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**PROPOSAL FOR  
GOVERNMENT INVESTMENT  
& PARTNERSHIPS**



# SOUTH WEST GROUP

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The South West Group is a Voluntary Regional Organisation of Councils (VROC) established in 1983 and comprising six member Councils in the South West Metropolitan Region including City of Cockburn, Town of East Fremantle, City of Fremantle, City of Kwinana, City of Melville and City of Rockingham.

The South West Group partners and collaborates with State and Federal Government, industry, business and community on activities that benefit and facilitate further economic development in the South West Metropolitan Region.

The Vision for the South West Metropolitan Region is to be the "Economic Gateway to the West."



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# ONE.

## WA'S ECONOMIC ENGINE

Perth's South West Metropolitan Region is Western Australia's gateway to the dynamic Indo-Pacific Region. The Region's world-leading industries and expertise, abundance of 'clean and green' commodities, world-class liveability and its proximity to Asia are all reasons why the Region should be the State's economic engine for generations to come.

The Region's major industries service the state's globally significant mining, petroleum and agricultural sectors, and Australia's largest naval base, HMAS Stirling. The Region has advanced capabilities in: Advanced Manufacturing and Defence; Agribusiness and Food; International Education; International Health; Resources and Energy; and Tourism.

It is also home to the 'Western Trade Coast' that includes the Kwinana Strategic Industrial Area, Australian Marine Complex, Rockingham Industrial Zone, and Latitude 32. It is also home to major industrial precincts and emerging clusters of expertise that complement a range of growing markets in Australia and the wider Indo-Pacific Region.



Furthermore, with a population of circa 460,000 in 2019, expected to grow to almost 625,000 by 2036, the Region is ideally positioned to develop as the economic, cultural and environmental powerhouse of Western Australia.

However, the Region requires fresh public investment and renewed coordination to realise this vision.

This prospectus outlines how to achieve this vision via strategic coordination at all levels of Government. It has been prepared by the South West Group, comprised of the Town of East Fremantle and the Cities of Cockburn, Kwinana, Fremantle, Melville, and Rockingham. It is structured into three key themes: Movement; Industry and Logistics; and Jobs and Innovation.

The Group is seeking to work with all levels of Government, the private sector, academia and the community over several years to deliver a shared and sustainable vision for the Region.

This prospectus especially serves as an open invitation to State and Federal Governments to work with the Group to unlock the economic and lifestyle potential of the Region.

# TWO.

## SOUTH WEST REGION

### Context map

Town of East Fremantle

City of Fremantle

City of Melville

City of Cockburn

City of Kwinana

City of Rockingham



**TWO.**  
**THE REGION**  
Major Assets



# TWO.

## THE REGION

### Major activity centres

Perth is home to over three-quarters of Western Australia's population of 2.6 million people, of which 461,150 people live in Perth's South West Metropolitan Region.

The region's network of major activity centres, industrial precincts and strategic infrastructure underpin the state's world-class liveability and productivity.

