



# *Economic Development Strategy*

We Are Forward 2031





# Our Vision

Together, towards an even better lifestyle.

# We value

- Effective stewardship of our environment and heritage
- Strong leaders and fair decisions
- Effective communication and cooperation
- A safe community that has a strong community spirit and sense of belonging
- Our heritage — acknowledging our history in creating our future.

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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# From the Shire President and Chief Executive Officer

The Shire of Harvey is entering a defining decade of opportunity.

The Economic Development Strategy – We Are Forward 2031 sets a clear and confident direction for how we will support sustainable growth, strengthen our regional economy, and enhance liveability for our community. It reflects both Council’s long-term vision for the Harvey Region and the organisation’s commitment to delivering practical, measurable outcomes.

As a Council, we are proud to represent a diverse and resilient region with strong foundations in agriculture, manufacturing, industry, tourism, and community life. The Harvey Region has continued to evolve since the adoption of the previous Economic Development Strategy in 2020, navigating significant global and local change while maintaining its strong sense of identity and opportunity. This Strategy builds on that momentum, reaffirming our ambition to position the Harvey Region as a leading Australian region by 2031 — one that values sustainability, inclusion, innovation, and lifestyle.

From an organisational perspective, this Strategy provides a clear framework to guide decision-making, investment, and advocacy. It supports the Shire’s Council Plan 2025–2035 and Integrated Planning and Reporting Framework, ensuring economic considerations are embedded across planning, infrastructure, service delivery, and partnerships. Importantly, it recognises the Shire’s role as an enabler — creating the conditions for business, industry, and community to thrive — while acknowledging that success depends on collaboration with State and Federal governments, industry, investors, and our community.

This Strategy has been shaped through extensive engagement with local businesses, schools, community members, industry stakeholders, and government partners. What we heard was clear: there is strong confidence in the Region’s potential, alongside a desire for greater clarity, coordination, and readiness to respond to growth. The focus areas and priorities outlined in We Are Forward 2031 respond directly to this feedback, addressing challenges such as land supply, housing, infrastructure capacity, and workforce needs, while capitalising on emerging opportunities in renewables, advanced manufacturing, tourism, and innovation.

Delivering this Strategy will require sustained leadership, strong governance, and a shared commitment to action. Council will continue to set strategic direction and advocate on behalf of the Region, while the organisation will focus on implementation, partnerships, and continuous improvement in how we support economic development outcomes.

Together, with our community and partners, we are confident this Strategy will help shape a prosperous, resilient, and vibrant future for the Harvey Region.

Michelle Campbell  
*Shire President*

Annie Riordan  
*Chief Executive Officer*





**Logue Brook - Lake Brockman**



# Background

## Purpose

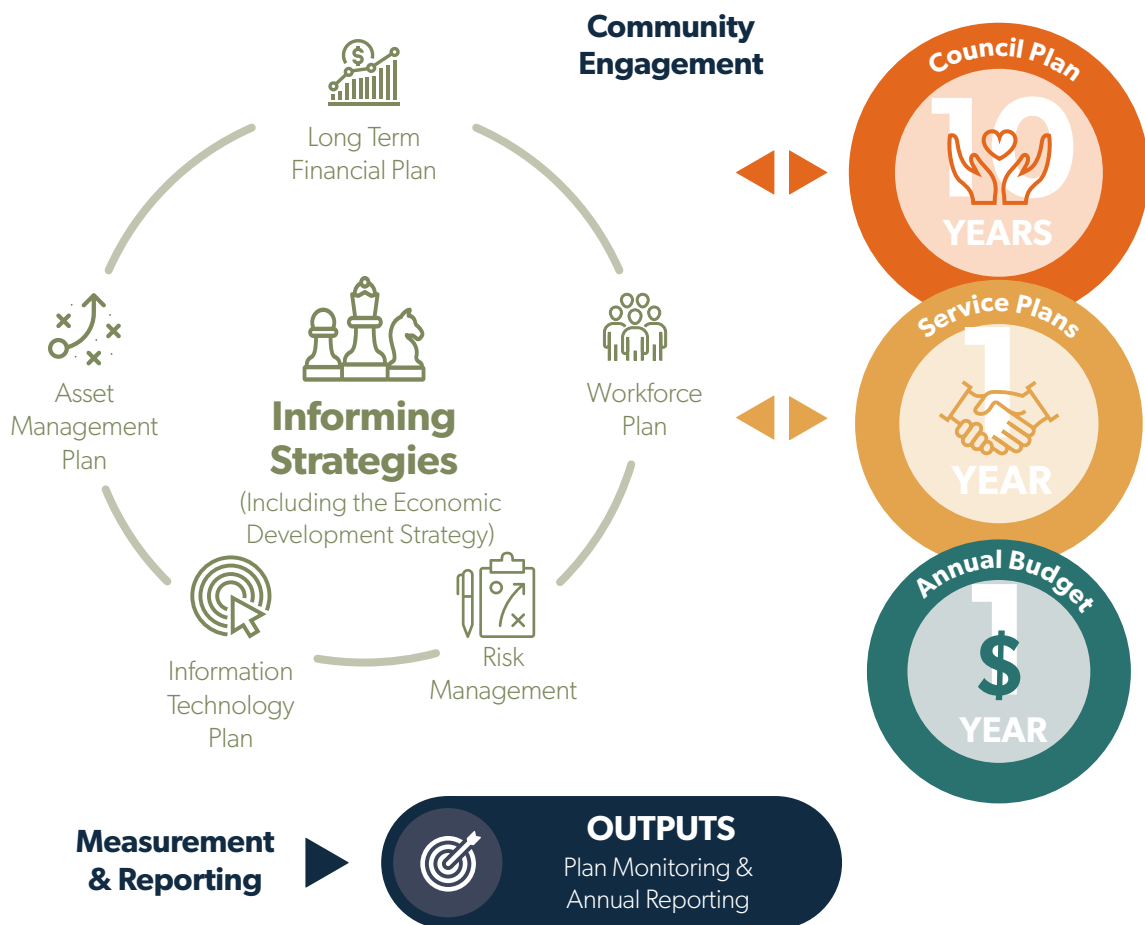
The Shire of Harvey Economic Development Strategy – We Are Forward 2031 (the Strategy) has been prepared to establish the guiding principles, focus areas and actions that will be applied to encourage sustainable growth in the Harvey Region’s diverse range of industries. The Strategy supports the success of local businesses and delivering economic and social benefits for the community.

The Strategy establishes a sound framework for the ongoing consideration of economic impact across all Shire and Harvey Region activities and interactions, and guides the allocation of limited resources in a way that creates measurable benefits for residents and businesses.

## Planning for the future

The *Local Government Act 1995* requires all local governments to plan for the future of the district. The Shire of Harvey fulfils this requirement through its Council Plan 2025–2035, supported by Service Plans, the Long Term Financial Plan, Workforce and Diversity Plan, Asset Management Plan, Informing Strategies and the Annual Budget. These documents are prepared in line with the State Government’s Integrated Planning and Reporting (IPR) requirements, ensuring the Shire meets statutory obligations while aligning with modern governance reforms.

## Integrated planning and reporting framework



The Integrated Planning and Reporting (IPR) Framework provides a structured approach for local governments to plan for the future of the district and report on progress. It encourages continuous improvement in how priorities are set, resources are allocated, and accountability is maintained.

The Framework ensures that:

- Community input is consistently integrated into long-term planning,
- Planning is coordinated across financial, asset, workforce and service areas,
- Performance is monitored so the Shire can adapt to changing needs, and
- Planning processes are regularly refined and improved.

During 2024-2025, the Shire continued to report against its Strategic Community Plan 2021–2031 and its Corporate Business Plan, as required under the *Local Government Act 1995* and the *Local Government (Administration) Regulations 1996*.

At the same time, the Shire completed major improvements to its planning framework, transitioning from the previous Strategic Community Plan and Corporate Business Plan model to a new Council Plan 2025–2035, supported by a full suite of detailed Service Plans. This change provides a clearer connection between community priorities, Council decision-making and the services the Shire delivers.

The new Council Plan sets out five clear strategic pillars, while the Service Plans explain what each Shire service does, how it performs, and the resources required to deliver it. This updated and more modern approach strengthens transparency, supports better budgeting and reporting, and ensures the Shire can clearly demonstrate how it delivers on community expectations.

**Within the Integrated Planning and Reporting (IPR) Framework, this Economic Development Strategy is an informing strategy that supports the Shire’s long-term planning and decision-making.**



## Strategy structure

The Strategy considers the Shire's role in supporting local economic development and seeks to leverage current economic strengths to achieve a clear future vision. The core elements of the Strategy are:



### LOCAL ECONOMIC DEVELOPMENT

The role of the Shire of Harvey in economic development



### WHERE WE ARE NOW

A review of recent trends across a range of socio-economic indicators



### OUR FUTURE

Opportunities and challenges for the Shire of Harvey in achieving success



### OUR STRATEGY

Defining our aspirational future, actions and measures of success



Sathya Olive Company



# Local economic development

Treendale

## Key benefits of a strong local economy

Local economic development is the process of strengthening the economic capacity of an area so that it can deliver long-term benefits for the community, it goes beyond simply expanding the size of the economy. Instead, it focuses on creating jobs, building wealth, improving productivity, and ensuring that the gains of growth are shared fairly across the community.

True development is transformative. It is about improving the structure of the local economy — fostering higher-value industries, encouraging innovation, and supporting sustainable practices. Economic growth can increase activity and income, but without development it may not result in better living standards or greater resilience.

Local economic development is also about collaboration. Councils, businesses, community organisations and governments all have different but important roles to play. Working together, they can create the conditions for investment, stronger local businesses, skills development and vibrant places that contribute to quality of life for residents.

A strong local economy delivers wide-ranging benefits for the community. These include:

<b>Diverse employment</b>	More local jobs across a range of industries, giving residents greater choice and stability.
<b>Population attraction and retention</b>	A thriving economy makes the Harvey Region an attractive place to live, work and invest.
<b>Improved services and amenities</b>	Stronger economic activity supports better community facilities, infrastructure, and local offerings.
<b>Higher skills and wages</b>	A more productive economy creates opportunities for learning, career growth and improved incomes.
<b>Increased land and business</b>	Economic strength adds value to local assets and encourages further investment.
<b>Resilience to external shocks</b>	A diverse, sustainable economy is better able to withstand challenges and adapt to change.

## Economic development principles

This Strategy is guided by the following principles to ensure activities deliver measurable benefits:

### Alignment with Council priorities

Activities should support the long-term goals set out in the Shire of Harvey Council Plan 2025–2035, contributing to a prosperous, sustainable and liveable community.

### Value and impact

Activities should be prioritised based on clear evidence of business and community needs, and assessed for both economic and social benefits.

### Collaboration and partnerships

Success depends on working together. Activities should be developed in partnership with local businesses, community groups, neighbouring local governments, and other levels of government.

### Sustainability and resilience

Activities should protect and enhance the natural environment, strengthen the Shire's and Harvey Region's capacity to adapt to change, and build a diverse and resilient economy.

### Measurable outcomes

Activities should be supported by defined metrics so progress can be tracked and reported openly.



## The role of the Shire of Harvey

The role of local government in economic development is to act as an enabler of growth, resilience and diversification. Local government do this by creating the conditions that allow businesses and communities to succeed, while recognising their limited resources and sphere of influence.

Local governments contribute in four main ways:

Taking action to attract and support businesses. This can include branding and marketing the area, using shire-owned land or buildings, or providing seed funding and events to encourage investment and activity.

**Stimulator/  
Promoter**

Creating a business-friendly environment through clear policies, streamlined approvals, and reducing barriers for businesses. This role is about making it easier for enterprises to start, grow, and operate locally.

**Facilitator**

Working with other levels of government, agencies, and community groups to align services and infrastructure. This includes coordinating projects like transport links, digital connectivity, or shared facilities that support local businesses and communities.

**Coordinator**

Directly investing in or partnering on development projects where there are a clear community and economic benefit. Local government may act as developers of community infrastructure or enter joint ventures to bring forward projects that would not otherwise happen.

