



# Shire of Dandaragan Growth Plan Update

**BACKGROUND REPORT**

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Prepared by

**Geografia**

Prepared for



# Geografia

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The front cover image features Emu Downs Wind Farm, source from APA Group.



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# 1.0 Introduction

Dandaragan is entering a period of accelerated change, driven by major renewable energy investment, new migration patterns, and rising demand for housing, services, and infrastructure. This report provides an integrated assessment of the Shire's economic, demographic, and land-use dynamics, drawing on multiple data sources to identify current trends, emerging pressures, and future opportunities. The analysis considers the region's strengths (its renewable-energy platform, coastal and inland amenity, and location in Western Australia's northern growth corridor) alongside the vulnerabilities and capacity constraints that will shape development over the coming decade. The findings will be used to inform strategic decision-making about growth management, community wellbeing and maximising the value capture of major project investment.

## 1.1 BACKGROUND

The Shire of Dandaragan (Figure 1) spans a diverse landscape that includes significant renewable energy assets, coastal tourism destinations, and productive agricultural land. Its location in Western Australia's **emerging clean-energy corridor** is catalysing a new wave of private and public-sector investment in wind generation, battery storage and transmission infrastructure. At the same time, lifestyle migration, hybrid work patterns and shifting tourism behaviour are reshaping local settlement dynamics.

These forces are creating new demands on land, housing, services and infrastructure. Growth pressure is most evident in Jurien Bay and Cervantes, where residential and visitor populations intersect. However, inland townsites are also influenced by workforce movements associated with construction, agriculture, and emerging industries.

This is creating opportunities for the Shire to make a significant contribution to the State's economic prosperity and community wellbeing. It can do this by becoming the platform for delivering affordable, well-located housing, tourism destinations, abundant renewable energy, and agribusiness exports.

This report outlines how these trends are expected to evolve and what they mean for liveability, sustainability, and long-term economic resilience in the Shire. It serves as the evidentiary basis for the Updated Growth Plan and demonstrates how a strategic commitment to addressing the challenges ahead will unlock the potential of the Midwest coastal corridor and beyond.

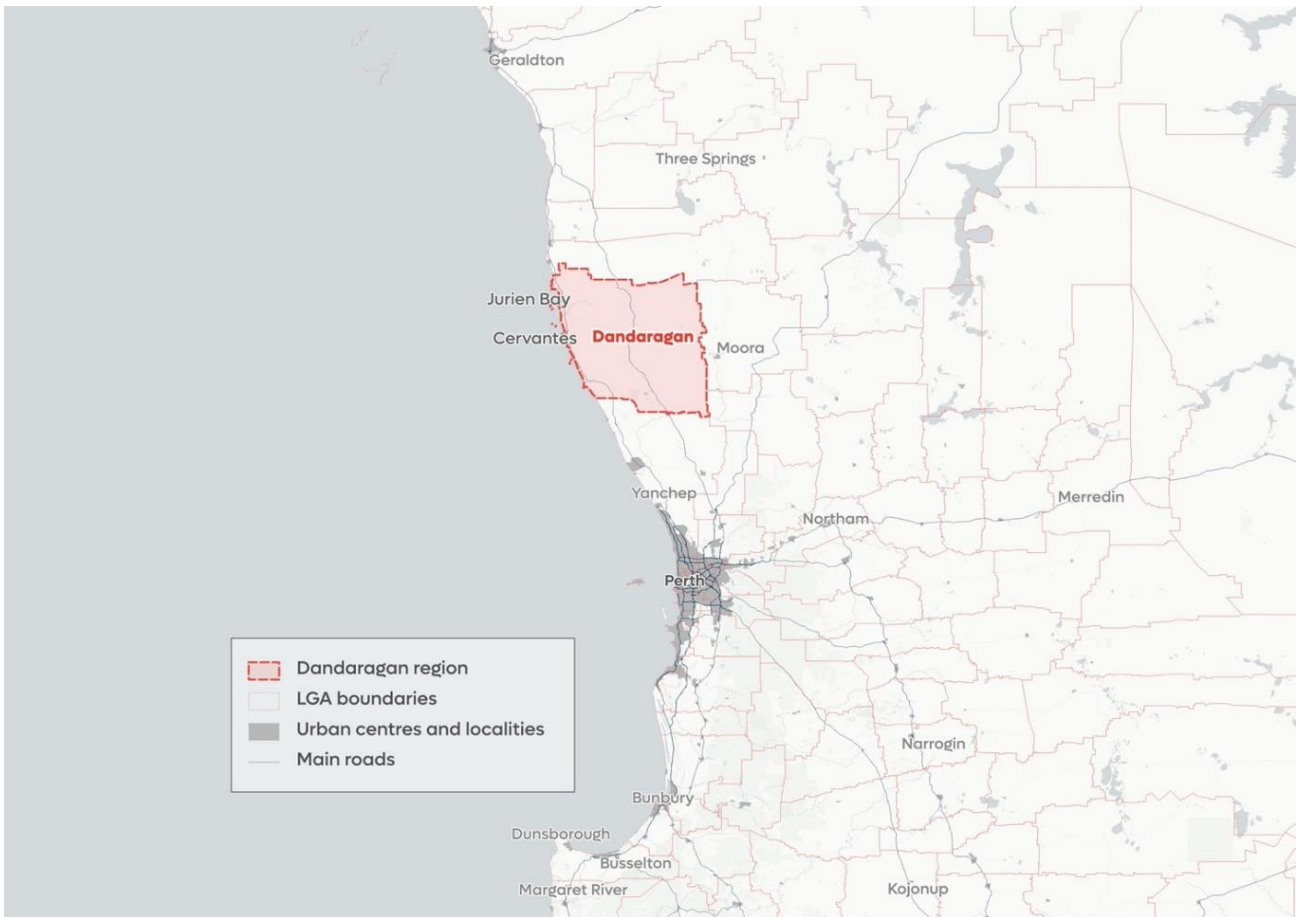


Figure 1: The Shire of Dandaragan  
Source: Geografia, 2025

## 1.2 THE GROWTH PLAN UPDATE

The Growth Plan Update has been commissioned to provide a clear, evidence-based understanding of how the Shire’s development context is changing and what this means for future planning, infrastructure provision and economic strategy. The objectives are to:

1. **Assess the cumulative impacts of major projects.** Quantify the population, workforce and housing impacts associated with renewable-energy developments, transmission upgrades, industrial projects and supporting construction activity across the Shire.
2. **Identify land, housing and infrastructure requirements.** Determine the scale and timing of residential land release, physical infrastructure upgrades and industrial land servicing needed to support accelerated growth.
3. **Evaluate community and social infrastructure needs.** Assess future demand for schools, childcare, health services, and aged care facilities in alignment with projected age cohort shifts and settlement patterns.

4. **Analyse retail and tourism opportunities.** Model retail floor space demand under baseline and tourism–uplift scenarios, considering population growth, visitor accommodation expansion, and online spending recapture.
5. **Provide an updated strategic direction.** Identify the planning levers, sequencing considerations and enabling actions required to ensure the Shire can manage growth sustainably, maintain liveability and leverage its emerging economic advantages.

These objectives reflect the need for a coordinated, future–focused approach to growth that responds directly to the Shire’s evolving development pressures and opportunities.

## 1.3 UPDATING THE PLAN

The Growth Plan Update used a structured, multi–method approach grounded in quantitative modelling, spatial analysis and policy review. The methodology involved five areas of analysis.

### 1. Major Project Verification and Workforce Assessment

A detailed audit of priority projects was undertaken with the Shire, validating project status, workforce requirements, development timelines and operational phases. Where project–specific data was unavailable, benchmarks from comparable State and national projects were applied.

### 2. Population and Workforce Modelling

WA Tomorrow (2023) projections were used as the demographic baseline. Project–related workforce estimates were converted into resident population and household formation using localised ratios. These were integrated into a cumulative–impact model to generate forward population scenarios.

### 3. Housing and Land Capacity Analysis

The Shire’s housing supply, occupancy characteristics and land availability were examined using ABS Census data, the Dandaragan Regional Land Supply Assessment (2020), and GIS–based parcel analysis. Dwelling demand was modelled under both baseline and project–accelerated scenarios.

### 4. Infrastructure Needs Assessment

Water, wastewater, sewerage and transport system capacities were assessed using Water Corporation data, local engineering inputs and typical regional planning thresholds. Demand forecasts were aligned to projected population and development sequencing across Jurien Bay, Cervantes and inland townsites.

### 5. Policy and Strategy Alignment

Local and State planning frameworks, including the Jurien Bay Regional Centre Growth Plan, were reviewed to ensure the Growth Plan Update aligns with existing strategic direction and to identify gaps, risks, and emerging opportunities.

## 2.0 Global Megatrends

Global forces shape Dandaragan's and Regional WA's growth trajectory. As the CSIRO noted in 2022, seven overarching megatrends will define investment, infrastructure and community outcomes through to the 2040s. Five of these are relevant for the Shire of Dandaragan's context and have been used to frame the opportunities and risks in this growth plan. The alignment of these megatrends with the Shire's competitive advantages creates an opportunity for a virtuous circle of investment in industries that are critical to Western Australia's (and the nation's) future economic prosperity.

### 2.1 GLOBAL MEGATRENDS SHAPING REGIONAL WA

The global economy is entering a period of structural transition driven by technology, decarbonisation, demographic change and evolving social priorities. CSIRO's 2022 report identified seven transformative trends that will shape national and regional prosperity through to the 2040s. For regional Western Australia (particularly the Shire of Dandaragan), five of these are particularly relevant. They define the context for investment, land use and community development across the next two decades and are:

1. **The Net-Zero Race: WA's Green Energy Corridor.** The global shift towards decarbonisation is accelerating the growth of renewable energy and grid investment. For WA, this creates the foundation for a northern and southern "green-energy corridor," with the Shire its northern anchor.
2. **AI, Data Centres and Clean Energy Demand.** The rise of artificial intelligence and large-scale computing is generating massive demand for energy-intensive data infrastructure. Although much of this demand will be in Metropolitan areas, access to energy production (particularly clean energy), water, and grid connection is critical to supplying the resources needed to underpin growth.
3. **Energy-Cost Advantage and Re-shoring of Manufacturing.** Secure, affordable, clean energy is creating new opportunities for domestic manufacturing and critical minerals processing. Regional WA's proximity to Asia and its renewable-energy capacity can underpin new industries in everything from vanadium to pharmaceuticals and agri-food exports.
4. **Liveability as Capital: Health, Wellbeing and Amenity-Driven Growth.** Ageing and affluent populations are fuelling demand for healthy, high-amenity regional living. The Shire's coastal towns, natural landscape and relative affordability align closely with this trend.
5. **Digital Work and Regional Migration.** Flexible work, digital connectivity and lifestyle migration are transforming settlement patterns. Regional towns with strong amenity, housing diversity and broadband access (such as the Shire of Dandaragan) are increasingly compelling as places to live and work.



The alignment between these megatrends and the Shire of Dandaragan's strengths demonstrates how the Shire can benefit from the global shifts already reshaping Australia's economic geography.

## The Net Zero Race: WA's Green Energy Corridor

The global transition to net-zero emissions is one of the major economic shifts shaping national and regional economies. CSIRO's Megatrends report highlights how decarbonisation is driving the development of new energy systems, industries, and export markets. In Australia, the Federal Government has legislated a target of achieving net-zero emissions by 2050, with interim goals.<sup>1</sup> Commitment to this goal will drive public and private investment through initiatives such as:

- **Rewiring the Nation** – a \$20 billion program to upgrade and expand Australia's electricity transmission network, enabling renewable energy projects to connect to the grid.
- **The Capacity Investment Scheme** – a national framework to underwrite new renewable and firming capacity, ensuring sufficient clean energy supply as coal generation retires.
- **The National Hydrogen Strategy** – a plan to position Australia as a global leader in clean hydrogen production, export, and industrial use.

These policy directions are highly relevant for the Shire of Dandaragan. The Shire is part of Western Australia's emerging renewable energy corridor, with an established grid connection that has already attracted wind and solar proposals. The combination of favourable wind resources, land availability, and transmission access means the region can capture investment and local employment benefits from Australia's net-zero transition. Strategic planning will be essential to manage the pace of infrastructure rollout, coordinate workforce needs, and ensure community values and the environment are protected.

## AI, Data Centres and Clean Energy Demand

The rapid rise of artificial intelligence (AI) has created an acute demand for data processing infrastructure and the energy required to power it. CSIRO's Megatrends describe this as a 'wave of automation and digitisation' that is reshaping productivity worldwide. In Australia, data centres are projected to account for 5% of total grid electricity use by 2030, one of the fastest-growing sources of energy demand in the country.<sup>2</sup>

This surge in AI energy consumption is placing additional pressure on metropolitan power networks, where data centres compete with households and energy-intensive industries for limited electricity supply. As a result, new investment in digital infrastructure is likely to shift to alternative, renewable-energy-rich regions connected to metropolitan grids.

Both the Shire of Dandaragan and Collie (Figure 2) have attributes for sustainable data-centre development, including:

1. Access to abundant renewable energy generation via wind and solar farming.

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<sup>1</sup> Department of Climate Change, Energy, the Environment and Water, 2024; accessed from <https://www.dcceew.gov.au>

<sup>2</sup> Data Centres and Energy Demand (Energy Council, 2024); accessed from <https://www.energycouncil.com.au>

2. Proximity to high-capacity transmission infrastructure with potential major expansions across Phase 1 and Phase 2 proposed transmission link development.
3. Availability of water resources.

While the Shire already meets the first two conditions (with significant wind generation capacity and a Battery Energy Storage System (BESS) proposed in the region), water supply constraints may limit its ability to capitalise on its potential fully. Addressing this constraint is crucial for attracting significant investment in large-scale data and digital infrastructure to the Shire.

This is a valuable opportunity for Australia as it seeks AI digital sovereignty and low-carbon computing. However, realising this opportunity will depend on aligning land-use planning with energy and water management.

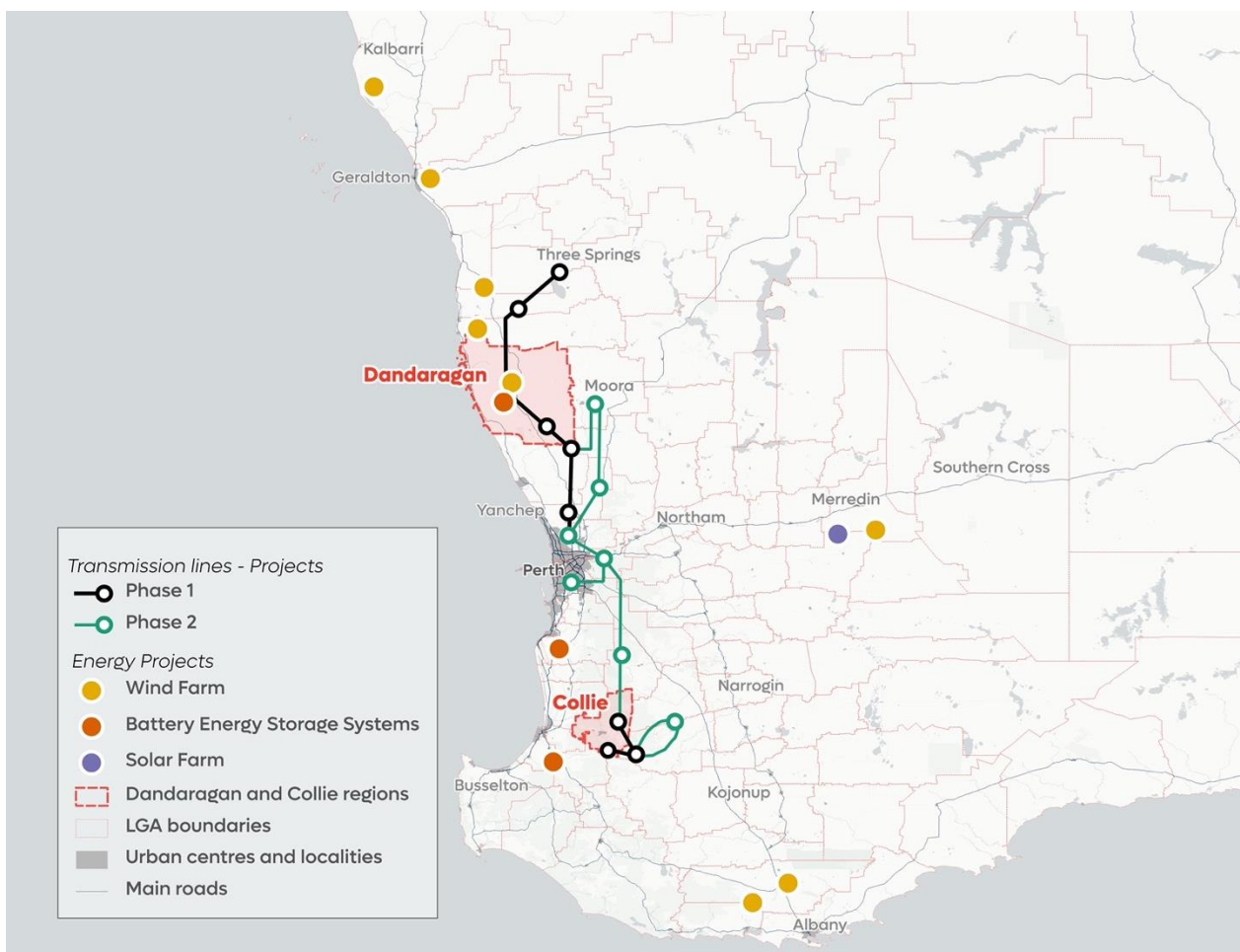


Figure 2: WA's Northern and Southern Green Energy Corridors

Source: Energy projects include both existing and proposed ones. Geografia, 2025

## WA's Emerging Energy–Cost Advantage and Re–shoring of Manufacturing

Global supply chain disruptions and rising geopolitical uncertainty are accelerating the return of manufacturing to domestic locations. CSIRO's Megatrends emphasise how nations with secure, affordable access to energy and critical minerals will gain an advantage in high-value manufacturing. Australia has strengths (abundant renewable energy, stable institutions, and a skilled workforce) that can leverage this opportunity, and national policies have been developed to support this. For example, the Future Made in Australia Act and the Critical Minerals Strategy aim to accelerate domestic processing, clean manufacturing, and sovereign supply chain capability. With its own abundant renewable energy and skilled technical workforce, Regional WA can benefit from this. Moreover, its lower renewable energy costs could offset Australia's geographic distance from export markets and attract industries seeking reliable, low-carbon energy inputs.

For Regional WA, and the Shire of Dandaragan in particular, this megatrend may mean scope to host energy-intensive but clean industries such as hydrogen, green ammonia, and advanced agricultural processing. The key is access to affordable renewable energy, as this offsets higher labour and capital costs.

Western Australia's role in global energy transition supply chains is strengthening, supported by discoveries of critical minerals and investment in downstream processing. One notable example is the Gonneville Project at Julimar, located approximately 175 kilometres south-east of Jurien Bay. Discovered by Chalice Mining, Gonneville is regarded as one of Australia's most significant nickel-copper-PGE sulphide discoveries, with potentially the largest PGE resource in the Southern Hemisphere. Although the project is still progressing through environmental assessment and feasibility stages, its scale highlights the broader momentum behind critical minerals development in WA.

Regional WA's proximity to growth markets in Asia and Southeast Asia also presents export opportunities for healthcare, pharmaceutical, and high-quality food products (currently serviced by distant producers in the UK, Europe, and North America). **With reliable energy, water availability, and logistics connections, Regional WA and the Wheatbelt could become a competitive base for international investment in these sectors.**

For the Shire, capturing such investment will depend on integrated planning. This is to ensure that industrial land and transport infrastructure (i.e., connections to airport and seaport nodes), as well as environmental safeguards, are in place, and that new industries complement the Shire's liveability and natural landscape values.

