

GovDex is an Australian government initiative designed to facilitate business process collaboration across policy portfolios, administrative jurisdictions and agencies. The service is designed to promote effective and efficient information sharing, providing governance, tools, methods and re-usable technical components across Australian government<sup>23</sup>. Govdex is managed by the Australian Government Information Management Office (AGIMO), in the Department of Finance and Deregulation.

### Awareness and skilling

There is no desire to make all residents digitally savvy, but rather, to ensure our future business leaders, owners and employees are technologically work-ready. As well as leadership, the Town can assist in the digital readiness for the community through partnering with Business Associations to provide training opportunities at convenient locations and times and set at appropriate levels of ability. Collaboration with Universities (UWA Business School, Curtin Business School) to develop entrepreneurship training programs in the Digital Field. The NBN rollout will occur in Bassendean in December 2013. This will allow access to funding from DBCDE to set up Digital Hubs for Enterprises and Community members.

23. Govdex.gov.au, Australian Government Information Office, 2012.

### Incentivise

Online Competition: as a catalyst to develop new ideas for digital technology the Town should consider setting up a prize for the most original ideas. This can be a relatively small financial outlay but significant in rewards and recognition. The recognition can be publicity and connecting to potential development in Enterprise Connect and Institute for Broadband Enabled Society, University of Melbourne. The success of such a project would stem from having the credibility that it was genuine and secondly, seeking a solution to the right problem. A group of digital developers gathered to solve specific issues and given the encouragement and effective management and motivation could succeed.

### Publicity and Digital Heroes

- There are many home-based businesses operating in the digital sphere. It is possible to link with these businesses and identify their strengths and abilities to demonstrate that digital activity is alive and growing in Bassendean.
- Produce publicity for general industry with emphasis on the digital attributes of the Town of Bassendean instead of the physical attributes.

### Digital assets, hubs and fibre, mapping

- There are seven metro based Points of Interconnect (POI) in the current NBN roll out plan for Perth. One is located in Bassendean and the NBN will be rolled out from this POI in December 2013. This Rollout will take 12 months and connect up approximately 17,000 households. POI's are the connection point that allows retail service providers (RSPs) and wholesale service providers (WSPs) to connect to NBN Co. The Town can engage with service providers to consider where and

how they will develop their services around the POI's and ensure the maximum benefit is drawn from this. To access the funding that will be released to Bassendean in the funding rounds of 2013 it is recommended that the town maps out the digital capacity of the Town and the businesses. In this way the knowledge of where short-comings exist can be rectified in Enterprise Hubs and Community hubs established with Federal funding.

- With the significant reduction in the connecting to the internet, WiFi services at individual cafes and restaurants should be encouraged. If enough properties follow this a publicity campaign can be developed around it and strengthen the image of Bassendean being digitally engaged.

*STRATEGY: Carry out an audit of capacity "Digital Mapping" across the town.*

*STRATEGY: Build knowledge/awareness of digital activities and advances.*

*STRATEGY: Work with education providers to develop courses/curriculum on ICT and the Digital Economy linked to local university.*

*STRATEGY: Engage the community to explore opportunities relating to digital media.*

*STRATEGY: Council to take leadership role in digital adaptation for NBN roll out in December 2013.*

*STRATEGY: Develop a publicity campaign to promote awareness and celebrate our digital heroes, including collaboration with business associations to provide special recognition for digitally-advanced businesses.*

# Part three - Implementation

Responsibility for the implementation of this plan rests with the Community Development Directorate and specifically the Economic Development Strategic Projects Officer. The Economic Development Officer will make submissions at the Annual Budget Review for specific programs and projects identified in this plan to secure adequate funding during each year of this plan.

The Economic Development Advisory Committee has been involved in all steps of the preparation of this plan and has assessed and prioritised the actions set out in it. It is proposed that actions agreed for each year are set out in separate documents which will be easily distributed and read rather than the whole plan being circulated.

## Key stakeholders

The implementation of this plan will require collaboration with a number of important stakeholders including:

- Local businesses and residents.
- Councillors.
- Town of Bassendean internal staff.
- Federal Government.
- State Government.
- Swan Chamber of Commerce.
- Eastern Metropolitan Regional Council.
- Tourism stakeholders (e.g. Experience Perth).

