

Outcomes explained

2. ECONOMY

ASPIRATION

A healthy thriving and resilient economy that provides opportunities for all whilst protecting the environment and enhancing our social and cultural fabric

OUR UNDERLYING PRINCIPLE

By supporting and creating business opportunities, we retain and attract talent making it a great place to live, work, play, study and invest.



2.1 Local business is empowered and supported

Greater Geraldton is a desirable place to do business (small, medium, or large) and attract businesses and/or retain businesses already trading in the area. Equity, diverse local employment and entrepreneurship are important priorities in achieving this outcome. This means ensuring that the City reduces red tape, empowers businesses and community groups to show entrepreneurship and provides a resource for business education and marketing of the destination.

2.2 Efficient and accessible intrastate and interstate connectivity

Our community wants reliable, efficient and affordable access to air services that connect our community to services not available locally, increase visitation and help local business to grow.

2.3 The voice of the community is heard at regional, state and national forums

The City has an important role in advocating for the community's needs through partnerships with the private sector and all levels of government. This is essential to our economic growth and community's well-being.

2.4 A desirable place to live, work, play, study, invest and visit

Continue to promote Greater Geraldton to create business opportunities that retain and attract talent and drive visitation.

2.5 Our competitive advantages are built upon and our business success is celebrated

Focusing on what we are good at (our niche specialisations) enhances quality of life for all residents, improves social well-being and generates economic growth by attracting new businesses, residents and jobs to the area.

2.6 A diverse and globally recognised regional capital

We are a hotspot for producing safe fine food, providing marine services, have a rich maritime heritage and are an established international export hub for mineral and grain commodities.