Shire of
GNOWANGERUP
BORDEN ◆ GNOWANGERUP ◆ ONGERUP
Heart of the Stirlings



Stay, Grow, Thrive

ECONOMIC DEVELOPMENT PLAN 2026–2036

Acknowledgment of Country

The Shire of Gnowangerup acknowledges the Goreng Noongar people as the Traditional Custodians of the lands across our Shire.
We honour their deep and enduring connection to Country and pay our respects to Elders past, present and emerging.

For thousands of years, Goreng Noongar people have lived on and cared for this land — guided by kinship, culture, story and seasonal knowledge. Their presence and contributions continue to shape our community today.

We recognise the depth and continuity of Aboriginal cultures, and the importance of truth telling, respect and reconciliation.

We acknowledge the stories, traditions and living cultures of all Aboriginal peoples and commit to walking together toward a stronger, more connected future.

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Alternative formats, including large print, are available on request.

Message from the President & CEO

The Shire of Gnowangerup is a region of opportunity. With a productive agricultural sector, resilient communities, rich Aboriginal and European heritage, and internationally recognised natural assets, the Shire is well positioned to embrace future growth, investment and innovation.

This Economic Development Plan provides a clear roadmap for the next decade. It identifies the strategic opportunities, partnerships and priority projects that will strengthen the local economy, attract investment, support housing and workforce growth, diversify industry, enhance tourism and improve liveability across Borden, Gnowangerup and Ongerup.

More importantly, the Plan is about creating the conditions for people and businesses to **Stay, Grow and Thrive.** The Plan recognises that economic development is achieved through strong partnerships, shared leadership, and a commitment to working together.

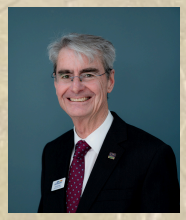
By building on our existing strengths, embracing innovation and planning for the future, the Shire can create new opportunities for local businesses, attract new investment, support the next generation of industries and ensure our communities continue to prosper.

We thank everyone who contributed to the development of this Plan. Together, we have an opportunity to shape a vibrant, resilient and forward-looking economy that creates lasting benefits for current and future generations.

Cr Kate O'Keeffe JP
Shire President



David Nicholson
Chief Executive Officer



Introduction

The Shire of Gnowangerup is a productive and export-focused regional economy, generating approximately $229 million in annual exports and contributing around $160 million to the regional economy. Agriculture remains the cornerstone of the local economy, supported by manufacturing, small business, community enterprise and an emerging visitor economy. The Shire's rich cultural heritage, strong community leadership and nationally significant natural assets, including the Stirling Range / Koi Kyeunu-Ruff, provide a unique platform for future economic growth and investment.

The Shire is well positioned to capitalise on opportunities in agricultural innovation, workforce development, tourism, Aboriginal enterprise, business investment and regional collaboration. Events such as Wild Gravel and Fields & Fortunes continue to strengthen the region's profile, attract visitors and create opportunities to showcase local strengths. Like many regional communities, however, future growth is constrained by housing availability, workforce shortages, limited land supply and access to services. Addressing these barriers will be critical to supporting population growth, business expansion and long-term economic sustainability.

This Economic Development Plan provides a framework to guide economic development over the next ten years. The Plan focuses on a series of Strategic Economic Development Projects designed to strengthen key industries, attract investment, support workforce and housing growth, create new tourism and enterprise opportunities and position Gnowangerup for future prosperity.

A key feature of the Plan is the evolution of Fields & Fortunes from a successful annual event into a broader platform for economic leadership, collaboration, advocacy and project development. Together, the Strategic Economic Development Projects and Fields & Fortunes provide a coordinated pathway for feasibility studies, pilot initiatives, business case development, investment attraction and future project delivery.



Economic Opportunities

The Shire of Gnowangerup is well positioned to build on its existing economic strengths while pursuing new opportunities that support growth, diversification and long-term prosperity. Analysis of the local economy, community feedback and stakeholder engagement identified a number of opportunities that have the potential to strengthen industry, attract investment and improve economic outcomes across the Shire.

These opportunities build on the region's productive agricultural base, natural assets, cultural heritage, strategic location and strong community leadership while responding to the challenges currently limiting growth and investment.

Establishing a Regional Agribusiness, Innovation and Skills Hub

Agriculture is the Shire's largest economic contributor and will continue to drive future economic growth. However, maintaining a competitive and sustainable agricultural sector will require ongoing investment in innovation, workforce development, technology adoption and industry collaboration.

Gnowangerup has an opportunity to establish a dedicated Agribusiness, Innovation and Skills Hub that brings together industry, training providers, researchers, government and businesses within a single location. The Hub would provide a focal point for agricultural innovation, workforce development, knowledge sharing and industry leadership, while creating opportunities to attract investment, partnerships and regional events.

The Hub could support a range of activities including:

- Industry-led training and workforce development;
- Agricultural innovation and technology demonstrations;
- Research and development partnerships;
- Industry forums, workshops and networking events;
- Business support and mentoring;
- School to Work and career pathway programs; and
- Agribusiness investment attraction.

Unlocking Growth Through Housing and Workforce Development

Housing availability and workforce attraction have been consistently identified as the most significant barriers to economic growth across the Shire. Without additional housing and workforce capacity, businesses will continue to face challenges attracting employees, expanding operations and investing in future growth. Addressing these constraints presents a significant opportunity to increase population, support business development and improve long-term sustainability.