**Entrepreneur/  
Developer**



Shire of Harvey Administration Office



# Where are we now?

## Major events

A lot has changed since the Shire of Harvey's 2020–2025 Economic Development Strategy was drafted and adopted. Key developments that have shaped the economic landscape include:

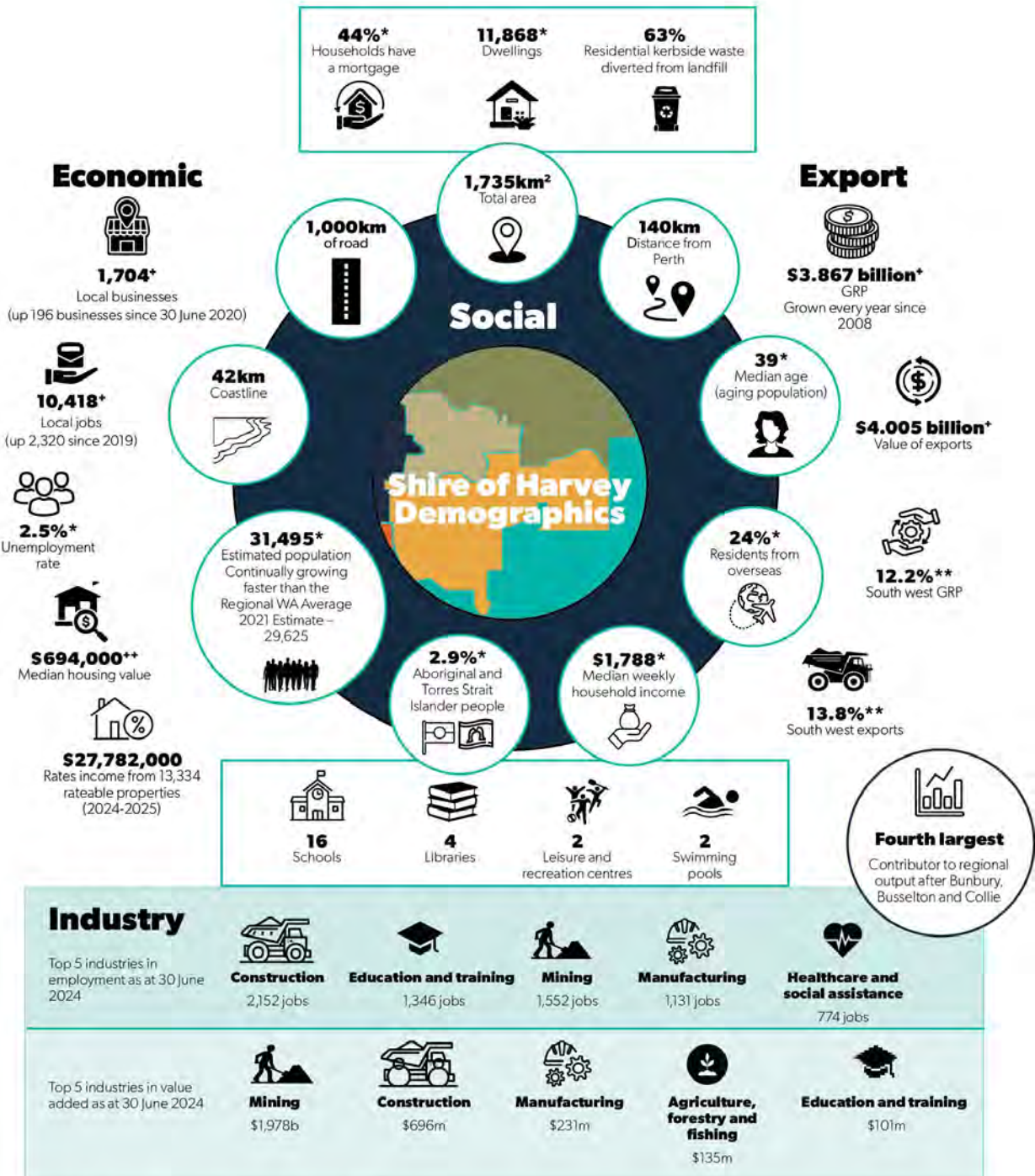
<b>COVID-19 pandemic</b>	A global health crisis that disrupted economies, workplaces and communities, resulting in widespread social and economic impacts.
<b>Geopolitical conflicts and wars</b>	Ongoing international conflicts that create economic uncertainty, affect global markets and disrupt trade.
<b>Global energy crisis</b>	A period of energy supply shortages and rising costs that place pressure on businesses, households and governments worldwide.
<b>Trade tensions and supply chain disruptions</b>	International trade disputes and logistical challenges that interrupt the flow of goods and increase costs for businesses.
<b>Climate change, environmental pressures and natural disasters</b>	Increasing environmental risks that impact communities, infrastructure, agriculture and long-term economic resilience.
<b>Technological acceleration</b>	Rapid innovation and digital transformation that are reshaping industries, workforces and service delivery.



## Resulting trends

<b>Energy transition and renewable energy focus</b>	Investment in renewable technologies and the supporting infrastructure to reduce reliance on fossil fuels.
<b>Cost-of-living pressures and inflation</b>	Rising prices for food, housing and energy placing stress on households and businesses.
<b>Housing availability and affordability challenges</b>	Population growth and migration creating demand pressures across the country.
<b>Health and wellbeing / rising social service costs</b>	An ageing population and economic pressures driving greater demand for services.
<b>Circular economy</b>	Shifting towards systems that design out waste, keep materials in use longer, and create new industries around reuse and resource recovery.
<b>Waste reduction and recycling</b>	Stronger emphasis on reducing waste, reusing resources and adopting sustainable practices.
<b>Growing concern about food security</b>	Disruptions in global supply chains increasing the focus on local and resilient food production.
<b>Labour supply constraints and skills shortages</b>	Competition for workers in key sectors, difficulty attracting and retaining skilled labour in regions.
<b>Digitalisation and remote / hybrid work</b>	Businesses and workers adopting flexible work arrangements and greater use of digital technologies.
<b>Shifts in population and workforce distribution</b>	More people relocating to regional areas, combined with ageing demographics, changing the demand for housing, services and infrastructure.

# Economic overview

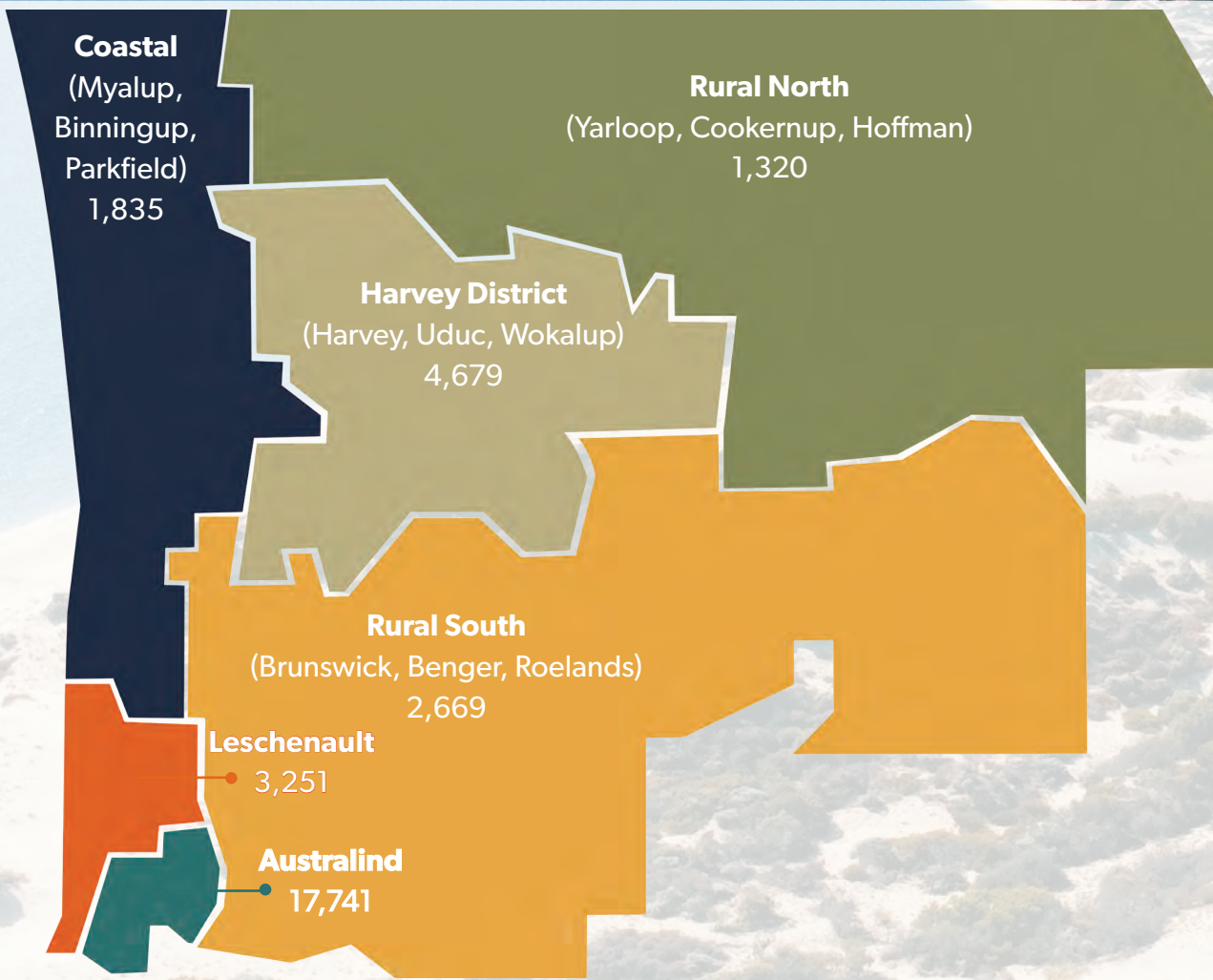


\*Source: Australian Bureau of Statistics

+Source: NIEIR

\*\*Source: REMPLAN

++Source: view.com.au

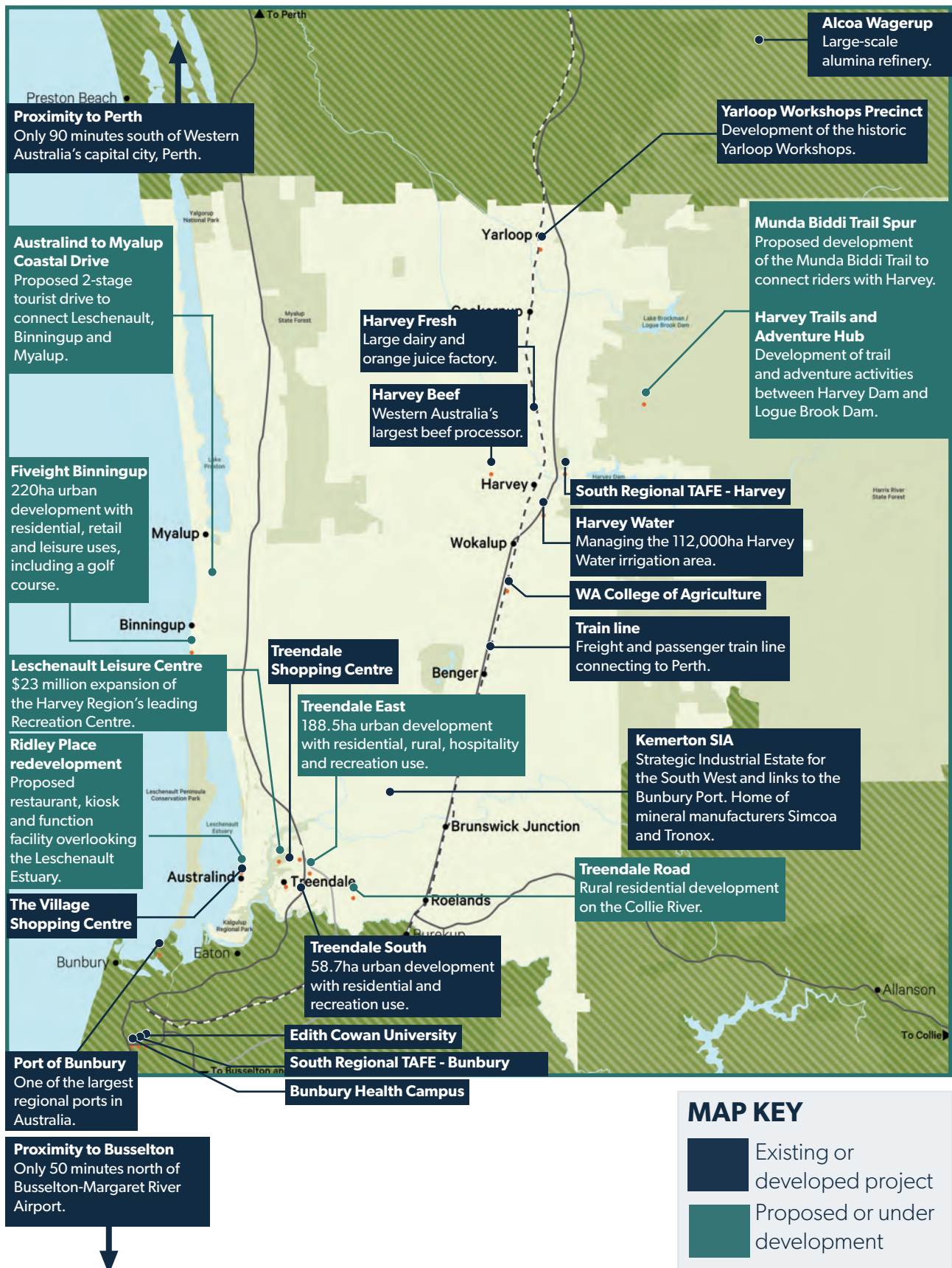


# Our places

**A place-based approach to understanding and addressing local needs.**

\* Demographic information source: <https://profile.id.com.au/harvey>  
 Estimates as at January 2026

# Major projects and infrastructure



## Proposed subdivisions

Recent residential development (including proposed development) has been largely concentrated in Treendale and Binningup, with limited new housing supply elsewhere in the Shire, particularly in smaller towns that already have established infrastructure.

