

City Profile

City of Busselton



*Where environment, lifestyle
and opportunity meet*



Welcome to the City of Busselton

A vibrant regional city by the sea, where environment, lifestyle and opportunity meet.

Nestled on picturesque Geographe Bay, 230kms south of the State capital of Perth, we are the premier locale and central heart of the South West region of Western Australia.

Blessed with a coastal and rural environment of unique pristine natural beauty, we sit on Wadandi Boodja, part of Nyungar country. Covering a total area of 1,455km², we have rich seafaring and agricultural history, a vibrant tourism and arts scene, and five modern townships offering cultural, retail, commercial and industrial precincts. We are the central service centre for our neighbouring shires of Augusta Margaret River, Capel and Nannup.

We are a relaxed, safe, and friendly place, with services and facilities supporting positive lifestyles and well-being. Our thriving community is home to 42,640 people and offers a much sought-after relaxed lifestyle for those who live and work here.

Our five townships are Busselton, the largest centre with cultural precinct and family friendly foreshore featuring the iconic Busselton Jetty. Vasse is a growing centre is a favourite for families with a wide range of amenities. Dunsborough sits on Geographe Bay and known for boutique shopping and spectacular walk trails. Yallingup is small centre surrounded by Leeuwin-Naturaliste National Park and world class surf breaks and Eagle Bay sits on Cape Naturaliste and is a growing luxury holiday hotspot.

We continue to invest in the infrastructure, development and technology demanded by rapidly expanding communities and businesses. Doing so has promoted a diversified economy and a culture of innovation, creativity, diversity and sustainability. We are open for business and warmly welcome you to our vibrant community.



Environment



Lifestyle



Opportunity





Live, Work and Play

Liveable

The City of Busselton is Western Australia's fastest-growing regional LGA resident population.

Outdoor activities options abound at our numerous National Parks, Marine Parks and wetlands, nine safe white sandy beaches, world-renowned Busselton Jetty, its underwater observatory, and countless award-winning public parks and open spaces.

Contemporary youth, senior and family facilities include two leisure centres, new skate parks, numerous playgrounds, walking and biking trails, and libraries. We have an extensive range of sporting clubs, dedicated youth spaces and programs that activate all segments of our connected community.

Connected

Major road networks connect us to the state capital, and the current Bunbury Outer Ring Road project will double road freight capacity.

We are 40 minutes from the Port of Bunbury, one of Australia's largest regional ports and its onward road and rail links and a two-hour drive from the City of Fremantle international port with its significant global export channels and capacities.

Just 10 minutes from the town centre, the South West's principal Busselton Margaret



River Airport has direct weekly flights to the Eastern Sea Board, enabling freight activation.

Within our City, green corridors and coastal paths provide easy walking and cycle links between major townships and high-speed digital connection through business fibre zones in all town centres.

Dynamic

We are a vibrant art and creative's hub with an abundance of museums and galleries, extensive food, wine and a craft beer scene and a jam-packed calendar of festivals, concerts, shows and events, many featuring a stellar line-up of stars, celebrities, artists, sportspeople and creatives.

Progressive Education

A collection of private, independent and public primary and secondary schools, TAFE facilities and Edith Cowan University Hub create lifelong learning opportunities, an innovation culture and a skilled workforce.

Contemporary Health Services

Modern public and private hospitals, allied health, paediatric, and aged care services provide excellent support for our community's physical and mental well-being.



