EDA Workshop Moora - Notes

**Sunday, May 8**

**Facilitators:** Simon Millcock  
Economic Development Officer  
Indian Ocean Territories  
Department of Regional Australia, Regional Development and Local Government  
Ling Geh  
Property and Economic Development  
City of Belmont

**Participants:** Lynnette O’Reilly, Bridget Waterhouse, Nicole Reichelt, Rebecca McCall, Denise Clydesdale-Gebert, Jim and Merrel Pond, Peter and Chris Vanderende, Peter Ackland, Michael Prunster, Pip Peake, Gemma Longford, Phil Gardiner, Phil Bellamy, Sean Harris, Kate Pustkuchen

**Participant Feedback:**
- As a community we need confidence
- Our community is not integrated
- Need to develop futuristic plan for Moora
- Positioning Moora within its natural settings
- Engagement of all the community
- Bringing the indigenous and non-indigenous community together
- Moora focus on our youth – employment and more activities
- Business to play a bigger role for our youth
- Youth – need to capture 20-30 year old age group
- Necessary to have more input into the community and create greater links – engage and work together
- Identify what Moora is good at and identify what we have
- Expand and develop existing businesses
- Important to implement action and not just have a talk feast
- Create jobs for the youth

**Participant Questions:**
- How do we engage our community? (blogs, facebook)
- How do we stimulate conservation and progress super town concept?
- How do we go about getting the necessary infrastructure to become a super town?
- How do we ensure that council supports what the community wants?
- What do our youth want and how do we ensure they have ownership and take pride?
- How do we change profile projected of Moora to a more positive outlook with what Moora has to offer?
- Town entry statements important – first impressions count
- Physical appearance is crucial
- Railway line – physical divide
- Concentrated areas of social disadvantaged with town
- Implementation a twenty year process to break down social issues
- Develop team of people to get new industry to Moora and build on existing industry

**Participant Statements:**
- TAFE – unable to expand on existing courses due to lack of staffing and accommodation needs
**Monday, May 9**

Facilitators:  **Simon Millcock**  
Economic Development Officer  
Indian Ocean Territories  
Department of Regional Australia, Regional Development and Local Government

Participants:  Lynnette O’Reilly, Bridget Waterhouse, Nicole Reichelt, Rebecca McCall, Jim Pond, Peter Vanderende, Peter Ackland, Michael Prunster, Phil Gardiner, Phil Bellamy, Sean Harris, Kate Pustkuchen, Carol Hughan, Brett Beard, Rebecca Kelly, Margaret Isbister, Braydon & Kim Mears, Rebekah Burgess, Ross Mline, Cheryl Dimmack, John Simpson

Participant Feedback:

- Bring the indigenous community on board to create a better community – development of an indigenous reconciliation plan is needed
- Tourism opportunities:
  - Local heritage/history
  - Local Indigenous Reserve – potential development for cultural community centre (enhance relationships)
- Disconnection between indigenous and non-indigenous communities – engagement required
- Missing Elder Structure – historically stronger in previous years
- What can we do to help and support the indigenous community – nothing will change unless we work towards addressing current issues and barriers
- Crime and Safety - where this fits in with economic development
- Community Crime & Safety Committee – ensure that a indigenous representative attends the meetings
- Proposed new cultural centre to include the indigenous
- Identify the strengths of the indigenous community (culture, arts, sport) – work with these strengths to assist Moora’s growth and development
- Land owned and leased by the indigenous community: Control of land ownership is administered from Perth, push for local governance
- Shire – what are they are doing and should they be doing it
- Seek potential business and industry development that will create future employment
- Social issues will always be there
- Youth – a lot of work to be placed into this area
  - A Youth Strategy exists and there is an established youth stakeholders group

Participant Questions:

- Do we really know about our indigenous community and what they have achieved? (The indigenous community has a story to tell and we are missing out as a whole community Get involved at a basic level to obtain a better understanding of the indigenous community We need to do things differently)
- Water has a strong resource for Moora – how do we take advantage of this resource?
- Community Capacity and Engagement - How do we get the community to come on board?
- Where do we position ourselves with resources – are we aware what is going on out there around us?

