

The City of Rockingham – an Economic Snapshot

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Australian Coastal Councils
Conference
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Fast Facts

- Population Growth: 2006 – 87K2016 -135K.....40% or 55K
- Length of Coastline: 36.8 Km
- Area of Municipality: 261 Sq Km
- 40 Km south of Perth
- Rate Revenue:\$71 M
- Annual Turnover (including gifted assets): \$275M
- City workforce 600 – (540 FTE)
- Development Activity over last 10 years:

Residential sub divisional lots released : 14,384

Commercial, Industrial, multi-res developments : 5490@ \$3.8 Billion

Fast Facts

- Councillors - 10 , 4 year terms – half council elections every 2 years in October
- Mayor –Elected by Councillors
- Political Representation
 - Federal - Brand: Gary Gray
 - State - Rockingham: Mark McGowan
 - Warnbro: Paul Papalia
 - Kwinana: Roger Cooke
 - Baldivis: New seat after electoral redistribution
- Foundation member of National Sea Change Task Force

Fast Facts

- Employment as at 31/12/2015 : Workforce: 64,756 - Unemployed 4642 - Rate 7.17%
- Mean Annual Incomes

Baldivis	\$52,624
Safety Bay	\$42,640
Secret Harbour	\$54,600
Shoalwater	\$40,404
Rockingham	\$41,080

Number of Small Business (under 20 employees)

3,120 non-employing
 1,410 1-4 employees
493 5-19 employees
 5,023

Fast Facts

- Employment by Industry 2014/15:

Industry	Number	%	WA %
Retail	5,676	16.5	9.2
Education and Training	4,490	13.1	8.7
Health Care and Social Assistance	4,156	12.2	9.9
Public Administration and Safety	3,730	10.9	7.4
Construction	3,711	10.9	10.5
Accommodation and Food Services	2,777	8.1	5.5
Manufacturing	1,816	5.3	7.4
Other	7,815	22.9	41.4

Economic Development Strategy

Key Recommendation 1

- The City's major economic development focus and priority resource allocation be directed towards projects and activities that:
 - are unique and attractive to prospective investors
 - come under the control, management and influence of the Local Government
 - fall within the capabilities and expertise of the City as a corporation to deliver successfully
 - provide increased revenue streams for the City as a corporation
 - benefit the community at large and will facilitate measurable new investment

Why this approach?

- Very limited resources to spend on Economic Development with rate revenue situation and other corporate and council priorities. Targeted approach required.

Michael Porter's Theory of Competitive Advantage:

- In his defining work on creating and sustaining superior performance in corporations, Harvard University Professor of Economics, Michael Porter, identified two fundamental types of competitive advantage:
- Cost advantage: Having products that deliver the same benefits at lower cost than your competitors
- Differentiation Advantage: Having a product that is unique and valuable to buyers

Competitive Analysis: Fremantle Versus Rockingham



	Freo	Rocko
Swimming Beaches	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Major City Centres with “brand” retail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Parks and recreation facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recreational maritime facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Community pride and spirit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Transport	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Developable Land	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hospitals and Schools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Food and Beverage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Heritage Buildings	<input checked="" type="checkbox"/>	<input type="checkbox"/>
North Facing Beach surrounded by green space	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Funky Hipster Vibe	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HMAS Stirling	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cappuccino Strip	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Low cost absolute beachfront land	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Decent Football Team	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Unique Opportunities

- Defence: HMAS Stirling
 - 3500 – 4000 “real” jobs
 - Submarine and Frigate Base long term
 - Anticipated increase in U.S. Activity
 - Future growth and sustainability confirmed in recent Defence White Paper and Defence Posture Review
 - Support industries for new submarines
 - Defence CRC or Applied Research Facility
 - Activity is insulated from the “economic cycle”

Unique Opportunities

- Rockingham Beach Foreshore
 - Surrounded by 10.8 hectares of shaded parkland
 - Competitively priced and vacant prime development sites
 - Serviced by numerous small bars, restaurants, cafes, takeaways and tourism retail in the waterfront precinct
 - Plenty of parking and public transport options
 - North facing sheltered beach
 - Mean wind strength 3pm January is 33km/h or 20 knots from the south west. The “Fremantle Doctor”

