



# 2018/19 INVESTMENT PROSPECTUS

**NORTHAM  
READY.SET.GO**

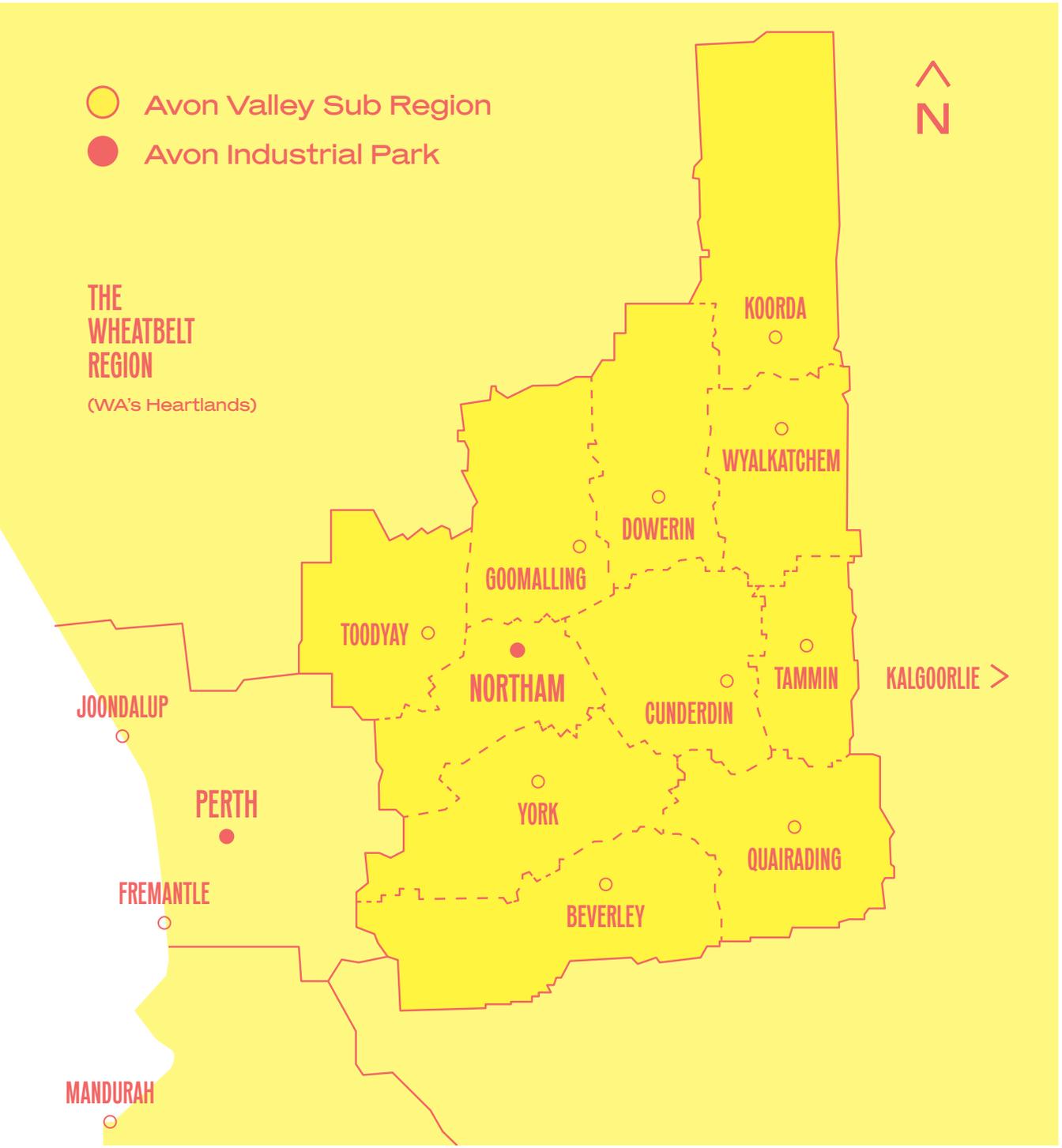


Shire of Northam  
Heritage, Commerce and Lifestyle

# WELCOME TO NORTHAM

## CONTENTS

<b>2</b> Welcome to Northam	<b>4</b> The Northam Story
<b>6</b> A Northam Snapshot	<b>7</b> The Avon
<b>8</b> The Wheatbelt	<b>10</b> Supertown
<b>11</b> A Shire of Growth	<b>12</b> Residential Property Market
<b>13</b> Office Commercial Market	<b>14</b> Industrial Market
<b>16</b> Tourism	<b>17</b> History and Culture
<b>17</b> Aboriginal Tourism	<b>18</b> Renewable Energy
<b>19</b> Farming and Agribusiness	<b>20</b> Farming and Agribusiness Innovation
<b>22</b> Retail	<b>22</b> Freight and Logistics





**READY**

# THE NORTHAM STORY

Vibrant, innovative, safe, caring, inclusive - all words that best describe the Shire of Northam.



Northam is an exciting, growing community, that serves as the main economic and commercial centre of the Avon Valley and Central Wheatbelt. Farming communities (which primarily produce wheat, barley, oats, sheep, wool, cattle, canola and hay) use Northam for their everyday banking, retail, shopping, business services and government servicing requirements.

The Northam townsite was first gazetted in 1836 and is an important transport hub for rail and road links to Eastern Australia. It was a centre for Post-War migration and many of the residents have strong links to Eastern Europe.

Boasting a wide range of services, accommodation, education, medical, leisure and recreational facilities, the Shire of Northam is capable of catering for all interests and lifestyles.

Over the past two to three years the Shire of Northam has been through a period of significant investment across a range of sectors - it really is an exciting place to be and invest, with a very strong and agile future.

