

# *Invest Busselton*

REGIONAL INVESTMENT PROFILE



Where environment, lifestyle  
and opportunity meet.









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## ***Acknowledgment of Country***

The City of Busselton acknowledges the Traditional Custodians, the Wadandi People of Wadandi Boodjar on whose land we are living.

We recognise their continued connection to the land and waters of this beautiful saltwater place. We pay our respects to Elders past, present and emerging.







## Mayor's Foreword



### **A warm welcome from the City of Busselton, a place where Lifestyle, Environment and Opportunity meet.**

Our vibrant community is a thriving business and industry hub focused on progress, investment and job creation. We offer fantastic civic, sports and recreation facilities, modern health and education amenities, a year-round festival and events calendar with an inclusive, safe and relaxed coastal lifestyle.

Over the past decade, we have revitalised our town centres and foreshore areas, created new hospitality and retail centres, progressed aged and health care facilities, and significantly upgraded our regional airport to international standards. The state-of-the-art Salwater Busselton Performing Arts & Convention Centre is currently under construction.

We are now poised to capitalise on this transformative work.

We are expanding economic opportunities to accelerate our strong agribusiness, tourism, events and creative sectors and activate new activity in aviation, transport, renewable energy, technology, and healthcare industries.

Open for business and actively seeking investment partners for a range of sustainable growth prospects, we encourage you to consider the many opportunities highlighted in this prospectus.

We offer strong business and industry support and look forward to welcoming you to our vibrant community.

Grant Henley  
Mayor, City of Busselton





## A Vibrant City

**The City of Busselton is a vibrant regional city by the sea, with diverse opportunities and a prosperous economy.**

### Connected

Nestled on picturesque Geographe Bay, just 230kms or two hours' drive south of the State capital of Perth, we are the central heart of the South West region of Western Australia.

We are well connected by major transport networks, including the South West's principal gateway airport, the Busselton Margaret River Airport with direct flights to the eastern seaboard. We are situated close to the Port of Bunbury, one of Australia's largest regional ports and its onward road and rail links.

We are highly digitally connected with business fibre zones and all residents can access NBN services.

### Liveable

Blessed with a coastal and rural environment of unique pristine natural beauty, we sit on Wadandi Boodja, part of Nyungar country. Covering a total area of 1,455km<sup>2</sup>, we feature five modern townships of Busselton, Vasse, Dunsborough, Yallingup and Eagle Bay along with retail, commercial and industrial precincts.

With our warm Mediterranean climate, we are a relaxed, safe, and friendly place, with services and facilities supporting positive lifestyles and well-being. Our thriving community is home to 40,640 people and offers a much sought-after relaxed lifestyle for those who live and work here.

Contemporary youth, senior and family facilities include two leisure centres, new skate parks, numerous playgrounds, walking and biking trails, and libraries. We have an extensive range of sporting clubs, dedicated youth spaces and programs that activate all segments of our connected community.

A collection of private, independent and public primary and secondary schools, TAFE facilities and Edith Cowan University Hub create lifelong learning opportunities, an innovation culture and a skilled workforce. Modern public and private hospitals, allied health, paediatric, and aged care services provide excellent support for our community's physical and mental wellbeing.







### **Dynamic**

The City is a vibrant arts and creative's hub with an abundance of museums and galleries, extensive food, wine and a craft beer scene and a jam-packed calendar of festivals, concerts, shows and events, many featuring a stellar line-up of stars, celebrities, artists, sportspeople and creatives.

Outdoor activities abound at our numerous National and Marine Parks and wetlands. We boast award-winning public parks, open spaces, safe white sandy beaches, and the heritage-listed Busselton Jetty and its underwater observatory.

### **Progressive**

With a vision focused on our environment, lifestyle and opportunity, we continue to invest in the infrastructure, development and technology demanded by our expanding communities and businesses.

### **Investment Ready**

Our unrivalled lifestyle and diverse economy supports a range of business and industry opportunities for productive private and public investment, ranging from start-ups to high growth enterprises and large-scale infrastructure projects.

