

Our vision

A prosperous region with a high quality of life, strong economy and vibrant communities

Our purpose

To make a positive difference in driving sustainable growth across our diverse industries and unique communities

Our priorities

Economic growth | Innovation | Aboriginal prosperity
Communities | Excellence

What we will deliver

Priority 1:

Facilitate conditions for sustainable **economic growth**

Strategies

- 1.1 Work with agencies to facilitate industry-ready serviced land and industry enabling infrastructure (eg airport, port, rail, road)
- 1.2 Foster collaboration between industry, government and academia to support the development and attraction of a skilled workforce that enables sustainable growth
- 1.3 Identify and foster growth opportunities and investment to support local industries and business and to encourage circular economy, export, and value-add supply chain opportunities
- 1.4 Support communities to transition and diversify their economies towards a low carbon (net zero) future

Measures of success

- Increasing gross regional product, total export value and number of jobs
- Increasing availability of serviced land that is ready for investment
- Increasing availability of skilled jobs
- High proportion of local content tender value
- High proportion of total grant funding acquitted
- High level of government investment secured for the region

Priority 2:

Drive **innovation** and **collaboration** in our key industries

Strategies

- 2.1 Foster partnerships between government, industry and private investors in new and emerging industries such as advanced manufacturing, green energy, minerals processing, creative industries, events, tourism and hospitality
- 2.2 Facilitate opportunities for investment attraction, trade, innovation, research, start-ups and small business
- 2.3 Support industry growth and innovation by promoting international and national awareness of the strengths of the South West region
- 2.4 Support industry, small businesses, local governments, and communities to improve carbon literacy and understanding of low carbon, climate resilience, and transition strategies and policies

Measures of success

- Increasing gross regional product, total export value and number of jobs by industry type
- Growth in skilled workforce relating to our key industries
- Increasing number of businesses across all business sizes
- Delivering on our planned number of workshops and networking events
- Delivering on our Tradestart service level targets

Priority 3:

Foster opportunities for **Aboriginal prosperity** and empowerment

Strategies

- 3.1 Work with community, partners and agencies to identify and activate economic enablers for Aboriginal people
- 3.2 Work in partnership with our Aboriginal Corporations and stakeholders to promote and support diverse economic opportunities for Aboriginal people and organisations
- 3.3 Support and promote the South West's unique Aboriginal heritage and culture
- 3.4 Encourage participation and engagement of Aboriginal people in regional projects and programs

Measures of success

- Increasing number of Aboriginal businesses
- Delivering local content value for Aboriginal businesses
- High proportion of grant funding acquitted for Aboriginal projects
- Delivering on our planned consultations held with Aboriginal Corporations to engage on key projects

Priority 4:

Ensure communities are **vibrant, connected** and have the services and infrastructure they need

Strategies

- 4.1 Foster planning and investment in community infrastructure, connectivity, housing, services and precincts to support growing and healthy communities
- 4.2 Facilitate the sustainable management of the South West's unique ecosystems and natural resources
- 4.3 Promote social cohesion and community spaces
- 4.4 Communicate trends across the region and advocate for critical needs

Measures of success

- Improved quality of life for communities demonstrated across a range of liveability indicators with a focus on housing and community services
- Delivering a range of planned consultations and initiatives
- Proportion of grants funding that supports these strategies

Priority 5:

Deliver with excellence in **governance** and **engagement**

Strategies

- 5.1 Lead and exemplify our values and ethics, and deliver to a high standard while upholding our policies and procedures
- 5.2 Collaborate and engage with our key stakeholders to ensure our projects are appropriate and reflect the needs of the region
- 5.3 Support understanding and promotion of initiatives by communicating consistently and clearly
- 5.4 Staff are supported with professional development to continuously improve our ability to deliver regional development outcomes within a culturally appropriate context

Measures of success

- Meeting or exceeding efficiency and effectiveness targets
- High level of performance for stakeholder engagement survey results
- Delivery of a comprehensive training program for staff with a strong focus on cultural awareness and competence
- High level of compliance with policies and procedures

Our core values



Connection

drives our efforts to collaborate, facilitate partnerships and leverage collective strengths. Through connection we work together to deliver our vision of a prosperous region.



Integrity

underpins our commitment to building trust and credibility, which are essential for encouraging growth that is balanced with sustainability. It ensures we operate as a reliable regional interface, fostering confidence in our initiatives.



Empathy

supports a culture of care and mutual respect, essential for building an inclusive environment that understands the needs of our communities and stakeholders. It is vital for creating strong relationships that underpin our purpose.