So, whether you're looking to visit one of the many attractions within the region, invest and take advantage of a growing region, or live and experience life in rural Western Australia, the Shire of Northam bids you a warm welcome.



Cr Chris Antonio  
*Shire President*



# VIBRANT, INNOVATIVE, SAFE, CARING, INCLUSIVE



## POPULATION

**11,112** (2016 census)  
Avon Region population  
**26,711.**

Northam population  
forecast: **14,790 by 2026**

### Aspirational population projection

Avon Region forecast growth:  
**50,000 by 2032.**

Northam forecast growth:  
**20,000 by 2032.**



## EMPLOYMENT

Technicians and trade workers **17.1%**  
Clerical & admin **15.1%**  
Professionals **13.3%**  
Labourers **13.2%**  
Community and personal service **11.4%**  
Managers **10.4%**  
Sales **9.7%**  
Machinery operators and drivers **8.4%**  
Other **1.4%**



## ECONOMY

Labour force growth:  
**6.6%** (Dec 16 to Dec 17)  
Unemployment rate:  
**7%** (Dec 17)  
Regional Price Index: **98.7**  
**811** Businesses



## TOURISM

**2nd** largest collection of historically significant buildings  
**13,000** visitors per year  
**14** Nature parks/Reserves



## CONNECTED

**80**  
**minute**  
Drive to perth



**Daily**  
**passenger**  
**train**

to and from Perth



## EDUCATION

- 7** Primary schools
- 2** Secondary school
- 2** Post secondary education facilities
- 1** Education support centre



## PROPERTY

**\$220K** Median house price  
**\$70K** Median land price



## LIFESTYLE

**25°C** Average temp  
**141** Sunny days per year  
**41** Sporting groups



## NETWORK

Ethernet and Optical Transport Network (OTN):  
**40G** Perth to Northam  
**10G** Northam to Kalgoorlie and other regional centres in the area.

