City of Wanneroo

BUSINESS WANNEROO

Invest Wanneroo

Land, links and local government support helping investors grow



Acknowledgment of Country

The City of Wanneroo acknowledges the Traditional Custodians of the land we are working on, the Whadjuk people. We pay respect to the Elders of the Noongar nation past, present and future, who have walked and cared for the land, and we acknowledge and respect their continuing culture and the contributions made to the life of this City and this region.

Alkimos coastline.

"Offering available and affordable land, access to a large and growing population, vibrant and strategic employment locations, a supportive business environment, and enabling infrastructure developed through significant State investment; discover a prime investment location to start, grow or diversify your business in the City of Wanneroo."

Linda Aitken
Mayor, City of Wanneroo

"Around 16,000 businesses choose to operate and thrive across the City of Wanneroo including a booming construction industry, world-class robotics and automation precinct, and a prospering tourism and visitor economy."

Bill Parker
CEO, City of Wanneroo

Australia's West is best

Australia is a progressive country with a stable political and social environment, making it an attractive and secure investment location.

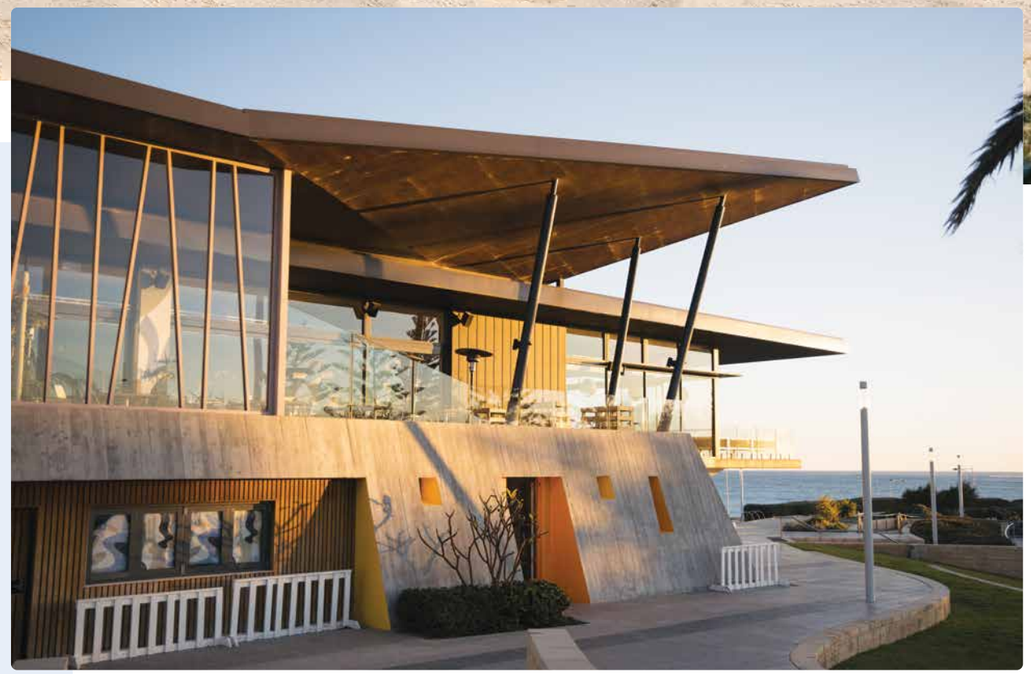
It is the sixth largest country in the world, rich with natural resources and home to a strong, resilient economy with a diverse and educated workforce.

Located in Perth, Western Australia, the City of Wanneroo is in the world's most populous time zone (UTC +8). Positioned in the Indo-Pacific region in proximity to key Asian markets, it shares the same time zone as approximately 60% of the world's population, making it an ideal location to do business.

Western Australia's high-quality infrastructure, large and sparsely populated landmass, and natural resources – including abundant solar and wind exposure which will play a role in the shift to renewable energy sources – welcome investors seeking a location for secure, profitable and responsible investment.

"We have the renewable resources, skills and trading partnerships to become home to job-creating clean energy mega-projects..."

Hon Roger Cook,
Premier Western Australia, 9 May 2024.



The Beach House, Eden Beach Jindalee.

"Western Australia is the nation's most business-friendly jurisdiction. It ranks first in the five metrics of construction costs, job vacancies, rental costs, fuel costs and development applications."

