



SHIRE OF
MANJIMUP



SHIRE OF MANJIMUP
**TOWN
BLUEPRINTS**

MANJIMUP COMMUNITY BLUEPRINT

MARCH 2026



We acknowledge the Traditional Custodians of this region– the Bibbulmun, Minang and Kaniyang Noongar people. We pay respects to Elders past, present and emerging and acknowledge their enduring culture and connection to Country

SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

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PART 1

ABOUT THE COMMUNITY BLUEPRINTS

SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

THE ROLE OF THE COMMUNITY BLUEPRINTS

To guide the next decade, the Shire of Manjimup (the Shire) has developed Community Blueprints for Manjimup, Pemberton, Northcliffe, Walpole and Quinninup. The Blueprints are about helping each town plan its future in a way that reflects local needs and priorities.

Informed by a comprehensive community engagement program held in October 2025, the Blueprints translate local aspirations and insights into practical priorities to strengthen economic diversity, enhance social wellbeing, support environmental sustainability and build resilience to change. They describe a future shaped by local knowledge and experience, highlighting what makes each town unique, what people care about and where there is potential. Building on previous growth planning, including the Manjimup SuperTown Townsite Growth Plan (2012) and the Shire's current Strategic Community Plan, the Blueprints provide a strategic framework for the Shire's Council Plan and will guide future decision-making, budgeting and resource allocation as outlined below.

The Blueprints also recognise that there is no set population size that automatically leads to government funding for new services or facilities. Funding decisions are influenced by a range of factors, including demonstrated community need, the nature of the project and broader government priorities at the time. In this context, the Blueprints help identify and clearly articulate local needs, supporting the Shire's advocacy efforts and strengthening future funding proposals.

The relationship between the Shire's Community Blueprints and Council Plan

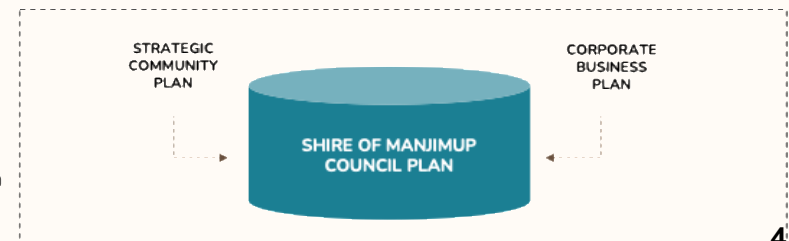
This diagram demonstrates the relationship between the Community Blueprints (this document) and Council-led strategic planning.

- The Blueprints define a long term, community owned strategic direction and priorities for each town
- The Shire's Council Plan articulates how the Shire will deliver on the strategic priorities identified by the community.

Community Blueprints
10 – 20 year,
community-
owned town
direction.



Council Plan
8 year,
community-
informed,
Council-led
delivery of town
direction.

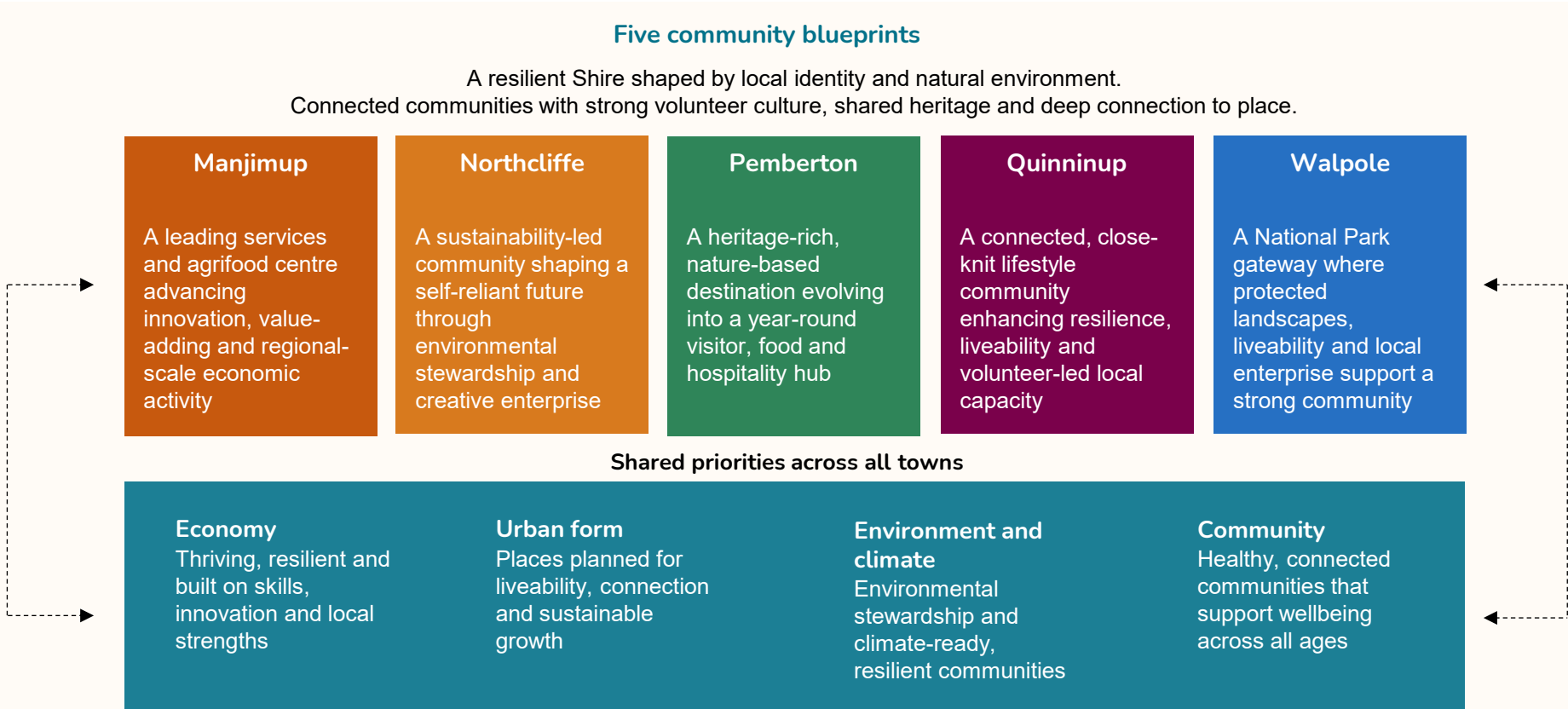


SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

FIVE DISTINCT COMMUNITIES, ONE SHARED FUTURE

Five distinct communities bring their own strengths to the Shire’s shared future shaped by environment, identity and ingenuity. They align around priorities that strengthen economic vitality, protect the environment and enhance wellbeing.

All communities support and seek sustainable growth, recognising that population stability underpins the services, amenity and lifestyle enjoyed and needed for long-term resilience.



SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

WORKING TOGETHER FOR A RESILIENT FUTURE

The Blueprints set out a long-term strategic vision and priorities. Achieving these goals is a shared responsibility, with local government, State agencies, industry partners and community members each playing a critical role as demonstrated in the table below. Given the Shire's broad geographic area and the wide range of priorities identified, progress will depend on strong collaboration between government, industry, partners and local communities.

	Local government	State government	Federal government	Industry	Community plays an equally important role, as stewards of their towns and futures by: - Identifying business and innovation opportunities - Contributing to local business activity, workforce participation and volunteer-led initiatives - Supporting aligned growth opportunities and progress - Adopting sustainable behaviours and supporting local resilience efforts - Building social connection, participating in local programs and driving community-led action.
Economy	Leads local economic activation and town centre vitality	Sets industry direction and regional development priorities	Shapes national economic policy and major funding programs	Drives investment, innovation and workforce demand	
Urban Form	Directs local planning and community infrastructure	Oversees planning system, housing supply and major infrastructure	Provides national population and infrastructure frameworks	Delivers housing, construction and precinct development	
Environment and climate	Leads local environmental action and resilience-building	Manages land, water, biodiversity and bushfire policy	Sets national climate and environmental regulation	Implements sustainable practices and stewardship of land and resources	
Community	Supports local wellbeing, inclusion and civic participation	Delivers core education, health, policing and social services	Provides universal welfare, Medicare and aged-care systems	Provides key services across health, aged-care, childcare and training	

As the responsible local government, the Shire's role in delivering on the Blueprints may include:



Delivery lead

Direct-delivery of services, programs and initiatives important to the community.



Regulator

To ensure safety, fairness, and compliance



Partner / enabler

To support others to assist in delivering initiatives.



Advocate

Advocating on behalf of the community and stakeholders, for initiatives important to the Shire.



PART 2

THE SHIRE OF MANJIMUP

ABOUT THE SHIRE

The Shire sits in the heart of the Southern Forests and Valleys, around 300 kilometres south of Perth.

It is located on the traditional lands of the Bibbulmun, Kaniyang and Mineng Noongar peoples, whose stories, songlines and land management practices continue to shape the landscape.

Covering more than 7,000 square kilometres, it spans National Parks, productive agricultural lands and Western Australia's iconic southern coastline. It is the largest Shire by area, in the South West region of Western Australia.

Part of the Warren Blackwood sub-region, it has four towns - Manjimup (the largest), Northcliffe, Pemberton and Walpole - and five smaller hamlets of Deanmill, Jardee, Palgarup, Quinninup and Windy Harbour. It has a population of ~9,400 and median age of 47, demonstrating an ageing population which prompts a stronger future focus on attracting families, young workers and new enterprise.

The Shire's towns and settlements were built by timber workers, tobacco growers and orchardists who established mill towns, small farms and rail sidings. A wave of post-war European migration strengthened horticulture and fostered a spirit of ingenuity that remains central to everyday life today.

Largest Shire in the South West: 7,028 km²

Population: Approx. 9,400 people across towns and rural settlements

Largest town: Manjimup – ~6,760 residents

Age profile

- Median age: 47 years
- Children 0–14: 16.2%
- People 65+: 22.8%

Families

- Couple families without children: 50.2%
- Couple families with children: 35.3%
- One-parent families: 13%

Ancestry

English 46% • Australian 37.5% • Scottish 10.3%
• Irish 9% • Italian 7.1%

Religion

No religion 49.1% • Catholic 16.1% • Anglican 11.8% •
Uniting Church 2.4% • Not stated 9.5%

Key economies

- Agriculture, Forestry and Fishing
- Manufacturing
- Construction
- Rental, Hiring and Real Estate Services

Tourism profile

- Predominantly domestic, day-trip destination
- Nature based tourism, recreation, food and wine
- Limited commercial products and experiences

ABOUT THE SHIRE

Within the Shire, every community contributes uniquely to its overall character and economy. Each town is at a different stage of development, shaped by its own opportunities, challenges and community expectations.

- **Manjimup** is the Shire's largest town, known for its strong community life and role as a service, commercial and innovation hub supporting a diverse economy
- **Northcliffe** is a creative, environmentally minded community celebrated for its trails, arts, culture and stewardship of surrounding national parks. The Windy Harbour holiday destination is located on the coast, 27km to its south
- **Pemberton** blends heritage with karri forests, waterways and vineyards, creating a nature-rich destination with increasingly year-round appeal
- **Quinninup** is a small, close-knit community defined by strong volunteerism and connection to community, nature and heritage
- **Walpole** is framed by coastline and tingle forests, with a relaxed lifestyle supported by local enterprise and landscape identity.



ABOUT THE SHIRE

Economy

The Shire's economy is changing. It is moving away from a strong focus on agriculture and forestry toward a more diverse mix of industries. This creates new opportunities, but these need careful planning to make sure the benefits are fully realised.

The area is well known internationally for its high-quality food production. It is Australia's leading producer of Périgord black truffles and a major exporter of products such as apples and avocados. Fertile soils, a cool climate and a strong culture of innovation support this success and have earned the region national and international recognition.

In recent years, unemployment has been falling, which shows more people are taking part in the local workforce. Population growth is expected to remain broadly stable with some gradual decline. Current factors shaping this include an older population, sector-specific job opportunities and relatively few people moving into the area. Future opportunity lies in attracting young families, skilled workers and business owners. To achieve this, targeted industry attraction, diversified employment opportunities and conditions that encourage people to relocate and stay, is needed.

The end of native forestry makes this challenging as a long-standing pillar of Manjimup's economy declines, however with change comes fresh opportunity for targeted action.

1 - Backwards linkages refer to the businesses and industries that supply goods and services to other businesses, helping local industries operate and grow.

2 - Value-added refers to the increase in value that comes from turning raw materials or basic inputs into more useful or higher-value products or services.

Shire of Manjimup economic snapshot

Output	\$1.786B
Gross Regional Product (GRP)	\$919.8M
Economic output per person (GRP per capita)	\$101,159
Jobs	4,407

While many sectors contribute to the Shire's economy, a select few drive the most significant activity. The chart below identifies these sectors and their areas of strongest impact.

	Backwards Linkages ¹	Exports	Employment	Value-Added ²
Agriculture, Forestry and Fishing	X	X	X	X
Construction	X	X		X
Manufacturing	X	X		
Public Administration and Safety		X		X
Health Care and Social Assistance			X	X

Economic output by industry (top four)

	Output (\$Million)
Agriculture, Forestry and Fishing	\$540.9
Manufacturing	\$183.5
Construction	\$176.7
Rental, Hiring and Real Estate Services	\$146.3

Source: Remplan, Urbis

ABOUT THE SHIRE

Economy (continued)

Tourism is a key opportunity for future growth. In 2024, visitors spent an estimated \$143 million in the Shire. On average, visitors spent \$408 per trip and \$159 per night. Most visitors come from within Western Australia and elsewhere in Australia, mainly for holidays. Visitor numbers follow similar seasonal patterns to the wider South West, with slightly less variation across the year.

