



ECONOMIC DEVELOPMENT AND IMPLEMENTATION PLAN

2025-2035



Shire of
Nannup
rest • connect • grow

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1.0 Introduction

This Economic Development Strategy sets out a vision for the sustainable growth of the Nannup. It aims to support the town's transition from a strong history of timber processing post the state governments closure of native forest harvesting. The population is set to grow from approximately 1,600 to 3,000 residents over the next 15-20 years. This population growth is both an opportunity to grow the town's feasibility for essential services (such as further health providers, education, and training) and a mechanism to drive demand for improved infrastructure and broader economic diversity.

Nannup's unique character, natural environment, and strong sense of community provide a solid foundation upon which to build. To unlock its full potential, the strategy outlines the critical infrastructure investments required to support Nannup through this growth. These investments will require strong advocacy and external funding partnerships with state and federal governments, as well as private stakeholders.

Key focus areas of economic development include:

- **Tourism and Events** – Expanding and diversifying Nannup's visitor economy by building on its reputation for nature-based tourism, festivals, and cultural experiences.
- **Agricultural Pursuits and Agritourism** – Leveraging the region's rich agricultural assets to support innovation, value-adding, and visitor experiences that connect consumers with producers.
- **Small Business Culture** – Fostering a resilient and creative local business community through targeted support, local networking, and digital capability-building.
- **Industry Precinct Activation** – Unlocking the potential of the local industry precinct to attract investment, support emerging industries, and create local employment opportunities.
- **Strategic Infrastructure Investment** – Advocating for external funding to deliver essential infrastructure that underpins growth and unlocks economic opportunities.

This strategy aims to guide Nannup's transition into a more economically diverse town, while preserving the unique heritage and charm that make the town and surrounding areas a valued place to live, work, and visit.

2.0 Context

2.1 Economic Development

Descriptions of economic development vary; however, most definitions refer to the process of building the economic capacity of an area to deliver better social, economic and environmental outcomes. The WALGA Economic Framework notes the following: *“Economic development is usually transformative and focuses on job and wealth creation to improve quality of life outcomes. Economic growth however focuses on growing the size of an economy. The two are not necessarily mutually exclusive. In simple terms, economic development focuses on quality outcomes while economic growth focuses on the quantity of outcomes.”* [1]

Sustainable development is meeting the needs of the present without compromising the ability of future generations to meet their own needs [2]. For sustainable development to be achieved, it's crucial to consider and integrate three core elements: economic growth, social inclusion and environmental protection. This involves preserving biodiversity, maintaining the quality of air and water, and reducing waste and pollution. The aims of sustainable development include promotion of sustainable, inclusive economic growth, creating greater opportunities for all, reducing inequalities, raising basic standards of living, fostering equitable social development and inclusion, and promoting integrated and sustainable management of natural resources and ecosystems.

Economic growth and performance are often measured as Gross Domestic Product (GDP) per person. To understand the contributing factors over time, the Australian Treasury decomposes this into ‘3Ps’ – population, participation and productivity [3].

- Population is the proportion of the population that are of working age i.e. housing development to facilitate larger population and skilled workforce to live in Nannup.
- Participation is the average number of hours worked by those of working age i.e. programs and/or education to encourage participation.
- Productivity or labour productivity, measured as GDP per hour worked i.e. advocacy/education to encourage higher intensity and/or more diverse pursuits.

An Australian study into the contribution of each of the economic factors suggests that productivity has been the primary driver of growth in GDP per person in Australia over the past four decades as shown in Figure 1 [3]. This demonstrates that while population growth and improving participation matters, the key to economic development is increasing the productivity of the labour force (including technical advancements).

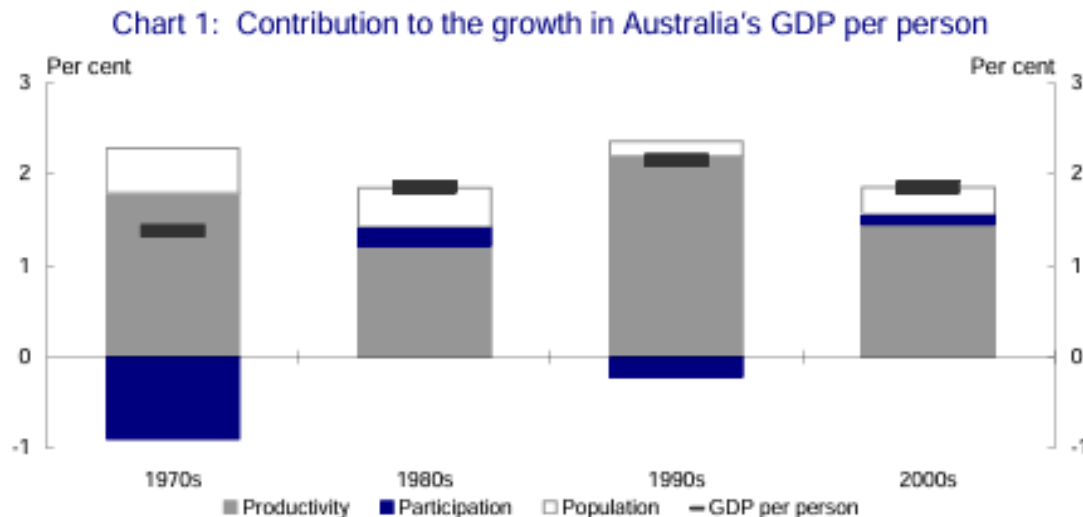


Figure 1: Contribution to the growth in Australia's GDP per person [3]

2.2 Regional Strategies

The Regional Investment Framework (2023) [4] is the Australian Government's approach to supporting strong and sustainable regions. It targets the following four priority areas:

- Investing in Places – delivering infrastructure for accessible regions.
- Investing in Industries and Local Economies – ensuring economies are positioned for growth.
- Investing in People – targeting skills, education, training and leadership capacity.
- Investing in Services – health, communications, water and transport.

The South West Regional Futures 2024-25 is a guiding document that provides an overview of regional issues, needs and opportunities [5]. It identifies South West characteristics, trends shaping our future, priority settings and the principles of regional development to highlight a range of interventions and proposals. In the chapter 'Positioning the South West' it identifies three key areas relevant to this strategy:

Utilities infrastructure / Essential Services Infrastructure

- Nannup is set to host the 2026 UCI World Gravel Championships, marking the first time this event will be held outside Europe. This global cycling event will spotlight Nannup and the South West, requiring investment in infrastructure such as communications, water/sewerage, and power.
- Replacing existing septic sewer systems in urban areas with sewer systems. Particularly, complete sewer infill in Nannup in the next 5-20 years. All South West towns to have quality sewerage systems as a standard feature by 2050.

Trails and Tourism

- The Wadandi Track, named after the traditional custodians, is being extended to form a 110km route traversing bushland, farms, vineyards, and the Leeuwin-Naturaliste area. There is opportunity to connect the Wadandi Track along the coast to Nannup.
- Nannup is proposed to have a Geopark, showcasing its unique geological features in the area.

Road Infrastructure:

- Upgrade Graphite Road linking Nannup and Manjimup.
- Upgrade the Brockman Hwy between Nannup and Bridgetown.

The Southwest Development Commission (SWDC) Strategic Plan (2025-2028) aims to drive the economic and social transformation of the South West region of Western Australia. Their strategic plan focuses on building a resilient, inclusive, and thriving region with a focus on priority areas like Aboriginal empowerment and organisational excellence. The SWDC also aims to maximise job creation, develop the region's economic base, ensure access to infrastructure and services, and promote business development [6]. The Strategic Plan considers the Global Trends, that drive the National and State Commitments as shown in Figure 2.



Figure 2: Global, National and State Trends

The Warren-Blackwood sub-region has the Warren Blackwood Sub-Regional Growth Plan (2019), which highlights some of the following focus areas [7]:

- **Agribusiness** – agricultural production remains a cornerstone of industry within this region (particularly Nannup). There is a wealth of opportunity to further develop productivity and sustainability through land practices, integrated technology and management of natural resources. Recognised as a ‘food bowl’ of the State and home to some of Australia’s premium and niche-market produce, the region continues to develop its profile for high quality products and genuine provenance.

- Emerging economic opportunities – a booming demand for lithium is driving expansion of mining operations within the region, offering direct and indirect opportunities. Technological advancements in resource management and optimising yield continue to support the development of new and more sustainable industry. The rapid evolution of information and communications technology has seen a greater focus on e-business and a growing demand for e-change (rural lifestyle, global connectivity).
- Tourism – given the region's ample assets and proximity to internationally-recognised State tourism destinations, there are many opportunities to further develop across the spectrum of tourism, including agritourism and aqua-tourism, eco-tourism, cultural and cuisine tourism. Recognised for the seasonality of the landscape and quality food and wine offerings, the base is already well-established.

The South-West Regional Planning and Infrastructure Framework (2015) [8] [9] focuses on major infrastructure across the Southwest, and is now ten years old. It does however already identify the need for infill sewerage to grow towns like Nannup:

- Re-introduce an infill sewer program to provide reticulated sewer to existing urban areas particularly smaller country towns. Allows for the sustainable growth of towns through increasing residential densities around the town centres.

2.3 Local Planning Strategy

The local planning strategy aims to provide a usable 10–15-year land use plan to guide subdivision and development [10]. It encourages growth in and around the Nannup townsite to maintain a compact, viable, and thriving community.

Key Points include:

Economic Development and Employment

- Promote agricultural activity as the economic and social driver.
- Promote sustainable economic development and encourage local employment opportunities.
- Increase the level of employment self-sufficiency within the Shire by providing appropriately zoned land for a variety of land uses and businesses.
- Support home-based businesses subject to complying with the Local Planning Scheme and the business being a 'good neighbour' through being appropriately managed.
- The Shire economy will be expanded and increasingly diversified with Nannup providing a range of business and community services.
- Provide for a wide range of uses including shopping, office and commercial development.

Infrastructure, Land Use and Industry

- Provide sufficient industrial land for a range of industrial activity.
- Ensure sufficient land is allocated to meet current and future demand for industrial development.
- Recognise the land to the east of the existing industrial estate on Sexton Way is required for future industry (General and Light Industry). A structure plan and amendment to the Local Planning Scheme will be required prior.
- Seek and promote energy efficiency and solar passive design principles.
- Support the development of renewable power sources and sustainable power generation.
- Adopt best practice stormwater management and water recycling and reuse.

Tourism, Environment and Natural Assets

- Support a range of tourism developments (accommodation, facilities and activities).
- Require major tourist accommodation proposals in rural areas (in excess of six chalets or occupancy of 24 or more people), other than for camping, to be subject to an amendment to the Scheme.
- Not support tourist and recreational development, beyond low-key activities such as bed and breakfast establishments, for lots that do not have direct access to a constructed public road e.g. forestry track.
- The Blackwood River will be increasingly seen as a key recreation and conservation asset.

Town Identity and Heritage

- Reaffirm the primacy of the Nannup town centre as the commercial and cultural centre of the Shire.
- Encourage development which recognises the architectural style and scale of development within the Nannup townsite and the Shire.
- Protect and value the significant Aboriginal and historic heritage and cultural values of the Shire.

2.4 Economic Development Strategy 2017

The Economic Development Strategy (2017) [11] was developed as an action plan for Council and residents to attract new business, industry and innovation to the Shire. It was an informing document for Council's Community Strategic Plan 2021-2036 and an overview of economic development opportunities for businesses, industry and individuals. The implementation is shared among local businesses, industry representatives, community groups, and all levels of government.

The recommended actions include supporting youth traineeships, enhancing agri-tourism, and encouraging creative projects. It encouraged continued focus on infrastructure connectivity (e.g., NBN, telephone, water, sewer and power) and main street activation as essential elements to supporting growth and attracting investment. Many of these actions remain highly relevant today, particularly in light of current goals to support the growth of the Shire's population and diversify its economic base. The emphasis on trails development, regional signage, and strategic partnerships reflects a long-term vision that aligns well with emerging trends in tourism, remote work, and regional living.

2.5 Role of Local Government

WA Local Government Association (WALGA) has developed an Economic Development Framework for Local Government. It provides a conceptual framework that will assist Local Governments understand their role in economic development while also providing some practical suggestions about activities that might be relevant to their local communities and economies. [1]

WALGA's research identified the following key themes about Local Government's role in economic development:

- Enabling and facilitating – Local Governments should focus on addressing areas of market failure, not competing against businesses.
- Economic development activities should form part of a larger, integrated strategy which is aligned to the broader regional context and is linked to a community's unique competitive advantages.
- Collaboration between different levels of Government, business and the community is critical to the success of local economic development initiatives.
- Economic development should not be undertaken in isolation - it is a lens for all Local Government activities.
- Local Governments should foster a business friendly environment – encouraging competition and productivity and supporting those businesses navigating the legislative environment.

WALGA's research shows that overall the sector enables and facilitates economic outcomes by aiming to:

- Attract new business
- Retain existing business
- Encourage the growth of existing business
- Attract investment
- Diversify the economy
- Improve community outcomes through job creation, training and education
- Enhance infrastructure
- Grow the population
- Attract visitors
- Reduce impediments to commercial activity.

Local Government's Role in Economic Development



Figure 3: Local Government's Role in Economic Development [1]

The role of economic development varies across different local governments. The intent of Figure 3 clearly illustrates that in theory the role and influence that small regional local governments can play is substantial, particularly focusing on addressing areas that require more support or where a private provider is not available (e.g. the lack of public transport in Nannup is partially being addressed by the non-urgent patient vehicle service provided by the Shire). In practical terms, this illustration places an unrealistic expectation on the level of investment a small local government, with relatively small revenue base compared to a large regional or metropolitan government, should and can deliver. It is for this reason, that many local governments use a sustainability approach (triple/quadruple bottom line) for aligning their resources and activities across a range of social, environment, economic and governance outcomes. [1]

Standard local government operations remain the primary focus as a requirement and role of the local government. Revenue must first be dedicated to ensuring these operations are met, and then any remaining funds and grants can be spent on further projects and programs. Local government operations can however, when intentionally focused on economic development, also be effectively utilised to influence the local economy. Some examples of the activities and functions that can indirectly affect the local economy are as follows:

- Finance, fees and ratings
- Planning and zoning regulations and procedures
- Environmental regulations
- Health regulations
- Signage
- Parking
- Public facilities

3.0 Community and Economic Profile

3.1 Demographic Data

3.1.1 Population

Population and Demographics

The overall population of Shire of Nannup has increased steadily to about 1,632 people in 2023 [12]. Approximately a third of the population, around 541 people, are 65 years of age or older. Approximately half of the population, 818 people, are 55 years of age or older.

This represents an ageing population.

Table 1: Population Growth [13]

	2018	2019	2020	2021	2022	2023
Total Population	1440	1487	1547	1575	1593	1632
Population Growth		3.3%	4.0%	1.8%	1.1%	2.4%

The average population growth rate between 2018 and 2023 is 2.5%.

Based on the current (2023) population and a 2.5% growth rate, assuming no house and land supply restrictions, the population could grow by approximately 40 new people or more per year. Population Growth is key to justifying a good balance of services, businesses, facilities and provisions to existing population and community. Based on this trajectory the population could double to about 3,000 people around 2050.

