

2024

# **INVEST HARVEY REGION**



Image source: Harvey Aboriginal Corporation.

Kaya noonakoort. Wandju nidja Noongar Boodja.

# HELLO EVERYONE. WELCOME TO NOONGAR COUNTRY.

The Shire of Harvey acknowledges the traditional custodians of the land and their continuing connection to the land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders both past and present.

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# WE ARE HARVEY REGION.

**You'll find us between the Darling Range and the Indian Ocean,  
90 minutes south of Perth, Western Australia. We're a dynamic area  
with a rich history, flourishing economy, supportive business climate,  
and innovative residents with a 'have a go' attitude.**

This investment guide provides a comprehensive overview of the opportunities available in the Harvey Region, including key areas such as the local economy, investment opportunities, successful businesses, and the regulatory environment. It is designed to help investors make informed decisions about investing in the area.





# THE HARVEY REGION ADVANTAGE.

There is much in favour of choosing the Harvey Region as a business destination – here's why:



## 1. Fertile Ground for Growth

The Harvey Region is one of the largest LGAs in the South West with an estimated population is more than 30,000 residents. The population of the area grew by 24% in the decade leading into 2021 and is projected to grow by more than 30% by 2031.



## 2. Sustainable Development at its Heart

The Shire of Harvey is committed to sustainable land use planning, with a focus on protecting its precious natural resources, supporting agriculture, and encouraging responsible development. However, this commitment does not come at an economic cost. In fact, in 2021, the Shire of Harvey LGA had a per hectare gross regional product of \$11,175, higher than Western Australia's \$1,367.

The Harvey Region is also experiencing strong interest and investment from renewable companies which have identified its natural advantages in this space, including solar, battery, hydrogen and wind.

The Harvey Region is home to several innovative manufacturing companies that are leveraging new technologies to improve their operations and products, such as Harvey Beef (WA's largest beef processor and exporter). The Region is also within 40 minutes of the state-of-the-art facilities of the Food Innovation Precinct Western Australia.



## 3. A Strategic Location

Situated between the cities of Perth and Bunbury, with a growing population base, the Shire of Harvey LGA is well-placed – literally and figuratively and is fortunate to share the same time zone with key trade markets in Asia.



## 4. Winning Diversified Industries

You'll find a supportive business environment and a range of investment opportunities in various sectors. The Harvey Region's current and future investment strengths are in four specific areas:

- Food, agribusiness and technologies
- Mining and manufacturing
- Renewable and clean technologies, and
- Tourism, sport and leisure.

The agriculture and manufacturing sectors combined to make up more than 43% of the Harvey Region's economic output, and create over 2,200 local jobs (2021).



## 5. Agricultural Heartland

It's a renowned agricultural region with fertile alluvial soils, warm climate, and abundant water resources, making it an ideal location for agriculture. It's also a region which is not only succeeding but growing. The Harvey Region's output by all industries increased by \$414 million in 2020/21.



## 6. The World is Watching

The Region's allure has also caught the attention of leading global companies, such as Albemarle, one of the world's largest suppliers of lithium for electric vehicle batteries. The world leader has chosen Kemerton Strategic Industrial Area as the location for its lithium hydroxide processing plant. This investment has already created over 580 operations jobs marking the beginning of a brand-new lithium refining industry in WA.



## 7. Strong Tourism Potential

There is significant promise for tourism development, with opportunities for eco-tourism, adventure tourism, and cultural tourism all on the cards for Bunbury Geographe (or BunGeo as its known). Its natural attractions, unique history, and proximity to major markets make it an ideal location for tourism investment and a hot destination for ahead of the curve influencers.



## 8. Build it and They Will Come

The Harvey Region has well-developed infrastructure. The area has a strong transport network, with connections to Forrest Highway, South Western Highway, Bunbury Port and reliable public transport.

Residents and businesses within the Harvey Region are set to benefit from the completion \$1 billion+ Bunbury Outer Ring Road project by the end of 2024.

There are also business cases underway for a fast rail connection or light rail integrated public transport solution from Perth to Bunbury and Busselton..



## 9. An Affordable Lifestyle

The Harvey Region offers a relaxed and welcoming community lifestyle, with affordable housing, excellent health services, and a range of community events and activities compared to other business hubs. Its strong community spirit and high quality of life make it an attractive location for families and retirees seeking a peaceful and comfortable lifestyle. The Shire of Harvey LGA also has a low unemployment rate, of 3.1% (September 2022).





*A place where anyone, no matter  
their background, can succeed*

# THE HARVEY REGION ADVANTAGE.



## 10. A Combination of Land, Sea and Water

The Harvey Region's diverse natural attractions, including the Leschenault Estuary, the Leschenault Peninsula Conservation Park, Yalgorup National Park, Logue Brook Dam and Harvey Dam, and the Darling Scarp combine to offer a beguiling lifestyle offering for those who choose to live and work here.

These attractions offer a range of outdoor experiences, such as fishing, kayaking, and bushwalking, making the Harvey Region an ideal destination for nature lovers and adventure seekers.

Perhaps most importantly, the Harvey Region is home to one of only four irrigation supply schemes in Western Australia; the South West Irrigation Area, managed by Harvey Water, which supports a thriving hub of industry and innovation. It's no exaggeration to say that the contribution this area makes to the state as a whole is life-giving.



## 11. Home to Rising Stars

The Harvey Region has a long-standing tradition of commerce and entrepreneurship, with a diverse range of industries driving economic growth and contributing to the prosperity of the local community. The economy has seen steady growth over the past decade, with an economic output of \$5 billion and an unemployment rate of less than 3%.

The area is full of residents who have turned their passion into successful businesses, many operating for generations. The Harvey Region is home to both iconic and emerging brands, including Harvey Beef, Harvey Fresh, Albemarle, and Tronox, all of whom have chosen the area as their Western Australian home.



## 12. Skilled and Diverse Workforce

The Region exudes innovation and a 'have a go' attitude. It has a skilled and motivated labour force, with 30% of residents holding a vocational qualification which is 5% above the regional WA average. The area is also home to a range of educational facilities, including the WA College of Agricultural and South Regional TAFE, and is within close proximity to Edith Cowan University.

Businesses also have access to the South West Designated Area Migration Agreement, which took effect in 2022, easing the burden of skilled worker shortages.

In short, it's a workforce ready and able to contribute to your bottom line. In 2021, the Shire of Harvey LGA had a per worker gross regional product of \$234,438.



## 13. Proud Heritage of Diversity

The Harvey Region takes pride in its cultural heritage, including the heritage of its First Nations people, the Bindjareb and Wardandi people of the Noongar Nation. We are also a welcoming and diverse community, with 19.3% of residents coming from overseas. The growing immigrant population has helped drive economic growth and enhance the area's thriving business community. Our business environment is characterised by hard work, community support, and a "have a go" spirit, which has earned the area a reputation for being a place where anyone, no matter their background, can succeed.

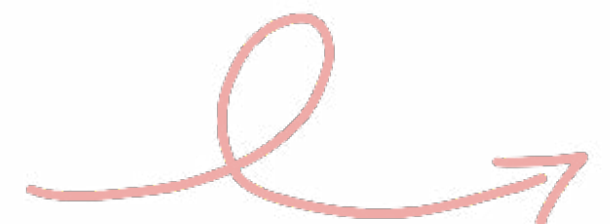






Image credit: Bianca Turri



#### 14. The Ultimate Work Life Balance

The Harvey Region is a place where together, we work toward creating a dynamic region, where business innovation is achieved congruently with an exceptional, sustainable lifestyle.

The five-minute life awaits. Exceptional connectivity, short commuting times, outstanding residential services and infrastructure, and stunning landscapes create an enviable place to live.



#### 15. Here to Support You

The Harvey Region has a supportive and favourable business climate, with a range of support services and programs available to assist businesses to start, grow and succeed.

The area is strongly connected to thriving business communities such as the Bunbury Geographe Chamber of Commerce and Industry and the Bunbury Geographe Economic Alliance, which provide opportunities for collaboration, growth and networking.

The Shire of Harvey is also committed to supporting investment and development in the Region, offering a clear and streamlined planning process and support services to help investors navigate the investment process.



# ECONOMIC, SOCIAL AND GEOGRAPHIC SNAPSHOT.

If you're looking for a vibrant hub to locate your business, the Harvey Region in Australia's South West is a productive and sustainable choice.



## WELCOME TO THE NEIGHBORHOOD

Beyond the fact the Harvey Region has one of Western Australia's most attractive scenic backdrops, it also consists of vibrant, diverse communities with a growing population and a fascinating mix of ancestries from the Philippines to Vanuatu.

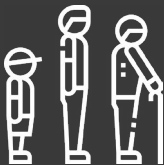
With a median age of 39 and a higher proportion of households with children than other parts of regional WA, it is a great place for families and retirees alike. Wherever you've come from, you'll find a warm welcome in the Harvey Region.



**30,147**  
estimated residents  
in 2021\*



**24% INCREASE**  
in the 10 years from  
2011 to 2021\*



**39**  
Median age of  
residents\*

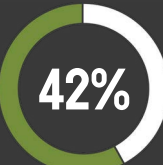


**11,868**  
dwellings in the  
Harvey Region\*



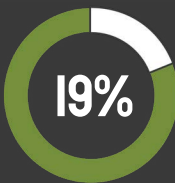
of households are  
couples with young  
children\*

Higher than regional WA at 23.8%\*



of households (2021)  
had a mortgage\*

Higher than regional WA at 27%\*



of residents were  
born overseas\*

The top five ancestries of  
residents in 2021 were\*:

1. ENGLISH
2. AUSTRALIAN
3. SCOTTISH
4. IRISH
5. ITALIAN

### PHILIPPINES

was the largest non-English  
speaking country of birth, with  
1.9% of residents born there\*

Largest changes in birthplace  
country from 2016 to 2021\*:

PHILIPPINES	+144 persons
INDIA	+80 persons
NEW ZEALAND	-76 persons
VANUATU	+67 persons



**16**  
schools in the  
Harvey Region\*



**25.3%**  
of the population  
are aged under 18\*

Higher than regional WA at 23.1%\*



**9.2%**  
of the population  
is secondary  
school aged\*

Higher than regional WA at 7.6%\*

SOURCES:  
+ idcommunity/REMPAN  
\* ABS Census 2022

A THRIVING ECONOMIC LOCATION

With a total industry output of \$5 billion and a Gross Regional Product of \$2.45 billion, the Harvey Region offers businesses the chance to foster economic growth and forge competitive opportunities thanks to a low unemployment rate and a competitive per capita Gross Regional Product.

The manufacturing industry alone accounts for 38.4% of the total output by industry, with the largest changes in output occurring in the manufacturing, mining, and health care and social assistance sectors, making it an ideal location for businesses looking to expand their operations.

OUTPUTS & EXPORTS

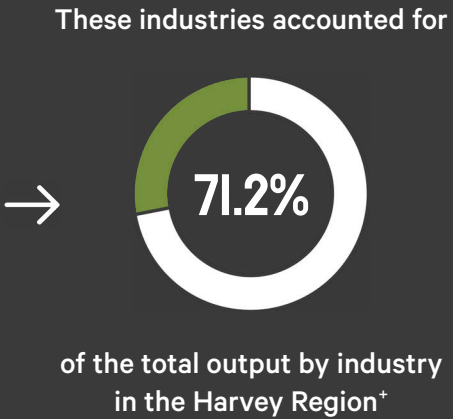


Largest contributors to regional output<sup>+</sup>:

1. BUNBURY
2. BUSSELTON
3. COLLIE
4. SHIRE OF HARVEY LGA

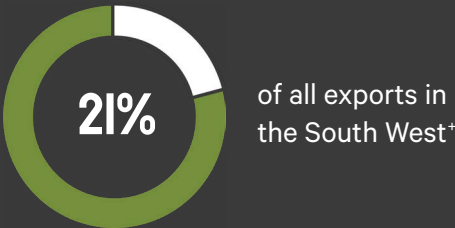
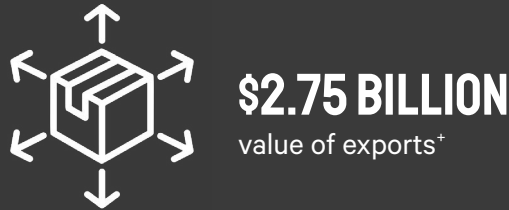
Largest industries (by output) in the Shire of Harvey LGA<sup>+</sup>:

- MANUFACTURING
- MINING
- CONSTRUCTION



The largest changes in output by industries between 2015/16 and 2020/21 in the Shire of Harvey LGA were for<sup>+</sup>:

- MANUFACTURING
- MINING
- HEALTHCARE & SOCIAL ASSISTANCE
- ELECTRICITY, GAS, WATER & WASTE SERVICES

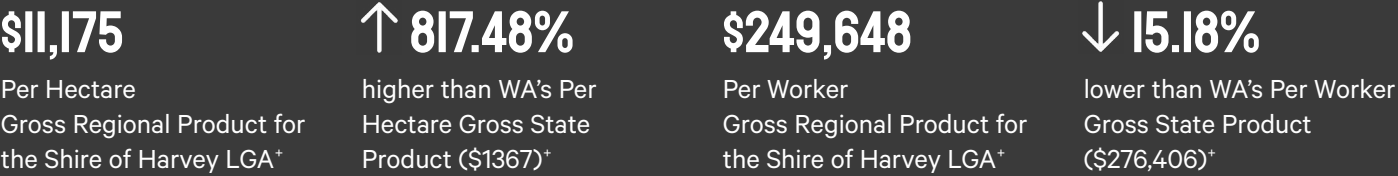


GROSS REGIONAL PRODUCT

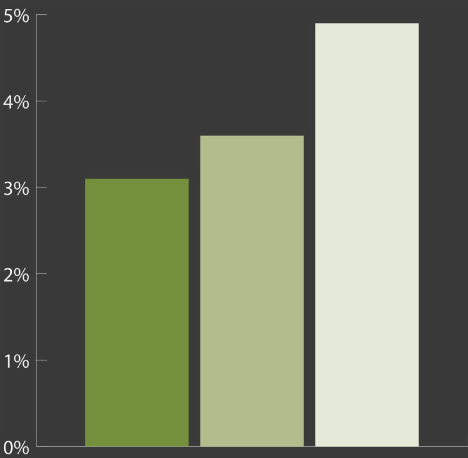
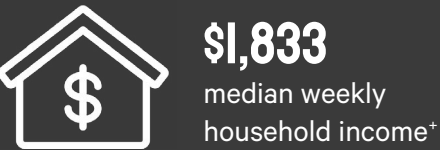


Per Capita Gross Regional Product for the Shire of Harvey LGA<sup>+</sup>:

**\$73,626**



LIVING & LABOUR



**LOW UNEMPLOYMENT RATE**  
of 2.61% (March 2023) compared to WA's rate of 3.6% and Australia's national rate of 4.9%<sup>^</sup>

Top employing industries<sup>+</sup>:

- MANUFACTURING
- MANUFACTURING


SOURCES:  
+ idcommunity/REMPPLAN  
\* ABS Census 2021  
^ RDA South West  
#REIWA





MAJOR PROJECTS & INFRASTRUCTURE


A BIRD'S EYE VIEW.


MARKET CONDITIONS

 Growing population and economic activity


 Robust and diversified local government


 Strong infrastructure networks


 Access to a skilled labour force


 A favourable business climate


INDUSTRY TRENDS

 Increasing demand for sustainable energy

 Growth in tourism and agritourism industry

 Expansion of education facilities

 Adoption of innovative technologies

 Growing demand for local products

POTENTIAL INVESTMENT OPPORTUNITIES

 Renewable energy projects (e.g. solar)

 Agritourism ventures (e.g. wineries)

 Manufacturing and processing facilities

 Education and training centres

 Infrastructure projects (e.g. transport)

KEY INDUSTRIES

 Food, agribusiness and technologies

 Mining and manufacturing

 Renewable and clean technologies

 Tourism, sport and leisure

Ridley Place Redevelopment

Proposed restaurant, kiosk and function facility at Ridley Place Foreshore, overlooking the Leschenault Estuary.

Port of Bunbury

One of the largest regional ports in Australia.

South Regional TAFE – Bunbury

The Village Shopping Centre

Bunbury Health Campus

Kemerton SIA

Strategic industrial estate for the South West and links to the Bunbury Port.

Albemarle

The expansion of Kemerton will create the biggest lithium hydroxide plant in Australia.

Fiveight Binningup

220 hectare urban development with residential, retail, and leisure uses, including a golf course.

Australind

Treendale Shopping Centre

Treendale East

188.5 hectare urban development with residential, retail, hospitality, and recreation use.

Paris Grove

Accommodation development to support construction expansion.

Australind to Myalup Coastal Drive

Proposed 2-stage tourist drive to connect Australind, Binningup and Myalup.

Harvey Beef

Western Australia's largest beef processor.

South Regional TAFE – Harvey

Treendale Road

Special residential development on the Collie River.

Train Line

Freight and passenger train line connecting to Perth.

WA College of Agriculture

Harvey Water

Managing the 112,000 hectare Harvey Water Irrigation Area.

Harvey Trails and Adventure Hub

Development of trail and adventure activities between Harvey Dam and Logue Brook Dam.

Munda Biddi MTB Trail

Proposed development of the Munda Biddi Trail to connect riders with Harvey.

Yarloop Workshops Precinct

3-stage development of the historic Yarloop Workshops.

Preston Beach

Proximity to Perth

Only 90 minutes south of Western Australia's capital city, Perth.

Myalup

Binningup

Yarloop

Cookernup

Harvey

Wokalup

Benger

Brunswick Junction

Roelands

Burekup

Treendale

Australind

Eaton

Bunbury

Edith Cowan University

Allanson

To Busselton and the Busselton-Margaret River Airport

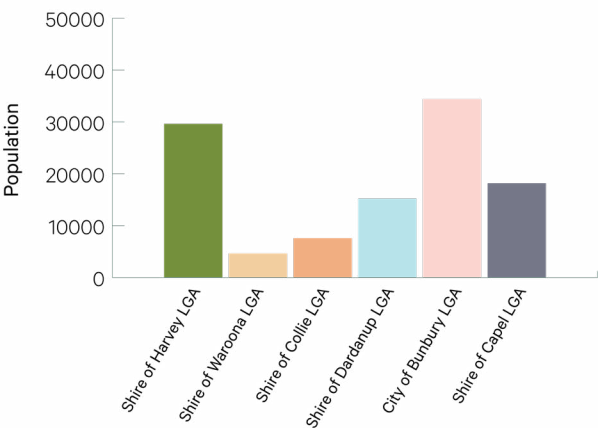
To Collie

# A STRONG PROPOSITION.

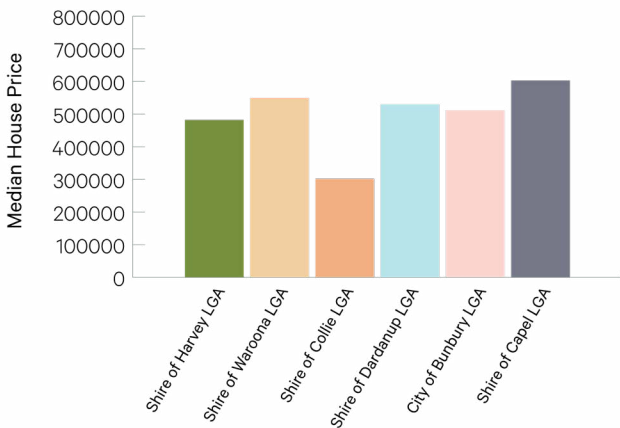
Looking to make an informed investment decision in the South West of Western Australia? Interested to find out why the Shire of Harvey LGA stacks up so strongly against surrounding areas?

Here are some stats to help you compare the Shire of Harvey LGA with surrounding local government areas. Informed by these facts, the next step is to discover for yourself why the Harvey Region stands out as an exceptional investment opportunity.

