

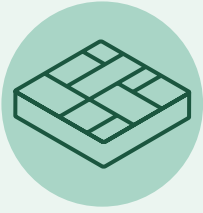
## INVESTMENT FOCUS

# Hazelmere

The Hazelmere Enterprise Area is a rapidly developing industrial precinct situated between Midland and Perth Airport. Its central location and proximity to road, rail and airport infrastructure have made it the go-to location for new transport and logistics facilities.



## Key statistics



Vacant land

**\$250-\$350**

per sqm



**135ha**

of developable land



**\$140-\$125**

per sqm prime  
warehouse rent



**20+**

major transport and  
logistics businesses



over

**300,000sqm**

transport and logistics  
warehouse space built  
2007-2022

## Rapid evolution

Previously dominated by residential and rural land use, Hazelmere rose to prominence as an industrial precinct during the 2006-2014 resource investment boom when demand for industrial facilities spiked.

With its strong infrastructure, it quickly became a hotbed of development. An estimated 440,000sqm of major industrial warehouse space has been added to the precinct since 2006.

## Distribution and logistics hotspot

Rapidly expanding investment in the resource sector, population increases and economic activity in Perth strengthened growth in the warehousing and logistics sector, which stores and distributes goods.

The undeveloped and underused land in Hazelmere was identified by investors and today hosts numerous transport and logistics facilities for national and global corporations, such as:

- Linfox
- DHL
- CTI Freightlines
- Northline
- Centurion Transport
- Kumho
- Ceva Logistics
- Coca-Cola Amatil and more.

In 2020, NBN Co. launched the Business Fibre Zones Initiative in partnership with retail internet providers to deliver premium-grade business internet connectivity solutions to businesses operating in a continually evolving digital age.

The increasing requirement for high-speed connectivity is particularly important for the transport and logistics sector which is regularly using artificial intelligence and shifting toward full automation.

The Hazelmere precinct sits in a Business Fibre Zone with no up-front costs for connection upgrades to nbn Enterprise Ethernet for businesses that sign on to three-year business plans. According to NBN Co., Enterprise Ethernet offers a range of plans based on new wholesale speed tier options between 2Gbps and close to 10Gbps.

## Room for more

The Hazelmere Enterprise Area covers 1,421 hectares. To help with increased land demand and rapid growth of the area, the City, in conjunction with the WA Planning Commission, produced the Hazelmere Enterprise Area Structure Plan.

Planning amendments were needed to rezone land to accelerate the redevelopment of the area into a strategic employment hub. The amendments were approved in 2014 which freed up almost 190ha of land, previously zoned rural, for industrial development.

Major developers such as LOGOS Property Group, Altis Property Partners, Hesperia and East Court, have landholdings in Hazelmere that can accommodate design and construction projects for tenants of various sizes.

## Set for a busier future

Hazelmere is situated on the eastern stretch of the Perth metropolitan area, south of Midland and north of Perth Airport and High Wycombe. It is primed for further development in the coming decade.

The Forrestfield-Airport Link started its first services in 2022, connecting the area to Perth's passenger rail system.

Other nearby infrastructure improvements include the construction of a "flyover" at the Roe Highway and Kalamunda Road intersection, improving safety and traffic efficiency by enabling highway traffic to flow under the road.

There is also the planned \$40m Lloyd Street connection to the Great Eastern Highway Bypass to increase efficiency and safety. This will better connect Hazelmere with the Midland CBD and the Swan Valley. When complete, future traffic flow is estimated to be 18,000 vehicles daily, rising to 22,100 by 2031.

In addition to the Midland passenger rail line to the north, Hazelmere will become one of the best-connected precincts in the Perth metropolitan area, outside the Perth CBD, once these improvements are completed.

## The opportunities

Development – Hazelmere Enterprise Area's Structure Plan has rezoned rural land to light industrial, general industrial, residential, and institutional uses.

A significant proportion of this area (over 135ha) remains undeveloped or underdeveloped, meaning significant development opportunities exist to capitalise on this emerging premier transport and logistics hub.

Land prices are competitive with the nearby premier industrial precinct of Kewdale-Welshpool, and the labour pool will be boosted by the new Forrestfield train station.

The rezoning of land to residential along Adelaide Street and east of Midland Road provides opportunities for residential developers. Some subdivisions are already well-advanced east of Midland Road.