3.1.2 Participation

Employees and Business owners

The employment type gives a good indication of how the people in Nannup are employed and self-employed. The main type of employment in Nannup is still as employee. Compared to the South West however, Nannup has a larger proportion of people who own and manage their own business. There are also relatively more people in Nannup, versus the South West who are family members contributing to a business. This can be seen in Table 2.

Table 2: Employment Type [14]

	Nannup	South West
Employee	68%	82%
Owner manager of business	25%	15%
Contributing family workers	7%	2%
Not stated	1%	1%

Labour Force

In Nannup, only 47% of the people are employed, and 2% are unemployed [15]. A large proportion, 39% of people, are not in the labour force [15]. This category includes retired persons, students, those taking care of children or other family members, and others who are neither working nor seeking work. With a small population and lower than average participation rate, there can be a mismatch of skills and jobs available. This is particular evident with the shortage of staff with health expertise, versus the number of potential jobs particularly relating to care for the aging population.

Table 3: Labour Force Status [15]

	Nannup	South West
Employed	47%	57%
Unemployed	2%	3%
Not in the Labour Force	39%	34%
Not Stated	12%	7%

3.1.3 Productivity

Incomes

The Median income in Nannup is significantly lower than Western Australia. Personal weekly income is \$581, which is 31% lower than the State median [16]. Family and Household Incomes are respectively 38% to 40% lower than the State Median [16]. This can be because of the higher proportion of retirees, education levels and because of part time work status. It does give an indication that local expenditure might be lower, however, to support retail and commercial enterprises, the continued attraction of visitors and attracting the younger, working population would be beneficial.

Table 4: Median weekly incomes [16]

Median weekly incomes	Nannup	Western Australia	Australia
Personal	\$581	\$848	\$805
Family	\$1,381	\$2,214	\$2,120
Household	\$1,094	\$1,815	\$1,746

Education level

The level of education attained by people of 15 years of age in Nannup is relatively on par with Western Australia and Australia as shown in Figure 4. There is a slightly higher proportion of people in Nannup who have completed year 10, and a Certificate III. There is a relatively lower proportion of the population that has attained a bachelor's degree or above. This could be due to the isolation and distance of Nannup to Universities. Fortunately, more degrees and specialised courses are being offered online, or by distance education. There would be several avenues to attract people with or to higher education. This could include advocacy of training to existing residents, attracting skilled working professionals to Nannup, or employing skilled professionals directly.

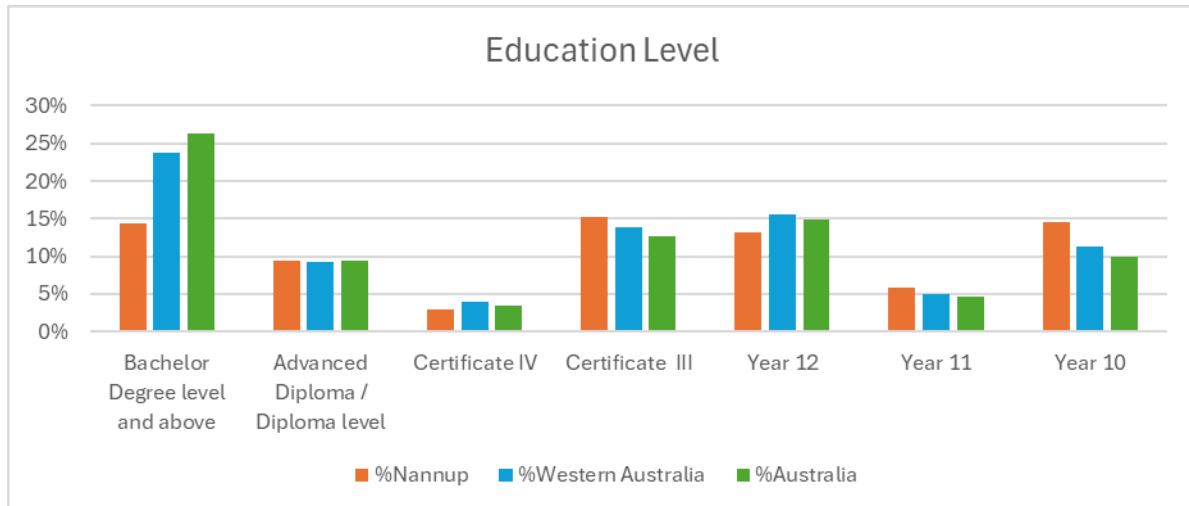


Figure 4: Education Level [16]

In terms of increasing productivity of existing sectors, such as agriculture, there are degrees in Agricultural Science and Horticulture offered at four major universities in Western Australia. These courses can offer the latest digital agriculture research focusing on applying technologies to enhance agricultural productivity and sustainability. This includes areas like sensor networks, drone technologies, agricultural data management, geospatial technologies, and computer science techniques. The University of ECU has partnered with Shire of Boyup Brook to conduct digital agricultural research. Similar partnerships could exist for Nannup. There may be an opportunity to partner with Department of Primary Industries and Regional Development who may already be employing similar skillsets and programs, to improve agricultural output and intensity.

Employment Hours

It is interesting to note the number of hours worked by those employed in Nannup. There is a higher proportion of people in Nannup, compared to the State and Nation, that work part-time between 1-19 hours, 20-29 hours and 30-34 hours. This could be a deliberate choice to balance work with lifestyle, and would match the assumption that Nannup is a choice for a slower, more peaceful lifestyle. There is a lower proportion of people that work 35-39 hours, or 40-44 hours. Lastly, there is a higher proportion of people that work 45 hours or more. It would be interesting to consider in which sectors people are working overtime, to see if technical productivity could improve their workload and wellbeing.

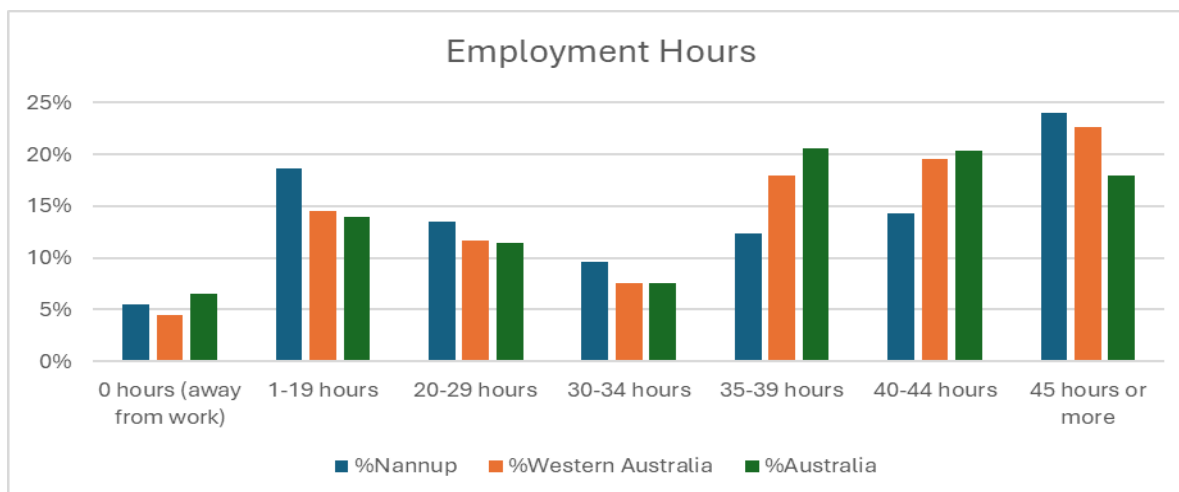


Figure 5: Employment Hours [16]

Gross Regional Product per Worker

Gross Regional Product (GRP) per person is a good measure to determine economic outcome. When GRP is considered per capita (based on the population), Nannup rates about 34% lower than the South West. This value is skewed by the number of retirees. The GRP per worker, as more accurate measure of economic output per working person, is on par with the South West. This is relatively positive, considering a large proportion of people are working part time and still achieving similar economic outputs. This may be that people are working their regular jobs, and/or having secondary income streams from tourism accommodation or activities, contracting/consulting, freelance or working on passion projects. It would be a worthwhile aim to continue to improve the economic output per worker, with consideration for lifestyle balance and health and wellbeing. This could be done by continuing to support people to establish small businesses in their areas of interest. This would also contribute to employment self- sufficiency whereby people are working and living in the same location.

Table 5: Gross Regional Product [17]

	Nannup	South West
Gross Regional Product (GRP)	\$108.812 M	\$19.656 B
Population	1,538	184,516
Per Capita GRP	\$70,749	\$106,525
Per Worker GRP	\$236,036	\$244,451

3.2 Community Priorities / Needs

The Strategic Community Plan 2021-2036 consultation [18] identified the key areas of importance for the community. Of relevance to this strategy is that the key challenges all associate to the desire for further economic development. 24% of the people surveyed desired greater amenity. 24% of the people surveyed recognised attraction for tourism, business investment and residents as their greatest desire for Nannup into the future. These two concepts tie in well, with increased tourism and residents both being drivers of demand for greater retail, health care, businesses and dining. All these sectors would also provide some level of employment opportunities.

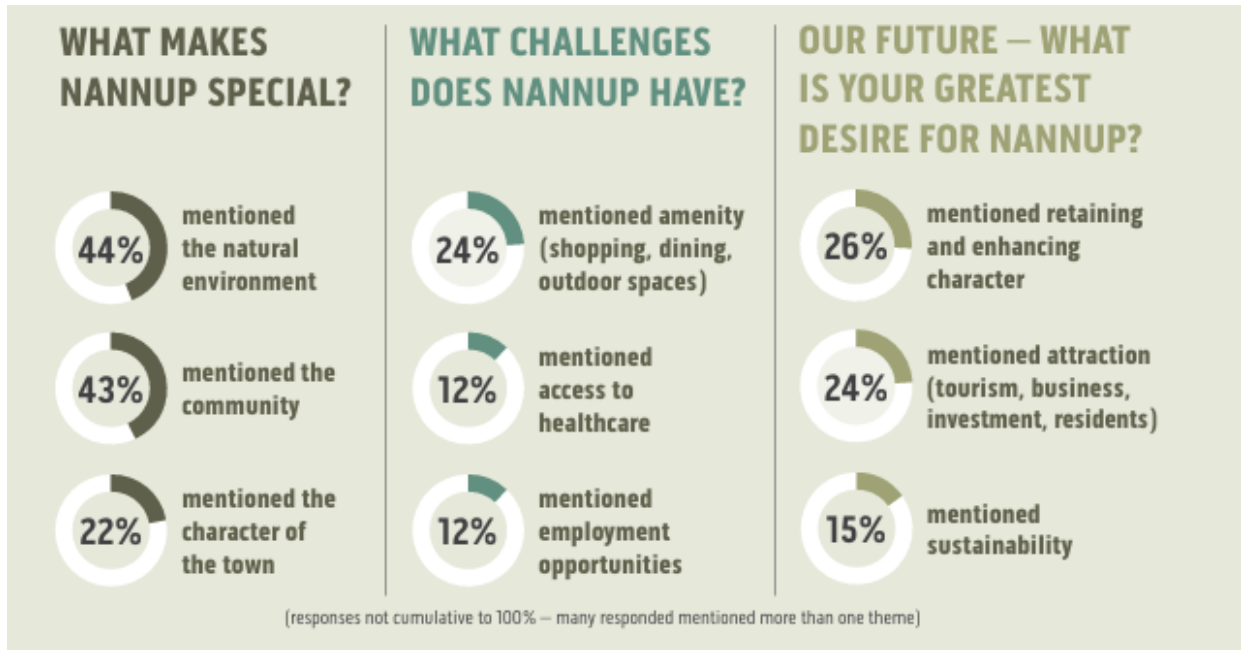


Figure 6: Community Priorities [18]

3.3 Economic Performance

3.3.1 Industry of Employment

Nannup's economy has an estimated total output of \$215.80 million [19]. Majority of this income comes from the agricultural, forestry, and manufacturing sectors as shown in Table 6. The Nannup economy is largely driven by its traditional agricultural industry (dominated by beef cattle farming) [20]. The Nannup Timber Mill represents about half of total manufacturing in Nannup, which is augmented by local food and beverage manufacturing [20]. As the native forestry comes to an end and the sawmill operations come to a close, this output will reduce substantially, and the economy will need to diversify and strengthen in other areas. While location measures would generally be useful to compare industry strengths, these are excluded from this analysis due to the small population skewing comparisons. Nonetheless, the areas with the highest employment by industry can be worthwhile noting to create greater insight into the local economy. The largest industries of employment include beef cattle farming, log sawmilling (with operations coming to an end in the near future), accommodation, local government administration and secondary education [16]. Both the agriculture and manufacturing within Nannup is specialised, and there is significant land potential for this to be more diversified.

Table 6: Structure of the Nannup Economy [19]

Industry sector	\$M	%
Agriculture, Forestry & Fishing	80.9	37.5%
Manufacturing	52.9	24.5%
Rental, Hiring & Real Estate Services	16.5	7.7%
Public Administration & Safety	15.3	7.1%
Accommodation & Food Services	13.9	6.4%
Health Care & Social Assistance	12.3	5.7%
Construction	6.3	2.9%
Education & Training	5.6	2.6%
Retail Trade	5.0	2.3%
Transport, Postal & Warehousing	3.0	1.4%
All Other	4.2	1.9%
	215.8	100%

A further comparison of Nannup's key industries compared to the State average is also useful. It gives an indication of the industries of strength which can be built on. For instance, accommodation and food services can be complemented by local produce or products. It can also be supported by local nature-based recreational activities. Figure 7 also gives an indication of areas whereby Nannup is not as strong which could be improved to support the local economy, such as construction, professional, technical and scientific services (which can be focused on agricultural pursuits and manufacturing), and wholesale trade, transport, and warehousing.

