



# Invest Busselton

REGIONAL INVESTMENT PROFILE



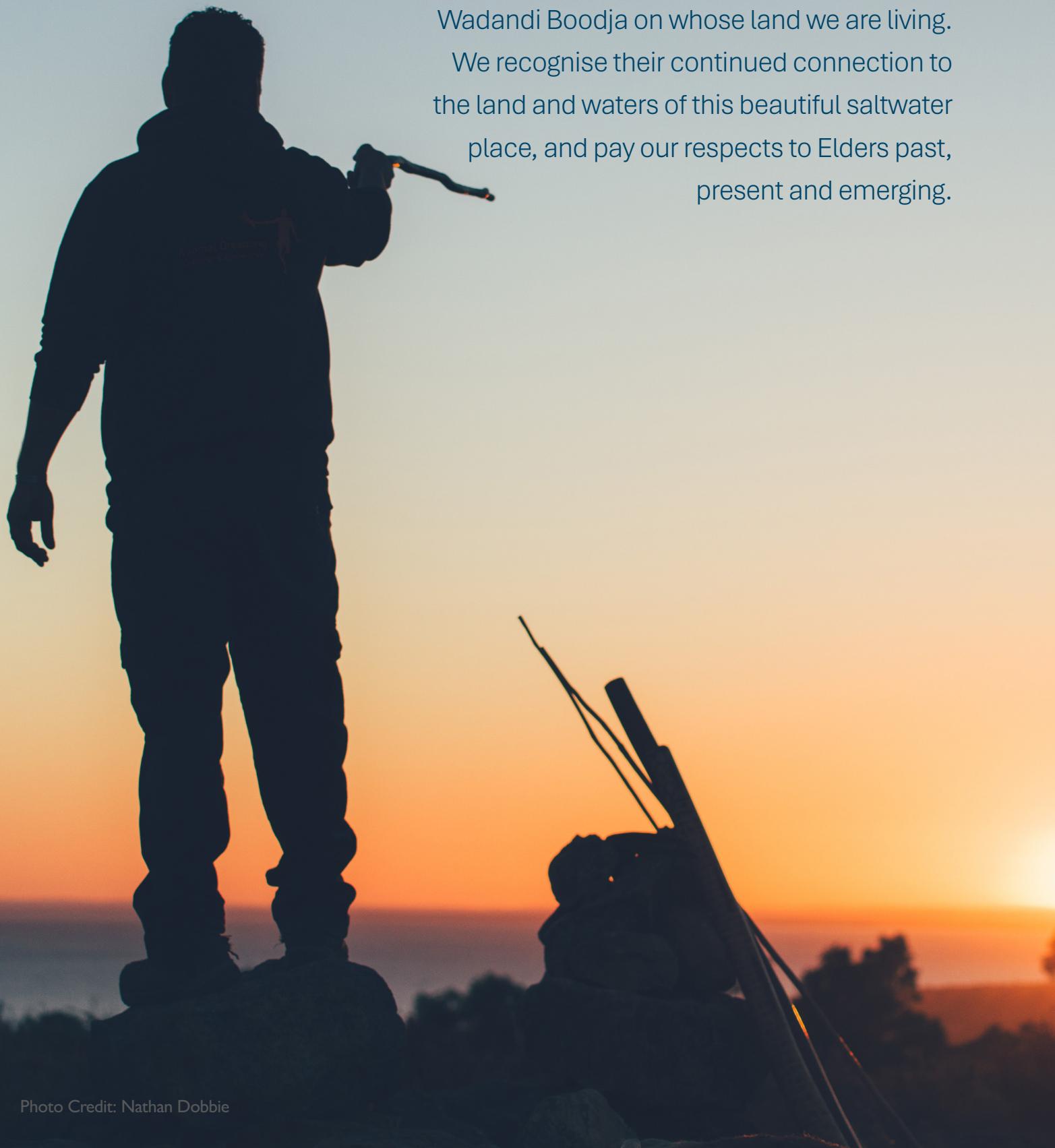
Where environment, lifestyle  
and opportunity thrive.



## Acknowledgment of Country

The City of Busselton acknowledges the Traditional Custodians, the Wadandi people of Wadandi Boodja on whose land we are living.

We recognise their continued connection to the land and waters of this beautiful saltwater place, and pay our respects to Elders past, present and emerging.



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# A Vibrant City

**The City of Busselton is a vibrant regional city by the sea, with diverse opportunities and a prosperous economy.**

## Connected

Nestled on picturesque Geographe Bay, just 230kms drive south of the state capital of Perth, the City of Busselton is the central heart of the South West region of Western Australia.

