



## ECONOMIC DEVELOPMENT AND IMPLEMENTATION PLAN

2025-2035



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# 1.0 Introduction

This Economic Development Strategy sets out a vision for the sustainable growth of Nannup. It aims to support the town's transition following the State Government's closure of native forest harvesting, moving away from its strong history of timber processing. 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, amenity 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:

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

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

This chapter sets out the key definitions and concepts for economic development used in this report. Further context on the Region's strategies and interpretations of the drivers of economic development can be referred to in the appendix.

### 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 Western Australia Local Government Association (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. The aims of sustainable development include promotion of sustainable, inclusive economic growth, creating greater opportunities for all, 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).

Chart 1: Contribution to the growth in Australia's GDP per person

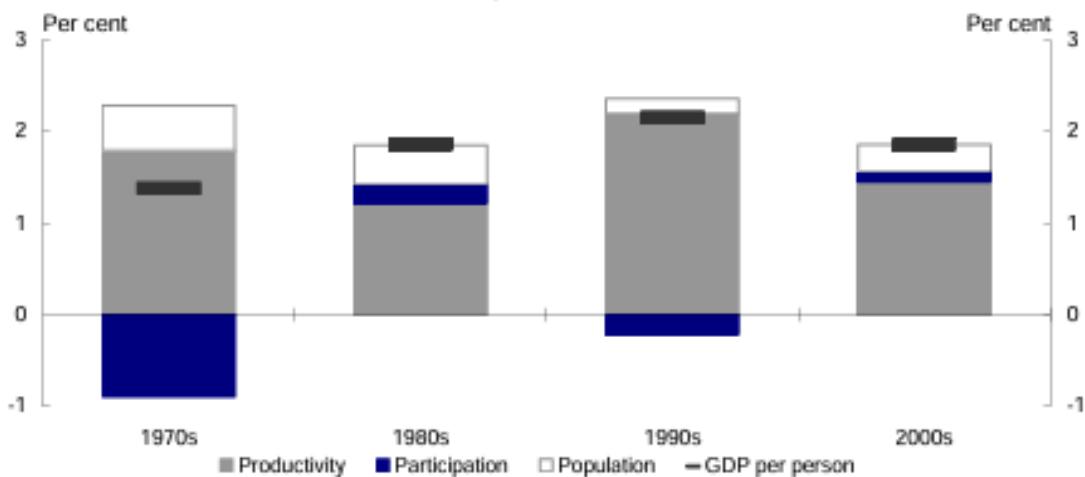


Figure 1: Contribution to the growth in Australia's GDP per person [3]

## 3.0 Community and Economic Profile

### 3.1 Demographic Data

#### 3.1.1 Population

##### Population and Demographics

The overall population of the Shire of Nannup has increased steadily to about 1,632 people in 2023 [4]. 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 [5]

	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 an 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.

*Table: Employment Type [6]*

	<b>Nannup</b>	<b>South West</b>
Employee	67.5%	81.7%
Owner manager of business	24.6%	15.2%
Contributing family workers	6.5%	2.2%
Not stated	1.3%	0.9%

#### Labour Force

In Nannup, only 47% of the people are employed, and 2% are unemployed [7]. **A large proportion, 39% of people, are not in the labour force** [7]. 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 particularly evident with the shortage of staff with health expertise, versus the number of potential jobs particularly relating to care for the aging population.

*Table 2: Labour Force Status [7]*

	<b>Nannup</b>	<b>South West</b>
Employed	46.5%	57.4%
Unemployed	2.1%	2.5%
Not in the Labour Force	39.1%	33.6%
Not Stated	12.2%	6.6%

### 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 [8]. Family and Household Incomes are respectively 38% to 40% lower than the State Median [8]. 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**, and to support retail and commercial enterprises, the continued attraction of visitors and attracting the younger, working population would be beneficial.

Table 3: Median weekly incomes [8]

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 2. 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.

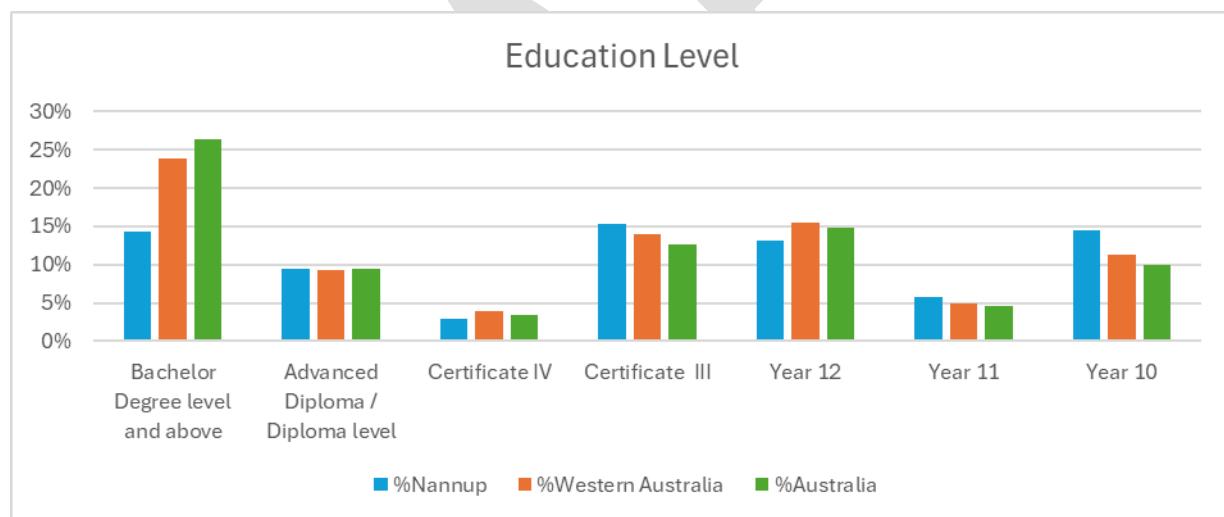


Figure 2: Education Level [8]

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 the Shire of Boyup Brook to conduct digital agricultural research. Similar partnerships could exist for Nannup. There may be an opportunity to partner with the 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.**



Figure 3: Employment Hours [8]

## 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 biased due to the number of retirees. The GRP per worker, as a 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 4: Gross Regional Product [9]

	Nannup	South West
<b>Gross Regional Product (GRP)</b>	<b>\$108.812 M</b>	<b>\$19.656 B</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 [10] 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.

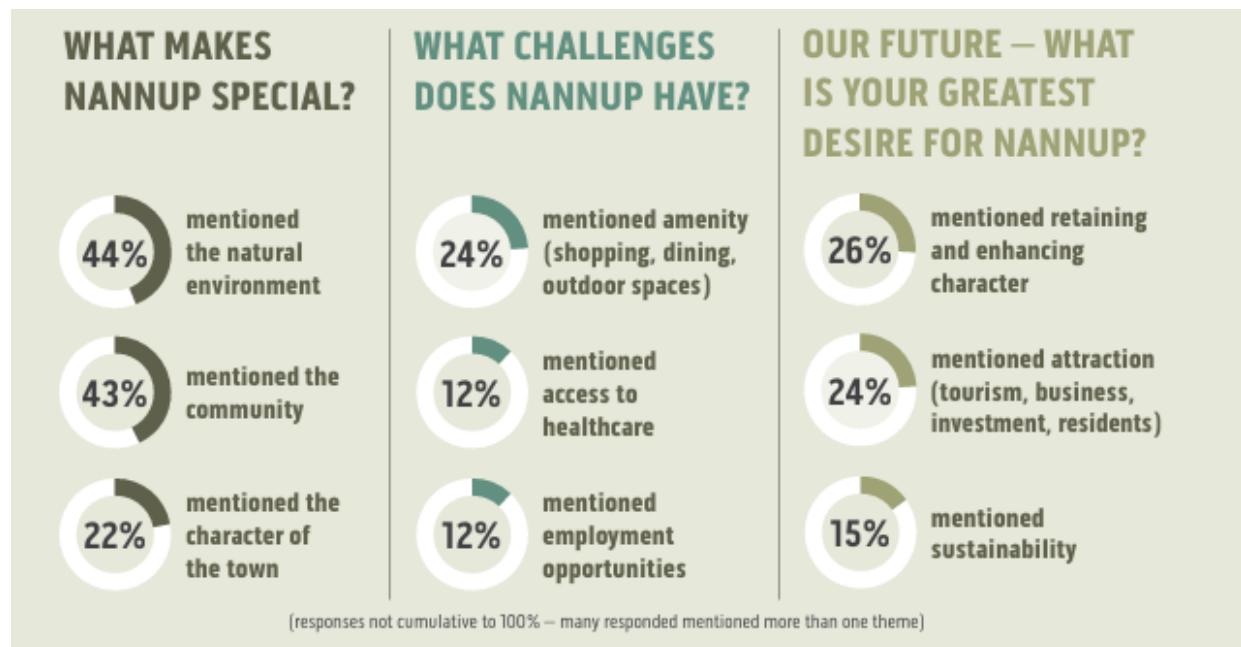


Figure 4: Community Priorities [10]

### 3.3 Economic Performance

#### 3.3.1 Industry of Employment

Nannup's economy has an estimated total output of \$215.80 million [11]. The majority of this income comes from the agricultural, forestry, and manufacturing sectors as shown in Table 5. The Nannup economy is largely driven by its traditional agricultural industry (dominated by beef cattle farming) [12]. The Nannup Timber Mill represents about half of total manufacturing in Nannup, which is augmented by local food and beverage manufacturing [12]. 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 [8]. Both the agriculture and manufacturing within Nannup is specialised, and there is significant land potential for this to be more diversified.

Table 5: Structure of the Nannup Economy [11]

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%
	<b>215.8</b>	<b>100%</b>

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 5 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.

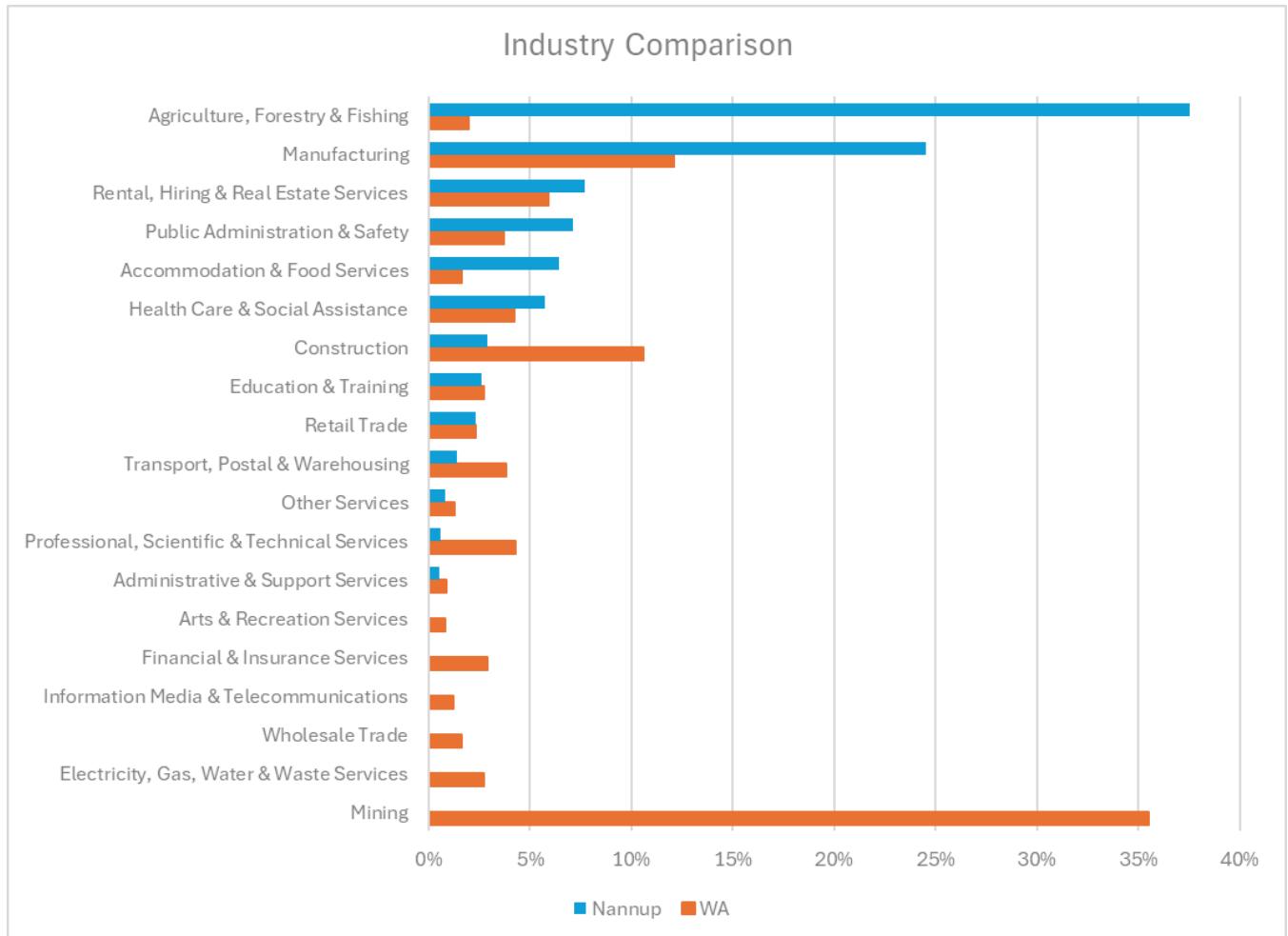


Figure 5: Industry Comparison [11]

### 3.3.2 Small Business Culture

The Shire of Nannup is a Small Business Friendly Local Government [13]. 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 [14]. 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 6 shows the total number of businesses steadily increasing over time [5]. 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 three. The current small business culture and recent reforms around 2022 have 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.

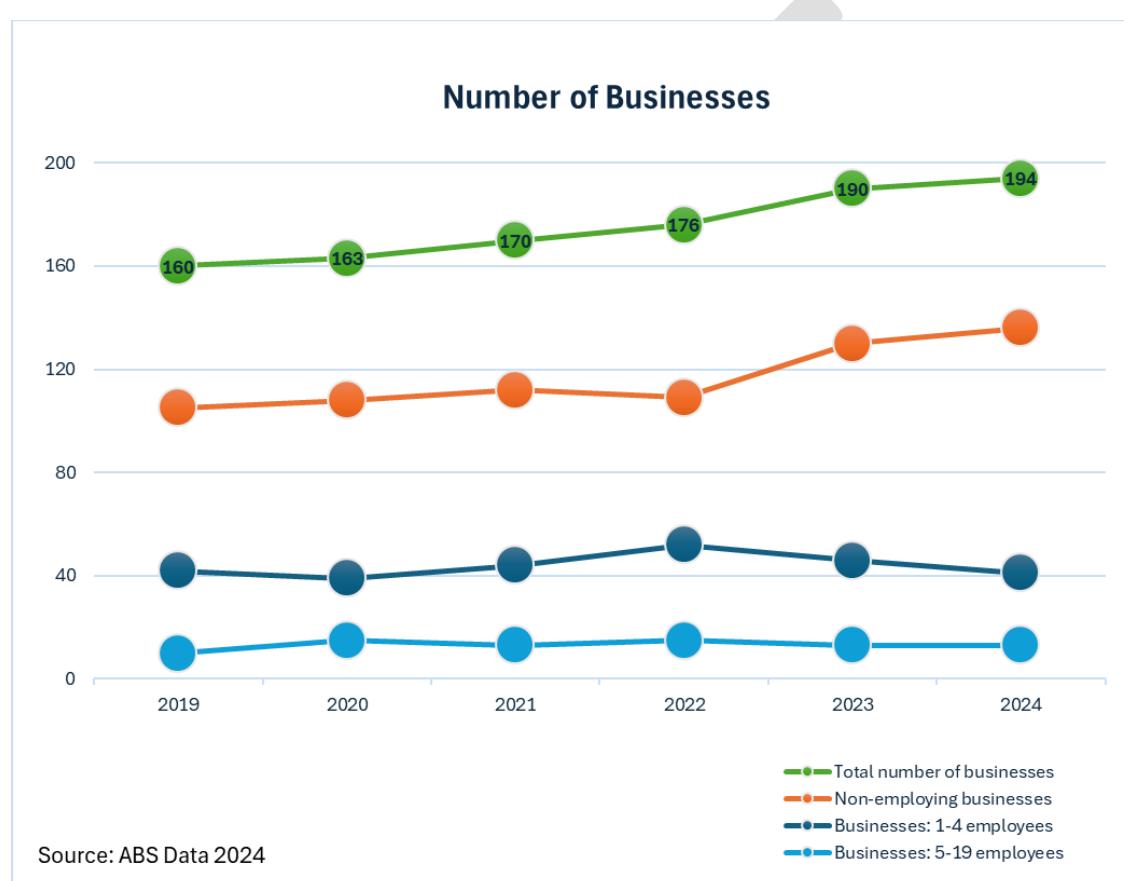


Figure 6: Business Growth and Size [5]

### 3.3.3 Industrial Area

The existing industrial 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 7: 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 [15]. 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, Tour of Margaret River and SEVEN cycling events), and arts and cultural events (Nannup Music Festival, Flower and Garden Festival) attracting between 3,000 - 25,000 visitors for each event.

