Investment Prospectus

Seize the Opportunity
It is an exciting time for Bunbury and the region. The potential for growth and development is at an all-time high.

- Andrew Brien, Chief Executive Officer
The City of Bunbury welcomes business leaders and investors to relish in the exceptional business investment potential this vibrant, innovative and multicultural hub has to offer.

The City of Bunbury is located in one of Australia’s fastest-growing regions. Situated less than two hours from Perth, it is the commercial and residential heart of the booming South West region of Western Australia.

Dubbed the second capital of the state, the City of Bunbury has a buoyant and multifaceted economy coupled with a culturally diverse community. It is a complete community, catering for residents and visitors from birth through to final resting.

Bunbury’s population is estimated at more than 33,000 and with affordable residential prices, facilities similar to those found in major capital cities, and an enviable lifestyle it is no surprise growth is steady at an annual rate of 2%. It is forecast that the population of the Greater Bunbury region will grow by 25% to 100,000 by 2031.

This growth provides the opportunity to develop and invest in Bunbury, with numerous development initiatives already underway. This excellent investment climate is combined with a proactive Council committed to meeting the market through the development of mixed-use tourism precincts and supporting commercial and residential development.

The potential for growth and development is at an all-time high, and we encourage you to capitalise on the multitude of opportunities for business and investment to establish and expand. You will be supported by City of Bunbury Councillors and Staff as we continue to nurture growth within this culturally diverse and respectful community. Do not miss out on this exciting vision for the future of Bunbury.

Bunbury Mayor Gary Brennan

Chief Executive Officer Andrew Brien
33,623
ESTIMATED POPULATION
Annual growth 2%

100,000
FORECAST POPULATION
Greater Bunbury by 2031

$360
MEDIAN WEEKLY RENT
Sept 2014 Quarter

$370K
MEDIAN SALES PRICE
Residential
Sept 2014 Quarter
$1,139
Median household weekly income

39
Median age

5.6
Percent unemployed

Sources: ABS Quick Stats 2011; REIWA Property Market Indicators; South West Development Commission

180 km
kilometres
South of Perth, WA
Why Invest in the City of Bunbury?

LOCATION
The City of Bunbury is located less than a two-hour drive, or 180km, south of Perth, Western Australia. It is accessible from Perth by train and bus and is less than 40 minutes from Busselton Airport, which is flagged for major expansion into an interstate and international airport. The City is the gateway to the spectacular South West region and serves as its cultural and commercial hub.

INTERNATIONAL CONNECTIONS
Australia offers a multitude of opportunities for international investment, boasting consistent economic growth unparalleled to any other developed country and a highly skilled workforce.

Western Australia offers a unique geographic and economic position, with it being the closest and most accessible Australian state to the world’s strongest economic growth regions. It is the only state in Australia to share the same time zone as most Asian capitals, as well as having overlapping business hours with the United Kingdom and Europe.

Bunbury has established sister city relationships in Japan, whose total investment in Australia totals more than $131 billion, as well as in China, whose total investment in Australia totals more than $31.9 billion. More recently the City also entered into a friendship agreement with Vietnam.

LIFESTYLE
The City of Bunbury attracts people for its unique blend of city amenities and country lifestyle. Bounded by water on three sides, it is a nature lover’s paradise offering leisure activities to suit all ages and tastes. At the same time the City offers a bustling and creative hub that offers a variety of world-class entertainment, alfresco through to a la carte dining, and shopping experiences. Combined with affordable house prices and an extensive range of services and facilities, it really is no surprise this culturally diverse community continues to experience a steady annual population growth rate of 2%.

As the region continues to grow, residents are looking to Bunbury as the regional hub to elevate services and opportunities in line with population growth.

AMENITY
Once known as an industrial hub, Bunbury has transformed into a diverse, thriving and multicultural city. It has more than 30 schools and offers tertiary education through Edith Cowan University and the South West Institute of Technology.