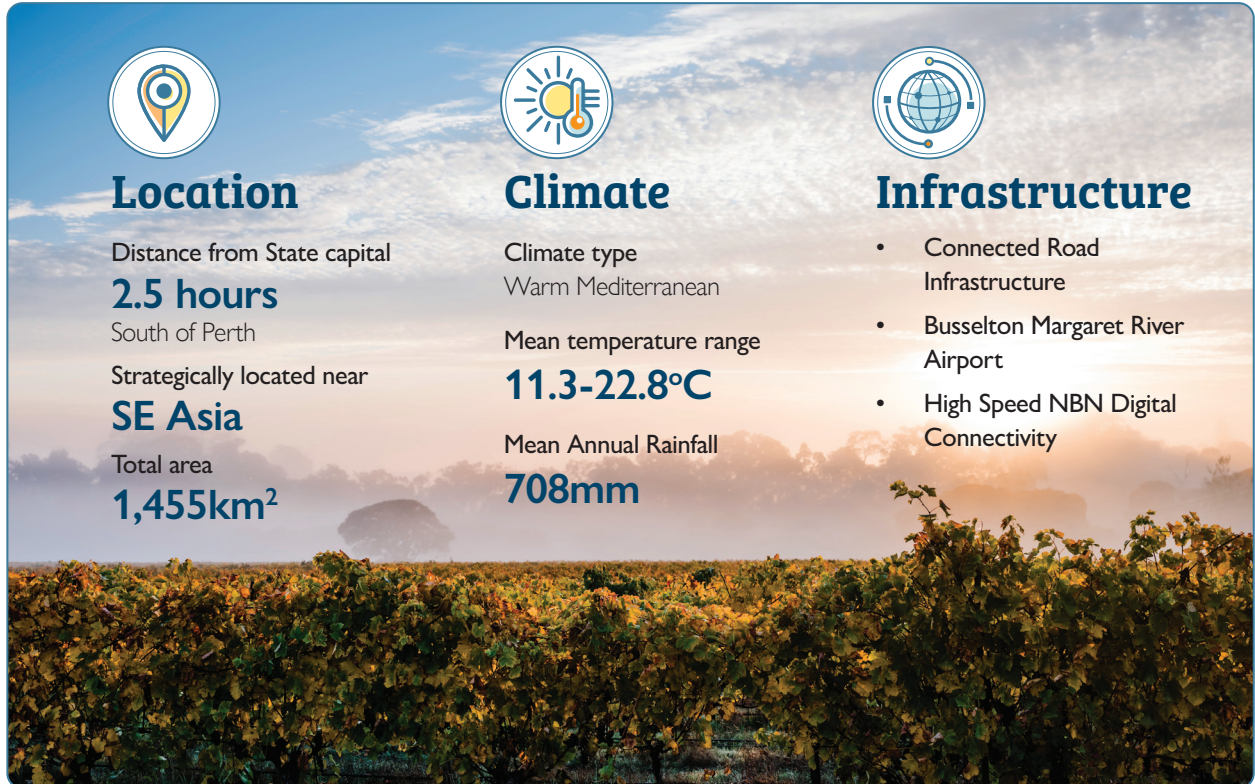
Our keystone and emerging sectors across Agribusiness, Viticulture, Craft Brewery and Distillery's, Hospitality, Tourism and Events, Creative Industries, Commerce and Industry, Healthcare and Wellbeing and Aviation all offer sustainable development opportunities for forward-looking investors and entrepreneurs.


**We are open for business and ready to welcome you to our vibrant community.**






## City of Busselton Snapshot






### Location

Distance from State capital  
**2.5 hours**  
South of Perth  
Strategically located near  
**SE Asia**  
Total area  
**1,455km<sup>2</sup>**