## Liveability as Capital: Health, Wellbeing and Amenity-Driven Growth

Across developed nations, ageing and wealthier populations are prioritising health, wellbeing, and access to nature. CSIRO's Megatrends highlight how demand for a high-amenity, low-stress lifestyle is reshaping regional migration. Within easy reach of Perth, the Shire has both an opportunity and a responsibility. The Shire's coastal towns offer the environmental quality and lifestyle that retirees, professionals, and young families seek. This is coupled with relatively affordable housing and a strong community identity.

To sustain this appeal, there is a shared responsibility to invest in physical social infrastructure. This includes health and aged-care facilities, schools, recreational assets, and cultural spaces that support active, connected, and intergenerational communities. Basic essential infrastructure is also needed for water and reticulated sewerage. By planning for healthy living as a core economic asset, the Shire can strengthen its role as a desirable residential and tourism region while maintaining affordability and inclusivity.

### Digital Work and Regional Migration

Demographic and technological change are altering how and where Australians live and work. CSIRO's analysis notes that flexible work, automation, and population mobility are transforming regional dynamics. The COVID-19 pandemic and adoption of remote and hybrid work have decoupled some employment from fixed addresses, while regional migration patterns are evolving under the combined influence of climate change, skills demand, and lifestyle preferences.

The Shire of Dandaragan has benefitted from this shift and will continue to benefit from growth in high-skilled, digitally mobile labour markets. Its coastal and inland towns are increasingly attractive to remote workers and lifestyle migrants seeking space, affordability, and a sense of connection. To convert these trends into sustained economic growth, the Shire will need to ensure reliable digital connectivity, a diverse housing supply, and access to local services that integrate newcomers into the community. By doing so, the Shire can become a model for how regional towns adapt to the new geography of work and population change.

## 2.2 SUMMARY – THE SHIRE'S VIRTUOUS CIRCLE OF INVESTMENT

The Shire of Dandaragan is emerging as one of Western Australia's most strategically located regions in the State's clean energy transition. Few places combine the strength of renewable resources, grid connectivity, and large-scale energy storage investment as effectively as the Shire. Together, these elements create a virtuous cycle, where each new project improves network utilisation, lowers the cost of capital for subsequent developments, and enhances the region's overall investment appeal.

### WA's emerging clean energy corridor

The Shire already hosts some of the State's largest operational wind farms, including Yandin (214 MW) and Badgingarra (130 MW). Several additional projects, such as Yathroo Wind Farm (with a capacity of up to 500 MW and integrated battery storage), are in advanced stages of planning and approval. These directly connect to Western Power's 330 kV network, putting the Shire squarely within the northern section of the Southwest Interconnected System (SWIS).

Complementing these generation assets is the proposed Battery Energy Storage System (BESS) pipeline, which includes Neoen's Yathroo BESS and a separate Mimegarra BESS proposal, each with a capacity of around 400 MW/3,200 MWh. These projects will enable greater firming of renewable output and grid stabilisation, raising business investment confidence.

Western Power's Clean Energy Link is reinforcing the momentum of these investments. This expansion significantly increases the capacity to transmit energy from the Midwest and the Shire of Dandaragan areas into Perth and beyond. As a result, the Shire's infrastructure platform is rapidly evolving into a cornerstone of WA's renewable energy corridor (Figure 3).

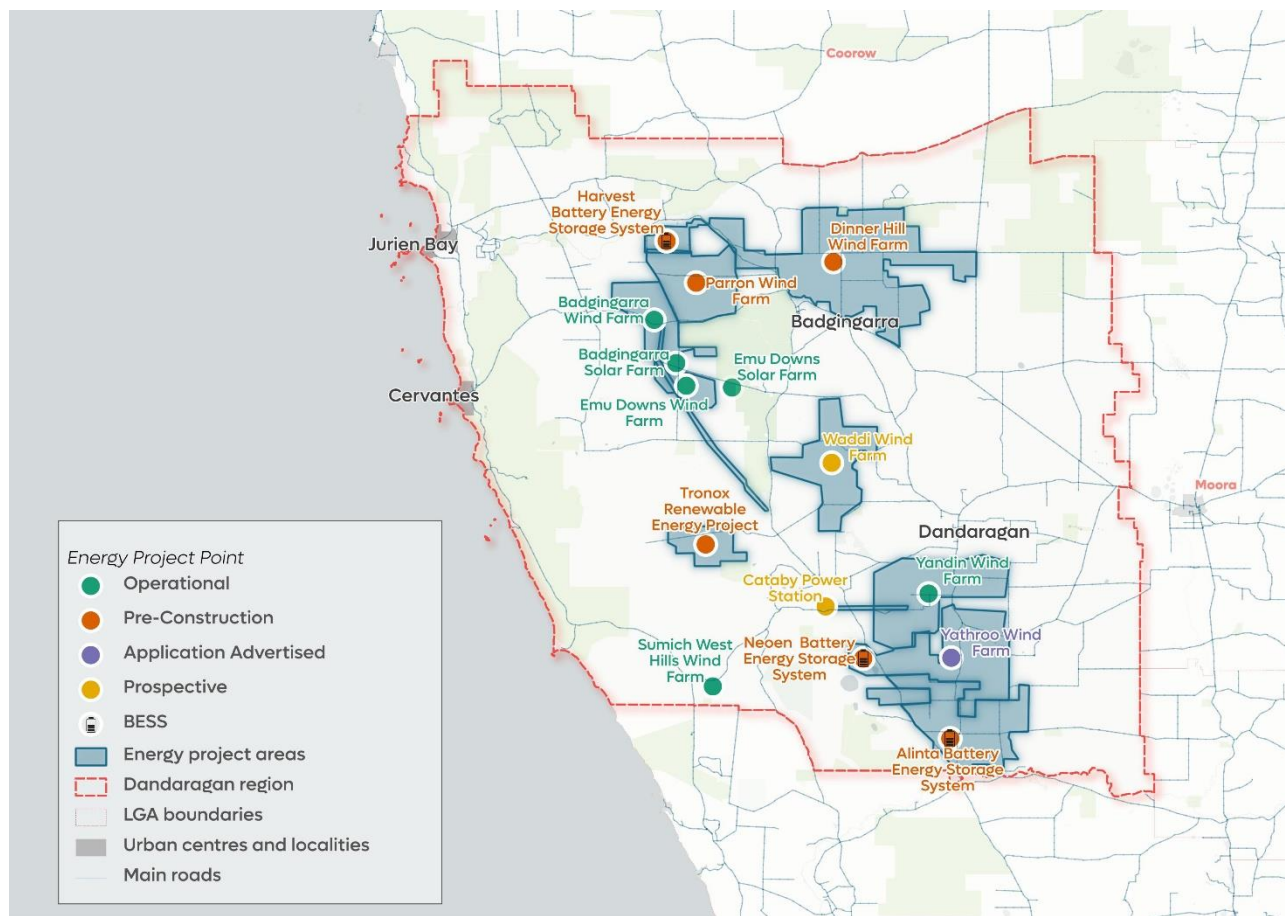


Figure 3: The Shire of Dandaragan Renewable Energy Corridor  
Source: Geografia, 2025

## The Virtuous Cycle

Each new asset, in generation, storage and transmission, enhances the region's investment fundamentals:

- New wind and solar generation improve transmission infrastructure use;
- Greater grid capacity reduces marginal connection costs; and
- The presence of batteries improves network reliability and power quality.

This reinforcing cycle of energy, infrastructure, and investor confidence is a hallmark of regions that see long-term renewable industry clustering.

For the Shire of Dandaragan, this cycle is already driving economic investment, as the co-location of multiple wind projects, proximity to the Clean Energy Link upgrade, and the BESS pipeline are generating further interest from renewable developers, agribusinesses, and emerging industries seeking clean energy power. As this ecosystem matures, the region's renewable assets will increasingly underpin its broader economic transition (Figure 4).

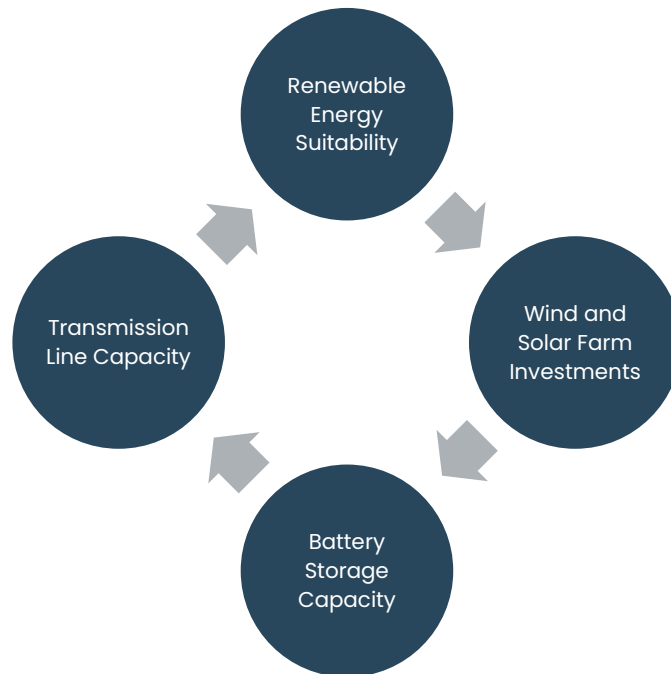


Figure 4: Virtuous Cycle of Renewable Energy Investments

Source: Geografia, 2025

Few regions in WA share this nexus of renewable potential, transmission access and storage readiness. Collie, in the State's Southwest, is the other major energy corridor opportunity. It is undergoing a rapid transformation from coal power to renewable industries and hosts two of WA's largest batteries: Synergy's Collie BESS (500 MW/2,000 MWh) and Neoen's Collie Battery (560 MW/2,240 MWh). Collie's strength lies in its industrial capacity, strong grid interconnection, and access to substantial water resources from the Wellington Dam and Collie-Wellington Basin.

### Water Security and Infrastructure Needed to Maintain the Shire's Lead

Collie's access to the Wellington Dam system gives it a natural advantage, supporting water-intensive industries such as advanced manufacturing and data-centre operations. By comparison, the Shire's relies primarily on groundwater from the Jurien and Arrowsmith aquifer systems, which are already subject to defined allocation limits.



To fully realise its economic potential, the Shire's will need to adopt a strategic infrastructure investment approach that integrates energy, water, transport, and social infrastructure planning. This includes:

- Securing water supply through long-term bore expansions, investments in non-potable and recycled water systems, and partnerships with the Water Corporation and regional utilities to explore shared-use industrial water schemes.
- Planning for workforce and community infrastructure, including worker accommodation, training facilities, housing diversity, and social amenities to support an expanded construction and operations workforce.
- Upgrading essential water and wastewater networks, particularly in Jurien Bay, to manage water use (and costs) by expanding reticulated sewerage, reliable water connections, and recycled-water infrastructure. Expanding these systems will ensure that non-residential industries (such as data centres, manufacturing, and agri-processing) can grow without constraining residential supply or placing additional pressure on existing community services.

Given the scale of projected population growth and the finite capacity of local groundwater sources, alternative water supply options will need to be considered over the medium to long term.

One emerging opportunity is the potential for small-scale or modular desalination technology to supplement the Shire's potable water needs. This leverages new technology in lower-cost, containerised and renewables-powered desalination systems. They are particularly feasible when co-located with industrial users or integrated into multi-purpose water schemes.

For the Shire of Dandaragan, a decentralised, scalable plant could support residential growth, tourism demand, and (if sized appropriately) selected irrigated or value-added agricultural activities. The feasibility, economics and environmental considerations would require detailed assessment, including energy requirements, brine management and alignment with State-level water planning.

Addressing these factors will be critical for capturing the next wave of commercial opportunities in AI data centres, advanced manufacturing, and agricultural processing. These are industries that depend equally on reliable energy, water, and workforce infrastructure. Strategic investment in these foundations will also strengthen community resilience by ensuring that population growth, housing development, and service delivery keep pace with industrial transformation.

## 3.0 Regional Economic Trends and Profile

The Shire of Dandaragan's economy is in transition. Once defined primarily by agriculture and day-trip tourism, the Shire is entering a new cycle of investment driven by renewable energy, construction, accommodation, and lifestyle migration. These forces are reshaping the local labour market, land use, and population dynamics, laying the groundwork for long-term structural change.

### 3.1 INTRODUCTION

The Shire's economic transition is being shaped by four major forces that are redefining the Shire's population, workforce and land-use profile. The following sections examine the key trends and opportunities across:

- Renewable energy
- Lifestyle living
- Tourism
- Agribusiness

Each of these plays a central role in the Shire's long-term economic development and its contribution to Western Australia's prosperity.

### 3.2 RENEWABLE ENERGY DRIVES POPULATION AND WORKFORCE TRENDS

Historically, the Shire's economy has been small and cyclical, underpinned by agriculture, tourism, and construction activity associated with the first wave of wind-farm development beginning around 2005 (with projects such as Emu Downs). This coincided with a population increase that lasted until 2013 (Figure 5).

During this period, construction activity generated significant local employment and service demand. When these projects were completed, population levels stabilised rather than reverting to pre-construction levels, indicating that some of the temporary construction workforce remained in ongoing operations roles and contributed to flow-on economic activity.



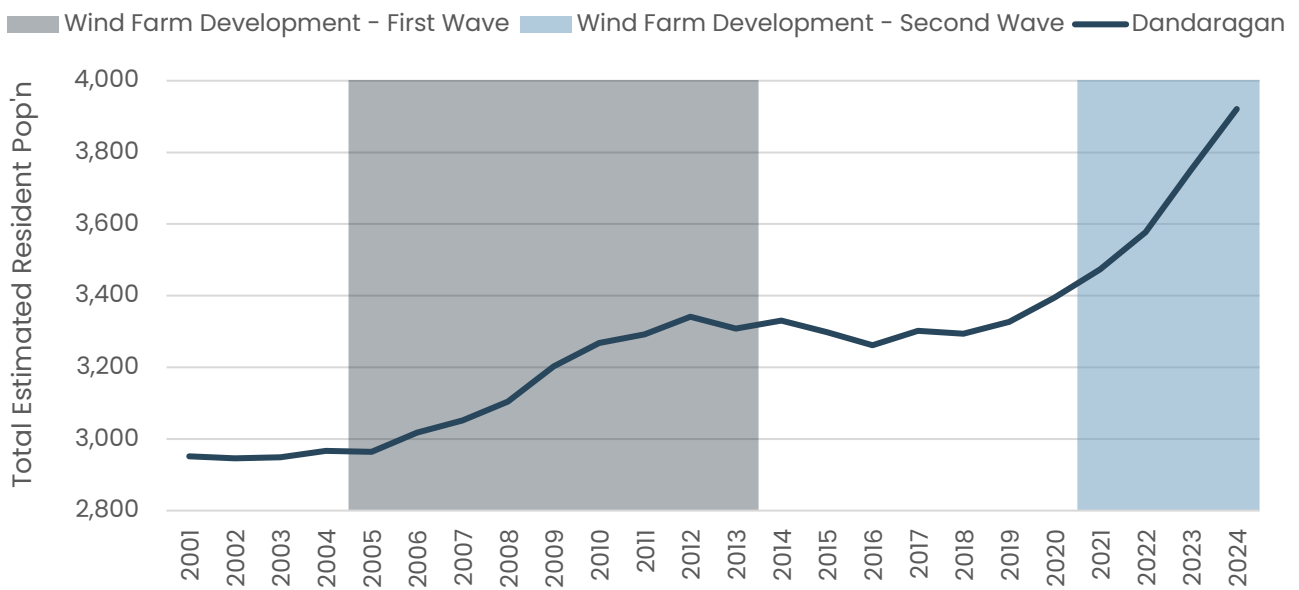


Figure 5: Resident Population in the Shire of Dandaragan and Renewable Energy Investments

Source: Geografia, 2025 with ABS ERP, 2025 data

With the global shift toward net-zero emissions and the accelerating demand for renewable energy, a second, much larger investment cycle is now emerging in the Shire (depicted in the light blue region in Figure 5). Like the earlier phase, these developments are already driving demand for employment and housing. Further, given the scale, duration and supporting infrastructure associated with the current pipeline (such as battery storage and grid upgrades), this phase is **likely to support a higher and more sustained steady-state population than is currently forecast** (discussed further in Section 5.2).

### 3.3 AMENITY LANDSCAPE AND LIFESTYLE VALUES

The Shire’s high-amenity landscape has long been a latent regional strength. Historically, however, most lifestyle migration from Perth has flowed south, supported by established physical and tourism infrastructure, as well as long-standing perceptions of the Southwest as Perth’s primary sea-change destination.

In recent years, this pattern has begun to change. With the Shire a comparable drive from Perth, the Wheatbelt (including the Shire of Dandaragan) has been steadily closing the gap with the Southwest in attracting Perth residents. By 2024, the inflow of Perth migrants to the Wheatbelt was almost equal to that of Bunbury (Figure 6). This reflects both the growing lifestyle preference for northern coastal regions, their relative affordability, and the broadening appeal of towns with shorter driving distances to Perth.

Within this emerging trend, Jurien Bay and Cervantes stand out. Their combination of coastal lifestyle, access to nature, affordability, and manageable travel time to Perth makes the Shire one of Western Australia’s most competitive lifestyle regions outside the Southwest. Rising metropolitan house prices and the mainstreaming of hybrid work further reinforce this.

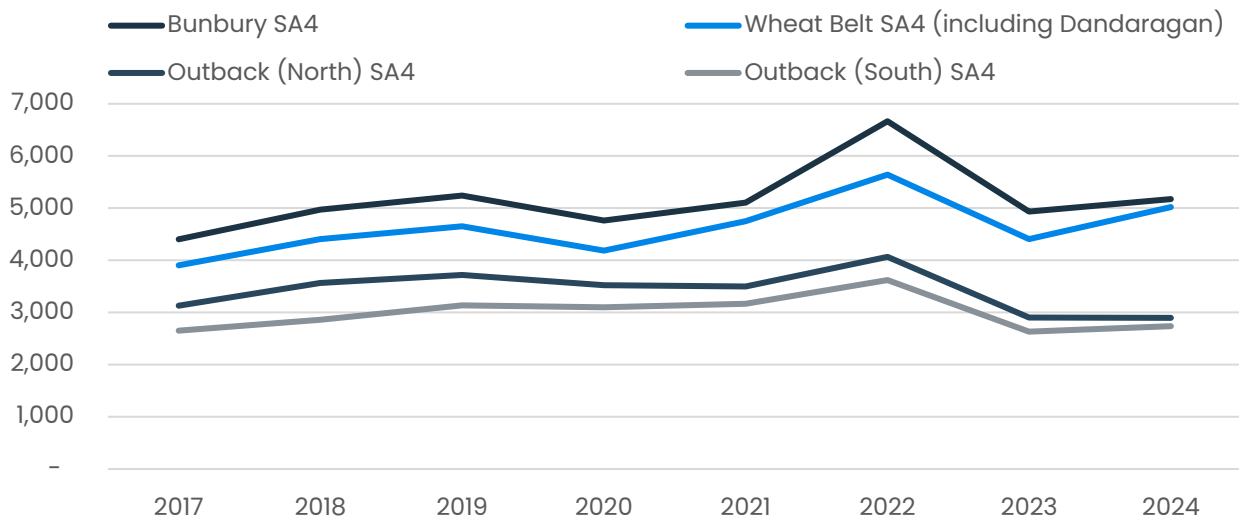


Figure 6: Total Former Perth Residents Migrating to Regional WA by SA4  
 Source: Geografia, 2025 with ABS ERP, 2025 data

Importantly, this migration is no longer defined solely by amenity. Housing and cost-of-living pressures, combined with the increased flexibility of remote and hybrid work, are driving a new wave of professionals, FIFO workers and families – including those in energy and construction – to relocate in search of affordability and a better work-life balance. The Shire is beginning to experience this workforce-led migration, reflecting the expansion of renewable energy, transmission and digital infrastructure projects across the Shire.

Occupational change between 2016 and 2021 provides early evidence of this shift towards a more skilled, technical and project-oriented local labour market. The proportion of **Professionals increased from 11% to 20%**, the strongest growth of any group, while Technicians and Trades Workers and Machinery Operators and Drivers also recorded gains. At the same time, traditionally larger workforce segments such as Labourers and Clerical and Administrative Workers declined (Table 1).

