



City of Kalgoorlie-Boulder  
**BUY LOCAL STRATEGY**  
ECONOMY AND GROWTH UNIT

## CONTENTS

Introduction .....	3
Goals .....	3
Table 1.1    Priority Area and Objective breakdown.....	4
Measurement Indications .....	5
Strategic Community Plan Linkages.....	5
Community links: .....	5
Economic links: .....	5

***VISION***  
***STRONG LOCAL BUSINESSES EMPLOYING PEOPLE THAT LIVE IN  
KALGOORLIE-BOULDER, CREATING NEW JOBS AND  
GENERATING ECONOMIC GROWTH IN SERVICING THE  
GOLDFIELDS-ESPERANCE REGION.***

## Introduction

A focus on developing and enhancing the local business environment is viewed as a key function by the City of Kalgoorlie-Boulder. To deliver this outcome, local strategies to support business must reflect what is most important within the context of the local business community, with specific, measurable actions that are both achievable and adaptable.

The City of Kalgoorlie-Boulder 'Buy Local' Strategy is aimed at recognising the contribution that local businesses make in building a stronger Kalgoorlie-Boulder. The strategy outlines how the City will assist and partner with local businesses and industry bodies to impact positively on local purchasing and to encourage and support local employment opportunities.

The Strategy's six (6) goals are supported by initiatives and programs delivered as part of eight (8) priority action areas. The actions which will be undertaken as part of these priority areas will be prioritised and assessed based on three key criteria;

1. Measurable local business improvement/economic benefit;
2. The current local business environment; and
3. Emerging or altered policy and/or funding opportunities.

## Goals

- Support and help to develop sustainable and profitable local businesses
- Promote an environment where employment opportunities are stimulated and more jobs are created.
- Maximise the local provision of goods and services regularly required by residents and business.
- Foster collaboration among businesses in procurement, market supply, marketing and freight.
- The City to be an active participant on issues of importance to business sector.
- Developing a strong retail sector and a vibrant Central Business District in both Kalgoorlie and Boulder.

**Table 1.1 Priority Area and Objective breakdown**

Action #	Priority Area	Objective
1	Policy and Regulation	<p>Create business and entrepreneur enabling environments.</p> <ul style="list-style-type: none"> <li>• Review City policies and practices</li> <li>• Set targets for increasing the City's use of local suppliers</li> <li>• Make local firms aware of the City's needs in advance through a prior indicative notice or early tender advice</li> <li>• Target/Inform local businesses about future local/State/Federal Government tenders and large quotation requests</li> </ul>
2	Governance and Stakeholder Engagement	<p>Establish governance group and consultation framework</p> <ul style="list-style-type: none"> <li>• Establishment a group that will develop, inform and implement the 'Buy Local' campaign and projects</li> </ul>
3	Demonstration Projects	<p>Build legitimacy, trust and confidence.</p> <ul style="list-style-type: none"> <li>• Run pilot <u>or</u> small-scale/short-cycle projects <u>or</u> projects that pave the way for replication or Expansion</li> </ul>
4	Research and Analysis	<p>Establish the current situation, identify gaps and opportunities.</p> <ul style="list-style-type: none"> <li>• Local Business Needs and Issues Survey</li> <li>• Economic Profile</li> <li>• Identify local consumer needs and buying habits, and disseminate results</li> <li>• Identify goods and service gaps and encourage new and existing operators to fill those gaps (Opportunities Register)</li> <li>• Examine local procurement process barriers: <ul style="list-style-type: none"> <li>- Costs of bidding</li> <li>- Pre-qualification processes</li> <li>- Contract terms</li> <li>- Inappropriate (unaffordable) insurance levels not linked to pre-estimate of loss for the contract</li> <li>- "Hands-off" procurement process that prevents dialogue and explanation of value proposition</li> <li>- Qualification difficult or impossible together with large numbers of potential suppliers even for small opportunities makes quoting unattractive</li> <li>- Procurement timescales and amount of effort needed to prevent suppliers with limited re-resources from entering the competition</li> </ul> </li> </ul>
5	'Buy Local Campaign'	<p>Develop campaign with governance group.</p> <ul style="list-style-type: none"> <li>• Development of a multi-year 'Buy Local Campaign'</li> <li>• Establish a matchmaker program to identify imported products and services which could be provided by local businesses</li> </ul>
6	Marketing and Promotion	<p>Develop marketing and promotional strategies.</p> <ul style="list-style-type: none"> <li>• Develop awareness campaign internally and in the business community about the benefits of 'economic multipliers' resulting from buying locally.</li> <li>• Organising meet the 'Buyer Events'</li> <li>• Holding supplier briefings</li> </ul>

		<ul style="list-style-type: none"> <li>• Develop initiatives to encourage residents and businesses to reduce potential expenditure leakages</li> <li>• Establish strategic communication with local businesses related to 'loyalty' marketing.</li> <li>• Report/publish the City's 'Buy Local' Performance</li> </ul>
7	Knowledge Management	<p>Collection, access and organisation of information and data.</p> <ul style="list-style-type: none"> <li>• Develop useable data sets and portals.</li> </ul>
8	Partnerships	<p>Work with businesses and local industry bodies to assist business owners.</p> <ul style="list-style-type: none"> <li>• Networking, relationship and collaboration strategy</li> <li>• Collaborative funding and grant opportunities</li> </ul>

### Measurement Indications

- Increased number of local purchasing transactions by the City.
- Pilot two internal departments to increase local spend by 5% by June 2017.
- Increase visitation to KBCCI Local Business Directory and other local business promotion websites
- Results from a business and/or local resident survey.
- Development of a 'local business improvement indicator' in collaboration with the Kalgoorlie-Boulder Chamber of Commerce and Industry.

### Strategic Community Plan Linkages

This strategy links to the City's Strategic Community Plan through the below Community and Economic Guiding Principles:

#### Community links:

- Be a strong and vibrant community that plans for a diversified future.

#### Economic links:

- Foster a growing population.
- Support diverse and growing industries.
- Cultivate a strong and vibrant local business environment.



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