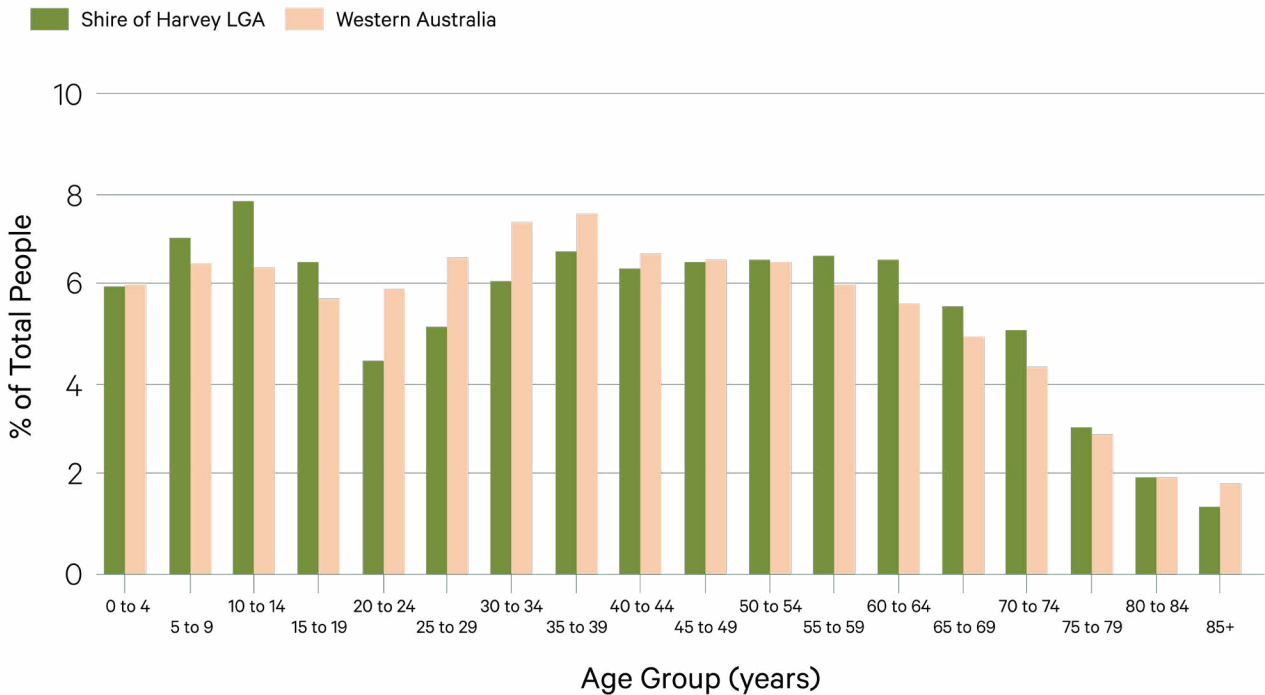
## POPULATION



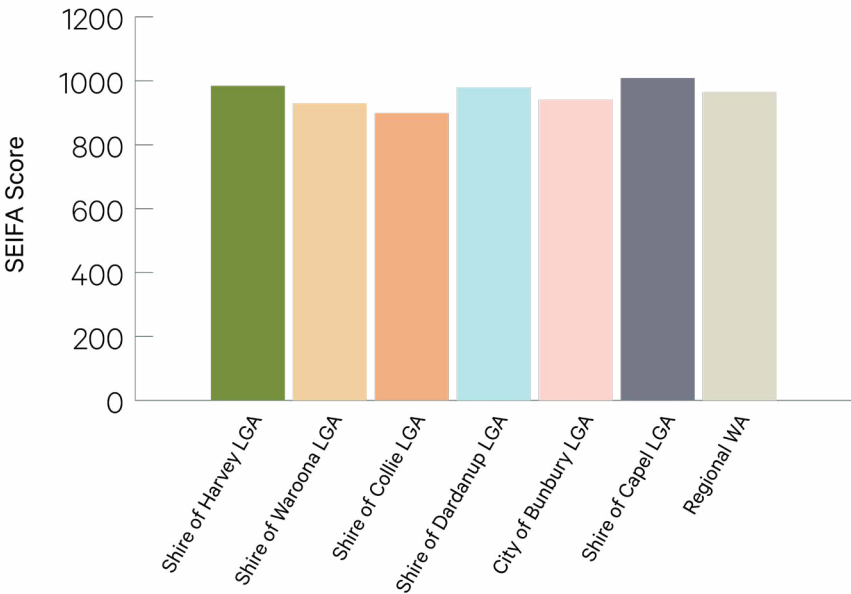
## HOUSE PRICES



## AGE DISTRIBUTION



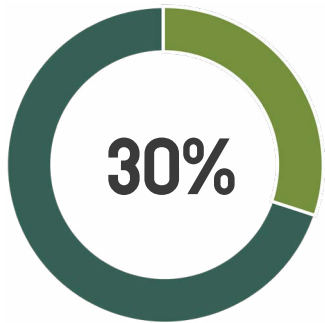
## SOCIO-ECONOMIC INDEXES FOR AREAS (SEIFA) SCORE



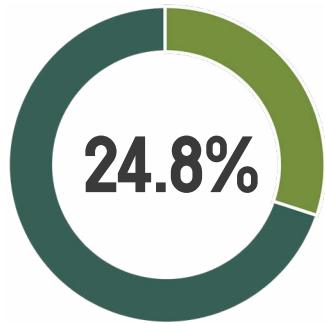
## VOCATIONAL QUALIFIED POPULATION

% of population aged 15+

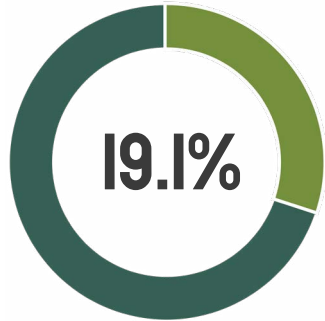
Shire of Harvey LGA



Regional WA



Australia



## QUALITY OF LIFE

### Place to Live



### Access to Housing That Meets Your Needs



### Overall Performance



# OUR SWEET SPOT.

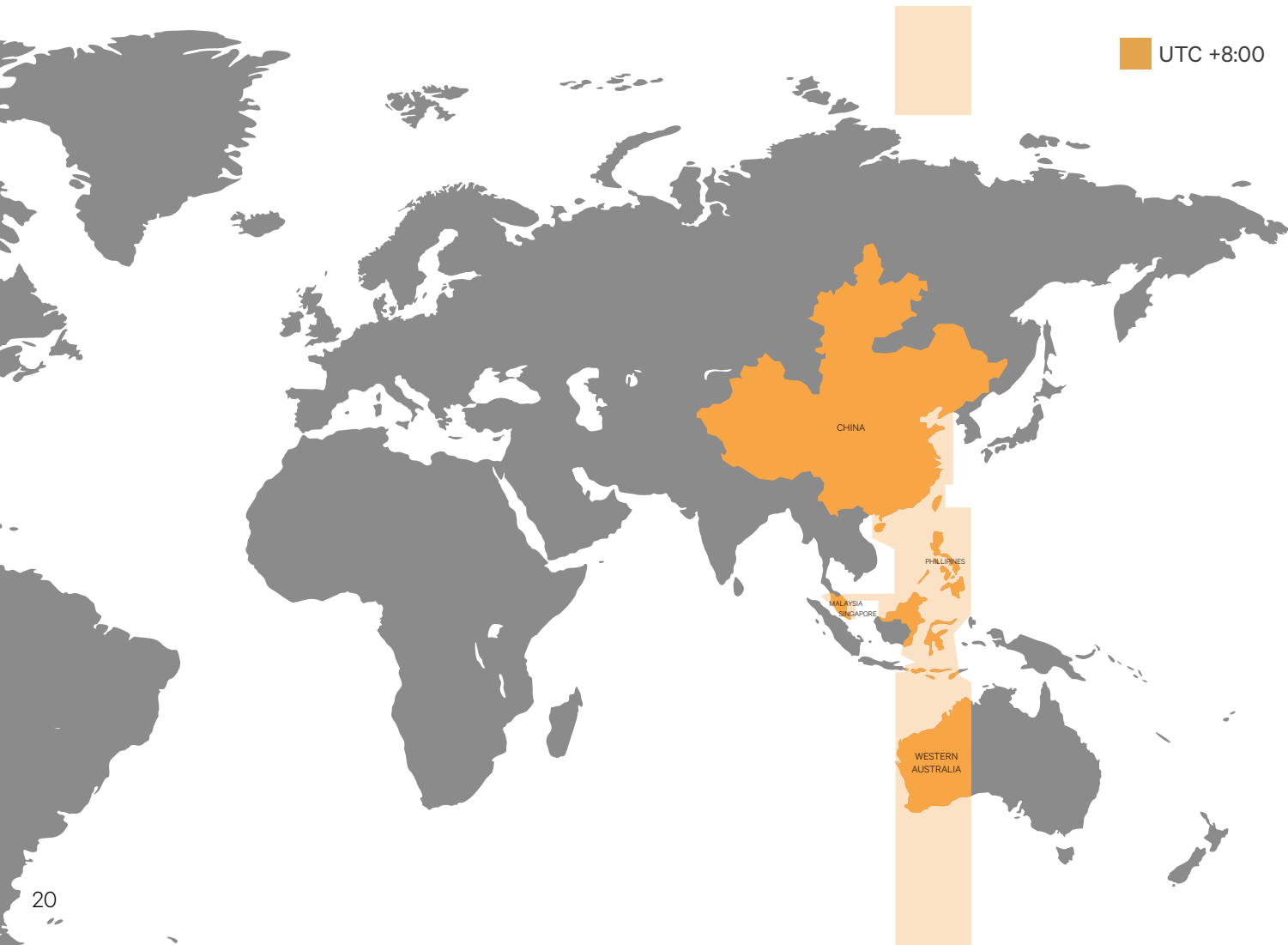
Like the old saying goes, we’re pretty proud of our ‘location, location, location’. Situated just 90 minutes south of Perth and 90 minutes north of the renowned Margaret River Region, the Harvey Region spans over 1,735 square kilometres, boasts 42 kilometres of uninterrupted coastline, a myriad of waterways, and stunning hinterland.

Thanks to its strategic location and well-connected transport networks, the Harvey Region presents an exceptional opportunity for businesses looking to efficiently access national and international markets.

With commercial, residential, urban and industrial precincts, the Region is home to nearly 30,000 people across a range of coastal, rural and urban localities. This is supported by a direct connection to the Greater Bunbury Area with a populous of over 100,000.

Despite all this convenience and ease of access to travel infrastructure, you’ll be saying goodbye to major traffic snarls.

The majority of people within the Harvey Region live within minutes of their work or school, and traffic congestion is almost non-existent. The City of Bunbury is only minutes away for many, making the daily commute a breeze and traffic jams a distant memory.



**50 MINUTES**  
to Busselton-Margaret  
River Airport.



**10 MINUTES**  
to Bunbury Port.



**75 MINUTES**  
to Perth Markets Central  
Trading Area (CTA).



**75 MINUTES**  
to Jandakot Airport.



**60 MINUTES**  
to Kwinana Port.



**3 MAJOR HIGHWAYS**  
connecting to Perth -  
Forrest Highway, South  
West Highway and  
Coalfields Highway.



**90 MINUTES**  
to Perth Domestic and  
International Airport.



**70 MINUTES**  
to Fremantle Port.



**4 TRAIN STATIONS**  
for passenger trains  
to and from Perth, and  
connections to national  
train and freight  
networks.



# LAND, WATER & SEA.

**It's no exaggeration to describe the Harvey Region as a natural wonderland, and for those who call the area home, it's a major contributor to their positive lifestyle. Within the Shire of Harvey LGA, you'll find a diverse range of landscapes and ecosystems, many of which are unique to WA.**

There are three main landform units within the Harvey Region, including the Coastal Plains, the Darling Scarp (100 to 200 meters above sea level), and the Darling Plateau, which is inland from the Scarp and rises to approximately 300 metres.

Along its 42 kilometres of continuous coastline, known as the Yalgorup Coast, visitors can find some of the most stunning and pristine beaches in Western Australia. These beaches are backed by extensive coastal dune systems that provide vital habitats for various plant and animal species, some of them uniquely indigenous to the area.

Adjacent to Australind, the Leschenault Estuary stretches more than 13 kilometres and provides a crucial habitat for fish species and a wide range of waterbirds, including migratory species listed under international agreements.

Other wetlands of international significance include the Peel-Yalgorup System which extends through Mandurah, Waroona, and Harvey, and is listed under the RAMSAR Convention of 1971.

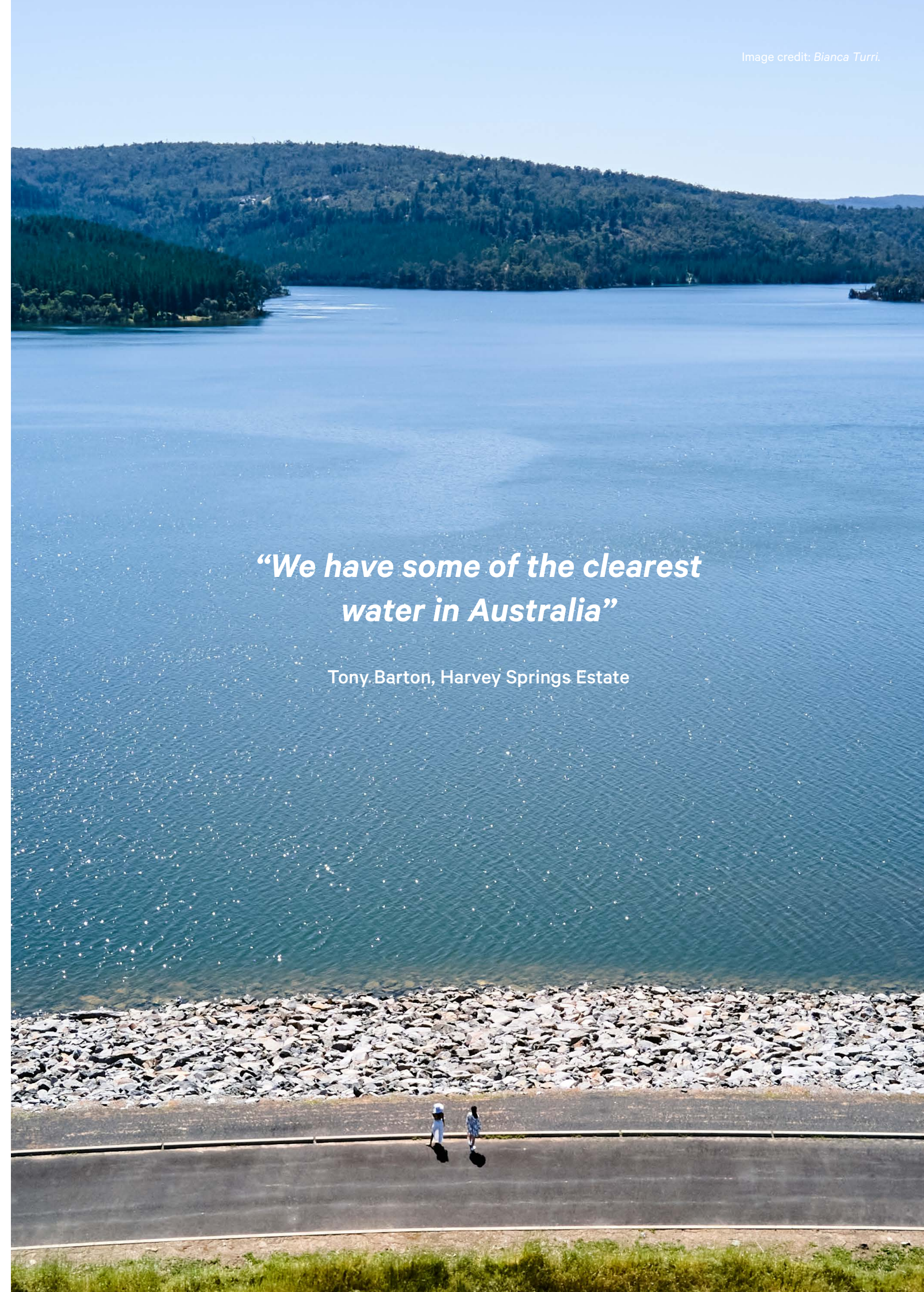
Perhaps most importantly, the Harvey Region is home to one of only four irrigation supply schemes in Western Australia; the South West Irrigation Area, managed by Harvey Water, which supports a thriving hub of industry and innovation. It's no exaggeration to say that the contribution this area makes to the state as a whole is life-giving.

Along the Darling Scarp there are three major water catchment systems: Stirling Dam, Harvey Dam, and Logue Brook Dam, all of which are essential sources of high-quality water.

These catchment systems provide approximately 111 gigalitres per year of public water for Western Australians and have played a significant role in the growth of agriculture and horticulture throughout the state.

***"We have some of the clearest water in Australia"***

Tony Barton, Harvey Springs Estate





# UNIQUELY HARVEY REGION.

The vast Harvey Region is made up of nine rural and coastal towns, each imbued with their own unique character and charm.

There's also a diverse range of localities, including Australind, Beela, Benger, Binningup, Brunswick, Cookernup, Harvey, Hoffman, Leschenault, Mornington, Myalup, Parkfield, Roelands, Uduc, Warawarrup, Wellesley, Wokalup, and Yarloop.

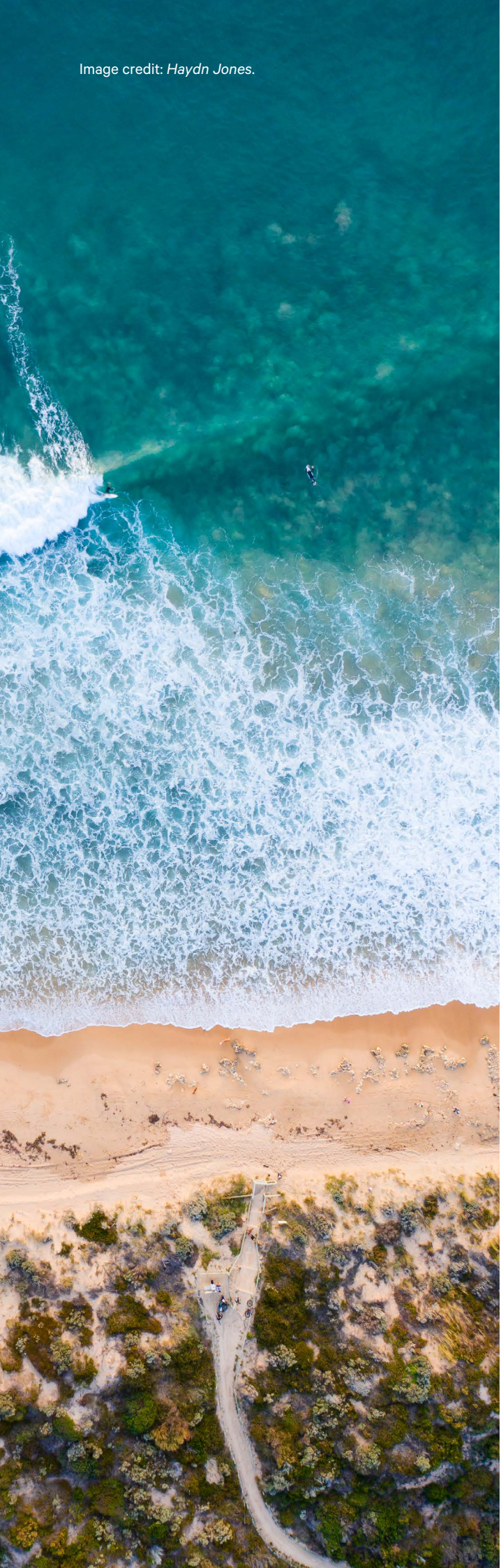






## Harvey & Wokalup

- Surrounded by lush farmland and orchards, Harvey and Wokalup offer a peaceful country lifestyle with all the essential amenities.
- Strong food production and agriculture focus supporting the world-leading businesses of Harvey Beef, Harvey Fresh, Roesner, Harvey Water, Harvey Cheese and Harvey Citrus.
- Highly-regarded education institutions including Harvey Senior High School, South Regional TAFE - Harvey Campus, and the WA College of Agriculture - Harvey.
- The administrative centre of the Shire of Harvey.
- Hospital and aged care facilities, such as Hocart Lodge Aged Care.
- Multicultural community including Italian and Filipino populations.



## Binningup & Myalup

- Stunning beachside communities with a strong tourism focus.
- Myalup is adjacent to the Yalgorup National Park, an internationally-recognised Ramsar-listed wetland.
- Strong horticulture economy responsible for 10% of Western Australia's fruit and vegetable produce.
- Fiveight recently acquired a substantial residential land holding in Binningup which is expected to grow its population to more than 3,000 in the next five to 10 years. This may be supported by a small retail centre and leisure amenity, including a golf course.





