



# Business and Tourism eNews

November 2013

## Jobs Growth – City of Wanneroo Top 10 Industries



The City of Wanneroo is one of the fastest growing local government areas in Australia. Find out which industries have recently experienced significant employment growth.

Go to [page 2](#) to read the full article

## Focus on Neerabup



Neerabup is a 1,005ha industrial estate located 35km north of the Perth CBD and 12km north of Wangara. It was first identified for strategic industrial use in 1987. Since 2008 there has been notable investments valued in excess of \$500 million at Neerabup with more investment likely to occur.

Go to [page 4](#) to read the full article

## Local Tourism News



- WA operators invited to Tourism WA marketing forum
- Now available:
  - New 'Discover Wanneroo Visitor Guide & Business Directory'.
  - 'Discover' Wanneroo Map
- 2014 Photography Competition opens in January

Go to [page 6](#) to read the full article

## A Picture History of Wanneroo Business



See for yourself a history of business in the City of Wanneroo through historical and current images.

Go to [page 7](#) to read the full article

## Upcoming Events & Workshops



Find out what's happening in November & December:

- Nominate to win a Wanneroo Business Award by the 11<sup>th</sup> November 2013.
- Plus you can attend over 12 local business events and workshops in the coming months.

Go to [page 18](#) to read the full article



## Jobs Growth – City of Wanneroo Top 10

### What industries have experienced the largest increase in jobs since 2006?

It is fairly common knowledge that in terms of population growth, the City of Wanneroo is one of the fastest growing local government areas in Australia. What is not well known is the City's level of jobs growth in relation to population growth and which industry types have experienced the most employment growth.

Jobs growth is important to ensure there are enough local job opportunities available to support the City of Wanneroo's growing population base. If there is limited growth in our local jobs, more residents will need to leave their local area for work. This increases traffic congestion and commute times to and from work as well as reducing time people are able to spend with their families and other lifestyle pursuits.

The jobs figures below are modelled by the National Institute of Economic and Industry Research (NIEIR). The figures show the estimated the total number of people employed in an industry sector (full-time and part-time) in the City of Wanneroo and the change between 2006/07 and 2011/12.

	City of Wanneroo	2011/12	2006/07	2006/07 to 2011/12		
	Employment by Industry	Local jobs	Local jobs	Local jobs Change	% Total Change	Change Rank
Top 10	Construction	9,538	6,731	2,808	28.1%	1
	Health Care and Social Assistance	3,200	2,077	1,123	11.3%	2
	Education and Training	4,195	3,083	1,111	11.1%	3
	Retail Trade	5,619	4,522	1,097	11.0%	4
	Other Services	2,605	1,583	1,022	10.2%	5
	Accommodation and Food Services	2,295	1,531	765	7.7%	6
	Administrative and Support Services	1,470	975	495	5.0%	7
	Professional, Scientific and Technical Services	1,395	928	467	4.7%	8
	Manufacturing	5,166	4,714	453	4.5%	9
	Mining	690	422	268	2.7%	10
	Transport, Postal and Warehousing	1,504	1,297	207	2.1%	11
	Public Administration and Safety	1,386	1,228	158	1.6%	12
	Wholesale Trade	1,724	1,575	149	1.5%	13
	Arts and Recreation Services	547	402	145	1.5%	14
	Rental, Hiring and Real Estate Services	753	628	126	1.3%	15
	Electricity, Gas, Water and Waste Services	277	182	95	1.0%	16
	Financial and Insurance Services	345	303	42	0.4%	17
	Information Media and Telecommunications	196	272	-76	-0.8%	18
	Agriculture, Forestry and Fishing	978	1,454	-476	-4.8%	19
	<b>Total industries</b>	<b>43,882</b>	<b>33,905</b>	<b>9,977</b>	<b>100.0%</b>	

The construction industry in the City of Wanneroo employs the most people and has also seen the largest jobs growth over the last five years. Between 2006/07 and 2011/12, the number of construction jobs increased by 2,800 compared with the total increase in Western Australia of 21,700 (NIER). The increase in construction jobs in the City of Wanneroo represents 13% of the State total jobs increase in the construction industry. Overall, the City of Wanneroo contributes almost 7% of the total 139,000 construction jobs in Western Australia. This is a very significant proportion for a single local government area and highlights the importance of construction in the City of Wanneroo and its contribution to the Western Australian economy.

The NIEIR modelling shows an overall increase for all industries in the City of around 10,000 jobs over a 5 year period or an average of 2,000 additional jobs per year.