# A NORTHAM SNAPSHOT

## FAST FACTS

DISTANCE FROM PERTH

**96KMS**

SHIRE AREA

**1,443KM<sup>2</sup>**

POPULATION

**11,112**

NUMBER OF ELECTORS

**6,765**

NUMBER OF DWELLINGS

**4,326**

TOTAL RATES LEVIED

**\$7,758,164.50**

TOTAL REVENUE

**\$22,436,032**

NUMBER OF SHIRE EMPLOYEES

**102**

## SUBURBS AND LOCALITIES

- Bakers Hill
- Clackline
- Grass Valley
- Northam
- Spencers Brook
- Wundowie

## FACILITIES

- Child care facilities
- Northam Regional Library
- Wundowie Library
- Northam Swimming Pool
- Wundowie Swimming Pool
- Northam Recreation Centre
- Jubilee Oval
- Bert Hawke Oval
- Victoria Oval
- Northam Skate Park
- Bakers Hill Sports Pavilion & Oval
- Quellington Hall & Tennis Courts
- Wundowie Oval

## EDUCATION

- Northam Primary School
- West Northam Primary School
- Avonvale Primary School (Northam)
- Avonvale Education Support
- St Joseph's School (Northam)
- Bakers Hill Primary School
- Wundowie Primary School
- Northam Senior High School
- Central Regional TAFE
- Muresk Institute

## LOCAL INDUSTRIES

- Regional business centre
- Tourism
- Grain
- Sheep
- Cattle
- Foundry
- Agricultural services
- Flour mill
- Hard rock quarrying
- Light industrial
- Health and aged care services
- Tertiary education

## MEETING PLACES

- Town Hall (Northam)
- Northam Recreation Centre
- Lesser Hall (Northam)
- Memorial Hall (Northam)
- Bakers Hill Sports Pavilion
- Bridgeley
- Clackline Hall
- Grass Valley Hall
- Irishtown Agricultural Hall
- Quellington Hall
- Southern Brook Hall
- Wundowie Hall

## SIGNIFICANT LOCAL EVENTS

- FEB** Vintage Swap Meet
- MAR** Concerts in the Park
- APR** Northam Motorsport Festival
- AUG** Avon Descent & Avon River Festival
- SEP** Northam Agricultural Show
- OCT** Wundowie Iron Festival
- DEC** Christmas on Fitzgerald
- Monthly** Farmers Markets & Lions Markets





# THE AVON

**The Avon is an exciting region, flowing with opportunity and prosperity.**

The Avon is a subregion of the Wheatbelt and home to a population exceeding 25,000 residents, and services hundreds of thousands of visitors annually - with a \$1 billion export oriented economy. It gains its name from the Avon River, which originates in the region and cascades down the foothills to eventually join Perth's Swan River.

Known for its good rainfall and lush surrounds, the Avon is a colourful patchwork of gently rolling hills, winding streams and historic country towns.

The Avon Valley offers countless new business opportunities, with plenty of flexibility for growth and development. Underpinning the long-term strategic economic growth of the subregion is the Avon Industrial Park.

As a key regional centre, the State Government of Western Australia has invested significantly in the the community of Northam and its surrounds. These investments have enhanced this already vibrant community, and have attracted new businesses and job opportunities to the region.



# THE WHEATBELT

The Wheatbelt, also known as WA's Heartlands, is a region of unprecedented opportunities.

As a key contributor to Western Australia's prosperity, the Wheatbelt's economy is valued in excess of A\$4 billion annually. It has grown at an average rate of over 8.2% over the last ten years - and will continue to grow well into the foreseeable future. This is well above the state's overall (declining) Gross State Product (GSP) of 3.9%.

Agriculture is the dominant industry in the Wheatbelt. The economy is also

strongly supported by strengthening mining, commerce, retail, manufacturing and tourism industries, which has attracted major global innovators and investors.

WA's Heartlands are connected by major transport routes, and is divided into five subregions: Avon, Central Coast, Central East, Central Midlands, and Wheatbelt South.



# SET



# SUPERTOWN

## We always knew Northam was a super town.

The State Government Royalties for Regions Regional Centres Development Plan (SuperTowns) is an initiative that identifies key regional centres, and provides funding support to stimulate new business opportunities and jobs, and increase population growth.

