Shire of Murray

PEEL Development Commission

DWELLINGUP FUTURES ROADMAP
2021-2036
AND BEYOND

PART II – IMPLEMENTATION PATHWAY

DWELLINGUP
where trails meet

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1. INTRODUCTION

The final (fifth) goal set by the Community Stakeholder Working Group as part of the Dwellingup Futures Roadmap visioning process is:

"The community, government and industry cooperatively work together to achieve the goals of the Dwellingup Futures Roadmap."

The implementation pathway outlined in this report describes how this goal will be realised.

Figure 1 outlines the potential pathway that Part II of the Roadmap seeks to support, and describes a process that assumes:

- The Shire of Murray and Peel Development Commission will be the key coordinating bodies through which the programs identified through this pathway are delivered; and

- The Shire of Murray will be supported through the formalisation of Dwellingup Futures governance structures including:

  - The establishment of a fit-for-purpose governance structure (chaired by the Shire of Murray) that advocates for and represents the community's vision and strategic goals into the future; and
  - Continuation engagement with Technical Advisory Committee (TAC) members on an as-needs basis to provide domain expertise that supports initiatives and provides linkages into networks required to address identified strategic challenges.

Figure 1 – Proposed Dwellingup Futures Roadmap Implementation Pathway Process

Identification of need

Finalisation of Dwellingup Futures Roadmap

Formalisation of delivery structures, roles and responsibilities

Project identification and scoping

Outcomes and impact tracking

Formation of Dwellingup Futures

Aligned vision and understanding of the scale of challenges

Confirmation of priority programs

Investment attraction
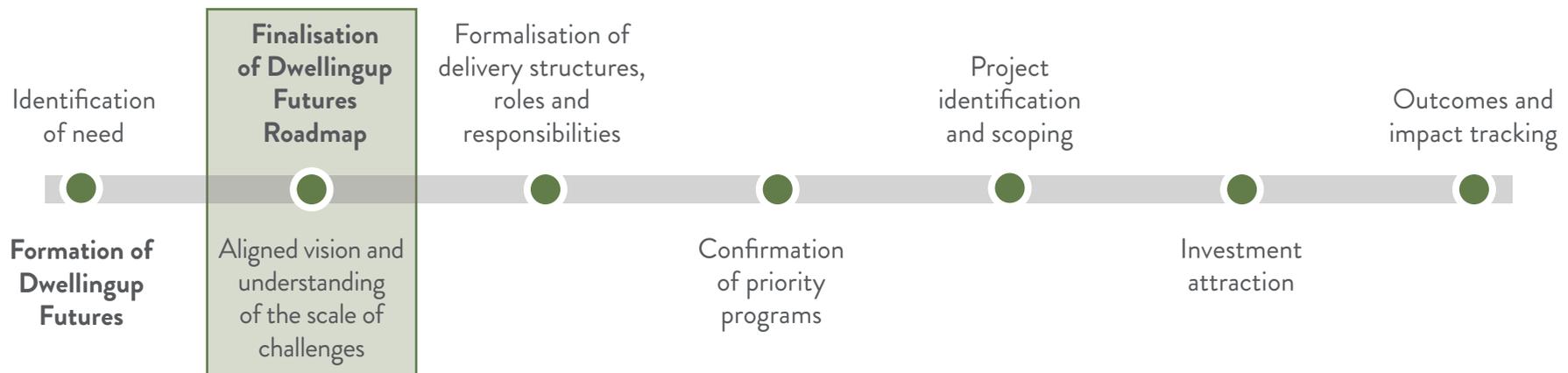
2. IMPLEMENTATION PRINCIPLES

The Dwellingup Futures Group will be guided in decision making and the assessment of any potential projects by the following four core principles, which seek to ensure maximum benefit for the Greater Dwellingup community and economy.

- **Alignment** – Programs and projects will align with the aspirations of Dwellingup Futures, as expressed through the Roadmap's vision and goals.

- **Community priority** - Programs and projects will align with community priorities including identified the Roadmap's vision, goals and strategic priorities.

- **Deliverability** - Programs and projects will be practical, and achievable.

- **Momentum** – Programs and projects will mutually support each other to support realisation of the Roadmap's vision and goals.