Ease of Doing Business Report,
August 2024,
Institute of Public Affairs, page 1

Advantage: Wanneroo

The City of Wanneroo is located on the north-eastern fringe of Perth's metropolitan area, spanning 12 to 60 kilometres from the Perth CBD.

Already home to more than 200,000 people, we're one of the fastest growing local government areas in Western Australia.

The population is expected to increase by over 150,000 residents by 2041, offering businesses a rapidly expanding local customer base and workforce.

Land availability, lower industrial land prices and excellent transport infrastructure and links, coupled with an enviable lifestyle make the City an excellent choice for investors.

> "We believe we could not have done this anywhere else, but where we are in Wangara.
>
> Our mortgage is completely doable, public schools are excellent, facilities and access to after school activities are brilliant – for us, this was a holistic decision...
>
> We've been so impressed with the City of Wanneroo's leadership and innovative thinking. They are open to looking beyond traditional businesses and are really harnessing our unique location and being receptive to ideas."
>
> **Lena Barnes,**
> Direct Coins

Grow with us

9.5%
of the total value of building approvals in Western Australia were in the City of Wanneroo in 2024-25 (FYTD October).

These totalled **half a billion dollars** in value (including residential approvals).

$9,529 million
City of Wanneroo's Gross Regional Product in 2022/23.

$1 billion+
of public investment in regional infrastructure in the past five years.

4.2%
City of Wanneroo's contribution to Western Australia's employment in 2022/23.

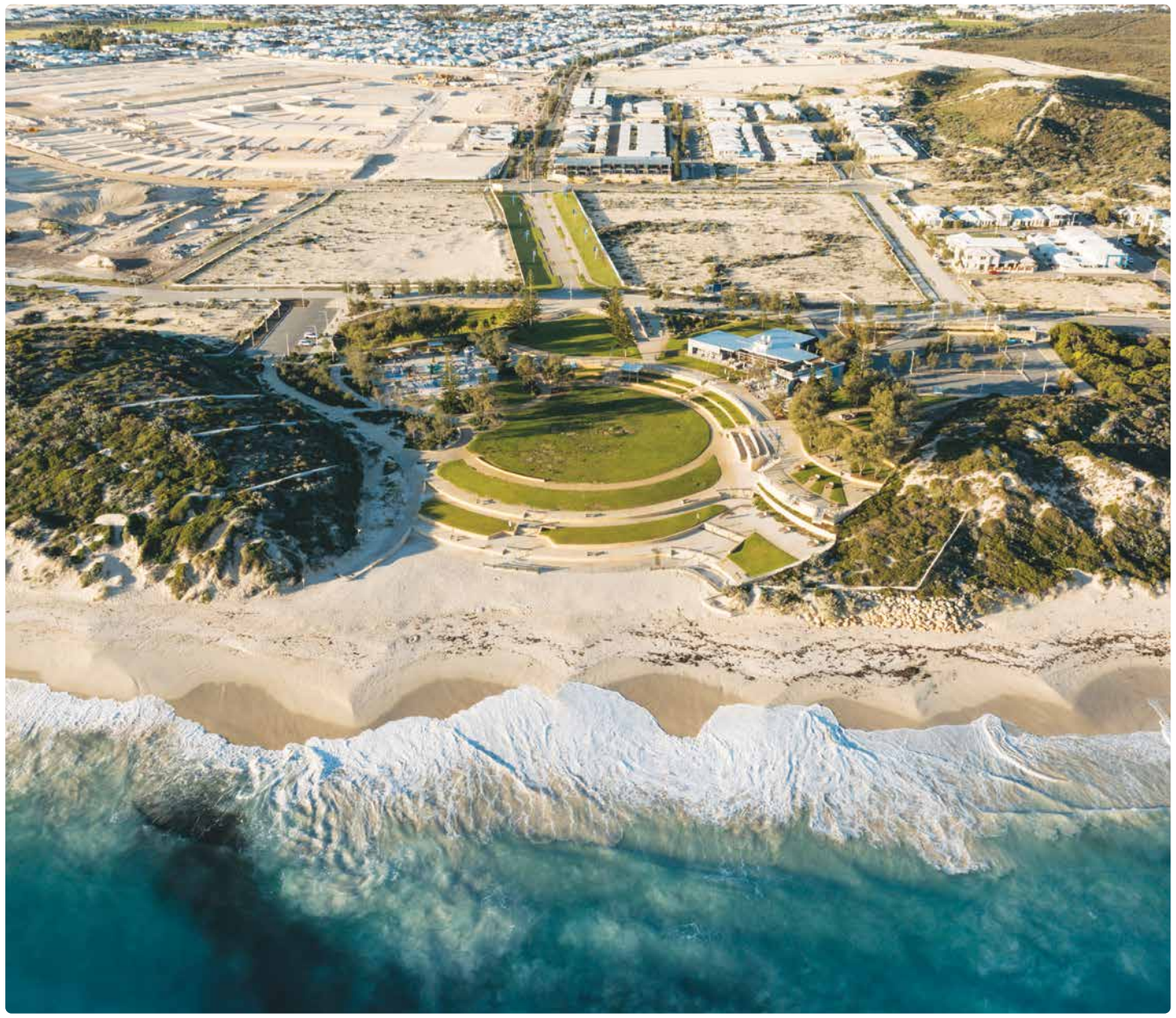
$895.4 million
total tourism sales in the City of Wanneroo in 2022/23.