Figure 10 shows the number of visitors specific to Nannup based on Tourism Research Australia's 2025 data [12]. 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.

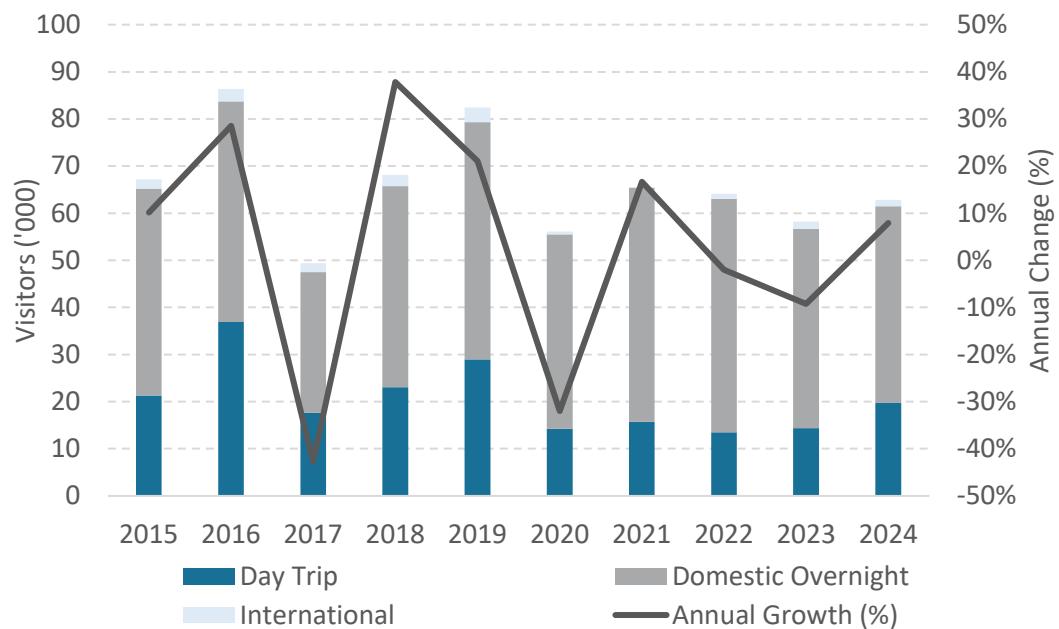


Figure 8: Tourism Visitors to Shire of Nannup (Tourism Research Australia)

### 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 9, 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 including backpackers, 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 9: Visitor Expenditure [15].

Figure 10 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 and 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 <sup>15</sup>	% 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 10: Visitor Expenditure Per Dollar [15].

## 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 11. The South West 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 Airport 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. [16]

### 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 11: Regional SWOT Analysis [16]

#### 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 6: Nannup SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Proximity to Busselton Margaret River Airport</li> <li>• Good brand image</li> <li>• Growth in number of businesses</li> <li>• Low unemployment rate</li> <li>• Solid number of small businesses</li> <li>• Improved percentage of health and social assistance</li> <li>• Good house ownership</li> <li>• Large portions of allocated forest</li> <li>• Large variety of larger lot sizes for various agricultural pursuits</li> <li>• Tourism to boost town's facilities and amenities</li> <li>• Large amount of grants leveraged to support town's amenity</li> </ul>	<ul style="list-style-type: none"> <li>• Limited age-appropriate housing</li> <li>• Limited housing availability for growing permanent population</li> <li>• Limited interest, opportunity, education and training for people 20-29</li> <li>• Limited public transport to major regional centres (Busselton, Bunbury)</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Employment in health services</li> <li>• Employment in education (i.e. attract more families, enabling schools to grow)</li> <li>• Integration of Big Picture Learning to existing school to create more personalised, interest based and real word learning opportunities</li> <li>• Create variation in dwelling type (units, dwellings)</li> <li>• Continue to Support small business</li> <li>• Consider smaller lots for downsizers with ownership model (consider majority of people own outright)</li> <li>• Sustainable development and densification in town centre</li> <li>• Creation of smaller houses for smaller households, downsizers, short term stays</li> <li>• Attraction of families</li> <li>• Population growth to support feasibility of services</li> <li>• New festival(s) and activities during low season</li> </ul>	<ul style="list-style-type: none"> <li>• Sawmill end of operation / Industry and employment creation</li> <li>• Difficulty attracting larger businesses employing 10-20+ employees</li> <li>• Upkeep of town's facilities with smaller resident base</li> <li>• Lack of diversification of income (primarily residential and commercial)</li> <li>• Internet and mobile services to support existing and new businesses (particularly online businesses)</li> <li>• Climate change reducing local water availability</li> </ul>

### 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 81% of the region blanketed in forest. [17]

Figure 12 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 12: 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 [17] 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 emphasises 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 Telecommunications

Digital connectivity is a growing need for the South West, and particularly in Nannup. It would support housing growth and business development. 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 capacity and coverage.

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

## 4.1 Cellular Network (Mobile Service)

Nannup has experienced a growing population and an increase in visitor visitation (both general and event related) over the past 5 – 10 years. This growth has put additional pressure on the base load requirements of the mobile network. There are also a number of blackspots where mobile coverage is minimal or does not exist due to coverage gaps. Mobile coverage and capacity are key for economic growth in the Nannup Shire. The Shire is not responsible for this infrastructure and continues to work closely with telecommunications providers and State/Federal government to advocate for increased connectivity and coverage. This continuous advocacy is paying off as Telstra in 2025 provided significant capacity upgrades to the Nannup mobile tower site.

The Shire continues to work with telecommunication companies (Telstra) in their applications under the mobile blackspot program to improve network coverage throughout the Shire.

The importance of mobile coverage and capacity is critical for businesses growth and efficiency as it enables the utilisation of modern technology and safety into their operations.

Businesses and residents who rely heavily on the cellular network for safety, operations and/or working are strongly encouraged to have an internet backup as detailed in section 4.2.

## 4.2 Internet Service

There are a number of options for internet services in Nannup with good capacity and reliability of connections.

NBN fixed wireless within the Nannup townsite and surrounds offer good connectivity with high speeds at an affordable price.

Starlink offers a strong alternative connectivity rather than the traditional copper style connections for those areas outside of the townsite.

As connectivity is multi-layered the Shire will continue to seek funding support for a public WIFI setup for Nannup town centre and recreation precinct to support the community during major events through offering a WIFI service for visitors.

# 5.0 Vision and Strategies

## 5.1 Vision Statement

**VISION** “To foster a community that acknowledges its heritage, values and lifestyles whilst encouraging sustainable development.” [10]

**MISSION STATEMENT** “The Shire of Nannup will deliver quality services, facilities and representation in order to achieve our Vision.” [10]

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. Its 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 [17]. The goals into the future will include attracting investment across a range of areas, as well as sustainably growing to the town's population with housing.

### 5.1.1 The Experience

Strategy: Create and market an environment in Nannup that encourages visitors to slow down, reconnect with nature, and experience a sense of rest.

Nannup was originally a dedicated meeting place for Wardandi and Bibbulmun People and named by these groups as “A place to stop and rest” [18].

Recent feedback by visitors at one of the local short stay accommodations nicely depicts the experience that mirrors the sentiment of stopping and resting within nature that Nannup can offer:

"A peaceful, magical escape! From the moment we arrived at the Retreat, we were wrapped in a sense of calm and serenity. Surrounded by nature, with the gentle sounds of the river nearby and birdsong in the air, it felt like stepping into a peaceful sanctuary away from the world. With the stunning views all around, this is a place for rest and reconnection. One of the most magical parts of our stay was simply sitting outside, watching the mist roll over the river in the early morning or stargazing at night by the firepit with nothing but the sounds of nature all around us. It is the kind of place that quietly restores you, leaving you feel refreshed and inspired."

### 5.1.2 Village Atmosphere

Strategy: Strengthen Nannup's village atmosphere by creating walkable connections between precincts, inviting streetscapes and well-designed public amenity to encourage locals and visitors to explore the town on foot.

Locals and visitors enjoy a village atmosphere town and related experiences. Many locals and visitors are seen walking in the town. The Shire has previously recognised a town centre trail ('the Nannup Heritage Trail') with places of interest and cultural heritage throughout the town. This can be seen by the illustration below. This area is a walkable zone and has been broken up into three distinct precincts for further projects including footpath improvements. These include the Town Centre Precinct (in red), Brockman Street Precinct (partially shown in blue) and the Recreation Precinct (partially shown in green).

These precincts (and connection between the precincts) can be enhanced by encouraging more interesting places, attractive streetscape and building facades, public amenities (such as seats, and toilets), and signage. The walking zone can be extended all the way to the Nannup oval (in the recreation precinct), where food trucks park during specific events.

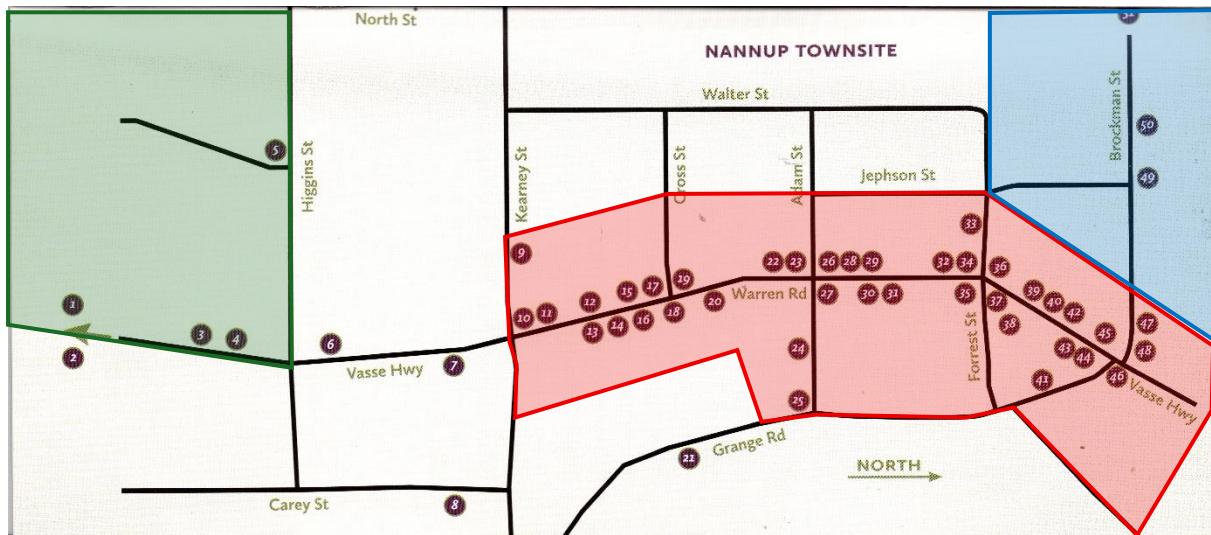


Figure 13 The Nannup Heritage Trail and Indicative Town Centre precinct (in red outline), part of Brockman Precinct (in blue outline) and part of Recreation Precinct (in green outline)

## 5.2 Housing Growth

Strategy: To sustainably grow and diversify housing supply in and around the town centre of Nannup.

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. Realising 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 [19] and which residential development opportunities across the Shire of Nannup.

### 5.2.1 Greenfield Development (in reference to Seniors Housing Strategy)

The Seniors Housing Strategy [19] 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 [20]. 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 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.

### 5.2.2 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 m<sup>2</sup> 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 Western Australia 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.

### 5.2.3 Utilising Underused Land and Supporting Services

There is potential to unlock underutilised State-owned land for housing. This includes undeveloped land on the Nannup Hospital Site, residential parcels held by agencies like WA Country Health Services (WACHS), the Department of Housing, and 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 the 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.

#### 5.2.4 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 14 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 as an appropriate strategy, however, it is suspected that insurances premiums and level of cover for properties in the floodplain risk area [21] 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 14: Vacant Residential Properties

### 5.2.5 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.
- Advocate for sewerage connection / Independent Sewerage System upgrades
- 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 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).

## 5.3 Agriculture, Horticulture and Food Processing

Strategy: To sustainably grow and diversify agricultural pursuits and production on suitable land.

Nannup and the broader South West in Western Australia 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.

### 5.3.1 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.

### 5.3.2 Agricultural Intensification Strategies

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

- Improved crop and produce 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 10–20 ha lots, which are optimal for higher-value and higher-output operations with higher inputs (labour).

### 5.3.3 High-Value Agriculture

Current production in Nannup is often a high-quality product in a wholesale environment (e.g. livestock and vegetable production). There are some areas such as in the Scott River region where vegetables and the like are grown under intensive irrigation. There is strong potential to value add these wholesale products and increase intensive horticulture, aquaculture, and implement branding of gourmet produce that attracts a higher revenue.

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

- Chestnuts, stone fruit, industrial hemp [17] [22]
- Avocados, truffles, and premium grapes [22]
- Cheese production
- Premium livestock production

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

### 5.3.4 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.

### 5.3.5 Agriculture, Horticulture and Food processing [23]:

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

- 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:

### 5.3.6 Aquaculture [23]

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

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

Among freshwater species, the key warm-temperate varieties currently grown in southern WA are listed below. Other species exist, but they may be limited by market or policy constraints. Suitable options include:

- Marron – long history of marron aquaculture from farm dams and more deliberate intensive farms with purpose build infrastructure
- Trout – temperature dependent in dams but could succeed with careful design and adoption of more intensive systems at certain life stages.
- Yabby’s –requires approval under an aquaculture licence or an exemption. The Shire of Nannup is on the more restricted side of the ‘Yabby line’ – whereby approval is required to protect native species like marron from competition. It is therefore inconsistent with marron farming as they will outcompete and damage productivity.
- Silver perch – market issues and subject to site design and management issues
- Murray Cod – Recirculating aquaculture systems only (indoor, land-based fish farming method that recycles and reuses water).

### 5.3.7 Protection of Agricultural Land from Plantation Establishment

The protection of agricultural land from pine plantations is important to support the local economy and local produce. To strengthen the local economy, the Shire's planning rules do not support new tree farms (plantations) in various localities which are zoned Priority Agriculture. The local government can attempt to update the Local Planning Scheme to classify a 'Tree Farm' as a 'X' prohibited use in the Rural zone. This may, however, still prove unsuccessful as the Western Australian Planning Commission and the Minister for Planning may not support these changes given they are inconsistent with State Planning Policy. There are additionally legal considerations around further plantations initiated by the State Government and whether they are exempt from development approval and are considered public works.

### 5.3.8 Water Availability

#### 5.3.8.1 Surface Water Availability

Water is a key resource to develop agricultural commodity. Surface water availability can be viewed on the online Water Register [24]. Surface water is defined as water that collects and flows from the land surface, such as rivers, streams, and lakes. It is created by precipitation and runoff. The licenses are regulated and obtained from the Department of Water and Environmental Regulation. Within Nannup, the key areas with known available surface water allocation are in Biddelia, Peerabeelup and Lake Jasper as shown in Figure 15.