The City is well connected by major transport networks, including the South West's principal gateway airport, the Busselton Margaret River Airport with direct flights to the eastern seaboard, and the Wilman Wadandi Highway connecting Busselton and Perth. Our locality is situated close to the Port of Bunbury, one of Australia's largest regional ports and its onward road and rail links.

Digital connectivity is provided through business fibre zones and most residents can access NBN services.

## Liveable

The City of Busselton sits on the part of Nyungar country called Wadandi Boodja. The Wadandi people are the Traditional Custodians, and have lived and breathed off this ancient land for over 40,000 years. Covering a total area of 1,455kms including five town centres of Busselton, Vasse, Dunsborough, Yallingup and Eagle Bay along with retail, commercial and industrial precincts.

The warm Mediterranean climate provides a relaxed, safe, and friendly place, with services and facilities supporting positive lifestyles and well-being. Our thriving community is home to 45,003 people and offers a much sought-after relaxed lifestyle for those who live and work here.

Contemporary youth, senior and family facilities include two leisure centres, skate parks, award winning playgrounds, walking and biking trails, and two libraries. There are an extensive range of sporting facilities, dedicated youth spaces and programs that activate all segments of our connected community.

A collection of private, independent and public primary and secondary schools, TAFE facilities and the Edith Cowan University Hub create lifelong learning opportunities, an innovation culture and a skilled workforce. Modern public hospitals, allied health, paediatric, and aged care services provide excellent support for our community's physical and mental well-being.





## **Dynamic**

The City is vibrant and creative, with museums and galleries, extensive food, a wine and craft beer scene and a jam-packed calendar of festivals, concerts, shows and events, many featuring a stellar line-up of stars, sports people and creatives.

Outdoor activities abound at our numerous National and Marine Parks and bio-diverse wetlands. We boast award-winning public open spaces, safe white sandy beaches, and the heritage-listed Busselton Jetty and its Underwater Observatory.

## **Progressive**

With a vision focused on our environment, lifestyle and opportunity, we continue to invest in the infrastructure, development and technology demanded by our expanding communities and businesses.

## **Investment Ready**

Our unrivalled lifestyle and diverse economy supports a range of business and industry opportunities for private and public investment, ranging from start-ups to high growth enterprises and large-scale infrastructure projects.

Our keystone and emerging sectors across Agribusiness, Viticulture, Craft Brewery's and Distillery's, Hospitality, Tourism and Events, Creative Industries, Construction, Commerce and Industry, Healthcare and Well-being and Aviation all offer sustainable development opportunities for forward-looking investors and entrepreneurs.

**We are open for business and ready to welcome you to our vibrant community.**



# City of Busselton Snapshot

## Location



Distance from state capital

**2.5 hrs**

South of Perth

Strategically located near

**SE Asia**

Total area

**1,455km<sup>2</sup>**

## Climate



Climate type  
Warm Mediterranean

Mean temperature range

**10.4-22.0°C**

Mean Annual Rainfall

**792mm**

## Infrastructure



- Connected Road Infrastructure
- Busselton Margaret River Airport
- High Speed NBN Digital Connectivity
- Saltwater Convention & Performing Arts Centre

## Demographics



Population

**45,003**  
2025

Forecast  
2036

**60,000**

Median age

**1019**  
**45**

## Housing



Median housing  
rental

**\$700 p/w**

Median housing  
sales price

**\$825K**

## Education



**14**

Private and public  
primary and secondary  
school. Tertiary and  
university through Edith  
Cowan Busselton  
campus.

Sources: ABS 2024, REMPLAN 2025,  
REIWA 2025, WA Tomorrow

## Our Town Centres



- **Busselton** is the district's largest town centre. It has a beautiful family friendly foreshore, an expansive café, restaurant and pub scene as well as speciality retailers and a bourgeoning art culture.
- **Vasse** is located close to Busselton and Dunsborough, and has a growing town centre which is a favourite for families. It offers friendly neighbourhoods, access to schools and a growing number of amenities.
- **Dunsborough** is a relaxed coastal town, neatly positioned on Geographe Bay. The beach is a few minutes' walk from the leafy, green town centre. Dunsborough is great for boutique shopping and has a wonderful café culture.
- **Yallingup** is a coastal town surrounded by the Leeuwin-Naturaliste National Park, and is home to some of the greatest surf breaks in Western Australia. While the town projects a laid back holiday vibe, it has a strong and active community base.
- **Eagle Bay** is a small coastal town just 7 minutes' drive to Dunsborough, Eagle Bay sits on the tip of Cape Naturaliste and is a growing luxury holiday hotspot.