The South West Health Campus in Bunbury is the major medical centre for the region with 24-hour emergency care and a wide range of support services offered through the public Bunbury Regional Hospital and recently expanded St John of God Hospital.

The Hay Park sporting facilities serves the fitness and recreational needs of the City and surrounding Shires. It is an incredible facility used by all ages, for all sports, and includes the South West Sports Centre and a $3.67 million international standard athletics track.

The recent $12.5 million expansion of the Bunbury Regional Entertainment Centre brings a diverse range of performing arts, entertainment, and conferences to the region. Combined with the Bunbury Regional Art Galleries and a commitment by Council to becoming a Creative City, Bunbury is becoming a major tourist destination of the region.
A proactive City council committed to meeting the market

One of Australia’s fastest-growing regional cities, with the Greater Bunbury catchment area tipped to reach a population of 100,000 by 2031

Current opportunities for residential, mixed-use and commercial development

A commitment to establishing Bunbury as a Creative City which nurtures and embraces creative minds and endeavours

International links and established relationships with China, Japan and Vietnam
LEADING SECTORS

Creative Industries

Through the Creative City Strategy, Bunbury is positioned to become a creative and cultural hub that embraces creative endeavours and industries. In fact, there is already a vibrant creative industry alive in Bunbury’s CBD. Highlights include:

- The Bunbury Regional Entertainment Centre recently underwent a $12.5 million expansion, making it a state-of-the-art world class performance and conference venue.
- The Bunbury Regional Art Galleries is the premier public art gallery in the South West, showcasing exhibitions of the highest calibre from regional, state and national sources.
- Bunbury enjoys a thriving events calendar ranging from nationally touring music festivals through to grassroots events.
- Re.Discover is an annual street-art exhibition that began in 2014. Since this time Bunbury’s walls have progressively come alive with street art by internationally acclaimed artists.
- Bunbury is poised to become Australia’s movie capital through a newly formed joint venture between Vue Group and Chinese animation company Shanghai Hippo. Bunbury’s CBD will be home to a multi-million dollar state-of-the-art animated film studio, Australia’s largest China-Australia film studio infrastructure project.

As Bunbury develops into a truly Creative City it will become renowned as a vibrant and culturally enhanced place to live, work, play and visit.

Infrastructure and Construction

The opportunity to develop and invest in Bunbury has never been better. Bunbury and the Greater Bunbury region continue to grow and develop, with construction representing a large percentage of the local workforce. A number of large infrastructure projects are currently in progress or set to begin, including the Back Beach tourism precinct, Leschenault Inlet, Koombana North and Marlston North developments, the $18 million Department of Parks and Wildlife Headquarters, and oceanfront development opportunities.

Kemerton Industrial Park, the main industrial area in the South West, has been earmarked by the State Government for development into a world-class industrial park. Combined with the industrial localities of Picton, Halifax, and Davenport there is an abundance of industrial land on offer within the City.

Mining and Manufacturing

Mining is a major economic driver for the South West region with alumina being the region’s highest value commodity. Other commodities in the region include minerals sands, coal, and silica.

The Bunbury Port is one of the biggest and busiest regional ports in Australia with trade reaching 15.3 million tonnes in 2012/13, 88% being exports. The export industry continues to thrive, as evidenced by the recently completed expansion of Worsley Alumina’s refinery and upgrade to their facilities at the Bunbury Port, as well as the Department of Transport’s Regional Freight Transport Network Plan which looks to double the Port’s capacity.

Completed in September 2014, Bunge’s $40 million bulk-grain export facility at the Bunbury Port will see up to 500,000 tonnes of Western Australian grain exported in its first two years of operation.