This level of activity shows that tourism is becoming an important part of the local economy. It supports hospitality, accommodation and small local businesses, and creates opportunities to grow areas such as farm-based tourism, outdoor activities, food and drink, and events. With the right investment, tourism could become one of the Shire's key long-term sources of economic growth.

The Native Forestry Transition Plan, delivered by the Department of Energy and Economic Diversification, has already provided some support to local businesses. A total of \$1.9 million has been shared across 13 businesses in tourism, agriculture, food production, health and contracting. However, it is still too early to understand the long-term effects on jobs and economic diversity.

The Shire's economic future will depend on how well new industries develop, how investment supports new ideas and long-term stability, and how successfully the area attracts the people and skills needed for sustainable growth.



SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

ENABLING SUSTAINABLE FUTURE GROWTH

Housing, liveability and economic performance are deeply connected to the Shire's long-term vitality.

Manjimup, Northcliffe, Pemberton, Quinninup and Walpole each have distinctive character, natural assets and community strengths that position them well for a new phase of sustainable growth.

Without strategic future focus, population growth may stall, making it harder to sustain valued community services and facilities. Through a coordinated approach, the Shire can attract new residents, businesses and investment, strengthening the economic base and liveability in a way that is aligned to each community's aspirations.

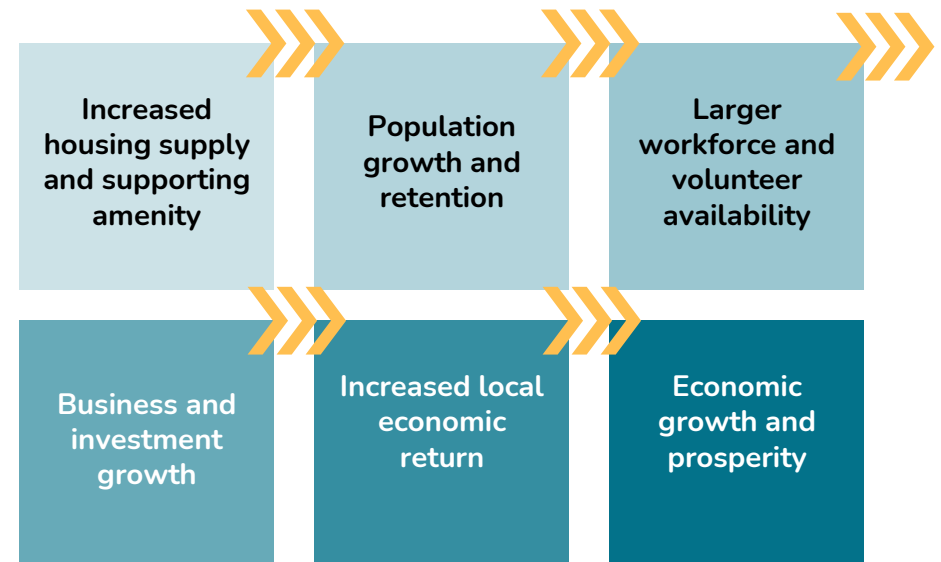
More broadly, settlement patterns across Western Australia are shifting. More people are seeking regional lifestyles, flexible work is reshaping where people can live and towns offering amenity, affordability and strong identity are increasingly competitive.

The Shire's landscapes, tourism appeal, food and forestry industries, creative communities and coastal and trail networks provide a strong platform for expansion in tourism, health and wellbeing, industry supply chains, small business and remote-enabled enterprises. Unlocking this potential depends on delivering a wider range of housing options that enable new or returning residents to settle, and existing residents to stay as their needs change.

Demographic change adds momentum. An ageing population creates demand for new health services, aged care models and local support businesses while attracting young families and skilled workers reinforces schools, clubs and the workforce required to grow priority sectors. Providing housing for every life stage from first home buyers to downsizers supports social cohesion and builds long term resilience.

Expanding housing supply and diversity through targeted economic development, investment attraction and efficient approvals will broaden the labour pool, improve business confidence and stimulate local spending. Essential supporting amenity, particularly accessible childcare, will be critical to attracting working families and key workers. As population grows in a measured way, communities gain the capacity to reinvest in centres, public spaces and community infrastructure.

Sustainable growth for the Shire is not about rapid expansion. It is about confident, well-planned evolution. Strengthening housing choice, childcare and everyday amenity creates the foundation for new industries, stronger health and service sectors, resilient supply chains and a thriving visitor economy – where each town is an attractive place to live, work and invest into the future.



Local economic growth pathway. Source - URBIS



PART 3

STAKEHOLDER ENGAGEMENT

SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

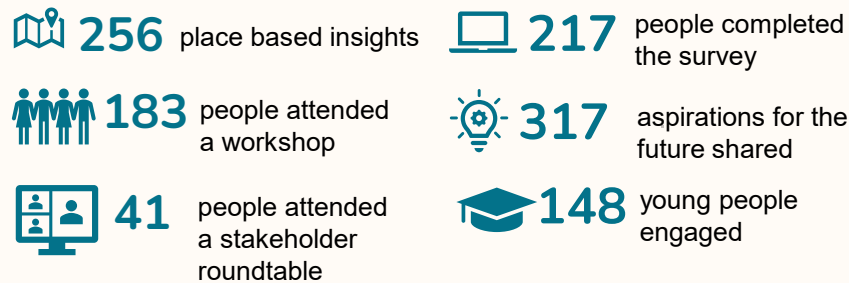
COMMUNITY INFORMED, COMMUNITY OWNED

These Community Blueprints have been informed by more than 1,000 community and stakeholder contributions that together set a clear and collective direction for the future of each town.

A two-phase engagement strategy utilised online tools, in-person workshops and targeted stakeholder and industry roundtables to optimise participation. Engagement was supported by a communications campaign, including a dedicated project website – shapeyourtowns.com.au.

- **Phase 1 Engagement:** Broad community and stakeholders – October 2025
- **Phase 2 Engagement:** Targeted stakeholders and industry – November 2025

1162 contributions*



Participation by town (excluding youth engagement)

	Surveys	Place inputs	10 year vision	Workshop attendees	Total
Manjimup	68	84	87	44	283
Northcliffe	31	47	51	45	174
Quinninup	43	18	43	23	127
Pemberton	36	76	73	33	218
Walpole	39	31	63	38	171

Survey demographics

The survey provided qualitative and quantitative insights unique to each community. This, combined with visioning inputs, workshop data and stakeholder round tables, has been used to inform the direction for each Community Blueprint.

