



**OPEN FOR
BUSINESS**



Shire of Wyndham East Kimberley

INVESTMENT PROSPECTUS



Leisure and tourism opportunities abound
in this wondrous natural environment

PRESIDENT'S FOREWORD

Our extremely rich cultural heritage, the diverse, dynamic and collaborative community, phenomenal landscape, abundant natural resources, water, arable land, vast rangelands, the ever improving social and infrastructure assets, and our close proximity to S.E. Asia, make this an extremely exciting region for investment to improve community prosperity.

The Shire of Wyndham East Kimberley has a clear set of objectives, pathways and a measurable set of goals and is looking forward to engaging with all those interested in helping to expand the capacity and resilience of our community.

With a range of investment opportunities - spanning agriculture, tourism, minerals and energy, Aboriginal enterprise, creative industries, small business and logistics infrastructure - the Shire is ready to realise new economic and community development outcomes.

Understanding that it is through continued development of strategic partnerships and a community that encourages and rewards innovation and change, that most benefits will be achieved.

We invite prospective investors and partners to use this prospectus and accompanying project sheets as an introduction to the opportunities in this great Shire.



David Menzel, Shire President



East Kimberley Regional Airport, a major gateway for visitors and business, is primed for further development and runway expansion

THE SHIRE STORY

Remote, ruggedly picturesque with many natural attractions, the Shire of Wyndham East Kimberley covers an area of 121,000 km² and is one of four Local Governments that make up the Kimberley region of Western Australia.

POPULATION 7,494

JOBS 4,089

NOMINAL GRP \$708.4m

REGISTERED BUSINESSES 1,128

EKRA PASSENGER NUMBERS 60,416

RATEABLE PROPERTIES 2,782



All above
figures are as at
2019/2020

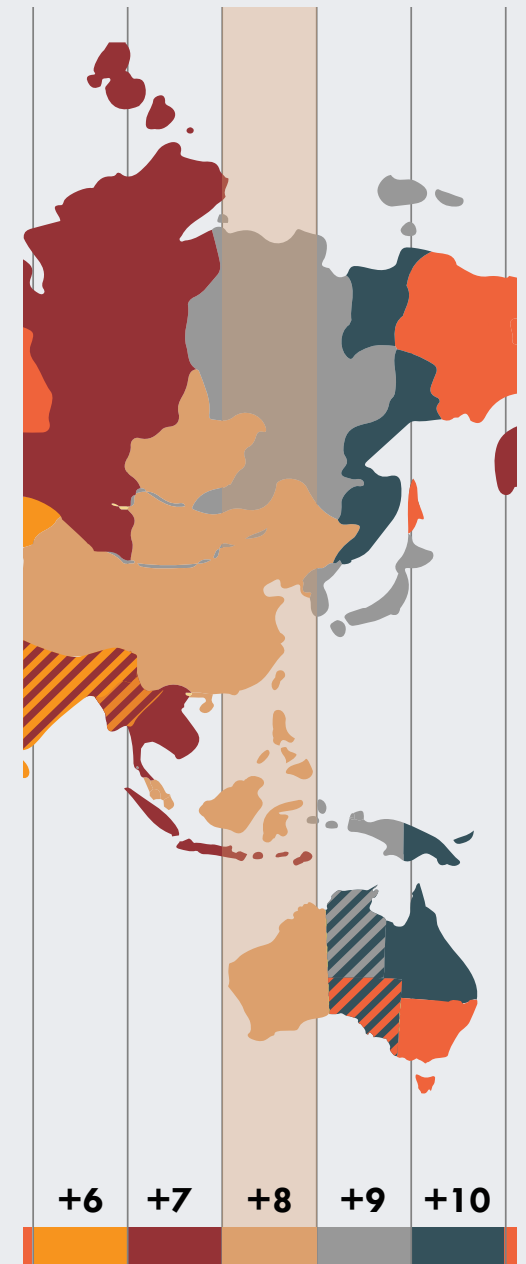
With a resident population of over 7000, spread across Kununurra, Wyndham and a number of Aboriginal communities, including Kalumburu, the Shire also accommodates regular fly-in fly-out workers and a growing tourism sector.

