

# City of Busselton: Overview

## WELCOME TO THE CITY OF BUSSELTON

Lined with white sandy beaches and hugged by the pristine waters of the Indian and Southern Oceans, the City of Busselton – which encompasses the towns of Busselton, Vasse, Dunsborough and Yallingup – is a mecca for tourists and those who call it home.



The City, renowned as the ‘events capital’ of Western Australia and the gateway to the Busselton Margaret River wine region, is a hotspot for awe-inspiring attractions and world-class experiences. This dynamic combination makes the City the ideal location for all things food, wine, nature, tourism, entertainment, events and a prime destination for investment.

## GETTING HERE

Busselton is just 220 kilometres or two and a half hours drive south of WA’s capital city, Perth.



From the Busselton township, Dunsborough is a short 25km drive, Yallingup 35km and the town of Margaret River approximately 50km (or a 40-minute drive).

Daily bus services operate between Perth and Busselton via TransWA and Southwest Coach Lines, while Jetstar anticipates flights direct to the Busselton Margaret River Airport from Melbourne three times a week to commence in mid-2021. The airport is located a 10 minute drive from Busselton’s town centre. Rental cars, private charters, taxis and van and coach hire are available through a number of companies in Perth, Busselton and across the South West.

## CLIMATE

Australia’s South West has a Mediterranean-style climate featuring pleasant summer months and mild winters.

City of Busselton Weather			
Season	Months	Max	Min
Autumn	Mar-May	21°C	12°C
Winter	Jun-Aug	18 °C	11°C
Spring	Sep-Nov	23°C	10°C
Summer	Dec-Feb	28°C	15°C

## HISTORY & POPULATION

The City of Busselton has a rich seafaring and agricultural history, dating back to 1801 when Captain Nicholas Baudin led an expedition of the French ships, Geographe and Naturaliste, to explore the coast of WA’s South West. In 1834, the historical Bussell family discovered optimal farmland in the region, fostering the growth of the strong agriculture industry that remains prominent today.

Proclaimed a City in 2012, the Busselton district is now one of the fastest growing regions in WA, home to approximately 39,000 people. With the expansion of a number of housing estates across Busselton, Vasse, Port Geographe and Dunsborough, that figure is estimated to reach 55,000\* by 2026.

## AMENITIES & FACILITIES

The State Government and the City of Busselton have invested in a number of amenities and facilities to accommodate a growing population, including a state-of-the-art \$120.4 million hospital which is supported by medical practices, mental health services, pharmacies, dental practices, optometrists, physiotherapists and more.

Education-wise, five secondary schools and six primary schools in the greater Busselton area are joined by the CQ University Hub, which offers a wide range of courses with local support, while the Busselton TAFE campus runs courses covering everything from business administration and accounting, to horticulture and aged care.



## ATTRACTIONS

An attraction itself, the City of Busselton features several natural and manmade icons. Among them include surf breaks along Cape Naturaliste, which sees wave riders flock to the coast every day of the year. Geographe and Eagle Bays see families near and far visit their picture-perfect shores, while the Busselton Jetty entices big and little kids to its underwater observatory, housed at the end of its 1.8km timber-piled jetty. The Cape to Cape Track presents prime views of the coastline, whales and wildflowers to passers-by, while the Ngilgi Cave showcases a spectacular world beneath the ground. There's also a vibrant arts hub in the South West, with plenty of museums and galleries waiting to be viewed, not to mention a food, wine and a craft beer scene that'll see any hungry foodie leave satisfied.

## EVENTS

With more than 150 events on average held each year, it's no wonder people call Busselton the 'Events Capital WA'. The City plays host to a number of festivals, concerts, shows and events, many featuring a stellar line-up of stars, celebrities, artists, sportspeople and creatives.



These events entertain locals and attract a plethora of visitors, who travel from across the state, country or further afield to watch and/or take part in these exciting happenings.

From award-winning film and jazz music festivals, to sports endurance races and foodie feasts, the City of Busselton works with a variety of event organisers to help them bring their functions to life, providing them with amazing spaces that deliver the best in location and facilities.

## MAJOR PROJECTS

The City of Busselton has completed and is working on several major projects, all of which are designed to foster economic growth within the region. Some of these projects include the Busselton Margaret River Airport, the redevelopment of the Busselton, Dunsborough and Yallingup foreshores, the creation of the Busselton Performing Arts and Convention Centre, Dunsborough Foreshore Café and refurbishment of Busselton and Dunsborough town streetscapes. For more about the City of Busselton, visit [www.busselton.wa.gov.au](http://www.busselton.wa.gov.au).

*\*Statistics sourced from REMPLAN and Regional Development Australia – South West.*