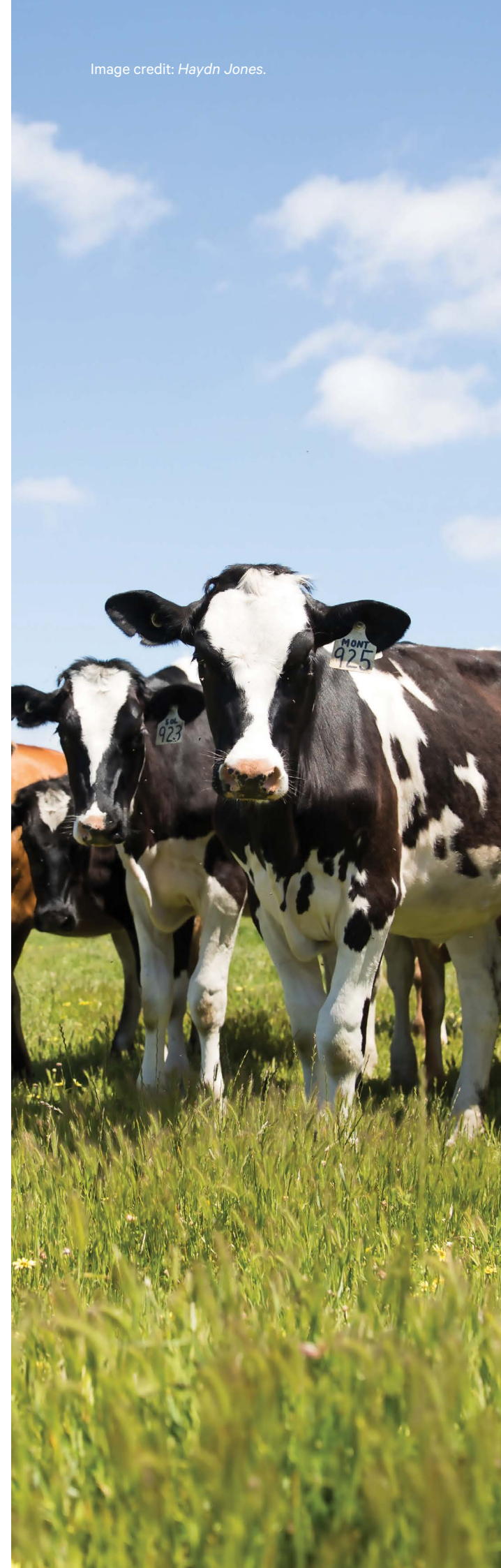
Image credit: Bianca Turri.



## Yarloop & Cookernup

- Yarloop is an historic town with a unique and fascinating past, as an internationally renowned timber town and its resilience in the face of the devastating 2016 fires.
- The Yarloop Town Development Plan outlines a vision for the future of the town, with a focus on revitalising the local economy and preserving its historic character.
- Cookernup is a charming village located just a short distance from Yarloop with a town hall and general store that provides essential services.
- Nearby, Lake Brockman is a popular destination for fishing, camping and outdoor activities.

Image credit: Haydn Jones.



## Brunswick, Beela Mornington, & Benger

- Brunswick is a bustling agricultural community situated at the foothills of the Darling Scarp along the Brunswick River and home to nearly 1,000 people.
- Close proximity to Australind and an important hub for road, rail and freight links in the area.
- Medical services and aged care facilities
- Home to some of the oldest farms in Western Australia with a leading agriculture show grounds and sales yards.
- The surrounding localities of Mornington, Beela and Benger support expansive farm properties and forest areas that stretch along the picturesque Darling Range and the rich hinterland.
- Access to Harvey Water irrigation scheme.
- Home to major businesses such as B&J Catalano and Carbone Bros.



Image credit: Bianca Turri.



## Australind, Leschenault, Kingston & Treendale

- Located between the Brunswick and Collie Rivers and overlooking the Leschenault Estuary, Australind includes the suburbs of Kingston, Treendale, and Clifton Park.
- Leschenault is located adjacent to Australind, offering a peaceful, nature-filled retreat within easy reach of urban amenities.
- Part of the Greater Bunbury Urban Area (population 100,000).
- Excellent access to primary and secondary schools and aged care facilities.
- Local and district shopping facilities including Treendale and The Village Australind shopping centres.
- Regional sporting facilities, including the Leschenault Leisure Centre, football and cricket ovals, netball and basketball courts, and more.
- Well-connected to Perth and other major regional centres, with easy access to the Forrest Highway and public transport connectivity to Perth and Bunbury.
- Rich heritage, first settled in the 1840s.



Image source: Tourism WA.

## Roelands

- Roelands is a rapidly growing residential community with stunning views over the coastal plains and surrounded by rich farm land.
- Located just 20 minutes from Bunbury and 10 minutes from Australind, it is also home to an independent Christian school catering from kindergarten to year twelve, providing excellent education opportunities for families in the area.
- Growing tourism businesses including Roelands Village, operated by the Woolkabunning Kiaka Aboriginal Corporation and Edith Valley Function Centre.
- The Collie River provides recreation facilities and is a tourism drawcard.







# WHAT MAKES US TICK?.

Uncover the key industries that keep the wheels turning within the Shire of Harvey LGA, and meet the makers and shakers driving the Harvey Region’s economic growth. These four high-value industries are envisaged to be key drivers for economic growth and development in the Harvey Region’s future.

## Food & Agribusiness

The Food, Agribusiness, and Technologies industry is well-established within the Harvey Region and offers businesses access to leading irrigation systems, agricultural education providers, and national industry associations.

The Harvey Region produces 10% of WA’s fruit and vegetables and is home to the state’s largest beef processor and southern-most commercial mango producer.

**Key Fact** – In 2021, the industry generated \$216.4 million in local economic output and provided over 500 local jobs.

## Tourism, Sport & Leisure

The Harvey Region’s Tourism, Sport, and Leisure industry is continually developing, offering businesses opportunities to take advantage of the area’s diverse landscapes and rich cultural events.

The area boasts 42kms of continuous coastline, walking and bike trails, and hosts popular events like the Brunswick and Harvey Shows and the Country Sounds Music and Arts Festival.

**Key Fact** – The industry generated \$37.75 million in local economic output and provided 353 local jobs in 2021.

## Mining & Manufacturing

The Mining and Manufacturing industry is well established within the Harvey Region, generating over \$2.2 billion or 62.2% of the total economic output in 2021.

**Key Fact** – The Region is home to Australia’s only silicon manufacturing company and the largest lithium hydroxide processing facility outside of China.

## Renewable & Clean Technology

The Renewable and Clean Technologies industry is developing, with multiple offshore wind energy projects proposed for the waters off the Harvey Region’s coast.

**Key Fact** – The Federal Government has declared the ocean waters off the Harvey Region coastline as one of six proposed zones for offshore wind energy development.

There are also plans to increase the portion of renewable energy in Australia’s National Electricity Market to 82% by 2030.



# WA'S FERTILE AGRICULTURE POWERHOUSE.

The Harvey Region is one of the most pristine natural environments in Australia, making it the ideal place to grow and create the best quality produce through sustainable farming methods and high-value food production.

Supported by critical infrastructure such as the Harvey Water scheme, our fertile land produces an impressive variety of food, including dairy, beef, fruit, and vegetables.

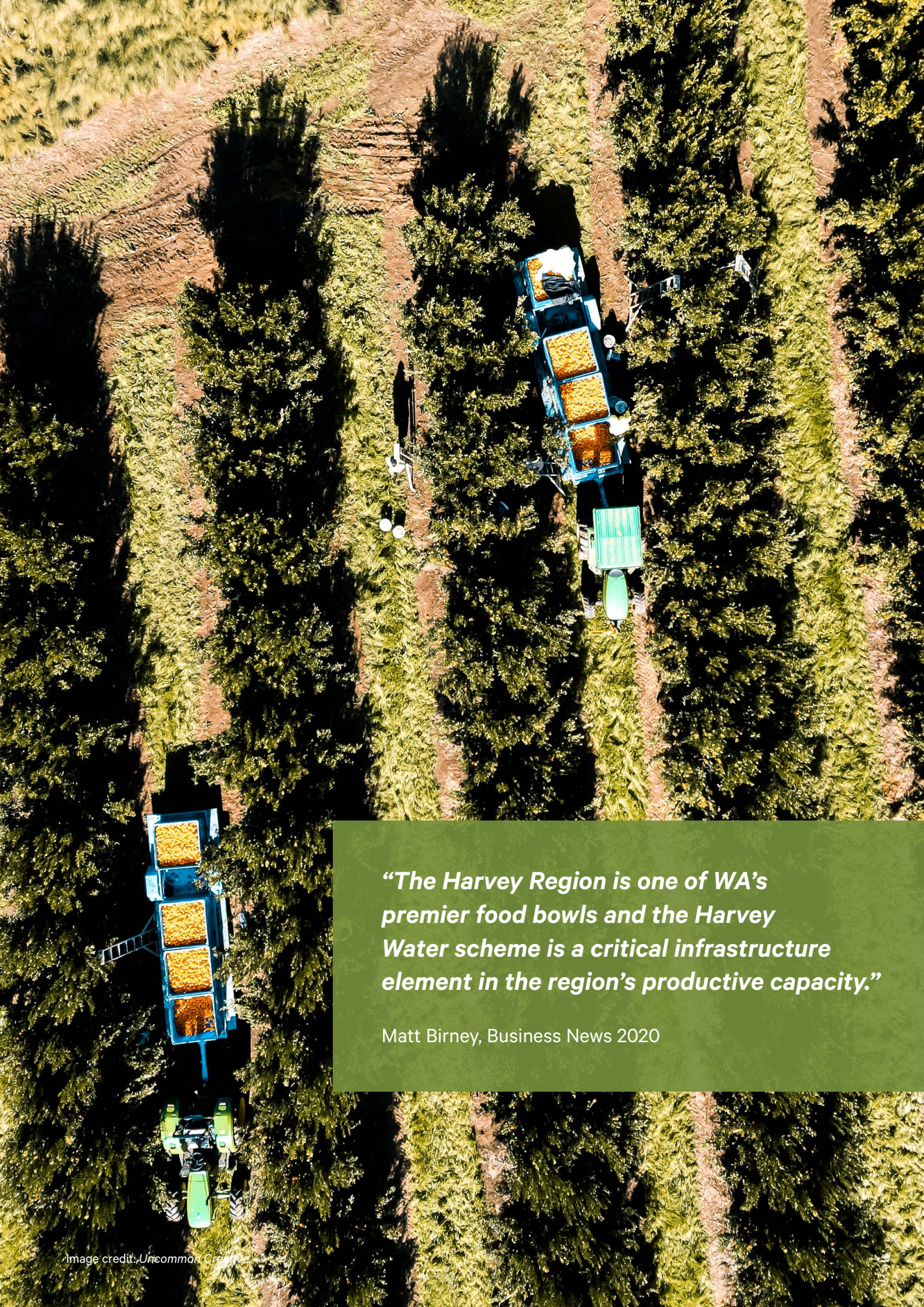
With its diverse agricultural offering and strong knowledge base, the Harvey Region presents a multitude of opportunities for investors looking to tap into the growing demand for high-quality produce, both domestically and internationally.

### Our Point of Difference

- An ideal location for investment in the food and agriculture industry due to its pristine natural environment, reliable rainfall and accessibility to markets.
- Easy access to the state-leading South West Irrigation Area (Harvey Water).
- The presence of leading agricultural education organisations, such as the WA College of Agriculture, offers enormous opportunities to test, refine, and implement agricultural innovations and agritech.
- The Harvey Water scheme is a critical infrastructure element that underpins the Harvey Region's productive capacity, enabling reliable and intensified agricultural production of higher value niche products.
- The industry generated \$340.7 million in local economic output and provided over 500 local jobs in 2021, contributing to the National Farmers Federation's strategic target to reach \$100 billion in farm gate output by 2030.

### What's on Offer

- There are opportunities for downstream food processing, as well as transport and storage for both farm and processed produce, including investment in food manufacturing, packaging, storage, warehousing, and distribution.
- The Harvey Region is well-placed to capitalise on opportunities for exporting high-end perishable produce into under-serviced domestic markets as well as increasing demand from Asian markets, with close proximity to key transport systems (air, road, rail, sea).
- Our sustainable farming practices put us ahead of the curve. With increasing demand for sustainable and environmentally-friendly farming practices, there is an opportunity for investment in innovative technologies that promote sustainable agriculture, such as precision farming, smart irrigation systems, and bio pesticides.
- Agritech start-ups are welcome. We offer an ideal location for developing cutting-edge technologies that enhance the efficiency of farming operations, increase crop yields, and reduce waste.
- Farm-to-table tourism is thriving. The Harvey Region's scenic countryside, picturesque vineyards, and fresh produce offer great potential for farm-to-table tourism including accommodation, agritourism activities, and on-farm dining.
- A food innovation hub awaits. The State Government is currently investigating the potential of a food innovation hub that supports local entrepreneurs and start-ups in developing and commercialising new food products in the South West.



*“The Harvey Region is one of WA’s premier food bowls and the Harvey Water scheme is a critical infrastructure element in the region’s productive capacity.”*

Matt Birney, Business News 2020

Image credit: Uncommon Creative



# A CUT ABOVE.

We’re proud to say that Western Australia’s best cuts of meat can be found right here in Harvey and Brunswick. The Harvey Region boasts a strong reputation for producing high-quality beef, lamb, and veal, thanks to its fertile land and sustainable farming practices.

The meat industry is a vital part of the economy, and our community of both large and small-scale producers are committed to bringing the best of the Harvey Region’s meat to local and international markets.

With a focus on sustainability and ethical farming practices, this sector is poised for continued growth and success in the years to come.

### Meat the Makers

- The meat industry is a vital part of the Harvey Region’s economy and has seen impressive growth in recent years due to the area’s fertile land, favourable climate, and agricultural expertise.
- Located in the heart of Western Australia’s intensive cattle country, known for producing high-quality beef, lamb, and veal for local and international markets.
- Local farmers are renowned for producing some of the finest beef and lamb in the world, with a reputation for excellent flavour and tenderness.
- It’s a vibrant community of large and small-scale meat producers dedicated to continuous improvement.

### The Bottom Line

- In 2021, the Western Australian livestock sector had a gross value of production of over \$3 billion, of which about 60% was exported (cattle represented 28% of this value).
- In 2023–24, beef production is forecast to increase again by 14% to 2,293 kilotons.
- Harvey Beef is Western Australia’s largest beef processor.
- Beef and veal is Australia’s largest global agricultural goods export, forecasted to be worth \$12.1 billion in 2023-2024.

### Opportunities on Offer

- There are strong export opportunities due to growing demand for high-quality meat products, particularly from international markets.
- Infrastructure is in place for processing, storage, and distribution of meat products, including abattoirs and cold storage facilities.
- There is an increasing focus on sustainable and ethical practices, such as regenerative agriculture, animal welfare standards, and carbon-neutral production.
- There are opportunities for collaboration and innovation, such as research and development partnerships, technology adoption, and supply chain optimisation.
- There is the potential for value-added products and niche markets, such as organic, grass-fed, or halal meat.
- Under current trade arrangements with the UK, Australian beef exports to the UK face duties as high as 12% + £254/100 kilograms. When the new Australia-United Free Trade Agreement is passed, we will see immediate access to a duty-free quota of 35,000 tonnes, rising to 110,000 tonnes by year 10.
- Demand from Australia’s major export destinations such as Japan, China, South Korea and the US is forecasted to increase in 2023–24 and continue through to 2027–28.



## SPOTLIGHT ON: HARVEY BEEF

### Location: Harvey

With a growing, world-wide reputation for excellence, Harvey Beef has become an established force in the Harvey Region’s brand and agricultural economical presence.

Based in Harvey, Western Australia’s largest beef processor Harvey Beef produces the finest quality beef, sustainably raised in a pristine natural environment.

From humble beginnings in 1919 and now proudly owned by a sixth generation WA farming family, they work with a specially selected group of local cattle farmers who share their commitment to outstanding quality, exceptional taste and sustainability from paddock to plate.

Nearly 70% of Harvey Beef’s products are exported overseas, supplying 35 countries including China, Japan, Korea, Indonesia, Taiwan and the United States.



Image source: Harvey Beef.



# CREAM OF THE CROP.

Get ready to indulge in some of the creamiest dairy products in Australia, all thanks to the Harvey Region's thriving dairy industry.

Located in Brunswick, Harvey, Benger and Roelands, the Harvey Region is one of only three areas in Western Australia that produces dairy.

Local dairy farmers benefit from low-cost, pasture-based production systems, underpinned by reliable rainfall and irrigation options. This translates to lower costs of production, considerable growth potential and a more reliable milk supply when compared with many dairy districts in both Australia and overseas.

Harvey Region milk is some of the cleanest and highest quality in the country, making it a popular choice for consumers in Asia and the Middle East.

Brownes Dairy is Australia's oldest dairy, established in 1886. Their cheese manufacturing facility in Brunswick was opened in the 1920s. Today, Brownes produce milk, cheese and other products for interstate and international markets.

With a significant contribution to Australia's total milk production and a growing export market, the Harvey Region's dairy industry offers endless opportunities for investment and growth.

## Dairy Dollars Matter

- One of three main areas that make up Western Australia's dairy industry, production occurs year-round using free-range production systems.
- Producers experience low-cost pasture-based systems, reliable rainfall and irrigation options.
- The Mediterranean climate offers mild winters, warm summers and high rainfall.
- Home to Australia's oldest dairy, Brownes Dairy which exports to South East Asian markets.
- Harvey Cheese is a Western Australian favourite and also the state's largest artisan cheese producer.
- The Hall's Family Dairy has become renowned for their Suzette Cheese which is loved by chefs across Australia.

## The Bottom Line

- There are approximately 112 dairy farms with a total herd size of 50,000 cows, producing a variety of dairy products, including fresh liquid milk, cheese, and butter.
- The South West region of WA contributes 4% of Australia's total milk production, producing approximately 340 million litres of milk per year.
- The value of milk leaving farms in the South West is worth \$230 million annually.
- The majority of milk produced in the South West is consumed in the domestic market, with some exports to the Singapore market.

## Opportunities on Offer

- Investing in research and development focused on improving dairy production practices, or developing new dairy products can lead to innovation and improved profitability for farmers and processors alike. This investment can lead to improved yields, increased efficiency, and new product offerings that meet changing consumer preferences.
- Investing in automation systems, food tracing or herd health monitoring tools can improve the efficiency and profitability of dairy operations and animal welfare.
- The high-quality milk produced in the Harvey Region offers opportunities for specialty cheese manufacturing, particularly given the preference for 'whiter' milk in some international markets.
- Given the scale of milk production in the Harvey Region, there is an opportunity to invest in large-scale dairy commodity processing facilities. This investment can provide an efficient and cost-effective means of processing milk and adding value to the local dairy industry.
- With most of the cheese and butter sold in WA supermarkets coming from interstate, there is an opportunity for investors to establish secondary value add manufacturing capacity in the Harvey Region, such as butter or cheese production.
- Investing in marketing and distribution channels for the Harvey Region's dairy products can help to increase the area's reach and expand sales both domestically and internationally.







## CASE STUDY:

# WHITE ROCKS FARM

Location: Bengier

**From hand-milking to high tech advances, the Partridge family's White Rocks Farm is an example of five generations of dairy and beef innovation.**

The Partridge family's farming legacy dates back to 1887 when John Partridge started with just three cows on 121 hectares of uncleared land. Since then, the family business has grown from strength to strength, led by John's youngest son Walter, who then handed down the farm to his sons, David and Ian.

Today, David's son Michael alongside his wife Leanne and their children Harrison and Oaklee, manage a 1,200-hectare property that produces six million litres of milk each year.

With a constant drive for innovation and a willingness to evolve their business, the Partridge family has remained ahead of the game for more than 135 years. In 2015, Mondo White Rocks Veal was inducted into the Australian *delicious* Produce Awards' Hall of Fame.

### Innovation is the Key to Success

Michael believes it's important for farmers to embrace science and technology to drive production growth and continuous improvement. The farm is diversified, producing not only dairy and beef but also White Rocks veal (recognised nationally and internationally, and sought-after by leading, produce-driven chefs). This was achieved by David having the courage to diversify the business by forming a partnership with Mondo's Butchers (that still stands today), turning low-quality livestock into a premium product.

The areas where Michael has seen considerable advancement in are pasture management and the strategic use of fertiliser. He has no doubt that future farming generations, as embodied by his son Harrison, will be better at utilising new age agricultural technology, taking human error out of a number of areas, that will only benefit the industry.

### From 160 Hectares to 1200 Hectares: Growing a Farming Business

The Partridge family's farming legacy has continued to grow, both through buying and leasing more land, with over 1200 hectares now in their hands. Milking approximately 750 cows all year round, they have never stopped learning and maintaining a focus on continuous improvement.