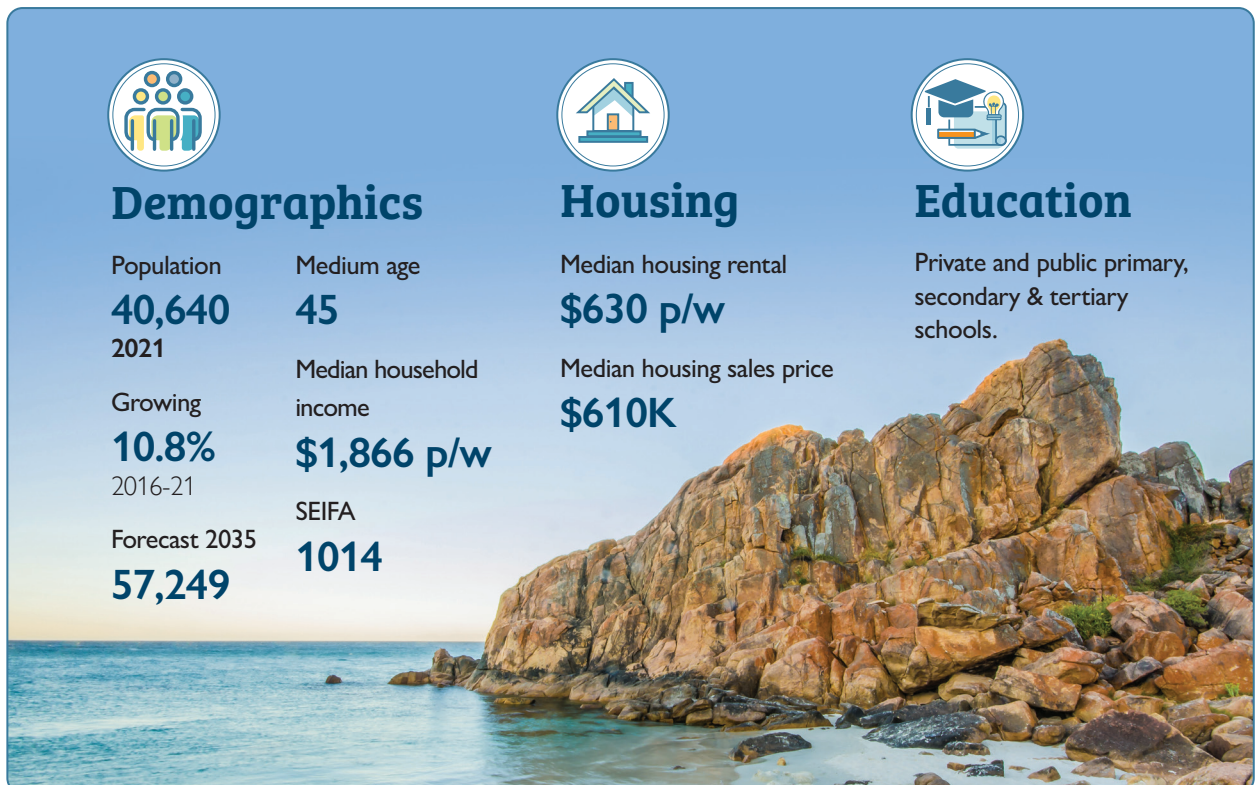
### Climate


Climate type  
Warm Mediterranean  
Mean temperature range  
**11.3-22.8°C**  
Mean Annual Rainfall  
**708mm**



### Infrastructure

- Connected Road Infrastructure
- Busselton Margaret River Airport
- High Speed NBN Digital Connectivity






### Demographics


Population  
**40,640**  
2021  
Growing  
**10.8%**  
2016-21  
Forecast 2035  
**57,249**

Medium age  
**45**  
Median household income  
**\$1,866 p/w**  
SEIFA  
**1014**



### Housing

Median housing rental  
**\$630 p/w**  
Median housing sales price  
**\$610K**



### Education

Private and public primary, secondary & tertiary schools.





## Our Town Centres

- **Busselton** is the largest town centre with cultural precinct and family friendly foreshore featuring the iconic Busselton Jetty.
- **Vasse** is the fastest growing SW centre and a favourite for families with a wide range of amenities.
- **Dunsborough** sits on Geographe Bay and is known for boutique shopping and spectacular walk trails.
- **Yallingup** is a small centre surrounded by Leeuwin-Naturaliste National Park and world class surf breaks.
- **Eagle Bay** sits on Cape Naturaliste and is a growing luxury holiday hotspot.