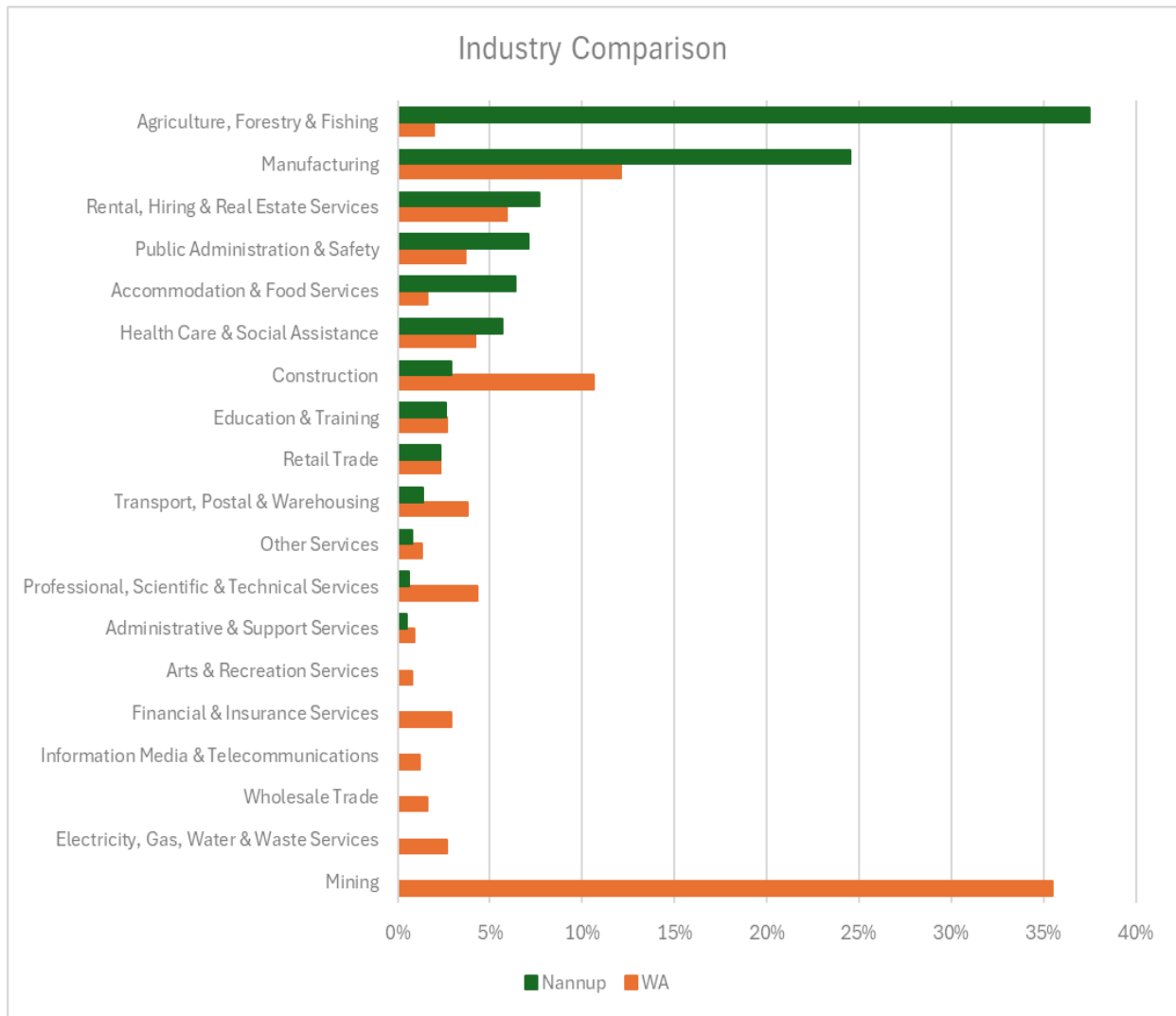


Figure 7: Industry Comparison [19]

3.3.2 Small Business Culture

The Shire of Nannup is a Small Business Friendly Local Government [21]. It has been working with the Small Business Development Corporation to provide support for business sustainability. In 2022, the Shire initiated a Small Business Friendly Approvals Program to streamline approval processes and foster a supportive business environment. Guidance to local governments helped identify and implement reforms to improve the small business customer experience. These included improved information accessibility (such as checklists and flow diagrams), business support services (such as meetings, advocacy, online self-assessment tools), streamlined approval processes, enhancing and improving efficiency of customer service, and creating a supportive culture which encourages investment [22]. The Shire can continue to support creative and small business jobs growth through remote work supported by liveability [6].

The Business culture in Nannup is certainly characterised by smaller businesses. Figure 8 shows the total number of businesses steadily increasing over time [13]. The number of non-employing businesses, likely sole proprietors, represent the largest category of businesses. The number of medium size businesses appear consistent. The number of businesses of 20+ employees is not reported in years 2020-2023, and in 2024 is reported as 3. The current small business culture and recent reforms around 2022 has shown an increased number of non-employing businesses entering the market. A subsequent area of focus could be supporting these businesses and smaller to medium businesses to grow. This could be supporting businesses to be trade ready by partnering in with the Nannup Chamber of Commerce and Industry.

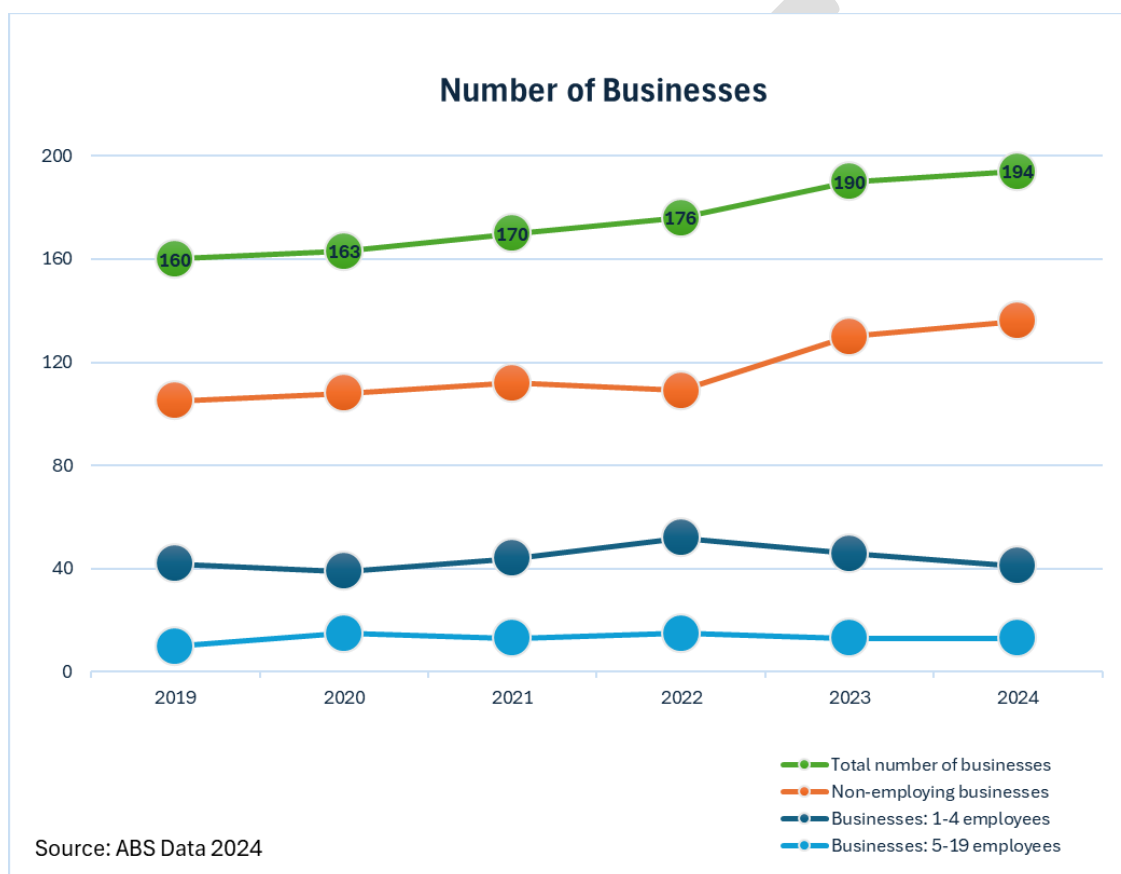


Figure 8: Business Growth and Size [13]

3.3.3 Industrial Area

The existing industry area is fully occupied but is not very activated and productive. There are several woodworking businesses, a canvas business, tiling storage, and several storage units / sheds with many of these being occupied. The intent of the industrial area currently is general industry. There is an opportunity to encourage activation in the existing industrial area, and to expand the area to the east through a structure plan.



Figure 9: Existing Industrial Area

3.3.4 Tourism

Visitation

In 2021, tourism generated \$3.470 million towards Nannup's local economy. This represents 0.9% of the expenditure of tourism in the South West [23]. Generally, Nannup attracts visitors for its natural beauty and outdoor experiences with a wide range of trails and nature based experiences. Nannup also attracts visitors during a few key periods for outdoor adventure activities (Tank 7 Mountain Bike Park, Forest Car Rally, TOMR and SEVEN cycling events), and arts and cultural events (Nannup Music Festival, Flower and Garden Festival) attracting up to between 3,000 - 20,000 visitors for each event.

Figure 10 shows the number of visitors specific to Nannup based on Tourism Research Australia's 2025 data [20]. It shows that approximately two thirds of the visitors are domestic overnight visitors, approximately one third of the visitors for a day trip, and only a minor section of visitors are international. The international market does not create the same level of revenue as the national market but can still be promoted to indirectly through local product and produce that are exported abroad, particularly to Asian markets, like China, Singapore and Malaysia.

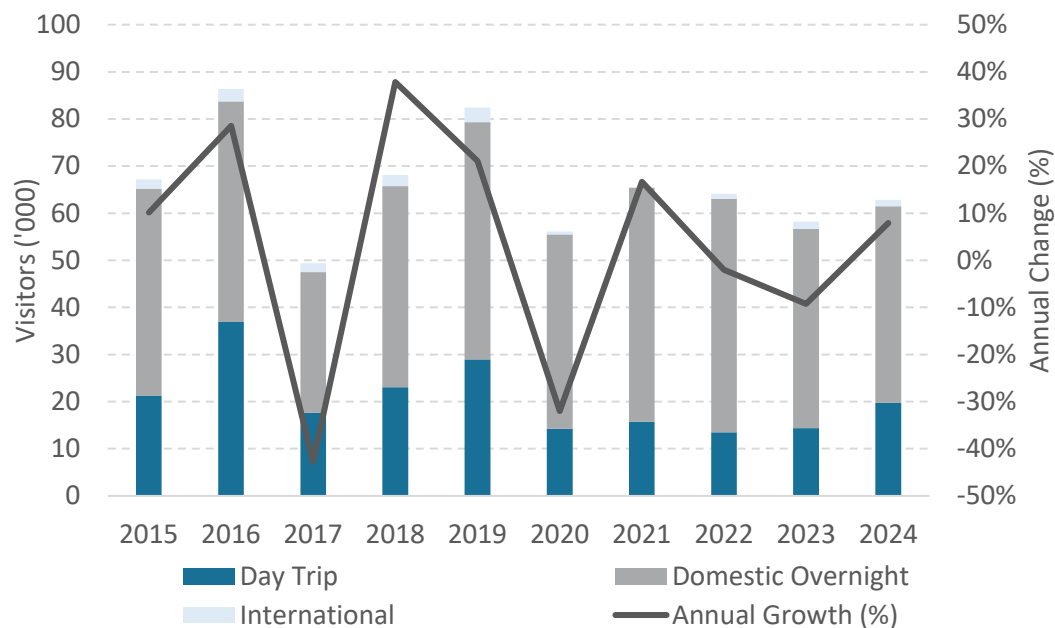


Figure 10: Tourism Visitors to Shire of Nannup (Tourism Research Australia)

Visitor Expenditure

Visitors are categorised by domestic day (day trips), domestic overnight (overnight trips), and international travellers. From the visitor data for the South West, as shown in Figure 11, it is evident that those domestic (or national) travellers staying overnight spend the most, being \$229 per night, in their stay. Visitors staying for a day, would spend slightly less \$212 per day, and as this expenditure is not on accommodation would likely contribute more to retail, manufactured goods and products. The international travellers spend the least amount per day, likely looking for budget accommodations, but also tend to stay the longest. This data is for the South West, and may not represent Nannup accurately. It does however show the general patterns of the visitor groups.

	Domestic Day	Domestic Overnight	International
Average Stay (Nights)	-	3	12
Average Spend Per Trip	\$212	\$706	\$890
Average Spend Per Night	-	\$229	\$88

Figure 11: Visitor Expenditure [23].

Figure 12 details how, on average, a dollar spent by a visitor in the South West benefits local industries. The industry sector in the South West which captures the most value from visitor expenditure is Accommodation & Food Services. It is estimated that this sector captures 53% or \$0.531 for every dollar spent by visitors to South West. Furthermore, there is 11% spent on ownership of dwellings, which is understood to mean the purchase or rent of caravans, campers, camper trailers, tents, etc. Manufacturing can include local products, and for Nannup specific would likely include local food and beverage production. There are also positive outcomes for other sectors including retail.

Industry sector ²	% of Dollar
Accommodation & Food Services	53%
Ownership of Dwellings	11%
Manufacturing	10%
Retail Trade	7%
Transport, Postal & Warehousing	6%
Administrative & Support Services	5%
Arts & Recreation Services	3%
Agriculture, Forestry & Fishing	1%
Education & Training	1%
Rental, Hiring & Real Estate Services	1%
Wholesale Trade	1%

Figure 12: Visitor Expenditure Per Dollar [23].

3.4 Market Analysis

3.4.1 Strengths and Weaknesses

Regional

Regional Development Australia (RDA) has developed an analysis of the South West's Strengths, Weaknesses, Opportunities and Threats (SWOT). This analysis can be found in Figure 13. The Southwest region has many strengths, including a mix of industries, good transport links, a clean and green image, natural beauty, and a strong lifestyle appeal. There is still relatively good access to the State capital (compared to more remote regions), and the region is well-placed to connect with Asia. This international connection will become more relevant once the Busselton-Margaret River activates its potential to facilitate freight to Asia, particularly via Singapore. There are good opportunities for growth in areas like high-tech manufacturing, renewable energy, tourism, and agriculture. However, there are also weaknesses, such as a small and ageing populations in smaller towns, housing shortages, limited water and energy supplies, and reliance on seasonal jobs. The region also faces threats from climate change, trade issues, high business costs, and a lack of long-term investment. [5]

3.1.3 Regional SWOT

This forms a mix of domestic and bigger picture prospects and pressures.

STRENGTHS

- Regional economic diversity
- Resources processing
- Transport infrastructure (road, rail, airport, maritime)
- Clean, green brand/reputation
- Softwood timber industry cluster
- Position in Asia and on the Indian Ocean
- Geo-landscapes and natural beauty
- Regional liveability and lifestyle attractors
- Proximity to the State capital
- Sustainable population
- South West Health-Education Precinct

WEAKNESSES

- Distance from major population centres
- Population demographic, particularly ageing in some areas
- Critical mass of people in the hinterland
- Number of seasonal/low paid jobs
- Water infrastructure for agriculture, industry and urban liveability
- Reliance on seasonal workforces
- Reliability of energy
- Constricted housing supplies and high rents
- Limitations on waste facilities
- Lack of fill materials for development

OPPORTUNITIES

- High tech manufacturing and digital technologies
- Public/private sector decentralisation
- Growth in agriculture and food demand
- Growing Bunbury as WA's second city (in every sense)
- Waste as a resource
- Renewable energy
- Proximity to SE Asian markets and Busselton-Margaret River Airport
- Alternative building and infrastructure construction practices
- Education to meet skills needs
- Climate studies and pilot projects
- Improved tourism product
- Increasing liveability

THREATS

- Housing and worker accommodation shortages
- Climate change and declining rainfall
- Water security, quality and quantity
- Slow pace of energy transition
- China trade relationship
- Poor appetite for long term investment (plantations)
- The cost of energy and commodity price volatility
- Ageing population
- Biosecurity and disease
- Investment in long-standing resources has flat-lined
- The cost of doing business in the South West
- Bushfire and coastal inundation

Figure 13: Regional SWOT Analysis [5]

Local

From a local perspective, Nannup also has a range of Strength, Weaknesses, Opportunities and Threats (SWOT) to consider. The town has strong foundations, including a good brand image, a growing number of businesses, low unemployment, high home ownership, and strong support for small business and tourism. It benefits from tourism, access to grants, and large areas of forest and agricultural land, all of which support its economy and lifestyle. Opportunities exist to expand employment in health and education, attract families, support population growth, diversify housing options for downsizers and smaller households, and encourage sustainable development in the town centre. However, challenges include limited housing for different age groups and permanent population, lack of training and opportunities for young adults, and poor public transport links to regional centres. Threats include the closure of key industries like the sawmill, limited economic diversity, difficulty maintaining facilities with a small population, and unreliable internet and mobile services for modern business needs.