3. DWELLINGUP'S PRIORITY PROGRAMS

The following key priority programs have been identified as critical to the realisation of the aspirations identified in the Roadmap.

Program 1: People and place.
Program 2: Enterprise and economy.
Program 3: Environment, arts, culture, and heritage.

PROGRAM 1: PEOPLE AND PLACE

PROGRAM 2: ENTERPRISE AND ECONOMY

PROGRAM 3: ENVIRONMENT, ARTS, CULTURE AND HERITAGE
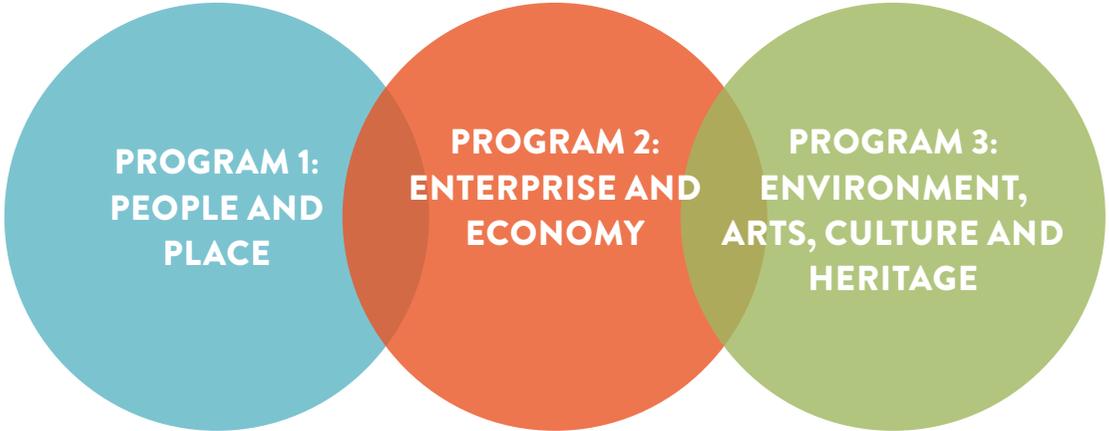
1. PEOPLE AND PLACE

Key action areas, goals and outcomes that will contribute to developing people and place.

PROGRAM	ACTION AREA	INTENT
PEOPLE AND PLACE	MASTERPLANNING	Develop a shared understanding of the spatial characteristics, opportunities, constraints of Dwellingup and surrounds to ensure that future growth and investment can be accommodated in a manner that aligns to the Roadmap's goals, and that protects and enhances the character of Greater Dwellingup.
	SERVICING GROWTH	Ensure that infrastructure services are fit-for purpose for the growth and evolution of Greater Dwellingup.
	WHOLE-OF-LIFE-SERVICES	Ensure that there are the required local services to retain and attract a diverse resident population to live a high- quality life in Greater Dwellingup.

2. ENTERPRISE AND ECONOMY

Key action areas, goals and outcomes that will contribute to developing a resilient and prosperous economy.

PROGRAM	ACTION AREA	INTENT
ENTERPRISE AND ECONOMY	PROTECT AND ENHANCE KEY ECONOMIC ASSETS	Strengthen connections between activities happening in and around Greater Dwellingup, and local enterprises and employees.
	CELEBRATE THE TOWN CENTRE	Enhance the sense of place and commercial vibrance of Greater Dwellingup's commercial heart.
	EXPANDING TOURISM SERVICES	Strengthen the value proposition for tourism visitors to stay in Greater Dwellingup and invest in one more experience, one more meal, one more artwork and/or one more night.
	CONTINUE TO BUILD DWELLINGUP'S TOURISM IDENTITY	Leverage collective activities to build greater awareness of Dwellingup in local, regional, state, national and international tourism marketplaces.
	LEVERAGE NRM CAPABILITIES	Build stronger linkages between existing and emerging markets and the history, knowledge and assets of Greater Dwellingup's natural resource management capability.
	MANAGING INDUSTRY CONFLICTS	Proactively identify and resolve challenges associated with conflicting commercial activities that create negative externalities and/or risk to enterprise.
	ENTERPRISE ATTRACTION, DEVELOPMENT AND SUPPORT	Develop the value proposition of Greater Dwellingup as a place to establish and grow a business.