## Economics



Local  
Jobs  
**16,983 ↑**

Unemployment  
rate  
**2.4% ↓**

Local  
Business  
**4,514 ↑**

GRP  
(Gross State  
Product)  
**\$3.43B**

Exports  
per annum  
**\$246M**

Imports  
per annum  
**\$199M**

Key industries by GRP

Construction, Manufacturing, Rental and Hiring, Accommodation & Food

Sources: ABS 2024, REMPLAN 2025, Invest South west



# Business Edge

Our unique business advantages enable business and industry growth and diversity.



- Proximity and shared time zone with state capital and SE Asia
- Steadily growing population
- Mediterranean climate
- Strategic air, road and shipping infrastructure via airport links
- Agricultural, commercial, industrial and residential land supply
- Reliable power and water supply
- High-speed digital connectivity
- Dynamic, skilled workforce
- Connected business network
- Proactive local and state government support.
- Modern civic, recreational and sporting facilities
- Margaret River Wine Region internationally recognised brand
- Excellent living standards and lifestyle opportunity.



## Growth Industries

We offer prospects for sustainable growth and diversification 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 breweries and distilleries produce award-winning craft beers, ciders and spirits.

### Tourism and Events

With an abundance of natural beauty and tourism assets, a mouth-watering array of restaurants, wineries and cafés, our strong profile as the Events Capital of WA and the development of the Saltwater Busselton Performing Arts & Convention Centre, we offer premier leisure and growing business tourism destination. We welcome over 1.7 million day 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 technology 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 in a prime CBD location.

### Aviation

The 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 has significantly expanded the value of the tourism and airfreight sectors with national and potential international flights in the future.

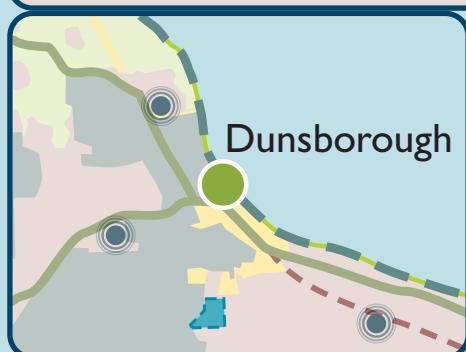
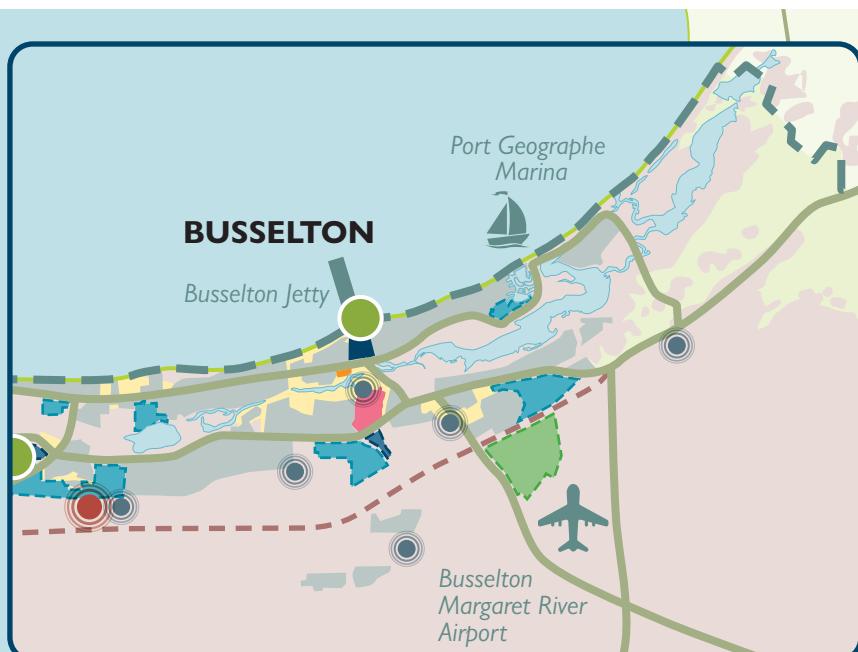
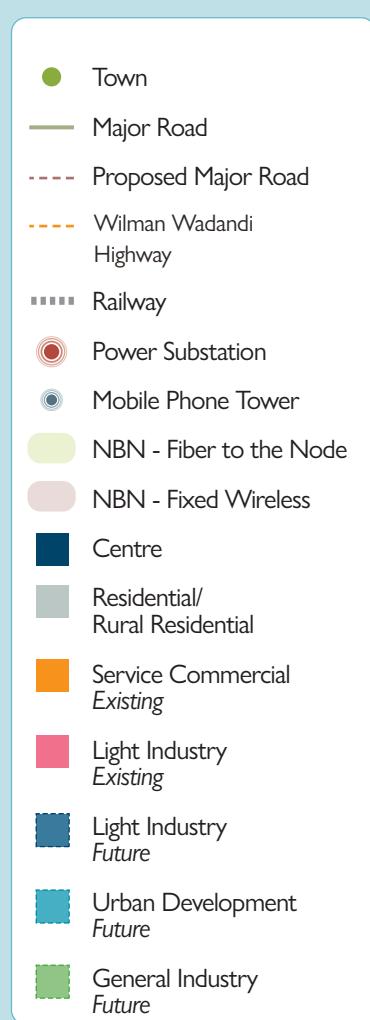
### Healthcare and Well-being