## KPI's

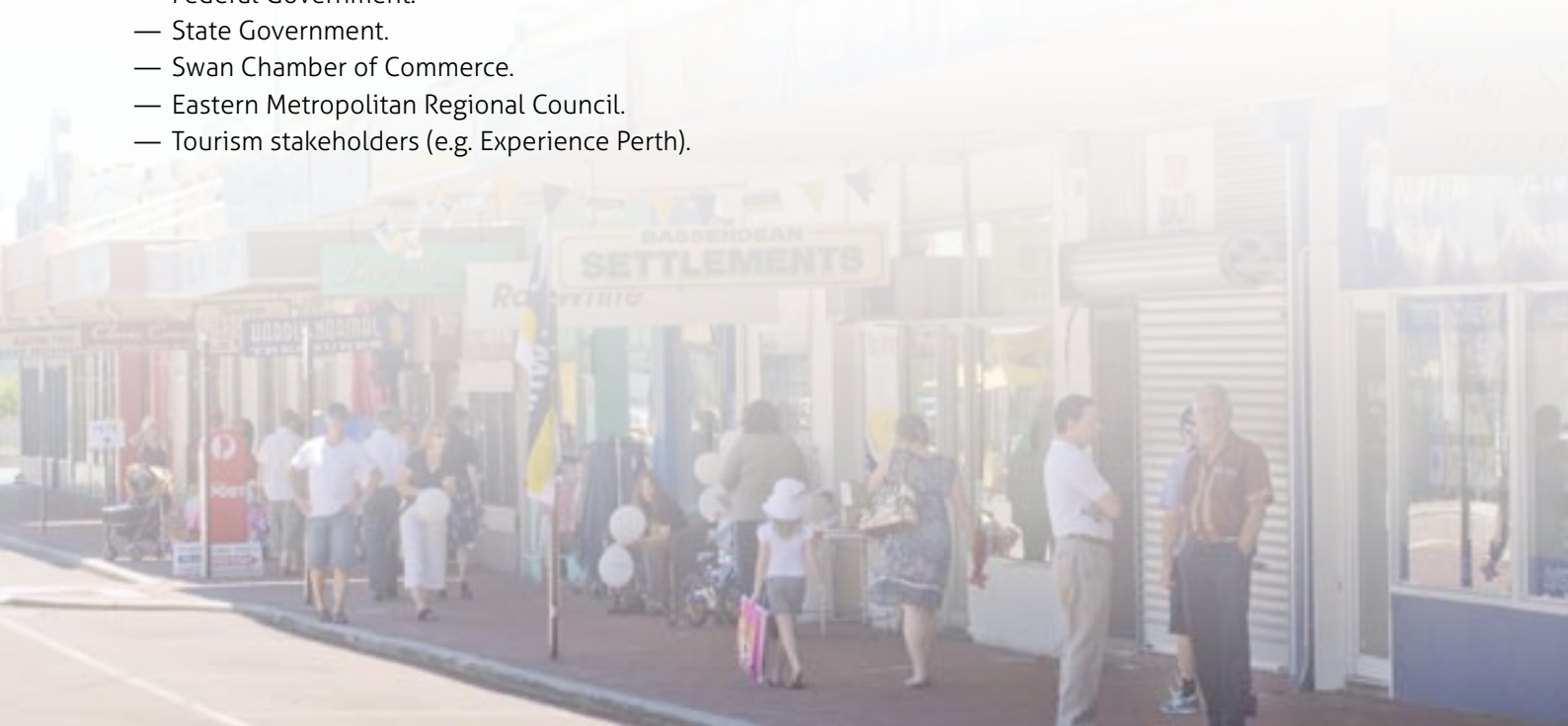
The following table outlines a set of KPIs to measure the success of the implementation of the strategy:

KPI	Source
Employment	Measurement of workforce stats from ABS
Number of businesses	ABS Business counts data
Business perception	Survey
Employment Self-sufficiency and self containment	Analysis of journey to work data from Census data
Actions Completed	Review of action list

Holding discussions on a wider scale across the Eastern Region will offer a clear perspective and relate local issues to the broader picture. Maintaining an active participation with Regional groups operated by EMRC, and also with state level organisations including the Chamber of Commerce and Industry, Economic Development Australia, WA, Tourism WA – Experience Perth. Information gained from this will allow changes and amendments to the actions to be implemented and maintain the focus on the best course of action with the best possible outcome for the Town.