By facilitating housing development, supporting workforce attraction initiatives and promoting the lifestyle advantages of the region, the Shire can create the conditions necessary for future growth.

Growing the Visitor Economy

The Stirling Range / Koi Kyeunu-Ruff, rural landscapes, local heritage, local flora and fauna, community events and agricultural experiences create significant opportunities to grow the visitor economy.

Events such as Wild Gravel and Fields & Fortunes continue to attract visitors to the region while showcasing local businesses, community strengths and tourism assets. Building on these experiences presents an opportunity to increase visitation, encourage longer stays and generate greater economic benefits across the Shire.

Investment in visitor experiences, destination development, events, trails and supporting infrastructure can strengthen Gnowangerup's position as a destination within the Great Southern.

Attracting Investment and Supporting Business Development

Local businesses play a critical role in the economic success of the Shire. Supporting their continued growth while attracting new investment will strengthen economic resilience and create new employment opportunities.

The Shire has an opportunity to promote investment across agriculture, tourism, housing, industrial development and emerging industries. Strengthening business networks, supporting entrepreneurship and providing clear information to investors will help unlock future growth.

Supporting Aboriginal Enterprise and Cultural Tourism

The Shire's rich Aboriginal culture, heritage and connection to Country provide significant opportunities for Aboriginal-led economic development.

Supporting Aboriginal people and organisations to establish and grow enterprises can create lasting economic, social and cultural benefits while strengthening opportunities for cultural tourism, creative industries and business ownership.

The role of the Shire is to support, facilitate and advocate for Aboriginal-led opportunities through partnerships, project development, funding support and investment attraction.

Understanding Gnowangerup

The Shire of Gnowangerup is located within the Great Southern region of Western Australia, encompassing the towns of Borden, Gnowangerup and Ongerup.

The local economy is strongly driven by agriculture, supported by manufacturing and construction, with emerging opportunities in tourism linked to the Stirling Range / Koi Kyeunu-Ruff and surrounding natural assets.

Gnowangerup at a Glance

226 KM SEALED

838 KM UNSEALED

4,265 SQ KM

$160M* GRP

1,215* Population

*ABS 2021

Economic Snapshot

$229M
EXPORTS

299
LOCAL BUSINESSES

66.3%
WORKFORCE PARTICIPATION

BELOW AVERAGE MEDIAN INCOME



KEY

- Gnowangerup Caravan Park
- Gnowangerup Airport
- Horsepower Highway
- Yongergnow Australian Malleefowl Centre and Café
- The Lily Stirling Range
- Stirling Range Retreat
- Bluff Knoll Hiking Trail



Vision

A community where people stay, grow and thrive.

Stay

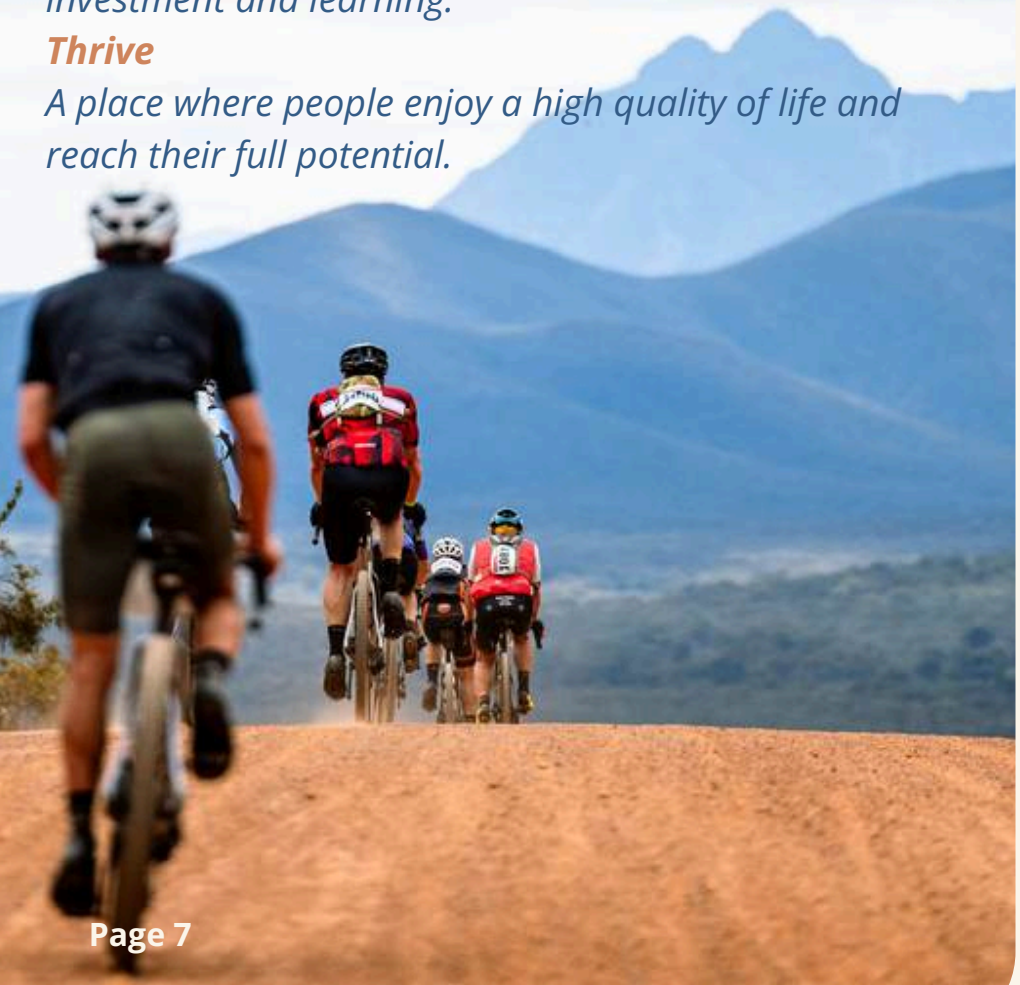
A safe, welcoming place where people feel connected and proud to belong.

