

CITY OF MANDURAH SNAPSHOT



85,302 in 2018

120,000 in 2036



6.7% in 2019



4,581 in 2018



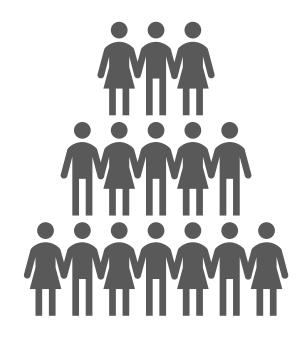
38,777 in 2019

ECONOMIC IMPACT OF COVID-19





Mandurah's GRP dropped 11.6%



2,057 Mandurah jobs lost (8%)

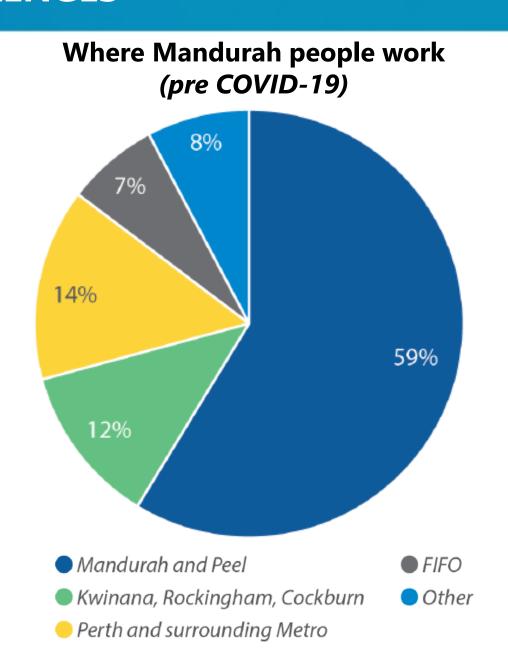
Another **1,543** on JobKeeper

Most in accommodation, food & retail

EXISTING CHALLENGES

Our challenges

- Welcoming more residents while also improving our socioeconomic status
- More jobs in Perth does not mean more jobs for Mandurah people
- Reliance on hospitality, tourism, retail and construction... we need to diversify our local economy



Historic economic recovery

- \$5 million fund creating jobs and putting money into the pockets of local businesses
- Plus \$4.48 million in concessions, rate relief, events and arts and culture activities
- **Economic taskforce** to provide expert advice and guidance
- Collaboration with local community, business and government leaders



Restart Mandurah Goals

- ✓Increase visitors & local spending
- √Support job creation
- ✓ Help local businesses to adjust business models
- ✓ Facilitate investment opportunities
- ✓ Advocate for long-term economic diversification
- ✓ Connect with education and training institutions



RESTART MANDURAH FUND - \$5 MILLION



\$2 million worth of construction projects accelerated

 Creating jobs and putting money in the pockets of local small and family run businesses who need it now



\$2.785 million

for other Restart Mandurah initiatives

- Business and community grants
- Business training, advice and support
- Events and activations that stimulate local spending



\$170,000 fee relief

 Waived inspection fees for food premises and annual licence fees for caravan parks and camping grounds

RATES, FEES AND CHARGES



Freeze on residential rates



Historic **5% decrease** on business rates



0% increase on fees and charges



Rates due date extended

Creating construction jobs for our local small business

- South Mandurah Football Club changeroom project -\$100,000
- Falcon Reserve project, Stage 2- \$200,000
- Shade sails over playgrounds \$200,000
- Bortolo Sump urban design works \$300,000
- Dawesville Channel SE Foreshore redevelopment \$200,000
- Madora Bay shade shelters \$60,000
- Mandurah Road upgrades \$150,000
- Madora Bay Beach improvements \$100,000
- Stage 2 upgrades to Peelwood Reserve changerooms -\$100,000
- Peel Community Kitchen relocation and improvements -\$100,000
- Bortolo Reserve toilets \$200,000
- Stingray Point footpath renewal \$135,000
- Waste Transfer Station road construction \$100.000



