

INVESTMENT FOCUS

City of Swan

The City of Swan, located north-east of Perth, is the largest local government by land size in the Perth metropolitan area and has one of the fastest growing populations.

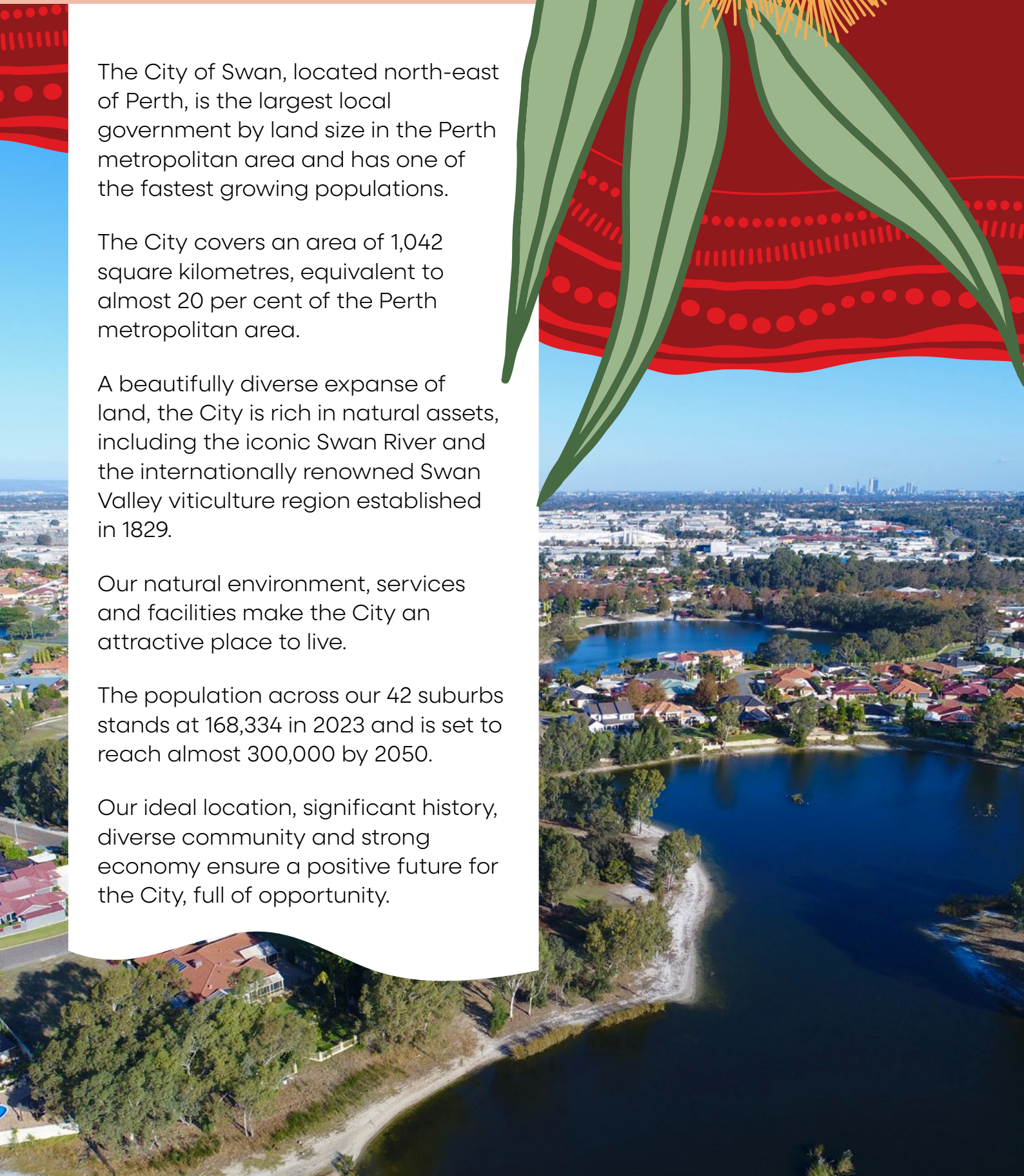
The City covers an area of 1,042 square kilometres, equivalent to almost 20 per cent of the Perth metropolitan area.

A beautifully diverse expanse of land, the City is rich in natural assets, including the iconic Swan River and the internationally renowned Swan Valley viticulture region established in 1829.

Our natural environment, services and facilities make the City an attractive place to live.

The population across our 42 suburbs stands at 168,334 in 2023 and is set to reach almost 300,000 by 2050.

Our ideal location, significant history, diverse community and strong economy ensure a positive future for the City, full of opportunity.

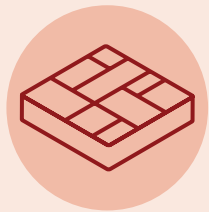


Key statistics



168,344

Residents as of 2023



1,042sqkm

Land area



35,500

new dwellings target (2031)



\$11.37b

Gross regional product
(2021/22)



Rich in nature's gifts

The Whadjuk people of the Noongar Nation have been the Traditional Custodians of the land for more than 40,000 years. The Derbal Yerrigan (Swan River) holds enormous cultural significance for the Noongar people. The City is also rich in European history, and our community is a melting pot of multiculturalism, with one in three people born overseas and one in five speaking a language other than English at home.

