



NANNUP INVESTMENT PROSPECTUS



Pickle O

Season of Nourish

MEALS

DEVON TEA

Health Food Cafe
Organic
Fair Trade Coffee
Homemade Cakes
& Scones
Vegetarian, Vegan &
Gluten Free options
Open Dining

ATM

Pickle O
Coffee

Cafe
Open

Gard
Din
O



EXECUTIVE SUMMARY

The Shire of Nannup is a unique township. With rich natural soils, stunning landscapes, world-renowned creative festivals, a strong and engaged local community and a robust local economy, Nannup (meaning “Stopping Place” in Noongar language) is at the heart of the South West - and somewhere worth stopping. Together, we want to see Nannup grow to its full potential.

With a diverse economic foundation with a range of established sustainable industries, Nannup’s central location, pristine environment and thriving township make it ripe for gainful investment.

In Nannup the local population is rising, thanks to a robust local economy from the region’s most lucrative industries: Manufacturing, Agriculture, Forestry and Fishing and Construction.

Tourism is also increasing, with recent significant state and federal funding into the Shire. On the cusp of becoming a certified Trail Town and with multiple other current and future developments in place, investors into the Shire of Nannup can choose from a diverse offering of sustainable opportunities.

Investing in Nannup means investing in the potential of a town that is ripe for continued growth. The Shire is poised to become a hub for investment in premium produce, aged care, tourism, renewable technology and the creative arts.

The Shire of Nannup is looking for investors that are value-aligned and share a goal to progress the township into a thriving natural hotspot of tourism, sustainability and creativity.

Let’s explore the Heart of the South West.

Photography:

- 1 Daniela Tommasi Photography
- 2 Frances Andrijich
- 3 David Bailey

ACKNOWLEDGEMENT OF COUNTRY

The Shire of Nannup acknowledges the Wadandi and Bibbulmun people as the native title holders of the lands and waters in and around Nannup together with all native title holders throughout the Shire.

We pay respect to the Elders, past, present and emerging, and of the Wadandi and Bibbulmun people and extend that respect to all Aboriginal Australians living within the Shire of Nannup.



MESSAGE FROM THE SHIRE PRESIDENT

Welcome to Nannup – a region with a proud heritage and legacy as the heart of the South West.

To us, the heart means more than our location and close proximity to regional centres. It signifies our close-knit community, affection for the unique surrounding environment, and passion for sharing our idyllic lifestyle with locals and visitors alike.

Known as the 'stopping place' in the Noongar language, Nannup has a long history of community and connection. Over generations we've seen our local economy evolve and grow; from our humble beginnings as a timber town, to a must-visit cycling enthusiast destination.

The next stage of our evolution has begun. Nannup has long been a must-see destination of local WA bucket lists.

Now, it's time to let the rest of the world in on the secret.

As President, I'm delighted to introduce you to our vision for the future of the Shire. These are exciting times with the region on the cusp of achieving significant growth, and we are here to welcome investors to be part of that journey.

With a diverse and captivating natural environment and a charming town centre, you can find something for everyone in Nannup. From the outdoor enthusiasts taking in our world-class trails, to art lovers, creatives and foodies enjoying the local treats on offer, Nannup is growing and thriving.

We are a unique Shire that values sustainability, heritage, and community, and we're proud to host a range of world class festivals and events that draw visitors from near and far.

We're looking to enhance our local economy and town by attracting likeminded investors who not only see the potential, but the beauty in what Nannup has to offer.

We have created this simple and helpful guide to showcase the many and varied opportunities awaiting businesses and investors in Nannup.

I encourage you to discover the potential of what Nannup has to offer; to connect with our vision for the future of our region; and, to grow as a valuable member of our community.

CR TONY DEAN
SHIRE PRESIDENT

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.



DISCOVER

IT'S TIME TO DISCOVER NANNUP

The future is bright in Nannup,
and we want to show you why.

Discover why Nannup is thriving,
connect with the opportunities,
and grow with us.

