

INVESTMENT FOCUS

Industrial

The City of Swan is home to the key industrial precincts of Malaga, Hazelmere, Midvale, Bellevue and Bullsbrook. Located in Perth's north-eastern growth corridor, these areas provide prime opportunities for industrial development.



Key statistics



Over
50%
of City employment relates
to the supply of goods



Over
33%
of jobs in the City are
industrial-related



12,000
businesses registered
for GST in 2022



20%
of registered businesses
are in construction



14%
of registered
businesses are in
transport and logistics



17.5%
of registered businesses
are in Malaga

Supporting WA's economy

The City has a diverse economic base of 12,000 GST-registered businesses. Construction, transport, postal and warehousing, mining, manufacturing and wholesale trade account for 45 per cent of total businesses in 2022.

The City's key industrial precincts underpin a local economy that generated an annual gross regional product of \$11.37b in 2021/22.

Of WA's 137 local governments, the City is home to the third-highest number of jobs, supporting the continued population growth in the region.

Well-connected

The City's industrial estates are well-connected with easy access to major transport corridors, including the Great Eastern, Great Northern, Tonkin, Roe and Reid highways.

These estates are close to Perth Airport, Perth's rail freight network – one of the busiest networks in Australia – and the Kewdale Freight Terminal.

The City is also the gateway to many of WA's northern and eastern regional towns and is desired by industrial businesses because of its proximity to these communities.

During COVID-19, the nbn Business Fibre Zones initiative launched in Midland, Hazelmere, Guildford and Malaga, providing business-grade high-speed internet to enterprises in these locations.

Malaga

An established 660ha industrial precinct, Malaga is home to over 2,000 businesses and is only 15 minutes from the Perth CBD. In Perth's north-east, Malaga has developed into a premier bulky goods retail and service commercial precinct.

Chosen by the State Government as the preferred location for WA's first dedicated screen production facility within the Malaga train station precinct, Malaga has the ability to support a cluster of businesses servicing the screen production industry.

Strategically located and surrounded by residential suburbs, Malaga is home to a diverse range of businesses and a major employment centre. Manufacturing, construction, transport and logistics, wholesale and retail trade make up the bulk of businesses in the area.

Malaga provides good value in terms of industrial rents and asset values compared to other major metropolitan industrial and commercial precincts. In 2022, land prices ranged from \$400 to \$600 per sqm for lots between 1,000sqm and 3,560sqm.

Hazelmere

Hazelmere is a developing industrial area close to Perth Airport and Kewdale Freight Terminal. Two of Perth's key roads – Great Eastern Highway Bypass and Roe Highway – intersect in the middle of Hazelmere. It is a prime location for heavy and light industry, as well as transport and logistics-based companies.

Since 2006/07, industrial warehouse space has grown by well over 400,000sqm, with more being proposed by various industrial property developers. Vacant land in this precinct tends to be larger than most industrial precincts, making it an ideal site for large transport and logistics operations.

Bullsbrook

Located just 30km from the Perth CBD, Bullsbrook is largely a rural area. However, it has been identified as the site for a future intermodal container terminal.

The City has drafted a 50-year strategy to guide the development of some 2,500ha of industrial and employment land, with the vision that it will support up to 40,000 additional jobs. This includes a planned industrial park in South Bullsbrook which aims to provide an important link between Perth and WA's north-west.

Bullsbrook is located between two major freight routes – the Great Northern Highway and the Tonkin Highway extension to Muchea, which was completed in 2020 – and hosts sections of the Perth-Geraldton rail line.

The opportunities

As WA's population grows, and the State Government commits to diversifying and strengthening the state's industries, investment opportunities in the City will increase in industrial and commercial zones. This will improve connectivity to available development land, the broader state and the rest of the world.

Malaga

- The Tonkin Highway extension has boosted transport connections, and increased opportunities for new export-oriented businesses and those related to manufacturing, fabrication, transport and logistics

