

PORT HEDLAND CHAMBER OF  
COMMERCE AND INDUSTRY

# Economic Development Road Map

*'Open for Business 2022- 2025'*





# INTRODUCTION

The Economic Development Road Map has been developed by the Port Hedland Chamber of Commerce and Industry (PHCCI) providing a blueprint of measurable economic drivers for the PHCCI to achieve long-term, sustainable economic growth and success of the local economy.

In 2021 after consultation with PHCCI members, key stakeholders, and the community, the PHCCI began developing three strategic documents.

- Economic Development Action Plan (2021)
- Business Infrastructure Feasibility Study (2022)
- PHCCI Strategic Plan (2022)

The Road Map was developed following the extensive research, community consultation and analysis that was undertaken from each strategic document, these three documents are used as the foundation for the development of this Economic Development Road Map. The Road Map sets out to identify the priority areas of focus for the PHCCI's current and future economic development efforts, outlining commitments the PHCCI are making to forge strong partnerships to leverage investment potential and facilitate sustainable business growth.

PILLARS	KEY FINDINGS	ENABLING INITIATIVES
Enabling Infrastructure	Infrastructure investment will continue to unlock our region's economic potential	<ul style="list-style-type: none"> <li>• SME Shared Co-working Space South Hedland</li> <li>• Tradesman Incubator</li> <li>• Retail Incubator</li> </ul>
Business Investment & Growth	Promotion of immediate and future opportunities to enable new business, will not only support existing, but encourage the shift towards a more sustainable future.	<ul style="list-style-type: none"> <li>• Targeted Investment Attraction Strategy</li> <li>• Business Franchise Expo</li> <li>• Investment ready prospectuses for business investment</li> </ul>
Advocacy for Port Hedland	Collective advocacy with key stakeholders and partners is vital for attracting inward investment and growing Port Hedland	<ul style="list-style-type: none"> <li>• Advocate for transformative economic infrastructure projects.</li> <li>• Work collectively with key stakeholders to ensure priority projects are delivered.</li> </ul>

# BACKGROUND

## PHCCI Strategic Plan (2022)

In 2021 the PHCCI Committee identified the need for a clear and concise Strategic Plan to guide the future direction and development of the organisation. In developing the plan, the PHCCI Committee determined to:

- Review what the PHCCI was already doing
- Ask people, especially the members, what they would like to see the PHCCI do
- Develop a common understanding and vision of what the Committee wanted the PHCCI to look like and what impact the PHCCI would have on the business and broader community

In-depth consultation of the PHCCI Committee, staff and membership was undertaken during the development of this strategic plan and the key pillars for the PHCCI are identified as:

- Business Development and Investment
- Member Services
- Advocacy and Support

The PHCCI Committee is confident that the Strategic Plan will guide the PHCCI towards its overall vision:

## "The Port Hedland Region – Open for Business"

*Through the establishment, sustainability and growth of local industries, businesses, and enterprises.*

### Business Infrastructure Feasibility Study (2022)

Through the notable success of the WEB Business Hub and more recently the Bungalow on Edgar, the PHCCI Committee observed a requirement to offer further support to the small business, social enterprise and/or not-for-profit sectors in Port Hedland to ensure the continuity of a diversified and sustainable regional economy.

To better understand this requirement the PHCCI Committee agreed to undertake a study to identify supply chain gaps and barriers, linkages and growth opportunities for these sectors, and specifically what infrastructure solutions would address these barriers and opportunities.

### Economic Development Plan (2021)

Recognising the importance of economic diversification, the PHCCI in partnership with BHP developed an Economic Development Plan to identify gaps and opportunities within our supply chain to support the creation of new economic activity.

Covid-19 further amplified the need for diversification of the region, many industries were impacted by the closure of state and internal borders, highlighting the need to capacity build both regional workforces and increase local procurement opportunities

**Port Hedland has always been an area of great economic opportunity, with solid foundations that have been built from the resource rich export industry.**

The Port of Port Hedland is a globally significant trade hub exporting 31% of the world's iron ore trade<sup>1</sup> and has played a key role in the growth and development of Port Hedland.