Town of East Fremantle

City of Fremantle

City of Melville

City of Cockburn

City of Kwinana

Garden Island

City of Rockingham

#### Activity centres



##### Strategic Metropolitan Centres

- 1 - Fremantle
- 2 - Rockingham



##### Secondary Centres

- 3 - Booragoon
- 4 - Cockburn Central
- 5 - Kwinana



##### Specialised Centres

- 6 - Murdoch

#### Industrial Precincts

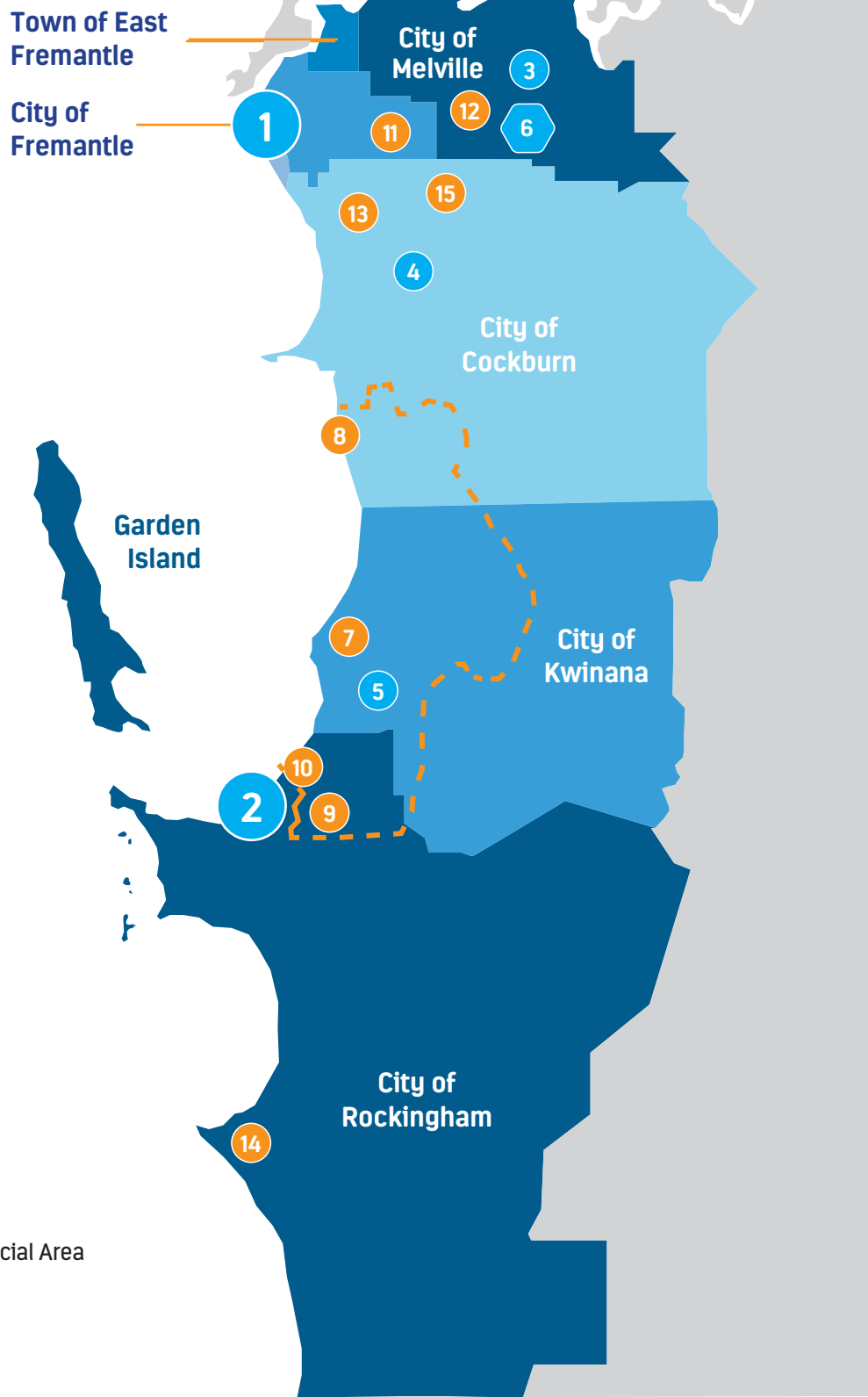


##### Western Trade Coast

- 7 - Kwinana Industrial Area
- 8 - Australian Marine Complex
- 9 - Rockingham Industry Zone
- 10 - Latitude 32



- 11 - Bibra Lake Industrial Area
- 12 - Myaree Mixed Business Zone
- 13 - O'Connor Industrial and Commercial Area
- 14 - Port Kennedy Business Park
- 15 - Jandakot City

