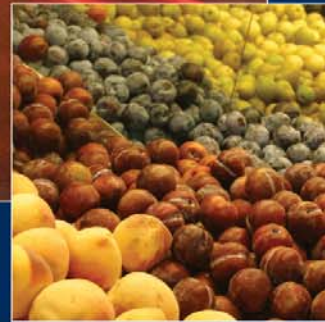


BUSINESS ACTIVITY

Manufacturing, Agriculture, Construction & Services



Industrial Zones • Commercial Centres • Home Based Businesses

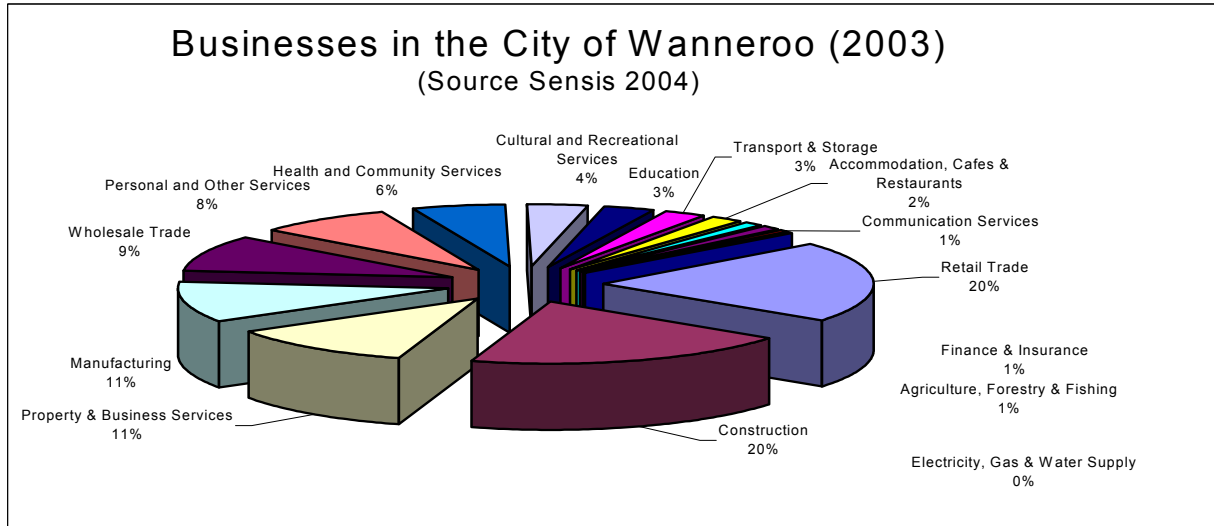


 City of
Wanneroo

www.wanneroo.wa.gov.au

Open for Business

BUSINESS ACTIVITY Manufacturing, Agriculture & Commerce



Industrial Areas

The City of Wanneroo has a strong industrial base with key industrial zones located in Wangara, Lansdale and Flynn Drive, Neerabup. Collectively, these areas form a manufacturing hub with the northern metropolitan area that will continue to contribute to the State's wealth.

The Wangara Industrial Park is home to nearly 1000 businesses and employs nearly 8000 people. The latest stage of this industrial estate is the Landcorp developed Enterprise Park, which is one of the most successful and innovative industrial estates in the northern suburbs. Strategically located alongside both the north-south and east-west arterial roads, Enterprise Park has easy access to the Perth CBD, domestic and international airports, northern haulage routes and Fremantle Port. With an average annual capital growth rate of 7.7% since its launch in 1989, Enterprise Park remains a highly desirable location for business.

Commercial Areas

Throughout the City of Wanneroo there are many thriving commercial zones and centres ranging in capacity and scope. Major retail precincts include Wanneroo, Madeley and Mindarie with various other small precincts spread throughout the more densely populated southern areas of City.

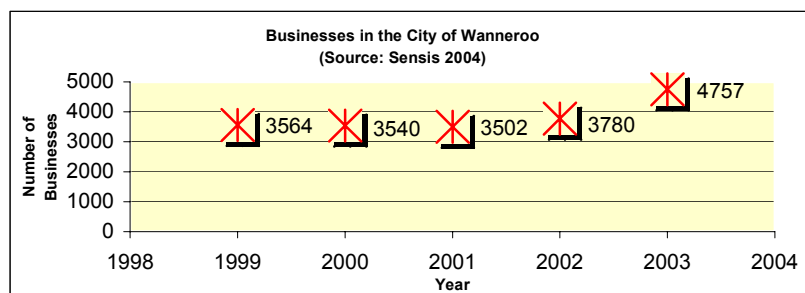
Agriculture

The City of Wanneroo has a rich heritage in agriculture stretching back to the original pioneering times and today is a primary producer of many intensive agricultural and horticulture products. Although agriculture represents only 1% of the total number of businesses in Wanneroo, the horticulture and poultry producers are significant contributors to the state economy.

Business Growth

"The average for new businesses opening in the City of Wanneroo is growing at 6.4% per annum"

(2004 Sensis 'Yellow Pages' Business Activity report)



For more information, contact Economic Development on 9405 5000

Open for Business

City of Wanneroo supporting your business:

Home Based Business

Home-based businesses are a great way to combine lifestyle with flexible working hours to provide a viable employment alternative. The City actively assists the local home-based business sector through the facilitation of regular workshops, forums and breakfast seminars.

Should you wish to establish a home-based business the City may require you to apply for a license. This is to ensure that amenity of the residential areas are maintained for all. (See the Home-based business application and category information sheet for more details)

Points to consider:

- How will my business affect my neighbourhood?
- Will it involve the service or repair of motor vehicles?
- Will it entail retail sale, display or hire of goods?
- Is it likely to affect the residential appearance of my house or property?
- Will I require a greater number of parking facilities than normal for a single dwelling?

Business Statistics:

To assist local businesses in their business planning and decision-making the City provides key statistics and indicators. These can be sourced from the City of Wanneroo web site: www.wanneroo.wa.gov.au

Advocacy support:

Economic Development actively assists local businesses by providing advocacy support internally within the City of Wanneroo Administration and with State and Federal Government. The City of Wanneroo has been at the forefront in lobbying for improved broadband service delivery. Considered the lifeline of old and new communities, as well as the platform for many business development opportunities, we are working toward all new residential developments being equipped with adequate telecommunications infrastructure.

Funding Applications:

To assist local businesses and promote local workforce development the City applies for numerous grants and funding. Successful applications include: Small Business Grow (for micro-business start-ups); Home-based Business Reach-out; EcoDetour; Electronic marketplace feasibility; Edith Cowan Grants (research completed for Wangara Industrial Park; Technology Access Centres; Agricultural and Tourism).



For more information, contact Economic Development on 9405 5000