Demographics, consumer practices and existing health-related infrastructure provide opportunities for future investments into health care, aged care and retirement living. There are a wide range of health services, including a public hospital, general practice, allied health, maternity and pediatric, and aged care services that support local and neighbouring communities. Increasing and changing demographics and shifting consumer practices now see opportunities for increased investment into health care, aged care and retirement living.

### Commerce and Industry

The City is home to a wide range of retail and a wholesale trade, manufacturing and construction, professional services, hospitality and recreational services, and much more. With a steadily growing population a diversifying economy there are many excellent opportunities for small to medium businesses to supply goods and services to our key industries and the broader community.

\*Tourism Western Australia



## Room for Growth

Our City offers a diverse range of urban and rural residential land, industrial, and service commercial zoned areas along with key infrastructure and a skilled workforce.

### Residential Land Supply

The City's main town centres each have a range of short, medium and long term urban development areas, with sufficient land identified to meet growth for a forecasted resident population capacity of approximately 60,000 by 2036, and reach 91,261 in 2051. New residential land estates in Busselton, Vasse and Dunsborough urban areas are currently under development. Land zoned for rural living covers more than 5,700 hectares, located within the suburbs of Yalyalup, Vasse, Quedjinup, Quindalup, Yallingup and Yallingup Siding.

### Commercial and Industrial Land Supply

Currently there are 1,176 hectares of existing, zoned industrial / service commercial areas in the Busselton-Vasse urban area and the Dunsborough urban area, including land with endorsed structure plans that are yet to be subdivided and developed.

The City of Busselton owns freehold the 206ha that is the Busselton Margaret River Airport precinct including land identified for future commercial development. There are two prime hotel site opportunities located along the famous Busselton Foreshore Precinct.

### Skilled Workforce

There is a growing, skilled flexible workforce that enables professional delivery of businesses across many sectors. Quality relaxed, lifestyle, excellent amenities and short commute times attract and retain capable skilled people.

Our locally based South Regional Tafe, Edith Cowan University and other training and education services are well connected into industry needs, delivering a wide range of courses to enable a strong pipeline of skilled and engaged workforce.

### Infrastructure

**Water** - There are two water schemes servicing the Busselton-Vasse urban area and Dunsborough, with existing annual quotas sufficient to meet current and forecast demand.

**Wastewater** - There are two wastewater schemes operated by the Water Corporation at the Busselton Wastewater Treatment Plant with wastewater treated by an activated sludge system.

**Energy** - Western Power manages electricity supply to the South West region. Electricity in Busselton is supplied via a single 132 kV circuit which runs from Picton to Busselton, as well as the 66 kV transmission network that extends from Picton to Margaret River. A natural gas line extends to Busselton, but not onto the Dunsborough urban area at this time.

**Communications** - High speed NbN is rolled out across all town centres. Business and residents can access a 5G connected mobile network through mixed fixed wireless, satellite and fibre to the node systems.



# Major Developments

Recent and upcoming investments are expanding our community and economic infrastructure, providing new and diverse investment opportunity.

## Lifestyle, Tourism & Events

### Saltwater Convention & Performing Arts Centre

This state-of-the-art multi-purpose venue features a 640-seat theatre, a large conference suite and an A-class art gallery. Saltwater Convention & Performing Arts Centre is set to elevate the City's cultural and economic landscape by attracting national business events, a diverse range of entertainment and touring art exhibitions.



