

Government of **Western Australia**
Department of **Regional Development and Lands**

ROYALTIES
FOR REGIONS

Western Australia's

SuperTowns







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Welcome





Western Australia's regional centres and country towns have long been the lifeblood of the State, richly endowed with natural resources and renowned for their enterprising spirit, strong community connections and ability to adapt and innovate as the State's needs have changed and grown.

We are in the midst of a rare and exciting period of development and growth in Western Australia.

The State's economy is strong and new employment and investment opportunities, particularly in the mining sector, are attracting more and more people to the West.

The State's population is expected to double in the next 30 to 40 years. This creates an imperative and an opportunity for transformational change in regional Western Australia to accommodate the significant growth and reduce pressure on metropolitan Perth.

To support our regional towns at the forefront of this change, the State Government is investing heavily in projects, infrastructure and community services. Through our Royalties for Regions program, the equivalent of 25 per cent of the State's mining and onshore petroleum royalties will be returned to regional areas each year.

Major growth in nine strategically located 'SuperTowns' in the southern half of the State is gathering momentum with the benefit of $85.5million in Royalties for Regions funding.

These SuperTowns are Boddington, Collie, Esperance, Jurien Bay, Katanning, Manjimup, Margaret River, Morawa and Northam.

The Royalties for Regions funding is being invested to underpin sustainable growth, help these regional towns accommodate and maximise the benefits of population growth and kick-start projects that will also attract other funds, including private sector investment.

In practical terms, this means more housing, more health care, more shops and other community amenities, with facilities that boost business prospects and make these SuperTowns even more attractive places to live, work and invest.

Through the SuperTowns project, thousands more people will recognise and embrace the business opportunities, affordable housing and unique lifestyle offered by our vibrant country centres.

This is an exciting time to live and work in Western Australia and an exceptional time to live, work and invest in our State's SuperTowns. We encourage business operators, large and small, as well as families and individuals, to explore the opportunities offered by Western Australia's SuperTowns – and become part of the enterprising spirit that will drive their future growth and prosperity.

Hon Colin Barnett MLA
Premier of Western Australia

Brendon Grylls MLA
Minister for Regional Development; Lands

Western Australia's riches



Western Australia has always been a rich State – geographically, culturally and economically – but today we're in the midst of unrivalled growth that will cement the State's future prosperity.

Our culturally diverse population of about 2.3million is set to double over the next 40 years as more and more people come to live, work and establish a new lifestyle in a State that covers some 2.5million square kilometres and includes an expansive 12,900 kilometres of coastline.

Western Australia's position as the economic powerhouse of the country will also draw people and investors from around the globe. Billions of dollars are already being invested by local and international companies to fund unprecedented activity in the resources sector. There are advanced resource projects worth $107 billion underway, with further projects worth $194 billion being planned.

The Western Australian Government is supporting this growth with more than $8 billion in major Perth infrastructure projects, as well as new initiatives in health, education, energy and water.

In the southern half of the State, major growth industries range from agriculture and mining to energy, multi-million dollar fisheries, forestry, viticulture and, of course, tourism.







Revitalised cities and towns



Communities from around the State are celebrating the opportunities arising from the economic and social transformation taking place in Western Australia.

Our cities and towns are flourishing. Innovative and inventive projects are redefining both the city and regions, making Western Australia an enriching place to live.

The regions are enjoying expanding sporting and cultural facilities, as well as improved public transport, better ports and regional facilities.

The capital city is undergoing a once-in-a lifetime transformation, while our picturesque regional cities and towns at the heart of our expansive State are planning for unprecedented long-term, sustainable growth.

Under the State Government's Royalties for Regions program, more schools, hospitals and homes are being established in the Ord-East Kimberley, while the Pilbara Cities project will transform the towns on the Pilbara into several vibrant cities.

The Gascoyne Revitalisation Plan will deliver infrastructure projects, including a new eCarnarvon Police and Justice Complex, a new Carnarvon Hospital and Health Clinic in Exmouth.

Resulting from The Mid West Investment Plan, the region will transform through solar power, road developments and improved education infrastructure and services.

The Royalties for Regions SuperTowns program is also creating a network of dynamic and growing regional centres in the southern half of the State – enormously vibrant and attractive places to do business, work and live. Thousands more people are expected to join these communities to build a better way of life.

Working together with the people of Western Australia, we are capitalising on our economic prosperity to build a better State for the millions of people that will call Western Australia home.





SuperTowns: Part of a super State

In the heart of Western Australia's Mid West, Wheatbelt and Southern Regions, nine SuperTowns are growing to accommodate some of the 1.1million people expected to call regional Western Australia home by 2050.

SuperTowns is a State Government initiative announced in July 2011 to assist towns in the southern half of Western Australia to plan and prepare for a projected doubling of the State's population to almost 4.5million people over the next 40 years. Latest trends show metropolitan Perth with an estimated 3.2million people and the regional population climbing from 570,000 people currently to 1.1million people by 2050.

Metropolitan Perth will be under significant pressure to absorb the bulk of the State's population, and SuperTowns is a key part of the State Government's response to how population expansion will be distributed and serviced.

The aim of SuperTowns is to prepare key regional towns in the southern half of the state not only for their own natural population expansion but to create vibrant communities with job opportunities that will attract new residents from Perth, interstate and overseas. This will involve building on the unique advantages of those towns, and putting in place governance structures and funding support for sustainable industry, development, services and infrastructure. The components to the program are set out below.