These migration trends highlight that high-amenity landscapes are already in place to attract these segments. However, the Shire’s housing stock and supporting social and physical infrastructure may not yet be at a scale sufficient to fully absorb future growth. Targeted investment in schools, health services, community facilities and diverse housing options will be essential to anchor sustained population growth and ensure that migration inflows translate into long-term workforce participation and economic resilience.

	2016	2021	% Share Change
Managers	15%	14%	-2%
Professionals	<b>11%</b>	<b>20%</b>	<b>10%</b>
Technicians and Trades Workers	17%	19%	2%
Community and Personal Service Workers	8%	8%	0%
Clerical and Administrative Workers	16%	12%	-4%
Sales Workers	3%	7%	4%
Machinery Operators and Drivers	8%	9%	1%
Labourers	<b>19%</b>	<b>12%</b>	<b>-7%</b>

Table 1: Share of Occupation of Former Perth Residents who relocated to Shire of Dandaragan, 2016 and 2021.

Source: ABS Census 2016 and 2021 Internal Migration



### 3.4 TOURISM OPPORTUNITIES

Tourism remains one of the Shire of Dandaragan’s strongest comparative advantages, underpinned by its coastal assets, iconic attractions and location in Western Australia’s Coral Coast tourism corridor.

Spendmapp transaction data shows that residents remain the single largest contributors to total spending in Jurien Bay and Cervantes, averaging around \$2.0–\$2.5 million per month during the 2024–25 period (Figure 7). However, visitor spending is becoming increasingly significant, particularly from metropolitan Perth, whose expenditure peaks during school holidays and long-weekend periods (reaching over \$1.6 million in April 2025). Regional WA visitors contribute a smaller but steady year-round share.

This pattern highlights two important dynamics:

1. Tourism expenditure is highly responsive to seasonal visitation.
2. Visitors now account for a material proportion of the local economy, generating between 35–45% of total monthly retail and hospitality spend during peak tourism periods.

As the visitor economy grows, these seasonal spending patterns will become increasingly influential, reinforcing the need for tourism to be a central consideration in future land-use and activity-centre planning.

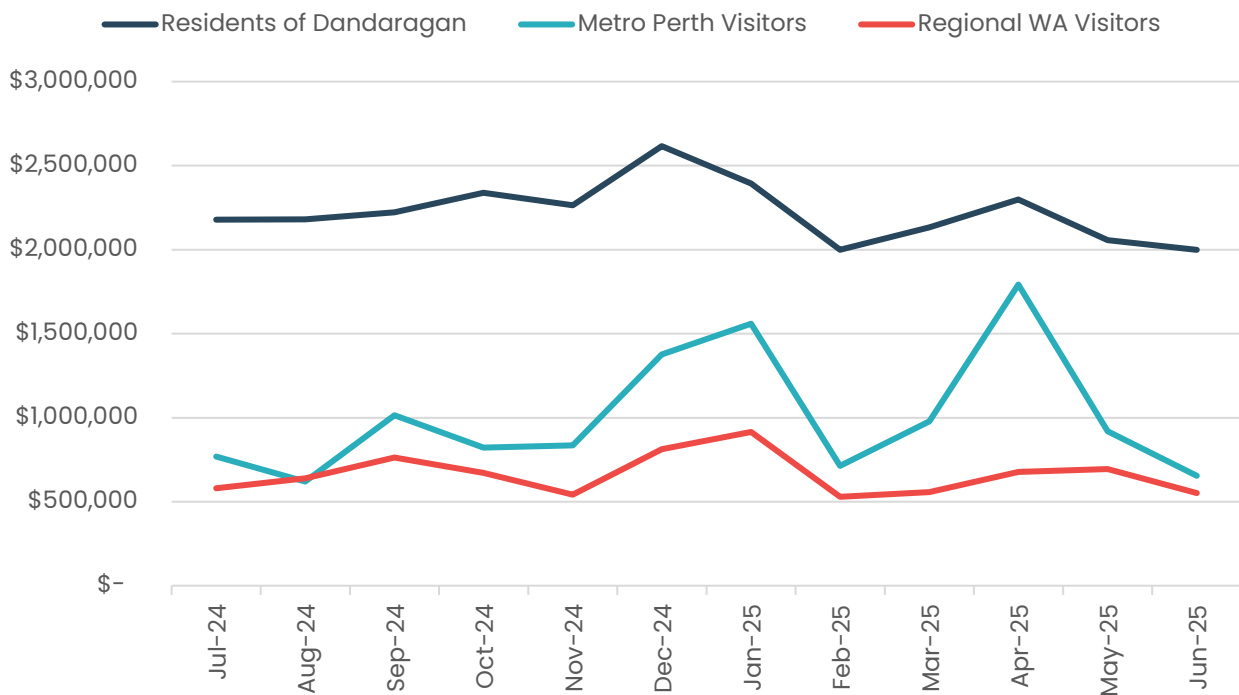


Figure 7: Resident vs Visitor Spending in Jurien Bay and Cervantes (Combined)

Source: Spendmapp by Geografia, 2025

While day trip numbers to the region have softened in recent years, overnight visits have grown steadily (Figure 8). This indicates a transition toward higher-return, longer-stay tourism that can support new investment in accommodation and commercial activity. This shift aligns strongly with broader lifestyle trends and the region’s growing residential base.

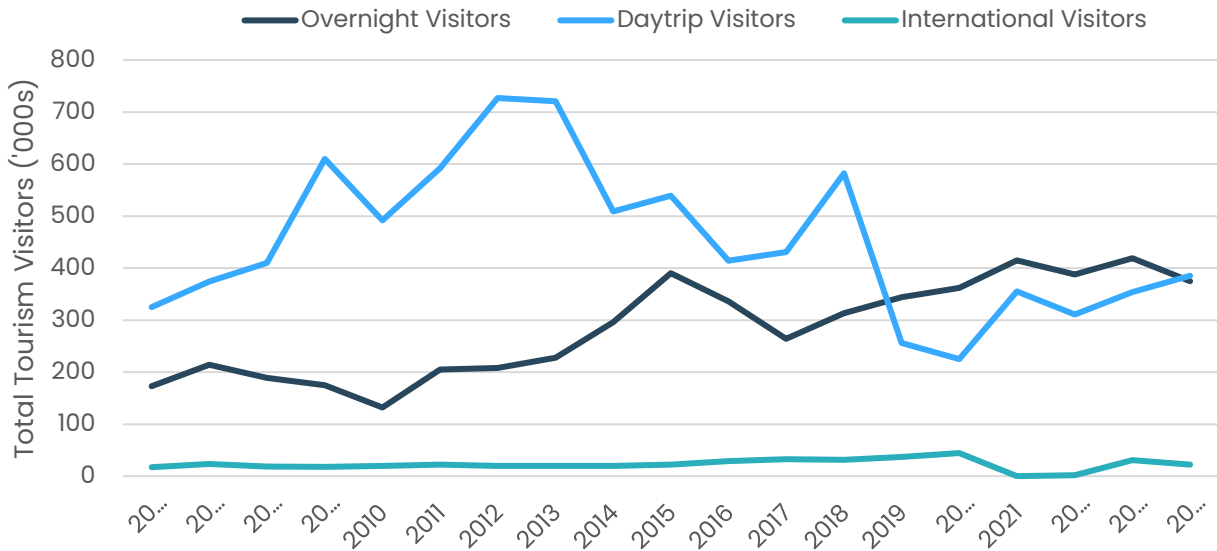


Figure 8: Total Tourism Visitors to Dandaragan Gingin SA2

Source: Geografia, 2025 with TRA 2025 data

The region’s location on a major long-distance tourism route is clearly illustrated in the Placemapp mobility data (Figure 9, see also Figure 11). This shows that Jurien Bay, Lobster Shack, and the Pinnacles are key stopovers for visitors travelling between Perth, Geraldton, Kalbarri, and the rest of the Coral Coast. Visitors primarily originate from metropolitan Perth, and their tourism journey can extend from Margaret to Kalbarri (and even to Carnarvon).

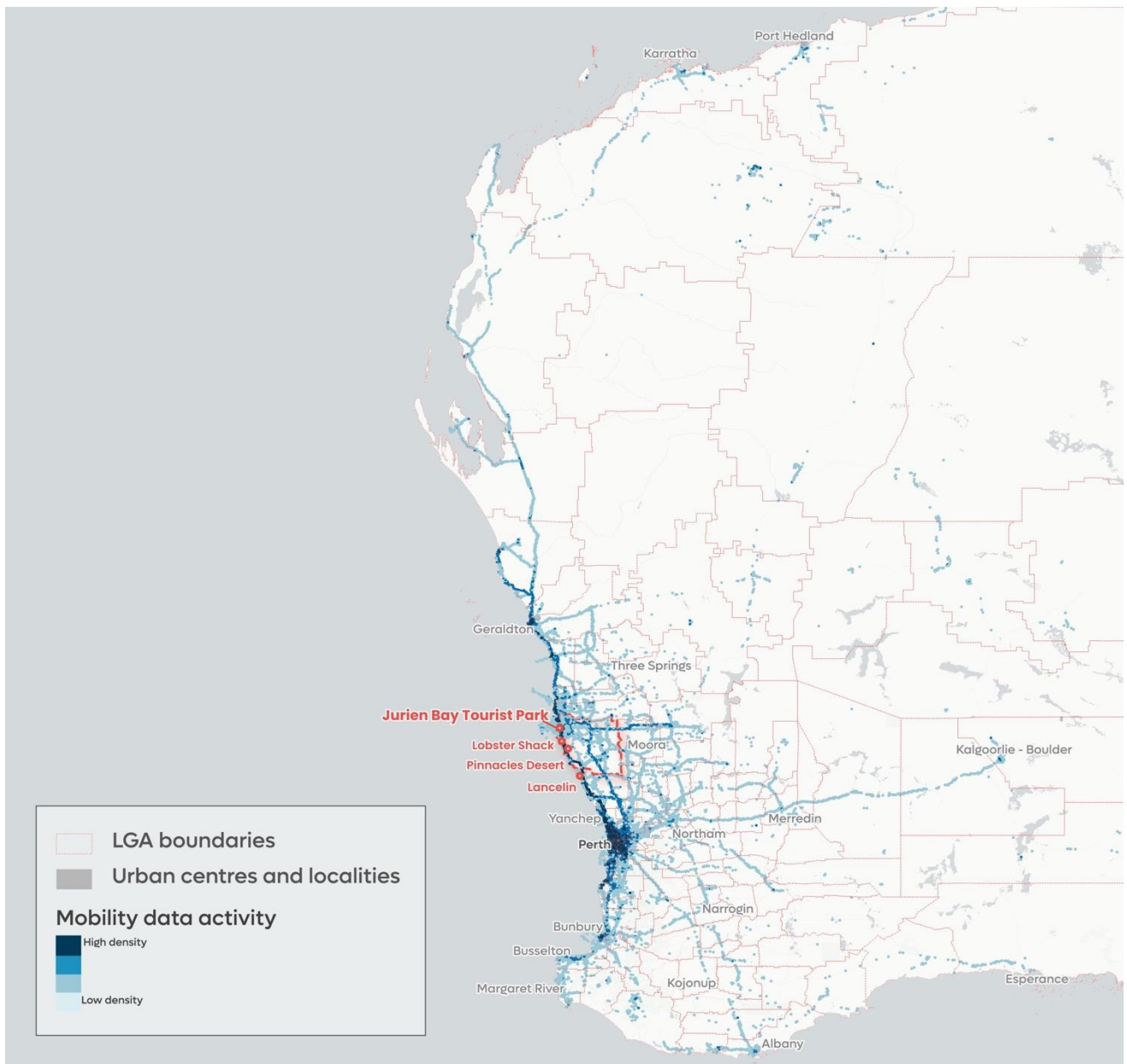


Figure 9: Tourism Travel Route of Long-Stay Tourists to Jurian Bay  
 Source: Placemapp by Geografia, 2025, using the 2024 full calendar year of people movements.

Tourism Research Australia (TRA) data indicates that the Shire of Dandaragan continues to increase its market share of the total overnight market to the Coral Coast (Figure 10). As Metropolitan visitors seek short breaks within easy reach of Perth (but are looking for an alternative to south-west destinations), there is an opportunity to grow in an expanding Coral Coast tourism market. This creates strong foundations for expanding both short-stay accommodation and experiential tourism offerings.

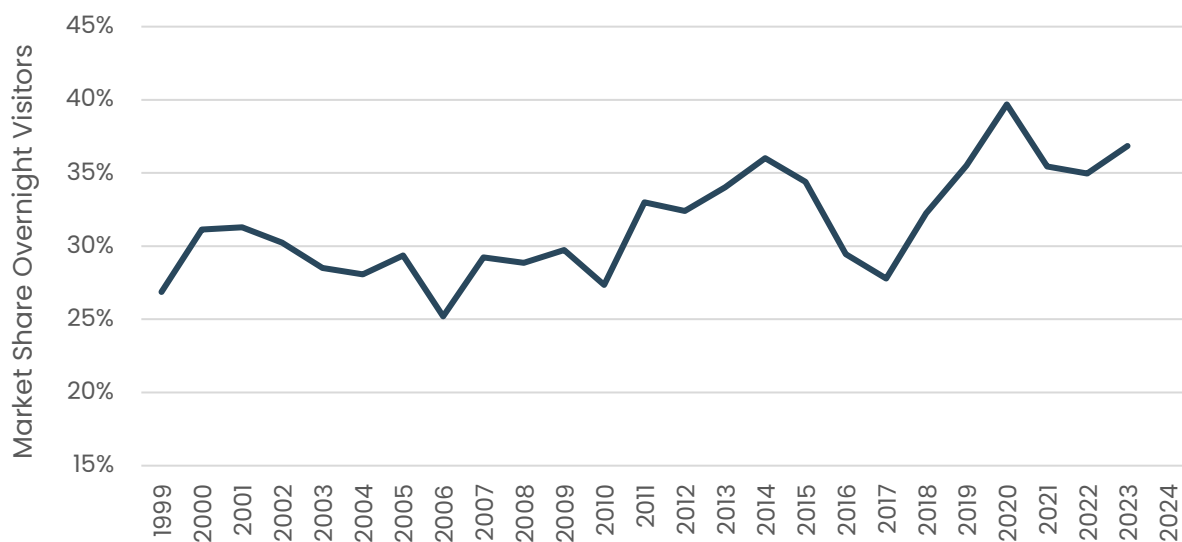


Figure 10: Dandaragan-Gingin SA2 Share of Overnight Visitors to Coral Coast

This shows the increase in market share that the Dandaragan-Gingin SA2 destination makes up of the entire Coral Coast Tourism Region. Source: Geografia, 2025, with TRA 2025 data

Figure 11 shows the current daytrip route in Dandaragan-Gingin SA2. The concentrations around established tourism assets are evident (e.g., Cervantes’ Lobster Shack, the Pinnacles Desert, and other established coastal recreation assets such as Lancelin Sand Dunes, and, for overnights, Jurien Bay Tourist Park). Linkages between Cervantes and Jurien Bay (through wayfinding, marina activation and coordinated visitor services) present a clear opportunity to convert short visits into longer day trips or overnight stays. This will increase local expenditure and strengthen the visitor economy.

Figure 12 shows that international visitors, in particular, exhibit highly concentrated movement patterns, undertaking short day trips that focus almost exclusively on the Pinnacles, Lobster Shack, and the Lancelin Sand Dunes, with very limited extension to Jurien Bay. This highlights a missed opportunity: by expanding on tourism products and experiences, Jurien Bay can capture a greater total of this high-value visitor segment. Bringing international day-trippers further north into Jurien Bay would diversify local visitation, extend the length of stay, and materially expand the Shire’s tourism-driven retail and hospitality demand.

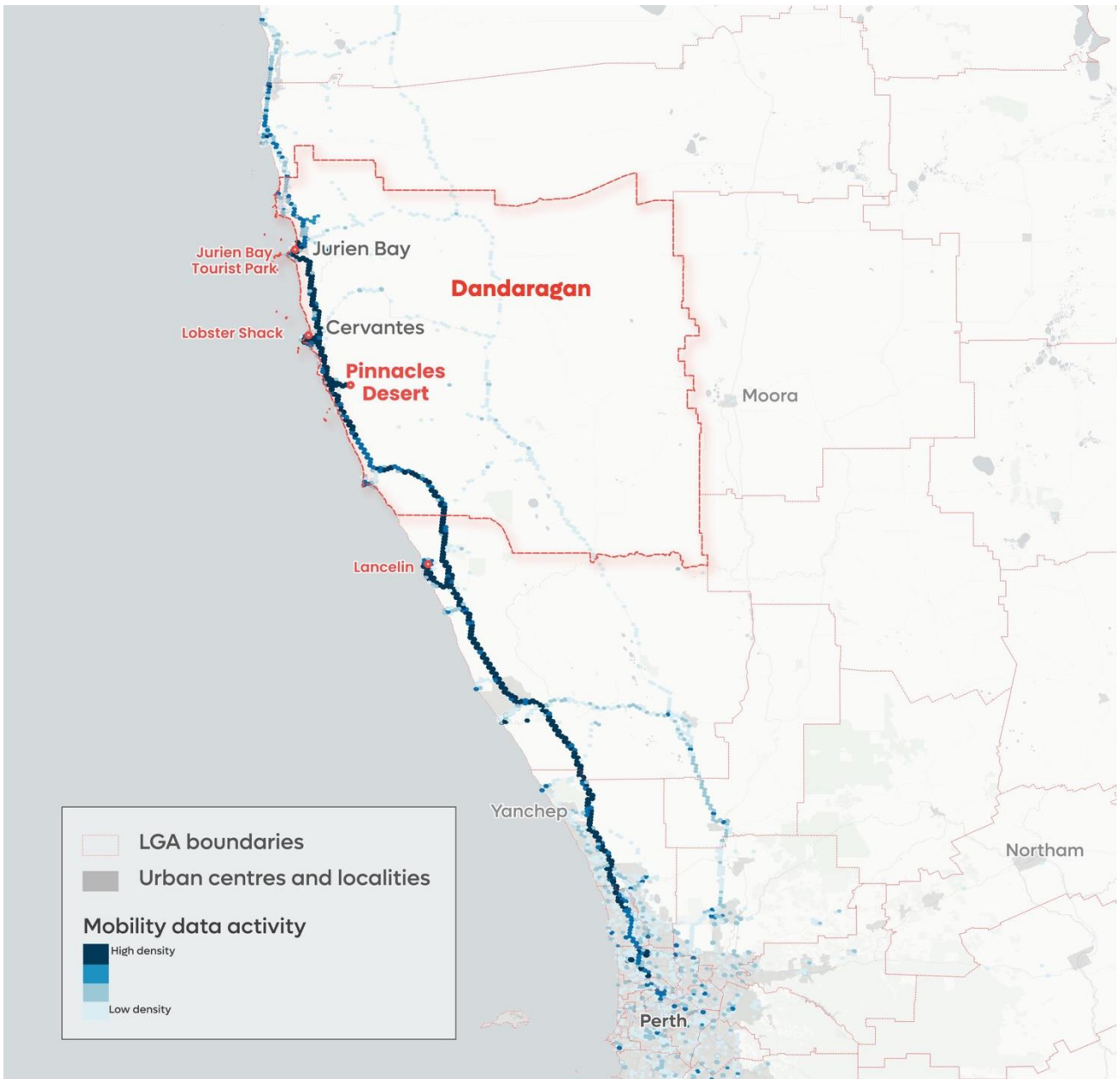


Figure 11: Daytrip Visitor Route in the Shire of Dandaragan

Source: Placemapp by Geografia, 2025, using the 2024 full calendar year of people movements