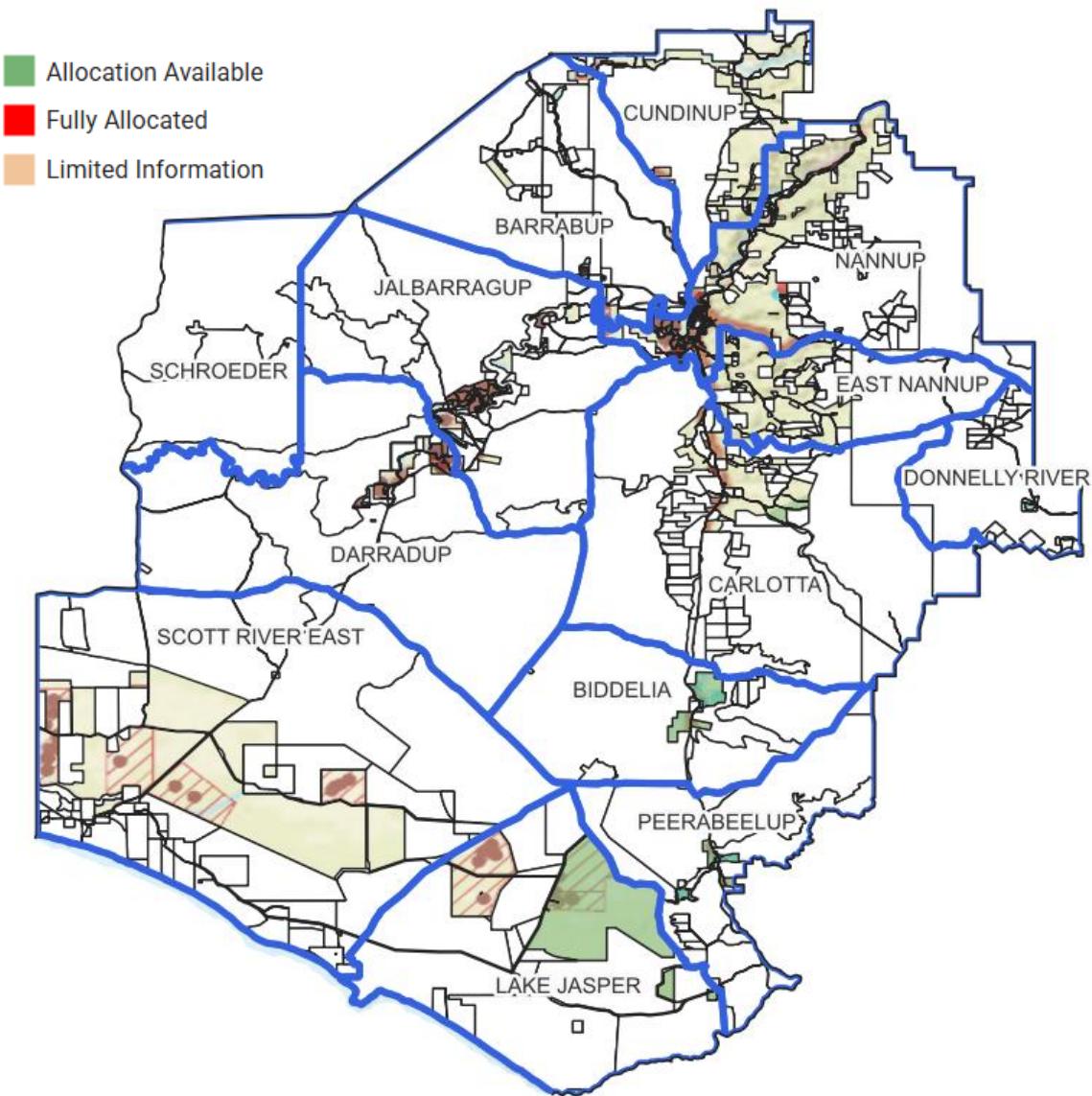


Figure 15: Surface Water Availability (Amended Map for Nannup) [24]

### 5.3.8.2 Groundwater Availability

Water is a key resource to develop agricultural commodity. Ground water availability can be viewed on the online Water Register [24]. Ground water is defined as water that exists beneath the Earth's surface in the pores and crevices of rocks and soil. It is stored in aquifers and is a significant source of water for agriculture and urban supply. The licenses are regulated and obtained from the Department of Water and Environmental Regulation. Within Nannup, the key areas with known ground water allocation are in the rural residential areas of Jalbarragup and Darradup, and larger agricultural lots found in Lake Jasper and Scott River East as shown in Figure 16.

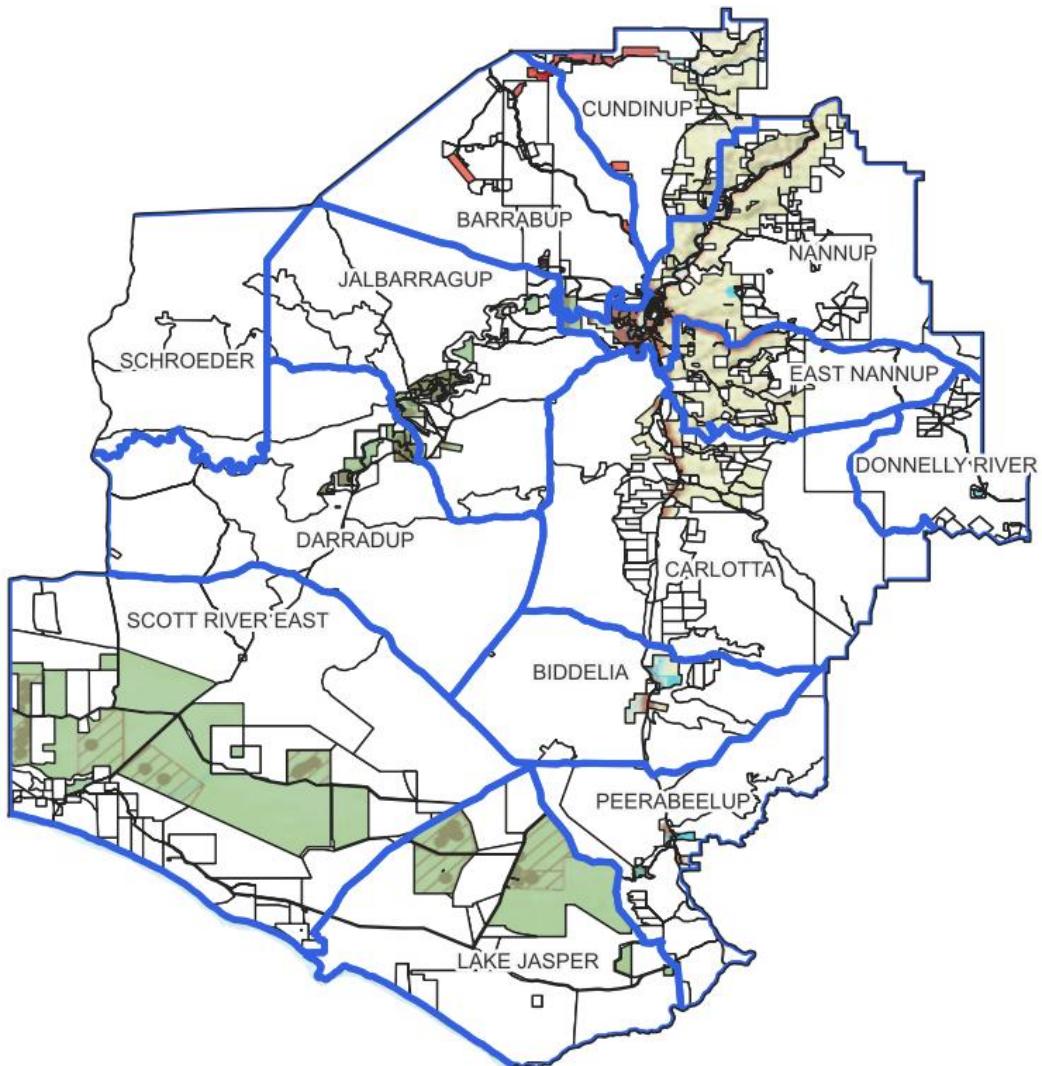


Figure 16: Ground Water Availability (Amended Map for Nannup) [24]

### Land Capability

From a land perspective for Nannup, the land is more capable and suited for perennial horticulture, viticulture, and grazing, and less for annual horticulture and dryland cropping. However, there is still potential for annual horticulture through water supplementation (through irrigation / hydroponics)

The Appendices include detailed maps of all the five categories across the Shire of Nannup. The two key messages drawn from these maps are:

1. Most of the land within the Shire has moderate or higher potential for grazing. This can be seen by the large yellow areas which indicate that 70% of the land or greater has moderate to very high capability of suiting these agricultural pursuits. This soil capability and the larger lots support the viability of the large dairy farms in the Scott River East and Lake Jasper areas.

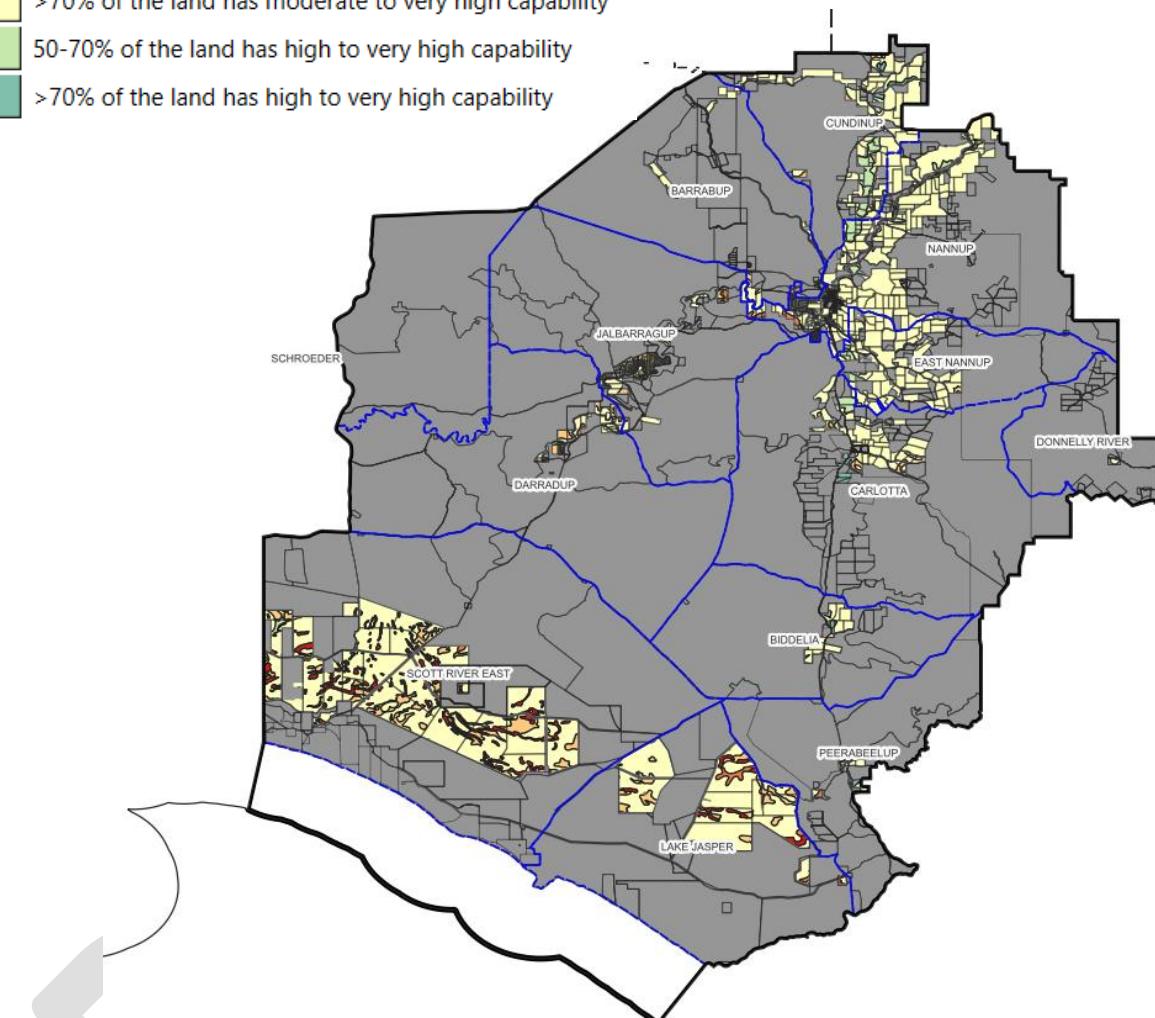
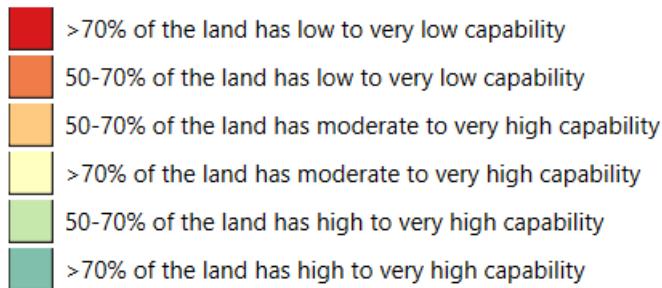


Figure 17: Land Capability for Grazing

2. A solid portion of the areas near the town centre have 50-70% of the land with high to very high capability (illustrated by lighter green) for both Perennial Horticulture and Vineyards. This assessment includes production of irrigated horticultural crops on plants with long life cycles (typically trees, shrubs or woody vines), orchard crops (e.g. apples, citrus, stone fruit, avocados, nuts, etc.) and vineyard crops (e.g. grapes and kiwifruit). Although the plants are perennial, crops are harvested annually.

While the lots with high to very high capability are typically smaller in size, they can be developed as boutique farms and marketed successfully as niche produce and products. There is future potential for these developments to benefit from export through the local airport, and integration with tourism experiences. It is noted that tourism experiences are currently heavily focused on arts, music, culture and outdoor recreation, and that future events or promotions could be tailored towards farms and produce to establish a more known Nannup brand in this market.

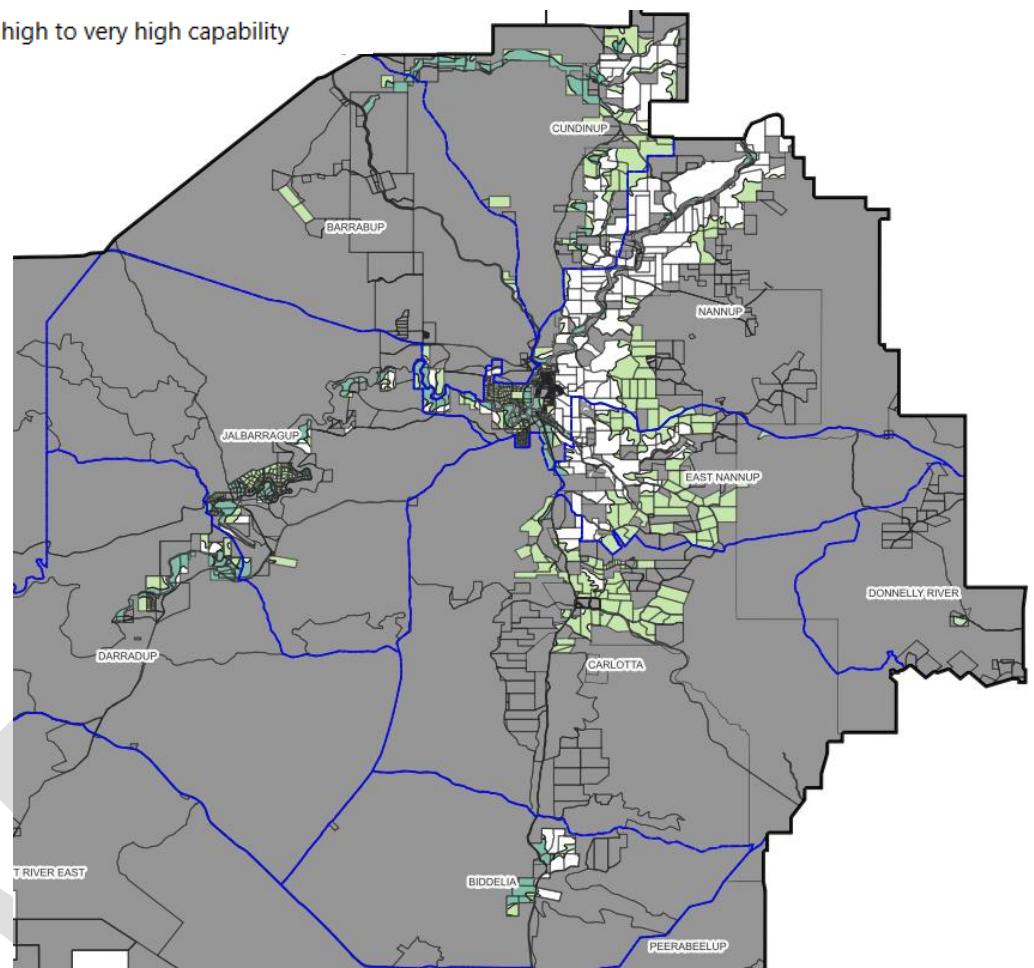
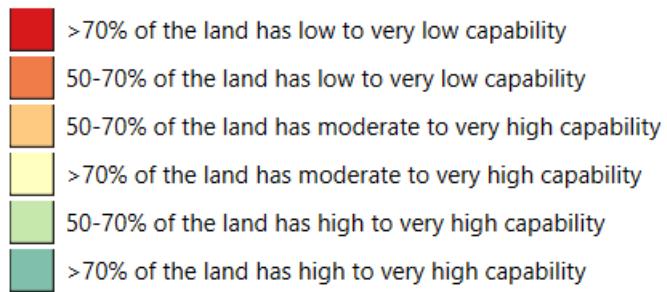


Figure 18: Land Capability for Perennial Horticulture (Only focusing on high to very high capability)

## Land Sizes

The Shire of Nannup offers a wide distribution of agricultural land sizes. This can be seen in Figure 19 particularly referring to lots that are sized 5 hectare and above. Table 7 shows agricultural potential and a suggested use based on the lot size.