### Busselton Foreshore Redevelopment

This transformative \$56M redevelopment is a flagship urban renewal project which includes the restoration of the iconic Busselton Jetty, construction of a youth precinct, visitor centre and exhibition space, a skate park, nautical-themed playground and walking promenades.



### Vasse Township

The fastest growing town centre in the South West this flourishing town offers residential, commercial and business precincts, primary and secondary schools. New developments include another primary school, Vasse Farmers Market and a five star cinema complex.



### Southcamp, Dunsborough

Comprising 18 rooms of boutique accommodation, brewery, coffee roastery, kitchen & dining, outdoor alfresco, boutique retail and two short-stay apartments in the heart of Dunsborough.



### Busselton Foreshore Hilton Garden Inn

Since opening in December 2023, the Hilton Garden Inn has been commended as one of the best hotels in WA. The 110-room 4.5 star hotel boast ocean views across Geographe Bay and the Busselton Jetty.



### Busselton Jetty

Extending 1.841km over the protected waters of Geographe Bay, the heritage listed Busselton Jetty is the longest timber-piled jetty in the Southern Hemisphere. Each year, hundreds of thousands of visitors catch the iconic solar powered train or walk to explore the depths of the ocean in the enclosed, fully accessible Underwater Observatory- one of only six in the entire world.



## Mitchell Park Redevelopment

\$45M Mitchell Park and Busselton Central Redevelopment is a new hub for entertainment, dining and public open space, in the heart of the CBD.



## Home HQ Busselton Business Park

Currently under development, the 3.5 Ha site on the outskirts of the Busselton CBD will be the biggest large format retail development outside of Perth.



## Health & Residential Care

### Busselton Health Campus

\$20M redevelopment offers expanded emergency department day ward and day surgery facilities, renal dialysis, operating theatres, birthing suites, an expanded dental clinic, medical imaging, outpatient and pathology facilities.



### Cape Care Dunsborough

Cape Care Dunsborough was a \$37M project that delivered a world class 80 bed integrated residential aged care facility enabling our community to age in place.



## Transport & Logistics

### Busselton Margaret River Airport

Recent \$72.5M upgrades include internationally capable runways, aprons and connecting taxiways, helipads, car parks and site-wide service connections. Airside infrastructure facilitates freight, cold storage and logistic hub opportunities.



### Bunbury Outer Ring Road

The largest infrastructure project in the South West, the Wilman Wadandi Highway, delivered a 27-kilometre, four-lane road connecting Forrest and Bussell Highways, accelerating passenger and freight movement to the state capital and beyond.



### Eastern Link Project

The \$7.5M project included the construction of a new two-lane road and bridge over the Vasse River, expanding one of the major roads entering into Busselton alleviating congestion.





## Business and Investment Support

The City's team are here to support businesses and facilitate investment into our region.

We are your first point of contact if you are considering purchasing, relocating or establishing a business in the City of Busselton. We help by providing a personalised Investment Concierge Service including:

- Provide vital information about town planning, building permits and development applications
- Connect you with other council services and key external service providers
- Provide local economic data and workforce planning assistance
- Conduct personalised regional familiarisation tours
- Identify and profile suitable commercial or industrial sites
- Connect you with key influencers, industry bodies and local business partners
- Provide information about incentives, grants and programs available for businesses
- Provide ongoing support and assistance to business and industry

### Support Networks

Investment into the region is well supported by these Local, State and Federal agencies along with key peak bodies and industry associations.

- Creative Tech Village
- Margaret River Wine Association
- South West Brewer Alliance
- South West Development Commission
- Australia South West
- Margaret River Busselton Tourism Association
- Small Business Development Corporation
- Regional Development Australia South West
- Busselton Chamber of Commerce & Industry
- Dunsborough Yallingup Chamber of Commerce & Industry



# Agribusiness

We boast strength in beef and sheep cattle farming, dairy farming, fruit and vegetable cultivation, and emerging industries of flower cultivation and apiary goods.

Agribusiness industry is well-positioned for continued growth with a mild Mediterranean climate, vast farmlands, modern production systems, and efficient supply chains. Opportunities exist to continue to raise overall productivity through technologies, genetics, and deliver on the increased product demand from domestic and export markets.

## Growth Opportunity

### Export Market Growth

Increasing global demand for high-quality, environmentally responsible food products presents the opportunity for ongoing investment in sheep, beef and dairy cattle farming and horticultural sectors.