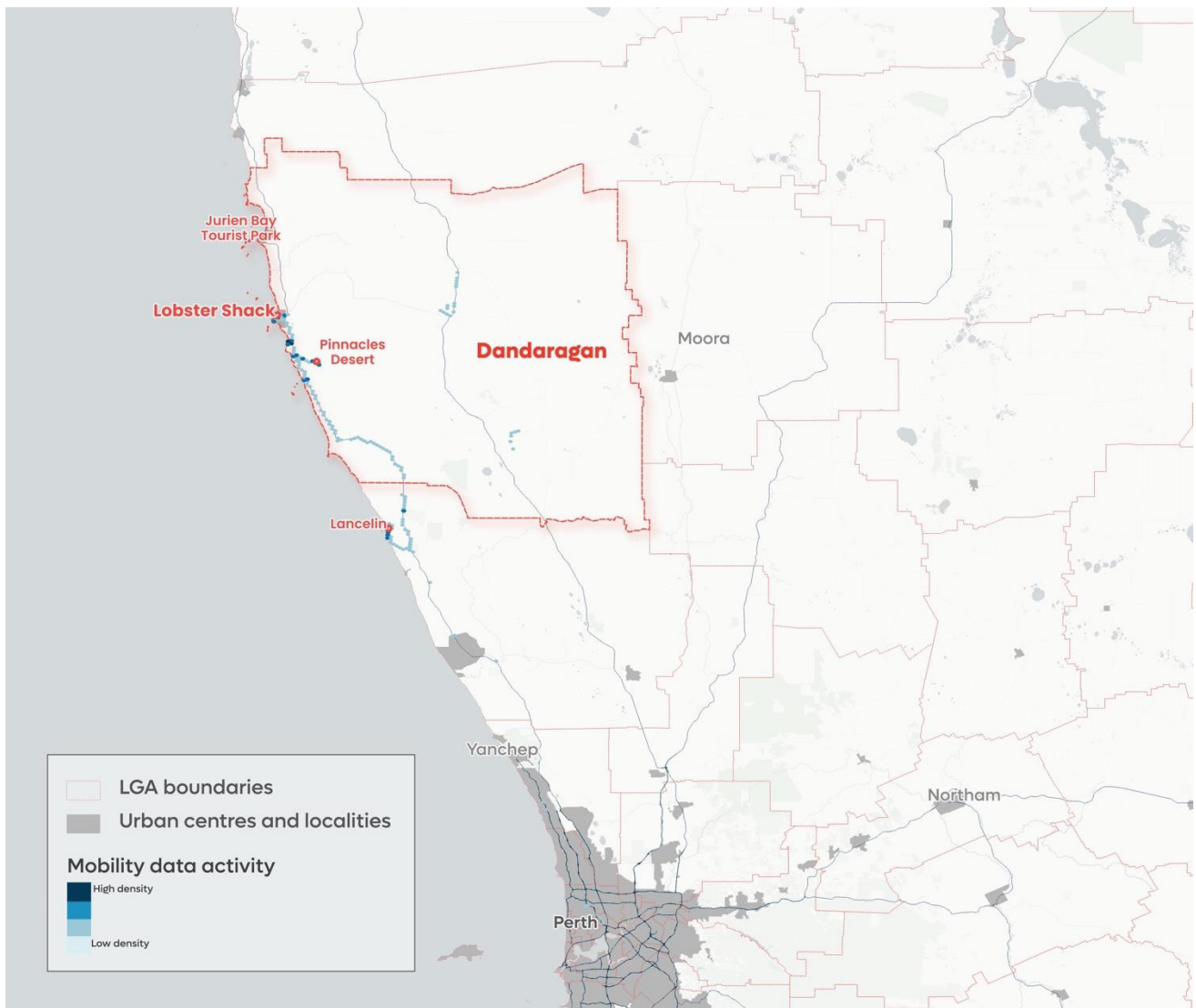


Figure 12: International Daytrip Visitor Route in Dandaragan Shire  
 Source: Placemapp by Geografia, 2025, using the 2024 full calendar year of people movements.

### 3.5 AGRICULTURE’S CONTRIBUTION AND SECURING WATER

Despite rapid growth in the energy and construction sectors, agriculture remains a cornerstone of the Shire’s economy, contributing more than \$350 million in gross value of production in 2021 (Figure 13). The Shire is one of Western Australia’s most diverse producers:

- Vegetables (\$82.5 million) and fruit (\$40.6 million) form a substantial horticultural base, supported by soil quality, climate conditions and strong domestic demand.
- Livestock production contributes nearly \$166 million combined, driven by both slaughtered animals and livestock products.
- Broadacre cropping (\$52.5 million) remains a major component of the Shire’s agricultural landscape.



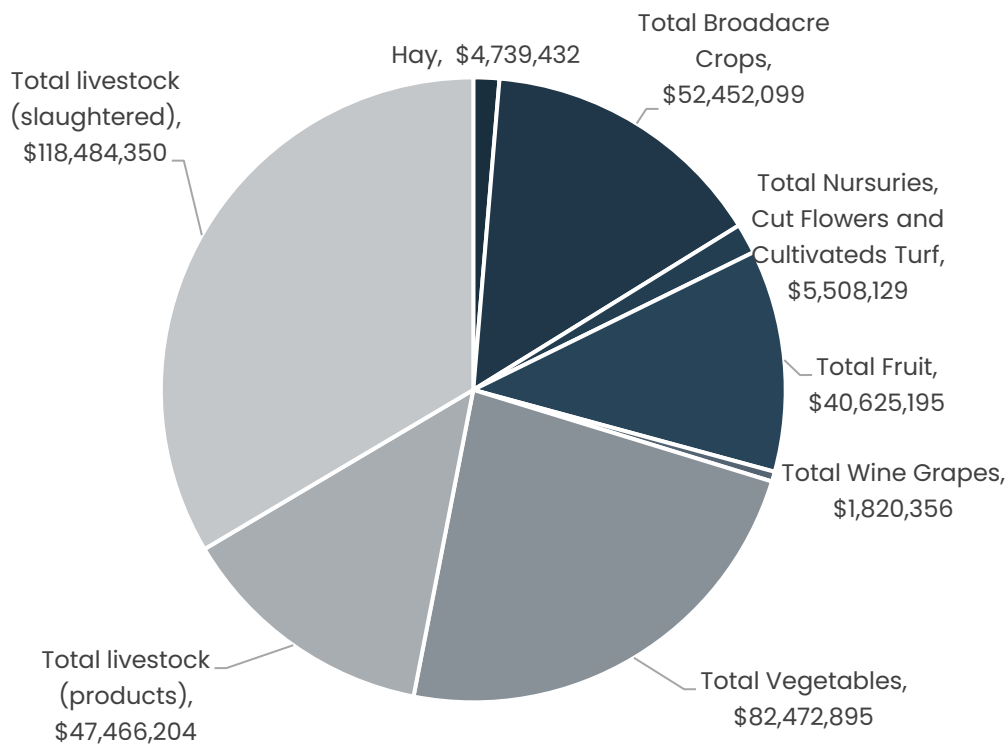


Figure 13: Total Value of Agricultural Production in the Shire of Dandaragan 2021

Source: Geografia, 2025 with ABS 2021 Agricultural Census.

This diversity provides economic stability during periods of construction-driven growth. However, land and water resources are now facing increasing competition from renewable energy infrastructure, industrial development and residential expansion. Without targeted planning (i.e., identifying and protecting high-value agricultural land and water resources), these pressures risk constraining long-term agricultural capacity.

Securing affordable, reliable water will be central to sustaining agricultural competitiveness. A stable water supply is essential not only for existing production but also for enabling value-added processing (such as food manufacturing, cold storage, aquaculture expansion, and agri-tech operations). Protecting high-value agricultural land, planning for water security and enabling the co-location of renewable energy with the agri-industry will be vital to maintaining the Shire's contribution to Western Australia's food system.

### 3.6 SUMMARY: THE FOUR WAYS THE SHIRE OF DANDARAGAN DELIVERS FOR THE STATE

There are four broad ways in which the Shire already contributes to Western Australia's prosperity. With careful planning and investment, each of these has significant growth potential (Figure 14).

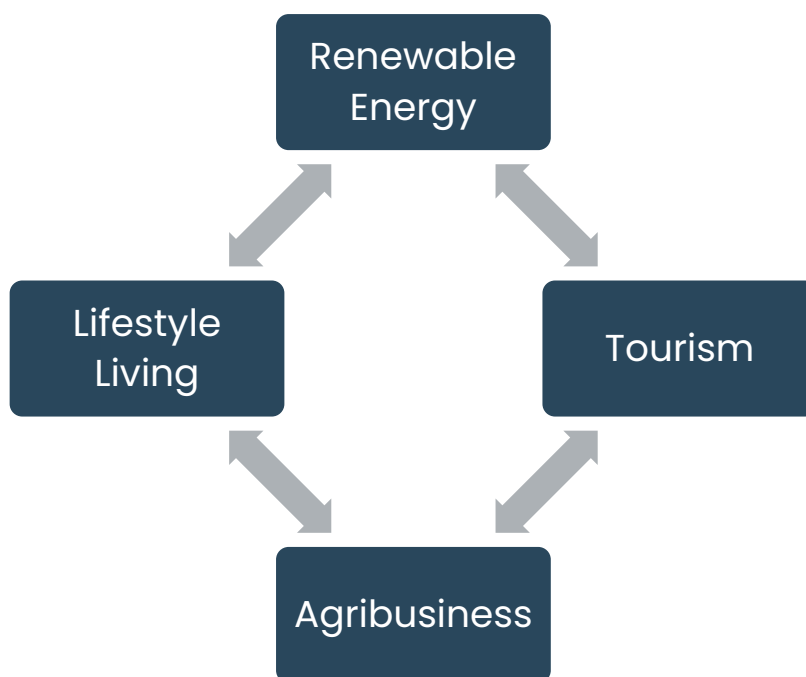


Figure 14: Four Opportunities for Regional Enhancement To Drive State Prosperity

In summary:

1. Continuation of renewable energy development drives population growth
2. Lifestyle living supports population growth, but needs land and water management and more housing diversity
3. A growing tourism destination, but it needs amenity improvements in towns
4. An agribusiness exporter, but it needs water and land security



## 4.0 Strategic Context

The Shire of Dandaragan's role as a sub-regional centre is well established in State, regional and local planning documents. Jurien Bay, in particular, has consistently been identified as the Shire's primary sub-regional centre. Together, these frameworks recognise the Shire's potential to accommodate population growth, diversify its economy and provide a broader range of services to surrounding communities. At the same time, the Shire faces familiar regional challenges: dispersed settlement patterns, infrastructure capacity constraints and seasonal population pressures. These factors influence the timing, sequencing and feasibility of investment needed to support long-term growth. The key planning documents that define the strategic context for Dandaragan outline how policy settings have evolved and how they inform future land-use, infrastructure, and economic development directions for the Shire.

### 4.1 INTRODUCTION

The Shire's future is already strongly shaped by more than a decade of State, regional and local planning work. Across these documents, Jurien Bay is consistently identified as the Shire's primary sub-regional centre, with an aspirational long-term population of 20,000+ residents. This is a strategic ambition rather than a formal population forecast, and its realisation depends on timely investment in enabling infrastructure, housing and services.

At the same time, the literature highlights familiar regional challenges: dispersed settlements, infrastructure capacity constraints, coastal hazard risk and strong seasonal population pressures. Together, these factors influence the timing, sequencing and feasibility of growth and investment across the Shire.

The following sub-sections summarise the key policy and strategy documents that define this context (Section 4.1) and draw out the main implications for land use, infrastructure and economic development in the Shire of Dandaragan (Section 4.2).

### 4.2 POLICY LITERATURE

#### Regional Centres Development Plan (SuperTowns) (2011)

The State Government's Regional Centres Development Plan (SuperTowns) initiative aimed to support southern regional communities in planning and preparing for the future and in taking advantage of opportunities created by WA's population growth to 2050.

The SuperTowns vision was to deliver balanced, well-connected regional communities with lifestyle options and access to services; affordable, high-quality

housing; and a growing, diverse range of job opportunities. Although it is not a current policy position, the criteria used to identify nine (9) sub-regional centres in the South West sector (including Jurien Bay in the Shire of Dandaragan) remain relevant. These are:

- Potential for population expansion.
- Potential for economic expansion and diversification.
- Strong local governance capabilities.
- Generation of net benefits to Western Australia.

## Jurien Bay Growth Plan (2012)

The Regional Centres Development Plan required each SuperTown to prepare a Growth Plan outlining a shared vision for growth that reflects community needs and barriers, and a framework for government to work together to prepare for growth.

The Jurien Bay Growth Plan outlines a vision for creating a regional city of 20,000 people, with a thriving community, a prosperous and growing economy, and a protected natural environment.

The Shire's 2011 Strategic Community Plan, prepared with extensive community input, provided the basis for identifying key projects to stimulate short-term development and establish a path for future growth.

The Growth Plan identified transformative projects to overcome impediments to growth and promote expansion, including:

- Aged Care and Health Plan
- City Centre Enhancement Project, including a Visitor and Civic Precinct Development Project, Infill Sewer Project, City Centre Stormwater Management Strategy, City Centre Design Guidelines and Public Realm Concept Plans and Implementation of Public Realm Enhancements.
- Industry Development Plans

Stage 1 of the Visitor and Civic Precinct Development and Stage 1 of the Infill Sewerage project were funded as part of the SuperTowns program announcement in May 2012.

The Growth Plan, supported by a Spatial Growth Plan, identified the spatial requirements for the range and scale of land uses, movement network and both hard and soft infrastructure needed to ensure that Jurien Bay develops into a regional city of 20,000. Some of the key elements of the Growth Plan include:

- Growing the development yield of retail floorspace from 4,800m<sup>2</sup> to 14,000m<sup>2</sup> and office and commercial floorspace from 3,800m<sup>2</sup> to 11,000m<sup>2</sup>. Except for the future district centre, floorspace is concentrated in the city centre.



- Increasing the residential dwelling yield in the centre from 350 to 1,270.
- Acknowledging the potential lot yield and population (22,000+ people) that would result from the subdivision and development of land zoned for residential development, outside the centre.
- Growing the development yield of tourism accommodation units from 145 to 390 (excludes the caravan park and Apex Camp).
- Acknowledging the additional 45 lots planned in Stage 2 of the Coalseam Road industrial area.
- The identification of land for a future wastewater treatment plant, electrical substation, district centre (south of the city centre) and Indian Ocean Drive Link (bypassing the town centre).

Tables within the Plan outlined the additional community infrastructure requirements for four (4) population scenarios (2,500, 5,000, 10,000, and 20,000).

### Jurien Bay City Centre Strategy Plan (2012)

The Jurien Bay City Centre Strategy Plan was prepared to form part of the (now superseded) local planning strategy and provide a clear direction for the future planning, development and management of the Jurien Bay city centre, reflecting the context outlined in the Jurien Bay Growth Plan, including that it will grow to provide regional centre functions and services.

The Strategy is based on the principle that land-use and infrastructure planning in the city centre (emphasising more intensive, high-quality development) would not only accommodate but also facilitate growth.

Key elements of the plan include:

- Upgrading a section of Bashford Street (forming part of the Indian Ocean Drive) to redefine the role and function of the street within the city centre to create a slower-speed, pedestrian-based high-amenity environment through design, landscaping and water management.
- Extension of Water Corporation's wastewater network to support the development of land in a manner that realises the locational value and strengthens the growth of the city centre.
- Enhancing the public realm, creating a strong local character and signalling the city centre through the treatment of public spaces and streetscapes, including extending the use of vegetated swale drains within road reserves from the Turquoise Coast urban expansion area through the city centre.

The Strategy acknowledges that the capital expenditure required exceeds the Shire's capacity, and that successful implementation will depend on partnerships to negotiate outcomes and secure funding.

## State Planning Strategy 2050 (2014)

The Western Australian Planning Commission's (WAPC) State Planning Strategy (SPS), published in 2014, is the lead strategic, integrated land use planning document for Western Australia and provides a State strategic context and basis for the integration and coordination of sustainable land use planning, transport planning and land development across State, regional and local jurisdictions to 2050.

The Dandaragan Growth Plan and its objectives align with, and support, the SPS vision for sustained growth and prosperity (across diverse, liveable, connected and collaborative places) and its strategic goals of strong and resilient regions, sustainable communities and infrastructure planning and coordination, delivered through strategic land use planning that addresses the interrelated and interdependent issues of economic development, physical and social infrastructure, environment and security.

The Shire of Dandaragan is in the South West sector of the SPS, which encompasses the Wheatbelt, Perth, Peel, South West and Great Southern regions.

The SPS acknowledges that the South West sector has a diverse economic base and features a unique environment and lifestyle, making it an attractive place to live, work and invest. Accordingly, the SPS notes that the South West sector will continue to be the population centre of the State, providing the highest level and greatest range of social services (health and education services, cultural activities) and employment opportunities.

In relation to the Shire of Dandaragan, the SPS:

- Reflects the Shire's long-standing, traditional economic industries of agriculture (intensive cropping and livestock grazing), fishing, and tourism.
- Identifies Jurien Bay as a population growth area.
- Acknowledges the challenge of delivering essential infrastructure and services to regional centres and towns to meet forecast growth and expansion.

Jurien Bay is identified as one of eleven (11) sub-regional centres within the State's South West sector, which includes Northam (also in the Wheatbelt region), and one of sixteen (16) sub-regional centres across Regional WA. Sub-regional centres are the third-highest centre classification, under the Capital City (Perth) and eleven (11) Regional Centres. There are no Regional Centres within the Wheatbelt region.

## Wheatbelt Regional Planning and Infrastructure framework (2015)

The Wheatbelt Regional Planning and Infrastructure Framework (RPIF) aims to provide a long-term strategic context for land-use, infrastructure, and economic development across the Wheatbelt, promoting a vibrant and diversified economy, protecting natural assets, and supporting well-connected, liveable communities responsive to changing demographics.

Key considerations for the Shire of Dandaragan include:

- The ability to leverage comparative advantages, including proximity to Perth, safe communities and social capital, high-quality natural environment and open spaces, land availability and community infrastructure, amongst others, to achieve growth.
- Opportunities for value-add and innovation, including attracting new industries, State strategic renewable energy generation, retail, service, and residential growth, nature-based tourism, and technology-based businesses accessing the NBN.
- Given the lack of available Regional Centres in Wheatbelt, the notion that Perth will fulfil the role of Regional Centre for the wider region, supporting the network of sub-regional centres.
- Guilderton South and Lancelin, located on the coast between Jurien Bay and Perth, are identified as proposed sub-regional centres acknowledging the planned capacity to accommodate significant population growth.
- The ring of local governments surrounding the Perth region, including the Shire of Dandaragan, is forecast to accommodate 70% of the Wheatbelt's growth over the coming 20 years.
- Demands for health infrastructure (including low to high aged care accommodation) must be considered in sub-regional planning. The mapping illustrates a proposed strategic health centre in Jurien Bay, but it is neither defined nor explained in the RPIF.
- Based on population projections, the Wheatbelt's coastal settlements will require additional education facilities, including a possible senior high school (years 11 and 12) at Jurien Bay.
- The challenges associated with providing child care services.
- The role of sport, recreation, culture and the arts to support healthy, active and connected lifestyles and communities.
- The Wheatbelt is the second-most-visited region in Western Australia for day trips. The Pinnacles, located in Nambung National Park, are one of the most visited day-trip destinations, attracting over 190,000 individual visitors per year (Tourism WA, 2017). Accordingly, the RPIF designates the Pinnacles as a State Strategic Tourism site.
- Upgrades to water supply infrastructure (currently provided by the Water Corporation in the Jurien Bay and Dandaragan townsites) may be required as water demand increases with population growth and the expansion of residential, industrial, horticulture, and agri-industry land uses.
- Opportunities may exist to accommodate some population growth and remove a constraint on land and housing supply by encouraging higher-density development in sewered areas.