The fertile soils of the Swan River and the large flat plains are home to a diverse range of flora and fauna. They also support a variety of economic sectors, including construction, transport, postal and warehousing, professional, scientific and technical services, retailing, manufacturing, property and business services, wholesale trade, agriculture and livestock and tourism.

With just 120sqkm of developed area, there is plenty of room for sustainable urban growth. To support growth, the City has implemented significant land use zoning modifications and infrastructure upgrades, providing a springboard for new development and paving the way for industrial and commercial precinct expansions.



A more diverse future

The City is building on its strengths, and the renewal of underused areas is a long-term mandate. The City is succeeding in promoting and attracting new businesses and residents to expand economic activity.

To build on past success, the City has formulated a 10-year Strategic Community Plan 2021-2031 (SCP) in close consultation with the community and stakeholders.

Significant development activity in Midland and other suburbs in the past 10 years has delivered diversified housing options. This will continue with a focus on increasing sustainable density, particularly in the immediate area around the CBD and close to the Midland train station.

Housing diversity supports a population and workforce that is evolving in terms of attitudes, desires and needs – especially after the COVID-19 pandemic that prompted many Australians to decentralise from inner-city areas.

The State Government's METRONET passenger rail line through Malaga, Whiteman Park and out to Ellenbrook will generate new opportunities for development, with each station precinct to provide employment opportunities, housing, community services, tourism and recreation services.

The introduction of nbn Business Fibre Zones into the City's commercial and industrial precincts will increase efficiency and provide the infrastructure required to support growth in hi-tech services, industries and businesses seeking to employ automation processes and artificial intelligence.



Our places

Midland – the City’s central business district

Midland is the City’s second-largest employment centre. It is a Western Australian Strategic Metropolitan Centre with strong growth potential, which is being supported by local and State Government policies, funding and significant private development.

Midland’s catchment stretches far beyond City boundaries, attracting and servicing residents of the Perth Hills, Chittering, Gingin, the Wheatbelt, Avon Valley and surrounding regions.

It is in the midst of a long-term urban renewal project, which will result in a significantly larger population, increased vibrancy and greater economic activity.

Swan Valley – more than just vineyards and wineries

The Swan Valley is a vital contributor to WA’s economy, with business activities in agriculture, tourism, retailing, manufacturing and exports. It is Australia’s second oldest wine region and home to the oldest vines in WA.

A rich history, world class wineries and picturesque scenery have made the region a popular tourist destination for domestic and international visitors alike. This tourism appeal has catalysed additional business opportunities and the region is continuing to flourish with the support of key stakeholders, government and industry bodies.

Malaga – a strategic industrial area

Malaga is the City’s largest employment centre with over 2,000 industrial, retail and commercial businesses employing over 17,000 workers. It is 15 minutes from the Perth CBD, 10 minutes from Kewdale Freight Terminal, 12 minutes from Perth Airport and 25km from Fremantle Port.

Despite being well-established, development opportunities still exist in commercial office, highway service, commercial, retailing, light and general industrial. Competition for vacancies is increasingly competitive due to strong demand. Redevelopment and infill options exist among sites with ageing structures.

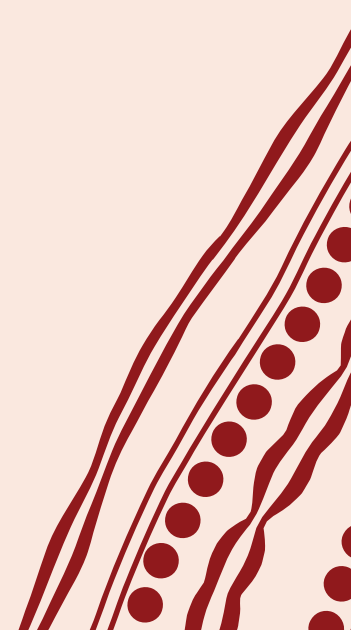
Hazelmere – an industrial and commercial precinct

The Hazelmere Enterprise Area is a rapidly developing industrial precinct between Midland and Perth Airport. Its location and proximity to transport infrastructure have boosted the emergence and expansion of a warehousing, transport and logistics hub.

The precinct has a land area of 1,421 hectares and 420,000sqm of large warehouse space has been built in the past 10 years. Significant portions of rural land have recently been rezoned, providing significant scope for more development.

Over \$12 million of existing and planned infrastructure investment in the immediate vicinity will enhance the precinct’s access and connectivity to the Greater Perth region. The rezoning and subsequent growth in economic activity will strengthen other land uses in the area including retail, commercial and residential.

Midland hospital



Bullsbrook – the future northern gateway

Bullsbrook is located along a major rail freight corridor that services the Wheatbelt, Geraldton and northern resource regions of WA. The City has endorsed a master plan for the Bullsbrook Town Centre, paving the way for Bullsbrook to diversify its economic base.