Unique Opportunities

Leighton Beach 3pm

Rockingham Beach 3pm



Unique Opportunities

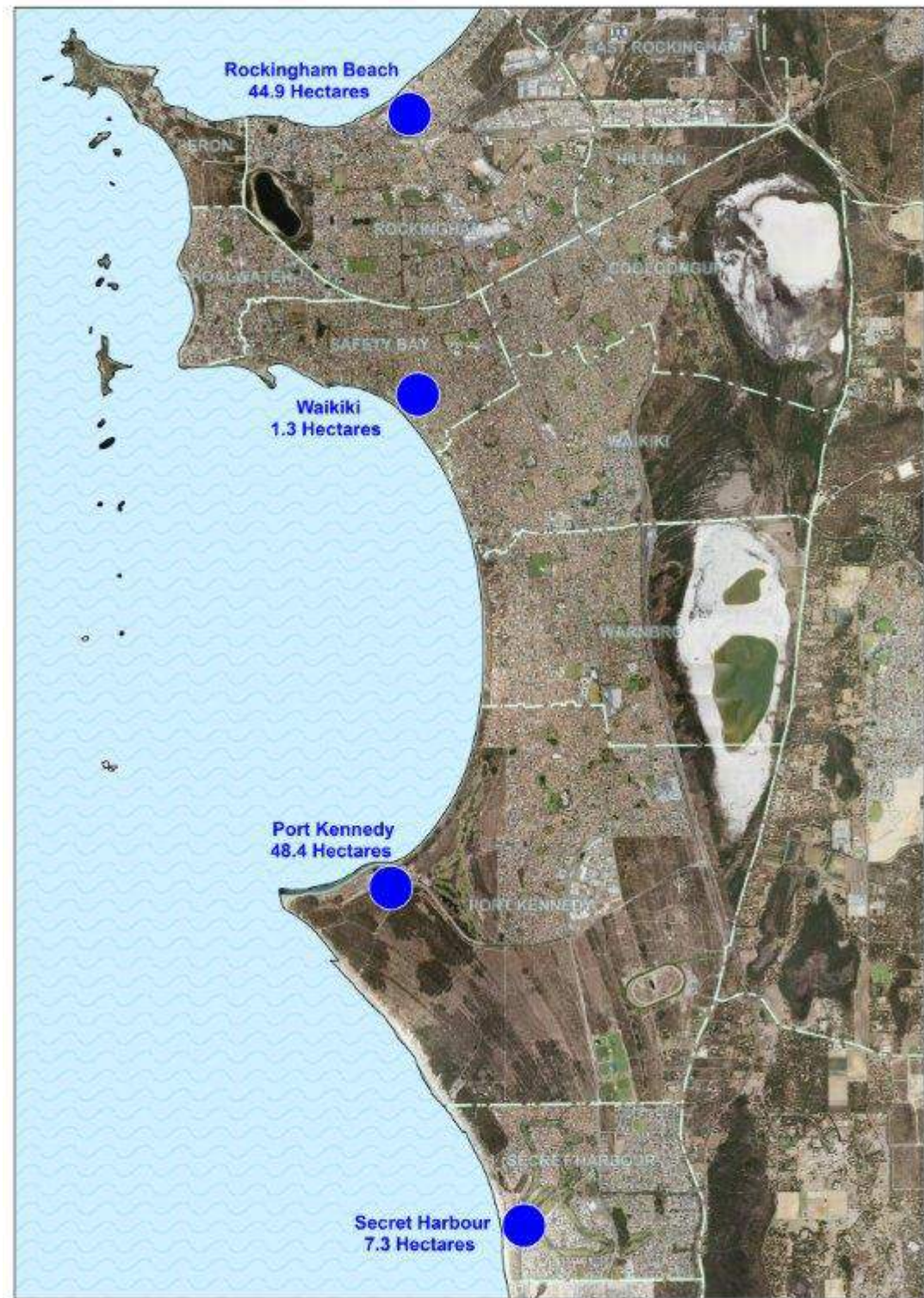
Foreshore Masterplan – Rockingham Beach



Unique Opportunities

- Beachfront land – available and affordable for mixed use food and beverage, residential, hotel, tourism retail. All medium to high density.
 - Waikiki – Mixed Use Tourism / Residential
 - Port Kennedy – Kennedy Bay
 - Secret Harbor
 - Rockingham Beach Road
- This land is at least 20% cheaper than comparable land with absolute coastal frontage in the Perth metropolitan area.
- The Investment Attraction Team’s role is to keep these sites on the development industry “radar” and link investor, developer and owner.

Unique Opportunities



Thank you

