



INVEST HARVEY REGION

EXECUTIVE SUMMARY

WE ARE HARVEY REGION.



DOCUMENT VERSION 1 - JUNE 2024
DOCUMENT VERSION 2 - JUNE 2026

Acknowledgement of Country

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

Wokalup. Image credit: Bianca Turri.

OUR SWEET SPOT.

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

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

75 MINUTES
to Jandakot Airport.

90 MINUTES
to Perth Domestic and International Airport.

 **10 MINUTES**
to Bunbury Port.

60 MINUTES
to Kwinana Port.

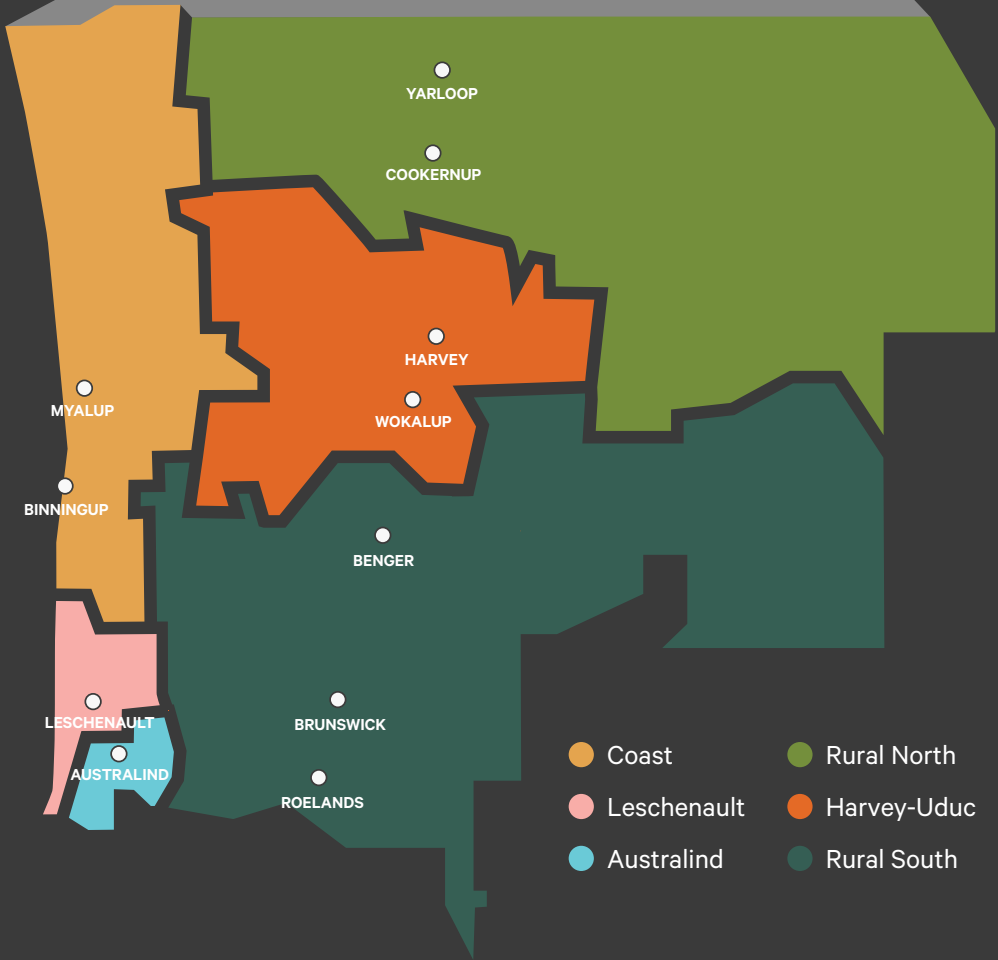
70 MINUTES
to Fremantle Port.