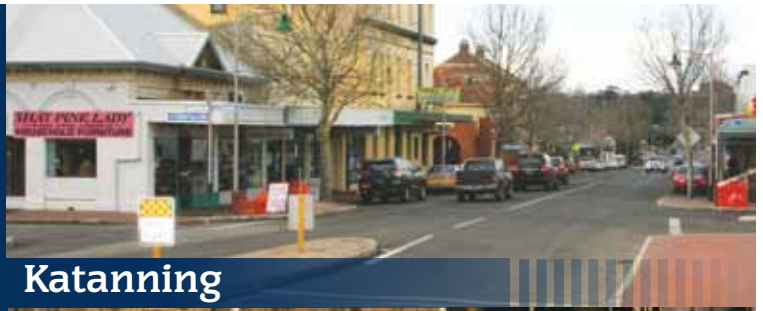
A State approach

In line with the SuperTowns approach, delivery will occur at a number of levels and through a range of partners. This calls for a strategic planning and implementation framework that aligns delivery partners with SuperTowns, and facilitates action and investment required to achieve local visions. This framework builds on existing and proposed responsibilities of key partners in regional development and growth.









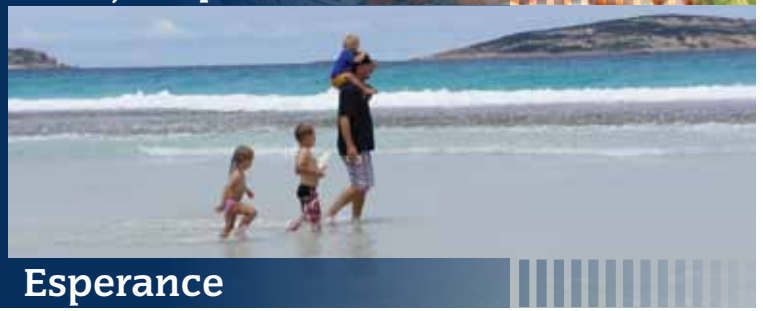
Katanning



Margaret River



Manjimup



Esperance

SuperTowns: A whole of Government approach

Royalties for Regions funding

Through Royalties for Regions, $85.5million is available in 2011-12 for program administration, to prepare SuperTowns Growth Plans, and to initiate the delivery of priority projects. Future funding for the long-term program will be available from core Royalties for Regions programs such as the Country Local Government Fund or Regional Strategic Projects Fund.

A network of SuperTowns

Boddington, Collie, Esperance, Jurien Bay, Katanning, Manjimup, Margaret River, Morawa and Northam are Western Australia's initial SuperTowns.

A number of towns were nominated by the Regional Development Commissions. The SuperTowns were then selected on criteria including strategic location, strong local governance and growth potential. The final list was recommended by the SuperTowns Steering Committee and approved by State Government.

SuperTowns will form a network that will also benefit neighbouring towns as more residents and visitors and better amenities spill over to nearby towns and into the wider region.





SuperTowns Steering Committee

To guide the program, provide advice to State Government, and facilitate a whole-of-government approach, the SuperTowns Steering Committee brings together all levels of government including:

- Department of Regional Development and Lands (Chairperson)
- Western Australian Planning Commission
- Department of Planning
- Department of Local Government
- Department of Agriculture and Food
- LandCorp
- Regional Development Council
- Goldfields-Esperance Development Commission
- Great Southern Development Commission
- Mid West Development Commission
- Peel Development Commission
- South West Development Commission
- Wheatbelt Development Commission
- Regional Development Australia
- Chamber of Commerce and Industry (CCI)
- Western Australian Local Government Association (WALGA)

SuperTowns Implementation Unit

To manage the program and provide coordination between all levels of the public sector, the SuperTowns Implementation Unit was established within the Department of Regional Development and Lands.

SuperTowns: A whole of Government approach

Local SuperTowns Project Teams and Community Reference Groups

At a local level, SuperTowns Project Teams manage the preparation and implementation of the SuperTowns Growth Plans. These teams are led by the local government authorities and include the regional development commissions, LandCorp, the Department of Planning and other key stakeholders.

To provide a direct conduit to the broader community, surrounding local authorities and the private sector, each SuperTown has also formed a Community Reference Group.

SuperTowns Growth Plans

Detailed SuperTowns Growth Plans have been developed to articulate each town's vision for the future and guide the delivery of the full range of development activities. Growth Plans will play a key role in aligning all levels of government, and provide a context for identifying future investment priorities for both Royalties for Regions, other Government programs and private sector involvement.

So far, SuperTowns Growth Plans propose a range of initiatives that will drive the transformation including economic development programs, the revitalisation of town centres, waterfront developments, agricultural expansion projects, innovative energy projects, health and community services and environmental initiatives.

Spotlight on the towns

Promoting the SuperTowns as great places to live, work and invest will be key to attracting people and investment to the towns. Marketing and communications will build around the program and a distinctive brand for each town, and will respond to the different stages in their growth and development.