Through Royalties for Regions, \$80 million was made available to SuperTowns for transformational projects in the chosen communities. In addition to the significant financial investment towards planning in the Shire of Northam \$8 million will be spent on specific works, including:

AVON RIVER REVITALISATION AND RIVERFRONT DEVELOPMENT (STAGE 1)

**\$3.65 MILLION**

AVON HEALTH AND EMERGENCY SERVICES PRECINCT

**\$4.81 MILLION**

In 2012, Northam was selected as an inaugural SuperTown – this was in part due to our unique positioning as the main hub between the Perth CBD and the Wheatfield, and our unprecedented growth opportunities. In the previous six years since the initiative begun, Northam (and surrounding townships) has seen a scalable increase in business and social development, with multiple major investments enacted and scoped.

SuperTowns has enabled the Shire to deliver greater affordable quality housing options, and develop a range of job opportunities that cater to the areas diverse communities and demographics.



## CURRENT DEVELOPMENT/ INVESTMENT PROJECTS (APPROX \$250M)

**01**

Mauravillo Rural Residential Estate - *Wundowie*

**02**

Dome Café development

**03**

St John Ambulance sub centre and regional office First Aid Training Centre

**04**

Northam Hospital redevelopment

**05**

Main Roads WA Wheatbelt regional centre redevelopment

**06**

Five bay car wash development

**07**

New shopping centre development including Coles, Aldi and Best & Less

**08**

Wine bar development

**09**

Commercial hotel redevelopment

**10**

Bilya Koort Boodja Centre for Nyoongar Culture and Environmental Knowledge

**11**

Northam Boulevard Shopping Centre redevelopment

**12**

Perdaman solar energy project

**13**

Northam Eco Lifestyle Village

**14**

El Caballo Lifestyle Village expansion

**15**

Ingham chicken broiler farm

**16**

Carnegie Clean Energy, Indigenous Business Australia and Bookitja Ptd Ltd Solar Farm

**17**

Procon Truck & Travel Centre (Roadhouse)

**18**

Mortlock Gardens (ACDF) - key worker

**19**

Northam CBD connectivity strategy

**20**

\$8.0m Northam aquatic facility development

**21**

\$1.5m Northam youth space

**22**

Proposed outdoor twilight cinema

**23**

Shire CCTV system expansion (\$0.5m)

**24**

Northam PCYC upgrade

**25**

Northam Police Station upgrade

**26**

Northam Gospel Trust development

# A SHIRE OF GROWTH



The Shire of Northam is a vibrant growing community that is safe, caring and inclusive.

We are recognised as a community that values our heritage, preserves our environment and promotes our commerce.

Through the Royalties for Regions scheme, a State Government initiative that supports regional community development, Northam endorsed and enacted the Regional Centres Growth Plan: a Plan that will transform the town into one of WA's key regional centres.

Economic growth is our major priority, and the Growth Plan embraces the need to further diversify the sub region's economic base.

[northam.wa.gov.au/Assets/Documents/Content/supertowns/NORTHAM-REGIONAL-CENTRE-GROWTH-PLAN-Final.pdf](http://northam.wa.gov.au/Assets/Documents/Content/supertowns/NORTHAM-REGIONAL-CENTRE-GROWTH-PLAN-Final.pdf)

## KEY STEPS INCLUDE

- An expanded, more diverse economy
- Partnerships that encourage investment
- Developing a centre responsive to changing environmental conditions
- Designing a modern, vibrant and attractive town centre
- Emboldening a greater "sense of place"
- Greater housing diversity
- Infrastructure that meets the needs of the townsite
- More industrial, commercial and residential land supply
- Maintain housing affordability
- Provision of services expected from the region
- Excellent connectivity and transport links



# RESIDENTIAL PROPERTY MARKET



**185**  
HERITAGE LISTED BUILDINGS



**14**  
ESTATES IN DEVELOPMENT



**83**  
TREE CHANGES SINCE 2012

## Affordable land, rates and housing make Northam a wise choice.

The Shire of Northam offers a diverse and enviable range of housing options across the entire Shire. Whether it's one of our lifestyle villages in El Caballo, a rural residential tree change on the doorstep of the Northam townsite, or a remote farmstead, there is a residence and parcel of land for every lifestyle.

In the Northam townsite, a range of stunning heritage cottages and homesteads are in constant demand (and supply) - and for a fraction of the cost of what you may find elsewhere in the state.

