

# INVEST IN OUR DIVERSITY







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## Shire of Manjimup Vision

"We are a thriving region which is safe, liveable and welcoming. We value our quality of life and embrace our natural environment which affords us both economic and recreational pursuits. Our industries are recognised for their resilience, quality and innovation and for their contribution to the state of Western Australia. Our economic diversity provides business and employment opportunities for all."



## Regional Profile

The Shire of Manjimup is located 307km south of Perth, the capital of Western Australia. There are four major towns within the Shire – Manjimup, Pemberton, Northcliffe and Walpole.

The Shire of Manjimup is a vibrant district made up of a diverse range of towns & settlements, nestled in the booming South West region of Western Australia. Key industries in the area include agriculture, timber, tourism and public administration. This progressive community embraces change and diversity, which makes it an ideal location for investment. The Town of Manjimup has been declared a Regional Growth Centre by the Western Australian State Government, which has translated into numerous exciting infrastructure investments and improvements.

Come and explore what the diversity of the Shire of Manjimup can offer your business!



Population (2016)	9,258
Estimated Population (2021)	14,606
Total Gross Regional Product (\$M 2017-18)	\$721

Average Income 2016 (\$/week)	\$594
Median House Price (Core Logic 2018)	\$245,000
Productive Agricultural Land	78,000 ha





## A Productive Region

The Shire of Manjimup is a major agricultural producer, supplying a diverse range of fruits, vegetables and other agricultural products as well as the necessary agricultural industry support services to make production viable. The region is the leading Australian producer of Black Truffles, as well as being the home of the Pink Lady apple. With the current production, ample water and agricultural land, there are significant opportunities to value-add and grow the agri-business sector in the Shire of Manjimup. The recently created Southern Forests Food Council is located in the town of Manjimup and is dedicated to the advancement of the local food and agricultural industry.





## Emerging Tourism Destination

The Shire of Manjimup hosts over 373,000<sup>1</sup> tourism visitors per year; with an annual spend of \$112M. The South West region of Western Australia is a major tourism region in Australia, ranking in the top fifteen tourism regions in the country by total tourism expenditure<sup>1</sup>. The Shire of Manjimup is home to recognised tourism areas of Manjimup, Pemberton, Walpole and Northcliffe, and well located in close proximity to several established tourism centres, including Bridgetown, Busselton, Margaret River and Denmark. The Shire of Manjimup offers a range of tourism attractions and destinations including numerous national parks, timber heritage, wilderness areas, easy access to marine parks and rugged coastlines, pristine rivers as well as food and wine production. Opportunities exist to grow the emerging tourism activity in the Shire of Manjimup including new tourism experiences and attractions around the region's natural beauty, and food and wine production. There is also potential for hotel/serviced apartments in the region, to capitalise on increased corporate visitation and tourism activity.

<sup>1</sup> Tourism Research Australia (2017)



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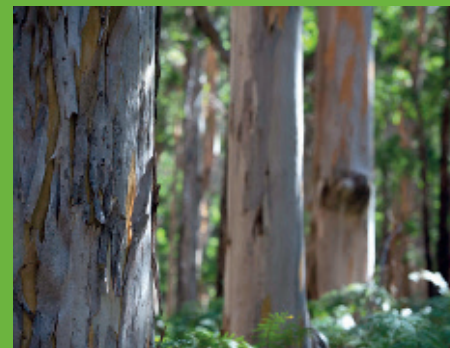




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## Established Timber Sector

The Shire of Manjimup has a long and proud history steeped in the timber industry, with the Southern Forests region of Western Australia, possessing sustainable regrowth karri, marri and jarrah forests utilised for native timber operations. Softwood plantations have become an increasingly important part of this industry, following declines in hardwood production as a result of the State's Regional Forest Agreement. This has generated, for example, significant bluegum woodchip exports out of the Port of Bunbury. Log production in the South West Region was valued at \$75 million in 2016-17. Given the significance of the industry, there are well established supply chains and a strong workforce to support the timber industry. There are numerous future potential opportunities for the timber industry, including the development of timber processing clusters, leveraging the carbon sequestration properties of timber/plywood, the development of bio-fuel and wood plastic composite products, lamination and veneering.