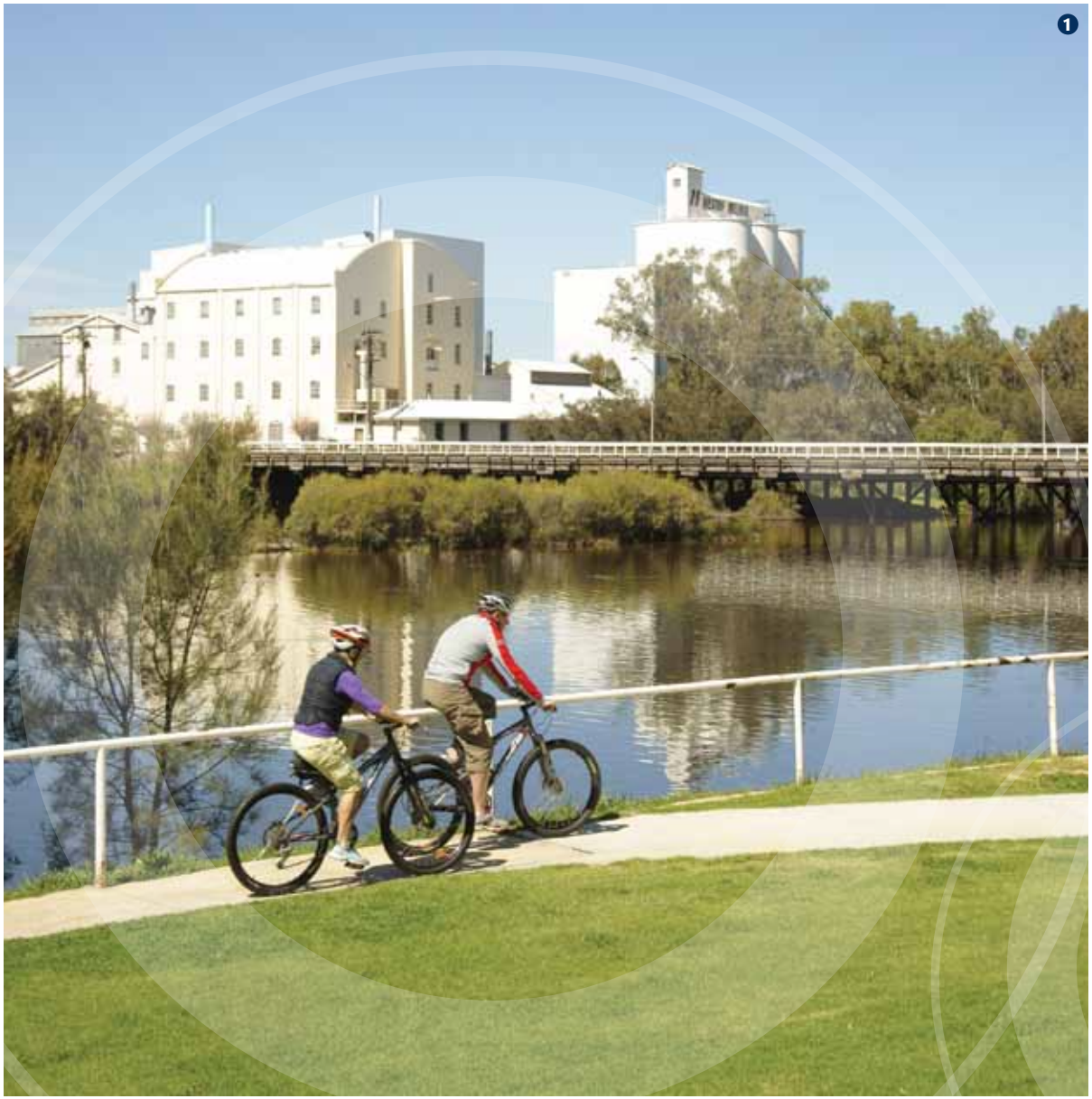






State level strategic framework

- Royalties for Regions sets out the Western Australia Government's policy for regional development and provides a funding stream to invest in regional development initiatives.
- The Regional Development Council's agenda is structured around six key priority areas for investment:
  - housing and services
  - employment, infrastructure and skills
  - health
  - education
  - social and environmental amenity
  - leadership and decision making.
- The Western Australian Planning Commission's (WAPC) State Planning Strategy sets out the development priorities for the State, and provides a spatial plan for growth and development.
- The WAPC Infrastructure Coordination Committee advises on planning for the provision of physical and community infrastructure throughout the State.
- Regional Investment Blueprints prepared by the Regional Development Commissions will address economic and community development, and set out the region's conditions, vision and priorities.









Images 1-3 Courtesy of Tourism Western Australia







SuperTowns in focus

Key

The following icons indicate features of each town:

Major supermarket/s

Minor supermarket/s

Bank

ATM

Postal services

Hospital

Medical and allied services

Primary school/s

High school/s and/or adult education

Visitor accommodation available

Dining/restaurant

Wineries nearby

Sporting facilities

Swimming pool

Vet

Aged care or retirement facilities

SuperTowns in focus





Boddington

Town population: 1,200

Shire population: 1,700

Location: 130km (1.5 hour drive) south-east of Perth

> “Boddington is already a growing town with a welcoming and engaged community and an increasingly diversified economy.



Boddington is a **picturesque, well-serviced town** within easy reach of Perth. It aims to be an **important WA mining town, offering an attractive family-friendly alternative to fly-in-fly-out work**.

What makes us super

Living

- A natural playground set on the banks of the Hotham River and surrounded by hills, farms and majestic State forests
- Modern well-equipped education facilities, from a playgroup for toddlers through to Year 12 and beyond; including vocational and adult education opportunities
- Fully integrated health service, including emergency services and aged care services, with health professionals such as a dentist, physiotherapist, dietician and speech therapist regularly visiting at the new Boddington Health Centre

Working

- Access to two major mines – the BHP Worsley bauxite mine and the Newmont Boddington Gold Mine – both of which have an expected life of at least 50 years (from 2010)
- Expanding opportunities at the Newmont Boddington Gold Mine, which will be Australia's largest gold producer when operating at full capacity. The operators aim to employ half of their staff from within 50 kilometres of the mine
- Extensive agricultural industries, including jarrah forest harvesting, blue gum and pine plantations, orchards, viticulture and gourmet food production
- Diverse employment options – the second largest employer is manufacturing and jobs also exist in health care, retail and hospitality

Investing

- Specialised agricultural industry potential, such as aquaculture and agricultural tourism
- Opportunities in the construction and mining support industries to service the mines and workers
- Property investment potential, with rental vacancies running at under one per cent
- Housing and commercial finance specialists to service unmet borrowing demand
- Opportunities to establish shops, restaurants and veterinary services



Initial project funding 2012-2013

$1.25million

Ranford Water Capacity

$1.17million

District Economic Development Implementation











Image 1 Courtesy of Tourism Western Australia

SuperTowns in focus





Collie

Town population: 7,800

Shire population: 9,500

Location: 200km (2.5 hour drive) south of Perth

> Collie has a rich history in coal mining, power generation and raw material refinement.