- Western Power’s South West Interconnected System (SWIS) electricity network in Dandaragan was designed to supply small distributed loads; as a result, infrastructure limitations have resulted in insufficient capacity for large industrial customers to connect. At the time of publication, Western Power’s Mid-West Energy Project aimed to provide greater network capacity to support growth in industry and mining.
- Continuous improvements in telecommunication services support higher rates of mobility, business innovation and growth, narrowing of the current rural/city technology divide (through social networking and global connectivity) and may provide opportunities for the establishment of new digital businesses, some of which may bridge the gap between current and future health and education facilities and services within the Shire.
- Given the proximity to metropolitan Perth, it is likely the region will be considered for large infrastructure facilities, such as power generation, wind farms, prisons, cemeteries, landfills, and airports, if suitable sites cannot be found in Perth.
- The northern portion of the Shire falls within the Jurien groundwater area, where large volumes of groundwater are available, and the southern portion falls within the Gingin groundwater area, where water resources are largely allocated. There is increasing competition for high-quality, fresh water from both sources. Towns within the Shire, serviced by Water Corporation’s potable water network, are supplied by groundwater.
- Basic raw material resources need to be protected from incompatible land use changes.

The RPIF outlines key WAPC planning initiatives required to deliver the vision; those relevant to this study include:

- To develop and implement Land Release Plans for growth areas, identifying land requirements, servicing opportunities, constraints and associated human service infrastructure (education, health and aged care).
- Identify required planning responses following completion of the Coastal Hazard Risk Management and Adaptation Planning Study.
- Develop planning guidance for Wheatbelt planning schemes to provide a flexible approach to aged-care sites.
- Consider circumstances where the use of ‘fit-for-purpose’ and ‘stand-alone’ infrastructure services may be suitable.
- Facilitate long-term strategic planning to respond to pressure for rural residential (lifestyle) land use in the lower Gingin - Indian Ocean Drive corridor (including the area between Cervantes and Jurien Bay).
- Assist local governments in preparing local planning strategies by providing greater leadership on matters of State significance, such as primary



production, basic raw materials, biodiversity, bushfire risk, regional infrastructure, land supply, lot activity and population forecasts.

Additionally, the RPIF outlines a broad range of other Government agency planning initiatives that will support the delivery of the vision. For the Shire of Dandaragan, this includes:

- Harness opportunities to grow and strengthen primary production, horticulture, tourism and the passenger transport network.
- Develop a strategy to guide investment in education services and infrastructure (Department of Education).
- Coordinate Regional water planning to ensure that future supply meets the needs of population, agriculture and other business growth (Department of Water and Environmental Regulation).
- Identify and respond to the coast's vulnerability to change (e.g., climate change), particularly in the context of urban growth and the management of natural systems (Department of Transport / Local Government).
- Identify a site in the vicinity of Jurien Bay for a Regional Airport (Local Government).
- Identify the State's most productive and versatile high-quality agricultural land (Department of Primary Industries and Regional Development).

The RPIF priorities for regional infrastructure, relevant to the Shire, include:

- Water supply and wastewater treatment plant upgrades to support town growth, including investigating wastewater reuse options and installing sewerage systems in areas unsuitable for on-site disposal.
- Plan for health facilities and services in identified growth areas, including Jurien Bay.
- Trade training centres in schools program for ongoing trade-level training for school students, enabling access to trade-level facilities for vocational education and training, business, and community use.
- Proactive integrated utilities planning for power and water to meet known and anticipated demand.
- Investigations into alternative water supplies.
- Provide and/or upgrade aged care and retirement services with a focus on supporting the private and not-for-profit residential aged care sector to develop or improve facilities with financial incentives, initially focusing on the eastern Wheatbelt.
- Outer Metropolitan Ring Road (Avon Arc Ring Road) to link the Avon Industrial Park with potential industrial parks/food processing activity in the coastal areas, in addition to other strategic objectives.



- Co-located child and parent centres on school sites, where possible, and e-learning as infrastructure upgrades are delivered.

## Guilderton to Kalbarri Sub-regional Strategy (2019)

Whilst the catalyst for the Guilderton to Kalbarri Sub-regional Strategy was to prevent the continuation of urban development along the coast beyond the northern boundary of the Perth metropolitan region, it also seeks to advance higher-level frameworks (SPS and Wheatbelt RPIF) by providing a more detailed framework to manage change and growth to deliver positive social, economic and environmental outcomes.

The Strategy outlines 14 strategic directions to be implemented through decision-making and lower-order planning frameworks. Those relevant to the Shire of Dandaragan include:

- The settlement hierarchy, which shows Jurien Bay as a sub-regional centre, with merchants, local government administrative functions, and a range of social infrastructure and services, including local recreation, health services, and secondary education.
- Promoting growth in and adjacent to established settlements to create a nodal form of development and centres that can realise their potential.
- A general presumption against new development in areas affected by coastal hazards or impacting matters of environmental significance.
- Protect high-value landscapes and those viewed from the coastline, coastal bays, tourist routes and tourism activity sites.
- Designation of Indian Ocean Drive as a coastal tourist route, reflected in local planning strategies, and two agricultural lime routes from Jurien Bay and Cervantes to Brand Highway.

Additionally, it outlines that the WAPC will undertake actions to support local governments. Those relevant to the Shire of Dandaragan include assisting with the implementation of coastal hazard risk management and adaptation planning (CHRMAP) recommendations, preparing tourism strategies to address local issues, and researching the impact of seasonal tourism on local services and infrastructure.

Key considerations for the Shire of Dandaragan include:

- Potential 2016 population capacity based on existing zoned land (subject to detailed planning to consider topography, vegetation, bushfire, servicing, etc.) is 35,000 people in Jurien Bay and 2,500 in Cervantes.
- 2016 census data revealed that Jurien Bay and Cervantes have a high proportion of homes that are vacant for significant periods of the year and used as holiday homes for non-residents (49.5% – 560 dwellings and 58.4% – 289 dwellings, respectively). This is well above the WA average of 13.3% and is



due to the historical role as holiday destinations for inland farming communities and the growing demand from other tourism markets.

The high proportion of holiday homes presents several challenges, including pressure on servicing, facilities and infrastructure during peak periods, reduced housing affordability, reduced long-term rental housing stock and limited accommodation for workers supporting the tourism sector.

- The Shire contains a portion of the Mount Lesueur–Eneabba global biodiversity hotspot, recognised for its high levels of plant and animal diversity and unique ecosystems, and the Jurien Marine Park, recognised for its ecological values and marine biodiversity, and the Lesueur National Park, listed under the EPBC Act<sup>3</sup> as a National Heritage Place. Appropriate protection and management are required to maintain the ecological and socio-economic value of these, and other, important natural environments and landscapes.
- While the preparation of CHRMAPs will determine local communities' preferred response to coastal hazards, avoiding new development in areas subject to coastal hazard risk is the preferred option.
- In addition to maintaining the traditional industries of agriculture, commercial fishing, and mining, which make a significant contribution to gross regional product, strategic planning should seek to promote the growth of emerging industries, particularly those that generate high levels of employment. Key future employment sectors for the Shire include retail, education, health, alternative energy and tourism.
- In relation to tourism (a priority area), the Strategy acknowledges the need to articulate the planning approach and for the State Government to provide greater guidance through a refreshed tourism policy framework to address contemporary challenges and opportunities.

There is potential for low impact, nature-based and affordable tourism opportunities accessible to the public at Wedge Island and Grey, subject to the State Government addressing the unplanned and adhoc existing development, equity of access and use, building safety, health and amenity, coastal processes and environmental sustainability and the outcome of an assessment for their inclusion on the State Register of Heritage Places.

New tourism development should be focused on or near existing settlements and service centres in areas that avoid negative impact on the environmental attributes that drive tourism growth.

The Strategy noted the Shire of Dandaragan contained 19.39ha of developed and 77.51ha of undeveloped land zoned for tourism purposes at the time of publication, and acknowledges the impact of a lack of infrastructure and infrastructure capacity in facilitating investment in new development.

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<sup>3</sup> Commonwealth *Environment Protection and Biodiversity Conservation Act (1999)* (EPBC Act)

Budget accommodation, such as caravan parks, is an important component of WA's tourism accommodation mix but is facing pressure to be redeveloped for higher-value land uses. The Strategy draws on a recent study that suggests the sub-region (Guilderton to Kalbarri) will need six (6) new caravan parks by 2035 under a low-growth scenario, and fourteen (14) under a high-growth scenario.

Sub-region and local tourism data are needed to plan better and manage peak periods, and to inform plans and strategies.

- The Jurien Bay Boat Harbour provides 69 serviced pends/moorings with the potential for an additional 150, providing capacity to meet the demands of the local population and tourism growth.
- The Department of Mines, Petroleum and Exploration is progressively mapping basic raw material resources, including 'Significant Geological Supplies' (SGS), which, once identified, can inform strategic planning.
- The Shire contains areas of highly productive soils that support high-quality agricultural outputs, making a significant contribution to gross regional output.
- The Shire manages a sealed airstrip at Jurien Bay and an unsealed airstrip at Cervantes, and has completed a study into possible options for the long-term development of a Regional Airport in the Jurien Bay area.
- The Strategy acknowledges the competing water demands, the challenges of supply and distribution and the implications for population and economic growth. Regarding sources, schemes, and capacity, Cervantes and Jurien are supplied by groundwater resources, and the Water Corporation expects to meet growth projections for Cervantes. No comment is made on Jurien Bay.

Opportunities exist to bolster supply with recycled water, which is used in Geraldton, Kalbarri and Dongara and often supplied free of charge for community uses such as watering public open space.

- In relation to wastewater, the Strategy notes that Jurien Bay is part of a sewer infill program connecting to a wastewater treatment plant east of the town, but no comment is made on Cervantes. As Jurien Bay and Cervantes are mapped (partially or wholly) within sewerage-sensitive areas (due to their proximity to sensitive environments), generally, new subdivisions and developments will need to connect to reticulated sewerage (unless exempt).
- As documented in the Wheatbelt RPIF, Western Power is addressing the SWIS capacity limits in the sub-region's network to enable further industrial and mining development and the connection of renewable energy sources.
- While the Shire is traversed by two major gas transmission lines (the Dampier to Bunbury and Parmelia pipelines), future access will depend on demonstrating sufficient demand from a large foundation customer.



- Mobile services are generally available across the Shire and Jurien Bay, and the surrounding areas, with the Cervantes townsite having access to the National Broadband Network (NBN).
- Waste management facilities exist in Jurien Bay (landfill and recycling centre), Dandaragan (landfill and recycling depot) and Cervantes (transfer station and recycling centre). The Shire has undertaken local strategic waste management planning that identified the need to find a new landfill site in Jurien Bay with the capacity to accommodate waste from Cervantes and the potential to accept regional waste. Opportunities may exist to provide waste and recycling facilities that handle waste from a wider geographic area, and the Perth region.
- The Strategy acknowledges the need for permanent population growth to drive the provision and expansion of the limited health, education and aged care services in coastal towns, and the challenges presented by an aging population that is proportionally older than the State average, seasonal population pressures, and resourcing for local emergency services.

### Shire of Dandaragan Local Planning Strategy (2020)

The Shire's Local Planning Strategy (LPS) provides strategic local planning direction for the entire Shire over a 10 to 15-year horizon, using the scheme, policies, strategies, guidelines, and structure plans for implementation.

In early 2024, the WAPC agreed with the Shire that the 2020 LPS remains current and does not require review, but that Local Planning Scheme No. 7 (gazetted in 2006) be repealed and a new scheme be prepared in its place. In accordance with the legislative framework, the new local planning scheme will be updated to reflect the strategic direction established in the LPS (and current State and regional policies).

The LPS aims to direct the majority of population and economic growth to Jurien Bay with limited growth in the Shire's other towns, to support staged, infrastructure-aligned land use and development, greater economic diversification and the protection of environmentally sensitive areas to achieve a long-term vision for "dynamic, diverse and desirable" growth.

Jurien Bay is positioned as the Shire's primary regional centre, with aspirations for a much larger population (20,000+ in the long-term). Cervantes (local centre) and Dandaragan and Badgingarra (rural communities) will meet the daily needs of their service populations with limited growth, whilst Cataby and Regans Ford (highway service centres) will support the needs of passing traffic and surrounding rural-based communities.

In support of the aspirational growth of Jurien Bay, the LPS recommends the implementation of the City Centre Strategy Plan, identifies a future district centre and a future wastewater treatment plant site to support residential expansion to the south

and the need to undertake detailed planning for a Health precinct, Community Uses precinct and the Boat Harbour (and adjoining land) precinct.

Other opportunities to support permanent and sustainable population growth across the Shire include: encouraging urban infill, consolidation and leveraging the capacity in vacant residential lots to reduce pressure for infrastructure expansion and upgrades; expanding the provision of health and education facilities and services (including child and aged care); and diversifying the housing stock, community and recreation infrastructure for an older/retiring population.

The LPS outlines that areas required to support industrial expansion are planned for in Jurien Bay, Cervantes, Dandaragan and Badgingarra. In relation to tourism, additional land, a range of accommodation options, and greater protection are required for existing and future tourism sites.

The Strategy acknowledges the limitations of existing water, wastewater, and electrical service capacity in Jurien Bay and Cervantes for growth, and the need to reinforce telecommunications networks and plan for waste management.

The provision of community infrastructure and services requires ongoing monitoring to respond to population growth and demographic changes (i.e. an aging population).

Existing transport infrastructure is considered suitable and sufficient, acknowledging that there are no existing local public transport options. Opportunities exist to realise capacity at the Jurien Bay Boat Harbour precinct for tourism, to provide additional capacity at the Jurien Bay Airport and/or to identify a site for a future airport facility.

Appropriate planning responses are required to manage the impact of land-use change on the natural environment and places of cultural and heritage significance, acknowledging their economic, social, landscape, and environmental values.

In addition to guiding land-use planning decision-making, the Strategy outlines actions and amendments to the local planning framework to address key issues and deliver the strategic directions.

### **Dandaragan Regional Land Supply Assessment (2020)**

The WAPC's Regional Land Supply Assessments provide an assessment of land availability to inform land-use planning and align infrastructure provision with demand in selected regional centres.

The 2020 Dandaragan Regional Land Supply Assessment reviewed and updated data presented in the Jurien Bay Growth Plan to assess future land and infrastructure requirements for a wide range of land uses, including residential, rural living, rural, tourism, industrial and commercial activities.

The key findings of the assessment are summarised as follows:

- There is sufficient residential land to accommodate long-term population growth of up to 15,000 people, based on current dwelling occupancy rates (45%) and average household size (2.3 persons).
- There is sufficient land zoned Rural Residential to support additional rural living development.
- There are 90 hectares of undeveloped industrial-zoned land in the Jurien Bay Coalseam Road industrial area (with further detailed planning required for development beyond the current stage) and an additional 43 general and light industry lots within the Turquoise Coast urban expansion area.
- The Jurien Bay commercial area is largely developed. Commercial uses are planned for the Turquoise Coast and North Head urban expansion areas. Cervantes has the capacity to expand commercial uses.
- Jurien Bay contains several sites with potential for tourism and related uses.
- Infrastructure upgrades that may be required to facilitate future residential, industrial and commercial growth in the Shire.

Regarding residential land, the assessment concluded that there is a significant amount of zoned land to meet future population growth at current (and considerably higher) rates, based on population scenarios in WA Tomorrow, but that age-appropriate housing and a suitable range of health and community services are needed to maintain, and maximise, the attraction of people of retirement age to the Shire's coastal towns.

### Economic and Tourism Development Strategy (2020)

The Shire of Dandaragan Economic and Tourism Development Strategy 2020 – 2029 (updated in 2023) acknowledges the need to diversify and attract investment into new industries, to grow the working-age population, and to build a workforce to achieve long-term, sustainable population and economic growth.

The Strategy identifies:

- Strengths in the Shire's proximity to Perth, existing attractions and a strong community spirit.
- Weaknesses, including low population growth, a seasonal tourism economy, a lack of activities, poor access to both a skilled and unskilled workforce, and insufficient and uncoordinated marketing.
- Opportunities in tourism, renewable energy and sustainable agriculture.
- Threats from low workforce retention, infrastructure capacity limitations, lack of workforce accommodation and an ageing population.

The Strategy proposes four initiatives to support economic growth through increased visitation, jobs, population, investment spend and a more balanced demographic profile, being:

1. Planning initiatives to provide a supportive environment for investment and development.
2. Marketing efforts to promote new events and targeted, co-operative campaigns to attract visitors.
3. Investment attraction, focused on promoting key opportunities and facilitating new development.
4. Advocacy for infrastructure development to enhance community liveability and support economic growth by unlocking the development potential of land.

## CHRMAP (2018) and Coastal Adaptation Investigation (2023)

The Shire of Dandaragan Coastal Hazard Risk Management and Adaption Plan (CHRMAP) provides a long term view of the potential future coastal erosion impacts to the townships of Cervantes (from the Hansen Bay lookout in the south to approximately 1.4km north of the Biscay St jetty and boat ramp) and Jurien Bay (from the western end of Lesueur Drive in the south to the boat harbour in the north).

Building on the 2018 CHRMAP findings, the Coastal Adaptation Investigation further investigates options to address areas vulnerable to coastal erosion in the central townsites areas of Cervantes and Jurien Bay.

The recommended actions for the Jurien Bay and Cervantes central areas are for

- Planned and managed retreat by voluntary acquisition for all of the Jurien Bay central foreshore and the southern end of the Cervantes central foreshore in future decades.
- Coastal monitoring in the interim period
- The construction of beach groynes to protect the northern end of the Cervantes central foreshore.

While avoiding the Cervantes town centre, by 2070, coastal erosion will impact 19 private properties, the Lobster Shack commercial operations, and several open space and recreational assets, and by 2110, impacts will reach an additional 62 private properties, Seashells Café, and part of the RAC caravan park. These are key residential, economic, tourism and recreation assets for the Cervantes community, visitors and the Shire.

In Jurien Bay, the coastal erosion impact to 2070 is largely within the existing coastal foreshore, affecting the Jurien Bay Beach café, the jetty, and the open space and recreational assets along Heaton Street. By 2110, one commercial property (Summerstar Caravan Park), 29 private properties, and two additional public infrastructure assets will be impacted.



The CHRMAP also shows a private property abutting the boat harbour being impacted by coastal erosion by 2070 and 2110. The site is now subdivided into 30 residential lots and one tourism site, both of which are impacted by 2210.

### Other Relevant Land Use Planning Guidance

The Shire's Short Term Rental Accommodation (STRA) local planning policy (adopted in 2018 and amended in 2022), guides the use of single houses, grouped dwellings or multiple dwellings for commercial un-hosted short-term rental accommodation on land zoned Residential, Rural Residential, Regional Centre or Special Development Zone 1 to protect consumers, support the local tourism industry and avoiding conflict between short-term guests and permanent residents through the requirement to obtain and implement a development approval and associated conditions.

In 2025, the WAPC introduced new regulations to strengthen controls for short-term rental accommodation (STRA) in Western Australia, including a new register and reforms to planning rules to provide a more consistent regulatory framework across the State. This was in response to concerns over the impact on the tourism industry, residential amenity, and housing supply pressures.

The State Government is offering a \$10,000 incentive to owners who transition STRA properties to a minimum 12-month long-term tenancy (and meet other conditions). There is currently no information available on the impact of planning policies for STRA, particularly if there has been an increase in the use of dwellings for permanent residential occupation.

## 4.3 KEY CONCLUSIONS

Across more than a decade of planning, five themes have been consistent:

- Jurien Bay is the anchor for long-term growth, expected to accommodate the majority of the future population and regional-centre functions.
- Infrastructure capacity is the binding constraint—particularly water, wastewater, power, health, education, emergency services and ageing-in-place facilities.
- Seasonal tourism, high levels of holiday homes and a mobile workforce create unique pressures on housing, servicing and community infrastructure.
- Renewable energy, agriculture, nature-based tourism, and lifestyle migration continue to be the Shire's major opportunities, but all require coordinated land-use, environmental management, and infrastructure planning.
- Coastal hazard risk is now a core planning consideration, shaping the future form and sequencing of development in both Jurien Bay and Cervantes.

Taken together, the strategic literature shows that the Shire of Dandaragan's growth trajectory is achievable, but only with early, proactive and partnership-driven

planning for housing, water and wastewater, transport links, industrial land, community facilities and climate-resilient coastal management.