City of Busselton Snapshot



Location

Distance from State capital

2.5 hours

South of Perth

Strategically located near

SE Asia

Total area

1,455km²



Climate

Climate type

Warm Mediterranean

Mean temperature range

11.3-22.8°C

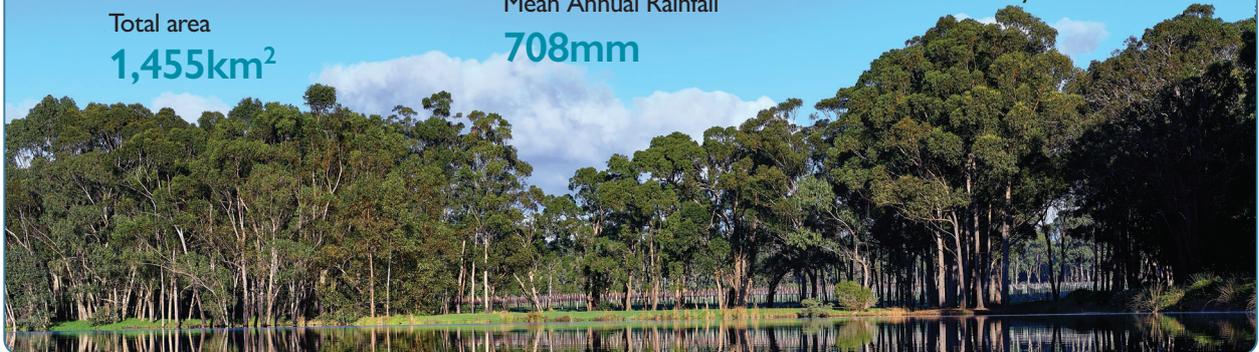
Mean Annual Rainfall

708mm



Infrastructure

- Connected Road Infrastructure
- Busselton Margaret River Airport
- High Speed Digital Connectivity



Demographics

Population

42,006

Growing

11.22%

2016-21

Forecast 2035

57,249

Median age

45

Median household income

\$1,866p/w

SEIFA

1014



Housing

Median housing rental

\$630 p/w

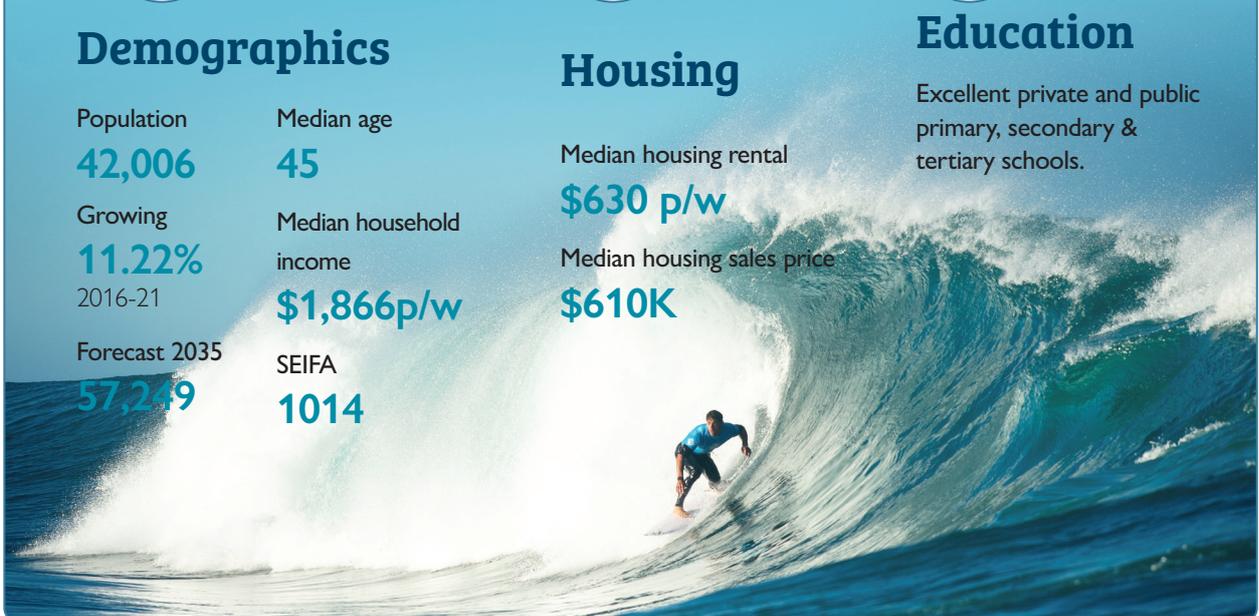
Median housing sales price

\$610K



Education

Excellent private and public primary, secondary & tertiary schools.