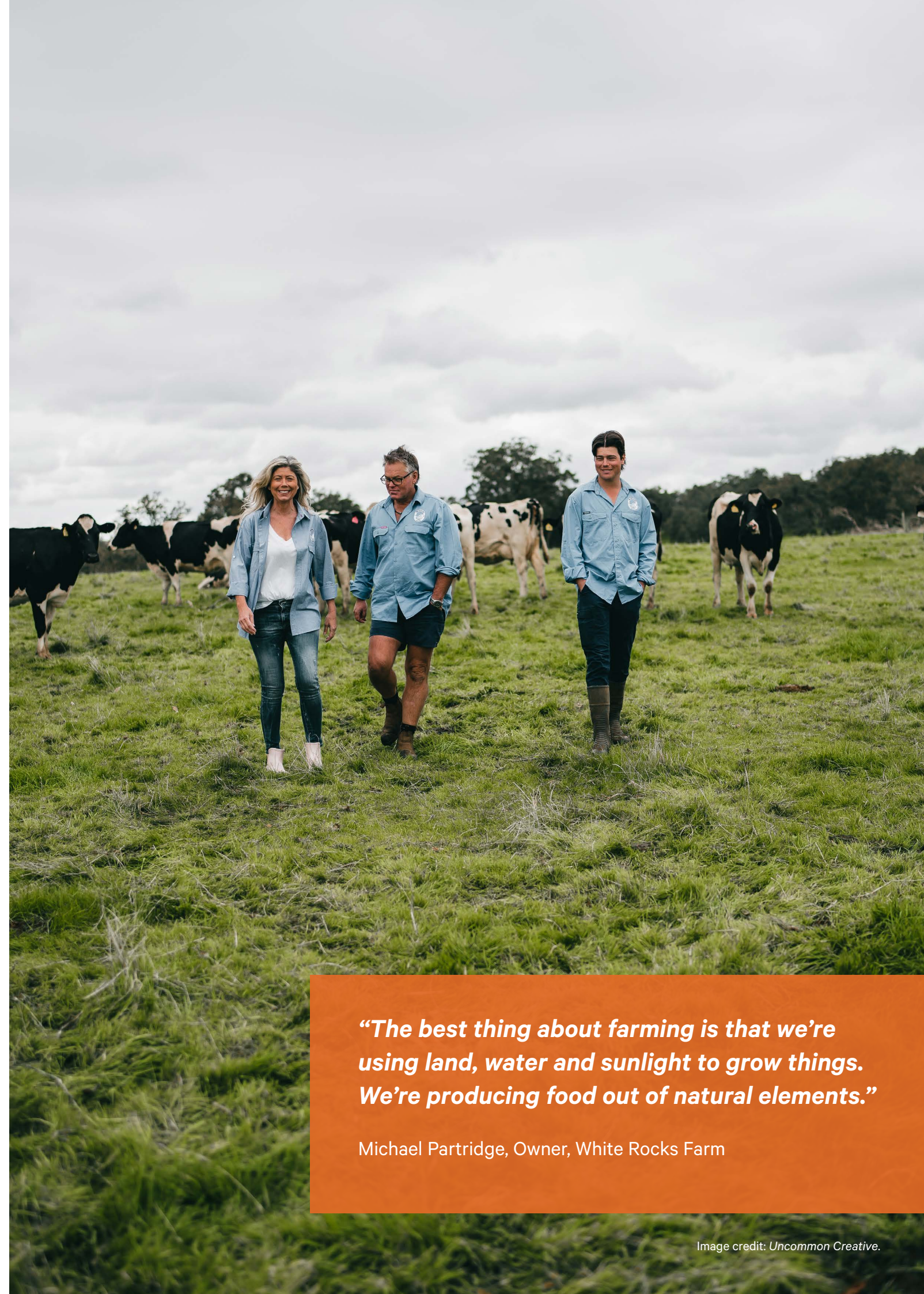
Sustainability is also a priority for the Partridges, and they are already measuring the baseline carbon footprint across their farming operations.

### Honouring the Past

Michael's mother Elizabeth has been as important to the farm as any member of the family, and has long been a custodian for the Partridges legacy. This includes turning an old cottage built on the farm in 1891 into a family museum, housing memorabilia from past generations all the way back to Henry Partridge in the 17th century. Visitors can see how dairying was conducted in the past and how it is done now, with a modern rotary 50-stand dairy where up to 600 cows are milked in under two hours by just two people.

### Can Do Attitude

Turning a challenge into a positive is an integral part of the Harvey Region 'can-do' attitude, and is exemplified in the case of White Rocks Farm through their efforts to improve salinity and increase water delivery to and on the farm. Investing in the irrigation delivery system of the Wellington Dam would be a quantum leap for the farm's future and is a focus for some of the high-tech innovators currently operating in the Harvey Region.



***"The best thing about farming is that we're using land, water and sunlight to grow things. We're producing food out of natural elements."***

Michael Partridge, Owner, White Rocks Farm



A major challenge of farming in an area such as the Harvey Region is also one of its greatest advantages; it's as great a place to live as it is to work, which means developers are attracted to buy land for new estates to house an ever-growing population. This competes with farmers working with the same land to produce food and other products, fueling an ongoing debate about the farm/developer balance.

#### Leaving the Industry in a Better Place

Like his father, David, Michael's voice and industry-related views have become well-known across Australia following long-term stints in both state and national dairy industry representative positions.

While agripolitics is always evolving, Michael is proud of what he has already contributed to the industry, including being part of ending the major supermarkets' discounted sale of milk for \$1 a litre in 2019.

In addition to his work on pricing policies, Michael has been instrumental in the development of the Dairy Code of Conduct that came into effect in 2020, after farming businesses had been negatively impacted by processor misconduct over the years. It was an important move which is aimed at addressing power imbalances in the dairy supply chain and ensuring fair treatment for farmers.

#### Working Together for Success

Ultimately, Michael wants all stakeholders in the industry to work cooperatively in a way where everyone can benefit. He believes that the future of the industry is bright, and that there is plenty of potential for growth and innovation.

As proud members of WA's dairy and beef industry, Michael and Leanne are committed to leaving the industry in a better place than they found it. Through their focus on sustainability, innovation, and quality, they are paving the way for future generations of farmers to continue the Partridge family legacy.

#### WHITE ROCKS FARM

For more information on White Rocks Farm:



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Image credit: Uncommon Creative.

Image credit: Halls Family Dairy.

#### SPOTLIGHT ON:

## HALLS FAMILY DAIRY

#### Location: Wokalup

A Western Australian Good Food Guide 'Producer of the Year', Halls Family Dairy is a small, family-run business located in Wokalup.

The family has been proudly dairy farming since the 1890s. Today they produce premium quality milk and a single-origin premium artisan cheese, the 'Halls Suzette', from the only purebred herd of French Normande cows in Australia. The Halls Suzette is now available for purchase from Harvey Cheese, a partnership of two families both committed to strengthening their local community.

The Suzette is a soft, creamy and rich Pont l'Évêque-style cheese coveted by foodies, leading chefs and dairy lovers alike.





SPOTLIGHT ON:  
**BROWNES DAIRY**

Location: Brunswick

Brownes Dairy is Australia's oldest dairy company, established in Brunswick in 1886. Operating out of its main site in Balcatta with a second site in Brunswick, Brownes collects about 120 million litres of milk each year from more than 40 dairy farms located in WA's South West.

It was named as one of the country's most innovative companies as part of the Australian Financial Review's 2019 and 2020 BOSS annual awards and was the only dairy company to make the list.



Image source: Brownes Dairy.



Image credit: Uncommon Creative.





# RAISE A GLASS.

With more than nine vineyards, the Harvey Region (within the Geographe Wine Region) has an increasing reputation for producing award-winning wines. Ongoing development and increasing demand promise further growth within the viticulture industry.

The Harvey Region's ideal climate, diverse soil types, and passionate winegrowers make it an attractive destination for investors looking to tap into the lucrative wine industry.

The Geographe Wine Region is renowned for its diversity, boasting 57 growers, 26 producers, and 36 grape varieties. With a total vineyard area of 790 hectares, the region produces some of the finest wines in Western Australia, with Cabernet Sauvignon, Sauvignon Blanc, Tempranillo, and Shiraz being the top varieties grown.

The Harvey Region benefits from a refreshing afternoon sea breeze that cools the area, creating a long and stable growing season that's perfect for crafting award-winning wines. The prevailing south west sea breezes from the Indian Ocean moderate the warm temperatures, while a permanent water table at a depth of between three and 15 metres further aids the art of viticulture.

Coastal tuart sands, with limestone as their parent material, along with the traditional farming and orchard land around Harvey boasting richer soils, make it perfect for growing a variety of grapes.

The harvest period runs from early February to early April, with an average temperature of 22 degrees Celsius and an average rainfall of 354 millimetres between October and April.

In many cases, visitors to the Harvey Region can meet the passionate families who own and operate the vineyards, taste their finest wines at the cellar door, and learn about the rich viticulture history that gives the wine such a unique flavour.

## The Bottom Line

- Wine grapes are ranked as the second highest valued sector of WA's fruit production industry in 2020, producing over 41,000 tonnes resulting in a value of over \$75 million.
- In 2018/19, Western Australia's wine industry was valued at \$684 million.

## Opportunities on Offer

- Acquiring vineyards or partnering with existing vineyard owners to expand production and improve vineyard management.
- Investing in technology and equipment to improve wine production efficiency and quality, such as irrigation systems, fermentation tanks, and bottling equipment.
- Establishing new wineries or expanding existing ones to increase production capacity and broaden the range of wines offered.
- Developing and promoting agritourism by investing in infrastructure, such as accommodation, restaurants, and cellar doors, to attract visitors to the Harvey Region and increase wine sales.
- Collaborating with other businesses in the area to create wine and food tourism packages, such as wine and cheese tastings or vineyard tours combined with accommodation and meals.
- Partnering with research institutions to develop new grape varieties, improve vineyard management practices, and explore new winemaking techniques.
- Exporting Harvey Region wines to international markets by developing partnerships with overseas distributors and participating in trade fairs and expos.

- Investing in marketing and branding efforts to increase the visibility and recognition of Harvey Region wines in both domestic and international markets.
- Exploring sustainable and organic viticulture practices to meet growing consumer demand for environmentally friendly products.
- Supporting the development of local talent in viticulture and winemaking by providing scholarships, internships, and training opportunities.
- Increase value-add through the application of R&D.







Image credit: Uncommon Creative.

## CASE STUDY:

# VINEYARD 28

Location: Yarloop

**From a chance encounter to a thriving family business, the inspiring story of Vineyard 28 continues to bear fruit.**

It all began just before the turn of the 21st century when couple Pippa and Mark decided to take their shared love of wine to a new level by making a “tree change”, moving to a 4 hectare property north of Harvey after years of living in Melbourne, Victoria.

It was a move that saw Mark return closer to his roots of nearby Capel and Pippa extend her life’s journey beyond her homeland of New Zealand.

### Starting from Scratch

With no upfront capital, Mark and Pippa embarked on their new venture by growing grapes. However, a drop in grape prices in the early 2000s forced them to pivot their business model. They realised that having a unique selling point was crucial, and that’s when they decided to operate in all three aspects of the industry: growing grapes, making wine, and marketing the product.

### Overcoming Adversity

Like any other business, Vineyard 28 has faced its fair share of challenges. In 2016, the Yarloop bushfires nearly destroyed their livelihoods, and they had to re-evaluate their risk management strategies. But through their ongoing commitment to their five-year strategic plans and their daily scrutiny of all aspects of the business’s financials, they were able to recover and come back even stronger from business ending events such as the COVID-19 pandemic.

### The Power of Innovation and Diversification

One of the secrets to Vineyard 28’s success is its ability to innovate and diversify. With a focus on value, not volume, the family-owned winery has been proactive in constantly assessing the market and making strategic moves accordingly.

From growing lesser-known and alternative grape varieties to actively engaging with the industry through research, networking, and upskilling, Vineyard 28 has become a leader by staying ahead of the curve.

### A Brand Built on Passion and Family

Despite having no Italian family heritage, Mark and Pippa have created a brand and experience that epitomises the taste and feel of Italy.

Vineyard 28 was the second business in Western Australia to produce a Moscato, and the pair have continued to innovate and diversify. Their extensive vineyard is mostly planted with Italian varieties, including Arneis, Fiano, Dolcetto, and Nebbiolo.

The Cellar Door and winery building were a family effort, and the vineyard’s name comes from the Port Lincoln Ringneck, which helped inspire their logo.

### A True Testament to Dedication and Passion

Despite the challenges they’ve faced, Mark and Pippa have built a thriving family business that has become a respected name in the Australian and international wine industry.

Their commitment to innovation, diversification, and staying true to their values has allowed them to overcome speed bumps along the way and emerge even stronger. The inspiring story of Vineyard 28 is a true testament to the power of dedication and a love for what you do.



**“We’ve created a strong brand experience in the Harvey Region, which is combined with a sustainable business structure and effective business planning.”**

Mark Cumbers, Owner and Winemaker, Vineyard 28



## VINEYARD 28

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# VEGE-MIGHT.

Primarily focused in the Myalup area on the Swan Coastal Plain, local growers are leading the way in Western Australian vegetable production while embracing sustainable farming practices and supply chain efficiencies.

With minimal pest and disease pressures, the Harvey Region is an ideal spot to grow significant horticulture crops, including carrots, potatoes, onions, and broccoli.

The area temperate climate allows for produce lines to be supplied for 12 months of the year, and its easy trucking access to Perth markets and beyond makes it an attractive location for investors.

## A Growth Industry - Literally

- Myalup on the South West Coastal Plain is one of two core vegetable-growing regions within Western Australia.
- The Mediterranean climate and wide diversity of soil types result in a huge selection of crops thriving in the area.
- The Harvey Region's location provides growers with easy trucking access to Perth markets and beyond with two major highways.
- There are minimal pest and disease pressures, compared to other areas worldwide.

## The Bottom Line

- The Harvey Region is a significant contributor to Western Australia's horticulture industry, producing 20% of the total value of vegetables in the state.
- It is one of only five local government areas in Western Australia that produces more than \$100 million worth of horticultural products.
- An estimated 2,762 hectares of land in the Harvey Region is used for horticulture, with 84% dedicated to vegetable production.
- The horticulture industry is a crucial contributor to Western Australia's economy, adding \$3.03 billion at the end-consumer level, with peak season creating an estimated 14,520 on-farm jobs.

- Vegetables make up a significant portion of Western Australia's horticulture industry, with a value of \$716 million in 2020, and carrots being the most valuable crop.
- The economic value of horticultural production from businesses located in the Harvey Region was \$147.1 million in 2020.

## Opportunities on Offer

- Investing in a vegetable farm or purchasing an existing farm to expand operations.
- Investing in a greenhouse operation to extend the growing season and improve crop yields.
- Investing in sustainable farming practices, such as organic farming, to tap into the growing market for sustainable and locally sourced produce.
- Investing in infrastructure, such as dams, boreholes, or irrigation systems, to ensure a reliable and high-quality water supply for vegetable production.
- Investing in research and development to improve crop yields, disease resistance, and sustainability of the local vegetable industry.
- Investing in marketing and branding efforts to increase the demand and value of the Harvey Region's vegetables.
- Investing in processing and packaging facilities to add value to the vegetables and increase their shelf life.
- Investing in logistics and transportation infrastructure to improve the efficiency and cost-effectiveness of getting vegetables to the market.
- Investing in training and education programs to improve the skills and knowledge of local farmers and workers in the vegetable industry.







## CASE STUDY:

# PATANE PRODUCE

Location: Myalup

**The Patane family has been a fixture in Myalup for over four decades, cultivating and harvesting fresh produce with passion and dedication.**

These days, Patane Produce stands tall as one of Western Australia's leading horticulture enterprises, supplying international, national and local markets with top-quality fresh vegetables.

Run by Michael and Pennie Patane, the business is vertically integrated and employs around 70 staff, including a comprehensive packing facility for all the lines they grow.

The main hub of the operation is located at the corner of Pead and Old Coast Roads in Myalup, with growing areas, administration buildings, and several washing and packing complexes.

The company's growing area encompasses approximately 440 hectares spread across several properties in close proximity, making it a significant contributor to the local economy.

### International Recognition

Carrots, onions and potatoes make up to 89% of Patane Produce's annual output (approximately 30% each), with other products like broccoli complementing their range of fresh produce. The company has established a reputation for producing top-grade carrots, with the popular vege recognised internationally.

### Purple Power

Patane Produce is innovative in its approach to farming, and one of its latest ventures is growing purple carrots. These delicate, slender carrots are about five to eight centimetres long and have a distinct deep purple skin. They are sweeter than other carrots, and their flavour intensifies when roasted, baked, or sautéed.

A recent Australian study has shown that purple carrots are high in anti-inflammatory properties and antioxidants. Patane Produce is making its mark in this niche market, and its purple carrots are in high demand.

### Diversification Drives a Sustainable Business

The Patane family believes in diversification to create a sustainable business model. Alongside their horticultural enterprise, they also run 500 head of European and Angus steers as part of their environmental sustainability program. The cattle consume vegetable products that are not fit for commercial use, producing grass-and-vegetable-fed meat of the highest quality.

### Commitment to Industry Development

Pennie Patane is an active member of the agricultural industry, serving on the Potato Strategic Investment Advisory Panel, AUSVEG, and the Agricultural Advisory Committee for Harvey Agricultural College. That's not to mention the countless number of young people being educated and inspired through the school group tours led by Pennie on the farm. Her commitment to industry development is an essential part of the Patane family's ethos.

*"Our Myalup location enables us to focus on vertical integration, providing quality control over stages of the supply chain to ensure product integrity is maintained. We have quicker processing times and we get direct feedback on any issues, market changes or client requirements."*

Pennie Patane, Owner, Patane Produce





### Controlling the Supply Chain

Patane Produce operates a floor at the Canning Vale wholesale markets in Perth, providing retailers with year-round access to fresh, quality produce. Approximately 70% of the company's produce is exported to international markets, with Patane Produce controlling the supply chain from farm to port.

The Patane family's hard work and commitment to quality has made Patane Produce a leading horticulture enterprise in Western Australia. Their dedication to sustainable farming practices, diversification, and industry development make them a significant contributor to the local and national economy.

### PATANE PRODUCE

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# AVO & CITRUS SWEET SPOT.

The Harvey Region is renowned for its thriving citrus industry, with over 437 hectares of land dedicated to fruit production. This area is known for its perfect growing conditions thanks to loamy soils, a Mediterranean climate, and the availability of high quality water.

Steeped in history, citrus growing began in Harvey in 1895, based on similarly successful developments on the east coast of Australia in Renmark and Mildura.

The citrus season runs from May to December, and during this time, harvests include easy peel mandarins, navel and Valencia oranges. New plantings of seedless Valencia oranges are also being produced for the summer fresh market, along with lemon, lime and grapefruit.

Growers are also expanding their businesses to include avocados, that presents a significant opportunity for growth, particularly as avocados comprise over 30% of the state's fruit production.

The paddock-to-plate concept is alive and well in the Harvey Region too, as visitors are able to enjoy the area's fresh citrus and other fruits first hand at local orchards and cafes.

## Fruitful Endeavours

- The rich, loamy soils and Mediterranean climate as well as access to the Harvey Water irrigation system combine to create an ideal citrus and avocado-growing environment.
- The industry has a long history in the Harvey Region dating back to the late 1800s.
- There's easy access to Perth Market, Canningvale via the South Western and Forrest highways.

## The Bottom Line

- Approximately 437 hectares are used for fruit production, making up just under 1% of the total horticultural land used in the state.
- Oranges and mandarins are among the main citrus fruits grown in the southern regions of Western Australia, with the former making up 3.1% of the state's fruit production and the latter making up 1.7%.
- The state's orange harvest produces over 12,000 tonnes annually, with a value of over \$19 million, while mandarin farmers produce over 5,000 tonnes per annum, with a value in excess of \$11 million.
- The Harvey Region's mandarin production value was approximately \$5.7 million in the 2020/21 financial year.
- Avocados dominate the value of fruit produced in Western Australia, comprising over 30% of the state's total fruit production.
- Western Australia's total fruit production is valued at \$638 million.

## Opportunities on Offer

- Investing in citrus orchards to take advantage of the Harvey Region's ideal growing conditions and high-quality fruit production.
- Investing in avocado orchards to take advantage of the Harvey Region's ideal growing conditions and the dominance of avocados in the Western Australian fruit production market.
- Supporting local businesses that offer fresh citrus and other fruits, including cafes and orchard tours, which can provide a unique added-value experience for visitors to the region.
- Investing in research and development to further improve the quality and yields of local citrus and avocado crops.

*“Across the south west, more land is being used for horticulture, including fruit trees and avocados, which had previously been given over to grazing and pastoral land.”*

Dennis King, Horticulturist and Lecturer





CASE STUDY:

# HARVEY CITRUS

Location: Harvey

**Harvey Citrus continues to grow with the Pergoliti family at the helm, always acknowledging the business’s humble beginnings.**

It all began in 1967 when a young man named Steve Pergoliti arrived in Australia. He quickly gained a reputation for his strong work ethic, which he demonstrated through his first jobs in the country at well-known businesses such as Harvey Water (originally known as PWD – Public Works Department) and load out night shift at Harvey Beef. During weekdays, he would roll up his sleeves and get to work tree felling in the bush for Western Power, providing timber for their power poles.

**Hard Work Creates a Business**

One year into his weekend day job at the old Johnson’s orchard, the idea for Harvey Citrus was born. Together with his wife Pina, Steve purchased a two-hectare block on Third Street in Harvey, that would become the catalyst for their business.

The early days weren’t easy for the young family. Steve had to keep working his day jobs along with making use of his guitar and mandolin talents to play at local venues, ensuring the family were always provided for.

In time, Steve’s passion for growing citrus fruit soon bore fruit, and he started making deliveries in an old open truck to major supermarkets in locations like Bunbury, Rockingham, and Narrogin.

**The Turning Point**

Only a few years into the business’s journey, Steve received a call from Coles, asking him to stop delivering to their supermarkets.

However, the reason for the call was a pleasant surprise. Coles were so impressed with the quality of Harvey Citrus’ fresh produce that they wanted the farm to start supplying directly to their distribution centre in Perth, with fruit from Harvey in turn being sent all over Western Australia.