Image 1 Courtesy of BHP Billiton Worsley Alumina



Collie is a thriving country community where **residents enjoy access to all the services of a regional centre, surrounded by the natural beauty of forests, rivers and lakes**. Collie aims to grow its role as a hub for mines and power stations, while diversifying into tourism and other industries.

What makes us super

Living

- A strong community spirit, generated from a commitment to achieving a better lifestyle and a willingness to embrace a future of growth and prosperity
- A proud and rich past showcased through historic buildings and tourist attractions
- Rich natural beauty, with the picturesque Collie River bordered by a nine kilometre riverwalk trail
- Broad range of education and vocational opportunities, including access to the South West Institute of Technology's Collie Campus
- Social and recreational facilities, including the Kostecki Motorplex and Collie Speedway

Working

- A rich bank of natural resources, with major employers including Muja and Collie Power Stations, Griffin Coal, Premier Coal and BHP Billiton Worsley Alumina
- Expanding employment opportunities including:
  - Perdaman Chemicals and Fertilisers, which plans to develop a $3.8billion urea manufacturing plant that will create around 200 jobs
  - A commitment by Premier Coal to employ an additional 100 workers
  - The acquisition of local thermal coal mines by Lanco-owned Griffin Coal, which has announced plans to boost production fourfold, creating an expected 300 extra jobs
- Existing local employment opportunities, including construction, manufacturing and town-based work in shops, schools, a hospital and allied businesses

Investing

- Opportunities to service the dense concentration of major mining, metal manufacturing and electricity generation with relative proximity to the port city of Bunbury
- Potential to supply light industrial, transport and professional services at the Shotts Industrial Park, following an $83million upgrade funding allocation from the State Government
- Local government backing to improve professional services and an under-representation of skilled labour
- Tourism opportunities offered by local freshwater lakes including Wellington Dam and Stockton Lake
- Motorsport opportunities at Kostecki Motorplex and the Collie Speedway, and adventure sports potential at the nearby Bibbulmun Track



Initial project funding 2012-2013

$10.31 million

Collie CBD Revitalisation

$700,000

Collie River Revitalisation









Image 2 Courtesy of BHP Billiton Worsley Alumina
Image 3 Courtesy of Verve Energy

SuperTowns in focus





Esperance

Town population: 8,000

Shire population: 15,000

Location: 720km (1.5 hour flight) south-east of Perth, 390km (4 hour drive) from Kalgoorlie and 480km (4.5 hour drive) from Albany

"Once a seaside wheat and sheep town, Esperance is now a vital industry and regional services hub.



Esperance offers a balance of **stunning natural beauty with a diverse, thriving economy.** It is an **environmentally-conscious coastal town with the whitest beaches in Australia, offering a full range of services and amenities and vibrant community living.**

What makes us super

Living

- Graced with a temperate climate all year round, this coastal town offers warm sun, fresh air and long stretches of isolated beaches bordered by blue water bays
- A hidden haven – a safe, peaceful place to raise a family or enjoy a sea change
- A wealth of recreational activities at its doorstep, including access to more than 100 local clubs and associations and activities, plus unique flora and fauna in the surrounding National Parks
- A strong community spirit reflected in the number of volunteers, sporting clubs and the flourishing arts and cultural scene centred around the oldest theatre in WA
- Access to a fully serviced town centre with retail and commercial activity and industrial precincts

Working

- Low unemployment
- Work opportunities available in construction, trades, agriculture, hospitality and the public sector
- Diverse economy with expanding construction, infrastructure and mining sectors, including numerous new major mining projects underway or in the pipeline in the sub-region
- Opportunity to work five minutes from home, the beach or sports clubs – the optimal work-life balance

Investing

- $1.5 billion of investment already committed to major public and private projects in the sub-region
- Strong and diverse economy based around agriculture, mining, port activities, tourism and fishing
- Esperance Port and freight rail/road corridor providing a regional hub for industry and a gateway to international markets
- Stunning natural assets and a well-equipped port provide potential as a cruise-ship destination
- Plans for marina development at Bandy Creek boat harbour
- Significant potential for eco-tourism development
- Industrial land available in new precincts close to the port, regional airport and major road routes
- Strong demand for engineering, mining, construction, trades, hospitality, health, small business services and family focused retail businesses



Initial project funding 2012-2013

$12.65million

Esperance Waterfront – a World-class Foreshore Development

$380,000

Esperance Town Centre

$193,350

Esperance Economic Development – Stage 1









Image 1 Courtesy of Frances Andrijich – Esperance Bird Observers Group
Image 2 Courtesy of WAToday.com.au

SuperTowns in focus





Image 1 Courtesy of Tourism Western Australia

Jurien Bay

Town population: 1,500

Shire population: 3,300

Location: 220km (2 hour drive) north of Perth

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



Jurien Bay is a small but **fast-growing coastal town with multi-million dollar tourism, agricultural and crayfishing industries**. It provides a **relaxed holiday destination and safe family and retirement environment with access to WA's stunning Turquoise Coast, national parks and the world-famous Pinnacles Desert**.

