

INVESTMENT FOCUS

City of Swan

Perth, Western Australia

The City of Swan is the largest city in the Perth metropolitan area and currently home to around 134,000 residents. It's CBD - Midland, is an important Western Australian 'Strategic Metropolitan Centre' and a gateway to the Swan Valley and every place East and North East of Perth.



**CITY OF SWAN
POPULATION 2016**

133,851



CITY OF SWAN LAND AREA

1,043KM²



**NEW DWELLING
TARGET BY 2036**

36,000



CITY OF SWAN GRP

\$9.1B

ABOUND IN NATURE'S GIFTS

First inhabited by the Noongar people for over 40,000 years, the Swan River, which meanders through the heart of the City of Swan, was discovered by Captain James Stirling in 1827. His favorable report on the fertile countryside led to settlement of the area two years later, around the time Perth was settled - in 1829, which was then collectively known as the Swan River colony.

Blessed with diverse flora and fauna, the fertile soils of the Swan River valley and the large flat plains delivered the foundation for a rich history and a diverse economic base. It supports a range of economic sectors that include construction, retailing, manufacturing, property and business services, wholesale trade, agriculture/livestock and tourism.

The City of Swan covers an area of roughly 1,043km², which is equivalent to 16.2% of the total Greater Perth area. With just 110km² of developed area, there is plenty of room left for sustainable future urban growth. To assist growth, the council has implemented significant land use zoning modifications; providing a springboard for new development and paving the way for industrial and commercial precinct expansions.

A BIGGER, MORE DIVERSE FUTURE

The City of Swan is continuing to build on its strengths and the renewal of underutilised areas is continuing. Arguably one of the most progressive councils in Western Australia, the City of Swan is actively promoting and attracting new businesses and residents to expand economic activity.

Development activity within Midland and other suburbs is delivering diversified housing options; with a focus on increasing sustainable density, particularly in the immediate area around the CBD and close to the Midland train station. Being open to housing diversity assists in catering to an evolving population with changing attitudes, desires and needs.

Tourism is another focus; with increased tourist accommodation options being encouraged by the City of Swan as part of the planning for a number of redevelopment precincts, such as the old rail yards.



OUR 'PLACES'

Midland - Central Business District of the east and north east

Midland is City of Swan's second largest employment centre. It is a Western Australian 'Strategic Metropolitan Centre' with strong future growth potential, which is being supported by local and state government policies.

Midland's catchment stretches far beyond the City of Swan boundaries, attracting and servicing residents of the Perth Hills, Chittering, Gingin, the Wheatbelt, the Avon Valley and further afield.

It is in the midst of a major urban renewal project, which will result in a significantly larger resident population, more vibrancy and increased economy activity.

Swan Valley - More than vineyards and wineries

The Swan Valley region is a vital contributor to WA's economy with business activities in agriculture, tourism, retailing, manufacturing and exports. It is the oldest agricultural region of WA and one of the oldest, and well recognised winery regions of Australia.

A long rich history, good wine and picturesque scenery has made the region a popular tourist destination for domestic and international visitors alike. The region's ability to draw visitors has in turn sprouted additional business opportunities, and with the assistance of key stakeholders, government and industry bodies the region is continuing to grow.

Malaga - A 'Strategic Industrial Area'

An industrial and commercial precinct, and a designated 'Strategic Industrial Area' for Western Australia; Malaga is the City of Swan's largest employment centre with over 3,000 businesses employing approximately 15,500 workers. It is 15 minutes from the Perth CBD, 10 minutes from interstate road and rail facility - Kewdale Freight Terminal, 12 minutes from Perth's international and domestic airports and some 25km from Fremantle Port.

Despite being well-established, development opportunities in commercial office, highway service commercial, retailing, light and general industrial still exist and land for future expansion of the precinct has been identified. Redevelopment options also exist amongst sites with ageing improvements.

Hazelmere - An evolving industrial and commercial precinct

The Hazelmere Enterprise Area (HEA) is a rapidly developing industrial precinct situated between Midland and the Perth Airport. Its location and proximity to transport infrastructure has underpinned the emergence of a new warehousing, transport and logistics hub.

The precinct comprises a land area of 1,421ha, and has seen approximately 415,000sqm of large warehouse space constructed over the past 10 years. Significant portions of rural land have recently been rezoned, providing significant scope for additional development going forward. Over \$120m of current and planned infrastructure investment in the immediate vicinity will further enhance the precinct's access and connectivity to the Greater Perth region. The rezoning and future growth in activity in the precinct may give rise to growth in other land uses including - retail, commercial and residential.

Bullsbrook - The future northern gateway

Bullsbrook is located along a major rail freight route that services the wheat belt, Geraldton and northern regions of WA. A master-plan for the Bullsbrook Town Centre has also been endorsed by the City of Swan, which paves the way for the town to diversify its economic base and evolve into the northern gateway of Perth.

Bullsbrook was recently identified as one of four locations in the Greater Perth area for the establishment of a "freight village", part of a broader network proposed to increase rail freight movement and reduce truck movements through Perth's suburban roads. This will be enhanced by the new Tonkin Hwy (NorthLink) extension north to connect with the future Perth Darwin National Highway via Bullsbrook.