Economic Taskforce

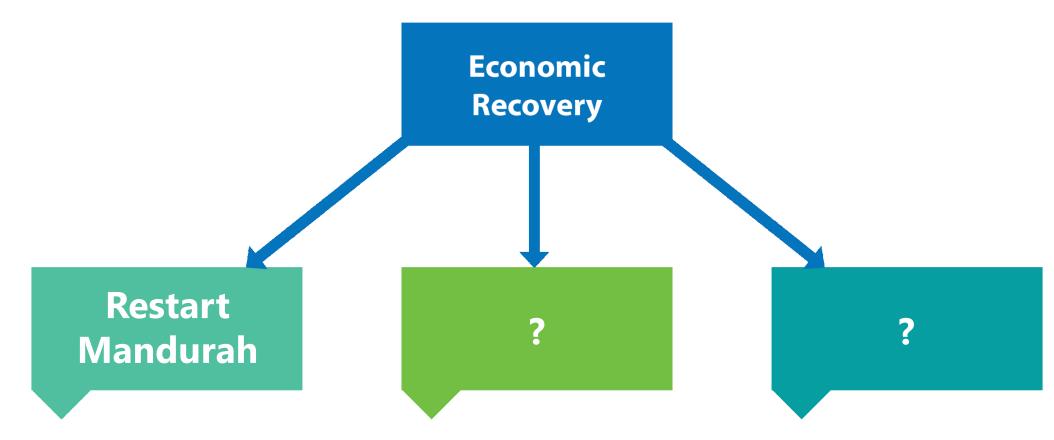
- Local experienced business and industry leaders providing independent expert guidance on Mandurah's economic agenda
- Short and long term focus
- Help shape and drive Mandurah's vision to diversify and strengthen our economy
- Leadership is about getting the brightest minds in the room and getting the best advice.



Working Together

- Coordination for maximum impact
 - Economic development and business leaders working to common goals
 - Community groups
 - Support and relief organisations
- Local members, State and Federal
 - Advocating in the best interests of Mandurah
 - Making accessible stimulus funding and grants
- Sharing experience and knowledge
 - Businesses and community sharing their





- Stimulus
- Taskforce
- Collaboration



The **challenges** presented by Covid-19

are the same challenges as before Covid-19, but

they're significantly enhanced.

THE BIGGER PICTURE

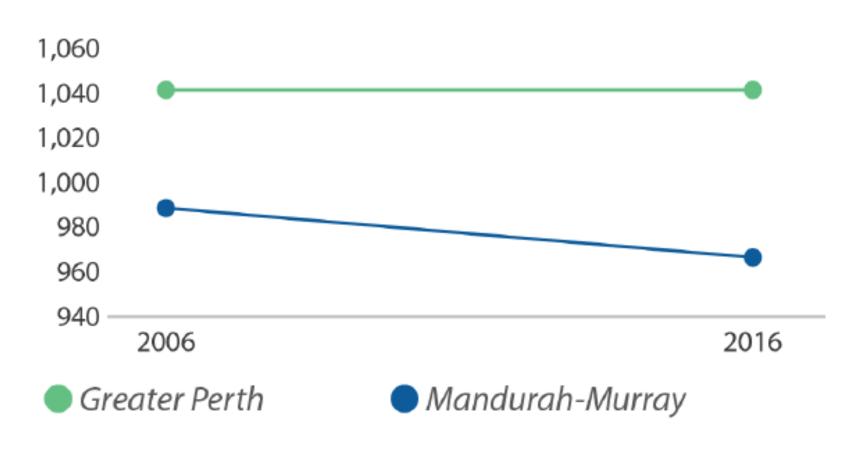
Economic diversification is key

- Mandurah is driven by a consumer economy
 - Too reliant on retail, hospitality, tourism and construction
 - Diversification is vital if we are to be more resilient to economic downturns
- We need:
 - innovative, diverse industries
 - to attract investment
 - local education pathways



