

## INVESTMENT FOCUS

# Bullsbrook

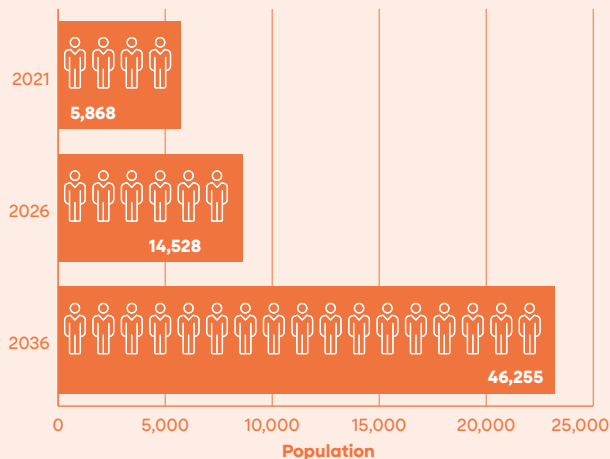
Bullsbrook is situated along the Great Northern Highway, 25km north of the City of Swan's central business district, Midland.

On the fringe of the Perth metropolitan area, Bullsbrook has potential as an industrial, freight and logistics hub. It also has potential in agricultural servicing and farming, tourism development, and as a future employment hub.



## Key statistics

### Projected population growth



**2,915**

Employed residents in 2021

**15,230**

Future working age population/labor force



**35km**

Distance Perth City

**45min**

Drive time from Perth City



**25,966**

Daily vehicle traffic through Bullsbrook

**24.6%** heavy vehicles



**3** New primary schools proposed

**1** New high school proposed

## A strategic location rising in importance

Bullsbrook was first settled by Europeans in the mid-1890s after the completion of the Midland/Geraldton railway line. This line is still a major freight route servicing the Wheatbelt and coastal Mid-West regions of WA.

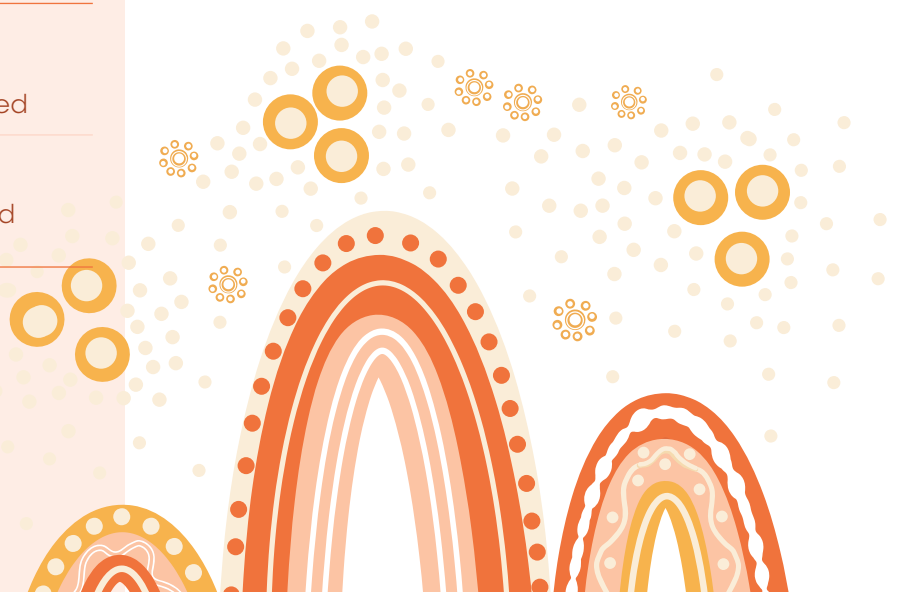
Located on the eastern side of the Perth Basin, beneath the Darling Scarp, the flat to gentle plains make Bullsbrook an attractive location for cropping, orchards, market gardens and cattle grazing.