With a thriving heritage community, boasting over 185 heritage listed buildings - the second largest concentration of historical buildings in WA outside of Fremantle - this is a unique opportunity to own a part of history.

With a range of new estates in development, including the Northam Golf Course Estate, the Northam landscape is constantly evolving to suit the growing demands of the community.

AVERAGE HOUSE PRICE

**\$220K**

AVERAGE PERTH PRICE

**\$555K**

ANNUAL GROWTH

**0.7%**

AVERAGE WEEKLY RENT

**\$285**

AVERAGE PERTH RENT

**\$350**

RENTAL YIELD

**6.7%**





# OFFICE COMMERCIAL MARKET

**24,045m<sup>2</sup>** OF RETAIL FLOOR SPACE

**2758ha** OF COMMERCIAL PROPERTIES

**2464ha** IN CBD



RETAIL FLOORSPACE DEMAND EXPECTED TO DOUBLE

**35,570m<sup>2</sup>** BY 2021

**52,657m<sup>2</sup>** BY 2036

Northam is the true centre for business.

The majority of available office and retail space is located in the Northam CBD. The Shire of Northam has recently endorsed a Northam CBD Development and Connectivity Strategy in response to growing demand for CBD space - and the need to ensure our CBD remains vibrant, welcoming and attractive.

In Northam we recognise the importance of our small retail businesses and the changing environment in which they operate. Our Strategy is aimed at creating a CBD where people congregate to meet, discuss, shop and celebrate.

The Strategy aims to create an environment which promotes additional development and economic opportunities within a more engaging and connected streetscape environment, and facilitate economic investment, vitality, and overall revitalisation.

The focus is on developing a strategy for the revitalisation of streetscape spaces through infrastructure improvements to enhance and promote Northam as a vibrant, attractive and welcoming centre.

## COMMERCIAL GOALS

- Support existing businesses and guide investment
- Revitalise, activate and connect key activity nodes
- Increase passive surveillance
- Increase tourism and visitation
- Improve connectivity within Northam
- Celebrate and enhance the community's rich heritage and character
- Activate and build connections to the river
- Foster social development through renewed community pride, identity, investment and activation

# INDUSTRIAL MARKET

**203ha**  
OF INDUSTRIAL LAND

**30-35**  
DAILY EAST-WEST  
RAIL JOURNEYS

**\$80-\$110m<sup>2</sup>**  
INDUSTRIAL LOT PRICES

**1000m<sup>2</sup>-4000m<sup>2</sup>**  
INDUSTRIAL LOT SIZE

## Where industry meets.

There are a range of industrial areas located within the Shire of Northam.

Positioned on the Great Eastern Highway, a key route for road vehicles accessing the eastern Wheatbelt and the Goldfields, it is the main western road link between Perth and the eastern states of Australia.

In addition to the road network, Northam is fortunate to be located on the east-west rail corridor, a standard-gauge railway that runs across

Australia linking the Eastern states to Kalgoorlie, Northam and Perth.

The Avon Industrial Park represents the largest concentration of zoned industrial land, with 203ha of land either occupied or available. This is complimented locally by an industrial land provision in close proximity to the Northam township, which currently accommodates service, light industry and agricultural transport activities.



GO



# TOURISM

## 12,000

OF VISITORS A  
YEAR (TO THE VC)

## 2,000- 3,000

BALLOON FLIGHTS  
ANNUALLY

## 3,500

SKY DIVES (APPROX.)

## 600

AVON DESCENT  
COMPETITORS  
ANNUALLY

## OVER 180

HERITAGE  
BUILDINGS

## Northam is as unique as the experiences that lie within.

Northam has a wide range of tourism opportunities to cater for every interest. Vast canola fields, rocky banks, gentle rivers and endless rolling fields are the perfect settings for the visiting nature lover.

Architectural and historical treasures will reward every history buff, and the interesting museums, art galleries and community groups introduce the storied, diverse histories of this unique region to the world.