11,061
people employed in **4,263** businesses in the construction industry.

23.33%
growth in employment in Professional, Scientific and Technical Services in the five years to 2021/22.

79.83%
forecasted population change 2025-46.

437,016
forecasted population by 2046.



Shorehaven Estate, Alkimos.

A sustainable City

Sustainability is integral to the City of Wanneroo's operations and our community. An organisation grounded in good environment, social and governance (ESG) principles also offers an investment destination that's less risky, better positioned for the future and more resilient to uncertainty.

Our economic purpose is to enable businesses to provide diverse and quality local job opportunities, facilitate delivering sustainable economic growth, and enhance social and environmental outcomes for intergenerational equity, while our diverse and supported industry base will support economic resilience.

The City aspires to balance economic growth with ensuring a healthy and sustainable natural and built environment. This is reflected in our operational plans and strategies.

Sustainability, protecting our environmental assets, and developing a resilient and diverse economy through sustainable and responsible economic development are central in themes identified as our community priorities, and enshrined in the City's *Strategic Community Plan 2021-2031*.

For more information on sustainability at the City of Wanneroo, visit **wanneroo.wa.gov.au/sustainability**

Competitive commerce and collaborative clusters

Tourism, agritourism, advanced manufacturing, retail and hospitality, construction, health care and social assistance, professional and technical services, waste and energy/clean technology industries are strong contributors to the City of Wanneroo's economy.

Innovative and sustainable businesses and precincts distinguish the City and offer investors co-location advantages in supportive industry clusters, including Neerabup Industrial Area's Australian Automation and Robotics Precinct (AARP) and the future planned Resource Recovery Precinct.

AARP

The AARP is a world-leading collaborative innovation hub and Australia's largest test and development site advancing automation, robotics, remote operations and zero emissions technologies globally.

The facility is forecast to contribute between $450 million and $600 million in economic benefits to Western Australia by 2030, with 80% of the value captured by local and regional businesses and organisations.

Designed to facilitate innovation, the AARP provides users with access to test beds, laboratories, design co-labs. The landmark Common User Facility features office space, showcasing areas, workshop facilities, laboratories and small-scale fabrication facilities and training rooms.

Thanks to a three-year Enterprise Funding Agreement and proud partnership with Core Innovation Hub (CORE), City of Wanneroo businesses can access exclusive networking, co-working and accelerator programs.

"With new automated solutions emerging, we are driving WA to **lead the nation** in the development of robot and automation solutions.

Our **Australian Automation and Robotics Precinct** will play a key role in the integration of robotics to **increase efficiency and safety** within key industries in WA, including mining.

It's exciting to be opening this world-class innovation hub right here in Perth, strengthening WA's position as a **global leader** in innovation, and setting our State's economy up for the future."

Hon Roger Cook MLA,
Premier Western Australia, 2024



The Australian Automation and Robotics Precinct, Neerabup.

Waste and Energy/Clean Technology

The waste and energy/clean technology sector is growing, with a range of businesses involved in producing and distributing renewable energy and clean technologies.

The City is home to several research and development facilities and manufacturers of clean technology products and seeks to establish a master planned Resource Recovery Precinct powered by renewable energy in the Neerabup Industrial Area.

This innovative precinct will enable the circular economy, providing a catalyst for private investment and an incubator for innovative solutions to waste by bringing together collection, recovery, processing and value adding.

For more information on this emerging opportunity, visit **wanneroo.wa.gov.au/advocacy**

Construction

Home to almost 4,500 businesses employing 12,300 people, construction is the City's largest industry, spanning residential, commercial, and industrial property development.

