



Jurien Bay

...a WA SuperTown

“Jurien Bay’s plan is to create a regional city of 20,000 people on the Turquoise Coast.



Jurien Bay is one of nine SuperTowns in the southern half of the State being transformed – building on its community spirit and unique geographical and economic features to create a new scale of regional centre that will cater for Western Australia’s growing population.

The SuperTowns have developed detailed plans for long term growth, confirming each region as an attractive alternative to the city for people to live, work and invest.

Up to \$85million in Royalties for Regions funding has been provided in the first year of the SuperTowns initiative for growth planning and 17 new projects, to help towns like Jurien Bay grow sustainably and fulfil their potential.

A small but fast-growing coastal town with multi-million dollar tourism, agricultural and crayfishing industries, Jurien Bay is strategically located two hours’ drive from Perth on the new Indian Ocean Road.

Jurien Bay and the broader Shire of Dandaragan is currently home to 3,277 people, with ambitious plans in place to grow the town to 20,000 people over the coming decades. To accommodate this growth, a Growth Plan has been developed to support the community and create employment and investment opportunities.

In 2012, Jurien Bay has received \$12million in funding under the SuperTowns program, which is expected to provide a catalyst for further investment and development.

SuperTowns project: Town centre upgrade

The proximity of Jurien Bay to Western Australia’s iconic Pinnacles Desert, which attracts more than 225,000 visitors per year, and its picturesque local beaches have made the town a popular tourist destination.



The opening of the Indian Ocean Road in 2010, connecting Perth to Jurien Bay, has elevated the town's tourism and business potential and driven increasing demand for services.

To accommodate increasing visitor numbers and contribute to the Shire's plans for population growth, \$12million in SuperTowns funding is being invested on town centre enhancements to boost its appeal, vitality and viability.

The funding will be used to create a visitor and civic precinct, which will accommodate a range of State government agencies and provide modern office space for visiting professionals, small businesses and not-for-profit groups.

A community resource centre will also be built, featuring a visitor information centre, library, arts and exhibition space, conference facilities and an amphitheatre set within gardens.

An information technology training centre is also planned to provide a remote education option for students in Years 11 and 12, as well as training facilities for the community.

Practical upgrades to in-fill sewerage and stormwater management will also be undertaken to ensure the town centre is not constrained by aging infrastructure.

This transformational project will not only enhance existing facilities and services for residents but create additional local jobs and raise the profile of Jurien Bay as a premier tourist destination.

Royalties for Regions

The State Government is already investing in Jurien Bay and the Shire of Dandaragan, with almost \$7.2million already allocated under Royalties for Regions in the Shire to:

- create new beach access roads, car parks and pathways
- undertake roadworks
- undertake upgrades to the Cervantes foreshore and Jurien Bay jetty
- construct new multi-purpose outdoor courts and a tennis court at Gingin
- undertake improvements to the Jurien Bay Health Centre
- upgrade the Jurien Bay recreational boating facilities.

More information

For more information about WA's SuperTowns, please visit:
Department of Regional Development and Lands www.rdl.wa.gov.au/SuperTowns
Shire of Dandaragan www.dandaragan.wa.gov.au