## Summary of actions & priorities

Key focus areas	Strategy	Actions, detail & associated activity	Time frames (years 1-5)
1. Support, engagement and advocacy	Build up the understanding and reinforce the importance of Economic Development principals for Business Units across the organisation.	Regular participation in Development Control Unit.	1 on going
		Training for Customer service staff.	2
		Develop welcome pack for business and include services of all departments in it.	1
1. Support, engagement and advocacy	Encourage local operators to get involved and participate in Council led ED projects.	Provide information of local businesses in staff newsletter/publications.	2, 4
		Investigate a discount for staff with local businesses.	3
		Invite operators to EDAC meetings – to present and raise questions.	1 on going
1. Support, engagement and advocacy	Coordinate with local business associations and chambers to boost networking and 'buy local' campaigns.	Over the Horizon Seminars, BEC and SBDC training programs.	1 on going
2. Planning & development	Identify land assets to catalyse economic development activities and investigate key locations across the Town that hinder development.	Pursue recommendations in Land Asset Management Report. Consultants Strategy developed with time lines and systematic approach to ensure chosen properties are dealt with in a timely fashion.	1, 2, 3
		Liaise with land owners of prominent sites and engage in zoning proposals and related matters impacting on their property.	1, 2, 3
3. Town Centre rejuvenation & place making	Convene a 'town centre problem solving charrette'.	Include landowners/traders and external thinkers to focus on key commercial and community aspects and their integration.  Consider: grant funding, sponsorship, donations, matched funding or other scheme to support with decoration and improvement.  Consider the challenges and opportunities in leasing shop fronts on Old Perth Road.  Investigate schemes to encourage landowners and tenants to improve their premises.	1,2





Key focus areas	Strategy	Actions, detail & associated activity	Time frames (years 1-5)
3. Town Centre rejuvenation & place making	Engage with redevelopment plans for Shopping Centre & development of 85 Old Perth Road.	Ensure facilities for community are developed to the best possible standard and suit the profile of the local community.	1
3. Town Centre rejuvenation & place making	Review the strategic and operations elements of the Old Perth Road Markets as a way of showcasing and promoting local produce and services.	Reassess role of the Town against current benefits and potential outcomes.	1
4. Home-based business	Develop conspicuous policy to encourage and support working from home.	Identify Bassendean located businesses from a combination of other business databases (e.g. local industry associations, Small Business Development Corporation and Business Enterprise Centre).	2, 3, 4, 5
		Develop a home-business welcome pack and support programme.	2
5. Economic development marketing	Adopt a welcoming stance and attitude to businesses.	Make special mention of businesses in appropriate Town publications and state appreciation of their value to the Town and its residents, encourage greater 'supply/buy local' fulfilment.	1 on going
		Approach local business owners to speak on video and post on Bassendean Means Business website.	1, 2
5. Economic development marketing	Showcase local business capabilities	Identify initiatives to showcase local business capabilities Investigate a Business Award for creativity and/or innovation, sponsored by local business association.	2
5. Economic development marketing	Support development of street signage and iconic signage/art feature to create a sense of place and identity that creates interest, discussion and intrigue.	Investigate banners on Old Perth Road for Markets.	1
		Support iconic signage for railway Museum.	2
		Investigate opportunities to improve signage at Bassendean Station to welcome commuters.	3
		Consider opportunities for artistic statement signage along Guildford Road.	3
6. Education, re-skilling & retention	Seek funding through DBCDE for Digital Enterprise Hubs when released	Critical to maintaining employment opportunities in Bassendean for future generations is through alignment of enterprises with the Digital Economy	3

