

Trade Coast Economic Impact Study



The Trade Coast is a branding concept that refers to the south-west industrial corridor and is comprised of the developed and undeveloped areas of; the Australian Marine Complex at Henderson, Hope Valley – Wattleup Industrial Area, the East Rockingham Industrial Area, the Kwinana Industrial Area and the planned Fremantle Outer Harbour Development. Implicit in the purpose of this study is the assumption that the industrial areas

contained within the Western Trade Coast study area are of strategic importance to the local and State economies and that careful management and facilitated development of these areas for key industries is preferable to the release of land for general commercial, retail and industrial purposes. Also implicit is the suggestion that facilitated development requires a governance and management structure tasked with implementing a development strategy that enables facilitated development of world class industry clusters that will be pivotal to the branding and promotion of Western Australia as a destination for select major industrial players.

Pracsys was commissioned to carry out an Economic Impact Study of the area which will be used to strengthen the positioning of the Trade Coast to prospective industries within WA, nationally and internationally. Pracsys developed a methodology model for assessing the economic value and impacts of the area as well as the likely infrastructure impacts, such as, demand for water, power, sewerage, link roads and traffic flow in the Trade Coast and surrounding areas.

Outcome

The study focuses on the importance of industry clustering and industry roadmapping as drivers of increased economic benefit to the state. The outputs from this project include a dynamic economic impact model incorporating relevant data inputs and enabling effective scenario modelling and a summary report detailing the key economic findings arising from the modelling along with key indices of economic impact.

The outcomes of this study will be used to support a case for funding to be presented to Cabinet for the establishment and resourcing of a body to oversee the integrated development and marketing of the Trade Coast.

Client: LandCorp

Pracsys team involved in this project: Michael Chappell & Michael Knight