New tenants – several major developers are holding, or have acquired, large sites in this precinct and may be looking for design and construction tenants.

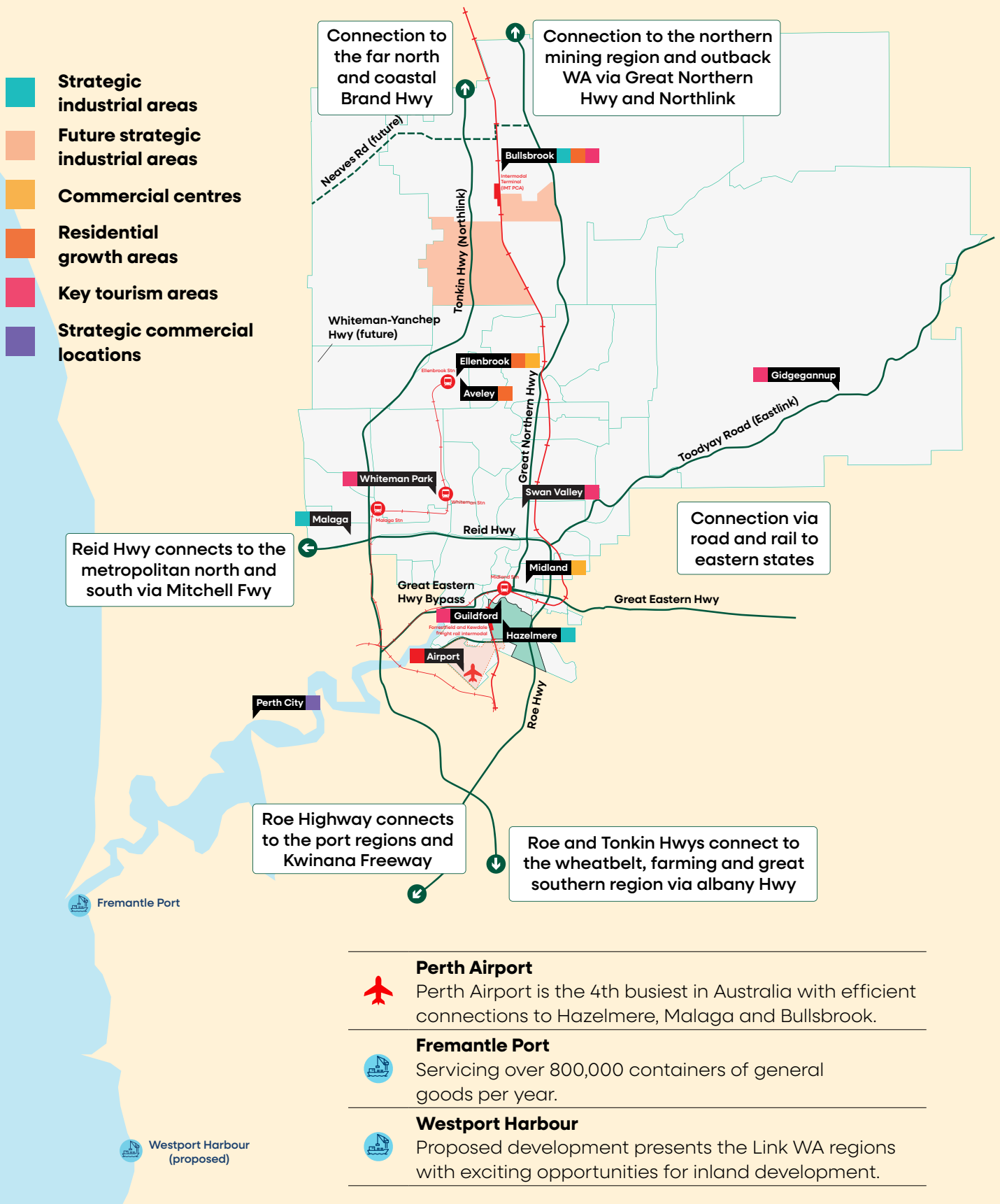
There are opportunities for businesses looking for a new warehouse facility to get in contact with some of these owners to weigh up the possibility.

Vacant industrial land within 15km of the Perth CBD, and near Perth Airport, creates opportunities for manufacturers and businesses.

In addition, increases in business activity will create opportunities for businesses to cater for this growing working and residential population.

Transport and logistics in Hazelmere





## 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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