



Photo Courtesy of RCR



**BUNBURY
GEOGRAPHE**
Economic Alliance

INVESTMENT PROSPECTUS

MAJOR INVESTMENT VISION





INTRODUCTION

Bunbury Geographe Economic Alliance, in conjunction with its Local Government partners, the City of Bunbury and Shires of Capel, Dardanup and Harvey, are pleased to present the Greater Bunbury Investment Prospectus.

The Prospectus revisits several of the key opportunities identified in the Bunbury Geographe Regional Growth Plan which was published in 2016. The Growth Plan outlines a comprehensive economic development planning process in which government, industry, and the community worked together to design a roadmap for creating wealth, employment, and prosperity in the Region. The Plan explored in great detail the Region's competitive advantages, emerging global trends, and key growth drivers to define a range of priority initiatives. The Growth Plan, for the most part, remains current and relevant today.

In the years since the Growth Plan was published, we have also seen a greater focus on regional areas, with governments becoming increasingly aware of the value of strong, diversified, and sustainable regional communities. The impact of the COVID-19 pandemic also brought renewed interest in regional cities and towns for liveability and lifestyle benefits.

The CSIRO's Australian National Outlook 2019 identifies the significant opportunities afforded by regional satellite cities such as Greater Bunbury:

"A move of population and services to satellite cities that are tightly connected to the capital cities would improve the quality of life for both". (CSIRO, 2019)

This opportunity was also identified by the Department of Planning, Lands and Heritage (DPLH) and the WA Planning Commission (WAPC) in their report titled Bunbury Geographe Sub-regional Strategy, 2022:

"If visionary decisions are made today, it is possible that the ongoing growth of the capital cities will result in the rise of satellite cities that are able to offer a coastal suburban lifestyle within two hours' travel from a capital city.

Satellite cities such as Wollongong, Newcastle, Geelong and Bunbury are expected to thrive into the future if connecting infrastructure is developed, such as high-speed rail, that enables access to capital city opportunity. With tight connectivity, the satellite city is expected to provide lifestyle and housing options that contrast to what is available in their respective capital cities".

The decentralisation agenda has certainly gained unprecedented focus as a result of the COVID-19 pandemic as people seek out better lifestyle options outside of the major capital cities. Despite this trend, Perth is still home to over 80% of WA's population, as per the 2021 census. For Bunbury Geographe to solidify its position as the States Major Regional Centre, it will need to continue to expand its economic base. This can be accomplished through the strategic implementation of associated employment opportunities, improved transportation links, and the creation and expansion of essential infrastructure. The ability to house and service a growing population is essential to the success of these goals. Future growth will also need to minimise environmental impact and preserve or enhance the "clean and green" reputation so often valued by those relocating from major cities.

The Investment Prospectus identifies a small number of key projects which have been determined to bring the next phase of significant private and Government investment and job creation to the region. These projects leverage the Region's competitive strengths as identified in the Bunbury Geographe Growth Plan and are consistent with State and Federal Government key economic drivers.

The Local Governments of the Greater Bunbury Region are committed to collaborating with the State and Federal Governments on a strategic investment plan for the Region to enable this future growth.

BGEA and Local Government Partners acknowledges the Noongar people as the First Nations people. We pay our respect to their Elders past, present and emerging, and welcomes opportunities for Noongar economic development.

VISION

By 2050 Bunbury Geographe will be a diversified, creative, vibrant, and connected region, internationally recognised for its quality of life and environmental sustainability; “a good place to do business”.

VALUES

INCLUSIVE GROWTH

Supporting balanced, sustainable economic growth that delivers prosperity and rewarding jobs for everyone.

SUSTAINABLE

Valuing the unique environmental wealth that defines our region and pursuing a sustainable future that builds on this wealth.

CREATIVE

Embracing a culture that nurtures and rewards creativity, innovation, and continuous learning.

