
Indian Ocean Drive Economic and Social Impact Study



The Indian Ocean Drive is a planned continuous coastal highway connecting Perth to Dongara due for completion in 2005. The new route is expected to have significant medium to long-term economic and social impacts for the coastal communities facing an influx of visitors and accelerated population growth, while Brand Hwy communities are expected to experience a negative economic impact as a result of the loss of through traffic.

Pracsys were appointed by the Wheatbelt Development Commission (WDC) to assess and quantify the scope and range of impacts.

Pracsys developed a dynamic model incorporating changes in population socio-demographics and visitor traffic, business and development opportunities, land and resource planning requirements and service provider planning and resource allocation processes. The model allows variable scenario planning enabling the client to model forward projections of population changes and their subsequent economic and social impacts. The study also included substantial community and stakeholder consultation elements designed to establish cross communication links between the communities, businesses and developers, and state and local government agencies.

Outcome

The WDC and local government stakeholders will be able to dynamically model alternative scenarios of the potential impacts of changes in population and visitor patterns and to estimate the likely consequences for employment and development, land planning, and service delivery. The client will also understand the viewpoints of the communities affected by the new route and the planning and resourcing implications for a broad range of service providers.

Client: Wheatbelt Development Commission

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