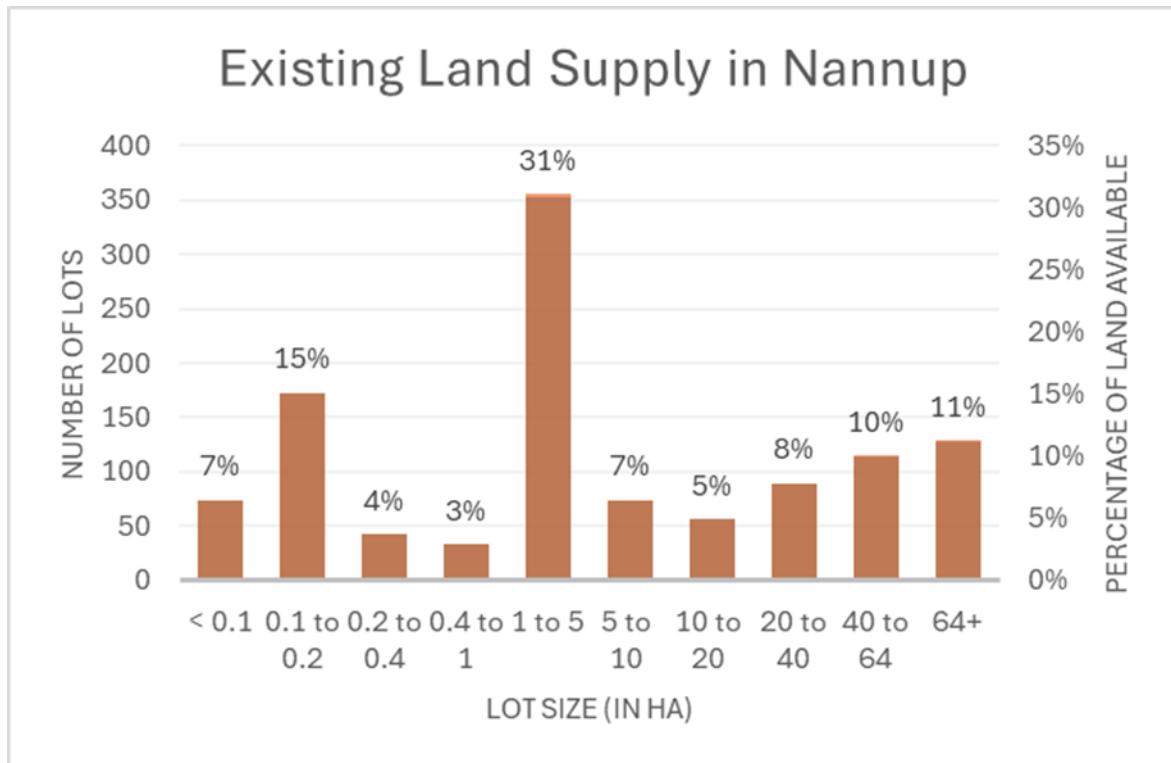


Figure 19: Existing Land Supply

Table 7: Property Size and Development Potential

Property Size	Ideal Use
< 10 ha (small lot)	Agritourism, high-value niche crops, education
11 – 40 ha	High-output, high-value crops; intensive production
41+ ha (larger holdings)	Multi-enterprise models – all the above uses

### 5.3.9 Opportunity

- Partnerships with Universities to advance sustainable practices and innovation [22].
- Partnerships with Department of Primary Industries and Regional Development (DPIRD) (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).

## 5.4 Industry Growth

Strategy: To encourage the establishment of light industries within Industrial Area(s).

### 5.4.1 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/processing 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 depot, 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.

### 5.4.2 Industry Types and Growth Potential

#### Agriculture & Agritourism

Agriculture continues to be a major industry, with growth opportunities in agritourism, food processing and value-added wholesale products like a micro abattoir and wholesale processing facilities.

#### Light Industry

There is a growing demand for light industrial development, including sectors like fabrication, 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

The opportunity to develop 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 as general industry is the priority.

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. For this to be achieved, a suitable alternative Industrial Area would need to be identified and developed to ensure continuity and development of industrial businesses in Nannup.

#### 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.

### **5.4.3 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 [22].
- 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 [23].
- Relocating the DBCA depots to the expanded industrial area to 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 [22].
- 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 [23].

## 5.5 Tourism and Events Growth

**Strategy:** To support the growth of tourism activities and events that support Nannup's identity and economic growth.

### Visitor Trends

The South West has the highest number of overnight visitors outside of Perth, indicating its growing appeal as a tourism destination. [22]

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. [22] 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 [22]. 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.

The Shire could benefit from strategically located signage and visitor information. In particular, the need for improved signage and entrance statements from the North to establish a sense of arrival and place has been identified as important. Identified locations and/or partnerships with the Community Resource Centre could act as a self-service information hub. It should be noted that the 'Experience Nannup' app already exists as a self-service hub, however this can be complemented by further means of information. Several tourism maps have been included at the end of this report for reference.

#### Government Initiatives relating to Short Stay Accommodation

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 homeowners 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 [25]. 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 pending with the Minister for Planning to prohibit short stay accommodation in all residential areas. Alongside this, the City has adopted a differential rating strategy, resulting in an average 21% rate increase for holiday homes in the 2025/26 budget. While this may improve the local government's ability to control short-stay accommodation, it limits the opportunity for local people to participate in the tourism economy by renting out their homes for short periods of time.

This gives the Shire of Nannup some options and opportunities to consider regarding managing short stay accommodation. The Shire has already put in place a short-term hosted and unhosted differential rating system. Nannup could also consider allowing residential properties a maximum of 90 days of unhosted stay per year, or alternative period, via a planning policy providing it is their primary residence, while having some dedicated areas where more than 90 days is permitted i.e. Wilson street floodplain properties that are not currently being activated otherwise for sole residential purposes, or other specific tourism areas.

## Trail Friendly Business Program and Partnership

Nannup is working towards receiving a Trail Town status, and with this comes multiple opportunities for businesses to get involved. Trails WA runs a Trail Friendly Business Program and offers partnerships to promote local businesses and training to encourage businesses to adopt strategies to attract trail visitors. In a recent presentation [26], Trails WA highlighted several business strategies including:

- Partner with other local trail friendly businesses for package deals
- Display trail information and town maps.
- Offer specials during low season to drive new business.
- Leveraging local events and holidays to highlight business presence and involvement
- Display menus on outdoor window fronts.
- Provide secure lock up of bicycles.
- Offering an after-ride reset shower, heater, comfy lounge, energising food
- Offering self-check in at accommodation to allow late check-in for visitors travelling from Perth.

## CONTENT THAT PERFORMS WELL

### WHAT TO POST (THAT TRAIL USERS LOVE)

Creature comforts	Trail timing	Gear-friendly touches	Local intel	Mini itineraries
 showers, fires, heaters, drying racks, bike storage	 early coffee, late meals, "post-ride specials"	 muddy shoes welcome, water refills, spares wall	 "today's conditions", "best sunrise spot", "family option"	 48 hours in Nannup for riders/walkers

Figure 20: Content to attract trail users [26]

## 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 8 and Figure 21. 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 8: Potential Short Stay Accommodation Sites [27] - amended*

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

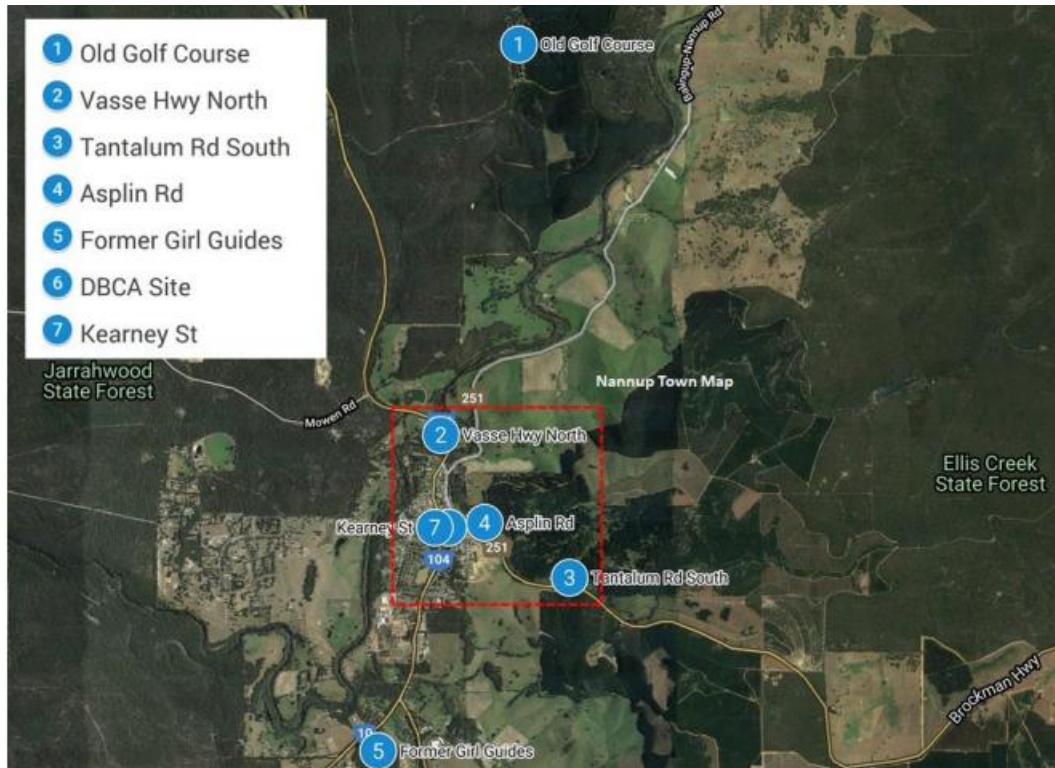


Figure 21: Short Stay Accommodation Sites

### Car Parking

Aside from accommodation, parking has also been identified as a key bottleneck and opportunity to unlock tourism and event growth [12]. The Nannup Investment Prospectus identified two key areas for car parking as shown in Figure 22. As these areas are in Floodplain or restricted government land areas, they are not considered to attract other more valuable uses such as housing development. The Shire would benefit from partnering to develop these sites to secure them into the future. These sites could function as overflow parking, providing additional spaces for visitors near the town centre.

A greater town centre parking plan can be developed to demand and supply of parking. This would need to capture the extents of the Brewery to the BP, including Grange Road, Adam Street and Brockman Street.



Figure 22: Car Parking Activation [17]

### 5.5.1 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. Signage particularly from the North can help with 'sense of arrival' and can consider integrating Aboriginal heritage and acknowledgement.
- 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 into becoming a United Nations Educational, Scientific and Cultural Organisation (UNESCO) Global Geopark.
- 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 (e.g. Lake Jasper) [7].
- Develop a town centre parking plan.
- Pursue the activation of further accommodation and parking which currently act as bottlenecks that limit event revenue and economic benefit to the town.
- Encourage the introduction of bicycle support services (repair, sales, hire, guided tours) 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.
- Business investment such as bike hire and repairs, evening dining options and the like to support the visitor economy.
- 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 [27].
- 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. [28]
- 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, Donnelly River, Barrabup Pool, Lake Jasper) [29]. Department of Primary Industries and Regional Development are understood to stock Donnelly River with trout.
- Support Donnelly River Village as place that offers a unique heritage and trail offering, as well as existing success story that provides a complementary destination to the Nannup's town centre.

## 5.6 Commercial Growth / Business Attraction

Strategy: To support the growth of commercial enterprises and businesses for the benefit of residents and visitors.

### Support for Small Businesses:

The current small business culture and recent reforms in 2022 have 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. [17]

The Regional Futures Strategy (2024-25), highlights several strategies for Retail Space Revitalisation [16]:

- Reimagining Central Business District's (CBD) 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.

#### 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 23.



Figure 23: Vacant Commercial Properties

### 5.6.1 Opportunity

- Activate walking precincts with accessible crossing points, more fit for purpose toilets, and community activation spaces.
- Engage with the 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 i.e. encourage owners to develop shopfronts in town heritage style
- 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.

### 5.6.2 Investment Ready

The Shire of Nannup has already developed key rationale for investing in Nannup, and an investment friendly approach [17]. The Strategic Community Plan also identified that the community are generally very supportive of investment [10]. Figure 24 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 24: Reasons to Invest in Nannup [17]

## 6.0 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.

### 6.1 Context Map

There are three distinct precincts which are proposed for redevelopment. This can be seen on Figure 25. The three precincts include:

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

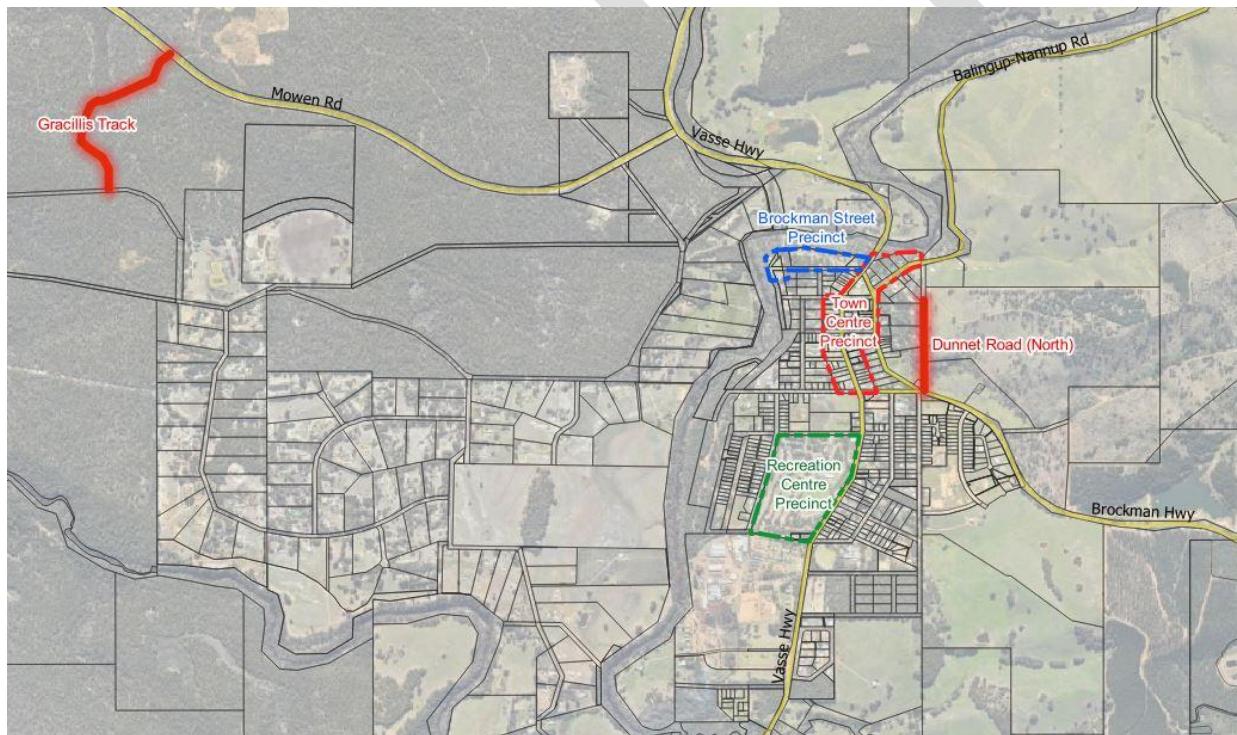


Figure 25: Local Precincts Map

## 6.2 Core Infrastructure

### 6.2.1 Digital Connectivity

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 [12]. 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 9: Cost of Digital Connectivity [12]

Precinct/Infrastructure	Cost (\$)	Source/Note
<b>Core Infrastructure</b>		
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.

### 6.2.2 Sewerage and Water Capacities

Nannup's ability to grow is impacted directly by the water and sewerage capacity of the existing reticulated Water Corporation 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 266: Proposed Bioreactor Wastewater Treatment Facility

Table 10: Cost of Sewerage Capacity [12]

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

### 6.3 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 27. 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 11. These infrastructure additions within the town centre will be completed with new entry statements, enhancing Nannup's appeal and sense of arrival.