The City is home to several major projects including developing the Neerabup Industrial Area, and the WA State Government's METRONET Yanchep Rail Extension, which opened for passenger service in July 2024.

In the 2024-25 Financial Year (January FYTD), 9% of the total value of building approvals in Western Australia were in the City of Wanneroo. These approvals totalled $939m, comprising $825m in residential approvals, and $113m in non-residential approvals.

Source: Australian Bureau of Statistics, Building Approvals, Australia, catalogue number 8731.0. Compiled and presented in economy.id by .id (informed decisions)

Yanchep Lavender, Carabooda.





Luxury accommodation at The Marina Mindarie.

Tourism/Accommodation

Stunning coastline, natural beauty, and a diverse range of attractions and experiences make the City a popular destination for tourists.

Businesses will find plenty of opportunity among a strong tourism offering including Indigenous experiences, lakes, shipwrecks, national parks, caves, coastline, State motorsport, ecotourism, agritourism and a 5 Gold Anchor globally accredited marina.

The breadth of experiences across the City attracts a wide variety of visitors, creating similarly diverse opportunities for accommodation development, from hotels and resorts to holiday and short-term rental accommodation.

Agritourism

Rich agricultural history meets invention in the City of Wanneroo, making us home to a vibrant, competitive and innovative agritourism sector.

Agriculture and market gardening is an important part of our history and lays the foundation for emerging agritourism opportunities.

Rapid urbanisation of the northern corridor presents significant agritourism and nature-based opportunities to develop experiences, food, beverage and artisan products to cater to this growing customer base.

Health care and social assistance

Healthcare and social assistance sectors are growing alongside the booming City population.

The City has well established medical, dental, allied health services and health clinics, medical centres, and aged care facilities but will require significant growth of this sector to cater to the growing population.

Key locations

The City of Wanneroo is well-connected to the rest of Western Australia and beyond with established road, rail, and air connections.

Advanced telecommunications and technology infrastructure provides businesses with high-speed connectivity, data centres, and IT support services, connecting you to the digital economy and a potential global customer base.



Residential development, Alkimos.

With direct access to other metropolitan centres and the State's north, the City is home to two major industrial areas, six major activity centres, over 30 smaller centres and a further 25 new activity centres planned including the Yanchep Strategic Centre.

These precincts offer future development opportunities for business growth with vibrant employment centres, supportive industry clusters and high quality and affordable land available for businesses to locate, relocate and grow.

The City of Wanneroo is likely to offer the **most cost-effective development opportunities** of any metro corridor in Western Australia.

2,481ha of industrial land is planned to be developed in the City of Wanneroo.

Industrial areas

Neerabup Industrial Area

Located on 1,000 hectares of land, the Neerabup Industrial Area (NIA) is perfectly positioned to meet the industrial needs of Perth's growing north-west corridor.

Set to become the City's largest industrial area, NIA will provide up to 30,000 local jobs. The development is being rolled out in stages, with a range of industrial lots available to suit individual business requirements, including freehold options for businesses that prefer a blank canvas.

The WA State Government recognises the strategic importance of Neerabup Industrial Area, investing $20 million into Neerabup's Australian Automation and Robotics Precinct.



Premier Hon Roger Cook MLA testing the tech at the November 2024 AARP launch.

Wangara Industrial Area

The Wangara Industrial Area is a well-established hub for manufacturing, engineering, and construction companies. Close to major transport routes and a skilled local workforce, the Wangara Industrial Area offers a range of opportunities for new and established businesses.

Benefits include proven supply chains and industry clusters, a range of established property options available to buy or lease providing opportunity to start, expand or re-locate your business without delay.

Wangara is one of the busiest established industrial areas in Perth, complemented by excellent transport connections. The area is an NBN Business Fibre Zone, providing superior business connectivity.

The City's increased CCTV infrastructure in the Wangara Industrial Area further enhances safety and security for businesses. The initiative was recognised for excellence in innovation as part of the Wangara Smart City Technology project.

> "With direct access to arterial roads and freeways, we're easily able to deliver to any location, as well as set up events throughout Perth... Locating our business here in Wangara has helped us achieve work/life balance as we grow a really successful business."
>
> **Jacob Ferreo,**
> Creative Catering
>
> Best Small Caterer in Australia 2015, Best Event Caterer WA 2016 and 2020, and Caterer of the Year WA 2020.