## Government Investments

In recent years, both State and Federal Government agencies have made significant investment in the region. The purpose of this investment is to promote the region as a destination to visit and stay, and drive population growth through the attraction of businesses in the retail, food and professional services sectors. The government investment in infrastructure will also support population growth with the increase of facilities and services for all ages. There is also ample opportunity for residential investment and development, which will be supported by these infrastructure investments.





## Revitalisation of Manjimup's Town Centre

Stage One - Royalties for Regions

\$5.97 million in 2012-2016 (AUD)

Stage Two - Royalties for Regions)

\$19.29 million in 2016-2019 (AUD)

Main Roads Western Australia

\$1.6 million (AUD)

Lotterywest

\$1.41 million (AUD)

South West Development Commission

\$900,000 (AUD)

## Southern Forests SEED Program

Increasing the sustainability of the agriculture industry by fostering relationships between students, education providers and local producers to promote agriculture as a career path.

\$1 million (AUD)

## Premium Food Centre

Assist businesses to upscale and coordinate production and promotion of high value, low input products, with a particular focus on the organics industry.

\$3 million (AUD)

## Agriculture and Food Strategy

Address contemporary opportunities that exist for agriculture in Manjimup.

\$1 million (AUD)

## Southern Forests Food Council

Promotion of local products and produce under the Genuinely Southern Forests brand.

\$6.5 million (AUD)

## Wellness and Respite Community Centre

\$2.04 million (AUD)

## Hospital

\$39.3 million (AUD)

## Seniors Housing

\$2 million (AUD)



## Commercial Investments in the Region

Industry confidence is increasing and the Shire of Manjimup has quickly become a commercially viable location for new business and expansion of existing business.

### BANNISTER DOWNS DAIRY – ‘THE CREAMERY’

Bannister Downs Dairy are a family owned business who have been farming for almost 100 years. They have grown to become one of the world’s most renowned producers of milk and associated dairy products from their property in Northcliffe. Work has recently commenced on a new 5000 square metre facility, which represents in excess of \$20 million in investment in the region and local industry. Specially designed robotics will be used to power an automatic rotary milking system, capable of milking 540 cows, three times a day. ‘The Creamery’ will be a world class facility which will double as a tourist attraction. Visit [www.bannisterdowns.com.au](http://www.bannisterdowns.com.au) for further information.

### KARRI VALLEY RESORT

In 2017 RAC invested in and started to transform Karri Valley Resort to its former glory. Future plans include the addition of a caravan park and major redevelopment of the accommodation and resort facilities.

### MANJIMUP VILLAGE SHOPPING CENTRE

This shopping centre development was very significant for the Manjimup community. Housing a large supermarket and several specialty shops, the facility has changes retail shopping forever.

### MANJIMUP TOWN CENTRE REVITALISATION

The revitalisation of Manjimup’s Town Centre project will deliver a town centre that is vibrant and functional, improving liveability and making Manjimup very attractive to public and private investment. The project elements focus on vehicle, cycling and pedestrian linkages; development of unique multipurpose attractions; creation of an investor ready accommodation site; creation of a food and beverage precinct, upgrades to infrastructure, removal of non-operation rail infrastructure, increased car parking and general beautification works. The 32.9M two stage project has already delivered \$18.7M of private investment and 188 jobs from \$5.9M of public investment in Stage 1. The \$27M Stage 2 is fully funded, substantially commenced and due for completion by December 2019. Other than new employment it is expected that there will be major benefits to Manjimup from additional increases in direct private investment, business confidence, resident population, tourism and visitor expenditure, services and marketing value. Direct impacts will result in wholesale improvement to liveability in Manjimup. More details about this exciting project can be found at <https://www.manjimup.wa.gov.au/towncentrevitalisation>



## Opportunities in the region

### ACCOMMODATION SITE

The Shire of Manjimup is currently seeking a partner to construct and manage a high-standard accommodation facility upon land located in the Central Business District, adjacent to the iconic Manjimup Timber and Heritage Park. All services including water, electricity and broadband have already been made available onsite meaning it is 'shovel ready' for potential partners to commence construction, pending the necessary Shire approvals.

