WA Labor’s Plan for Jobs makes current and future small businesses a priority. Operating across a range of industries, small businesses represent 97 per cent of all businesses in Western Australia. WA Labor is committed to delivering the action needed to support small and medium enterprises (SMEs) which drive much needed employment and economic prosperity.

Over the past seven years, the Liberal Government has presided over the most highly regulated small business sector this state has ever seen. They have added to the financial burden of SMEs and crippled opportunity through increased taxes and delays in red tape reduction.

WA Labor is committed to initiatives that will reduce red tape and provide opportunities for small businesses in both metro and regional areas to grow and diversify.

Government Contracts

Money spent by the WA Government wherever possible will be used to support local businesses and create new jobs for Western Australians. A McGowan Labor Government will enact legislation to increase local content on government contracts.

- A McGowan Labor Government will enact legislation to create the Western Australian Industry Participation Plan Act to create the opportunities for local SMEs to compete for government contracts while still achieving value for money.

The implementation of WA Industry Participation Plan (WAIPP) will be supported by the Industry Capability Network WA (ICN WA). ICN WA services will be available at no cost in order to support SMEs to develop Participation Plans and identify areas to increase localisation.

- A McGowan Labor Government will reinvigorate ICN WA to provide local SMEs support to complete Participation Plans and compete for government contracts. These services will be available at no cost.

The WA Government will have the capacity to declare a major project a project of strategic significance to the WA Economy. These will be subjected to additional local content requirements to help drive additional economic activity, business investment and jobs.

- A McGowan Labor Government will have the capacity to declare a project of strategic significance and place additional local content requirements to help drive additional economic activity and local jobs.

Read more about our plan at page 78.
Aboriginal Small and Medium Businesses

A McGowan Labor Government is committed to supporting Aboriginal owned businesses to develop and expand job opportunities in Aboriginal communities.

A WA Labor Government will implement a procurement policy that will result in the State Government increasing the number of contracts awarded to Aboriginal businesses focussed on developing entrepreneurship and business opportunities for the Aboriginal community.

The WA Government previously had a policy for increasing opportunities for Aboriginal owned businesses called the ‘Open and Fair Procurement Policy’. This policy has encouraged a small number of contracts but at the very small end of tenders.

The Commonwealth Government has now adopted a much stronger procurement policy of three per cent of all government contracts be awarded to Aboriginal businesses by 2020. A WA Labor Government will follow this example by setting a percentage target of actual contracts awarded as opposed to value.

- **A McGowan Labor Government will adopt the Aboriginal Procurement Policy of awarding three per cent of all government contracts to Aboriginal owned businesses by 2020.**

The Aboriginal Procurement Policy will provide real opportunities for Aboriginal owned businesses to develop and expand.

Read more about our plan at page 83.

Skilled Jobs on Local Projects

A McGowan Labor Government is committed to ensuring that local content and local jobs on current and future resource projects is maximised for SMEs. Greater economic benefits to the State and SMEs can be achieved through legislation.

- **A McGowan Labor Government will enact a Skilled Local Jobs Bill that will require a skilled work agreement to be implemented on all major resource projects in WA.**

The requirements of the skilled work agreement will include having to demonstrate how local businesses will have the equal opportunity to participate in all aspects of the project and to tender and compete for any aspect of the work.

Read more about our plan at page 86.

Microbusinesses

A McGowan Labor Government recognises the contribution the microbusiness sector makes to the State’s bottom line, and to the diversification of the economy and job creation.

As more Western Australians look for more flexible options to balance their work and home life, many are choosing to become self-employed or start a microbusiness. Microbusinesses employ between one and four workers and together with non-employing businesses, make up 86.8 per cent of the small business sector in Western Australia.
The Small Business Development Commission (SBDC) provides crucial services to small businesses throughout WA including micro Startups and already established operations. In 2015, the Liberal Government halved the number of SBDC’s offices resulting in diminishing service delivery capacity and assistance to microbusiness.

- **A McGowan Labor Government will provide $100,000 per annum to increase the services that can be provided to microbusinesses in WA.**

The microbusiness sector is a huge contributor to private sector employment and a significant contributor to the State’s economy. It is important to ensure this sector of the business community can access adequate advice and support to make their business a success.