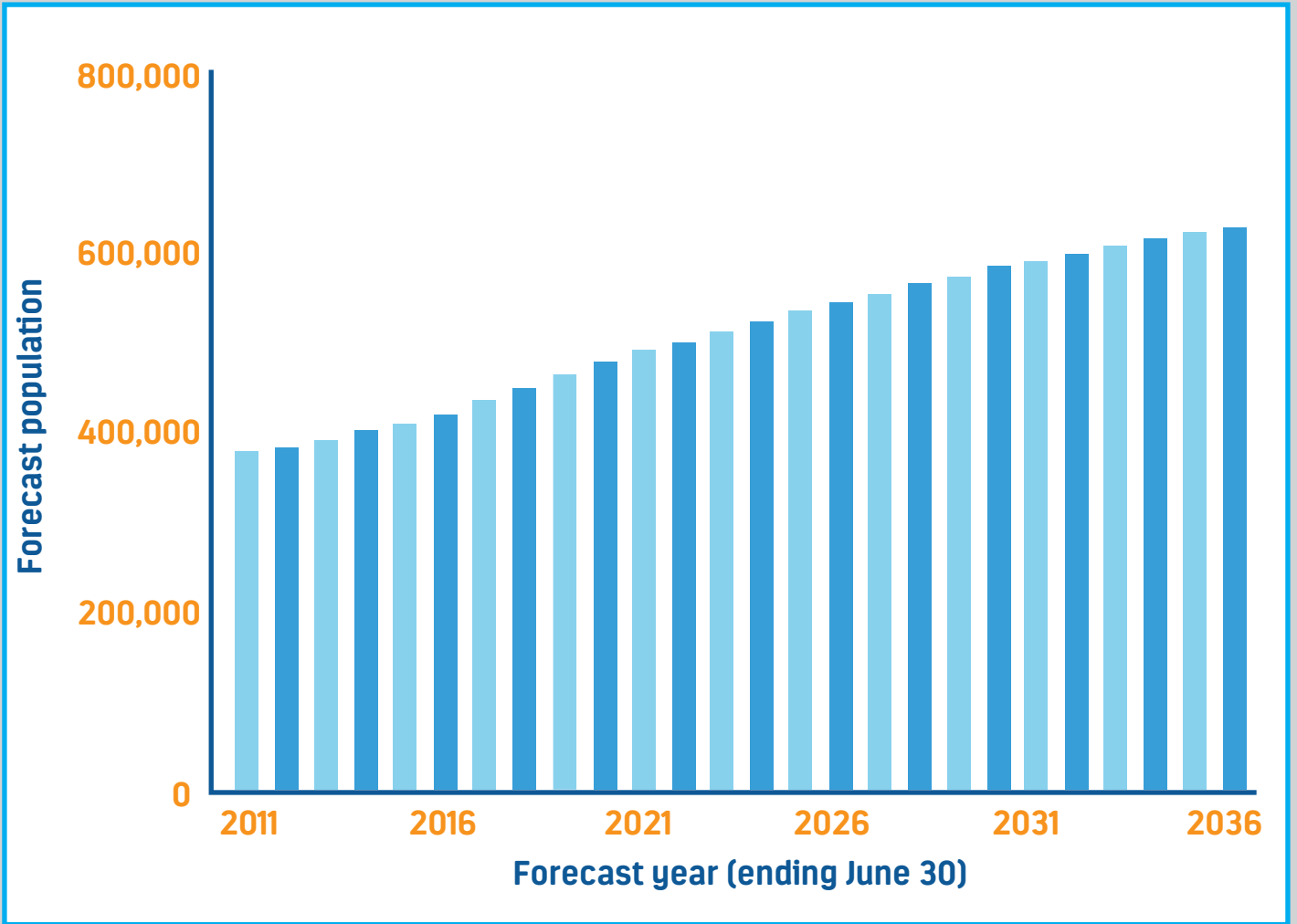




# TWO.

## THE REGION

### Population forecast



Population 2019

**461,150**

forecast.id

Population 2036

**625,562**

forecast.id

Change 2019-36

**35.65%**

forecast.id

**CHANGE TO 2036**

**35.65%**



# TWO.

## COMPETITIVE ADVANTAGES

-  FREIGHT GATEWAY TO WA VIA ROAD RAIL AND SEA
-  COVERS MORE THAN 620 SQUARE KILOMETRES
-  HIGHLY EDUCATED WORKFORCE WITH SPECIALISED SKILLS AND KNOWLEDGE
-  GROWING TO OVER 625,000 PEOPLE BY 2036
-  HOME OF WA'S DEFENCE INDUSTRY AND EMERGING DEFENCEWEST PROGRAM
-  WORLD-CLASS INNOVATION PRECINCT AT AMC
-  GATEWAY TO ICONIC TOURISM DESTINATIONS E.G. ROTTNEST, PENGUIN ISLAND AND PEEL HARVEY ESTUARY
-  GROSS REGIONAL PRODUCT OF \$28.6 BILLION
-  SIGNIFICANT UNDEVELOPED INDUSTRIAL LAND
-  220,000 WORKERS
-  WORLD-CLASS EDUCATION AND HEALTH PRECINCT
-  SAME TIME ZONE AS MOST OF ASIA

# TWO.

## FUTURE CHALLENGES

### Challenges



#### PROTECTION OF ENVIRONMENTAL ASSETS AMONGST RAPID GROWTH

Environmental assets include Cockburn Sound, Rottnest Island, the Swan River and Beeliar Wetlands. These assets require ongoing protection from continual urban development and population growth.



#### UNDERPERFORMING TOURISM INDUSTRY

Tourism visitation at major centres and attractions is not keeping pace with other Australian and global centres.



#### UNDERPERFORMING INTERNATIONAL STUDENT MARKET

WA and the Region are not attracting its share of international students compared with other Australian Cities and Regions.



#### ECONOMIC DIVERSIFICATION

The Region, like the State, needs to work to diversify its economic base and support development of new, sustainable industries.



#### POOR PUBLIC TRANSPORT INFRASTRUCTURE

Public transport coverage is patchy and does not adequately support worker mobility, accessibility of employment centres or greater density.'



