

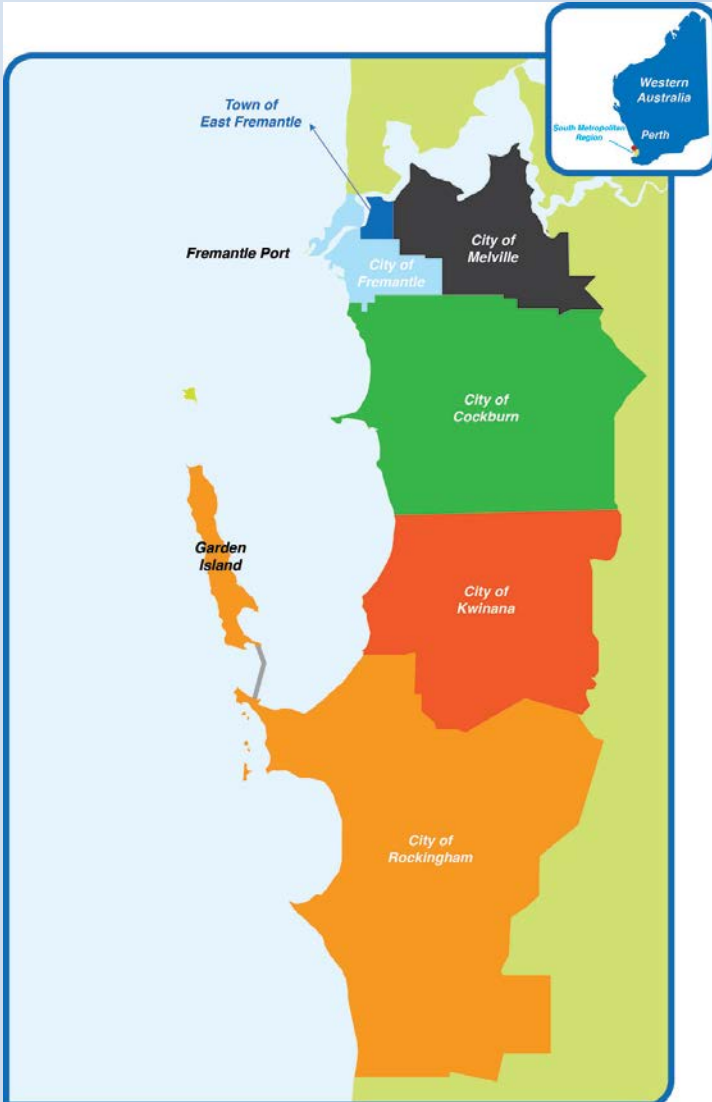


South West Metropolitan Region of Perth
“Economic Gateway to the West”

Mick McCarthy – Director South West Group
27 September 2016

A Co-operative venture of the municipalities of:
Cockburn, East Fremantle, Fremantle, Kwinana,
Melville & Rockingham

Background



Established in 1983

Voluntary Regional Organisation
of Councils (VROC)

Member Councils

City of Cockburn

Town of East Fremantle

City of Fremantle

City of Kwinana

City of Melville

City of Rockingham

Population - 420,000 (June 2015)

Growth – 3.5% pa for the region
(WA 3.0%, Aust 1.6%) since 2008

GRP and contribution to State's
economy is approx. \$30 Billion p/a



Key Activities

- Lobbying and Advocacy
- Integrated Transport and Land Use Planning
- Economic Development
- Employment and Workforce Development
- Industry and Business Support