Yanchep – Future Strategic Centre

As a designated Strategic Centre, Yanchep City will be equipped to service a population of up to 300,000, creating strong demand for construction, schools and higher education services, sporting and tourism amenities, retail, entertainment and hospitality, civic and community services and a future tertiary hospital with integrated health services.

The rail to Yanchep opened in 2024, improving accessibility and connection and facilitating exponential regional growth.

Yanchep is also home to the famous Yanchep Lagoon and Yanchep National Park, each with their own Master Plans identifying opportunities for public and private investment.

East Wanneroo

East Wanneroo will be a centre for urban growth, home to 55,000 new dwellings housing 150,000 residents and providing opportunity and demand for construction, education, health care, retail, tourism and recreation experiences and more.

North Wanneroo Agribusiness Precinct

Wanneroo has a long history of agriculture, and this niche local industry remains a strong contributor to the WA food supply and associated agritourism sector. Value-add opportunities exist with primary producers located in proximity to the developing Neerabup Industrial Area and agritourism opportunities parallel to growing northern coastal suburbs.

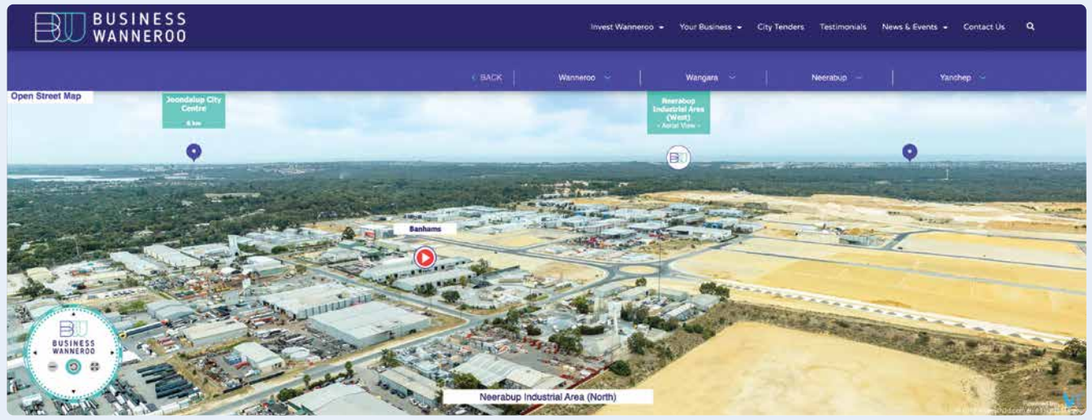
Space and opportunity exist for large-scale visitor experiences, such as theme parks within the metropolitan area, and large potential exists to compliment the future use(s) of the adjoining State Forest 65.

Alkimos/Eglinton

Significant development is planned for the Alkimos and Eglinton areas in coming years.

This area is set to become a major residential and commercial hub, with opportunities for investment in a range of sectors including construction, retail, hospitality, and professional services, and include new and start-up business opportunities, business re-location and expansion, property development, joint ventures, and direct investment.

To take a virtual tour of the City of Wanneroo and explore our major industrial areas and future Strategic Metropolitan Centre, visit **businesswanneroo.com.au**





Neerabup Industrial Area.



Active assistance – *Business Wanneroo*

Collaborating with regional and State partners, departments, local organisations and associations, industry and individuals, the City works to remove barriers and enable sustainable economic growth.

The City developed ***Business Wanneroo*** to enable and facilitate new investment in Wanneroo, support the existing vibrant business eco-system to grow, and empower start-up businesses.

The initiative grew from the City's participation in the Small Business Friendly Approvals program, driven by a Streamline WA commitment to streamline regulatory processes in Western Australia.

Along with a proactive and positive approach to encouraging investment, the City supports businesses and investors in a variety of tangible ways.

Business Support Service

Whether your business is at early ideation stage, or you need help to find room to expand your operations, the City's Business Support Service has resources and tools available to all looking to do business in Wanneroo.

Pre-application meetings

Book a pre-application meeting and receive advice and support with your applications. Complete and quality applications ensure a smooth approval process to get your business up and running as fast as possible.

Business and Investment Support

For more help with your business journey, access specialised investor liaison and other support through the City's Business Support Service.

Information, scholarships, sponsorships, events, networks

Access a range of tailored resources and information, scholarships, training, events, networking and sponsorship opportunities.

Visitor Economy

The Discover Wanneroo brand, website and social media channels are dedicated to promoting, marketing and supporting the local visitor economy.

It's free to list your business on Discover Wanneroo to access promotional and media opportunities and connect with industry partners including the Sunset Coast, Destination Perth, Tourism Council and Tourism WA.