### Specialist Products

Increased market demand for specialist product provides an opportunity in animal-based health products, eco-friendly agriproducts, dairy-based nutritionals and plant-based protein products.

### Blue Economy

Our vast coastline and pristine waters provide untapped opportunities for increased aquaculture, pharmaceutical and industrial aquatic research and development.



### Perishable Freight

Growing volume of perishable agriproducts drives the potential for developing cool and cold storage facilities and a freight hub at Busselton Margaret River Airport.

### Research and Development

R&D and innovation investment will accelerate the growth, productivity, profitability, competitiveness and sustainability of our agribusiness sector.

### Increase Skills

Developing human capability through locally delivered VET and professional training programs will ensure ongoing sector growth capacity.



REPLAN 2025  
(Agriculture, Forestry & Fishing)



# Viticulture, Craft Brewery & Distillery

We are home to a very high concentration of premium wineries, breweries and distilleries, attracting visitors and exporting products worldwide.

Each beverage sub-sector delivers a substantial economic impact from farm to glass, using locally sourced agricultural inputs, attracting domestic and international visitors, local manufacturing of packaging and supporting jobs in the agriculture, production, manufacturing, freight and hospitality sectors.



## Growth Opportunity

### Agri Tourism

The Margaret River Region is the most visited wine region for agritourism in Australia. Growth opportunities include increasing bookable dining and educational tour experiences, on-site events and festivals and the development of a hospitality trade school to enhance the local delivery of high-quality training.

### Export

Fine wine, craft beer and spirit production provides an opportunity to scale up the export market range and volume of goods.

### Diverse Beverages

With global trends towards health and well-being, there is rising demand for products like sustainable, organic and vegan beverages, low / no alcohol wines, spirits, beers and fermented drinks.



### Product Inputs

Downstream supply chains, appropriate climate and agricultural expertise, offer an opportunity for local production of crop inputs.

### Freight

Growing volumes see potential to develop a freight hub at Busselton Margaret River Airport and utilise the regional shipping port.

### Environmental Focus

Opportunity exists to deepen product offerings offering organic, sustainable and eco-friendly products, made authentically and with provenance.

### Waste and Recycling

Opportunities exist to develop regional commingled recycling, downstream circular economy processors and organic composting facilities.

Margaret River Wine Association 2025

South West Brewers Alliance 2024

# Tourism and Events

Boasting a temperate climate, abundant natural beauty and a relaxed yet progressive outlook, we deliver extraordinary culinary experiences, outdoor adventure, art and cultural immersions and epic festivals and events.

There's good reason we were voted Lonely Planet's #1 Destination in the Asia Pacific 2019, and Top Tourism Town WA 2021 and 2024. Now with direct flights from the eastern seaboard, we continue to grow our reputation as a premier leisure and emerging business tourism destination.

## Growth Opportunity

### Accommodation and Food Services

Rapid growth in business and leisure visitation sees an increased demand for bookable international market-ready accommodation, day and evening food and beverage and food delivery services, and investment into a hospitality trade school to further enhance the delivery of high-quality local training.

### Adventure and Eco Tourism

Our exceptional marine and terrestrial national parks and nature reserves offer excellent business prospects for bookable tour operators and support appropriately managed eco-sensitive accommodation and tours for walk and cycle trails.



### Cultural and Heritage Tourism

With a plethora of Aboriginal and European historical listings, museums, galleries and art studios, the opportunity exists to develop bookable tours and activities to showcase cultural, historical and natural resources and authentic local Aboriginal cultural experience appropriately delivered on-country.

### Business Tourism

Opening in 2026, the Saltwater Busselton Convention & Performing Arts Centre will activate opportunities for bookable local transport providers, offsite catering and events support, destination management services, accommodation providers and night trade for food, beverage and entertainment.



Tourism WA Research  
Australia 2024  
REPLAN 2025  
(Economy)



## Saltwater Busselton

**Strategically situated in the heart of Busselton's CBD, the Saltwater Convention and Performing Arts Centre will enhance Busselton's cultural offerings and stimulate sustained economic growth.**

Owned and managed by the City of Busselton, Saltwater is the largest venue in the Margaret River Region and is positioned to attract a diverse range of events and entertainment, reinforcing Busselton's reputation as the Events Capital of Western Australia.

### Auditorium

A versatile 640-seat tiered theatre that converts into a large flat-floor space with a standing capacity of 1,000. This flexibility enables the delivery of a wide range of events, including concerts, exhibitions, trade shows, expos and banquets.

### Convention Centre

This sophisticated space can be configured as a large single room for conferences and events or divided into three individual function rooms for seminars and meetings.