The largest industries by Industry Value-Add (IVA) in the Town of Port Hedland in 2019-2020 were as below;<sup>2</sup>

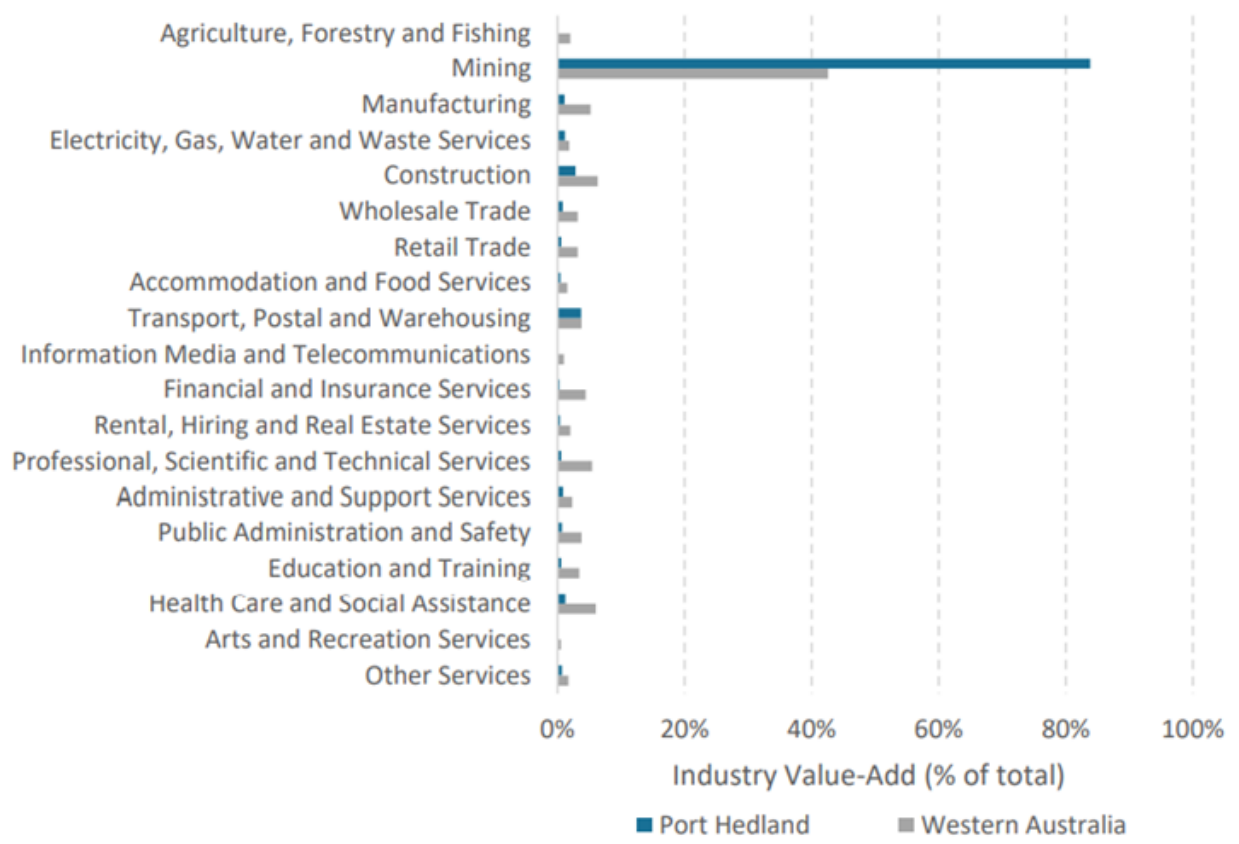


Figure 2 Source – Port Hedland Chamber of Commerce and Industry Economic Background Report; RFF Australia; ID Economics (2020)

As shown in Fig 2. Port Hedland’s economy is mainly built on the local Mining and Resource Industry, followed by the ‘Transport, Postal and Warehousing Industry’ and ‘Construction Industry’. Following detailed consultation and statistical analysis emerging economic opportunities have been identified within the Construction, Transport, Postal and Warehousing and Retail Trade sectors.