#### HIGH UNEMPLOYMENT

The Region suffers from consistently higher unemployment rates compared with the greater Perth metropolitan area.



#### INCREASING CONGESTION

Existing Activity Centres within Region are not well-connected by public transport and vehicle congestion is an increasing problem, especially along Kwinana Freeway.



#### NEED FOR SELF-CONTAINMENT, LOCAL JOBS

Low employment self-containment (53%) in the Region is representative of a misalignment between available jobs and resident skillsets. Continual population growth without development of local jobs will exacerbate this issue.

# TWO.

## FUTURE OPPORTUNITIES

### Opportunities



#### IMPROVED N-S AND E-W CONNECTIONS HAVE BENEFITS FOR WIDER PERTH

Kwinana Freeway, Roe Highway and Tonkin Highway provide important connections for the greater Perth metropolitan region. Kwinana Freeway is the main gateway to the Peel region and the South-West of WA, both being highly valued tourism regions for the State.



#### ENVIRONMENT AS AN ASSET THAT SUPPORTS TOURISM INDUSTRY

Environmental assets within the Region are not well promoted as tourist destinations. Visitors to Perth and Fremantle should be made aware of the premier natural environments that lie in the SW Group Region, just half an hour's drive away.



#### GROWTH INDUSTRIES IN TOURISM, DEFENCE, HEALTH

The Region is home to tourism, defence, education, new energy material, and health industries (to name a few), but fails to provide human resources for these industries from within the Region. Resident worker skillsets and available jobs in these industries should be better aligned.



#### EXPLORE OPPORTUNITIES IN SPACE, R&D AND INNOVATION INDUSTRIES

The Region seeks to attract opportunities in new and developing industries through collaboration with education establishments such as Murdoch University and utilising the extensive R&D capabilities within the global firms located within the Region.



#### AGRICULTURE TECHNOLOGY AND FOOD AND BEVERAGE RESEARCH AND PRODUCTION

Opportunities to leverage the Region's strategic location, world-class innovation capabilities and availability of 'clean and green' agricultural produce to undertake high-value food processing for a wide range of export markets and develop and manufacture agricultural technology.



#### INTERNATIONAL EDUCATION AND TRAINING

These world-class universities and training institutions offer a range of courses and are keen to partner with industry to undertake game-changing research and development.



#### STUDENT ACCOMMODATION

Opportunities to meet growing demand for student housing, driven by an expanding intake of international students wanting to live, learn and launch their careers in a vibrant urban centre with diverse employment opportunities.



#### NEW ENERGY MATERIALS AND BATTERY MANUFACTURE

Opportunity to capture a share of increasing global demand for new energy materials by capitalising on the state's position as a major producer of new energy materials and establishing a battery technology development and manufacturing industry.

**// Productive & liveable cities that encourage innovation, support growth and create jobs //**

Australian Government,  
Department of Infrastructure,  
Regional Development and Cities

## TWO.

# VISION 2050

## Regional prosperity

The Region has significant economic assets and diverse industries, providing a strong base for economic diversification and the development of export-oriented industries.

The Region also has strong community and cultural infrastructure that can support the growing residential population, all the while protecting and enhancing its natural assets such as the Cockburn Sound, Rottnest Island, Swan River and Beeliar Wetlands.

### Within the Region, opportunities exists to:

- Strengthen the Region's role as WA's economic engine
- Diversify WA's economic base by supporting the development of knowledge-intensive export-oriented industries
- Use land and transport infrastructure as a facilitator of community, development and opportunity by integrating transport and land use outcomes to create great places
- Further invest in public transport to enhance liveability, attract talent, and ensure people can easily access employment hubs
- Connect communities, enable the delivery of diverse housing options and encourage the development of local job creation and improved employment self-containment
- Connect and improve the transport routes, opening up new opportunities for longer term developments around the future stations

Through identifying comprehensive economic infrastructure projects as outlined in this document, there is a compelling opportunity to partner with the State and Federal Government to meet key objectives, create a platform for private sector investment attraction, and ensure the Region succeeds as a whole.

# THREE.

## KEY THEMES

In April 2016, the Australian Government developed the Smart Cities Plan; a framework to guide development of Australian's cities. City Deals is the key mechanism of the Smart Cities Plan. City Deals are partnerships between Local, State and Federal Government, and communities, to achieve better outcomes for cities.

This prospectus follows the City Deals framework, although is not bound to it. It articulates the strategic benefit of the various projects whilst outlining the ask of Government, irrespective of the funding source.

The South West Group is committed to engaging with all tiers of Government to identify appropriate support for the progression of the initiatives outlined within the following sections.