This marked a turning point for Harvey Citrus, and the partnership with Coles has grown considerably over the past four decades. Harvey Citrus now makes six deliveries a week to the distribution centre.

In 2022, Harvey Citrus produced over 2,300 tonnes of citrus and avocados combined. The farm now grows 10 different fresh produce lines. In 2015, Harvey Citrus received a \$500,000 grant as part of Coles Nurture Fund programme, which led to the planting of over 9,000 new trees.

**Technology in Agriculture**

Harvey Citrus strongly believes in the role of technology in the evolution of the industry. In 2018, the farm purchased new fruit sorting and packing line technology, that was installed at its Fifth Street premises. An impressive feature of the new technology are its nine cameras, which have been programmed to identify and sort all variations of fresh produce through factors such as colour, eliminating the need for human eyes. The technology has also increased productivity, turning tasks handled by a team of people from a full-day job down to an impressive one-to-two-hour job, with no human hands required.

Image credit: Uncommon Creative.



*“I think we have a chance to really do something for ourselves and the family.”*

Steve Pergoliti, describing a moment of realisation in the early days of Harvey Citrus





Image credit: Uncommon Creative.

During the peak growing season, Harvey Citrus employs up to 30 people. The business doesn't export, and excess fruit is sent to the market floor in Canning Vale.

**Keeping it in the Family: Challenges and Successes**

One of the significant challenges for a business like Harvey Citrus is when a supermarket no longer wants to take one of the lines of fresh produce that you grow for them. It's a long process to transition from one line of fruit to producing a different variety that is in more demand, taking four to five years.

Harvey Citrus has faced these types of scenarios over the years as consumer tastes evolve, demonstrating a high level of resilience, a quality that the Pergoliti family has in spades. All family members who are part of the business wear many hats to keep the business going.

They are also making efforts to protect the environment to ensure future generations have the same opportunities they have had, including using solar energy for its entire operation and reusable crates when transporting all their fruit.

**The Next Generation of Harvey Citrus**

Steve and Pina still believe that Harvey is the best town in WA to live, raise a family, and grow a business like Harvey Citrus.

Their belief in Harvey has proven well-placed with the success of Harvey Citrus, and their son Andrew has been a driving force behind that success.

Since officially joining the family business at the age of 17, Andrew has played an instrumental role in the farm's growth to a footprint of over 200 acres. He has implemented innovative farming techniques and modern technology, such as the introduction of the new age sorting and packing system in 2018.

***“We are definitely not experts, but when growing our citrus products we put a lot of effort into it...so we are doing the same with our avocados and hoping we can grow a good product.”***

Steve Pergoliti, Harvey Citrus


**Avocados Spearhead Diversification**

Andrew has also spearheaded the diversification of the business into avocados and overseen the planting of over 9,000 new trees as part of the Coles Nurture Fund programme. He is a testament to the Pergoliti family's hardworking spirit and dedication to growing the best produce possible.

The Pergoliti family's dedication, resilience and willingness to embrace new technology have been critical factors in the business's success. As Harvey Citrus continues to grow and expand, the family's commitment to sustainability, quality, and community remains at the forefront of their operations.

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## SPOTLIGHT ON: HARVEY FRESH

**Location: Harvey**

Produced in Harvey, the Harvey Fresh brand is an icon of the Western Australian dairy and juice industry.

Since its establishment in 1986, Harvey Fresh has held great pride in offering a range of quality milk, dairy products, and fruit juice for all to enjoy.

Rich soils and abundant rain mixed with crystal clear sunshine ensure one of the most pristine milk and citrus-producing environments in the world. Fresh milk is collected daily from carefully selected farms to ensure unmatched freshness and quality.

Joe Sorgiovanni planted his first Valencia orange tree on the banks of the Harvey River in 1928 after emigrating from Italy. With hard work and determination, the Sorgiovanni orchards evolved into a standalone business, Harvey Fresh, which became one of Western Australia's biggest milk and juice processors and largest dairy exporter.

Parmalat, owned by French dairy giant Lactalis, acquired the company in 2014. A third-generation, French family-owned business, Lactalis Group is the world's largest fresh dairy company with over 250 production sites and 80,000 employees across 94 countries.







CASE STUDY:

# GIBBS CREEK GROVE

Location: Harvey

**Farm direct sales and diversification combined with a rich history within this modern adaptive business create rewards for farmer and consumer alike.**

Take a drive into the stunning foothills of the Darling Range and you'll find a farm that's been producing some of the finest citrus fruits in Western Australia for over 60 years.

Gibbs Creek Grove is a fifth-generation family farm that has changed the way people think about farm-direct produce and quickly become a prototype for investment opportunities within the Harvey Region.

Under the leadership of Jon Knight and his wife Mariko, Gibbs Creek Grove has garnered a reputation for quality, innovation, and a farm-direct approach that cuts out the middleman and puts control back into the hands of the grower. The farm grows Kensington Pride mangoes, Imperial mandarins, Mystique mandarins, and Late Lane navel oranges, all hand-selected for ripeness and sold as farm-direct produce in Perth.

Their proximity to major Perth farmers' markets such as Subi Farmers Market, Mt Claremont Farmers Market, and Farmers Market on Manning has made it possible for the pair to sell their produce directly to customers and in turn improve their profitability. With a commitment to quality and innovation, Gibbs Creek Grove has built a reputation for having some of the best tasting citrus in Western Australia.

**The Benefits of Selling Direct**

Selling directly to consumers at farmers' markets allows Gibbs Creek Grove to be price makers, instead of price takers. Over the last decade, the citrus market in WA has often been oversupplied, leading to low wholesale prices. Attending farmers' markets allows them to remove their produce from the commodity market and sell it straight to customers at a price that ensures the necessary profit margin. Another important benefit is the personal satisfaction that is gained from interacting with customers and receiving positive feedback. The team always feels upbeat and energised after a morning at one of these community markets.

**Passion for Quality**

Gibbs Creek Grove is committed to providing the highest quality produce possible. They are fortunate to have rich loamy soils and abundant high-quality water, which both support healthy trees. They also pick their fruit at a high level of maturity, ensuring deep flavour and sweetness.



***“Selling directly to consumers at farmers’ markets allows us to be price makers, instead of price takers.”***

Jon Knight, Co-owner, Gibbs Creek Grove



*“We’re excited to continue to develop our family farm through another generation; to raise our kids here, in this beautiful place that is special to us.”*

Jon Knight, owner of Gibbs Creek Grove

**Innovation and Inspiration**

Innovation is at the heart of Gibbs Creek Grove. One of their most successful innovations is the commercial production of mangoes. To their knowledge, they are currently the southern-most commercial mango producers in WA. Their first planting from 2004 is still producing well and has been very important for their business. In 2021, they were excited to plant their next generation of trees to ensure strong future production.

Gibbs Creek Grove is inspired by the grower community that attends Perth’s farmers’ markets. They attend these weekly markets alongside other smaller growers – like Runnymede Farm and Truly Organic Farm - who share their strong focus on product quality and freshness. It also allows them to establish a direct connection between the farm and the end consumer.

**Toasting a Sweet Victory**

In 2019, Gibbs Creek Grove made waves in the culinary world when their Gibbs Creek Seville Orange, Lemon and Lime Marmalade, infused with Angostura Bitters, took home the top prize at the Commonwealth Marmalade Contest in the UK. Their marmalade was awarded a perfect score, beating entries from over 40 countries. Talk about a sweet victory!

**Expanding Horizons**

After returning to the family business in 2014, Jon and his wife Mariko are ensuring Gibbs Creek Grove continually adapts and changes with the times. They’ve taken advantage of the changing consumer preference for farmers’ markets, ventured into the beef industry in 2017 with the purchase of an Angus cattle herd, and even set their sights on tourism accommodation with plans for boutique tiny houses on the property in coming years.

**Investment Opportunities**

Gibbs Creek Grove is quickly becoming a prototype for investment opportunities in the Harvey Region. Their commitment to quality and innovation, combined with their direct-to-market approach, has proven to be a winning formula that others can follow. With their expansion into new industries such as agritourism, and a desire to extend their legacy into a sixth generation, the best of Gibbs Creek Grove’s journey may be yet to come.

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Image credit: Uncommon Creative.



# HONEY, HEMP, OLIVES AND A BUSH FOOD BONANZA.

The Harvey Region presents a plethora of investment opportunities for those seeking to diversify their agriculture production and enter emerging industries such as industrial hemp, olives, active Manuka honey, and native bush foods.

These industries provide an attractive opportunity for sustainable and environmentally-friendly alternatives to traditional horticulture as options to expand into newly popular horticulture open up.

## Horticultural Happy Days

With the potential global hemp market expected to reach \$27.9 billion by 2027 and local success stories like Sathya Olive Company and ManukaLife showing early promise, investors have the chance to support these burgeoning industries and shape the future of horticulture in the Harvey Region.

## Making a Bee-line

- Ideal climate and soil conditions, along with access to irrigation, provide immense opportunities for emerging horticultural industries.
- Access to Perth Markets and international aviation exports will encourage these new products' success.

## The Bottom Line

- Western Australia produces between 10,000 and 50,000 tonnes per annum with a value ranging from \$13 million to \$54 million.
- Industrial hemp has a range of applications, including textiles, paper, building materials, and food products.
- Highly active Manuka honey can attract prices of over \$100 per kilogram.

## What's on Offer

- Develop a native bush foods tourism trail, showcasing the unique and diverse range of native plants and their culinary uses. This could include partnering with First Nations organisations to provide guided tours and cultural experiences.
- Invest in research and development of innovative uses for industrial hemp, such as biofuels, bioplastics, and pharmaceuticals.
- Create a sustainable food hub, bringing together producers of native bush foods, olives, and other crops to provide fresh, local, and sustainably produced food to consumers locally and beyond.
- Establish a Manuka honey research and development centre, investigating the health benefits and potential uses of this unique product, and developing new honey-based products for the global market.
- Invest in technology and infrastructure to support precision agriculture, using sensors and data analytics to optimize crop yields and reduce waste.
- Develop a range of value-added products from native bush foods, such as jams, sauces, and skincare products, and market them to health-conscious consumers seeking unique and natural products.
- Planting manuka bushes can act as a filter to help reduce nitrogen in the soil. Research over 10 years in New Zealand has shown that, if planted near waterways, the bush helps prevent erosion and storm-related landslides as a result.
- Opportunities for key sub-sectors, such as avocados, kiwifruit and citrus, to achieve scale.



Image credit: Uncommon Creative.





CASE STUDY:

# HARVEY HEMP

Location: Harvey

**Western Australia’s only hemp seed processing facility is located on the outskirts of Harvey, opening up a new avenue of profitable horticulture at the cutting edge.**

It all started with a mission to tackle two of the world’s biggest environmental problems: overfishing for omega oils and the scourge of plastics in our oceans.

Long-time friends Greg LeGuier and Mark Power shared this vision and, in late 2020, they decided to act. Prior to this, their connection to this emerging industry had been as investors and professional service providers.

It took the pair approximately 14 months to secure land and specialised machinery, but their vision came to fruition when the first hemp seed was processed at their facility in early 2022.

Today, Harvey Hemp is a Western Australia based scalable and commercial cultivator, processor, and distributor of low THC hemp seed for healthy food, wellness, and commercial products.

**A Fair Go for All**

One of the main challenges faced by businesses like Harvey Hemp is educating the wider market on what hemp actually is and its many applications. In addition, the founders of Harvey Hemp are determined to change that, working tirelessly to develop a business model that delivers a fair return to all those involved in hemp’s production, including Western Australian farmers.

**How Hemp Helps as a Rotational Crop**

Established farmers in the Harvey Region have the opportunity to use hemp as a rotational summer crop, creating an additional income stream for them. And for those who are new to the industry, Harvey Hemp provides an important stepping stone for growers of hemp, giving them hope for commercialising their crop.

**Promoting Health From the Soil Up**

But it’s not just the farmers who benefit from this innovative enterprise. Processing the seed of the plant into consumable products such as hemp seed oil and hemp protein can be beneficial to the health of both humans and animals. The land we live and breathe on may also benefit due to the soil cleansing abilities attributed to the hemp plant.

**Persistence Pays Off**

One of the key things that Harvey Hemp has in common with other agricultural success stories in the Harvey Region is their persistence and focus. Despite facing setbacks, the team remained steadfast in their goal of becoming Western Australia’s first hemp seed processing facility. It’s that Harvey Region get up and go we’ve been talking about, in action.

Image credit: Uncommon Creative.



*“The benefits of hemp are enormous and we are confident we can expand into high-demand Asian markets from the Harvey Region.”*

Greg LeGuier and Mark Power, Co-owners, Harvey Hemp





Image credit: Uncommon Creative.

In 2022, they were awarded a \$50,000 Regional Economic Development grant by the South West Development Commission. The grant itself has been invested wisely into a mobile hemp seed dryer, an integral part of their processing capability.

#### Connection to Community

For Greg LeGuier, Harvey Hemp holds a special place in his heart, as his family ties to the Harvey Region go back to the early days of settlement. When Greg and Mark purchased the property, it wasn't until a later conversation with his father that Greg realised his family had roots located literally a few farm gates down the road.

With Harvey Hemp now embedded into the Harvey Region community, Greg and Mark are focused on connecting to all localities and employing locals. This is a promise that has already begun to bear fruit, with the majority of the required work on-site thus far completed by local contractors.

#### Future Focused

Harvey Hemp have one eye on the future, while honouring the past of this proud farming region. The size of their current crops around the South West and Great Southern regions have only been a fraction of the thousands of hectares they have access to, but they're ready for when that demand increases. The pair envision that export opportunities to key Asian markets will play a role in this expansion. They have identified that the eastern states of Australia are off-limits, due to market saturation, but believe the Western Australian market still needs time to mature.

Despite pivoting from the initial business model of cultivating hemp into becoming Western Australia's first hemp seed processing facility, they still plan to grow hemp on the Herbert Road site which will be the home of an eight hectare crop. However, it will also now serve the dual role of a research and development site too.

#### Committed to Sustainability

Harvey Hemp is not just a business, it's a sustainable solution to some of the world's most pressing environmental problems. With their innovative approach to the hemp industry, Greg and Mark's business has the potential to be a game-changer in Western Australia and beyond. By focusing on education, and a fair value chain for everyone involved, Harvey Hemp is setting the standard for what a sustainable and socially responsible business can achieve.

As the demand for sustainable and eco-friendly products continues to grow, it's clear that businesses like Harvey Hemp will play an important role in shaping the future of our planet, and the Harvey Region is at the forefront of incubating this type of business.

Through their dedication to the hemp industry and their commitment to creating a positive impact on the environment, Harvey Hemp is paving the way for a brighter, more sustainable future for all.

#### HARVEY HEMP

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CASE STUDY:

# THE SATHYA OLIVE COMPANY

Location: Parkfield

**From world-class engineers to leading olive oil producers. Energy and Power Plant Engineers Keith and Tanuja Sanders are the unlikely brainchild behind The Sathya Olive Company (Sathya).**

Slightly hidden off Forrest Highway between Australind and Binningup, Sathya is located two kilometres from the Indian Ocean and 160 kilometres south of Perth in Parkfield.

Being lovers of nature, and in search of a better and more sustainable lifestyle, Keith and Tanuja purchased the 40 hectare farm in 1999. Since then, they have focused on the production of award-winning Extra Virgin Olive Oil (EVOO) oil, infused olive oil products, olives and dukkah which exhibit a unique blend of Keith’s Western culture with Tanuja’s Indian and Asian heritage.

They believe that cooking good, healthy food is not only one of life’s greatest pleasures, but a skill that everyone should enjoy.

**From Engineers to Farmers**

It was a steep learning curve for these energy engineers to understand farming and the quirky qualities of growing olive trees on sandy coastal soils. They started small, sourced professional advice, always approached problems with their solution-orientated background and, they are the first to admit, learned from their mistakes.

Despite their lack of farming experience, Keith and Tanuja believe their background has many benefits. When they were unable to source suitable equipment for their business, they designed their own. This includes an olive oil bottling machine, which is based on the same construction dynamics as heart transplant equipment, to ensure there is no cross-pollution of oil infusions flavours.

**Location, Location, Location**

The majority of Western Australian olive trees are grown on clay soils. Despite this, Keith and Tanuja recognised the potential of the Harvey Region’s coastal plains, understanding olive trees love of well-draining sandy, limestone soils. As a result, generally, Sathya’s olive trees experience less disease than the clay soils further south.

The proof is also in the product quality. AgEnviro Labs Olive Oil Testing Service based in Wagga Wagga NSW (accredited by the National Association of Testing Authorities, the International Olive Council, and the American Oil Chemists’ Society) has awarded Sathya oil with the highest level of polyphenols across Australia two years in a row.

Sathya’s location off Forrest Highway, and proximity to Perth, reduces freight costs and provides easy access to Canningvale Markets, retailers and export opportunities.

**Be Different**

In addition to EVOO, Keith and Tanuja have approached the business with a focus on creating a unique selling point.

Early in the business, Keith and Tanuja recognised it would be difficult to compete internationally on standard olive oil due to high input costs. Products such as their Lemongrass and Ginger or Garam Marsala Infused Olive Oil, and South-Indian Style Pickled Olives create a difference for which a consumer is willing to pay a premium price.



**“Start small, get paid professional advice and get it right. With experience, volume and profit will come.”**

Keith and Tanuja Sanders, Co-owners, The Sathya Olive Company



### Sustainability at the Forefront

Sustainability starts with the name. “Sathya”, meaning “True” in Sanskrit, symbolises the clean and green environment of the 12 hectare olive grove on Sai Estate.

Twenty-two kilowatts of solar are used to run the entire property, including the pumps in the grove. Sathya use chicken manure to provide nourishment to the olive trees.

As members of the Buy West, Eat Best campaign, Keith and Tanuja are also ardent supporters of all things local, believing the closer you are to the source of your food the better it will taste.

### Working Together

Keith and Tanuja recognise their success is due in part to the relationships they have developed with other Harvey Region and Western Australian businesses. The must-stop produce-driven café Crooked Carrot and Castro Farms (located only 5 minutes away) acts as a retail point of sale for the business. Sathya understand that without the Castro family their brand awareness would not be where it is today.

### Awarding the Way

Sathya is the proud winner of the Gold Medal in 2019 Los Angeles International Extra Virgin Olive Oil competition and the Silver Medal in 2019 Olive Japan competition for their Nuja’s Infusion Peppercorn Olive Oil. This is supported by numerous awards at the Australian International Olive Awards.

### Changing for Future Succession

The initial focus of The Sathya Olive Company was quality. Keith and Tanuja believe they can now expand volume considerably whilst staying true to their ethos. Over the next five years they are replacing traditional olive groves with a hedge style planting system.

This will increase production by 400% and allow for automated picking, which in turn will reduce fruit harvesting costs from approximately \$5 a litre to 20 cents. A game change for the business which will cement its future for generations in the Harvey Region.

Image credit: Uncommon Creative.



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# HISTORIC INDUSTRY CHANGES.

The Harvey Region boasts valuable and sustainable forestry resources, carefully managed to ensure resource security. While the timber industry was once a major player in the area, it has since declined with former mills establishing connections to other industries, such as the tourism sector.

The forestry industry still employs 6,000 people in Western Australia and generates over \$1.4 billion annually, with more than half coming from the South West. However, a recent decision by the Government to end native forest logging from 2024 will have a ripple effect for many West Australians, impacting the availability of furniture, floorboards, decking, joinery, sawdust, heritage-listed buildings, and even landscaping and gardening products.

The WA Government has committed \$80 million through the Native Forestry Transition Plan to support the transition away from the industry, and also invested \$350 million in new softwood plantations across the south west to create and support WA forestry jobs.

**Opportunities on Offer**

- With the government investing \$350 million in new softwood plantations in the South West, there is potential for investors to capitalise on the growth of the softwood industry.
- Small businesses linked to the native forest industry have been able to apply for grants of up to \$400,000 through the Western Australian Government’s Small Business Development and Diversification program. This presents an opportunity for entrepreneurs to diversify their businesses and explore new markets.
- Former mill towns like Yarloop offer outstanding holiday accommodation potential. The Yarloop workshops are expected to become a popular tourist destination once redeveloped. Investors could explore opportunities in developing tourism infrastructure in the region.
- While the end of native forest logging will have an impact on the availability of native timber, there is potential for investors to explore sustainable forestry practices and products, such as engineered wood products and green energy fuel.
- As poultry farmers rely on sawdust for their business, there may be opportunities for investors to explore alternative sources of sawdust or other innovative solutions to support the industry.
- With many heritage-listed buildings, jetties, and bridges constructed using native timber, the end of native forest logging may create opportunities for investors to explore the restoration and preservation of these structures.



Image credit: Bianca Turri.



# HOLIDAY HAVEN.

The Harvey Region is emerging as a tourism destination, blessed with wine and food trails, farm stays, and nature walks against a backdrop of untouched landscapes.

With significant investments planned in the Harvey Region, there are opportunities for investors to develop eco-tourism, agritourism, and new accommodation options, all while celebrating the area's rich heritage and cultural experiences.