### Defence Contracts

Western Australia hosts the nation’s greatest concentration of defence industry contractors, fabrication industries active in the offshore oil and gas sector and SMEs capable of supporting defence projects.

Under WA Labor’s Plan for Jobs, a robust government led structure will be created that draws on the expertise of the defence local industry to advocate for a greater share of the defence dollar.

- **A McGowan Labor Government will create Defence West to champion the interests of SMEs in the defence industries and grow jobs and opportunities for Western Australians.**

A strong local defence industry can provide long term, reliable employment opportunities to offset the boom and bust cycle of the resources sector. If WA succeeds in winning a fair share of the Australian defence dollar, local industry can then compete internationally for contracts to supply and support foreign navies creating new highly skilled jobs.

Read more about our plan at page 88.

### State Infrastructure Strategy

A McGowan Labor Government recognises that businesses need certainty that infrastructure projects will be delivered before they make investments and create jobs.

We need to move away from the stop-start chaotic way of building infrastructure projects and move to whole-of-State long term planning. This will ensure industry needs like ports, road, rail and energy and community infrastructure such as health, housing and education are coordinated in an orderly and timely way.

- **A McGowan Labor Government will drive business investment and job growth through the State Infrastructure Strategy.**

A State Infrastructure Strategy is critical to future business investment.

Read more about our plan at page 70.
METRONET

METRONET is an integrated and coordinated transport system that will solve Perth’s long term congestion problems and create thousands of jobs. Unlike the chaotic, start-stop transport planning of the Liberal Government, METRONET is a continuous build, creating sustained job growth for a local workforce.

The certainty provided by the McGowan Labor Government’s METRONET plan will ensure business has the confidence to make investments, create jobs and employ trainees and apprentices. METRONET will be declared a project of strategic significance which will place additional requirement to maximise local content.

- **A McGowan Labor Government will seek to maximise the amount of local content in the construction of METRONET by declaring it a project of strategic significance.**

WA Labor will ensure that we maximise the number of trainees and apprentices. Business cases for each stage of METRONET will outline how many jobs, including apprenticeships and traineeships, the investment will create.

METRONET will require civil construction work, earthworks, rail-track work, and construction of new stations, bridges, grade separation, principal shared pathways, overhead power systems, signalling systems, ballasts and sleepers. As with many infrastructure projects, jobs will be created directly with or in associated business supply during construction phases.

*Read more about our plan at page 84.*

Rolling Stock

A McGowan Labor Government will develop a passenger rail rolling stock manufacturing strategy that will set out a long term plan for the manufacturing of passenger rail cars in Western Australia. This strategy will secure existing maintenance jobs and potentially grow thousands of jobs in the manufacturing of rolling stock and its associated supply chain.

This strategy will enable SMEs to invest in facilities, new technologies and local jobs to meet the future needs of our public transport system for decades to come.

- **A McGowan Labor Government will develop a passenger rail rolling stock manufacturing strategy for Western Australia with guaranteed levels of local content.**

*Read more about our plan at page 85.*
Industrial Lands Authority to Drive Industry Development

A McGowan Labor Government will create the Industrial Lands Authority to remove agency duplication and the barriers to investment. The Industrial Lands Authority will be created using the powers under the Industry and Technology Act 1998.

The Industrial Lands Authority will become the single agency responsible for the management and development of industry and technology parks.

The Industrial Lands Authority would be vested with development approvals powers. This approach will streamline approvals, eradicate red-tape and the current confusion over government agency responsibility, creating certainty for businesses and investors.

- A McGowan Labor Government will:
  
  Establish the Industrial Lands Authority to remove barriers to investment and expansion and drive industry development and job creation.

  Work with local governments to identify plans for industrial lands through the mechanisms of the Industrial Lands Authority.

  Declare the AMC and surrounding areas a Technology Park under the auspices of the Industrial Lands Authority.

  Bring Bentley Technology Park under the auspices of the Industrial Lands Authority.

  Drive the development of future industrial land and technology parks in Western Australia through the Industrial Lands Authority.

