

**SUMMARY OF SUBMISSIONS**  
**Economic Development and Tourism Strategy – SJ2201-2**  
**Advertising Date: 22 November 2024 – 28 February 2025**

Submitter	No	Submitter Comments	Officer Comment
Yoursay SJ	1.	<p>To attract more people to the area there are quite a few changes needed and urgently needed.</p> <p>1. Do what a few councils have undertaken. A Tidy Towns project. The process is not that difficult if we all take it seriously.</p> <p>2. More policing. Hooning, speeding, un-necessary motor vehicle exhaust noise, drivers that tailgate, including tippers, red light running to mention a few.</p> <p>3. Graffiti and tyre skid marks on the roadways Just look around. Who would be attracted to the area when you drive through and see such vandalism. No respect.</p> <p>4. Road-side rubbish dumping. The people who engage in this activity have no respect for their community. If respect was taught in schools as well as in the home then we all stand half a chance of achieving a bigger and happier community.</p>	Noted
Yoursay SJ	2.	<p>What am I commenting on....? Comments about what... I joined to take the survey to see what sort of questions you were asking and alluding to with your economic growth. I'm sure I'd like to make a comment once I've taken the survey...</p>	Noted
Yoursay SJ	3.	<p>Please feel to remove the following as they may not be considered a comment in full.</p> <p>1) A transfer station for rubbish is this is user pay is okay by me.</p> <p>2) Parking area outside the Serpentine Falls so locals can go for swim in summer.</p> <p>3) Road infrastructure is poor. Needs an upgrade.</p> <p>4) Planning needs to work with local and small business not just major developers.</p> <p>5) Train your staff to understand the shires policies and regulation.</p> <p>6) A aquatic centre.</p>	Noted
Wormall Civil	4.	<p>Q1. Economic Growth</p> <p>From your perspective, how is the Shire's growth creating opportunities for your business? What do you see as the most immediate challenges and opportunities for your business to be able to benefit from this growth?</p>	Noted

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		<p>Response</p> <p>Challenge- Retention of Workforce Allowing for lots with additional classification for home business.</p>	
Wormall Civil		<p>Q2. Infrastructure Needs and Prioritisation</p> <p>As a key stakeholder, what infrastructure improvements do you believe are most critical to support both the economic growth and tourism potential of the Shire? Are there specific areas or projects you feel should be prioritised?</p> <p>Response</p> <p>West Mundijong Industrial Area - Lack of infrastructure - concerned about purchasing within site given lack of services.</p>	Noted
Wormall Civil		<p>Q3. Enhancing the Visitor Economy</p> <p>What do you think sets the Shire apart as a destination for visitors? How can we better promote or enhance these unique aspects to attract more tourism-related investment and visitation?</p> <p>Response</p> <p>High Profile Events - Attract key events (example could be sporting events (Elite level) and development of major tourism assets in Jarrahdale.</p>	Noted
Wormall Civil		<p>Q4. Innovation and Economic Diversification</p> <p>What opportunities do you see for diversifying the local economy, particularly to support your business? Are the customer or supply chains that you would like to see attracted to SJ?</p> <p>Response</p> <p>Accommodation - targeting activation in Byford for short term private developer -such as QUEST hotel (50 rooms Max). Increased mixed commercial/food and beverage offerings within Byford Town Centre.</p>	Noted
Wormall Civil		<p>Q5. Measuring Impact and Success</p>	Noted

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		<p>What outcomes or indicators would you consider as signs of success for the Shire's Economic Development and Tourism Sector over the coming decade?</p> <p>Response</p> <p>To undertake a future survey to understand how the Shire has changed overtime and to gauge the impact of these shifts to current and future residents. These insights could help capture the evolution of the area, highlighting key transformations and ongoing challenges.</p>	
Owner of Byford Village		<p>Q1. Economic Growth</p> <p>From your perspective, how is the Shire's growth creating opportunities for your business? What do you see as the most immediate challenges and opportunities for your business to be able to benefit from this growth?</p> <p>Response</p> <p>Opportunity - Shire to make a more conducive environment for small businesses, offering targeted incentives such as rate reductions, start up support programs.</p>	Noted
Owner of Byford Village		<p>Q2. Infrastructure Needs and Prioritisation</p> <p>As a key stakeholder, what infrastructure improvements do you believe are most critical to support both the economic growth and tourism potential of the Shire? Are there specific areas or projects you feel should be prioritised?</p> <p>Response</p> <p>Investing in infrastructure, activating key precincts such as businesses along South Western Highway in the Byford Town Centre to have greater connectivity. Creating further streetscape enhancements to improve pedestrian access, wayfinding and signage.</p>	Noted
Owner of Byford Village		<p>Q3. Enhancing the Visitor Economy</p> <p>What do you think sets the Shire apart as a destination for visitors? How can we better promote or enhance these unique aspects to attract more tourism-related investment and visitation?</p> <p>Response</p>	Noted