Mining, agriculture, construction, tourism and retail trade are major contributors to the region's diverse economy. Crop production is undertaken in the region's largest irrigated agricultural project, the Ord River Irrigation Area, located near Kununurra and generating employment opportunities and delivering sustainable economic growth in agriculture and tourism.

The region is culturally rich with over 30% of the population comprising Aboriginal people.



UTC+8 TIME ZONE



Same world time zone as approximately 25%
of world's population.

OPPORTUNITIES FOR INVESTMENT

The Shire is looking to the future with optimism. It has seen the realisation and benefits of past investment and is committed to continue the developmental journey. A number of high priority projects that align with the Shire's Economic Development Strategy have been identified and for any given project the Shire intent is to either lead, support, co-fund, regulate, partner or advocate; roles which will change as the projects progress. There is opportunity for outside investment and benefits are tangible across the areas of economic diversity, agriculture, tourism, minerals and energy, Aboriginal enterprise, creative industries, and security.

Cotton, and the development of associated infrastructure hold great potential for the Shire

ECONOMIC DIVERSITY

OBJECTIVE

To diversify the Shire's economic base

The Shire understands the importance of small and medium sized businesses to the community and welcomes investment which will diversify it's economic base. It also understands the factors that influence the viability of these businesses and seeks to assist where it can with fair fees and ratings, streamlined planning and health regulation, and improved signage, parking, public facilities and local content procurement.

With town centre revitalisation, place making and strategic land release planning well underway, the Shire is focussed on increasing the attraction for locals, visitors and investors.

Current opportunities for new businesses include freight and logistics, tourism, retail, hospitality, industrial, mechanical, creative industries and agricultural support services.

AGRICULTURE & FOOD

OBJECTIVE

To enable the Shire's agricultural and food production areas, systems and supply chains

With an abundance of natural resources and a "clean, green and Covid free" branding, the Shire is home to a large number of pastoral stations and Ord River agricultural developments.

Time has shown that agriculture is one of the Shire's most resilient, sustainable and viable industries and is a sector that is well-positioned to attract the investment and development required to grow its market position within the larger Northern Australian context.

Current opportunities include niche market produce, cotton gin and local processing, transport and aviation infrastructure.

TOURISM

OBJECTIVE

To build resilience into the tourism industry

Tourism brings strong economic development to a destination with flow-on benefits in the form of employment, investment attraction, business stimulation and community betterment.

With its iconic natural assets, Covid-19 safe environment and its proximity to Asia, there are numerous opportunities to increase visitor numbers and length of stay in the region.

Current opportunities include the East Kimberley Regional Airport (EKRA) upgrade, activity-based and Aboriginal tourism packages, accommodation, leisure infrastructure e.g. golf course upgrade.



Highly prospective mining industry with
under-explored mining opportunities
waiting for research and investment

MINERALS AND ENERGY

OBJECTIVE

To grow and promote the Shire as a destination of choice for exploration and development of its natural resources

The mineral and energy resources of the Shire continue to contribute to its economic growth and prosperity, however the region is still highly prospective with many under-explored reserves.

Current opportunities include iron ore, nickel and other mineral extraction and export; research, production and exportation of green energy sources such as clean hydrogen, tidal, hydropower, solar, algae and biomass-generated biofuels and natural gas.

ABORIGINAL ENTERPRISE

OBJECTIVE

To facilitate Aboriginal business development

Aboriginal enterprises and employment participation create social change through economic empowerment. The Shire supports the call for Aboriginal people to be recognised as key strategic partners and aims to provide support for emerging and established Aboriginal enterprises across the region.

Current opportunities traverse all aspects of development: economic diversity, tourism, agriculture, minerals and energy, creative industries and security.

CREATIVE ENTERPRISES

OBJECTIVE

To become a creative, innovative and knowledge-based economy

Knowledge, education, culture and creative industries based on the development or production of intellectual property is a rising sector. New technologies underpin this sector.

The evolution of these enterprises is providing innovative solutions and support across non-creative sectors such as agriculture, tourism, minerals and energy.

Current opportunities include telecommunications, technology, art, culture, music and geoscience research.