CONNECTED

Pursuing a globally engaged future, outwardly focused, and digitally connected.

COLLABORATIVE

Working together across the community where all citizens are respected and the pursuit of reconciliation with the Noongar people is ongoing.



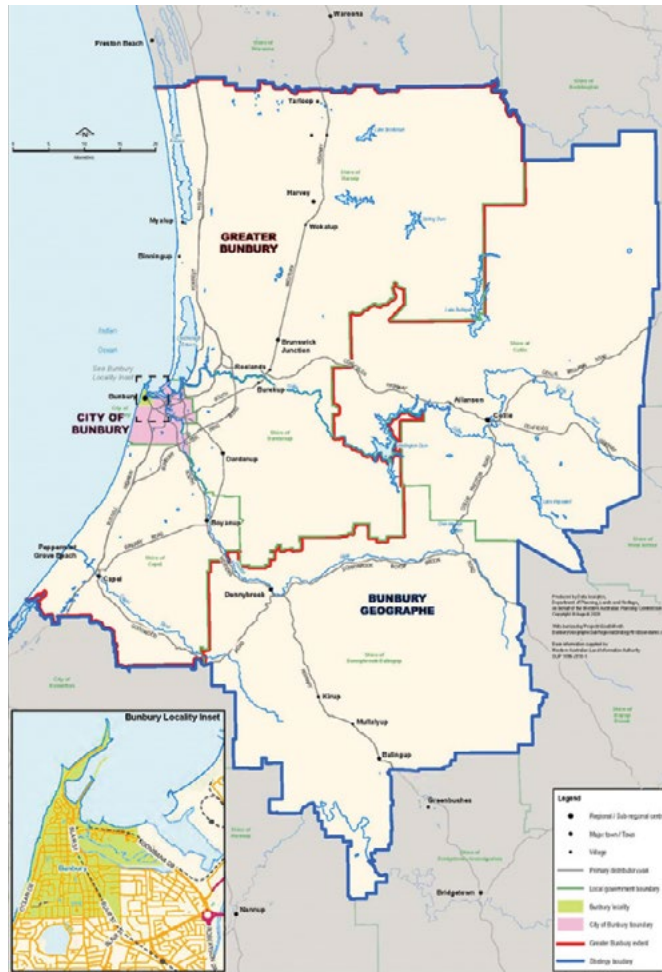
REGIONAL OVERVIEW

The Bunbury-Geographe sub-region is located between 120 to 240 kilometres south of Perth CBD within the South West Region of Western Australia.

Greater Bunbury is home to the majority of the population within the Bunbury Geographe Region with 94,415 residents (ABS, 2021). It incorporates the Local Government areas of Bunbury, Harvey, Capel, and Dardanup.

Bunbury Geographe is a connected region;

- Centred around a deep-water port and a freight network that connects globally, particularly with Asia.
- Rail network that connects the Port to Perth and Collie and facilitates the movement of several bulk commodities such as alumina, coal, caustic soda, and grain plus a twice daily passenger service.
- The Busselton-Margaret River airport is 40 mins from Bunbury and now offers direct flights to Melbourne and Sydney with future opportunities for direct international flights.
- The Forrest Highway is a dual lane highway from Bunbury to Perth. The Bunbury Outer Ring Road project, once completed in late 2024, will further enhance freight traffic movements around Greater Bunbury with good connection to the Port.
- The Region is also fortunate to have a range of higher-level services and facilities, including the Bunbury campus of Edith Cowan University, South Regional TAFE, and the South West Health Campus which includes Bunbury Regional hospital and St John of God private hospital.