Creating Jobs in Perth’s Northern Suburbs

A McGowan Labor Government’s northern suburbs technology park plan will change significantly where and how people work and has the potential to provide job opportunities in the northern suburbs for years to come.

The Industrial Lands Authority will work with the City of Wanneroo to develop Meridian Park and speed up investment and job creation opportunities for people living in the northern suburbs.

An in-depth study and site preparation plan into the development of a northern technology park north of Two Rocks will also be completed.

- A McGowan Labor Government, under the auspices of the Industrial Lands Authority, will:
  
  Develop the North Metropolitan Industrial Technology Park at the Neerabup Industrial Estate.

  Undertake an in-depth study into the development of a northern technology park north of Two Rocks.

Regional Technology Parks

Under the auspices of the Industrial Lands Authority a McGowan Labor Government will drive the development of serviced industrial land and technology parks in the regions.

The Industrial Lands Authority will attract regional
small business investment under the broad economic provisions of the Industry and Technology Development Act 1998.

- **A McGowan Labor Government will bring the development of industrial land in the regions under the auspices of the Industrial Lands Authority and develop serviced, ready to use industrial land at locations such as Shotts in Collie, Lumsden Point in Port Hedland and Kemerton Industrial Park near Bunbury.**

Small businesses at last will have a single government body to deal with. This will improve relations with existing businesses and tenants in industrial parks and encourage meaningful investment in regional WA and create new job opportunities throughout WA.

*Read more about our plan at page 72.*

**Brand WA**

Western Australia needs an overarching consistent brand to improve the marketing of our State to promote WA goods, services and tourism to the world.

A McGowan Labor Government is committed to working with industry stakeholders to implement a consistent but flexible approach to marketing WA as a brand.

Brand WA will provide a global toolkit of consistent concepts, packaging and messaging that will promote our wonderful State to the rest of the world.

Echoing the WA Birthmark program, developed in the 1960’s, Brand WA will ensure we capitalise on every marketing dollar we spend. Brand WA will create a connection between all of the efforts of the public sector and private sector and ensure our messaging voice is interpreted the same way around the world.

- **A McGowan Labor Government will consult with industry to fast-track Brand WA enabling a consistent but flexible approach to marketing WA as a brand across all industries to secure a greater share of growing markets.**

The economic benefits that come from a Brand WA have a broad contribution to the regional economy in terms of manufacturing, business investment, job creation, agriculture, hospitality and export opportunities.

*Read more about our plan at page 58.*

**Destination Marketing**

As part of WA Labor’s Plan for Jobs funding certainty over the next five years will provide SMEs the security to invest in the tourism industry. Funding of $45 million per annum will be delivered to support this growth industry.

- **A McGowan Labor Government will invest $45 million per annum for five years for Destination Marketing, delivering $225 million in secure funding.**

WA Labor will enhance destination marketing of Perth and Western Australia for the purposes of tourism, international education, Asian engagement trade and export through the pooling of scarce marketing dollars, integrated marketing campaigns, and greater collaboration between all government agencies and stakeholders.

*Read more about our plan at page 59.*
Event Tourism

Tourism events are often televised to interstate and overseas audiences offering a unique opportunity to further promote the State. Events also attract visitors that stay for the event and remain to holiday, supporting SMEs participating in the tourism sector.

Popular event campaigns include the Perth Hopman Cup, Fringe World Festival, Perth International at Karrinyup and the Perth International Arts Festival.

Event tourism has supported projects in regional WA such as the Albany ANZAC Centenary Commemoration, the Ironman WA and the IGA Taste Great Southern event, to name a few and will continue to support events in the regions.

- **A McGowan Labor Government will invest $40 million per annum for five years for Event Tourism including business events, domestic marketing and international marketing delivering $200 million in secure funding.**

A McGowan Labor Government is committed to creating certainty and security for the tourism industry by providing a $425 million over five years.

*Read more about our plan at page 60.*

Cruise Ship Industry

Passenger cruise ships visiting the many ports of Western Australia are a rapidly growing tourism sector, contributing $275.3 million towards the WA Economy in 2014-15.1

The cruise ship sector provides WA with an opportunity to value add to this significant growth industry by developing more landside destination options that can be provided to visitors before, during or after their cruise experience.