Economics

GRP

\$3.21B

Key industries by Output

Construction, Manufacturing, Rental and Hiring, Accommodation & Food.

Local business

4052

non employing 2395

Local Jobs

16,927

Employment rate

3.4%

Exports per annum

\$235M

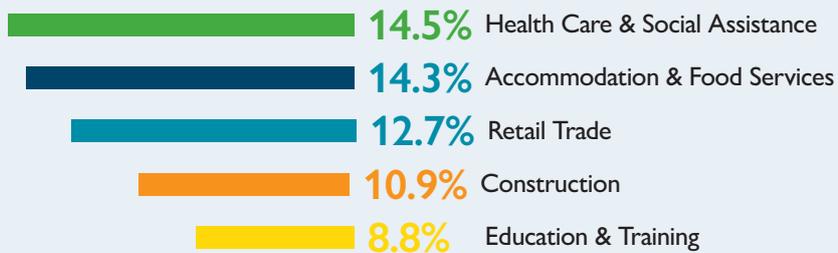
Output

\$6.46B

Visitor Numbers

924K p/a

Top Industries by employment





Business Edge

Our modern and vibrant coastal city offers competitive advantages that create attractive investment opportunities.



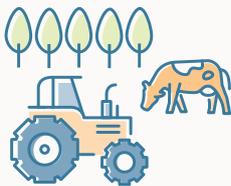
- Proximity to the State Capital
- Proximity and shared time zone with Southeast Asia
- Steady population growth
- Mediterranean climate
- Connected air, road and shipping transport infrastructure
- Availability of agricultural, commercial, industrial and residential land
- Modern health, civic, sporting and recreational facilities
- Reliable power and water supply
- High-speed telecommunications connectivity
- Dynamic skilled workforce
- Strong business community and business-friendly LGA





Abundant Growth Opportunity

We are a relaxed, progressive City with the local economy steadily growing in response to an influx of capital, opportunity and increased population. Our forward-thinking, dynamic and fast-growing community offers genuine prospects and support for sustainable business, industry diversification, and growth across our keystone and emerging industries.



Agribusiness

Agriculture is a well-established industry producing the finest quality beef, dairy, seafood and a wide variety of fresh fruit, vegetables, honey and flowers. Our viticulture sector makes more than 25% of Australia's internationally renowned eco-premium wine. A growing cohort of craft and distilleries produce award-winning craft beers, ciders & spirits.



Tourism and Events

With an abundance of natural beauty and tourism assets, a mouth-watering array of restaurants, wineries and cafes, our strong profile as the Events Capital of WA and the development of the Busselton Performing Arts Convention Centre, we offer premier leisure and growing business tourism destination. We welcome over 860,000 visitors annually and provide a dynamic relaxed destination for all things food, wine, nature, tourism, entertainment and events.



Technology and Creative Industries

We are a hub for the arts and Creative Industries with a vibrant entrepreneurial start-up culture. Our strength lies in live music, performing arts, and emerging design and visual arts industries. A dedicated state-of-the-art performing art and events centre creates an anchor for a robust creative hub.



Aviation

Our internationally capable Busselton Margaret River Airport presents the potential to activate aviation-related industries, including engineering and maintenance, freight and logistics hubs, and the FIFO sector. It will significantly expand the value of the tourism and airfreight sectors with national and potential international flight routes.



Healthcare & Wellbeing

Our changing demographics, consumer practices and existing health-related infrastructure provide opportunities for future investments into health care, aged care and retirement living.

**Our vision is driving diversity,
sustainability, jobs and investment, and
the vibrancy and liveability of economic growth.**

Further Support

The City of Busselton, the Western Australian Government, and our local economic development partners, are here to assist businesses and facilitate investment into our region.

For more information and support please don't hesitate to contact the team at economicdevelopment@busselton.wa.gov.au



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Geographic Bay

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Acknowledgement of Country

We acknowledge the Traditional Custodians, the Wadandi people of Wadandi Boodjar on whose land we are living, and pay our respects to Elders past, present and emerging.