Generally, professional, scientific and technical services, manufacturing and mining are all industries that are not related to demand for goods and services by the local population as they are considered 'strategic employment industries'. While job increases in these industries only just put them in the top 10 by growth, they have experienced strong growth and that is a positive outcome. This means that these often highly technical businesses are choosing to locate in the City of Wanneroo and are providing more strategic type employment opportunities for our resident labour force.

Unsurprisingly, the top seven growth industries mostly rely on population to support business growth. Industries such as health care, education and retail have all experienced strong employment growth. With a substantial population increase occurring over the time period, it makes sense that these industries have experienced higher demand for goods and services with a resulting increased need for more employees.

This trend is likely to continue for some time as population continues to climb in the City of Wanneroo. Between 2007 and 2012, the City of Wanneroo population grew by over 43,000 people. This was the fifth highest population increase of all local government areas in Australia. No other Western Australian local government area was in the top ten.

Rank	LGA	Population Growth 2007 to 2012	Area (km <sup>2</sup> )
1	Brisbane (C)	100,251	1338.1
2	Gold Coast (C)	59,233	1331.7
3	Wyndham (C)	55,660	542.1
4	Moreton Bay (R)	55,491	2033.3
5	Wanneroo (C)	43,398	685.1
6	Casey (C)	39,396	409.4
7	Whittlesea (C)	36,533	489.7
8	Blacktown (C)	32,673	240.1
9	Sunshine Coast (R)	32,362	3120.7
10	Melton (S)	31,755	527.6

Source: ABS Regional Population Growth, Australia, 2012 (cat. no. 3218.0)

Given that population growth in the City of Wanneroo is projected to continue to grow by an average of 8,000 people every year over the next 23 years (Forecast ID, 2013), it is important to ensure the industries providing the highest rate of employment growth are well supported by State government and the City of Wanneroo. It will also be important to make sure that strategic type industries that are not related to population growth are encouraged to locate in the City of Wanneroo to provide a wide variety of local employment opportunities for our growing workforce.





## Focus on Neerabup

### What's happening in Neerabup?

Developing industrial estates requires a complex range of tasks to be worked through before any land can be occupied by businesses. The process can take 10 years or longer, depending on the nature of service requirements and specific industry needs. The Neerabup Industrial Area was first identified for strategic industrial use in 1987 by the Industrial Lands Development Agency (ILDA) and by 2008 had only developed to a stage of employing about 550 people.

Since 2008 there have been some notable investments in Neerabup including a Gas Fired power station (Newgen) completed in 2009 at a cost of \$436 million and Wesbeam - a Western Australian owned, unlisted public company operating from a \$110 million purpose-built manufacturing plant.

### LandCorp's Meridian Park, Neerabup

Some of the businesses that have chosen to locate in LandCorp's Meridian Park development include:

- OneSteel
- Universal Panel and Paint
- Armada Construction
- Bunnings Trade Centre
- Appliances Online
- Trackspares

There are now only 8 lots remaining in Meridian Park ranging from 2,600m<sup>2</sup> to 1 hectare. At a cost of around \$222 per square metre, which compares with other industrial areas such as Wangara averaging around \$350 per square metre, Meridian Park represents good value. It is likely that land values will increase when road access is improved.

### Flynn Drive Re-alignment

The Federal government granted approval in June 2013 for the City of Wanneroo to clear some native vegetation to enable the realignment of Flynn Drive into the Neerabup Industrial Area. The realignment project will include traffic signals on Wanneroo Road to make exit and entry into the industrial area significantly safer. The road works for the realignment project are currently out for tender and construction will commence soon after the preferred tender is selected. This project is crucial for linking with the future Mitchell Freeway extension and Neerabup Road East.



**Figure 1: Flynn Drive Realignment and Mitchell Freeway Extension**

### **Freeway Extension and Neerabup Road East Construction**

The Mitchell Freeway extension from Burns Beach Road to Hester Avenue and construction of Neerabup Road from Connolly Drive to Wanneroo Road (into Flynn Drive) is scheduled to commence in 2016. Completion of this project in 2017 will be a big boost to businesses in Neerabup making access significantly easier and safer. The improved connections will link Neerabup directly to the Clarkson activity centre, the rail station as well as the Joondalup Strategic Centre.



