



REGIONAL ECONOMIC DEVELOPMENT (RED) GRANTS PROGRAM

South West Regional Priorities

Our regional priorities identify focus areas where significant growth and diversification opportunities exist for the South West region. South West Regional Priorities align with Diversify WA, the State Government’s economic development framework to protect and grow jobs in regional areas.

SWDC Regional Priorities	Diversify WA - Statewide priorities	South West Strategic Plan - Priority initiatives and opportunities
Aboriginal Small Business Development	The Western Australian government is committed to supporting Aboriginal people to achieve real change and better outcomes. This involves the fuller participation of Aboriginal people in social and economic life through true partnerships that build on existing strengths and leadership within the community. Government, business and the wider community have a significant role to play in working with Aboriginal-led organisations to achieve this outcome.	<ul style="list-style-type: none"> • Increasing Aboriginal people’s participation in the local economy • Building the capacity of Aboriginal-owned businesses and supporting joint venture partnerships • Increasing skills and employment outcomes for Aboriginal people • Ensuring the South West region’s iconic tourism assets are recognised as significant cultural and heritages sites of the local Noongar people • Ensuring Aboriginal-owned enterprises are well represented in tourism and events marketing
Agriculture	With premium geographic positioning in relation to Asian markets, and rich marine and agricultural environments, this sector will play a central role in growing the State’s economy. Our isolated location, strict biosecurity regime and innovation in value-adding will ensure we can meet increasing global demand for niche products.	<ul style="list-style-type: none"> • Supporting innovation in food and wine production and processing • Supporting value-adding in forestry and timber processing • Maximising high-value international markets • Expanding softwood plantation estate and facilitating initiatives to produce bio-economy commodities
Energy	Western Australia has substantial low carbon energy resources and unparalleled opportunities to generate and safely store renewable energy. The world’s growing demand for energy, especially clean energy, means WA has an opportunity to be at the forefront of global energy production.	<ul style="list-style-type: none"> • Supporting investment opportunities in battery storage and innovation • Facilitating the development of green hydrogen and other clean energy projects • Developing market opportunities for waste management and value-add products and services, including waste to energy initiatives • Supporting sustainable energy supply and distribution, including biomass, wind, solar and hydrogen

Manufacturing / Advanced Manufacturing	<p>Global demand for new technologies, capability and assets continues to grow at a rapid pace. Western Australia is recognised as a leader in research and development and our capabilities in technology and advanced manufacturing provides a pathway for future economic growth and diversification.</p>	<ul style="list-style-type: none"> ● Supporting large-scale fabrication, industry support and training ● Supporting value-adding and attracting innovative manufacturing investments in the South West ● Supporting innovation in transport, building technologies, food processing, agriculture and wine technologies ● Attracting investment in manufacturing and processing facilities ● Promoting industry and education partnerships to link students with the latest industry-ready skills and technologies
Maximising International and/or Interstate Markets or Exports	<p>Western Australia is uniquely positioned to contribute to and benefit from the unprecedented growth in Asia and the Indian-Pacific, where 60 per cent of the global population resides and where more than three billion middle-class people will live in the coming decade. Well established trade relationships provide unprecedented opportunity to engage with the Indo-Pacific region and grow markets beyond our traditional operating sectors.</p>	<ul style="list-style-type: none"> ● Growing domestic and international exports ● Supporting businesses to unlock and diversify export markets ● Growing markets within the Asia-Pacific time zone ● Supporting investment in new technologies to scale and commercialise for export growth ● Supporting investments that create supply chain opportunities for other regional businesses
Mining	<p>Mining and mining equipment, technology and services (METS) are a major contributor to the State's economy. The global emergence of technological and knowledge advancements in the mining sector provides significant opportunities for the State.</p>	<ul style="list-style-type: none"> ● Building on the region's significant mineral resources, downstream processing and mining equipment and technology services (METS) capability ● Maximising the region's abundance of lithium and other rare minerals to meet global demand for electric vehicles and energy storage
Tourism and Events	<p>Tourism, events and creative industries are an important contributor to the vibrancy and liveability of the State. Vast natural beauty and unique opportunities to experience Aboriginal culture make WA a great place for visitors to explore. Growing an innovative creative arts sector is an important part of a diversified economy.</p>	<ul style="list-style-type: none"> ● Supporting initiatives that build capability, competitiveness and business expertise in the tourism and hospitality sector ● Supporting initiatives in product development and packaging ● Developing iconic tourism attractions and experiences ● Improving trail coordination across the region ● Developing Aboriginal tourism experiences and products to showcase heritage and cultural assets ● Supporting new events that substantially enhance the region's reputation as a tourism, business and lifestyle destination ● Strengthening cross-sector partnerships and collaboration to ensure primary industries, tourism and manufacturing have access to creative technologies, programs and expertise