

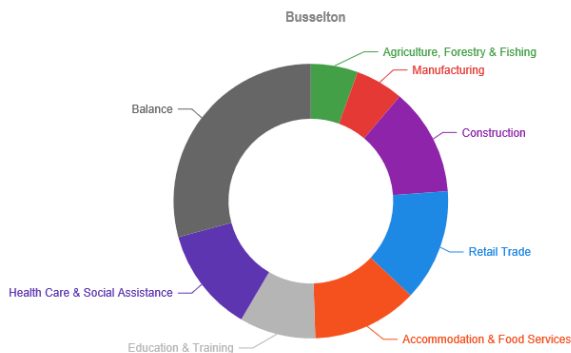
City of Busselton: Economic Opportunities

Where
environment
lifestyle and
opportunity
meet!

Are you seeking an economic growth centre complete with a skilled labour force, abundance of industrial land and in close proximity to the expanding economies of South East Asia? Look no further than the City of Busselton, which not only offers an attractive climate and enviable lifestyle, but first-class facilities, modern technology and advanced business infrastructure.

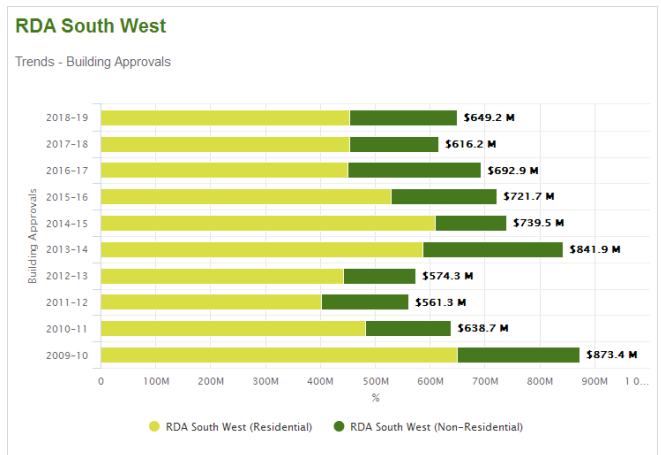
MAJOR ECONOMIC DRIVERS

Part of a world-renowned tourist destination, the City of Busselton has traditionally been a centre for agriculture. The City is also recognised as a premium wine growing region and a significant hub for technology-based and creative industries. With a rapidly increasing population comes the need for more housing, amenities and facilities, evident in the region's burgeoning construction and development sector.



CONSTRUCTION

The leading economic driver within the City of Busselton and second leading driver in the South West; the construction industry is responsible for \$932.6 million* of the City's gross revenue each year. In 2018 the value of the private housing and dwelling sector was \$179.7 million and \$189.4 million for residential buildings. In the South West, \$649.2 million worth of building approvals were recorded by the Australian Bureau of Statistics for the 2018/19 period. Over the past few years the development of several new residential estates – including estates in Vasse and Port Geographe – and major projects like the Busselton Margaret River Airport have contributed to the increase of dollars spent within the City's construction industry. By 2026 it is estimated that the City of Busselton's population will reach 55,000*, making it a growing region for future housing and supporting infrastructure developments.



*Statistics sourced from REMPLAN and Regional Development Australia – South West.

AGRICULTURE AND MANUFACTURING

The agriculture and manufacturing industries still have a strong foothold in the City of Busselton, with gross revenue generated in both sectors equating to approximately \$847 million. Fertile soils, high rainfall and close proximity to Perth are the leading factors in the City of Busselton's diverse range of agricultural pursuits, which cover everything from beef and dairy cattle, through to sheep, wool, fruit and vegetables. Significant agriculture, mining and timber exploits in the South West have fuelled the expansion of manufacturing industries, with timber product and food and beverage enterprises servicing both the region and international markets. A surplus of good quality farming and industrial land is available across the City.

WINE AND VITICULTURE

The Margaret River Wine Region, which encompasses a significant part of the City of Busselton, is responsible for 2% of Australia's total grape crush and 59% of Western Australia's bottled wine export value. The third most visited wine region in Australia by international visitors, Busselton Margaret River Wine Region attracts approximately 2.3 million people to the region and exports wine to more than 45 markets around the world, including China, the United States, the United Kingdom and Singapore. This economic sector is unique in that it services both wine export and tourism industries, making it a highly profitable business to be a part of.

CREATIVE INDUSTRIES

With its picturesque setting and accessibility to modern amenities and facilities such as high speed NBN, it's no wonder the City of Busselton has become home to a growing group of creative professionals. New and improved infrastructure across the City help to accommodate the professional business needs of artists, musicians, filmmakers and digital creatives, while a range of events create unique networking and professional development opportunities in the region and further afield.

The City offers plenty of economic opportunities for investors within the creative industries, including the establishment of co-working spaces and facilities that are easily accessible across the region.



RETAIL AND COMMERCE

The retail and commerce sector within the City of Busselton is supported by a 39,000-strong population and an influx of tourists throughout the year. New village-style developments are creating fresh retail opportunities for small to medium businesses, as well as opportunities for finance, real estate, accommodation, hospitality and trade services. The Busselton town centre is also undergoing revitalisation with the redevelopment of Busselton Central Shopping Centre and Mitchell Park upgrade, which will include a whole host of new retail, food and entertainment options.

TRANSPORT AND ACCESSIBILITY

The South West's transport infrastructure network includes extensive road, rail and port facilities designed to accommodate the demands of various industries.

Linked to the capital city of Perth via modern bitumen-sealed roads, the City of Busselton is accessible by major roads including the Forrest Highway, South Western Highway and Bussell Highway. The Forrest Highway, opened in 2009, has significantly reduced road travel time between Perth and

Busselton to 2.5 hour drive by approximately 30 minutes, bringing with it long-term economic benefits.

Bunbury, just a 45-minute-drive from Busselton, is the centre of the South West's rail network, which connects towns and industry areas in the region to Perth. It is also home to one of the biggest regional ports in Australia, the Bunbury Port. Trade, which included the export of major commodities such as alumina and woodchips, caustic soda and mineral sands, through the port reached 16.7 million tonnes in the 2018/19 period.

The newly upgraded Busselton Margaret River Airport services both private and commercial activities, including transporting fly in fly out (FIFO) workers to the North West of Western Australia iron ore mine sites, providing freight options for agriculture and manufacturing industries and supporting the region's growing tourism sector with commercial flights to and from Melbourne to commence in mid-2021. The Busselton Margaret River Airport has the capability to service narrow and wide bodied aircraft operations to destinations such as Melbourne, Sydney, Denpasar, Singapore, Hong Kong and China.

A dynamic workforce

The City of Busselton's thriving economy is nothing without a dynamic workforce to support it. To create and maintain a skilled workforce, the City of Busselton has invested in a comprehensive range of higher education and training facilities, thus providing more opportunities for upskilling in the South West. Upgrades to the South West Institute of Technology's education facilities complement the existing private and public secondary education options in the City, while the CQ University Study Hub in Busselton facilitates higher learning possibilities.

Commercial investment opportunities

For investors looking to be a part of this economic hotspot, there are plenty of commercial opportunities available. Central business districts in Busselton and Dunsborough offer tourism and retail opportunities, while industrial land located near the Busselton Margaret River Airport and within the Vasse industrial area is available for commercial and manufacturing developments. There's also huge potential to export agricultural produce and high valued goods manufactured in the region, and to invest in the current and future infrastructure required for a growing population.

