

## INVESTMENT FOCUS

# Swan Valley

The Swan Valley wine region is a short 30-minute drive from the Perth CBD. Being the oldest agricultural region in Western Australia and the second-oldest wine region in Australia, the Swan Valley is a vital contributor to WA's economy through agriculture, tourism, manufacturing and exports.



## Key statistics



**5,041,961**

Swan Valley visits\*  
(2020/21)

**79%**

visited three or more  
times per year (2020/21)



**5,596**

population (2021)



**\$430m**

annual visitor  
expenditure (2021)

**\$155**

average visitor  
spend (2021)



**13km**

to Perth Airport



**12%**

stayed in  
accommodation (2021)



**87%**

satisfaction with their  
visit to the Swan Valley

\*based on local mobile spend data

## 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.

## Globally recognised

The Swan Valley (the valley) began its life as a livestock region. Over the following decades, the Mediterranean-like climate lead to migrant settlers developing a unique viticulture region that produces superb wines to rival the famous wine-producing regions of the world.

Primary producers in the valley have a proximity advantage being in the same time zone as eight of the top 10 WA trade partners, and the growing opportunities for agribusiness add immense value.

In conjunction with the State Government, and in the aftermath of the COVID-19 pandemic, the City is focusing on visitation growth – particularly day and overnight visitors – and international tourism.

The Swan Valley is recognised as a unique viticulture region





## Building on strong foundations

A long and rich history, good wine and picturesque scenery have made the region a popular destination for domestic and international visitors. The continued expansion and diversification of the tourism sector has contributed to the growth of accommodation, food and beverage businesses to 434, generating \$222m in direct sales for the City in 2021.

Major organised events such as Oktoberfest, the Avon Descent Festival, Entwined in the Swan Valley and Harvest Festival significantly contribute to visitor growth and continue to draw large crowds.

## Diversification driven

The region is no longer just a mecca for wine enthusiasts. The valley continues to diversify beyond table grapes and wines.

You can tour the Swan Valley and visit a host of wineries, microbreweries and distilleries, world-class sculpture displays, indigenous art galleries, food, wine and walk trails, animal farms, seasonal food grown and sold roadside, and fine and casual dining – all within the 32km valley loop.

## Live, work and play

The Swan Valley's alluring backdrop is drawing new residents. Many residential subdivisions on the perimeter of the valley cater for urban residential lots and larger "lifestyle" lots. They are boosting the catchment population and employment pool.

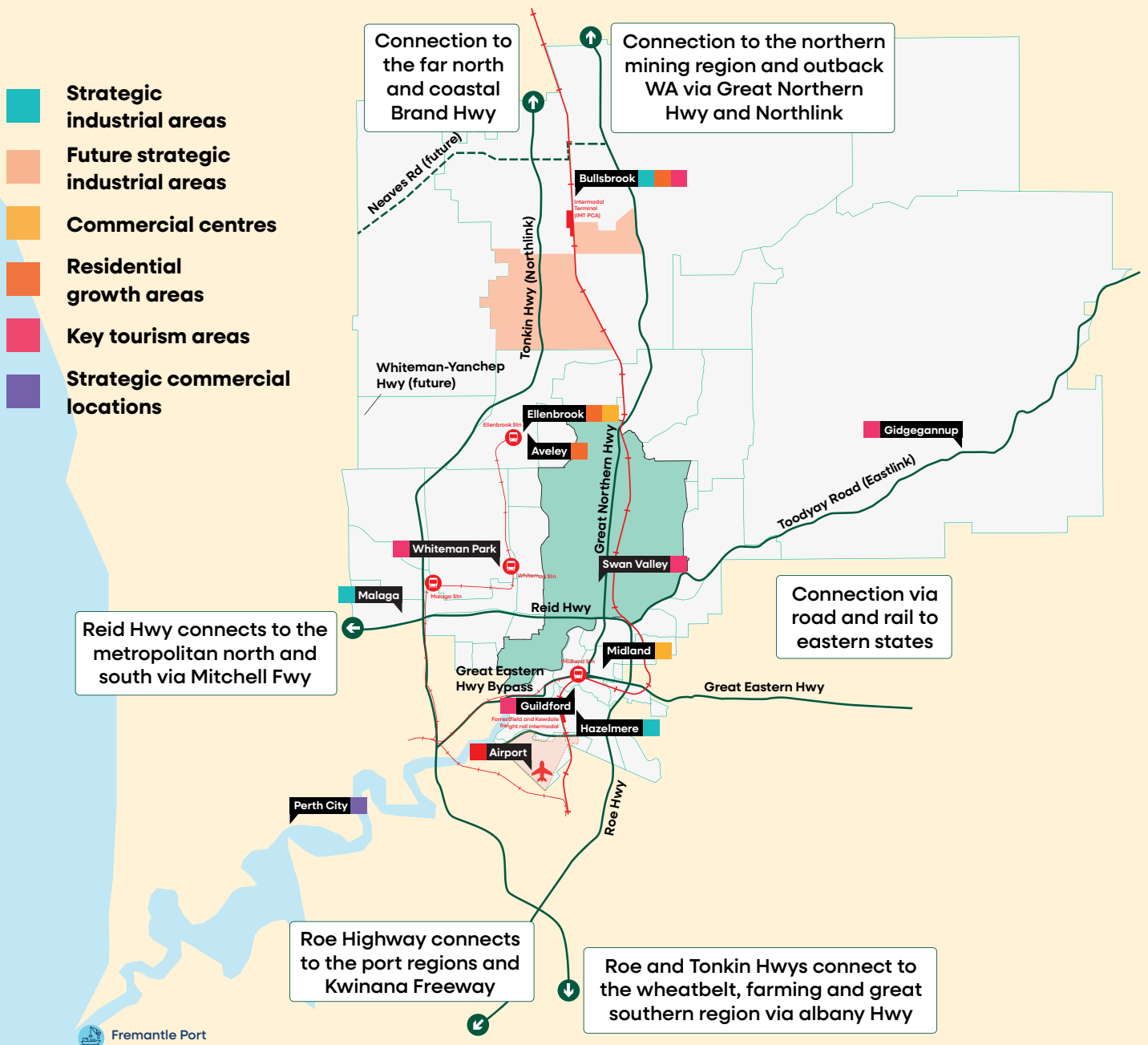
## The City of Swan's strategies for growth

The Swan Valley Planning Act 2020 establishes a new planning scheme to guide future development and new tourism and hospitality opportunities. It also protects long-term agricultural production in the region.

The City leverages partnerships with the Perth Regional Tourism Organisation, Tourism WA and other stakeholders to educate target markets on the diverse products and experiences.

## The opportunities

- **Development** – various sites in the region are suitable for residential, retail, agricultural, manufacturing, tourism and entertainment projects. Because of land zoning and existing uses, commercial opportunities mostly lie in primary production, value-add and tourism-related purposes. Potential planning amendments provide additional investment opportunities, subject to approval
- **Events** – the Swan Valley's viticulture backdrop makes it a prime location for major events and festivals
- **Family-friendly** – the catchment population has rapidly grown, and the significant increase in young families creates opportunities for new family-friendly venues and events.



- Perth Airport**  
Perth Airport is the 4th busiest in Australia with efficient connections to Hazelmere, Malaga and Bullsbrook.
- Fremantle Port**  
Servicing over 800,000 containers of general goods per year.
- 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](mailto: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](http://www.swan.wa.gov.au/investment-sheet-sources) for details.

## City of Swan

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