Grow

A community that develops through new opportunities, investment and learning.

Thrive

A place where people enjoy a high quality of life and reach their full potential.



Competitive Advantage

A STRONG AND SUSTAINABLE AGRICULTURAL BASE

ESTABLISHED MANUFACTURING CAPABILITY

NATURAL ASSETS INCLUDING THE STIRLING RANGE

AN ENGAGED AND PROACTIVE COMMUNITY

STRATEGIC POSITION WITHIN REGIONAL TOURISM ROUTES

Gnowangerup

Gnowangerup plays a key role as the Shire's primary service centre, supporting local industry, businesses and essential services. It provides a central hub for economic activity and community life, contributing to growth and liveability across the Shire.

What's Working Well

Strong local employment in agriculture and manufacturing

Quality health, aged care and essential services

Well maintained parks, gardens and sporting facilities

Active community groups and services

Increasing commercial activity

Where We Can Grow

- Increase housing supply to support workforce and business growth;
- Activate the town centre and improve main street experience;
- Support small business development and local talent;
- Improve digital connectivity and access; and
- Better utilise existing facilities and services.





Ongerup

Ongerup plays an important role as a resilient rural community, supported by a strong agricultural base and valued natural and cultural assets. It contributes to regional productivity, community connection and future growth opportunities.

What's Working Well

- **Strong agricultural base**
- **Dedicated volunteer community**
- **Significant natural assets and landscapes**
- **Yongergnow Centre and local facilities**
- **Rich Noongar heritage**

Where We Can Grow

- Increase housing and land supply;
- Release light industrial land on Buncle Street;
- Improve access to childcare;
- Strengthen workforce and local trades;
- Improve digital connectivity;
- Leverage tourism and cultural assets; and
- Capture benefits from major industry.

Borden

Borden plays an important role as a connected and capable rural community, located along a key tourism route. Its strong local leadership and community involvement support local initiatives, visitation and sustainable growth.

What's Working Well

Skilled and capable population

Strong community leadership and participation

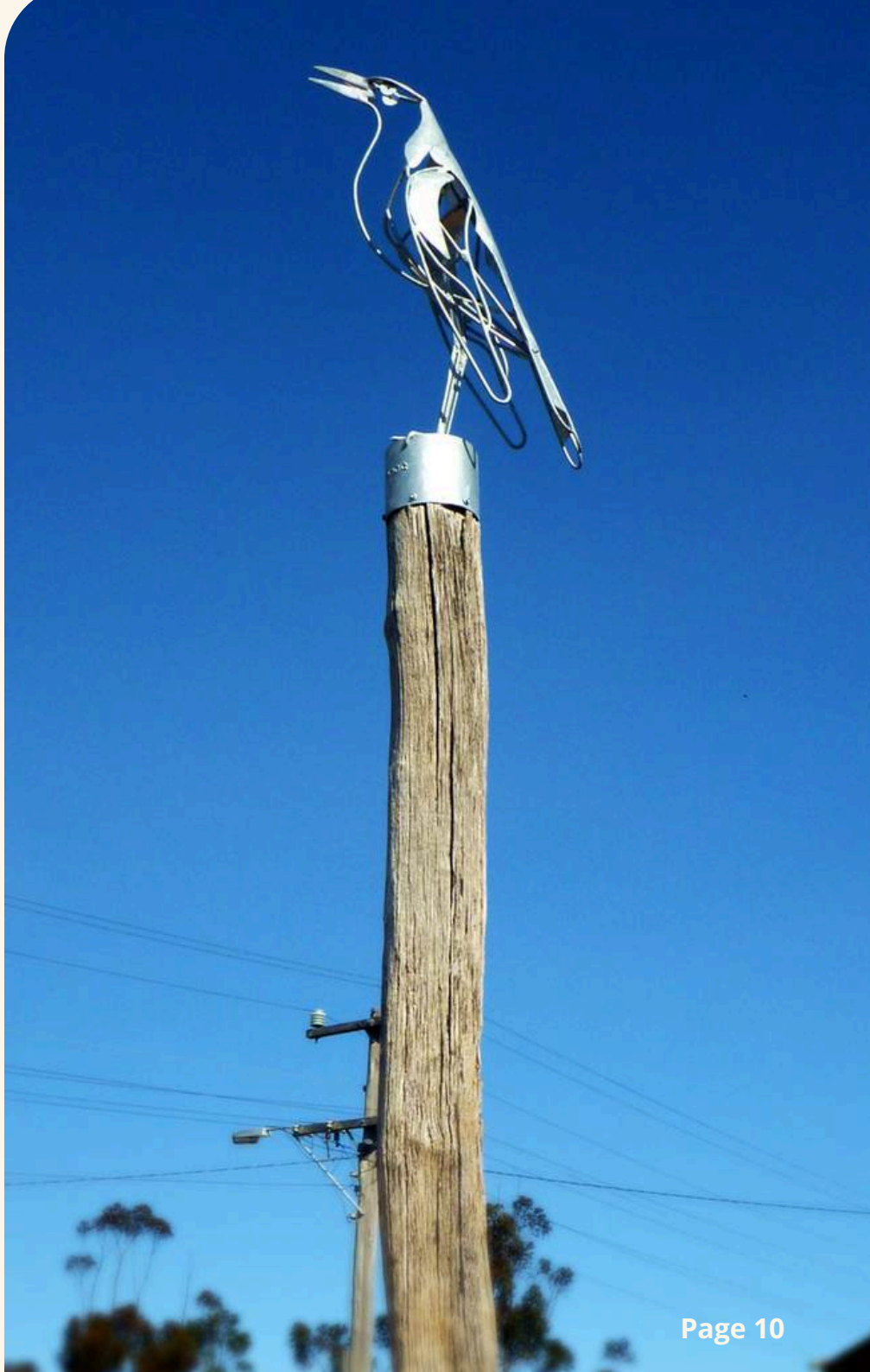
Strategic location on a key tourism route