Bullsbrook is also home to Royal Australian Air Force (RAAF) Base Pearce, a major training facility for the RAAF and one of the busiest airbases in Australia. Geopolitical uncertainty has led to successive Australian governments committing to increasing spending to strengthen the country's defence capabilities. RAAF Base Pearce is expected to continue to play a significant logistics role for the Australian Defence Force.

## The northern gateway

Bullsbrook is emerging as the premier gateway to WA's north-west and the Northern Territory. The completed first stage of the Perth-Darwin National Highway project, NorthLink WA, involved connecting Reid and Tonkin Highways with the Great Northern Highway just north of Bullsbrook town centre.

The upgrade has significantly improved accessibility for passenger and heavy vehicles. This has increased the appeal of Bullsbrook as an alternative, affordable industrial/commercial precinct on Perth's urban fringe, and as a place to live.



## Freight village

Expansion of the Bullsbrook industrial area and the growth in residential housing support the State Government's investigation and consultation for an intermodal freight hub along the Perth-Geraldton freight rail line, south-west of the Bullsbrook town centre. Bullsbrook is one of four sites in the Greater Perth area identified as a potential freight village location. This would increase freight movements by rail and reduce the number of trucks on Perth roads. The land has been earmarked for this purpose and private entities are continuing to assess its viability.

Bullsbrook was included for consideration as an important logistics hub in an outer fringe community by the Westport Taskforce, which was established by the WA Government to plan the development of freight, logistics and trade networks in and around Perth.

Toll IPEC, a large-scale global logistics provider, has acquired a major site for their operations.

## Developers are knocking

Expansion of the north-east growth corridor has resulted in residential development rapidly extending north to Bullsbrook's southern boundary.

A suburb immediately south of Bullsbrook called The Vines is close to being fully developed, and it won't be long before subdivisions start sprouting in the southern section of Bullsbrook.

Developer Harvis has been marketing a 200ha Bullsbrook Industrial Park which is situated 1km east of NorthLink WA, next to the north freight rail line.

## Zoned for growth

The WA Government's Morley-Ellenbrook passenger rail service is under construction, with completion expected by the end of 2024.

This has already triggered an increase in demand for residential land in the north-east corridor. It also led to the lodgment and approval of the North Ellenbrook (East and West) District Structure Plan (DSP), which includes land immediately north of The Vines.