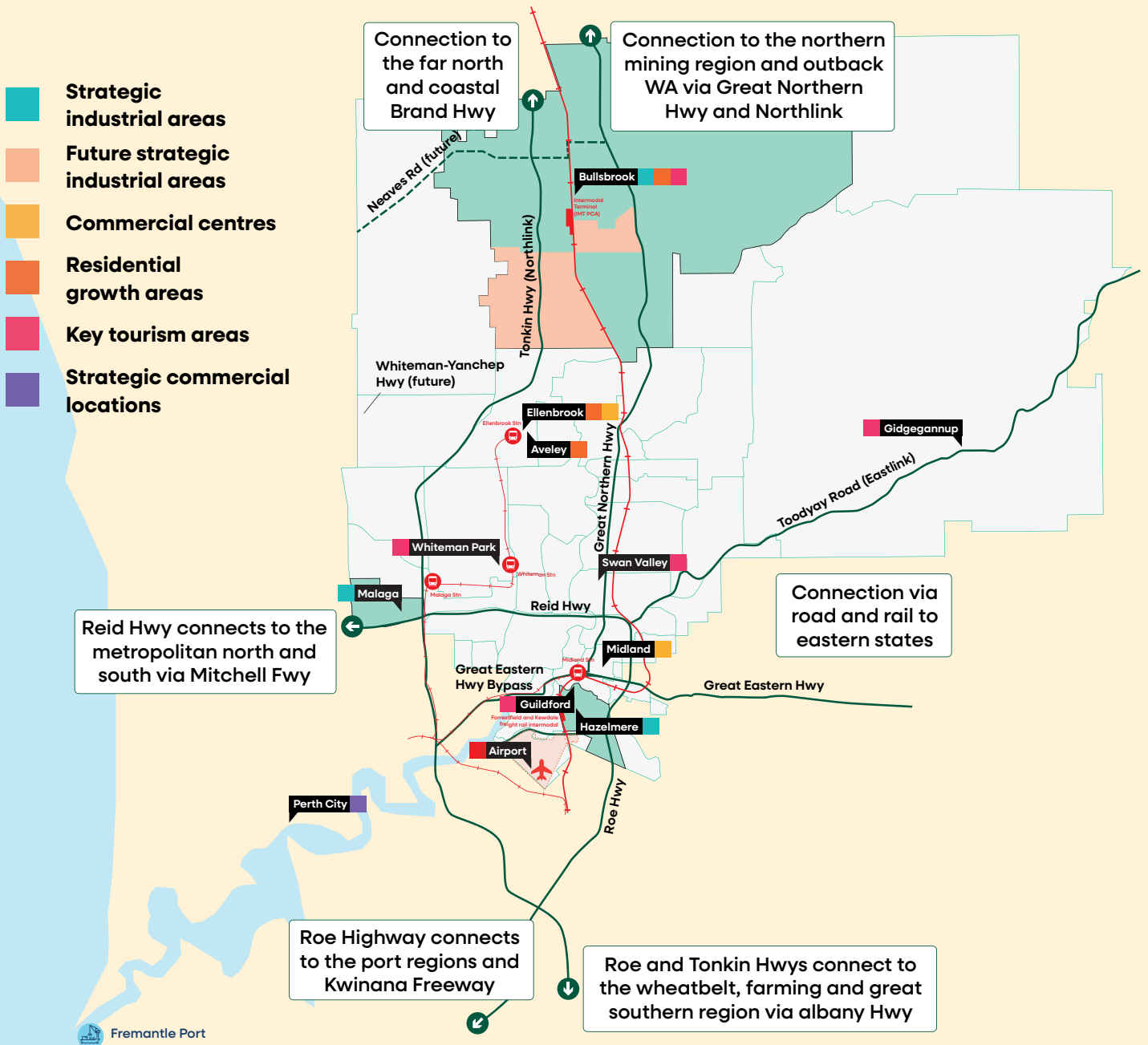
- Opportunities exist in bulky goods/large format retailing. Many national retailers have a presence in Malaga and there is potential for new businesses to take advantage of the established customer base
- With the identification of land as the preferred location for a screen production facility, there is potential for film and ancillary businesses to locate in Malaga
- The new Malaga train station will provide opportunities for businesses to deliver various service, convenience and daily retail offerings. Developers can potentially provide higher-density dwelling options in the surrounding precinct.

Hazelmere

- The Hazelmere Enterprise Area is becoming a premier transport and logistics hub which offers significant development opportunities to capitalise on the surrounding high-quality transport infrastructure allowing for large-scale developments and larger-sized lots in an inner-metropolitan location that is notably more affordable than nearby precincts
- The proximity to Perth's CBD and airport creates opportunities for manufacturers and businesses that are import/export-based
- This precinct has over 130ha of underused or developable land which could be activated. Major developers currently seeking tenants for design and construction projects include LOGOS Property Group, Altis Property Partners, East Court and Hesperia.

Bullsbrook

- Offering a strategic link between the agricultural regions north and east of Perth, the metropolitan area and major export points. This creates many opportunities in agricultural value-adding, processing and wholesaling
- Tonkin Highway extension to the Brand Highway and Great Northern Highway intersection provides safer, more efficient travel. Along with bulk rail service, this is ideal for increasing industry activity and the establishment of an intermodal transport and logistics hub
- Given the recent rush to increase Australia's defence capabilities in an increasingly uncertain geopolitical environment, RAAF Base Pearce – a major training facility is expected to receive more funding from the Federal Government.



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Perth Airport
 Perth Airport is the 4th busiest in Australia with efficient connections to Hazelmere, Malaga and Bullsbrook.

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Fremantle Port
 Servicing over 800,000 containers of general goods per year.

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Westport Harbour
 Proposed development presents the Link WA regions with exciting opportunities for inland development.

Information and support

Contact the City's Business and Tourism Services team to find out more about these opportunities business@swan.wa.gov.au



sourced references can be found on our website. Scan QR code or go to www.swan.wa.gov.au/investment-sheet-sources for details.

City of Swan

2 Midland Square, Midland
 PO Box 196, Midland DC WA 6936
 9267 9267
swan@swan.wa.gov.au
www.swan.wa.gov.au