STRATEGIC COMPETITIVE ADVANTAGE

Bunbury Geographe has a compelling strategic competitive advantage to respond to the opportunities created by megatrends;

- **Natural Wealth** – a clean and green environment, a global Biodiversity hotspot. Pristine, uncrowded beaches, large tracts of native forest and a variety of unpolluted waterways. Food production and tourism is recognised internationally for these clean and green attributes.
- **Social Capital and Lifestyle** – educated and diversely skilled workforce. A hub of high quality health, education and recreational facilities. Affordable housing compared to the metro area and yet less that two hours drive away.
- **Industry and Infrastructure** – a very diverse economy with substantial contributions from mining, manufacturing (which includes food processing such as abattoirs and dairies), construction, health care and social assistance, retail trade, education and transport and logistics. Perfectly positioned to capitalise on opportunities underpinned by current global megatrends. This includes Decarbonisation and the Asian Century - where two thirds of the worlds middle class will reside in Asia by 2030.



ECONOMIC SNAPSHOT

The Bunbury Geographe region is characterised by a very diverse range of industries which creates a stable economic base. The Region's Gross Regional Product was \$10 Billion in 2021, which has doubled over the past 10 years.

Economic Output and Employment by industry sector is provided in the figures to the right.

BUNBURY GEOGRAPHE EMPLOYMENT BY SECTOR - JOBS 48,816

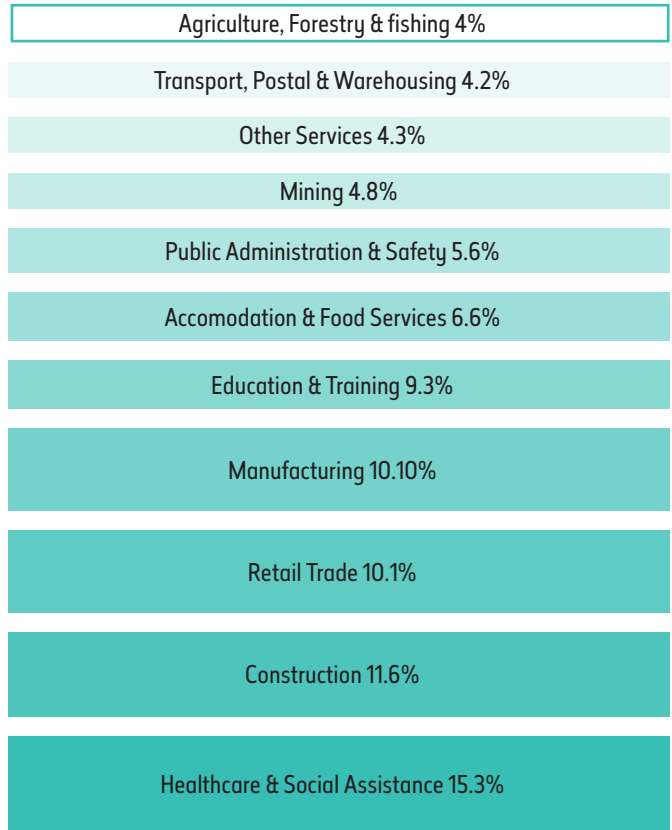


Figure 1. Bunbury Geographe - Employment by Sector (ABS 2021)

