

Time to get foot



YANCHEPTWO ROCKS

By EMMA BRENNAN

IN 20 years time, with major infrastructure such as roads, rail and communication in place, City of Wanneroo chief executive Daniel Simms expects the business economy of Yanchep Two Rocks to be on a par with that of Joondalup today.

The City and its partners have a long-term aim of self-sufficiency for Yanchep Two Rocks, ultimately expecting the region to provide 50,000 to 60,000 jobs.

Under the City's local employment policy adopted in 2004, proponents of large-scale residential developments must produce a local employment strategy as part of any proposed structure plan. An assessment of the strategy forms part of the council approval process, and after approval, council administration continually reviews the strategy's progress.

"Business and employment opportunities in the heart of Yanchep and Two Rocks will be identified in local structure plans with a focus on employment activity taking place in the city centre zoned areas and service retail occurring at the suburban level," Mr Simms said.

"As a major future metropolitan city, Yanchep will offer myriad business opportunities from professional services, retail, tourism, education and health. Clean technology industries will also be a focus for the area under developer proposals.

"In the long-term, the area will have a variety of institutional employers including a university,

TAFE, hospitals and government agencies, each of which will attract support organisations and businesses."

Wanneroo Business Association chairman Ewan McAllister said encouraging businesses to set up in the region was essential to its future economy.

"Town planning has come a long way in the past few years and I think the importance of creating vibrant communities from the outset of the initial planning has been recognised. Shops, dining, entertainment and recreation facilities help to create this within residential areas," he said.

"If there were no businesses within the suburbs of Two Rocks and Yanchep, they would literally become dormitory suburbs where all people must leave to work, shop or play."

Attracting businesses to residential areas was important for several reasons.

"Local business provides a local economy rather than money being earned and spent in other precincts," he said. "It requires less travel, lower worker and consumer costs, less pressure on infrastructure and more free time for families. Local business also provides a greater sense of community as people live and work together."

Yanchep-based Coastal & Country Realtors owner Kylie O'Connor chose to take over an established business so she could work near her home and she recognised the area's potential.

"I see Yanchep Two Rocks as a growth area and the advantages of running a business here today are that we have the ability to expand because of the addition of much-needed infrastructure."

"The area is just starting to grow and I would consider now as the time for getting your foot in the door as demand is increasing all the time."



Capricorn Village, a planned Yanchep shopping centre.

Generating jobs for an additional 8000

GENERATING jobs close to home is critical to the development of the Yanchep Two Rocks region, which is expected to house an additional 8000 people during the next 10 years.

Capricorn Village Joint Venture chief executive Russel Perry said all those involved in the development were working to a strong job creation agenda to meet an ambitious employment target in and around the suburbs.

As part of a long-term plan to provide support for small business and boost employment in the area, the Capricorn Enterprise Centre was launched in August. The focus is to provide a meeting and training venue, and eventually a business incubator program. Free intranet service Capricorn Connect, which offers informa-

tion, networking and promotional opportunities, already has about 250 local members.

Small Business Centre North West Metro manager Helen Joyce said the organisation planned to run a monthly outreach program from the Enterprise Centre from early next year. Business facilitators would advise those wanting to set up in the area, and quarterly workshops would run locally.

"The purpose of the centre is to build sustainability and growth of business in the area. We can help people who are just starting out, or those who have been established for a while and need some advice," she said.

Wanneroo Business Association will also make monthly visits to the centre to offer support to potential entrepreneurs.

