

INVESTMENT FOCUS

Swan Valley

The Swan Valley is the oldest agricultural region in Western Australia and one of the oldest winery regions in Australia. The region is a vital contributor to WA's economy through agriculture, tourism, manufacturing and exports.



5,486 2017 POPULATION



CITY OF SWAN
TOURISM MARKET

140,000 DOMESTIC
18,800 INTERNATIONAL



6KM

DISTANCE FROM
INTERNATIONAL AIRPORT



940,300
DOMESTIC VISITOR NIGHTS

469,300
INTERNATIONAL VISITOR
NIGHTS



+\$132M
TOURISM SECTOR
SPEND GROWTH



ABOUND IN NATURE'S GIFTS

First inhabited by the Noongar people for over 40,000 years, the Swan Valley, which meanders through the heart of the City of Swan, was discovered by Captain James Stirling in 1827. His enthusiastic report on the riches of the countryside led to settlement two years later.

Blessed with diverse flora and fauna, the fertile soils and large flat plains the Swan Valley delivered the foundations for a rich history and a diverse economic base. This strong economy now includes construction, retailing, manufacturing, property and business services, wholesale trade, agriculture and tourism.

GLOBALLY RECOGNISED

The valley began its life as crop and livestock region to sustain life for colonists. Over following decades, its viticulture potential arose, as a result of its rich soil and Mediterranean like climate; culminating in today's well renowned Swan Valley Wine Region. The region still produces superb wines that rival some of the famous wine producing regions of the world.

To expand and improve on its global recognition the Swan Valley has also become the first and only Humane Food Region in Australia. This initiative is a regional commitment to supporting the welfare of animals and producing high quality, healthier, tastier food, which seeks to add value, help boost product sales and grow the 'agritourism' sector.

BUILDING ON STRONG FOUNDATIONS

A long rich history, good wine and picturesque scenery has made the region a popular tourist destination for domestic and international visitors alike. The continued expansion of the tourism sector has contributed to the accommodation and food services sector businesses growing to 342, and generating \$339.2m in direct sales for the City of Swan.

The introduction of major organised events such as: the Honey Festival, Cider & Pork Festival, Oktoberfest and the Avon Descent Festival, have been significant contributors to tourism sector growth and continue to draw increasing numbers of visitors.

DIVERSIFICATION DRIVEN

The region is no longer just a mecca for wine enthusiasts. The Swan Valley is diversifying, with the establishment of numerous micro-breweries, distilleries, arts and craft galleries, food manufacturers - creating synergies that have delivered robust growth in visitation over the past decade, particularly day visitors. There is a drive to further expand the sector to further boost growth by the City of Swan, in conjunction with the State Government; with a strong focus on overnight visitation and the growing Asian tourism segment.

CLOSE TO MARKET

Agricultural producers in the Swan Valley have a big advantage because of its proximity to Perth markets and opportunities for value-adding agricultural produce. This has seen market gardens growing in land use share as urban sprawl displace producers in other metropolitan fringe areas. The Department of Agriculture and Food has recently noted that land thought previously to be unsuitable for productive farming actually have good potential for irrigated agriculture.

LIVE, WORK AND PLAY

Despite being dominated by rural land uses, the valley's alluring backdrop is drawing new residents to the region. There have been numerous residential subdivisions on the perimeter of the valley, catering for urban residential lots and larger 'lifestyle' lots. This has increased the immediate catchment population and the employment pool; with further growth expected as Perth's population expands.

THE CITY OF SWAN'S STRATEGIES FOR GROWTH

The City of Swan also aims to leverage partnerships with Tourism Western Australia, Tourism Australia and other Experience Perth tourism region stakeholders to educate target markets on the diverse Swan Valley experiences and products on offer and ultimately deliver the 'brand'.

Attracting investment to the region has been prioritised, via coordination with Swan Valley Planning Committee and the WA Planning Commission a Swan Valley Development Plan is being drafted to meet the long term sustainable development needs of the region.

SO WHERE ARE SOME OPPORTUNITIES?

- Development - Various sites within the region may be suited to residential, retail, agricultural, manufacturing, tourism and entertainment projects. Due to the regions land use zoning and existing uses; commercial opportunities lie mostly in agricultural, agricultural value-add and tourism related uses. Other opportunities exist subject to approval, and potential future planning amendments could deliver additional avenues for investment.
- Agriculture - The rich soils and proximity to market and transport infrastructure make the region ideal for fresh produce. The demand from nearby Asian markets for premium or 'clean food' continues to expand rapidly, delivering significant opportunities for agricultural entrepreneurs to capitalise on.
- Tourism - There is a mandate to increase tourism visitation in the Swan Valley. There are opportunities to create tourist attraction enterprises that are new and unique to the region. There is the potential for operators to increase the variety of overnight visitor accommodation options (higher rated accommodation, unique and/or boutique establishments) within the Swan Valley. Conference and reception facilities that can tie in with visitor accommodation can capitalise on the region's beautiful surroundings and proximity to the CBD. Additionally, many opportunities exist to establish enterprises that compliment, feed off or expand on existing business offerings in this sector.
- Retail - In addition to the growing tourism sector, recent and future residential developments surrounding the region have and are expected to drive population growth. Therefore opportunities exist for additional retail including; supermarkets, café and restaurant, small bars etc, along the major thoroughfares that extend through the region, with some roads experiencing traffic volumes in excess of 15,000 vehicles daily.
- Residential - There is a strong desire to preserve the rural character of the region, however, there are certain locations, particularly in the Herne Hill Town Centre, where development opportunities may arise for residential aged care/lifestyle retirement living and standard residential as Local Structure Plans evolve.



INFORMATION AND SUPPORT

There are many other opportunities available in addition to those mentioned previously, the City of Swan welcomes you to contact us to find out more. There are also numerous channels of information and support available to assist existing and new businesses:

City of Swan

www.swan.wa.gov.au/Business-support

www.swan.wa.gov.au/Develop-invest

www.swan.wa.gov.au/Develop-invest/Reasons-to-invest

Swan Valley Visitor Centre

www.swanvalley.com.au/Home

WA Planning Commission

www.planning.wa.gov.au/default.aspx

www.planning.wa.gov.au/Metro-East-JDAP.asp

Department of State Development

www.dsd.wa.gov.au

MRA

www.mra.wa.gov.au

Committee for Perth

www.committeeforperth.com.au