BUNBURY GEOGRAPHE OUTPUT BY SECTOR - \$24 BILLION

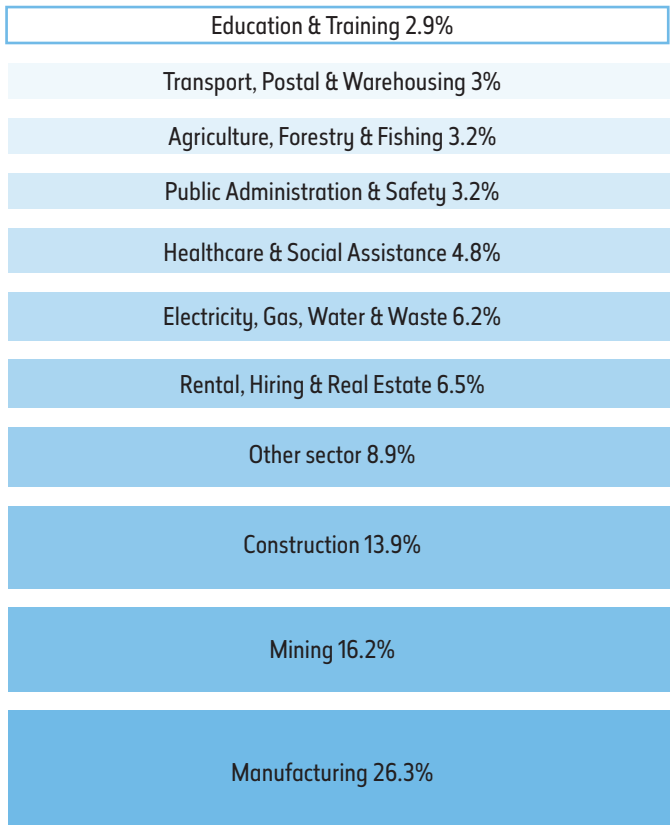


Figure 2. Bunbury Geographe - Output by Sector (ABS 2021)

PRIORITY PROJECTS

KEMERTON STRATEGIC INDUSTRIAL AREA

- Huge undeveloped heavy industrial landholding.
- Surrounded by comprehensive industrial buffer yet proximal to major population centres.
- Direct Highway access and just 20kms from Bunbury Port.
- With completion of essential services and environmental approvals it will be a globally attractive destination for future investment.

For further information contact – BGEA or Shire of Harvey

The Kemerton Strategic Industrial Area was established by the State Government in 1985. It is the largest industrial area in the Region and one of the state’s designated “strategic industrial areas” (SIA). Originally intended to provide alternatives to the Kwinana and Rockingham heavy industrial estates near Perth, the Kemerton SIA has the potential to become a thriving hub of employment and outputs for the Greater Bunbury region.

The Kemerton SIA attracted initial investment with Simcoa commissioning its Silicon plant in 1989 and Tronox’s Titanium Dioxide plant in 1990. For nearly two decades investment was limited to utility providers, including a gas fired (with diesel back up) peaking power plant, Water Corporation with a water treatment plant and Tesla with a diesel peaking power plant. In 2018, Albemarle made a final investment decision to proceed with a lithium hydroxide plant to process spodumene ore from Talison’s Greenbushes mine, with construction of two trains commencing in 2019 and construction of a third train to be commissioned in 2026/ 2027

The Kemerton SIA is in an enviable position with a total land area of 7,605 hectares (ha). This includes a 2,025ha industrial core area, a 293ha support industry area and a 5,437ha buffer area.

BGEA expects that the Kemerton SIA will play a pivotal role in the continued economic development of the Bunbury Geographical region. Opportunities align well with the State Government’s objective of diversifying and growing regional economies and communities. There remains huge development potential at Kemerton SIA, especially with Perth’s SIA’s reaching capacity. The Kemerton SIA is, however, heavily constrained by a lack of State and Federal environmental approvals and a lack of essential services. The current power supply is fully utilized, water and waste disposal options are limited, the main access road is not to a heavy haulage standard and there is no rail access. If the Kemerton SIA could be developed to a largely “shovel ready” stage, it would be a globally attractive location for new heavy industry.

There is currently an opportunity for a viable solution for additional power supply infrastructure to be installed into the Kemerton SIA. A new power line is currently being designed by Western Power which will service Albemarle’s future expansion, and provide additional capacity for future supply.

