

OUTBACK RESOURCE ATLAS

An Investment Development Guide for the Southern Rangelands
of Western Australia

The resources available for industries based in the Southern Rangelands can now be readily identified using the resource identification database called the **Outback Resource Atlas (ORA)**.

In April 2001, the GMS Commercialisation Project contracted specialist staff involved in the Department of Agriculture's Client Resource Information System Project (CRISP) to develop **ORA**. Its design format makes it a key component of the Rangeland Interface of DAWA's Client Resource Information System and for inclusion in future investment attraction packages.

KEY OUTPUTS FROM ORA

- Identification of resources including land system & soil classification, vegetation; historical climate information (rainfall, temperature, frosts & relative humidity); site specific infrastructure (roads, airstrips, ports, gas pipelines, power grids telecommunication networks & facilities such as schools and hospitals); current tenure and native title claims; current land use (mining, pastoral, aboriginal, tourism); lease details and historical land use information; conservation value (aboriginal heritage sites and national heritage listings); type and density of livestock on a district/sub region basis and related infrastructure.
- Potential of sub-regions in terms of land, water and other support infrastructure such as transport, communications and processing suitable for the development of new or the expansion of existing industries in the Southern Rangelands.
- Readily accessible intelligence required to access seed- and start-up capital investment to establish new industries in the region.
- Increased knowledge base available to primary producers and potential investors for the planning, implementation and development of new or the expansion of existing industries in the region
- Increased coordination between the various government departments with similar and/or aligned projects.

ORA contains sixty three discrete, GIS-based datasets, integrated to provide information over eight themes. Many of these also have a number of derived datasets. To facilitate the board dissemination of information, **ORA** will be delivered using a range of media. The various proposed formats include an AGWEB-based information site, CD-ROM packages and hard-copy maps and information sheets. Publishing **ORA** on AGWEB has improved its user-friendliness and facilitated efficient, cost-effective and regular product updating. It is envisaged the web site will soon consist of a series of information pages that can be linked to other sites of interest through the creation of hot-links to useful websites (such as Invest Australia and different investment houses) and extending regularly updated topic-specific information (such as dynamic market intelligence for various potential industries)

The current version of **ORA** has been developed to help **public officers** identify local and regional industry development opportunities/impediments. As such, all state government departments with interests in this region and having duly trained operators on staff will be granted password-protected) access to **ORA via AGWEB**.

Members of the public with commercial/investment interests will be able to access this version of **ORA** only through such public officers. It is envisaged that over the next twelve

months, a modified version of **ORA** will be developed and made available via other websites (such as ONLINE WA) for use by the general public on a user-pays basis.

USER PROTOCOLS FOR THE CURRENT VERSION

Increased exposure of **ORA** will undoubtedly generate a number of specific and general inquiries from local industry and other interested stakeholders/potential investors.

Government officers will deal with these in the following manner.

1. **ENQUIRY MADE BY THE CURRENT MANGER OF A PARTICULAR LEASE**
Where the inquiry made concerns a particular lease and is lodged by the existing manger of that pastoral lease, the officer will respond using the full capacity of **ORA**.
2. **ALL OTHER ENQUIRIES OF A GENERAL OR REGIONAL NATURE**
When inquiries are lodged by anyone other than the existing manager, the engaging officer will use caution not to disclose any information that may considered privileged, commercially sensitive or detrimental to enterprise operations (such as tourist inquiries on road and water availability on a particular station). Inquiries of this nature will be redirected to the current station manager, whose contact details can be readily accessed through **ORA**.
3. **PUBLIC LIABILITIES AND DISCLAIMERS**
For all inquiries, irrespective of origin, the engaging public officer will use proper diligence and duty of care. The **ORA** has been developed as a tool to help identify *potential* development opportunities. It has not been designed for use as a comprehensive business analysis tool. It does not contain any direct information on the social, economic or political factors needed to make meaningful business/investment decisions. These will need to be negotiated through one to one consultations with the respective stakeholder(s). Further, while **ORA** may help identify opportunities (such as the location of suitable water resources for the possible commercial production any particular crop), the information provided must be subjected to further proving-up and/or testing. Finally, the currency of the intelligence extracted from **ORA** is directly related to that provided by the information received from its original source. It is the responsibility of all public officers providing information from **ORA** to ensure end-users are made aware of these inherent limitations.

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