NANNUP IS THRIVING: STATISTICS

POPULATION

1574



21%

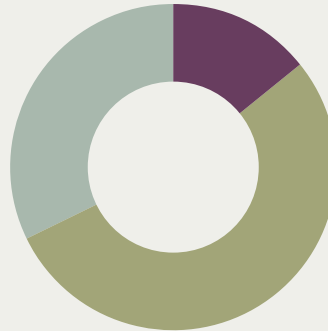


Increase in population over last decade

Recent ABS results (2021) identifies Nannup as the second fastest growing population in the southwest behind Margaret River.



Female



- Children & Young Adolescents (0-14)
- Working Age (15-64)
- Elderly (65+)



Male



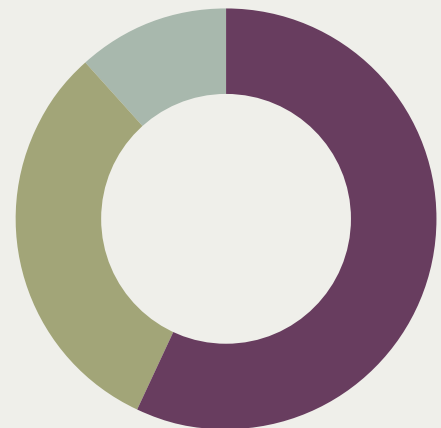
- Children & Young Adolescents (0-14)
- Working Age (15-64)
- Elderly (65+)

BUSINESS



CURRENT BUSINESS MIX

- 100 Non-employing (sole traders)
- 55 1-19 employees (FTE)
- 20 20-200 employees (FTE)



TOURISM



- Abundant native forest
- Located on the Blackwood River
- Gourmet experiences
- Arts and culture
- Historical and charming Main Street
- Adventure experiences
- World class cycling

CONNECTED



Regional airport	30 minute drive
Busselton	40 minute drive
Manjimup	40 minute drive
Bridgetown	40 minute drive
Margaret River	50 minute drive
Bunbury	1 hour drive
Perth	3 hour drive

GROSS REGIONAL PRODUCT

Land Area



305,394ha



Gross Regional Product

\$101.415mil

Per Capita Gross Regional Product

(\$K): **\$76.309**

Per Hectare Gross Regional Product

(\$): **\$332**

Per Worker Gross Regional Product

(\$K): **\$214.863**

OUTPUTS

Total Output in the area is estimated at **\$221.815mil**

The major contributors to output are:



Manufacturing
\$59.668
26.9%

Agriculture, Forestry & Fishing
\$50.654
22.8%

Rental, Hiring & Real Estate Services
\$25.277
11.4%

Other
\$86.217
38.9%

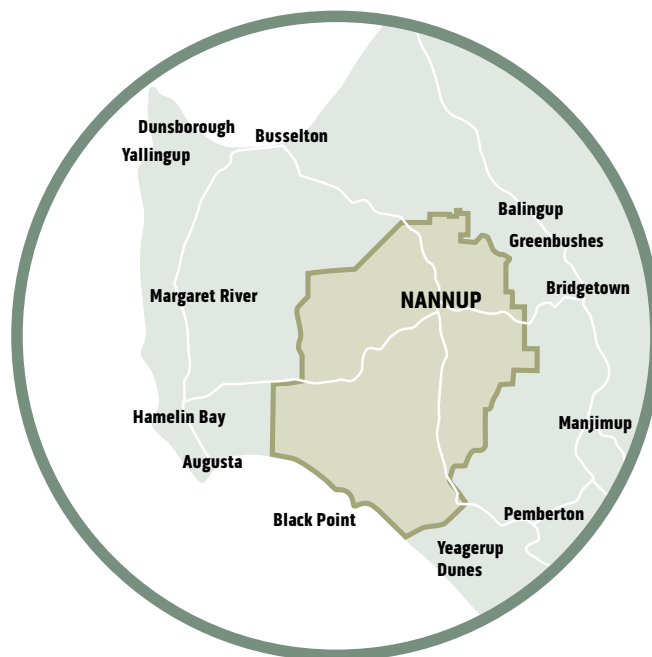
All industry sectors in Nannup (\$) ranked by Output