# 5.0 Major Infrastructures Impacts and Population Needs

The pace and scale of investment now underway in the Shire of Dandaragan, encompassing renewable energy, construction, and supporting infrastructure, are already having a significant impact on population growth, housing demand, workforce supply, and community infrastructure. Planned projects may result in a population 40-50% higher than the highest WA Tomorrow projection for the Shire of Dandaragan, bringing forward expected targets by a decade and delivering housing supply at full capacity by 2029, if not sooner. Population growth and project activity have implications for the supply of potable water, transport infrastructure, industrial land supply, and social infrastructure. The Shire of Dandaragan needs early, proactive, collaborative planning for housing, water and wastewater, transport, industrial land, social infrastructure and retail. This is needed to ensure the benefits of the current investment cycle translate into a more liveable, resilient and economically diverse Shire over the long term. Only by doing this can the Shire make its increasingly valuable contribution to the State's future.

## 5.1 INTRODUCTION

The modelling used to estimate the cumulative population uplift associated with major projects across the Shire links infrastructure and construction activity to workforce demand and household formation. It provides a forward view of how the Shire of Dandaragan's population may evolve under an accelerated investment scenario.

Understanding these impacts is essential to ensure the Shire and its local, regional and State-wide stakeholders can plan effectively for service delivery, land use, and long-term sustainability and, in doing so, contribute to the State's growth and development.

## 5.2 MODELLING CUMULATIVE POPULATION IMPACT

To quantify potential population growth resulting from major investment activity, a structured modelling process was used that combined local consultation, project benchmarking, and demographic projection analysis.

### Project Identification and Data Collection

Working in consultation with the Shire, a review was undertaken of the major priority projects likely to proceed within the next ten years. This included renewable energy developments, battery storage facilities, grid upgrades, tourism and industrial infrastructure, and complementary community assets.

Where possible, data on project value, duration, and employment generation were sourced (e.g., via environmental impact assessments, proponent websites, and State agency documentation). In cases where direct project data were unavailable, data from similar projects in other Australian regions were used to estimate indicative construction and operations employment ratios, project timelines, and workforce multipliers. These assumptions are summarised in the Appendix to this document.

## Population Projection Assessment

Project-related workforce impacts were incorporated into a broader demographic framework using the WA Tomorrow population projections (2023 release). Each scenario (Lower, Median and Upper) was compared against historical ABS Estimated Resident Population (ERP) trends. The analysis revealed that the Shire of Dandaragan’s recent growth trajectory has closely aligned with the Upper Scenario, particularly during periods of heightened construction and tourism activity (Figure 15).

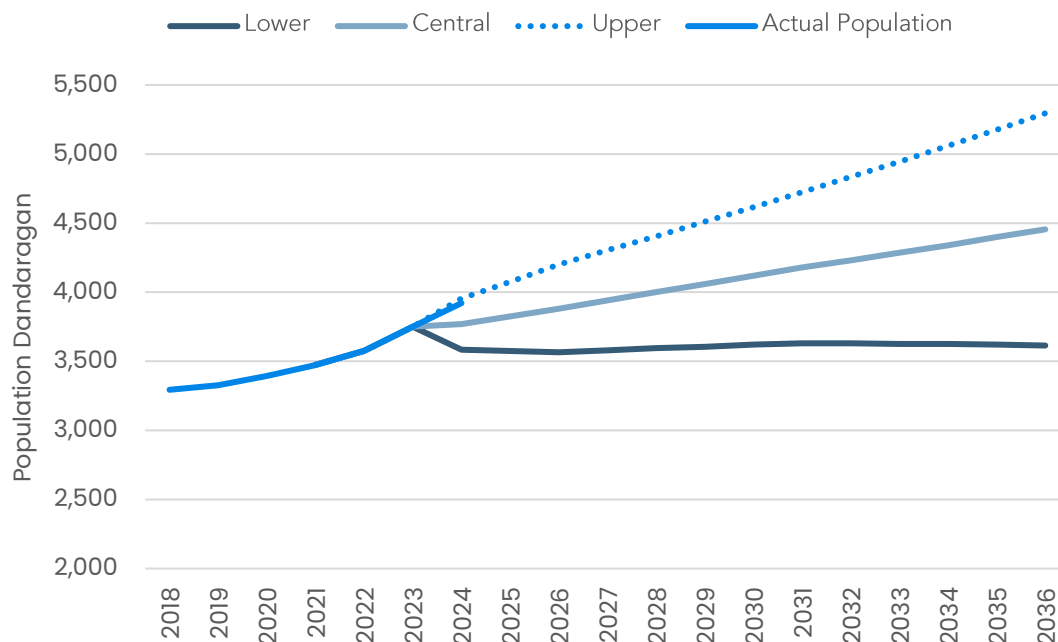


Figure 15: Comparative Population Projections ('18-'36)

Source: Geografia (2025) with ABS Estimated Resident Population 2016–2024 and WA Tomorrow Population Projections (2023). Actual population (red line) reflects ABS Estimated Resident Population to 2024. The Lower, Central, and Upper scenarios are drawn from WA Tomorrow (2023) projections for the Shire of Dandaragan.

Given how population growth has been tracking, the Upper Projection Scenario was adopted as the baseline for modelling. Workforce inflows associated with major projects were converted to estimated resident workforce and household counts, applying local workforce-to-population and household-formation ratios. These

values were then added to the baseline projection to estimate the cumulative population uplift attributable to planned and likely developments.

The result is a more realistic forecast that captures both the structural and cyclical influences of the Shire of Dandaragan’s investment pipeline on population dynamics. The outputs of this modelling are presented in the next Section.

### 5.3 MAJOR PROJECT POPULATION AND HOUSING IMPACTS

#### Population Impact

Major projects proposed across the Shire of Dandaragan (i.e., large-scale wind farms, battery energy storage systems (BESS), transmission upgrades and associated construction activity) are expected to generate a significant surge in workforce demand. Based on project sequencing and workforce estimates, the cumulative population associated with construction and operations could lift the Shire’s population to approximately 7,695 residents by 2035 (Figure 16). This represents a substantial departure from the WA Tomorrow (2023) Upper Scenario, of 5,175 residents in the same year.

The gap reflects the scale and concentration of development activity, combined with the Shire’s relatively small population base, which amplifies the demographic effect of major infrastructure investment.

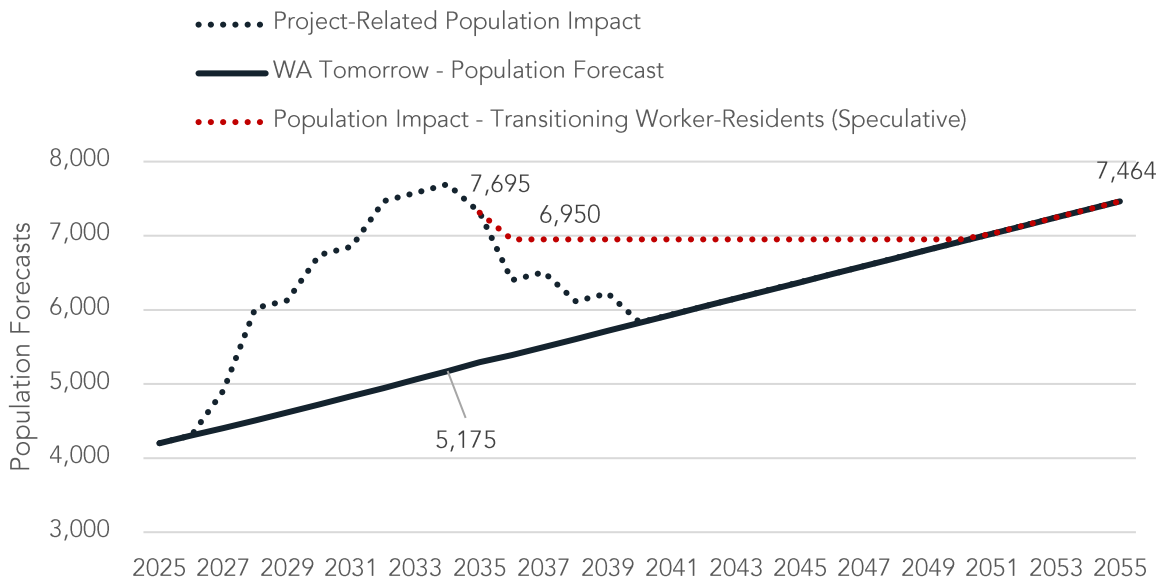


Figure 16: Forecast Population Impact from Major Project  
 Source: Geografia (2025) with ABS Estimated Resident Population 2016–2024 and WA Tomorrow Population Projections (2023), upper scenario, Shire of Dandaragan

Also worth noting is that the experience from the Shire of Dandaragan’s previous wind farm construction wave (2005–2013) showed that population uplifts associated with major projects do not fully unwind once construction concludes. Rather, a proportion of workers transition into long-term residents, either through ongoing operations roles, local employment opportunities, or lifestyle relocation. This pattern reinforces the need for infrastructure planning that anticipates permanent retention of a significant share of project-related workers.

Applying an assumption that 75% of project-related workers<sup>4</sup> (or equivalent worker accommodation capacity) transition into permanent residents, the Shire of Dandaragan’s population would stabilise at approximately 6,950 residents by 2038. Under WA Tomorrow projections, this population level is not expected **until 2051**, indicating that major project activity may accelerate the Shire’s long-term growth trajectory by more than a decade. This has significant implications for land use, housing supply and infrastructure planning.

## Housing Needs

To estimate future housing needs, the model translated projected population into dwelling demand using the Shire’s current average household size of 2.2 persons per dwelling (ABS Census 2021).

Dwelling demand was then assessed against the Shire’s existing supply of 2,539 dwellings, of which 1,286 dwellings are unoccupied (largely comprising holiday homes concentrated in Jurien Bay and Cervantes). While this appears to indicate short-term capacity, a substantial portion of unoccupied dwellings are not available to the permanent market (either because they are held for holiday home tourism use or priced for short-stay accommodation). As a result, functional housing supply (the stock realistically available to long-term residents) should be considered significantly lower than headline numbers suggest.

Modelling shows that under the cumulative-project scenario, dwelling demand in the Shire of Dandaragan reaches effective capacity by 2029, with the available long-term housing stock fully absorbed as construction activity peaks. Given the rising demand from lifestyle migrants and a growing holiday-home market, this capacity constraint is likely to emerge earlier, and anecdotally, it is already being felt by employers and incoming workers.

Looking forward, the scale of new development required is substantial. From 2028 onwards, the Shire of Dandaragan will need to consider the release and development of up to 1,000 additional dwellings across its townsites to accommodate both temporary construction workforces and long-term residents transitioning into the area. Figure 17 illustrates how dwelling demand consistently exceeds practical supply under the cumulative-impact scenario.

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<sup>4</sup> Consistent with the population levelling seen during the first wind farm wave seen in Section 3.1

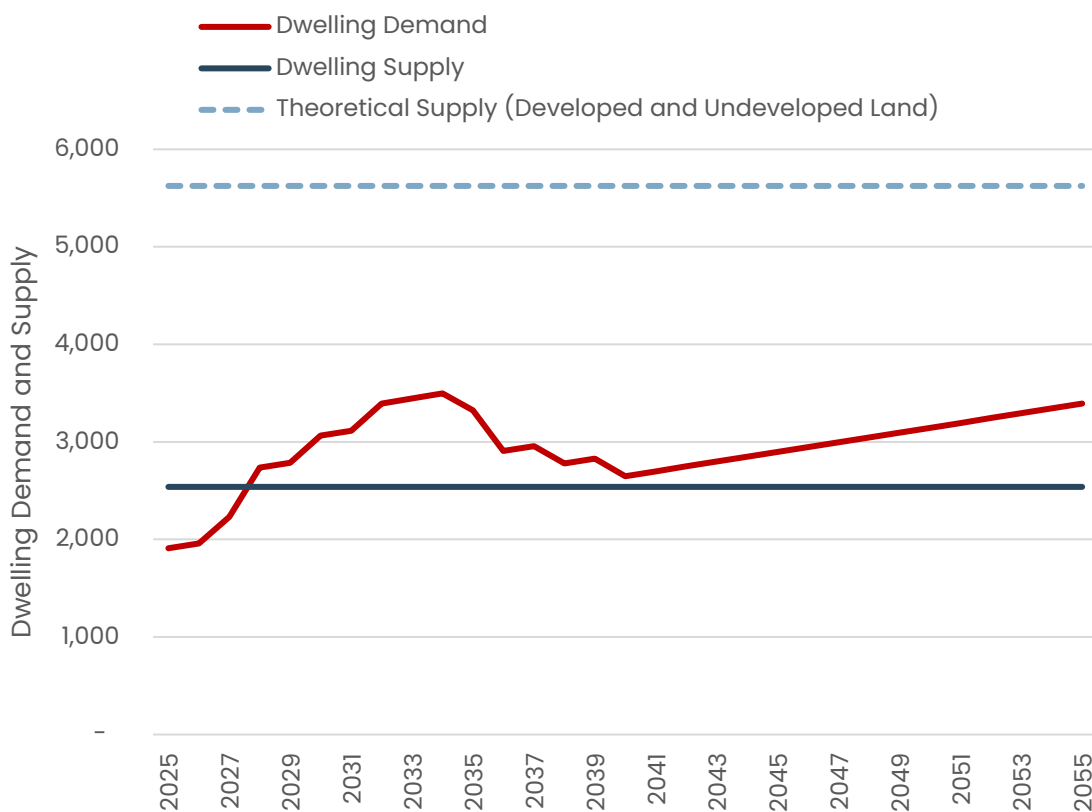


Figure 17: Forecast Dwelling Demand and Supply, the Shire of Dandaragan  
 Source: Geografia (2025). Dwelling supply is derived from the ABS (2021) Census: Occupied and Unoccupied Dwellings, and Theoretical Supply, derived from the Dandaragan Regional Land Supply Assessment (2020), which identifies 360 hectares of undeveloped residential land. Assuming a net developable ratio of 60% (to account for road, infrastructure, open space, etc) and an average 700 sqm lot yield, this equates to an estimated theoretical supply of 3,086 dwellings.

The Shire holds a substantial 170-hectare undeveloped residential landholding, offering a theoretical yield of over 5,000 dwellings, which is more than sufficient to meet long-term demand. The challenge is that this land is constrained by servicing availability (limited water and sewerage capacity), meaning it cannot be realised without significant servicing upgrades and proactive, external funding for infrastructure contributions on a network-wide basis, and coordinated land-release planning.

## 5.4 PHYSICAL INFRASTRUCTURE NEEDS

### Water, Wastewater and Sewerage

The Shire of Dandaragan’s projected population growth will put pressure on the potable water networks in Jurien Bay and Cervantes. Using standard regional consumption benchmarks (250 L per person per day), annual water demand is

expected to rise from approximately 300 ML currently to more than 680 ML by 2035, an increase of over 125%. Although the enlarged Jurien Water Reserve has a long-term allocation capacity of up to 4.0 GL per year, the distribution, storage and treatment systems servicing the townsites will face constraints well before bulk supply is reached.

The existing network was not designed for rapid population growth, let alone for sustained peak-day demand associated with tourism and construction activity. Additional storage tanks, bore capacity, and trunk mains will be required as the Shire approaches the 5,000–7,000 population thresholds typically used in regional water supply planning. Protecting the Jurien Water Reserve from incompatible land uses is essential to safeguard long-term supply security. The need for early upgrades is consistent with the repeated servicing constraints identified across the Shire's strategic planning documents.

To support sustainable growth, complementary non-potable water solutions will also be needed. Options such as rainwater capture, stormwater harvesting, and wastewater recycling should be explored to alleviate pressure on the potable water network and provide alternative sources for irrigation, industry, and construction. These interventions will require coordinated planning and State Government involvement, as current systems (funded incrementally on a subdivision-by-subdivision basis) are unlikely to scale to meet the projected population uplift.

## Transport and Road Network

The Shire of Dandaragan's projected population uplift (particularly concentrated in Jurien Bay and Cervantes) will also place pressure on the local and regional road network. As new housing areas are released and existing townsites expand, internal circulation roads, access streets, intersections and collector routes will need to be upgraded to support higher traffic volumes, construction vehicle activity and increased visitor flows.

The existing road network in Jurien Bay was not designed for a settlement approaching 7,000–7,500 residents by 2035. Under this growth scenario, both daily traffic generation and peak-season flows (associated with tourism and holiday-home occupancy) will intensify. As housing development extends eastward and southward, new internal links and upgraded intersections will be required to maintain safe and efficient movement throughout the townsite.

The Jurien Bay Regional Centre Growth Plan (JBRCGP) identifies a range of future transport upgrades, including the expansion of distributor roads, new connections to growth precincts, and, at higher population thresholds, a future link to Indian Ocean Drive. While these upgrades are critical to support long-term residential and industrial expansion, the JBRCGP indicates that delivery is heavily dependent on the sequencing of development. Most road infrastructure within growth areas (local roads, internal subdivision connections, frontage upgrades and intersections) is

currently delivered by the Council and individual landowner contributions as subdivisions progress.

This mirrors the servicing challenges noted elsewhere in the JBRCGP, where fragmented landownership and servicing responsibilities complicate coordinated delivery (such as in wastewater extensions, which are described as “fragmented and difficult to manage”) because no single landowner can absorb the upfront cost of network expansion. Additionally, should the Council be required to bear the costs alone, this will inevitably require an adjustment to Council rates.

Without a coordinated mechanism for transport infrastructure contributions, road upgrades in emerging residential areas risk becoming a bottleneck to land release, inflating development costs and placing housing affordability under pressure. There will be inevitable knock-on effects on the efficiency of the major project rollouts.

Given the Shire’s projected need for up to 1,000 additional dwellings from 2028 onwards, a more strategic approach is required, combining strategic planning, shared contribution frameworks (for smaller-scale infrastructure, e.g., open space and local road upgrades), and partial State or Federal government funding. This will be essential to maintaining housing affordability, supporting workforce mobility, and enabling the Shire to capture the economic benefits of its renewable-energy investment cycle.

## Industrial Land Provision

The Shire of Dandaragan’s industrial land needs will be shaped by two distinct, overlapping forces: the short-term construction surge associated with major renewable-energy and infrastructure projects, and the long-term structural opportunities in advanced manufacturing, agri-processing, and data-driven industries that the Shire is uniquely positioned to attract.

Modelling suggests the construction sector alone will generate over 700 FTE jobs by 2033 (the peak of the priority project cycle). This represents more than two-thirds of all project-related employment during the peak investment cycle. Additional demand will come from industries that directly support construction, including transport, warehousing, professional services, rental and hiring services, wholesale trade, and logistics.

In aggregate, project-related industries will result in more than 1,000 FTE roles during the peak cycle, significantly above the Shire’s current industrial-land carrying capacity (Table 2). Using benchmark floorspace-to-worker ratios, this could amount to 9 hectares of additional industrial land required for major projects.



ANZSIC Industry 1	Jobs Impact (FTE)	Est. Industrial Land Use Floorspace (sqm)
Agriculture, Forestry and Fishing	8	1,058
Mining	2	297
Manufacturing	40	4,268
Electricity, Gas, Water and Waste Services	2	342
Construction	733	76,944
Wholesale Trade	14	2,623
Retail Trade	37	442
Accommodation and Food Services	17	0
Transport, Postal and Warehousing	14	2,683
Information Media and Telecommunications	3	138
Financial and Insurance Services	10	90
Rental & Hiring Services (except real estate)	4	0
Ownership of Dwellings	0	3
Professional, Scientific and Technical Services	26	424
Administrative and Support Services	11	0
Public Administration and Safety	26	0
Education and Training	25	253
Health Care and Social Assistance	50	1,245
Arts and Recreation Services	3	163
Other Services	13	0
<b>Total FTE Jobs</b>	<b>1,038</b>	<b>90,971</b>

Table 2: Estimated Employment Impact from Priority Projects 2033

Source: Geografia, 2025, calculated from floorspace to worker assumptions of 200 sqm per worker in Freight and Logistics; 100 sqm for Light Industrial; and 150 sqm for Heavy Industrial.

This increase in short-term workforce activity will increase pressure on the Shire's supply of serviced industrial land, particularly in Jurien Bay. Suppose the Shire cannot accommodate these functions locally. In that case, they are likely to be displaced into neighbouring LGAs or sourced from northern Metropolitan industrial precincts, reducing the economic multipliers and local content benefits of the renewable-energy investment cycle and also reducing the efficiency of the projects themselves.