1 PHCCI Economic Development Action Plan (2021) as cited in Pilbara Ports Authority 2020-21 Annual Report  
 2 PHCCI Economic Action Plan Background Report (2021); RFF Australia

A shortage of affordable housing is affecting businesses in Port Hedland. Many companies provide accommodation/housing to staff and can afford the significantly high prices and is contributing to the pressure on housing prices. In addition to the high prices, the absence of available housing makes it difficult for local/new businesses to attract staff and their families to move to Port Hedland. Housing that is affordable is required to assist in facilitating the economic growth of the local economy.<sup>3</sup>

A shortage in readily available commercial property and a lack of developed commercial land is another barrier that new and existing businesses face when looking to grow in Port Hedland. The main economic land drivers that are in close proximity to the established areas of Port Hedland which support the port and primary industries include, Wedgefield, Boodarie. This highlights the need to provide greater support to the Construction Industry in an aim to assist existing construction business and encourage new construction businesses to start up or relocate to Port Hedland.<sup>4</sup>

Supply chains form an important aspect of each business with majority of services across all sectors being imported from outside of Port Hedland. The emergence of an export Hub through the Lumsden Point General Cargo and Logistics Hub as well as the establishment of the direct freight route between Singapore and Port Hedland will likely support businesses that are not in the mining sector. Giving businesses across different sectors the opportunity to import materials and expand their exports.<sup>5</sup>

Increased investment into community amenity, entertainment and retail infrastructure will help to unlock a variety of small business opportunities, which will also aid in the retention of residents. The Spoilbank Marina project once finished will provide significant recreational infrastructure and amenity for Port Hedland.

Enhancing local amenity and liveability will achieve greater population and workforce stability, stakeholders often cited liveability as a key issue that needs to be overcome to grow the local economy.<sup>6</sup>

## CONSTRUCTION INDUSTRY

*Provide greater support to the Construction Industry*

## TRANSPORT, POSTAL AND WAREHOUSING INDUSTRY

*Emergence of an export hub will support all business*

## RETAIL TRADE

*Investment will unlock small business opportunities*

3 PHCCI Economic Development Action Plan (2021); RFF Australia

4 PHCCI Economic Development Action Plan (2021); RFF Australia

5 PHCCI Economic Development Action Plan (2021); RFF Australia

6 PHCCI Economic Development Action Plan (2021); RFF Australia

# KEY FINDINGS

*The reoccurring themes highlighting areas of opportunity that were identified through the consultation process have been portrayed as the pillars and key findings.*

## Enabling Infrastructure



- ✓ Infrastructure investment will continue to unlock our region's economic potential, particularly for non-mining sectors.
- ✓ Road transport, direct shipping route and existing air transport services are vital. Improving the interconnectedness between each will benefit the local economy over time.
- ✓ Infrastructure investment will continue to unlock Port Hedland's economic potential, particularly for the METS and retail sector, whilst local revitalisation projects will drive positive economic growth and improve amenity.

## Business Investment & Growth



- ✓ Economic diversification is critically important for long-term economic prosperity in regional communities.
- ✓ Promotion of immediate and future opportunities to enable new business, will not only support existing, but encourage the shift towards a more sustainable future.
- ✓ Access to business development pathway's including business support and business incubators services are important.
- ✓ Working towards a pipeline of job-ready personnel is a compelling investment attraction proposition for Port Hedland.
- ✓ Education and training is critical for future growth and will support the local population growth.

