

SOUTH WEST REGION INDUSTRIAL LAND STUDY



AN UPDATE ON THE PROGRESS OF THE STUDY

FEBRUARY 2011



THE SOUTH WEST REGION INDUSTRIAL LAND STUDY CONTINUES TO MOVE FORWARD, WITH THE SUCCESSFUL COMPLETION OF THE STUDY'S FIRST STAGE.

Stage 1 assessed the current state of the South West's industrial land market and identified two broad categories of industrial activity which drive demand for industrial land. These are:

- population-driven demand, influenced by local and sub-regional communities and businesses, and
- strategic projects with markets extending beyond an immediate locality.

Stage 1 confirms the region as a vital contributor to the overall State economy, with economic growth in the region currently driven by resource industry expansions, tourism appeal and rising global demand for quality South West food, timber and minerals.

Continuing growth is expected from existing industries, along with the development of new industries/projects and the attraction of firms from elsewhere. Securing the agrifood sector will be a particular focus of the Study and the prospect of developing the SW as a foodbowl.

Stage 1 so far has reinforced the need to effectively plan and manage the SW's industrial future and new sites will be earmarked for landbanking as the Study progresses.

This presents the unique opportunity to prepare for the region's infrastructure needs before they become immediate. The study acknowledges that a growing population in the South West will need a growing economy and growing employment opportunities to secure a prosperous future.

The objective of the Stage 2 assessment is to identify the amount, type and locations of industrial land required over the next 20 years (2031) to address the forecast level of demand determined in Stage 1.

Stage 2 is examining the current data held for existing industrial estates and assessing the constraints, where known, to determine the amount of zoned industrial land available for development. Potential new industrial areas are being identified across the Region considering a wide range of elements including service infrastructure, transport linkages, proximity of employees and market demand and supply.

The Stage 2 work categorises the potential new industrial estates into:

- Regional and State Industrial Estates / Areas – these future areas would respond to demand from strategic projects and export orientated industries.



- Local and District Estates / Areas – these future areas would respond to population driven demand influenced by local and sub-regional communities and businesses.

Stages 1 and 2 have been informed by considerable input from industry and local government stakeholders.

The final stage and implementation planning will focus on the co-ordinated and timely delivery of industrial land to market to ensure an adequate supply over the next 20 years and beyond.

The Project Steering Committee aims to complete the study in draft form by mid 2011. The committee will then work closely with the Department of Planning to seek community and stakeholder feedback through a comprehensive public comment period later in the year.



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