

City of Busselton: Major Projects

Where
environment
lifestyle and
opportunity
meet!

The City of Busselton is rapidly expanding, with a population estimated to reach 55,000 by 2026. The City has undertaken a number of major projects to support this population growth, while new initiatives to enhance and enliven the region for its residents and visitors are currently underway.

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

PLANNING AND STRATEGY

The City of Busselton has identified that as one of the State's most visited and fastest growing cities, it could develop the appropriate amenities to service large-scale conventions and functions, which would result in a considerable gain in potential income and a boost in opportunity for the wider community in terms of business and jobs. To leverage off this prospect and to further attract visitors to the South West, the City is investing in a number of projects designed to position Busselton as a social, cultural and economic centre.

RECENTLY COMPLETED PROJECTS

Some of the City's recently completed projects include the \$120.4 million Busselton Health Campus, which features an expanded emergency department, two operating theatres and expanded day ward; stages one and two of the Busselton Foreshore redevelopment, including the construction of a brand new youth precinct featuring an adventure play space and open-air amphitheatre; the Busselton Tennis Club, a \$4 million project which saw the relocation of the tennis club further down the Busselton Foreshore; and the Civic Administration Centre, housing 180 City staff, a contemporary civic function space and commercial kitchen facilities.



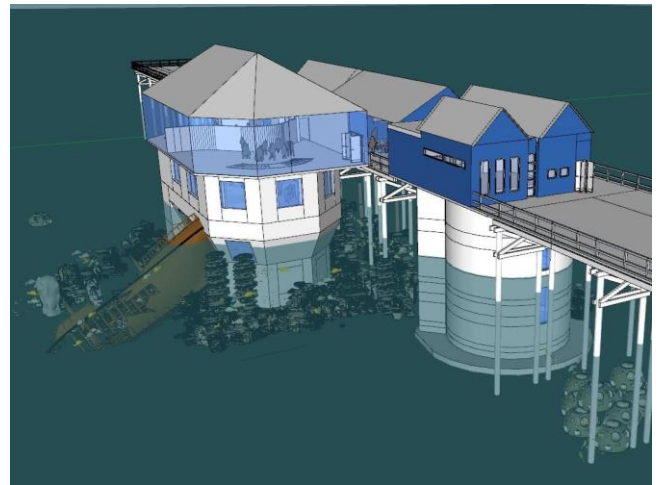
CURRENT PROJECTS

Headed by the Major Projects Team, a dedicated project management office within the Engineering and Works Services Directorate, these projects will have widespread economic and social benefits for the City and its residents:

AUSTRALIAN UNDERWATER DISCOVERY CENTRE (AUDC)

\$25M project | January 2021 – March 2022

This project sees the development of a state of the art underwater observatory that will provide a unique underwater destination experience for visitors. The AUDC will feature expansive windows, new underwater habitats, a function area with underwater lighting, high tech exhibitions, educational spaces and environmental learning areas. Construction alone is estimated to create nearly 34 jobs locally, while 37 jobs in its first year of operations will be generated as cafes, hotels, service stations, retail stores and other local businesses prosper. Once the project is complete, the AUDC is predicted to contribute significant economic benefits to WA.



BUSSELTON PERFORMING ARTS & CONVENTION CENTRE

\$20M project | August 2020 – March 2022

The Busselton Performing Arts & Convention Centre, a 660-seat convention, entertainment and performing arts centre, is set to be a central hub for the region's significant creative industry, as well as a prime destination for conferences, trade shows and conventions. Approximately 105,000 visitors are expected to attend the Centre during the first full year of operation, increasing to over 148,000 within five years and with the potential to attract 197,000. During its construction, 120 jobs will be created. Once built it's estimated that over 45 full time jobs will be formed directly and indirectly.



BUSSELTON CENTRAL SHOPPING CENTRE REDEVELOPMENT

\$35M project | 2020 - 2022

Busselton Central Shopping Centre is undergoing a significant redevelopment, designed to position Busselton as a primary commercial centre in the South West and to encourage visitors to spend more time and money in the city centre. The redevelopment will see the city redevelop the area around the centre and Mitchell Park will be transformed into an indoor/outdoor food, retail and entertainment precinct with a 500-seat, five-screen cinema and a multilevel car park. This project will offer local employment opportunities during construction and on completion will foster well over 100 new permanent jobs in retail and food and beverage businesses.



BUSSELTON MARGARET RIVER AIRPORT

\$73M project | 2016-2018

Recognising the potential to increase accessibility to the region and thus visitation, the City of Busselton is in the midst of a 20-year plan to reposition the Busselton Margaret River Airport as a domestic and international airport. With a focus on tourism, commercial and import/export opportunities, the airport has already seen an upgrade to its runway, terminal facilities and hangars in 2019, with future expansion and expansion planned over the next 10 years. The City has also worked hard to acquire a commercial flight service between Busselton and Melbourne, which will be serviced by airline carrier Jetstar three times a week and due to commence once COVID19 related restrictions are released. Jetstar expect the new service will contribute more than \$40 million to WA's economy and more than 60,000 visitors to the region over the next three years.

DUNSBOROUGH TOWNSCAPE UPGRADE

Dunsborough Town Centre has undergone a significant transformation over the past few years, with the revitalisation of Lions Park, the realignment of Seymour Boulevard to improve vehicle and pedestrian access, increased car parking and the significant greening of the

central area achieved. In addition to these upgrades, a high-profile area between the roundabout on Dunn Bay Road/Naturaliste Terrace and Cyrille Way is currently in discussions. The revitalisation project will improve accessibility within the town and create new spaces for the community.

HILTON GARDEN INN AT BUSSELTON FORESHORE

\$20M project | January 2021 – December 2022

A new 4.5-star luxury hotel is planned to join the many accommodation options available in the region, bringing additional vibrancy to Busselton and creating jobs for locals during construction and after completion. The development will take place on one of two commercial development sites earmarked for a high-end hotel on the Busselton Foreshore. The new 110 room hotel, which is part of the flagship Hilton Hotel and Resort brand, will provide a range of amenities and services including short stay accommodation; meeting and boardroom facilities, restaurant and dining options, a roof top function centre and parking.

SHELTER BREWING CO AT BUSSELTON FORESHORE

\$5M project | Opening Spring 2020

Part of the City of Busselton's Foreshore Master Plan, the Shelter Brewing Co is currently in construction. The two-storey project will encompass a fully operational microbrewery, family style restaurant and upstairs function centre, located between the new amphitheatre and Railway House on the Busselton Foreshore. Complementing the coastal environment and existing buildings in design and aesthetics, Shelter will add significant value to the foreshore experience for both locals and tourists. It's important to also note that funds generated through rental income associated with the microbrewery site will go directly into foreshore and jetty maintenance and revitalisation programs, relieving pressure on ratepayers to fund these major assets into the future.