Town split

- Manjimup – 33%
- Northcliffe – 15%
- Pemberton – 18%
- Quinninup – 14%
- Walpole – 20%

74% Were born in Australia

- 

80%
- Are homeowners within Shire of Manjimup:

 - 4% work in the Shire but live elsewhere.
 - 14% own a business in the Shire.
 - 6% own property in the Shire but don't live there

64%  Identify as female

50 - 54 Was the predominant age group

- 

24%
- Have school aged children living at home:

 - 11% (5–11 years)
 - 13% (12–17 years)

SHIRE OF MANJIMUP COMMUNITY BLUEPRINTS

COMMUNITY INFORMED, COMMUNITY OWNED

Key findings that have shaped the Community Blueprints

Communities want to see sustainable growth to support resilience:

- **Housing** supply and choice, for all life stages
- **Economic opportunity** across industries: service, tourism, agriculture, forestry transition
- Reliable, safe **utilities and services** - water, telecommunications, bushfire, emergency response
- Diverse **education and training** pathways
- **Family-friendly** facilities, amenities, programs and services
- Local **communities** being **empowered** to deliver impact in their towns
- Access to **healthcare** – general and acute care, ancillary services.

The Shire's key strengths and assets

- 75% Location and lifestyle
- 51% Natural environment and landscapes
- 33% Tourism and visitor attractions
- 32% Local businesses and economy
- 23% Arts and cultural offerings

Biggest challenges for the decade ahead

- 49% Access to housing
- 45% Youth retention and opportunities
- 36% Lack of diverse industries
- 34% Limited economic opportunities
- 33% Environmental degradation or risk

65%

View economic transition and new industry development as a key priority



63%

View tourism development as a big opportunity for the shire



83%

of community want to protect and enhance the environment



74%

Are seeking improved housing supply and choice across the shire.



COMMUNITY INFORMED, COMMUNITY OWNED

Insights from meetings with First Nations representatives and the Shire's Reconciliation Action Plan have informed Community Blueprints. Ongoing collaboration and engagement will support delivery of identified opportunities.

What's most important to First Nations people:

- **Connection to Country and cultural identity** - Land, forests and coast are central to identity and wellbeing, with strong value on family, lifestyle and places that support cultural practice
- **Cultural visibility and shared spaces** - More visible culture across towns through murals, dual naming, language and everyday practice, along with support for places like the Yarning Circle and bush-tucker trail
- **Safe participation, voice and representation** - Culturally safe pathways that acknowledge past trauma and strengthen voice, leadership and participation
- **Housing stability and access** - Secure, affordable and appropriate housing for families, workers and students, noting pressures from rising rents and limited options
- **Young people and future pathways** - Youth spaces and creative programs beyond sport, plus stronger engagement in traineeships, governance roles and digital skills
- **Cultural economy, tourism and storytelling** - Growth in Aboriginal-led tourism, bush-tucker, cultural storytelling and partnerships that support economic participation
- **Land management** - Traditional knowledge guiding land care and cultural burning, with progress shaped by access, insurance and sustainable practice
- **Cultural learning and knowledge sharing** - Interest in Noongar culture courses, bush-tucker harvesting, astronomy and dark-sky storytelling that deepen cultural understanding across the community.



What's needed

- Digital and job readiness skills
- Pathways into governance and leadership roles
- Targeted programs for young Aboriginal men
- Partnerships to grow cultural tourism and storytelling ventures
- Stable and suitable housing for families, workers and students
- Easier access to Country for cultural fire and land care
- Stronger cultural visibility in public spaces
- Youth spaces and creative programs beyond sport
- Aboriginal content embedded across schools and community events
- Support for cultural learning experiences and seasonal activities

COMMUNITY INFORMED, COMMUNITY OWNED

A series of outreach activities through youth groups and local schools gave insight into what the next generation of our community values and is seeking into the future.

What's most important to young people:

- **Entertainment and activities** including indoor, all-weather and social activities such as a movie cinema, gaming/arcade space, climbing, trampoline and water-based recreation
- **On-trend retail and food options** - clothing stores, large variety stores, fast food outlets, lolly and ice-cream shops and diverse shopping choices
- **Safe, well-maintained town environments** - good lighting, footpaths, public spaces, and youth sports facilities like basketball hoops and water fountains
- **Youth-friendly places to hang out** - informal, welcoming spaces where young people can spend time safely
- **Strong sense of safety at night** - particularly around skateparks and key youth gathering areas
- **Youth-friendly events and activities** including regular, fun, supervised events such as Blue Light / PCYC-style discos or gatherings
- **More community events and opportunities** - activities, festivals, and structured programs that help young people feel connected and included.



What's needed

- A broad 'everyday offer' with a mix of services, retail, food and activities
- Public space safety and amenity, town centres and youth spaces that are welcoming, well-lit and easy to move through
- Safe, positive and inclusive environments with coordinated programs
- Activated towns with regular events and experiences to build confidence and belonging
- Accessible community facilities that meet the needs of young people
- Youth perspectives in future planning, as partners in shaping long term visions.



PART 4

MANJIMUP COMMUNITY BLUEPRINT

MANJIMUP COMMUNITY BLUEPRINT

MANJIMUP 2025

Manjimup is a highly liveable sub-regional centre with strong agricultural foundations, reliable services and a close-knit community.

The community values lifestyle, affordability and sense of belonging shaped by sport, volunteering and long-standing social networks. As Manjimup plans for sustainable growth, pressures around housing, childcare, aged care and acute health services are becoming more visible, particularly for young families, key workers and older residents.

The community is seeking high quality, accessible public spaces, activities and opportunities for all ages, stronger training pathways, workforce housing and broader retail and service offerings.

Future opportunities include expanding health services, growing tourism accommodation, advancing sustainability initiatives and strengthening Manjimup's role as an internationally recognised innovative agricultural and service hub.

The environment remains central to local identity, with strong support for healthy landscapes, water security, biodiversity and bushfire resilience. The urban planning response needs to facilitate diverse housing, serviced land and infrastructure that supports a growing population.

With focused investment, strong partnerships and a shared long-term vision, Manjimup is well positioned to grow as a connected, welcoming and future-ready regional centre.

Population: Approx. 6,284.

- Low forecast growth rate of 4% over next decade then stagnates.
- Ageing population, growing from 21% aged 65+ in 2021, to 28% 65+ in 2046.

Average Age: 41.9 years

Born overseas: 13.7%

Household Structure:

- Family household: 65%
- Lone person household: 33.1%
- Group household: 2%

Occupation:

- Labourers: 18.8%
- Managers: 15.6%
- Technicians and trades: 15.2%
- Community and personal service workers 11.1%
- Professionals: 10.9%
- Clerical and admin: 10%
- Machinery operators and drivers 9.8%
- Sales: 8.6%

Industry of employment:

- Agriculture, Forestry and Fishing: 18.1%
- Retail trade: 11.3%
- Healthcare and social assistance: 11.2%
- Education and training 9.2%
- Public administration and safety: 7.3%
- Construction 7.2%
- Accommodation and food services: 6.5%
- Manufacturing 5.8%
- Other: 23%

Income:

- Ave income (15-64yo): \$50,400
- Ave household income: \$84,500
- SEIFA index (weighted avg): 916*

Source: ABS

*The SEIFA Index represents areas of relative socioeconomic advantage and disadvantage. The national average is 1,000, scores lower than this amount indicate greater disadvantage.