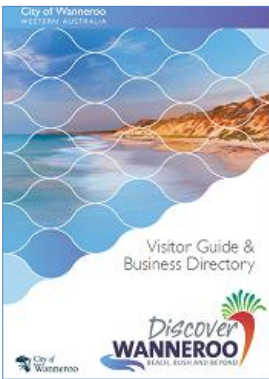
## Tourism News

### Tourism WA News : WA operators invited to Tourism WA marketing forum

Tourism operators are invited to attend the Tourism WA International and Domestic Marketing Forum, being held on Wednesday, November 27 at the Perth Convention and Exhibition Centre. International and domestic market managers will present their plans for 2013-14, providing a great opportunity to learn how your product or service can benefit. Email [Peter Carwardine](mailto:Peter.Carwardine@tourism.wa.gov.au) for more information.

### NEW – Launch of Visitor Guide & Business Directory

The new 'Discover Wanneroo Visitor Guide & Business Directory' featuring local attractions and experiences will be available in early November. The A5 publication consists of visitor information, maps and business listings for local tourism operators.



The City of Wanneroo has funded the development of this guide, as part of our Tourism Strategy to support local tourism businesses and provide destination marketing for the area. The guide will be distributed to Visitor Centres, libraries and other Civic locations.

To be among the first to see this Visitor Guide, check our website in the coming days: [www.wanneroo.wa.gov.au/Lifestyle/Tourism/Destination\\_Guide](http://www.wanneroo.wa.gov.au/Lifestyle/Tourism/Destination_Guide)

### Coming Soon – 2014 Photography Competition

The third 'Capture your Experience' photography competition is being run during January & February 2014. The competition will consist of new photo categories and many great prizes. Experience the buzz of possibly seeing your photo in print, in our calendar, on our banners or in our tourism brochures. Competition details will be available via the City's website and The Wanneroo Times throughout January and February 2014.



### Now Available - 'Discover' Map



The 'Discover' Wanneroo map has been refreshed with a new look and updated business details. Maps are available for download from the [City's website](http://www.wanneroo.wa.gov.au), or contact us to be sent the convenient foldaway map(s). Businesses who are interested in displaying the maps, can contact the city to obtain a free map display stand.

For more information on any of the above please email [economic@wanneroo.wa.gov.au](mailto:economic@wanneroo.wa.gov.au) or call on 9405 5000.

# A History of Business in Wanneroo

Please note all images have been sourced from the Wanneroo Regional Museum collection.  
For reproduction please contact the Wanneroo Regional Museum.

'PLANNING FOR THE FUTURE'



## Constructing Wanneroo Road



1870s  
Jarrah wooden blocks being laid by convict labour in Wanneroo Road, south of the Wanneroo town site. The method used involved flattening the surface and placing wooden blocks laid with sand poured between them. This made travel possible, if not always comfortable.