INDUSTRY SECTOR	NANNUP (\$) (2021 RELEASE 1)	
	\$M	%
Manufacturing	\$58.189	26.2%
Agriculture, Forestry & Fishing	\$50.407	22.7%
Construction	\$24.875	11.2%
Ownership of Dwellings	\$16.228	7.3%
Tourism	\$13.761	6.2%
Public Administration & Safety	\$12.189	5.5%
Accommodation & Food Services	\$7.618	3.4%
Rental, Hiring & Real Estate Services	\$7.152	3.2%
Health Care & Social Assistance	\$6.417	2.9%
Education & Training	\$5.404	2.4%
Retail Trade	\$4.879	2.2%
Information Media & Telecommunications	\$4.816	2.2%
Professional, Scientific & Technical Services	\$3.917	1.8%
Transport, Postal & Warehousing	\$3.078	1.4%
Arts & Recreation Services	\$1.781	0.8%
Administrative & Support Services	\$1.102	0.5%
Total	\$221.815	100.0%

DISCOVER:

THE HEART OF THE SOUTH WEST

Nannup is centrally located in the heart of 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.



In local Noongar language, the name Nannup means 'stopping place' – a place to gather and come together, to connect, and to grow.

Nannup was an important meeting place for the four different local Indigenous family groups – the Wadandi, Bibbulmun, Minang and Kaneang people to gather together.

Thanks to its rich soil and diverse landscape, Nannup has a truly agricultural base and has retained much of its historic character and charm. At the heart of a biodiversity hot spot, Nannup is naturally connected to its unique surroundings with the environment influencing life in the Shire.

This also makes Nannup an incredibly popular destination for tourists and outdoor adventure enthusiasts. The Blackwood River runs through the region, nourishing the landscape and creating

opportunities for visitors to enjoy the incredible scenery and abundance of trails.

Nannup is not only a place for experiencing nature, the location and geography offer rich soils, high rainfall and an excellent climate that provide the ideal conditions for farming, horticulture and viticulture.

Our thriving township attracts visitors through its beautiful location and wealth of events throughout the year. It's a creative hub, a connected community, and a destination for visitors. The community is friendly, supportive and excited to welcome new investment that enhances their shared vision for Nannup.

Most importantly, the Shire of Nannup offers a unique opportunity to create a future in a beautiful location with enormous potential. Discover Nannup, connect with the opportunities, and grow with us.



DISCOVER:

WHAT MAKES NANNUP SPECIAL

There's something for everyone in Nannup.

NATURAL BEAUTY



Nannup is located in the midst of the beautiful Jarrah Karri forests of the South West, on the banks of the Blackwood River. Approximately 87% of the Shire is State forest, with the region extending to the beautiful and remote southern coastline.

GOURMET TOURISM



Located within the food bowl of the South West, Nannup attracts visitors and locals to experience beautiful wineries, gourmet delicacies and diverse local produce.

OUTDOOR EXPERIENCES



Nannup offers a wide range of trails and outdoor experiences, with visitors and locals experiencing its unique natural landscape by bike, canoe, horse or on foot.

HISTORY AND CHARM



Nannup is a heritage village with a vibrant and historic Main Street. The unique architecture and character of Nannup is a drawcard for visitors and part of what makes the region a special place to live, work and play.

IDEAL GROWING CONDITIONS



Agriculture is a key part of the region's heritage, and for good reason. Nannup has the perfect conditions for growing a range of produce. Local producers and growers are also supported by the Southern Forests Food Council and by dedicated proactive marketing of the quality produce that comes from the region.

HEART OF THE SOUTH WEST



Wherever you're travelling from, all roads lead to Nannup in the South West. It's an ideal location from a logistics perspective for any business to be located so close to regional hubs, transport networks, and other South West towns.

HUB OF ACTIVITY



Nannup is home to a range of vibrant events that attract visitors to the region each year, including the renowned Nannup Music Festival, Flower and Garden Festival, Forest Car Rally and major cycling events such as the Tour of Margaret River and the Seven Gravel Race.