Our community

We are shaped by the land we live on, the people who call it home and generations of working together.

Our landscapes are central to our sense of place, guiding how we live, how we connect and how we care for one another. As our town grows, we will continue to nurture and protect what makes Manjimup special.

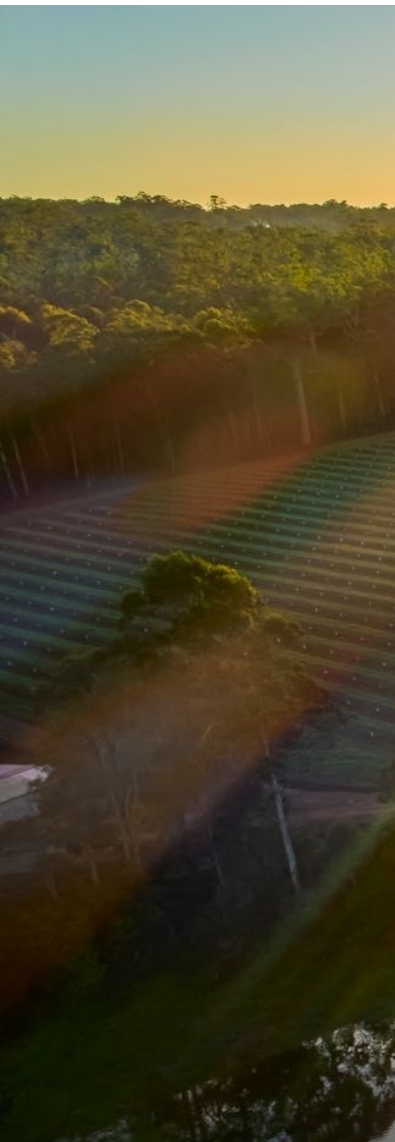
We are proud to be a food-producing heartland. Generations of families, growers and local businesses have built an economy that feeds the State and continues to evolve.

Life here offers space, affordability and the everyday services people need. It's a place where people can settle, build careers, raise children, contribute to their community and enjoy the benefits of a regional town that still feels local. Our heritage – timber and farming, culture, arts and long-standing local traditions – remains a living part of who we are.

As the Shire's service hub, we play a vital role in supporting neighbouring towns and the resilience of our wider region.

Looking ahead, we welcome measured and sustainable growth. New residents and families, diverse housing, opportunities to age in place and new pathways for learning, employment and enterprise.

Together, we are shaping a confident and sustainable future – grounded in the generations who built our town and open to those who will shape its next chapter.





OUR VISION – MANJIMUP 2045

A leading services and agrifood centre advancing innovation, value-adding and regional scale economic activity.

Manjimup grows as a connected and caring community, protecting the natural environment and embracing sustainable, well-planned development.

Families, workers, businesses and young people are drawn to its opportunities; older residents are supported to age in place and community connection underpins a strong future.

ECONOMY

Manjimup town anchors a comparatively strong local economy, serving as the Shire's administrative and service hub.

Manjimup's job market has become much tighter in recent years. Unemployment fell from 8.3 per cent in 2018 to 3.8 per cent by June 2025. Over the past five years, the number of local jobs has also grown, increasing by almost 8 per cent since 2020.

Most jobs within the Shire are still in agriculture, healthcare and social assistance and retail. This has changed very little between the 2016 and 2021 Census periods. As the main service centre, Manjimup town generates about \$632 million in economic activity each year. Agriculture, forestry and fishing, along with construction, are the biggest contributors. Together, these industries generate around \$381 million directly and a further \$149 million through spending that flows on to other local businesses.

What's holding the economy back?

- **Housing and affordability** - There is a shortage of housing, which makes it harder for businesses to fill new jobs and grow their workforce. This is having a major impact on the local economy
- **Local businesses and skills** - Limited retail choice in the town centre and limited capacity to support economic development, makes it harder for new businesses to start, grow or invest locally. Employers report difficulties attracting and keeping skilled workers, partly due to limited local training options
- **Healthcare** - The lack of after-hours and specialist services limits access for residents and reduces opportunities for the sector to create more local jobs
- **Communications** - Poor mobile coverage is reducing productivity and makes it harder for businesses to adopt new technologies or enable remote working
- **High-end tourism accommodation** - There is a shortage of high-end accommodation and short-term housing for contract workers and higher-spending visitors.



MANJIMUP COMMUNITY BLUEPRINT

ECONOMY



Labour market and output

3.8%	Unemployment Rate
7.9%	Labour force growth (2020 – 2025)
\$632M	Gross Regional Product

Source: ABS, Remplan, Urbis

Top industries of employment

1	Agriculture and Fishing
2	Healthcare and Social Assistance
3	Retail Trade

Source: ABS Census 2021

Flow on spending from local outputs*

Spend	Agriculture, Forestry and Fishing	Construction
Initial Output (\$M)	245.687	136.212
Flow on Spending		
Manufacturing	15	16
Electricity, Gas, Water and Waste Services	4	1
Transport, Postal and Warehousing	7	3
Financial and Insurance Services	6	1
Professional, Scientific and Technical Services	5	6
Other Industries	46	38
Total Local Expenditure (\$M)	84	65

*Flow-on spending from local outputs refers to the additional economic activity generated when industries produce goods or services. For each dollar spent in a given industry, further spending is stimulated in other sectors. For example, agricultural production can lead to increased demand for transport services, as goods need to be moved to markets.

Source: Remplan, Urbis

STRATEGIC LEVERS FOR MANJIMUP'S ECONOMY

The strategic levers are grounded in community-led aspirations, shaped to strengthen economic contribution and deliver meaningful, place-based outcomes.



Strengthen key local industries (agriculture, forestry and fishing)

Supporting the growth of key industries by enabling business expansion, adding value to local products, linking industry with tourism, building research partnerships and promoting Manjimup as a producer of high-quality goods.



Health care and social assistance growth

Building on Manjimup's role as a service centre to attract additional health services and grow local employment in healthcare and social support.



Public administration and regional services

Reinforcing Manjimup's role as a regional centre for government, emergency services and community administration.



Infrastructure and connectivity improvements

Addressing gaps in essential infrastructure such as internet and mobile coverage, utilities and transport to improve business productivity and enable economic growth.



Renewable energy and sustainability opportunities

Progressing projects such as a Biomass Renewable Energy Hub and other sustainability initiatives that improve energy reliability, recycling and water security.



Strengthen role as a regional hub

Positioning Manjimup as the central place for industry, services and investment, allowing major employers to generate benefits across the Shire.