Table 7: Nannup SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Good brand image • Growth in number of businesses • Low unemployment rate • Solid number of small businesses • Improved percentage of health and social assistance • Good house ownership • Large portions of allocated forest • Large variety of larger lot sizes for various agricultural pursuits • Tourism to boost town's facilities and amenities • Large amount of grants leveraged to support town's amenity 	<ul style="list-style-type: none"> • Limited age-appropriate housing • Limited housing availability for growing permanent population • Limited interest/opportunity/training for people 20-29 • Limited public transport to major regional centres (Busselton, Bunbury)
Opportunities	Threats
<ul style="list-style-type: none"> • Employment in health services • Employment in education (i.e. attract more families, enabling schools to grow) • Create variation in dwelling type (units, dwellings) • Continue to Support small business • Consider smaller lots for downsizers with ownership model (consider majority of people own outright) • Sustainable development and densification in town centre • Creation of smaller houses for smaller households, downsizers, short term stays • Attraction of families • Population growth to support feasibility of services 	<ul style="list-style-type: none"> • Sawmill end of operation / Industry and employment creation • Encouragement of Larger businesses, 10 or 20+ employees • Upkeep of town's facilities with smaller resident base • Lack of diversification of income (primarily residential and commercial) • Internet and mobile services to set up online businesses

3.4.2 Regional Placement

Nannup is sometimes referred to as being placed in 'the heart of the South West'. Nannup is centrally located in the beautiful and vibrant South West region of Western Australia, 270km south of Perth. With the township located on the iconic Blackwood River, the Shire of Nannup covers over 3,000 square kilometres extending all the way to the coast of the Southern Ocean, with over 80 percent of the region blanketed in forest. [24]

Figure 14 shows Nannup's placement to the South West and proximity to the local airport. The Margaret River-Busselton Airport is located 30 minutes away from Nannup, providing easy access for visitors to the region. The airport is also exploring options for international freight particularly through Singapore providing a significant opportunity to export to Asia.

LOCATION



Figure 14: Nannup's Regional Placement

3.4.3 Comparative Advantage

Nannup's comparative advantage lies in its unique combination of natural beauty, central location, diverse economy, and community-focused development. The Shire of Nannup's Investment Prospectus outlines local characteristics that provide key advantages [24] to investing in Nannup. These include:

Natural Beauty: Nannup is surrounded by pristine forests, the Blackwood River, and rich biodiversity, making it ideal for nature-based tourism, agriculture, and outdoor adventure activities.

Strategic Location: Centrally located in the South West of Western Australia, Nannup offers easy access to regional hubs, transport networks, and the Margaret River-Busselton Airport.

Land Availability: Several areas around the Nannup town site have been identified for development, including commercial, residential, light industrial, and tourism-related projects. Nannup's rich soils, high rainfall, and excellent climate make it ideal growing conditions for agriculture and horticulture.

Diverse Economy: The region has a strong foundation in industries such as manufacturing, agriculture, forestry, construction, and tourism, with opportunities for growth in renewable energy, creative arts, and premium produce.

Tourism Potential: Nannup is on the cusp of becoming a certified Trail Town, attracting adventure enthusiasts and tourists. Its festivals, trails, and gourmet tourism offerings further enhance its appeal.

Sustainability Focus: The Shire emphasizes environmentally sustainable practices, renewable energy, and green infrastructure, aligning with global trends.

Community and Heritage: Nannup's historic charm, vibrant events, and supportive community create a welcoming environment for residents, visitors, and investors.

Government Support: Significant state and federal investments in infrastructure, trails, and connectivity position Nannup for future growth. Local government support with small business culture and customer service.

These factors collectively make Nannup an attractive destination for investment, tourism, and sustainable development.

4.0 Vision and Strategies

4.1 Vision Statement

VISION “To foster a community that acknowledges its heritage, values and lifestyles whilst encouraging sustainable development.” [18]

MISSION STATEMENT “The Shire of Nannup will deliver quality services, facilities and representation in order to achieve our Vision.” [18]

Nannup is a forest escape situated in the heart of the South West, celebrated for its natural beauty and charming heritage. It is known for several key events such as Nannup Music Festival and Nannup Flower Festival. It offers unique outdoor experiences, such as wildflower bush walks and mountain bike trails and parks. It offers some gourmet tourism and attracts visitors year-round. It's ideal growing conditions support the key agricultural scene, with great potential to contribute to the region's economic landscape in this industry. With its charm, potential, and scenic surroundings, Nannup stands out as a promising investment prospect, as clearly articulated in the Investment Prospectus [24]. The goals into the future will include attracting investment across a range of areas, as well as growing to the town's population with housing.

4.2 Housing Growth

Nannup has long term potential for sustainable population growth through a combination of greenfield development, infill opportunities, and strategic planning initiatives. If all areas earmarked for urban expansion were fully developed, including vacant residential lots, new subdivisions, and a proposed seniors housing precinct, Nannup could support a built-out population of approximately 3,000 people. Realizing this vision would depend on rezoning processes, structure plans, and infrastructure investment, particularly in identified key growth areas such as the Nannup Arts Recreation Tourism and Liveability (NARTL) Precinct, Moonlight Ridge and North Nannup. The below sections summarise some key opportunities, while further detail on residential housing development can be found in the Seniors Housing Strategy [25] and which residential development opportunities across the Shire of Nannup.

Greenfield Development

The Seniors Housing Strategy [25] identifies a range of opportunities to facilitate housing growth and diversification. A key intent is to improve the availability of housing particularly for Seniors. It includes the identification and progression of a seniors housing precinct within the NARTL Area [26]. Although the land is privately owned, the Shire can play a facilitative role by initiating scheme amendments for rezoning and seeking funding to deliver critical infrastructure to the site. The intention is to enable land owned by Parkside Group to be developed into a range of different housing and non-housing project. This could include a private aged care provider to acquire land to establish seniors housing.

There are also a number of other locations identified within the Shire of Nannup Planning Strategy earmarked for residential growth through townsite expansion. These properties would require rezoning into the residential zoning to allow for development.

Infill and Subdivision Opportunities

Townsite infill represents another avenue for growth, especially through subdivision of larger residential lots in the town centre. This could include reconfiguring 1100 m² blocks to accommodate separate properties or duplexes, depending on R-Code allowances. Ancillary dwellings also offer a flexible and low-investment opportunity to increase housing supply, particularly when used for a mix of permanent and hosted short-stay purposes.

The North Nannup area is an opportunity where subdivision may be able to occur in the future; this is pending outcomes from a bushfire risk level assessment being undertaken for the entire area. This assessment will determine whether the WA Planning Commission will permit subdivision if a strategic fire access were to be constructed. The Shire is actively seeking approval from the Department of Biodiversity, Conservation and Attractions (DBCA) and Department of Planning, Lands and Heritage (DPLH) to construct an alternative all weather emergency access to Mowen Road. Once permissions have been received, the Shire will actively pursue funding to construct the emergency access as approved by the State Agencies.

Utilising Underused Land and Supporting Services

There is potential to unlock underutilised State-owned land for housing. This includes spare hospital land, residential parcels held by agencies like WA Country Health Services (WACHS), the Department of Housing, and the Department of Biodiversity Conservation Attractions (DBCA) depot. By strategically repurposing these sites, Nannup could further diversify its housing stock and better meet community needs, particularly for seniors and essential workers. As housing supply grows, so does the viability of additional allied health services and secondary education offerings, both of which are vital to sustaining a thriving and balanced population. A particular priority is attracting trades people and builders to support construction demand and long-term economic development.

Activation of Vacant Properties

There are a significant number of properties around Wilson Street that are vacant residential land. These can be seen on Figure 15 and are mostly within the floodplain area. Several of these properties are owned by the State of Western Australia. Further exploration is needed to understand if how these lots can be activated into residential houses through consultation with Department of Water and Environmental Regulation (DWER). There may be an opportunity to promote short stay accommodation across these residential areas in the floodplain area near Wilson Street, for which the investment may not be feasible for residential use alone.

This does need further exploration prior to it being considered an appropriate strategy, however. It is suspected that insurances premiums and level of cover for properties in the floodplain risk area [33] or lack of suitable construction methodology could be inhibiting residential development in this area. Further consultation with the landowners would also help clarify the rationale of vacancy and provide a more aligned solution.



Figure 15: Vacant Residential Properties

4.2.1 Opportunities

- Discussions with landowners and stakeholders to activate underutilised parcels.
- Develop Concept Plans for key housing precincts.
- Encourage subdivision and provide information to support residents to subdivide.
- Advocate for a retirement village into Nannup.
- Sewerage Connection / Independent Sewerage System.
- Support structure plans, when reasonable, to include mixed use and residential development.
- Develop Town Centre Design Guidelines to guide desirable built form around the town centre.
- Facilitate infrastructure planning to support housing development (particularly sewerage).
- Engage with Department of Water and Environmental Regulation (DWER) to understand potential of development in floodplain areas.

- Apply for appropriate housing grants to encourage residential development on State or public land.
- Explore options for local governments borrowing funds with Western Australia Treasury Corporation to invest in residential development (considering asset appreciation and rental return).

4.3 Agriculture, Horticulture and Food Processing

Nannup and the broader South West WA are well-positioned for a sustainable agricultural development by combining innovation, natural advantages, and diversified business models. Aligning with clean-green branding, tourism synergies, and value-added production will help secure long-term regional growth.

Sustainable & Innovative Farming Models

- **Natural Farming:** Emphasises minimal human intervention, using natural cycles, composting, and zero chemical input. Applicable to boutique farms aiming for organic certification.
- **Regenerative Agriculture:** Focuses on soil health, biodiversity, and carbon sequestration. While more challenging at scale, it is viable for small to mid-sized farms and aligns with climate-conscious practices.
- **Agrivoltaics:** Co-locating solar energy with agriculture (e.g. grazing animals beneath solar panels) to maximise land utility and renewable integration.

Agricultural Intensification Strategies

To increase agricultural output and sustainability, the following methods are recommended:

- Improved crop varieties
- Efficient nutrient and water use (e.g. modern irrigation systems)
- Pest and disease control
- Mechanisation and investment in agricultural research and development
- Supportive government policies.

These strategies can enhance productivity per hectare, particularly on 10–20ha lots, which are optimal for higher-value and higher-output operations with higher inputs (labour).

High-Value Agriculture

Current production in Nannup is often low value except in some areas in Scott River where vegetables and the like are grown under irrigation. There is strong potential to pivot towards horticulture, aquaculture, and gourmet produce.

The region offers rich soils, high rainfall, and ample water storage, supporting higher value crops such as:

- Chestnuts, stone fruit, industrial hemp [24] [6]
- Avocados, truffles, and premium grapes [6]

Processing facilities in Nannup can support value-adding industries. Additionally, transport logistics and access to expanding markets (e.g. Bunbury and Vasse Farmers Markets) are crucial.

Agritourism as a Multi-Income Strategy

Agritourism combines farming with tourism, hospitality and education. These could include farm stays, fruit picking and markets, and educational programs or workshops. Local examples include Chestnut Brae, Cambray Cheese and Lavender Farm.

It enables smaller lots to be economically viable, while being productive. It can also be supported by local food trails and regional branding.

Warren Blackwood Sub Regional Growth Plan identifies the following opportunities in:

Agriculture, Horticulture and Food processing [7]:

- Investigate an investment portfolio for a multi food processing centre.
- Support produce-based festivals and the development of food trails.
- Support new and emerging agricultural initiatives such as hemp production and avocado exporting.
- Support financially viable initiatives that encourage economic sustainability in agriculture (e.g. Scott River Strategy).
- Support development of food trails connecting producers to consumer.
- Support programs which encourage agricultural business and education awareness/development.
- Promote awareness in agriculture, horticulture and associated industries of the value of the “clean, green” image of the South West, and advocate for constant vigilance and surveillance for exotic pests.

Warren Blackwood Sub Regional Growth Plan identifies the following opportunities in:

Aquaculture [7]

- Increase focus on aquaculture across the region.
- Support tourism and education development in the aquaculture sector.
- Support aquaculture export opportunities.

Land Sizes

The Shire of Nannup offers a wide distribution of agricultural land sizes. This can be seen in Figure 16 particularly referring to lots that are sized 5 hectare and above. Table 8 shows agricultural potential and a suggested use based on the lot size.

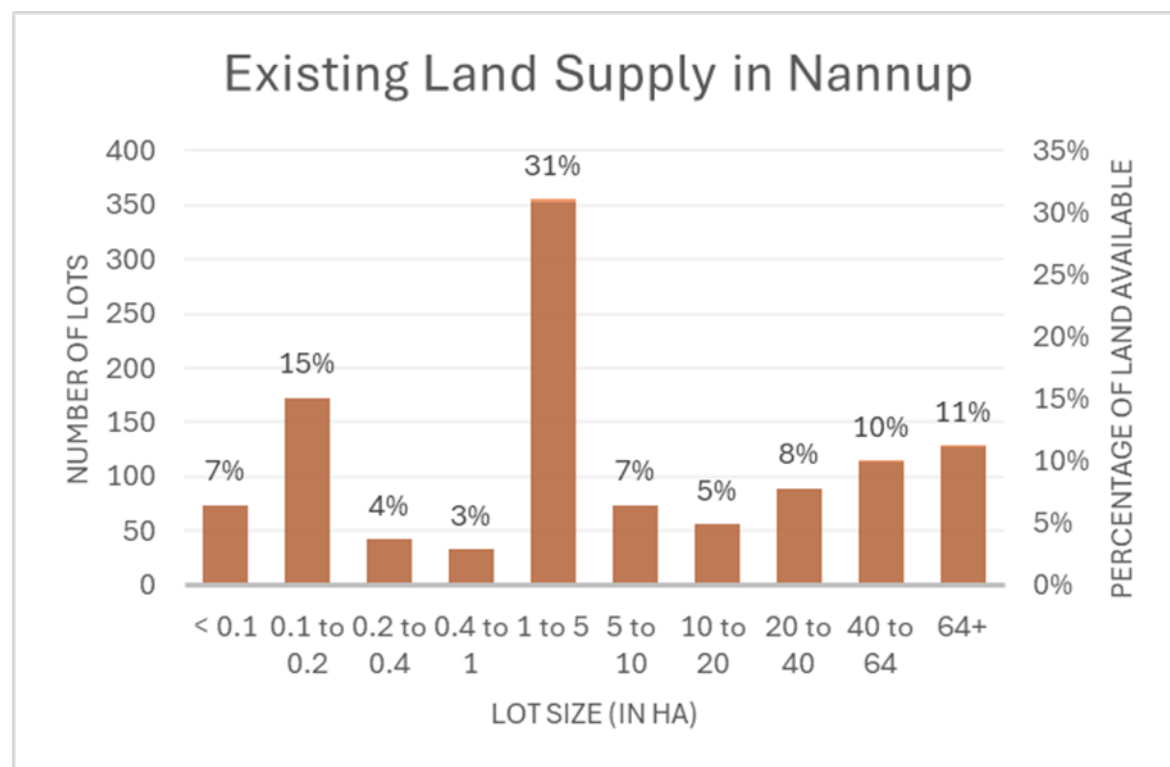


Figure 16: Existing Land Supply

Table 8: Property Size and Development Potential

Property Size	Ideal Use
< 10 ha (small lot)	Agritourism, high-value niche crops, education
10–20 ha	High-output, lower-value crops; intensive horticulture
Larger holdings	Potential for aquaculture or multi-enterprise models

National Farming Trends

Australia has a diverse agricultural sector. Figure 17 and

Figure 18 show the breakdown of value of output of commodities produced by Australian, and over the past 20 years [29].

