
There was 13 people attend the training program at Dalwallinu which was made possible via the partnership of EDA and the Shire of Dalwallinu and supported by RDA Wheatbelt.

Presenters

Case studies: EDA members Marilyn Rulyancich, Ling Geh and Simon Millcock and RDA Wheatbelt Rebekah Burgess.

Workshop: EDA members Marilyn Rulyancich, Ling Geh and Simon Millcock

Attendees: EDA members Richard Milloy and Rebecca McCall and community members.

Case studies presented with following key points coming from the case studies:

- Audits, research, reasons and data gathering
- Looking at best practice and examples from others
- Planning via industry, regional, state and local town planning key areas that will support ED growth
- Takes time for the projects to develop
- Diversification of economies – Grow local business and attract new
- Collaboration
- Competition – find your own niche
- Communication – get but in – talk with your community
- Collective marketing and working together
- Recognise that specific developments / projects may not suit everyone but they will still be adding value and gains can come in other ways
- Working together across regions

Workshop session

Reason why people attended:

- Promote region: Good base can be improved look at what incentives council can provide to private enterprises and preparation to have people settled – linking with community development.
- Looking for new ideas – things for families and kids to come back to including business ideas and for setting up with the country life.
- Councillors supportive and see the need for diversity in the economy – sustainability and need to develop this to resist amalgamation.
- Developing support networks – only EDO in the region.
- Good to see local support as a practitioner increase the tools to up skill.
- Vision for community.
- Tap into resources.
- Young people not lot of motivation to keep the community aspects flowing.
- Keep informed – farming little bit risky and the need for diversity.
- New residents via back packers and harvest trail programs.
Points of interest during the workshop:

1. Is there an understanding of the home based business opportunities – could an audit be of assistance.
2. Do all businesses know what each other provides?
3. What is the make up and numbers of those who drive through the town?
4. Decreasing population over past 15 years.
5. Reduction in the numbers of friends and how to accept new people and changes and ideas.
6. IT expertise is limited and needs to address especially in the era of NBN roll out.
7. No Chamber of Commerce or business groups yet this is a major area of expansion for the town.
8. Shire has no ED reference group.
9. Lack of networking activities.
10. Recent business survey – wanted to know what makes the businesses tick.
11. Is there value in annual community survey?
12. Skilled workers and housing shortages – need to look at migration.
13. Exclusive Brethren – proactive for business and working on marketing their products. Need to consider how to engage and ensure networking and capacity development opportunities can be supported. This includes their current needs around staff shortages.
15. Ensure that the ED position is resourced.
16. Ensure all of the communities in Shire are linking together especially around business.

Feedback from participants

Ideas:

- Is population the key to success and is 3,000 a realistic target? Currently 1,400.
- What is the role of the town centre? Importance of Mainstreet to visitors.
- How to establish regional partnerships, strategic alliances and leverage those.
- Leverage the potential of Dalwallinu on the Great Northern Highway.
- The role of Public Art in the town centre.
- Tourism Industry development/ understanding/ coordination of services.
- Recognise/ celebrate the value of Heritage/ history of the town.
- What is the value of Festivals/ Community celebration?
- Local business is the lifeblood of local communities – support local.
- Would like to establish a Chamber of Commerce of business think tank (and how to support it)
- Challenge to attract & welcome people and harness energy of community.
- Seeking solutions for empty shop syndrome (and key locations).
- Generated of ideas for mainstreet redevelopment/ place making.
- Reminder to celebrate – sunsets, scenery, opportunities.
- How to maintain the population of Dalwallinu.
- Foster/ Maintain a sense of community in a population of decline?
- What industry can be attracted to Dalwallinu?
- Tourism funding opportunity for a study?
- Dalwallinu Brand - Heart of the Wheatbelt?
- A changing community
  - Prevent (?) vacating on the weekends.
- attract new residents
- target young families.
- Welcome to community events & activities

Presentation:

- Stimulated ideas
- Collaboration focus
- Opportunity to network
- Knowledge of access to resources
- Provided an opportunity to reinforce activity
- Communicated the role of ED and challenges communities and practitioners face
- The role of RDA in facilitating ED in Dalwallinu and the regional development focus
- RDA understanding of role of ED practitioners.
- Mind ticking over and new ideas

Observations:

Dalwallinu has taken progressive steps in ED through supporting an EDO and engaging with business via survey. Suggest a need to consider resources for EDO to provide tools along with identifying an ED strategy with key targets. This could include consultative groups at local and regional level.

Dalwallinu will not be able to develop to its fullest without including ensuring support comes from neighbouring and regional partners.

Good levels of industrial land which appear to have services and ability to expand but may need to consider who the target businesses are and local or regional prospectus and ensure that all the planning issues are resolved.

Look at opportunities for business incubator or business resource enterprise centre (which may include industrial along with commercial).

Great community resources and infrastructure including new buildings but need to consider how these facilities can be utilised to their fullest so they don’t have a drain on shire finances and can include management and maintenance plans.

Work force and employment and skills needs analysis along with accommodation needs assessment identifying the types of housing and investment opportunities. This will need to include welcome events and activities to ensure new people can integrate within the community.

RDA is key resource and Dalwallinu could consider alignment with other Shires through RDA in the area of ED alignment. There could also be consideration to progress the alignment of businesses to a Regional Chamber of Commerce.

Opportunity to take the regional leadership role which could consider resource sharing around EDO allowing the position to take a more strategic approach and work with industry and seek greater input through a business development officer support role. This may come through a Business Enterprise Centre.
Given the accommodation and venues available in Dalwallinu consider regional events – conference – seminars etc.

Points for consideration for further presentations:

- Some great examples shown which showed diversity and also of relevance.
- Could consider more local content.
- Would like more ‘how to’. (Note this may be for further sessions)
- Enjoyed inclusive approach to presentation (not facilitated!)
- Would have been good to have seen more participants and need to consider how to attract more.