### MOVEMENT



Fremantle to Cockburn Transit Link  
Rockingham Transit Link  
Fremantle to Murdoch Transit Link  
Canning Bridge Activity Centre Redevelopment



### INDUSTRY & LOGISTICS

Western Trade Coast  
Redevelopment of Victoria Quay  
Kwinana Freeway & Tonkin Highway Upgrades



### JOBS & INNOVATION

Investment Attraction Plan  
South West Region Tourist Network  
South West Smart Region Initiatives

# THREE.

## MOVEMENT MAP

- 1 Fremantle to Cockburn Transit Link
- 2 Rockingham Transit Link
- 3 Fremantle to Murdoch Transit Link
- 4 Canning Bridge Activity Centre Redevelopment



# THREE.

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# MOVEMENT

This theme is about utilising land and transport infrastructure as the facilitator to accelerate development.

- Alignment and integration of land uses, infrastructure and transport will provide choice for patrons apart from the private car
- It will achieve infill housing and density targets and provide greater housing choice
- It will lead to improved design of urban centres, corridors and stations
- Connected community centres that are universally accessible and provide a range of housing, jobs and services
- Move people to where they want to go, as quickly as possible
- Optimise Perth's existing public transport network
- Encourage walking and cycling to access the public transport network
- Facilitate strong east-west connections
- Improved recreation access to the river
- Improving transport links in the SW region has close alignment with Perth & Peel @3.5 million, will improve density, and enable more efficient use of public and social infrastructure

// **Using land and transport infrastructure as a facilitator of community, development & opportunity** //





## THREE.

# MOVEMENT

- Land as a facilitator of community, development and opportunity
- Designing stations that integrate with the communities they serve, and connecting new activity centres
- Better access and use of community and social infrastructure to enhance the health and wellbeing of the community
- A network of connected activity centres that deliver employment, entertainment and higher density lifestyle choices
- Strategic alignment with State Planning Strategy Perth and Peel @3.5 million
- Movement and access: efficient and effective regional movement network for people and freight that is integrated with land uses, links key economic and employment opportunities
- Balanced urban consolidation and urban growth opportunities facilitating housing choices by the strategic use of high value land, including links to programs like Keystart
- Economy and employment: increase the number of people who live and work in the region
- Leverages existing service infrastructure ensures timely, efficient and cost-effective delivery to infill areas
- Integrating transport and land use outcomes to create places where people can live and work

# THREE.

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# MOVEMENT

Enabling projects



## Fremantle to Cockburn Transit Link

### Brief Description

**15.5km**

Heavy rail transit link from Cockburn Central to Fremantle.

Key train stations: Fremantle, Cockburn Coast, Cockburn Central.

### Est. Cost during construction

**\$542M**

### Benefits

Supported by METRONET; closes the loop -Thornlie to Cockburn line; additional visitors and workers between Cockburn and Fremantle

### Risks and Issues

Freight rail integration; encroachment of housing; station locations

### Economic Outcomes during construction

**GDP: \$1.16B**  
**Jobs: 2,153**

### Estimated Short Term Ask (<3 years)

Route definition, demand modelling and value uplift  
**\$2M**

IA business case  
**\$1.5M**

Subtotal:  
**\$3.5M**

## Fremantle to Murdoch Transit Link

### Brief Description

**12.5km**

Transit link via South Street with various stations.

### Est. Cost during construction

**\$937.5M**

### Benefits

Supported by METRONET; Additional visitors to Fremantle; infill opportunities around stations

### Risks and Issues

Patronage modelling; feasibility based on operating expense; topography issues

### Economic Outcomes during construction

**GDP: \$1.94b**  
**Jobs: 3,775**

### Estimated Short Term Ask (<3 years)

Route definition, demand modelling and value uplift  
**\$1M**

IA business case  
**\$1M**

Subtotal:  
**\$2M**

## Rockingham Transit Link

### Brief Description

**5.5km**

Transit link in accordance with Rockingham Strategic Activity Centre Plan

Connecting the Rockingham Foreshore with the Rockingham Train Station.

### Est. Cost during construction

**\$412.5M**

### Benefits

Transport linkages; urban regeneration; congestion management

### Risks and Issues

Patronage modelling; feasibility based on operating expense

### Economic Outcomes during construction

**GDP: \$881.6m**  
**Jobs: 1,830**

### Estimated Short Term Ask (<3 years)

Route definition, demand modelling and value uplift  
**\$750K**

IA business case  
**\$500K**

Subtotal:  
**\$1.25M**

## Canning Bridge Activity Centre Redevelopment

### Brief Description

Located at intersection of Kwinana Freeway and Canning Bridge. Provides the opportunity for an integrated transport interchange involving rail and bus services.