COMMUNITY CHALLENGE

Socio-Economic Indexes for Areas (SEIFA) Disadvantage Index



What Matters to Mandurah



economic

Supporting and empowering local businesses

Creating local jobs and opportunities

Fostering innovation and creativity in enterprise

A diversity of employment, industries and enterprise

Giving consideration to the impact of industry on the environment







social

Engaging, enabling and promoting the youth

People feeling safe no matter where they are

Hearing and embracing all voices

Vibrant and welcoming places for all to share

Protecting the natural environment as we create shared spaces







health

A compassionate, interconnected wholeof health system

Technology and infrastructure that aids in better health

Readily available, highly accessible services and facilities

Appropriate support for an ageing population

An understanding of the importance of a protected natural environment in preventative health







environment

Nature having a voice at the table in all decisions

A beautiful, clean, and sustainable environment for all

Preserving and celebrating the waterways - our greatest asset

Protecting the natural environment for generations to come

Deep engagement and respect for the environment

TRANSFORM MANDURAH

Bold vision for our future

- State-of-the-art Waterfront redevelopment
- Significant City Centre redevelopment
 & creation of lively new Civic Square
- World class Yalgorup National Park eco-tourism



LOOKING TO OUR FUTURE

Starting soon

- State of the art waterfront redevelopment progressing - \$22 million
 - Activating our waterfronts, creating tourism opportunities and attracting further investment
 - Competition standard skate facilities and Nature Play park
 - Estuary Pool
- Smart Street Mall redevelopment
 - Upgrade and activate key retail precinct
 - Stimulate visitation and local spending



LOOKING TO OUR FUTURE

Australian Waterways Centre of Excellence and Civic SquareData array and water science infrastructure

- Monitoring and consolidating proprietary suite of waterways data
- Stimulating economic activity
- Attraction of related activities, agribusiness and technology related companies
- **Education pathways**

Civic Square

- Australian Centre for Waterways, inc interpretative centre for citizen science, tertiary institutes and co-located business
- Government agency
- Commercial and retail
- Civic square and pedestrian mall

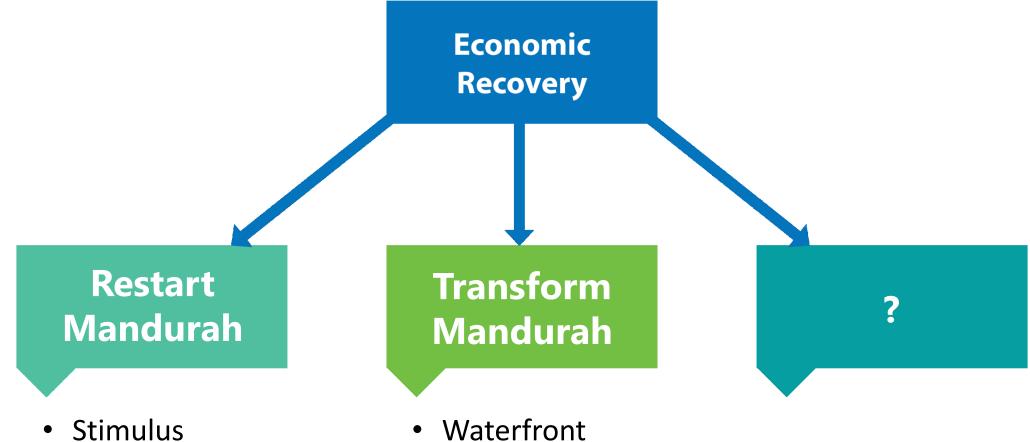


LOOKING TO OUR FUTURE

Peel-Yalgorup National Park

- Unlocking the tourism potential of one of the region's most unique and internationally important ecological systems
- Create commercial eco-tourism opportunities within the national park
- Suite of products, including trails and Aboriginal tourism experiences
- Creating environmentally sustainable tourism and related jobs