Key focus areas	Strategy	Actions, detail & associated activity	Time frames (years 1-5)
6. Education, re-skilling & retention	Design and run a business awareness program in local schools.	Highlight the depth and diversity of local opportunities with the help of key employers, supportive government agencies and local facilitators.	2
7. Tourism	Encourage street art and beautification programs on Old Perth Road to promote Bassendean as a prime investment destination.	Work with relevant internal (e.g. community development) and external (business and other government agencies) parties.	2
7. Tourism	Support the Railway Museum in developing their visitor profile.	Support their process in gaining accreditation and seeking funding.	1
8. Low carbon economy	Source funding to support adaptation and innovation by existing industries.	Ensure local businesses are fully aware of the information available to them, e.g. energy auditing scheme for local businesses.	2
8. Low carbon economy	Attract new industries offering solutions to climate change.	Set the Town of Bassendean as an advocate and at the forefront of adaptation. Publicise the engagement of the Town in preparing for the Low Carbon Economy on website, <i>Briefings</i> , Library. (Perth Solar City, International Council for Local Environmental Initiatives' (ICLEI), etc.	2, 3, 4
		Implement strategies from <i>Guidelines for Industrial Development</i> for enhanced sustainability (Perth NRM) including low carbon adaptable buildings and pedestrian and cycle access.	3, 4
8. Low carbon economy	Encourage 'Employ Local' policies for local businesses.	Make special mention of businesses in appropriate Town publications and state appreciation of their value to the Town and its residents. Encourage greater "supply/buy local" fulfilment.	1
9. Digital adaptation	Carry out an audit of capacity "Digital Mapping" across the town.	All local businesses have to complete a summary of where they currently stand in regard to digital adaptation. This information will allow training and Digital Hubs offered through Federal funding to best meet local needs.	1
9. Digital adaptation	Build knowledge/awareness of digital activities and advances.	Join Broadband Today Network and other Local Government initiatives.	1 on going

Key focus areas	Strategy	Actions, detail & associated activity	Time frames (years 1-5)
9. Digital adaptation	Work with education providers to develop courses/curriculum on ICT and the Digital Economy linked to a major university.	Provide accessible and open education/ retraining and career transition support for local residents.	2
9. Digital adaptation	Engage the community to explore opportunities relating to digital media.	Consider further emerging technologies such as mobile applications that can be used to innovate and help Bassendean take a leadership role. Engage with Enterprise Connect to develop innovation trials and experiments.	2
9. Digital adaptation	Council to take a leadership role in digital adaptation for NBN roll out in Dec 2013.	Adopt latest digital means to deliver core community services including public information, consultation, news, cultural resources.  Develop, train and mobilise internal Council resources for ICT implementation programs.  Investigate the 'one-stop' online/offline shop for approvals, business questions to planning, infrastructure issues. Investigate App (phone application) support that could be sent to all Bassendean businesses and interested parties.	2 on going  2, 3, 4  2
9. Digital adaptation	Develop a publicity campaign to promote awareness and celebrate our digital heroes, including collaboration with business associations to provide special recognition for digitally-advanced businesses.	Over the Horizon seminars/presentations. Building excitement on where the trends are emerging aligned with the best information on digital advances.	1 on going

Data sources & references

- #au20 National Digital Economy Strategy, Department of Broadband, Communications and Digital Economy.
- Directions 2031 and Beyond: Metropolitan planning beyond the horizon, Department of Planning, 2010.
- Industrial Land Strategy 2009 Perth and Peel, Department of Planning.
- Public Transport for Perth in 2031 – Mapping out the future for Perth’s Public Transport Network (draft), Department of Transport, 2011.
- Regional Economic Development Strategy, Eastern Metropolitan Regional Council.
- Commercial Activity Audit, Town of Bassendean Economic Development Survey, 2009.
- Ashfield Precinct Plan, WAPC, January 2010.
- Town of Bassendean Economic Development Plan 2005-2010.
- Community Vision 2030.
- Town of Bassendean Council documents relating to Directions 2031.
- REMPLAN Economic Profiling Data .
- Town of Bassendean Website.
- Forecast id.
- Survey of Businesses 2011 – Total of 57 responses.
- Survey of Businesses 2009 – Total of 254 responses.
- Strategic Plan (2010–2015), Midland Redevelopment Authority.
- Climate Change Adaption Action Plan, Eastern Metropolitan regional Council, 2011.

- Bassendean Town Centre Strategy and Guidelines, 2008.
- Vision 2030 Community Plan, Town of Bassendean, 2006.

It should be noted that much of the data used to develop this plan is based upon Census 2006 information. With the 2011 Census underway, it would be appropriate to review this strategy in light of new information as it arises.