Quality local facilities (Lodge, Pavilion, free camping)

Strong local connections and engagement

Where We Can Grow

- Increase housing and short-stay accommodation;
- Support population growth and retention;
- Leverage tourism and natural assets;
- Strengthen local businesses and services;
- Reduce pressure on volunteers and community groups; and
- Capture benefits from major projects.





Economic Challenges

Key Challenges

Whilst the Shire benefits from a productive economy, strong industries and significant natural and cultural assets, addressing these challenges will be critical to supporting future investment, business growth and population sustainability.

Key challenges identified through engagement and analysis include:

- Housing availability and workforce accommodation;
- Workforce attraction and retention;
- Access to training and skills development;
- Residential and industrial land supply;
- Limited private investment in priority development opportunities;
- Support for business growth and industry collaboration;
- Expanding tourism and visitor experiences;
- Supporting Aboriginal economic participation and enterprise development; and
- Coordinating long-term project development and regional advocacy.

These challenges are not unique to Gnowangerup; however, they represent some of the most significant opportunities to influence future economic outcomes.

Strategic Response

The opportunities and challenges identified throughout this Plan require a coordinated and long-term approach to economic development.

While individual projects will contribute to economic growth, no single initiative will address all of the barriers and opportunities facing the Shire. Success will depend on strong leadership, collaboration, investment attraction and partnerships across industry, government, Traditional Owners and the community.

To support this approach, the Shire has identified a Strategic Enabler and six Strategic Economic Development Projects that together provide a coordinated framework for economic growth, project development and investment attraction.

The Strategic Enabler focuses on leadership, collaboration and advocacy, while the Strategic Economic Development Projects target the opportunities with the greatest potential to influence future economic outcomes.

Together, these initiatives seek to:

- Strengthen key industries and support innovation;
- Address workforce and housing constraints;
- Attract investment and unlock development opportunities;
- Grow the visitor economy;
- Support Aboriginal-led economic opportunities;
- Enhance regional leadership and collaboration; and
- Position the Shire for long-term economic growth and resilience.





Role of Local Government

Economic development in the Shire of Gnowangerup is a shared effort between local businesses, community, industry and all levels of government. It is shaped by a range of factors including workforce availability, infrastructure, private investment and broader economic conditions.

While many of these factors sit outside direct Council control, the Shire plays an important role in supporting the local economy and enabling the conditions for growth.

How we contribute

Deliver	Undertaking activities that are directly within the responsibility of local government, including strategic planning, project development, feasibility investigations, advocacy initiatives and investment attraction activities.
Facilitate	Bringing together businesses, industry, government agencies, Traditional Owners and community stakeholders to identify opportunities, build partnerships and progress strategic initiatives.
Partner	Working collaboratively with stakeholders to develop projects, secure funding, share knowledge and deliver outcomes that benefit the region.
Advocate	Promoting the needs, opportunities and priorities of the Shire to government, industry and funding bodies to attract investment, infrastructure and services.






Strategic Projects

Strategic Enabler

Fields & Fortunes Economic Leadership Initiative

Strategic Objective: Transform Fields & Fortunes into a year-round platform for economic leadership, collaboration, advocacy and project development.

Fields & Fortunes will support the delivery of the Economic Development Plan by bringing together businesses, industry, Traditional Owners, government agencies, investors and community stakeholders to identify opportunities, build partnerships and progress priority projects.

The initiative will provide a mechanism to:

- Support project development and investment attraction;
- Facilitate industry collaboration and networking;
- Promote innovation and regional leadership;
- Strengthen advocacy for priority projects; and
- Position Gnowangerup as a leader in regional economic development.

Gnowangerup Agribusiness, Innovation and Skills Hub
Strategic Objective: Establish Gnowangerup as a recognised centre for agricultural innovation, workforce development and industry collaboration within the Great Southern.

Workforce and Housing Growth Program
Strategic Objective: Increase housing choice, workforce capacity and population growth by facilitating housing investment, supporting development opportunities and strengthening workforce attraction and retention initiatives.