3. ENVIRONMENT, ARTS, CULTURE AND HERITAGE

Key action areas, goals and outcomes that will contribute to fostering environment, arts, culture and heritage.

PROGRAM	ACTION AREA	INTENT
ENVIRONMENT, HERITAGE AND CULTURE	PROTECT VULNERABLE NATURAL HERITAGE	Identify, understand, and protect vulnerable natural heritage from human impacts resulting from local activities, and broader human induced changes to the climate.
	CELEBRATE AND LEVERAGE DWELLINGUP'S HERITAGE	Foster a greater shared understanding of Greater Dwellingup's Indigenous and Western heritage.
	FOSTER ARTS AND CULTURE	Continue to develop Greater Dwellingup's burgeoning culture and arts sector as a key driver for local amenity, visitation, and local expenditure capture.

4. DWELLINGUP FUTURES IMPLEMENTATION ADVISORY COMMITTEE

A key outcome of the Dwellingup Futures Roadmap process is the establishment of the Dwellingup Futures Implementation Advisory Committee (DFIAC). This committee's mandate will be to:

- Advocate for and represent the community's vision and strategic goals into the future;
- Contribute to planning and statutory processes (for example, the EPA process), referencing the Roadmap as an indication of the community's aspirations and concerns; and
- Support the identification of opportunities between industry, the Dwellingup environment, and the Dwellingup community that align with the Dwellingup Futures vision.

The Implementation Advisory Committee will be chaired by the Shire of Murray with a membership comprising of local community groups, local Traditional Owners, local business representatives, and local industry representatives.

In the action plan on the following pages, the Implementation Advisory Committee will be referred to by its acronym: **DFIAC.**

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                          │        Chair        │
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│  Community Compact   │  │                     │  │ Local business and   │
│ (including Dwellingup│──│ Local Traditional   │──│      industry        │
│   Protection Group)  │  │       Owners        │  │   representatives    │
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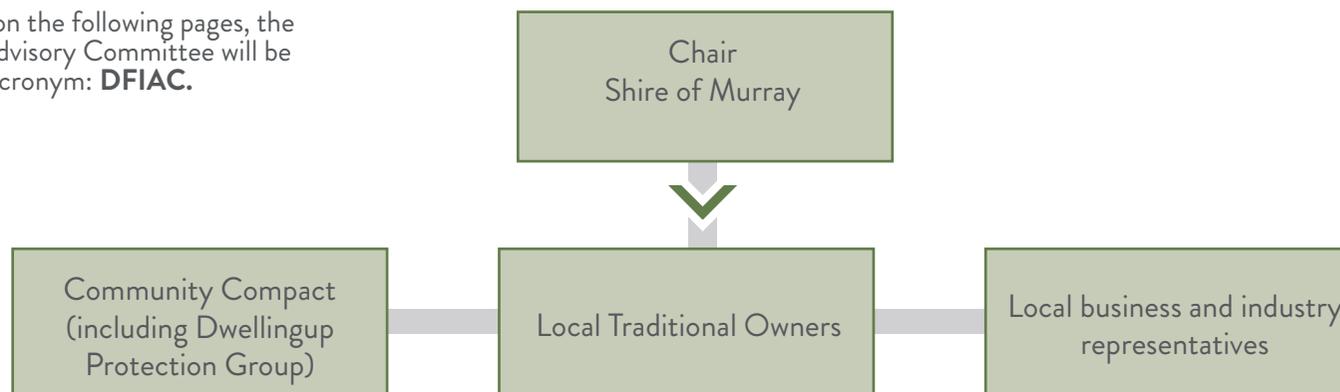
5. PROJECT RESOURCING

Potential resourcing has been categorised for each program element considered in the Action Plan. Sources of the financial support required for each project have been classified into one of the following categories:

- Existing Shire of Murray activities;
- Existing State Government agency activities;
- Local business and community capital; [1]
- Resource industry community development funds;
- State and federal government community development funds; [2]
- State and federal government industry development funds; [3]
- State and federal infrastructure funds; and
- Private capital markets.