Figure 27: Town Centre Precinct Concept Map [12]

Table 11: Cost of Town Centre Precinct Upgrades [12]

Precinct/Infrastructure	Cost (\$)	Source/Note
<b>Town Centre Precinct</b>		
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)
<b>Total</b>	<b>\$1,877,000</b>	

## 6.4 Brockman Street Precinct (BSP)

The area depicted by Figure 28 along Brockman Street has been considered a Festival Street Precinct. The proposed infrastructure upgrades along Brockman Street as mentioned Table 12 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 28: Brockman Street Precinct Concept Map [12]

Table 12: Cost of Brockman Street Precinct Upgrades [12]

Precinct/Infrastructure	Cost (\$)	Source/Note
<b>Brockman Street Precinct</b>		
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)
<b>Total</b>	<b>\$2,933,000</b>	

## 6.5 Recreation Centre Precinct (RCP)

The Recreation Centre Precinct, as depicted in Figure 29 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 13.

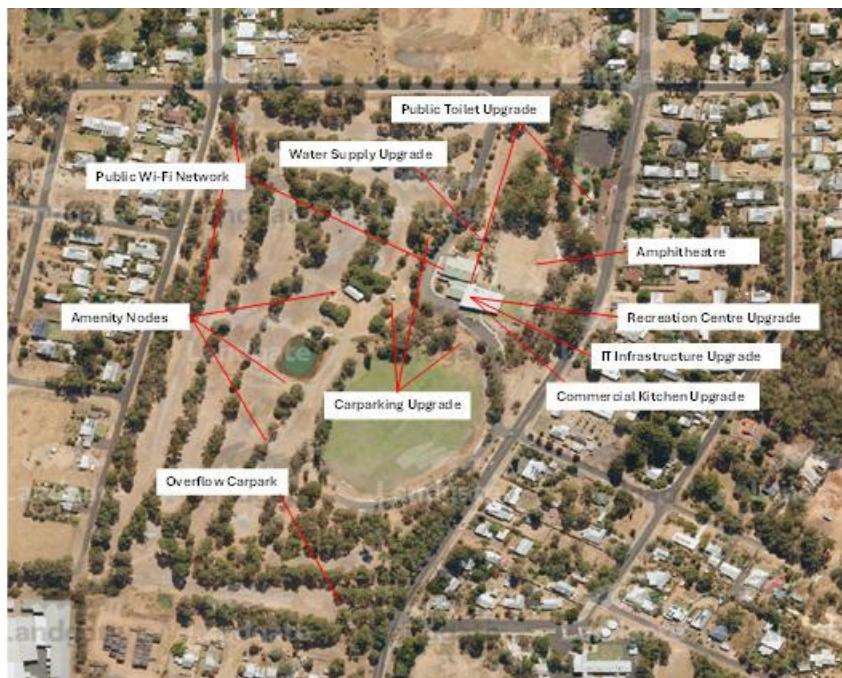


Figure 29: Recreation Centre Precinct Concept Map [12]

Table 13: Cost of Recreation Centre Precinct Upgrades [12]

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

## 6.6 Roads, Tracks and Trails

This section covers a key regional linkage to the coast as shown by the Trees to Sea Trail Connection in Figure 30, and two local roads to unlock further development as shown on Figure 25. 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 [30].

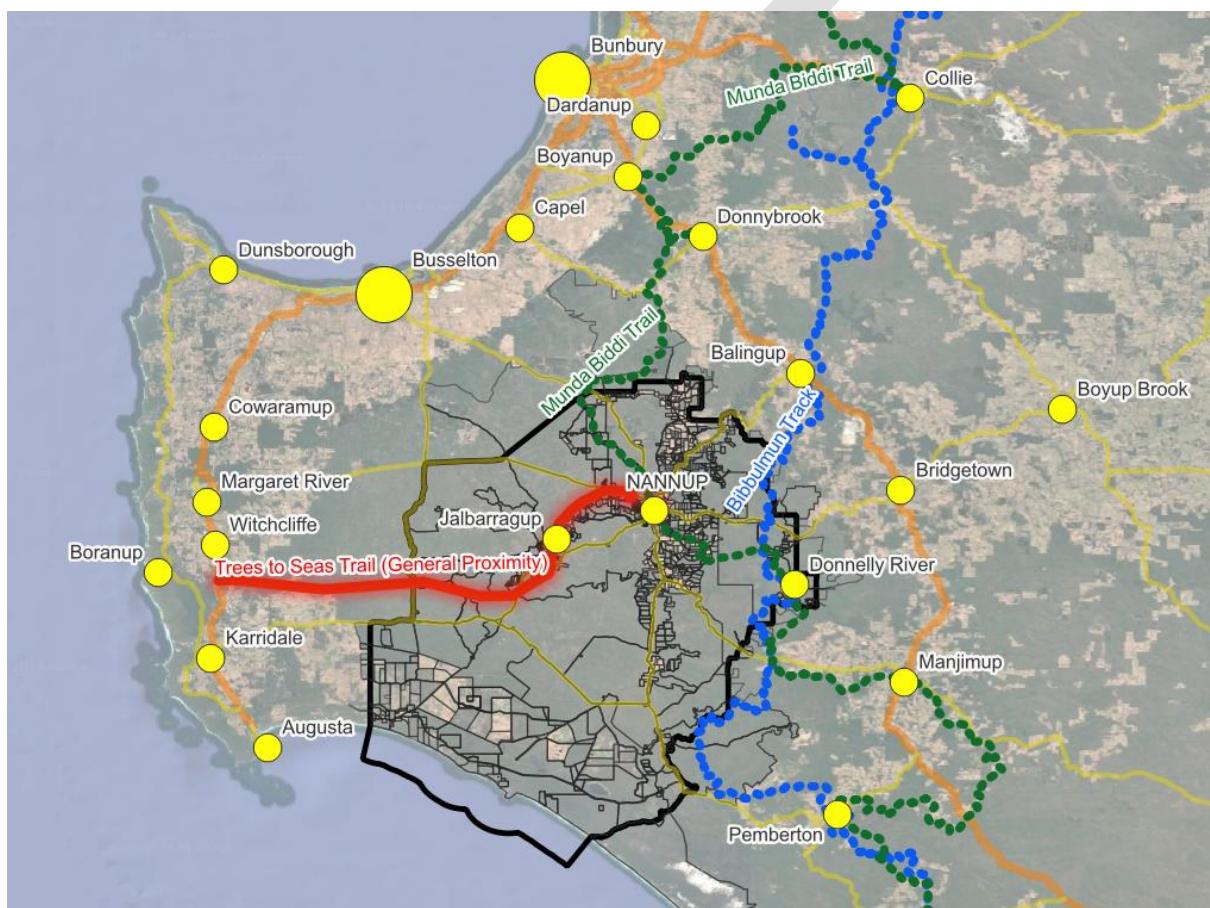


Figure 30: Regional Linkages Map

It can be highlighted that two Nationally significant trails are located within Nannup. The Munda Biddi Trail (illustrated in green) is one of the world's longest off-road cycling trails and comes through the Nannup town, before heading south-east passing through Donnelly River village. The Bibbulmun Track (illustrated in blue) is a significant walking track that is located through the eastern part of the Shire area and crosses through Donnelly River Village. The existing trails, heritage, wildlife and access to a water dam and the river makes Donnelly River Village a unique place for spot for tourists and visitors.

### 6.6.1 Trees to Sea Trail Connection

The proposed 'Trees to Sea Trail' [30] 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 [31]. 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 [31]. 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 [31]. 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 31: South West Cycling Connections [31]

### 6.6.2 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.

### 6.6.3 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 Western Australia 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.

## 7.0 Implementation Plan

To actively pursue the strategies outlined in earlier chapters, the Shire of Nannup has developed the following implementation plan. The plan primarily focuses on each key theme to ensure alignment with existing regional and local strategies. Each theme has actions with noteworthy potential to contribute to economic development within Nannup. The progress of the actions depends on external factors including agreements, funding and third-party involvement. The actions are vast to identify multiple avenues and opportunities so that each can be independently pursued when relevant funding becomes available. Indicative funding sources and potential partners have been included as guide. As such, the included timeframes are targets only.

The timeframes are categorised by Short (S: 1–2 yrs), Medium (M: 3–5 yrs), Long (L: 5+ yrs). The role of the local government has been categorised by Lead (L), Partner (P), Advocate (A), Facilitate (F).

Table 14: Implementation Plan

Theme	Action	Potential Partners	Likely Funding Sources	Role Local Government	Timeframe		
					S	M	L
<b>Housing Growth</b>							
1.	Activate underutilised land through landowner engagement	DPLH, WAPC, Dept of Communities, developers, surveyors	State Grants, DPIRD regional development, Lotterywest, GrantConnect	Lead/ Facilitate	✓	✓	
2.	Prepare concept plans for key housing precincts	DPLH, Dept of Communities, planners	State planning grants, Lotterywest	Lead	✓		
3.	Support and promote residential subdivision	WAPC, surveyors, real estate agents	State Grants	Facilitate	✓		

4.	Advocate for a retirement village in Nannup	Dept of Communities, CHPs, private operators	Regional development grants, housing grants	Advocate/ Facilitate	✓		
5.	Lobby Water Corporation for expanded sewerage services	Water Corporation	State infrastructure grants	Advocate	✓		
6.	Lobby Department of Health for small-lot septic flexibility	Dept of Health	State infrastructure programs	Advocate			
7.	Support structure plans enabling mixed-use and residential	DPLH, WAPC, SWDC	State planning grants	Facilitate	✓	✓	
8.	Develop Town Centre Design Guidelines	DPLH, SWDC, Chamber of Commerce	Lotterywest, State planning grants	Lead	✓		
9.	Coordinate infrastructure planning for housing (particularly sewerage)	Water Corporation, Western Power	State infrastructure programs	Lead/ Advocate	✓	✓	
10.	Incentivise activation of vacant residential land	Real estate agents, builders	Local incentives, regional development grants	Lead/ Facilitate	✓		

#### **Agriculture, Horticulture and Food Processing**

11.	Partner with universities on sustainable agriculture and innovation	UWA, Curtin, Murdoch, ECU, TAFE, DPIRD	DPIRD grants, research grants	Facilitate	✓	✓
12.	Strengthen partnerships with DPIRD	DPIRD	DPIRD grants	Partner	✓	
13.	Work with DBCA/Water Corp/DPIRD on recreation and recreational fishing at dams	DBCA, Water Corporation, DPIRD	Community Stewardship Grants	Advocate/ Facilitate	✓	
14.	Promote peri-urban boutique agriculture	Producer groups, DPIRD	DPIRD grants	Facilitate	✓	✓
15.	Encourage value-adding industries such as a micro abattoir and food processing facility	DPIRD, SWDC, processors	DPIRD value-adding grants, WA industry grants	Facilitate	✓	✓
16.	Support development of regional food brands	Producer groups, Tourism WA	Tourism WA, DPIRD	Facilitate	✓	
17.	Support agricultural events	Producer groups, Tourism WA	Tourism WA, DPIRD	Advocate	✓	

18.	Develop food trails and produce festivals	Tourism WA, Chambers, producers	Lotterywest, DPIRD events	Facilitate	✓	
19.	Advocate for protection of viable agricultural land	DPLH, WAPC, DPIRD	State planning programs	Advocate	✓	
20.	Deliver agricultural diversification and intensification education	DPIRD, TAFE, universities	DPIRD grants	Facilitate	✓	
21.	Support local food hubs and supply chains	DPIRD, SWDC, logistics companies	DPIRD supply chain grants	Facilitate	✓	✓
22.	Promote agrivoltaics	Renewable energy developers, universities	Clean energy grants	Advocate/ Facilitate	✓	
23.	Promote tourism-based value-adding	Tourism operators, producers	Tourism WA, DPIRD	Facilitate	✓	✓
<b>Industry Growth</b>						
24.	Activate existing industrial area	SWDC, developers, Chamber	Regional development grants	Lead/ Facilitate	✓	✓
25.	Prepare structure plan and rezone future industrial land	DPLH, WAPC, SWDC	State planning grants	Lead	✓	✓
26.	Lobby for state funding for new light industrial areas	SWDC, Dept. JTSI, DPIRD	State infrastructure grants	Advocate	✓	✓
27.	Relocate DBCA and Shire depots to expanded industrial area	DBCA, Shire	State infrastructure programs	Lead/ Advocate		✓
28.	Consider rating incentives to activate industrial land	Shire, Chamber	Local incentives	Lead	✓	
29.	Attract tradespeople and builders	TAFE, builders, Chamber	Workforce development grants	Facilitate	✓	
30.	Support international freight route via Busselton Airport	City of Busselton, Busselton Airport, SWDC	Transport and freight grants	Advocate	✓	✓
31.	Support renewable energy infrastructure development	Renewable energy developers, Western Power	Clean energy grants	Advocate/ Facilitate	✓	

32.	Consider rating incentives for intensive agriculture and value-adding	Shire, DPIRD	Local incentives	Lead	✓		
33.	Support development of workers housing	Dept of Communities, Community Housing Providers	Housing grants, regional development	Advocate/ Facilitate	✓	✓	
34.	Partner with education providers for trades training	TAFE, universities	Skills and training grants	Facilitate		✓	
35.	Promote proximity to Bunbury Port for export	Southern Ports, SWDC	Export development programs	Advocate	✓	✓	
36.	Align zoning and planning with infrastructure to create clusters	DPLH, SWDC	Planning grants	Lead/Facilitate		✓	
37.	Encourage innovative uses for storage sheds	Local businesses, developers	Local incentives	Facilitate		✓	
38.	Provide small/collaborative industrial spaces	Developers, Chamber	Regional development grants	Facilitate	✓	✓	
<b>Tourism and Events Growth</b>							
39.	Invest in tourism infrastructure and diversification that supports building Nannup as a Trail Town	Tourism WA, DBCA, SWDC, Main Roads	Tourism infrastructure grants, Lotterywest	Lead/ Facilitate	✓	✓	
40.	Establish tourism zone west of Tank 7	DPLH, DBCA, private operators	Tourism WA, regional development	Lead/ Facilitate		✓	
41.	Support Nannup Geopark integration	Traditional Owners, DBCA	Cultural or tourism grants, Lotterywest	Facilitate	✓	✓	
42.	Improve east-west access across town	Shire, Main Roads	Regional development grants	Lead		✓	
43.	Work with State agencies on recreation at water bodies	DBCA, Water Corporation	Community Stewardship Grants	Advocate/ Facilitate	✓		
44.	Develop a town centre parking plan	Shire, Main Roads	Tourism infrastructure grants, Lotterywest	Lead	✓		

45.	Address event bottlenecks (accommodation and parking)	Tourism WA; SWDC; private accommodation providers; event organisers; Main Roads; Chamber; developers; Shire	Tourism infrastructure grants; Tourism WA Regional Events Scheme; SWDC regional development grants; Lotterywest;	Lead/ Facilitate/ Advocate	✓	✓	
46.	Encourage bicycle support services	Cycling groups, private operators	Tourism WA product development	Facilitate	✓		
47.	Encourage private shuttle services	Private operators, tourism businesses	Tourism WA, regional development	Facilitate	✓		
48.	Expand visitor accommodation options	Private operators, investors	Tourism WA, regional development	Facilitate	✓	✓	
49.	Support expansion/improvement of existing caravan park and new holiday parks	Private operators	Tourism WA, regional development	Facilitate	✓	✓	
50.	Support events and festivals	Tourism WA, Chamber, community groups	Tourism WA event grants, Lotterywest	Facilitate	✓	✓	✓
51.	Encourage new tourism products – e.g. trail running and other trail related activities	Tourism operators, producers	Tourism WA, DPIRD	Facilitate	✓	✓	
52.	Clarify short-stay accommodation policy	Shire, developers	Local policy	Lead	✓		
53.	Leverage Wadandi Track connection	DBCA, SWDC, tourism bodies	Tourism WA, Lotterywest	Advocate/ Facilitate		✓	✓
54.	Seek funding for regional road upgrades	Main Roads, SWDC	State road funding	Advocate		✓	
<b>Commercial Growth / Business Attraction</b>							
55.	Activate walking precincts and community spaces	Shire, community groups, Chamber	State Grants & Subsidies, Lotterywest	Lead	✓		
56.	Provide incentives for CBD business attraction – key target businesses being	Chamber, real estate agents	Business capability grants	Lead	✓	✓	

	butcher, hairdresser, bike hire/servicing, evening dining diversification, wine bar.						
57.	Maintain friendly small business culture by streamlining planning and approvals	Shire, DPLH	Local government programs	Lead	✓	✓	✓
58.	Maintain Nannup investment prospectus	Chamber, SWDC	Local government resources	Lead	✓		
59.	Attract a manufacturing industry as another baseline industry to agriculture and tourism. e.g. modular house builder, value adding processing facility.	Private developers, industry	Industry grants	Facilitate	✓		
60.	Support main street revitalisation	DPLH, SWDC, businesses	Lotterywest, DPIRD	Lead	✓	✓	
61.	Implement Buy Local program	Chamber, businesses	Small business support grants	Advocate	✓		
62.	Build partnerships with real estate and business chambers	Chamber, real estate agents	Local government resources	Lead/ Facilitate	✓		
63.	Develop Town Centre Design Guidelines	DPLH, SWDC, Chamber	Lotterywest, State planning grants	Lead	✓		
64.	Activate vacant Main Street land and shops	Property owners, real estate agents	Local incentives, regional development	Facilitate	✓	✓	