Investment Attraction and Development Program
Strategic Objective: Position Gnowangerup as an attractive location for investment by promoting strategic opportunities, supporting project development and attracting government, industry and private sector investment.

Airport Development and Activation Project
Strategic Objective: Position the airport as a strategic economic asset that supports industry growth, regional connectivity and future investment opportunities.

Destination Gnowangerup Tourism Development
Strategic Objective: Enhance tourism assets, strengthen the visitor economy and create opportunities for businesses, community organisations and Traditional Owners to develop visitor experiences and tourism offerings.

Aboriginal Enterprise and Cultural Tourism Development
Strategic Objective: Support Aboriginal-led enterprise development, cultural tourism and economic participation by creating opportunities for Traditional Owners, Aboriginal organisations and Aboriginal entrepreneurs to pursue economic development initiatives aligned with their aspirations and priorities.

Delivering the Plan

Project Development Framework

The Strategic Economic Development Projects identified within this Plan are focused on project development and readiness. The Action Plans identify the activities required to investigate opportunities, establish partnerships, develop business cases, secure investment and prepare projects for future implementation.

Investigate
Undertake research, feasibility studies, market analysis and opportunity assessments to better understand project requirements, opportunities and constraints.

Define
Identify preferred options, governance arrangements, delivery models, infrastructure requirements and project scope.

Test
Undertake pilot initiatives, stakeholder engagement, industry collaboration and concept testing where appropriate to assess viability and build support.

Secure
Develop business cases, establish partnerships, attract investment and pursue funding opportunities required to progress projects.

Ready
Prepare projects for future implementation through detailed planning, project scoping and delivery preparation.

The Action Plans identify the activities required to progress each strategic project through these stages and improve project readiness over time.

Partnerships

Economic development is a shared responsibility. The Shire will work collaboratively with businesses, industry, Traditional Owners, community organisations, investors and government agencies to identify opportunities, build partnerships and progress strategic initiatives.

The Shire's role will vary depending on the project and may include delivering, facilitating, partnering or advocating to support project outcomes.

Funding and Investment

Implementation of the Plan will require a combination of funding, investment and partnership opportunities, including:

- State and Federal Government funding;
- Industry and private sector investment;
- Regional development and innovation programs;
- Joint venture and partnership arrangements; and
- Community equity models.

Monitoring and Reporting

Progress will be monitored through the Shire's planning and reporting processes, including:

- Actions completed;
- Business cases developed;
- Funding and investment secured; and
- Projects progressed.

Fields & Fortunes

Strategic Objective

Transform Fields & Fortunes into a year-round platform that supports economic leadership, collaboration, advocacy and project development.

Project Overview

This project will evolve Fields & Fortunes from a successful annual business event into a broader economic leadership initiative that brings together businesses, industry, government agencies, Traditional Owners and community stakeholders. The initiative will provide a platform to support collaboration, advocacy, project development, investment attraction and regional leadership across the Shire.

Why It Matters

Long-term economic growth requires strong leadership, collaboration and coordinated action. By building on the success of Fields & Fortunes, the Shire can create a mechanism to support partnerships, progress priority projects and strengthen its influence across the Great Southern.



Action Plan

Investigate/Project Development
Implement/Delivery
Ongoing

No.	Action	Our Role	Project/Program Delivery Year(s)										Measurable
			1	2	3	4	5	6	7	8	9	10	
1	Define the future role, structure and purpose of Fields & Fortunes as an economic leadership platform	Deliver											Fields & Fortunes Governance Framework developed and endorsed.
2	Establish a Fields & Fortunes Economic Leadership Group representing industry, business, government and community stakeholders	Facilitate											Fields & Fortunes Economic Leadership Group established.
3	Continue to deliver the Fields & Fortunes Business Event	Deliver											Annual Fields & Fortunes Business Event delivered.
4	Develop an annual economic leadership and advocacy agenda aligned to the Economic Development Plan	Deliver											Annual Economic Leadership and Advocacy Agenda developed and implemented.
5	Develop a partnership framework with government agencies, industry organisations and regional stakeholders	Facilitate											Partnership Framework developed, with strategic partnerships established.
6	Support delivery of pilot initiatives that support strategic project development, workforce attraction or industry innovation	Partner											Pilot project program established, with priority initiatives implemented.



Agribusiness, Innovation and Skills Hub

Strategic Objective

Establish Gnowangerup as a recognised centre for agricultural innovation, workforce development and industry collaboration within the Great Southern.

Project Overview

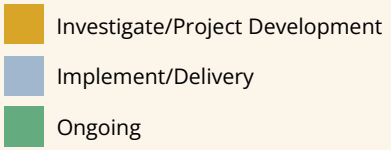
This project will investigate the feasibility of establishing an Agribusiness, Innovation and Skills Hub within Gnowangerup. The Hub is envisioned as a collaborative facility that supports industry engagement, workforce development, training delivery, innovation, research partnerships and knowledge sharing across the agricultural sector.

Why It Matters

Agriculture is the Shire's largest economic contributor and a key driver of regional prosperity. Strengthening industry collaboration, workforce capability and innovation will support productivity, attract investment and position Gnowangerup as a leader in agricultural development within the Great Southern.



