



ECONOMIC DEVELOPMENT & TOURISM STRATEGY SNAPSHOT

The Shire of Chapman Valley has developed a draft 10 year Strategy based on community and industry engagement and economic research.

Strategy at a glance:

- Sets a vision for “A thriving, resilient economy that supports growth while preserving local landscapes and identity”.
- Built around six themes from community engagement:



- Identifies tourism as a major opportunity, anchored in three experience themes: Range & Skies, Coastal Escape, Heritage & Harvest.
- With limited resources, the Strategy focuses on strengthening agriculture and trades as the economic base, growing the tourism, arts and recreation sectors, and attracting community services and administrative industries that currently face barriers to establishing locally.
- Highlights four priority projects for progression and funding: Nabawa Community & Recreation Precinct, Midwest Adventure Trail, Nanson Showground Upgrades, Coronation Beach Improvements.
- Aligns with national, state and regional policy to enable partnerships and coordinated delivery.

Share your feedback by Thursday 8 January 2026:

Read the full Strategy and complete your feedback online:

<https://www.chapmanvalley.wa.gov.au/council/services/economic-development.aspx>