#### Infrastructure Projects

##### Core Infrastructure

65.	Deliver public Wi-Fi (TCP)	Telecommunications providers, SWDC	Digital inclusion grants	Lead/ Facilitate	✓		
66.	Construct bioreactor wastewater treatment facility	Water Corporation, Dept of Health	State infrastructure programs	Advocate		✓	

##### Town Centre Precinct (TCP)

67.	TCP - Build pedestrian bridge across Vasse Highway	Main Roads, SWDC	State infrastructure grants	Advocate/ Lead			✓
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68.	TCP - Construct Grange Road Carpark	Shire, SWDC	Regional development grants	Lead	✓		
69.	TCP - Build Balingup-Nannup Road footpath	Shire, Main Roads	State active transport grants	Lead	✓	✓	
70.	Upgrade public toilets (TCP)	Shire, community groups	State Grants	Lead	✓	✓	
71.	Install Nannup entry statement	Shire, Main Roads	Regional development grants	Lead	✓	✓	
72.	Upgrade street lighting	Western Power, Shire	State infrastructure grants	Lead/ Advocate	✓	✓	
73.	Improve Village Green drainage	Shire	Local government resources	Lead	✓	✓	
74.	Upgrade Town Hall	Shire, community groups	Lotterywest, State Grants	Lead	✓	✓	
75.	Improve footpaths (TCP)	Shire	State Grants	Lead	✓	✓	
<b>Brockman Street Precinct (BSP)</b>							
76.	Upgrade power infrastructure (BSP)	Western Power	State infrastructure grants	Advocate		✓	
77.	Upgrade water supply (BSP)	Water Corporation	State infrastructure programs	Advocate		✓	
78.	Deliver public Wi-Fi (BSP)	Telecommunications providers	Digital inclusion grants	Lead/Facilitate		✓	
79.	Deliver streetscape upgrades (BSP)	Shire, SWDC	Regional development grants	Lead		✓	
80.	Replace stage and shade structures (BSP)	Shire, community groups	Lotterywest	Lead		✓	
81.	Upgrade and replace shelters (BSP)	Shire	State Grants	Lead		✓	
82.	Upgrade public toilets (BSP)	Shire	State Grants	Lead		✓	
<b>Recreation Centre Precinct (RCP)</b>							
83.	Upgrade public toilets (RCP)	Shire	State Grants	Lead	✓	✓	
84.	Construct commercial kitchen (RCP)	Shire, community groups	Lotterywest	Lead	✓	✓	

85.	Upgrade water supply (RCP)	Water Corporation	State infrastructure programs	Advocate	✓	✓	
86.	Create visitor amenity nodes (RCP)	Shire, tourism bodies	Tourism WA, Lotterywest	Lead/ Facilitate	✓	✓	
87.	Deliver public Wi-Fi (RCP)	Telecommunications providers	Digital inclusion grants	Lead	✓	✓	
88.	Upgrade carparking (RCP)	Shire	Regional development grants	Lead	✓	✓	
89.	Upgrade IT infrastructure (RCP)	Shire	Local government resources	Lead	✓	✓	
90.	Upgrade recreation centre (RCP)	Shire, sporting clubs	Lotterywest, State Grants	Lead	✓	✓	
91.	Construct overflow carpark (RCP)	Shire	Regional development grants	Lead	✓	✓	
92.	Construct amphitheatre (RCP)	Shire, community groups	Lotterywest	Lead	✓	✓	
<b>Roads and Tracks</b>							
93.	Deliver Trees to Sea Trail connection	DBCA, SWDC, tourism bodies	Tourism WA, Lotterywest	Lead/ Facilitate		✓	✓
94.	Develop Dunnet Road North	Shire, DPLH	State infrastructure programs	Lead	✓	✓	
95.	Develop Gracilis Track	Shire, DPLH	State infrastructure programs	Lead	✓		



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## 9.0 Appendix 1 – Context

### 9.1 Regional Strategies

The Regional Investment Framework (2023) [34] 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 [16]. 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 South West 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 [22]. The Strategic Plan considers the Global Trends, that drive the National and State Commitments as shown in Figure 32.



Figure 32: 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 [23]:

- **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 \(2015\)](#) [32] [33] focuses on major infrastructure across the South West, 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.

## 9.2 Local Planning Strategy

The local planning strategy aims to provide a usable 10–15-year land use plan to guide subdivision and development [34]. 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.

### 9.3 Economic Development Strategy 2017

The Economic Development Strategy (2017) [35] 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. Relevant activities have been carried forward or integrated in the current strategy.

The following key actions have been completed since this strategy:

- Tourism signage improvements from neighbouring centres (Southern Forests & Valleys).
- Regional tourism brand developed (SFV).
- Traffic management improvements at cycle events.
- Forest Rally pit lane relocated to Recreation Centre.
- Shell replaced on Nannup Amphitheatre stage.
- Winter market location sourced (Town Hall surrounds).
- Local environmental group established (Sustainability Committee).

- Trail infrastructure improvements underway with several components completed (T7 MTB, Munda Biddi Halfway, NF MTB, jump park, Marinko Park upgrades).
- Blackwood River walking trail completed.
- Downhill MTB master planning completed.
- Campaign positioning Nannup as an attractive place to live completed.
- Cidery / microbrewery established (Nannup Brew Co).
- Farm stay accommodation established.
- Promotion of the Nannup Tiger completed (Tiger Trail).
- Regional directional signage implementation completed (Southern Forests & Valleys).

## 9.4 Scott River Sustainable Economic Strategy 2020-2030

The Scott River Sustainable Economic Strategy [36] is a ten-year vision that aims for the Scott River Region (SRR) to become an agricultural powerhouse of significance. It sets out various strategies including improved local roads and infrastructure (with asset maintenance implications for local governments), simplifying local planning scheme to improve flexibility of use and growth and investment in that region, and various investment opportunities.

Industry investment opportunities identified with Scott River Region include:

- Beef abattoir - A mobile, micro, or modular abattoir processing 5,000–10,000 cattle per year to supply packaged, branded grass-fed beef to WA retail and wholesale markets. Estimated capital cost: \$2.2–\$3.2M.
- Dairy processing plant - Facility producing yoghurt, butter, cheese, and ice cream, processing 50M–200M+ litres of milk annually for domestic and export markets. Capital cost: \$10–\$20M+.
- Wind farm & biogas facility - Augusta Margaret River Clean Community Energy Incorporated (AMRCCE) Project - A 10MW wind and biogas system managing dairy waste and supplying renewable energy to the south-west grid. Capital cost: \$20–\$25M.
- Wind farm & hydrogen plant - A 5MW wind-powered system paired with a 4.5MW electrolyser to produce and store hydrogen for industry, transport, and micro-generation. Capital cost: \$15–\$20M.
- Spray-drying plant - A small-scale plant powderising vegetables for superfood markets, capable of processing various food products for State and National sales. Capital cost: \$0.75–\$2.0M.
- Community facility -A multi-purpose hub offering retail, storage, transport, hospitality, accommodation, and community services. Capital cost: \$5–\$9M.

- Micro-enterprise opportunities - Small, owner-operated agribusinesses costing \$5k–\$20k, generating up to \$700+ weekly, including:
  - Eggs via chicken caravans (30–450 birds).
  - Indoor mushrooms (10m<sup>2</sup> yields ~15kg).
  - Microgreens (10m<sup>2</sup> yields ~15kg).
  - Hydroponic gourmet herbs (4m<sup>2</sup> yields ~150 pots).
  - Ducks and chickens (20–40 birds/week, off-site processing).

## 9.5 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 33: Local Government's Role in Economic Development [1]

The role of economic development varies across different local governments. The intent of Figure 33 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 Appendix 2 – Regional Water Availability Maps

## 9.6 Regional Surface Water Availability

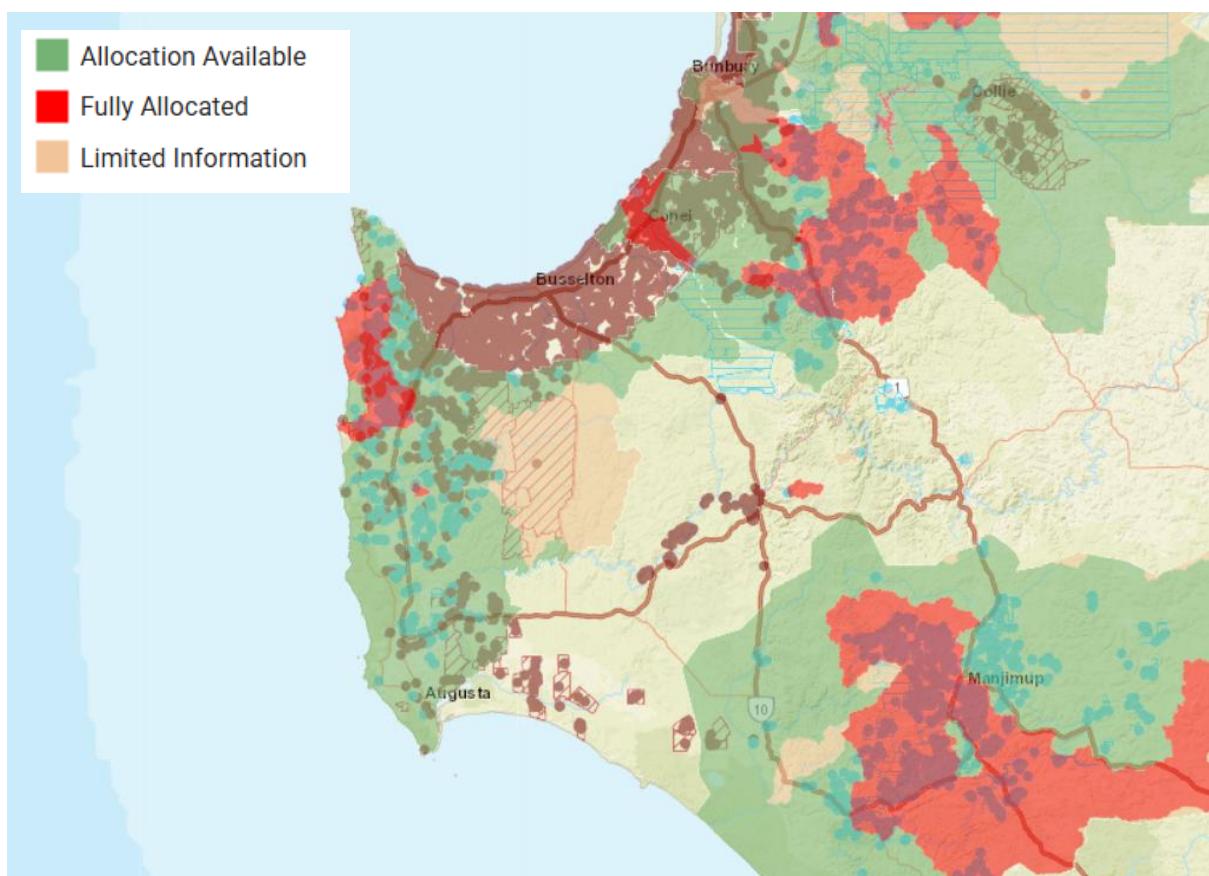


Figure 34: Regional Surface Water Availability [24]

## 9.7 Regional Ground Water Availability

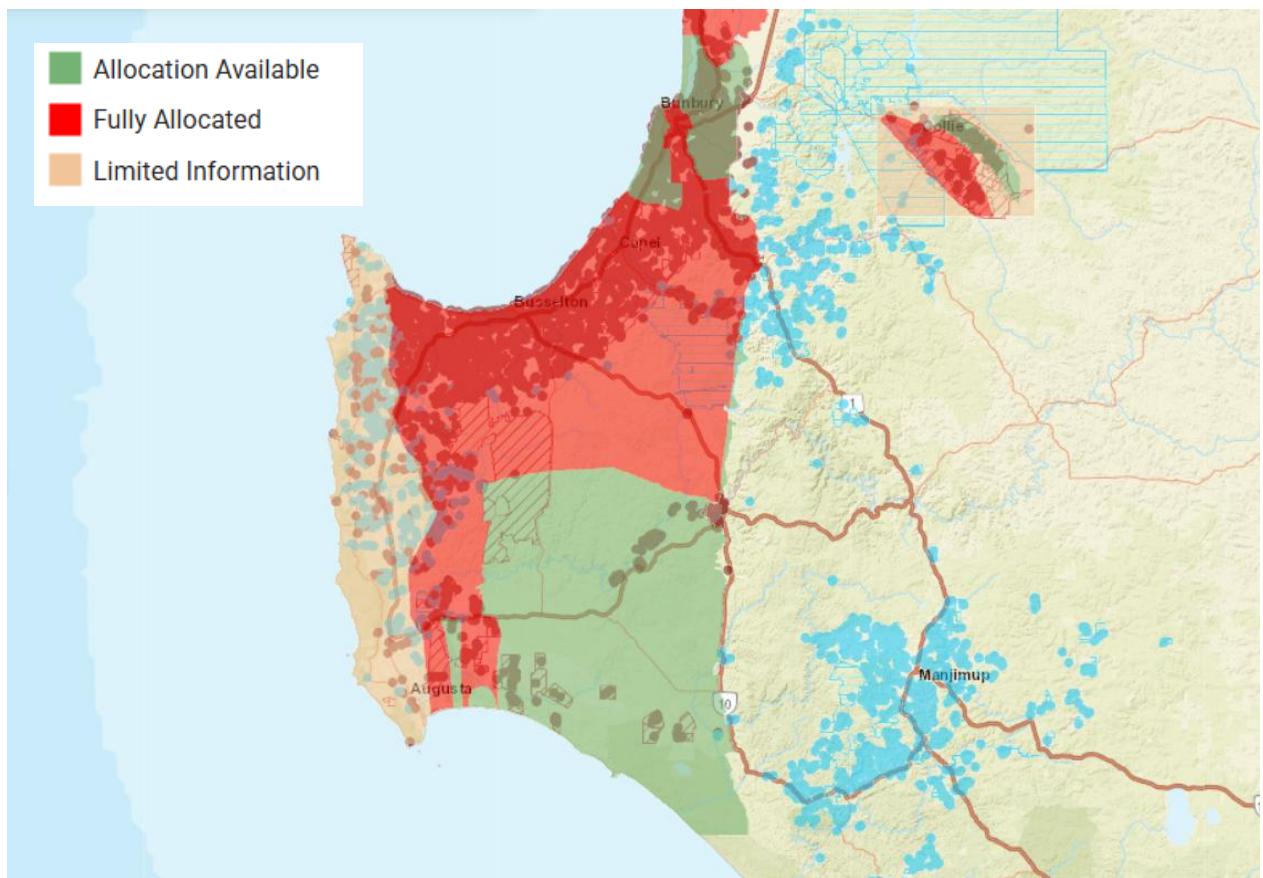


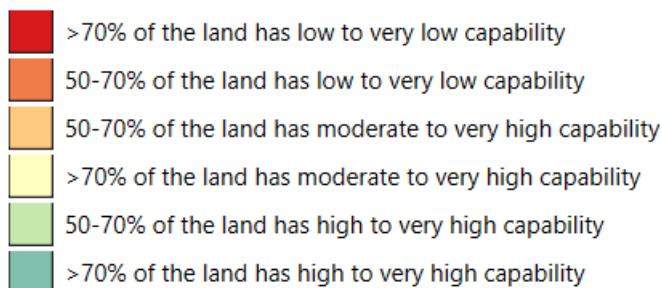
Figure 35: Regional Ground Water Availability [24]

## 10.0 Appendix 3 – Land Capability Maps

The following Land Capability Maps have the data and assumptions sourced from [data.wa.gov.au](http://data.wa.gov.au).