## Advocacy for Port Hedland



- ✓ Collective advocacy with key stakeholders and partners is vital for attracting inward investment and growing Port Hedland.
- ✓ Work with key stakeholders to advocate for better education and training opportunities across all sectors.
- ✓ Ensure strategic planning projects inform future investment decisions.

# IMPLEMENTATION PLAN

## Enabling Infrastructure

### SME Shared Co-Working Space South Hedland

- Establish an SME Shared Co-Working Space in South Hedland with partners to create a resilient and diverse business environment in Port Hedland, South Hedland and Wedgefield.
  - Provide pathways for new businesses to be developed through the SME Shared Co-Working Space South Hedland.
  - Promote entrepreneurial activity through the SME Shared Co-Working Space South Hedland and Support the broader Port Hedland community through access to a diverse range of essential business support services.
  - Work together with the WEB Business Hub to provide training opportunities to the businesses supported through the SME Shared Co-Working Space South Hedland.
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### Tradesman's Incubator

- Deliver an infrastructure solution pathway for local tradesman businesses and act as an incubator for future industries.
  - Offer opportunities for entrepreneurial tradesmen to begin and develop small businesses in a supportive, generous, and cooperative environment to progress.
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### Retail Incubator South Hedland

- Establish a retail pathway strategy to support the controlled growth for local micro/small businesses.
- Together with key stakeholder's source funding.
- Deliver infrastructure with partners to support the retail pathway strategy.
- Offer opportunities for retail entrepreneurs to begin and develop small businesses in a supportive, generous, and cooperative environment.



# SUCCESS MEASURES

	<b>SHORT TERM (TO DEC 2022)</b>	<b>MEDIUM TERM (TO JULY 2023)</b>	<b>LONG TERM (BEYOND 2023)</b>
<b>SME Shared Co-Working Space South Hedland</b>	<ul style="list-style-type: none"> <li>• SME Shared Co-working space established and operational.</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate training through the SME Shared Co-Working Space in conjunction with the WEB Business Hub.</li> </ul>	<ul style="list-style-type: none"> <li>• Support 5 or more start-up / micro businesses through the SME Shared Co-Working Space.</li> <li>• Support 5 newly established businesses through the SME Shared Co-Working Space and it's services.</li> </ul>
<b>Tradesman Incubator</b>	<ul style="list-style-type: none"> <li>• Investigate site options for the establishment of the space.</li> <li>• Target start-ups/small businesses to register their interest</li> </ul>	<ul style="list-style-type: none"> <li>• Tradesman Incubator space operational.</li> </ul>	<ul style="list-style-type: none"> <li>• Support 5 existing local businesses through the Tradesman Incubator and it's services.</li> <li>• Support 5 newly established businesses through the Tradesman Incubator and it's services.</li> <li>• Assist in the growth of employment opportunities it's services.</li> </ul>
<b>Retail Incubator South Hedland</b>	<ul style="list-style-type: none"> <li>• Investigate site options for the establishment of the space.</li> <li>• Target start-ups/small businesses to register their interest</li> </ul>	<ul style="list-style-type: none"> <li>• Retail Incubator space operational</li> </ul>	<ul style="list-style-type: none"> <li>• Support 5 existing local businesses through the Retail Incubator and its services.</li> <li>• Support 5 newly established businesses through the Retail Incubator and it's services.</li> <li>• Assist in the growth of employment opportunities it's services.</li> </ul>

# IMPLEMENTATION PLAN

## Business Investment & Growth

### **Business Investment Attraction Strategy**

Deliver a targeted investment attraction strategy which builds on Port Hedland's competitive advantages.

- Working closely with the Town of Port Hedland, Pilbara Development Commission and other key stakeholders to improve coordination and services to inward investors.
- Develop an investment database in partnership with the Town of Port Hedland, Pilbara Development Commission and other key stakeholders.
- Promotion of potential to leverage off the freight capability through the Port Hedland International Airport, and direct shipping services through the export Hub at Lumsden Point General Cargo and Logistics Hub

Explore opportunities to deliver investment showcases to key target groups, in partnership with the key stakeholders.