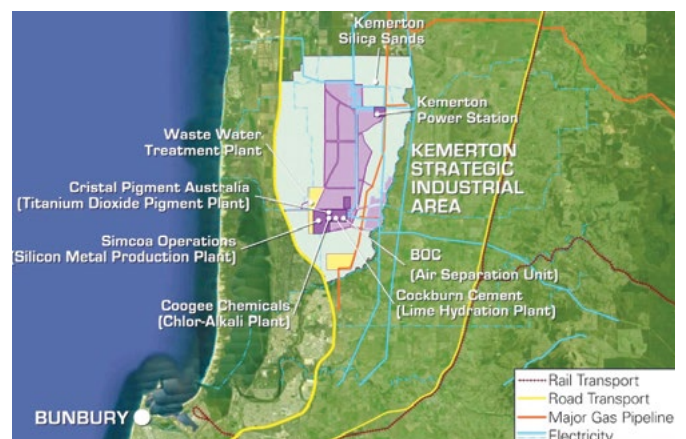
This represents a cost effective solution for the State Government as Albemarle will provide a financial contribution to this infrastructure. It is hoped that the new transmission line project is constructed by Western Power with future spare capacity as is currently being contemplated. Additional transmission will also require the installation of a new switchyard which would ideally be sited adjacent to Marriot Road.

Additional funding is required for Main Roads to upgrade the main entrance road (Marriot Rd) to a heavy haulage standard including the major intersections on Forrest and SW Highways. The current road provides a safety risk with employee and public traffic interacting with a large number of heavy haulage movements. Main Roads has prepared a high level cost estimate of what is required but currently have no funding to support the detailed design and implementation.

The opportunity to provide a rail spur line into Kemerton would also greatly benefit existing tenants and be highly desirable for attracting new tenants who will be looking for efficient and cost effective supply chains. Funding is sought from State Government to incorporate the feasibility of this spur line into the detailed feasibility of re-establishing the Greenbushes to Bunbury rail line.

In summary, State Government support is urgently required to:

- Install additional power transmission line and associated switchyards
- Undertake feasibility of Kemerton rail spur line
- Upgrade Marriot Rd and associated major intersections to heavy haulage standard
- Complete environmental approvals
- Identify long term water supply and waste disposal solutions



AGRI PRECINCT

- Bunbury Geographe is centred in a very large and diversified agricultural sector.
- There is currently no Agri facility in the Region.
- An Agri precinct would promote efficiencies through supply chains and shared facilities and secondary products.
- An Agri precinct would encourage further investment in modern technology and food processing.

For further information contact BGEA and Shire of Capel

The Bunbury Geographe Regional Growth Plan identified that the region’s economy is diverse with substantial contributions from manufacturing, mining, transport, and logistics. The major trade sectors in the region are mining and manufacturing, with includes food processing such as abattoirs and dairies. The significant agriculture, forestry and associated processing sectors supply dairy, beef, vegetables, wine and wood / timber products for domestic consumption and increasingly export markets.

Priority goals identified in the Growth Plan include Agriculture and Agribusiness, and Transport and Logistics. These goals have been determined to be vital to bridge the gap between the identified opportunity and the future economic success of the region but are reliant upon the development of an export-oriented cornerstone industry for the region.

The further development of the Busselton Airport will also create new opportunities for efficient export of agricultural products from the Region.

Having a dedicated Agri Precinct in the Region facilitates synergies between complementary agricultural manufacturing and value-adding businesses including the development of integrated food and supply chain industries, such as the future development of the Boyanup Cattle Saleyards.

The State Government announced through WA Meat and Livestock Authority in August 2018 the intention to seek expressions of interest (EOI) from potential investors to establish and operate a replacement South West saleyard. This EOI indicated the facility would be reliant on private sector and potentially Local Government investment; a range of options would be considered; and that the State Government would not fund the construction of a new saleyard. This process proved unsuccessful.

The Boyanup Cattle Saleyards are an important strategic asset for the South West livestock industry and the Shire of Capel. The Deloitte Access Economics report of October 2017 identified the need for a replacement Saleyard facility in the South West Region, should the Boyanup Saleyards be closed. The EOI process conducted by Western Australian Meat Industry Authority (WAMIA) on behalf of the State Government in August 2018, did not receive sufficient responses to progress a viable saleyard replacement option for the South West Region.