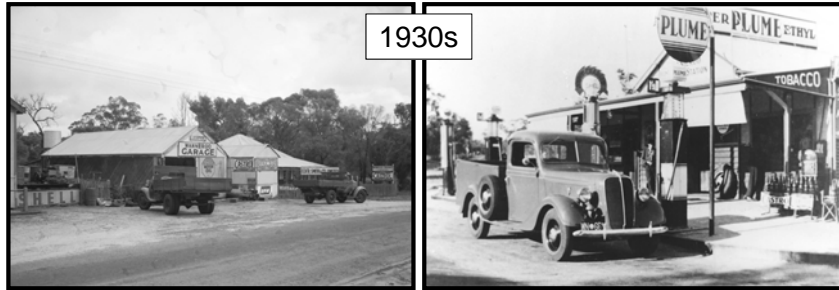


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## Wanneroo Garages



1930s



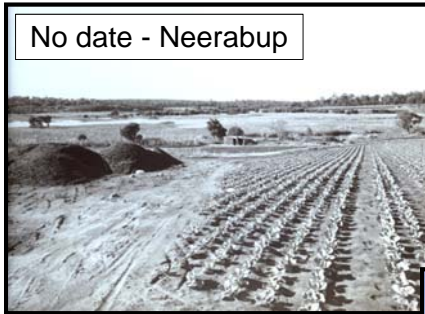
Now

Wanneroo

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## Market Gardens

No date - Neerabup

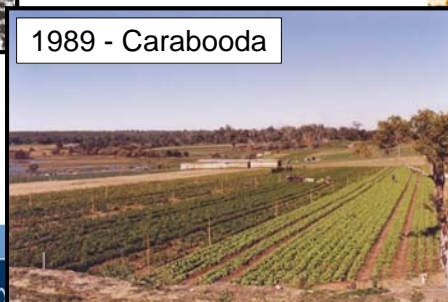


1980s



1989 - Carabooda

1921



City  
Wanneroo

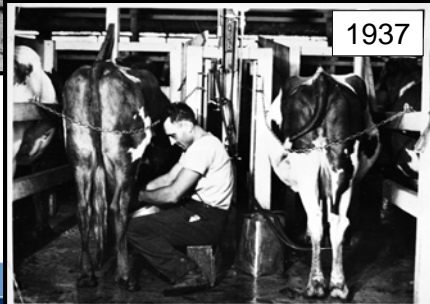


## Dairy Farming, Wanneroo

1937



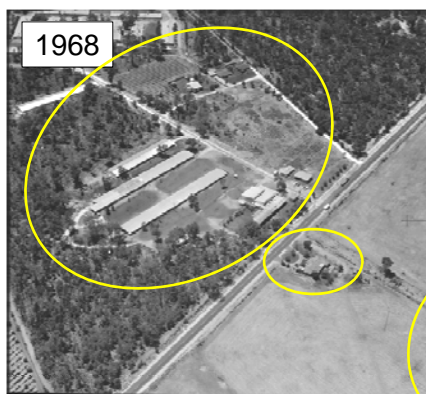
Della's Dairy Farm in Wanneroo. Enrico Della-Marta arrived in Australia in 1924 (aged 19 years). Enrico Della-Marta took up dairy farming in Osborne Park, where he met his wife Ida, then he shifted his cattle to Wanneroo.



 City of  
Wanneroo

## Diamond Foods Chicken Farm, Wanneroo

1968



The poultry farm was established on Wanneroo Road in 1960 .

Now – Ingham's  
Chicken



 Wanneroo

## Limestone Industry



1940s  
Kilns at Neerabup

Commercial limestone production in the Wanneroo district began around 1910. At the peak of production, there were 45 pot kilns and two shaft kilns operating, employing more than 200 people at the kilns, in the quarries, supplying timber and carting the produce.



1980s  
Limestone Shaft

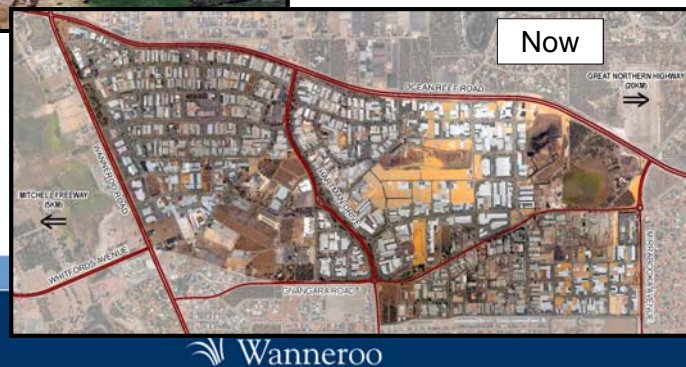
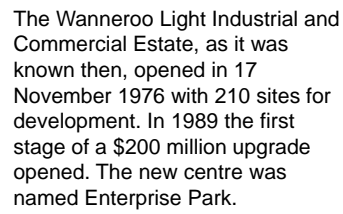
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## Wangara

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The boomerang was erected in July 1983 and is located on the corner of Prindiville and Wanneroo Roads. It was the trademark of the Wangara Centre light industrial estate.

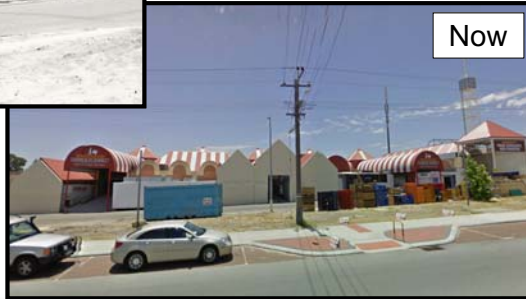
## Wanneroo Markets, Prindiville Drive, Wangara

1989



Since their establishment in 1980, the original Wanneroo Markets have consistently offered award winning, exceptionally great quality, locally grown produce.

Now



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 City of  
Wanneroo



## Wanneroo Gate (Cnr Wanneroo Rd & Prindiville Dr)

1989



Now



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 City of  
Wanneroo





# Tourism Ventures

'PLANNING FOR THE FUTURE'



## McNess House, Yanchep National Park

1935



Now – Visitors Centre



McNess House was built around the remains of a two-roomed stone hut called the hunting lodge, which dates back as far as the 1880s. It was constructed in January 1932 to provide hostel style accommodation.