### Est. Cost during construction

**\$200M**

### Benefits

Reduced travel time and congestion; increased public transport use; Canning Bridge area vibrancy

### Risks and Issues

Managing population growth; meeting infill targets

### Economic Outcomes during construction

**GDP: \$422m**  
**Jobs: 855**

### Estimated Short Term Ask (<3 years)

Business case  
**\$300K**

High speed bus along Canning Hwy  
**\$N/A**

Subtotal:  
**\$300K**

# THREE.

## INDUSTRY & LOGISTICS

### Enabling projects

- Reduce congestion and optimise value chain movements through our state
- Provide new job opportunities in new industries
- Integrate infrastructure and transport planning to ensure efficient access to these jobs with minimal impact on residents
- Increase land values at Fremantle
- Increase amenity for Fremantle residents and visitors
- Protect coastal infrastructure and environment



## Western Trade Coast

### Brief Description

Upgrade and develop contemporary port facilities

Develop Intermodal Terminal

Develop Anketell and Rowley Roads

Fremantle to Rockingham Controlled Access Highway

Duplication of Rockingham freight loop

Develop AMC Defence Infrastructure Plan

### Est. Cost during construction

**\$3.26B**

### Benefits

Re-purpose high-value land at Fremantle

New job creation

Separation of freight and passenger traffic

### Risks and Issues

Timing interface with Fremantle inner harbour  
Defence negotiation between State and Federal Government

Westport taskforce timing

### Economic Outcomes during construction

**GDP: \$6.63b**

**Jobs: 12,890**

### Estimated Short Term Ask (<3 years)

AMC/Defence infrastructure plan

**\$1M**

WESTPORT Masterplan

**\$N/A**

Land acquisition for Rowley & Anketell Roads

**\$N/A**

Subtotal

**\$3M**

## Re-development of Victoria Quay

### Brief Description

Develop and repurpose existing south quay of Fremantle Port to accommodate commercial tourism

Urban development and train station forecourt upgrade

Ongoing commitment to the Steering Group driving development of Victoria Quay master-planning

### Est. Cost during construction

**\$1.76B**

### Benefits

Increased amenity for cruise tourists

Up to \$3.5b private sector investment

### Risks and Issues

Dangerous goods buffer may impact land uses (affecting feasibility)

Westport taskforce timing

### Economic Outcomes during construction

**GDP: \$3.53b**

**Jobs: 7,149**

### Estimated Short Term Ask (<3 years)

Commence Masterplan and bus efficiency study

**\$700K**

Tourism feasibility study

**\$300K**

Business case

**\$1.5M**

Subtotal

**\$2.5M**

## Kwinana Freeway and Tonkin Highway Upgrades

### Brief Description

Kwinana Freeway: 3 lanes each direction from Russell to Thomas Road (9km)

Tonkin Highway: 6x grade separated intersections at Hale Road, Kelvin Road, Welshpool Road, Ranford Road, Armadale Road and Rowley Road

### Est. Cost during construction

**\$858M**

### Benefits

Reduce congestion and travel times (tourists accessing the area)

Access for freight traffic

### Risks and Issues

Competing projects for MRWA funding

### Economic Outcomes during construction

**GDP: \$1.79b**

**Jobs: 3,331**

### Estimated Short Term Ask (<3 years)

N/A –Currently under development by MRWA

# THREE.

## JOBS & INNOVATION

### Enabling projects

- Strong and coordinated employment hubs with particular emphasis on tourism, education, research and technology
- Create quality public and private spaces
- Provide visitors to the Region with a coordinated tourism experience focussed on Fremantle
- Increase access to technology
- Ensure the Region stays at the forefront of digital and other technology opportunities



## Export Development & Investment Attraction Program

### Brief Description

Deliver a program that will promote regional capability, improve export potential and attract investment to the region

### Est. Cost during construction

**\$200K**

### Benefits

Increase export readiness of the region, develop export clusters and attract investment to the region

### Risks and Issues

Need for collaboration across multiple Government agencies and private organisations

## South West Region Tourist Network

### Brief Description

Develop SW Regional Tourist Network; increase link of the Region and Rottnest, Penguin Island, cycling and trail paths

### Est. Cost during construction

**\$200K**

### Benefits

Economic activity generated by visitors  
Health and fitness for local residents  
Identify new tourism infrastructure needs and/or upgrades  
Improve Asia readiness operator capabilities

### Risks and Issues

Tourism WA engagement critical

## South West Smart Region Initiatives

### Brief Description

Deployment of technology initiatives at a regional scale intended to provide data and actionable intelligence to SWG member councils