Advocacy

Advocating for essential infrastructure and services and addressing structural barriers to business growth is at the core of our Advocacy Agenda.

For more information visit
businesswanneroo.com.au

Meet the team

The City is committed to providing a business-friendly environment and attracting investment. We are resourced to guide and support you and your business from inception to expansion.



Chief Executive Officer
Bill Parker




Investment Attraction and Economic Development
Steve Marmion and Sarah Carracher



Visitor Economy
Caroline Buck



Advocacy
Janet Takarangi



Economic Development
Shannon Crowe





Business Support
Anita Rauch, Jess Few and Claire Lansdown





Get in touch

Be the first to hear of news, events and opportunities supporting business.

Sign up for the City's business e-news, follow Business Wanneroo on Facebook or Instagram, and visit
businesswanneroo.com.au

City of opportunity

The City of Wanneroo is one of the fastest growing local government areas (LGA) in Western Australia and will soon become the largest LGA by population. Recognising the City's exponential growth and strategic importance, major investors and the WA State Government have selected Wanneroo as the site for major projects and investment.

WA's next major infrastructure project to deliver economic boom

WA-manufactured pipeline to transfer 50 billion litres of water from **Alkimos** Seawater Desalination Plant (ASDP) as part of a program set to create more than 1,500 local jobs and inject $1.1 billion into WA's economy.

This major infrastructure project will construct a 33.5 kilometre underground pipeline from Alkimos to Wanneroo. At 1.6 metres in diameter, it is the largest water pipeline ever constructed by Water Corporation and is sized for current and future stages of ASDP.



Alkimos Beach.

Australia's biggest robotics and automation precinct opens in WA

The Australian Automation and Robotics Precinct (AARP) is a world-class innovation hub to drive advancements in autonomous systems, robotics and zero-emissions technologies.

Located on 51 hectares in **Neerabup**, state-of-the-art facilities support local, national and global companies with testing and development of emerging technologies. AARP is projected to contribute between $450 million and $600 million over the next five years.



City of Wanneroo Civic Centre and Wanneroo Library and Cultural Centre, Wanneroo.

More industrial land released in Perth's northern corridor

As part of the WA Government's efforts to bolster strategic land supply, provide more opportunities to diversify the WA economy and create more local jobs, seven new industrial land lots have been released at Meridian Park in the **Neerabup** Industrial Area.

Located 2km from Wanneroo Road, 4km from the Mitchell Freeway and close to the recently opened $28 million Australian Automation and Robotics Precinct, the general industrial lots provide options to a range of industrial users including warehousing, logistics, robotics, mining services, engineering, and general construction.



Robotics in action at the Australian Automation and Robotics Precinct, Neerabup.



Adam Bunting, General Manager, Safe Central.

Location advantages drive Safe Central from strength to strength

Safe Central began operations in 2011 as an extension of our core locksmithing business. As we expanded and strengthened our industry presence, it became clear that we needed a more permanent, functional location to accommodate sales, service, and distribution in an efficient and cost-effective manner.

Although key members of our ownership and management team resided north of the river, we prioritised selecting the optimal business location, even if it meant altering our personal commutes. After evaluating properties in Osborne Park, Canning Vale, Malaga, Joondalup, and Wangara, we chose a small commercial unit in Wangara. The decision was driven by several key factors:

- **Proximity to Freight Routes:** improved access due to ongoing works on Tonkin Highway made Wangara well-positioned for distribution.
- **Customer Network Accessibility:** at the time, a significant portion of our core customer base was concentrated in the northern suburbs.
- **Investment Potential:** we saw growth potential in Wangara's developing areas and opted to purchase the premises as an investment. Although we have since acquired a larger premises, we've retained the original location and continue to lease it.

In addition to these strategic benefits, Wangara provided personal convenience, as my children were attending a local school. This led to us building our family home within the City of Wanneroo in 2017.

Since establishing Safe Central in Wangara, we've received outstanding support from the City of Wanneroo. Their initiatives – including business development programs, networking opportunities, sponsorships, collaborative projects, and regular engagement – have significantly contributed to our ongoing success.

I'm truly grateful for these opportunities and highly recommend businesses consider establishing themselves in the City of Wanneroo. Building a relationship with the City's business development team is invaluable and can provide tremendous support for long-term growth and success.

Adam Bunting
General Manager, Safe Central

For more information and to
discuss investment opportunities, contact:

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