Whilst elements of many of the proposed projects fall into the core business of the Shire of Murray and State agencies, the Dwellingup Futures Roadmap represents an opportunity to leverage these activities to attract substantial investment from other public and private capital markets.

[1] Lotterywest ongoing and COVID-19 relief grants.
[2] Federal Government Building Better Regions Funds.
[3] Federal Entrepreneur Grants, State REDS and Regional New Innovation Fund, Innovation Vouchers, Federal Government Entrepreneurs Programme Growth Grants.

6. ROADMAP ACTION PLAN

1. PEOPLE AND PLACE – DETAILED ACTION PLAN

KEY ELEMENT	PROJECT	DESCRIPTION/ELEMENTS	KEY PERFORMANCE INDICATOR	TIMEFRAME	POTENTIAL PARTNERS	RESOURCING
MASTERPLANNING	Develop Dwellingup Precinct Structure Plan.	Review the Dwellingup Structure Plan and update as a Precinct Structure Plan to ensure the vision, goals, and recommendations of Dwellingup Futures are considered and addressed.	All	Underway	Shire of Murray, DPLH / WAPC, Dwellingup Futures Implementation Advisory Committee (DFIAC)	Existing Shire of Murray activities
	Design guidelines that support the retention of Dwellingup's small-town charm.	Develop design guidelines for future residential and commercial development, reflecting the Dwellingup community's stated desire for small-town charm to be retained.	1.4, 2.2	Underway	Shire of Murray, DPLH / WAPC	Existing Shire of Murray activities
SERVICING GROWTH	Understand and clarify bushfire parameters for future growth.	Utilise the Dwellingup Precinct Structure Plan review to consider the implications of the Roadmap, and identify potential solutions to contemporary bushfire rules/regulations that may limit Dwellingup's ability to accommodate target populations, visitors, and industries.	1.1, 1.4, 2.2, 2.3, 3.1, 3.2, 5.1	Underway	Shire of Murray, DPLH / WAPC, DBCA, DFIAC	Existing Shire of Murray activities
	Develop residential housing to service target population growth.	Utilise the Dwellingup Structure Plan review and Activity Centre Plan to identify opportunities for development of new residential housing supply appropriate for attraction of an additional 200 families to Dwellingup.	1.1, 1.4	4 - 10 years	Shire of Murray, DPLH / WAPC	Existing Shire of Murray activities
	Build capacity for mixed-business industry.	Utilise the Dwellingup Precinct Structure Plan project to identify and de risk development of a preferred location for a mixed business precinct that contains a minimum of 570m² NLA of total additional or re-zoned mixed business floorspace.	2.2	Underway	Shire of Murray, DPLH / WAPC	Existing Shire of Murray activities
	Marrinup Golf Course/Carriage Club Utilisation Plan	Work with the Dwellingup Carriage Club to support realisation of the old Dwellingup Golf Course as a dedicated events facility that may include dedicated events infrastructure, short-stay accommodation, and expanded trails infrastructure. Key issues to resolve include certainty of tenure for the Carriage Club, certainty over future mining impacts in proximity to the asset and adequacy of services such as power, water and wastewater.	2.2, 2.3, 4.1	4-10 years	Dwellingup Carriage Club, DBCA, Shire of Murray, recreation stakeholders and event organisers	Resource industry community development funds
	Review requirements on casual short-stay accommodation.	Review the need / desirability of local planning, limiting the ability of residential housing rentals in Dwellingup to be utilised for casual short-stay accommodation.	1.4	1 – 3 years	Shire of Murray	Existing Shire of Murray activities
	Prioritise infrastructure planning, advocacy and business case development.	Utilise the Dwellingup Structure Plan and Activity Centre Plan to assess and quantify the required potable water, wastewater, energy, and telecommunications infrastructure required to service 242 additional dwellings for residents, at least 15 additional businesses and at least 42,000 annual additional overnight visitors.	1.1, 1.4, 3.3	Underway	Shire of Murray, Infrastructure Agencies, InfrastructureWA, DFIAC	Existing Shire of Murray activities
WHOLE-OF-LIFE-SERVICES	Complete recreation precinct.	Complete the vision and delivery of ana dedicated all-ages recreation precinct for Dwellingup residents and visitors.	2.3, 3.1	Underway	Shire of Murray	Existing Shire of Murray activities