CURRENT INVESTMENTS



- Experience Nannup: Nannup is investing in destination marketing to attract visitors and raise its profile as an incredible experiential destination. The Experience Nannup brand is engaging and gives a platform for promoting Nannup as a destination to Western Australians and beyond.
- Places to play: Weitj (emu) Park and Marinko Tomas Memorial Park have created engaging community spaces to gather and play.
- Main Street: This revitalisation project has enhanced the existing character of our iconic Main Street, protecting its heritage for visitors and for our community.
- Infrastructure: \$3.2 million has been invested in Brockman Highway and Mowen Road upgrades.
- Trail Town project: \$2.86 million has been invested by Federal Government to build on the existing trail infrastructure, including the recently launched Nannup Tank 7 MTB Park and Tank 7 connecting pathway to town.
- Festivals and events: Nannup has invested in its festivals and events, including the Nannup Flower and Garden Festival, Nannup Music Festival, and a range of exciting bike and trail events such as TOMR and SEVEN and the Munda Biddi Halfway Town.
- Connected: The \$852 million Bunbury Outer Ring Road is scheduled for completion in 2024, and will make it even easier to access Nannup from Perth, as well as connecting with the Bunbury Port. Nannup is also investing in world-leading telecommunications connectivity to ensure internet and mobile access are enablers for growth.

INTRODUCING NANNUP: TRAIL TOWN

The Nannup Trail Town Project will help develop the region into a nationally and internationally recognised Trail Town. The project aims to establish the region as the centre for ‘all things trails’ in Western Australia, creating a significant new catalyst for visitation to the Shire and the State.

The concept leverages Nannup’s position as the mid-way point on the popular Munda Biddi Trail: a world-class off-road cycling trail of more than 1,000 km through pristine natural forests. Through Trail Town accreditation, we have a vision for the region to be recognised as a premier destination for trail users, leading to significant growth for both the local and regional tourism industries.

The project caters to a wide range of trail users including mountain bikers, road cyclists, gravel cyclists, equestrian riders, canoe/kayak users, plus many more. The Federal government has invested \$2.86 million into the project, in addition to significant Shire investment into trails, which will unlock the potential of Nannup to attract visitors from far and wide. As a future Trail Town, Nannup has the potential to be a destination of national significance. Similar case studies have shown the transformation this process can create, for attracting both visitors and investment, and increasing Nannup’s exposure.



As part of this project, Nannup is developing our diverse range of trails and supporting infrastructure to ensure we remain a world class destination for visitors. Projects underway and earmarked for future commencement include:

- Completion of the Nannup Tank 7 MTB Park (launched in 2022) and connecting pathway to town.
- Realignment of the Munda Biddi Trail at the southern end of town, which will complete the pathway to link Vasse Highway and the Brockman Highway and bridge crossings over two creeks.
- Freestyle Jump Park – a unique attraction that will complement the trail network by offering cyclists an opportunity to showcase their technical skills in a contained jump park.
- Improved signage and trail mapping to support trail users engaging with trails.
- Development of the Southern Traffic Bridges.
- Continued rollout of Experience Nannup campaign, including promotion of the app which allows visitors to explore the many attractions of Nannup, and features local businesses, things to see and do, trails and events.
- Construction of a Donnelly Village Link, which will link the Munda Biddi Trail for riders to visit Donnelly Village, and to access overnight accommodation in the Village. The link will be a loop trail allowing riders to have a different experience on their return journey.
- Future Native Forest Mountain Bike park to be developed.



CONNECT

CONNECT WITH OPPORTUNITY AND THE COMMUNITY IN NANNUP

Nannup is a town that is all about connection. Connection to community, and to nature. In Nannup, businesses are supported as a valuable part of the community, who form an important part of our town's character and sense of place.



WAYS WE CAN HELP YOU THRIVE

The Shire of Nannup is open for business, and we are actively seeking investors who want to be part of our shared vision for the future of Nannup.

We offer a range of support services to businesses and investors in Nannup, including:

- access to work with a specialised team to support applications and collaboratively develop ideas and opportunities.
- support for your business to access funding from State, Federal or other funding bodies.
- prioritise developments that are aligned to the strategic vision, and that support priorities identified by the community.
- tourism marketing and Experience Nannup app, to promote Nannup as a destination and promote your business to visitors.

Nannup is a special place, and it's this that makes us an attractive destination for visitors and for businesses to grow. We will support, enhance, and facilitate developments and initiatives that:

- have a benefit for the community, and enhance the community's vision for their Shire.