And if you have a passion for adventure, enjoy Western Australia's only hot air ballooning experience with a sunrise flight over picturesque Northam and Avon Valley. If whitewater rafting is your game, the Avon rapids play host to the Avon Descent, Western Australia's second longest running sporting event. And for those seeking stratospheric thrills, a skydive from 14,000 feet over the legendary outback drop zone will surely raise the heart rate.

[Avon Descent - avondescent.com.au](http://avondescent.com.au)  
[Skydive York - skydive.com.au/york](http://skydive.com.au/york)  
[Ballooning - ballooning.net.au/](http://ballooning.net.au/)





20  
INDIGENOUS  
EXHIBITIONS

55  
COMMUNITY  
ORGANISATIONS  
(APPROX.)

15,000-  
20,000  
EXPECTED VISITORS

## HISTORY AND CULTURE

Northam's rich and diverse history has shaped the culture and diversity of our community.

Northam was first surveyed by European colonists in 1830, during the exploration of the Darling Ranges and the rich and beautiful Avon Valley. The townsite, on the banks of the Avon, was gazetted in 1833. It was named by Governor Stirling, reportedly after a village of the same name in Devon, England. Northam's importance was, and still remains, based on its proximity to the river and its location as a crossing point. Almost immediately it became a point of departure for explorers and settlers who were interested in the lands which lay to the east. Architecture from this period still stands in Northam today.



## ABORIGINAL TOURISM

With an Aboriginal population in excess of seven percent, Northam has a unique and proud Aboriginal heritage and culture. The development of the multi-million dollar state of the art Bilya Koort Boodja Centre for Nyoongar Culture and Environmental Knowledge in the Northam CBD - the only purpose built Aboriginal Cultural centre in Western Australia - provides a unique insight into Aboriginal culture within the region. The Centre will offer visitors the opportunity to learn about culture, environment and country, through the eyes of our proud Aboriginal community; and be granted unique access to a range of boutique Aboriginal cultural experiences, from language, to food, to stories.

# RENEWABLE ENERGY



**102,798KW**  
MW GENERATED

## Endless sunny days make Northam the sustainable choice.

With 141 days of cloudless days every year, and close proximity to Perth, there is no better place in Western Australia to pursue your solar energy aspirations.

In 2017, Perdaman Industries constructed the [then] largest commercial property solar system in WA: a 665 kW system distributed across the rooftop and carport at Northam Boulevard Shopping Centre, supplying 40% of the shopping centre's energy needs. This system, which generates over a million kilowatts per year, is the biggest in the state, and is the first to use solar panels as car park shelters.

The next project, a unique partnership between Carnegie Clean Energy, Indigenous Business Australia and Bookitja Pty Ltd, will oversee the development of a new 10 megawatt (MW) solar plant. Featuring 34,000 solar panels situated on 25 hectares of land, the plant will generate approximately 24,000 MW of clean electricity a year, eliminating 17,000 tonnes of greenhouse gas emissions annually.

