

ECONOMIC DEVELOPMENT STRATEGY 2024 – 2029



North Eastern Wheatbelt Regional Organisation of Councils

Dowerin | Koorda | Mt Marshall | Mukinbudin | Nungarin | Trayning | Wyalkatchem

INTRODUCTION

The Economic Development Strategy 2024- 2029 for the North Eastern Wheatbelt Regional Organisation of Councils (or NEWROC) covering the Shires of Dowerin, Koorda, Mount Marshall, Mukinbudin, Nungarin, Trayning, and Wyalkatchem establishes the framework for the joint and collaborative progression of economic development actions, initiatives and priorities across the region.

This Strategy is supported by the NEWROC Economic Profile, which was completed by Econisis in 2024 and details the current profile of the economy and the future projected state and opportunities.

KEY ECONOMIC INDICATORS

Key indicators of the NEWROC economy include:

- Population of 3,200 in 2023
- Older population than Wheatbelt and State averages
- 22,700sqkm land area
- 180km by road to Perth
- 570+ businesses in 2023
- 1,460+ jobs in 2021
- \$460m+ in agricultural production
- \$250m+ per year in regional exports
- \$300m+ Gross Regional Product in 2022



Key Challenges and Issues



Key Strengths and Opportunities

VISION FOR THE NEWROC ECONOMY

The following vision is proposed for the NEWROC economy:

Growing prosperous and sustainable communities through collaboration, leadership and investment.

ECONOMIC DEVELOPMENT PROGRAMS

To deliver on the vision, the following Economic Development Programs are identified in the Strategy. These Programs represent areas of focus or priorities for NEWROC.



IMPLEMENTATION AND MEASURES OF SUCCESS

To facilitate the delivery of the Economic Development Programs within this Strategy, it is recommended that each Shire prepare a concise Economic Development Action Plan. These Plans should take the form of a schedule of actions and initiatives that the Shire seeks to progress under each of the NEWROC Economic Development Programs. The Action Plans should include all existing and future actions and initiatives and be reviewed and updated annually.

NEWROC

ECONOMIC DEVELOPMENT STRATEGY 2024 – 2029

PROGRAM	STRATEGY	OUTCOMES
INFRASTRUCTURE AND SERVICE DELIVERY	1. NEWROC will advocate for investment from state and federal governments in critical, enabling and catalytic infrastructure and essential services including telecommunications, electricity, regional waste and health care	<ul style="list-style-type: none"> a) A shared engineering resource enables residential and industrial land development. b) Power and telecommunications are reliable and is an enabler to economic growth. c) Renewable energy generation and distribution is strategically managed and present in the NEWROC. d) Existing hospital, GP and allied health services are retained. e) There is a skilled local workforce, including volunteers for health services in the NEWROC. f) Across the Shires, there is enough capacity and security of fuel.
TOURISM SECTOR DEVELOPMENT	2. NEWROC will facilitate the development and growth of the tourism sector within the region. This may include tourism product development, visitor accommodation attraction, sector strategy and planning development and tourism asset and attraction investment.	<ul style="list-style-type: none"> a) Increased visitation to the Wheatbelt Way. b) Visitor accommodation across the NEWROC is improved and expanded. c) NEWTravel and Australia’s Golden Outback partnerships bring value to communities and businesses. d) Patronage to events in our communities grows.
SMALL BUSINESS DEVELOPMENT	3. NEWROC will foster the creation, and growth of the small business sector within the region, by facilitating grant access, promoting small business establishment and encouraging small business networking and clustering.	<ul style="list-style-type: none"> a) Local business programs and networking build the capacity of business owners. b) Place based capital initiatives are activated. c) Value add to local businesses.
LOCAL COMMUNITY REVITALISATION	4. NEWROC will facilitate the revitalisation of and investment in local communities in the region including promoting precinct planning, community facility funding attraction and regional-level strategic planning.	<ul style="list-style-type: none"> a) Community engagement in place making grows. b) Improved local and regional waste management facilities and services. c) Community Resource Centres in the NEWROC collaborate and are retained.
REGIONAL BRAND ESTABLISHMENT	5. NEWROC will seek to establish a clear and compelling “brand” for the region to facilitate investment, business, funding, new resident visitor attraction and increase general State and national awareness of the region and associated Shires.	<ul style="list-style-type: none"> a) A brand is established for the NEWROC members. b) NEWROC has a presence at economic development forums. c) Regular meetings with regional, state and federal government representatives. d) Resident population of the NEWROC increases.