Retail and Business

The City of Bunbury is the commercial hub for the South West region, and is continually being boosted by strong growth across the region. Not only is the City’s population growing, its social and cultural centre is too. Bunbury is the South West’s shopping capital with major shopping centres, department stores and the home-maker precinct. 75% of retailers in Greater Bunbury are national, with the remaining 25% being local. Bunbury also has a bustling cappuccino strip bringing together boutique shopping and alfresco dining in the CBD.

Tourism

The City of Bunbury and Greater Bunbury region are growing tourist destinations. Bunbury offers an enviable position as a cultural centre while remaining in close proximity to beautiful beaches and the award-winning wineries of the Ferguson Valley. About a two-hour drive to Perth, Bunbury offers accommodation and facilities that are ideal for corporate meetings and state and national conferences. Approximately 424,900 visitors arrive in Bunbury each year with 85% of these being intrastate, 9% being interstate, and 6% being international visitors.
In the Pipeline

Vue Group
Bunbury is poised to become home to the state's largest animation studio with a joint venture between Vue Group and Chinese animation company Shanghai Hippo. Together they will construct a multi-million dollar state-of-the-art animated film studio in Bunbury's CBD that is expected to employ 200 people, train 300 students, and produce up to four films per year, making it Australia's largest Chinese/Australian film studio infrastructure project.

Department of Parks and Wildlife Headquarters
Premier Colin Barnett recently announced the new Department of Parks and Wildlife headquarters will be located on lots 882 and 883, Koombana Drive. Once complete, this $18 million facility will house 300 staff and establish Bunbury as the major centre of State Government administration outside of Perth. Located on the main entry road into Bunbury's CBD, the development will inject business activity and create tourism and research partnership opportunities.
Koombana North Waterfront Development
Landcorp’s Koombana North waterfront development has taken a major step forward with the first landmark site coming under contract with an option to buy a second lot. Comprising a total of five sites, the development will bring a mix of retail, office, hospitality and residential apartments to a supreme waterfront location. The Koombana North foreshore is already a popular destination for visitors and residents alike offering newly landscaped barbecue and picnic facilities, viewing platforms across the Bay, grassed areas with deckchairs, disabled access, and a new boardwalk and cycle path.

Marine Facilities Initiatives Plan
The Marine Facilities Initiatives Plan comprises numerous developments that together sets out an exciting vision for a marine-focussed industry along with shore-based recreational activities for families in Bunbury. Encompassing Casuarina Harbour, Outer Harbour and Koombana Bay, it includes improved public amenity and linkages, redevelopment of the Dolphin Discovery Centre, Koombana Bay Sailing Club marina development, and a commercial marine and tourist hub.

Back Beach Tourism Precinct
A tourism precinct along Bunbury’s Back Beach will see the development of a range of unrestricted residential, short-stay accommodation, and non-residential uses for tourism-based uses. Combined with outstanding ocean views and walking distance to Bunbury’s CBD, this area will form a key tourist node for the City while generating short and long-term employment and increasing housing diversity and affordability.

Leschenault Inlet Master Plan
The Leschenault Inlet Master Plan encompasses a 70-hectare area surrounding the 1.9km long and up to 200m wide Inlet. It provides a framework for development over the next 20 years in order to create an attraction of national and international quality. The Koombana North and Water Playground precincts are already underway, with the City Square and Friendship Gardens flagged as the next priorities. Together, these precincts will provide connectivity between the waterfront and CBD, protect and enhance natural attributes, and provide for a diverse range of accessible activity areas.

Bunbury Airport Upgrade Project
This $3.6 million project will dramatically increase the number of hangars available, improve accessibility and safety, extend the terminal to allow increased business, and extend the runway to accommodate larger planes.

South West Super Campus
Bunbury City Council has formally provided support to the development of a master precinct plan for the South West Education and Health Precinct. Housing Edith Cowan University, South West Institute of Technology, Manea College, Bunbury Regional Hospital and St John of God Hospital, the master precinct plan see the area developed into a Super Campus servicing the South West’s health and education needs.
In addition to several major private development options, the City is ready to facilitate development on the following sites.