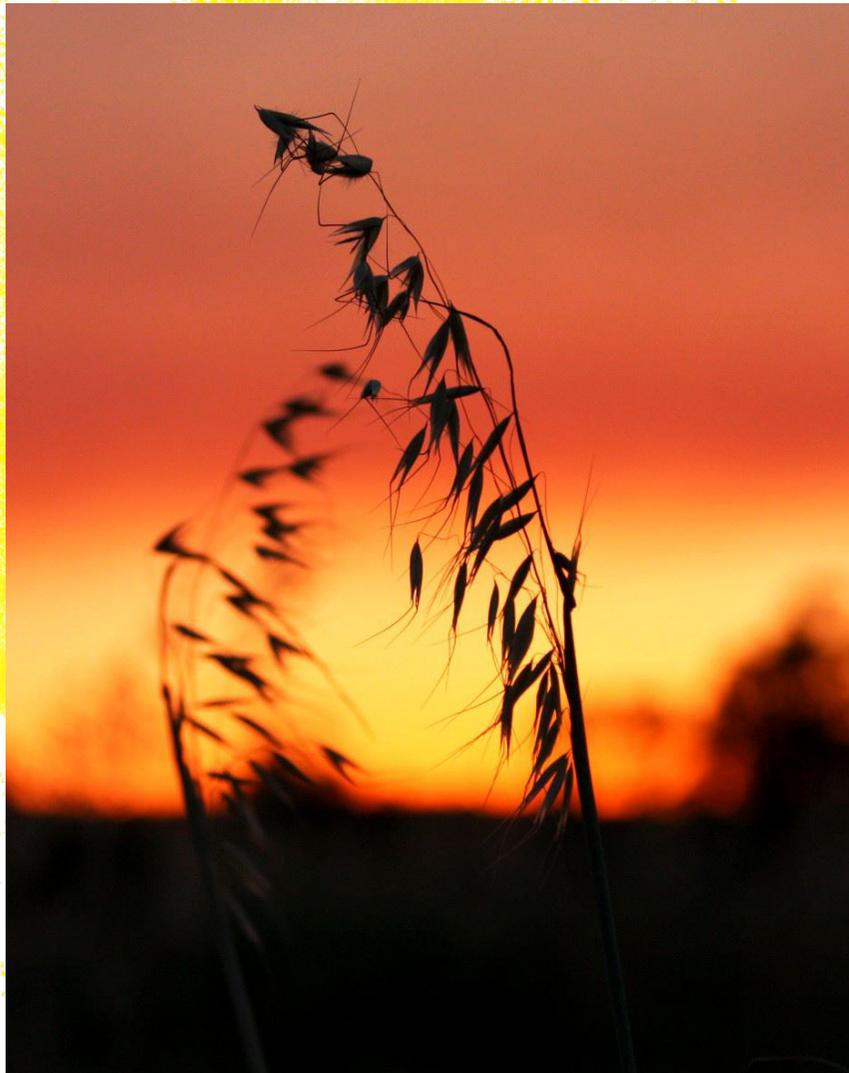




2,650,045ha  
OF AGRICULTURE

\$668m  
IN PRODUCTION

# FARMING AND AGRIBUSINESS



## Planting seeds for a smarter way to farm.

The Avon sub-region has strong links with the global economy. Founded on agriculture, farmers in the Avon and broader Wheatbelt region have contributed to Western Australia's position as one of the world's largest wheat exporters.

Agriculture continues to play a critical role in the Avon economy to this day, accounting for over 15% of industry value-add over the past five years. According to the Australian Bureau of Statistics (ABS), in 2006, the Avon sub-region controlled 2,650,045 hectares of agricultural holdings (2.7% of holdings in WA), with a gross production value of \$668m (11.5% of value in WA).

The difference between the Avon's share of holdings and value illustrates the fact that the region's agricultural production is primarily centred around intensive cropping. Global food demand has increased in recent years in response to accelerating

population and income growth. This has led to a spike in food prices over the past ten years, following decades of real price declines in response to the advancement of technology and land management based productivity increases.

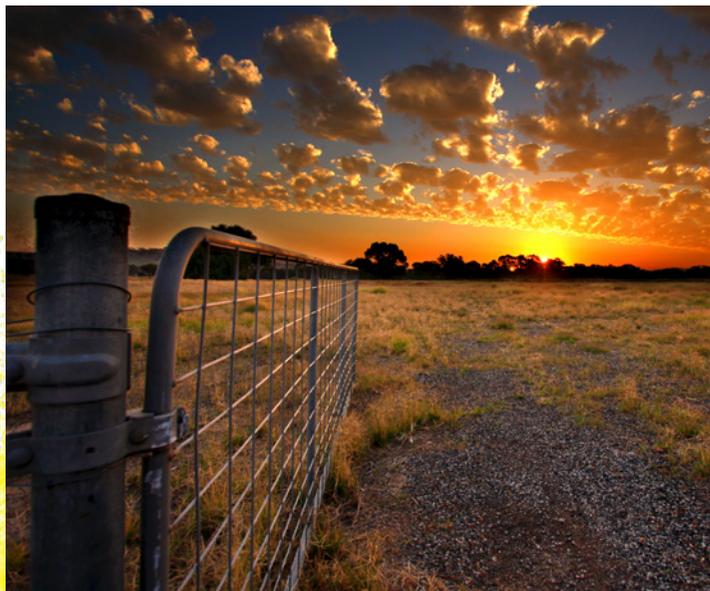
In 2018, the WA State Government highlighted its commitment to the WA Avon / Wheatbelt region by investing \$45m over four years to: the Building Western Australia's Grains Research and Development Capacity initiative; \$3.7m to support the Muresk Institute of Agriculture in Northam; and grain research, development and innovation which received a major boost with the official opening of the new \$11.5 million state-of-the-art scientific research facilities in Northam.