Action Plan



No.	Action	Our Role	Project/Program Delivery Year(s)										Measurable
			1	2	3	4	5	6	7	8	9	10	
1	Facilitate establishment of an industry reference group	Facilitate											Agricultural Innovation and Workforce Hub Industry Reference Group established.
2	Undertake a feasibility and options analysis study to determine demand, preferred model and potential functions of the Hub	Deliver											Feasibility and Options Analysis completed.
3	Assess workforce, training and industry development needs across the Shire	Deliver											Workforce and Industry Needs Assessment completed.
4	Investigate partnerships with industry, training providers, research organisations and government agencies	Facilitate											Strategic partnership framework established, with partnership agreements or collaborative arrangements identified.
5	Facilitate exploration of pilot training, innovation and industry development initiatives with industry and training partners	Partner											Pilot project pipeline developed, identifying priority training and innovation initiatives.
6	Develop a governance and operating model	Deliver											Governance and Operating Model completed.
7	Prepare a business case and implementation plan	Deliver											Business Case and Implementation Plan completed.
8	Prepare and promote an investment prospectus for the Agri Hub (Sponsorships)	Deliver/ Partner											Agri Hub Investment Prospectus prepared and promoted to potential investors and sponsors.
9	Identify and apply for funding opportunities	Advocate/ Deliver											Funding Strategy developed, with funding applications submitted for priority initiatives.

Workforce and Housing Growth Program

Strategic Objective

Increase housing choice, workforce capacity and population growth by facilitating housing investment, supporting development opportunities and strengthening workforce attraction and retention initiatives.

Project Overview

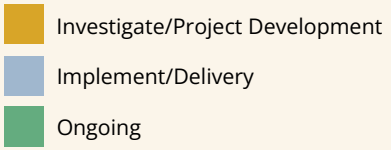
This project will establish a coordinated program of planning, advocacy, investment attraction and partnership development activities aimed at increasing housing supply and supporting workforce growth across the Shire. The program will investigate housing opportunities, identify development barriers and support investment pathways that encourage new housing, workforce accommodation and population growth.

Why It Matters

Access to housing is critical to unlocking future growth across the Shire. Increasing housing supply and workforce capacity will support population growth, strengthen local industries and services, attract investment and create the conditions needed for businesses and communities to thrive.



Action Plan



No.	Action	Our Role	Project/Program Delivery Year(s)										Measurable
			1	2	3	4	5	6	7	8	9	10	
1	Identify and prioritise residential land, workforce accommodation and industrial land opportunities across the Shire	Deliver											Housing and Industrial Land Opportunities Register developed and prioritised.
2	Investigate infrastructure, servicing and development requirements	Deliver											Infrastructure and Servicing Assessment completed for priority development areas.
3	Investigate housing delivery models, including private investment, employer-supported housing, community housing and key worker accommodation	Deliver											Housing Delivery Options Assessment completed.
4	Facilitate engagement between developers, investors, employers and housing providers	Deliver/ Facilitate											Housing and Development Working Group established and stakeholder engagement program implemented.
5	Review planning policies, local planning provisions and development processes to identify barriers and opportunities to support housing growth (alternative housing models)	Deliver											Planning and Policy Review completed, with recommendations to support housing growth and alternative housing models.
6	Advocate for government support and funding for housing development	Advocate/ Facilitate											Housing advocacy submissions and funding applications prepared and submitted.

Investment Attraction and Development Program

Strategic Objective

Position Gnowangerup as an attractive location for investment by promoting strategic opportunities, supporting project development and attracting government, industry and private sector investment.

Project Overview

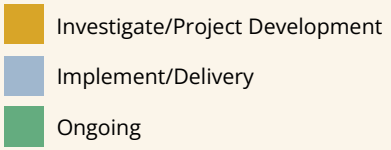
This project will establish a coordinated investment attraction program that promotes strategic opportunities across the Shire and supports the development of investment-ready projects. The program will focus on showcasing opportunities, strengthening investor engagement and supporting project development activities that attract funding and investment.

Why It Matters

Many of the opportunities identified within this Plan will require external investment and partnership support to progress. A coordinated approach to investment attraction will help secure the resources needed to support economic growth, infrastructure development and business expansion.



Action Plan



No.	Action	Our Role	Project/Program Delivery Year(s)										Measurable
			1	2	3	4	5	6	7	8	9	10	
1	Develop a Gnowangerup Investment Prospectus incorporating housing, industrial, tourism, airport and strategic development opportunities	Deliver											Gnowangerup Investment Prospectus developed and maintained.
2	Develop and administer small business grants	Deliver											Small Business Grants Program established and administered.
3	Support development of investment-ready project profiles	Facilitate											Investment-ready project profiles developed for priority projects.
4	Identify development-ready land and investment opportunities across Borden, Gnowangerup and Ongerup	Deliver/ Partner											Development-ready Land and Investment Opportunities Register completed and updated.
5	Develop a coordinated investment attraction and engagement program	Deliver/ Partner											Investment Attraction and Engagement Program developed and implemented.
6	Present strategic opportunities to investors, developers, industry and government agencies	Deliver/ Advocate											Annual investment promotion program delivered, including investor presentations, forums or targeted engagement activities.

Airport Development and Activation Project

Strategic Objective

Position the airport as a strategic economic asset that supports industry growth, regional connectivity and future investment opportunities.