## Economics



GRP	Local business	Unemployment rate	Local Jobs
<b>\$3.21B</b>	<b>4052</b>	<b>3.4%</b>	<b>16,927</b>
up 5.5% (2019-21)	non employing 2395		

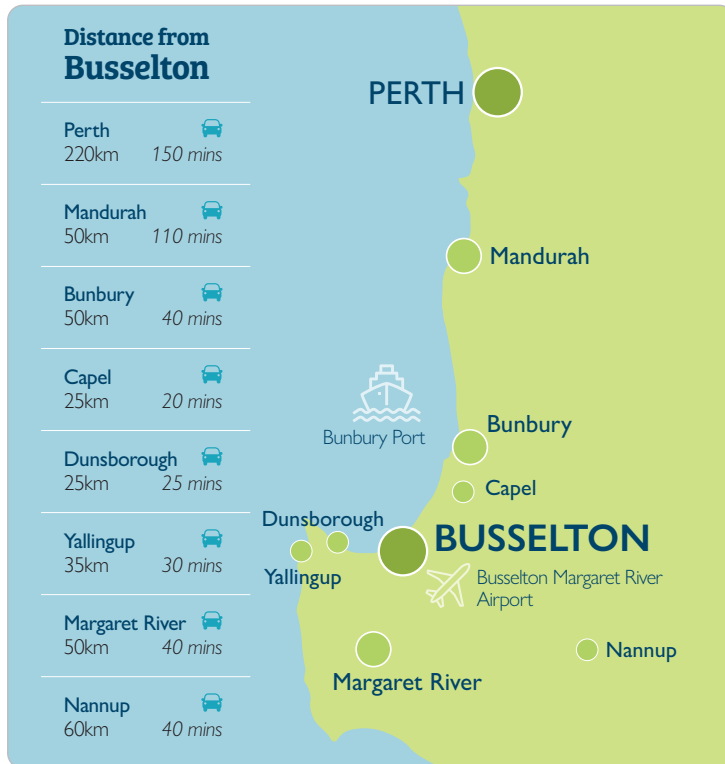
Exports per annum	Imports per annum	Visitor Numbers	Key industries by GRP
<b>\$235M</b>	<b>\$180M</b>	<b>924k p/a</b>	Construction, Manufacturing, Rental and Hiring, Accommodation & Food.





## Business Edge

Our unique business advantages enable business and industry growth and diversity.



- Proximity and shared time zone with state capital and SE Asia.
- Steadily growing population.
- Mediterranean climate.
- Strategic air, road & shipping infrastructure.
- Agricultural, commercial, industrial and residential and supply.
- Reliable power & water supply.
- High-speed digital connectivity.
- Dynamic, skilled workforce.
- Connected business network.
- Proactive local & state government support.
- Modern civic, recreational and sporting facilities.
- Margaret River Region internationally recognised brand.
- Excellent living standards and lifestyle opportunity.







## **Growth Industries**

**We offer prospects for sustainable growth and diversification across our keystone and emerging industries.**

### **Agribusiness**

Agriculture is a well-established industry producing the finest quality beef, dairy, seafood and a wide variety of fresh fruit, vegetables, honey and flowers. Our viticulture sector makes more than 25% of Australia's internationally renowned eco-premium wine. A growing cohort of craft and distilleries produce award-winning craft beers, ciders & spirits.

### **Tourism and Events**

With an abundance of natural beauty and tourism assets, a mouth-watering array of restaurants, wineries and cafes, our strong profile as the Events Capital of WA and the development of the Saltwater Performing Arts & Convention Centre, we offer premier leisure and growing business tourism destination. We welcome over 860,000 visitors annually and provide a dynamic relaxed destination for all things food, wine, nature, tourism, entertainment and events.

### **Technology and Creative Industries**

We are a hub for technology and creative industries with a vibrant entrepreneurial start-up culture. Our strength lies in live music, performing arts, and emerging design and visual arts industries. A dedicated state-of-the-art performing art and events centre creates an anchor for a robust creative hub in a prime CBD location.