- **A McGowan Labor Government will work with industry to develop more landside destination options to the cruise ship sector thus generating additional visitor spend and more local jobs.**

*Read more about our plan at page 64.*

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1 Cruise Down Under; Economic Impact Assessment of the Cruise Shipping Industry in Australia, 2014-15
Hospitality Sector

As the architect of Western Australia’s vibrant small bar scene, WA Labor Leader Mark McGowan has led the change in liquor licensing, creating more jobs and a vibrant culture attracting visitors from overseas and interstate. However there are many low-risk hospitality and tourism SMEs which are still being held back from growing.

- A McGowan Labor Government will add a new public interest assessment category to liquor license applications which allows for a venue’s tourism, community and cultural benefits to be considered in licence applications.

- A McGowan Labor Government will review the occasional licence and extended trading permit systems with the aim of addressing ways of reducing red tape for licensees with a good history of compliance.

Other initiatives to support SMEs in the hospitality industry include removing the three-year restriction on proponents applying for a liquor licence for a particular premise after it has been refused in the public interest.

We need to encourage a more tourism-friendly hospitality culture by allowing such simple measures as making it easier for restaurants to sell alcohol without a meal and allowing accredited tour operators offer an alcoholic drink on their tour.

Read more about our plan at page 62.

Hospitality in the Regions

We need to make it easier for tourists to try our unique local products by freeing up the regulations around regional collectives and farmers markets. Currently, regional collective cellar door facilities can showcase wines and beers from a particular region, but not distilled alcohol products.

- A McGowan Labor Government will allow regional wineries, brewers and distillers to sell their products at regional farmers’ markets and cellar door collectives including producers in the Swan Valley.

Read more about our plan at page 65.
The International Education Sector

International education is the nation’s largest services export industry contributing almost $17 billion to the Australian economy in 2013-14. The sector supports nearly 130,000 jobs nationally. In 2013-14 international education contributed $1.3 billion to the WA economy.¹

WA needs a comprehensive strategy to stem the flow of international students that are currently bypassing Perth to participate in the Victorian education market.

- A McGowan Labor Government will invest $2 million over five years to implement a long-term international education strategy to increase WA’s market share of international students.

The economic benefits that come from the international education sector are further reaching than student fees alone. They have a broader contribution to the economy in terms of domestic participation in higher education, job creation, investment in SMEs, increased tourism, migration to address skill shortages, and government to government trade relations.

Read more about our plan at page 66.

Business Opportunities in the Asian Region

An Asian Business Strategy will provide Western Australian SMEs with the knowledge and flexibility to adjust and respond to shifts in demand and policy in the Asian region.

- A McGowan Labor Government will develop formal networks that link SMEs with the people and resources to enable and support success in regional markets.

To further develop the formal networks, Perth would host an annual ASEAN Dialogue, initially at the Asia Research Centre at Murdoch University.

The ASEAN Dialogue would run concurrently with a trade and investment show to emphasise the direct local economic intent of the dialogue. There are also on-the-ground opportunities for SMEs in the areas of infrastructure, construction and logistical skills.

- A McGowan Labor Government will develop a regional business portal to assist SMEs to become export ready.

Read more about our plan at page 128.

¹ www.studyperth.com.au facts sheet – August 2015
Startup Sector

More needs to be done to attract and foster Startups in Western Australia to create the SMEs and employment opportunities of the future. As part of the Innovation and Information and Communications Technology (ICT) Strategy $14.5 million will be invested into a New Industries Fund.

• A McGowan Labor Government will create a $14.5 million New Industries Fund to provide grants to support new and emerging businesses in the Startup and gaming sector.

The New Industries Fund will include a regional Startups stream of $4.5 million.

The commitment to an engagement strategy will capture important trade and investment opportunities for the Startup and gaming sector to grow business opportunities in Western Australia.

Read more about our plan at page 47.

Renewables Sector

A McGowan Labor Government recognises the importance of developing and investing in the renewable energy sector as the energy sector of the future. We understand the challenges of addressing climate change and the importance of positioning ourselves in the renewables space. We will take advantage of future innovation and provide opportunities for SMEs to invest in the energy sector of the future.