The Northam Grains Research Facilities have been purpose-built to research grains to specifically address WA production challenges.

# FARMING AND AGRIBUSINESS INNOVATION

The Shire of Northam, in partnership with the Muresk Institute, Curtin University, and the Department of Primary Industry and Regional Development are looking to establish an agribusiness innovation hub in Northam to service the greater Avon and Wheatbelt region/s.

The aim of the innovation hub is to provide co-location, collaboration and demonstration opportunities to help develop innovative solutions to challenges in the agricultural industry.



## RETAIL

### Central Business District Connectivity Strategy.

We are committed to developing the Northam CBD into a vibrant, attractive and welcoming centre, where our community can come to gather and shop.

Stage one has been completed after an extensive period of consultation which has resulted in the adoption of our CBD Connectivity Strategy. Key strategic investment is occurring within our CBD to ensure that we not only attract people, but retain visitation and introduce other amenities.

A significant focus is to enhance night time activities within the CBD, which has been enhanced by recent developments such as Laura's Wine Bar overlooking the Avon River, a proposed twilight outdoor cinema, new and improved public areas, and a range of eating places.

#### OPPORTUNITY

Private investment and government collaboration

[northam.wa.gov.au/profiles/northam/assets/clientdata/document-centre/planning/northam\\_town\\_centre\\_development\\_\\_connectivity\\_strategy\\_-\\_final\\_report.pdf](http://northam.wa.gov.au/profiles/northam/assets/clientdata/document-centre/planning/northam_town_centre_development__connectivity_strategy_-_final_report.pdf)

# FREIGHT AND LOGISTICS

With our unique location, access to road, rail and the Northam CBD, Northam is ideally located to be a critical east/west freight and logistics hub.

Located 15 minutes from the Northam town centre, and 90 minutes from Perth, the Avon Industrial Park provides an ideal location for heavier industrial activities as well as mining, freight and logistics opportunities.

The Avon Logistics Hub and Westside Solar Park are a proposed collaborative development between the private sector and the Shire of Northam. It is hoped the industrial areas will commence construction at the end of 2018, providing light

industrial lots with easy access to the Great Eastern Highway, from the Northam CBD and the adjacent Road Train Assembly Area. Lot sizes will range from 0.5 hectares to 2.7 hectares, and will be fully serviced.

## OPPORTUNITY

Sign a contract to purchase land at the Avon Industrial park before May 31 and pay nothing until March 31 2019. Stamp duty subsidy of up to \$100,000 may be available.

Private investment



# NOW IS THE BEST TIME TO INVEST IN NORTHAM

01

PROXIMITY TO PERTH

02

STRATEGIC ROAD AND RAIL CONNECTIONS

03

AVAILABILITY/ ACCESS TO WORKFORCE

04

LARGE AGRICULTURAL BASE

05

AVAILABILITY OF COMPETITIVELY PRICED INDUSTRIAL, RESIDENTIAL AND COMMERCIAL LAND

06

SIGNIFICANT PRESENCE OF REGIONAL GOVERNMENT AGENCIES

07

A PROACTIVE LOCAL AUTHORITY



# WANT TO INVEST IN NORTHAM?

CONTACT

CHIEF  
EXECUTIVE  
OFFICER

**Shire of Northam**

[ceosec@northam.wa.gov.au](mailto:ceosec@northam.wa.gov.au)

08 9622 6114





**NORTHAM**  
**READY.SET.GO**



**2018/19**  
Investment  
Prospectus