### **Aviation**

Our internationally capable Busselton Margaret River Airport presents the potential to activate aviation-related industries, including engineering and maintenance, freight and logistics hubs, and the FIFO sector. It will significantly expand the value of the tourism and airfreight sectors with national and potential international flight routes.

### **Healthcare & Wellbeing**

Our changing demographics, consumer practices and existing health-related infrastructure provide opportunities for future investments into health care, aged care and retirement living. We have a wide range of health services, including public and private hospitals, general practice, allied health, maternity and paediatric, and aged care services that support local and neighbouring communities. Increasing and changing demographics and shifting consumer practices now see opportunities for increased investment into health care, aged care and retirement living.

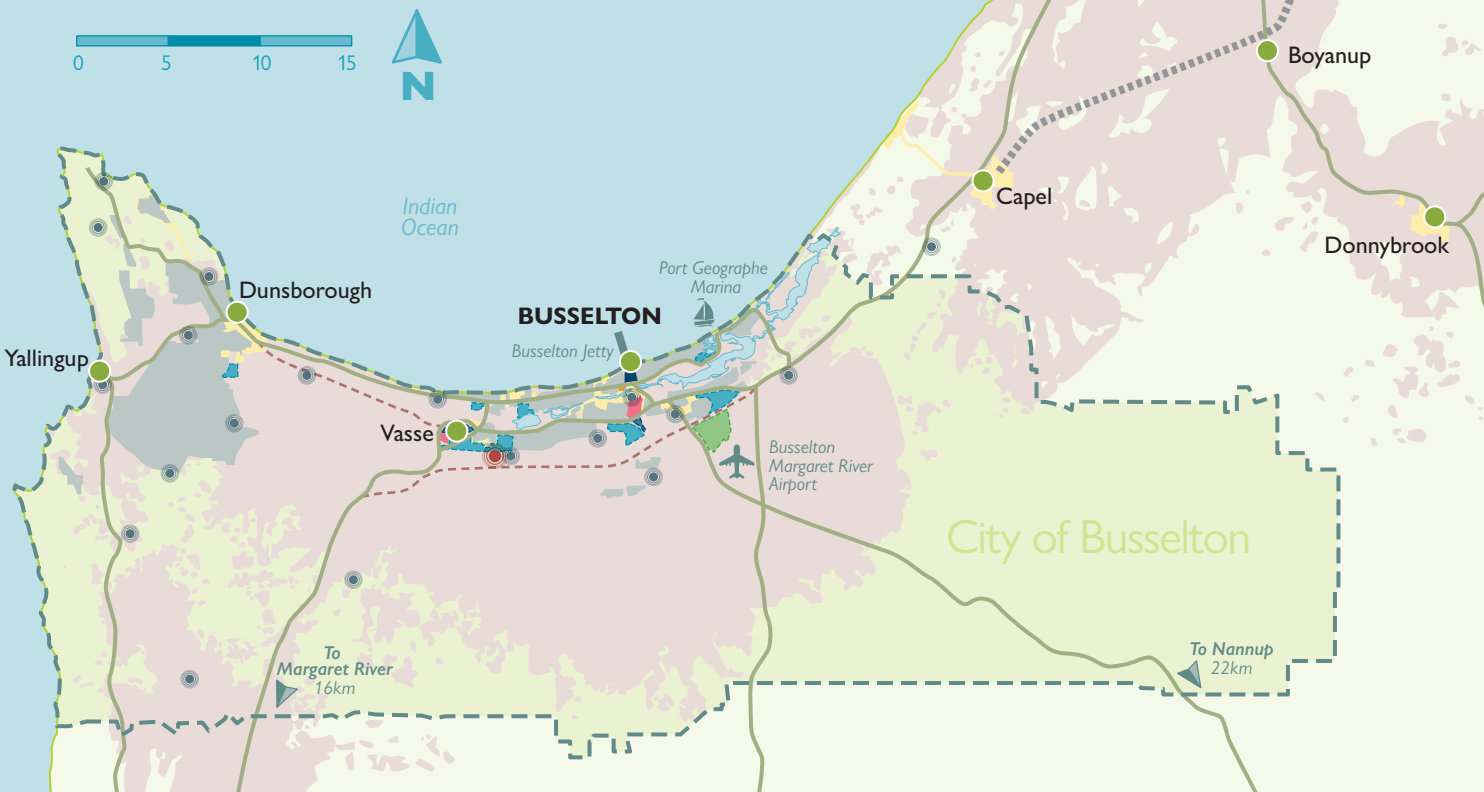
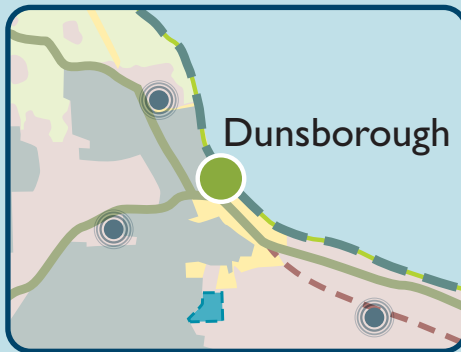
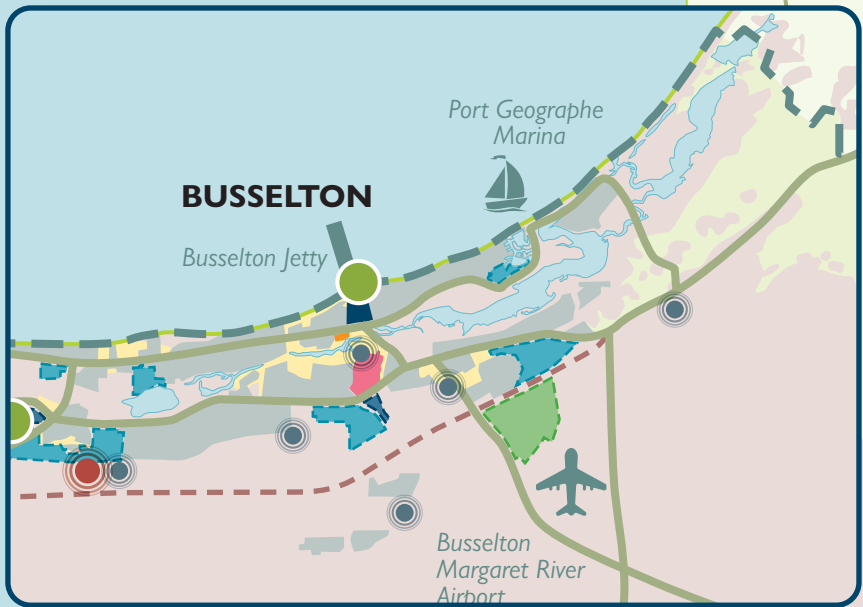
### **Commerce & Industry**

