

2024 - 2028 STRATEGIC PLAN

WA's Lifestyle Region: Where Everything Connects

Bunbury Geographe is a diverse, creative, vibrant and connected region, internationally recognised for its quality of life and environmental sustainability; “a good place to do business”.

VISION MISSION	VISION			MISSION	
	To be the peak economic advocacy voice in the region and facilitate growth in the Bunbury Geographe economy through a collaborative and strategic public – private alliance			To promote and facilitate economic development and support lifestyle and liveability throughout the Bunbury Geographe region.	
CORE ROLE	ENGAGE	IDENTIFY	ADVOCATE	MOBILISE	
	We engage together with our members, partners, all tiers of government and key stakeholders to ensure economic development opportunities are maximised to a successful outcome.	We identify and attract strategic opportunities internally and externally for the Bunbury Geographe Region's businesses and industry, to realise its full potential by facilitating active collaboration and positive cooperation.	We are a strong unified voice through a public-private alliance for economic development and regional recognition on behalf of the Bunbury Geographe Region. We actively participate in core economic development activities and initiatives to enhance regional infrastructure and lifestyle. We inform and influence all tiers of government to achieve successful economic outcomes in key priority areas.	We mobilise the necessary resources and information to achieve sustainable strategic development results. We facilitate and promote economic development activities and priorities in collaboration with key stakeholders to encourage investment, funding, business growth and regional confidence.	
PRIORITIES	1 ADVOCATE FOR REGIONAL INFRASTRUCTURE	2 MAKE BUNBURY GEOGRAPHE ATTRACTIVE TO BUSINESS AND INDUSTRY	3 SUPPORT HIGHER EDUCATION AND TRAINING	4 ENHANCE TRADE AND INVESTMENT FOR INDUSTRY MEMBERS AND OUR COMMUNITY	5 PROMOTE BUSINESS DEVELOPMENT
	1.1 Advocate for the implementation of the long-term growth strategy for Bunbury Port. 1.2 Advocate for a regional infrastructure plan to be developed in conjunction with the South West Development Commission. 1.3 Support SWALGA in coordinating investigations into a Regional waste solution.	2.1 Work with Department of Jobs, Tourism, Science and Innovation, South West Development Commission and Regional Development Australia SW on targeted initiatives to support industry attraction and expansion. 2.2 Identify and promote opportunities that remove barriers to attracting new business and industry. 2.3 Promote the attraction and facilitation of renewable energy projects in the region and support energy security in a measured transition. 2.4 Facilitate knowledge sharing of the energy transition, helping businesses understand their energy demands, security and sustainability.	3.1 Assist to build regional capacity for future jobs readiness in current and emerging markets such as technology, automation and artificial intelligence. 3.2 Deliver the International Students Project to market Bunbury Geographe as an international student destination based on a holistic model of 'Live, Study, Work and Play'. 3.3 Deliver the StudentConnect project. 3.4 Investigate and deliver outcomes for critical mass specialist training in conjunction with our members. 3.5 Support ECU SW and SRTAFE in strengthening connections with regional industries and building local education and training opportunities.	4.1 Assist members to connect with new trade and investment opportunities. 4.2 Foster relationships with foreign government agencies, trade Organizations and trade delegations to promote Bunbury Geographe as an attractive investment destination. 	5.1 Continue to build our membership base. 5.2 Encourage business and industry collaboration across the region through: - Facilitation of cooperative clusters - Provide networking and information sharing opportunities for our members
	BGEA LED/ CO-ORDINATED ACTIVITIES		BGEA SUPPORTED ACTIVITIES		