Land capability refers to the ability of land to support a type of land use without causing damage. See DAFWA Resource Management Technical Report 298 for a description of the qualities assessed and the methodology involved.

They each follow the following key, with green indicating land with high to very high capability.



## 10.1 Annual Horticulture (DPIRD-030)

Land capability for annual horticulture in the south west of Western Australia based on analysis and interpretation of the best available soil-landscape mapping dataset (DPIRD-027).

**The assessment for annual horticulture covers the production of irrigated horticultural crops from plants with short-term life cycles (typically completed within the period of a year). Crops include annual fruits (strawberries, melons, etc.), vegetables (e.g. potatoes, lettuce, cabbages, tomatoes, pumpkins, etc.), commercial turf production and cut flowers.**

The assumptions for the land use as assessed include:

- crops are grown for commercial production
- crops are shallow rooted with most roots using only the top 50 cm of soil
- crops are irrigated using sprinkler or trickle systems
- mechanised cultivation occurs at least annually
- fertilisers and herbicides, fungicides and/or pesticides are broadcast at least annually
- crop rotation is practised
- considers physical requirements only and ignores socio-economic factors.

Capability ratings do not take into account factors such as the availability and quality of water supplies for irrigation or climatic risks such as frost or heat stress. Such factors need to be considered as a separate layer of information.

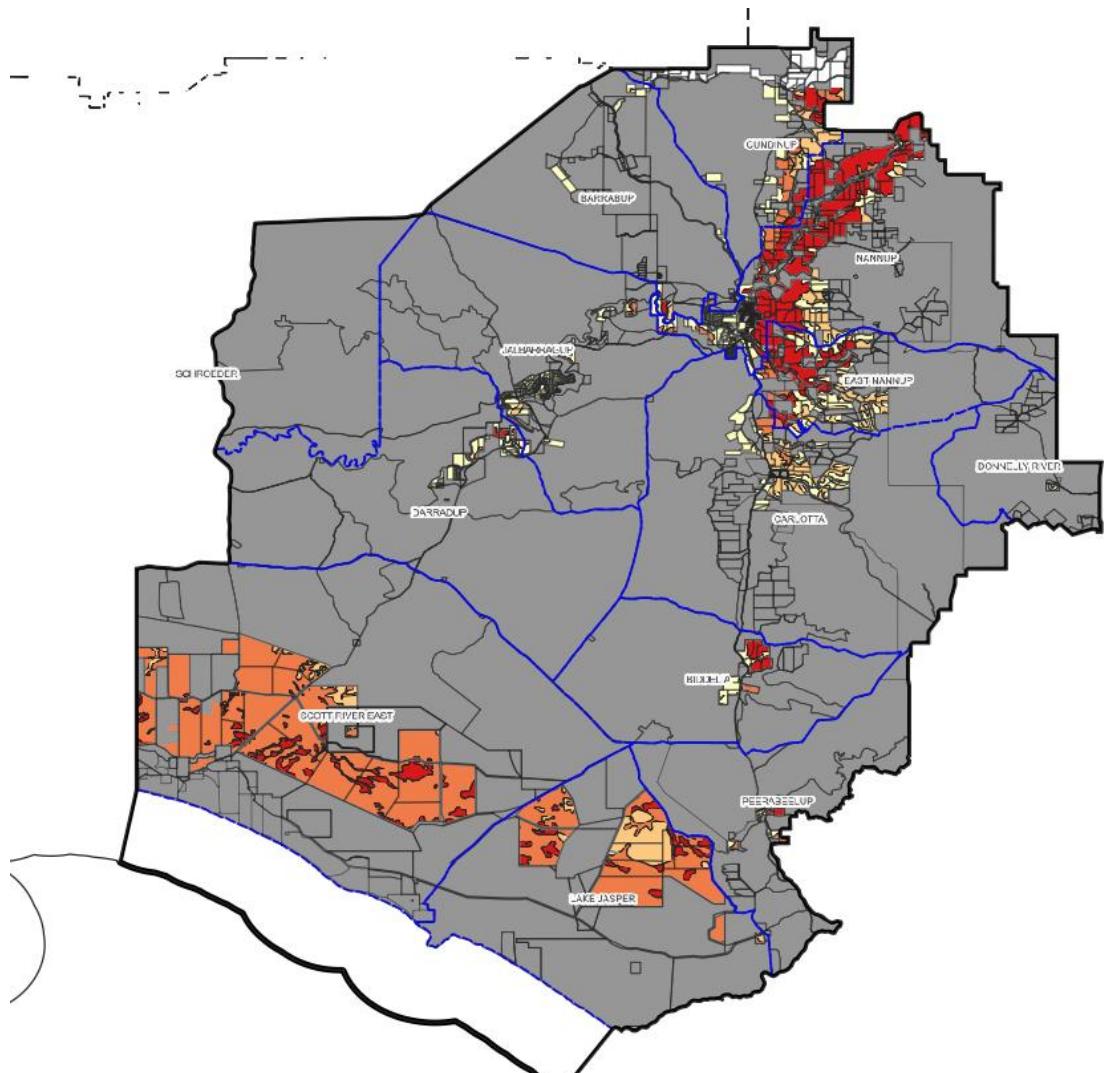


Figure 36: Land Capability – Annual Horticulture

## 10.2 Dryland Cropping (DPIRD-031)

Land capability for cropping in the south west of Western Australia based on analysis and interpretation of the best available soil-landscape mapping dataset (DPIRD-027).

This assessment covers the production of rain-fed (non-irrigated) field crops under a cropping system that incorporates minimal tillage practices and stubble retention.

This is a general assessment for common dryland crops grown over extensive areas (i.e. hundreds of hectares). It is best suited to the 350-600 mm rainfall zone where most extensive crops are grown (i.e. the wheatbelt), though may be extended to include some slightly higher rainfall areas. **Crops included in this general assessment are wheat, barley, oats, narrow-leaved lupins, field peas, canola, chickpea and faba beans.**

Capability ratings do not take into account factors such as the availability and quality of water supplies for irrigation or climatic risks such as frost or heat stress. Such factors need to be considered as a separate layer of information.

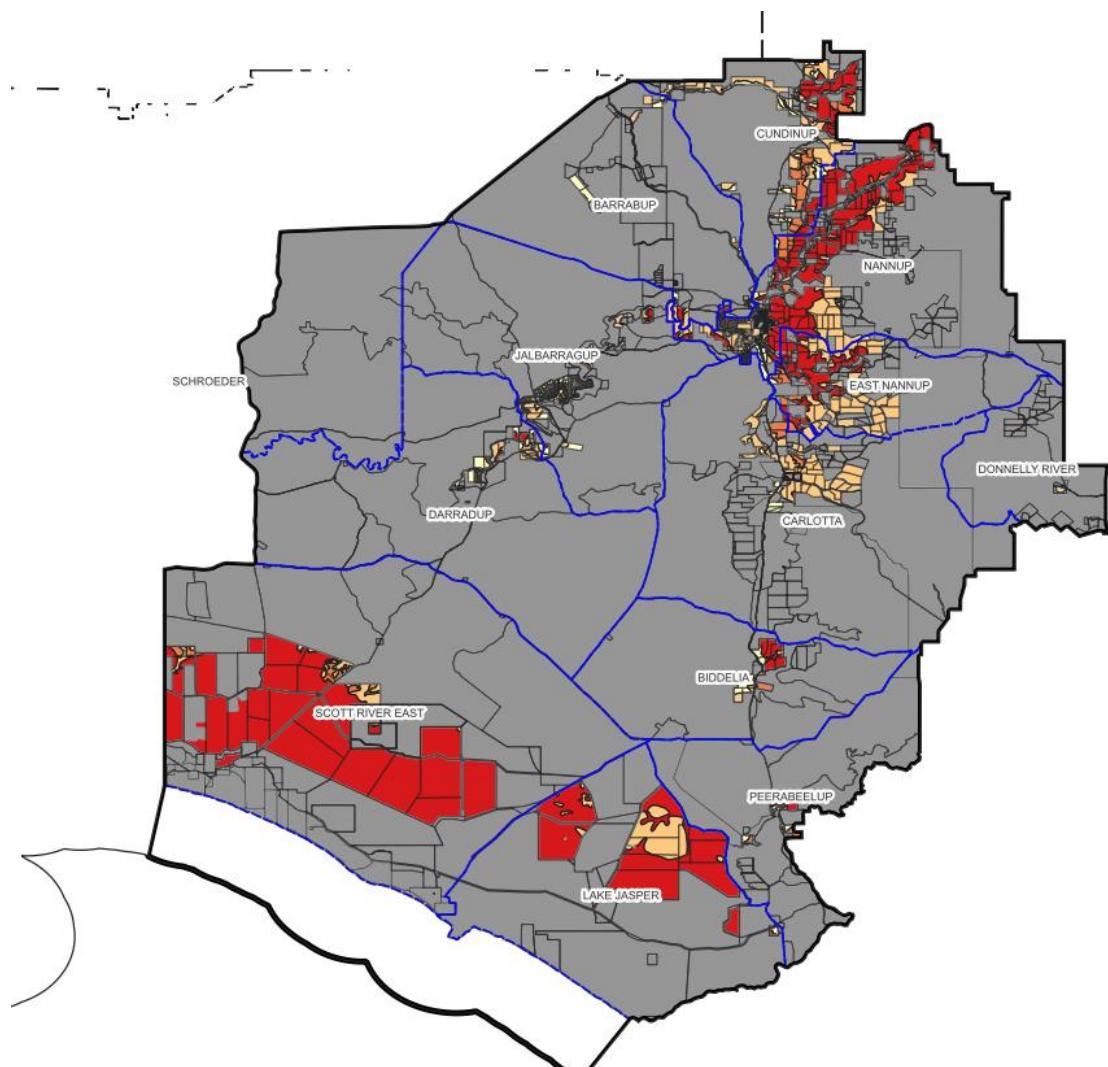


Figure 37: Land Capability – Dryland Cropping

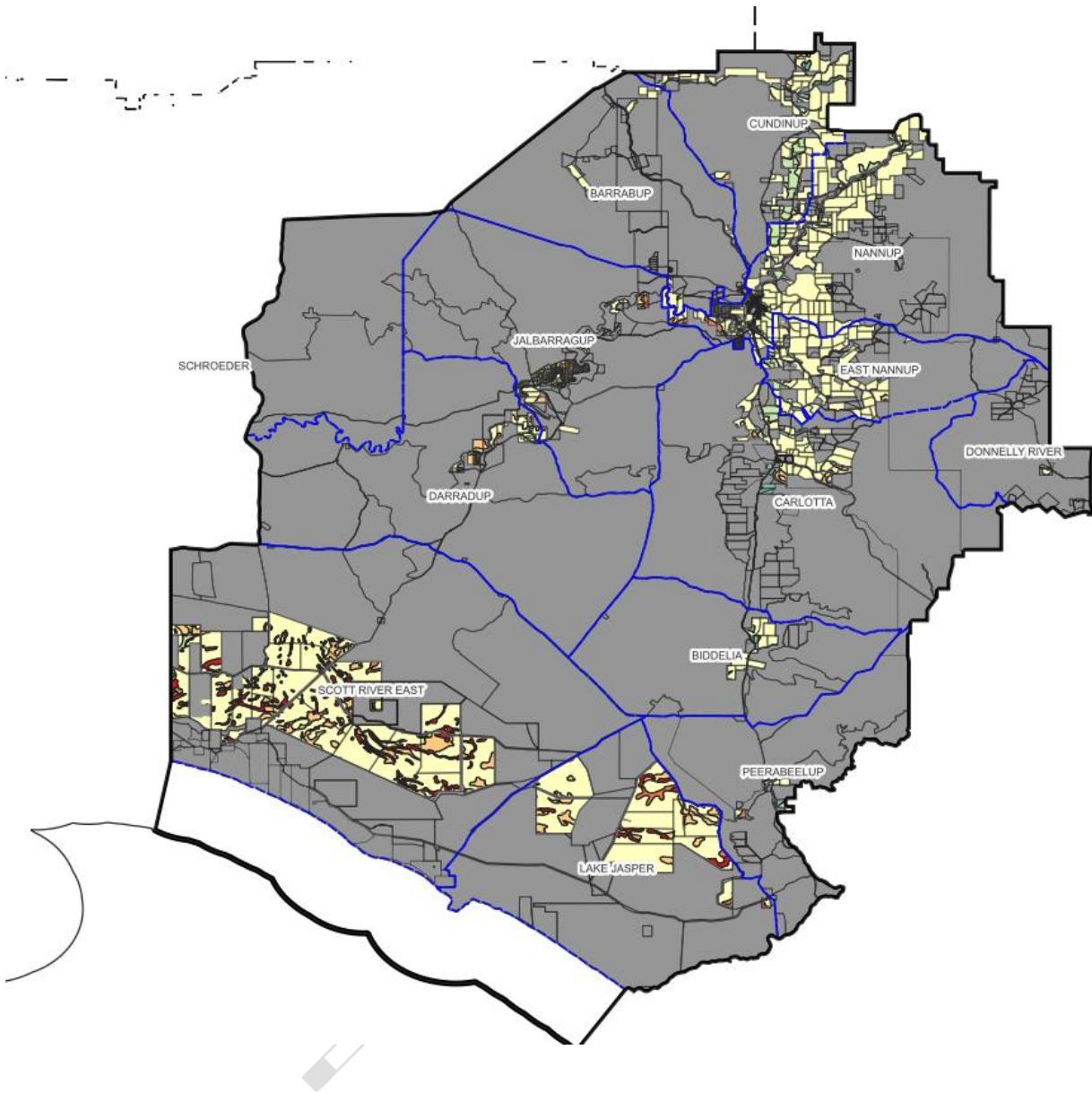
### 10.3 Grazing (DPIRD-032)

Land capability for grazing in the south west of Western Australia based on analysis and interpretation of the best available soil-landscape mapping dataset (DPIRD-027).

This assessment covers the grazing of sheep and cattle on broadscale dryland (i.e. non-irrigated) pastures in agricultural areas (receiving an average annual rainfall more than 350 mm).

Capability ratings do not take into account factors such as the availability and quality of water supplies for irrigation or climatic risks such as frost or heat stress. Such factors need to be considered as a separate layer of information.

Figure 38: Land Capability - Grazing



## 10.4 Perennial Horticulture (DPIRD-033)

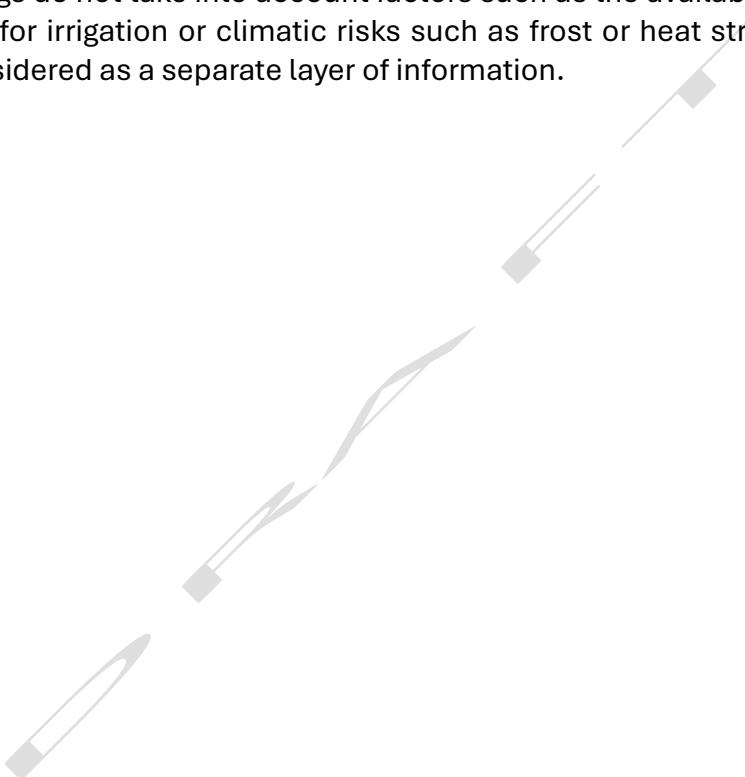
Land capability for perennial horticulture in the South West of Western Australia based on analysis and interpretation of the best available soil-landscape mapping dataset (DPIRD-027).

