



Blackwood Regional Prosperity Plan 2026–2031

The **Blackwood Regional Prosperity Plan** is a comprehensive five-year roadmap designed to unlock the economic potential of the Bridgetown-Greenbushes area and wider Blackwood Region. Developed through extensive local consultation, this strategic plan balances investments in tourism, infrastructure, skills development, and community recognition to create sustainable prosperity for all residents. The plan's integrated approach focuses on four key pillars: enhancing tourism experiences, developing industrial infrastructure, building business capabilities, and celebrating regional excellence.

Core Pillars

The Blackwood Regional Prosperity Plan is built upon four interconnected pillars, each addressing a critical dimension of sustainable economic development. These pillars work in concert to create a resilient local economy that honors our natural environment while creating new opportunities for residents and businesses alike.

1

ELEVATE – Experience Bridgetown Tourism Blueprint

The development of a comprehensive strategy to transform how the region presents itself to visitors, investors, and potential new residents, creating compelling narratives and experiences that showcase our unique attributes.

2

BUILD – Light Industrial Area Development

Establishing a dedicated Light Industrial Area (LIA) to attract new industries, support local business expansion, and provide the infrastructure needed for long-term business growth and diversification.

3

GROW – Enterprise Growth & Skills Program

Equipping local businesses and entrepreneurs with the tools, knowledge, and confidence to compete, innovate, and thrive in a rapidly changing economic landscape through targeted training and support.

4

CELEBRATE – Business Excellence Awards

Recognising achievement, inspiring innovation, and fostering regional pride through a structured program that highlights success stories and creates aspirational benchmarks for excellence.

Each pillar addresses specific needs identified through community consultation while contributing to our shared vision: creating a vibrant, sustainable, and opportunity-rich economy for all residents of Bridgetown-Greenbushes and the wider Blackwood Region. The pillars are designed to be mutually reinforcing, with success in one area accelerating progress in others to create a virtuous cycle of prosperity.

Pillar 1: ELEVATE – Experience

Bridgetown Tourism Blueprint

The Experience Bridgetown Tourism Blueprint represents a holistic approach to redefining how Bridgetown-Greenbushes tells its story, curates visitor experiences, and strengthens its reputation as a destination of choice. This pillar recognises that tourism serves as both an economic driver and a powerful platform for communicating our regional identity.

By developing a cohesive tourism strategy that highlights our natural landscapes, cultural heritage, and community values, we can attract visitors who appreciate and respect what makes our region special. The blueprint goes beyond traditional tourism planning by considering the entire visitor journey—from discovery and arrival through to experiences, accommodations, and departure—ensuring that each touchpoint reinforces our brand promises and exceeds expectations.



Importantly, this approach ensures that tourism development aligns with community values and environmental stewardship, creating an ecosystem that benefits residents while appealing to visitors seeking authentic connections.

Key Actions in 2026:



Community & Indigenous Engagement

Facilitating meaningful consultation with residents, businesses, and Traditional Owners to ensure authentic representation of heritage and values in tourism offerings.



Infrastructure Audit

Conducting a comprehensive assessment to identify service and facility gaps that impact visitor experiences and inform strategic investment priorities.



Visitor Journey Mapping

Creating detailed visitor personas and journey maps to design seamless, memorable experiences that encourage longer stays and higher spending.

Additional key initiatives include [Strategic Investment](#) in values-aligned tourism ventures that complement our regional strengths, and a [Brand Revitalization](#) campaign to position the region for national and international appeal while maintaining authentic local character.

Pillar 2: BUILD – Light Industrial Area, Housing and Infrastructure

Build focuses on delivering the Light Industrial Area, housing, and the critical infrastructure the Blackwood Region needs to succeed. This pillar is about creating space for new industries, supporting local businesses to expand, ensuring there is suitable housing for workers and families, and putting in place the infrastructure needed for sustainable and well-planned growth.

Key Actions:

Light Industrial Area Development

Progress the development of a serviced Light Industrial Area that provides appropriately zoned land and the essential infrastructure needed for business growth, investment and employment.

Housing for Growth

Support a mix of housing options that meets the needs of workers, families and new residents, recognising that housing availability is critical to regional growth and workforce attraction.

Essential Infrastructure

Advocate for and support the delivery of enabling infrastructure including roads, power, water, telecommunications and other services required for industry, housing and community development.

Business Expansion and Investment Attraction

Create the conditions for local businesses to grow and for new businesses and industries to establish in the region, particularly those aligned with local strengths and long-term opportunities.

Sustainable and Planned Growth

Ensure all development is guided by sustainability, liveability and good planning so growth strengthens the region without compromising its environmental values or community character.

By bringing together industrial land, housing and enabling infrastructure, Build addresses some of the region's most important barriers to growth and creates the foundation for a stronger, more resilient future.

Pillar 3: GROW – Enterprise Growth & Skills

The GROW program develops local business capabilities and competitiveness. It addresses immediate needs and future opportunities, helping the community adapt.

Focus Areas:



Digital & E-Commerce Skills

Expand markets and improve online presence.



Sustainable Practices

Implement efficiency, reduce environmental impact, and meet consumer expectations.



Automation & AI

Leverage emerging tech for streamlining, productivity, and customer experience.

Additional Priorities:



Leadership & Communication

Strengthen workplace culture, team building, and strategic decision-making.



Entrepreneurship & Innovation

Foster new business creation and product development.



Financial Management

Build skills in budgeting, cash flow, and investment planning.



Regulatory Navigation

Help businesses understand and comply with relevant regulations.