'PLANNING FOR THE FUTURE'



## Yanchep Inn, Yanchep National Park

1936



Yanchep Inn was built in 1936 and the hotel opened on 12 December 1936. It provided luxurious accommodation in Yanchep National Park.

Now



City of Wanneroo

## Atlantis Marine Park – 1980s



Opening at Two Rocks in 1981 the Atlantis Marine Park at Two Rocks was a popular tourist attraction. Millions of people visited the park during the its nine years existence, where they enjoyed attractions such as the performing seals and dolphins, and the oceanarium. The park was closed in August 1990, following new regulations regarding the accommodation of marine animals.



City of Wanneroo

## Bullen's Lion Park, Carabooda, 1976



Bullen's Safari Lion Park opened on 21 August 1971 and allowed visitors to view lions wandering around a bushland setting. The park closed in 1988 or 1989 due to the high cost of animal feed and public liability insurance.



## Two Rocks Marina



The Two Rocks marina was developed by Alan Bond as a training base for Australia's challenge for the America's Cup in 1983. It was constructed in 1973/74 and comprises industrial buildings, limestone retaining seawalls, a parking area, jetties and boat pens.



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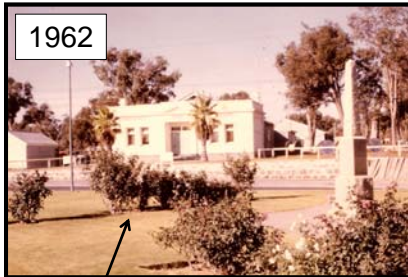
# City of Wanneroo Buildings

'PLANNING FOR THE FUTURE'



## Wanneroo Shire Office

1962



Demolished to  
make way for  
the Wanneroo  
Shopping Centre

1970s



Now Senior  
Citizens Centre &  
City of Wanneroo  
Infrastructure  
Department

Now



'PLANNING FOR THE FUTURE'





## Aerial View of Joondalup Hospital & Wanneroo Shire Offices (now City of Joondalup)



1980s

Wanneroo Council Administration building was opened in 1979 and the hospital (now Joondalup Health Campus) in 1980.



Now

'PLANNING FOR THE FUTURE'



## Wanneroo Road Board Office (now Enterprise House)



1960

The second Road Board office was built in 1960. Located at 935 Wanneroo Road, it was the first to be used for Wanneroo's administration as a shire and served this purpose until 1971. It is currently known as Enterprise House and is home to the Wanneroo Business Association.



Now

'PLANNING FOR THE FUTURE'





## Upcoming Events & Workshops

**Nominations Now Open**

**THE CITY OF WANNEROO**  
**2013 Business Awards**

**Working with and for the business community in the City of Wanneroo**

The Wanneroo Business Awards recognises "Business Excellence" in the City of Wanneroo. Nominations are currently open in 11 categories. Entries close Monday 11<sup>th</sup> November, 2013.

[Click here](#) for the Award Brochure and Entry Form.

### Why should you enter?

*"Winning the 2012 'Best New Business' Award has provided great advertising and cemented the fact that there is a need for a locally based top quality, commercial law firm. Entering the Business Awards also helped us to assess the business and our key strengths."* **Helen Kay, Managing Director, Rise Legal**



NEXTPOWER

*"Two out of the four years we've been a WBA member we've put in for the Business Awards. The process of going through and responding to the criteria for the awards has helped to review the business, how it operates and be clear about the reasons why and how we're doing business."* **Kieron D'Arcy, CEO, Next Power**

### Award Categories

- Best Business Award 20 and Over Employees
- Business Award Over 5 and Under 20 Employees
- Business Award 5 & Under Employees
- Home Based Business Award
- Most Innovative Business Award
- Environmentally Friendly Business Award
- Tourism & Hospitality Award
- Training Business Award
- New Business Award
- Manufacturing Business Award
- Customer Service Award

## What's Happening for Businesses: November & December 2013

# November

### 7 Nov Basic Bookkeeping with Excel

\$35

Thursday 7<sup>th</sup> November 2013

9.30am – 11.30am

Capricorn House, 73 Lindsey Beach Blvd, Yanchep

\$35 - Bookings essential

Contact SBCNWM on 9300 1418 or [admin@sbcnorthwestmetro.com.au](mailto:admin@sbcnorthwestmetro.com.au)



