

Discover Dandaragan...  
...for your next investment



A small region with  
big opportunities in....

Tourism | Agri-business | Retirement Living and Aged Care  
Aquaculture | Renewable Energy





**Population (2021)**

Source: ABS

 3,367

**Gross Regional Product (2021)**

Source: NIEIR

 \$505 million

**Unemployment Rate (Dec 2021)**

Source: SALM

 2.8%

**Median House Price (2021)**

Source: Reiva

 **Badgingarra** \$195,000

 **Cervantes** \$397,000

 **Dandaragan** \$158,000

 **Jurien Bay** \$400,000

Discover Dandaragan for your next investment

## Big Opportunities Can Come in Small Packages...

While the Shire may be relatively small in population, there are significant industry opportunities:

- **Tourism:** new accommodation development, new tourism experiences and more events
- **Agri-business:** diversified opportunities for additional crops (citrus, stone fruit, olives, vegetables) as well as valued-added processing
- **Retirement Living and Aged Care:** retirement living and aged care developments to leverage the local amenity and cater for growing demand
- **Aquaculture:** the pristine, sheltered waters off the coast make the Shire an attractive location for aquaculture development and there are existing lease areas in place
- **Renewable Energy:** the Shire is a proven location for wind and solar power and additional opportunities exist for further renewable energy development

## Discover how close we are...

With the completion of NorthLink (a \$1 billion road infrastructure project), the Shire of Dandaragan can be reached in 2-2.5 hours, which means it takes longer to drive from Perth to Margaret River than it does to travel from Perth to the Shire of Dandaragan. The opening of NorthLink in 2020 also provided a direct highway route to access the Perth International Airport and the Port of Fremantle from the Shire, minimising travel time for freight.

## Discover your cost savings in our region...

The Shire of Dandaragan offers considerable savings for businesses compared to the Perth region. Rent for office and retail properties in the Shire are between 54% and 71% below rates in Perth. Industrial land is between 78% and 86% more affordable than Perth. At the same time, the cost of housing in the Shire is equally affordable, ranging from 22% to 69% lower than the Perth region.

## Discover the enviable lifestyle you have been searching for...

There is a reason why visitors escape from Perth and come to the Shire of Dandaragan: The Shire offers an idyllic lifestyle, with white sandy beaches, pristine coastal waters and incredible outdoor amenities ranging from fishing and boating on the coast to hiking, biking, 4X4 driving and camping across the Shire. The Shire includes three national parks and numerous nature reserves. While life moves at a more reasonable pace in the Shire of Dandaragan, the area offers all modern amenities of Perth including cafes, restaurants and a number of excellent education and healthcare services.



# Shire of Dandaragan Overview

The Shire of Dandaragan has a diverse economy with key industries, including agriculture, fishing, tourism, mining and renewable energy generation. The local rock lobster industry based in Cervantes and Jurien Bay provides a major export for the Shire. The Lobster Shack is a major tourism attraction generated off the back of the local lobster industry, which coupled with the Nambung National Park's Pinnacles Desert, Lesueur National Park and the Jurien Bay Marine Park, creates major tourism attractions for the region.

While traditional industries of beef cattle and sheep dominate the local agricultural sector, a wide variety of crops are grown in the Shire including olives, citrus, stone fruit and broad acre farming. Mineral sands mining at the Cooljarloo Mine (Tronox) and the Cataby Mine (Iluka) as well as the Yandin Wind Farm (largest in Western Australia) are additional key assets of the local economy and demonstrates its diversity.

## Main Towns and Centres in the Shire of Dandaragan

**Badgingarra** (2020 estimated population: 198)

Badgingarra contains a primary school, tavern, post office, roadhouse and other businesses. It has several recreational facilities at its Community Centre including tennis courts, a bowling green, a football oval and a golf course, parks and playgrounds.

**Cervantes** (2020 estimated population: 544)

Cervantes is one of the Shire's coastal towns and is located 15 minutes away from the Pinnacles of Nambung National Park, the Shire's largest tourism attraction. The town was named after a ship that was wrecked nearby. The principal industries in the town are tourism and fishing, principally rock lobster.

**Dandaragan** (2020 estimated population: 351)

Dandaragan boasts lush pastures and abundant crops produced from fertile farming land. It is home to award-winning Dandaragan Organic Beef, cold-pressed olive oil, and citrus and stone fruit orchards.

**Jurien Bay** (2020 estimated population: 1,817)

Jurien Bay is the largest town in the Shire and is the regional centre. It provides many of the services that people across the region require. It has the main shopping precinct with a selection of outlets providing food, clothing and specialty items. The main industry is tourism providing access to many local attractions through adventure tourism operators.

