

## Myalup-Wellington Water for Food Project

### What is the project?

The Myalup-Wellington Water for Food Project has been called a 'game changer' for agricultural production in the region. It provides better and more secure water for irrigation by expanding the Collie River Irrigation District and the Myalup Irrigated Agriculture Precinct.

Desalinating the Wellington Dam would generate water fit for irrigation within the Collie Irrigation District, mitigating the salinity problems in that area and improving its productivity. Upgrading the Burekup Weir will enable replacement of the Collie Irrigation District's irrigation channels with piping, generating water savings that can be used to supply Myalup.

At Myalup, the intention is to re-charge the aquifer using water from the Collie Irrigation District and the Harvey Drain. This would improve the water quality for existing producers, reversing the trend of saline intrusion due to over-abstraction, as well as allow expansion of the irrigated area.

Along with the agricultural benefits, the scheme can potentially support mineral processing and urban development by providing access to more affordable fit-for-purpose water. The scheme can also

- Generate potable water to augment supplies at Harris Dam.
- Create a resource for the timber processing industry through a reforestation program in the Wellington Dam catchment.
- Being part of a larger State-wide Water for Food program, may provide ongoing policy and public investment support.

### What are its estimated benefits?

- Doubling of food production in the region.
  - Increased forest products.
  - Increased viability of mining.
  - Lifestyle population attraction.
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- Direct job impact                      1,560 (from Marsden BCA).
  - Additional population                153
  - Employment multiplier                1.07
  - MCA score                                87.0

## Agribusiness Precinct

### What is the project?

A multi-purpose agribusiness precinct is widely supported as it is seen as a way to unlock private sector investment for the export market. There is still some uncertainty about the optimum location for this precinct, but not about its merits.

As well as the initiatives, a range of other project ideas were raised during the research in Bunbury Geographe. These create the rationale for the two Priority Initiatives, which will provide the critical inputs that will help to solidify these opportunities into viable projects. They include:

- Horticulture at Myalup may produce two market garden crops per annum on a cropping area double the existing size as a consequence of the water for food project.
- Shared food packing facilities may assist smaller producers by pooling produce sufficiently to service larger customers.
- More secure, quality water is expected to attract investment in water intensive production, particularly avocados and grapes.
- The provision of a service abattoir for small scale producers so that they rely less on the larger processors. This makes it both more affordable and more secure.
- Locating a service abattoir in the agribusiness precinct will also create a more efficient supply chain for the Boyanup Saleyards, particularly if it is to be relocated and upgraded.
- The agribusiness precinct may also accommodate a quarantine holding area that could unlock further export opportunities.
- Creating a centre for agricultural excellence attached to one of the universities.
- Establishing a peak body (a regional agribusiness forum) that acts as a voice for regional producers, raising awareness, educating and informing markets.

### What are its benefits?

- Intensive horticultural production.
- Processed meat.
- Lifestyle population attraction.
  
- Direct job impact                      300 (based on estimated \$20-\$40 million investment).
- Additional population                n/a
- Employment multiplier                1.32
- MCA score                                79.5

## Bunbury CBD People's Place

### What is the project?

One of the best prospects for achieving the Creative Industries Growth Driver is through the development of what one stakeholder called a CBD 'people's place'. That is, a civic and cultural precinct fostering diverse activity and nightlife in the Bunbury CBD.

Although strongly supported, the actual details of what the CBD precinct concept constituted is unclear. There is a difference of opinion about what could and should be done first. Workshop participants questioned the apparent emphasis on retailing and multi-level car parking in an advertised concept. Interviewees raised numerous ideas, including: an iconic cultural centre building; education hub; street closure (temporary or permanent); street art; festivals; free Wi-Fi; regulatory change (e.g. in relation to street trading or parties); and renewal of the Art Gallery or a new purpose-built gallery.

Engaging a 'Place Manager' has been found to be a useful way of navigating these sorts of options for CBD renewal and bringing ideas to fruition.

Irrespective of the uncertainty in relation to how this initiative may subsequently roll out, it:

- Was widely supported.
- Faces few impediments to implementation.
- Aligns with at least two of the Growth Drivers for Bunbury Geographe: tourism and lifestyle and community.

This initiative is also one of the five that would be expected to contribute to non-job related population attraction via inner urban residential development. This will help support the Bunbury@300,000 objective.