### 13 Nov Business Futures Seminar People – Best Asset or Worst Nightmare, How to get this Right

\$93.50

Wednesday 13<sup>th</sup> November 2013

3.00pm – 5.00pm

Enterprise House, 935 Wanneroo Road, Wanneroo

\$10 - Bookings essential

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



### 19 Nov Succeeding Online

\$40

Tuesday 19<sup>th</sup> November 2013

9.30am – 12 noon

Joondalup Office, Unit 4 /189 Lakeside Drive, Joondalup

\$40 (or \$60 for 2 people) - Bookings essential

Contact SBCNWM on 9300 1418 or [admin@sbcnorthwestmetro.com.au](mailto:admin@sbcnorthwestmetro.com.au)



### 20 Nov Future Planning: Building a Resilient Workforce Chamber of Commerce & Industry

\$195

Wednesday 20<sup>th</sup> November 2013

12.30pm to 4.30pm

Joondalup Reception Centre, Ground Floor Joondalup Civic Centre

102 Boas Avenue Joondalup WA 6027

\$66 for CCI members or \$93.50 for non-members

Register online via the [CCI WA website](http://cciwa.website).

Contact Prina Shah on 9365 7560 or [WDS@cciwa.com](mailto:WDS@cciwa.com)



### 20 Nov Business Planning

\$10

Wednesday 20<sup>th</sup> November 2013

9.30am – 4.30pm

Enterprise House, 935 Wanneroo Road, Wanneroo

\$195 - Bookings essential

Contact SBCNWM on 9300 1418 or [admin@sbcnorthwestmetro.com.au](mailto:admin@sbcnorthwestmetro.com.au)





**22 Nov WBA – Annual Business Awards, Gala Presentation Dinner**

**\$145**

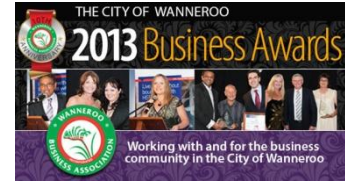
Friday 22<sup>nd</sup> November 2012

7.00pm till late

Bridgeleigh Function Centre, 198 Mary Street, Wanneroo

\$145 - Bookings essential

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**22 Nov Business Start Up -Yanchep**

**Free**

Thursday 22<sup>nd</sup> November 2013

9.30am – 12 noon

Capricorn House, 73 Lindsay Beach Blvd, Yanchep

Free - Bookings essential

Contact SBCNWM on 9300 1418 or [admin@sbcnorthwestmetro.com.au](mailto:admin@sbcnorthwestmetro.com.au)



**25 Nov Sales and Promotions**

**\$95**

Monday 25<sup>th</sup> November 2013

9.30am – 1.30pm

Enterprise House, 935 Wanneroo Road, Wanneroo

\$95 - Bookings essential

Contact SBCNWM on 9300 1418 or [admin@sbcnorthwestmetro.com.au](mailto:admin@sbcnorthwestmetro.com.au)



# December

**2 Dec Building Your Brand**

**\$95**

Monday 2nd December 2013

9:30am – 1:30pm

Enterprise House, 935 Wanneroo Road, Wanneroo

\$95 - Bookings essential

Contact SBCNWM on 9300 1418 or [admin@sbcnorthwestmetro.com.au](mailto:admin@sbcnorthwestmetro.com.au)



**4 Dec Social Media**

**\$95**

Wednesday 4th December 2013

9:30am – 1:30pm

Enterprise House, 935 Wanneroo Road, Wanneroo

\$95 - Bookings essential

Contact SBCNWM on 9300 1418 or [admin@sbcnorthwestmetro.com.au](mailto:admin@sbcnorthwestmetro.com.au)





**11 Dec WBA Christmas Luncheon: Hon Troy Buswell, MLA,  
Treasurer, Minister for Transport; Fisheries**

**\$65**

Wednesday 11<sup>th</sup> December 2013

12.30pm start

The Harbour Room, Mindarie Marina Ocean Falls Boulevard, Mindarie

Three course Christmas menu plus drinks

\$65 for WBA members, \$75 for non-members - Bookings essential

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**19 Dec Christmas Sundowner  
Sponsored by Quality Print Cartridges**

**Free**

Thursday 19<sup>th</sup> December 2013

3.30pm – 6.00pm

3/34 Prestige Parade, Wangara

Free, please RSVP

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)