Drivers of growth in the value of output over the past 20 years vary by sector. [29]

- **Horticulture:** Growth has been driven by productivity. Producers have improved productivity by adopting new technologies and management practices leading to strong growth in production volumes. [29]
- **Livestock:** Growth has been driven by higher prices. This reflects growing demand for protein in emerging countries and some temporary factors, such as drought in

the United States and disease outbreaks such as African Swine Fever in meat importing countries. [29]

DRAFT

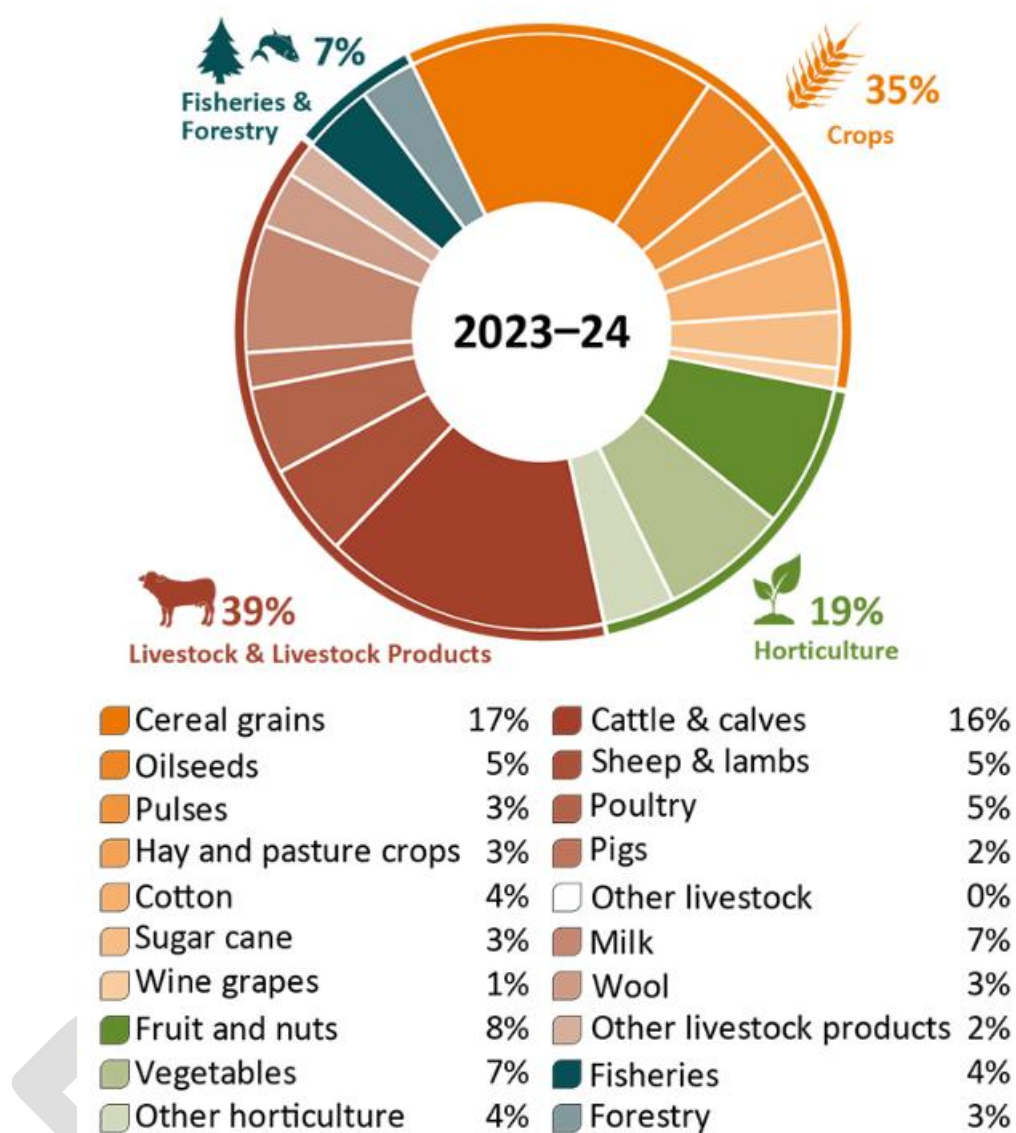


Figure 17: Agriculture, fisheries and forestry value of production, by commodity, 2023-24 [29]

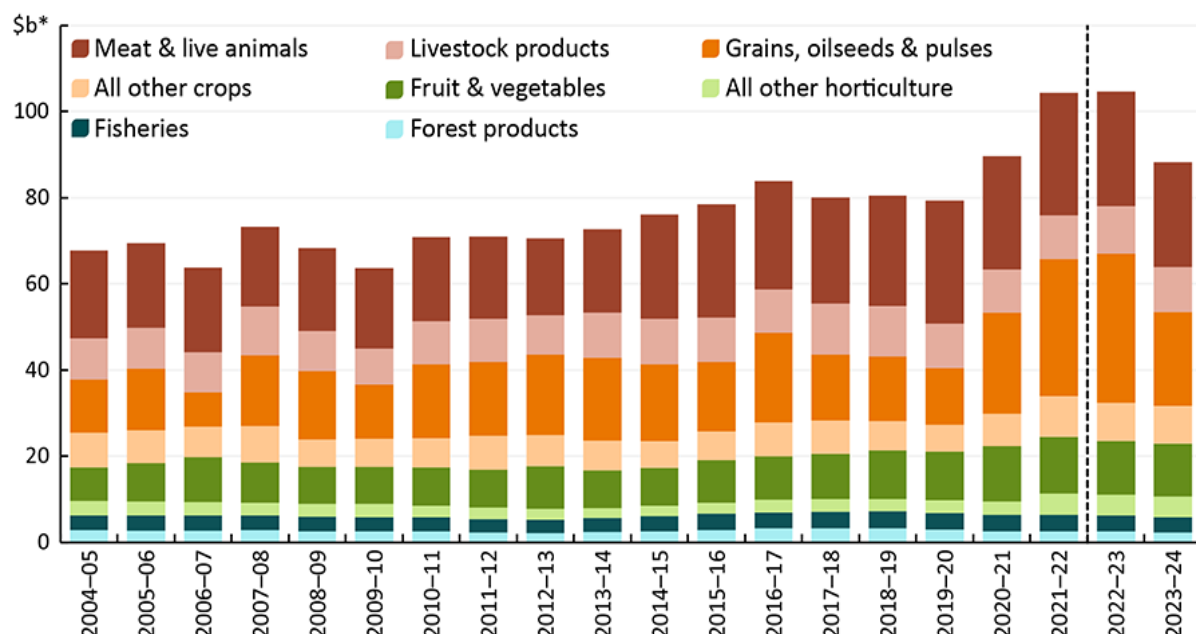


Figure 18: The value of Australian agriculture by commodity [29]

If the value of these products were to be accurately compared the land area required for production, it would clarify the agricultural pursuits with highest economic viability. In order, horticulture and aquaculture have (on average) have a much higher income potential than broad acre cropping and livestock farming. This would be valuable particularly for new investments and new people entering the agricultural market. I.e. horticultural and aquaculture would provide a higher economic output for a middle-sized block, compared to say beef and dairy farming which scale isn't achievable.

While agricultural production provides significant economic value and food security, there are also continued pressures on reducing emissions from agricultural production. While other sectors are beginning to decarbonise, the share of agricultural emissions which is relatively consistent becomes more prominent. This is shown in Figure 19. This will increase pressure on the sector to change production systems and invest to reduce emissions. The emissions from beef and dairy agriculture remains one of the largest contributors. As the world looks to sustainably progress agricultural systems, these sectors also need to transition to lower carbon options and/or lower reliance on these food sources to achieve further carbon reduction. This does provide an opportunity to further grow and improve cropping practices. This links in with the earlier definition of sustainable development, which also requires that our current production of food does not compromise future generations.

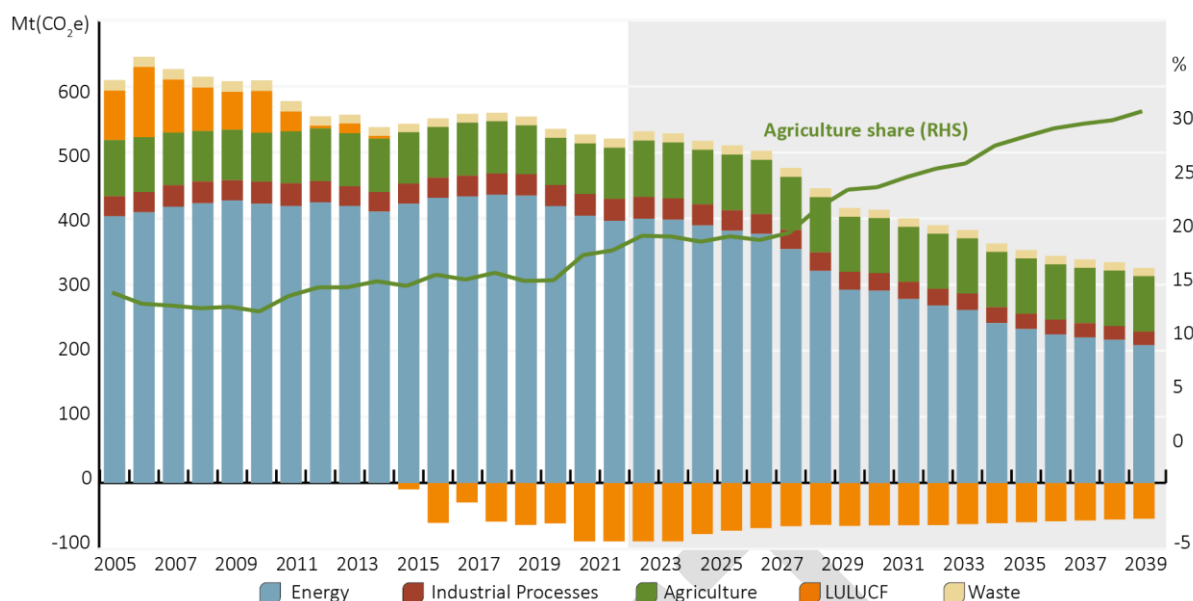


Figure 19: Annual Australian emissions and DCCEEW baseline projections, 2005–2040 [30]

4.3.1 Opportunity

- Partnerships with Universities to advance sustainable practices and innovation [6].
- Partnerships with Department of Primary Industries and Regional Development (who strive to cultivate and preserve Western Australia's agriculture, food industry, and aquatic resources while also building vibrant regional communities with flourishing economies).
- Promote peri-urban agricultural activity, especially boutique, high-value horticulture and viticulture.
- Encourage value-adding industries like food processing, particularly in industrial area, and agritourism.
- Support the development of regional food brands.
- Facilitate local events, business workshops, and school programs to foster agricultural entrepreneurship.
- Food trails and produce festivals to link local producers to tourism.
- Identify and advocate for land use policies that protect viable agricultural land in the peri-urban and rural areas.
- Facilitate events or educational activities for local agricultural businesses about diversification and intensification opportunities.
- Facilitate local food hubs and supply chains to connect producers to markets and reduce transport/logistics costs.
- Promote collocating renewable energy such as solar energy and agricultural production on the same land (defined by agrivoltaics) i.e. animals can effectively graze between solar arrays.
- Promote value adding, i.e. combining food production with tourism (farm stays, fruit picking, educational tours).

4.4 Industry Growth

Activation of Current and Future Industrial Areas

Current Industrial Area Activation: The existing industrial area can be activated through financial incentives and strategic promotion and clustering. The clustering of industries with complementary supply chains, such as local food production for restaurants or woodworking for furniture makers, can enhance efficiency and attract businesses to the area. The focus would be on expanding and improving facilities to cater to a range of industries, including manufacturing, agriculture, and agritourism.

Future Industrial Expansion: Plans to relocate key facilities, such as the DBCA and Shire depots, to the industrial area offers the potential for more integrated land use and industry consolidation. This would enhance the area's appeal for both new and existing businesses.

Caravan and Boat Storage: With increased subdivision, there is potential growth in caravan and boat storage services, catering to smaller residential lots.

Industry Types and Growth Potential

Agriculture & Agritourism: Agriculture continues to be a major industry, with growth opportunities in agritourism and value-added products like timber furniture and other light manufacturing.

Light Industry: There is a growing demand for light industrial development, including sectors like woodworking, building materials, and storage. This can also extend to prefabricated homes and timber-based construction practices.

Packing of Produce, Warehousing and Wholesale trade: As part of the expansion, the region can promote growth in wholesale trade, warehousing, and logistics. Strategic placement of these industries in the industrial area can support businesses that require packaging and transportation or storage of goods, fostering economic integration and enhancing supply chain efficiency.

Trades in Construction: A focus on trades related to lightweight timber construction and prefabricated homes could also be a growth area, particularly as demand for sustainable, replicable housing rises.

Health, Wellness, and Education

Health and Wellness Facilities: Innovative uses include transforming storage sheds in the industrial area into home offices, art studios, reading nooks, greenhouses, playhouses, meditation spaces, music rooms and outdoor kitchens. They can also be used as personal retreats for relaxation, or for hobbies like crafting or gardening. There is potential to include gyms, yoga studios, and wellness spaces within the industrial area. Careful consideration should be given to possible conflicts with general industry use.

Explore whether the Sexton Way section of the Industrial Area could become a more upmarket light industry precinct that can be showcased during events (e.g. workshops, galleries, production of local products) given the layout of the road provides a walkable loop and has proximity to the proposed development at the NARTL site.

Workshops and Craft Studios

Opportunities to promote workshops and learning spaces for arts, crafts, and woodworking. can target the growing demographic of retirees and potentially create local opportunities for skills development. By integrating educational spaces or craft workshops into industrial zones, the area could offer activities that attract residents and visitors alike.

4.4.1 Opportunity

By leveraging these strategies, local government can stimulate industry growth, create economic opportunities, and enhance the region's competitiveness on a broader scale.

- Activation of current industrial area.
- Structure Plan and rezoning of future industrial area [6].
- Consider Design Guidelines for Industrial Area that promote appeal of area, as well as create a clear, simplified process to encourage investment.
- Lobby for state funding to assist in the development of new light industrial areas [7].
- Relocating the DBCA and Shire depots to the expanded industrial area could consolidate land use.
- Consideration of rating initiatives to activate industry area.
- Attraction of trades people / builders.
- Support an international freight route through Busselton-Margaret River Airport.
- Support the renewable energy sector by promoting the development of solar and wind power infrastructure [6].
- Consider offering rating incentives for industries such as intensive agriculture, agritourism, and value-added manufacturing to attract businesses and encourage expansion within the industrial area.
- Support the development of workers accommodation for skills required in area, including health workers, and trades and construction.
- By partnering with educational institutions, the government can support trades and technical training programs, particularly those focused on sustainable building practices and renewable energy sectors.
- Promote the region's proximity to key export markets, particularly through the nearby Bunbury Port, to attract trade and investment in sectors like transport, logistics, and manufacturing.
- Align zoning regulations with strategic infrastructure development to create industry clusters. This could involve grouping related businesses together, such as food production and restaurant services, or woodworking and furniture manufacturing, to create synergies.