The potential for growth is significant, with record visitor spend in Western Australia in 2022. With the Harvey Region's dedication to sustainable tourism development, it's a sound business decision for investors looking to tap into a growing market.

**Destination Drive on a Roll**

- The Harvey Region's Tourism Road Map 2031 Implementation Plan drives destination development, destination marketing, industry support, destination events and governance.

**The Bottom Line**

- In the 2020/21 financial year, the Shire of Harvey LGA's tourism industry was valued at \$37.7 million.
- Western Australia achieved its highest ever annual visitor spend on record in 2022, with \$14 billion spent in the WA economy by travellers (a \$3.6 billion increase compared with 2021 and \$500 million more than the previous record in 2019 before the pandemic).
- From April to December 2022, WA was the top-performing state for growth in interstate leisure visitors.

**Opportunities on Offer**

- Developing eco-tourism sites that showcase the Harvey Region's natural beauty and wildlife.
- Establishing agritourism ventures that showcase the Harvey Region's agricultural produce and farming practices.
- Investing in new accommodation options to meet the growing demand from visitors.
- Developing unique food and beverage experiences that showcase local produce.
- Supporting the development of events and festivals that celebrate the Harvey Region's cultural and sporting heritage.
- Investing in stylish accommodation options, such as luxury hotels or boutique bed and breakfasts.
- Investing in diversification of general agriculture land with tiny house cabins.
- Creating contemporary cafes and restaurants that offer visitors unique food and beverage experiences.
- Developing adventure tourism opportunities, such as hiking trails, mountain biking, and kayaking tours.
- Establishing wellness and spa retreats that cater to visitors seeking relaxation and rejuvenation.

- Investing in infrastructure to support the growth of the Harvey Region's visitor economy, such as new roads, airports, and public transportation.
- Opportunity for agritourism, tourism, and hospitality investors to get involved with the Harvey Region Trails and Adventure Master Plan, develop the Harvey Region's trails and adventure offerings, and provide unique and immersive nature and cultural experiences in strategic locations.
- Invest in the Harvey Community Hub - a \$14 million project, including a dynamic library, tourism, culture, and civic zones. The Hub will boost the Harvey Region's tourism and hospitality sector, creating an attractive destination for tourists and locals alike.
- Investment and business opportunities in residential, retail, and leisure industries associated with the Fiveight Binningup development.

Image credit: Bianca Turri.







CASE STUDY:

# TREENDALE FARM HOTEL

Location: Treendale

**Recognised as Australia’s Best Regional Pub in 2022, this purpose-built hotel has a footprint spanning more than 10,000 square metres.**

It’s safe to say that Treendale Farm Hotel has captured the hearts of locals and visitors alike and is a shining example of what can be achieved when a community-focused approach is taken to business.

The hotel is the brainchild of LocalsCo Directors Dave Allan and Lawson Douglas, who have made a name for themselves with their heritage hotels in Western Australia.

If you’ve heard of the Rose Hotel in Bunbury, the Exchange Hotel in Kalgoorlie, and the Subiaco Hotel in Perth, then you’re already aware of Dave and Lawson’s portfolio. LocalsCo also owns Eaton Tavern and Bayswater Hotel, and Treendale Farm Hotel is their first greenfield build, a move that was years in the making.

Many thought Treendale’s young, family-focused community would not sustain such a large venue, but LocalsCo has proved that if you provide a quality product that meets consumer needs, success will follow.

**Driven by Design**

One of the unique features of Treendale Farm Hotel is its design. The venue is one-of-a-kind, with a rustic and charming aesthetic that perfectly complements the natural beauty of the Harvey Region’s surrounding landscape.

General Manager Addy Ribeiro and his team have poured their hearts and souls into creating a warm and welcoming atmosphere that truly sets the Treendale Farm Hotel apart.

**LocalsCo Supports Local**

In terms of local suppliers, Treendale Farm Hotel has strong relationships with some of the South West’s most iconic brewers, including Beerfarm and Rocky Ridge.

The relationship between the hotel and its local suppliers is about more than just the quality of the product. It is a shared commitment to community and people-focused culture that binds them together.

The venue recently increased its food and beverage capability with upgraded kitchen facilities and by establishing a new improved outdoor area complete with a music stage. They also introduced a new function space called The Barn which features a self-contained bar built within a shipping container in keeping with the venues trademark style.





*“We wanted to ensure the Hotel had something for everyone and could be embraced by the people in the community as their ‘local’, as well as becoming a destination for people who are visiting the South West.”*

Dave Allan, Co-owner, Treendale Farm Hotel, for Pubtic (2020)

**Sustainability at its Core**

Sustainability has been of high importance for Treendale Farm Hotel since day one. The roof has been covered in solar panels, allowing the business to run off solar energy during the day.

**Aiming High**

The Treendale Farm Hotel now find themselves on the Australian Hospitality Awards Wall of Fame following a runaway winning streak. They have now won the prestigious titles of Australia’s Best Regional Venue, Best Family Dining Experience and Best Retail Liquor Store three years in a row (from 2021 to 2023). These awards are a testament to the hard work and dedication of the entire team at the hotel, and they are now role models for the Western Australian Hospitality industry.

**Looking to the Future**

Dave and Lawson have big plans to continue Treendale Farm’s growth. A major 2023 project was the transformation of one of the outdoor spaces into an indoor events and functions area, perfect for everything from corporate functions to household-name comedy events. Additionally, the venue is looking to expand its popular children’s play spaces, providing even more appeal to families.

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CASE STUDY:

# HARVEY CHEESE

Location: Wokalup

**A match made in heaven sees the delicious taste of Western Australia’s dairy industry combined with innovative gin production – and it can be found right here in Wokalup.**

Harvey Cheese is a well-known name among cheese-lovers and food enthusiasts in Western Australia. This boutique cheese producer has been creating handmade cheeses for over two decades, and now has over 45 varieties.

From the freshest milk to the most innovative ideas, Harvey Cheese has mastered the art of creating the perfect blend of taste and quality.

The company was founded by Robert and Penny St Duke, who purchased a derelict building that had been vacant for 11 years. The couple worked tirelessly to turn their dream into a reality, opening the cheese factory in 2002 before eventually selling in 2023.

Three generations of the Lottering family have taken the reins of the business, with exciting plans for the future, whilst still maintaining the quality of the product.

Hailing from South Africa, the family were searching for a well-established business that they could transform with their collective, generational expertise. From farming heritage, they aspired for a business that would allow them to foster close connection to land and community. Harvey Cheese and St Dukes distillery provided the unique opportunity.

The new owners are eager to continue the traditions of artisanal production and community building, while also carving out a unique lifestyle for their family.

**Waste Not, Want Not**

Harvey Cheese’s commitment to quality and sustainability is evident in every aspect of their operation. The company uses low-salt and locally-sourced milk from award-winning dairy farmer Dale Hanks, ensuring that every product is made with the best ingredients available.

The cheese-making process is a testament to their dedication to quality, resulting in some of the most delicious cheeses in the state.

**Whey Ahead of the Rest**

One of the unique features of Harvey Cheese is its distinctive packaging and branding. The company has developed quirky names for its products, such as ‘OMG’ (Oh, my Goodness) triple cream camembert, ‘Ash Blonde’ and ‘Ring Stinger’, making them easily recognisable to consumers.

But the innovation doesn’t stop there. The award-winning factory are using the whey, a by-product from the cheese-making, to create a range of spirits including vodka and gin, through the recently established St Duke’s Distillery, located on the same premises.

This technology is new to Western Australia and could lead to exciting new opportunities within the spirits industry.

By diversifying their product offerings, Harvey Cheese is demonstrating a commitment to innovation and sustainable business practices.

Image credit: Uncommon Creative.



**“Our consistently outstanding products are a testament to our commitment to innovation, sustainability and quality.”**

Pieter Lottering, Co-owner, Harvey Cheese



Community Comes First

In addition to their commitment to quality and sustainability, Harvey Cheese is dedicated to helping local farmers who are doing it tough, and determined to keep young people in the regions. This demonstrates the St Dukes’ commitment to giving back to the community that supported them from the very beginning and it is an ethos that the new owners of Harvey Cheese will preserve.

Quality Over Quantity

Unlike some other brands, Harvey Cheese has made a deliberate choice not to export or supply to major supermarkets other than IGA, opting instead to prioritise quality over quantity. This approach has helped build the company’s reputation as a boutique producer of premium cheese, and has allowed them to maintain control over their production processes and ensure consistency in their products.

Harvey Cheese’s commitment to quality, sustainability, and community has earned them numerous accolades over the years, including the 2022 South West Tourism and Hospitality Small Business of the Year. In addition, two of its ‘Horny Cow’ branded beverages were selected in the top 10 of the 2023 WA Good Food Guide Best Spirit Awards.

With its unique blend of delicious cheeses and innovative spirits, Harvey Cheese is poised for even greater success in the future. As the company continues to expand its product offerings and invest in new technologies and sustainable practices, it is sure to remain a leading force in the Western Australian food and beverage industry for years to come.

Image credit: Uncommon Creative.



**HARVEY CHEESE**

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# GREEN AND CLEAN.

The Harvey Region is an attractive investment destination for those interested in renewable and clean technologies. With a commitment to balance development with conservation, the area has attracted significant interest for solar and wind projects that will connect to the South West Interconnected System.

The Australian Government's Long Term Emissions Reduction Plan aims to achieve net zero emissions by 2050. Through some clear visioned decisions made early on, the Harvey Region is well-positioned to play a pivotal role in the renewable energy transition, making it a prime location for investors seeking to capitalise on the growing demand for sustainable and environmentally-conscious industries.

## A Well-Connected Region

- The Harvey Region is home to the Southern Seawater Desalination Plant, Kemerton Power Station, Harvey Water, and Peel Resource Recovery, providing reliable connectivity to the grid.
- It has proximity to WA's major populated areas and proximity to major power users, including at the Kemerton Strategic Industrial Area, plus Alcoa and South 32 mining operations.
- The Australian Government has announced its intention to declare a site off the coast of WA between Perth and Bunbury as one of six Australian sites for offshore wind development.

- Proximity to the Port of Bunbury.
- The Harvey Region has a stable workforce with a trade and maritime focus.

## The Bottom Line

- In 2021, 29% of Australia's total electricity generation was from renewable energy sources, including solar (12%), wind (10%) and hydro (6%). The share of renewables in total electricity generation in 2021 was the highest on record, with the previous peak being 26% in the mid-1960s.
- Australia ranks sixth globally for the attractiveness of its renewable energy investment and deployment opportunities and first globally for installed PV solar capacity per capita.
- Kemerton Power Station, that has been designed to use natural gas as its fuel source, has a total generation capacity of 310 megawatts.
- The Southern Seawater Desalination Plant produces more than 33% of Perth's water supply, with plans for further expansion.

## Opportunities on Offer

- Potential investment in offshore wind energy farm projects and establishment of headquarters in Australind.
- Potential investment in hydrogen energy production and storage facilities, given the area's access to renewable energy sources and strong infrastructure.
- Investment in pumped hydroelectricity system involving Harvey Dam and/or Lake Brockman.
- Investment in energy storage technologies, given the growing demand for energy storage solutions to support the integration of renewable energy into the electricity grid.
- Investment in research and development of new clean and renewable energy technologies.
- South Energy has received Regional Joint Development Assessment Plan (JDAP) approval to build a switchyard as part of a 110 megawatt solar farm near Bengar. The switchyard will allow South Energy to establish a micro-grid, offering power generated at the proposed solar facility to commercial clients at Kemerton, with excess power exported to the main Wholesale Electricity Market (WEM). South Energy is also developing another 210 megawatt solar farm in nearby Waroona.
- Danish renewable energy developer Copenhagen Energy is seeking to develop an offshore windfarm 15-70 kilometres off the coast of Binningup that will provide green electricity for Western Australia. If approved the project will deliver:
  - \$8 billion in total capital expenditure.
  - 14,500 estimated jobs during the construction period.
  - 3 gigawatts of total installed capacity.
  - An expected offset of 6 million tonnes of CO2 emission reduction every year.
- Oceanex Energy Australia is in the feasibility stage regarding the development a wind farm 20 kilometres off the coast with an installed capacity of 2,000 megawatts. It is anticipated the project construction will hit \$10 billion and create 3,000 plus jobs.
- German company Skyborn Renewables is proposing a windfarm between Binningup and Preston Beach, approximately 5.5 kilometres off the coast, with a capacity of 300 megawatts.
- Flotation Energy, part of the Japanese TEPCO Group, is proposing a 1.5 gigawatt windfarm off the Bunbury to Myalup coastline. If approved, construction will begin in 2028, with 800-1000 construction workers and 150-200 maintenance and operation staff.







## SPOTLIGHT ON: HARVEY WATER

Location: Harvey

The old adage still holds true: where there is water, there is life. The Harvey Region is home to one of only four irrigation supply schemes in Western Australia - the 112,000 hectare South West Irrigation Area, operated by Harvey Water.

Harvey Water is a self-funded cooperative that delivers fit-for-purpose water to its 722 irrigator members and a 285 non-member customer base.

It is licensed to draw 133.7 gigalitres annually from the Waroona, Drakesbrook, Logue Brook, Harvey and Wellington dams.

Water is piped using gravity pressure through 495 kilometres of closed pipes and 256 kilometres of open channels, supplying water primarily for dairy farming, beef grazing and horticulture, generating \$100 million gross value annually. It also supplies the local mining and construction industry.

Harvey Water focuses on the continual improvement of delivery infrastructure and enhancement in water security.



# DIGGING DEEP.

The Harvey Region is home to processing giants MGM, Simcoa, Alcoa, Catalano and Tronox, and boasts more than 48 active sites with a rich abundance of resources.

Mining and Extractive industries are an important component of the Harvey Region's economy. Materials include sand, limestone and gravel. Generally, gravel is extracted from the hills area, sand from the Swan Coastal Plain and limestone from coastal areas, particularly around Myalup.

The Harvey Region also supports major industrial activities, including processing centres for materials obtained from outside the district. The Kemerton Strategic Industrial Area, located 19 kilometres south west of Harvey and 12 kilometres north east of Australind, supports the majority of our processing plants.

To the north, international giant Alcoa operates a large bauxite mine along the Darling Scarp under a 12,619 square kilometre bauxite mining lease granted by the Western Australian Government.

### Resource-Rich Region

- The Harvey Region's rich natural resources, including sand, limestone, and gravel, make it a significant contributor to Australia's economy.
- It's also home to the largest lithium hydroxide processing facility outside of China as of 2022.
- One of the Harvey Region's largest employing industries, major alumina refineries are located immediately adjacent to the Harvey Region boundaries at Wagerup (Alcoa) and Worsley (South 32).

### The Bottom Line

- In 2021/22, the mining industry's economic output in the Harvey Region was approximately \$1.23 billion, creating 1,013 local jobs.
- In 2022, the mining industry accounted for 47%, or \$169.6 billion of Western Australia's Gross State Product.
- The mining and extractive industry is a significant contributor to the Australian economy, with a forecasted record \$419 billion for the 2022-23 financial year.

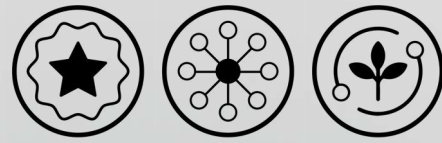
### Opportunities on Offer

- Investment opportunities exist in the expansion of companies such as Albemarle, an emerging major operator in the manufacturing industry in the Harvey Region. Albemarle has announced plans to expand its lithium processing capacity at its Kemerton plant.
- The potential for further expansion at the Kemerton Strategic Industrial Area, which is the Harvey Region's main industrial site and expected to attract additional development.
- The increasing demand for lithium and other raw materials for use in clean energy technologies, could create new opportunities for mining and extraction in the Harvey Region.
- There is a need for workers' accommodation to support the growing mining and extractive industries in the Harvey Region, with projects such as Albemarle's *Paris Grove* workers' accommodation development presenting potential investment opportunities for local businesses..

- With the rapid pace of technological development in the mining industry, there are opportunities for companies to invest in new technologies that can help to improve efficiency, reduce costs, and increase sustainability.
- With growing concerns around environmental sustainability, there is a trend towards more sustainable mining practices. Companies that invest in renewable energy and sustainable water management, for example, may be more attractive to investors who prioritise environmental responsibility.
- As global demand for minerals continues to increase, and the boom days of iron ore perhaps tipped to recede, there is an opportunity for companies operating in the Harvey Region to tap into international markets. This may involve expanding production or developing new export channels.







SPOTLIGHT ON:

# ALBEMARLE LITHIUM

Location: Wellesley

***“Albemarle is already a significant employer in the region with more than 580 operational staff currently and additional employees needed to operate the site once expansion is complete. We are committed to employing locally as a priority.”***

Beverley East, Vice President External Affairs Australia, Albemarle

It’s the resource everybody needs, whether they realise it or not, and the Harvey Region is at the centre of this new world.

Lithium is driving the future of global energy storage and electric transport solutions. The US giant, Albemarle Corporation, commenced construction in 2019 at the Harvey Region’s Kemerton Strategic Industrial Area to develop the \$1 billion+ lithium hydroxide plant processing material from the Greenbushes lithium mine.

In 2023, they announced the decision to expand Kemerton operations to increase the lithium hydroxide production capacity at the facility to power an estimated 2.4 million electric vehicles annually.

This represents the biggest investment by any company in downstream processing of lithium in Australia and would make Albemarle the largest producer of lithium in Australia.







## SPOTLIGHT ON: ALCOA

For more than 60 years, Alcoa has operated one of the world's largest integrated bauxite mining, alumina refining and aluminium smelting systems.

Originating in Australia's Peel region, Alcoa started mining bauxite near Jarrahdale. This ore was refined into alumina at their nearby Kwinana refinery, and smelting alumina to make aluminium at Point Henry, Victoria. They've since grown to include the Willowdale mine and Wagerup refinery near Harvey and have invested more than \$14.7 billion into the nation's economy.

Today, their two bauxite mines and three alumina refineries produce approximately 50% of Australia's alumina and their Portland Aluminium Smelter in Victoria produces more than 20% of the nation's aluminium.

Alcoa's alumina refineries are among the world's lowest carbon dioxide (CO2) emitting refineries in the world and they are leaders in mine site rehabilitation.

They employ more than 4,000 people in Western Australia and have taken on more than 2,600 apprentices, trainees and graduates across their 60-year history.

Wagerup Refinery Manager, Jodie Girauldo, acknowledges that the caliber of the communities surrounding Alcoa's operations play an important role in attracting and maintaining top notch employees, including within the Harvey Region.

"We're proud to be here for local jobs, our local communities and a sustainable future".

The Alcoa Harvey Sustainability Fund supports a broad range of community development projects that make a positive contribution to the Harvey Region's economic, social, recreational and environmental sustainability of the community.

This investment forms part of Alcoa's wider community investment program, which saw \$4.9 million delivered in 2022 to the Australian locations where Alcoa operate.

***"The majority of our workforce live locally, meaning that instead of spending their time commuting, they get to enjoy the life they have created after each and every shift."***

Jodie Girauldo, Wagerup Refinery Manager, Alcoa



HAMMER



# BUILT TO LAST.

The Harvey Region is a hub of activity for the construction, earthmoving and haulage industries, offering plentiful job opportunities and driving strong economic growth.

The success of other sectors in the Harvey Region and its strategic location has created a high demand for construction, earthmoving and haulage services in the area.

The Harvey Region’s construction industry is diverse, covering everything from residential to commercial and industrial projects, and has been growing steadily over the years. As demand for new builds and developments continues to grow, there are plenty of opportunities for operators to take advantage of this burgeoning boom.

**A Region on the Grow**

- The Harvey Region has a higher percentage of vocational-qualified residents compared to the rest of regional WA.
- Both industries are set to benefit from a population increase of 30% by 2031.

**The Bottom Line**

- The value of construction work done in the Harvey Region reached \$325.9 million in the 2020/21 financial year, with local jobs more than doubling from 2016 to 2021, equalling approximately 1,162 jobs.
- The Australian Road freight industry is made up of over 48,000 businesses and generates more than \$95 billion in revenue every year. \$40 billion of that total contributed to the Australian economy in 2017.
- 223.2B tonne kilometres of freight was moved by road in 2019–20.

**Opportunities on Offer**

- Investment in infrastructure projects, such as the Bunbury Port expansion and Bunbury Outer Ring Road, which will improve access to the Harvey Region and provide opportunities for the construction and haulage industry to secure contracts for the development and maintenance of these projects.
- Development of industrial parks and zones to attract new businesses to the area and stimulate economic growth.
- The growth of the renewable energy sector in Western Australia, particularly in the development of wind and solar farms. These projects require significant construction and haulage services, that could provide opportunities for companies in the Harvey Region to secure contracts. Renewable energy projects also provide the opportunity to support sustainable construction and reduce the carbon footprint of the area.
- Investment in new construction technologies, such as modular construction, to increase efficiency and reduce costs.
- Development of specialised haulage services, such as oversized load transportation or hazardous materials transport, to meet the needs of a variety of industries.
- Investment in equipment and machinery, such as cranes, excavators, and bulldozers, to support construction and infrastructure development projects.
- Expansion of existing construction and haulage companies to take advantage of new business opportunities and partnerships in the Harvey Region.
- Collaboration with local universities and research institutions to develop innovative construction and haulage solutions, such as autonomous vehicles or 3D printing technology.
- The Western Australian manufacturing industry is growing, particularly in the development of new products and technologies. This could lead to increased demand for construction and haulage services to support the development of new manufacturing facilities and the transportation of goods.
- The development of new residential and commercial properties in the Harvey Region will require ongoing construction and haulage services to support their construction and maintenance.