### Binningup

The Fiveight Binningup subdivision will deliver around 1,040 new homes over a staged 20–30-year program. Fiveight has already released and sold the first nine residential lots at 64 Valentine Road within Lakewood Shores. Further land releases are planned once approvals and infrastructure works are in place. The development will roll out progressively, with the first larger stages anticipated in the coming few years depending on access and servicing.

### Treendale East

The Treendale East Local Structure Plan (188.5 hectares) is strategically located between Forrest Highway, Raymond Road and the Wilman Wadandi Highway. It provides for approximately 2,200 new homes supported by commercial, community and recreational facilities, creating a significant new growth area for the Shire. The plan establishes frameworks for infrastructure, transport, water and bushfire management but a detailed staging schedule for housing releases has not been outlined. The Western Australian Planning Commission approved the Structure Plan in November 2025.

### Treendale South (Treendale Riverside)

The Treendale South (Treendale Riverside) development covers 59 hectares between Treendale and the Collie River, overlooking the Collie River Foreshore Reserve. It is primarily a residential project, with opportunities for recreation facilities alongside housing. Some lots have already been released and sold, with further stages expected to follow as the estate expands. The site is bounded by Quartz Road with The Boulevard running through its centre. The estimated population of this subdivision is 2,000.

### Treendale Road

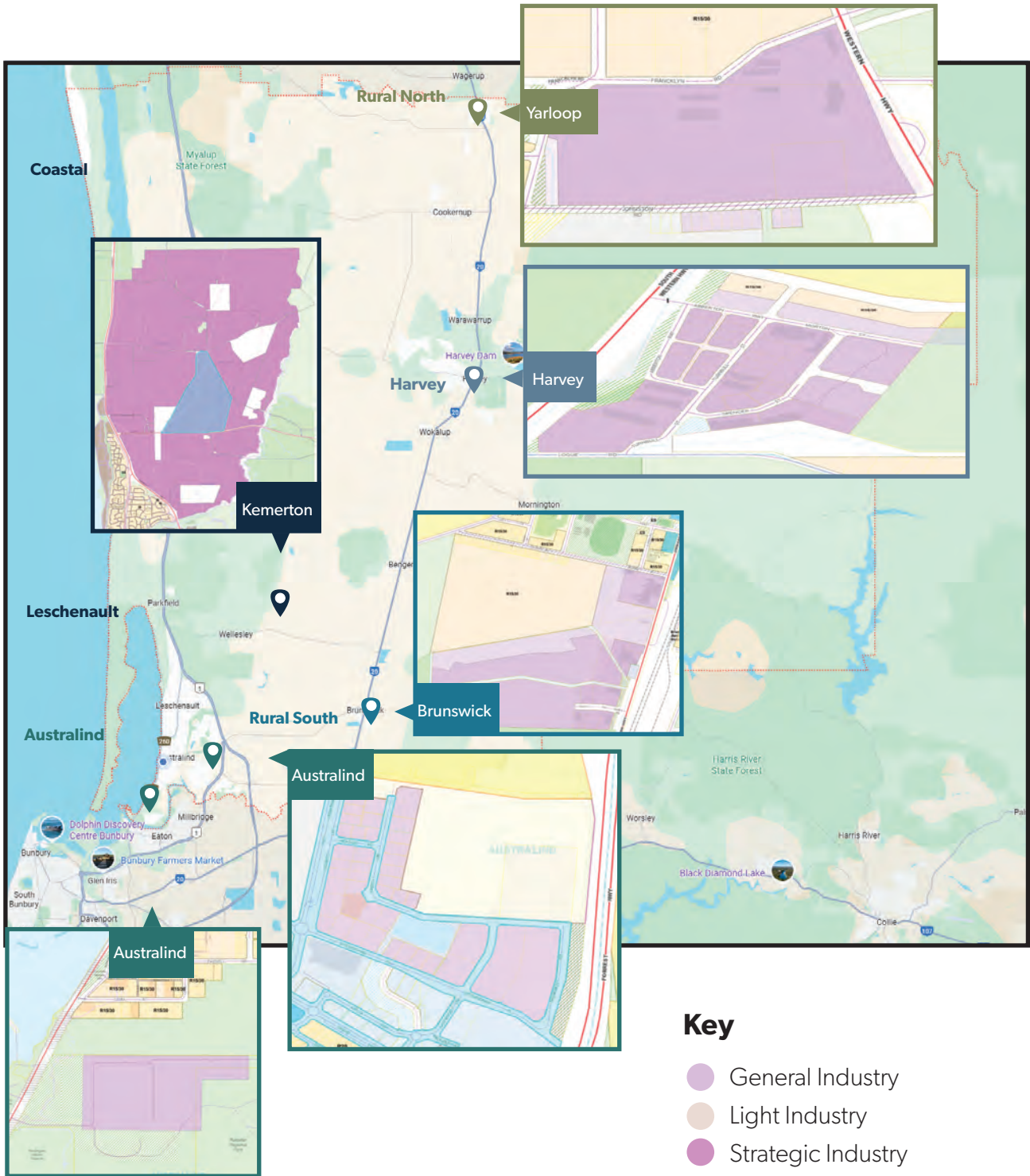
The Treendale Road development is a proposed 429 hectare rural residential project. It would create 124 rural residential lots, each at least one hectare in size, and is expected to accommodate approximately 323 people. The site is located south of Raymond Road, between the Wilman Wadandi Highway and the South Western Highway, with a small pocket of land situated between the Wilman Wadandi Highway and the existing Meadow Landings subdivision.

The development is planned to be delivered across three stages. The layout also includes open space buffers between the residential lots and the Collie River.

### Other

To view the latest and previously approved structure plans, visit:  
<https://www.harvey.wa.gov.au/build-and-develop/planning/planning-framework-documents>

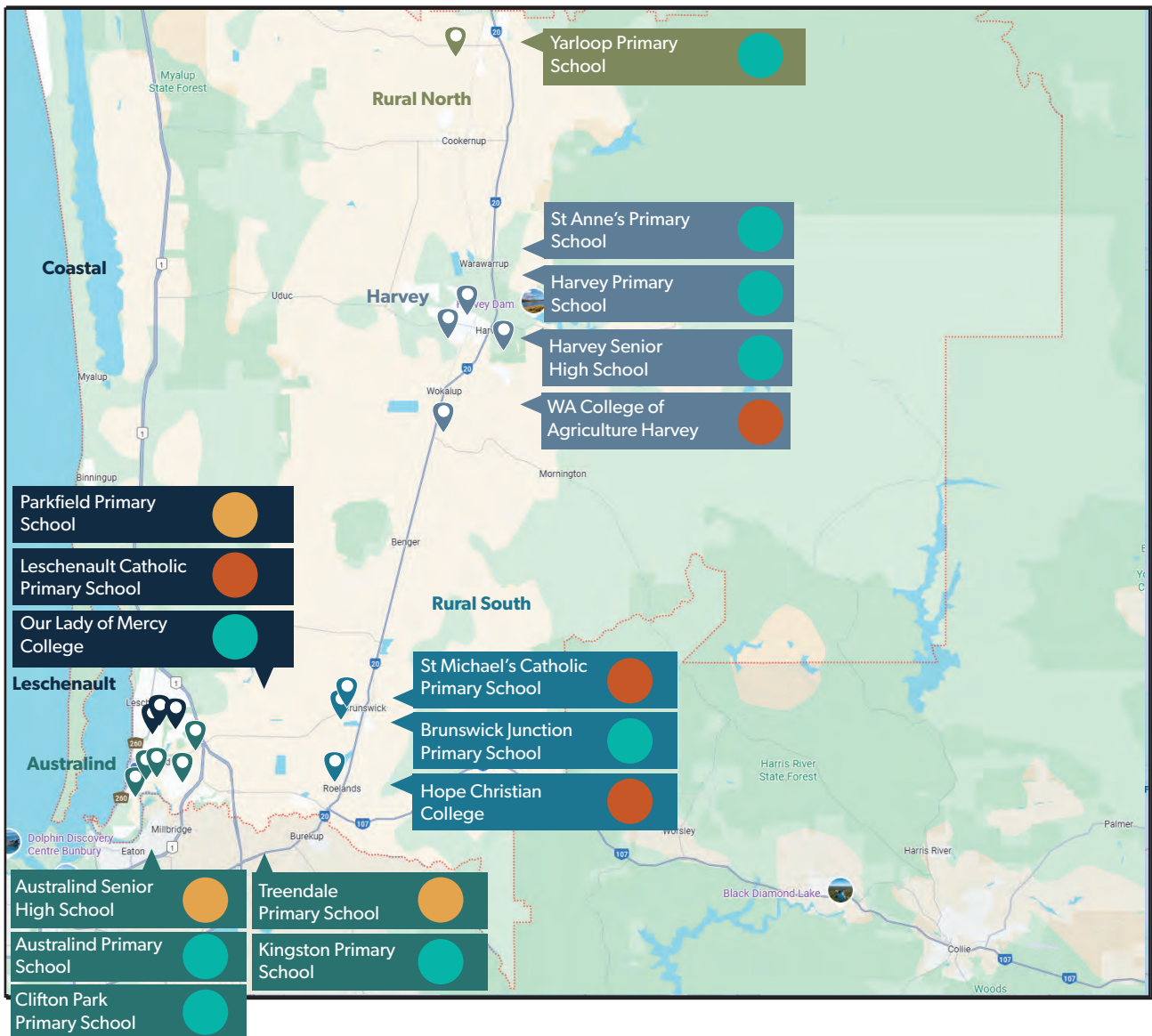
# Industrial areas



Presently, there is no serviced general or light industrial zoned land available within the existing subdivisions in the Shire of Harvey Local Government Area (LGA).

Business and stakeholder feedback received during the consultation period highlighted this as a significant concern and impediment to growth. It also increases the risk of an established business relocating their operations elsewhere if an opportunity arises.

## Local schools (2025)



### MAP KEY

- School under student capacity
- School near student capacity
- School at student capacity

School quality and capacity directly affect economic development by shaping a skilled workforce and attracting families and investment.

Public schools can increase student capacity through demountable classrooms, enabling them to respond quickly to enrolment fluctuations without requiring major new builds.

Schools in Brunswick, Harvey and Yarloop are currently operating below capacity. This under-utilisation strengthens the case for supporting additional housing development in these localities, as

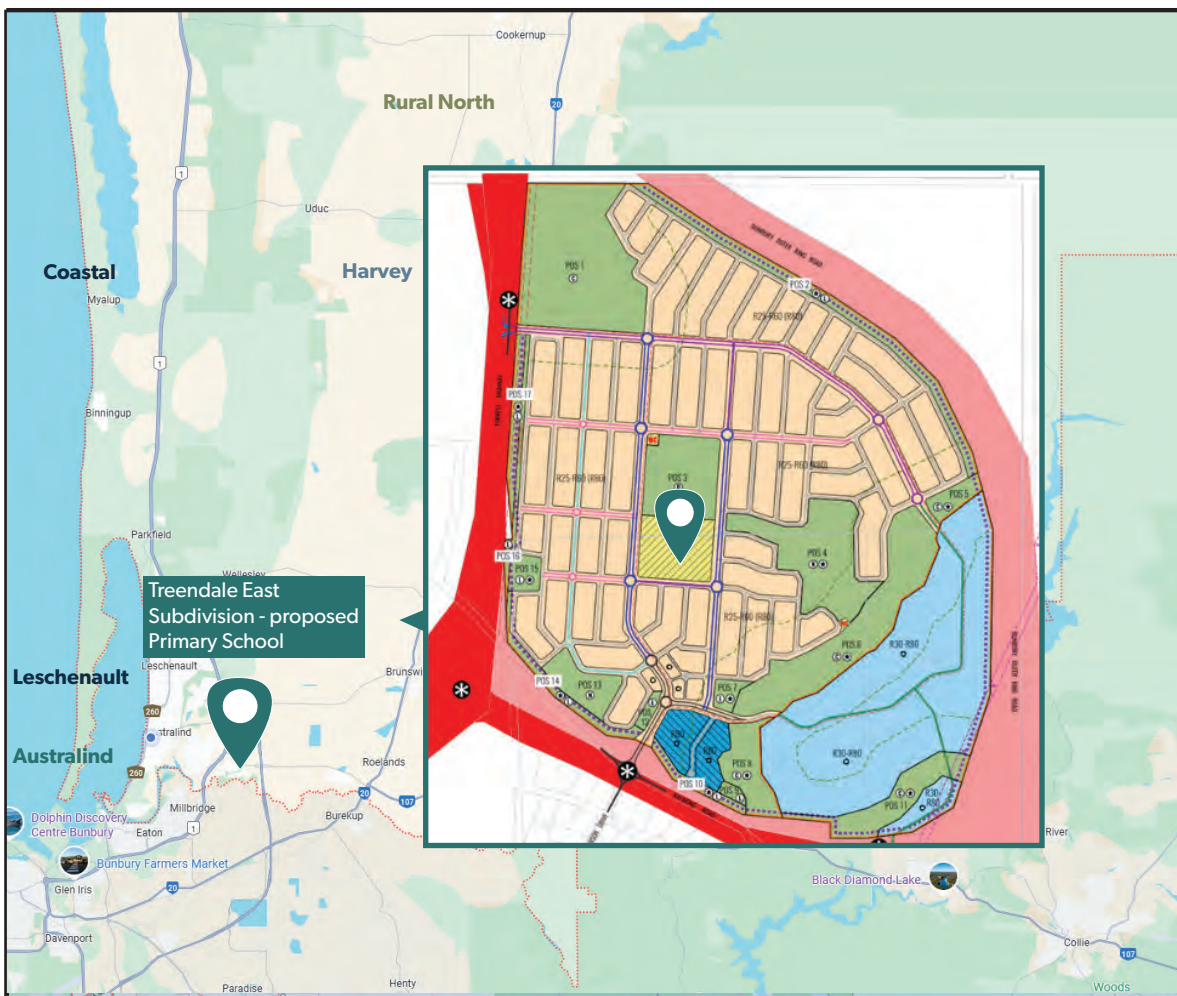
existing education infrastructure is well placed to absorb future growth.