**The assessment for perennial horticulture covers production of irrigated horticultural crops on plants with long life cycles (typically trees, shrubs or woody vines). Included are orchard crops (e.g. apples, citrus, stone fruit, avocados, nuts, etc.) and vineyard crops (e.g. grapes and kiwifruit). Although the plants are perennial, crops are harvested annually.**

The assumptions for the land use as assessed include:

- crops are grown for commercial production.
- plants are deep-rooted with roots typically extending to depths of 100 cm or more.
- plants are irrigated using drip, micro-jet or mini sprinkler systems.
- fertilisers and herbicides, fungicides and/or pesticides are broadcast at least annually.
- mechanised cultivation occurs only during crop establishment.
- weeds are controlled by mowing, slashing or spraying machinery access to the crop is required for spraying, pruning and/or harvesting.
- considers physical requirements only and ignores socio-economic factors.

Capability ratings do not take into account factors such as the availability and quality of water supplies for irrigation or climatic risks such as frost or heat stress. Such factors need to be considered as a separate layer of information.



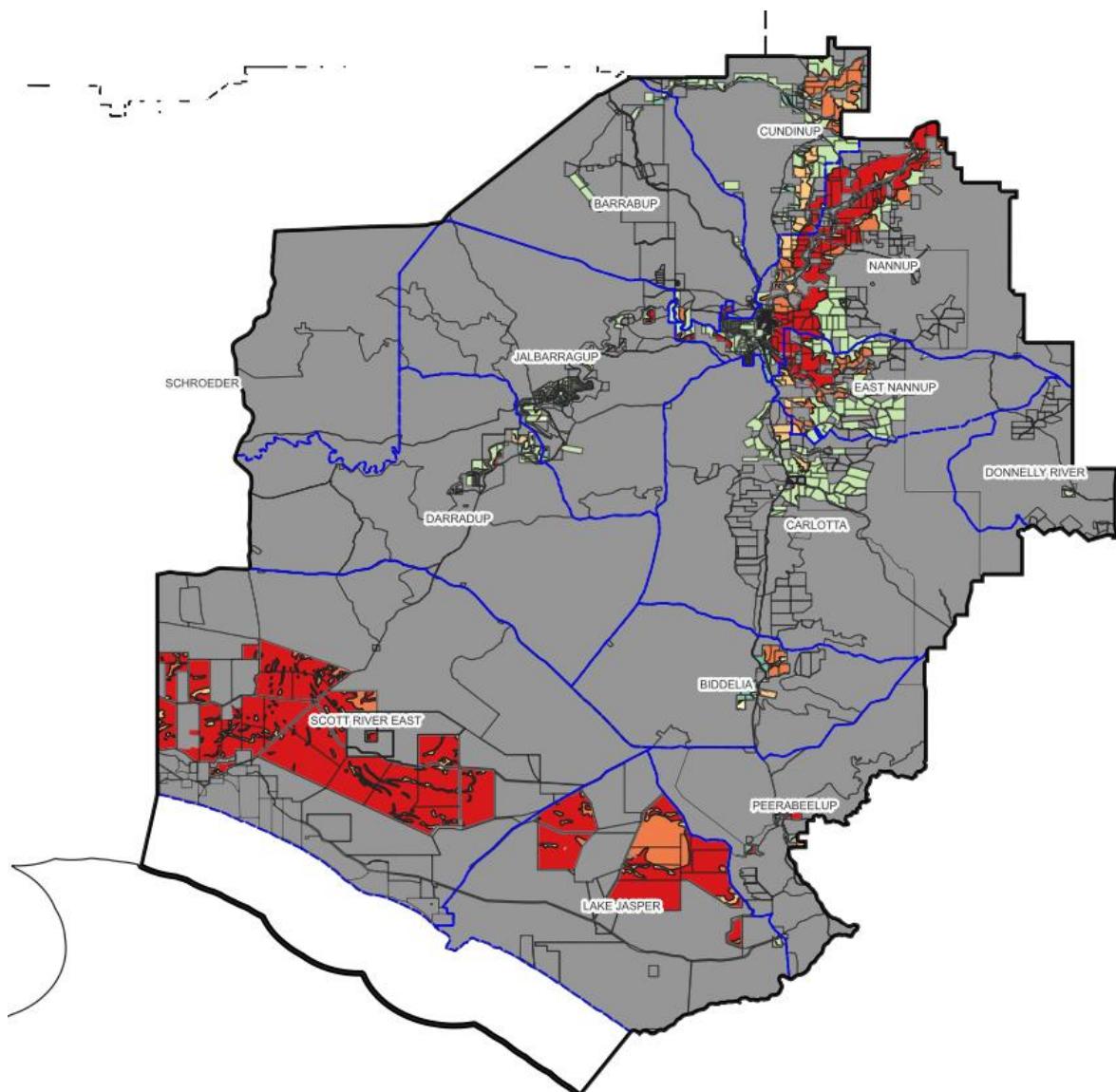


Figure 39: Land Capability – Perennial Horticulture

## 10.5 Vineyards (DPIRD-034)

Land capability for vineyards in the South West of Western Australia based on analysis and interpretation of the best available soil-landscape mapping dataset (DPIRD-027).

Capability ratings do not take into account factors such as the availability and quality of water supplies for irrigation or climatic risks such as frost or heat stress. Such factors need to be considered as a separate layer of information.

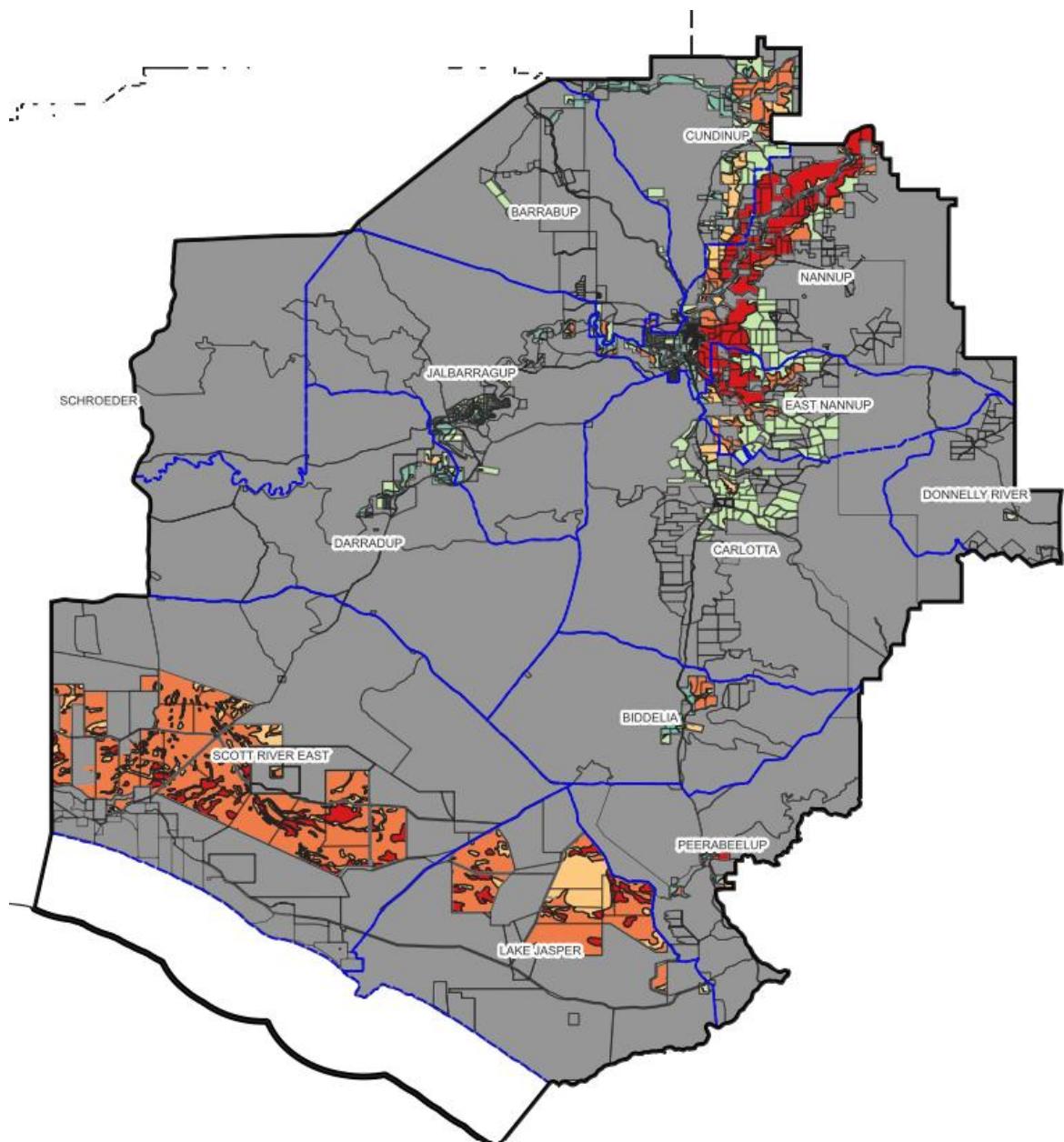


Figure 40: Land Capability - Vineyards

# 11.0 Appendix 4 – Tourism Maps

## 11.1 Town centre

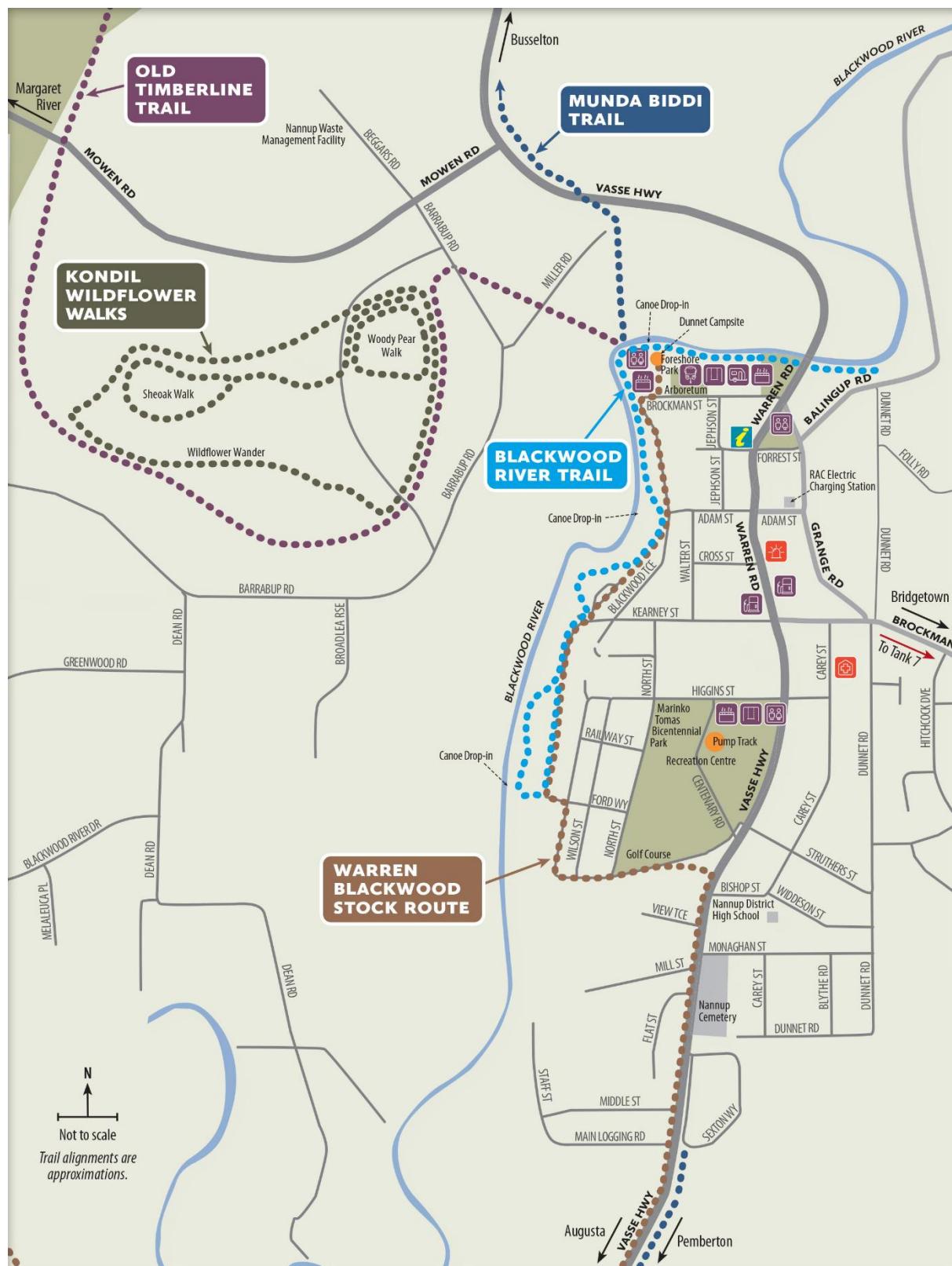


Figure 41: Tourism Map – Town Centre

## 11.2 Greater Nannup Area

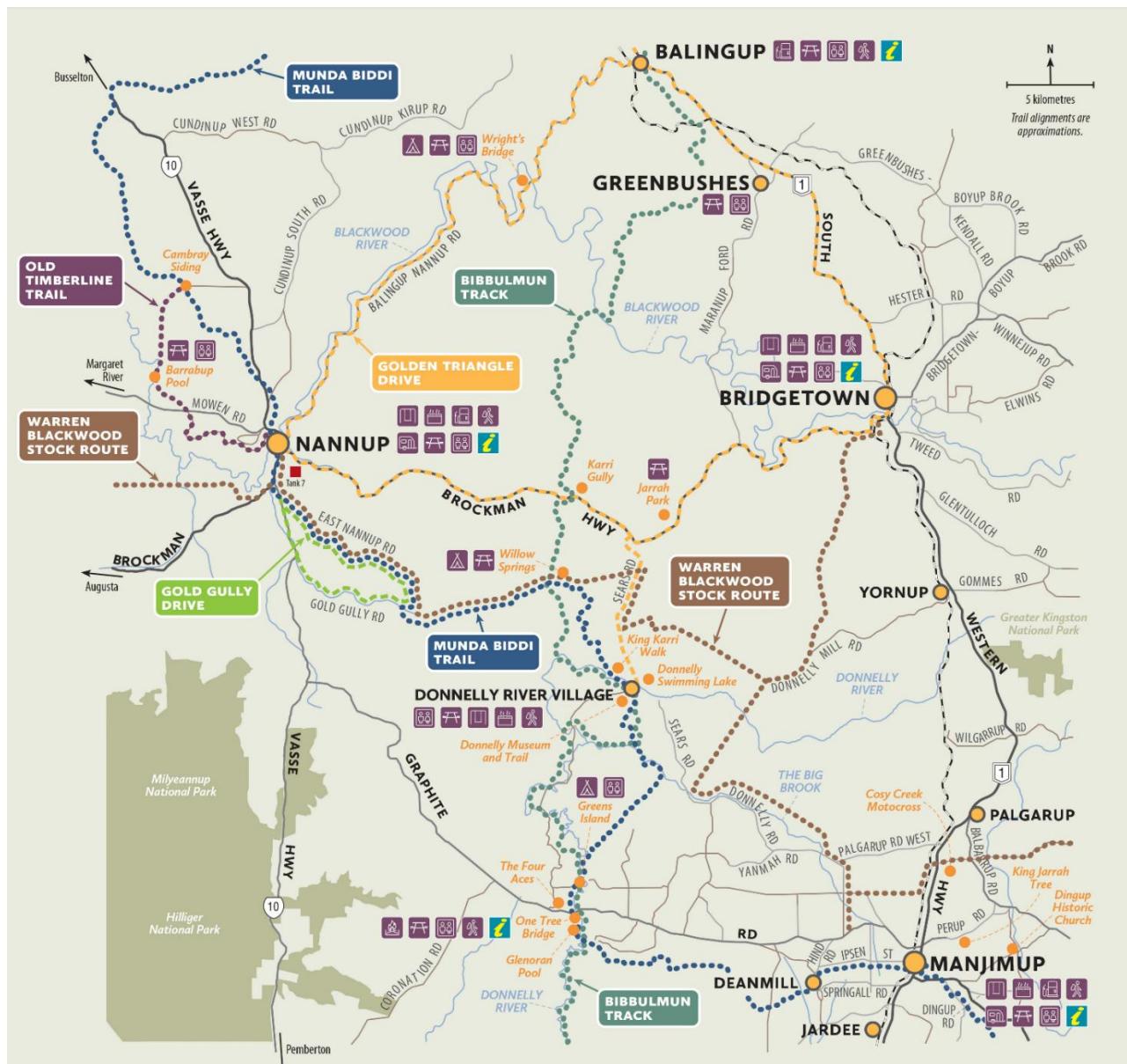


Figure 42: Tourism Map – Greater Nannup Area