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

 **3 MAJOR HIGHWAYS**
connecting to Perth.

 **4 TRAIN STATIONS**
for passenger and freight networks.

 **STRATEGIC INDUSTRIAL AREA**
home to Kemerton.



THE HARVEY REGION ADVANTAGE.

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



1. Fertile Ground for Growth

The Harvey Region is one of the largest LGAs in the South West with an estimated population of more than 31,500 residents. The population of the area grew by 20% in the decade leading into 2024 and it is projected to continue to grow in the near future with many proposed subdivisions in planning phase.



2. Sustainable Development at its Heart

The Shire of Harvey is committed to sustainable land use planning, with a focus on protecting its precious natural resources, supporting agriculture, and encouraging responsible development. However, this commitment does not come at an economic cost. In fact, in 2025, the Shire of Harvey LGA had a per hectare gross regional product of \$14,011, higher than Western Australia’s \$1,816.

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

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



3. A Strategic Location

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



4. Winning Diversified Industries

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

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

The mining, manufacturing (including food) and construction sectors combined to make up more than 68.7% of the Harvey Region’s economic output, and create over 3,396 local jobs (2025).



5. Agricultural Heartland

It’s a renowned agricultural region with fertile alluvial soils, warm climate, and abundant water resources, making it an ideal location for agriculture. It’s also a region which is not only succeeding but growing. The Harvey Region’s output is \$5.7 billion, which was an 11.2% increase between 2022 and 2025.



6. Strong Tourism Potential

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



7. A Convenient Lifestyle

The Harvey Region offers a relaxed and welcoming community lifestyle, excellent health services, and a range of community events and activities compared to other business hubs. There are numerous working opportunities with a low unemployment rate of 2.5%, compared to Western Australia’s unemployment rate of 4.1%. Its strong community spirit and high quality of life make it an attractive location for workers, families and retirees seeking a peaceful and comfortable lifestyle.



8. Build it and They Will Come

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

Residents and businesses within the Harvey Region are also benefiting from the completion \$1 billion+ Wilman-Wadandi Highway.

An upgraded passenger Australind Train service, with additional connections between Perth and Bunbury, via Yarloop, Cookernup, Harvey, and Brunswick, returned in 2026.

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



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

THE HARVEY REGION ADVANTAGE.



9. A Combination of Land, Sea and Water

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

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

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



10. Home to Rising Stars

The Harvey Region has a long-standing tradition of commerce and entrepreneurship, with a diverse range of industries driving economic growth and contributing to the prosperity of the local community. The economy has seen steady growth over the past decade, with an economic output of \$5.7 billion.

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



11. Skilled and Diverse Workforce

The Region exudes innovation and a 'have a go' attitude. It has a skilled and motivated labour force, with 30% of residents holding a vocational qualification which is 5% above the regional WA average (2025). The area is also home to a range of educational facilities, including the WA College of Agricultural and South Regional TAFE, and is within close proximity to Edith Cowan University.

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

In short, it's a workforce ready and able to contribute to your bottom line. In 2025, the Shire of Harvey LGA had a per worker gross regional product of \$287,307.



12. Proud Heritage of Diversity

The Harvey Region takes pride in its cultural heritage, including the heritage of its First Nations people, the Bindjareb and Wardandi people of the Noongar Nation. We are also a welcoming and diverse community, with approximately 19.29% of residents coming from overseas.

The growing immigrant population has helped drive economic growth and enhance the area's thriving business community. Our business environment is characterised by hard work, community support, and a "have a go" spirit, which has earned the area a reputation for being a place where anyone, no matter their background, can succeed.



Alta Vista, Harvey. Image credit: Bianca Turri.



13. The Ultimate Work Life Balance

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

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



14. Here to Support You

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

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

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

UNIQUELY HARVEY REGION.

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

Harvey & Wokalup

- Surrounded by lush farmland and orchards, Harvey and Wokalup offer a peaceful country lifestyle with all the essential amenities.
- Strong food production and agriculture practices are the backbone of these towns, supporting world-leading businesses such as Harvey Beef, Harvey Fresh, Roesner, Harvey Water, Harvey Cheese and Harvey Citrus.