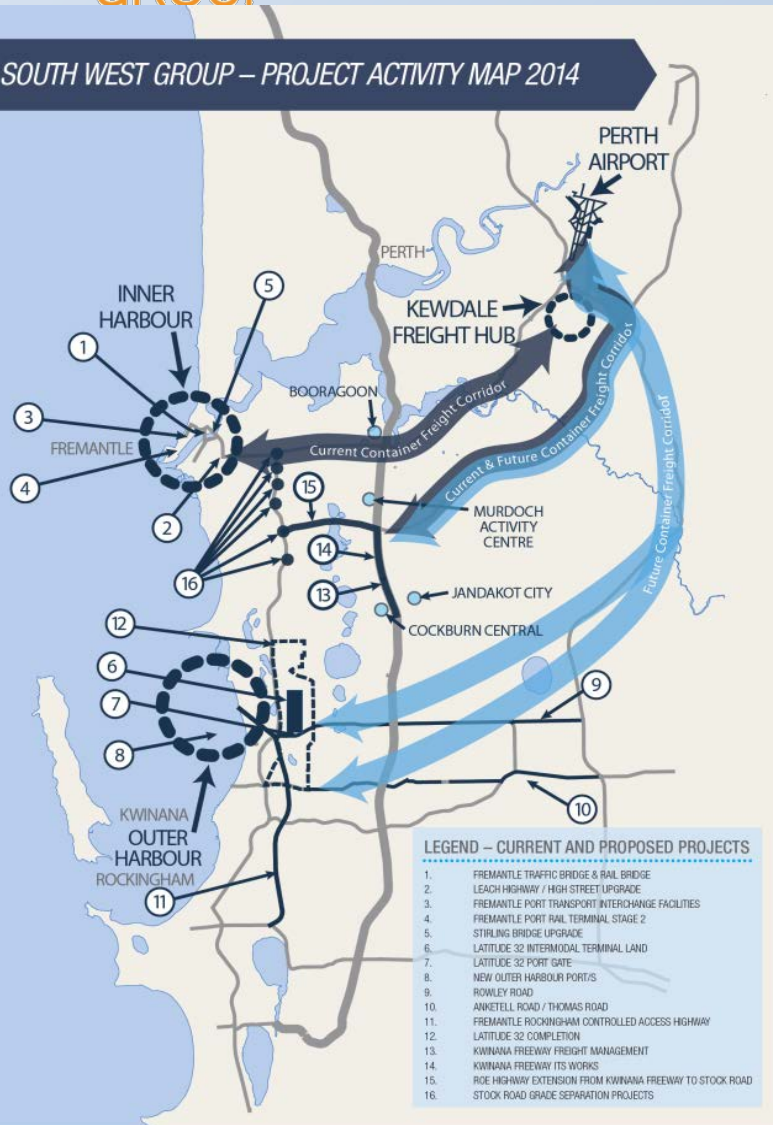
Regional Economic Drivers

- Ports and intermodal terminals
- Industrial and Commercial Areas
 - Kwinana Industrial Area
 - Australian Marine Complex
 - Latitude 32, Rockingham Industrial Areas
- Retail and Shopping Centres
- Health and Knowledge Sectors
- Manufacturing
- Tourism (Fremantle, Cruise Shipping)



Transport and Freight

SOUTH WEST GROUP – PROJECT ACTIVITY MAP 2014



- Critical freight link between Fremantle Port, Perth Airport and Kewdale Freight Hub
- Future container port in Outer Harbour
- Road and rail infrastructure essential for freight efficiency
- Core lobbying issues in lead up elections and budget submissions
 - Transport infrastructure upgrades
 - Road and rail connections
 - Development of activity centres

Tiers of Government and Funding Sources

- Federal: Revenue = Taxes (GST, income, company, fuel)
- State: Revenue = Fees, charges, royalties, duties, Fed grants
- Local: Revenue = Rates, fees/charges, Fed and State grants



Infrastructure Funding

- National and State priorities (ports, highways, freeways)
- Shared funding arrangements (State/Fed) for some projects
- Influenced by political commitments
- Selecting projects as regional priorities
 - Identify priorities for the region in consultation with member Councils
 - Develop business cases with focus on regional scale
 - Outline economic/social benefits
- Gain support of State Government
- Lobby Federal Government
- Broker shared funding arrangements
- Secure budget commitment





Lobbying and Advocacy

- Communicate priorities for the region and their benefits
- Engage key stakeholders
 - Members of Parliament (Federal and State)
 - Government agencies
 - Industry and business groups
- Delegations to Canberra
- Briefings of Major Political Parties
- Face to face meetings



Case Study



Americas Cup Challenge 1987

- Injection of Federal, State and Syndicate Funding
- Refurbishment of Fremantle port city
- Additional accommodation (e.g. Esplanade Hotel)
- Challenger Harbour at Fishing Boat Harbour





Case Study



Australian Marine Complex - Henderson

- Southern hemisphere's premier integrated marine industrial facility
- Federal funding - \$80M
- State Funding - \$100M for CUF + \$170M for Upgrade
- \$20M for Technology Precinct
- \$35M for Supply Wharf
- Since 2003 - 373 major projects, \$1.75B in investment, 26,700 jobs created





Conclusions

- South West Group is a successful model of regional collaboration led by Local Government
- Lobbying and advocacy assists in attracting priorities and funding, while developing important relationships
- Sound business cases and justifications for investment are required to underpin regional priorities
- Cooperation and regular communication with Federal and State Governments and stakeholders is essential in establishing and maintaining relationships
- The South West Metropolitan Region as the “Economic Gateway to the West” is a great place to visit, live, invest and work