2. ENTERPRISE AND ECONOMY – DETAILED ACTION PLAN

KEY ELEMENT	PROJECT	DESCRIPTION/ELEMENTS	KEY PERFORMANCE INDICATOR	TIMEFRAME	POTENTIAL PARTNERS	PRIMARY RESOURCING SOURCE
PROTECT AND ENHANCE KEY ECONOMIC ASSETS	Utilise the Dwellingup Futures Implementation Advisory Committee (DFIAC) to negotiate an agreed management plan over key strategic economic assets.	Utilise the DFIAC, to negotiate a management plan over key economic assets identified in the Roadmap that potentially warrant dedicated planning, investment and protection from future mining activities. These assets include but are not limited to: Major mountain biking and hiking trails; Major DBCA camping assets; High quality agricultural lands with strong potential for tourism and differentiated food-related development; Areas with potential for dedicated short-stay accommodation development; and Major education camps and assets.	2.1, 2.2, 2.3, 3.1, 3.2, 4.1, 5.1	1 – 3 years	DFIAC	DFIAC activities
CELEBRATE THE TOWN CENTRE	Enhance commercial precinct in Dwellingup Town Centre.	Utilise wayfinding techniques and principles to provide visitors with a strong sense of arrival within the Dwellingup Town Centre (e.g. signage, painted/ coloured asphalt).	2.2, 2.3, 2.4, 2.5, 5.1	1 – 3 years	Shire of Murray, DFIAC	New Shire of Murray activities
	Activate commercial precinct lane ways within the Dwellingup Town Centre.	Utilise Dwellingup Activity Centre plan to identify opportunities to activate lane ways within a designated commercial precinct.	2.2, 2.3, 2.4, 2.5, 5.1	4 - 10 years	Shire of Murray, Consultant planner	New Shire of Murray activities
EXPANDING TOURISM SERVICES	Identify opportunities for dedicated short-stay accommodation developments in and around Dwellingup to deliver up to an estimated additional 115 overnight visitors.	Utilise Dwellingup Activity Centre plan to identify and de-risk opportunities to develop dedicated short-stay accommodation that does not compete with housing/rental markets within Dwellingup. Consideration should include: Expansion of offer at the Forrest Heritage Centre; Provision of offer at Dwellingup Carriage Club; Provision of offer at Icy Creek; Re purposing of degraded rehabilitation areas; and Allowance of complementary accommodation offer on agricultural tourism assets.	2.3, 3.1, 4.1	1 – 3 years	Shire of Murray, DPLH / WAPC, DBCA, Consultant planner, DFIAC	New Shire of Murray activities
	Pinjarra/Mandurah/ Dwellingup tourist shuttle.	Promote and actively support the Pinjarra/ Mandurah/ Dwellingup shuttle currently being piloted by commercial operator.	2.3	Underway	Shire of Murray, Commercial operators	Local business and community investment
	Dwellingup Gap Trails Project	Implement the Dwellingup Gap Trails Project that facilitates stronger linkages between major trail heads and Dwellingup Town, and ensures the completion of a number of visitor and community oriented recreation and tourism assets. Refer to WA Labour Plan for Murray.	2.3, 3.1, 4.1	1 – 3 years	Shire of Murray, Peel Development Commission, DBCA, DFIAC, DPIRD	DFIAC activities
	Camping/campsite servicing.	Promote opportunities for enterprises to support existing and growing camping markets with campsite services including gear hire, food delivery, etc.	2.3, 3.1, 4.1	1 – 3 years	Shire of Murray, Peel Development Commission, DBCA, Local commercial operators	Local business and community investment