Image credit: Uncommon Creative.



## SPOTLIGHT ON:

# B&J CATALANO

Location: Brunswick

B&J Catalano specialises in end-to-end mining and civil, transport and materials handling solutions. They employ more than 250 people and have an impressive portfolio of equipment to resource work in the mining and bulk haulage industries.

More than 60 years ago, Australian-Italian brothers Bill and Joe Catalano launched their business in the Harvey Region.

They now operate throughout Western Australia, with strategic locations in the South West, Mid-West, and Metropolitan regions.

Industry-recognised for quality standards, B&J Catalano was founded on values of hard work, quality service and a 'fair go' attitude. No surprise, then, that they fit right in here in the Harvey Region.



## CASE STUDY:

# THE HOVEY GROUP

Location: Australind

**Australind is home to the largest supplier of concrete pipe and precast products in regional WA. The Hovey Group which provides clients a complete solution with a civil engineering and excavation service coupled with the supply and lay of premixed concrete and concrete products.**

The Hovey Group incorporates Australind Premix, JAK Civil and MJB Industries and was established in 1988 by best friends and brother-in-laws John Hovey and Syd Wright under the banner of S&J Excavations.

From humble beginnings, they started the business with only one Kato excavator and a Mack R600 Prime mover.

After the tragic death of Syd, John and his family established Australind Premix, supplying both premixed concrete and concrete products to Bunbury and the South West.

2005 saw the establishment of MJB Industries to supply and deliver precast concrete pipe and products. MJB Industries prides itself on quality and service and have become a supplier of choice for many civil contractors throughout Western Australia.

JAK Civil was established in 2011 as a 'one stop enterprise' for civil construction and maintenance in Western Australia.

The family owned companies continue to grow rapidly through their ability to service the industrial, commercial and domestic industries.

### End to End solutions

The Hovey Group's success is the creation of an end-to-end supply chain, allowing them to control all aspects of design, production and installation.

When many businesses struggled with supply problems during COVID-19, The Hovey Group went from strength to strength, delivering reliability and cost efficiencies to projects.

### Quality and Service Drives Sales

The Hovey Group is a responsive and versatile group of family-owned business with a well-honed reputation for delivering quality works within agreed time-frames and budgets.

They go above and beyond to provide clients with the whole package of work, tailored precisely to their requirements.

Committed to adding value to every contract undertaken, The Hovey Group don't focus on sales but reputation.





***“Quality and service is our mantra...  
and it’s working. Last year was our  
biggest year yet.”***

**Ian Prosser, General Manager, MJB Industries**

Image credit: John Hovey

***“We recognise that our continued growth and success depends on building close and long-term relationships, and providing quality solutions.”***

**John Hovey, Co-owner, The Hovey Group**

#### **People are Everything**

People are everything to the success of The Hovey Group, employing more than 100 staff at MJB Industries, plus further staff within their other companies. Many have worked with The Hovey Group for over a decade.

Long before it became industry standard, The Hovey Group also established an Aboriginal employment program. A number of Noongar staff have successfully progressed through the business to supervisor positions.

#### **It’s All About the Community and Keeping it Local**

Focused on giving back, The Hovey Group is renowned for the support and generosity it provides to local community organisations.

They are dedicated to sourcing local product and engage local companies in project partnerships, wherever possible.

#### **Australind to Beyond**

From supporting major, local projects such as the \$1.3 billion Bunbury Outer Ring Road to trucking concrete products to the east coast of Australia, The Hovey Group’s location within the Australind Industrial Precinct (just metres off Forrest Highway) provides the perfect location.


#### **Expanding for the Future**

The Hovey Group are confident about the future, recently investing in a second bi-directional pipe manufacturing plant.

The new \$1 million addition is more automated, allows for greater variation in production, and importantly provides the company with more productive maintenance down-time.

#### **THE HOVEY GROUP**

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# ENGINEERING THE FUTURE.

With a rich heritage spanning over 120 years, the Harvey Region has advanced manufacturing embedded in its DNA. This dynamic industry, which boasts an annual output of \$1.35 billion and over 1,100 highly skilled employees, has grown and diversified over the past century, attracting a variety of manufacturing companies, both big and small.

Renowned for their ability to produce high-quality customised solutions, the Harvey Region's manufacturers are continually expanding their capabilities and staying ahead of the curve.

With strategic investments in infrastructure, including the expansion of the nearby Bunbury Port and the Bunbury Outer Ring Road project, the surrounding area continues to grow, physically and intellectually.

### Ahead of the Curve

- The Harvey Region is home to a variety of manufacturing companies, ranging from small businesses to large corporations, with a significant presence in the areas of agriculture, mining and construction.
- The Harvey Region's proximity to the Bunbury Port, which is undergoing expansion, provides a strategic advantage for manufacturers, enabling them to access global markets and increase their export capabilities.

### The Bottom Line

- The Harvey Region's manufacturing industry generates an annual output of \$1.35 billion and generates over 1,300 local jobs.
- Manufacturing (up 8.7%) made the largest contribution to Western Australia's real GSP growth in 2020-21.
- Western Australia's manufacturing industry was valued at \$15.3 billion in 2020/21.

### Opportunities on Offer

- Investment in research and development to drive innovation and new product development
- Attraction of skilled workers and talent to the Harvey Region through initiatives, such as training programs and apprenticeships
- Expansion of local manufacturing capabilities to cater to growing demand in the domestic and international markets
- Collaboration between local manufacturers to drive economies of scale, shared resources, and increased competitiveness
- Development of specialist manufacturing facilities to cater to emerging industries such as renewable energy, defence, and aerospace.
- Investment in automation and advanced manufacturing technologies to drive productivity gains and cost efficiencies
- Establishment of manufacturing clusters or precincts to support collaboration, networking, and shared resources within the industry
- Investment in sustainable manufacturing practices and technologies to reduce environmental impact and appeal to environmentally conscious customers
- Development of export opportunities through government initiatives and international trade agreements
- Investment in supply chain management and logistics to improve efficiency and reduce costs.



Image credit: Uncommon Creative.





CASE STUDY:

# DWYER ENGINEERING

Location: Harvey

**With next-level fabrication and structural engineering, one Harvey manufacturer is making a conscious decision to run its global niche business from the Harvey Region.**

Dwyer Engineering (Dwyer) is a family-owned engineering and construction company specialising in structural steel. Since 1999, Dwyer has successfully assisted their clients in the oil and gas, mining, power, and infrastructure industries.

Dedicated to excellence, Dwyer supplies detailing, mechanical and structural fabrication, pipe spooling, maintenance, pre-assembly, surface treatment and transport. In addition to this, Dwyer can assist with large-scale pipe, mechanical and structural erection on site.

**Location, Location, Location Within the Booming South West Economy**

Operating within Australia's strong South West economy has provided Dwyer with accessibility to large scale projects at their doorstep, including the Harvey Pipe Project (WA Engineering Excellence Award); the Binningup Desalination Plant (Global Water Awards - Desalination Plant of the Year); and Greenbushes Lithium Plant (considered the biggest lithium mine in the world).

Locally-based business opportunities continue to grow with the expansion of the Harvey Region's Kemerton Strategic Industrial Area (KSIA), home to many of the state's largest natural resource processor plants.

Importantly for Dwyer, proximity equals improved profitability and operating efficiencies.

**State Wide Accessibility**

Being situated in Harvey's Industrial Precinct, (metres off the South Western Highway and within 90 minutes of Perth) opens doors to state-wide projects. Oversized loads travelling thousands of kilometres are also no problem for Dwyer through the use of escorted transports.

General Manager Jack Dwyer believes the Harvey Region provides a solid base for the business to service all parts of Australia.

Over the last few years, Dwyer has successfully delivered services and projects for the Cloud Break and Mount Whaleback mines in the Pilbara, and Kimberly's Argyle Diamond Mine.

**One Stop Shop**

Dwyer prides itself on being a one stop shop for its client base. Their workshops are equipped with modern Computer Numerical Control (CNC) machines which deliver services for all stages of any large scale engineering project.

**Attracting and Retaining Employees**

Well-respected employers, Dwyer takes advantage of the Harvey Region to attract and retain employees who will uphold the company's mission, vision and values.

They believe the Harvey Region's many schools, health services, shopping centres, fantastic beaches and great climate play a key role in attracting many workers to relocate their families to work and live in the area, providing Dwyer with a talented and consistent workforce.



***“The Harvey Region is extremely well positioned within the South West and provides close proximity to two major cities and their associated supply chains and industrial areas. Our future is here.”***

Jack Dwyer, General Manager, Dwyer Engineering



**Eye on the Future**

Dwyer understands that in today’s environment, it is a business’ responsibility to ensure their imprint on the environment is minimised as much as possible.

To reduce their environmental impact they are continually implementing sustainable initiatives, such as installing solar panels at their Harvey workshop to take advantage of their location’s favourable climate.

**What the Future Holds**

Expansion is on the cards for Dwyer Engineering, as they venture into the use of robotics within their operations.

The company is also active in research and development (R&D), with a key project focused on new ways to recycle rubber in a bid to reduce contribution to landfill.

**DWYER ENGINEERING**

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Image credit: Uncommon Creative.



# RETAIL TALES.

The Harvey Region’s retail industry has successfully adapted to the changing landscape of convenience shopping and online trading, while still providing traditional bricks-and-mortar stores. The sector has seen significant growth in recent years, with economic output increasing by 34% from 2015/16 to 2020/21, and more than 600 local jobs created in 2020/21 alone.

The local retail industry is vibrant and diverse, with a wide range of businesses offering services such as repair and maintenance, personal grooming, and healthcare.

As the Harvey Region’s population continues to grow, and tourism remains a focus, businesses that embrace technology and changing consumer trends will be well-positioned for success.

### Smart Shoppers

- With a growing population (more than 30,000 with access to 100,000) and a focus on the tourism industry, the future of retail in the Harvey Region is bright.
- The Harvey Region boasts multiple shopping centres, providing a one-stop-shop for visitors looking to browse a range of stores in one location.

### The Bottom Line

- Economic output by retail trade in the Harvey Region grew by 34% from 2015/16 to 2020/21, totalling \$117.6 million.
- Retail trade creates over 600 local jobs.
- The value of the retail industry in Western Australia was \$9.2 billion in 2020/21.

### Opportunities on Offer

- Expansion of retail offerings in new commercial developments, such as Treendale Light Commercial and the Australind Community Hub, are providing opportunities for new businesses to establish themselves in the Harvey Region and for existing businesses to expand their customer base.
- Revitalisation of Yarloop, following the devastating bushfire in 2016, presents opportunities for the establishment of new retail businesses to serve the local community and surrounding areas.
- The Fiveight Binningup development provides opportunities for new businesses to establish themselves in a growing community with a small retail outlet and ancillary uses planned for the town centre.
- The Village Shopping Centre in Australind presents opportunities for new businesses to establish themselves in a busy shopping centre with a large customer base. An additional bakery option would be well-received by customers looking for fresh bread and pastries.
- Treendale Shopping Centre presents opportunities for new businesses to establish themselves in a growing residential area, with food-based businesses such as butchery and beauty-related businesses being in high demand.

- As the Harvey Region is home to a number of natural attractions such as national parks, beaches and wineries, there is an opportunity for eco-tourism retail businesses to flourish, selling locally-made artisanal products, souvenirs, and specialty foods.
- With the growth of online shopping, there is an opportunity for local retail businesses to expand their online presence and tap into the global market. The Harvey Region has the advantage of a lower cost of living and lower overheads compared to larger cities, which can make it attractive to entrepreneurs looking to establish online retail businesses.
- With an increasing focus on health and wellness, there is an opportunity for businesses to cater to this market. This could include health food stores, natural beauty products, and fitness equipment retailers.
- As consumers become more discerning, there is an opportunity for niche retail businesses to thrive. This could include specialty stores selling items such as vintage clothing, handmade crafts, or sustainable luxury goods.



Image credit: Bianca Turri.





Image credit: Bianca Turri.



## SPOTLIGHT ON: **LOCAL EMPORIO**

Location: Harvey

With a focus on quality local and Australian made products and end-to-end service, Local Emporio epitomises boutique retail at its best.

Owner Annie Ritikis took a calculated risk. She opened her boutique store during the COVID-19 pandemic after noticing a demand for local and Australian-made clothing, accessories and giftware, and a gap in the Harvey market.

Following a stint in Sydney's bridal fashion industry, this Western Australian of Lithuanian and Croatian decent has created an 'Insta-worthy' retail store with an extensive range of products from leading and unique artists and designers, plus exclusive one-of-a-kind local giftware in a town she loves.

Providing an end-to-end clothing service, the store also features a haberdashery and an in-house seamstress.





CASE STUDY:

# HOUSE OF SHARDAY

Location: Harvey

**Diversification success drove these previous dairy farmers to establish one of Australia’s boutique fragrance businesses.**

From its humble beginnings the demand grew and in 1995 the House of Sharday perfumery was established. The company, driven by Rose and John Italiano and their daughter Adriana, manufactures perfumery and fragrant skincare products that reflect the spectacular beauty of Western Australian flora.

**From the Kitchen Table**

Originally dairy farmers, John and Rose began investigating ways to diversify their income. The business started as a ‘side hustle’ on the kitchen table and soon became part of the family. Every member is or has been involved in House of Sharday since its inception.

**Hard Work Philosophy in Harvey**

For John and Rose, Harvey is home. Both are from multi-generation Italian migrants who settled in Harvey in the 1920s with only ten pounds to their name. They were raised on the philosophy of hard work and grasping every opportunity with two hands.

**Blooming Business**

Perfume is one of the world’s most competitive industries. To succeed, Rose and John recognised the need to create a product unique to Western Australia and the Harvey Region.

Living in the South West and surrounded by brilliant wildflowers in Spring, Rose was inspired to re-create their scent to be enjoyed throughout the year.

These Australian flora-based creations with lush exotic blossoms are expertly curated with the love and passion that can be found in every House of Sharday product.

**Product and Packaging is Everything**

Unable to compete with international companies on advertising, the company focus on quality products and packing.

Reaping the rewards, House of Sharday won the 2012 National Design Award for their ‘Wild’ fragrance packaging.

**Flexible and Dynamic**

During COVID-19, the company quickly pivoted, producing hand sanitiser for the Harvey Region and Western Australia. In true ‘House of Sharday’ style, the product was infused with Australian ingredients - aloe vera for soothing skin feel and lemon myrtle known for its uplifting properties.

Not afraid of hard work and accepting a challenge, they also once produced a fragrance on behalf of a major distributor in Sydney within 24 hours.

Image credit: Uncommon Creative.



*“We know Harvey has always strongly supported and fostered boutique businesses... many have grown substantially to become nationally recognised companies.”*

House of Sharday



**Committed to the Future**

The Italianos are investing in the Harvey Region with the construction of a standalone production facility and showroom, with the potential for a future retail store. They are also a major supplier to leading tourism retailers.

**HOUSE OF SHARDAY**

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SPOTLIGHT ON:

# TREENDALE SHOPPING CENTRE

Location: Treendale

*“The convenience of having a dedicated shopping centre with leading retailers on offer makes Treendale Shopping Centre a drawcard for those considering moving to the area.”*

David Murray, Knight Frank

Treendale Shopping Centre is a \$32 million neighbourhood shopping centre located within the developing area Australind suburb. The Region Group-owned centre consists of over 7,300 square metres of retail space and is anchored by Woolworths Supermarket, Best & Less, The Reject Shop and 17 specialty stores.

In partnership with Knight Frank, it provides residents within the Harvey Region with a modern supermarket-based centre to service their food and grocery shopping needs at a convenient and easily accessible location with undercover parking.

In addition to permanent lease arrangements, management also offers pop-up trading opportunities, enabling businesses to trial a new location.



Image credit: Uncommon Creative.



# SMART MOVE.

The Harvey Region is a community filled with visionaries and creative thinkers, committed to creating a positive impact. The Shire of Harvey understands the importance of cultivating the creative industries to ensure a sustainable future within the Harvey Region and has invested in a new hub to incubate this talent to its full potential.

With a gross economic value of \$5.8 billion to \$7.3 billion and employing approximately 53,000 people in Western Australia, the creative industries are an essential component of the state's economy.

**Think Big**

- The Shire of Harvey's *Art and Culture Strategy - Creative Communities 2027* has been designed to drive growth.
- Located only 15 minutes away from Australind, a Creative Tech Village was established in 2023 by ECU and the WA Government.
- In WA, workers in creative occupations are twice as likely to hold a university degree or higher qualification than all employed workers.

**The Bottom Line**

- The Bankwest Curtin Economics Centre estimates that the creative industries grew by 27.8% in Australia between 2006 and 2016.
- WA's creative industries have a gross economic value of between \$5.8 billion and \$7.3 billion.
- Jobs in the creative industries grew by 27.8% in Australia between 2006 and 2016.
- WA's creative industries employ approximately 53,000 people, most of them sole traders.

**Opportunities on Offer**

- Creative agencies specialising in advertising, branding, and digital marketing.
- Design studios focused on graphic design, interior design, and product design.

- Art galleries and exhibition spaces showcasing the work of local and regional artists.
- Music and performing arts venues for live performances, concerts, and festivals.
- Production companies for film, television, and other media projects.
- Software development firms specialising in gaming, virtual reality, and other immersive technologies.
- Education and training providers offering courses in creative disciplines.
- Retail businesses selling art supplies, craft materials, and creative products.
- Tourism operators providing unique experiences based on the Harvey Region's cultural and natural assets.
- Event management companies specialising in creative events, weddings, and celebrations.
- Investment in creative businesses with potential for growth in intellectual property development and the export of creative services.
- Investment in programs and initiatives that support and encourage the growth of the creative industries, such as grants and funding schemes.
- Opportunities to partner with the education sector, regional innovation hubs, and the start-up community through the Creative Tech Village and Harvey Community Hub.
- Investing in creative talent development programs, such as mentorship and traineeship programs, to support the growth of the local creative industry and cultivate new talent.
- Investing in technology and innovation to support the growth of the digital creative industries, such as virtual and augmented reality, gaming, and software development.
- Investing in the development of cultural tourism, such as festivals, events, and cultural tours, to showcase the unique cultural and artistic offerings of the Harvey Region.
- Investing in the development of creative co-working spaces, such as shared studios and workspaces, to provide affordable and collaborative spaces for creatives to work and network.



Image credit: Uncommon Creative





## SPOTLIGHT ON: SAFEHAVEN STUDIOS

Location: Leschenault

When you combine an artist with an engineer, it's a hybrid game changer. A rambling bush home and workshop in Leschenault is the creative home of one of Western Australia's most exciting large-scale, public art-producing couples.

Alex and Nic Mickle of Safehaven Studios continue to stun the community with their innovative approach to the creation of large-scale public sculpture and their highly respected collaboration and interpretation skills.

After months of community consultation, the pair's exciting works of art are created through traditional sculptural process, as well as blasting, 3D-laser scanning and cutting, welding and other industrial techniques. In the Harvey Region, their towering 'Heart & Home' circular sculpture stands proud over Leschenault Estuary.