### HOUSING

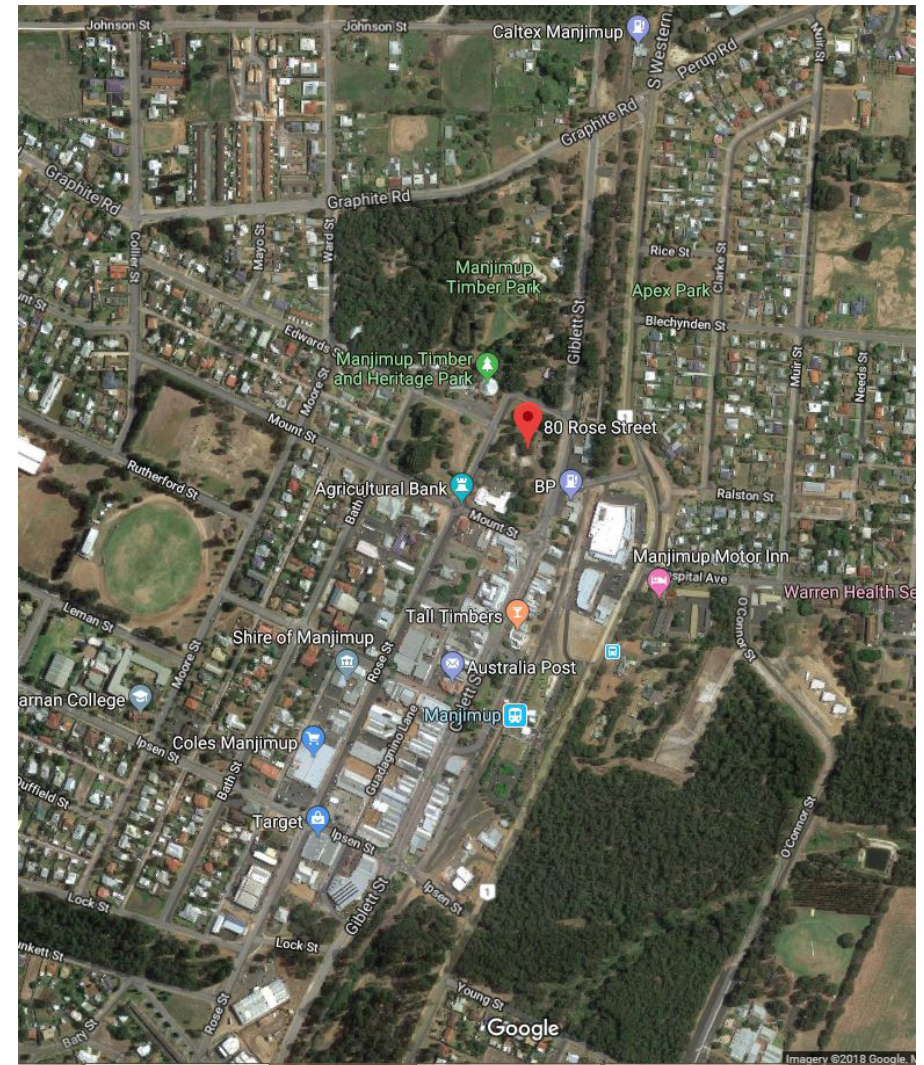
With expected population growth in the next five to ten years, a housing shortage is likely to drive demand for more housing. This will present a considerable commercial opportunity in the region.

### EDUCATION

Manjimup boasts three co-educational primary schools and two co-educational secondary schools, including one private school that spans from kindergarten through to year 12. In addition, Manjimup Senior High School was the winner of the 2015 WA Secondary school of the year and in 2017 it was the second highest ranking public school in ATAR results.

The curriculum and programs provided at these schools aim to provide every student with a pathway that is unique and suitable for them, be that a school based traineeship to enter the workforce pre-qualified, a university pathway or another option that will provide the student with the best possible options for their future.

Schools are supported by programs such as the Southern Forests SEED Program and the South Regional TAFE.







For further information about investment opportunities in the Shire of Manjimup, please contact:

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[www.manjimup.wa.gov.au](http://www.manjimup.wa.gov.au)



The Shire of Manjimup can assist interested investors in numerous ways:

Provision of detailed, local information

Introductions to local businesses and various regulatory agencies

Direct client management and support

Expedited permitting and approvals

Potential incentives