KEY ELEMENT	PROJECT	DESCRIPTION/ELEMENTS	KEY PERFORMANCE INDICATOR	TIMEFRAME	POTENTIAL PARTNERS	PRIMARY RESOURCING SOURCE
CONTINUE TO BUILD DWELLINGUP'S TOURISM IDENTITY	Achieve accreditation of Dwellingup as an International Trails Town.	Leverage continued trail development (as advocated for in Gap Project), as the basis for recognition and promotion of Dwellingup as a recognised International Trail Town.	2.3, 2.4, 3.1, 3.2, 4.1	4 - 10 years	Shire of Murray, Peel Development Commission, DBCA, Tourism WA	Dwellingup Futures Group activities
	Support collective branding and promotion.	Support development of a local tourism industry collective that can take ownership of future branding, promotion and booking services.	2.3, 2.4, 3.1, 3.2, 4.1	4 – 10 years	Shire of Murray, DBCA, DFIAC	Local business and community investment
	Develop and contribute to a systemic approach to researching and planning for post-mine/forestry futures.	Seek to consult on mine closure plans with the State to utilise current investment in, and support for, the Cooperative Research Centre in post-mine futures (CRC-TIME) to develop a systemic approach to targeted data collection, benchmarking, analysis and planning for post mine/ Forestry futures.	3.1, 3.2, 5.1	4 – 10 years	DFIAC, Shire of Murray, Peel Development Commission, DBCA, JTSI	DFIAC activities
ENTERPRISE ATTRACTION, DEVELOPMENT AND SUPPORT	Encourage dedicated 'pop-up' infrastructure in the town centre.	Support SMEs to trial new businesses during peak times through encouragement of 'pop up' offerings that do not detract from existing operations.	2.2, 2.3, 4.1	4 – 10 years	Shire of Murray, DFIAC	New Shire of Murray activities
	Support Indigenous businesses.	Work to support the development and growth of targeted Bindjareb Noongar enterprises operating in Dwellingup through targeted enterprise support and linkages into local, state, national and private entrepreneur support initiatives.	2.3, 4.1	1 – 3 years	Shire of Murray, Peel Development Commission, Alcoa Australia	Existing Shire of Murray activities
	Support Hotham Valley Rail.	Work with Hotham Valley Rail to support continuation of the enhancement of branding, communications and products, and to advocate for investment in key infrastructure focusing on the linkage between Pinjarra and Dwellingup and platform realignment and upgrades.	2.3, 4.1	1 – 3 years	Shire of Murray, Peel Development Commission	Existing Shire of Murray activities
	WA Food Innovation Fund.	Utilise Regional food innovation support initiatives to provide local projects with opportunities to identify and de-risk high growth activities.	2.1, 2.2, 2.3, 4.1,	4 – 10 years	Shire of Murray, Peel Development Commission, DPIRD, local producers	Existing Shire of Murray activities
INVESTMENT ATTRACTION	Develop Dwellingup-oriented investment pitches for State and Federal Government investment in projects that support the realisation of the Dwellingup Futures vision and goals.	Work to profile, prioritise and collectively advocate for investment key Dwellingup priority projects that may include but not be limited to:	All	4 - 10 years	DFIAC, Shire of Murray, Peel Development Commission	DFIAC activities
		Utilisation of crown reserves for short stay accommodation solutions (potential to be investigated in Precinct Structure Plan);				
		Upgrading of enabling service infrastructure to requirements as identified in the Precinct Structure Plan.;				
		Investment in targeted social infrastructure and services to requirements as identified in the Precinct Structure Plan and other activities;				
		Utilisation of under-utilised community assets (e.g. old visitors centre); and				
		Development of key infrastructure that enhances the comparative value proposition of target industries.				
	Improve telecommunications	Identify ICT improvements across the Dwellingup area (eg, mobile phone coverage, Dwellingup townsite public wifi zone opened on days to coincide with events), develop business case for upgrades, lock in funding pathways and delivery schedules.	1.1, 2.3, 4.1	1 – 3 years	Shire of Murray, Peel Development Commission	Shire of Murray activities