ECONOMY: Thriving, resilient and built on skills, innovation and local strengths

What community said is most important

- ★ Value-adding in agriculture and forestry, including local processing, niche products, plantation industries and circular-economy opportunities
- ★ Manufacturing growth in food processing, forestry innovation and STEM-aligned industries
- ★ Agritourism, eco-tourism and wellness experiences connecting farms, forests, trails and year-round events
- ★ A stronger visitor economy supported by more quality accommodation, coordinated marketing, festivals and food-and-forest events
- ★ Housing supply for key industries, including agricultural, health and seasonal workers
- ★ Local workforce development through apprenticeships, TAFE access, short courses and school-to-industry pathways
- ★ Expansion of health and social care jobs, including allied health linked to hospital redevelopment
- ★ A vibrant, well presented main street and reduced commercial barriers for small business
- ★ Essential enabling infrastructure, including reliable digital services, secure energy supply and improved transport links
- ★ Forest transition to renewable, low-carbon and circular economy industries creating climate-smart jobs



“Providing opportunities for young people to further their education and more variety in career prospects is integral to the growth of Manjimup.”

Survey respondent

ECONOMY: Thriving, resilient and built on skills, innovation and local strengths

Towards our 2045 vision >>>

KEY MOVES

- Grow agriculture, agri-tourism and value-adding opportunities
- Strengthen partnerships across agriculture, research and investment
- Expand tourism and destination-economy appeal
- Boost small business vibrancy and local job creation
- Build stronger training and education pathways into local industries
- Scale sustainable industries including biomass and renewables
- Advance forest transition industries and sustainable infrastructure
- Leverage the Genuinely Southern Forests brand to elevate agriculture as a sophisticated industry
- Accelerate housing supply to support workforce and project needs

Priority sectors

- Agriculture, Forestry and Fishing
- Construction
- Manufacturing
- Public Administration and Safety
- Health Care and Social Assistance
- Accommodation and Food Services



How community can make an impact

- ★ Buy and promote local food, makers and growers
- ★ Support producers using regenerative farming
- ★ Shop local, run pop-ups or start micro-businesses
- ★ Join town teams and revitalisation projects
- ★ Volunteer for festivals or help create new events
- ★ Start or back sustainable, circular and economic transition ventures
- ★ Mentor young people or host trainees
- ★ Advocate for better digital, energy, water and transport services

ENVIRONMENT AND CLIMATE: Environmental stewardship and climate-ready, resilient communities

Manjimup's future resilience relies on protecting its natural assets and securing reliable, sustainable resources as conditions change. The focus is strengthening environmental systems, improving adaptive capacity and supporting a climate-ready community.



Water

Strengthen catchments, protect rivers and improve storage and efficiency to secure long-term water reliability.



Energy

Grow renewable energy, bioenergy opportunities and grid resilience for a low-carbon, reliable future.



Land

Restore forest health, manage pests and disease, and protect remnant vegetation to support biodiversity and reduce bushfire risk. Manage coastal access and impact.



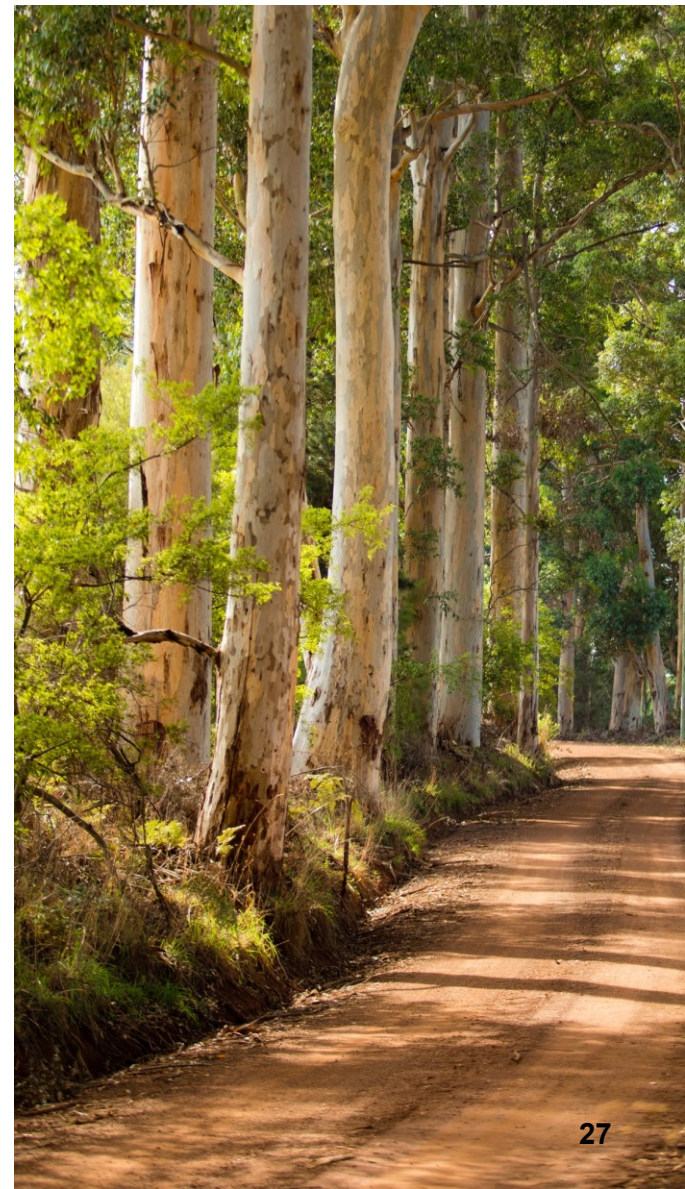
Waste

Modernise recycling, composting and circular-economy systems, supported by regional partnerships.



Community

Create greener public spaces, strengthen bushfire preparedness and build environmental awareness across the community.



ENVIRONMENT AND CLIMATE: Environmental stewardship and climate-ready, resilient communities

What community said is most important

- ✧ Reliable, long-term water security for households, farms and industry and smart local solutions like rainwater capture, tanks and efficient irrigation
- ✧ Forest health and biodiversity protection through ecological thinning, pest control and care for local flora, fauna and threatened species
- ✧ Coordinated bushfire readiness, with well-managed verges, fuel reduction, community education and strong support for volunteer emergency services
- ✧ Greener, cooler towns with native street trees, shaded paths and well-maintained parks and walk trails
- ✧ Contemporary recycling and waste options, including composting, FOGO alternatives and local reuse and circular-economy programs
- ✧ Resilient agricultural land through efficient water use, soil improvement and practical tools for mid sized and smaller producers adapting to a drying climate
- ✧ A community that understands and cares for its environment – a sustainability learning and resources hub and local stewardship and community information
- ✧ Modern, resilient infrastructure and clear policies for water, land care and environmental management.



