

SHIRE OF DUMBLEYUNG STRATEGIC COMMUNITY Plan on a Page

'Transforming our Future by Delivering Jobs & Growth'

2022-2032

ECONOMIC DEVELOPMENT ACTIVITIES

INDUSTRY AREA 1. AGRICULTURE

Dumbleyung 'Smart Farming' Development Plan

The aim is establish a fully integrated IT infrastructure and operating system that is able to collect data and information from right across the farming property that allows farmers to optimise the performance of the business enterprise by reducing input costs, tracking, herding & protecting livestock, managing water resource usage (including livestock feed points) and to enhance potential harvest quality & yield.

INDUSTRY AREA 2. AGRICULTURE & AQUACULTURE

Dumbleyung Alternative Water Access Study

Focus needs to be given to other forms of water provision to sustain communities without the reliance of trucking in intermittent supplies. An alternative water access study is recommended to identify a water supply solution that creates a more regular and constant supply outcome. This would be a regionally focused study to identify a solution that could be adopted and made assessable for all impacted farming communities, including specific Aquaculture businesses.

INDUSTRY AREA 3. SMALL BUSINESS

Small and Medium Enterprise (SME) Business Enhancement Plan

Government intervention is required to underwrite a program to increase the number of new 3x2 and 4x2 housing stock in both towns which would also accommodate teachers and police. The Shire could own and lease out these dwellings once developed, creating an additional revenue source for the Shire. Funds generated could be placed into reserve to finance ongoing maintenance, upkeep and potential renewal.

Funds are required to establish serviced blocks in both towns and/or industrial shed infrastructure to further entice lower cost entry new business growth opportunities.

INDUSTRY AREA 4. TOURISM

Dumbleyung Lake Masterplan

There is an opportunity to explore complete whole of lake access to provide a total visitor experience, including the identification of a walking/bike riding link back into Dumbleyung townsite (Dumbleyung is located circa 10kms from the lake). This would create day and overnight trip opportunities for visitors looking for a range of experiences i.e. trails, flora/fauna interpretation, additional Donald Campbell interp, Aboriginal story-telling, all potentially using state of the art augmented and virtual reality mediums. Funding will be required to engage appropriately skilled parties (consultants) to develop a masterplan for this important site.

Dumbleyung & Kuerin Destination Development Plan

An overarching destination development plan needs to be established for both townsites that considers the broader strategic needs of both towns and focusing on transformational opportunities to attract and retain visitors. Ideally, both towns should establish at least one iconic world class attraction e.g. the Ultimate Donald Campbell 6D Theatre Experience in Dumbleyung and a major skate park and pump track for Kuerin (complementing the existing bouncy pillow, turning Kuerin into a significant youth precinct).

Dumbleyung Aboriginal Tourism Support Plan

A Dumbleyung Aboriginal Tourism Support Plan will engage with the existing business proprietors, key Aboriginal tourism organisations (WAITOC) and other key stakeholders to explore opportunities to add value to the existing offering, including opportunities to build broader direct connections and linkages between the international marketplace and Dumbleyung.

INDUSTRY AREA 5. HOSPITALITY

Dumbleyung Short Stay Accommodation Plan

The Shire is in a good position to identify suitable land holdings within the Dumbleyung township that offers sufficient size and location to establish a private or publicly owned lodging.

INDUSTRY AREA 6. MINING

Dumbleyung Mining Partnership Approach

An aim of positive engagement is to form a close relationship with the respective miner. This engagement could take the form of a more formalised approach at an appropriate time, such as a Memorandum of Understanding (MOU) type Relationship Agreement. Each agreement would seek a miner's commitment to utilise local businesses and resources (including Dumbleyung Airport) during both project construction and operational phases.

The Shire of Dumbleyung Strategic Community Plan aspires to move Dumbleyung and its economy a quantum leap forward. The Plan is broken up into three main sections (Economic Development, Social Development & Economic Infrastructure) and eight industry areas.

SOCIAL DEVELOPMENT ACTIVITIES

INDUSTRY AREA 7. HEALTH

Dumbleyung Health Alliance

As Health forms a vital part of maintaining a strong and vibrant community, it is important that a relationship is established with the lead State Government agency responsible for this sector. WACHS should be engaged to explore the possibility of formalising an ongoing contact relationship with the Shire of Dumbleyung. This relationship could be formalised via a MOU that identifies areas of common interest between the parties such as housing access for hospital employees, night time RFDS operations (requires airport runway extension), expansion of GP services through electronic consults and securing an ongoing State Government commitment to keep the Dumbleyung Hospital open. A following joint Dumbleyung Health Development Plan could then be established that focuses on current & future needs, including key actions to fill gaps such as those mentioned.

INDUSTRY AREA 8. EDUCATION

Dumbleyung & Kuerin Education Alliance

The Shire of Dumbleyung should endeavour to play a more proactive strategic role by establishing stronger relationships with both schools. An MOU could be developed between the parties that consolidates the relationship and identifies areas of importance (including existing gaps) that could be pursued to further strengthen the important role that schools play in the community.



ECONOMIC INFRASTRUCTURE ACTIVITY

Dumbleyung Infrastructure Investment Plan

A Dumbleyung Infrastructure Investment Plan is envisaged that clearly targets those important Shire owned assets requiring renewal or addition. These include extension of the Dumbleyung Airport runway (for RFDS night time access & mining industry future use), recycling of domestic grey water onto Stubbs Park Oval (water conservation measure), Stubbs Park Pavilion Renewal & New Undercover Multiuse Sports Court (current pavilion requires upgrading) and Dumbleyung Swimming Pool renewal (current pool requires refurbishment/renewal & plant room system is unserviceable). The Plan will articulate the need for each infrastructure investment activity, the estimated cost of renewal, the socio-economic benefit and return on investment for each of the community assets targeted. Advocacy efforts will also be progressed focusing on key underpinning essential infrastructure services controlled by other government and private sector entities i.e. deep sewerage system for Kuerin townsite (due to current clay based, high water table problems), securing a consistent and reliable domestic water supply for both towns (reduce reliance on truck carting water supplies in during times of shortage), achieving Shire-wide enterprise grade broadband internet coverage (including mobile network hardening during power outages), improved power reliability (reduce incidence of pole top fires and general outages).

CAPTION: LAKE DUMBLEYUNG • Christine Bairstow Photography

'The Shire of Dumbleyung acknowledges the Noongar people as traditional custodians of this land and their continuing connection to land and community. We pay our respect to them, to their culture and to their Elders past and present.'