# Appendix A - Economic profile

## Basic demographic statistics

(Source: The Town of Bassendean website)

- Population: 14,049
- Median age: 39
- Over 65 years: 15%
- Aboriginal: 374 persons (2.8%)
- Australian Citizens: 88%
- Born Overseas: 28%
- English only at home: 88%, Next most common languages spoken being: Italian, Vietnamese, Polish and Croatian.
- Median weekly income (Individual): \$487
- Median weekly income (Household): \$950
- Median weekly income (Family): \$1,161
- Unemployment rate: 3.6%
- Used computer in last week: 39%
- Own or buying home: 67%
- Single houses (80%) Semi-detached, row, town houses (15%), flat or unit (5%).
- Couples with children (39%), couples only (40%) sole parent (20%).
- Households family (64%), Lone Persons (29%), Group living (5%).

## Gross regional product

- Gross Regional Product (\$M): \$1,157
- Per Capita Gross Regional Product (\$'000): \$85.9
- Total Output in the area is estimated at \$2,839.5 million.

The Gross Regional Product (GRP) is the total value of final goods and services produced in the region over a period of one year. As can be seen from the table, this includes exports but subtracts imports. GRP can be measured by adding up all forms of final expenditure:

- Consumption by households
- Consumption by governments
- Additions or increases to assets (minus disposals)
- Exports (minus imports).

This calculation does not include intermediate expenditure as this would lead to double counting.

GRP Expenditure Method	\$M
Household Consumption	\$677.4
Government Consumption	\$194.9
Private Gross Fixed Capital Expenditure	\$272.3
Public Gross Fixed Capital Expenditure	\$54.3
<b>Gross Regional Expenses</b>	<b>\$1,198.9</b>
Plus Exports	\$1,654.6
Minus Domestic Imports	-\$1,087.5
Minus Overseas Imports	-\$609.3
<b>Gross Regional Product</b>	<b>\$1,156.6</b>
Population	13,463
Per Capita GRP (\$'000)	\$85.9

## Output value

Major contributors to output in Bassendean are:

Industry Sector	\$M	%
Manufacturing	\$1,294	45.6%
Mining	\$360	12.7%
Rental, hiring & real estate services	\$204	7.2%
Other	\$981	34.6%

## Employment

Industry Sector	Jobs	%
Manufacturing	1,640	31.8%
Health care and social assistance	425	8.2%
Wholesale trade	414	8.0%
Construction	350	6.8%
Retail trade	342	6.6%
Education and training	329	6.4%
Transport, postal and warehousing	256	5.0%
Financial and insurance services	243	4.7%
Professional, scientific and technical services	206	4.0%
Other services	186	3.6%
Rental, hiring and real estate services	168	3.3%
Accommodation and food services	159	3.1%
Administrative and support services	142	2.8%
Public administration and safety	130	2.5%
Mining	85	1.6%
Arts and recreation services	41	0.8%
Information, media and telecommunications	21	0.4%
Agriculture, forestry and fishing	14	0.3%
Electricity, gas, water and waste services	10	0.2%
Total	5,160	