- Explore innovative uses for storage sheds, such as converting them into offices, studios, or personal retreats, which would support local business owners and contribute to the growth of the creative industries.
- Providing smaller or collaborative light industrial spaces for small businesses that promotes local entrepreneurship and help businesses thrive in affordable, well-connected spaces [7].

4.5 Tourism and Events Growth

Visitor Trends

The South West has the highest number of overnight visitors outside of Perth, indicating its growing appeal as a tourism destination. [6]

There is significant nature-based tourism, with the South West being recognised as one of only two biodiversity hotspots in Australia. Nannup specifically offers abundant nature-based tourism opportunities, attracting both domestic and international tourists seeking natural beauty and outdoor experiences. [6] The South West also has a vibrant annual event calendar, and nearby cities like Bunbury, Busselton, and Margaret River boast quality event facilities that support a variety of cultural and recreational activities.

Its proximity to Perth and more recently the Busselton Margaret River Airport makes Nannup an attractive option for intrastate travellers, allowing for easy access to a more rural, tranquil environment [6]. The Busselton Margaret River Airport offers direct flight routes connecting the region with Sydney and Melbourne, making it easier for interstate visitors to reach Nannup.

Government Initiatives

In Perth and Peel, the State Framework has allowed unhosted short stays up to 90 days without development approval. This is providing homeowners with the opportunity to rent their properties for short periods of the year while they are away. South West local government areas such as Shire of Capel and Shire of Dardanup (subject to final adoption) have similarly enabled unhosted short stay accommodation for up to 90 days. This enables home-owners to rent out their homes to support peak tourism while also offering moderate additional incomes for residents. This can provide financial stability for families, who can use the money to invest or trial new business ideas. A study has indicated locals also use short stay incomes to keep up with everyday living costs and renovate their properties for improved appearance [31]. This income could thus support town revitalisation.

The City of Busselton recently adopted a ban on short stay accommodation in selective residential areas, and also has a scheme amendment with the minister for planning to prohibit short stay accommodation in all residential areas. Alongside this, they City has adopted a differential rating strategy, resulting in an average 21% rate increase for holiday homes in the 2025/26 budget.

This gives Shire of Nannup some options and opportunities to consider regarding managing short stay accommodation. Nannup could consider allowing up to a maximum of 90 days in the Shire via a planning policy providing it is their primary residence, and have some dedicated areas where more than 90 days is permitted i.e. Wilson street floodplain properties that are not being activated otherwise or special tourism areas.

Accommodation Infrastructure

The Nannup Trails Hub [27] assessment has identified current gaps and future opportunities associated with Nannup becoming a trails hub. This included a range of options for short stay accommodation. A few key opportunities include:

- **Resorts and Developments:** There are multiple types of accommodation currently under consideration for Nannup, including resorts, chalet developments on rural lands, and camping opportunities.
- **Ancillary Housing:** The concept of ancillary dwellings, such as allowing residents to rent out a second home on the property, presents a flexible option for boosting tourism during peak seasons while supporting local residents.

A site selection process was undertaken as part of The Nannup Trails Hub [27] assessment to identify potential sites for new accommodation development. The site selection process identified seven priority development sites for short-stay accommodation in Table 9 and Figure 20. These sites all have characteristics that make them opportune development sites over the short-term. Some of these sites, such as the DBCA site, could also be prioritised for residential housing.

Table 9: Potential Short Stay Accommodation Sites [32]

Site	Size (ha)	Main Characteristics
Old Golf Course	17.0	<ul style="list-style-type: none"> Large, secluded site Existing utility infrastructure Natural setting for cabins or holiday park Adjacent to Tank 1 (future mountain biking trails)
Vasse Hwy North	15.9	<ul style="list-style-type: none"> Large site across three parcels Proximity to town and Blackwood River Zoned for tourism use
Tantalum Rd South	28.8	<ul style="list-style-type: none"> Large site located close to town Directly off of Brockman Hwy (across from Tank 7 & 8) Currently developing structure plan for accommodation
Asplin Rd	8.6	<ul style="list-style-type: none"> Large site, located close to town Zoned for tourism use Directly off of Brockman Hwy
Former Girl Guides	20.3	<ul style="list-style-type: none"> Large site set amongst natural setting Directly off of Brockman Hwy Existing utility infrastructure Current zoning would allow some forms of accommodation
DBCA Site	1.4	<ul style="list-style-type: none"> Large site, along the main street in town Accessible from main street, Carey St and Brockman Hwy
Kearney St	2.2	<ul style="list-style-type: none"> Large site, along the main street in town Part of the site is zoned for tourism use Total developable area is 1.4 ha Accessible from main street and Kearney St

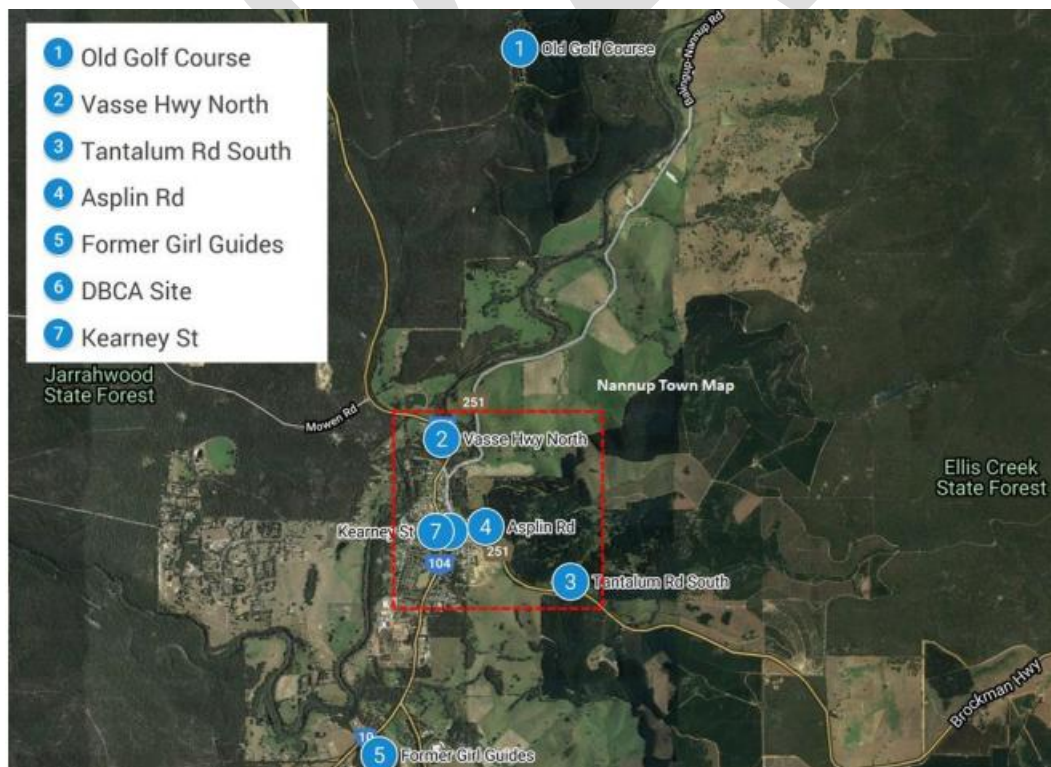


Figure 20: Short Stay Accommodation Sites

Car Parking

Aside from accommodation, parking has also been identified as a key bottleneck and opportunity to unlock tourism and event growth [20]. The Nannup Investment Prospectus identified two key areas for car parking as shown in Figure 21. As these areas are in Floodplain areas they are not considered to not attract other more valuable uses such as housing development. The Shire would benefit from taking direct control of these sites to secure them into the future. These sites could function as overflow parking, providing additional spaces for visitors near the town centre. There could also be a consideration of charging a rate for parking for these sites during events to recover costs from visitors.

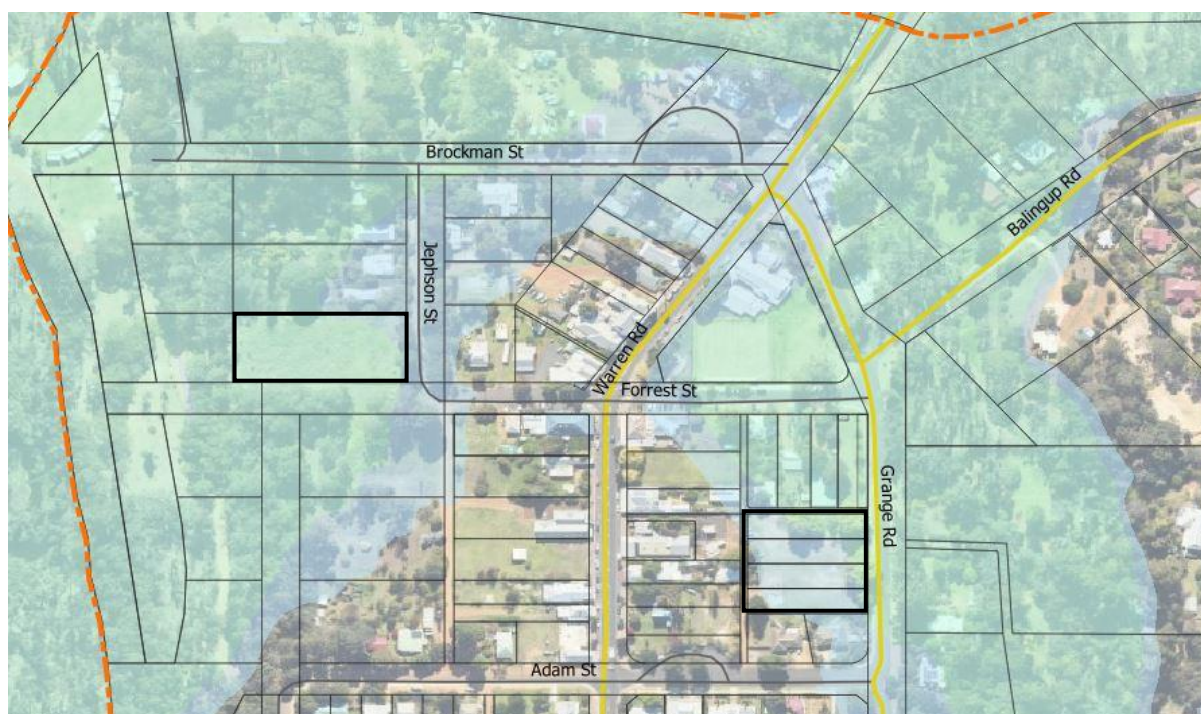


Figure 21: Car Parking Activation [24]

4.5.1 Opportunities

By addressing the key bottlenecks in accommodation and infrastructure and focusing on niche offerings like eco-tourism and agricultural experiences, Nannup can position itself as a key player in the South West's tourism landscape.

- Invest in tourism infrastructure like trails, signage, parking.
- Consider creating a specific tourism zone west of the Tank 7 Mountain Bike Track to facilitate developments such as breweries, backpackers' hostels, and other tourism-related infrastructure.
- Support the GeoPark development.
- Explore east-west connections across town, improving access to the Tank 7 Mountain Bike Park and creating better routes for cyclists and hikers.
- Work with State government agencies to identify and support permissible recreational activities on inland, open water bodies (eg: Lake Jasper) [7].

- Actively pursue the removing of bottlenecks that currently limit event revenue i.e. Accommodation and parking.
- Encourage the introduction of a bicycle support service (repair, maintenance, and sales) to address the needs of cycling tourists and complement the growing number of cycling trails.
- Encourage private investment into shuttle services (particularly around peak times) to various destinations in town, or from regional centres to Nannup, to make it easier for visitors to access different sites around Nannup without needing personal transportation.
- Develop a variety of visitor accommodation options across the Shire of Nannup.
- Encourage the expansion of the Nannup Caravan Park and introducing new holiday parks to cater to diverse needs, from tiny homes to larger family setups [32].
- Support events and festivals that attract both day-trippers and overnight visitors.
- Encourage tourism product development—eco-tourism, wellness, food & wine experiences.
- Explore Nannup’s position on short stay accommodation and adopt any policy changes to new residential areas upfront so that the buyers have clear expectations and transparency.
- Connection to the Wadandi Track (on the coast) offers opportunities to develop regional connections to the coast, enhancing Nannup's tourism appeal as a base or gateway to exploring the Warren Blackwood Region. [33]
- Seek funding for regional road upgrade projects like Graphite Road connecting to Manjimup to and Brockman Highway to Bridgetown.
- Explore the opportunity to promote recreational fishing for rainbow trout, freshwater cobbler and redfin perch, as another nature based experience (i.e. Blackwood River, Barrabup Pool, Lake Jasper) [34]. Department of Primary Industries and Regional Development are understood to stock Donnelly River with trout.

4.6 Commercial Growth / Business Attraction

Support for Small Businesses:

The current small business culture and recent reforms in 2022 has shown an increased number of non-employing businesses entering the market. A subsequent area of focus could be supporting these businesses and smaller to medium businesses to grow. This could be supporting businesses to be trade ready and access broader markets by partnering with the Nannup Chamber of Commerce and Industry.

Similarly, there is a need to encourage small business growth especially in health-related services such as home care, gardening, transport, and IT support to align with the aging population’s needs.

Future commercial growth can align with broader regional priorities in environment, housing, retail, services, creative industries, and sustainability, as outlined in the Nannup Investment Prospectus. [24]

The Regional Futures Strategy (2024-25), highlights several strategies for Retail Space Revitalisation [5]:

- Reimagining CBDs to become community-focused, experience-driven hubs.
- Activating upper floors of shopfronts to boost town centre living and shift lifestyle dynamics.
- Promoting pop-up and casual uses of empty commercial spaces.
- Enhancing public spaces with street art, street furniture, and cultural storytelling.
- Improving the pedestrian experience through traffic calming and walkability.
- Greening the urban centre to reduce heat and create a more inviting atmosphere.

Infill and Activation of Vacant Properties

There are visible opportunities for commercial infill, particularly around the town centre. A map of vacant commercial lots highlights potential for new commercial activity along Warren Road is shown in Figure 22.



Figure 22: Vacant Commercial Properties

4.6.1 Opportunity

- Activate walking precincts with accessible crossing points, more fit for purpose toilets, and community activation spaces.
- Engage with Anglican Church to seek a potential lease over the land behind the Anglican Church (Corner of Adam Street and Warren Street and laneway) to activate this as community space and facilitate public toilets at this end of town.
- Provide targeted incentives and support for business attraction in CBD.
- Maintain the friendly small business culture by streamlining planning and approvals to reduce delays for commercial developments.
- Maintain Nannup's investment prospectus material showcasing commercial opportunities.
- Encourage a bike repair shop, or similar, to establish in the Town Centre to support the cycling activities.
- Support main street revitalisation projects in town centres aligning to local planning policies in place to encourage heritage and character.
- Implement a Buy Local program to stimulate local commerce.
- Build partnerships with real estate and business chambers to identify and promote investment-ready sites.
- Develop Town Centre Design Guidelines to guide desirable built form around the town centre.
- Encourage activation of Mainstreet vacant land and vacant shops by exploring options such as differential rate to promote use.