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		Incorporating additional sculptures to enhance visual appeal, cultural identity, make areas more attractive. Planning incentives to ensure that accommodation developments can be considered and support tourism and economic growth.	
Owner of Byford Village		<p>Q4. Innovation and Economic Diversification</p> <p>What opportunities do you see for diversifying the local economy, particularly to support your business? Are the customer or supply chains that you would like to see attracted to SJ?</p> <p>Response</p> <p>Ensuring the statutory and strategic planning is responsive to diversifying the local economy to ensure long-term resilience. Example of this is Yagan Square how strategic investment can drive economic and cultural vibrancy by blending retail, hospitality and heritage. "Plan it well" and "Create the Environment" to create a multi-use destination that supports economic diversification.</p>	Noted
Owner of Byford Village		<p>Q5. Measuring Impact and Success</p> <p>What outcomes or indicators would you consider as signs of success for the Shire's Economic Development and Tourism Sector over the coming decade?</p> <p>Response</p> <p>Providing rate incentives for small business could be a sign of success to support business growth and ultimately drive long-term economic investment.</p>	Noted
Alita Constructions		<p>Q1. Economic Growth</p> <p>From your perspective, how is the Shire's growth creating opportunities for your business? What do you see as the most immediate challenges and opportunities for your business to be able to benefit from this growth?</p> <p>Response</p> <p>Challenges - Shire keeping up with the population growth. Significant challenges within construction industry include lengthy approval processes, bureaucratic hurdles that can delay projects and increase costs of the</p>	Noted

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		project. Streamlining these processes to ensure faster decision-making and more flexible policies. to support economic growth.	
Alita Constructions		<p>Q2. Infrastructure Needs and Prioritisation</p> <p>As a key stakeholder, what infrastructure improvements do you believe are most critical to support both the economic growth and tourism potential of the Shire? Are there specific areas or projects you feel should be prioritised?</p> <p>Response</p> <p>West Mundijong Industrial Area -creation of design guidelines to protect built form outcomes/lack of infrastructure. Continued advocacy to ensure key utilities are placed strategic growth of Industrial Area. This strategic planning will attract investment and make a more competitive industrial precinct.</p>	Noted
Alita Constructions		<p>Q3. Enhancing the Visitor Economy</p> <p>What do you think sets the Shire apart as a destination for visitors? How can we better promote or enhance these unique aspects to attract more tourism-related investment and visitation?</p> <p>Response</p> <p>Continued investment into Jarrahdale to enhance the visitor experiences to ensure the Shire's tourism assets are key tourism destinations. Maintain high standards and promote sustainable tourism to ensure the Shire and Jarrahdale can strengthen its reputation.</p>	Noted
Alita Constructions		<p>Q4. Innovation and Economic Diversification</p> <p>What opportunities do you see for diversifying the local economy, particularly to support your business? Are the customer or supply chains that you would like to see attracted to SJ?</p> <p>Response</p> <p>Increase mixed use (food and beverage) and office space in the Byford Town Centre - further development of shopping precinct.</p>	Noted

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Alita Constructions		<p>Q5. Measuring Impact and Success</p> <p>What outcomes or indicators would you consider as signs of success for the Shire's Economic Development and Tourism Sector over the coming decade?</p> <p>Response</p> <p>Nil.</p>	Noted
Parcel Property		<p>Q1. Economic Growth</p> <p>From your perspective, how is the Shire's growth creating opportunities for your business? What do you see as the most immediate challenges and opportunities for your business to be able to benefit from this growth?</p> <p>Response</p> <p>Challenges - Competition with other Local Government's offering similar development opportunities - residential development estates.</p>	Noted
Parcel Property		<p>Q2. Infrastructure Needs and Prioritisation</p> <p>As a key stakeholder, what infrastructure improvements do you believe are most critical to support both the economic growth and tourism potential of the Shire? Are there specific areas or projects you feel should be prioritised?</p> <p>Response</p> <p>Tonkin Highway Construction/future development residential / Industrial. Extension of Metronet - Byford to Metronet</p>	Noted
Parcel Property		<p>Q3. Enhancing the Visitor Economy</p> <p>What do you think sets the Shire apart as a destination for visitors? How can we better promote or enhance these unique aspects to attract more tourism-related investment and visitation?</p> <p>Response</p>	Noted