### What are its estimated benefits?

- Strength the coastal city's attractiveness for urban migrants.
  - Facilitate greater housing diversity.
  - Growth of creative industries.
  - Lifestyle population attraction.
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- Direct job impact                    190 (based on infrastructure investment).
  - Additional population            375
  - Employment multiplier            1.56
  - MCA score                            81.0

## Transforming Bunbury's Waterfront

### What is the project?

The Transforming Bunbury's Waterfront initiative already has significant support in the community, funding support from local and State Government (for part of the program) and relatively extensive research and analysis supporting its rationale. The Dolphin Discovery Centre is an international attraction and the waterfront includes one of the few protected coves (Koombana Bay) along the south west coast. Flow-on benefits are identified for:

- Local liveability through active recreation and therefore a contribution to non-job related population attraction.
- Connectivity between the waterfront and the Bunbury CBD.
- The emergence of a dynamic marine industries sector that will cater to one of the fastest growing recreational activities in Australia (boating).
- Visitor spending for retailers and tourism operators.
- The potential for pop-up shops and creative activities in the newly revitalised waterfront areas.
- Residential development and urban renewal opportunities.
- Better prospects for catering to cruise ship visitors.

### What are its benefits?

- Increased international visits and expenditure
  - Improved waterfront amenity.
  - Development of marine industries sector.
  - Residential development.
  - Lifestyle population attraction.
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- Direct job impact                    100 (retail, tourism, transport and professional services).
  - Additional population            370
  - Employment multiplier           1.22
  - MCA score                            86.0

## Bunbury Geographe Regional Brand

### What is the project?

Regional branding is essential to capture and promote the unique identity and essence of Bunbury Geographe. Most of the stakeholders (regardless of the sector they worked in) identified a lack of clear brand as a brake on the region's prosperity. Work is already underway to address this.

In addition to developing a regional brand to promote tourism (both domestic and international), the brand may be applied towards attracting new business and residents seeking a lifestyle choice or retirement destination.

### What are its benefits?

- Increased tourist visits and expenditure.
- Lifestyle population attraction.
  
- Direct job impact                      20-25 (marketing, arts and professional services).
- Additional population                n/a
- Employment multiplier                1.22
- MCA score                                80.5 (Tourism brand) 82.0 (Lifestyle brand)

## Bunbury Outer Ring Road

### What is the project?

Critical to unlocking the capacity of Port of Bunbury is maintaining the integrity of the road freight network through separating passenger from freight vehicles. Residential development along parts of the existing freight route is encroaching on the road space, impeding smooth traffic flow and increasing the risk of accidents. Completion of the ring road is considered the Priority Initiative in addressing this.

### What are its estimated benefits?

- Increased efficiency and safety for export activity.
- Construction investment.
- Improved amenity.
  
- Direct job impact                      200 (construction workforce).
- Additional population                n/a
- Employment multiplier                1.1
- MCA score                                78.5

## Port Upgrades

### What is the project?

For some bulk commodity producers, profit margins are sufficient to have warranted recent investment in expansion. Consequently, while the mooted Port upgrades are welcomed, they have not been (observably) critical to these decisions.

However, as mineral output increases, demand for Port services is likely to exceed current capacity within the next 3-5 years. This will seriously impact profit margins and essentially reduce the amount of money circulating in the region's economy.

In addition, some marginal producers see the upgrades as absolutely essential to the cost effective export of current output. Combined, the mineral processing sector alone creates the need for a major investment in the Port, specifically investment in more efficient ship loaders and capacity for larger ships.

In relation to containerisation, mineral products alone result in at least 2,800 trucks per year moving containerised mineral goods to Fremantle Port. Two of the major regional abattoirs (VV Walsh and Harvey Beef) also use containerised transport out of Fremantle and expect to significantly increase current output.

The regional grain exporter (Bunge) would consider containerised transport from Bunbury, as it could reduce freight costs and commodity losses.

All this presents a compelling case for containerised transport out of Bunbury Port, although State policy support is needed.

### What are its benefits?

- Lower freight costs.
- Container transport, with significant increase in local jobs.
  
- Direct job impact                      100 (construction and transport).
- Additional population                n/a
- Employment multiplier                1.14
- MCA score                                 80.0

## Removing Rail Freight Bottlenecks

### What is the project?

Duplication of the rail line from Brunswick Junction to Bunbury Port (with the top priority being Picton to the Port) would address a significant pinch point in the current rail network.

### What are its estimated benefits?

- Increased efficiency for Port.
  
- Direct job impact                      100 (construction workforce).
- Additional population                n/a
- Employment multiplier                1.08
- MCA score                                 76.0

## Timber Precinct

### What is the project?

A timber precinct is contingent on a steady supply of local timber (as is some mineral processing). Once secured, there is expected to be private investment in timber processing, building material design and manufacturing, and jobs in harvesting and transport of timber to the processing plants, Bunbury Port or other destinations.

Some enterprises are already based in the Dardanup (Moore Road) Precinct, including a saw mill and timber processing plant, wood chipping, and a laminated particle board plant. There are several hundred hectares of remaining developable land. The Precinct is conveniently located adjacent to the Bunbury Outer Ring Road (BORR). Construction of the remaining parts of the BORR requires state and federal capital assistance and will facilitate the Precinct's further development.