Export Readiness:

Prepare businesses to access markets beyond the region.

Program Delivery:

- 1** Expert-led workshops by industry specialists with practical experience.
- 2** Peer learning groups for knowledge sharing and collaborative problem-solving.
- 3** Implementation toolkits with practical resources, templates, and guidance.
- 4** Regular capability assessments to measure growth and guide program refinements.

The GROW program invests in human capital alongside physical development, creating a foundation for sustainable growth.

Pillar 4: CELEBRATE – Business Excellence Awards

The Blackwood Region Business Excellence Awards will serve as an annual highlight, recognising and promoting outstanding achievements across our business community. Unlike traditional awards, this program highlights excellence in innovation, sustainability, community impact, and workforce development, ensuring participation from businesses of all sizes and sectors. It's designed as a year-round platform for sharing success stories and inspiring continuous improvement.



Program Benefits:



Recognition

Showcases innovation, sustainability, and community impact.



Visibility

Raises profile through media coverage and community events.



Inspiration

Inspires a culture of excellence and continuous improvement.



Connection

Builds stronger networks between businesses and partners.

- The Business Excellence Awards will be decided by the people of the Blackwood region. Community members will have the opportunity to nominate and vote for the most outstanding local businesses and entrepreneurs.

Five-Year Timeline

The **Blackwood Regional Prosperity Plan** follows a structured five-year implementation schedule designed to build momentum, deliver visible results early, and establish the foundations for long-term, sustainable economic growth. Each year progresses all four pillars — **ELEVATE**, **BUILD**, **GROW**, and **CELEBRATE** — while incorporating review points for community feedback and adaptive strategy.

01

2026 – Foundations

- Launch ELEVATE The Blackwood Regional Tourism Blueprint through community engagement workshops and stakeholder forums.
- Engage with the Shire to support the LIA Future Directions process — contribute to visioning, target industry identification, and the development of a prospectus for the Light Industrial Area.
- Commence housing needs assessment for the region, identifying gaps in worker and family housing supply.
- Begin investigation of innovative housing models including tiny house villages, modular housing, and other affordable worker accommodation concepts.
- Deliver first GROW workshops focusing on digital literacy, business fundamentals, and e-commerce readiness.
- Host inaugural Business Excellence Awards with core categories recognising service, innovation, and sustainability.

02

2027 – Planning & Early Activation

- Support the Shire in finalising the LIA prospectus and business case, including infrastructure and financial modelling.
- Advocate for state and federal funding for LIA headworks and enabling infrastructure.
- Progress housing pipeline — identify suitable sites and planning pathways for worker housing with the Shire and developers.
- Advance feasibility of tiny house villages and alternative housing models for workforce accommodation.
- Finalise the Experience Bridgetown Tourism Blueprint and formally launch it with the community, stakeholders, and industry partners.
- Expand GROW into leadership, sustainability, and export readiness.
- Host second annual Business Excellence Awards.

03

2028 – Development & Rollout

- Continue to support the Shire as LIA civil and headworks development progresses — roads, drainage, utilities, and broadband.
- Assist in investor and tenant attraction for the LIA, aligned with the prospectus and target industry priorities.
- Progress delivery of worker housing options, including any approved tiny house village or modular housing projects.
- Launch flagship tourism experiences and seasonal events program to boost off-peak visitation.
- Introduce GROW Business Accelerator to support high-potential enterprises.
- Celebrate third annual awards and release mid-term plan review based on outcomes to date.

2029 – Expansion & Industry Onboarding

- Support the Shire as the first wave of LIA tenants are secured — prioritising food value-add, logistics, renewable energy, and sustainable manufacturing aligned with the prospectus.
- Assist in expanding LIA infrastructure to accommodate additional tenants and future industry clusters.
- Deliver targeted skills training for LIA industries through **GROW**.
- Strengthen cross-industry partnerships linking tourism, agribusiness, and manufacturing supply chains.
- Evaluate outcomes of worker housing initiatives including tiny house villages and modular housing, and advocate for further housing supply where needed.
- Host fourth annual awards with a focus on regional collaboration and innovation leadership.

2030 – Legacy & Future Planning

- A well-supported LIA with growing tenant base, strong industry clusters, and measurable economic impact — delivered in partnership with the Shire.
- Demonstrated tourism growth with sustained brand recognition and increased visitor yield.
- Improved housing supply and diversity, with proven models for worker accommodation informing future planning.
- A highly skilled, adaptive business community equipped for emerging market opportunities.
- Publication of **Next-Stage Prosperity Strategy** building on the achievements of 2026–2030.
- Fifth annual **Business Excellence Awards**, showcasing the region's success to state and national audiences.



Why This Matters

This five-year approach ensures:

Economic diversification

by nurturing multiple high-value sectors beyond traditional industries.

Business-ready infrastructure

through a fully developed and operational Light Industrial Area.

Workforce capability

through targeted skills programs, mentoring, and business support.

Community pride

via recognition programs, collaborative projects, and authentic storytelling.

Projected Impacts by 2030:

01

New Jobs:

Direct employment from LIA operations, tourism expansion, and business growth.

02

Investment:

Significant private sector investment leveraged by public infrastructure spend.

03

Visitor Growth:

Increased annual visitor numbers and higher yield per visitor.

04

Business Support:

Dozens of local enterprises directly strengthened through the **GROW** program.

"The Blackwood Regional Prosperity Plan isn't just about economic metrics—it's about creating a place where businesses want to invest, where young people see a future, and where our community's values and natural assets are preserved and celebrated." — **Regional Economic Development Committee**