What makes us super

Living

- Tranquil beaches sheltered by offshore islands and reefs enabling recreational pursuits such as fishing and watersports
- Close to the Pinnacles Desert and Stockyard Gully cave and, in season, one of the world's richest wildflower areas
- Easily accessible to Perth, via the new Indian Ocean Drive
- Offering a modern health centre, shopping centre and district high school for more than 300 students. The high school boasts a vocational program and also provides students with opportunities for extracurricular events such as an annual surf carnival
- Community events and market days, especially during peak visitor periods, including the annual Indian Ocean Festival which features the "Blessing of the Fleet" to celebrate the start of the crayfishing season

Working

- Home to a multi-million dollar crayfish export industry and other industries such as crop and animal farming, fishing and tourism
- A new wind farm to start construction in 2014 about an hour's drive away
- Growing residential development, with new construction underway at RSL Care WA's 98-unit retirement village and plans to establish a world-class aged care facility
- Planning approval for a new resort and a microbrewery-restaurant

Investing

- Huge tourism potential due to the town's proximity to Perth and its vast natural wonders
- A new "circular jetty" – the second longest in Western Australia – recently opened, with planning approval to develop new restaurants, shops and offices nearby
- Enormous residential development growth, building on the town's status as a sea-change location for families and retirees
- Opportunity for independent schools to establish satellite campuses
- Potential to develop a local "brand" of quality food



Initial project funding 2012-2013

$12.14million

Jurien Bay City Centre Enhancement Project









SuperTowns in focus





Katanning

Town population: 4,200

Shire population: 4,800

Location: 285km (3.25 hour drive) south-east of Perth, 230km from Bunbury and 170km from Albany

> “Katanning is Western Australia’s most multicultural regional town.



Katanning enjoys access to a range of **recreation and leisure facilities, government, health and education services, as well as a diverse retail and business district**. Katanning is also a hub on the National Broadband Network.

What makes us super

Living

- Welcoming individuals, couples and families from all ethnic backgrounds, with the Katanning Migrant Resource Centre providing settlement services to migrants and refugees
- An adventurous all-ages community playground and a pioneer-inspired “heart park”
- Educational offerings from kindergarten to Year 12 and beyond. These include a TAFE, two public primary schools and a Catholic primary school. Katanning Senior High School caters for more than 370 pupils and offers strong vocational and academic education options
- Community celebrations including the Katanning Multicultural Festival and the Katanning Harmony Festival, as well as an annual agricultural show
- Sporting facilities including the Regional Recreation Centre, Aquatic Centre and Country Club

Working

- Home to one of Australia’s largest sheep saleyards, with more than a million sheep sold annually
- Skilled, unskilled and training employment opportunities at the Western Australian Meat Marketing Co-operative (WAMMCO) and Katanning Processing Plant
- Potential new goldfield under exploration
- A raft of employment options in small business, health, education, tourism and government services

Investing

- A hub on the National Broadband Network, leading to potential for call centres or similar businesses
- Extensive drilling underway, which has identified two mineralised corridors along a gold strike of more than 18 kilometres
- Potential for immigration facilities to service the town’s migrant population
- Long-term local government strategy to host compatible agri-food industries on one site
- Katanning Regional Business Association operating with 300 members
- Support through the Small Business Centre Great Southern (SBCGS)



Initial project funding 2012-2013

$8.7million

Town Centre Commercial and Streetscape Revitalisation

$255,000

Multicultural and Aboriginal Engagement and Enhancement









Image 1 Courtesy of Tourism Western Australia

SuperTowns in focus





Manjimup

Town population: 5,500

Shire population: 10,200

Location: 295km (3.5 hour drive) south of Perth, 130km south of Bunbury and 213km north-west of Albany

> “Manjimup is more than a timber town – it has grown to become a premium ‘food bowl’ of Western Australia.

Image 1 Courtesy of The Wine & Truffle Co.



Manjimup is an **attractive and thriving regional centre, which is safe, liveable and welcoming**. Located amongst the **majestic and serene Karri and Jarrah trees** in the Warren and Blackwood Valleys, **Manjimup is a regional centre for the largest shire in the south-west of Western Australia**.

What makes us super

Living

- Stunning natural surrounds including the towering Jarrah and Karri forests
- Undulating farmland with rich soils producing gourmet foods from black truffles, cherries and chestnuts to apples, avocados, wine and olive oil
- A celebrated history, including the Historic Hamlet and the State Timber Museum situated at the Manjimup Timber and Heritage Park
- Schools catering for all years from kindergarten to Year 12. Manjimup Senior High School boasts a proud tradition of sporting and academic achievement and offers a university preparation program as well as vocational training
- A full calendar of community events, including golf tournaments, an agricultural show, cherry festival, farmers' markets, Targa South West Car Rally and the Truffle Kerfuffle. The Manjimup 15,000 Motocross Event is also Australia's most prestigious outdoor motocross competition

Working

- Originally a timber town, Manjimup has an expanding and diversified economy
- Employment opportunities exist in agriculture, horticulture, viticulture and aquaculture, food processing, plantation and native timber production, tourism, retail and industrial services
- Town-based employment options include retail, tourism, health, aged care, administrative, hospitality, financial, education, transport, forestry, environment and other government and non-government services

Investing

- Premium quality horticulture, dairying, beef, viticulture and aquaculture industries
- Growing gourmet food industries, leveraging from the town's position as the leading Australian-mainland provider of black truffles and the centre of a green tea growing trial
- Local government backing to develop new cafes, restaurants, clothing boutiques and accommodation businesses
- Bauxite exploration underway with a new alumina refinery to potentially be established in the region
- Proposed gas pipeline, which could expand business opportunities and residential development
- Biomass power plant approved by the local government