*"I'm a big believer in using art for social change and to make people's lives better. People do things in the name of art that they would never do for any other reason and there is something very fulfilling about that."*

Alex Mickle, Co-owner, Safehaven Studios

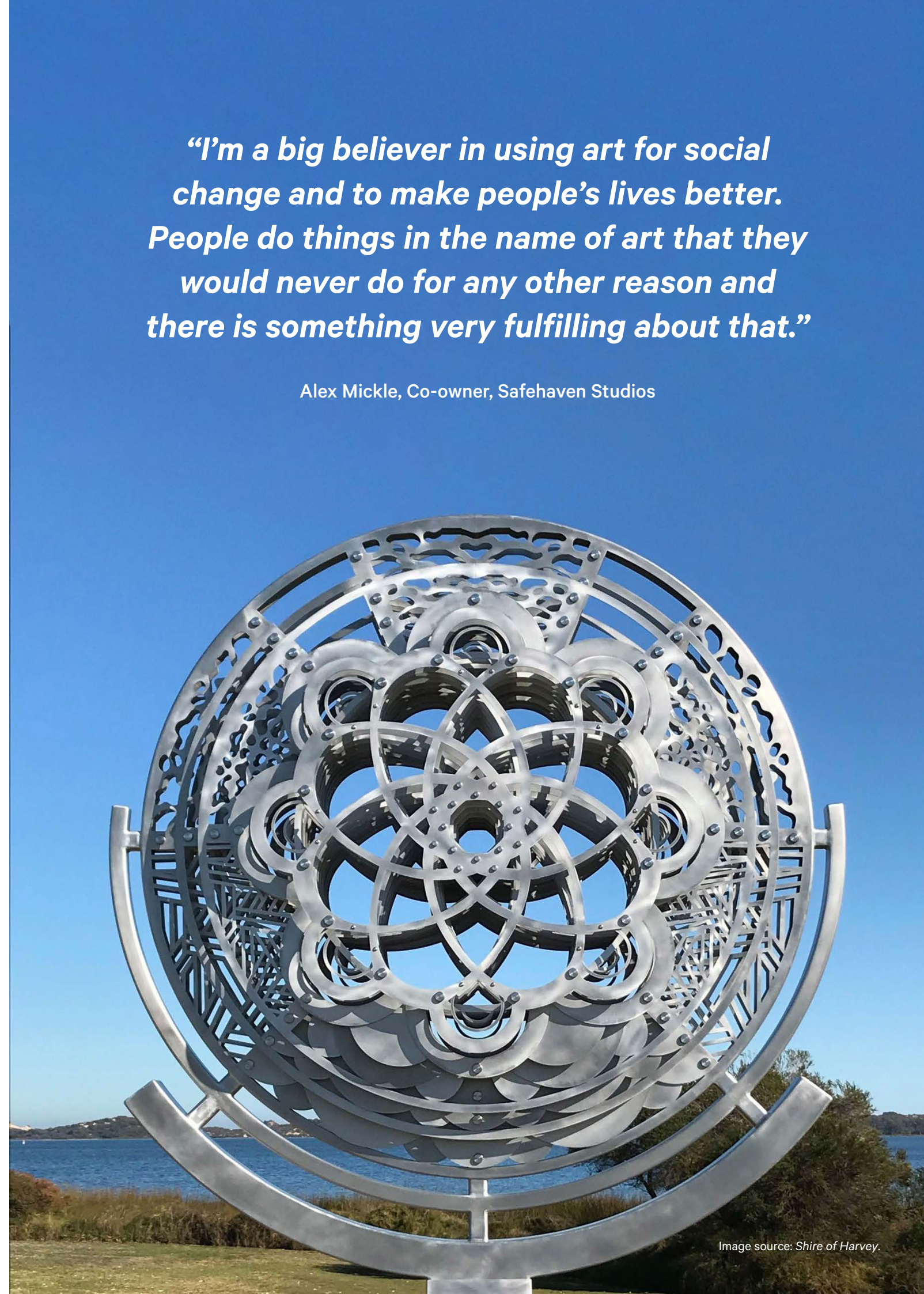


Image source: Shire of Harvey.





# NEW HORIZONS.

The Harvey Region offers locations for general industry, light industrial, general farming, intensive farming, and residential projects.

The following sites represent a sample of locations across the Region.

## GENERAL INDUSTRIAL PRECINCTS

### Kemerton Strategic Industrial Area

Selected by the Western Australian Government as a site for strategic and downstream processing industries in the South West, with links to the Bunbury Port by road, and land reserved for a future rail connection if required. Target industries include those processing the area’s natural resources (silica sands, lithium, gas and other minerals), as well as other heavy industries.

- Location: Marriott Road, Wellesley, 17 kilometres north east of Bunbury and 12 kilometres north east of Australind.
- Site Size: Kemerton is the largest Strategic Industrial Area in the South West, comprising 2,025 hectares of Industrial Land, 293 hectares of Support Area and an Industry Buffer of 5,437 hectares.
- Leading Proponents:
  - Simcoa Operations,
  - Tronox,
  - BOC Gases,
  - Albemarle Lithium Pty Ltd.

### Harvey Industrial Precinct

Contains properties which are zoned both “general industry” and “light and service industry”, adjacent to the Harvey townsite.

- Location: Abberton Way, Harvey. Located off South Western Highway.
- Site Size: Majority of the precinct has already been developed.
- Leading Proponents:
  - Harvey Water,
  - Dwyer Engineering and Construction,
  - Havcon Engineering,
  - Roesner PTY Ltd,
  - JLV Industries.

### Brunswick Industrial Precinct

Consists of both “general industry” and “light and service industry” zoned properties, adjacent to the Brunswick townsite.

- Location: Clustered in a corridor running along South Western Highway south of the George Avenue intersection, Brunswick.
- Site Size: Majority of the precinct has already been developed.
- Leading Proponents:
  - B&J Catalano,
  - Carbone Bros,
  - BRM Engineering.



# LIGHT INDUSTRIAL PRECINCTS

## Australind Light Industrial Precinct

- The purpose of this light industrial development is to service a range of industries, including manufacturing, logistics, warehousing, construction, and related services. Its prime location, close to all transport modes, will provide fast and efficient access to local, national and international markets.
- Location: North of Ditchingham Place, Australind and east of Piggott Drive, Australind.
- Site Size: 17.5 hectares
- Leading Proponents:
  - MJB Industries,
  - Australind Premix,
  - JAK Civil,
  - Treendale Self Storage,
  - Australind Automotive Centre,
  - Australind Landscaping Supplies.

## Australind Light Industrial Precinct Extension

- An extension of the existing Australind Light Industrial Precinct, including 38 light industrial lots.
- Location:
- Site Size: 19.75 hectares
- Leading Proponents:
  - Ascot Capital.

## Yarloop Industrial Precinct

A small industrial precinct is located strategically on Johnson Road, off South Western Highway in Yarloop.

- Location: Lots 9 – 19, 400 and 4636 Johnston Road, and 60 Francklyn Road, Yarloop
- Site Size: 59.82 hectares.
- Leading Proponents:
  - Yarloop Tractor Repairs.
  - Charles Hull Contracting.

Image credit: Uncommon Creative.





# COMMERCIAL PRECINCTS

## Treendale District Centre

The Treendale District Centre development comprises urban development with residential, hospitality, health, retail, tourism, mixed use and recreation use.

- Location: Grand Entrance, Treendale.
- Site Size: Approximately 20,000 square metres of leaseable floor space (including developed and undeveloped lots).
- Leading Proponents:
  - Treendale Farm Hotel,
  - Treendale Shopping Centre.
- Potential Market Opportunities:
  - Retail,
  - Commercial,
  - Hospitality,
  - Offices,
  - Showrooms.

## Australind Neighbourhood Centre

The Australind Neighbourhood Centre development comprises urban development with residential, retail, hospitality, health and recreation use.

- Location: Paris Road, Australind.
- Site Size: Approximately 11,500 square metres.
- Leading Proponents:
  - The Village Shopping Centre .

## Kingston Local Centre

Kingston Neighbourhood Centre presents numerous opportunities, including Lot 9020 Leisure Drive within Kingston Estate.

- Location: Lot 9020 Leisure Drive, Kingston.
- Site Size: 4500 square metres.
- Potential Market Opportunities:
  - Mixed use development. Note, no land availability presently.

## Treendale Local Centre

Treendale's Local Centre provides for retail and commercial development.

- Location: East and west of The Boulevard, north of Quartz Drive, Treendale.
- Site Size: 4500 square metres.
- Leading Proponents
  - Treendale Pet Medical.
- Potential Market Opportunities:
  - Retail and commercial opportunities.

## Other Precincts

- Harvey's central business district (CBD) also contains a vibrant neighborhood centre with retail and other properties located along Uduc Road, Hayward Street, Harper Street, Becher Street and Gibbs Street.
- Small retail areas can also be found in Binningup, Brunswick, Roelands, Cookernup, and Yarloop.







Image credit: Bianca Turri.

## RESIDENTIAL PRECINCTS

### Fiveight Binningup

The proposed Fiveight Binningup development comprises a 220 hectare greenfield site-zoned for urban development with residential, retail, hospitality, and recreational uses, including a golf course.

- Location: Lakes Parade, Binningup.
- Site Size: 220 hectares.
- Potential Market Opportunities:
  - Residential housing,
  - Retail,
  - Hospitality,
  - Lesiure.

### Treendale South - Treendale Riverside

Treendale South (also known as Treendale Riverside) is primarily a residential development, between Treendale and the Collie River., overlooking the Collie River Foreshore Reserve.

- Location: Located on the northern side of the Collie River. The northern boundary is Quartz Road, with The Boulevard passing through the centre.
- Site size: 59 hectares.
- Potential Market Opportunities:
  - Residential housing construction,
  - Recreation facilities construction.

### Treendale East

The proposed Treendale East development comprises a large greenfield site-zoned for urban development with residential, retail, hospitality, and recreation use.

- Location: Between Raymond Road and Clifton Road, off Forrest Highway and the Bunbury Outer Ring Road.
- Site size: 188.5 hectares.
- Potential Market Opportunities:
  - Residential housing,
  - Primary school construction,
  - Recreation facilities.







SPOTLIGHT ON:  
**FIVEIGHT**

Location: Binningup

Fiveight are property revitalists with a passion for place, developing landmark projects that celebrate the best of Australia.

Owned by Tattarang, their model is based on the strategic ownership of assets with the prospective to generate returns and also benefit the communities around them.

Amongst other market-leading projects they have invested in a strategically located 220 hectare greenfield coastal site in Binningup.

Featuring 2.2 kilometres of beach frontage overlooking the Indian Ocean, the site has potential to be developed for a mix of residential, retail and leisure uses to create a much-demanded socially-connected community.

Image credit: Bianca Turri.

*“We own, develop and invest in meaningful places that connect.”*

Paige Walker, CEO, Fiveight







# GENERAL AND INTENSIVE AGRICULTURE

If you're interested in agriculture, there are significant areas of undeveloped or under-utilised land throughout the Harvey Region that provide enormous potential for primary production, through establishment, intensification, or diversification of activities. To protect our highly productive agriculture land there is a substantial difference in the development capability of land in Rural Farming compared to the more restricted Priority Agriculture zones.

## PLANNING

Investment opportunities in precincts and land development include residential and serviced apartment development sites, and retail and commercial leasing opportunities. In addition, there is a new sustainable residential community expected to attract over a thousand new residents, as well as age-friendly housing and support services in Brunswick and Australind.

### New Local Planning Scheme

In 2024, the Shire of Harvey will implement a new planning scheme that will work towards achieving sustained and diversified economic development, balanced growth, building and maintaining infrastructure capacity, heritage and environment conservation, and strengthening of local community development.

### Heritage Focus

The Harvey Region has a strong focus on heritage protection and development. Under the guidance of its Heritage Advisory Committee, the Shire's Municipal Heritage Inventory lists approximately 235 places considered to be of heritage significance. The Shire also has a Local Planning Policy for Heritage Places to guide and support the assessment of development applications.

### Native Title

When planning for urban growth and development, native title is an important consideration. The recognised traditional owners for the Shire of Harvey LGA are the Gnaala Karla Booja, one of the six groups collectively recognised as the Noongar traditional owners of the South West under the *South West Native Title Settlement*.

### Working From Home

The Harvey Region's liveability makes it an ideal place to work or operate a home-based business. Advances in information and communications technology and connectivity mean that remote working is no longer a barrier to workflow or productivity, and the Harvey Region is the perfect place to experience its benefits.

### Accessibility

The Shire of Harvey has an ongoing aspiration to becoming the most accessible community in regional Western Australia. The *Access and Inclusion Plan - Even Better, Together 2021-2026* is the first part of the Shire's road map in reaching towards that vision. As the Shire embark on this journey, working with community plays an important role in collaboratively shaping an accessible and inclusive future for everyone.

Image credit: Bianca Turri.



# THE FIVE-MINUTE LIFE AWAITS.

If you're looking for a place to live that offers the perfect balance of urban and rural living, the Harvey Region is the place for you. Situated just a stone's throw away from the City of Bunbury, the Harvey Region provides an exciting blend of the historic and the contemporary, with a tranquil coastline and undulating countryside all on your doorstep.

One of the key factors that make the Harvey Region a stand-out investment destination is its liveability. The thriving job market, strong sense of community, safe location, easy access to community services, and robust education pathways all contribute to making it a place where people can establish their small to medium business or major investment project while enjoying a relaxed lifestyle.

But it's not just the business opportunities that make the Harvey Region an appealing destination. As one of the most biodiverse locations in Australia, the Harvey Region boasts 42 kilometres of open coastline with beautiful beaches, coastal estuaries, freshwater rivers and lakes, jarrah forests, national parks, abundant wildlife and a Mediterranean climate. All this is within 10 to 30-minutes travel time from residential and business locations.

The Harvey Region's natural assets make it the perfect place to enjoy a healthy and active lifestyle, with a range of nature-based recreational activities such as beach-based sports, fishing, bushwalking, mountain biking (MTB), equestrian and golf on offer. And for those who prefer cultural and sporting pursuits, the region is home to a range of major events, including the Harvey Harvest Festival, Lost and Found Festival, Country Sounds Music and Arts Festival, South West Academy of Sport Albemarle Fun Run, and a variety of other adventure, sport, heritage, food, and wine events.

What's more, the Harvey Region offers some of the shortest journey-to-work times in the country, with the majority of people living within minutes of their work or school, and traffic congestion almost non-existent. This means you'll have more time to spend outdoors or integrating with the local community, improving your wellness, engagement and workplace productivity.

In addition to its lifestyle advantages, the Harvey Region supports quality infrastructure and services, including a major TAFE institute, more than 16 quality schooling options, a network of major and rural hospitals, as well as access to high calibre multipurpose services. And for sports lovers, the area offers more than 35 sporting grounds and facilities hosting netball, horse-riding, skateboarding, badminton, tennis, football and more.

So, why put up with unaffordability, limited outdoor options or the lack of time you can spend with your family because of bad traffic? In the Harvey Region, you'll find a place where you are five minutes from home, five minutes from being on the water, and five minutes from a nature reserve. Invest in a place you'll love to live in, and experience the perfect balance of urban and rural living in the Harvey Region.



Image credit: Bianca Turri.



# NO RED TAPE ALLOWED.

**We are home to industry-focused education institutions, a vocationally-skilled workforce and a growing hub of businesses with global reach. Business support services are readily available and make the decision to live and work in the Harvey Region the best one you ever made.**

The Harvey Region offers an ideal destination for businesses looking to expand their operations. Boasting a supportive business environment, the area provides an array of resources and services to help companies start, grow, and succeed.

In fact, the Shire of Harvey has committed to creating 2,100 new jobs over the next decade, including 62 action items to support sustainable economic growth and foster a stable, educated, and skilled workforce.

One of the key benefits of the Harvey Region is its stable workforce of close to 9,000, the third largest out of all LGAs in the South West, with successful career paths in a variety of industries that align with the area’s strengths. Furthermore, the area has several education facilities, including Bunbury’s Edith Cowan University and South West TAFE campuses in Bunbury and Harvey. Other organisations like BSW Connect, IPS, and Bunbury Geographe Chamber of Commerce and Industry, support businesses and provide authentic work-based and work-integrated experiential learning.

The Shire of Harvey is a proactive and strategic local government that fosters a “red carpet, not red tape” approach to encourage and assist new businesses and investors.

The Shire invests in new and existing infrastructure, supports business development initiatives, and promotes the Harvey Region to potential investors, skilled staff, and others with access to resources. They also work to create a place that is attractive to visit and live in, and ensure that the Harvey Region’s economy is resilient to future change.

The Shire provides business support to help navigate government requirements and streamline access to new investment and business development opportunities. The Shire’s Economic Development Officer and other members of their Sustainable Development team work with clients on a one-on-one basis to bring their investment or business to market sooner and more efficiently.

The Harvey Region is a vibrant and growing business environment that’s perfect for investors and entrepreneurs. Its focus on sustainable economic growth and strategic industries, along with its dedicated business facilitation services, make it an ideal place to invest, grow, and prosper. With its excellent education facilities and skilled workforce, the Harvey Region offers everything businesses need to take their operations to the next level.



Image credit: Bianca Turri.



# GLOSSARY OF TERMS.


<b>Australian Government’s Long Term Emissions Reduction Plan</b>	Australia’s whole-of-economy Long-Term Emissions Reduction Plan to achieve net zero emissions by 2050.
<b>Australia-United Free Trade Agreement</b>	A preferential trade agreement between Australia and the United States modelled on the North American Free Trade Agreement.
<b>AUSVEG</b>	The prescribed peak industry body for the Australian vegetable & potato industries.
<b>BSW Connect</b>	Bunbury-based business consulting service.
<b>Bunbury Geographe</b>	The region of Australia’s South West made up of the Shires of Dardanup, Harvey, Capel, Collie and Donnybrook Balingup.
<b>Bunbury Geographe Chamber of Commerce and Industry</b>	Bunbury-based business consulting service promoting and supporting businesses and economic development in the Bunbury Geographe Area.
<b>Bunbury Outer Ring Road</b>	A 24 kilometre, four lane high-standard road linking Forrest Highway to Bussell highway.
<b>BunGeo</b>	Bunbury Geographe.
<b>Buy West, Eat Best</b>	Food and drink products which have been grown, farmed, fished, processed, prepared and served in WA.
<b>CBD</b>	Central Business District.
<b>CO2</b>	Carbon dioxide.
<b>Coles</b>	An Australian supermarket, retail and consumer services chain.
<b>Dairy Code of Conduct</b>	The dairy code regulates conduct between dairy farmers and milk processors
<b>ECU</b>	Edith Cowan University.
<b>Food Innovation Precinct Western Australia</b>	FIPWA is Western Australia’s first centre of agri-food innovation excellence, an ecosystem of research and development.
<b>Geographe Wine Region</b>	A wine-growing region in Western Australia that extends from Harvey in the north, southwards through Capel to Busselton and eastwards to encompass Donnybrook and Ferguson Valley.
<b>Gnaala Karla Booja</b>	The Gnaala Karla Boodja region refers to the Noongar language or dialectical groups of the Bindjareb/Pinjarup, Wilman and Ganeang. The Gnaala Karla Booja region encompasses the towns of Capel, Donnybrook, Balingup, Wickepin, Narrogin, Williams, Mundijong, Kwinana, Brookton, Pingelly, Wagin, Harvey, Collie, Pinjarra, Mandurah and Boddington.

<b>Greater Bunbury Area</b>	This Greater Bunbury Area stretches from Lake Preston in the north, Peppermint Grove Beach in the south, eastwards to Darling Scarp, and covers the City of Bunbury and the shires of Harvey, Dardanup and Capel.
<b>GSP</b>	Generalised System of Preferences.
<b>Hydrogen Valley</b>	A defined geographical area where hydrogen serves more than one end sector or application in mobility, industry and energy.
<b>IGA</b>	Independent Grocers Alliance; an Australian chain of supermarkets.
<b>IPS</b>	A certified majority Indigenous-owned company delivering innovative and focused consulting services across Australia.
<b>LGA</b>	Local Government Area.
<b>Lions Club of Australia</b>	An international non-political service organisation that fosters leadership and business skills.
<b>MTB</b>	Mountain bike; a bicycle designed for off-road cycling.
<b>National Farmers Federation</b>	An Australian non-profit membership-based organisation that represents farmers and the agricultural sector in Australia.
<b>Noongar</b>	Aboriginal Australian peoples from the south west corner of Western Australia.
<b>NSW</b>	New South Wales.
<b>Port Lincoln Ringneck</b>	A parrot native to Australia.
<b>R&amp;D</b>	Research and development.
<b>Ramsar Convention of 1971</b>	The Ramsar Convention encourages the designation of sites containing representative, rare or unique wetlands, or wetlands that are important for conserving biological diversity.
<b>Shire of Harvey (or The Shire)</b>	The local government organisation that operates within the Shire of Harvey LGA.
<b>Shire of Harvey LGA</b>	The geographic area covered by the Shire of Harvey local government area.
<b>SIA</b>	Strategic Industrial Area.
<b>South West</b>	The region of Western Australia made up of the Shires of Augusta-Margaret River, Boyup Brook, Bridgetown-Greenbushes, Capel, Collie, Dardanup, Donnybrook-Balingup, Harvey, Manjimup, and Nannup, and the Cities of Bunbury and Busselton.



# GLOSSARY OF TERMS.

South West Designated Area Migration Agreement	An agreement between the South West and the Commonwealth which acts as a mechanism for South West Businesses to address workforce shortages and future workforce planning.
South West Development Commission	A statutory authority of the State Government with the purpose of making the South West an even better place to live, work and invest.
South West Irrigation Area	An irrigation area stretching from Pinjarra in the north to Busselton in the south.
South West Native Title Settlement	A landmark native title agreement negotiated between the Noongar people and the Western Australian Government that recognises the Noongar people as the traditional owners of the area.
TAFE	Technical and Further Education; government-owned institutions that provide vocational education.
Tree Change	A movement of people from cities to the countryside.
WA	Western Australia
Western Australian Good Food Guide	The definitive guide to eating and drinking in Western Australia.
Yarloop Town Development Plan	A Shire of Harvey Planning Framework document.

 = Award-winning

 = Diversified


 = Sustainable



Image credit: Bianca Turri.



# RESOURCES & REFERENCES.

## Economic Development Resources

- [REMLAN](#)
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