



HAPPENINGS AT HWEDA THIS MONTH

Hi to all our business owners and those thinking about becoming business owners. I'm Adrienne Yzerman, the new Executive Officer of the Hotham Williams Economic Development Alliance (HWEDA), the management board of Marradong Country.

HWEDA is an incorporated association, established as part of the Boddington Super Town Economic Development Strategy. The alliance is comprised of CEOs and elected members of the Shires of Boddington, Wandering and Williams, as well as representatives from the business sector within each of the Shires and from the Peel and Wheatbelt Development Commissions. Our vision is to leverage on its foundation in agriculture and mining to attract new residents, industries and businesses. Our economy is diversified and globally competitive, supported by an entrepreneurial culture that welcomes investment and supports the creation of employment opportunities.

To date HWEDA's flagship project has been Marradong Country Self-Drive Trails, primarily an online product at www.marradongtrail.com to entice tourists to our area. We have some great social media statistics coming in about interest in the Marradong Region, as West Aussies are on the move in droves in a post COVID environment and school holidays. Continuing from this project is signage to promote the trails and Marradong region even further. Currently, there is a shortage of accommodation, particularly with farm stay options, in the Marradong Region and there is scope for more business opportunities for people in this regard even if it is in a sharing economy sphere, but make sure you check local council regulations first.

Our next flagship project is to establish an online business register on www.marradongcountry.org.au. Whilst individual Shire's or Community Centre's may have their own directories, we hope to centralise this process to incorporate businesses in all three Shires. This objective is threefold. Not only will the directory simplify things but it will develop increased cohesiveness and knowledge to encourage locals seek Marradong Country businesses rather than travel farther afield when possible in order to stimulate increased economic activity in the region. More importantly, when government or major corporations are conducting business or have a contract in the area, then they are able to research and contact local providers to improve supply chain opportunities. Down the track we also hope to also add a central employment register and a real estate register. Please contact me on the below details if you want your business to be included on the business register for free. If we require more information, then we will be in touch to interview your business no matter how big or small.

We are excited to have a new member, Helen Herbert of Wandering Smash Repairs, join our Board. The Board consists of a passionate group of CEOs, elected Shire representatives and business representatives from the Shire's of Williams, Wandering and Boddington. We currently have a vacancy for another interested business owner, particularly from the Williams Shire. Please contact me on 0429 988 400 or admin@marradongcountry.org.au if you require further information. Meanwhile, please continue reading for further opportunities to grow your business below.

Regional Economic Development (RED) Grants - Peel and Wheatbelt Development Commissions

Up to \$250,000 is available for individual projects that create local jobs, expand or diversify industry, develop skills and capability, attract new investment or help recovery from COVID-19. There has already been a post on the Face Book page about this fabulous opportunity and have had the occasion to speak to several people who have taken advantage of applying for the RED grant for their Shire and businesses. It's an amazing grant whereby during COVID-19 they are contributing 70% to successful applicants' projects, rather than 50% as in past years. Book a FREE consultation with their local business advisors to sound out your business case and for guidance on preparing your grant submission. . The Commissions offer a crucial service of speaking to their staff about your ideas as well as a video on how to apply. Applications close on the 7th July. Please spread the word amongst your business networks. There is no guarantee there will be a fourth round next year but if there is then get your thinking caps on now as the application period will only be open for 5 weeks.

[Find out more](#)

Export Market Development Grants (EMDG)

Aspiring and current exporters and tourism businesses can apply for a 50 per cent reimbursement (up to \$150,000) on costs relating to promoting their products and services overseas. The program has been expanded and adjusted to assist COVID-19 affected businesses. [Find out more](#)

OUR SUPPORTERS