Initial project funding 2012-2013

$6.96million

Manjimup's Agricultural Expansion

$5.71 million

Revitalisation of Manjimup's Town Centre

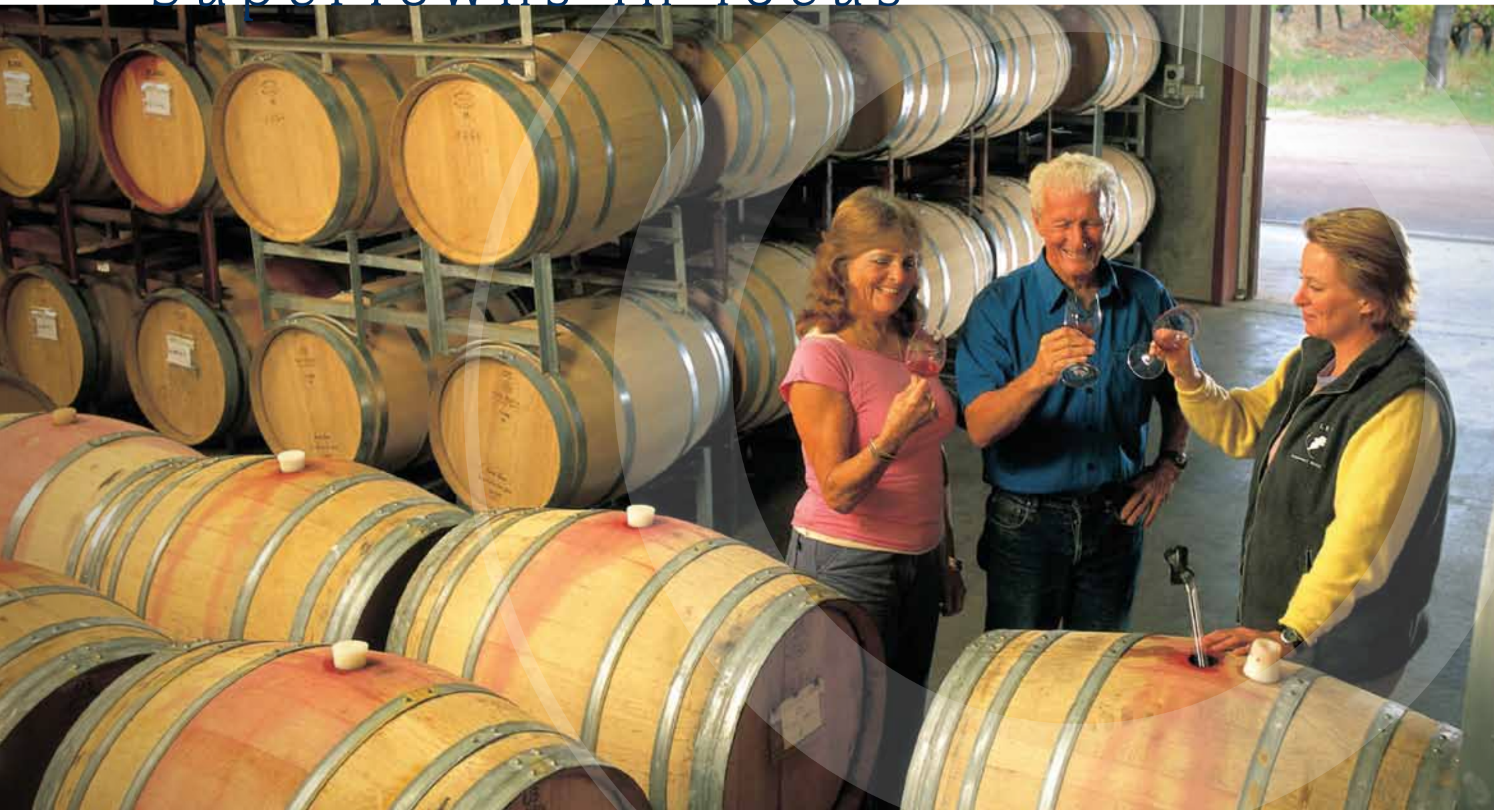








SuperTowns in focus





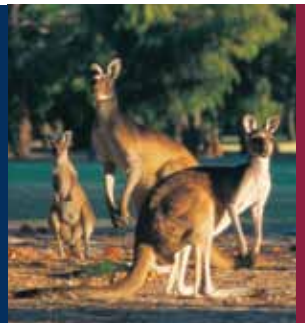
Margaret River

Town population: 5,500

Shire population: 13,000

Location: 267km (3.5 hour drive) south-west of Perth, 50km from Dunsborough and 43km from Augusta

> “Margaret River is an internationally recognised town with acclaimed beaches and wineries on its doorstep.



Once a quiet dairy town, **Margaret River** has evolved into a **successful smorgasbord of fine wine and food, with great surfing and spectacular scenery**. The town is **attractive, friendly and welcoming** and is an **internationally recognised destination**.

What makes us super

Living

- Surfing beaches that attract international events and competitions
- Strong arts and tourism industry focus with concerts by international performers and world class art, wineries, gourmet food and adrenalin-based adventure sports
- Educational facilities, including a kindergarten, public primary school, Catholic primary school and Montessori school. Margaret River Senior High School offers academic and vocational programs and has a 25-hectare farm. Edith Cowan University also has a campus in Margaret River and offers specialised local courses
- Community events, including Australia Day breakfasts, the Anaconda Adventure Race, the Cape to Cape Mountain Bike Race, premier international surfing competitions, Cape Mentelle's Movies in the Vineyard and more

Working

- Thriving agricultural, viticulture and tourism industries, with a particular demand for hospitality employees
- Airport and library expansion projects planned
- Opportunities to service fly-in fly-out miners who increasingly call Margaret River home

Investing

- Already established and known global "brand", investment opportunities exist in the food, wine, tourism and agricultural sectors
- Opportunity for development of the conference and corporate visitor market, both directly and as support industries such as audio visual services
- Potential for further businesses to support fly-in fly-out workers



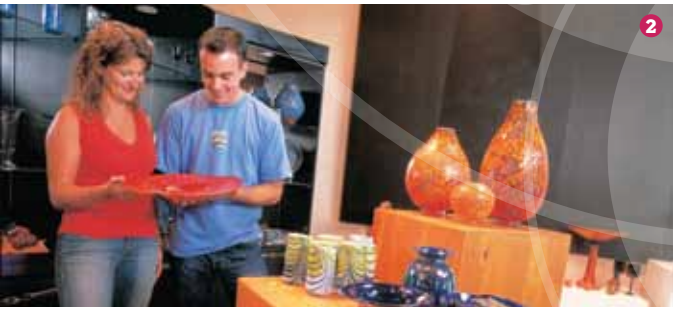
Initial project funding 2012-2013

$1.94million

Margaret River Perimeter Road and Town Centre Improvements

$3.46million

Surfers Point Precinct Project









Images 1-3 Courtesy of Tourism Western Australia

SuperTowns in focus





Morawa

Town population: 500

Shire population: 950

Location: 405km (4 hour drive) north of Perth and 163km (1.5 hour drive) from Geraldton

> “Morawa is a proud and inclusive community with agriculture, mining and education underpinning a strong economy.