- fit with the unique character of our town, in the design of new buildings, and the intent of businesses.
- are collaborative, willing to work with partners to make big ideas happen.

You'll also have access to support from a range of organisations, including:

- The Shire of Nannup
- Regional Development Australia
- Small Business Development Corporation
- Nannup Chamber of Commerce and Industry
- Australia's South West
- South West Development Commission
- Warren Blackwood Alliance of Councils
- State Government bodies

OPPORTUNITY AWAITS IN NANNUP

Nannup is special because of its environment, its community, and its character. We know that's what attracts people to both live in and visit the region, and that investment and new business will continue to add value and energy into this thriving town.

It's easy to unlock opportunities in Nannup.



Sustainable

Like our surrounding environment, we are here to thrive in every way. We value businesses that are environmentally sustainable, that have robust business plans, and who make our community a better place.

Supported

Starting a business or investing in Nannup means you'll have a wide range of support – from the Shire, from regional development and tourism bodies, and from the community.

Diverse

We encourage businesses and investors large and small to bring new ideas and new industries to enhance our diverse economy. There's so much opportunity, and the future is bright for all types of products, services and industries.

Connected

Be easily connected to the region thanks to our central location as the heart of the South West. With continued improvements to our telecommunications capacity, Nannup is striving towards advanced connectivity.

DIVERSE ECONOMIC OFFERINGS

Nannup has a diverse economic foundation, with a range of sustainable industries already established thanks to its central location, pristine environment, and rich soils.



Agriculture

Thanks to our rich soils and open space, agriculture is a key part of life in Nannup. The industry is well-established and diverse, including horticulture, livestock and dairy farming, as well as unique gourmet farming produce such as chestnuts, stone fruits and industrial hemp.



Aquaculture

Nannup is uniquely placed to sustainably farm freshwater species, including marron, trout and perch as direct result of its abundance of natural water.



Timber and Forest

A backbone of our history and identity for decades, forestry is part of our heritage. Thanks to our natural connection with nature and trees, Nannup is perfectly placed for timber processing and creative industries using timber.



Viticulture

Our region offers cool-climate wine conditions similar to the infamous Bordeaux region in France, with our wineries also producing unique high-quality wines for enthusiasts to enjoy.



Health and Wellness

Leaning into the serene and peaceful character of the natural environment, Nannup is home to a range of services that attract locals and visitors alike.



Retail

Our charming Main Street is a thriving hub for unique retailers and cafes, offering art, local gourmet produce, gifts, and of course the essentials including a supermarket, pharmacy, hardware store, bakery and post office.



Tourism

Our unique character and location amidst the forest has resulted in Nannup being a must-visit destination for travellers. Our tourism sector includes accommodation, gourmet and adventure tours, plus food and wine.



Trades and Construction

As Nannup expands, its construction and trade offerings have burgeoned. Across a range of trades and businesses, there are opportunities to grow the already-lucrative sector and enhance the local workforce to meet demands.



Nature Based Tourism

As the Shire expands, the demand for nature-based tourism grows more prevalent. Across ecotourism, adventure and tours, Nannup is perfectly placed to leverage its natural surroundings to drive growth to the region.



GROW

FUTURE OPPORTUNITIES IN NANNUP

Nannup is on the cusp of something big, and we want you to be part of it with us. There are a range of opportunities to invest and grow in Nannup.

KEY INVESTMENT THEMES

Nannup's unique geography and culture mean there are opportunities for sound investments across a number of key themes. Between the local citizens and workforce, rich resources and popular natural hotspots, lucrative and meaningful opportunities await.



Environment & Sustainability

A focus on sustainable practices is a growing requisite for tourists and locals alike. Many opportunities exist to invest in Nannup's future. This includes:

- renewable energy supply
- recycle manufacturing
- industrial hemp and or natural fibre processing facility
- nature based tourism
- electric vehicles and charging stations
- green public transportation
- green architecture and construction
- restoration and repair of natural landmarks
- development of trails and natural attractions
- sustainable business and consulting



Accommodation & Housing

As Nannup grows there is significant and growing demand for accommodation of all types. This includes:

- subdivision to increase housing density
- ancillary dwellings
- short stay accommodation, both large and small scale
- workers accommodation
- camping and caravan facilities
- lifestyle village and seniors' housing
- residential aged care
- resort and high end accommodation
- chalets and cottages



Services

In order to make our growth possible, Nannup is seeking investment that increases the available services for the community. This includes:

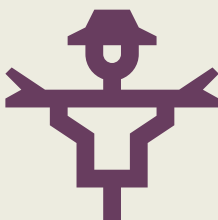
- aged care services
- health services
- cleaning and property management
- trades including electrical, plumbing, construction, carpentry, concreter, roofer, registered builder, house maintenance, and landscaping
- trail maintenance
- transport - tours
- goods and people logistics
- cycling friendly business and services such as retail, bike hire, servicing and maintenance
- cleaning services



Retail & Entertainment

As more people come to live in and visit Nannup, the demand for retail and entertainment increases. There are opportunities for:

- retail outlets
- food and beverage offerings
- tours and agri-tourism opportunities
- family based tourism activities and experiences
- hospitality offerings including evening meal service
- ice cream shop
- art galleries including art and culture attractions
- performing art experiences such as live music events
- supermarket



Manufacturing, agriculture & creative industries

Between Nannup's rich resources and creative township, there is much potential for investors. This includes:

- arts and creative production
- multi-media production
- agriculture and innovation
- food processing for locally grown products
- waste processing
- renewable energy and regenerative agriculture
- value adding processing
- small goods manufacturing
- textiles
- smallholdings

INVEST IN TRAILS AND ADVENTURE

Thanks to our Trail Town journey and continued investment in infrastructure, Nannup is on the cusp of becoming a nationally and internationally renowned destination. There is incredible opportunity to invest in Nannup to provide services, amenities, and accommodation services as our tourism sector enters this new phase.

What opportunities exist?

Accommodation

There is already huge demand for short-stay accommodation, which will grow considerably as Nannup continues its Trail Town journey. We encourage investors to consider the opportunities, which could include:

- a new large scale accommodation with a restaurant and multi-use facilities
- facilities providing self-contained cabins or tiny homes
- provision of pop-up cafés or other forms of mobile food or beverage provision
- additional camping facilities
- residential infill and land subdivision

Trails Services

Nannup will continue to see increasing demand for services to

support visitors in their enjoyment of trails. This means that there is an opportunity for businesses and investors to get in on the ground floor of this movement.

Opportunities include:

- development of bespoke bicycle support service, such as bike repair, rental, maintenance, sales
- a shuttle service to various trails
- a contract cleaning service
- trail maintenance services

Resort & High End

Accommodation

With the development of the future Native Forest Mountain bike park, there will be a demand for bespoke accommodation catered to adventure seekers and trail users. Possible locations have been identified through the Trail Town business case development.

Speak to the Shire of Nannup for

more detail, or to propose new ideas or concepts.

Adventure Businesses

There is huge opportunity to leverage the adventure oriented, mountain biking visitors that will be coming to Nannup. There will be a demand for exciting outdoor forest experiences such as a zip-line development, high ropes course, or similar.

- outdoor forest experiences
- zip-line development
- high ropes course
- allied support services e.g. manufacturing services, general servicing, repair shop
- sustainable and outdoor adventure experiences

Speak to the Shire of Nannup for specific opportunities related to the Trail Town project.

INVEST IN EXPERIENCES

With already large numbers of visitors flocking to the region, as well as engaged locals, there's a demand for boutique experiences that enhance both their visit and their lifestyle in Nannup.

Opportunities include:

- Boutique food and beverage offering such as a wine bar, restaurant, tapas bar, and café.
- Retail outlets showcasing the best the region has to offer, including chocolate shop, gourmet local foods shop, or shop selling locally produced artisan goods.
- Agri-tourism opportunities such as food and wine tours, to take advantage of the food and heritage trails and showcase the wide selection of local produce, such as truffles, chestnuts, cherries, dairy and wine.
- Aboriginal-owned tourism businesses, to engage visitors in the history and stories of the Traditional Owners and Country.
- A gourmet supermarket with a broad offering and extended hours.
- Children's attractions and activities such as farm stays, a maze, or other entertaining or educational opportunities.