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		Future Residents of the Mundi Residential Estate will be able to have a unique experience living in the Shire with a unique blend of natural beauty/country-town feel, weekend markets and scenic drives to Serpentine Falls.	
Parcel Property		<p>Q4. Innovation and Economic Diversification</p> <p>What opportunities do you see for diversifying the local economy, particularly to support your business? Are the customer or supply chains that you would like to see attracted to SJ?</p> <p>Response</p> <p>As new residents in Mundijong/Byford - This will bring fresh business ideas into the town centre, driving local investment and growth. Shire to encourage and foster a vibrant mix of industries in which the town centre can evolve into a hub of opportunity (Mundijong Town Centre).</p>	Noted
Parcel Property		<p>Q5. Measuring Impact and Success</p> <p>What outcomes or indicators would you consider as signs of success for the Shire's Economic Development and Tourism Sector over the coming decade?</p> <p>Response</p> <p>Measuring performance against other neighbouring LG's with opportunity to drive positive development.</p> <p>Shire measuring against the development / value input from significant infrastructure.</p>	Noted
IGA Mundijong		<p>Q1. Economic Growth</p> <p>From your perspective, how is the Shire's growth creating opportunities for your business? What do you see as the most immediate challenges and opportunities for your business to be able to benefit from this growth?</p> <p>Response</p> <p>Challenges - constraints to development within Town Centre, necessary infrastructure upgrades to accommodate additional population.</p>	Noted

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IGA Mundijong		<p>Q2. Infrastructure Needs and Prioritisation</p> <p>As a key stakeholder, what infrastructure improvements do you believe are most critical to support both the economic growth and tourism potential of the Shire? Are there specific areas or projects you feel should be prioritised?</p> <p>Response</p> <p>Uncertainty for retail and commercial growth. Risk for investment - fragmented ownership, limitations of existing network.</p>	Noted
		<p>Q3. Enhancing the Visitor Economy</p> <p>What do you think sets the Shire apart as a destination for visitors? How can we better promote or enhance these unique aspects to attract more tourism-related investment and visitation?</p> <p>Response</p> <p>Nil.</p>	N/A
		<p>Q4. Innovation and Economic Diversification</p> <p>What opportunities do you see for diversifying the local economy, particularly to support your business? Are the customer or supply chains that you would like to see attracted to SJ?</p> <p>Response</p> <p>Nil.</p>	N/A
		<p>Q5. Measuring Impact and Success</p> <p>What outcomes or indicators would you consider as signs of success for the Shire's Economic Development and Tourism Sector over the coming decade?</p> <p>Response</p> <p>Nil.</p>	N/A



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Satterley		<p>Q1. Economic Growth</p> <p>From your perspective, how is the Shire's growth creating opportunities for your business? What do you see as the most immediate challenges and opportunities for your business to be able to benefit from this growth?</p> <p>Response</p> <p>Challenges - Delivering critical infrastructure - Byford and Mundijong. Opportunity - Deliver community infrastructure upfront - design elements of infrastructure earlier.</p>	Noted
Satterley		<p>Q2. Infrastructure Needs and Prioritisation</p> <p>As a key stakeholder, what infrastructure improvements do you believe are most critical to support both the economic growth and tourism potential of the Shire? Are there specific areas or projects you feel should be prioritised?</p> <p>Response</p> <p>Mundijong - Fragmented landownership - attract one developer to undertake master plan approach</p>	Noted
Satterley		<p>Q3. Enhancing the Visitor Economy</p> <p>What do you think sets the Shire apart as a destination for visitors? How can we better promote or enhance these unique aspects to attract more tourism-related investment and visitation?</p> <p>Response</p> <p>Location of the Shire (Rural/Urban Fringe) - Ensure growth is tourism industries of Equestrian and the Perth Hills</p>	Noted
Satterley		<p>Q4. Innovation and Economic Diversification</p> <p>What opportunities do you see for diversifying the local economy, particularly to support your business? Are the customer or supply chains that you would like to see attracted to SJ?</p> <p>Response</p>	Noted