Project Overview

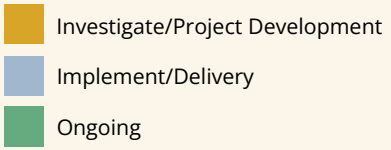
This project will investigate opportunities to maximise the economic potential of the Gnowangerup Airport through aviation, tourism, training, agricultural technology, drone operations and other emerging industries. The project will assess future development opportunities, infrastructure requirements, partnerships and investment pathways that support long-term activation of the airport.

Why It Matters

The Gnowangerup Airport is a significant regional asset with the potential to support economic diversification, strengthen connectivity and create new opportunities for industry development and investment. Unlocking the potential of the airport could support innovation, skills development, tourism access and broader economic growth.



Action Plan



No.	Action	Our Role	Project/Program Delivery Year(s) 1	2	3	4	5	6	7	8	9	10	Measurable
1	Undertake an airport opportunities and activation assessment including identifying aviation, tourism, training and commercial opportunities associated with the airport	Deliver											Airport Opportunities and Activation Assessment completed. (Feasibility)
2	Assess current infrastructure, land availability and future development requirements	Deliver											Airport Infrastructure and Land Development Assessment completed.
3	Investigate opportunities linked to emerging industries, including agricultural technology and drone services	Partner											Emerging Industries Opportunities Assessment completed.
4	Engage industry, government agencies and potential investors to test opportunities and demand	Facilitate											Airport Stakeholder Reference Group established and stakeholder engagement program implemented.
5	Investigate opportunities for pilot projects or demonstration initiatives	Partner											Pilot Project Opportunities Register developed, identifying priority demonstration projects.
6	Develop an Airport Activation Business Case	Deliver/ Partner											Airport Activation Business Case and Master Plan completed and endorsed.
7	Identify funding, partnership and investment opportunities to support future development	Advocate/ Deliver											Airport Funding and Investment Prospectus prepared, with funding applications and partnership proposals submitted for priority projects.

Destination Gnowangerup Tourism Development

Strategic Objective

Enhance tourism assets, strengthen the visitor economy and create opportunities for businesses, community organisations and Traditional Owners to develop visitor experiences and tourism offerings.

Project Overview

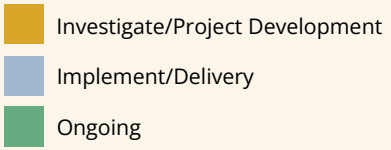
This project will identify opportunities to strengthen tourism infrastructure, improve visitor experiences and support the development of tourism products across the Shire. The program will focus on enhancing tourism assets, supporting destination development and creating opportunities for others to invest in and deliver tourism experiences.

Why It Matters

The Shire's natural landscapes, cultural heritage, agricultural strengths and established events provide a strong platform for tourism growth. Increasing visitation and visitor spending will support local businesses, encourage investment and contribute to broader economic diversification.



Action Plan



No.	Action	Our Role	Project/Program Delivery Year(s)										Measurable
			1	2	3	4	5	6	7	8	9	10	
1	Identify priority tourism assets and infrastructure improvements across the Shire	Deliver											Tourism Infrastructure Priority List developed and adopted.
2	Identify opportunities to enhance visitor experiences linked to the Stirling Range, local heritage, events and cultural assets	Partner/ Facilitate											Visitor Experience Development Plan or Opportunity Register completed.
3	Investigate opportunities to improve visitor facilities, signage and wayfinding	Deliver											Visitor Signage and Wayfinding Improvement Plan prepared.
4	Engage local businesses, community organisations and tourism operators to identify tourism product development opportunities	Facilitate											Tourism Industry Reference Group established and annual industry engagement program implemented.
5	Investigate opportunities to increase visitor accommodation and tourism investment	Partner											Visitor Accommodation and Tourism Investment Opportunities Prospectus prepared.
6	Establish partnerships with tourism operators, regional tourism organisations and government agencies	Facilitate											Partnership agreements, collaborative projects or formal working arrangements established with key tourism stakeholders.
7	Develop a coordinated destination marketing and promotion approach in partnership with regional tourism organisations and local operators	Deliver/ Partner											Destination Marketing and Promotion Plan developed and implemented.
8	Support funding applications and investment attraction activities that strengthen tourism infrastructure and experiences	Advocate/ Deliver											Funding applications and investment proposals prepared and submitted for priority tourism projects.