- Host a business franchise expo promoting investment opportunities within Port Hedland.

Deliver prospectuses for major investment-ready proposals on Port Hedland and distribute these documents to potential partners.

- Regularly identify and promote investment and business development opportunities.
- Establish partnerships, collaborations and consortiums to realise the identified investment and business development opportunities

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### **Business Development & Business Support**

Partner with relevant organisations to ensure business development support activities are cost effective and available to local businesses.

- Deliver business and upskilling workshops in partnership with relevant organisations to support businesses within the construction, logistics and METS sector through the services available at the Tradesman Incubator
- Promote the opportunities for businesses to join a professional services directory targeted towards SMEs.

Develop a calendar of events supporting local businesses.

In partnership with key stakeholders, explore opportunities to deliver training programs to upskill local businesses through the WEB Business Hub, SME Shared Co-working Space South Hedland and Tradesman Incubator.

Develop Position Papers to provide informed, credible, evidence based and solution driven advocacy on behalf of PHCCI members.

- Addressing key issues surrounding, housing and accommodation, childcare, workforce, education, infrastructure, tax incentives and township amenity.

# SUCCESS MEASURES

	<b>SHORT TERM (TO DEC 2022)</b>	<b>MEDIUM TERM (TO JULY 2023)</b>	<b>LONG TERM (BEYOND 2023)</b>
<b>Business Investment Attraction Strategy</b>	<ul style="list-style-type: none"> <li>• Delivery investment strategy.</li> <li>• Development of an investment database. Formation of investment attraction steering group</li> </ul>	<ul style="list-style-type: none"> <li>• Investment attraction prospectuses prepared and distributed.</li> <li>• Deliver business franchise expo promoting investment opportunities.</li> <li>• Increased profile as an investment destination.</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement with 20 businesses through the investment strategy.</li> <li>• 250 people attend business franchise expo.</li> </ul>
<b>Business Development &amp; Business Support</b>	<ul style="list-style-type: none"> <li>• Small business development workshops delivered and associated activities delivered.</li> <li>• Provide targeted region-specific programs delivered with partners.</li> <li>• Calendar of business event.</li> <li>• Information collected for development of position papers.</li> </ul>	<ul style="list-style-type: none"> <li>• Small Business capacity and skills increased.</li> <li>• Number of attendees increased.</li> <li>• PHCCI member and non-member business capacity and skills increased.</li> <li>• Position papers released and published addressing key issues.</li> </ul>	

# IMPLEMENTATION PLAN

## Advocacy for Port Hedland

### Advocacy for Port Hedland

#### – Collective Advocacy

- Advocate for transformative economic infrastructure projects including retail, amenity and commercial to support sector expansion and economy diversification.
- Advocate with key stakeholders for more affordable housing solutions.
- Advocate with key stakeholders for an increase in childcare providers.

# SUCCESS MEASURES

	<b>SHORT TERM (TO DEC 2022)</b>	<b>MEDIUM TERM (TO JULY 2023)</b>	<b>LONG TERM (BEYOND 2023)</b>
<b>Collective Advocacy</b>	<ul style="list-style-type: none"><li>• Collective advocacy exists with key community representative groups to advocate for major economic infrastructure projects.</li></ul>	<ul style="list-style-type: none"><li>• Priority projects are progressively delivered</li></ul>	<ul style="list-style-type: none"><li>• Community feedback confirms positive benefits of priority projects.</li></ul>

# Port Hedland Chamber of Commerce and Industry

18 Edgar Street, Port Hedland  
WA 6721

(08) 9173 1737 /

[info@phcci.com.au](mailto:info@phcci.com.au)

[www.phcci.com.au](http://www.phcci.com.au)