Image 1 Courtesy of Tourism Western Australia



Morawa is a **community focused regional centre providing solid business incentives, strong agricultural and mining development and excellent tourism attractions and facilities**. The **fast developing iron ore mining industry** is seeing Morawa grow as a **primary industry hub and a centre of excellence in research, education and training in the region**.

What makes us super

Living

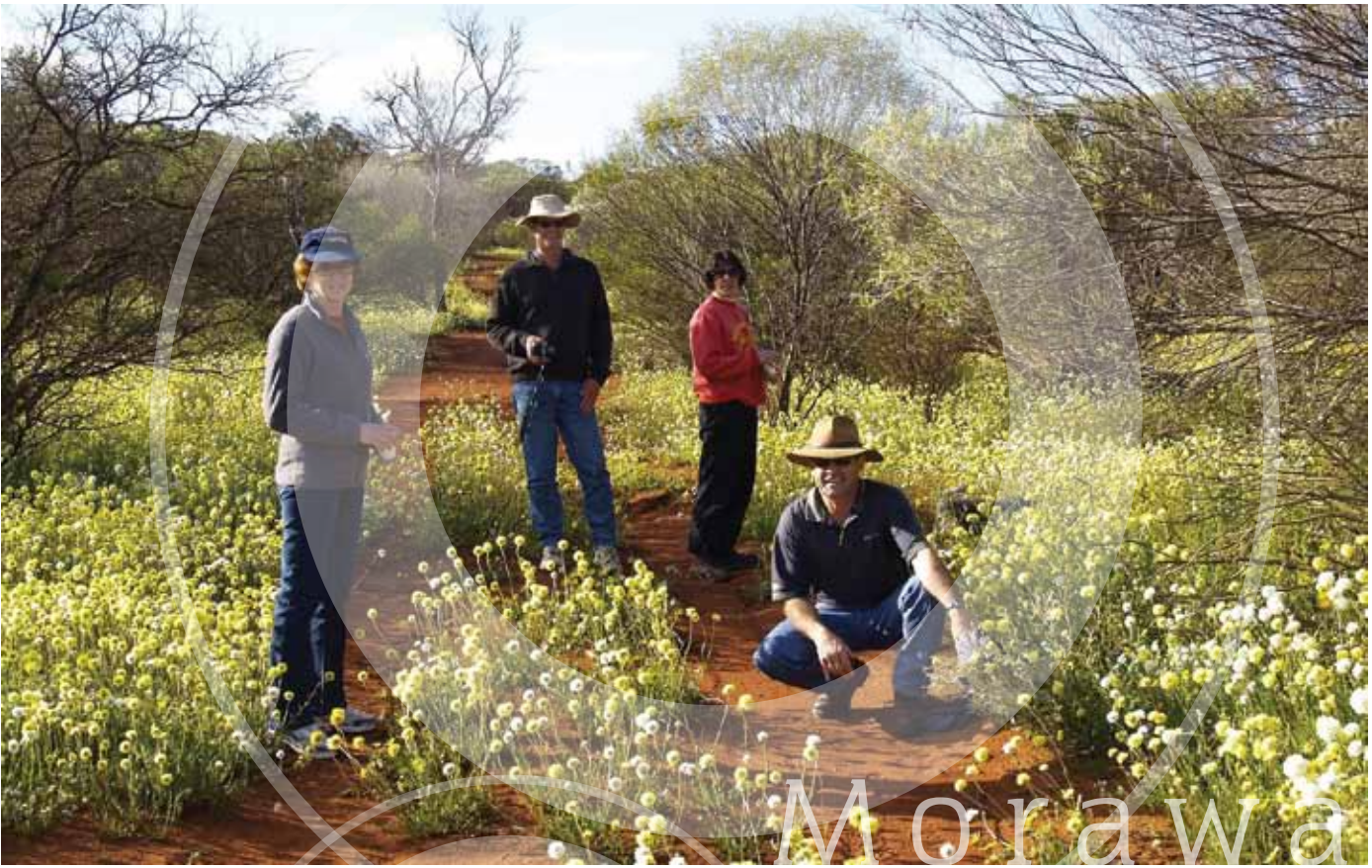
- A family orientated town with a strong sense of community spirit
- Rich agriculture and mining history and activity
- Regional services and facilities, including a state-of-the-art medical centre with GP support and aged care
- Award-winning education and training opportunities
- Modern sporting and community facilities, including the region's best youth centre, a child care centre, Olympic-sized swimming pool and community resource centre
- A spectacular wildflower season enjoyed by locals and tourists
- New residential development underway

Working

- Strong employment prospects
- Well established agricultural sector with opportunities for on-farm work, particularly around seasonal activities such as seeding and harvesting
- Emerging mining sector with new iron ore mines located within an hour's drive
- Opportunities to service mining industry needs
- Focus on skills development and training, with a new trades training centre to be developed

Investing

- New Small Business Units established by the local government and ready for new light industrial small businesses to be established – no investment capital required
- Advanced plans in place for a heavy industrial site with main road access linking to mining activity
- Newly established branch of the Mid West Chamber of Commerce and Industry focused on driving investment in the region
- Selection of commercial business opportunities available for retail and professional consultant services
- A new residential subdivision under development, providing opportunity for future residential housing growth
- Strong existing demand for real estate, infrastructure and tourism services



Initial project funding 2012-2013

$3million

Morawa Town Revitalisation – Stages 1 and 2

$500,000

North Midlands Solar Thermal Power Station









SuperTowns in focus





Northam

Town population: 7,044

Shire population: 11,250

Location: 100km (1.5 hour drive) east of Perth

> A rich heritage, growing population and strategic location is consolidating Northam's status as a primary regional centre.