4.6.2 Investment Ready

The Shire of Nannup has already developed key rationale for investing in Nannup, and an investment friendly approach [24]. The Strategic Community Plan also identified that the community are generally very supportive of investment [18]. Figure 23 clarifies the unique opportunity that Nannup offers.

10 REASONS TO INVEST IN NANNUP



- 1 Enormous potential. Nannup is on the cusp of a transformation into a Trail Town, that will see an increase in visitors, residents, and investment.
- 2 Nannup is open to opportunities. The Shire is actively seeking to support investment and development. With a diverse range of industry and a wide array of opportunities, the future is yours to create.
- 3 Forward thinking. Nannup is perfectly poised for growth, with opportunities for premium produce, aged care, tourism, renewable industries, and creative arts.
- 4 Nature's hotspot. There's nowhere like Nannup to connect with nature in the vast forests and peaceful rivers that surround our beautiful town.
- 5 Getting noticed. There is significant investment coming into Nannup from the State and Federal Government, as well as businesses and investors seeing the opportunity to be part of the exciting future ahead.
- 6 Adventure awaits: Nannup Tank 7 Mountain Bike Park will create a myriad of new opportunities for adventure minded visitors.
- 7 Heart of the South West. Nannup is the ideal location for business, located in the centre of the region with easy access to regional centres and the Margaret River-Busselton Airport is 30 minutes away.
- 8 Vibrant and thriving. Nannup is home to some of the best festivals and events in the South West region. There's always something happening in Nannup.
- 9 Unique character and charm. Our town has a unique historic charm and style that we're proud of and that visitors and residents love. Our Main Street is one of a kind, and you can be part of our story by choosing to invest in Nannup.
- 10 The time is now. It will never be more affordable to invest in starting a business in Nannup, or to invest in developing a key site.

The Shire of Nannup can guide you through your journey to create opportunity in Nannup. Creative and collaborative investment that enhances the lives of our communities and meet the needs of our visitors will be warmly welcomed and supported.

Figure 23: Reasons to Invest in Nannup [24]

5.0 Infrastructure Projects

Improved infrastructure also plays a critical role in enhancing visitor appeal. A well-connected, accessible, and attractive town encourages more people to visit, stay longer, and spend more boosting the local tourism economy. A stronger visitor economy in turn supports local businesses, creates jobs, and broadens the town's economic base, making it more resilient and vibrant for those who live here.

5.1 Context Map

There are three distinct precincts which are proposed for redevelopment. This can be seen on Figure 24. The three precincts include:

- Town Centre Precinct
- Brockman Street Precinct
- Recreation Centre Precinct .

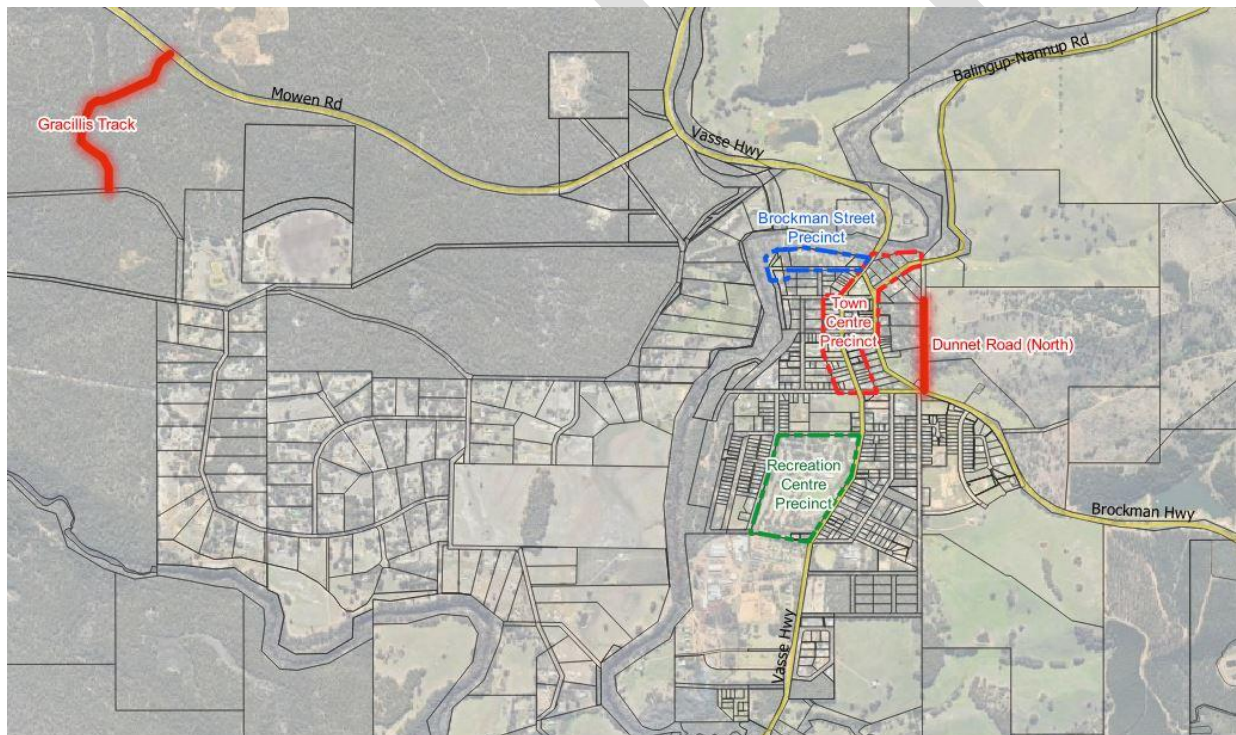


Figure 24: Local Precincts Map

5.2 Core Infrastructure

5.2.1 Digital Connectivity

Digital connectivity is a growing concern for the South West and particularly in Nannup. Connectivity demands are ever increasing and are an integral part of most people's lives. There are two components – the first being internet connectivity and the second being mobile cellular connectivity.

This infrastructure is under growing pressure with the permanent population in Nannup but is amplified during events and holiday periods.

A report that analysed infrastructure needs to prepare Nannup for major events, identified the benefit of a public Wi-Fi setup in the intensive areas where events are held [20]. As a result, there was a public Wi-Fi system designed that covered the Recreation Precinct to cover Music Festival camping and the emergency evacuation precinct. A portable high-speed internet trailer was also identified to improve connectivity during major events by offering a portable option plus having a secondary benefit for emergency command posts during emergencies where cellular is not available. Wi-Fi antenna clusters will be installed around both the Recreation Centre and the Brockman Street Precinct to distribute the internet signal across these areas. During events, the trailer will be deployed in the Brockman Street Precinct. Together, these components will provide reliable internet coverage throughout the areas when it's most needed to take the pressure from the mobile network.

Table 10: Cost of Digital Connectivity [20]

Precinct/Infrastructure	Cost (\$)	Source/Note
Core Infrastructure		
Telecommunications and Mobile High Speed Internet Trailer (Public Wi-Fi)	\$417,000	Younify (2025)

Cellular tower upgrades are the other component of the digital connectivity that requires upgrading in Nannup. This is the responsibility of telecommunication companies, and the Shire will continue to lobby for these to be upgraded.

5.2.2 Sewerage and Water Capacities

Nannup's ability to grow is impacted directly by the water and sewerage capacity of the existing reticulated Watercorp infrastructure network.

To better manage wastewater from major events, a Bioreactor Wastewater Treatment Facility would be established. This type of facility allows for onsite treatment of wastewater by utilising biological processes, primarily bacteria, to break down organic matter and pollutants in wastewater. This is combined with membrane filtration to further purify the water and separate solid waste. The process involves a bioreactor, where bacteria consume contaminants, followed by membrane filtration to remove remaining solids and impurities. The resultant 'cleaned' water is then utilised for irrigation onto public open spaces. The process does not produce foul odours, utilise harsh chemicals or provide any environmental damage. The system is modular, which means that it can easily be expanded in the future to meet future potential demand. This water recycling technology has been proven at an existing facility in Witchcliffe that supports a large housing development.

Specifically, the Bioreactor Wastewater Treatment Facility would include:

- Advanced secondary treatment suitable for irrigation of the Nannup Golf Course.
- Designed to be aesthetically acceptable to the environment of Nannup.
- No odour emissions.
- A modular design that can be progressively expanded.
- Power neutral (solar with battery storage).
- Initial capacity 20kL/d with expansion capability to 200kL/d in stages.
- Ability to accept K210 tanker waste.

The facility would be located at the southern boundary of the Nannup Golf Course (on land already designated for wastewater treatment) (Figure 26) and the almost 2,800 sqm would provide plenty of space to accommodate the proposed solution. This location adjacent to the Nannup Timber Mill site also means that the facility could be utilised to service the future demand for wastewater from the proposed NARTL (timber mill site) redevelopment area.



Figure 256: Proposed Bioreactor Wastewater Treatment Facility

Table 11: Cost of Sewerage Capacity [20]

Precinct/Infrastructure	Cost (\$)	Source/Note
Core Infrastructure		
Bioreactor Wastewater Treatment Facility	\$2,738,000	TMC Water Recycling (2025)

5.3 Town Centre Precinct (TCP)

The infrastructure upgrades across the Town Centre Precinct aim to enhance functionality during major events and improve liveability for residents. The upgrades are marked on Figure 26. A key component is the new Grange Road Carpark, providing approximately 60 parking spaces to cater for events and peak periods. Improved pedestrian connectivity through new and upgraded footpaths linking Main Street, Brockman Street, and Balingup-Nannup Road will increase accessibility. Enhanced street lighting on Grange Road and Main Street will improve safety and usability of these footpaths. New public toilets would also be a beneficial infrastructure nearby the carpark.

Additional upgrades include renovations to the old Town Hall, featuring a new heating and cooling system, curtains, and expanded public toilets, making the venue more suitable for events. Drainage improvements at the village green will increase its usability for gatherings. A pedestrian bridge along Balingup-Nannup Road from the overflow caravan park will further increase connectivity. Further costs can be found in Table 12. These infrastructure additions within the town centre will be completed with new entry statements, enhancing Nannup's appeal and sense of arrival.



Figure 26: Town Centre Precinct Concept Map [20]

Table 12: Cost of Town Centre Precinct Upgrades [20]

Precinct/Infrastructure	Cost (\$)	Source/Note
Town Centre Precinct		
Grange Road Carpark	\$608,000	Rawlingsons (2025)
Balingup-Nannup Road Footpath	\$140,000	Rawlingsons (2025); Davbridge (2025)
Public Toilet Upgrade	\$502,000	Rawlingsons (2025)
Nannup Entry Statement	\$100,000	Wayfound (2025)
Street Lighting Upgrade	\$154,000	Rockhampton (2025); Drive (2025)
Village Green Drainage and Electrical	\$83,000	Rawlingsons (2025)
Town Hall Upgrades	\$140,000	Shire of Nannup (2025)
Footpath Improvements	\$150,000	Shire of Nannup (2025)
Total	\$1,877,000	

5.4 Brockman Street Precinct (BSP)

The area depicted by Figure 27 along Brockman Street has been considered a Festival Street Precinct. The proposed infrastructure upgrades along Brockman Street as mentioned Table 13 aim to transform the area into a well-equipped major events precinct. Key improvements include the installation of a high voltage power capabilities, a new transformer, and distributed power outlets integrated into new street lighting poles every 30 metres. This would also support public Wi-Fi through antenna clusters. Underground power reticulation will extend to both the Caravan Park and a temporary camping area near the Amphitheatre, enabling powered accommodation sites and eliminating the need for diesel generators during events. This would be reducing both costs and environmental impact.

Supporting infrastructure includes new water tanks and pumps to supply event and accommodation areas, a sewer connection to the Bioreactor Wastewater Treatment Facility, and improved wastewater management for temporary toilets. Enhancements also include redevelopment of public toilets (potentially connected to the bioreactor system for continuous flow), and general streetscaping such as landscaping and street furniture. Together, these upgrades will enhance the precinct's capacity to host major events while improving year-round amenities for residents and visitors.



Figure 27: Brockman Street Precinct Concept Map [20]

Table 13: Cost of Brockman Street Precinct Upgrades [20]

Precinct/Infrastructure	Cost (\$)	Source/Note
Brockman Street Precinct		
Power Infrastructure Upgrade	\$800,000	3E Consulting Engineers (2025)
Water Supply Upgrades	\$45,000	ASC Tanks (2025); West Coast Poly (2025); Mr Retic (2025)
Street re-sealing, curbs and gutters	\$240,000	Shire of Nannup (2025)
Streetscape Upgrades	\$747,000	Astra Street Furniture (2025)
Stage Replacement and Shade Upgrade	\$400,000	Nannup Music Festival (2025)
Shelter Upgrades and Replacement	\$320,000	Greenline (2025)
Public Toilet Upgrade	\$381,000	Rawlingsons (2025)
Total	\$2,933,000	

5.5 Recreation Centre Precinct (RCP)

The Recreation Centre Precinct, as depicted in Figure 28 is proposed to have significant infrastructure upgrades to enhance its functionality. It is currently used as a temporary accommodation site for up to 2,300 people during major events. Key improvements to the Recreation Centre itself include the redevelopment of the public toilets with showers, an upgraded canteen converted into a commercial kitchen, improved audio/visual equipment, and fibre installation to support town-wide public Wi-Fi. These enhancements will increase the centre's capacity to support both large-scale events and smaller community functions. The existing water supply, currently used to support temporary camping, will need to be expanded to meet increased demand without impacting the town's residential supply.

Near the Golf Course, formal amenity nodes will be established to service temporary accommodation with water, power, and wastewater connections (linked to the proposed Bioreactor Wastewater Treatment Plant). These nodes will support temporary toilets and showers, significantly improving comfort and hygiene for visitors. Additional upgrades include expanded car parking for event attendees and emergency services, a new amphitheatre, and installation of Wi-Fi poles to ensure mobile connectivity. This would be crucial for both major events and emergency response during disasters. The costs of the upgrades are summarised in Table 14.



Figure 28: Recreation Centre Precinct Concept Map [20]

Table 14: Cost of Recreation Centre Precinct Upgrades [20]

Precinct/Infrastructure	Cost (\$)	Source/Note
Recreation Centre Precinct		
Public Toilet Upgrade	\$557,000	Rawlingsons (2025)
Commercial Kitchen	\$67,500	Canopy Fitouts (2025)
Water Supply Upgrades	\$42,000	West Coast Poly (2025); Tankmaster (2025)
Create Visitor Amenity Nodes	\$216,000	Mr. Retic (2025)
Carparking Upgrade	\$680,000	Rawlingsons (2025)
IT Infrastructure Upgrade	\$10,000	Younify (2025)
Recreation Centre Upgrades	\$104,000	Shire of Nannup (2025)
Additional (Overflow) Carpark	\$333,000	Rawlingsons (2025)
Total	\$2,009,500	

5.6 Roads and Tracks

This section covers three key regional linkages as shown in Figure 29, and two local roads to unlock further development as shown on Figure 24. It is acknowledged that there are many more trail and track opportunities that are not covered. This section does not negate the importance of other trail opportunities; it simply brings to the forefront some of the road and connections that could be most impactful to contributing to economic development. Further reviews of this document, where more time is permitted, are suggested to explore and consolidate some of the other trail opportunities. Further details of these can be found on the Shire of Nannup's website under the Trail Town Journey and Nannup Cycling Master Plan [35].