Similarly, Australind Primary School and Clifton Park Primary School have spare capacity. This appears to be linked to ageing populations and limited recent residential development in their catchments (as well as Brunswick, Harvey and Yarloop), which has reduced the number of school-aged children.

It is also worth noting that a lack of nearby after-school care services can affect enrolment levels at some schools, as families may choose locations that better support working arrangements.

## Proposed schools

The proposed Treendale East subdivision includes land specifically set aside for a new primary school, ensuring future education needs are planned for as the area grows. This allocation supports a family-friendly community and helps provide local schooling options within Treendale East and surrounding areas. There is no area for a high school allocated for the area.



Source: Department of Planning, Lands and Heritage

# SWOT analysis



# Strengths

## Town and urban areas

### Sustainable population growth

- Third-largest LGA in the South West, with further projected population growth on the back of subdivisions mentioned in the proposed subdivision section.

### Regional catchment connection

- Part of the wider Bunbury-Geographe population of 100,000+, supporting labour supply, services, and market access.

## Industry leadership and key sectors

### Diverse economy

- Robust, diverse economy with strong output across multiple sectors.

### Mining, processing and extractive industries

- Major resource processing activity anchored by the Kemerton Strategic Industrial Area (SIA).

### Major construction projects delivered

- Construction sector strength supporting growth and major projects.

### Agriculture heartland

- High-value production base, including WA's largest beef processor and a broad agribusiness ecosystem.

## Strategic location and connectivity

### Central South West positioning

- ~90 minutes to Perth and Margaret River; ~50 minutes to Mandurah and Busselton.

### Freight and export advantage

- Close to Bunbury Port and major industrial supply chains.

### Airport access

- Proximity to Perth Airport and Busselton-Margaret River Airport.

### Road and rail links

- Excellent highway access via Forrest and South Western highways, and train stations supporting commuting and logistics.

### Asia-aligned time zone and Indian Ocean position

- Advantage for trade, investment attraction, and future blue-economy opportunities.

## Land and infrastructure

### Natural coastal and estuarine assets

- 42 km coastline and 13 km of estuary.

### Land availability for growth

- Capacity for residential, industrial and commercial expansion in planned areas.

## Natural resources, renewables and waste

### Water security assets

- Three dams and river systems, plus the Harvey Water Irrigation System, delivers highly fertile land supporting intensive agriculture.

### Protected natural landscapes

- Three National Parks and State Forest.

### **Renewables advantage**

- Increasing renewable investment opportunities.

### **Natural beauty and biodiversity**

- Unique geo-landscapes, Ramsar wetland, and location within a global biodiversity hotspot.

## **Productivity and economic output**

### **Strong overall economy**

- Gross Regional Product (GRP) estimated at \$3.87 billion (year ending June 2024) and historically high value per hectare.

## **People and business**

### **Iconic brand**

- Leading and innovative businesses, including iconic national/international brands.

### **Skilled workforce**

- Trade-skilled workforce aligned to industry needs and strong education and training institutions feeding local labour pipelines.

### **An employed workforce**

- Low unemployment relative to many regional areas.

### **Diversity and cohesion**

- Cultural diversity and community cohesion.

# **Weaknesses**

## **Towns and urban areas**

### **Stretched resources and varying priorities**

- Nine towns with diverse needs stretch resources, investment and strategic focus.

### **Central Business District (CBD) transition lag**

- Town centres are not transforming quickly enough to meet changing consumer behaviours and retail trends.

## **Land and infrastructure**

### **Housing shortages**

- Residential housing shortage, including limited diversity of dwelling types.

### **Limited tourism accommodation**

- Short-stay accommodation gaps, due to limited tourism zoned land and a focus on workers and residential accommodation. Limits tourism yield, destination development and event hosting.

### **Building practices**

- Limited fill material availability affecting development feasibility and cost.

### **Lack of commercial and industrial land**

- Insufficient zoned land supply for industrial, and commercial uses impacting business growth, investment, attraction and retention.

### **Maintenance burden**

- Ageing facilities and infrastructure increasing renewal burden.

### **Digital connectivity**

- Blackspots (e.g., Benger, Leschenault, Harvey Hills/Mornington, Myalup, Yarloop) and slow connectivity reducing business competitiveness and liveability.

## People and business

### Boomers ageing

- Ageing demographic with rising service and workforce pressures.

### Youth out-migration

- Youth are leaving for education and career pathways.

### Empty shopfronts

- Commercial building owners reluctant to upgrade, delaying CBD renewal and compliance improvement.

### Lack of marketing

- Opportunities for skill development across sections of the business community

### Red tape concerns

- Perception of red tape affecting investor confidence and project timing.

## Natural resources, renewables and waste

### Waste issues

- Limitations on waste facilities.

# Opportunities

## Industry leader and key sectors

### Agriculture, food production, manufacturing, agri-tourism and tourism growth

- Rising global and domestic food demand.
- Expansion of value-adding and export-oriented agribusiness.
- Increasing interest in farm-gate, seasonal, and localised food markets.

### Tourism uplift

- Strong potential in trails, nature-based tourism, food and beverage, and coastal/estuary experiences.
- Growing agri-tourism market aligned with region's strengths.

## Land and infrastructure

### Productivity opportunities

- Innovative/alternative construction methods to lower cost and decrease construction time.

### Future-proofing growth

- Integrated planning for housing, ageing-in-place, transport and community infrastructure.

### Planned residential growth areas

- Developments such as Treendale East and Fiveight Binningup.
- Infill/expansion in towns with established services (e.g., Harvey, Brunswick).

## Resource, renewables and circular economy

### Clean energy industries

- Carbon capture, battery storage, and renewable energy investment opportunities.

### Circular economy leadership

- Plans for Stanley Road and Richardson Road waste facilities could lift the region to sector leadership and align with State/Commonwealth waste targets.

### **Defence industry diversification potential**

- Rising government defence spending may open indirect pathways for local firms into supply chains, assets, logistics and specialised manufacturing.

## **Threats**

### **Land and infrastructure**

#### **Neighbouring zoning constraints**

- Regional planning schemes are influencing and limiting industrial/commercial expansion options.

#### **Construction costs and timing**

- High construction costs and extended delivery timeframes—particularly delays associated with headworks provision—are affecting the feasibility and timing of housing, industrial development and civic infrastructure projects.

#### **Highway access**

- Complex approvals and costs for development near Forrest and South Western highways due to slip lane and other requirements associated with Main Roads WA.

### **Industry leadership and key sectors**

#### **Geopolitical issues**

- Rising geopolitical tension increasing supply chain risk and market volatility for trade-exposed sectors.

### **Natural resources, renewables and waste**

#### **Energy transition risk**

- Community concern and uncertainty during shift from coal-fired power to renewables.

#### **Land-use conflict**

- Renewable and residential projects competing with agricultural land.

#### **Pressure on natural assets**

- Risk of overuse and degradation of coastline, wetlands, farmland and biodiversity areas.

#### **Climate change and declining rainfall**

- Long-term threat to agriculture, water storage and ecosystems.

#### **Biosecurity and disease**

- Potential shocks to livestock, cropping and export markets.

#### **Water quality and salinity issues**

- Concerns for users relying on Wellington Dam water.

#### **Competitive disadvantage**

- Progressive neighbouring local governments may attract investment and talent more quickly.



# Consultation

## Consultation process

The Strategy was shaped through a comprehensive consultation program where members of the Executive Leadership Team, with the Shire President, met directly with eight Harvey Region businesses and two local schools, selected to reflect a cross-section of the Region's largest industries, including mining, construction, manufacturing and agriculture. In addition, a further 23 businesses representing other key sectors and a mix of large and small operators across all localities, as well as the remaining schools within the LGA, were invited to provide input via email or phone.

To broaden participation, the Economic Development Strategy Business Survey was made available on the Shire of Harvey's Have Your Say platform and promoted through the Shire's Facebook page and the Shire and Harvey Region websites.

Engagement with key stakeholders also occurred, including (but not limited to) the South West Development Commission (SWDC), Regional Development Australia (RDA) South West and the Bunbury Geographer Economic Alliance (BGEA). Feedback gathered through the Council Plan consultation process was considered alongside this work, and internal meetings across directorates took place to ensure the Strategy aligned with other Shire of Harvey priorities and projects.

## What we heard

### **Greater transparency from Shire business units in relation to approvals**

There is a strong expectation from the community and business sector for clearer, more transparent processes from the Shire in relation to building, environmental, health and planning approvals. Improving visibility of requirements, timeframes, and decision-making will build confidence and support investment.

### **Limited service-ready industrial land**

A lack of suitably zoned and service-ready industrial land is constraining business growth and expansion. If this gap is not addressed, the Region risks losing existing businesses to other areas and missing opportunities to attract new investment.

### **Housing shortages impacting the workforce and towns**

The shortage of housing is affecting local businesses' ability to attract and retain staff. This impact is also being felt in smaller towns, where workforce constraints and limited housing options are making it harder for schools to grow student numbers and sustain services.

### **Headworks constraints, particularly power**

Headworks requirements — especially the availability, timing and cost of power upgrades — are a growing barrier to development. These constraints affect project feasibility, delay delivery, and reduce the Region's ability to respond quickly to business and housing demand.

### **Increasing tourism potential alongside natural beauty**

There is strong interest in growing tourism by building on the Region's natural beauty, agricultural strengths and local history. Agri-tourism opportunities such as farm stays, food and beverage trails, and on-farm experiences were frequently identified, alongside the importance of preserving historic places and town centres.



# The future

Harvey Dam

The Harvey Region is entering a decade of significant opportunity. Strong economic fundamentals, a strategic South West location, a productive agricultural base and major industrial assets position the Region for continued growth. With population expected to increase further, driven by developments such as Treendale East, and Fiveight's Binningup, and infill opportunities in established towns, the Region is set to consolidate its role as a leading centre within the Bunbury-Geographe catchment.

Managing this growth effectively and sustainably will require coordinated planning and greater clarity across approvals, land supply, infrastructure, and investment pathways. There is a strong community and business expectation for clearer, more transparent Shire approval processes across building, environmental, health and planning. Increasing visibility of requirements, timeframes, and decision-making will be essential in building confidence, reducing uncertainty, and supporting small businesses, investors and major projects.

Similarly, limited service-ready industrial land, and a lack of infrastructure support at Kemerton Strategic Industrial Area, and the region as a whole, remains a constraint on future economic expansion. Without additional zoned and serviced land, the Region risks businesses relocating elsewhere and missing new investment opportunities. Strategic industrial land planning — supported by infrastructure upgrades, utilities capacity and close collaboration with state agencies — will be critical to sustaining the Region's industrial strength and unlocking new sectors such as advanced manufacturing and renewable energy, and getting involved in circular economy supply chains where opportunities arise.

Housing supply is a defining issue shaping the Region's future. Current shortages are constraining workforce attraction and retention, which in turn affects business productivity and the day-to-day functioning of our towns. While new subdivisions are planned for Treendale and Binningup, smaller communities are already feeling the flow-on pressures. These include growing difficulty sustaining school enrolments and maintaining essential local services, risks that can compound over time if housing options don't broaden across the whole Region.

As population grows, expanding diverse housing options — from family homes to smaller dwellings, aged-care facilities, affordable housing and short-stay accommodation — will be vital to maintaining liveability, supporting workers and strengthening the resilience of local communities.

Infrastructure headworks, particularly power availability and upgrade costs, pose a growing barrier to development. Delays and high connection costs can limit feasibility for residential projects, commercial builds, and industrial expansion. Addressing these headworks constraints through long-term infrastructure planning and early engagement with utilities providers will be essential to respond to business needs and sustain economic momentum.