More importantly, unmanaged construction-driven demand risks crowding out higher-value, longer-term industries. Industrial users associated with the Shire's future economic opportunities (such as agri-food processing, cold storage and logistics, advanced manufacturing, etc.) require fully serviced, strategically located land with



reliable power, water, and wastewater infrastructure. These users often make long-term development and investment decisions that cannot proceed if industrial precincts are congested with short-term construction staging, if trunk servicing is unavailable, or if industrial buffers are not planned early.

Coordinated industrial land planning is essential to balance short-term construction needs with long-term industrial and population demands. The peak construction cycle to 2033 will require significant land for laydown, depots, and heavy-vehicle operations, while a larger resident population will drive demand for light industrial. Precincts must also be safeguarded and serviced early to support future value-adding industries, including agri-processing, manufacturing, and data infrastructure. Coordinated planning will be critical to give investors the confidence to finance industrial precincts and to enable the timely delivery of high-quality services.

## 5.5 SOCIAL INFRASTRUCTURE NEEDS

The Shire of Dandaragan’s projected population growth (including an increasing share of young families) will generate substantial demand for additional social infrastructure across the Shire. Age-cohort modelling shows the most significant growth will occur among children and young adults, with populations aged 0–14 expected to increase by 180–195% by 2033, and youth aged 15–19 increasing by more than 250% (Figure 18).

This shift marks a transformation from a predominantly mature-aged population to a more balanced, family-oriented community. This means that more schools, childcare facilities, healthcare facilities, and community facilities will be needed.

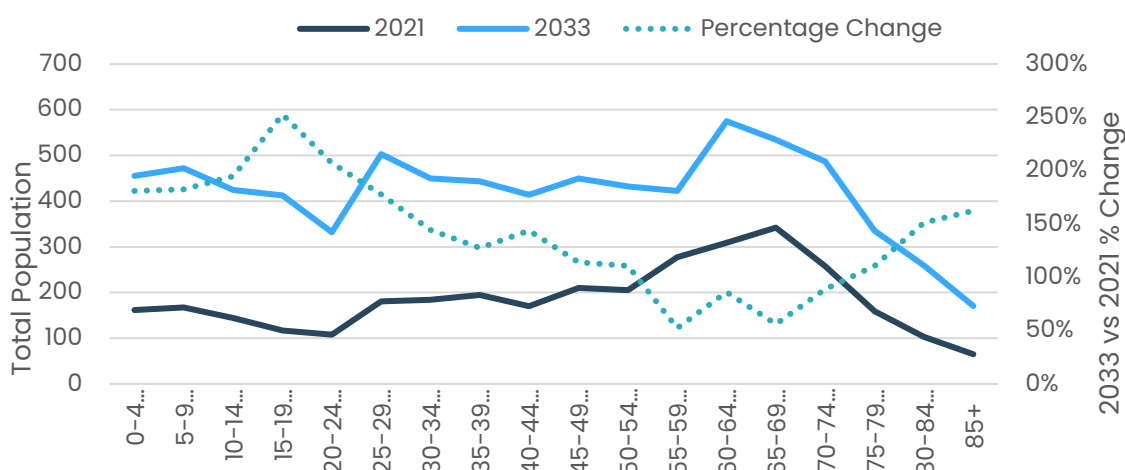


Figure 18: Total Population and Percentage Impact by Age Group, 2033 vs 2021

Source: Geografia, 2025 and ABS 2021 Census for the Shire of Dandaragan.

Applying standard social infrastructure benchmarks reveals that the Shire will require a substantial increase in service provision over the next decade to ensure that the Shire levels remain viable and equitable, and that communities in Jurien Bay, Cervantes, and inland townsites can absorb accelerated population growth without eroding liveability and while still being able to service the State-critical major projects.

## Education: Primary and Secondary Schools

The scale of growth in school-aged cohorts is the most immediate and material pressure point. By 2033, the number of children aged 5–11 is expected to more than double (183%), while the number of young people aged 12–17 is also expected to more than double. Using standard provision ratios of:

- one primary school per ~400 children aged 5–11 (or one primary school per 1,500 dwellings)
- one secondary school per ~1,000 children aged 12–17 (or secondary school per 6,500–7,000 dwellings)

The Shire's education needs will shift significantly from the current capacity.

Based on projected age cohorts:

- The primary-school-aged population (5–11) will exceed 900 children by 2033, generating total Shire-wide demand for two fully established primary schools, compared with the limited enrolment opportunities in Jurien Bay's and Cervantes' existing primary schools (currently at an estimated 159 and 47 student enrolments respectively)<sup>5</sup>
- The secondary-school-aged population (12–17) will rise to more than 840 young people, generating demand for 0.8 secondary schools, effectively requiring a fully established high school expansion or a satellite campus rather than relying on out-of-Shire schooling options. This would also represent a substantially larger enrolment capacity than Jurien Bay District High School currently supports, at 117 students.<sup>6</sup>

In regional contexts, Liveable Neighbourhoods (2009; 2015 draft) notes that separate primary and secondary schools may not always be feasible at early stages of growth. In such cases, the Department of Education may consider a range of staged or flexible delivery models, including combined district high school arrangements, shared provider sites, or interim use of community facilities to accommodate enrolment demand until full school construction thresholds are met. W

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<sup>5</sup> Public Schools and Students in Midwest Education 2018. Using an alternative measure, the Shire is expected to peak at 3,500 dwellings, confirming the requirement of over 2 primary schools.

<sup>6</sup> Public Schools and Students in Midwest Education 2018. However, using alternative measures, the Shire is expected to peak at 3,500 dwellings, requiring less than half the full secondary school provision than is currently available..

While the applicability of these models is subject to current Department of Education policy, they illustrate the types of adaptive approaches that may assist Jurien Bay in managing short- to medium-term pressures as population growth transitions toward the level required for standalone primary and secondary campuses.

### Early Childhood and Childcare Services

Strong growth in the 0–4 age group (projected to rise by 181% by 2033) will place significant pressure on childcare supply. Based on benchmark ratios:

- Long Day Care: one place per six children aged 0–5
- Occasional Care: one place per 44 children aged 0–5

The Shire’s 0–4 population is expected to reach 455 children by 2033, requiring:

- Approx. 76 Long Day Care places
- Approx. 10 Occasional Care places
- With a total need of about 86 childcare places.

Current childcare provision in the Shire is significantly below this threshold, with only 47 places.<sup>7</sup> This means there is a need for nearly a doubling of capacity to meet future workforce demand from families.

### Health Care and Community Health Services

Age-cohort projections indicate rapid growth across family, working-age, and early- and late-senior cohorts, with increases in people aged 60 and above. Applying standard benchmarks:

- General Practice: one GP per 3,400 residents
- Maternal and Child Health (MCH): one session per 60 children aged 0–3
- MCH Consulting Unit: six sessions per week for a service area
- Aged Care places of 9.1, 53.2 and 235.2 places per 1,000 of population aged 65–74, 75–84 and 85+, respectively.

Under the cumulative population scenario, the Shire’s will reach over 7,000 residents by 2038. This will require:

- At least two GP FTEs locally
- A dedicated MCH nurse and consulting room to support a growing cohort of infants and new parents
- Approximately 65–75 residential aged-care places by 2033

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<sup>7</sup> Jurien Bay Child Care Needs Analysis, 2025 as retrieved from [https://areasearch.com.au/childcare/Jurien\\_Bay\\_6516](https://areasearch.com.au/childcare/Jurien_Bay_6516)



- Expansion of allied health services, including physiotherapy, mental health, community nursing and aged-care support (in response to the growth in the number of older residents).

Access to healthcare is a major determinant of liveability in regional towns. Without expanded GP capacity and integrated community health services, the Shire risks increased out-of-area travel for basic healthcare, further straining families, older residents, and vulnerable groups.

The scale and pace of demographic change in the Shire (characterised by rapid growth in young families, school-aged children, and an expanding older population) require a coordinated, long-term social infrastructure strategy. Planning should prioritise early identification and protection of sites for new schools, childcare centres, community health hubs and residential aged-care facilities, supported by structured engagement with State agencies and private service providers. These needs, driven by demographic shifts, were anticipated in earlier strategic documents and now require the timely delivery of social infrastructure.

Given the long lead times for delivering social infrastructure and the Shire's relatively small rate base, State and Federal partnership funding will be essential to bring forward investment at the scale required. Proactive delivery of these assets will be critical to preserving liveability, supporting workforce participation, and ensuring that the benefits of the Shire's growth cycle translate into a resilient, well-served community across all life stages.

## 5.6 RETAIL AND TOURISM

The Shire of Dandaragan's retail landscape will be significantly reshaped by strong population growth, rising household expenditure, and the economic uplift associated with major project activity. Retail demand modelling shows sustained growth across all retail categories, particularly Supermarket (Food, Liquor and Groceries, Restaurants and Cafes (Food Catering)) (Figure 19). These shifts highlight both the current under-provision of key retail formats within the Shire and the opportunity to recapture substantial expenditure currently escaping to regional centres and online platforms.

High levels of online spending (discussed further in the next Section) indicate gaps in local retail supply, particularly in supermarket formats, bulky goods, and department store-style offerings. Combined with the projected population uplift and increases in visitor nights, the Shire has significant potential to expand local floorspace and evolve into a higher-order retail destination over the next decade.



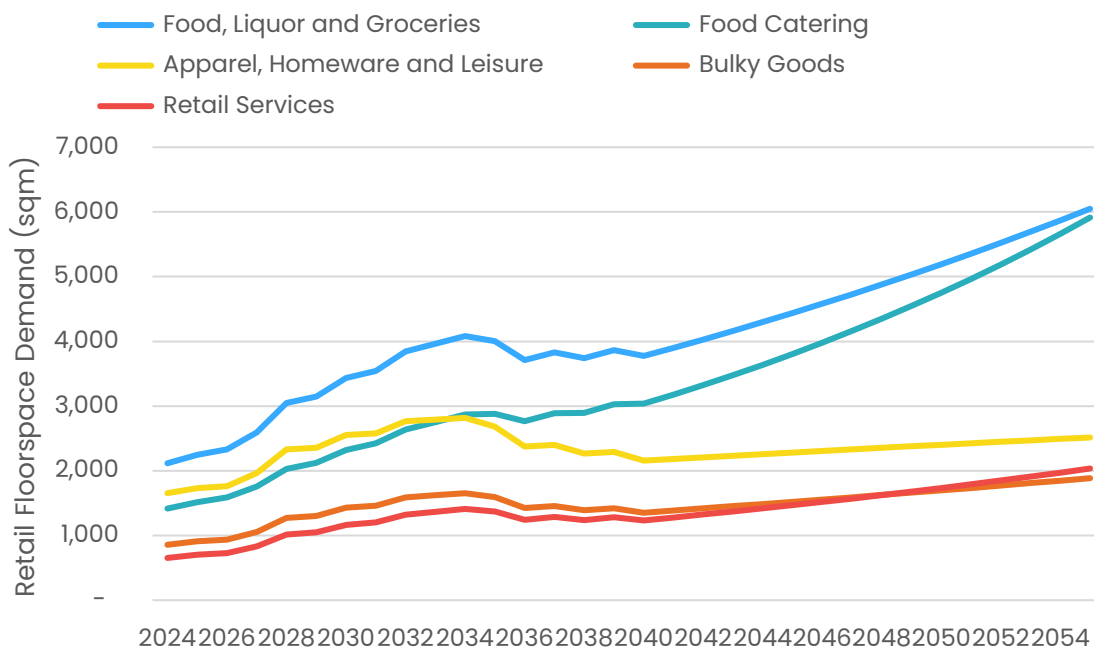


Figure 19: Forecast Total Retail Floorspace Demand by Retail Categories  
Source: Geografia, 2025

Baseline retail demand modelling at the Shire level indicates that by the peak of major project activity (around 2032–2035), the Shire will be able to support:

- Up to **4,000 sqm of supermarket (FLG) floorspace**, equivalent to a full-line supermarket, growing to around **6,000 sqm** in the longer term.
- Around **3,000 sqm of food catering floorspace** by the peak construction period, also increasing to **6,000 sqm** over the longer horizon.
- Material growth in **apparel, homeware and leisure**, consistent with the scale of a small tourism-oriented department store.

These categories expand further once the retail contribution of future tourism accommodation developments is taken into account. Jurien Bay currently accommodates around 880 short-stay units, with an additional 81 units already approved (Jurien Bay Resort Proposal) and a further 77 units proposed at 1 Casuarina Crescent. Beyond these committed projects, there is future development potential along the Marina Bay precinct and opportunities for additional sites outside Jurien Bay that are likely to emerge as the visitor economy strengthens.

Altogether, this pipeline has the potential to increase Jurien Bay’s short-stay accommodation capacity by **approximately 20–25% in the medium term**, with higher uplift possible under a full marina-precinct development scenario. In the retail model, this uplift is translated into a proportional increase in visitor retail spending.

The combined effect of accelerated population growth, increased visitor expenditure, expanded accommodation supply and the recapture of online spending leakage suggests a retail ecosystem large enough to support **a Regional Centre-scale retail hierarchy in the Shire of Dandaragan.**

This would elevate Jurien Bay from its current Sub-regional Centre status and support a broader mix of services and community-facing uses. Such growth reinforces the need for early strategic planning to balance the vitality of the existing Jurien Bay CBD with the pressures and opportunities associated with new retail formats, potential precinct expansion and the integration of visitor-focused retail destinations.

### Supermarkets (Food, Liquor and Groceries)

The FLG category shows the strongest and most sustained growth across the projection period, reflecting both underlying population drivers and the structural absence of a full-line supermarket in the Shire. Retail demand modelling shows FLG floorspace requirements rising sharply to approximately 4,000 sqm by the peak development cycle (equivalent to a full-line supermarket) and continuing to expand to over 6,000 sqm by 2055 (Figure 20).

When combined with the impact of potential additional tourism visitors (in Figure 20), modelling suggests scope for two full-line supermarkets in the Shire over the long term. These would most logically be in Jurien Bay (the primary population and visitor hub). Delivering competitive supermarket options will be essential for reducing leakage, supporting local employment, and anchoring Jurien Bay to a Regional Centre designation. In turn, this will support the critical workforce serving the major projects.

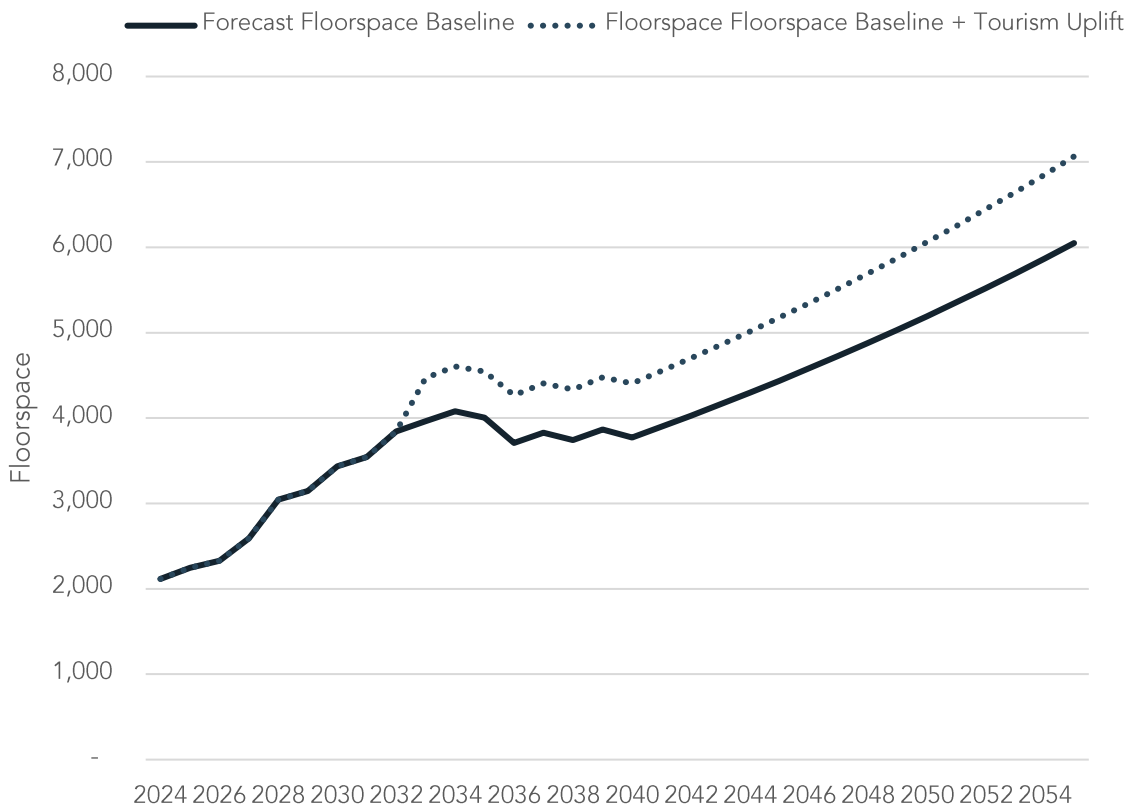


Figure 20: Total Supermarket (FLG) Floorspace, Baseline vs. Tourism Uplift Scenarios  
Source: Geografia, 2025

### Food Catering (Restaurants and Cafés)

Food catering demand is projected to accelerate rapidly, reaching around 3,000 sqm by 2033 before continuing a long-term growth path towards 6,000 sqm by 2055 (Figure 21). This aligns with the expected uplift in the number of young families, tourism volume and construction-period workforce, all of which drive increased hospitality spending.

Jurien Bay and Cervantes’ established reputation as coastal visitor destinations means they can help drive this growth, with potential increases in tourism visitors supporting additional demand for Food Catering floorspace (depicted in Figure 18). This opportunity can be further supported by suitable master planning, visitor market considerations (as these will depend heavily on tourists), and thoughtful placemaking to maintain the character and walkability of the town centre.

A diversified food and beverage offering (including family dining, mid-scale restaurants, and high-quality cafés) will strengthen both resident liveability and the visitor economy. Ensuring this growth is concentrated in existing or emerging mixed-use precincts will be critical to preserving a cohesive commercial core.

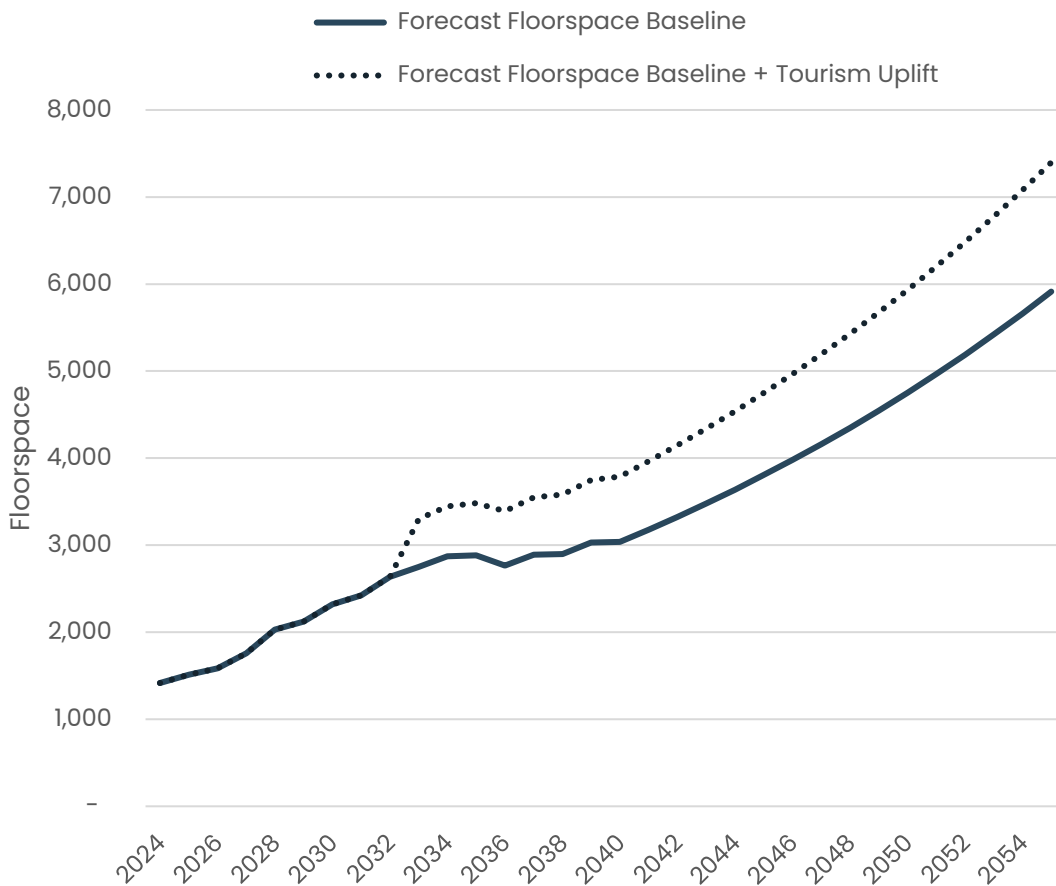


Figure 21: Restaurant and Café Floorspace, Baseline vs. Tourism Uplift Scenarios  
 Source: Geografia, 2025

### Apparel, Homeware and Leisure (Department Store)

While smaller in absolute terms than FLG or food catering, the Apparel, Homeware and Leisure category demonstrates steady long-term demand growth, consistent with a tourism-oriented mid-scale department store (similar in scale and profile to the Kmart Hub concept in Port Douglas) (Figure 22). This offer would provide a broader range of everyday goods for residents while enhancing Jurien Bay's convenience and appeal as a visitor-oriented service centre.