Binningup & Myalup

- These stunning beachside communities have a strong tourism focus and thriving horticulture economy responsible for 20% of Western Australia's vegetable produce.

Australind & Leschenault

- Located between the Brunswick and Collie Rivers and overlooking the Leschenault Estuary, Australind includes the suburbs of Kingston, Treendale, and Clifton Park, and provides easy access for connections to both Bunbury and Perth.
- The adjacent, semi-rural area of Leschenault offers a peaceful, nature-filled retreat within easy reach of urban amenities.



Brunswick & Benger

- Brunswick is a bustling agricultural community home to some of the oldest farms in Western Australia with a leading agriculture show and sales yard, and access to Harvey Water irrigation scheme.
- The surrounding localities of Mornington, Beela and Benger support expansive farm properties and forest areas that stretch along the picturesque Darling Range.

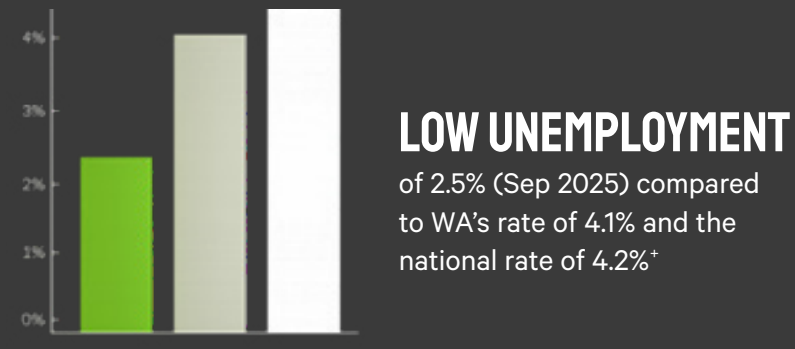
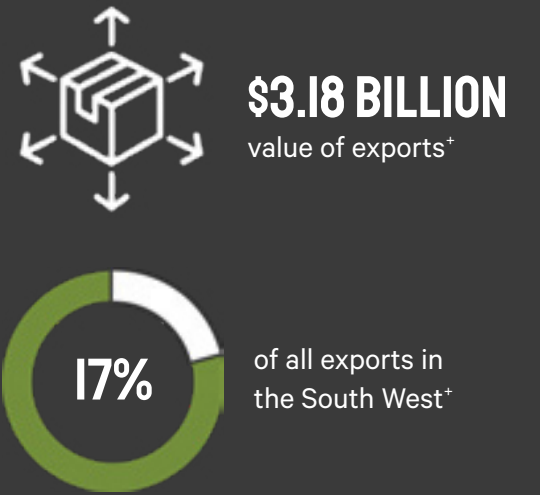
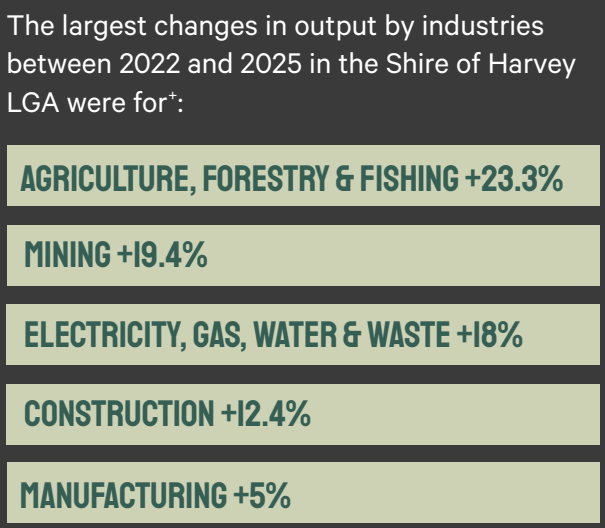
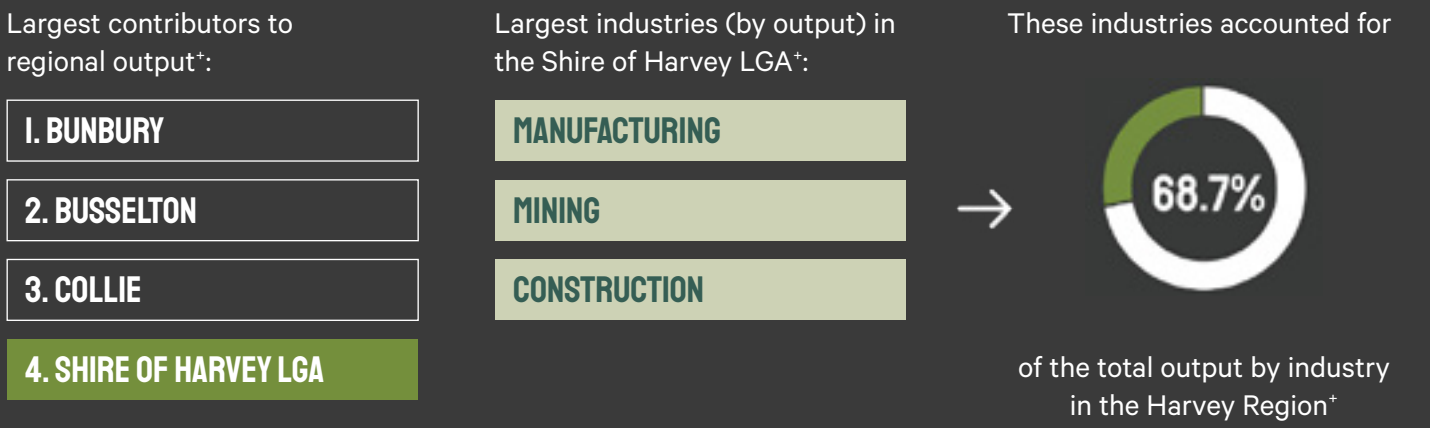
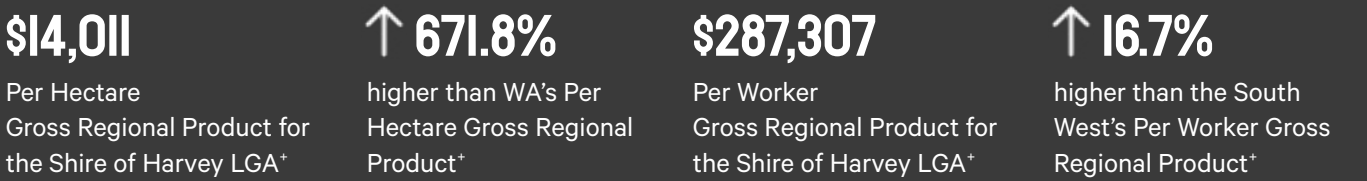
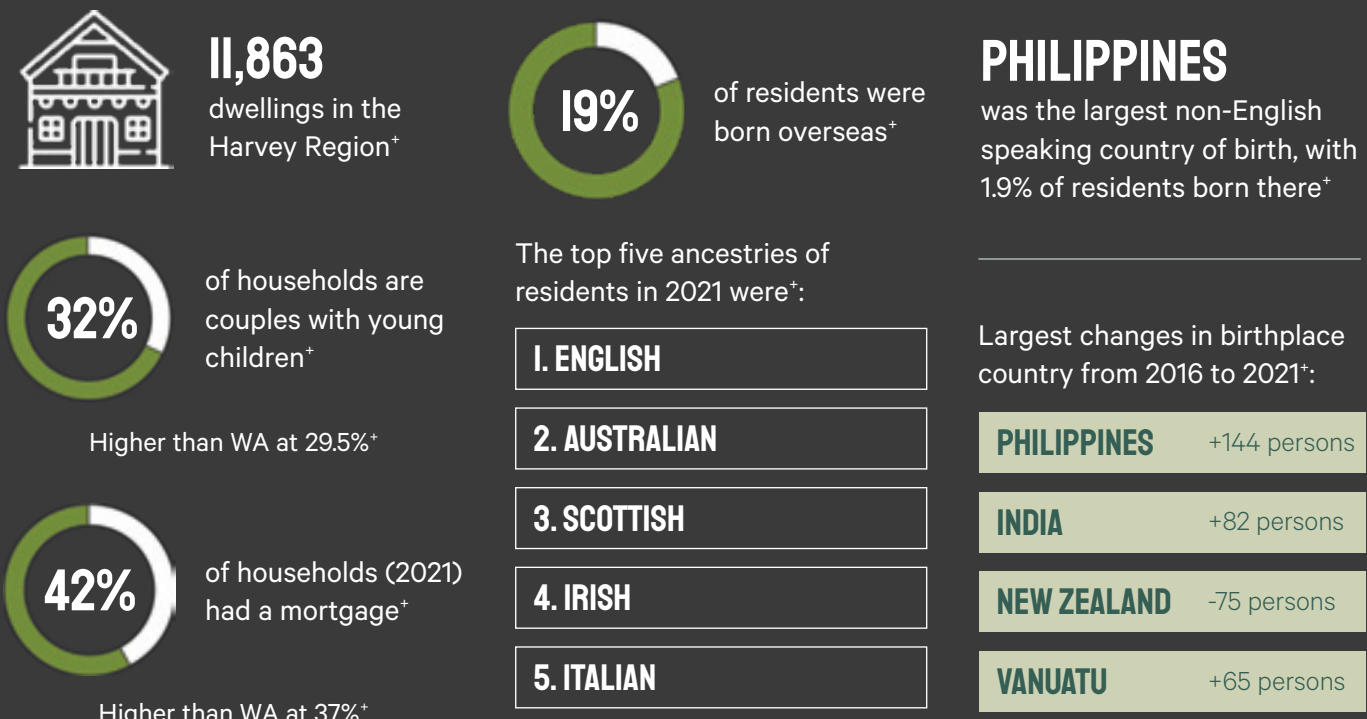
Yarloop & Cookernup