1. **LOT 881 KOOMBANA DRIVE**
   - 14,895sqm including 4,457sqm encumbered by the shipwreck site. Total unencumbered size of 10,438sqm.
   - Approximately 8,000sqm is zoned Special Use 3 – Resort Facilities with the remainder zoned Parks and Recreation. Proposed future zoning: Tourism.
   - Prime location on the main entry into Bunbury’s CBD, opposite Koombana Bay, and next to the future Department of Parks and Wildlife headquarters.

2. **KOOMBANA NORTH REDEVELOPMENT**
   - Landcorp site comprising 12,945sqm of mixed-use zoning allows for five buildings ranging from four to six storeys, each offering residential, commercial/office, hospitality and retail opportunities. Site one under contract with option to buy site two.
   - Situated on one of the main entrances to Bunbury and on Bunbury’s Waterfront, buildings will offer views over Koombana Bay, the Leschenault Inlet and City.

3. **LOT 3, 2 BLAIR STREET**
   - 8,359sqm unencumbered, zoned City Centre. This prime location opposite the Leschenault Inlet and on the same site as the state-of-the-art Bunbury Regional Entertainment Centre is the perfect location for commercial, hotel or residential development.
4. LOT 891, 65 CLIFTON STREET
7,806sqm lot opposite Bunbury’s stunning Back Beach and within walking distance to Bunbury’s vibrant CBD.

With a proposed future City Centre zoning this site could be developed for a range of future uses including civic, cultural, entertainment, residential, tourist as well as for other commercial activities.

5. LOT 210 HOLYWELL AND LOT 211 PENDAL STREET
20,742sqm, zoned Special Use No. 7 Mixed-Use Tourism (pending Minister’s approval), allowing for unrestricted residential and short-stay accommodation.

Located opposite Bunbury’s stunning beach and in close walking proximity to the Big Swamp reserve, these lots offer a desirable location within the City.

6. LOT 497 AND LOT 66 OCEAN DRIVE
Lot 497: 4,472sqm (6a)
Lot 66: 2,855sqm (under conditional offer) (6b)

Forming part of the Back Beach Tourism Precinct, these lots are zoned Special Use No. 1 – Back Beach Tourism Mixed Use allowing for unrestricted residential, short-stay accommodation, and non-residential uses for tourism-based uses.

Strategically located opposite Back Beach and walking distance to Bunbury’s CBD, these sites form part of a key tourist node.

7. LOT 70 AND 298 COLLEGE GROVE
Lot 70: 21,773sqm, zoned R15 potential rezoning to R20 (7a)
Lot 298: 23,043sqm, zoned R15 (7b)

Located in the sought-after suburb of College Gove, these lots offer the final opportunity for development in this area. Lot 70 offers a predominantly cleared site which Lot 298 offers the opportunity to develop treed lifestyle properties.
Our Commitment

The City of Bunbury is committed to attracting new business and improving the diversity of land use within our City. There are numerous opportunities currently available for a range of residential and commercial developments and we look forward to working with you to identify the best solution for your investment needs.

The potential for growth and development is at an all-time high; don’t miss out on becoming part of this exciting vision for the future of Bunbury.

To discuss opportunities further contact Andrew Brien, Chief Executive Officer on (08) 9792 7030, email abrien@bunbury.wa.gov.au or write to PO Box 21 Bunbury WA 6231.
When you look at our future Parks and Wildlife precinct on the doorstep of our CBD, combined with the waterfront and marine facilities projects, potential for private development on Koombana North land, and the Leschenault Inlet Master Plan, these all create a very exciting future for the City of Bunbury. - Hon. John Castrilli MLA, Member for Bunbury
If you would like this publication in an alternative format please contact the City of Bunbury by phone on (08) 9792 7000; through the National Relay Service on 133 677 or 1300 555 727; or by email through records@bunbury.wa.gov.au.