Aboriginal Enterprise and Cultural Tourism Development

Strategic Objective

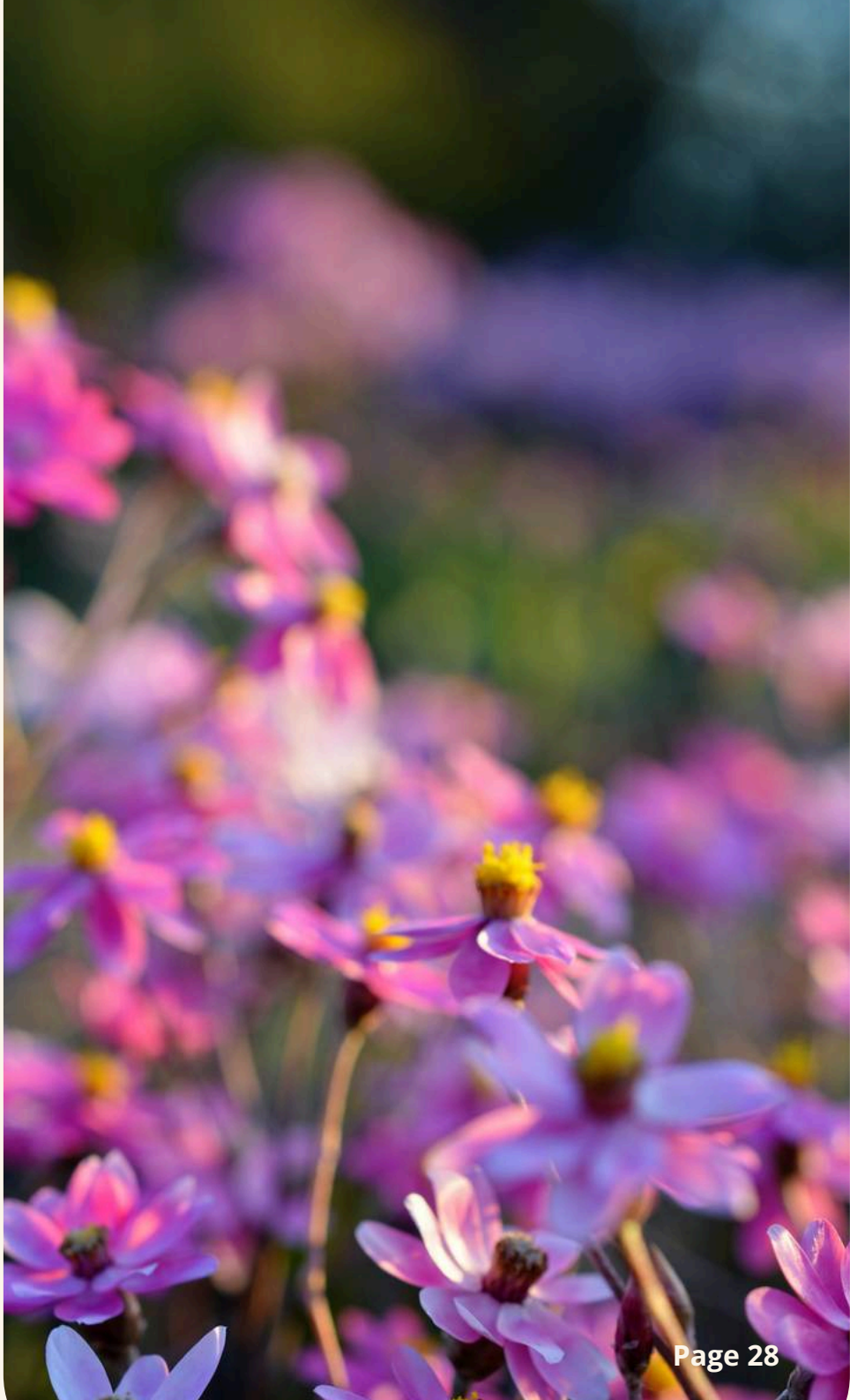
Support Aboriginal-led enterprise development, cultural tourism and economic participation by creating opportunities for Traditional Owners, Aboriginal organisations and Aboriginal entrepreneurs to pursue economic development initiatives aligned with their aspirations and priorities.

Project Overview

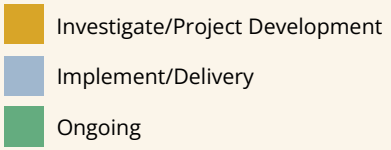
This project will focus on creating an environment that supports Aboriginal-led economic development opportunities through partnerships, advocacy, investment attraction and capacity building. The program will seek to strengthen connections among Traditional Owners, Aboriginal organisations, government agencies, industry, and potential investors, while supporting opportunities identified and led by Aboriginal communities.

Why It Matters

Aboriginal culture, heritage and connection to Country are important strengths of the Shire and present opportunities for enterprise development, cultural tourism and economic participation. Supporting Aboriginal-led initiatives can deliver economic, cultural and social benefits while strengthening the identity and attractiveness of the region.



Action Plan



No.	Action	Our Role	Project/Program Delivery Year(s)										Measurable
			1	2	3	4	5	6	7	8	9	10	
1	Engage Traditional Owners, Elders and Aboriginal organisations to identify priorities, aspirations and opportunities	Deliver/ Partner											Engagement protocols established and an ongoing Aboriginal Economic Development Working Group established.
2	Identify opportunities where the Shire can support Aboriginal-led enterprise and cultural tourism initiatives	Partner/ Facilitate											Aboriginal-led enterprise and cultural tourism opportunities register developed and maintained.
3	Facilitate connections between Aboriginal organisations, government agencies, industry partners and potential investors	Facilitate											Partnership forums or networking events facilitated, with partnership opportunities documented.
4	Support Aboriginal organisations to access information regarding funding, grants, business development and investment opportunities	Partner											Funding and business development information shared monthly.
5	Advocate for resources and programs that support Aboriginal-led economic development initiatives	Advocate											Advocacy activities completed annually.
6	Identify opportunities to promote Aboriginal culture, heritage and stories through tourism, where supported and led by Traditional Owners and Aboriginal organisations	Partner/ Facilitate											Aboriginal cultural tourism initiatives identified and developed where supported by Traditional Owners.
7	Maintain ongoing engagement to identify emerging opportunities and barriers to Aboriginal economic participation	Partner											Annual engagement outcomes report prepared, documenting emerging opportunities, barriers and agreed priority actions.



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Heart of the Stirlings

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