“We are lucky to live in the South West, surrounded by healthy forests. Because of this, we have a thriving tourism industry. People come to our area to be immersed in our natural environment”

Survey respondent

ENVIRONMENT AND CLIMATE: Environmental stewardship and climate-ready, resilient communities

Towards our 2045 vision >>>

KEY MOVES

- Long-term water planning with smart, resilient local supply solutions
- Forest health and biodiversity through coordinated thinning and habitat care
- Bushfire readiness with consistent verge management, fuel reduction and volunteer support
- Green and cool towns through sustained native planting, shading and urban greening, including streetscape planting
- Modern recycling, composting and circular-economy options
- Climate-smart industry and agriculture - renewable energy, efficient water use and adaptation tools

"Protection of native bushland is essential. We also need to prepare for a drying climate and significantly lower rainfall over the long term."

Community member



How community can make an impact

- ★ Care for National parks, forests, waterways and wildlife
- ★ Use water wisely and support long-term local supply
- ★ Be bushfire-ready and support volunteer brigades
- ★ Choose renewable energy and low-impact living
- ★ Reduce waste through recycling, composting, repair, reuse and circular initiatives
- ★ Report weeds, pests, dieback and invasive species
- ★ Join clean ups, working bees and restoration projects
- ★ Plant natives and care for street trees and public spaces
- ★ Promote respectful, nature-based tourism.

URBAN FORM

Manjimup is well-placed for steady, sustainable growth, with land already set aside to support new homes, local jobs and the protection of important natural areas.

The town's future layout brings housing, industry, education and green spaces together to support liveability and keep Manjimup as the Shire's main service centre. This approach aligns with State planning directions and helps the town meet community needs while attracting new opportunities.

Several areas provide a strong foundation for growth. Around 164 hectares of future industrial land will support business expansion, value-adding industries and long-term jobs, with direct highway access. Future rural residential areas will offer low-density housing that transitions between the town and surrounding farmland, supporting lifestyle choice and rural character. A further 60 hectares set aside for environmental conservation will protect biodiversity, waterways and landscape values.

Some challenges will need careful management. Water, wastewater and bushfire systems will require upgrades as development occurs, and clear buffers will be needed to reduce land-use conflict at the town's edges. In some areas, fragmented land ownership may slow the delivery of new housing or services. Addressing these issues early will help Manjimup grow in a way that supports community wellbeing, protects the environment and maintains what makes the town a connected and resilient place to live.



URBAN FORM: Places planned for liveability, connection and sustainable growth

What community said is most important

- ✧ Improved connections through better coastal links, easier access to Busselton Airport, upgrades to Manjimup Airport and reliable local transport.
- ✧ More reliable digital and telecommunication to support residents, businesses and remote work
- ✧ A well presented, welcoming town through upgraded paths, beautification and entry statements
- ✧ Extended and connected pathways, trails and rail-trail routes between the town centre, Deanmill, Jardee and surrounding areas
- ✧ Land and subdivision opportunities to expand residential supply and improve access for key workers, young families, seniors, people with disability and seasonal workers
- ✧ Creative and flexible housing types, including granny flats, small dwellings, kit/modular homes, hemp/timber construction, lifestyle villages and mixed-use zoning in the town centre
- ✧ Residential aged care and disability accommodation, integrating modern low/high-care, in-town living and models that free up family homes
- ✧ Streamlined planning and approvals by reducing red tape, improving inter-agency collaboration and resourcing the Shire to fast-track housing and business development.



“We need new aged care so local people have a sense of purpose to do well, remain with families throughout their life and remain in the local town many of them have grown up in. [We need] aged care housing close to town for singles and couples.”

Survey respondent

URBAN FORM: Places planned for liveability, connection and sustainable growth

Towards our 2045 vision >>>

KEY MOVES

- Unlock land and accelerate diverse housing supply
- Enable flexible, innovative housing options and new typologies
- Expand aged-care and disability accommodation in the community
- Enhance trails, recreation spaces and town amenity
- Streamline planning and approvals to speed up development
- Strengthen transport links, safer routes and local bus reliability
- Upgrade essential utilities and digital networks for future growth

"Consider changing to a mixed zoning on town commercial property which may enable owners to convert vacant premises to townhouse or apartment living."

Community member



How community can make an impact

- ★ Champion diverse and sustainable housing models
- ★ Support flexible subdivision and rural living options
- ★ Advocate for age-friendly and accessible homes near services
- ★ Report issues on roads, paths and crossings
- ★ Walk, cycle and use shared trails
- ★ Use and care for parks and public spaces
- ★ Celebrate local identity through arts and town-centre activations
- ★ Advocate for stronger digital and mobile connectivity
- ★ Support local job creation in light industrial and commercial areas

URBAN FORM: Places planned for liveability, connection and sustainable growth

The town will be supported by a number of key precincts that may accommodate future business activity over time. These precincts are intended to support local jobs, economic activity and community wellbeing as the town grows. The proposed precincts are indicative only and any future changes to town areas will be planned and considered through the Shire's usual statutory planning processes.

Town Centre

The town centre will remain Manjimup's civic and commercial heart. It supports local businesses, tourism services, education and workforce pathways.

Priorities:

- Keeping health services clustered in the town centre to improve access.
- Reviewing and updating town centre and townsite boundaries to create a strong retail and commercial core, with service-based businesses around the edges.
- Planning for aged care facilities close to town centre services, co-located with the future secondary neighbourhood centre, to create a walkable area for older residents and reinforce Manjimup's role as the Shire's main town.

Longer term:

- Establishing a secondary neighbourhood centre near residential growth areas to provide local services.
- Ensuring new development builds on existing public spaces and services in the town centre.
- Supporting the expansion and renewal of town centre activities.

Residential Growth Areas

These areas will provide land for future housing, helping address affordability and workforce accommodation. Their location close to the town centre supports population renewal and local jobs.

Priorities:

- Setting aside some residential growth areas for rural-style living to meet the lifestyle needs of people moving to the region.
- Rezoning identified rural small holdings and general agriculture land to allow detailed planning and the delivery of well-designed, connected neighbourhoods.

Longer term:

- Locating new residential areas within or near the future secondary neighbourhood centre, or close to the existing town centre, so residents have easy access to shops, services and community facilities, with housing options that suit future population needs.

Industrial and Employment Precinct

This precinct supports key industries, including agriculture-based processing, light manufacturing, logistics and renewable energy projects, and provides the jobs needed to diversify the local economy.

Priority:

- Rezoning the identified industrial area from General Agriculture to Industrial Development to allow light and general industry that can operate alongside airport activities.

URBAN FORM: Places planned for liveability, connection and sustainable growth

Education and Training Precinct

Anchored by TAFE, this precinct supports skills development and clear pathways into local jobs, particularly in construction, agriculture, forestry transition and health.

Priorities:

- Developing an education hub that links agriculture and scientific services to support specialised industries.