Northam is a **well serviced, vibrant and fast-growing town situated on the banks of the picturesque Avon River**. Northam's proximity to Perth and the State's rail and road freight routes offer **opportunities for light industrial and logistics businesses servicing the mining and industrial sectors to take advantage of the affordable land and well-located town**.

What makes us super

Living

- A wide range of cultural, education, health and recreation facilities, shops and services
- Award-winning cafes, wineries and hotels
- Three public primary schools, as well as a Catholic primary and middle school and the Northam Senior High School, which also has a vocational education stream. Further education options include the C.Y. O'Connor Institute and the Muresk Institute
- Major community events, including the annual Avon River Festival, the Vintage-on-Avon car race and the Northam Agricultural Show. There is also a program of free summer concerts, regular markets and race meetings

Working

- Strong employment growth, with the new Avon Industrial Park expected to create 2,000 jobs
- Home to a new immigrant detention centre at Yongah Hill, which employs 150 staff
- Growing demand in the health and education sectors
- Demand for retail and professional services
- Ongoing services to support local farming communities

Investing

- Proximity to major markets driving demand for food and beverage manufacturing, particularly cereal and meat products
- New Avon Industrial Park requiring freight, storage, transport and logistics businesses
- Located between mining centres and export channels, creating opportunities in metal product and mining equipment manufacturing
- Growing demand for health, education and other services, including finance, insurance and property-related services



Initial project funding 2012-2013

$4.81 million

Avon Health and Community Services – Stage 1

$3.65 million

Environmental Works – Avon River – Stage 1



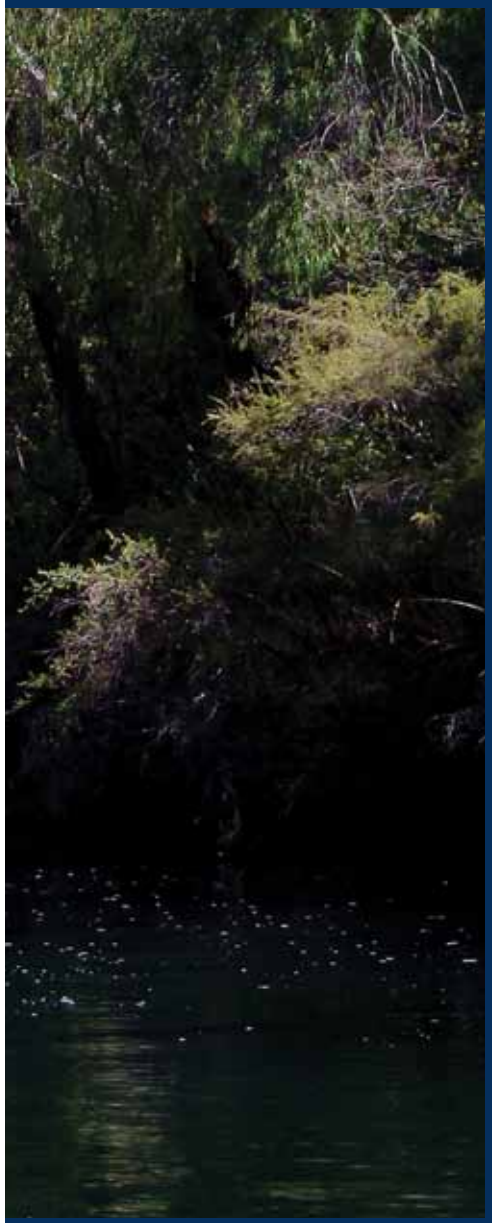






Images 1-3 Courtesy of Tourism Western Australia





Acknowledgments

- Department of Regional Development and Lands
- Development Commissions of Goldfields Esperance, Great Southern, Mid West, Peel, South West and Wheatbelt
- Shires of Boddington, Collie, Dandaragan, Esperance, Katanning, Manjimup, Augusta-Margaret River, Morawa and Northam.

Steering Committee Members

- Department of Regional Development and Lands (RDL) (Chairperson)
- Western Australian Planning Commission (WAPC)
- Department of Planning (DoP)
- Department of Local Government (DLG)
- Department of Agriculture and Food (DAFWA)
- LandCorp
- Regional Development Council
- Regional Development Australia
- Mid West, Wheatbelt, Goldfields-Esperance, Peel, Great Southern and South West Development Commissions
- Chamber of Commerce and Industry (CCI)
- Western Australian Local Government Association (WALGA)

Community Reference Groups across the nine SuperTowns

Other State Government Departments who provided feedback throughout the process

- Department of Culture and the Arts
- Department Child Protection
- Department of Indigenous Affairs
- Department of Education
- Department of State Development
- Department of Sport and Recreation
- Department of Environment and Conservation
- Department of Water
- Tourism WA
- WaterCorp
- Western Australian Country Health Service
- Western Power

More about SuperTowns

For more information about WA's SuperTowns, please visit:

- Department of Regional Development and Lands www.rdl.wa.gov.au
- Boddington www.boddington.wa.gov.au
- Collie www.collie.wa.gov.au
- Esperance www.esperance.wa.gov.au
- Jurien Bay www.dandaragan.wa.gov.au
- Katanning www.katanning.wa.gov.au
- Manjimup www.manjimup.wa.gov.au
- Margaret River www.amrshire.wa.gov.au
- Morawa www.morawa.wa.gov.au
- Northam www.northam.wa.gov.au