We are home to wide range of retail & wholesale trade, manufacturing & construction, professional services, hospitality & recreational services and much more. With a steadily growing population across three major townsites and a diversifying economy there are many excellent opportunities for small to medium businesses to supply goods and services to our key industries and the broader community.





- Town
- Major Road
- Proposed Major Road
- Bunbury Outer Ring Road Under Construction
- Railway
- Power Substation
- Mobile Phone Tower
- NBN - Fiber to the Node
- NBN - Fixed Wireless
- Centre
- Residential/  
Rural Residential
- Service Commercial Existing
- Light Industry Existing
- Light Industry Future
- Urban Development Future
- General Industry Future







# Room for Growth

**We offer a diverse range of urban and rural residential land, industrial, and service commercial zoned areas along with key infrastructure and a skilled workforce.**

## Residential Land Supply

The City's main town centres each have a range of short, medium and long term urban development areas, with sufficient land identified to meet growth for a forecasted resident population capacity of approximately 54,000. New residential land estates in Busselton, Vasse and Dunsborough urban areas are currently under development. Land zoned for rural living covers more than 5,700 hectares, located within the suburbs of Yalyalup, Vasse, Quedjinup, Quindalup, Yallingup and Yallingup Siding.

## Commercial and Industrial Land Supply

There are substantial stocks of land zoned for industrial purposes within City, covering a total area of 615ha. Currently there are 330 hectares of existing, zoned industrial / service commercial areas in the Busselton-Vasse Urban Area and the Dunsborough Urban Area, including land with endorsed structure plans that are yet to be subdivided and developed.