- A historic town with a unique and fascinating past, Yarloop was once an internationally renowned timber town.
- The Yarloop Town Development Plan outlines a vision for the future, with a focus on revitalising the local economy and preserving its historic character.
- Cookernup is a charming village located just a short distance from Yarloop with a hall and general store that provide essential services.

Roelands

- Roelands is a rapidly growing residential community with stunning views over the coastal plains and rich farm land.

A THRIVING ECONOMIC LOCATION.



SOURCES:
+ REMPLAN - March 2025
^ ABS Census of Population & Housing (2021)

OUR BIG FOUR.

These four high-value industries are envisaged to be key drivers for economic growth and development in the Harvey Region’s future.

Food & Agribusiness

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

In 2022, the Harvey Region produced 10% of WA’s fruit and vegetables. It provides the majority of onions (92%), broccoli (48%), and potatoes (31%), and the second highest production of oranges, mandarines, and carrots. It is home to the state’s largest beef processor.

Key Fact – In 2025, the Agriculture, Forestry & Fishing industry generated \$350 million in local economic output and over 650 local jobs.

Mining & Manufacturing

The Mining and Manufacturing industry is well established within the Harvey Region, generating over \$2.2 billion or 62.2% of the total economic output in 2024.

Key Fact – The Region is home to Australia’s only silicon manufacturing company and it also supports components of one of the largest Australian producers of bauxite and alumina.