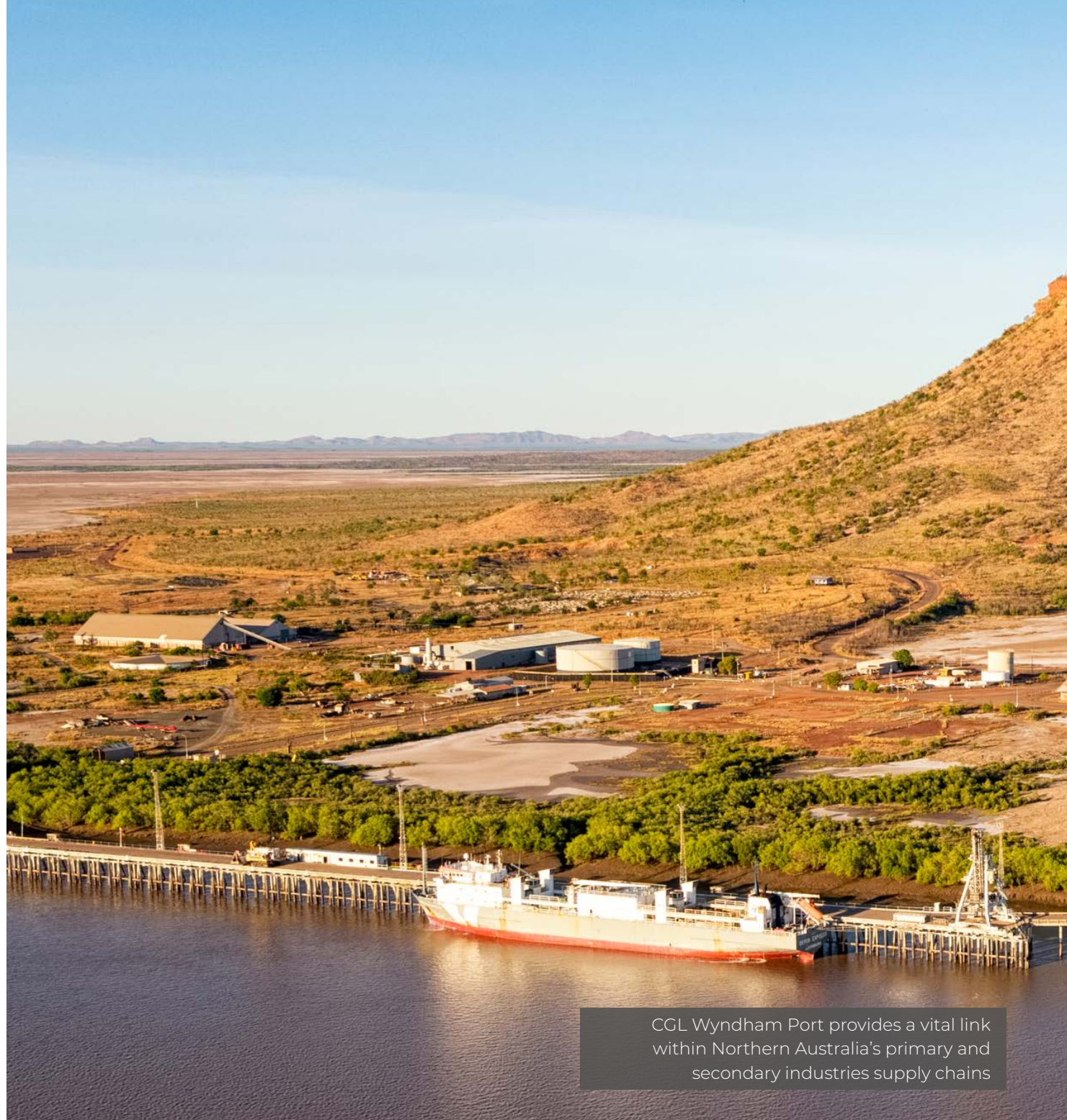
SECURITY

OBJECTIVE

To secure the Shire's strategic economic assets and values

The Shire's economic and environmental assets include rich energy resources and world heritage landscapes. Due to its remote location, it is both well-placed and vulnerable in its potential connection and interaction within the Indo-Pacific region.

Current opportunities for investment include biosecurity industries which protect the agricultural sector and creation of public health and safety initiatives.



CGL Wyndham Port provides a vital link within Northern Australia's primary and secondary industries supply chains