Despite these challenges, the Region's future remains highly promising. Its strong brand, agriculture sector, productive industries, growing tourism potential, strategic transport access, and globally significant natural assets create a compelling platform for sustainable growth.

Strengthening partnerships with neighbouring LGAs and regional organisations will help lift the profile of the wider South West, positioning the Shire of Harvey more prominently on state, national and international stages, with investigation into City status recognition potentially supporting this over time.

Ongoing revitalisation of town and urban centres, improvements to digital connectivity, and delivery of modern community infrastructure will also shape the Region's identity and attractiveness. Enhancing pathways for young people, deepening links between education and industry, and supporting a skilled, diverse workforce will be central to long-term economic resilience.

The transition to renewable energy — supported by industrial capability and land availability — presents significant opportunity, provided land-use impacts are carefully managed to protect agriculture and biodiversity.

With thoughtful planning, balanced growth and strong governance, the Harvey Region is not only well placed for the future, but already stands out as a highly liveable, productive and connected place to live, work and invest, offering a compelling quality of life today and an exciting, opportunity-rich outlook for generations to come.



House of Sharday

# Our strategy

## Shire vision

Together, towards an even better lifestyle.

## Economic vision

A leading Australian region with a sustainable, innovative environment where investors, businesses and residents prosper.

## Our strategic focus

Five focus areas have been developed to guide the Shire's, investors, businesses and community actions in working towards this goal.

### Focus area 1: The sustainable essentials



Infrastructure, services, renewables and land

### Focus area 2: Attracting bright minds and bold ideas



Talent attraction, investor support, capacity building, education and training

### Focus area 3: Alive with energy and liveability



Placemaking, main street activation, events, inclusion, arts, heritage and culture

### Focus area 4: Creating the Harvey Region competitive edge



Brand, profile, business growth, and collaboration

### Focus area 5: Driving industry focus



Agriculture, tourism, agri-tourism, food production and manufacturing

## Our priorities

To guide long-term sustainable growth, the Shire will focus on several priority projects and advocacy areas that respond directly to community and industry needs. These priorities recognise the Shire's enabling role and the importance of strong partnerships with State Government, utility providers, industry and private developers.

### Ridley Place development

Progress the delivery of the Ridley Place Restaurant and Café redevelopment as a key catalyst project for the Leschenault Estuary Foreshore. Given the scale, approvals, design and construction requirements, this project may extend beyond the life of this Strategy. The Shire will continue to advance all preparatory work — including feasibility, design development, and land tenure — to ensure steady progress and support activation of the foreshore precinct.

### Kemerton Strategic Industrial Area (SIA)

Continue to advocate for essential infrastructure upgrades within Kemerton, particularly power availability, capacity improvements and battery storage options, to support future industry attraction. Promote the importance of the Kemerton SIA to government agencies and industry, raising awareness of its strategic value to the State. While the Shire does not control decisions, it will continue to advocate for supporting industry to be eligible to do business at Kemerton and advocate for serviced industrial lots and government assistance to stimulate development.

### Industrial, commercial and tourism zoned land supply

Investigate potential locations for future industrial and commercial land to address the current gap in zoned and serviced industrial areas and commercial precincts. This includes identifying sites near existing industrial precincts where services and infrastructure may be more readily accessible. Progression would include land capability assessments, discussions with State Government agencies, and advancing rezoning processes where appropriate.

Advocate for tourism zoned land to alleviate the gap in the tourism accommodation market.

### Residential development in smaller towns

Advocate for the timely progression of residential subdivisions in smaller towns such as Harvey, Brunswick and Yarloop, where existing infrastructure, established communities and under-capacity schools provide strong foundations for growth. The major barrier in these areas is the cost and timing of headworks, particularly power. The Shire will continue to lobby government and utilities to explore funding support and coordinated infrastructure planning to unlock development.

### Strategic positioning - city status investigation

Investigate the potential for the Shire of Harvey to pursue City Status as a means to elevate the profile of the region, strengthen recognition by State and Federal Governments, and support future funding and investment opportunities. This work will include reviewing eligibility criteria, identifying strategic benefits and risks, and engaging with community and stakeholders as required.

## Coastal road access

Lobby for the establishment of a coastal road, with supporting dual use paths, between Leschenault, Binningup and Myalup to provide strategic and safe access between our coastal communities. The Shire will continue to facilitate the development process with State Government departments, landowners, and our coastal communities.

## Downsizing and retirement living options

Continue to advocate for increased retirement living options and age-appropriate housing across the Harvey Region, including retirement villages, independent living units and other downsizing choices. These options are essential to support ageing in place, free up existing housing stock, and provide residents with pathways to remain in their local communities. The Shire will actively engage with private developers, community housing providers and relevant State agencies to explore suitable sites, reduce barriers, and encourage investment in high-quality seniors' accommodation.

## Circular economy

The Shire will encourage circular economy practices that keep materials in use, reduce waste and support local enterprise. Central to this is sustained investment in the Shire's waste management assets to ensure best-practice material recovery, modern recycling infrastructure and efficient, streamlined disposal pathways for industry. The Shire will continue to expand these capabilities, including through the Reuse Shop and future transfer-based infrastructure, to strengthen its role as a regional hub for reuse, recycling and low-waste business activity. The Shire will also promote and facilitate ongoing conversations about the circular economy across the local community, encouraging shared learning and collaboration between residents, businesses and industry.



Dwyer Engineering



# Focus area 1: The sustainable essentials

## Infrastructure, services, renewables and land

### Transformational ambition

We will get the infrastructure and service essentials right and encourage sustainable development at our core.

A place thrives when its foundational needs, such as social, economic, and physical infrastructure, are established through government and community-led, collaborative efforts.

The Harvey Region's economic base is also directly linked to the region's ecological health, and any economic development approach needs to ensure the health of the local natural environment.

Encouraging a circular economy will be a key driver of economic development going forward.

"A circular economy is an economic model that replaces the traditional "take-make-waste" system with one that is restorative and regenerative by design. It aims to eliminate waste and pollution, keep products and materials in use for as long as possible through sharing, reusing, repairing, and recycling, and regenerate natural systems."

Ellen MacArthur Foundation

### What we've been doing

#### Creating new communities

- Worked with Fiveight to masterplan leading outcomes for the Binningup Development, delivering integrated outcomes across residential areas, foreshore connectivity, a golf course, walking and cycling trails, accommodation, retail and hospitality, while protecting key environmental assets.
- Supported the Treendale East and Treendale South Structure Plans.

#### Growing our infrastructure

- Supported the \$1.46 billion BORR Project (Wilman Wadandi Highway).
- Construction of The Promenade Extension in Treendale.
- Attracted Regional Connectivity Program funding for new and upgraded towers to improve digital connectivity in the region. The project was delivered in partnership with the telecommunications provider Swoop (NodeOne) and the Western Australian government.
- Received \$6.1 million in funding for the Harvey Library expansion.

#### Providing essential housing

- Delivered the Brunswick River Cottages Stage 2 and 3, featuring twenty new independent living units for seniors over 65 and Aboriginal people over 55.

## Future game-changing projects

- Establishing approval and future funding for a Coastal Road from Leschenault to Binningup/ Myalup.
- The construction of Treendale East and Fiveight Binningup.
- Establishing approval for additional commercial, tourism and industrial zoned land.
- Securing aged care or ageing in home facilities.
- Placing a sustainability lens on everything that we do.
- Construct the Harvey Library expansion.
- Over 55 housing development proposal on Wright Street, Harvey
- Affordable housing development proposal for Hester Street, Harvey



Valentine Beach Lookout, Binningup



## Strategic initiatives

Initiative	Responsible Business Unit	Timing
<b>Road, rail, airports, and public transport</b>		
<p>Support local, national and international markets and connectivity through rail, road, airport and port links.</p> <ul style="list-style-type: none"> <li>Lobby for increased capacity and use of the Bunbury Port including provisions for container facilities. <ul style="list-style-type: none"> <li>Encourage consideration of measures to minimise the impact of port expansions on Estuary Drive connectivity between Bunbury and Australind.</li> </ul> </li> <li>Advocate for the continued growth of Busselton Margaret River Airport, including marketing, improved access and transport connectivity options for visitors and residents, and cold storage options for produce.</li> <li>Lobby the State Government to upgrade or develop major transport road and rail routes as required to service all industry.</li> <li>Support and leverage transport links to enhance hyper-connectedness and invigorate activity.</li> <li>Support re-opening of the Australind Train Service and maximise the benefit to the community and visitors.</li> </ul>	Economic Development, Infrastructure Services	Ongoing
<b>Circuits, access and scenic drives</b>		
<p>Encourage the gazetting of strategic roads that will:</p> <ul style="list-style-type: none"> <li>Support tourism and business development in key locations and provide secondary fire access routes.</li> <li>Support the creation of circuit tourist drives.</li> </ul>	Infrastructure Services, Economic Development	Ongoing
Advocate for the upgrade of bridges in the Harvey Region to support trucking movements.	Infrastructure Services	Ongoing
Complete the Uduc, Forestry and Government Roads alignment in Harvey.	Infrastructure Services	2026-2027
Advocate for upgrades to the Harvey Quindanning Road.	Infrastructure Services	2026-2028

## Power, batteries and water

Advocate to Western Power, Water Corporation and Harvey Water to ensure the Harvey Region’s power and water needs are supported through planning, infrastructure investment, and ongoing management to ensure reliable and consistent service.

Infrastructure Services, Sustainable Development

Ongoing

Encourage developers to secure subsurface water for new land subdivisions.

Parks and Gardens

Ongoing

### Water

Work with the State Government and private businesses on projects that support the ongoing protection of the Region’s irrigation water supply.

Infrastructure Services

Ongoing

Maintain status as a WaterWise Council.

Waste and Safety Services

Ongoing

### Power

Advocate for and support power infrastructure upgrades and development in areas where current network capacity is limiting industry growth or day-to-day operations.

Economic Development

Ongoing

### Battery

Lobby the State Government to upgrade the power and battery options for renewables into the Kemerton SIA to encourage new users and industry.

Economic Development, Planning Services

Ongoing

## Sewerage and waste management



Partner with the City of Bunbury to consider the future role, purpose and strategic direction of Bunbury-Harvey Regional Council.	Waste and Safety Services	Ongoing
Deliver and operate the new Reuse Shop at Richardson Road to expand opportunities for community reuse, repair and repurposing.	Waste and Safety Services	Ongoing
Advance planning and development of the Richardson Road Transfer Station to ensure long-term, efficient and accessible waste service.	Waste and Safety Services	2026-2027

## Land, housing and accommodation

<p>Ensure the Region is investment ready, with an appropriate supply of zoned residential, commercial, tourism and industrial land.</p> <ul style="list-style-type: none"> <li>Investigate opportunities to rezone land as industrial land. Identify areas that would be of value to new or existing businesses and are accessible to existing infrastructure.</li> <li>Complete a 'Health Check' review of the Planning Strategy.</li> <li>Investigate the option of a larger formal review of the Planning Strategy.</li> <li>Allow for the consideration the development of agri-tourism and agri-education whilst protecting the primacy of agriculture.</li> <li>Investigate options for unproductive coastal land use currently zoned agriculture.</li> <li>Support the development of subdivisions in small towns, such as Harvey.</li> <li>Support the delivery of approved Structure Plans for residential housing, such as Treendale East, Treendale South, Treendale Road South, and Fiveight Binningup.</li> </ul>	Sustainable Development	Ongoing
Advocate to State and Federal governments for increased funding and support to offset headworks costs and reduce wait times associated with new subdivisions and developments.	Office of the CEO, Economic Development, Infrastructure Services	Ongoing
Advocate for increased funding and support from State and Federal governments for affordable and social housing initiatives within the Harvey Region.	Marketing and Communications	Ongoing
<p>Ensuring the delivery of well-designed, affordable housing options.</p> <ul style="list-style-type: none"> <li>Encourage alternative building methods i.e. pole housing that doesn't require in-fill.</li> <li>Encourage the adoption of modern construction methods such as modular building, prefabrication and sustainable design practices.</li> </ul>	Sustainable Development	Ongoing

Advocate for State and Federal Government managed land that is vacant or unallocated to be repurposed and developed for aged care, community housing, affordable housing and tourism.	Planning Services	Ongoing
Monitor accommodation availability for seasonal workers, and continue to explore options for non-resident workers' accommodation, including in urban and rural locations.	Planning Services, Economic Development	Ongoing
Identify Shire-managed land that could be made available for diverse, aged and affordable housing developments, potentially through long-term leases to community housing providers. <ul style="list-style-type: none"> <li>Maintain Brunswick River Cottages.</li> <li>Investigate other opportunities with business case development, including Wright and Hester Streets proposals.</li> </ul>	Planning Services	Ongoing

## Digital connectivity

Advocate for Government and the private sector to improve digital infrastructure and connectivity throughout the Harvey Region.	Economic Development	Ongoing
Collaborate with telecommunications service providers to promote awareness of digital connectivity options available across the Harvey Region.	Economic Development	Ongoing
Provide free or low-cost Wi-Fi in strategic public places, including town centres, parks, libraries and key tourism precincts.	Information Services	Ongoing

