

Strategy 2018-2025

PURPOSE

SUSTAINABLE EMPLOYMENT OPPORTUNITIES AND ECONOMIC BENEFITS

To promote sustainable employment opportunities and generate sustainable economic benefits for the West Coast region.

VISION 2025

GROWING BUSINESS TO GROW THE COAST

Supporting commercial enterprises that can strengthen the economy and create thriving communities across the region, resulting in:

Total jobs increased by average **2.2%pa**, resulting in **20,000 jobs** by 2025 [16,490 in 2016]

Median Total Labour Earnings Increased by average of **3.5% pa** to **\$55,000** by 2025

Community growth of **3,000+ people** positively contributing to the West Coast region

The West Coast being a place where talent can thrive, measured by achieving growth of **500 additional jobs** in knowledge-intensive industries by 2025

CORE VALUES

A LEADER IN ALL THAT WE DO

Open communication
Proactive and responsive
Consistent decision making
Transparent and accountable
Entrepreneurial spirit
Empowering others

PRIORITIES

MANAGING THE FUND FOR CURRENT AND FUTURE GENERATIONS

- Protect DWC's charitable status.
- Ensure DWC has a perpetual fund to invest into the region by maintaining the real value of DWC's equity.
- Leverage DWC funds to attract investment into the region.

ENABLING THE DEVELOPMENT OF BUSINESS AND INDUSTRY ON THE WEST COAST

- Develop the capability and knowledge of local businesses to improve productivity and performance.
- Support start-up business.
- Identify opportunities to enable the creation and diversification of business and industry.
- Develop and promote digital utilisation.
- Target businesses that demonstrate:
 - ◆ real potential to employ more people in skilled jobs
 - ◆ medium to long term prospects of success
 - ◆ ability to stimulate or strengthen a supply chain or commercial eco-system
 - ◆ opportunity to diversify business, sector or industry potential to export

ENHANCING THE PROFILE AND VISIBILITY OF THE WEST COAST

- Be the identifiable voice for regional development on the West Coast.
- Be a key influencer and partner in the development of the West Coast region.
- Develop strong working relationships with key stakeholders.
- Be proactive and responsive to the economic climate and external factors affecting the region.
- Maintain a regional profile which showcases the region as an attractive place to live, work, invest, do business and visit, while identifying opportunities and risks and potential strategies to address these.
- Facilitate sector development strategies to promote jobs and attract investment to the region, with emphasis on:
 - ◆ Agri-food and fishing
 - ◆ Digital enablement
 - ◆ Start-ups
 - ◆ Tourism
 - ◆ Untapped opportunities in mining and resources.