Longer term:

- Locating a future primary school within the secondary neighbourhood centre to improve access for families.

Rural, Agri-tourism and Conservation

Future growth should strengthen Manjimup's connection to surrounding national parks, state forests and productive farmland. Development will focus inside settlement boundaries, with rural living and agricultural areas acting as transition zones. The Agri-Tourism and Conservation zones will protect natural environment while supporting low-impact uses such as farm stays, trails and boutique accommodation.

Priorities:

- Allowing limited subdivision of larger rural properties for housing, while protecting nearby farming land.
- Using rural living areas as buffers between farming and conservation land, and encouraging agri-tourism to diversify the economy.
- Limiting new tree plantations to protect high-value agricultural land and future conservation areas.

Longer term:

- Supporting the shift towards more intensive farming methods, such as horticulture, aquaculture and viticulture.

COMMUNITY: Healthy, connected communities that support wellbeing across all ages

Manjimup's community network of more than 100 organisations across sport, service clubs and civic groups has been shaped by strong participation and volunteering.

Sustaining this into the future, as lifestyles and generations shift, is a challenge that will require targeted support and transition. Attracting families and supporting young people and older residents is a key focus into the future.



Sport, arts and community life

A strong sporting foundation with growing opportunity for arts, culture and conservation to diversify community participation.



Families and young people

Welcoming, supervised environments for youth; childcare, family amenities and intergenerational activities to enrich everyday life.



Health, wellbeing and ageing

Access to allied health, mental health, specialist care and age friendly housing becoming more important as the population changes.



Volunteering and local leadership

Clubs and community groups with leadership succession, clear supported pathways to funding and meeting compliance requirements.



Connection, inclusion and belonging

Inclusive events, revitalised markets, shared spaces, digital literacy and neighbourhood networks supporting community cohesion and belonging.

COMMUNITY: Healthy, connected communities that support wellbeing across all ages

What community said is most important

- ★ A more socially connected Manjimup, including a revitalised Farmers Market and Cherry Harmony Festival and a central online portal to help newcomers and locals get involved
- ★ A supervised youth hub and more cultural and non-sporting activities for young people
- ★ Local allied and specialist health services in town, for youth, families and an ageing population
- ★ A new aged-care facility and more seniors' housing close to town so people can age in place and stay connected to family
- ★ More affordable housing to attract young families and emergency accommodation to support vulnerable residents
- ★ A strong volunteering culture, supported by a framework that helps clubs hand the baton between generations, to welcome new members and attract grants and funding
- ★ Life-skills workshops and shared learning spaces where people can cook, create, learn practical skills and exchange knowledge across generations
- ★ Improved community facilities and services, including a town bus service, well-maintained parks, swimming pool and local cinema
- ★ Community safety and social support, including a women and children's domestic violence safe house, homelessness support, alcohol and drug services and policing available after 4pm
- ★ Building a positive community culture by celebrating together and championing what makes the town special.



“Community organisations are constantly run by the same group of volunteers. More effort and support for these groups would benefit the entire community”

Survey respondent

COMMUNITY: Healthy, connected communities that support wellbeing across all ages

Towards our 2045 vision >>>

KEY MOVES

- Community events and celebrations that bring people together year-round
- Inclusive hubs and shared spaces for young people, families and older residents
- Local health, care and wellbeing services to keep people anchored in town
- Innovate volunteering and community leadership models to sustain clubs and grow participation
- Improved everyday access and mobility through better transport and well-used public spaces
- Community safety and social supports for residents experiencing vulnerability.

Priority groups

- Youth
- Young families
- Elderly and ageing
- Vulnerable communities
- First Nations
- CALD communities
- New residents
- Volunteers
- Creative and cultural groups



How community can make an impact

- ★ Join local events and activities
- ★ Welcome newcomers and help them connect
- ★ Support young people through inclusive spaces and skill pathways
- ★ Advocate for childcare, housing, social services and family-friendly amenities
- ★ Check in on neighbours, especially older residents
- ★ Advocate for strong health, aged care and emergency services
- ★ Volunteer, and encourage others to do so
- ★ Support local creativity through arts, culture and low-key events



How you can make an impact for Manjimup



Economy

- ☐ Buy and promote local food, makers and growers
- ☐ Start or back sustainable, circular and economic transition ventures
- ☐ Mentor young people or host trainees



Urban form

- ☐ Champion diverse and sustainable housing
- ☐ Advocate for age-friendly and accessible homes near services



Environment and climate

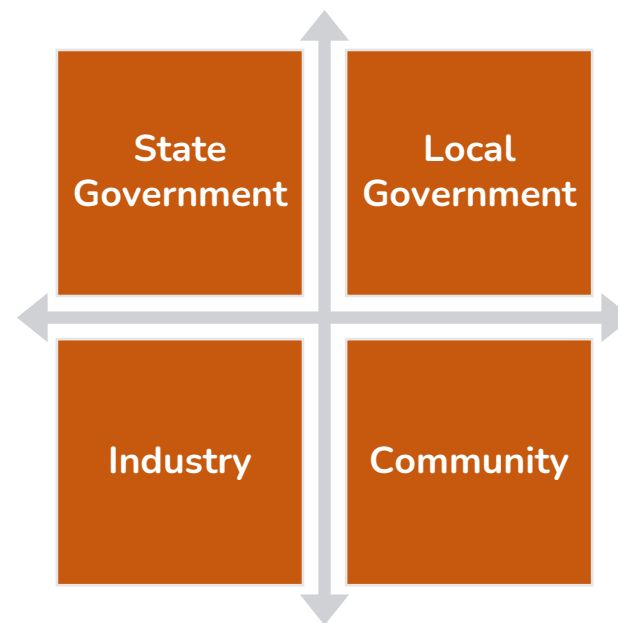
- ☐ Use water wisely, install rainwater tanks
- ☐ Be bushfire-ready and support volunteer brigades
- ☐ Reduce waste through recycling, composting, repair, reuse and circular initiatives



Community

- ☐ Join local events and activities
- ☐ Advocate for childcare, housing and family-friendly amenities
- ☐ Support young people through inclusive spaces and skill pathways

Many partners support regional development, but **community are the stewards of their town and future.**



MANJIMUP COMMUNITY BLUEPRINT

MARCH 2026

This Blueprint has been prepared to reflect the views, priorities and aspirations expressed by community members at the time of engagement, alongside available data, research and strategic inputs. It is intended as a high-level guiding document and should not be relied upon as a precise prediction of future conditions, market trends, population change, project feasibility or funding availability. While every effort has been made to ensure accuracy, completeness and balance, the authors make no representations or warranties regarding the currency, reliability or suitability of the information contained herein. Recommendations and directions are indicative only and may be subject to change based on emerging evidence, government policy, regulatory requirements, external economic factors and community priorities. The authors accept no liability for any loss, damage or consequence arising from the use of, or reliance on, this document or any projections or assumptions contained within it.