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		Service Commercial Lots - unlock land that allows for business/home use	
Satterley		<p>Q5. Measuring Impact and Success</p> <p>What outcomes or indicators would you consider as signs of success for the Shire's Economic Development and Tourism Sector over the coming decade?</p> <p>Response</p> <p>Consistency - Planning/Infrastructure and building relationships to ensure good systems in place for development approvals processes. Ensure the consistency of high-level planning documents, scheme and policies.</p>	Noted
Peel CCI		<p>Q1. Economic Growth</p> <p>From your perspective, how is the Shire's growth creating opportunities for your business? What do you see as the most immediate challenges and opportunities for your business to be able to benefit from this growth?</p> <p>Response</p> <p>Significant opportunity - Market and Leverage the position of the Shire given significant infrastructure expansion - capital projects exceed 2 billion.</p>	Noted
Peel CCI		<p>Q2. Infrastructure Needs and Prioritisation</p> <p>As a key stakeholder, what infrastructure improvements do you believe are most critical to support both the economic growth and tourism potential of the Shire? Are there specific areas or projects you feel should be prioritised?</p> <p>Response</p> <p>Population Growth - as population growth continues, infrastructure must meet increasing demands on transport, education and essential services. Investment in schools, TAFE, Universities is essential to support skilled workforce</p>	Noted – Revision undertaken to 1.1 Proactive Planning and 1.3 Ensure Infrastructure supports the economy and community.
Peel CCI		Q3. Enhancing the Visitor Economy	Noted

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		Shire needs to leverage world-class trails - this presents unique opportunity to drive tourism, economic growth and community well-being. Be forward-thinking in approach to ensure these trails support recreation and attract eco-tourism	
Peel CCI		<p>Q4. Innovation and Economic Diversification</p> <p>What opportunities do you see for diversifying the local economy, particularly to support your business? Are the customer or supply chains that you would like to see attracted to SJ?</p> <p>Response</p> <p>The Shire needs to be ready for the futures of innovation - AI, innovation and digital transformation. Being aware of automation and data analytics - key to improving public services, preparing communities for the rapidly changing environment in the Shire.</p>	Noted
Peel CCI		<p>Q5. Measuring Impact and Success</p> <p>What outcomes or indicators would you consider as signs of success for the Shire's Economic Development and Tourism Sector over the coming decade?</p> <p>Response</p> <p>Population Growth (Increased ratable properties by percent), Percentage of Capital Works Completed, Future Investment, Tourism Revenue.</p>	Noted
Peel Development Commission		<p>Q1. Economic Growth</p> <p>From your perspective, how is the Shire's growth creating opportunities for your business? What do you see as the most immediate challenges and opportunities for your business to be able to benefit from this growth?</p> <p>Response</p> <p>Skills Development - Opportunities for existing labour force and future school - tertiary education.</p>	Noted – Revision undertaken to 1.1 Proactive Planning and 1.3 Ensure Infrastructure supports the economy and community.

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Peel Development Commission		<p>Q2. Infrastructure Needs and Prioritisation</p> <p>As a key stakeholder, what infrastructure improvements do you believe are most critical to support both the economic growth and tourism potential of the Shire? Are there specific areas or projects you feel should be prioritised?</p> <p>Response</p> <p>Consideration of infrastructure constraints / opportunities to support decarbonisation. Explore Housing Diversification - largely single detached single dwellings. Opportunities for intergenerational housing</p>	Noted
Peel Development Commission		<p>Q3. Enhancing the Visitor Economy</p> <p>Shire needs to leverage world-class trails - this presents unique opportunity to drive tourism, economic growth and community well-being. Be Forward-Thinking in approach to ensure these trails support recreation and attract eco-tourism</p> <p>Response</p> <p>Support on-farm tourism experiences and offerings through regulatory functions. Existing agricultural/rural lifestyle.</p>	Noted
Peel Development Commission		<p>Q4. Innovation and Economic Diversification</p> <p>What opportunities do you see for diversifying the local economy, particularly to support your business? Are the customer or supply chains that you would like to see attracted to SJ?</p> <p>Response</p> <p>Digital Infrastructure, renewable energy, remote working hubs (co-working spaces), increase agri-tourism (farm tours, farm stays and skills development.</p>	Noted
Peel Development Commission		<p>Q5. Measuring Impact and Success</p> <p>What outcomes or indicators would you consider as signs of success for the Shire's Economic Development and Tourism Sector over the coming decade?</p>	Noted

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		<p>Response</p> <p>Jobs, skills increase, closure and opening of new businesses, visitor increase/decrease and investments in the Shire.</p>	