The City of Busselton owns freehold the 206ha Busselton Margaret River Airport Commercial and Industrial Precinct offers a greenfield development area with lots sizes between 1,500 sqm and 3ha. There are also several prime hotel site opportunities located along the famous foreshore precinct.

## Community Facilities

The City pro-actively plans for the development of new and improved community facilities to meet the needs of a growing and increasingly diverse population and ensures the identification of land for community facilities, including youth, arts, educational, medical, community, cultural and recreation facilities.

## Skilled Workforce

We offer a growing, skilled flexible workforce that enables professional delivery of business and service across many sectors. Quality relaxed, lifestyle, excellent amenities and short commute times attract and retain capable skilled people.

Our locally based South Regional TAFE, Edith Cowan University and other training and education services are well connected into industry needs. They deliver a wide range of courses to enable a strong pipeline of skilled and engaged workforce.

## Infrastructure

**Water** - There are two water schemes servicing the Busselton-Vasse urban area and Dunsborough, with existing annual quotas sufficient to meet current and forecasted demand.

**Wastewater** - There are two wastewater schemes operated by the Water Corporation at the Busselton Wastewater Treatment Plant with wastewater treated by an activated sludge system.

**Energy** - Western Power manages electricity supply to the South West region. Electricity in Busselton is supplied via a single 132 kV circuit which runs from Picton to Busselton, as well as the 66 kV transmission network that extends from Picton to Margaret River. Natural Gas line extends to Busselton, but not onto Dunsborough urban area at this time.

**Communications** - high speed NBN is rolled out across all towncentres. Business and residents can access a 5G connected mobile network through mixed fixed wireless, satellite and fibre to the node systems.

More detailed information on industrial, commercial and residential land supply and development is available within the City's [Local Planning Strategy](#).





## **Major Developments**

**Recent and upcoming public and private investment are expanding our community and economic infrastructure, providing new & diverse investment opportunity.**

### **Transport & Logistics**

**\$72M** Busselton Margaret River Airport Upgrade

**\$1B** Bunbury Outer Ring Road Development

### **Health & Residential Care**

**\$20M** Busselton Health Campus Redevelopment

**\$70M** St John Of God Health Care Development

**\$37M** Cape Care Residential Aged Care Dunsborough Development

### **Lifestyle & Tourism**

Major Vasse Village Centre Development

Major Dunsborough Town Centre Upgrades

**\$38M** Saltwater Performing Arts & Convention Centre Development

**\$27M** Busselton Jetty Redevelopment

**\$45M** Mitchell Park & Busselton Central Redevelopment

**\$19M** Hilton Garden Inn Busselton Development





## ***Business & Investment Support***

**The City's team are here to support businesses and facilitate investment into our region.**

We are your first point of contact if you are considering purchasing, relocating or establishing a business in the City of Busselton. We help by providing a personalised Investment Concierge Service including:

- Provide vital information about town planning, building permits and development applications.
- Connect you with other council services and key external service providers.
- Provide local economic data and workforce planning assistance.
- Conduct personalised regional familiarisation tours.
- Identify and profile suitable commercial or industrial sites.
- Connect you with key influencers, industry bodies and local business partners.
- Provide information about incentives, grants and programs available for businesses.
- Provide ongoing support and assistance to business and industry.

### **Support Networks**

Investment into the region is well supported by these local, state and federal agencies along with key peak bodies.

- [South West Development Corporation](#)
- [Margaret River Busselton Tourism Association](#)
- [Small Business Development Corporation](#)
- [Regional Development Australia South West](#)
- [Chamber of Commerce & Industry](#)





**Our vision is driving diversity,  
sustainability, jobs and investment, and  
the vibrancy and liveability of economic growth.**

### **Further Support**

The City of Busselton, the Western Australian Government, and our local economic development partners, are here to assist businesses and facilitate investment into our region. For more information and support please don't hesitate to contact [economicdevelopment@busselton.wa.gov.au](mailto:economicdevelopment@busselton.wa.gov.au)



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