## Discover Opportunities in Tourism

The Shire of Dandaragan typically receives almost 600,000 visitors per year. Jurien Bay and Cervantes are recognised tourism destinations and the region boasts a range of attractions including the Pinnacles at the Nambung National Park, Lobster Shack in Cervantes, Skydive Jurien Bay, sea lion tours and wildflowers.

### Investment opportunities include:

- New accommodation development (there are prime development sites already identified)
- New tour operators (to explore the coast or inland areas further)
- New cafes and restaurants

“With the borders re-opening, we are expecting a new wave of tourists to the area.”

**Kane Krollig**  
Owner Operator  
Turquoise Safaris

## Discover Opportunities in Agri-business

The Shire of Dandaragan already has a thriving agricultural sector including beef cattle and sheep as well as orchards of olives, citrus and stone fruit. With abundant fertile land, water and strong transport links to market, there are opportunities for growers to increase their productive capacity or extend their growing season through investing in our region. The Shire has suitable water capacity allocation to support an additional 3,000 to 4,000 hectares of intensive agricultural development.

### Investment opportunities include:

- New orchards for a variety of fruit
- New production for vegetables
- Value-adding opportunities through the processing of locally produced goods

“Good soils, water and proximity to Perth, the Shire of Dandaragan is a great place for ag.”

**Joseph Ling**  
Managing Director  
Agrifresh Pty Ltd

## Discover Opportunities in Retirement Living and Aged Care

The population of the Shire of Dandaragan is relatively older with a median age of 48 years, 12 years older than the State average. **Over the next ten years there will be demand for 42 aged care units and 23 independent living units (ILUs) in a retirement village setting.**

With a temperate climate, the coastal amenity associated with the Shire's tourism destinations, easy access to Perth and variety of local services, the Shire of Dandaragan is an attractive destination for investment into aged care and retirement living.

### Investment opportunities include:

- New aged care development
- New retirement living units

“The Shire Dandaragan is a great place to do business, we are close to Perth and there is a great lifestyle offer in the region.”

**Clinton Strugnell**  
Chair  
Jurien Bay Chamber of Commerce





## Discover Opportunities in Aquaculture

The Shire of Dandaragan is already home to a vibrant rock lobster industry. With protected waters and a pristine natural environment, the coast along the Shire is an ideal location for aquaculture. There are existing licenses that have been issued by the State Government for aquaculture off the coast of Cervantes and Jurien Bay. Additionally, there have also been licenses provided for hatcheries near Jurien Bay.

Aquaculture production in Australia has grown at an average annual rate of 6.3% over the last five years and a Parliamentary Inquiry into the Australian aquaculture sector **found that the industry has potential to grow by five times its current production value by 2030**. Given the pristine marine conditions, sheltered waters and access to Perth, the Shire of Dandaragan is an ideal location for aquaculture investment.

### Investment opportunities include:

- Offshore cage-based aquaculture farms
- Onshore hatchling facilities
- New processing facilities

## Discover Opportunities in Renewable Energy

Renewable sources of generation capacity in WA are expected to grow from 15% in 2019 to 45% in 2030. The Shire of Dandaragan has one of the highest concentrations of renewable power generation in Australia, with a total production capacity of over 460 megawatts, across major solar and wind projects, including the Yandin Wind Farm, the largest in WA. The renewable power out of the Shire could power 381,000 homes in WA.

The Shire of Dandaragan benefits from having some of the strongest and most consistent winds in the country. Access to wide open lands in proximity to major transmission lines and transport routes make the Shire a great location for large scale renewable energy projects.

### Investment opportunities include:

- Wind and solar generation
- Hydrogen production
- Large-scale battery storage



The Shire of Dandaragan is committed to supporting and encouraging economic and tourism development in the region. We have adopted a comprehensive strategy to support future growth and we are investing heavily into infrastructure that can support future economic and tourism development.

Our projects include:

- Jurien Bay Foreshore Redevelopment
- Cervantes Foreshore Redevelopment
- Turquoise Way Path (coastal biking/walking/running trail between Jurien Bay and Cervantes)
- Jurien Bay Airport Masterplan

For prospective investors considering the region, we can:

- Provide further information regarding the region
- Identify potential sites for investment/development
- Facilitate the development application process

Please contact us today to see how we can help your business discover big opportunities in our region.

## Contact:

Economic Development Manager  
Shire of Dandaragan  
Tel: 08 9652 0800  
Email: [edm@dandaragan.wa.gov.au](mailto:edm@dandaragan.wa.gov.au)



**Shire of Dandaragan**  
69 Bashford Street, Jurien Bay WA 6516  
PO Box 676, Jurien Bay WA 6516  
Tel: (08) 9652 0800  
Email: [council@dandaragan.wa.gov.au](mailto:council@dandaragan.wa.gov.au)