## Asset maximisation

Update and implement the Land Optimisation Strategy for Shire freehold land.	Planning Services	2026- 2027
Support the activation of Shire assets: <ul style="list-style-type: none"> <li>Implement an online booking system for Shire venues.</li> <li>Investigate creating a 10-year venue refurbishment and upgrade program to better meet user needs.</li> <li>Encourage use of facilities and venues for community and visitor events.</li> <li>Investigate options for income generation including: <ul style="list-style-type: none"> <li>Review internal processes and staffing requirements to strengthen the commercial management of Shire assets and maximise opportunities for revenue generation.</li> </ul> </li> </ul>	Asset Management and Property Services, Economic Development, Corporate Services, Community Development	Ongoing

Investigate potential uses for the Harvey Commonage (Reserve 22977).	Economic Development, Planning Services	2029-2031
Construct Harvey Library expansion and community area in the Harvey Community Precinct. <ul style="list-style-type: none"> <li>• Include a May Gibbs element to drive activation of Harvey's CBD area and tourism offering.</li> </ul>	Special Projects, Community Development	Ongoing

## Partnerships

Continue to support the Bunbury Geographe Economic Alliance and encourage the State and Regional strategies to align with the Shire's Strategic plans.	Economic Development	Ongoing
Encourage State and Federal government agencies to purposefully engage with local government regarding major projects within the Shire and the Greater Bunbury Region.	Office of the CEO	Ongoing

## Sustainability

Implement the Local Biodiversity Strategy 2025-2035.	Sustainable Development	Ongoing
Support and model best-practice approaches to clean technology, circular economy, reduced transport emissions, waste elimination, resource recovery and renewable energy production. <ul style="list-style-type: none"> <li>• Implement best practice within Shire assets and operations as technology become operationally viable.</li> <li>• Work with key stakeholders to implement the Corporate Adaptation Action Plan to reduce emissions and enhance climate resilience within the Shire.</li> <li>• Build business and community resilience to natural hazards including drought, fire, flood, sea level rise.</li> </ul>	Waste and Safety Services	Ongoing
Support our industries and businesses to be more sustainable and embrace a circular economy <ul style="list-style-type: none"> <li>• Understand and build awareness of the implications and opportunities in circular economy processes.</li> <li>• Support circular economy initiatives, research and investment.</li> </ul>	Waste and Safety Services	Ongoing

## Metrics

- ▶ Number of circular economy initiatives supported.
- ▶ Number of advocacy engagements with telecommunications providers.
- ▶ Number of affordable and social housing deliveries.
- ▶ Maintenance of Waterwise Council status.
- ▶ Kilometres of road installed/upgraded.
- ▶ Number of infrastructure and community facility projects under investigation or development (project register).
- ▶ Area of land zoned residential, commercial, tourism and industrial.
- ▶ Vacancy rate in selected key areas and main streets.

## Existing or potential partners

Arc Infrastructure, Australia's South West (ASW), Bunbury–Harvey Regional Council, Bunbury Geographe Economic Alliance (BGEA), Busselton Margaret River Airport, City of Bunbury, City of Busselton, community, Dairy Australia – WA, Department of Biodiversity, Conservation and Attractions (DBCA), Department of Communities, Department of Planning, Lands and Heritage (DPLH), Department of Primary Industries and Regional Development (DPIRD), Department of Transport, Department of Water and Environmental Regulation (DWER), Development WA, Federal Environmental Agency, Federal Government, Harvey Water, Leschenault Catchment Council, Main Roads WA, National Trust Australia, NBN, Peel Harvey Catchment Council, private businesses, private landowners, Public Transport Authority (PTA), Regional Development Australia – South West (RDA South West), Shire of Waroona, South West Development Commission (SWDC), Southern Ports, Southern Seawater Desalination Plant, State Government, Telstra, TransBunbury, vegetable and fruit industry state bodies, Water Corporation, Western Power.



Harvey Water



## Focus area 2: Attracting bright minds and bold ideas

**Talent attraction, investor support, capacity building, education and training**

### Transformational ambition

People are the lifeblood of our Region. We will aim to attract and retain top talent and innovators by developing compelling reasons for people to stay and grow.

We must nurture and attract skilled individuals, entrepreneurs, and investors to innovate and challenge the norm.

We will continue to encourage all our residents to learn, progress, upskill, build capacity and retrain so they can access the current and future employment opportunities. This includes 'Future Generation Proofing' by encouraging an economy for young and future generations.

### What we've been doing

#### Promoting our Homegrown Heroes

- We launched 18 case studies with imagery for our Homegrown Heroes, our top makers and shakers in the Harvey Region.

#### Building Capacity

- We hosted the inaugural We Are Social 25, a full day google and social media workshop with more than 30 Harvey Region businesses.



White Rocks Farm



## Strategic initiatives

Initiative

Responsible Business Unit

Timing

### Talent attraction and retention

Grow the Harvey Region's popularity as a desirable place for talent to live and promote to the talent pool and investors.

Economic Development Ongoing

- Meet Makers and Shakers: Inspire talent attraction, visitors, and residents by telling the stories of our leading makers and shakers through exceptional video stories, social media, online advertising, itineraries and media.
- Encourage recruiters to use the brand to promote career and lifestyle opportunities for prospective workers.

### Create spaces and places

Support the creation of agri-tech, innovative food production and related use industrial land within general agriculture areas.

Planning Services Ongoing

Support the creation of creative hubs, maker spaces, and co-working spaces within the Harvey Region.

Sustainable Development, Community Development Ongoing

### Education, capacity building, training and development

Advocate for and support initiatives that strengthen workforce skills across the Region by:

Community Development, Library Services, Economic Development Ongoing

- Supporting and collaborating with education and training providers to improve access to learning pathways.
- Advocating for skills development aligned with current and emerging workforce needs.
- Maximising the role of nearby universities and training providers as ongoing sources of regionally connected talent.
- Focusing workforce attraction and skills development on industries that deliver sustainable value and local employment outcomes.

Advocate for adequate primary and high school supply, including encouraging the State Government and private schools to hold adequate land in the Treendale-Australind-Binningup area aligned with predicted population growth.	Planning Services, Economic Development	Ongoing
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## Youth

<p>Invest in youth and skills:</p> <ul style="list-style-type: none"> <li>Review the Shire’s Voices for Youth Plan.</li> <li>Engage with young people, youth organisations, businesses and social enterprises to understand and address barriers to training and employment.</li> <li>Support initiatives and programs delivered by relevant training and employment providers to improve employment opportunities for young people, including providing relevant skills, connecting to industry and promoting employment pathways.</li> </ul>	Community Development, Library Services	Ongoing
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## Early years

<p>Implement key initiatives from the Shire’s Bright Futures Early Years Strategy including:</p> <ul style="list-style-type: none"> <li>Grow and retain our skilled and committed early years workforce.</li> <li>Work with the Early Years Network to support families to be school ready.</li> <li>Offer Early Years programs at Shire libraries.</li> </ul>	Community and Lifestyle	Ongoing
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## Diversity and Inclusion

<p>Support the attraction and integration of international migrant workers in the community to address workforce shortages and help meet industry needs.</p> <ul style="list-style-type: none"> <li>Support the Designated Area Migration Agreement (DAMA) in the South West, including transition to the WA state-wide DAMA.</li> <li>Support the Pacific Australia Labour Mobility (PALM) scheme.</li> </ul>	Economic Development	Ongoing
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Implement the Shire’s inaugural Reconciliation Action Plan.	Community Development	Ongoing
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## Metrics

- ▶ Net migration of working age residents (20-54).
- ▶ Number of businesses supported with branded workforce promotion tools.
- ▶ Number of jobs promoted using Harvey Region branding.
- ▶ Number of “makers and shakers” content created.
- ▶ Number of workforce skills programs supported or delivered.
- ▶ Implementation rate of other Shire strategies.

## Existing or potential partners

Aboriginal Business Directory WA, Advocacy WA, agriculture industry and investors, Bunbury Geographe Chamber of Commerce and Industry (BGCCI), community groups, Creative Tech Innovation Hub (WACTIH), Curtin University, Department of Education, Department of Home Affairs, Department of Planning, Lands and Heritage (DPLH), Department of Primary Industries and Regional Development (DPIRD), Designated Area Migration Agreement (DAMA), Edith Cowan University (ECU), Federal Government, Gnaala Karla Booja, Harvey Aboriginal Corporation, Harvey Region schools, Innovation WA, Jobs and Skills Australia, JSW Youth South West (YSW), migrant employers (including Harvey Fresh and Harvey Beef), Migration WA, Pacific Australia Labour Mobility (PALM) Scheme, private developers, private industry, private and Catholic school organisations, Shire of Dardanup, Small Business Development Corporation, South Regional TAFE – Bunbury and Harvey campuses, South West Aboriginal Workforce Development, South West Registered Training Organisations (South West RTOs), State Government, Supply Nation, University Department of Rural Health, WA College of Agriculture.





## Focus area 3: Alive with energy and liveability

### Placemaking, mainstreet activation, events, inclusion, arts, heritage and culture

#### Transformational ambition

Invigorating the Harvey Region's vibrancy and economic performance will continue to cement the area's reputation as the preferred Western Australian LGA to in which to visit, work, study, live, and invest.

By getting the liveability fundamentals right, Harvey Region enhances its economic competitiveness and attractiveness.

Success depends on vibrant streetscapes, green spaces, activated and revitalised spaces, creative cultural and built heritage, solid infrastructure services, safety, accessibility, quality rural and urban design and sustainability goals.

#### What we've been doing

##### Investing in spaces

- Maintained and improved public parks including Ridley Place, Galway Green and Binningup.
- Constructed a new skate park in Harvey.
- Upgraded lighting and infrastructure at Brunswick Oval.
- Constructed new tennis courts in Brunswick.
- Undertook landscape improvements on Harvey's main street.
- Created the Karragarup PlaySpace in Australind.
- Upgraded the Harvey Senior Citizens Building.
- Constructed the Leisure Drive shared path.
- Advocated for refurbishment of the Australind Jetty.
- Signed a Memorandum of Understanding with other local governments in relation to Kalgulup Regional Park.

##### Encouraging art, culture and heritage

- Implemented public art in key public spaces and developed a Creative Strategy to guide ongoing cultural and arts efforts in the Harvey Region.
- Re-developed the Australind, Harvey and Leschenault Heritage Trails.
- Established the Harvey Hike Trail.

##### Secured Funding

- Secured \$15.5 million in funding for the Leschenault Leisure Centre's Courts Expansion Project.
- Secured \$750,000 in funding for the Harvey All Abilities Playground.
- Secured \$1 million in funding for the development of the Harvey Munda Bididi Spur Trail.
- Secured \$350,000 to upgrade the Virgo Brace Playground
- Secured \$150,000 to upgrade the Collie River Bridge fishing platform.

## Supporting events with energy

- Established the Sunset Festival in Australind and the Harvey Region Heritage Festival.
- Attracted and supported major events such as the Harvey Harvest Festival, Brunswick Rodeo, Country Sounds, Harvey Agricultural Show, and Brunswick Agricultural Show.

## Grants

- Continued delivery of annual community grants.

## Friendship city

- Entered into a Friendship City Agreement with the City of Moka, Japan

## Future game-changing projects

- Building engaging and accessible play spaces in Harvey.
- Construction of a new skate park in Binningup.
- Deliver the Harvey Munda Biddi Spur Trail.
- Development of Ovals 7 and 8 at Leschenault Recreation Park.
- Leschenault Leisure Centre Court expansion project.