### Saltwater Gallery

A premium A-Class art gallery designed to showcase both local and nationally touring exhibitions, enriching the region's cultural vibrancy.

### Catalyst for Regional Growth

Saltwater is a state-of-the-art venue designed to drive regional development. It will attract high-yield business events, stimulate investment, generate employment, and enhance the overall liveability of Busselton and surrounding areas.

### CBD Activation

Located between the vibrant Busselton Foreshore and the CBD, Saltwater will increase foot traffic throughout the town centre, driving patronage to local retailers, service providers, restaurants, cafés, and bars. Evening events at Saltwater will further contribute to the growth of the CBD's night-time economy.

### Unlocking New Opportunities

By hosting a diverse range of entertainment and corporate events, Saltwater will attract both residents and visitors into the heart of Busselton. This increased activity will support existing businesses and unlock new opportunities across the tourism, hospitality, and retail sectors, facilitating long-term economic development and job creation.

### Tourism Growth

With direct flights from Melbourne and Sydney to Busselton Margaret River Airport, Saltwater enhances the region's appeal for corporate and business events. Drawing high-yield visitors during traditionally quieter periods, Saltwater will position Busselton as a year-round destination.

An integral aspect of Saltwater's marketing strategy is the promotion of Busselton as a premier destination for national conferences. By leveraging the region's natural beauty and unique appeal, Saltwater will attract high-value events that will contribute significantly to the local economy.

This will generate increased demand for pre- and post-event touring experiences, delivering broader benefits to the regional tourism industry and amplifying Saltwater's overall economic impact.



# Creative Industries

**Our creative industries are an evolving mix of sectors - spanning arts and culture, screen and design that transform creativity into commercial and social outcomes.**

Our creative industry has grown 7% over five years as increased remote global contracts, and our relaxed coastal lifestyle and natural beauty attract more creatives to the area. Strengths in visual and performing arts join emerging digital, multi-media, broadcast, animation and immersive technologies to create a robust industry.

## Growth Opportunity

### Enabling Infrastructure

Developing a Creative Co-Lab as a physical multi-use workspace with flexible, shared-use infrastructure and increasing symmetrical high-speed broadband for services to export creativity will foster innovation, knowledge sharing, collaboration and industry growth.

### Creatives Peak Body

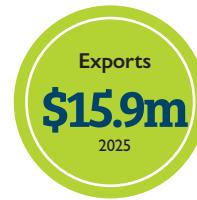
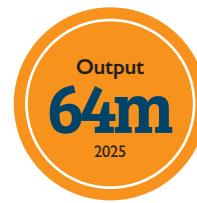
Expanding and supporting the region's peak body will enable a more robust, sustainable creative sector through industry development, innovation and advocacy.

### Integrated Industries

Deepen creative services engagement through local procurement, closer alignment with events, tourism, and hospitality industries and growing e-health, online education and training sectors.

### Skills Development

Develop human capability through locally delivered tertiary and professional training programs and capitalise on the new Creative Tech Village.



REMLAN 2025  
(Arts & Recreation)



## Commerce and Industry

We are home to wide range of retail and wholesale trade, manufacturing and construction, professional services, hospitality and recreational services and much more.

With a steadily growing population and a diversifying economy there are many excellent opportunities for small to medium businesses to supply goods and services to our key industries and the broader community.



### Growth Opportunity

#### Construction

Construction services deliver almost 20% of our economic output and over 10% of local employment. A growing population and numerous new developments realise ongoing opportunities in the residential and commercial construction sectors

#### Manufacturing

Increased visitation in adventure and recreation tourism has driven local activity in manufacturing sporting and recreation goods. Increased opportunity exists to manufacture surfboards, SUPs, kayaks, mountain bikes and associated products and develop clustering infrastructure.

Increasing local viticulture, brewery and artisan food products offers potential for augmented infrastructure for glass bottles, cans and boxed packaging materials.



#### Small Business

The backbone of the City, with 87% of all businesses having 19 employees or less, there are significant opportunities to support businesses to grow sustainably, embrace new technologies and establish strong linkages with local and external markets.

#### Retail Trade

Retail trade delivers 12.7% of local employment and 4.9% of our economic output. A growing population and increased tourism offers opportunity for a range of retail, bulky goods and fast moving consumer good providers.

#### Innovation and Entrepreneurship

Growing and nurturing our local 'start-up scene' will encourage entrepreneurship and a supportive business environment that can create new and bespoke economic activity.