3. ENVIRONMENT, ARTS, CULTURE AND HERITAGE – DETAILED ACTION PLAN

KEY ELEMENT	PROJECT	DESCRIPTION/ELEMENTS	KEY PERFORMANCE INDICATOR	TIMEFRAME	POTENTIAL PARTNERS	PRIMARY RESOURCING SOURCE
PROTECT VULNERABLE NATURAL HERITAGE	Pursue determination of DPG's public nomination of Old Growth Forest.	Pursue efficient determination of the Dwellingup Protection Group's application for classification of old growth Forest within their nominated 'Murray Basin Protected Zone' to provide further clarity on the potential ecological values of this parcel.	3.1, 3.2, 4.1, 5.1	Underway	DFIAC	DFIAC activities
	Utilise the proposed fit-for-purpose Governance Structure to arrive at a shared position on the environmental heritage assets contained within and adjacent to DDF #4 and #5.	Utilise the proposed Governance Structure to capture insights from ongoing Alcoa EPA and pre-approval processes, Dwellingup Protection Group knowledge base and activities, DBCA knowledge and activities, and further research to support Dwellingup Futures SWG to inform a shared understanding of the environmental heritage characteristics and potential trade-offs between mining and natural heritage retention in relation to: Dwellingup Protection Group's proposed Dwellingup Discovery Forest #4 (Drinking Water Protection Zone) and #5 (Murray Basin Wilderness Zone);and Potential impacts on adjacent areas including DDF # 3 (Wildfire Protection Zone), #6 (Timber Towns Heritage Zone), and private residences.	3.1, 3.2, 4.1, 5.1	1 – 3 years	DFIAC	DFIAC activities
	Monitor impacts of climate change on Forest.	Advocate for expanded resourcing to adequately monitor, evaluate, intervene and mitigate against impacts of climate change on northern Jarrah Forest ecosystems.	4.1, 5.1	4 - 10 years	DFIAC	Existing State Government agency activities
CELEBRATE AND LEVERAGE DWELLINGUP'S HERITAGE	Expand Indigenous culture and heritage celebration and interpretation.	Work with local traditional owners and Indigenous owned enterprises to expand local interpretation services and products for tourism and education markets. Consideration may include but not be limited to: Support for development of a dedicated bush tucker trail; and Interpretation of the cultural significance of key sites and places.	2.3, 2.4, 2.5, 4.1	4 - 10 years	Traditional Owners, local Indigenous entrepreneurs, DBCA, Shire of Murray	Local business and community investment
	Envisage future of mills and interpretation of sites.	Work with Forest Products Commission on community support programs to support the community's aspirations around preserving forest heritage.	2.3, 2.4, 2.5, 4.1	4 - 10 years	Forest Products Commission, Shire of Murray, DFIAC	New State Government agency activities
	Expand education programs through the Forest Discovery Centre.	Support the utilisation of existing assets at the Forest Discovery Centre to expand local experiential education offerings to students in relation to interpretation of the natural environment, Indigenous heritage, and Western heritage.	1.3, 4.1	4 – 10 years	Forest Discovery Centre, Shire of Murray DBCA, Local service providers, Traditional Owners	Local business and community investment
	Leverage Icy Creek asset for environmental interpretation as a complement to adventure tourism offer.	Revamp the mothballed Icy Creek education asset to provide interpretation opportunities for student utilising private school camps, Nanga Bush Camp and potential campsite facilities at Icy Creek.	2.3, 4.1	4 – 10 years	DBCA, potential commercial/community operators	Local business and community investment
FOSTER ARTS AND CULTURE	Dwellingup Arts Trail.	Support the development of a dedicated culture and arts trail through greater Dwellingup that celebrates the creativity and innovation of Dwellingup residents and enterprises.	2.3, 2.4, 2.5, 4.1	1 - 3 years	Shire of Murray, Local creative enter-prises, DFIAC	New Shire of Murray activities
	Artist in residence program.	Provide continued support for artist in residence programs within local galleries to attract State, National and Internationally significant artists to celebrate the natural heritage of Dwellingup and engage with the Dwellingup creative community.	2.3, 2.4, 2.5, 4.1	4 - 10 years	Shire of Murray, Local creative enter-prises, DFIAC	New Shire of Murray activities

FUTURE FOCUS: POTENTIAL ACTIONS

KEY ELEMENT	PROJECT	DESCRIPTION/ELEMENTS
FOSTER ARTS AND CULTURE	Dwellingup Arts Hub.	Build on existing and developing arts projects and collectives to establish a Dwellingup Arts Hub that supports and connects local and regional artists and provides space for art creation, showcasing and events.