### Est. Cost during construction

**\$200K**

### Benefits

Sustainable, reusing underutilised infrastructure  
Improve service delivery to communities by member councils

### Risks and Issues

As identified in the business case for each smart region initiative

## Regional Workforce Development Plan

### Brief Description

Linking education and training providers with industry to better meet industry employment needs

### Est. Cost during construction

**\$200K**

### Benefits

Education, training and workforce development programs are better linked to current and future industry needs

### Risks and Issues

As identified in the program plan

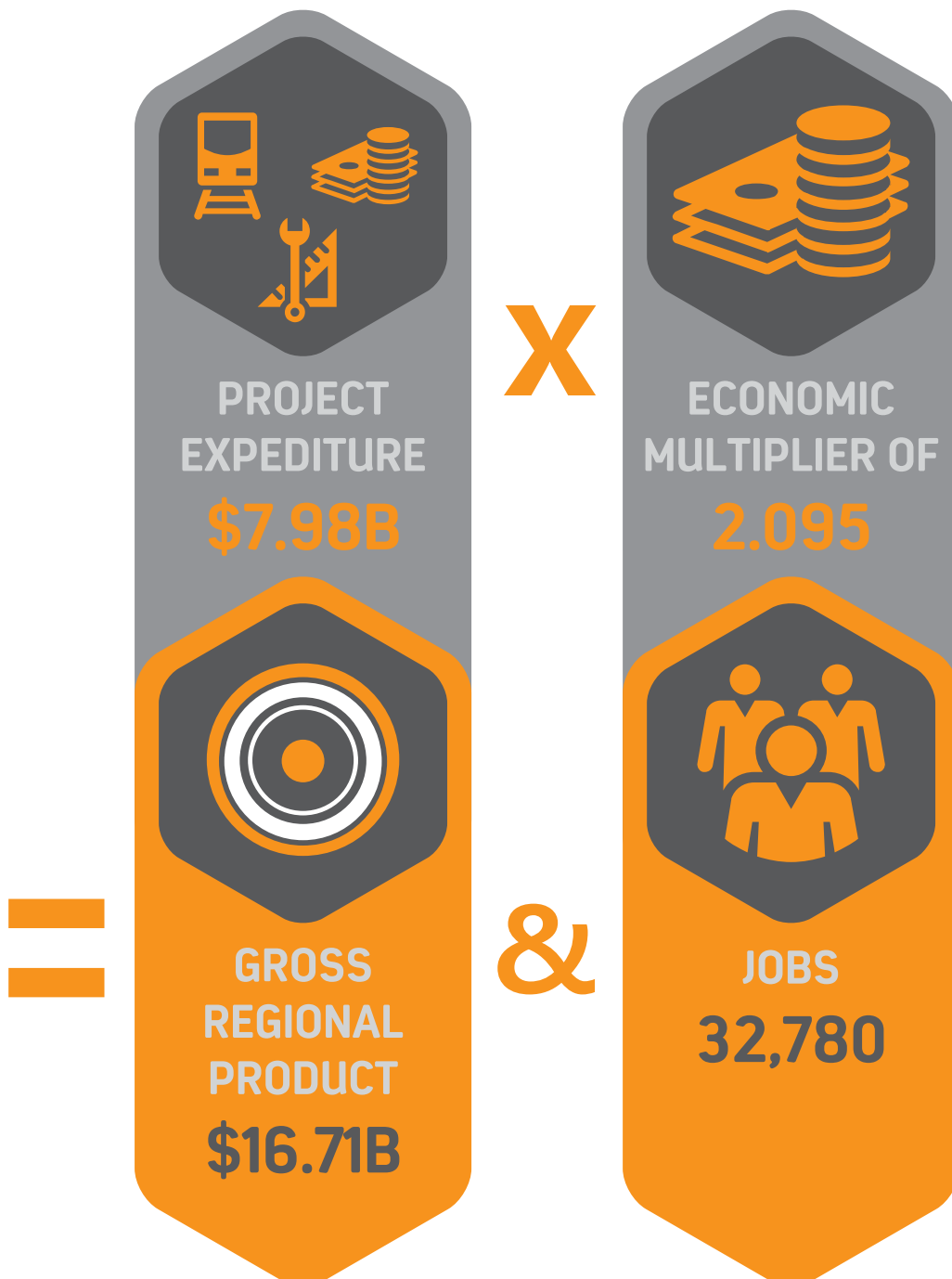
**These four program areas are ongoing pieces of work that are expected to enable further investment in the region, develop new and existing industries, and create jobs. The South West Group is investing financial resources into delivering these programs with partner organisations and with the ongoing support and collaboration of State and Federal Governments.**

# FOUR.

## EXPECTED BENEFITS

The South West Group has undertaken an economic analysis of the enabling projects listed under the themes to derive economic multipliers and benefits for the Region and wider state over the next 15-20 years.

