

WIMMERA SOUTHERN MALLEE REGIONAL PLAN
2010—2015



THE wimmera
Everything you need.

Wimmera Southern Mallee Regional Plan 2010 - 2015

Since its adoption in 2010 the WSM Regional Plan has delivered multiple benefits.

- ✓ Provided an agreed set of strategic priorities for regional organisations
- ✓ Improved collaboration on key priorities
- ✓ Strengthened regional networks and partnerships
- ✓ Articulated regional priorities to government
- ✓ Focussed activity on regional goals and agreed actions
- ✓ Attracted government interest to priorities

Between 2010 and 2015 the Wimmera Southern Mallee has experienced significant change. The region has been impacted by changes in government and policy, significant investment in key infrastructure, variable seasonal conditions, as well as additional regional planning initiatives (eg WSM Regional Growth Plan, updated Regional Transport Plan). The WSM Regional Plan has proven to be a strong framework to continue to work collectively to achieve our agreed regional objectives. Whilst some minor issues in the plan have been superseded or shifted in priority, the strategic intent of the plan continues to offer the region valuable direction. There is strong recognition of the value of the plan amongst regional leaders.

INVESTMENT

- ✓ International and industry investment in grains research facilities
- ✓ Completion of the Wimmera Mallee Pipeline
- ✓ Further duplication of Western Highway and safety upgrades
- ✓ Rail freight upgrades
- ✓ Construction of Wimmera Intermodal Freight Terminal
- ✓ Community and recreation facilities across five municipalities
- ✓ Longerenong Agricultural College refurbishment
- ✓ Horsham College and Horsham Town Hall
- ✓ Grampians Peak Trail
- ✓ Support for mining development and investment attraction



GOVERNANCE

Under the management of Wimmera Development Association, the implementation of the WSM Regional Plan has evolved. The management structure proposed in the original plan has developed to take advantage of the existing networks and regional processes. An annual priority setting forum identifies specific activities, within the framework of the strategic priorities. Working groups report to a larger regional forum on progress.

The WSM Regional Plan has provided guidance and support for a multitude of project plans, funding applications and advocacy. It has also provided a valuable process for regional sharing of information, particularly between government agencies, Local Government and regional organisations.

BUSINESS DEVELOPMENT

- ✓ Intensive Animal Production Audit and promotion
- ✓ Small business training and advocacy
- ✓ Established regional branding – “The Wimmera Everything You Need”
- ✓ Regional portal www.thewimmeraonline.com.au
- ✓ Sustainable Agricultural Opportunities from the Wimmera Mallee Pipeline
- ✓ Business support for skilled migration



ADVOCACY

- ✓ Mobile Phone access and investment
- ✓ Roll-out of National Broadband Network
- ✓ Bureau of Meteorology – improved weather services
- ✓ Agricultural policy and planning
- ✓ Road and rail freight policy and investment
- ✓ Education and training to grow business
- ✓ Wimmera Southern Mallee Regional Investment Plan



PLANNING

- ✓ Wimmera Southern Mallee Growth Plan
- ✓ Data Use in Agriculture
- ✓ Wimmera Southern Mallee Regional Transport Plan update
- ✓ Grampians Workforce Development Strategy
- ✓ Wimmera Southern Mallee Workforce Committee established
- ✓ Housing Investment in the Wimmera Southern Mallee
- ✓ Wimmera Southern Mallee ICT Audit
- ✓ GWMWater Water Plan 2013-2018
- ✓ Wimmera Regional Catchment Strategy 2013- 2019
- ✓ Wimmera Health Alliance established
- ✓ Wimmera Southern Mallee Mining Sector Plan
- ✓ Intensive Animal Production Audit
- ✓ Grampians Peak Trail Master Plan
- ✓ Council Plans and Economic Development Strategies
- ✓ Local Community Plans



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