

## GERALDTON ECONOMIC PROFILE

The Mid West region of Western Australia is strategically located on an iconic coastline between Perth and the growing economies of the State's north.

Being a central point between the resource rich Pilbara, the growing Kimberley region and the State's capital city of Perth provides the Mid West with a host of different economic opportunities - all of which the region intends to capitalise on.

Traditionally an agricultural region, the Mid West is now attracting unprecedented investment interest from a range of other industry sectors. The mining industry has quickly become the main economic driver of the region. Strong international demand for commodities and high commodity prices have already underpinned significant mining investment and many more projects are planned for future years.

There is also a host of large-scale infrastructure projects expected to commence in the near future. These projects are diverse in nature and will provide both short and long term employment opportunities in the region.

Geraldton, the region's capital, is currently in the midst of a massive economic expansion and has significant capacity for further growth. Land availability is good, housing prices are affordable and existing infrastructure is well-established.

Local governments, businesses and the community support a vision of expansion, sustainability and liveability for the city. Strong business and economic connections already exist between Geraldton and the Pilbara.

Cutting edge science and technology will complement mining activity in the region and bring a variety of economic, training and education opportunities for its residents.

The vision is for Geraldton to be a city that is built around a rich fabric of diversity, attractive to people from all walks of life.

It will become a vibrant economic, cultural and social hub in its own right but will also still be the idyllic seaside city that people recognise as Geraldton.

## **Extracts from “City of Greater Geraldton” Website Community Profile:-**

Geraldton is a thriving regional city, overlooking the Indian Ocean and supporting a rapidly growing population.

Situated just over 400km north of Perth, Geraldton has all the major services, cultural, shopping and sporting facilities you would expect in a city, yet a more relaxed pace of life, typical of the country.

As the regional service centre for the entire Mid West region, business and employment opportunities are many and diverse.

From fishing to tourism, mining to agriculture, small business to government roles and a comprehensive range of tertiary service industries, people from all walks of life are attracted to Geraldton’s climate of opportunity.

Greater Geraldton ([map](#)) is a rapidly growing local authority, rich in indigenous and pioneering history.

Geraldton is surrounded by Greenough which boasts fertile farm land and world class beaches.

Situated an hour’s drive inland from Geraldton, Mullewa sits in the heart of the wildflower region of Western Australia.

For more information about Geraldton’s vibrant community, please contact the [City of Greater Geraldton](#).

# Growth plan to ‘power’ Geraldton economy

Jon Solmundson | Geraldton Guardian

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The Greater Geraldton Growth Plan unveiled last week has set a “conservative” target of an extra 11,000 jobs for the region in the next 20 years.

Regional Development Minister Terry Redman announced the details of the plan at the Mid West Economic Summit, which was hosted by Mid West Chamber of Commerce and Industry at Queens Park Theatre.

Mr Redman said while Perth had always had a high level of economic planning, the same was always not true for the regions — but in the past five years the State Government had strengthened that.

“We need to keep our scope wide enough to ensure that if we’re going to have businesses moving here, setting up, and prepared to take risks and invest, there’s a whole heap of elements to (support) that including amenities and things like foreshore developments, which are so critical to building regional cities.”

Mr Redman said despite talk about the resources sector “coming off” it would always be a strong driver of the WA economy.

“But we do, and we should search out those opportunities, the next drivers for the WA economy ... a couple of the strong ones are agriculture and tourism,” he said.

Progress Midwest — a combined body of business, local and State government personnel — will oversee the plan’s implementation, and will be using the horticulture, aquaculture, marine service and tourism industries to show how businesses could grow Geraldton’s “niche specialisations” to attract global demand.

The plan’s target figures aim for 4000 more jobs and an extra \$900 million in economic output compared to average projections for Geraldton in 2036. Planned infrastructure improvements include moving the city’s power underground, improving the CBD street network to manage traffic and improved “non-car transport modes” — which includes better cycle paths and bus systems.

China is pinned as the key to future investments, but the document also calls for businesses to keep “scanning for new opportunities”.

Growth strategies also include revitalising the city centre as “an active destination embracing Geraldton’s nautical history and assets”