Tourism, Sport & Leisure

The Harvey Region’s Tourism, Sport, and Leisure industry is continually developing, offering businesses opportunities to take advantage of the area’s diverse landscapes and rich cultural events. The area boasts 42km of continuous coastline, walking and bike trails, and hosts popular events like the Brunswick and Harvey Shows and Harvey Harvest Festival.

Key Fact – The Harvey Region is now one of the South West’s leading tourism destinations, attracting more than 456,000 visitors and generating \$182 million in visitor expenditure in 2025, making it the fifth most-visited local government area in the region.

Renewable Technology

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

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

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

OUR SECTORS.

Uncover the key industries that keep the wheels turning within the Shire of Harvey LGA, and meet the makers and shakers driving the Harvey Region’s economic growth.



Beef, Lamb & Veal

A Cut Above

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



Dairy

Cream of the Crop

Get ready to indulge in some of the creamiest dairy products in Australia, all thanks to the Harvey Region’s thriving dairy industry. Harvey Region milk is some of the highest quality, making it a popular choice for consumers in international markets.



Viticulture

Raise A Glass

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

*Five generations of
dairy and beef innovation*

OUR SECTORS.



Vegetables

Vege-Might

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



Citrus & Avocado

Avo & Citrus Sweet Spot

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



Horticultural Diversity

Honey, Hemp, Olives & More

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

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

Matt Birney, Business News 2020

OUR SECTORS.



Forestry & Forest Products

Historic Industry Changes

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



Tourism, Agritourism & Hospitality

Holiday Haven

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



Renewable Technologies

Green & Clean

With a commitment to balance development with conservation, the Harvey Region has attracted significant interest for solar and wind projects that will connect to the South West Interconnected System.

“Being able to live and work locally means our workforce can maintain connection to their families and the community and have the opportunity to enjoy life after every shift.”

Paul Kuczma, Wagerup Refinery Manager, Alcoa

OUR SECTORS.



Mining & Extraction

Digging Deep

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



Construction & Haulage

Built to Last

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



Manufacturing & Engineering

Engineering the Future

With a rich heritage spanning over 120 years, the Harvey Region has advanced manufacturing embedded in its DNA. This dynamic industry has grown and diversified to attract a variety of manufacturing companies both big and small.

The local retail industry is vibrant and diverse



Local Emporio, Harvey. Image credit: Bianca Turri.

OUR SECTORS.



Retail Industry

Retail Tales

The Harvey Region's retail industry has successfully adapted to the changing landscape of convenience shopping and online trading, while still providing traditional bricks-and-mortar stores.



Health & Allied Health Services

Health Communities

The Harvey Region is experiencing strong growth in healthcare and allied health services, driven by population growth, an ageing demographic and increasing demand for accessible regional healthcare.



Creative Technologies

Smart Move

The Shire of Harvey understands the importance of cultivating the creative industries to ensure a sustainable future within the Harvey Region and has invested in a new hub to incubate this talent to its full potential.

The Harvey Region is a community filled with visionaries and creative thinkers, committed to creating a positive impact.



The Sathya Olive Company, Parkfield. Image credit: Uncommon Creative.

LAND DEVELOPMENT.

The Harvey Region offers locations for general industry, light industrial, general farming, intensive farming, and residential projects. There are significant areas of undeveloped or under-utilised land throughout the Harvey Region that provide enormous potential.



Treendale. Image credit: Bianca Turri

NO RED TAPE ALLOWED.

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

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

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

We provide business support to help navigate government requirements and streamline access to new investment and business development opportunities. The Shire’s Economic Development Officer and other members of their Sustainable Development team work with clients on a one-on-one basis to bring their investment or business to market sooner and more efficiently. We are also developing and continually expanding a Small Business Information Hub on our website to support local businesses.

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Document available in different formats.

Resources & References

See full document.

Cover Image: Leschenault Estuary, Australind. Image credit: Sean Scott.

Images provided by: Alcoa, Bianca Turri, Elle Dixon, Harvey Beef, Haydn Jones, Uncommon Creative.

Disclaimer

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