

**2017/18 NEW ECONOMIC DEVELOPMENT INITIATIVES LIST-Draft**

	PROJECT TITLE	PROJECT DESCRIPTION	Total Costs \$	Demand/ Need (20)	Link to prior Planning (20)	Financial Implications (20)	Capacity to Deliver (20)	Economic Impact (20)	TOTAL (100)	Comments
1	Business Startup Weekend Event	This initiative has been implemented internationally and in Australian cities to help attract, mentor and assist entrepreneurs with their startup business. A local event in Karratha would contribute to the brand of Karratha as a place of innovation and it would build capacity in the local residents and businesses.	\$50,000						0	
2	Business Development Support Grant Scheme	The grant program is made available to business advisory organisations to arrange business events, training and services to the business community to build the capacity of local businesses.	\$50,000						0	
3	Business Startup/Business Attraction Grant Scheme	The grant program would co-fund new businesses to attract and encourage new business to invest and trade the local area in accordance with defined criteria.	\$50,000						0	
4	Take Your Business Online Grant Scheme	The grant program would co-fund local businesses to increase their online capability in accordance with defined criteria.	\$50,000						0	
5	Update Commercial Floorspace Availability and Occupancy	Monitor commercial floorspace availability and occupancy to understand and ensure sufficient supply options to meet business needs.	\$50,000						0	
6	Update Population and Local Economy Data and Forecasts	id Forecasting to update critical demographic and economic data to understand emerging trends and needs.	\$50,000						0	
7	Buy Local Campaign	This is a marketing campaign to increase awareness of the local businesses and the opportunities that exist for local businesses such as local tenders.	\$10,000						0	
8	City Deals (Smart City)	A City Deal between the Australian Government, the WA State Government and the City of Karratha to develop a collective plan for growth and commit to the actions, investments, reforms and governance needed to implement through a coordinated investment approach.	\$2,000,000						0	
9	Business Incubator	Support the establishment of a Business incubator located in Karratha CBD to encourage and facilitate small business and entrepreneurialism.	\$50,000						0	
10	Destination Marketing including branding the city economy and business	The City's brand as a destination for tourism will generate economic development opportunities. There is potential to broaden the scope to market and attract business investment opportunities and lifestyle benefits for prospective businesses and residents.	\$500,000						0	
11	Investment prospectus	Promote the City's potential and the commercial opportunities to prospective investors and businesses.	\$100,000						0	
12	New Pilbara Summit	The event brings people together to raise the profile of the region as an attractive investment opportunity.	\$50,000						0	
13	Awards and Recognition	Application for awards helps to raise the profile of the City, which improves the brand and reputation as an attractive place for businesses and residents.	\$10,000						0	
14	Advocacy	To ensure that Karratha and the Pilbara are in the minds and on the agenda for State and Federal Government decision making.	\$50,000						0	
15	Economic Development International Plan	The plan would seek to attract international markets for export and new investment potential.	\$50,000						0	
16	Foreshore Developments	The enhancement and development of the City's strategic foreshore areas attracts and retains tourists and residents to the local area.	\$5,000,000						0	
17	Point Samson Fishing Platform	The Point Samson Fishing Platform would provide an additional amenity to the area to grow visitors to the area.	\$2,000,000						0	
18	Dampier Palms	The Dampier strategic foreshore enhancement would attract and retain tourist and residents to the area.	\$2,000,000						0	
19	Trails and lookouts	The continued development of trails and lookouts around the City which increases tourism and amenity for residents.	\$2,000,000						0	
20	Artificial Reef	An artificial reef would provide an additional dive site to attract and grow the number of recreational divers to the area.	\$1,000,000						0	