KEY ELEMENT	PROJECT	DESCRIPTION/ELEMENTS
EXPANDING TOURISM SERVICES	Trail rider/hiker shuttles.	Facilitate local development and expansion of trail shuttle services between Dwellingup and trail heads.
CONTINUE TO BUILD DWELLINGUP'S IDENTITY	Advocate for regional NRM R&D infrastructure.	Advocate for regional NRM R&D infrastructure. Work collectively to build the case for Dwellingup to be a centre of excellence in the management of vulnerable ecosystems in a changing climate, bushfire management and threat mitigation, and mine site rehabilitation.
	Consideration of alternative uses for degraded rehabilitation areas.	In line with Alcoa Australia's rehabilitation standards and obligations, advocate for highest and best uses for degraded rehabilitation areas with consideration for uses in line with Dwellingup Future's vision including but not limited to corrective rehabilitation, active recreation, short stay accommodation, and production of bush foods / bush tucker products and experiences.
ENTERPRISE ATTRACTION, DEVELOPMENT AND SUPPORT	Business capability support.	Provide ongoing support to new SMEs to undertake the strategic and operational planning required to be successful in Dwellingup.
	E-commerce.	Work to support existing Dwellingup SMEs to build a professional and effective online presence that facilitates e-commerce and promotes Dwellingup.
	Identify and support new entrepreneurs.	Actively identify, encourage, inspire and support new entrepreneurs seeking to realise their ambitions in Dwellingup. This must include recognition of the failure rate of first-time enterprises and encouragement to persist and iterate with business ideas.
	Implement local procurement strategy - industry and government.	Promote, educate and encourage the utilisation of the local and regional procurement policies of the Shire of Murray, Western Australian State Government and Alcoa to local Dwellingup enterprises.
	Business capability support.	Provide ongoing support to new SMEs to undertake the strategic and operational planning required to be successful in Dwellingup.
	Provide support for public liability insurance for enterprises impacted by changes in bushfire risk assessment.	Actively engage with key SME's and community organisations to understand their changing insurance risk profiles, and availability of key insurances (including public liability insurance). Where issues exist, work with parties such as DBCA (who may act as landlords for assets) to identify potential solutions.
INVESTMENT ATTRACTION	Support the "Invest Peel" chaperone service.	Actively identify and promote linkages between active investors or capital providers and Dwellingup investment opportunities.
	De-risk development of boutique agriculture products.	Ensure that statutory processes do not unduly hinder development of tourism/ produce/ value added products that utilise and enhance existing agriculture assets.

KEY ELEMENT	PROJECT	DESCRIPTION/ELEMENTS
SERVICING GROWTH	Dwellingup Airport Utilisation Plan.	Engage with regional activities, in particular those based out of Peel Business Park, Murrayfield Airpark and Bushfire Centre of Excellence to capture local opportunities for Dwellingup airfield. Promote day-trip services to Dwellingup via light plane/helicopter services to service operators, including upgrading of Banksiadale Road for improved access into town. Liaise with emergency services to ensure sufficient infrastructure is in place to enable medevac/evacuations under a range of plausible emergency scenarios. Note: DBCA asset maintained by DCBA for it's fire management and aerial baiting requirements, it's currently only maintained to a standard suitable for these operations and not public use. Maintenance and liability are the key issues that require resolution before broader use of the airstrip.
	Marrinup Nursery Utilisation Plan.	Alcoa and potential proponents to develop a utilisation plan for Marrinup that supports the vision and goals of the Roadmap. This may include light-industrial services, BRM extraction for local and regional development, and/or short-stay accommodation services. Alcoa Australia note that any use of the Nursery is currently subject to short term use.
WHOLE-OF-LIFE-SERVICES	Facilitate ageing in place services.	Actively track the availability of home and community care services available to the growing cohort of ageing residents in Dwellingup. With estimated demand for Home and Community Care (HACC) services to support up to 6 households by 2036, plan for advocacy for the provision of suitable aged care provision models.
	Develop healthcare precinct (GP and allied health).	Utilise the Dwellingup Activity Centre Plan to identify a preferred location to accommodate a current need for 1 health care service consulting room to accommodate, with the capacity to grow to 2 health care service consulting rooms in the future.