Growth in this category to 2,500 sqm over the medium term reflects both rising population and increasing visitor nights. Importantly, this type of retail is typically only viable within a Regional Centre-level hierarchy, again reinforcing the need for Jurien Bay to evolve its role within the regional settlement structure.



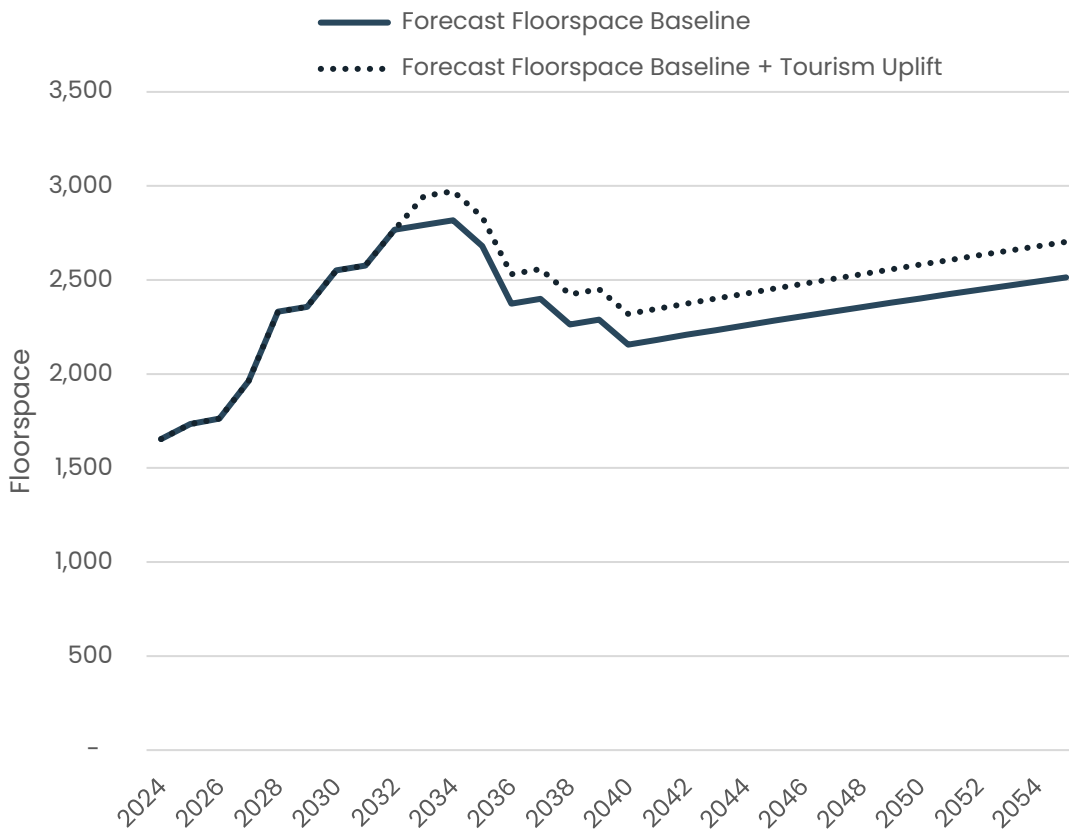


Figure 22: AHL (Department Store) Floorspace, Baseline vs. Tourism Uplift Scenarios  
 This refers to Apparel, Homeware and Leisure retail. Source: Geografia, 2025

To attract such investment, the Shire will need to safeguard appropriately sized parcels of commercially zoned land with adequate servicing, visitor experience exposure (given its dependence on the tourism market), and integration with the town’s primary commercial centre. This will be essential to avoid development patterns that could undermine the CBD’s vibrancy and diminish the visitor experience.

## 5.7 SUMMARY

Major project activity in the Shire is projected to fundamentally reshape the Shire’s population, housing, and service needs over the next two decades. The cumulative-impact modelling, calibrated against WA Tomorrow (2023) projections and recent ABS trends, indicates that project-related workforce inflows could lift the Shire’s population to around 7,465 residents by 2035, well above the WA Tomorrow Upper Scenario. Even after construction peaks subside, a substantial share of workers is expected to remain as long-term residents, bringing forward population levels otherwise not expected until the early 2050s.

This accelerated growth trajectory places immediate pressure on housing and physical infrastructure. Under the cumulative-project scenario, effective long-term housing capacity is reached by 2029, driven by a combination of workforce demand, lifestyle migration and limited functional supply within the existing dwelling stock.

While the Shire has sufficient zoned land to meet long-term theoretical demand, constraints in water, wastewater and transport networks mean that without coordinated servicing upgrades and funding, new residential development cannot be brought forward at the required scale or pace. Similar dynamics apply to industrial land, where short-term construction needs risk crowding out longer-term value-adding industries unless precincts are safeguarded and serviced early.

The demographic profile of growth, characterised by strong increases in young families, school-aged children and older residents, creates a parallel need for substantial uplift in social infrastructure. By 2033, demand for primary and secondary schooling, childcare, community health services, and aged care will exceed current capacity, requiring new or expanded facilities and stronger partnerships with State agencies and service providers.

At the same time, projected population and visitor growth, combined with the expansion of tourism accommodation (including approved and proposed short-stay developments in Jurien Bay), will support a step change in retail floorspace demand. This includes the potential for two full-line supermarkets, significantly expanded food catering and a department store-style offer, underpinning Jurien Bay's evolution from a Sub-regional to a Regional Centre within the wider settlement hierarchy.

Taken together, these findings highlight that the Shire's growth is not only about accommodating more residents and visitors, but also about sequencing land release, sourcing infrastructure investment, and coordinating service delivery.

## Key Conclusions

If there is a single message from this analysis, it is that the Shire's needs early, proactive, collaborative planning for housing, water and wastewater, transport, industrial land, social infrastructure and retail. This is needed to ensure that the benefits of the current investment cycle translate into a more liveable, resilient and economically diverse Shire over the long term. Only by doing this can the Shire make its increasingly valuable contribution to the State's future.



## 6.0 Issues and Opportunities

The Shire’s ability to support Western Australia’s next phase of population, industry and tourism growth is shaped by a clear set of structural opportunities and constraints. These issues vary across housing, land availability, infrastructure servicing, industry development, social services and environmental risk. However, they share a common theme: the Shire has the land and strategic location to grow, but enabling infrastructure and coordinated planning are essential to unlock this potential.

### 6.1 IDENTIFIED ISSUES AND OPPORTUNITIES

Table 3 summarises the key constraints identified through data analysis, agency consultation, and modelling, alongside the opportunities that can be leveraged to support a sustainable, State-aligned growth pathway.

	Issues Identified	Opportunities Identified
Population Growth & Housing	<ul style="list-style-type: none"> <li>Population uplift from major projects will be 40–50% above WA Tomorrow projections, arriving 10 years earlier than expected.</li> <li>The functional housing supply is constrained by high rates of unoccupied/holiday homes.</li> <li>Servicing limitations prevent the release of large-scale residential land.</li> </ul>	<ul style="list-style-type: none"> <li>Leverage existing land capacity (more than 5,000+ theoretical lots) through infrastructure-led sequencing.</li> <li>Bring forward a coordinated land-release strategy that aligns housing with workforce and amenity-driven migration.</li> <li>Use short-term rental housing reforms and vacant lots to manage immediate pressures.</li> </ul>
Transport & Road Network	<ul style="list-style-type: none"> <li>Existing local roads were not designed for a settlement of 7,000+ residents.</li> <li>Fragmented, ad-hoc delivery of intersections and internal networks risks bottlenecks.</li> <li>Higher visitor flows and construction traffic will place pressure on Jurien Bay’s movement system.</li> </ul>	<ul style="list-style-type: none"> <li>Deliver structure-planned road networks for growth precincts.</li> <li>Pursue shared funding arrangements for strategic transport upgrades.</li> <li>Align long-term townsite structure with a potential Regional Centre role for Jurien Bay.</li> </ul>
Water, Wastewater & Utilities	<ul style="list-style-type: none"> <li>Existing water, wastewater and sewerage networks (particularly Jurien Bay and Cervantes) cannot support projected growth.</li> <li>Fragmented landownership complicates coordinated servicing upgrades.</li> </ul>	<ul style="list-style-type: none"> <li>Secure long-term water supply via borefield expansion, recycled water, and modular desalination pilots.</li> <li>Introduce coordinated infrastructure contributions to unlock growth precincts.</li> <li>Protect Jurien Water Reserve through land-use controls and</li> </ul>

	Issues Identified	Opportunities Identified
	<ul style="list-style-type: none"> <li>Limited potable water supply for industry (e.g. data centres) and residential expansion.</li> </ul>	<ul style="list-style-type: none"> <li>integrate non-potable water planning.</li> </ul>
Industrial Land & Economic Development	<ul style="list-style-type: none"> <li>Peak construction demand (&gt;1,000 FTE) may exceed the current supply of developed local industrial land.</li> <li>• Short-term workforce staging risks crowding out long-term value-adding industries.</li> <li>• Insufficient serviced land for advanced manufacturing, agri-processing and digital infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>Plan industrial precinct staging to balance short-term project needs with long-term industries.</li> <li>Use the renewable-energy corridor status to attract clean industries and data infrastructure.</li> <li>Strengthen local content and construction logistics through dedicated precincts and laydown areas.</li> </ul>
Social Infrastructure (Schools, Childcare, Health, Aged Care)	<ul style="list-style-type: none"> <li>The population of children (0–14) is expected to increase by 180–195% by 2033; the secondary cohort is expected to more than double.</li> <li>Current school, childcare, and GP capacity are insufficient to meet forecast demand.</li> <li>An ageing population and workforce retention require expanded health and aged-care services.</li> </ul>	<ul style="list-style-type: none"> <li>Plan sites early for new primary school, expanded high school capacity and dual-use community facilities.</li> <li>Bring forward childcare investments to support workforce participation.</li> <li>Explore shared models for District High School and community health hubs.</li> </ul>
Tourism & Visitor Economy	<ul style="list-style-type: none"> <li>Seasonal pressures strain servicing and infrastructure.</li> <li>International day-trippers underutilise Jurien Bay compared to Pinnacles/Cervantes.</li> <li>Holiday homes reduce long-term rental supply and inflate peak-season infrastructure loading.</li> </ul>	<ul style="list-style-type: none"> <li>Expand short-stay supply (Marina precinct, Casuarina Cres, resort developments).</li> <li>Convert day-trip traffic into overnight stays through marina activation, town-centre improvements and visitor services.</li> <li>Develop nature-based and coastal tourism aligned with environmental constraints.</li> </ul>
Retail & Activity Centres	<ul style="list-style-type: none"> <li>No full-line supermarket; high leakage to online retail.</li> <li>Jurien Bay CBD is under-serviced relative to projected growth.</li> <li>Fragmented commercial land.</li> </ul>	<ul style="list-style-type: none"> <li>Support the Regional Centre transition with two full-line supermarkets, expanded hospitality, and a tourism-oriented department store.</li> <li>Use retail clustering to strengthen the vitality of the CBD.</li> <li>Support mixed-use, walkable precinct development.</li> </ul>
Coastal Hazards & Climate Adaptation	<ul style="list-style-type: none"> <li>CHRMAP identifies retreat areas in Jurien Bay and Cervantes over the next 50–80 years.</li> <li>Significant future impacts on residential, recreation and tourism assets.</li> </ul>	<ul style="list-style-type: none"> <li>Integrate long-term coastal adaptation pathways into land-release and infrastructure sequencing.</li> <li>Identify and preserve future relocation sites for critical assets.</li> <li>Position adaptation as an enabler for resilient town growth.</li> </ul>



	Issues Identified	Opportunities Identified
Agriculture & Resource Protection	<ul style="list-style-type: none"> <li>• Competition for land and water between agriculture, renewable energy and urban expansion.</li> <li>• Pressure on high-value agricultural land.</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthen policy for protecting high-value agricultural areas.</li> <li>• Support agri-processing and value-added industries through co-location with renewable energy.</li> </ul>
Governance & Servicing Coordination	<ul style="list-style-type: none"> <li>• Services and infrastructure delivery are fragmented across multiple landowners and agencies.</li> <li>• Many strategic actions from prior plans remain unimplemented or unfunded.</li> <li>• A small rate base limits the ability to forward-fund infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>• Co-investment partnerships with State/Federal agencies.</li> <li>• Development of a coordinated Infrastructure Sequencing Plan and Contributions Framework.</li> <li>• Use major-project developers to contribute to social or public infrastructure investments.</li> </ul>

Table 3: Summary of Issues and Opportunities

Source: Geografia, 2025



## 7.0 Prioritised Action Plan

The Shire of Dandaragan’s growth potential will only be realised through coordinated investment, sequencing, and partnerships between the Shire, the State Government, industry proponents, and the private sector. The Action Plan below outlines the highest-impact initiatives required to unlock land, support major projects, strengthen population centres, enhance tourism and natural assets, and build a resilient local workforce.

### 7.1 IDENTIFIED ISSUES AND OPPORTUNITIES

The objectives are grouped under five strategic themes, consistent with Western Australia’s regional development priorities and aligned to the Growth Plan’s long-term vision. These are:

- THEME 1 – Unlocking Strategic Land and Servicing for WA’s Major Projects
- THEME 2 – Supporting WA’s Energy Transition & Future Industries
- THEME 3 – Growing Population Centres That Anchor WA’s Coastal Growth Corridor
- THEME 4 – Enhancing Tourism, Lifestyle & Natural Assets for Statewide Benefit
- THEME 5 – Building Workforce Capacity and Local Enterprise Participation

Each action is concise, implementable and framed to support funding, partnership and advocacy efforts across State and Commonwealth programs.

Objective	Purpose / Outcome	Lead / Partners
<b>THEME 1 – UNLOCKING STRATEGIC LAND &amp; SERVICING FOR WA’S MAJOR PROJECTS</b>		
<b>1.1 Develop and implement a Shire-wide Land Supply Plan</b>	Identify and sequence Crown land divestment, and residential, commercial and industrial land opportunities; confirm servicing requirements and human services needs.	Shire, DPLH, Water Corp, Western Power
<b>1.2 Prioritise Jurien Bay as the primary growth centre</b>	Align infrastructure investment with anticipated residential, industrial, tourism and workforce growth.	Shire, DPLH, Water Corp
<b>1.3 Fast-track servicing upgrades for priority growth cells</b>	Unlock development-ready land and reduce bottlenecks in water, wastewater and power.	Water Corp, Western Power, Shire



Objective	Purpose / Outcome	Lead / Partners
1.4 Integrate coastal adaptation pathways into land-use planning	Protect assets, enable long-term relocation of vulnerable land uses and reduce State risk exposure.	Shire, DWER, DPLH
1.5 Audit and update the Local Planning Strategy and Scheme actions	Remove outdated actions, prioritise high-impact amendments and improve strategic alignment.	Shire, DPLH
<b>THEME 2 – SUPPORTING WA’S ENERGY TRANSITION &amp; FUTURE INDUSTRIES</b>		
2.1 Consider renewable energy project demand in strategic land-use planning considerations	Ensure industrial, accommodation and workforce land is available to support major project delivery	Shire, Renewable Energy Proponents, DPLH
2.2 Identify and service potential industrial and logistics sites	Position the Shire as a long-term operations and supply-chain hub.	Shire, DevWA, Western Power
2.3 Plan for workforce accommodation solutions	Mitigate project-driven housing pressure and support housing choice and affordability.	Shire, Industry, DevWA
2.4 Expand digital connectivity across key project corridors	2.4 Expand digital connectivity across key project corridors	Shire, NBN Co., Telcos
<b>THEME 3 – GROWING POPULATION CENTRES THAT ANCHOR WA’S COASTAL GROWTH CORRIDOR</b>		
3.1 Deliver diverse housing typologies aligned to demographic change	Support young families, workers, seniors and seasonal demand.	Shire, Developers, CHO Providers
3.2 Leverage existing vacant lots and underutilised dwellings	Increase near-term supply and reduce pressure on greenfield expansion.	Shire, Private Owners
3.3 Plan for education, health, childcare and aged care needs	Align social infrastructure delivery with growth projections.	Shire, WA Health, DOE
3.4 Improve transport connectivity	Strengthen mobility, labour access and tourism flow.	Shire, Main Roads WA



Objective	Purpose / Outcome	Lead / Partners
between coastal towns		
3.5 Establish a Growth Sequencing Framework	Guide infrastructure timing, staging and investment decisions for all settlements.	Shire, DPLH, Utilities
THEME 4 – ENHANCING TOURISM, LIFESTYLE & NATURAL ASSETS FOR STATEWIDE BENEFIT		
4.1 Collect sub-regional tourism spend and visitor movement data	Improve peak-season planning, infrastructure prioritisation and investment attraction prospectuses.	Shire, Coral Coast Tourism Region
4.2 Deliver a Peak-Season Management Plan	Address pressure on parking, coastal assets, emergency response and visitor servicing.	Shire, DBCA, Police
4.3 Masterplan and upgrade foreshore, trail and nature-based assets	Enhance the Turquoise Coast experience and grow visitor yield.	Shire, Tourism WA, DBCA
4.4 Strengthen Jurien Bay and Cervantes as coastal gateways	Support hospitality, retail, accommodation and town centre improvements.	Shire, Local Business
4.5 Prepare a Short-Stay Accommodation Strategy	Balance resident housing needs with visitor demand to support sustainable tourism, including consideration for hosted and unhosted short-stay accommodation is supported.	Shire, Industry, Airbnb/Hosts
THEME 5 – BUILDING WORKFORCE CAPACITY & LOCAL ENTERPRISE PARTICIPATION		
5.1 Develop a local workforce and skills plan	Support major projects, tourism, retail and services sectors with a reliable labour pool.	Shire, Coral Coast Tourism Region
5.2 Strengthen local business participation in major projects	Increase local contracting, procurement and supply-chain benefits.	Shire, CCIWA, Industry
5.3 Support small business growth in coastal towns	Improve resilience through business capability, digital adoption and seasonal planning.	Shire, Business Lincs



Objective	Purpose / Outcome	Lead / Partners
5.4 Promote regional liveability to attract workers and families	Enhance WA's labour mobility and support long-term population uplift.	Shire, Tourism WA
5.5 Establish a community services workforce pipeline	Address shortages in aged care, childcare, health and hospitality.	Shire, NGOs, WA Health

Table 4: Priorities Action Plan

Source: Geografia, 2025

