



GREAT SOUTHERN DEVELOPMENT COMMISSION

Albany

OFFICE: 110 Serpentine Road, Albany, WA
POST: PO Box 280, ALBANY WA 6331
PHONE: (08) 9842 4888 [International: +61 8 9842 4888]
FAX: (08) 9842 4828

Katanning

OFFICE: 10 Dore Street, Katanning, WA
POST: PO Box 729, KATANNING WA 6317
PHONE: (08) 9821 3211
FAX: (08) 9821 3334

EMAIL: gfdc@gfdc.wa.gov.au

www.gfdc.wa.gov.au

**STRATEGIC DIRECTIONS
2014-2020**

Building partnerships for regional prosperity



GSDC STRATEGIC DIRECTIONS 2014-2020

OUR VISION

The Great Southern is recognised internationally as a natural choice for opportunity and lifestyle

OUR MISSION

- Respect and enhance the region's environment and heritage assets.
- Grow and diversify the region's economy through enhanced engagement with existing and emerging markets.
- Improve and maintain essential infrastructure and services.
- Encourage knowledge and innovation that benefits the region.
- Build strong communities.

OUR ROLE

We coordinate and support endeavours that build an integrated regional economy and foster regional growth by working collaboratively with the public, private and not for profit sectors.

OUR CORE FUNCTIONS

- Undertaking regional planning and, where appropriate, projects in partnership with relevant agencies and stakeholders, in alignment with the State Government's overarching planning framework, to create sustainable regional growth;
- Researching and advising State Government on the key drivers of the regional economy;
- Providing an effective link to government on key issues and policies that impact on the region;
- Ensuring local, regional and state priorities are communicated consistently among stakeholders;
- Identifying and coordinating evidence based planning for strategic priority projects; and
- Efficiently managing our resources.

OUR GUIDING PRINCIPLES

- Lead with integrity and professionalism
- Maintain a region-wide focus
- Be strategic and effective
- Build strong partnerships
- Exercise consistent advocacy

Goals	ECONOMIC GROWTH & DIVERSIFICATION	ESSENTIAL INFRASTRUCTURE & SERVICES	COMMUNITY & ENVIRONMENT	KNOWLEDGE & INNOVATION
Aims	Advance the growth and diversification of the economy and the attraction and retention of industry.	Support coordinated approaches to the development of capital infrastructure and investment in associated services.	Develop the community and environmental assets and capacities that make the region a preferred place to live, work, visit and invest.	Attract and foster the knowledge and innovation sector to build on the region's comparative advantages.
Activities	<ul style="list-style-type: none"> Attract investment to existing growth sectors and new industries which have the scope to strengthen and diversify the economy Promote the sectoral comparative advantages of the region and, with industry, support viable export initiatives. Plan for the transition to a digital based economy Support the endeavours of industry to adapt to changing economic conditions. 	<ul style="list-style-type: none"> Partner with relevant public and private sector agencies to plan for, and facilitate investment in, strategic infrastructure and allied services including, but not limited to <ul style="list-style-type: none"> Transport Power Water Energy Telecommunications Industrial Land assembly Support the development of capital and operational infrastructure that will enhance training and educational opportunities across the region and improve workforce capacity. 	<ul style="list-style-type: none"> Encourage initiatives that expand the region's natural and cultural product. Promote the competitive advantage that the region enjoys through its natural and cultural assets. Support leadership in rural communities to increase local capacity and resources. Encourage initiatives that attract and retain people and services. Facilitate liveability in the region through enhancement of social infrastructure and service provision. Encourage and recognise best practice in the management of the region's natural resources. 	<ul style="list-style-type: none"> Support the development of infrastructure and capacity in the knowledge and innovation sector. Encourage initiatives that expand regional, national and international networks for information exchange and collaboration. Support the development of a diverse range of products in the knowledge and innovation sector, with small to medium enterprises. Foster the export of knowledge and innovation related goods and services. Promote technology, creativity and innovation.
Outcomes	The region has a strong, diverse economic base that is able to rapidly respond to regional, national and export market opportunities.	The region has sufficient infrastructure capable of meeting the needs of the regional community and its enterprises.	The region is a preferred lifestyle, employment, investment and tourism destination.	The knowledge and innovation sector is internationally recognised and makes a growing contribution to the region.