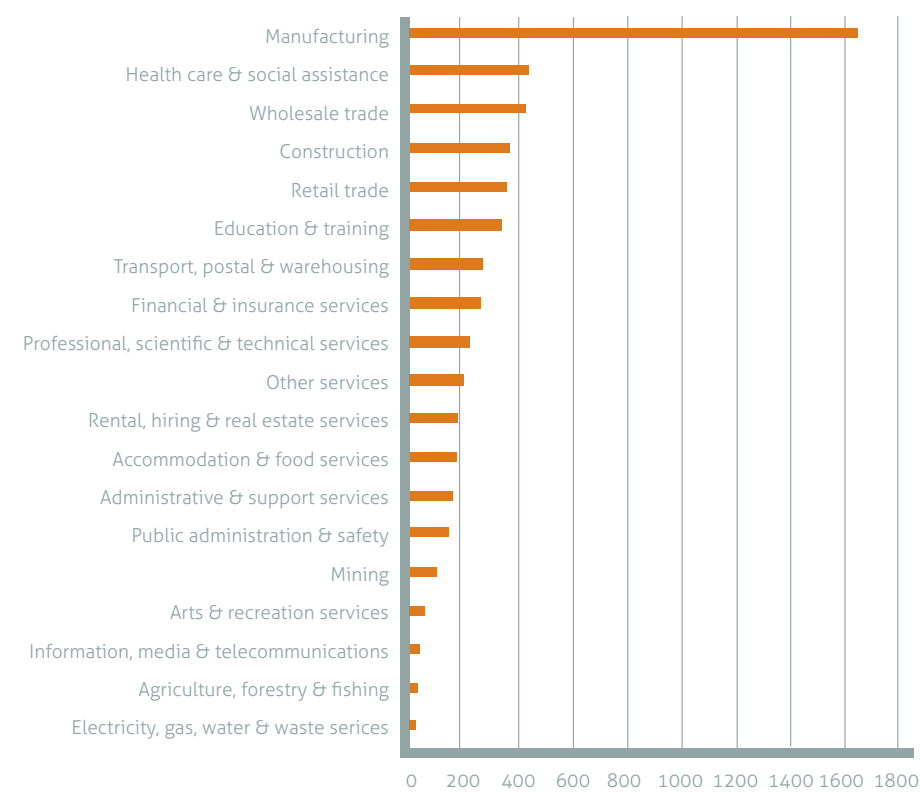


Figure 15: Graph of Employment (Jobs) by Industry.

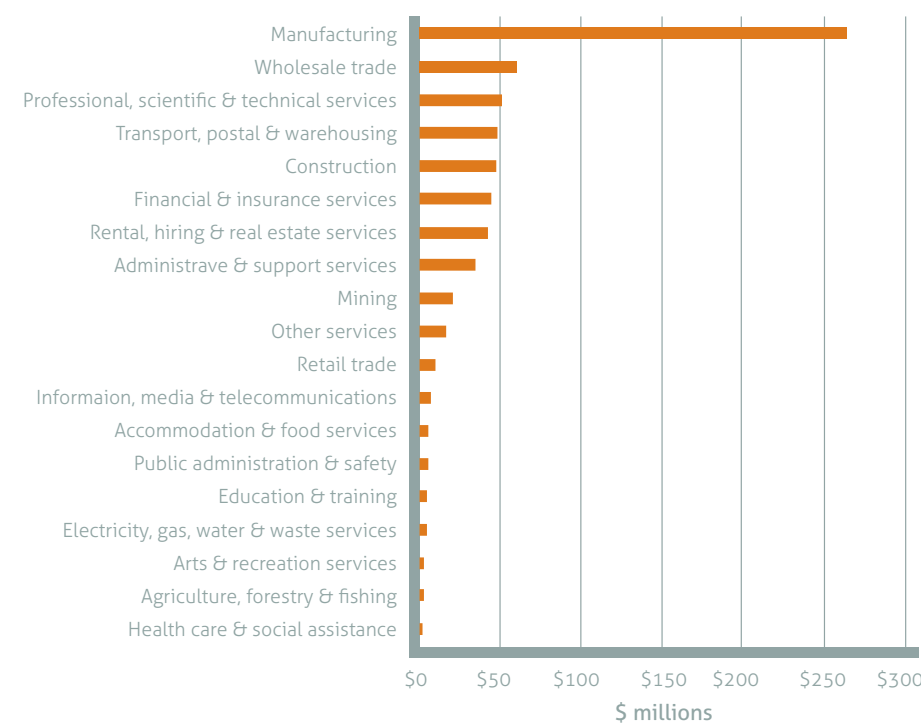


Figure 16: Graph of Local Sales by Industry.

Local sales report

This report shows the goods and services produced in Bassendean which are sold to local industry sectors as input into production and for value-adding. The total local sales estimate for Bassendean is \$645.8 million.

Industry Sector	\$M	%
Manufacturing	\$262.3	40.6%
Wholesale trade	\$58.7	9.1%
Professional, scientific and technical services	\$50.1	7.8%
Transport, postal and warehousing	\$47.0	7.3%
Construction	\$46.0	7.1%
Financial and insurance services	\$42.9	6.6%
Rental, hiring and real estate services	\$41.0	6.4%
Administrative and support services	\$33.3	5.2%
Mining	\$19.1	3.0%
Other services	\$14.8	2.3%
Retail trade	\$8.3	1.3%
Information, media and telecommunications	\$5.7	0.9%
Public administration and safety	\$4.0	0.6%
Accommodation and food services	\$4.0	0.6%
Education and training	\$3.0	0.5%
Electricity, gas, water and waste services	\$2.6	0.4%
Arts and recreation services	\$1.5	0.2%
Agriculture, forestry and fishing	\$1.4	0.2%
Health care and social assistance	\$0.3	0.0%
Total	\$645.8	

Table 4: Local Sales by Industry.

Local expenditure

This report shows the value of intermediate goods and services purchased by industry sectors within Bassendean. The total estimated expenditure for Bassendean is \$645.8 million.