## Strategic initiatives

Initiative	Responsible Business Unit	Timing
<b>Main streets/CBD activation and placemaking</b>		
<p>Support initiatives that activate our CBDs and main streets shops and buildings.</p> <ul style="list-style-type: none"> <li>Investigate opportunities to highly encourage activation of vacant shops in towns.</li> <li>Investigate barriers and opportunities to main street owners activating and upgrading their facilities to meet building, planning and health requirements, including accessibility requirements.</li> <li>Encourage appropriate alfresco dining in main street and CBD precincts, whilst maintaining safety and pedestrian access.</li> <li>Investigate the implementation of a Planning Policy that reduces red tape for main street activation.</li> <li>Work with community groups and relevant stakeholders to promote and implement initiatives.</li> </ul>	<p>Sustainable Development, Infrastructure Services, Community Development</p>	<p>Ongoing</p>
<p>Encourage on-brand placemaking initiatives and activation by community and not-for-profit (NFP) groups within the various towns, villages and communities across the Harvey Region.</p> <ul style="list-style-type: none"> <li>Support the Brunswick Town Team Movement with their vision to provide Mainstreet beautification and activation.</li> <li>Encourage increased participation from Harvey Mainstreet Committee, Myalup Progress Association, and other relevant groups. <ul style="list-style-type: none"> <li>Encourage groups to apply for existing State and Sector grants.</li> </ul> </li> <li>Build capacity of community associations.</li> </ul>	<p>Community Development</p>	<p>Ongoing</p>
<p>Support 40km speed limits in town centres/main streets.</p>	<p>Infrastructure Services</p>	<p>Ongoing</p>
<p>Support beautification of key entry points.</p> <ul style="list-style-type: none"> <li>Yarloop: Beautify Johnston Road entrance of South Western Highway and along Johnston Road.</li> <li>Harvey: Advocate for the beautification of South Western Highway and Uduc Road. <ul style="list-style-type: none"> <li>Investigate roundabout options.</li> </ul> </li> </ul>	<p>Economic Development</p>	<p>Ongoing</p>
<b>Arts, culture and heritage</b>		
<p>Implement the Mural Art Project and Public Art Trail.</p>	<p>Community Development</p>	<p>Ongoing</p>

Investigate Film Friendly Local Government status and create appropriate promotional assets.	Economic Development	Ongoing
Encourage the preservation, renovation, better use and activation of our heritage buildings, sites and assets: <ul style="list-style-type: none"> <li>• Preserve the heritage character and village feel within towns and investigate the potential to develop State-recognised heritage precincts.</li> <li>• Encourage owners to apply for State and Federal heritage grants.</li> <li>• Incorporate guidance on adaptive reuse and conservation management approaches that support visitor experiences.</li> <li>• Encourage the protection and appropriate activation of heritage buildings.</li> </ul>	Sustainable Development	Ongoing
Encourage the development of the Harvey Internment Camp site (owned by the Department of Education) into a major tourism attraction.	Sustainable Development	Ongoing
Continue to develop and maintain Friendship City arrangements.	Economic Development	Ongoing
<b>First Nations culture and heritage</b>		
Work with Elders to increase awareness of local First Nations history: <ul style="list-style-type: none"> <li>• Identify possible locations throughout the Harvey Region for renaming or dual naming. <ul style="list-style-type: none"> <li>– Once identified and implemented, add naming, interpretation and storytelling at significant sites that are open to the general public.</li> </ul> </li> </ul>	Community Development	Ongoing
Support the development of a yarning circle in Harvey and other First Nations tourism infrastructure and tours across the Shire.	Community Development Economic Development	Ongoing



## Sport and recreation

Create, upgrade and maintain spaces for key community groups and demographics. Includes, but not limited to:

- Implement and maintain skateparks in strategic locations:
  - Investigate and seek funding for new skate parks and/or pump tracks in Brunswick, Yarloop and Roelands.
- Maintain and/or replace playgrounds as per the 15-year Playground Maintenance and Replacement Program. Key projects include:
  - Virgo Brace Playground
  - One Tree Park
  - Christina Reserve Playground
  - Harvey Dam Playground
  - Treendale Boulevard/Sapphire Playground
- Install oval lighting upgrades at Leschenault Recreation Park.
- Installation of turf training nets at Leschenault Recreation Park.
- Design of Ovals 7 and 8 at Leschenault Recreation Grounds.
- Implement the first stage of the Leschenault Leisure Centre Court expansion project.
- Upgrade the drainage at Harvey Recreation Grounds
- Investigate the activation needs of high valued areas:
  - Meriden Park’s capability to deliver events and activities.
- Upgrade the fishing platform on the Collie River.
- Brunswick Recreation Ground light and power upgrades.

Special Projects, Community Development, Parks and Gardens Services

Ongoing

## Liveability

Continue to support the return of rail corridors within town centres to the Public Transport Authority to allow for better protection and activation of surrounding precinct areas and heritage buildings.

Governance and Strategy, Parks and Gardens Services

Ongoing

Advocate for Main Roads WA to upgrade the intersection for Raymond Road, Grand Entrance and Forrest Highway.

Infrastructure Services

2026-2027

Advocate for Binningup and Myalup intersection upgrades off Forrest Highway.

Infrastructure Services

Ongoing

Engage with property owners and relevant government stakeholders to progress a coastal road connecting Myalup and Leschenault via Binningup.

Planning Services

2026-2027

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## Community safety and crime prevention

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Implement the Shire's Community Safety and Crime Prevention Plan.

Planning Services,  
Community  
Development,  
Information Services,  
Waste and Safety  
Services

Ongoing

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## Access and inclusion

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Implement the Shire's Access and Inclusion Strategy.

Community  
Development

Ongoing

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Deliver the Harvey Accessible Playground at Meriden Park.

Parks and Garden  
Services

2025-  
2026

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## Seniors and health care

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Implement the Shire's Age Friendly Strategy, as well as support investment into the Harvey Hospital and allied health services.

Community  
Development, Library  
Services, Infrastructure  
Services

Ongoing

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## Early years and youth

Implement initiatives from the Shire's Bright Futures Early Years Strategy including supporting childcare facilities, play space activities, and early years programs through Shire assets.	Community and Lifestyle	Ongoing
Implement initiatives from the Shire's Youth Strategy, Voices of Youth Action Plan.	Community and Lifestyle	Ongoing

## Education – See Strategic Goal 2 People

### Events - community and major

Support the inclusion and reporting of event data to provide a more contemporary evidence base that supports strategic decision making and funding decisions for the events sector.	Economic Development, Community Development	Ongoing
<p>Review the Shire's Event Funding, including in-kind procedures.</p> <ul style="list-style-type: none"> <li>Review and update event funding criteria to align with Council's policies and support priorities for the sector, ensuring funds are used efficiently and effectively to support a successful and strategic events calendar.</li> <li>Investigate providing grant funding for on-brand major events that showcase the Harvey Region to state, national and international audiences.</li> <li>Develop a Shire of Harvey Sponsorship recognition process to ensure the Shire is recognised for its contribution. <ul style="list-style-type: none"> <li>Create a separate policy for Not For Profit and private business events.</li> </ul> </li> <li>Develop a Shire of Harvey policy and internal resource allocation on event support.</li> </ul>	Community Development, Economic Development, Governance and Strategy, Marketing and Communications	2026-2031
<p>Investigate and provide solutions to event barriers, including accommodation, transport, insurance and traffic management.</p> <ul style="list-style-type: none"> <li>Support temporary accommodation options for events such as camping and glamping tents.</li> <li>Encourage events to offer bus, tour, train, and car transfers from key locations.</li> <li>Support the alignment of events with the Australind Train, including package options for event attendees.</li> <li>Support events to secure affordable insurance.</li> <li>Develop Traffic Management Plans for key sites to reduce costs and planning.</li> </ul>	Environmental Health Services, Parks and Gardens Services, Economic Development, Planning Services	Ongoing

Improve the efficiency of the event permit and approvals process to benefit event organisers and support the attraction and retention of events.	Sustainable Development	2026-2031
Build capacity by supporting event organisers to deliver self-sustaining events and drive economic benefit to the Harvey Region: <ul style="list-style-type: none"> <li>Establish a toolkit/resource for event operators to support the professional development of organisers, ensure events are managed safely and successfully, and promote financial sustainability of operators.</li> <li>Encourage the use of a professional event manager to improve management and promotion of local key events.</li> <li>Encourage events to become more sustainable through income generation, grants and ticket sales.</li> </ul>	Sustainable Development	2026-2031
Increase awareness of upcoming events to complementary hospitality and accommodation businesses to encourage collaboration and increase level of industry support to service event attendees and stimulate consumption opportunities.	Economic Development, Marketing and Communications	Ongoing

## **Sport, nature and adventure events**

<ul style="list-style-type: none"> <li>Proactively seek out and bid for major sporting events that will generate vibrancy, utilise existing infrastructure and align with our key strengths. <ul style="list-style-type: none"> <li>Source budget to attract major sporting events through partnerships with Sport event facilitators.</li> <li>Source grant funding for major sporting events.</li> <li>Work with local sporting groups, and the LLC and the Harvey Recreation and Cultural Centre (HRCC), to identify and attract appropriate events, including rugby at LLC and cricket at Harvey Recreation Ground.</li> </ul> </li> <li>Work with Department of Biodiversity, Conservation and Attractions (DBCA) to create trails and infrastructure for nature and adventure events in forest areas. <ul style="list-style-type: none"> <li>Investigate gravel riding trails.</li> <li>Deliver the Harvey Munda Bididi Spur Trail and other downhill trails, and investigate event hosting capabilities</li> <li>Investigate trail running and hiking events</li> </ul> </li> <li>Support road cycling and car rally events.</li> </ul>	Economic Development, Recreation Services, Community Development	Ongoing
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## Agri-tourism events

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- Support the creation of leading and authentic produce market event(s).
- Support an annual or seasonal agri-tourism open day(s).
- Encourage events using high profile chefs using local produce.

Economic  
Development

Ongoing

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## Business events and conferences

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- Encourage business events and conferences in our key sectors, such as agriculture, manufacturing, etc.
- Utilise and promote existing facilities to support business visitors in the Harvey Region, including Shire assets.

Economic  
Development

Ongoing

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## Community events

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Support community-led events, including:

- Implement the Shire's Community Grants Program to support events and placemaking.

Community  
Development,  
Economic  
Development

Ongoing

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## Metrics

- ▶ Number of events held.
- ▶ Event visitor numbers.
- ▶ Event marketing metrics.
- ▶ Systems developed and delivered.
- ▶ Number of infrastructure and community facility projects under investigation/development (project register).
- ▶ Number of mainstreet activation initiatives delivered.
- ▶ Number of active town teams and committees engaged.
- ▶ Amount of grant funding received for heritage projects.

## Existing or potential partners

ALCOA, Arc Infrastructure, Art on the Move, ArtsWA, artists, art and culture community groups, Brunswick Recreation Ground users and lease holders, Bunbury Geographe Chamber of Commerce and Industry (BGCCI), Circuit West, City of Moka, community and sporting groups, Department of Biodiversity, Conservation and Attractions (DBCA), Department of Education, event managers, Gnaala Karla Booja (GKB), Harvey Aboriginal Corporation, Harvey Recreation Ground users and lease holders, Heritage Council of Western Australia, heritage building owners, heritage groups, investors and developers (including private land developers), Leschenault Catchment Council, local representatives on agriculture boards or associations, local venues, Main Roads WA, Ngalang Wongi Aboriginal Cultural Tours, private hospitality providers, private landowners and property owners, private tours, accommodation and hospitality operators, Regional Arts WA, Roelands Village, Shire facilities, shopping centre developers, South West Festival of Japan Committee, sport event facilitators, Town Teams and Main Street Committees, Western Australian Indigenous Tourism Operators Council (WAITOC), Yarloop Workshops Inc Committee.



Myalup Beach



## Focus area 4: Creating the Harvey Region competitive edge

### Brand, profile, business growth and collaboration

#### Transformational ambition

The Harvey Region will position itself as a top choice for business and enterprise by building a strong, recognisable brand that reflects its strengths, opportunities, and long-term vision.

A diverse and resilient business environment will be fostered by supporting innovation, encouraging entrepreneurship, and promoting collaboration across industries, education providers, and government. By strengthening the region's profile and actively promoting its advantages, the Harvey Region will attract investment, talent and enterprise that drive sustainable business growth and economic competitiveness.

#### What we've been doing

##### Invest

- Launched Invest Harvey Region and the Invest Harvey Region website.

##### Small Business Focused

- Achieved recognition as a Small Business Friendly Local Government.

##### Destination Harvey Region

- Established a new Shire of Harvey business unit to promote the Harvey Region as place to invest, visit, live and work.

##### Networking

- Jointly hosted with Bunbury Geographe Chamber of Commerce and Industry (BGCCI), the inaugural Harvey After Hours event, bringing like-minded businesses together.
- We established the Tourism Sundowners, where tourism businesses meet quarterly at a different Harvey Region venue.

#### Future game-changing projects

- Investigate City Status.



