

SHAPING HEDLAND'S FUTURE

Economic Opportunities



During the **Shaping Hedland's Future** project, the Town asked the community their priorities and insights about current and future economic activities in and around the Town. Whilst the mining sector is still the primary driver for new investment and jobs in the local government area, there are a number of growing opportunities to diversify the economy within the Town for locals, visitors and investors.

The project team asked the following questions:

- What new economic opportunities exist for the pastoral industry?
- What economic opportunities could be realised if we can identify strategies to improve access to water and land in Hedland?
- What role could local government play in supporting the development of economic opportunities?

Across the diverse range of community and stakeholders, **Tourism** and **Pastoral** were two major economic opportunities identified throughout the project.

What we heard from community and stakeholders

Potential tourism opportunities

- Showcase local Aboriginal culture, knowledge and art as a centrepiece of the local tourism offering, including eco-tourism of natural assets and sharing traditional practise on country (e.g. dance, fishing).
- Encourage and incentivise tourism operators that employ Aboriginal people to deliver tourism experiences.
- Acknowledge and embed traditional knowledge in the fabric of the Town, such as dual naming promotion of local artefacts, build a central

cultural centre, ensure ongoing Traditional Owner consultation and having Aboriginal rangers managing reserve lands.

- Improve quality and quantity of rest stops, overnight trailer stays areas and caravan accommodation for travellers and truck drivers.
- Holiday stays / farm stays on pastoral properties.
- Increase managed public access to fishing and camping grounds around the township.
- Be bold with new, unique experiences such as helicopter tours, ballooning and a new Aboriginal airline.
- Industrial tourism.

Potential pastoral land opportunities

- Explore alternative agricultural industries such as a new abattoir for export market, algae farms, aquaculture, salt harvesting and native food enterprise.
- Land use to be set aside for marine and/or air travel infrastructure.
- What incentives need to be in place to attract a sustainable pastoral workforce?
- Explore land use for alternative energy (wind, solar and hydrogen) as well as water reuse infrastructure.

Other economic insights and opportunities

- There is a lack of infrastructure to support economic activities outside of the townships e.g. road infrastructure into Port Hedland.
- Support the Town to encourage investment and support for local businesses, including removing barriers for small business, provide support to small business for investment, and encourage large franchises to set up shop in Port Hedland.
- Urban development can increase construction sector and employment.
- What are other ways to re-purpose mine-sites, other than rehabilitation?
- Reinvest in community well-being programming and spaces to encourage vibrancy, spending and innovation (e.g. festivals, activation of Town Square, branding for the Town).
- Support for more vocational education options for young people and those in career transition.

Response within the Local Planning Strategy

Tourism Strategies and Actions

The Strategy includes the following actions to promote tourism within the district:

- Identify coastal tourism nodes at Port Hedland, the historic Condon townsite and De Grey station on the Strategy maps to promote tourism opportunities compatible with the coastal environs.
- Zone existing short stay accommodation as 'Tourism', in recognition of these existing short stay accommodation facilities catering for primarily leisure visitors to the region.
- Zone the former Tjalka Boorda town based aboriginal community as 'Tourism' to provide for a range of commercial land use opportunities to be pursued by the Kariyarra people.

Pastoral Strategies and Actions

The Strategy includes the following actions to promote economic diversification within the pastoral industry:

- Identifies preferred locations for a dedicated stock holding yard in Boodarie or on land serviced by Pippingarra Road;
- Promotes the provision of an abattoir, subject to demand and the preparation of a site selection study;
- Provide support for pastoral diversification permits for low key tourism ventures, technological innovation, renewable energy and other compatible ventures; and
- Provide support for the re-use of former mine sites on pastoral land to contribute to alternative economic outcomes and activities.

Where can I learn more?

To learn more about the Shaping Hedland Future project, including fact sheets and FAQ's, go to www.porthedland.wa.gov.au/planning-building-and-environment/planning/shaping-hedlands-future.aspx.

Alternatively, contact Senior Strategic Planner, Sandeep Shankar on 9158 9347.