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This has the potential to turn Bullsbrook into Perth’s northern transport and logistics hub.

Additionally, there is scope to expand on Bullsbrook’s rural heritage with increased agricultural production on undeveloped or underutilised land and potentially new industrial precincts can further boost the agricultural sector by providing sites to establish value add enterprises for Bullsbrook and surrounding region’s produce.

OUR INDUSTRIES

Agriculture

The fertile soils and large flat plains of the Swan Valley and surrounds made it an ideal agricultural region; the first in WA in fact. The region produces a vast array of fresh and value added produce and is a globally recognised wine producing region. A range of livestock including poultry, sheep, cattle and pigs are farmed in the area, along with more exotic emus and alpacas.

Tourism – A Premier Visitor Destination

A major contributor to the City of Swan economy, this sector is continuing to grow. A range of unique and desirable tourism destinations have been established across the Swan Valley region, and recent additions have enhanced the experience. There is a strong focus on tourism connected to agriculture, the rural lifestyle experience, events, food and wine.

The region is home to some of the oldest wineries in Australia and is a fast growing fine food region. There is a concerted effort by local, state and industry stakeholder groups to grow the Swan Valley brand on the national and international stage, to boost visitation numbers and deliver additional opportunities for investment.

Industrial – A major sector with room to grow

The City of Swan’s industrial precincts - Malaga, Hazelmere and the growing Bullsbrook area is a major employer of Perth’s labour force. Located on the urban fringe, with a large existing and rapidly growing

resident population, the City of Swan has a diverse employment pool which has helped sustain around 10,000 registered businesses.

There is scope for further expansion and development in all of the city’s industrial precincts to accommodate new business. Committed infrastructure investments – such as NorthLink – will improve connectivity and further boost demand for land and industrial space going forward.

Freight, Logistics & Warehousing – Opportunities to accommodate an evolving sector

As the gateway to the eastern states, the Wheatbelt and WA’s northern regions, the City of Swan has historically been an integral part of WA’s freight and logistics industry. A shortage of well-located and serviced industrial land in other parts of the metropolitan area has seen an increase in demand for industrial land in the City of Swan for logistics and warehousing operations.

Planned infrastructure improvements around industrial areas and recently rezoning for industrial use in a number of locations is expected to see further growth in this sector. Numerous major national and global companies’ transports and logistics operations are already located in the City of Swan.

Healthcare – Assembling a world class hub

The opportunities emerging from Midlands’ revitalisation has recently delivered a state of the art public-private partnered health campus to replace the old Swan Districts Hospital. The construction of the facility resulted in a new medical precinct emerging in and around the renewed Midland Railway Workshops. This health sector cluster was recently enhanced by Curtin University’s announcement of a new medical education facility, to be established adjacent to the recently completed health precinct.



SO WHERE ARE SOME OPPORTUNITIES?

- Tourism – being a gateway to the Swan Valley, Avon Valley and Perth Hills, this sector has a myriad of opportunities. Tourist accommodation is limited and there exists scope for potential operators to take advantage of a growing market. There are numerous locations in the City of Swan – namely the Swan Valley, Midland, Bullsbrook that afford operators and investors/developers the opportunity to establish tourist accommodation or enterprise catering for the tourist/visitor market.
- Retail – opportunities in the future Midland Gate expansion, the new bulky goods precinct. Recent and future residential subdivisions and a growing population also can support new retail business and facilities at various locations in the City of Swan.
- Healthcare/Aged Care/Retirement Living – as Perth’s population ages, demand for facilities to service this segment of the population will continue to rise. The City of Swan’s vast under-developed land area, in addition to opportunities arising from revitalisation projects, is created some prime candidate sites to develop facilities for this growing sector.
- Industrial/ Freight & Logistics – land and warehouses are available for opportunities related to the transport and logistics industry and numerous operators have already located to Hazelmere. Future opportunities will be created in Malaga and Bullsbrook as a result of the NorthLink road project to Muchoa.
- Agriculture – the Swan Valley and Bullsbrook can accommodate a variety of agricultural activities including: intensive market gardening, viticulture, orchards, grazing, cattle breeding, poultry and other livestock farming. In addition to primary production, value-add is also a potentially underexploited area of the agricultural/ food production chain within the region.
- Developments – according to the Metropolitan Region Scheme, within the City of Swan, there are approximately 1,200ha of urban and urban deferred land which is currently undeveloped, underdeveloped or in the process of being subdivided. This presents significant opportunities for investors, developers and builders now and well into the future in residential, retail, commercial office and entertainment sectors.

INFORMATION AND SUPPORT

For existing and new businesses, the City of Swan welcomes you to contact us, with numerous channels of support available:

City of Swan

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

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

MRA

www.mra.wa.gov.au/

Department of Jobs, Tourism, Science and Innovation

www.jtsi.wa.gov.au/

Curtin University

healthsciences.curtin.edu.au/schools-and-departments/curtin-medical-school/

Swan Valley Visitor Centre

www.swanvalley.com.au/Home