The analysis identified a range of community benefits from these enabling projects in the South West Group Region. Each project has been assessed using a multi-criteria analysis to ensure economic effectiveness, governance and community wellbeing.



Source: South West Group economic reporting (December 2018)



# FOUR.

## EXPECTED BENEFITS

### Highlights



CREATES JOBS AND  
FOSTERS  
INNOVATION



CONVENIENT ACCESS  
TO ROAD, RAIL AND  
SEA



DIVERSIFIES THE  
ECONOMY,  
INCREASES  
PRODUCTIVITY AND  
SUPPORTS EXPORT  
INDUSTRIES



WESTPORT

SUPPORTS  
WESTPORT



IMPROVES ROAD  
SAFETY AND  
REDUCES  
CONGESTION



ATTRACTS PRIVATE  
INVESTMENT IN  
PROPERTY  
DEVELOPMENT



DELIVERS HOUSING  
DIVERSITY AND  
DENSITY



NEW TRANSIT  
ORIENTED  
DEVELOPMENTS AND  
ACTIVATED  
PRECINCTS



INCREASES  
LINKAGES WITH  
GREATER PERTH AND  
WA



DELIVERS  
METRONET



CELEBRATES  
ENVIRONMENTAL  
ASSETS



BUILDS A SENSE OF  
COMMUNITY PRIDE

# FOUR.

## STRATEGIC ALIGNMENT

The document aims to present a compelling case for the need for partnerships at all three levels of Government. The ideas within this document are aligned with the strategic policies and programs of State and Federal Governments. It aligns with the following:

### WA State Government's Perth and Peel @ 3.5million and its ten urban consolidation principles of:

1. Housing
2. Green network
3. Urban corridors
4. Activity centres
5. Infrastructure
6. Public transport
7. Character & heritage
8. Protection
9. Station precincts
10. Industrial centres

### Metronet and its ambitions to:

- Support economic growth with better connected businesses and greater access to jobs.
- Deliver infrastructure that promotes easy and accessible travel and lifestyle options.
- Create communities that have a sense of belonging and support Perth's growth and prosperity.
- Plan for Perth's future growth by making the best use of our resources and funding.
- Lead a cultural shift in the way government, private sector and industry work together to achieve integrated land use and transport solutions for the future of Perth.

### Westport process

and its aim to deliver a sustainable and globally responsive long-term supply chain strategy to optimise freight, trade and logistics needs from Fremantle and Kwinana to Bunbury.

### State Government commitments

to diversify the economy and create jobs in Western Australia.

### Australian Government smart cities program and its intended outcomes:

- Improve the liveability and sustainability of cities, suburbs and towns through the application of smart technology solutions to economic, social and environmental challenges
- Increase openly available public and private data sets to support citizen engagement, unlock innovation, and create new business opportunities
- Increase innovation and capability in local governments through collaboration and smart city innovation ecosystem development, and
- Contribute to the development of smart city standards and improvement of regulation impacting the roll-out and use of smart technology.

# FUTURE GOVERNANCE & PARTNERING

The document aims to present a compelling case for the need for partnerships at all three levels of Government, with involvement from industry, local communities and academia.

The South West Group has no fixed view on the exact governance structure needed to achieve the vision articulated within this document, but recognises that the principles of partnership and collaboration are vital to success.

Likely partners are expected to include (but not limited to) the South West Group member councils, State and Federal Governments, and key industry representatives. Such partners could form an overarching steering group to ensure that momentum towards the vision is maintained over time.

Similarly, local partnership forums could be organised by the South West Group and its member councils in order to engage meaningfully with local community and industry at key points.

Additionally, individual project-specific teams may need to be formed to progress individual initiatives within this document, reporting to the steering group.

The South West Group can act as a constant partner throughout the life of this process. The Group has provided an effective mechanism for member Local Governments to collaborate on shared interests since 1983. The Group already has the structures in place to ensure continuity and momentum from a Local Government and local community perspective.



# SIX.

## NEXT STEPS



### PREPARATION & AGREED GOVERNANCE

Work with the State and Federal Governments, industry and community on the ideal governance structure to meaningfully progress the 'Short term asks' shown on pages 18 and 20.



### COLLABORATION & DILIGENCE

Delivery of work associated with 'Short term asks', such as route definition for proposed transit links and/or business case development.



### IMPLEMENTATION

Delivery of proposed projects, monitoring and evaluation. Refine and adapt.





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