Industry Sector	\$M	%
Manufacturing	\$310.7	48.1%
Construction	\$76.8	11.9%
Wholesale trade	\$59.1	9.2%
Rental, hiring and real estate services	\$34.6	5.4%
Mining	\$34.1	5.3%
Financial and insurance services	\$32.5	5.0%
Transport, postal and warehousing	\$22.8	3.5%
Professional, scientific and technical services	\$17.1	2.7%
Other services	\$10.9	1.7%
Administrative and support services	\$9.3	1.4%
Retail trade	\$9.0	1.4%
Public administration and safety	\$5.5	0.9%
Education and training	\$5.5	0.9%
Accommodation and food services	\$5.3	0.8%
Health care and social assistance	\$4.8	0.7%
Arts and recreation services	\$3.1	0.5%
Information, media and telecommunications	\$2.4	0.4%
Agriculture, forestry and fishing	\$1.3	0.2%
Electricity, gas, water and waste services	\$0.9	0.1%
Total	\$645.8	

Table 5: Local Expenditure by Industry.



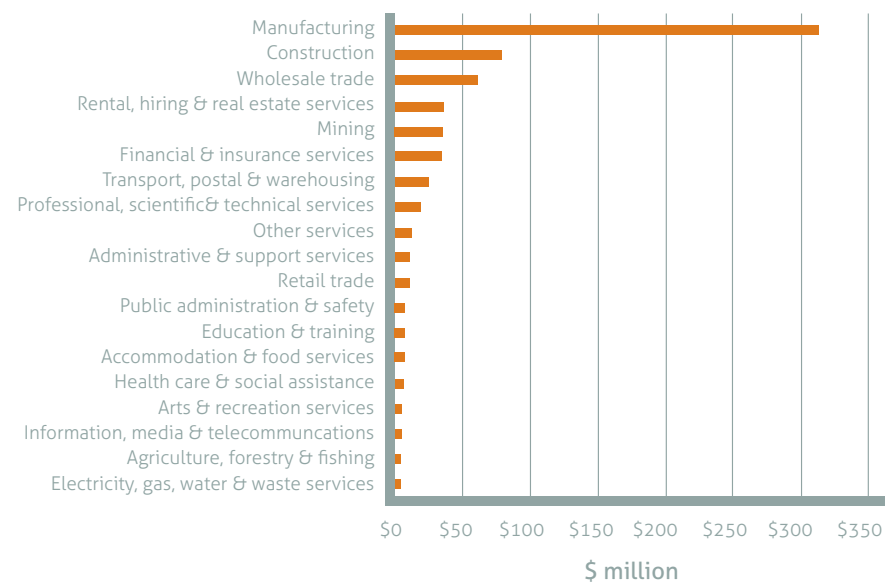


Figure 17: Graph of Local Expenditure by Industry.

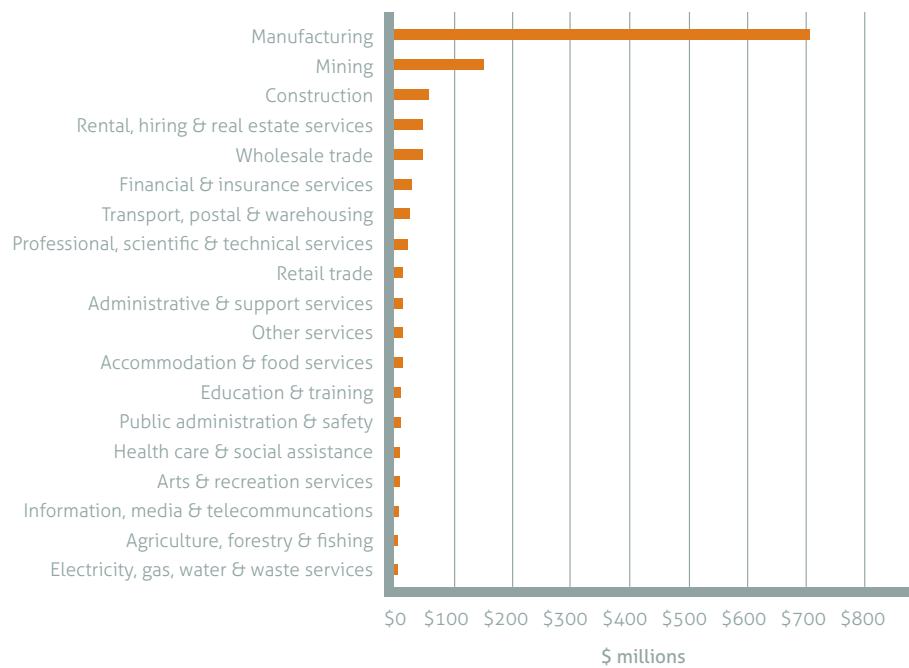


Figure 18: Graph of Regional Imports by Industry.