WAMIA and the Minister for Primary Industries and Regional Development subsequently sought the Shire of Capel’s support to renew the current lease agreement operation of the Boyanup Cattle Saleyards. This work resulted in reports to the Council in May and June 2021, seeking the Council approve advertising the disposition of the Boyanup Cattle Saleyards.

Despite this, the Capel Shire Council approved the continued use of the Boyanup Cattle Saleyards for an initial term of 10 years with a further term of 10 years by mutual agreement.

With the Saleyards set to continue operation for the foreseeable future, it is important that this time is used to identify and explore future solutions.

To do this, funding support is requested from the State Government to build on the previous studies that have been undertaken to systematically work through the following stages:

1	Industry, Government and Key Stakeholder Engagement.
2	Demand and Opportunity Identification.
3	Site Identification and Analysis (Opportunities and Constraints) – including draft master planning, order of magnitude costing, and high-level development guidance.
4	Feasibility - including detailed costs, funding and investment, design, development, staging and ownership, management, and operational considerations.
5	Business Case.
6	Approval, Construction and Operation.

AGRICULTURE AND AGRIBUSINESS

“There are a number of factors reinforcing agriculture and food production as a key export opportunity for the region. Efficient supply chains, together with modern processing and packaging technologies will assist delivery of premium produce in a timely and reliable manner.” - *Bunbury Geographe Growth Plan, 2016*

PORT EXPANSION

- The Bunbury Port has a large undeveloped landholding at a time when metro Ports are heavily constrained.
- The Port is experiencing record trade as the lithium and grain markets rapidly expand, and other exports are at peak outputs.
- New berths and supporting infrastructure are required to accommodate this continued growth and facilitate new trade to the Region which has a lot of upstream and downstream benefits to the Regional economy.

For further information contact BGEA, Bunbury Port, and City of Bunbury

The Port of Bunbury is central to the Region’s economic success as it attracts investment and facilitates the exportation of the Region’s specialist commodities. Despite record throughputs in recent years, there remains huge growth potential for the Port.

Surrounded by a large undeveloped landholding there remains the potential for new and improved infrastructure for storage, transport, and processing. The Port’s access to transport networks and its location just outside of the Perth metropolitan area means that the Port of Bunbury has the opportunity and facilities to accept some of the imports bound for the metro area as these Ports are reaching full capacity and are heavily constrained. The proposed redevelopment of North Quay in Fremantle provides a unique opportunity to permanently relocate the Roll On/Roll Off (RORO) trade to Bunbury and in doing so create the opportunity for new supporting industries to establish in the Region.

Additionally, by expanding the Ports there is the additional opportunity to support the renewable energy transition and in particular the proposed offshore wind projects for Geographe Bay. Furthermore, berth developments would allow for the storage, erection, and transportation of wind turbines while supporting a significant new local industry and become a hub for renewable energy in WA.

The Port of Bunbury Master Plan, endorsed by the WA State Government in 2022, identifies the need for an additional two Berths in the next five years just to support the organic growth of the Port. This requirement may become more urgent and more extensive based on the RORO and renewable energy opportunities.

As a minimum the Port Master Plan identifies the need for State and Federal Government funding in the following;	
1	A new Bulk Materials Berth which has been identified as Berth 14 to support Berth 8 operations.
2	A new multi-user Berth (Berth 7) to support multi-user operations including containers and RORO operations. Including dredging to maintain Berth 7 at the same depth as the existing basin is also required.

Previous transport studies have identified that the rail line between Brunswick Junction and Bunbury Port is operating close to capacity. Any expansion of Port capacity will also need to address this bottleneck in the rail freight network which will require duplication (and grade separation) to meet the growing demand for bulk and other freight movements to and from the Port. Other freight rail upgrades will need to be considered in the medium- to long-term, including the Bunbury to Perth line north of Brunswick Junction, with a transition to standard gauge rail.