INVEST IN THE INFRASTRUCTURE AND INDUSTRIES THAT WILL SHAPE THE FUTURE

As Nannup continues to grow and evolve, there is considerable opportunity to invest in development and emerging industries.

- **Housing development:** Nannup is experiencing very high demand for housing, both short term and long term. Investment to expand the available housing in Nannup would have existing demand and would be highly supported by the Shire and the community. This includes investment in residential infill and ancillary dwellings within the town site, and some housing development opportunities in the surrounding area outside of the town centre.
- **Senior Housing and support services:** Nannup's median age is over 50 years old, and we would encourage and welcome investment and development in providing housing options, services, support and care for the aging members of our community. This could include:

 - Residential aged care
 - Independent living facilities or lifestyle village
 - Support services and allied health providers
- **Creative industries:** Nannup has a thriving creative community and is a potential hub for creative production. From art to multimedia technical production, opportunity awaits creators and creative businesses in Nannup. This could potentially involve investing in or providing a creative space for makers or establishing future focused creative businesses such as video production, animation, or Virtual and Augmented Reality development.
- **Agriculture:** with our rich soils, cool climate, and ample rainfall, Nannup is part of Western Australia's renowned food bowl, and the region offers huge opportunity for premium gourmet agriculture. There are also a range of opportunities to provide services to the existing agriculture sector.
- **Innovation and development:** Sustainable business and innovation to reduce overall carbon emissions could potentially become a growing area of opportunity. The Western Australian Government recently released 'Shaping Western Australia's low carbon future 2021' which mapped out the approach for developing sectoral emissions reduction strategies to transition the economy towards net zero. This paper identified a range of possible opportunities for strategies, which include sequestering, capturing and farming carbon, renewable electricity generation, and transitioning industry towards zero emissions.
- **Construction:** as Nannup grows there is ample opportunity to grow the construction sector to meet demand, and to enhance the skilled base of tradespeople located in the Shire.
- **Manufacturing:** including manufacturing infrastructure, with the potential to expand the existing light industrial area.
- **Food processing:** as a gourmet food destination, there is an opportunity to establish a food packaging business in the region, to locally package the produce for wider distribution.
- **Waste processing:** waste management is a growing area of opportunity, and innovative solutions to manage and process waste for the Warren Blackwood region would be welcomed and supported by the Shire.
- **Retail and Entertainment:** our Main Street is a unique character precinct that offers incredible retail opportunities. As visitation to Nannup grows, and the regional population increases, the community has expressed a strong desire for more varied and diverse shopping and dining options, that showcase the best of the region's produce and that offer extended hours and evening dining.

GROW:

DEVELOPMENT & INVESTMENT OPPORTUNITIES:

NANNUP CENTRAL



A thriving town centre: several areas immediately surrounding Nannup town site have been identified for commercial development and infill, to create a 'central business district' for Nannup that encompasses the Main Street and some surrounding streets. There is a wide range of opportunities to secure an investment in this vibrant and fast-growing community hub.

- 1 Festival Precinct 2 Trail Hub 3 Short term accommodation infill 4 Jephson Street to be sealed*
- 5 8 Potential car park 6 7 Main Street vacant block: infill potential 9 CBD area 10 Seniors' housing precinct
- 11 12 Housing density increase 13 Housing development 14 DBCA Depot - future mixed uses 15 16 Tourism zoned
- 17 Potential Housing development 18 Tourism development *Jephson St seal may include developer contribution

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The Shire of Nannup has identified some specific areas in which future developments could add value and meet the existing and growing needs of visitors and residents.

NANNUP EXPANSION



Nature and adventure at your doorstep: The Shire has identified a range of opportunities to create new tourism experiences, residential infill and accommodation development, to meet the growing demand in Nannup. As Nannup continues to invest in its Trails offering, the Shire has highlighted a range of opportunities to meet the needs of visitors, explorers, and future residents ready to make a tree change. There are also opportunities identified to create even more trails offerings – including a possible mountain bike resort.

- 1 2 3 4 Potential housing development
- 5 6 Tourism development
- 7 Tank 7 MTB Park
- 8 Mill Site
- 9 Industrial Development
- 10 Rural Residential Development

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A NEW FUTURE BEGINS HERE

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