# Health and Well-being

Health and well-being is a fast-growing industry with increased focus on wellbeing services and accessibility.

We have a wide range of health services, including a hospital, general practice, allied health, maternity and paediatric, and aged care services that support local and neighbouring communities.

## Growth Opportunity

### General and Allied Health

Our growing and aging population demand expanded health services in general medicine, paediatric, maternity, allied, aged, mental and other allied health care services.

### Aged and Residential Care

A high concentration of residents over 60yrs sees increased demand for allied, general, residential aged and home care services. Opportunity exists to develop a local specialised aged care training campus to build a skilled local workforce.

### Mental and Behavioural Health

Rapidly increasing demand sees an opportunity to deliver increased in-person or digital access to mental and behavioural counselling, treatment programs and connection to support groups.

### Healthcare Technology

Opportunities exist for innovative healthcare data management systems, wearable devices, virtual health case management, artificial intelligence and digital healthcare modelling.

### Telehealth Hub

With a collective of highly-skilled and specialised healthcare practitioners and excellent digital broadband coverage, we offer an ideal location to develop a Telehealth Hub servicing remote and regional patients.

### Research and Development

The Busselton Population Medical Research Institute is home to one of the world's longest-running longitudinal health studies offering the prospect to explore further research specialisation.



REPLAN 2025  
(Industries)



# Aviation

Our growing aviation industry is backed by transformative infrastructure with the potential to drive significant growth across multiple sectors.

The South West region's principal airport, Busselton Margaret River Airport has international route capability, general aviation and commercial and industrial precincts. These present powerful growth opportunities across both aviation and non aviation sectors.

## Growth Opportunity

### Route Development

Drive growth by promoting existing domestic passenger services, expanding intrastate and interstate capability, supporting tourism charters, emergency services, and recreational aviation to unlock broader regional connectivity and economic impact.

### Terminal Facilities

The time is right to deliver a modern, fit-for-purpose passenger terminal that meets the growing demand and rising expectations of business and leisure travellers across the region. This strategic investment will enhance service capacity, elevate the visitor experience, and support long-term regional growth.

### Tourism and Events

Direct air services to Australia's east coast and potentially the growing international markets in South East Asia present an enormous opportunity to further enable the regions thriving tourism and events and emerging business tourism sectors.

### FIFO services

BMRA provides a gateway for local residents to access employment in the booming mining industry. FIFO passage from the City has increased by a factor of 5 over the last decade and now services 38 flights a week with many workers relocating to the region.

### Freight and Logistics

Unlocking air freight links for specialist agri-food industries through exports, and commercial and industrial precinct offers the capacity to activate associated freight, logistics, warehousing and specialist manufacturing industries.



## Busselton Margaret River Airport

The Busselton Margaret River Airport is one of the most important, strategically located airports in regional Western Australia.

Located just 6km from Busselton town centre, the airport precinct comprises 206ha including runways, taxiways, aprons, terminal building, arrivals hall, car parks, jet refuelling, general aviation hangars, emergency, commercial and industrial precincts.

### Infrastructure

#### Runways and Taxiways

Runway 03/21 is 2460m long and 45m wide with 4 Code 4C and 4 Code 4E apron parking bays suitable for aircraft up to B787/A330.

#### General Aviation Hub

Fully serviced private and commercial hangar lots range from 308sqm to 1500sqm, with direct airside and apron access suitable for lease for business in aviation engineering, maintenance and servicing, Maintenance and repair or overhaul, flight training and aeromedical and emergency services.

#### Commercial and Industrial Precinct

Seven serviced lots reserved for future airline support services, freight and logistics, aviation engineering maintenance and large aircraft servicing and storage

### Business Edge

#### Connected

- Located in the heart of the South West
- Situated on major arterial roads
- Excellent road transport links to Perth (220kms) and Bunbury CBD (50kms)
- Direct RPT air access to Melbourne and Sydney.

#### World Class Infrastructure

- Supports Code 4C and 4E Aircraft (range to key Asian markets)
- Airspace availability - airspace not subject to capacity constraints
- Well-established supporting infrastructure – water, power, sewer, telecommunications, high speed internet, road access.

#### Investment Ready

- Greenfield site with excellent capacity to expand.
- Council owned land with potential for competitive lease arrangements for investors.



86 Neville Hyder Dr, Yalalup WA 6280  
Lat: 33° 41' 30" S - Long: 115° 23' 30" E  
[busseltonmargaretriverairport.com.au](http://busseltonmargaretriverairport.com.au)



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



## City of Busselton

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