ADVANCED MANUFACTURING

- State and Federal Governments recognise the importance of advanced manufacturing to improve competitiveness in the global manufacturing sector and therefore grow the sector in Australia.
- Bunbury Geographe is well positioned to expand through advanced manufacturing. It already has substantial manufacturing and engineering capability, a skilled workforce and a number of emerging opportunities through critical minerals, rail cars and renewable energy.
- The capital cost in establishing advanced manufacturing facilities can be prohibitive for any individual company alone.
- Government support to establish a shared (common user) facility allows a cost-effective entry point for many Companies and often encourages partnerships in new product development.

For further information contact BGEA, SWDC and RCR Engineering

The WA government has pinpointed technology and advanced manufacturing as a crucial economic sector requiring prioritisation. This was originally defined in the WA Government’s economic development framework, Diversify WA (2019), which identifies priority sectors for strategic development that match Western Australia’s unique strengths with global trends to achieve growth across the economy. This was supported by the Investment Attraction Fund which supports activities that will improve value and productivity across multiple sectors of the economy, including advanced manufacturing.

Advanced manufacturing was also identified by the Federal Government in the Australian Government’s Modern Manufacturing Strategy in 2020, aimed at assisting Australian manufacturers in becoming more competitive, resilient and providing the ability to scale-up to develop a globally significant supply of manufacturers.

This emphasis aims to foster economic growth, job creation, and the long-term stability of the State. Moreover, at a regional scale, advanced manufacturing is acknowledged as a major economic driver in Southwest WA, holding substantial potential for further progress. Manufacturing is the second largest contributor to the South West’s Gross Regional Product contributing 23% of the total value. This recognition has been underscored by the substantial interest exhibited by local companies in the establishment of an advanced manufacturing and technology hub in the region. The Western Australian State Government has provided funding to complete a feasibility study and business case for an Advanced Manufacturing and Technology Hub (AMTECH) in the Bunbury region. This work has commenced and is being led by the South West Development Commission (SWDC).

RCR Engineering is also progressing with a plan to develop an advanced manufacturing facility on privately owned land in the Waterloo Industrial Park. RCR are in advanced discussions with several companies (in the agriculture and mining sectors) for the manufacture of rail

wagons. With these wagons currently sourced almost exclusively from China, RCR recognises that an advanced manufacturing facility is essential to be price competitive with the Chinese suppliers. In addition to rail wagons, there is also opportunities to manufacture components for other industries, including wind turbine components, particularly the towers to support the growth of the wind sector including future offshore wind farms in the Region. RCR have also begun investigating various upcoming defence contracts.

The challenge with ensuring cost competitiveness is not only manufacturing costs but also the initial capital costs to develop such a facility. RCR has commenced discussions in relation to financial support from the State Government to assist in the purchase of advanced manufacturing equipment subject to them securing one or more rail wagon contracts. The required equipment is likely to include automated gantries and robotic welders and also other elements for component machining and blast and paint booths. RCR believe that this facility could potentially be utilised by other local companies. They believe it is likely that other local companies would be required to support the manufacture of the aforementioned rail wagons, wind towers, and more. The site is well located adjacent to the South West Main Line railway, South West Highway, and Bunbury Outer Ring Rd and there are large areas of undeveloped land which can accommodate future growth.

Both the AMTECH and RCR Engineering proposals represent a fantastic opportunity to expand existing capacity and capabilities of the manufacturing industry in the South West region using the latest technology. This opportunity also offers an inevitable boost in employment, training, and skills development in this sector.

It is requested that the Western Australian and Federal Governments support these advanced manufacturing initiatives to the full extent possible as this will be a major growth driver for the Region, now and into the future.