- Taskforce
- Collaboration

- Waterfront Redevelopment
- Civic Square
- Yalgorup **National Park**

A WHOLE OF COMMUNITY

- Buy local
 - Restaurants and cafes
 - Butchers, bakers and growers markets
 - Local services and trades
- Get involved
 - Sporting clubs
 - Residents associations
 - School P&Cs
- Volunteer
- Check in on your neighbours
- Be an advocate for this beautiful place



Economic Recovery

Restart Mandurah

- Stimulus
- Taskforce
- Collaboration

Transform Mandurah

- Waterfront Redevelopment
- Civic Square
- YalgorupNational Park

Whole of Community Effort

- Buy Local
- Get Involved
- Volunteer
- Advocate for Mandurah
- Be a good neighbour

Mandurah COVID-19 Plan

The City of Mandurah's COVID-19 response has been developed in line with WA's four-phase road map, based on the best health advice for WA and the National Cabinet principles. To find out more about what the city is doing, visit mandurah.wa.gov.au/covidplan and check out how you can help by visiting mandurahmatters.com.au/covid



PLAN MANDURAH **PHASE ONE** RESPONSE

2020

18 MAY

COMMENCING

RESTART MANDURAH

PHASETWC

Community Assistance

Community Support initiatives:

- Card

\$4.48M in Rates

& Fee Relief

- Emergency Support Services Information
- Schools and Family Support Guide



Support Network Coordination

Community Sector Support:

- · Emergency food relief distribution
- · New Community Sector newsletter
- Community Website
- New Sector Facebook Group

Business Support:

- New Economic Development Unit
- Business Support website
- Promotion of online training and support services

Talk to each other

- New community COVID Update e-newsletter initially sent to 23K residents
- · Fortnightly Mayoral meetings with stakeholder groups
- Mandurah Matters COVID Community Response Website
- Sharing inspirational community responses and stories

Economic Taskforce

& Business Support

 Sharing inspirational business responses and stories



City's Facility Operations

From Monday 18 May:

Falcon and Lakelands Library (limited services)

- click and collect service
- · access to computers for one hour
- Mandurah Library closed for building works until Tuesday 2 June

Customer Service Admin Building (limited services)

- · cashless transactions only
- · meetings with technical officers by appointment only

Mandurah Seniors and Community Centre (limited services)

· Hairdresser and Podiatry services by appointment

Sporting Grounds and Reserves (for training only)

- · available for sports training subject to guidelines
- · toilets and changerooms will remain closed

Leased City Facilities

· subject to government guidelines

Billy Dower Youth Centre (limited services)

walk-ins allowed between 1pm and 5pm

Public Toilets (limited number currently open)

· see website for details

From Wednesday 20 May:

Mandurah Aquatic and Recreation Centre (limited services)

- casual group fitness classes via online booking and payment only
- indoor 25m pool for adult lap swim/walk at set session times
- outdoor 50m pool closed for maintenance works with estimated reopening in July
- sports stadium available to sporting clubs for training only

Halls Head Recreation Centre (for clubs only)

· sports courts available to sporting clubs for training only

Phase 3 (to be advised):

Mandurah Community Museum, CASM and MPAC (closed) Playgrounds, skateparks and park equipment (closed)

• Over 15,000 Seniors Welfare Checks

- Over 65,000 Important Local Health Contacts
- Neighbour Support Cards

COVID \$5M **Restart Fund**

- 0 percent residential rate increase
- 5 percent business rate decreased
- · Some special area fee reductions
- 0 percent increase on fees and charges
- · Rates due date extended to November
- \$170K waived inspection fees for food premises and annual licence fees for caravan parks and camping grounds
- Sporting clubs and groups facility fees waived during closures



- tender for and generate local employment
- · Changes to procurement values to make it easier to award local business
- Supporting local businesses to adjust to the new rules and try to recover from the effects of the COVID-19 pandemic
- \$2 millon worth of construction jobs accelerated
- \$2.785 million for other Restart Mandurah initiatives



- Help local business to adjust business models
- Advocate for long-term economic diversification
- Connect with education and training
- \$170,000 fee relief
- Destination promotion to increase visitor numbers and local spending
- Facilitate investment attraction opportunities