Participant Statements:

- Phil Bellamy is currently developing a business plan for the Mogumber Mission based on recognition of culture and development of training. Elders are providing assistance with the development of the plan.
- Moora Chamber of Commerce – does not stand out compared to other groups within the Wheatbelt
Response - Chamber executive trying to engage businesses
- Chamber not supported by local businesses especially retailers
- Chamber hosting marketing presentation on Friday

- Wider community not supporting organised events and programs. This creates a hurdle as people who make the effort to attend functions and assist to make decisions are then 'knocked' by the non-attenders (negative attitude of people who do not show up to organised engagement forums).
- Moora Community Resource Centre received negative feedback in regards to the Shire of Moora (general comments that the community is not listened to)
  General attitude: it has been tried before and it did not work…why not try again?
- Flood – community focused on one direction. It was in the past…move on
- 20 Years Ago – potential new industry (pulp mill)
  Central Midlands Development Foundation was established (140 members) – project failed
  Can the CMDF be revitalized?
- Progress from small to big need to attract new industry to get the big leap forward
- Public forum that allow community to say what they wish to say without having to be defensive – simply listen and take on board
- Why are we focusing on social issues that are nation wide?
- Councillors need to be more aware what is going on within the community
- Councillors have diverse skills but not always have the necessary skills to make economic decisions
- Community Development – great opportunity and assist create atmosphere for business to develop – need regional support for business (SMC, business incubators, home businesses)
- Trades – secretarial/administration support required – maybe link with CRC
- Link with role models
- Attracting new industry to utilise skills within Moora
- Socially – important to embrace holistically
- Farming – develop new modern model – share investment, risk, profit
- Bring more government based services within community but it will not develop the economy and community. Departments are mobile: e-commerce
- Flag as a potential threat – Jurien Bay and other coastal towns – we have no water body to attract and retain people
- Promote your town outside as well as within
- Citrus Industry – major investment in two orchards – still has a long way to go to complete development. Shire of Dandaragan has the two largest orchards in WA but the industry is serviced by Moora. Largest issue is accommodation for urgent backpackers accommodation and general housing. Orchard investors are also the directors. Juice Pressing – Gingin, Chittering – future options
- Local investor versus outside investment – where do our locals invest?
- New business not essential – developing existing businesses will work and is important
- Expand new industry – physically contact – need to indentify what we want here (ie small goods, poultry, fibre feeds, hay processing)

Requirements to be considered and or undertaken:

- Community Capacity Assessment
- Develop a Workforce Plan
- Planning – land, zoning
- Town Centre Planning
  Town Centre – needs to be revitalized and expanded – land possibly available upon negotiations and town planning
- Requirement to work regionally – not focusing just on local
- Industry (State Food Plans) – obtain state plan and develop regional plan
- Wider Engagement and Consultation – currently not enough undertaken by the Shire
- Engagement of the community – economic and social development – engagement will place us in a better position and strengthens our case to become a super town – obtain a holistic approach and gains “recognition”
- Moora needs to network better and gain knowledge what is happening around us
• Selling Moora to ourselves
• Create and strengthen relationships with the community and region
• Community need to understand what Council’s role is - educate
• Look positively about ourselves as a community and recognise our achievements
• Building life and business skills for youth
• Shire – Chamber – CMDF (Economic Groups) more talk between the groups
  Expertise within community (use it) – work alongside council to make economic decisions

town – better connection
• Strengthen customer services
• WDC/RDA – food plan for the Wheatbelt – look at diversifying industry
• Lobby federal and state government
• Develop database of what projects are out there – physically map out
• Local understanding of WA Citrus Industry and its future service requirements
• Community support essential
• Focus on what Moora’s strengths are

Identified Advantages:

• Moora, regional centre – largest centre between Perth and Geraldton
• Proximity: Coast Road – Midlands Road – mining industry in Midwest
• Emerging Industry – Citrus – secondary industry (packing shed?)
• Opportunity to value add to existing industries

Issues:

• Accommodation – historical problem for business to establish and or develop
  What is happening – what can be done? Forms partnerships?
• Water Corp – threat of organisation moving to Jurien? Needs to be clarified
  Water and other subsidies support deleted from country – Perth subsidy for regions
  LGA need to get on top of issues (DRA)
• Location – access to coast and Perth is a threat