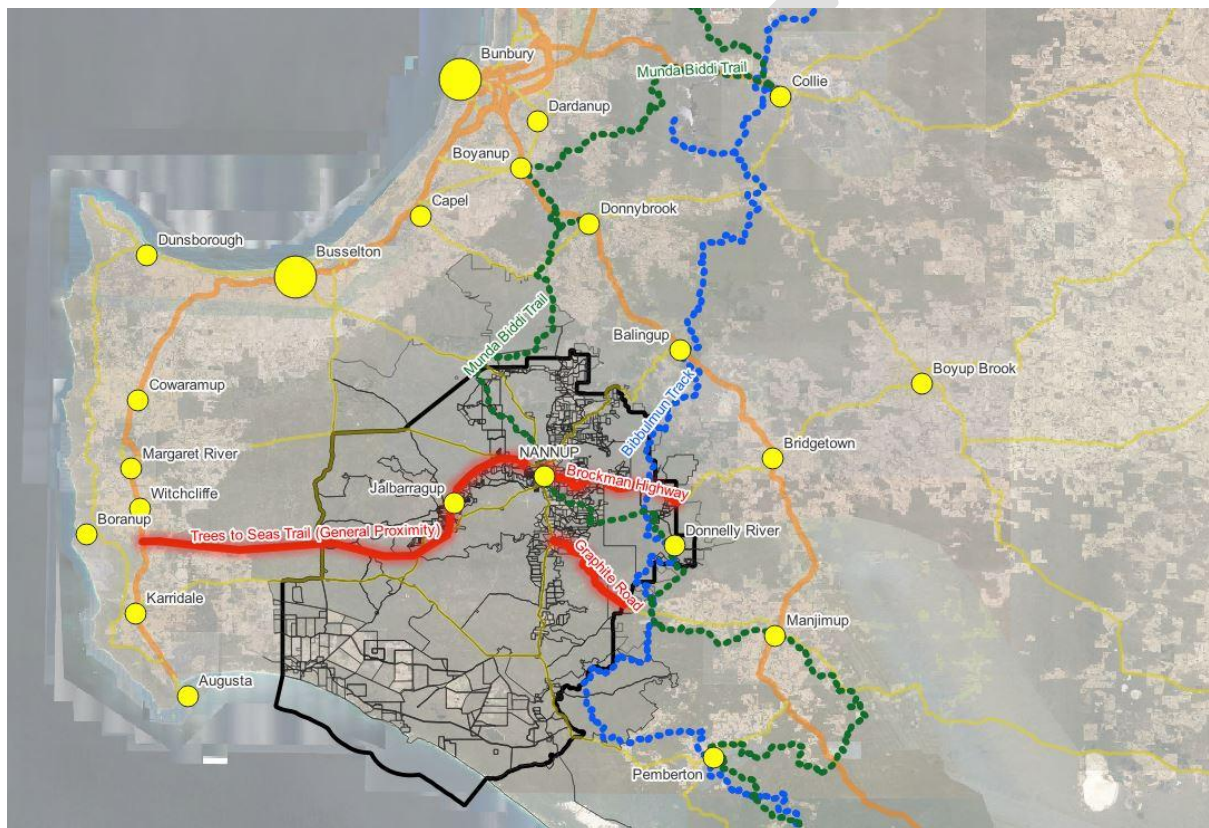


Figure 29: Regional Linkages Map

5.6.1 Upgrade Graphite Road

The proposed upgrade to Graphite Road, which links Nannup and Manjimup, involves widening and surface improvements across the entire section within the Shire of Nannup. Aimed to have short-term implementation, this upgrade seeks to enhance freight efficiency by providing a free-flowing major route that reduces heavy vehicle traffic on local roads [5]. By improving connectivity on this key transport corridor, the project will support industry and ensure the uninterrupted flow of traffic to boost business competitiveness [5].

5.6.2 Upgrade the Brockman Hwy

The proposed upgrade to Brockman Highway, which links Nannup and Bridgetown, involves widening and surface improvements across the entire section within the Shire of Nannup. Aimed to have medium-term implementation, this upgrade seeks to enhance freight efficiency by providing a free-flowing major route that reduces heavy vehicle traffic on local roads [5]. By improving connectivity on this key transport corridor, the project will support industry and ensure the uninterrupted flow of traffic to boost business competitiveness [5].

5.6.3 Trees to Sea Trail Connection

The proposed 'Trees to Sea Trail' [35] would create a pivotal connection to connect in with the Wadandi Track in Boranup to Nannup. The Wadandi track is a well-known coastal track ('Rails to Trails') which is proposed to be expanded from Augusta to Busselton. The connection from Boranup to Nannup would formalise existing forest trails and firebreaks to create a 108 km route linking Boranup's Wadandi Track to Nannup [36]. This trail would significantly enhance access from the coast to Nannup, opening new opportunities for tourism and visitor flow into the town. The track offers diverse landscapes, including karri and jarrah forests, farmland, and river frontage [36]. The route could form part of a broader long-distance cycling loop connecting Busselton, Margaret River, and Nannup. By linking with established and proposed trails such as the Wadandi Track, Munda Biddi Trail, and Ruabon-Tutunup rail corridor, it would support a 200-kilometre multi-day touring experience [36]. It also has potential to form part of a larger Blackwood Valley Trail connecting the coast to Nannup, Bridgetown and Boyup Brook (a concept which is discussed further in the Warren Blackwood 2050 Cycling Strategy).



Figure 30: South West Cycling Connections [36]

5.6.4 Develop Dunnet Road North

The Dunnet Road North upgrade involves reconstructing, widening, and sealing the remaining 500 metres of the road. The cost is expected to be \$750,000. This project will complete the road connection to support planned development in the eastern portion of the Nannup townsite. The upgrade will also improve access for buses and pedestrians, serving as a key link between residential growth areas (such as Folly Road) and the nearby resort property. A portion of the road has already been sealed from the north end, and this project would complete the necessary infrastructure.

5.6.5 Gracillis Track

Gracillis Track is identified as a strategic bushfire route for the Barrabup area (known as North Nannup). The proposal is to construct an all-weather 1km gravel surface with culverts as a secondary escape route from Barrabup Road to Mowen Road for community fire safety. It will also act as a strategic firebreak for the North Nannup community. Around 250-350 residents reside in the area and currently have only one safe exit in emergencies within the area. The Shire is currently seeking approvals from the WA Government to undertake the project and is also seeking funding for its construction. Preliminary discussions with State Agencies indicate that construction will only be permitted within the existing disturbed footprint, however a wider surface is continuing to be discussed. The project includes a new culvert across a registered Aboriginal Cultural Heritage (ACH) area, this culvert will improve the current degradation that exists via vehicle movements currently occurring in the area.

The Shire intends to undertake a Level 3 Bushfire Risk Assessment of the North Nannup area in conjunction with the planning for Gracillis Track which will determine the possibilities of the area for subdivision post the establishment of the emergency escape route.

6.0 Implementation Plan

Table 15: Implementation Plan

Action	Timeline		
	1-5 years	5-10 years	10-15+ years
HOUSING GROWTH			
Discussions with landowners and stakeholders to activate underutilised parcels	✓	✓	
Develop Concept Plans for key housing precincts	✓		
Encourage subdivision and provide information to support residents to subdivide	✓		
Advocate for a retirement village into Nannup	✓		
Sewerage Connection / Independent Sewerage System		✓	
Support structure plans, when reasonable, to include mixed use and residential development	✓	✓	
Develop Town Centre Design Guidelines to guide desirable built form around the town centre	✓		
Facilitate infrastructure planning to support housing development (particularly sewerage)	✓	✓	
Encourage activation of vacant residential land by exploring differential rate or incentives such as short stay accommodation to promote construction	✓		
AGRICULTURE PURSUITS, AGRITOURISM AND FOOD PROCESSING			
Partnerships with Universities to advance sustainable practices and innovation [6]		✓	✓
Partnerships with Department of Primary Industries and Regional Development (who strive to cultivate and preserve Western Australia's agriculture, food industry, and aquatic resources while also building vibrant regional communities with flourishing economies)	✓		
Promote peri-urban agricultural activity, especially boutique, high-value horticulture and viticulture.	✓	✓	
Encourage value-adding industries like food processing, particularly in industrial area, and agritourism.	✓	✓	
Support the development of regional food brands		✓	

Facilitate local events, business workshops, and school programs to foster agricultural entrepreneurship.		✓	
Food trails and produce festivals to link local producers to tourism.		✓	
Identify and advocate for land use policies that protect viable agricultural land in peri-urban and rural areas.		✓	
Facilitate events or educational activities for local agricultural business about diversification and intensification opportunities		✓	
Facilitate local food hubs and supply chains to connect producers to markets and reduce transport/logistics costs.		✓	✓
Promote collocating renewable energy such as solar energy and agricultural production on the same land (defined by agrivoltaics) i.e. animals can effectively graze between solar arrays		✓	
Promote value adding, i.e. combining food production with tourism (farm stays, fruit picking, educational tours.)	✓	✓	
INDUSTRY GROWTH AND ACTIVATION			
Activation of current industrial area	✓	✓	
Structure Plan and rezoning of future industrial area [6]	✓	✓	
Lobby for state funding to assist in the development of new light industrial areas [7]	✓	✓	
Relocating the DBCA and Shire depots to the expanded industrial area could consolidate land use			✓
Consideration of rating initiatives to activate industry area	✓		
Attraction of trades people / builders	✓		
Support an international freight route through Busselton-Margaret River Airport		✓	✓
Support the renewable energy sector by promoting the development of solar and wind power infrastructure [6].		✓	
Considering offering rating incentives for industries such as intensive agriculture, agritourism, and value-added manufacturing could attract businesses and encourage expansion within the industrial area.	✓		
Support the development of workers housing for skills required in area, including health workers, and trades and construction.	✓	✓	

By partnering with educational institutions, the government can support trades and technical training programs, particularly those focused on sustainable building practices and renewable energy sectors.		✓	
Promote the region's proximity to key export markets, particularly through the nearby Bunbury Port, to attract trade and investment in sectors like transport, logistics, and manufacturing.	✓	✓	
Align zoning regulations with strategic infrastructure development to create industry clusters. This could involve grouping related businesses together, such as food production and restaurant services, or woodworking and furniture manufacturing, to create synergies.		✓	
Explore innovative uses for storage sheds, such as converting them into offices, studios, or personal retreats, which would support local business owners and contribute to the growth of the creative industries.		✓	
Providing smaller or collaborative light industrial spaces for small businesses can promote local entrepreneurship and help businesses thrive in affordable, well-connected spaces. [7]	✓	✓	
TOURISM AND EVENTS GROWTH			
Invest in tourism infrastructure like trails, signage, parking	✓	✓	
Consider creating a specific tourism zone west of the Tank 7 Mountain Bike Track to facilitate developments such as breweries, backpackers' hostels, and other tourism-related infrastructure.		✓	
Support the GeoPark development	✓	✓	
Explore east-west connections across town, improving access to the Tank 7 Mountain Bike Park and creating better routes for cyclists and hikers.		✓	
Work with State government agencies to identify and support permissible recreational activities on inland, open water bodies (eg: Lake Jasper). [7]		✓	
Actively pursue the removing of bottlenecks that currently limit event revenue i.e. Accommodation and parking	✓	✓	
Encourage the introduction of a bicycle support service (repair, maintenance, and sales) could address the needs of cycling tourists and complement the growing number of cycling trails.	✓		

Encourage private investment in to shuttle services (particularly around peak times) to various destinations in town, or from regional centres to Nannup, to make it easier for visitors to access different sites around Nannup without needing personal transportation.	✓		
Develop a variety of visitor accommodation options across the Shire of Nannup.	✓	✓	
Encourage the expansion of the Nannup Caravan Park and introducing new holiday parks would cater to diverse needs, from tiny homes to larger family accommodations [32]	✓	✓	
Support events and festivals that attract both day-trippers and overnight visitors.	✓	✓	✓
Encourage tourism product development—eco-tourism, wellness, food & wine experiences.	✓	✓	
Explore Nannup's position on short stay accommodation and adopt any policy changes to new residential areas upfront so that the buyers have clear expectations and transparency.	✓		
Connection to the Wadandi Track (on the coast) offers opportunities to develop regional connections to the coast, enhancing Nannup's tourism appeal as a base or gateway to exploring the Warren Blackwood Region. [33]		✓	✓
Seek funding for regional road upgrade projects like Graphite Road connecting to Manjimup to and Brockman Highway to Bridgetown.		✓	
COMMERCIAL GROWTH / BUSINESS ATTRACTION / CULTURE			
Activate walking precincts with accessible crossing points, more fit for purpose toilets, and community activation spaces (e.g. Corner of Adam Street and Warren Street behind the Anglican church).	✓		
Provide targeted incentives and support for business attraction in CBD	✓	✓	
Maintain the friendly small business culture by streamlining planning and approvals to reduce delays for commercial developments.	✓	✓	✓
Maintain Nannup's investment prospectus material showcasing commercial opportunities.	✓		
Encourage a bike repair shop, or similar, to establish in the Town Centre to support the mountain biking and on road cycling activities	✓		
Support main street revitalisation projects in town centres	✓	✓	
Implement a Buy Local program to stimulate local commerce.	✓		
Build partnerships with real estate and business chambers to identify and promote investment-ready sites.	✓		
Develop Town Centre Design Guidelines to guide desirable built form around the town centre	✓		

Encourage activation of Mainstreet vacant land and vacant shops by exploring options such as differential rate to promote use	✓	✓	
CORE AND STRATEGIC INFRASTRUCTURE PROJECTS			
Digital Connectivity - Public WiFi	✓		
Bioreactor Wastewater Treatment Facility		✓	
TCP - Pedestrian bridge across Vasse Highway			✓
TCP - Grange Road Carpark	✓		
TCP - Balingup-Nannup Road Footpath	✓	✓	
TCP - Public Toilet Upgrade	✓	✓	
TCP - Nannup Entry Statement	✓	✓	
TCP - Street Lighting Upgrade	✓	✓	
TCP - Village Green Drainage	✓	✓	
TCP - Town Hall Upgrades	✓	✓	
TCP - Footpath Improvements	✓	✓	
TCP - Grande Road Carpark	✓	✓	
BSP - Power Infrastructure Upgrade		✓	
BSP - Water Supply Upgrades		✓	
BSP - Public Wi-Fi System		✓	
BSP - Streetscape Upgrades		✓	
BSP - Stage Replacement and Shade Upgrade		✓	
BSP - Shelter Upgrades and Replacement		✓	
BSP - Public Toilet Upgrade		✓	
RCP - Public Toilet Upgrade	✓	✓	
RCP - Commercial Kitchen	✓	✓	
RCP - Water Supply Upgrades	✓	✓	
RCP - Create Visitor Amenity Nodes	✓	✓	
RCP - Public Wi-Fi System	✓	✓	
RCP - Carparking Upgrade	✓	✓	
RCP - IT Infrastructure Upgrade	✓	✓	

RCP - Recreation Centre Upgrades	✓	✓	
RCP - Additional (Overflow) Carpark	✓	✓	
RCP - Amphitheatre	✓	✓	
Upgrade Graphite Road which links Nannup to Manjimup (short term)		✓	✓
Upgrade Brockman Highway which links Nannup to Bridgetown (medium term)		✓	✓
Trees to Sea Trail Connection		✓	✓
Develop Dunnet Road North to support development East of Nannup townsite	✓	✓	
Develop Gracillis Track to unlock development West of Nannup	✓		

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