Bullsbrook was recently identified as one of four locations in the Greater Perth region for the establishment of a “freight village”, part of a broader network to improve rail freight movement and reduce truck movements through Perth’s suburban roads. This strategic importance is enhanced by the Tonkin Highway (NorthLink) extension to the future Perth-Darwin National Highway.

There is also scope to build on Bullsbrook’s rural heritage with increased agricultural production on undeveloped or underused land. New industrial precincts could further boost the agricultural sector by providing sites to establish value-added enterprises for produce from Bullsbrook and surrounding regions.

These efforts have the potential to turn Bullsbrook into Perth’s northern gateway and a transport and logistics hub.

Malaga industrial area





Our industries

Agriculture – a rich history and bright future

The fertile soils and large flat plains of the Swan Valley and its surrounds made it an ideal agricultural region, and the first wine region in WA. The region produces a vast array of fresh and value-added produce and is a globally recognised wine-producing region. A range of livestock including poultry, sheep, cattle and pigs are farmed in the area, along with more exotic emus and alpacas.

Tourism – a premier visitor destination

The Swan Valley has been a major contributor to the City's economy with a range of unique and desirable tourism destinations. Recent additions have enhanced the visitor experience. There is a strong focus on tourism connected to agriculture, the rural lifestyle experience, events, food and beverages.

The region is home to some of the oldest wineries in Australia and it is a fast-growing fine food region. There is a concerted effort by local, state and industry stakeholder groups to grow the Swan Valley brand on the national and international stage, to boost visitation numbers and deliver more investment opportunities.

Industrial – a major sector with room to grow

The City's industrial precincts – Malaga, Hazelmere and the growing Bullsbrook area – are major employers of Perth's labour force. Located on the urban fringe, with a large existing and rapidly growing resident population, the City of Swan has a diverse employment pool that has helped sustain around 10,000 registered businesses.

There is scope for further expansion and development in all the City's industrial precincts to accommodate new businesses. Infrastructure investments – such as the Metronet Morley-Ellenbrook passenger rail line – will improve connectivity and further boost demand for land and industrial space going forward.

Freight, logistics and warehousing – opportunities to accommodate an evolving sector

As the gateway to the eastern states, the Wheatbelt and WA's northern regions, the City has historically been an integral part of WA's freight and logistics industry. A shortage of well-located and serviced industrial land in other parts of the metropolitan area has led to an increase in demand for industrial land in the City for logistics and warehousing operations.

Planned infrastructure improvements around industrial areas and recent rezoning for industrial use in several locations are expected to support growth in this sector. Several major national and global transport and logistics companies are already located in the City.

Healthcare – assembling a world-class hub

The opportunities emerging from the revitalisation of Midland are helping to deliver a state-of-the-art public health precinct with a stand-alone private hospital marked for construction soon. The construction of the St John of God Private and Public Hospital Midland increased the medical and health services offered in and around the historic Midland Railway Workshops. This health sector cluster was enhanced by Curtin University's medical education facility which is situated next to the health precinct.



The opportunities

- Internet speed – business precincts in the City, including Midland, Guildford, South Guildford, Hazelmere, Woodbridge, Bellevue, Midvale and Malaga, are part of nbn Business Fibre Zones. The increased speed and reliability the upgraded connections can give modern businesses a stronger platform to succeed now and into the future
- Tourism – being a gateway to the Swan Valley, Avon Valley and Perth Hills, the City has a myriad of opportunities. Tourist accommodation is limited, and scope exists for operators to take advantage of a market with growth potential across the City in locations such as the Swan Valley, Midland and Bullsbrook
- Retail – the sector is expanding across the City with an additional bulky goods precinct and the New Junction inner-city development in Midland. With new residential subdivision developments, including neighbourhood shopping centres, and the State Government's plans to support METRONET station precincts, the retail sector will be well supported as the City's population soars
- Healthcare, aged care and retirement living – as Perth's population ages, demand for services continues to rise. The City's vast underdeveloped land area and revitalisation projects are creating prime sites to develop facilities for this growing sector
- Industrial, freight and logistics – land and warehouses are available for the transport and logistics industry. Many national and international businesses operate in Hazelmere. Opportunities have been enhanced through progress on the Lloyd Street extension in Hazelmere and the completed Tonkin Highway extension from Reid Highway to meet the Great Northern Highway in Muchea
- Agriculture – the Swan Valley and Bullsbrook can accommodate a variety of agricultural activities including intensive market gardening, viticulture, orchards, grazing, cattle breeding, poultry and other livestock farming. In addition to primary production, value-adding is seen as an underexplored area of the agricultural and food production chain in the region
- Developments – according to the Metropolitan Region Scheme, there are approximately 1,200 hectares of urban and urban deferred land in the City that is undeveloped, underdeveloped or in the process of being subdivided. This presents significant opportunities for investors, developers and builders in the retail, commercial and entertainment sectors.