Future Industries:
• Fodder plant – build industry around CBH

Jurien Bay:
• Chamber is the link between council and community
• Shire need to stimulate (ie funding) – drive project through chamber, supported by council
• Hub needs to be Shire

Wongan Hills Feedback:
• Get your businesses involved
• Shire initiative to move forward initially
• Across the region – everyone is in business for themselves – issues all the same

Shire of Moora Feedback:
• Council – currently in a consolidation phase to prepare for growth phase
• Where do we want to go locally as well as regionally?
• Structural Reform will occur – massive resources to deal with this which has taken away from
economic and social development

Engagement:
• Council to encourage engagement with businesses through forums structured around Council’s
  Briefing Sessions (Forum every 3 months) for business people to provide information/ideas to council
• Business networking with business
Sundowners – business dinners – guest speakers – has and is been done but needs to be strengthened
Chamber revitalize with active executive
Engagement – Apathy

Wheatbelt Development Document Identified:
Economic Drivers
VIE _ resources
Employment

Advantages:
Schools
Tafe
Trade Centre
Safe agriculture sector
Tourism opportunities – link to main tourist attractions
History – army camps
Health precinct
Aged Care Centre of Excellence – Moora leadership
Proximity to Perth and Coast
Strong sporting facilities – speedway, equine
Financial services – strong – commercial centre
Largest inland service centre from Perth-Geraldton
Government agency representation and services
Good climate
Strong arts and culture community
Strong community organizations
Land that is zoned

Opportunities:
Skilled immigrants
Backpackers – migrant workers – visa conditions
Refugee – government policy, move to Regional Australia
Chinese Government – Bauxite Mining – refinery – open discussions?
Agriculture – diversify and value add
Rural Water Committee
Food Bowl pushed from Perth
Water – industries need water – key gateway
(need to understand how the Department of Water structure and delegate water allocations)
Horticulture – watermelons south of Moora
Quality Soil
Develop Mentoring Programs

Resources:
Airstrip

Collaboration In Place Now
- Dandaragan – MOU with aged care
- Wongan – MOU R4R funding
- Industry development – RDA project with Moora, Dalwallinu and Wongan
- Tourism Regional Projects – Wildflower Country – Discovering Golden Horizons
- Relationship with neighbours – good will is there – need to develop further

Where to from here – next steps?
- Do we bring in Dandaragan into the scope of the Regional EDS project?
- SOM - revisiting strategic plan and obtaining community input (further consultation)
- SOM – continue to assist Chamber of Commerce
- SOM - Small Business Centre – not getting value for money – look at specific service for Moora
- SOM – Establish a small working group to progress development and bring together
- Link into the Dalwallinu Skilled Workforce Program
- Formulate strategies for 5-10 years
- Indentify what needs to be done and how to go about it
- Establish community ownership
- Position ourselves within the resource industry?
  *Sit with industry bodies to obtain better understanding of what they are and where they are heading (partnership with RDA, WDC, DAF)*
- Map where community are spending their dollars – identify leakage – shop local
- Look after the local investors
- External stimulus, engage
- Think Tank Group – planned approach – proactive

**Stakeholder Feedback:**
1. Chamber of Commerce – supported and implemented many projects over the years and happy to embrace and work with the SOM
2. Wheatbelt Development Commission – Moora to looks at ways to address national agenda. WDC to help LGA prepare for this.
3. Community Resource Centre – available funds for community projects, training, accommodation, help draw new government services and expand, training for business community – scope available
4. Water Corporation – water is a resource and means benefits for Moora. Quantity and quality details are available through John Simpson.

**Super Towns:**
- Definition of super town – develop out own definition and create it
- What is going to create a super town for ourselves
- Requires strong leadership and clear path – everyone do there own job within and drive in same direction – no clear path
- Simply strategic plan – stick to it – develop action plan
- Finds ways to engage feedback
- Bring together a focus group
- Group to travel the Wheatbelt to obtain understanding what others towns are doing to progress their super town
- Consider what the attributes of what we see a super town to be – understanding of future industries that we want to be part of
- What population and businesses required for a super town?