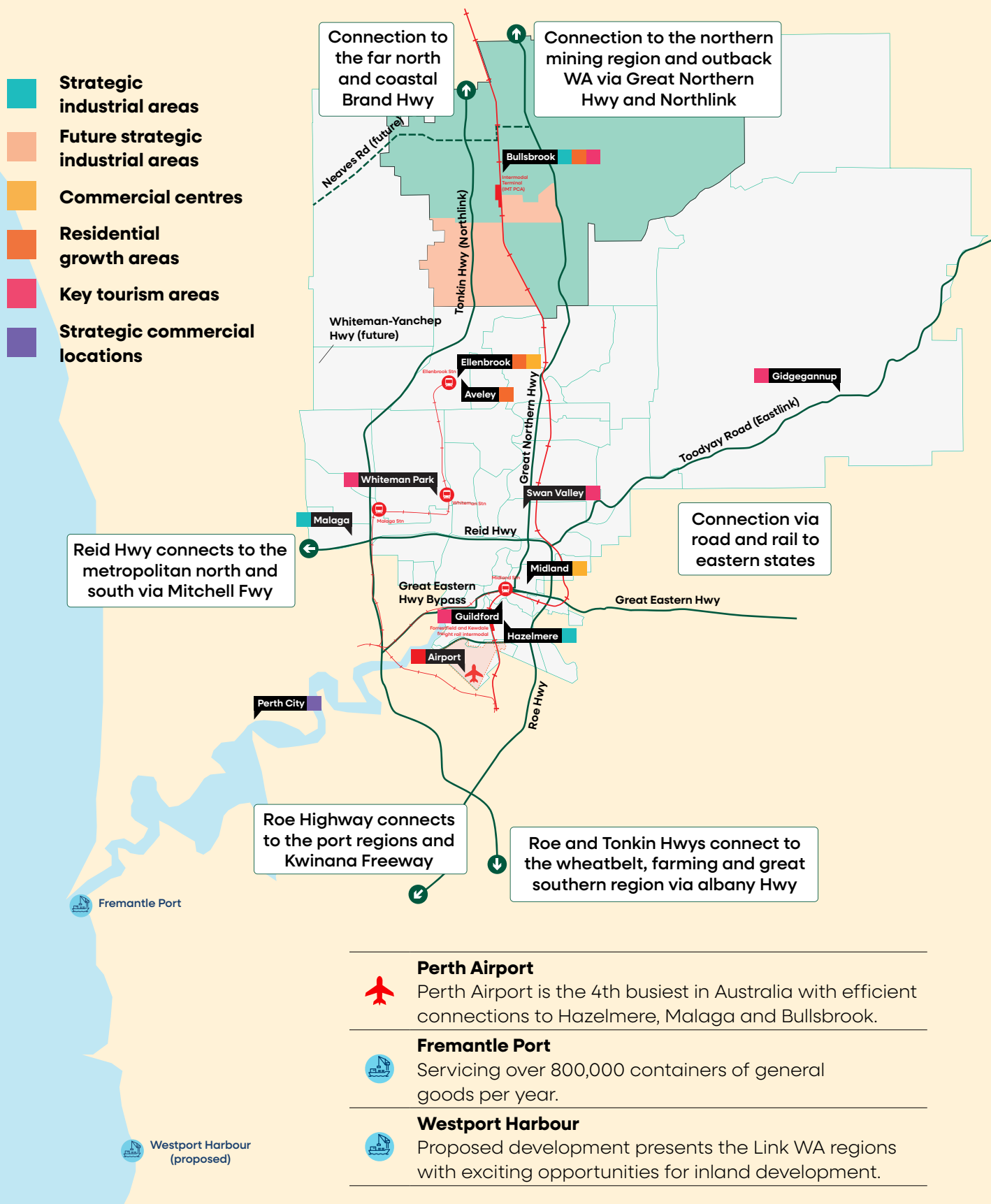
This underpins forecasts for the Bullsbrook population to almost quadruple to 23,176 by 2036, up from 5,715 residents in 2021. The North Ellenbrook DSPs, which cover about 1,100ha of land, are ultimately expected to accommodate up to 30,000 additional residents in the Bullsbrook area.

The City has endorsed a town centre masterplan for Bullsbrook, which sets out 526ha for residential land use, 414ha for industrial use and 16.4ha for commercial use.

## The opportunities

With wide-open spaces featuring rural and natural scenery, the Darling Scarp backdrop, and local and state governments eager to increase economic activity in the north-east corridor, many opportunities exist for investment, including:

- **Developments** – many locations within the redevelopment precincts for residential (including aged care, retirement village and over-55s), retail, industrial (including Bullsbrook Industrial Park), commercial office and entertainment projects.
- **Tourism** – rural retreats/resorts, function centres, bed and breakfasts
- **Manufacturing** – building products, crafts, food products, breweries and distilleries
- **Agriculture** – market gardens, grazing, cattle breeding, grass farms, poultry and other livestock, boarding kennels. There are significant opportunities to use some of Bullsbrook's more fertile lands or open spaces for fresh produce cultivation, packaging and/or value-adding for domestic, interstate, and international markets. This would take advantage of the area's improved connectivity and its existing and future freight infrastructure
- **Retail** – service station, shopping centre/supermarket, food and beverage
- **Transport and logistics** – earmarked as a future location for a "freight village", there are many sites available for the establishment of these facilities.



## Information and support

Contact the City's Business and Tourism Services team to find out more about these opportunities [business@swan.wa.gov.au](mailto:business@swan.wa.gov.au)



sourced references can be found on our website. Scan QR code or go to [www.swan.wa.gov.au/investment-sheet-sources](http://www.swan.wa.gov.au/investment-sheet-sources) for details.

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