• A McGowan Labor Government recognises the unique position of the State with respect to renewable technologies in light of our coastal location, wide open spaces, sunshine, developed manufacturing and processing facilities and will promote business investment into renewable technology manufacturing in WA.

We need to redirect the flow of innovation, technology, jobs and economic growth that follows investment in renewable energy back to Western Australia.

Read more about our plan at page 55.
Freeing up Business

Western Australia is a high cost jurisdiction in which to operate a small business. Small businesses are disproportionately affected by over-regulation.

- **A McGowan Labor Government will target overly burdensome bureaucracy and poor and inefficient regulations that stifle jobs and investment by establishing a lead reform agency whose job will be to ensure all agencies of government are working to make regulation more efficient and effective.**

The regulatory reform will take an approach to reduce red tape by focusing on excessive and inappropriate regulation, costly regulatory instruments and costs of enforcement.

These initiatives are in line with a key recommendation of the Economic Regulation Authority and recommendations by PwC.

*Read more about our plan at page 90.*

Supporting Business in Regional WA

A McGowan Labor Government supports Royalties for Regions (RFR) but believes some RFR projects are missed opportunities to grow regional SMEs and create jobs in the regions. WA Labor is committed to ensuring more local content in State Government purchasing and on building and construction projects to better support local business and communities.

There are many positive outcomes when investing in local businesses. Local businesses employ and train people in regional areas who then reinvest directly back into the towns and regions they live in.

- **A McGowan Labor Government is committed to ensuring more local content in State Government purchasing and on building and construction projects to better support local SMEs and communities in regional WA.**

In regional WA the WA Industry Participation Plan will be implemented in conjunction with an enhanced Buy Local policy to ensure that regional SMEs experience the full benefit of investment in the regions.

- **A McGowan Labor Government will close existing loopholes in government policies to ensure the Buy Local guidelines on the use of local businesses and workers are applied to regional projects and tender arrangements including to head contractors.**

*Read more about our plan at page 114.*
Regional Development Commissions

The role of the Regional Development Commissions will be enhanced by requiring them to take a more proactive role in ensuring that the value of the local content on RFR programs and other State Government contracts is increased.

• A McGowan Labor Government will ensure that all tenders, contracts and job vacancies on government funded projects in regional areas are advertised on the Regional Development Commission’s websites.

This will allow local SMEs and job seekers to have a single portal to access opportunities in their region.

Read more about our plan at page 120.

Agricultural Sector

Agricultural production in WA has a gross value of $11.6 billion (2014-15) and is one of the State’s largest employers, providing employment for more than 30,000 Western Australians.¹

• A McGowan Labor Government will consult with the agricultural industry on future growth and employment opportunities that will attract and retain SMEs in our regional communities.

The growing trend in agricultural niche markets has positioned WA well for a burgeoning Asian middle class where premium products are most desirable.

Another driving force for niche markets is the more conscience consumer who wants to know where their food is sourced and how their food has been treated. Organic, genetically modified (GM) free, gluten free and free-range are great examples of niche markets that consumers are becoming more familiar with and demanding more of.

• A McGowan Labor Government recognises the value adding potential of niche markets in Western Australia and will work with the agricultural industry to identify opportunities to grow these markets including export opportunities.

If current trends continue the increased demand for our agricultural goods will also mean an increase in the growth of the agricultural service industries in the areas of agronomists, agribusiness professionals (finance) and grain marketing.

Read more about our plan at page 122.

¹Western Australian Economic Profile September 2015; p6
Country of Origin Labelling

The WA fishing industry already generates thousands of jobs across the State both within the industry and through food service and associated SMEs.

When consumers sit down to a meal, they have a right to decide whether they order seafood grown locally or from another country or region. Given that choice, we believe that many Western Australians would choose to eat locally sourced and sustainably farmed seafood.

- **A McGowan Labor Government will introduce Country of Origin Labelling requirements for seafood sold in restaurants.**

The flow on effect is higher demand for locally sourced and/or sustainably farmed seafood that will grow the local industry.

Read more about our plan at page 124.