Regional imports

The following table shows the intermediate goods and services which are imported into Bassendean by industry sectors. The total regional import estimate for Bassendean is \$1,108.7 million.

Industry Sector	\$M	%
Manufacturing	\$702.7	63.4%
Mining	\$146.6	13.2%
Construction	\$52.7	4.7%
Rental, hiring and real estate services	\$42.6	3.8%
Wholesale trade	\$42.4	3.8%
Financial and insurance services	\$24.3	2.2%
Transport, postal and warehousing	\$21.0	1.9%
Professional, scientific and technical services	\$17.9	1.6%
Retail trade	\$9.0	0.8%
Administrative and support services	\$8.8	0.8%
Other services	\$8.6	0.8%
Accommodation and food services	\$8.1	0.7%
Education and training	\$5.7	0.5%
Public administration and safety	\$5.3	0.5%
Health care and social assistance	\$4.3	0.4%
Arts and recreation services	\$3.4	0.3%
Information, media and telecommunications	\$3.3	0.3%
Agriculture, forestry and fishing	\$1.1	0.1%
Electricity, gas, water and waste Services	\$1.0	0.1%
Total	\$1,108.7	

Table 6: Regional Imports by Industry.

Value-added

The total value-added by industry sectors in Bassendean is estimated at \$1,085 million. The major contributors to value added are:

Industry Sector	\$M	%
Manufacturing	\$280	25.9%
Mining	\$179	16.5%
Financial and insurance services	\$129	11.8%
Rental, hiring and real state services	\$127.2	11.7%
Wholesale trade	\$80.7	7.4%
Construction	\$52.6	4.8%



# Appendix B - Survey participation summary

## Survey 2011

The survey was completed by 57 respondents from across Bassendean in June/July 2011. The sample consisted of respondents from the following areas:

- Ashfield: 7.4%
- Eden Hill: 3.7%
- Old Perth Road Area: 20.4%
- Industrial Areas: 53.7%
- Residential Areas (home-based businesses): 14%

## Survey 2009

The survey conducted in 2009 consisted of mainly face-to-face interviews with 254 surveys completed. The location of respondents was as follows:

- Old Perth Road Areas: 27%
- Eden Hill: 4%
- Ashfield: 2%
- Tonkin Industrial Area: 67%

# Appendix C - Progress towards economic vitality vision 2030 - community responses

In the 2011 Survey, Business operators were asked to rate the progress of the Town to date in reaching the statements as published in Vision 2030.

Statement	Median Response 1= Already Achieved 5 = Not at all close (% or respondents)
Bassendean has an unassailable reputation as a premier Perth location in which to operate a successful business and/or secure sustainable and rewarding employment.	3 (31.8%)
Bassendean enjoys dependable, inexpensive and rapid access to the Perth CBD and beyond.	2 (56.8%)
Bassendean enjoys a range of recreation choices including restaurant and café facilities, culture and the arts (both permanent and festival), environmental and sporting pursuits.	4 (31.8%)
Bassendean has a strong “place-based” sense of connection to the Town, and people consider it a special place to live, work and recreate.	3 (39.5%)
Businesses within Bassendean benefit from Tonkin Park’s reputation as an ideal location for north/south and east/west transport destinations, its proximity to both the Perth International and Domestic Airport Terminals and its coherent approach to developing and leveraging business opportunities from its locational competitive advantage.	3 (39.5%)
Businesses in Bassendean have been attracted to the area because of its highly trained and skilled workforce, the local government’s commitment to and appreciation of the role of business in building a community with opportunity and lifestyle and an excellent inventory of built, transport and communications infrastructure.	3 (47.6%)
Businesses within Bassendean articulate with, and assume a leadership role in promoting regional business development initiatives.	3 (41.9%)