### What are its benefits?

- Timber processing and transport, increasing employment and providing local building materials.
- Direct job impact                      250 (forestry, transport, construction, manufacturing).
- Additional population                n/a
- Employment multiplier                1.13
- MCA score                                 77.0

## Marine Industries Hub

### What is the project?

There are reasonably well developed plans for upgrading the outer harbour into a marine industries hub. It would provide support and maintenance services for the Port and include boat lifting, storage, maintenance facilities, slipways and refuelling station, complemented by food and beverage outlets and other services catering to the rapidly growing demand for recreational boating.

The redevelopment of the Koombana Bay Yacht Club is an essential part of this initiative. Without it, there would not be enough berths or moorings to support a viable marine industries sector.

As with the other initiatives that are part of the Transforming Bunbury's Waterfront redevelopment, this initiative is also likely to drive lifestyle population growth.

### What are its estimated benefits?

- Employment in manufacturing and transport.
- Tourism and retail.
- Lifestyle population attraction.
- Direct job impact                      150 (transport, tourism, retail, construction).
- Additional population                400
- Employment multiplier                1.1
- MCA score                                 83.0

## Fast Passenger Rail

### What is the project?

This involves accelerating the planning for a fast passenger rail link to Perth-Peel. When discussing the Tourism, Creative Industries and Lifestyle & Community Growth Drivers, most stakeholders recognised the importance of improving the passenger rail services to Perth. The line could also be used as an intra-regional service (e.g. between Australind and Bunbury), thereby reducing road traffic.

Evidence from Victoria (pre and post VLine upgrades), shows a strong correlation between improved passenger rail services and population growth in regional centres. Lines with short-haul services (i.e. a sufficient number of services to enable commuting) have generated significantly higher regional population growth than the towns along the long-haul lines.

This initiative is primarily aligned with lifestyle-led population attraction.

### What are its benefits?

- Timber processing and transport, increasing employment and providing local building materials.
- Direct job impact                      5-10 (in planning).
- Additional population                400
- Employment multiplier               4.14
- MCA score                                67.8

## Wanju New Town Development

### What is the project?

Planning is well underway for the Wanju new town housing development on 1,245 hectares in Dardanup Shire. This will accommodate around 20,000 dwellings and approximately 50,000 residents. The vision for Wanju includes:

- Preserving resources.
- Passive solar urban design.
- Medium density housing.
- Greater transport choice.
- Sustainable building products.

If the Wanju development truly adopts these principles, it has the opportunity to be a model city attracting not only people seeking a sustainable lifestyle alternative to capital city living, but also visitors, including government officials, planning practitioners and architects (in the same way that Seaside and Celebration in Florida do). There is also the added benefit of using locally sourced building materials to showcase the region and the capability of local manufacturers.

The Wanju development will drive job growth in construction, manufacturing, forestry, tourism and lifestyle, as well as population growth. It will be a major contributor to achieving the Bunbury@300,000 target as it will be a type of development unavailable anywhere else in the South West region.



## What are its estimated benefits?

- More diverse housing design and choice.
  - Sustainable local building material industry.
  - Lifestyle population attraction.
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- Direct job impact                    100 (in innovative building).
  - Additional population                50
  - Employment multiplier               4.14
  - MCA score                                75.8

## Appropriate Industry Water Supply

### What is the project?

Apart from upgrades to the transport network, for several major mineral processing enterprises, material inputs are a significant cost to production, including appropriate water

### What are its benefits?

- Mineral processing.
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- Direct job impact                    120 (mining and construction).
  - Additional population                n/a
  - Employment multiplier               1.23
  - MCA score                                87.0

Following consultation on the draft Growth Plan documents, the following Priority Initiatives were also identified for Bunbury Geographe and incorporated into the final Growth Plan.

## Enhanced Lifestyle Choice

Improve Bunbury Geographe's reputation as a desirable regional centre offering a strong sense of place, community and culture; lifestyle choice and a distinctive range of affordable housing options.

## Indigenous Development

Establishing an Aboriginal Economic Development Network to advance Aboriginal economic, social and cultural development.

## Second City Policy

Interventionist 'Second City' decentralisation policy to divert portion of the Perth-Peel forecast population growth to 'Bunbury-Geographe @300,000.

## University City

Investigate Bunbury as a university city with a futuristic university, international campus and biodiversity research centre.

## Australia's Healthiest City

Create Australia's Healthiest City through prioritising physical and mental health, supporting research and education, a cycling and walk friendly region, active recreation areas and a model for inter-generational and active ageing.