## Strategic initiatives

Initiative	Responsible Business Unit	Timing
<b>Build profile</b>		
Continue to re-energise the We Are Harvey Region brand with a narrative that is grounded, surprising, authentic, quirky and on-trend.	Economic Development	Ongoing
<p>Develop and implement a Destination Harvey Region Communication and Engagement Plan with key brand messages to generate media and influencer coverage profiling the Harvey Region as a place to invest, work, live and visit, advancing business and Harvey Region success through clear communication and targeted information.</p> <ul style="list-style-type: none"> <li>• Maintain website(s) – Harvey Region and Shire of Harvey.</li> <li>• Media visits.</li> <li>• Social media.</li> <li>• Collateral development.</li> <li>• Campaigns.</li> <li>• Signage.</li> <li>• Develop content and case studies.</li> <li>• Distribute e-news and regular blog and social media posts through Harvey Region and the Shire of Harvey platforms.</li> </ul>	Economic Development, Marketing and Communications	Ongoing
<ul style="list-style-type: none"> <li>• Encourage local businesses, organisations, community groups and events to maintain a professional, on-brand media library.</li> <li>• Maintain a Shire of Harvey and Harvey Region professional, on-brand media library.</li> </ul>	Economic Development	Ongoing
Investigate City Status to increase State and Federal funding opportunities, strategic recognition and investment.	Economic Development, Marketing and Communications	2026-2027
Encourage and support positive competition amongst local businesses to drive quality and growth.	Economic Development	Ongoing

<p>Encourage and support investment attraction through Invest Harvey Region.</p> <ul style="list-style-type: none"> <li>Promote industry diversity and business investment opportunities.</li> <li>Review the <i>Invest - Harvey Region</i> as required.</li> <li>Continually update content on the website.</li> <li>Provide economic data such as Economic ID and REMPLAN.</li> <li>Develop case studies and spotlights on local businesses.</li> </ul>	Economic Development	Ongoing
<p>Implement the Harvey Region Signage and Infrastructure Style Guide. Revise every five years.</p>	Infrastructure Services, Economic Development	Ongoing
<h2>Business and investor support</h2>		
<p>Continue to implement the Small Business Friendly Local Government program across the Shire of Harvey.</p>	Economic Development	Ongoing
<p>Provide opportunities for business to enhance capability and performance through targeted workshops and training activities.</p>	Economic Development	Ongoing
<h2>Partnership and collaboration</h2>		
<p>Enhance business networks and foster a culture of collaboration, mentoring and support in the business community and with government with events such as (but not limited to):</p> <ul style="list-style-type: none"> <li>Harvey After Hours with BGCCI.</li> <li>Tourism Industry Sundowners.</li> </ul>	Sustainable Development	Ongoing
<p>Promote economic development as a shared, collaborative responsibility across local governments, rather than a competitive or council-by-council approach.</p>	Economic Development	Ongoing
<p>Advocating for regional business inclusion in federal government projects priorities and facilitating connections between local enterprises, government procurement programs and funding opportunities.</p>	Economic Development	Ongoing
<p>Encourage initiatives for major projects to ensure local businesses, suppliers and workers have clear opportunities to participate and benefit.</p>	Economic Development, Special Projects, Governance and Strategy	Ongoing
<p>Support activities that strengthen investor and strategic relationships across Council and the Executive Leadership Team, and improve transparency and confidence in Shire approval processes.</p>	Sustainable Development, Marketing and Communications	Ongoing

## Metrics

- ▶ Harvey Region social media metrics.
- ▶ Harvey Region website metrics.
- ▶ Number of networking events held.
- ▶ Number of Invest Harvey Region downloads.
- ▶ Business applications etc.

## Existing or potential partners

Bunbury Geographe Chamber of Commerce and Industry (BGCCI), Bunbury Geographe Economic Alliance (BGEA), City of Bunbury, Federal Government, Small Business Development Corporation, State Government.



Harvey Industrial Area



## Focus area 5: Driving industry focus

### Agriculture, tourism, agri-tourism, food production and manufacturing

#### Transformational ambition

We will support our key and developing sectors, with a focus on sustainability, brand focus and employment growth.

Our ambition is that the Harvey Region generates Gross Domestic Product (GDP) and employment through an economy that is innovative, diverse, regenerative and climate adaptive.

Though mining drives our GDP, agriculture, manufacturing and tourism are labour-intensive industries, create diverse job opportunities and support small businesses. This leads to the growth of our residential population.

Our visitor economy and food bowl economy are also key drivers of the social and cultural life of the Harvey Region, and a significant contributor to an even better lifestyle for our community.

#### What we've been doing

##### Destination Development

- Construction of the new Yarloop Workshops post the 2016 Yarloop fires.

##### Destination Harvey Region

- Established a new Shire of Harvey business unit to promote the Harvey Region as a place to invest, visit, live and work.
- Developed the Harvey Region Tourism Road Map and the Harvey Region Trails and Adventure Master Plan.
- Upgraded and installed interpretation at the Harvey Internment Camp Memorial Shrine and Detention Cells.
- Installation of information bays at Cookernup, Yarloop, Harvey and Binningup.
- Installation of information signage in Australind.

#### Future game-changing projects

- Investment into the Ridley Place Foreshore.



## Strategic initiatives

Initiative	Responsible Business Unit	Timing
<b>Agriculture</b>		
<p>Support the Harvey Region as a market leader in sustainable agriculture, ag-technology, and food production.</p> <ul style="list-style-type: none"><li>• Continue to support agriculture and education, including the Agriculture College of WA Harvey Campus and industry specific workshops and training.</li><li>• Advocate for stronger relationships between local farmers and the Food Innovation Precinct Western Australia.</li></ul>	Economic Development	Ongoing
<p>Advocate for the needs of the agriculture sector, supporting sustainable growth, workforce access and key enabling resources.</p>	Economic Development	Ongoing
<p>Promote the adoption of regenerative agriculture principles to improve soil health, biodiversity, water resilience and long-term farm productivity across the Harvey Region.</p>	Economic Development	Ongoing
<b>Food production and manufacturing</b>		
<p>Support the development of local processing to add value to a greater share of agriculture products before they leave the Harvey Region to create greater local value and a circular economy.</p> <ul style="list-style-type: none"><li>• Encourage the creation of food hubs.</li><li>• Encourage research and the development of new food and fibre sub-sectors.</li><li>• Investigate a unified food brand to support food and fibre exporters and farmgate tourism.</li><li>• Encourage local food consumption opportunities, such as in businesses, school and hospital kitchens.</li></ul>	Sustainable Development	Ongoing



## Agritourism

Investigate ways to offer credible and authentic agri-tourism experiences and provide farmers with diversified income opportunities, whilst maintaining biosecurity.	Sustainable Development	Ongoing
<ul style="list-style-type: none"> <li>Identify and leverage tourism partnerships with existing, recognised agri-businesses i.e., Harvey Beef, Harvey Fresh, Harvey Citrus, WA College of Agriculture - Harvey, Harvey Cheese and Brownes Dairy.</li> <li>Work with local farmers to increase revenue streams through agri-tourism and food and beverage experiences that appeal to millennials and young families.</li> <li>Encourage and promote food production, food partnerships and an eat local philosophy.</li> <li>Create ride, walk and drive trails based around food and beverage options, such as breweries, dairy/cheese, Italian produce, etc.</li> <li>Ensure the Shire's Local Planning Scheme supports agri-tourism whilst protecting the primacy of agriculture.</li> </ul>		

See Focus Area 3 - **Events - Agritourism**

## Tourism

Implement the Harvey Region Tourism Road Map 2030 and adjust with trends.	Economic Development	Ongoing
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### Destination development

Maintain existing and develop new historical trails with interpretive signage to promote significant local history and heritage. Including:	Economic Development	Ongoing
<ul style="list-style-type: none"> <li>Develop the Brunswick CBD Heritage Trail.</li> <li>Refurbish the Yarloop Heritage Trail.</li> <li>Refurbish the May Gibbs Trail.</li> <li>Refurbish the Diversion Drain Interpretive Panel, Harvey.</li> </ul>		
Promote and advocate for private industry to develop new and innovative tourism destinations, infrastructure, products and experiences that align with the Harvey Region brand and target markets.	Economic Development	Ongoing
Complete the Ridley Place Foreshore design and planning for a café and public amenities including landscaping improvements.	Economic Development	2026-2027
Develop a recreation management plan to establish Leschenault Estuary Foreshore as a key sustainable tourism and recreation destination.	Sustainable Development	2026-2027

<p>Yarloop Workshops</p> <ul style="list-style-type: none"> <li>• Develop a management plan for Yarloop Workshops that considers commercial tenancy arrangements.</li> <li>• Finalise Yarloop Workshop redevelopment - stage 1.</li> </ul>	Economic Development, Special Projects, Community Development	2026-2027
<p>Progress and promote priority initiatives of the Harvey Region Recreational Vehicle Strategy to promote the Harvey Region as an RV-friendly place to visit and explore.</p>	Economic Development, Waste and Safety Services	Ongoing
<p>Work with DBCA, Water Corporation, Harvey Aboriginal Corporation, peak bodies and other stakeholders to implement and promote the Munda-Biddi Trail Harvey Spur, supporting trails and facilities.</p>	Economic Development, Infrastructure Services	Ongoing
<p>Support and encourage the development and promotion of National and Regional Parks, and State Forest within the Harvey Region.</p> <ul style="list-style-type: none"> <li>• Advocate for signage and precinct upgrades in Yalgorup National Park, including a trail around Lake Josephine and across Lake Preston.</li> <li>• Advocate for signage along Big Tree Road.</li> <li>• Advocate for upgrades at Logue Brook.</li> <li>• Advocate for camping at Harvey Dam.</li> <li>• Advocate for trail and signage upgrades at Leschenault Peninsular Conservation Park.</li> <li>• Advocate for Dandjoo Bilya.</li> </ul>	Sustainable Development	Ongoing
<p>Support the revitalisation of The Jungle, Harvey.</p>	Economic Development, Parks and Gardens Services, Community Development	Ongoing
<p>Revitalise the 100 Acre Wood Trails in Myalup, including the development of a visitor worthy lookout.</p>	Community Development, Economic Development	2026-2031
<p>Advocate for DBCA to develop a Korijekup Conservation Park trails master plan.</p>	Economic Development	2026-2031
<p>Advocate for the governing agencies to re-open access to the Jardup Falls - Falls Brook Nature Reserve off Stansfield Road and develop trails, signage, cultural interpretation and parking infrastructure.</p>	Economic Development	Ongoing
<p>Advocate for the DBCA to upgrade the Wildflower Ridge Trail with ablutions and signage and develop a routine maintenance schedule.</p>	Economic Development	Ongoing

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## Accommodation

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Identify suitable sites for a new hotel (4/5-star rating), across the Harvey Region as the basis to engage investors.

- Encourage private developments.
- Investigate Shire-owned land.

Sustainable  
Development

Ongoing

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Advocate for the importance of developing short term accommodation options.

- Identify and support appropriate tiny home projects.
- Encourage short term accommodation in General Agriculture land.
- Investigate options to increase tourism zoned land.

Sustainable  
Development

Ongoing

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Support the development of Caravan Parks and other facilities.

- Encourage leisure visitors within local caravan/tourist parks.
- Encourage quality group camping and accommodation within private and Government properties, with appropriate planning and regulatory requirements.
- Investigate compliance options for achieving regulated and approved HipCamps in the Harvey Region.
- Maintain RV 48-hour camping and caravan dump stops across the Harvey Region.
- Investigate potential for new caravan parks to be established within the region, particularly in areas without caravan parks i.e Yarloop.

Sustainable  
Development

Ongoing

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## Events, functions and weddings

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- Create and encourage appealing venues for events, functions and weddings.
- Encourage wedding suppliers to operate within the Harvey Region.
- Promote on Harvey Region website.

Sustainable  
Development

Ongoing

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## Industry support

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Continue to work with Bunbury Geographe Tourism Partnership and Australia's South West to promote tourism in the sub-region.

Economic Development Ongoing

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Support tourism networks and channels:

- Encourage tourism businesses, attractions and events to register with the Australian Tourism Database Warehouse.
- Support the education of appropriate businesses on tourism channels.
- Encourage businesses to utilise existing tourism and booking channels such as Bunbury Geographe, Australia's South West, Western Australian Indigenous Tourism Operators Council, boutique reservation systems, TrailsWA etc.

Economic Development Ongoing

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## Visitor servicing

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Creation and installation of digital and static visitor information bays at key tourism locations.

- Implement static Information Bays in Myalup and Brunswick.
- Maintenance of existing information bays.

Infrastructure Services, Ongoing  
Economic Development

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## Destination marketing

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See Focus Area 4 - **Brand Development**

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## Destination events

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See Focus Area 3 - **Events**

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## Governance

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Communicate the value of tourism to the community, ratepayers, media and stakeholders. Subscribe to economic monitoring programs, such as Economic ID and REPLAN.

Economic Development Ongoing



## Metrics

- ▶ Tourism related employment (using ABS Tourism Satellite Account).
- ▶ Tourism WA Bunbury Geographe Statistics.
- ▶ Harvey Region website statistics.
- ▶ 48-hour RV bay visitor numbers.
- ▶ Number of ag-tech, sustainable agriculture or food production initiatives supported.
- ▶ Number of short-term accommodation approvals.

## Existing or potential partners

ALCOA, Australia's South West (ASW), Biosecurity Council of Western Australia, Bunbury Geographe Tourism Partnership (BGTP), community, cycle groups, Department of Biodiversity, Conservation and Attractions (DBCA), Department of Planning, Lands and Heritage (DPLH), Department of Primary Industries and Regional Development (DPIRD), Department of Water and Environmental Regulation (DWER), Food Innovation Precinct, Forestry Products Commission, Gnaala Karla Booja (GKB), Harvey Aboriginal Corporation, Harvey Water, history groups, land developers, local communities, local growers, local members, local mountain bike and hiking groups, Main Roads WA, Munda Biddi Foundation, Myalup Progress Association, private developers, Roelands Village, South West Development Commission (SWDC), Tourism WA, Trails WA, Water Corporation, wedding suppliers, Western Australian Indigenous Tourism Operators Council (WAITOC), Western Power.



Harvey Hemp

# How could economic development be even better in the Shire of Harvey?

Please reach out to the Shire of Harvey to share your thoughts and ideas.



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Alcoa Wagerup Alumina Refinery