Photo courtesy of Intermodal Group

INTERMODAL TERMINAL

- The Region has no container rail service currently available.
- An IMT will improve container freight efficiency to the major markets, encouraging expansion of exported goods from the Region.
- IMT's are the catalyst for new supporting enterprises such as logistics, warehousing and secondary processing.
- Substantial containerised freight is currently trucked to Perth and beyond at a time when State and Federal Governments are spending billions of dollars to improve congestion and efficiency of the Regions roads.

For further information contact BGEA, the Intermodal Group and Shire of Dardanup

The Department of Transport's South West Supply Chain Strategy 2020 considered that the Waterloo Industrial Precinct to be an optimal location for an intermodal terminal (IMT). There is no container rail service currently available for the movement of general and containerised freight between the South West and Perth. All container movements are currently made on trucks. This has placed additional pressure on local roads at a time when State and Federal Governments are spending billions of dollars on road upgrades to cater for population growth and increased tourism in the Bunbury-Geographe Region. Rail is a more efficient and environmentally friendly mode of transport. The South West Supply Chain Strategy also recognised that an IMT developed outside of the Port precinct, initially to transport containers to Perth via rail, could be the origin of a future shuttle service to Bunbury Port, similar to the rail shuttle which currently runs from Forrestfield to North Quay in North Fremantle.

The Intermodal Group (IMG) has conducted its own assessment of the current demand for a containerised freight service and reviewed a number of potential sites in the Bunbury Geographe region. It concurs with the Department of Transport (DOT) study that the Waterloo Industrial Precinct is the most favourable location, given its strategic location adjacent to the main Highways and railway lines between Bunbury and Perth, while being just six kilometres from the Bunbury Port. The availability of substantial industrial land at the site is also very attractive because it is expected that an IMT would attract other businesses such as warehousing and logistics to co-locate to the area. In doing so this would create a number of new jobs and industries in the Region.

Having selected Waterloo as the preferred site, IMG were made aware of RCR Engineering's proposal for an advanced manufacturing facility within the Industrial Park. In reviewing the needs of both Projects, it was evident there was clear synergies and several cost saving opportunities if the two projects were combined on the one location. IMG and RCR have developed a concept design (attached) and are seeking Government support to progress these Projects.

It is proposed that the intermodal facility would be an open access multi user site with the rail sidings to be located within the existing rail corridor. State Government support is required to fund the development of the rail assets to enable this Project.

The remainder of the project site is on privately owned land and the owner is eager to support the development of the IMT hardstand area and RCR AMTECH facility.

PROSPECTUS REFERENCE LIST

1. WAPC – SW Planning Infrastructure Framework 2015
2. BGEA – Bunbury Geographe Growth Plan 2016
3. DOT – SW Supply Chain Strategy 2020
4. SWDC – Strategic Plan 2021-2023
5. Infrastructure WA – State Infrastructure Strategy 2021
6. RDA – South West Futures 2022
7. Bunbury Port – Master Plan 2022

SUPPORTING DOCUMENTS

1. Bunbury Port Upgrades (Roll on Roll off, Container Handling) (References 1-7)
2. Freight Rail Network Upgrades (References 1-7)
 - a. Duplication of the Rail between Picton and Brunswick (including grade separation where possible – Burekup
 - b. Making provision for Standard Gauge
3. Intermodal Terminal at Waterloo (Waterloo Industrial Park District Structure Plan, References 3 and 6)
4. South West AMTECH (SWDC CEO Presentation AMTECH Forum, Paxon report AMTECH February 2022, References 2,3,4,5,6,7)
 - a. Critical Minerals downstream production and value-chain gaps
 - b. Rail car component manufacture to support grain and minerals sectors
 - c. Manufacturing and procurement opportunities associated with lifetime support of wind farm turbine componentry for renewable wind energy sector



OUR MEMBERS

LOCAL GOVERNMENT PARTNERS



PLATINUM MEMBERS



TITANIUM MEMBERS



GOLD MEMBERS



ASSOCIATE PARTNERS

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